

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

# Broadcasting Jan 1

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59th Year 1990

1990: Fifth Estate Forecast  
Barry Diller "At Large"  
INTV in L.A.

# THREE WAYS TO CAPTURE

## THE REAL GHOSTBUSTERS™



**Now in its third year, still scares the competition away!**

### NY/WNYW 4:30PM

- #1 in TP
- 14 rtg K6-11 beats **Chip & Dale** head to head. Tops **Duck Tales** and **Ninja Turtles**

### LA/KTTV 8AM

- #1 in TP beating **Maxie's World**

### CHI/WFLD 3PM

- #1 in TP
- 10 rtg K6-11 beats **Duck Tales** and **Ninja Turtles**

### DC/WTTG 7:30AM

- #1 AM show in market
- 16 rtg K6-11 **triples** PM performance of **Duck Tales** and **Chip & Dale** combined! Doubles **Ninja Turtles** head to head.

### MINN/KMSP 7:30AM

- #1 AM show in market
- 18 rtg K6-11 tops **Duck Tales** and **Super Mario**

### SEA/KSTW 4:30PM

- #1 on station
- 14 rtg K6-11 tops **Duck Tales** and **Ninja Turtles**

## POLICE ACADEMY™ THE SERIES.



Tel & © 1989 Warner Bros. Inc. All Rights Reserved

**Captures big kids ratings & handcuffs the competition!**

- Strongest avg TP shr gains; +35% K2-11/+73% K6-11
- Greater K6-11 concentration than **Chip & Dale**, **Duck Tales**, **Ninja Turtles**, **Alvin**, **Muppet Babies**, **Maxie's World**

### NY/WPIX 3PM

- Growing! Oct '89 HH shr up 25% in Nov '89
- K6-11 rtg more than doubles Oct '88 TP

### LA/KCOP 3:30PM

- 9 rtg K6-11 beats **Duck Tales**

### DC/WDCA 3PM

- #1 PM show on station
- Beats **Duck Tales** in K2-11, K6-11 rtgs

### STL/KDNL 4:30PM

- 15 rtg K6-11 doubles **Super Mario**, ties **Ninja Turtles**

### BAL/WHUV 4PM

- #1 on station
- Beats **Super Mario** and **Muppet Babies**

### MIL/WVTV 4:30PM

- 11 rtg K6-11 beats **Duck Tales** and **Ninja Turtles**, ties **Chip & Dale**

# THE YOUNG & RESTLESS



HE-MAN is a registered trademark of Mattel, Inc. used under license.  
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© 1989 Parafance Communication, S.A.

**One of syndication's original and highest rated kid series returns...scored strong ratings in its fourth quarter special premiere.**

- A proven winner yesterday and today
- Appeal to kids 6-11 provides perfect counter-programming to younger skewing shows
- Recognizable characters ready to attract a whole new generation of kids
- 65 all-new episodes available Fall '90

**A**lways on the go, never sitting still, and if they don't like one thing, they're off to something else.

That's kids for you. And if you want kids to stay glued to your station day after day, week after week, better give them something from LBS.

Like **The Real Ghostbusters**, now in its third hit season, sliming its competition from coast to coast.

**Police Academy: The Series**, already locking up big ratings in market after market. And for 1990, making a heroic return, it's **HE-MAN**, in 65 exciting new adventures!

Scheduled separately or together, for an unbeatable kids block, there's no better way to capture the young and the restless.

SOURCE: NSI OCT '89, OCT '88; NY OVERNIGHTS

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# THE CRUSHING CLOBBERING



**CRUSHING**  
KCBS NEWS, AS SHE  
BECOMES THE #1 INDY  
IN LOS ANGELES

**CLOBBERING**  
THREE AFFILIATE  
SHE

**SEE...**  
HOW SHE IMPROVES  
MORE TIME PERIODS  
THAN WHO'S THE BOSS  
OR GROWING PAINS!

**HEAR...**

HOW SHE  
DOUBLES HH SHARE  
IN DALLAS!

**SENSE...**

THE COMPETITION'S FEAR  
AS SHE TRIPLES W18-34  
SHARE IN SEATTLE!

**CONQUERING**

HOUSTON, AS SHE  
GAINS 67%  
YEAR-TO-YEAR!

THE *Small*  
**WONDER**

THAT KEEPS ON  
**GROWING!**

SOURCE: NIELSEN 10/89 VS 10/88 TIME PERIOD HH SHARES EXCEPT AS NOTED. \*ADDITION

**GET HER BEFORE SHE GETS YOU!**



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 **ITC**  
Domestic Television  
INTRODUCES

# VOLUME IX

STARRING

Ellen Barkin  
Michael Caine  
Kevin Costner  
Robert DeNiro  
Farrah Fawcett  
Sally Field  
Morgan Freeman  
Ben Kingsley  
Geraldine Page  
John Ritter  
Patrick Swayze  
John Voight

WITHOUT  
A CLUE

sex, lies,  
and  
videotape

STEPEATHER  
II

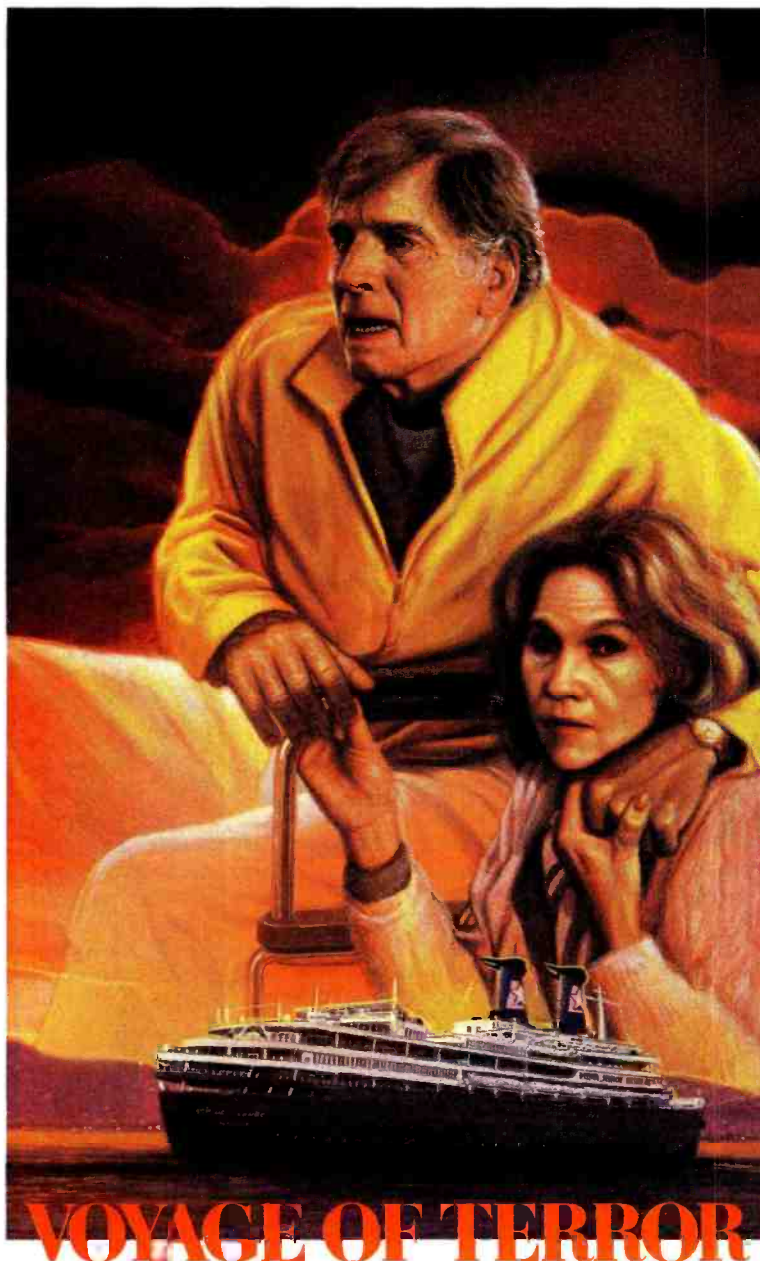
 **ITC**  
Domestic Television

# World-class stars. World-premiere

Tribune Premiere Network presents an ongoing collection of *all-new* mini-series. We'll bring you two major premieres each year, filling the screen with intense drama, high intrigue and stark emotion. Add spectacular production values and top stars, and these powerful world premieres make a world of sense for your station.

**TRIBUNE  
PREMIERE  
NETWORK**

**T** TRIBUNE ENTERTAINMENT Company



**VOYAGE OF TERROR**  
The Achille Lauro Affair

Based on the event that jolted the civilized world—the hijacking of the cruise ship *Achille Lauro*! Screen legends Burt Lancaster and Eva Marie Saint star as the heroic victims Leon and Marilyn Klinghoffer. Produced in association with Raidue, TF1, TaurusFilm, and Filmalpha s.r.l. 2 parts, 4 hours. Available May 1990.

# World-wide locations. mini-series.



## NIGHT OF THE FOX

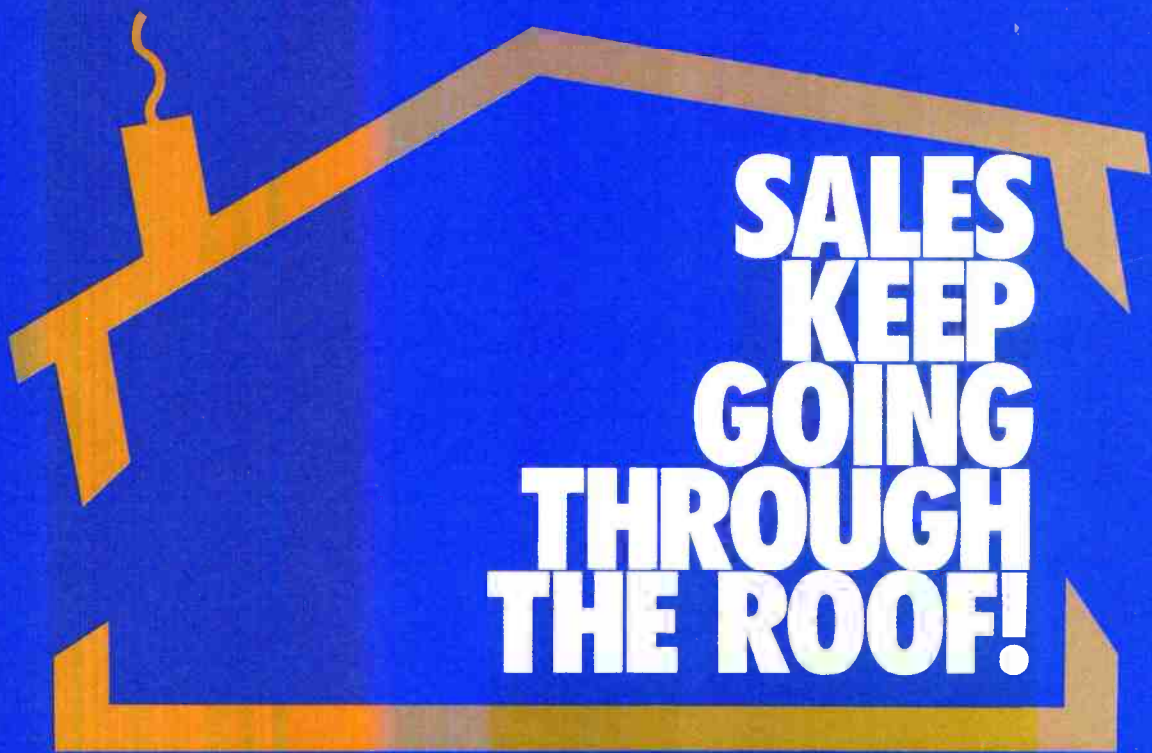
Explosive World War II action, as Allied spies George Peppard and Deborah Raffin go undercover behind Nazi lines—with the outcome of D-Day at stake! Michael York and David Birney co-star. Produced in association with ITC Entertainment. 2 parts, 4 hours. Available November 1990.



## TO CATCH A KILLER

The true story of the relentless young Chicago cop whose harrowing, ten-day investigation cornered clown-turned-killer John Wayne Gacy. Based on the astonishing case that the FBI now uses as the prototype for tracking serial killers. Casting under way. Produced in association with the Nelvana Company. 2 parts, 4 hours. Available May 1991.

See Us At  
the INTV  
Suite #614 Century Plaza



*Our Paid Programming is Available 24 Hours  
a Day . . . By the HOUR . . .  
By the DAY . . . By the NIGHT*

*For more information, contact Jim Bocock at  
(813) 572-8585*



**Previewing the 90's...**In first issue of new decade, BROADCASTING canvasses industry leaders for their views on what's in store for Fifth Estate. **PAGE 35.**

**The Fox difference...**In this "At Large" interview, Fox Broadcasting's Barry Diller talks about burgeoning fourth network and its growing challenge to big three. **PAGE 40.**

**Sunny outlook...**Association of Independent Television Stations President Jim Hedlund sees bright future for his industry on both business and regulatory fronts. **PAGE 54.**

## 62/ **ON THE FLOOR**

More than 50 companies will be exhibiting at INTV's annual convention this year in Los Angeles (Jan. 3-6).

## 76/ **BACK TO THE FUTURE**

Nostalgia-oriented programming may be next trend in reality genre for next fall's syndication marketplace.

## 78/ **NEW AGAIN**

DLT Entertainment Ltd. brings back old shows with new twists.

## 80/ **LEFTOVERS**

Study commissioned by NCTA says cable has established itself in sports



by covering events that broadcasting has overlooked or abandoned.

## 83/ **EYEING THE FUTURE**

Society of Motion Picture and Television Engineers will discuss future TV technology at meeting in Disney World in Florida (Jan. 26-27).

## 87/ **MSO ANALYSIS**

Cable MSO stock prices come back down after outperforming overall stock market during most of 1989. Some blame Washington regulation for recent sell-off, but reasons may be more numerous.

## 88/ **SPORTS RATING DATA**

A.C. Nielsen pitches ADI figures to regional sports networks.

## 89/ **RADIO GROWTH**

Radio station operators expect moderate revenue growth in 1990.

## 94/ **CUBAN CLASS**

Broadcasters and members of Congress return from fact-finding trip to Cuba with impression that Cubans are serious about jamming future TV Marti.

## 106/ **HOSTAGE**

CBS News producer Jon Meyersohn (below) relates details of being held



hostage in Panama following U.S. military invasion of country.

## 95/ **FCC ACTION?**

Commission may hold hearing to determine if GAF Broadcasting is fit licensee of WNCN(FM) New York in wake of conviction last month of licensee's parent corporation and one of its top executives on federal stock fraud charges.

## 98/ **SECOND IN COMMAND**

Turner Broadcasting System's chief lieutenants, Terry McGuirk and Gerry Hogan, discuss what's next for TBS.

## 103/ **MARKET-DRIVEN**

During open meeting carried on ESPN, heads of NFL, MLB, NBA and NHL say consumers will decide mix of sports on cable, "free" TV and PPV.

## 106/ **NO OFFER**

After failing to come to terms, NBC News withdraws its employment offer to David Nuell to head *Today* show.

## 107/ **INDUSTRY UPDATE**

BROADCASTING's update of

communications issues.

## 135/ **BOTH SIDES NOW**

With experience in private sector and government, Anita Wallgren, vice president of corporate relations and administration for Great American Broadcasting, and member of NAB TV board, brings dual perspective to her job.

## DEPARTMENTS

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## WASHINGTON

### Homework

Last Thursday (Dec. 28) FCC Mass Media Bureau distributed to offices of commissioners copies of proposed "effective competition" rulemaking that will determine how many cable systems face municipal regulation in future. Chairman Al Sikes expects to bring rulemaking up for vote at Jan. 11 open meeting.

Under 1984 Cable Act, cable systems that face "effective competition" as defined by FCC cannot be subjected to municipal rate regulation. Since all but handful of markets meet current definition—three broadcast signals—most cable systems are not regulated. Although FCC is expected to make competition standard tougher and increase number of regulated systems, rulemaking reportedly presents no FCC opinion on what definition should be. Instead, it invites comments on variety of definitions.

### Tax time

If one scenario plays out, there will likely be increase in station trading in 1990. Reason, according to Bill Stedding, partner, top-25 markets, for Washington-based Americom Radio Brokers, is that "shareholder" corporations can now sell station assets without being double taxed. In 1986, as part of tax reform act, corporations taxed at corporate level (high of 34%) could switch to shareholder corporation and be taxed as partnership at lower tax rate (high of 28%). Groups had to wait three years to sell or face being double taxed. With three years up, radio brokers are looking for more properties to come on market. According to Americom, anywhere from 20 to 50 radio group owners made this switch and could be ready to deal.

### Excuse us

Fox Broadcasting will renew effort early in new year to convince FCC to exempt it from financial interest and syndication rules, which

effectively bar broadcast networks from programming and syndication businesses. Fin-syn and other network rules do not now apply to Fox because its programing schedule does not exceed 15 hours per week needed to qualify as network under FCC's definition. However, as Fox Chairman and CEO Barry Diller says in interview with BROADCASTING editors this week (see page 41), day when Fox tops 15-hour mark will come late this year or early next.

Diller and Tom Herwitz, vice president and general manager of Fox's WTTG(TV) Washington, have already begun laying groundwork for its renewed effort. Diller has dropped in to see FCC Chairman Alfred Sikes and Herwitz has made presentation to Mass Media Bureau Chief Roy Stewart and Deputy Chief Bill Johnson on why network rules should not apply to Fox.

## HOLLYWOOD

### Midas touch

New Year's appears to have been happy time for Paramount Pictures Domestic Television as its late-night talk show strip, *The Arsenio Hall Show*, celebrates first anniversary of syndication with unexpectedly robust

national barter advertising revenues. Based on fourth-quarter average national Nielsen 3.5 rating, advertising sources estimate *Arsenio* will deliver over \$50 million in national spot revenue to Paramount's coffers.

*Arsenio*, which premiered on Jan. 3, 1989, commanded initial 30-second "unit" spot prices in \$16,000-\$17,000 range, says Jon Mandel, vice president-associate media director, Grey Advertising, to move their January-September 1989 inventory. However, as *Arsenio* picked up ratings momentum since September (at 3.8 rating as of Dec. 10, 1989), hour talk show has boosted unit spot prices to \$20,000-\$25,000 range, according to another New York advertising source. "This is one of those few cases where advertisers did not get stung by over-ambitious ratings estimates by a syndicator," Mandel said.

In projecting coming year's advertising revenues based on 7½ minutes of national barter in ad split (seven minutes for local stations), source calculated that 90 national half-minute spots available for six nights of *Arsenio* (at "conservatively flat" rate of \$20,000 per spot) would generate roughly \$1.8 million per week and over \$90 million for Paramount in 1990-91. Paramount

spokeswoman could not confirm terms of barter split, nor would she comment on accuracy of revenue estimates.

"No one was able to predict that *Arsenio* was going to be hotter than sliced bread," source said. "I am sure they undersold inventory when *Arsenio* first came out, due to a shortage of demand and uncertainty over the show. Now they are commanding top dollars."

Comparable unit prices provided by source are top end of \$45,000-\$50,000 for NBC's *Tonight Show With Johnny Carson*, and low end of \$11,000-\$15,000 for CBS's late night strip, *The Pat Sajak Show*.

### Not far from the tree

Consumer News and Business Channel has passed on being part of cable press tour (Jan. 16-18 in Los Angeles), and instead will be included in NBC network's portion. CNBC's John McLaughlin will be on hand on morning of NBC's first day of press tour (Tuesday, Jan. 9).

## LONDON

### Complicating factors

Dilemma facing UK direct-to-home satellite venture British Satellite Broadcasting was driven home last week by news that European media mogul Robert Maxwell is giving once-over to Australian entrepreneur Alan Bond's 36% share in BSB. According to one theory, Bond, who is shopping stake in yet-to-launch service under pressure of severe fall-off in his Australian TV and other businesses, may be hoping for \$250 million book value on investment; but Maxwell and numerous others who are said to have kicked BSB's tires are looking for heavy discount, given venture's troubled history of technical problems, six-month launch delay and high-priced program acquisitions. Trouble is, if Bond sells at discount, BSB's plan to double current backing by another \$450 million for spring launch becomes more difficult than ever. At least one

### Must payoff

*Whether good long-term strategy or not, cable must pay plan proposed by CBS Chairman Laurence Tisch (see "Top of the Week," Dec. 25, 1989). Plan has obvious appeal to company's shareholders. If 20% of cable operators' basic revenue were turned over to broadcasters, as has been suggested, 1989 amount would total \$1.6 billion, at least half of which, said Raymond Katz, securities analyst for Mabon, Nugent & Co., would go to networks. Of \$800 million network portion, CBS's share, say 30%, would be \$240 million. That trickle-down, after tax, still translates to almost \$6 per share, sum that is more than half of what most analysts expect company to earn this year. Same sum would add just under \$9 to each of Capcities/ABC's shares, or almost one-third of consensus projection for that company's 1989 earnings. Must pay contribution to General Electric via NBC would be less than quarter per share, or under 5% of total. Although there are no official must carry/must pay proposals on any Washington table, Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) has agreed to "consider" concept as part of new cable bill his committee is expected to draft in 1990.*

You've  
Got To  
Have It.

# They Had It.



*Happy Days*



*Three's Company*



*Barney Miller*



*M\*A\*S\*H*

For an off-network strip to succeed in your comedy line-up, it needs something special that all syndication evergreens have in common.

It's the perfect network audience with the right demographic mix. Simply put, to work as a strip, a show's prime time audience on the network

must be made up of the same type of viewers that watch sitcoms five days a week.

Long-running syndication hits like "Barney Miller," "Happy Days," "M\*A\*S\*H," and "Three's Company" had this special quality while on the network. And, so does the whole Warner Bros.' line-up

of sitcoms for '90-'91.

Unfortunately, many high-priced comedies available for stripping just don't have this essential ingredient. Which increases your risk. But, with "ALF," "Head of the Class," "The Hogan Family," and "Perfect Strangers," your sitcom investment is safe.

# We've Got It.



*Perfect Strangers*



*The Hogan Family*



*ALF*



*Head Of The Class*

Why make a hit or miss decision, when success is guaranteed with us? Ask your Warner

Bros. rep to show you how past history can ensure a secure future, for many seasons to come.

**Funny Shows.  
Serious Business.**



**ALF**  
Alien Productions



**HEAD OF THE CLASS**  
Eustes/Elias Productions



**THE HOGAN FAMILY**  
Miller/Boyett Productions



**PERFECT STRANGERS**  
Miller/Boyett Productions



WARNER BROS.  
DOMESTIC TELEVISION  
DISTRIBUTION



**Dish to go.** Pool video coverage out of Panama, which has been organized by NBC, is the most recent and dramatic use of a new flyaway satellite antenna technology. The system, which was developed by Professional Video Services Corp. (PVS), Washington, has all the capabilities of a satellite news truck. But unlike a truck, it can be packed to fit in the baggage compartment of a plane traveling anywhere in the world.

On the afternoon of Dec. 19, hours before American troops attacked Panama, NBC was given short notice to assemble its reporters and equipment at Andrews Airforce Base, outside Washington. "We got a call saying: 'Let's put the flyaway on because that's the only way we can handle it,'" said Bob Grevemberg, president of PVS. NBC had an ENG truck available, but it would have been impossible to transport it on such short notice, he said.

PVS has been using the system for about a year, but has only recently been willing to discuss it because much of its electronics are proprietary. (The antenna itself is built by Advent, a British company.) Another recent use was at the U.S.-USSR summit held off the coast of Malta last month (shown above). While all other TV news organizations had to work out the logistics of flying trucks onto the island, PVS engineers had a comparatively easier task. "It's really up-to-date technology. Everybody [in Malta] was blown away," Grevemberg said.

who sees little chance Maxwell and Bond will reach agreement, postulates broader ownership restructuring for BSB.

## LOS ANGELES

### Automobile radio

Automobile manufacturers are taking closer look at radio industry advertising possibilities for coming year. Sources confirm Volkswagen of America has enlisted services of Hollywood-based radio producer and consultant, Chuck Blore, to advise carmaker on all aspects of radio advertising, including creation and production process.

Word also has it that Chrysler Corp. will be increasing radio time next year. Company did not introduce many changes or new models, so visual requirements for ads are not as pressing.

### Powering up

Consolidation of satellite transmission business continued last week, as IDB Communications reached agreement to acquire four C-band uplink vehicles from American Uplinks (AU), Idaho Springs, Colo.-based

supplier of backhaul transmissions for such television events as 1988 winter Olympics in Calgary. Scott Grose, former chief engineer for AU, estimated value of trucks, which were company's only substantial assets, at \$1 million-\$1.2 million.

Purchase ends year in which IDB acquired oldest satellite reseller in nation (healthy Hughes Television Network) and largest international satellite data gateway (Contel ASC's CICI) facilities.

## NEW YORK

### Passing go...Iden arches

If King World Productions succeeds in launching proposed new game show, *Monopoly*, based on Parker Brothers' board game, major sponsor of show is likely to be McDonald's. Fast food chain has renewed for another year marketing and promotional tie-in campaign with Monopoly board game, committing \$50 million in 1990, according to one executive familiar with terms of arrangement. Source said company also made commitment to Parker Brothers to support TV version,

should it get launched. McDonald's and King World barter division, Camelot, have held talks concerning sponsorship deal. If show goes forth, deal could be worth between \$6 million and \$10 million in barter time, sources said.

### Back to the future

NBC News Productions is going full steam ahead with production of eight- to 10-minute demo Jan. 8, and 30-40 days later with pilot production on potential weekly half-hour nostalgia series, *Memories* (see page 76), in anticipation of potential fall 1990 syndication by LBS Communications. Program is based on magazine of same title published by Peter Diamandis, and is being developed primarily for NBC's O&O stations by news division's Terry Burn (director of marketing and development) to run in prime access as early as February 1990.

If show does fly on NBC-owned stations, network will have to sell *Memories* to LBS for flat fee to take it into local syndication due to existing financial interest and syndication rules prohibiting networks from earning syndicated revenues from programs it produces. LBS has indicated that *Memories*

would be offered on straight barter basis initially.

## BEIJING

### Step by step

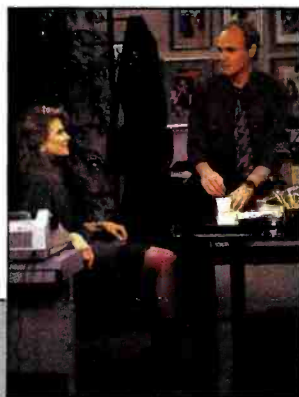
U.S. officials are waiting expectantly for China to take second step in normalizing relations with U.S.—in terms of communications—that were strained at time of student uprisings in Beijing and other Chinese cities last spring. China on Dec. 13 took first step when it invited Voice of America to send full-time correspondent to Beijing. VOA has been without full-time representation there since July, when China kicked out Mark Hopkins. Second step would be cessation of jamming of VOA broadcasts, begun in late May. Jamming, as well as admission of new VOA correspondent, were on agenda that National Security Adviser Brent Scowcroft and Deputy Secretary of State Lawrence S. Eagleburger took with them when they visited Beijing last month. That trip was to make clear Bush administration did not want Beijing to consider itself isolated. And U.S. officials were hopeful that China would take steps, perhaps by end of year, to show it appreciated American initiative.

To Build  
The Perfect Kids  
Block, Start With  
Some Fun.



## BY THE NUMBERS 1

**C**BS's *Murphy Brown*, at right, pulled into the top 10 for the first time this, or last, season by averaging a 17.6 rating and a 26 share for Week 14. The lead-in audience provided by *Lucy's Christmas Special* at 8:30, which ranked sixth (18.5/27), helped *Murphy* post its best numbers this season. *Murphy*, which has a season-to-date average of 14.8/22, tied with NBC's *In the Heat of the Night* to rank ninth for the week.



The NBC one-hour show has a season average of 17.3/26.

NBC won Week 14 with a 12.8/22.5, but CBS came in second, boosted by Friday and Sunday night wins. On Friday, CBS averaged a 14.6/25.7, while NBC had a 10.8/19 and ABC an 11.9/21. CBS's prime time average for Week 14, 11.7/20.6, bested ABC's 11.3/20.

"By the Numbers" continues on page 26

### RATINGS ROUNDUP

Rank/rating □ Network □ Show

|    |   |         |   |                                  |
|----|---|---------|---|----------------------------------|
| 1  | ▲ | 21.7/34 | N | <i>Cheers</i>                    |
| 2  | ▼ | 21.4/32 | A | <i>Roseanne</i>                  |
| 3  | ▲ | 19.8/31 | N | <i>Dear John</i>                 |
| 4  | ▼ | 19.6/32 | N | <i>Cosby Show</i>                |
| 5  |   | 18.6/30 | N | <i>Different World</i>           |
| 6  |   | 18.5/27 | C | <i>Lucy's Christmas Special</i>  |
| 7  | ▲ | 18.0/32 | A | <i>Monday Night Football</i>     |
| 8  | ▲ | 17.7/30 | N | <i>L.A. Law</i>                  |
| 9  | ▲ | 17.6/27 | N | <i>In the Heat of the Night</i>  |
| 9  | ▲ | 17.6/26 | C | <i>Murphy Brown</i>              |
| 11 | ▼ | 17.4/30 | N | <i>Golden Girls</i>              |
| 11 | ▲ | 17.4/27 | N | <i>Matlock</i>                   |
| 13 | ▲ | 17.0/28 | N | <i>Unsolved Mysteries</i>        |
| 14 | ▼ | 16.8/25 | A | <i>Wonder Years</i>              |
| 15 | ▲ | 16.6/25 | C | <i>Designing Women</i>           |
| 16 | ▼ | 16.5/29 | N | <i>Empty Nest</i>                |
| 17 | ▲ | 16.1/25 | A | <i>Coach</i>                     |
| 18 | ▲ | 15.3/24 | C | <i>Newhart</i>                   |
| 19 | ▼ | 15.1/24 | A | <i>Who's the Boss?</i>           |
| 20 |   | 15.0/26 | C | <i>Frosty the Snowman</i>        |
| 21 |   | 14.8/26 | C | <i>CBS Friday Movie</i>          |
| 22 | ▲ | 14.2/24 | A | <i>Growing Pains</i>             |
| 23 | ▲ | 14.0/23 | A | <i>Head of the Class</i>         |
| 23 | ▲ | 14.0/24 | C | <i>Knots Landing</i>             |
| 25 |   | 13.9/22 | N | <i>Night Court</i>               |
| 26 | ▲ | 13.8/24 | A | <i>Full House</i>                |
| 26 |   | 13.8/26 | N | <i>Hunter</i>                    |
| 28 | ▲ | 13.6/21 | C | <i>Major Dad</i>                 |
| 29 |   | 13.5/24 | C | <i>Charlie Brown's Christmas</i> |
| 29 | ▲ | 13.5/22 | C | <i>Jake and the Fatman</i>       |

Rank/rating □ Network □ Show

|    |   |         |   |                                    |
|----|---|---------|---|------------------------------------|
| 31 | ▲ | 13.0/22 | N | <i>Midnight Caller</i>             |
| 32 |   | 12.7/21 | C | <i>Garfield's Christmas</i>        |
| 33 | ▼ | 12.6/20 | A | <i>Doogie Howser, M.D.</i>         |
| 34 | ▼ | 12.5/22 | N | <i>Amen</i>                        |
| 34 | ▲ | 12.5/21 | C | <i>Doctor, Doctor</i>              |
| 36 | ▲ | 12.4/22 | A | <i>2020</i>                        |
| 37 | ▲ | 12.1/19 | C | <i>Rescue: 911</i>                 |
| 38 |   | 12.0/20 | N | <i>My Two Dads, Wed.</i>           |
| 39 | ▲ | 11.7/20 | A | <i>Family Matters</i>              |
| 40 | ▲ | 11.6/19 | A | <i>MacGyver</i>                    |
| 41 |   | 11.5/18 | C | <i>Claymation Christmas</i>        |
| 41 | ▼ | 11.5/17 | N | <i>NBC Monday Movie</i>            |
| 41 | ▲ | 11.5/20 | N | <i>True Blue</i>                   |
| 44 | ▲ | 11.3/20 | C | <i>Wiseguy</i>                     |
| 45 |   | 11.2/28 | C | <i>60 Minutes of Entertainment</i> |
| 45 | ▼ | 11.2/20 | A | <i>Perfect Strangers</i>           |
| 45 |   | 11.2/18 | A | <i>Psychic Detectives</i>          |
| 48 | ▲ | 11.1/20 | N | <i>Quantum Leap</i>                |
| 49 | ▼ | 10.6/19 | N | <i>227</i>                         |
| 50 | ▲ | 10.5/19 | N | <i>Mancuso, FBI</i>                |
| 51 | ▼ | 10.4/17 | A | <i>Anything but Love</i>           |
| 52 | ▲ | 10.3/18 | N | <i>Baywatch</i>                    |
| 52 | ▲ | 10.3/16 | C | <i>Island Son</i>                  |
| 54 | ▼ | 10.1/18 | A | <i>Just the Ten of Us</i>          |
| 55 | ▼ | 10.0/17 | C | <i>Beauty and the Beast</i>        |
| 55 |   | 10.0/18 | A | <i>China Beach</i>                 |

### Week 14 □ Dec. 18–Dec. 24

Rank/rating □ Network □ Show

|    |   |         |   |                                     |
|----|---|---------|---|-------------------------------------|
| 55 |   | 10.0/16 | N | <i>Christmas in Washington</i>      |
| 58 |   | 9.7/17  | C | <i>Paradise</i>                     |
| 58 |   | 9.7/17  | A | <i>thirtysomething</i>              |
| 58 | ▲ | 9.7/15  | A | <i>Young Riders</i>                 |
| 61 | ▼ | 9.5/21  | C | <i>CBS Sunday Movie</i>             |
| 61 | ▼ | 9.5/23  | C | <i>Murder, She Wrote</i>            |
| 63 |   | 9.3/17  | A | <i>ABC Saturday Movie</i>           |
| 64 | ▼ | 9.1/15  | C | <i>CBS Tuesday Movie</i>            |
| 64 | ▲ | 9.1/15  | A | <i>PrimeTime Live</i>               |
| 66 |   | 8.6/20  | N | <i>Super Bloopers-Jokes</i>         |
| 67 | ▼ | 8.5/19  | A | <i>ABC Sunday Movie</i>             |
| 68 |   | 8.2/14  | C | <i>Tour of Duty</i>                 |
| 69 |   | 7.7/14  | A | <i>Julie Andrews Christmas</i>      |
| 69 | ▲ | 7.7/14  | C | <i>Sat. Night with Connie Chung</i> |
| 71 |   | 7.1/17  | N | <i>ALF's Special Christmas</i>      |
| 71 | ▼ | 7.1/16  | F | <i>Married...With Children</i>      |
| 73 | ▼ | 6.5/16  | N | <i>Magical World of Disney</i>      |
| 74 |   | 6.2/11  | F | <i>Simpson's Christmas Special</i>  |
| 75 | ▲ | 5.9/10  | F | <i>Cops</i>                         |
| 76 |   | 5.8/14  | F | <i>Totally Hidden Video</i>         |
| 77 |   | 5.7/13  | N | <i>Cosby Salutes Alvin Ailey</i>    |
| 78 | ▲ | 5.4/8   | F | <i>21 Jump Street</i>               |
| 79 | ▲ | 5.0/7   | F | <i>Alien Nation</i>                 |
| 80 | ▲ | 4.7/12  | A | <i>Free Spirit</i>                  |
| 81 |   | 4.6/12  | A | <i>Life Goes On</i>                 |
| 82 | ▼ | 4.4/10  | F | <i>Open House</i>                   |
| 83 | ▲ | 4.3/7   | F | <i>Reporters</i>                    |
| 84 | ▼ | 4.1/10  | F | <i>Booker</i>                       |
| 85 | ▼ | 3.4/8   | F | <i>Tracey Ullman Show</i>           |
| 86 |   | 2.7/6   | 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: Syndication Scorecard \*

RankProgram (Syndicator)

|   |                                        |
|---|----------------------------------------|
| 1 | Wheel of Fortune, syn. (King World)    |
| 2 | Jeopardy! (King World)                 |
| 3 | Cosby Show (Viacom)                    |
| 4 | Star Trek: Next Generation (Paramount) |
| 5 | Oprah Winfrey Show (King World)        |
| 6 | Current Affair (20th Century Fox TV)   |
| 7 | Wheel of Fortune, wknd. (King World)   |
| 8 | Entertainment Tonight (TPE)            |
| 9 | Diamond Jubilee (Paramount)            |

Rtg StnsCovg

|      |     |    |
|------|-----|----|
| 14.6 | 229 | 99 |
| 12.9 | 215 | 98 |
| 10.1 | 203 | 98 |
| 9.7  | 233 | 97 |
| 9.6  | 212 | 98 |
| 9.1  | 187 | 95 |
| 8.8  | 196 | 87 |
| 8.4  | 162 | 95 |
| 7.8  | 165 | 93 |

RankProgram (Syndicator)

|    |                                             |
|----|---------------------------------------------|
| 10 | Donahue (Multimedia)                        |
| 11 | Star Search (TPE)                           |
| 12 | Geraldo (Paramount)                         |
| 13 | Chip 'N' Dale (Buena Vista Television)      |
| 14 | People's Court (Warner Bros. Domestic TV)   |
| 15 | Mama's Family, syn. (Warner Bros. Domestic) |

The following shows were rated, but not ranked  
World Wrestling Federation (WWF)

Week ended Dec. 10

|     |     |    |
|-----|-----|----|
| 6.7 | 221 | 99 |
| 6.5 | 150 | 95 |
| 5.8 | 195 | 97 |
| 5.5 | 171 | 96 |
| 5.3 | 174 | 90 |
| 5.2 | 171 | 90 |

9.2 239 96

\* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

# Give It A Beat.



## Summary of Broadcasting & Cable

| B R O A D C A S T I N G |        |                   |         |
|-------------------------|--------|-------------------|---------|
| SERVICE                 | ON AIR | CP's <sup>1</sup> | TOTAL * |
| 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   |

| C A B L E †            |            |
|------------------------|------------|
| 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. <sup>1</sup> Construction permit. <sup>2</sup> Instructional TV fixed service. <sup>3</sup> Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continues from page 18

ABC won the evening news race by averaging an 11.8/21. CBS had an 11/20 and NBC a 10.8/20.

For the book of days, ABC won one night, Monday, while CBS won Friday and Sunday and NBC took Tuesday through Thursday and Saturday.

Sunday night, Christmas eve, pushed HUT levels down to 43.2%, compared to Week 13's Sunday HUT of 63%. One of the major casualties for the viewing night was the preceptitious drop in ratings for CBS's *Murder, She Wrote*, which plummeted from 11th place in Week 13 to 61st for Week 14 when the show scored a 9.5/23.

## MarketScope

The S&P Industrials gained 6.30 points to close at 398.16 on Wednesday, Dec. 27, an increase of 1.6%. The advance-decline ratio for 127 stocks tracked on the Stock Index stood at 60-40 with 27 unchanged, a positive turnaround from the previous week's 20-90 ratio when 18 stocks were unchanged (and the S&P had fallen 11.21 points to 391.86). Disney (symbol DIS) dropped another 2¼, or 2.45%, to close at 109¼, after the previous week's 18¼ point tumble. MCA lost 1¼ to close the week at 61¼. Capcities/ABC (CCB) picked up seven points to close at 538. Previously, CCB had dropped 15¼, or 2.8%. The Washington Post's Class 'B' (WPOB) stock gained 6½ to close at 275. Video Jukebox (JUKE) picked up 1¾, or 24.6% during the week to close at 8¾. Westwood One (WONE) moved up 1½, 20%, to close out last Wednesday at 9.

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



## STOCK INDEX 1

| BROADCASTING |  |  |  |  |  |  |  |  |  |  | BROADCASTING WITH OTHER MAJOR INTERESTS |  |  |  |  |  |  |  |  |  |  |
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# Add Some Adventure.





# And Make Everyone Merrie.

Program your afternoons with Warner Bros. and you'll have all of the blocks needed to build the perfect kids line-up.

First, there's "Fun House," with numbers that prove live-action kids shows *can* work. It's the perfect after-school transition vehicle. Working just as well next to cartoons or leading into sitcoms, building its share of kids sweep after sweep, season after season.

Then, add "Alvin and the Chipmunks." For years, they rocked their way to the top on Saturday morning. Now, in their second strip season they're the lead player in afternoon line-ups across the country.

For Fall '90, "Steven Spielberg Presents Tiny Toon Adventures."<sup>TM</sup> Combine Steven Spielberg's creative force with the quality animation style and spirit of Warner Bros. Animation, and you have 65 big-budget, high-hearted, half-hour tales featuring all new irresistible characters.

And, also for fall, "Merrie Melodies starring Bugs Bunny<sup>TM</sup> and Friends." A brand new collection of 65 half-hours of classic Warner Bros. animation. We've pre-packaged each episode in a contemporary format with new opens, wrap-arounds and promotions. Most important of all, we've added 65 cartoons that are new to syndication.

If you're looking to get lots of kids to hang out at your place, call your Warner Bros. rep. We'll help you become best friends with every kid on your block.

## We're Best Friends With Every Kid On The Block.



**WARNER BROS.  
DOMESTIC TELEVISION  
DISTRIBUTION**

## STOCK INDEX 2

|                                | Market  |         |         |         |                |        |         |                              |         |         | Market   |       |         |        |         |         |                |        |         |  |     |  |          |  |
|--------------------------------|---------|---------|---------|---------|----------------|--------|---------|------------------------------|---------|---------|----------|-------|---------|--------|---------|---------|----------------|--------|---------|--|-----|--|----------|--|
|                                | Closing |         | Closing |         | Net            |        | Percent |                              | P/E     |         | Capital- |       | Closing |        | Closing |         | Net            |        | Percent |  | P/E |  | Capital- |  |
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|                                | Dec 27  | Dec 20  | Change  | Change  | Ratio(000,000) |        |         |                              |         |         |          |       | Dec 27  | Dec 20 | Change  | Change  | Ratio(000,000) |        |         |  |     |  |          |  |
| N (NWS) News Corp. Ltd.        | 22 1/8  | 21 1/4  |         | 7/8     | 04.11          | 8      | 5,939   | O (OMCM) Omnicom Group       | 25 3/8  | 24 3/4  |          | 5/8   | 02.52   | 15     |         | 628     |                |        |         |  |     |  |          |  |
| O (PARC) Park Commun.          | 20 3/4  | 20 1/2  |         | 1/4     | 01.21          | 22     | 429     | N (SAA) Saatchi & Saatchi    | 12 3/8  | 11 5/8  |          | 3/4   | 06.45   | 9      |         | 1,937   |                |        |         |  |     |  |          |  |
| O (PLTZ) Pulitzer Publishing   | 29 1/4  | 29 1/8  |         | 1/8     | 00.42          | 14     | 306     | O (TLMT) Telemation          | 2 1/4   | 2 1/4   |          |       | 00.00   | -37    |         | 10      |                |        |         |  |     |  |          |  |
| N (REL) Reliance Group Hold.   | 5 1/4   | 5 3/8   | -       | 1/8     | -02.32         | 21     | 391     | A (UNV) Unifit Video         | 13 3/4  | 14      |          | -     | 14      | -01.78 | 21      |         | 28             |        |         |  |     |  |          |  |
| D (RTRSY) Reuters Ltd.         | 49 1/2  | 49 5/8  | -       | 1/8     | -00.25         | 25     | 22,486  |                              |         |         |          |       |         |        |         |         |                |        |         |  |     |  |          |  |
| D (STAUF) Stauffer Commun.     | 146     | 145     |         |         | 00.00          | 49     | 146     |                              |         |         |          |       |         |        |         |         |                |        |         |  |     |  |          |  |
| N (TMC) Times Mirror           | 35      | 35 1/4  | -       | 1/4     | -00.70         | 13     | 4,481   |                              |         |         |          |       |         |        |         |         |                |        |         |  |     |  |          |  |
| D (TMCI) TM Communications     | 1/8     |         | -       | 1/32    | -20.00         |        | 0       |                              |         |         |          |       |         |        |         |         |                |        |         |  |     |  |          |  |
| N (TRB) Tribune                | 45 3/8  | 44 7/8  |         | 1/2     | 01.11          | 15     | 3,287   |                              |         |         |          |       |         |        |         |         |                |        |         |  |     |  |          |  |
| A (TBSA) Turner Bcstg. 'A'     | 48 3/4  | 49 7/8  | -       | 1 1/8   | -02.25         | -21    | 2,416   | A (ATN) Acton Corp.          | 14 1/8  | 14 3/8  | -        | 1/4   | -01.73  | 3      |         | 22      |                |        |         |  |     |  |          |  |
| A (TBSB) Turner Bcstg. 'B'     | 47 7/8  | 48 3/4  | -       | 7/8     | -01.79         | -20    | 1,545   | O (ATCMA) Amer. TV & Comm.   | 42 3/4  | 41 3/4  |          | 1     | 02.39   | 61     |         | 4,660   |                |        |         |  |     |  |          |  |
| A (WPOB) Washington Post       | 275     | 268 1/2 |         | 6 1/2   | 02.42          | 19     | 2,960   | O (CTEX) C-Tec Corp.         | 24 1/2  | 24 3/4  | -        | 1/4   | -01.01  | 29     |         | 437     |                |        |         |  |     |  |          |  |
|                                |         |         |         |         |                |        |         | A (CVC) Cablevision Sys. 'A' | 36 1/8  | 35 1/8  |          | 1     | 02.84   | -6     |         | 798     |                |        |         |  |     |  |          |  |
|                                |         |         |         |         |                |        |         | A (CTV) Century Commun.      | 12 7/8  | 12 1/2  |          | 3/8   | 03.00   | -34    |         | 839     |                |        |         |  |     |  |          |  |
|                                |         |         |         |         |                |        |         | O (CMCSA) Comcast            | 15 7/8  | 15 3/4  |          | 1/8   | 00.79   | -18    |         | 1,598   |                |        |         |  |     |  |          |  |
|                                |         |         |         |         |                |        |         | A (FAL) Falcon Cable Systems | 18 1/8  | 18 5/8  | -        | 1/2   | -02.68  | -47    |         | 315     |                |        |         |  |     |  |          |  |
|                                |         |         |         |         |                |        |         | O (JOIN) Jones Intercable    | 15 1/4  | 14 3/4  |          | 1/2   | 03.38   | -7     |         | 189     |                |        |         |  |     |  |          |  |
|                                |         |         |         |         |                |        |         | T (MHPQ) Maclean Hunter 'X'  | 12      | 11 3/4  |          | 1/4   | 02.12   | 33     |         | 884     |                |        |         |  |     |  |          |  |
|                                |         |         |         |         |                |        |         | T (RCIB) Rogers Commun. 'B'  | 108 1/2 | 106 1/2 |          | 2     | 01.87   | -183   |         | 1,463   |                |        |         |  |     |  |          |  |
| O (ALLT) All American TV       | 2 3/8   | 2 3/8   |         |         | 00.00          | 2      |         | O (TCAT) TCA Cable TV        | 16 1/2  | 16 1/4  |          | 1/4   | 01.53   | 34     |         | 399     |                |        |         |  |     |  |          |  |
| A (CLR) Color Systems          | 1 1/2   | 1 1/2   |         |         | 00.00          | -1     | 8       | O (TCOMA) Tele-Commun.       | 17 3/4  | 16 1/4  |          | 1 1/2 | 09.23   | -221   |         | 6,263   |                |        |         |  |     |  |          |  |
| O (DCPI) Dick Clark Prod.      | 6 1/4   | 6 3/4   | -       | 1/2     | -07.40         | 23     | 51      | N (TWX) Time Warner          | 123 1/4 | 118 7/8 |          | 4 3/8 | 03.68   | 25     |         | 7,925   |                |        |         |  |     |  |          |  |
| N (DIS) Disney                 | 109 1/4 | 112     | -       | 2 3/4   | -02.45         | 24     | 14,699  | O (UAECA) United Art. Ent. A | 18 1/2  | 18 1/2  |          |       | 00.00   | -11    |         | 2,572   |                |        |         |  |     |  |          |  |
| O (FNNT) Financial News        | 7       | 6 7/8   |         | 1/8     | 01.81          | 41     | 85      | O (UAEGB) United Art. Ent. B | 18 5/8  | 18 3/8  |          | 1/4   | 01.36   | -27    |         | 1,230   |                |        |         |  |     |  |          |  |
| A (FE) Fries Entertain.        | 2 3/8   | 2 3/8   |         |         | 00.00          | -2     | 11      | N (VIA) Viacom               | 55 3/4  | 56 1/2  | -        | 3/4   | -01.32  | 36     |         | 2,975   |                |        |         |  |     |  |          |  |
| A (HHH) Heritage Entertain.    | 1 1/2   | 1 1/2   |         |         | 00.00          | -1     | 8       | N (WU) Western Union         | 13/32   | 15/32   | -        | 1/16  | -13.33  |        |         | 22      |                |        |         |  |     |  |          |  |
| A (HSN) Home Shopping Net.     | 7 3/8   | 6 7/8   |         | 1/2     | 07.27          | 92     | 659     | O (WSMCA) WestMarc           | 31 7/8  | 31 3/4  |          | 1/8   | 00.39   | -31    |         | 495     |                |        |         |  |     |  |          |  |
| N (KWP) King World             | 38      | 37 7/8  |         | 1/8     | 00.33          | 13     | 953     |                              |         |         |          |       |         |        |         |         |                |        |         |  |     |  |          |  |
| D (KREN) Kings Road Entertain. | 3/16    | 1/4     | -       | 1/16    | -25.00         |        | 0       |                              |         |         |          |       |         |        |         |         |                |        |         |  |     |  |          |  |
| N (MCA) MCA                    | 61 1/4  | 62 1/2  | -       | 1 1/4   | -02.00         | 22     | 4,489   |                              |         |         |          |       |         |        |         |         |                |        |         |  |     |  |          |  |
| N (MGM) MGM/UA Commun.         | 17 7/8  | 18      |         | 1/8     | -00.69         | -8     | 902     |                              |         |         |          |       |         |        |         |         |                |        |         |  |     |  |          |  |
| A (NNH) Nelson Holdings        | 11 1/8  | 11 1/4  | -       | 1/8     | -01.11         | -8     | 417     |                              |         |         |          |       |         |        |         |         |                |        |         |  |     |  |          |  |
| O (NNET) Nostalgia Network     | 2       | 2       |         |         | 00.00          | -2     | 11      |                              |         |         |          |       |         |        |         |         |                |        |         |  |     |  |          |  |
| N (OPC) Orion Pictures         | 20 5/8  | 20 3/4  | -       | 1/8     | -00.60         | 24     | 370     |                              |         |         |          |       |         |        |         |         |                |        |         |  |     |  |          |  |
| N (PCI) Paramount Commun.      | 50      | 50      |         |         | 00.00          | 15     | 5,809   |                              |         |         |          |       |         |        |         |         |                |        |         |  |     |  |          |  |
| N (PCC) Pathe Communications   | 3 1/8   | 3 1/4   | -       | 1/8     | -03.84         | 57     |         | N (MMM) 3M                   | 79 5/8  | 79 5/8  |          |       | 00.00   | 14     |         | 17,393  |                |        |         |  |     |  |          |  |
| N (PLA) Playboy Ent.           | 15 5/8  | 16 1/4  | -       | 3/8     | -03.84         | -38    | 146     | N (ARV) Arvin Industries     | 15 3/8  | 14 3/4  |          | 5/8   | 04.23   | 23     |         | 286     |                |        |         |  |     |  |          |  |
| O (QNTQE) Quintex Entertain.   | 9/16    | 11/16   | -       | 7/8     | -18.18         | 12     | 0       | O (CCBL) C-Cor Electronics   | 12 3/4  | 12 3/4  |          |       | 00.00   | 10     |         | 52      |                |        |         |  |     |  |          |  |
| O (QVCN) QVC Network           | 16 1/8  | 14 7/8  |         | 1 1/4   | 08.20          | 26     | 162     | N (CHY) Chyron               | 2 3/8   | 2 1/2   | -        | 1/8   | -05.00  | -13    |         | 26      |                |        |         |  |     |  |          |  |
| O (RVCC) Reeves Commun.        | 6 7/8   | 6 3/4   |         | 1/8     | 01.85          | -5     | 87      | A (COH) Cohu                 | 9 7/8   | 9 3/4   |          | 1/8   | 01.28   | 6      |         | 19      |                |        |         |  |     |  |          |  |
| O (RPICA) Republic Pic. 'A'    | 9 1/2   | 9 1/2   |         |         | 00.00          | 105    | 40      | N (EIK) Eastman Kodak        | 40 3/4  | 41      | -        | 1/4   | -00.60  | 13     |         | 13,219  |                |        |         |  |     |  |          |  |
| O (RPICB) Republic Pic. 'B'    | 9       | 9       |         |         | 00.00          | 100    | 38      | N (GRL) Gen. Instrument      | 39 1/8  | 37 1/4  |          | 1 7/8 | 05.03   | 13     |         | 1,057   |                |        |         |  |     |  |          |  |
| O (SPF) Spelling Entertainment | 11 1/4  | 11      |         | 1/4     | 02.27          | 23     | 372     | N (GE) General Electric      | 63 3/4  | 62 3/8  |          | 1 3/8 | 02.20   | 15     |         | 57,521  |                |        |         |  |     |  |          |  |
| D (JUKE) Video Jukebox         | 8 7/8   | 7 1/8   |         | 1 3/4   | 24.56          | -29    | 82      | N (HRS) Harris Corp.         | 32 7/8  | 33 5/8  | -        | 3/4   | -02.23  | 59     |         | 1,273   |                |        |         |  |     |  |          |  |
| N (WCI) Warner                 | 63 1/2  | 61 1/8  |         | 2 3/8   | 03.88          | 21     | 10,568  | N (MAI) M/A Com. Inc.        | 4 7/8   | 5 1/8   | -        | 1/4   | -04.87  | 9      |         | 116     |                |        |         |  |     |  |          |  |
| O (WONE) Westwood One          | 9       | 7 1/2   |         | 1 1/2   | 20.00          | -12    | 130     | O (MATT) Matthews Studio     | 1 5/8   | 1 11/16 | -        | 1/16  | -03.70  | 81     |         | 9       |                |        |         |  |     |  |          |  |
|                                |         |         |         |         |                |        |         | N (IV) Mark IV Indus.        | 14 1/8  | 13 3/4  |          | 3/8   | 02.72   | 7      |         | 138     |                |        |         |  |     |  |          |  |
|                                |         |         |         |         |                |        |         | O (MCDY) Microdyne           | 4 1/4   | 4 1/4   |          |       | 00.00   | 106    |         | 12      |                |        |         |  |     |  |          |  |
|                                |         |         |         |         |                |        |         | O (MCOM) Midwest Commun.     | 5 1/8   | 5 1/4   | -        | 1/8   | -02.38  | -14    |         | 15      |                |        |         |  |     |  |          |  |
|                                |         |         |         |         |                |        |         | N (MOT) Motorola             | 57 3/4  | 55 7/8  |          | 1 7/8 | 03.35   | 15     |         | 7,490   |                |        |         |  |     |  |          |  |
|                                |         |         |         |         |                |        |         | N (OAK) Oak Industries       | 1 1/8   | 1 7/8   |          |       | 00.00   | 37     |         | 92      |                |        |         |  |     |  |          |  |
|                                |         |         |         |         |                |        |         | A (PPI) Pico Products        | 1 3/8   | 1 1/2   | -        | 1/8   | -08.33  | -1     |         | 4       |                |        |         |  |     |  |          |  |
| O (AGRP) Andrews Group         | 3 5/8   | 3 3/4   | -       | 1/8     | -03.33         | -3     | 33      | N (SFA) Sci-Atlanta          | 22 1/2  | 22 5/8  | -        | 1/8   | -00.55  | 14     |         | 519     |                |        |         |  |     |  |          |  |
| O (BSIM) Burnip & Sims         | 16 1/4  | 17      | -       | 3/4     | -04.41         | 17     | 204     | N (SNE) Sony Corp.           | 61 3/4  | 58 5/8  |          | 3 1/8 | 05.33   | 32     |         | 17,450  |                |        |         |  |     |  |          |  |
| N (ICQ) Comsat                 | 35 3/4  | 36 7/8  | -       | 1 1/8   | -03.05         | 10     | 595     | N (TEK) Tektronix            | 17 5/8  | 16 1/2  |          | 1 1/8 | 06.81   | 51     |         | 510     |                |        |         |  |     |  |          |  |
| N (ICDA) Control Data Corp.    | 17 3/8  | 16 3/4  |         | 5/8     | 03.73          | -1     | 726     | O (TVTK) Television Tech.    | 9/32    | 9/32    |          |       | 00.00   | 28     |         | 1       |                |        |         |  |     |  |          |  |
| N (DNB) Dun, & Bradstreet      | 45 1/4  | 44 1/4  |         | 1       | 02.25          | 15     | 8,470   | N (VAR) Varian Assoc.        | 21 7/8  | 21 1/8  |          | 3/4   | 03.55   | 8      |         | 441     |                |        |         |  |     |  |          |  |
| N (FCB) Foote Cone & B.        | 29      | 29      |         |         | 00.00          | 17     | 248     | O (WGNR) Wegener             | 2 1/2   | 2 1/2   |          |       | 00.00   | -6     |         | 18      |                |        |         |  |     |  |          |  |
| O (GREY) Grey Advertising      | 167     | 167     |         |         | 00.00          | 15     | 195     | N (WX) Westinghouse          | 73 1/2  | 70 3/8  |          | 3 1/8 | 04.44   | 12     |         | 10,645  |                |        |         |  |     |  |          |  |
| O (IDBX) IOB Communications    | 7 5/8   | 7 1/4   |         | 3/8     | 05.47          | 381    | 37      | N (ZE) Zenith                | 12 1/2  | 12 1/4  |          | 1/4   | 02.04   | 1250   |         | 334     |                |        |         |  |     |  |          |  |
| N (IPG) Interpublic Group      | 33      | 32      |         | 1       | 03.12          | 16     | 1,131   | Standard & Poor's 400        | 398.16  | 391.86  |          |       | 6.30    |        |         | 01.61   |                |        |         |  |     |  |          |  |

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A MOVIE PACKAGE  
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**GUADALCANAL DIARY ■ THE HOT ROCK ■ HOW TO MARRY A MILLIONAIRE**



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# Datebook

■ indicates new listing or changed item.

## This week

**Jan. 3-6**—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles.

**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, creator and head writer of program; Felicia Minei Behr, executive producer, *AMC*, and Jo Ann 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.

## Also in January

■ **Jan. 7**—Taping of *Academy of Television Arts and Sciences' sixth annual Television Academy Hall of Fame*, for airing Jan. 24 by Fox Broadcasting Co., 20th Century Fox studios, Los Angeles. Information: (818) 953-7575.

**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. Topic: "Where is Radio Heading?" Panel: Ralph Guild, Interep; Richard Harris, Group W Radio; Tom Snyder, host of ABC Radio show *The Tom Snyder Show*, and Nancy Widmann, president, CBS Radio Division. 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. 8**—Deadline for receipt of entries in 38th annual news competition of *AP Television-Radio Association of California-Nevada* and *APTRA-Clete Roberts Memorial Journalism Scholarship* awards for students with a broadcast career objective. Information: Rachel Ambrose, (213) 746-1200.

■ **Jan. 9**—*Ohio Association of Broadcasters* Columbus managers meeting. Pickett Suite hotel, Columbus, Ohio. Information: (614) 228-4052.

**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**—*National Academy of Television Arts and Sciences*, New York chapter, luncheon. Speaker: Michael Wheeler, president, Financial News Network. Copacabana, New York.

**Jan. 10**—*International Radio & Television Society* Q&A seminar, "Women in News." Panel: Marlene Sanders (moderator), former ABC and CBS correspondent; Jane Hanson, WNBC-TV New

York; Rasa Kaye, WLTW-FM New York; Susan Zirinsky, CBS, and Paula Zahn, ABC. Halloran House hotel, New York. Information: (212) 867-6650.

■ **Jan. 10**—Copywriters' workshop, sponsored by *Ohio Association of Broadcasters*. Embassy Suites, North Columbus, Ohio. Information: (614) 228-4052.

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

■ **Jan. 10-12**—"Fundamentals of Cable Accounting and Budgeting," sponsored by *Women in Cable and Denver University*. Denver. Information: (312) 661-1700.

**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. Speaker: Sumner Redstone, chairman, National Amusements, and chairman, Viacom International. Chasen's, Los Angeles. Information: (213) 652-0222.

**Jan. 11**—*Mississippi Association of Broadcasters* business-to-business seminar and legislative me-

"Datebook" continues on page 116.

## Major Meetings

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

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

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

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

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

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

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

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

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

**March 31-April 3**—*National Association of Broadcasters* 68th annual convention. Atlanta. Fu-

ture conventions: Las Vegas, April 13-16, 1991; Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

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

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

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

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

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

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

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

**June 10-13**—*Broadcast Promotion and Marketing Executives and Broadcast Designers Association* annual conference. Bally's, Las Vegas.

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

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

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

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

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

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

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

■ **Oct. 2-4**—Atlantic Cable Show. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

**Oct. 4-7**—*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**—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

■ **Oct. 13-17**—*Society of Motion Picture and Television Engineers* 132nd technical conference and equipment exhibit. Jacob Javits Convention Center, New York. Future conferences: Oct. 26-30, 1991, Los Angeles; Oct. 3-7, 1992, Jacob Javits Convention Center, New York.

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

# ONLY TWO TALK SHOWS GREW IN NOVEMBER!



 **MULTIMEDIA  
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# Household Shares

**Miller·Boyett**  
PRODUCTIONS

Friday 8:30 - 9:00  
1988-89



# We Grow Wherever We Go.

On Friday or Tuesday. At 8:00PM without the advantage of a network lead-in, or at 8:30PM in the middle of a sitcom block. "Full House" consistently delivers more households. More men. More women. And more kids. Week after week.

In households, "Full House" has captured the #1 share, standing above all other Friday prime time shows.

And over the past two years, "Full House" has also grown in every key demographic category.

Outdelivering its two network competitors combined in Women 18-49. Finishing the night as the #1 performer with Men 18-49. And capturing almost half of all viewers 2 to 17 available on Friday night.

Would you like to get more out of any time period? Ask your Warner Bros. sales rep about "Full House" and get more growing for you, in Fall '91-'92.

## FULL HOUSE

100 Half-Hours For Fall '91-'92.

Funny Shows. Serious Business.



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Friday 8:00 - 8:30  
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Friday 8:00 - 8:30  
1989 - 90

# Open Mike

## Call for regulation

EDITOR: It is interesting to note the strong objection to the proposed Radio Quality Improvement Act (H.R. 2714) by the radio manufacturers of Japan. This law would require receivers capable of FM stereo to also have AM stereo capability if sold in the United States.

The fact is that AM radio was written off some 20 years ago by the electronics industry of Japan by their conscious decision to offer pitifully inferior AM sections to their otherwise high quality AM/FM receivers of the 1970's and 80's. It is not unreasonable to suggest that this factor alone has resulted in the greatest injury to AM broadcasting in the U.S.

Let's face it: Had the Congress and FCC not acted on UHF TV receiver capability in the 1960's, U.S. stores would still be stocking 12-channel TV sets—all made in Japan. I hate to see more government regulation, but in this case it's not the marketplace but a conference room in Tokyo that's deciding the fate of AM radio in the United States.—*Herbert P. Michels, president, WKMB (AM) Stirling, N.J.*

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**ABC's Tim O'Brien to Judge Robert Bork: "A good deal of our reporting was sloppy and simply inaccurate....it is quite clear that we failed to challenge many of those who made statements regarding your nomination."**

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## Advertising effect

EDITOR: In his Dec. 4, 1989, "Monday Memo," Community Antenna Television Association Chairman Richard Gessner states, "Whenever a person buys...any product or service advertised on TV, a substantial portion of the price goes to pay for the over-the-air 'free' TV—even if the person does not own a TV set." An editorial advertisement in the CATA newsletter goes so far as to state, "Advertising dollars, as we all know, increase the cost of the products we buy."

Mr. Gessner and CATA are sadly mistaken about the effect of advertising on prices, as well as the value of advertising to consumers and to the economy. Not only does everybody *not* know that advertising increases the costs of the products we buy, but studies show that advertising actually decreases prices.

Advertising allows products to be marketed to a mass audience. Mass production decreases the production cost per item, thereby reducing the price paid by the consumer. Advertising encourages competition, which further lowers prices.

In 1980 the Federal Trade Commission Bureau of Economics analyzed the effect of advertising on the price and quality of optometric services, using data from markets which allowed advertising as well as markets which prohibited advertising. The study concluded that advertising significantly lowered prices, with no noticeable reduction in quality.

The inescapable conclusion is that not only do viewers not pay for advertising, but that advertising actually lowers the costs of the products that they buy.—*Howard H. Bell, president, American Advertising Federation, New York.*

## Whose responsibility?

EDITOR: A recent letter from Brian K. Read, a faculty member with the Television department, Columbia College, Chicago, offered to open a debate asking to hear real words from Daniel Ortega on the news instead of trying to lip read commercials that use Ortega's images.

Mr. Read complains that students—even ordinary U.S. citizens—are ignorant of geography, news events and world politics. I question how many of Mr. Read's students watched a news broadcast within the last week? How many of them read a daily newspaper or weekly news magazines?

The question was posed: "How does a young mind sort out the news from the ads when only the funny voices change?" The only way is by watching, reading and listening to the world around us.

Our role in the media is not to educate, per se, but to inform. Local newscasts as well as network news broadcasts have given

extensive coverage to the Daniel Ortega of the world. Graphics and maps are heavily used. Primer pieces are done to explain issues—maybe not as many as there should be, but they're produced. There are the regular soundbites. Yes, the evening news may only have the 20-second quote, but then there's *Nightline*, CNN, *McNeil/Lehrer*, NPR and other sources for more in-depth sound.

I would say that the problem is not the news media, but possibly the lack of demand placed by some institutions of higher learning. Our job is to provide the news, offer some insight and perspective and cover the major events of the day. But it's not our role to run pop quizzes putting up faces and saying "Name this world leader." (Maybe it could be a network game show and they could give away new cars.)

I would suggest the role of testing is more your responsibility. I remember life in college. Rarely was the 6 p.m. news on; more likely the students were watching *Bowling for Dollars*. The *New York Times* and *Wall Street Journal* were rarely seen except in the library. The magazines of choice were *Playboy* and *Sports Illustrated*, not *Time* or *Newsweek*.

But I remember one college journalism professor. His name was Verne Edwards. Students in his classes could be sure of one thing: You had to be up on current events. Every week there were news and geography tests. You could fail his course if you didn't do well on those infamous quizzes. He saw it as part of his responsibility to make sure we were aware of current affairs. And as I look back, he was right.

Mr. Read mentioned in his letter that this all started as a discussion on television ethics—questioning whether the image of Ortega should be used in a beer spot. Maybe it is an ethical issue.

But to me the bigger issue is how many journalism professors are graduating students that can't place France on a map, name the Secretary of Defense or the last five U.S. Presidents or list the senators from their home states.—*Steve Schwaid, assistant news director, KYW-TV Philadelphia.*

EDITOR: I can't help but respond to the Dec. 18 "Open Mike" from Brian K. Read of Columbia College, Chicago.

Mr. Read has a problem with broadcasters using contemporary political figures as buffoons in beer commercials. He feels this trivializes world problems and figures. He claims "one" of his students didn't know who Daniel Ortega is.

Mr. Read, maybe your students should pay more attention to the news and less to the commercials. You see, broadcasting has three missions: entertain, educate and inform. Commercials help us do our job. But if we have to turn the channel selector and individually tutor your students as to what they're seeing, we become parents, not broadcasters.

I think maybe your students are more interested in entertainment and typify a serious American problem. But that is the fault of their biological parents, not the electronic babysitters they were relegated to many years ago. Come out of your collegiate

"Ivory Tower" and smell the coffee, Mr. Read. It may be the in-thing to blame the media, but it's way off the mark.—*Lawrence J. Tighe Jr., president-general manager, WRNJ(AM) Hackettstown, N.J.*

**EDITOR:** Now let me see if I understand. An instructor at a college ("Open Mike," Dec. 18) is complaining about TV because his students don't know whether Daniel Ortega is president of Israel or whatever. Right? And this same instructor doesn't think that's funny.

Good for him. Those of us in the field of life think it's scary, and I, for one, suggest they call a faculty meeting at Columbia College, find out if the faculty knows who Daniel Ortega is, find out if anyone is teaching anyone anything before they get to Columbia College and re-examine the role of education in the United States and try and discover if educators have any responsibility to teach or if they just see themselves as adjuncts to the media.

If students can't locate the United States on a map or distinguish between Iran and Iowa; if, by the time they get to college, they don't know where Central America is, or Poland; if the only things they bother to memorize are the words in beer commercials, I suggest it is not the media that is guilty of "trivializing," it is the so-called "educational" system. Apparently, the media is more successful at motivating students to learn something—anything—than the school system. Not too surprising, perhaps, when the instructors are not only willing but eager to blame their students' ignorance not on themselves, but on the media.

In the past year there have probably been hundreds of hours of programming on TV and radio about Mr. Ortega, his country, his enemies and his abhorrence of the United States. Probably a couple of tons of newspaper have been devoted to the subject as well. So I have a challenge for Mr. Read: If you are going to blame the media for the stupidity of your students, at least try and teach them to watch something besides the ball games and MTV. The media, which, by the way, includes newspapers, magazines, radio, movies and billboards as well as television, has a great deal to offer. Do you?—*Joe Meier, Danville, Calif.*

## Doesn't see it

**EDITOR:** I was more than a little bemused at Christopher Zimmerman's Nov. 27 "Monday Memo" on public television.

Throughout his commentary, Zimmerman takes great pains to note that public television is different from commercial television. At one point he writes: "This is not to suggest that we succumb to commercialism or follow the lead of our cable brethren." If one accepts the definition of advertising as a message or messages to promote the sale of services or products, then public television seems to be engaged in commercialism full bore. Not only are there sponsor messages prior to the start of almost every program, but long-form programs are interrupted every 20 minutes for a 20-minute commercial for public television.

On the other hand, he also writes: "For those stations seeking more time for forward

promotion, increased underwriting opportunities or a more localized look, these 'time-outs' are natural opportunities." I fail to see the difference between a public station giving me a 20-minute pitch for giving money to their cause and a 30-second one from Texaco on a commercial station.

A horse by any other color still drops manure.—*Richard Gleick, RHG Communications, Winter Park, Fla.*

## Future shock

**EDITOR:** With 37 years of radio broadcasting under my belt, I think I can offer a few insights on radio's future for the young and anxious in coming generations. If you choose commercial radio as a career, please keep in mind that although you may possess talent, new ideas and lots of ambition, you fail before you get started because of an ancient lobby of investors whose craze for money eliminates creativity, talent or loyalty. These are the folks who came up with "satellite radio," where a local station subscribes to a service fed to many stations around the country.

This satellite system does two things: It allows the local station to abandon its audience, for amusement and messages from outside the local area effectively put hundreds of local personalities out of work. If you question those implementing this satellite service, they will simply declare this to be the wave of the future. This wave of the future actually is outside influence affecting local thought, economy and, in some cases, political policy.

Yes, I say to young folks talking about radio as a possible career, don't get involved. Radio is two things today: radio real estate and an eventual system where all thought, music, ideas and direction will emanate from one point in this country. I tell them radio is big bucks and has no further room for the young would-be broadcaster.—*F. Bruce Parsons, program director, WENG(AM) Englewood, Fla.*

## Update

**EDITOR:** I want to update your readers on the progress of the Disabled Journalists of America, and ask them for any information about obtaining funds or grants to obtain equipment to create a quarterly newsletter. I am also seeking cooperation from radio and TV professionals in opening new job opportunities to disabled broadcasters everywhere.

During the past two years, I have received many encouraging letters and phone calls to let me know that a consumer organization of and for disabled journalists needs to exist. I am happy to write that the Disabled Journalists of America does and will continue to exist until all qualified disabled journalists are gainfully employed in mass communications jobs across America.

I am seeking new contacts from disabled radio and TV broadcasters and those who work in cable TV. I also welcome any broadcast station and radio and TV network professionals to help this new organization to grow and reach others who want to be broadcasters.—*David Shapiro, founder, Disabled Journalists of America, 484 Hammond Drive, Grinnin, Ga. 30223.*

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# Monday Memo

A syndex commentary by Arthur Goodkind, Koteen & Naftalin, Washington

If you run a television station, here's the way it's been up to now: You pay a fortune for the season's hottest new syndicated series, *Let's Make A Killing*. The price is high, but you expect the series to dominate your market in its time slot. But something goes wrong. *Killing* fails to pull the audience share you had projected because cable systems serving 60% of the homes in your market carry the same *Killing* programs as broadcast by another television station in a distant market. The only killing, it turns out, is of your own audience and revenue projections.

For many stations and many programs, that familiar scenario changes today, Jan. 1, when the FCC's new syndex rules finally take effect. If you were able to negotiate appropriate exclusivity rights in your contract with *Killing*'s distributor and if none of the exceptions in the FCC's new rules apply, you should be able to have the program deleted by local cable systems when it comes in via a distant station. The entire audience for *Killing* in your market can then be yours.

But none of this will happen automatically. Broadcasters and cable operators each have major obligations under the FCC's new rules. As anyone who has dealt with these rules knows, they are far from simple. There will clearly be an initial shakedown period with some degree of confusion among both broadcasters and cable operators, and the FCC will still need to clarify some details of the new rules. As the process unfolds, those of us who have until now been flailing away in the syndex wars (my firm represented the National Association of Broadcasters and the Association of Independent Television Stations in the recent court appeal) now have a major responsibility to help make the new rules work.

Even a cursory primer for complying with the new syndex and network nonduplication requirements would occupy far more space than is available for this "Monday Memo," but here are a few of the more important do's and don'ts for television broadcasters:

- First and last, *do* work closely and cooperatively with local cable operators during the transition to the new rules. We strongly advise stations not to stop after complying with the rules' minimum requirements, particularly when it comes to helping cable operators identify network and syndicated programing required to be deleted.

Broadcasters should also encourage joint efforts with local cable operators to help cable subscribers understand and accept the new rules. In several localities, for example, broadcaster and cable associations are already working together to produce infor-



## **"Broadcasters and cable operators each have major obligations under the FCC's new rules."**

mational spots and other materials to explain syndex to cable viewers.

- Cable operators are now generally reconciled to complying with the new rules, but most are unlikely to do so if a television station does not comply with the rules' minimum requirements. If syndex rights are worth acquiring in program agreements—and nothing comes free in the long run—stations should be sure not to lose them through sloppy syndex enforcement procedures.

Preventing that usually means assigning a specific station staff person responsibility for mastering the excruciating details of the rules, for determining which cable system should be sent exclusivity notices, for sending out notices that include all required information, for day-to-day contacts with cable operators and for monitoring cable systems' compliance with your exclusivity requests. All of that takes time. If these important functions are assigned to a staff person who already has a full-time job doing something else, the syndex job is likely to be viewed as secondary and done poorly.

- Remember that a television station may only request network or syndicated exclusivity when it is entitled to do so under its contracts with program suppliers. For syndicated programing, the FCC's rules are very specific about the language a contract must contain. Language in some older con-

tracts that provides stations with exclusivity "against" other local stations and cable systems is generally not adequate. If in doubt, consult your attorney.

- For both network nonduplication and syndicated exclusivity, the exclusivity notices required by the rules must be sent to cable systems no later than 60 days after a program agreement, network agreement or exclusivity memorandum or addendum is executed by both parties.

This may require a change in practice for some stations that in the past may not have executed formal program agreements until long after programs began to run, if at all. (If you miss the 60-day notice window for a particular contract, you and the program supplier should reexecute at least the exclusivity portion of the agreement, which will start a new 60-day window period.)

- In your notices to cable systems, be sure to identify all programs fully. If you have a right to exclusivity for only some episodes of a series, you should identify those episodes in a way that will permit cable operators to spot them when scheduled by distant stations. All titles in movie packages must be listed in your notices.

- Do not send exclusivity notices unless you know that you are entitled to exclusivity. Sending notices to cable systems outside the zone or zones in which you have a right to claim protection or for programs for which you do not have contractual exclusivity rights will only destroy your credibility among cable operators, and will make it far more difficult to obtain compliances with legitimate exclusivity requests. (Sending frivolous exclusivity notices is also a violation of FCC policy.)

- Finally, trust but verify. When you have exclusivity rights and have sent the proper notices, arrange to monitor compliance by local cable systems. If you do not receive exclusivity to which you believe you are entitled, give the cable operator involved a friendly call and find out why. It may be that an FCC rule exception applies, and exclusivity protection is really not required.

On the other hand, the cable operator may be confused about rule requirements, or about the contents of your notice, or the system may simply have its own internal problems in administering the rules. Filing a complaint with the FCC should be a last resort, after all else fails.

None of the points outlined above involves any fundamental issue of communications policy. But such matters of grand principle in the syndex arena have now been put to rest by the court's decision upholding the FCC. With the cold gray light of dawn on Jan. 1, the equally important job of living under the new rules began. ■



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Dear John

Portfolio XIII



# Broadcasting Jan 1

# 1990

## THE NEW DECADE

### Don Browne, executive news director, NBC News:

Since he is responsible for how his division's money is spent, particularly in a time of lean budgets, it is not surprising that Browne sees one of the principal challenges facing news operations in the next decade as a carryover of one faced in the 1980's—investing resources wisely. He is not talking simply about penny-pinching. "The future," he says, "belongs to those who manage resources well by investing in journalism"—solid journalism, the kind, he says, that is easily distinguished, in terms of thoroughness, accuracy, objectivity and balance, from the syndicated product that is occupying an increasing amount of time on stations' schedules. "We have to make sure our credibility and identity are maintained."

The other development Browne mentions is a "back to the future." Browne recalls that, in the early 1970's, when networks lacked the size and resources they were to acquire, they relied on affiliates and owned-and-operated systems for local coverage. Indeed, a kind of "farm system" grew up, as the networks recruited correspondents and others on the basis of the stories they saw the locals produce. Now, possibly under the influence of all-news CNN, Browne says, viewers expect networks to get on the air with stories virtually anywhere. And the affiliates and O&Os, he says, have the talent and technology to help the networks provide such coverage. So "we'll produce more globally for them, and affiliates and owned stations will do more domestically for the networks."

Still, he says, looking ahead to the 1990's, "the economic environment will be tougher."

**Bill Clark, president of broadcasting, Shamrock Broadcasting:** Clark thinks the medium will continue to "grow and pros-

*For this, the first issue of the last decade of the 20th Century, BROADCASTING canvassed industry leaders/observers for their views on the shape of things to come in the Fifth Estate. Following, in alphabetical order, is their look at the 1990's.*

per with a few new formats—a few new wrinkles." He sees a minimal impact on radio stemming from technological advances.

The area of most interest and activity, he said, will be in the field of station ownership—both at home and abroad. "You will possibly see more international broadcasting, more use of satellites, and perhaps further development of shortwave radio uses," he said, adding that also on the horizon is more internationalizing of radio from an ownership standpoint.

"The business of radio will continue to be very healthy," said Clark, "although in 1990 it will be on the conservative side," he said, pointing to the fourth-quarter numbers that are showing some softening over the third quarter.

### Lee Cox, president-CEO, Pactel (diversified companies of Pacific Telesis):

"The RBOC will enter cable television outside their franchise areas and we will be the first, due to the waiver we now have pending at the Department of Justice

[BROADCASTING, Dec. 25, 1989].

"Telcos will not be allowed to own [cable] franchises in their own franchise area; the crossownership ban will not be overturned. If the government were to lift the ban, then telcos would simply be able to buy up cable franchises and they would be providing both telco and cable TV.... People would not view that as a practical public policy alternative. And we will find the threat of fiber optic carriage of cable television by telcos in their own area will be much ado about nothing. The economics of replacing today's copper telephone system with a fiber optic system are so overwhelming that as telcos make detail cost studies, they will find that it is not economical for them to do it.

"There will be some re-regulation of the cable industry, but it will not be so onerous

as to destroy the attractiveness of the industry.

"Finally, the RBOC's and other large telephone companies will be in cable television throughout western Europe and, by the end of the decade, throughout eastern Europe."

**Bill Daniels, chairman, Daniels & Associates:** "Higher budgets for research and development for equipment manufacturers. More attention to consumer service. Continued new programming services. No overdoing subscriber rate increases because we got a red flag thrown up by Congress. Penetration at the end of 10 years, at least 75% of the homes. A big change in sports in the way they are presented. The reason for that primarily is the need and the desire of the universities and colleges and professional team owners for additional sources of income. There will be a serious discussion of some kind of pay cable or PPV for the NFL in the next go-round of contract negotiations [several years hence]."

# 1990

## THE NEW DECADE

**John Dimling, executive VP, Nielsen**

**Media Research:** "One development that's a real possibility in the 90's is some kind of passive measurement. We're hopeful we'll be able not just to count the number of people who are watching but literally to identify them. If one has the capability of getting accurate measurements of who's watching TV second-by-second or every three seconds, then that opens up the way to do a lot of things, the most obvious of which is looking at the audiences for commercials."

"We intend to measure VCR playback in our national sample [in the 1990's]. That's obviously another good example of how the technology of the medium is changing and a way that we have of keeping up with it. We have equipment now to measure not only the recording of programs off the air or from cable, but also their playback. We will also be measuring the playback of prerecorded tapes."

"I think single-source information has an important role to play in the 90's. It's more about getting at questions of consumer dynamics and advertising dynamics and how people make purchase decisions than about buying and selling time."

"I anticipate the rollout of the national measurement of Hispanic viewers will commence in 1990. We have been increasing the number of markets where we use meters in addition to diaries. That number will be growing in the 90's."

**Ronald J. Doerfler, senior VP-CFO,**

**Capital Cities/ABC:** "The beginning of the 1980's and the end of the 1980's were really not all that different. Cable was already beginning to make its presence felt, while all the other cutting edge technologies are still on the horizon. Will any of those have a dramatic impact over the next 10 years? I think basically just as radio survived television, over-the-air television has survived cable, and any future changes will be evolutionary, not revolutionary."

"What is critical for the measured media is that collectively they try to regain the advertising expenditure going into promotional budgets.... If that can't be done, there will be a lot of pressure on margins. A lot of people at the advertising

agencies are suggesting that major advertisers are concerned about market share and are switching back to advertising, but I don't think we have seen a clear trend in that direction yet."

**Charles Dolan, chairman, Cablevision**

**Systems:** "The emphasis in value will move to software from hardware. The idea of cable is a misnomer. That's not really the business we are in. We sell an editorial service to the home and we're trying to improve it, give it more identity and recognition. We believe that the technology will move more and more in the direction of permitting much broader subscriber choice. We will have infinite channel capacity, and cable will emerge like publishing, in that anybody who has a service for which there is an economic base of any kind will be able to be in the business of offering it to the consumer."

"With growing channel capacity, with addressability, we are now about to offer to our subscribers formations very different from the old gateway basic, [including] segmented basic or going directly to pay services. All that is in the direction of subscriber choice and it is inevitable consumerism.... Basic, as it is lingering beyond its time, is really just a crutch for poor marketing."

"More than anything, we will prosper or we will fail on whether...we can present the public with a compelling product. As we eliminate the channel scarcity difficulty, we are really in a free market. It will cut two ways. The public won't need to come to us, but we will have all the opportunity in the world to offer a service to the public."

"Anybody who thinks that by hanging on to a broadcast license or a cable franchise that they are, by virtue of that fact alone, forever wealthy, is wrong. It isn't going to happen. It has never happened. I think we've all earned a head start from them, but it is not an annuity."

**Eddie Fritts, president, NAB:** "I think currently there is a fair amount of turbulence and confusion taking place on the cable reregulation front vis-à-vis [cable's] relationship with broadcasters. I think there will be a settling of most of those issues in the early 1990's, then everybody will focus on the business aspects rather than the legislative aspects. There will always be a certain amount of tension between broadcasters and cable. Broadcasters are basically congenial and nonhostile, and I think we'll see broadcasters with an interest in exploring every business opportunity that might be available to them. I think broadcasting will be more competitive in the 90's and will take a more aggressive type of owner and operator to be successful. Both radio and television will continue to prosper, but possibly under changing structural circumstances in the way they are regulated and transmitted."

**Dan Gammon, president, Americom**

**Radio Brokers:** Last year "saw a decline in station prices due to an increase in the

supply of stations. Forces driving the increase in supply included debt service pressure, which brought sellers to the market as deals made in 1986-88 faced initial payments. For the 90's there will be a significant and increased proportion of deals that are contracted for, but that won't close in 1990. Lending institutions are less predictable than before."

**Terry Haines, minority counsel, House Telecommunications Subcommittee:**

"I don't think there will be wholesale regulatory reform. I don't think so for practical reasons. Politically it is much easier to move pieces. It will be a time of increasing legislative activity. But not necessarily more regulation. Interim regulations are more appropriate to correct market defects, and I think you'll see an environment where interim regulation is adopted."

"Ubiquitous fiber to the home is a long way off," says Haines, although he thinks the telcos will be "in television in some manner" by the end of the decade. "I think cable will still be a power. What you may see is a tendency to go to interim regulation. I think you'll see more of a split between programmers and system operators. I do not think the end is near for either broadcasting or cable. As long as they continue to change with the marketplace, they'll continue to thrive."

**Dick Harris, chairman, Group W Radio:** The radio industry will be facing a



Browne



Clark



Dimling



Doerfler



Gammon



Haines

"tough but good year" in 1990. There will be increasingly tighter competition from nonbroadcast media, and radio will have to be more aggressive to keep its share of ad revenue. He says that "in the last several years, there has been much talk of vendor and co-op sales—it has been healthy, but attention needs to be focused on developing new areas of retailing." As an example, he cites cultivating specialty store business in addition to the large retail chain store business.

**Jim Hedlund, president, Association of Independent Television Stations:** "I don't think there is much doubt that the telcos, by the end of the decade, will be allowed into the video distribution business. Obviously, the terms and conditions under which they will do that are much in dispute."

Hedlund sees a much more global marketplace for programming. "I believe that the independents, if we can get some of the structural problems corrected in Washington, are going to be a big force in that, as there will be a blurring of the distinction between affiliates and independents."

As for regulation: "I think there may be more regulation, but certainly not the full swing back to the 70's style of regulation. In the 80's a lot of regulations were thrown out because they were regulations. This administration, which will be in power at least until 1992, and perhaps

through 1996, does not seem to have the same knee-jerk reaction against modest forms of regulation as the prior administration."

**J.B. Holston III, VP-GM, NBC International:** "The big issue in the 90's for the American companies in this business is who's going to own them at the end of the decade? How many broadcast networks are going to be owned by the same company they're owned by now? The same question goes for the film studio companies and for the other major media players."

"On the European side, you've got a few major players who are very well positioned, with a tremendous base from which to grow. But the open question is: Are they going to try to get very aggressive across frontiers and across media or just be content to grow in their national boundaries?"

"Then I look at the Japanese and say, these guys are terrifically well positioned to slowly grow their way into a substantial position worldwide, and nothing that I can see is really going to set them off that course. You'll see the big Japanese companies moving across markets very aggressively, although very quietly, through the 90's."

**Robert Jacquemin, president, Buena Vista Television:** The 1990's will usher in an aggressive new era of television program marketing, in all media. "I think that will be the biggest change," he says. "The marketing skills of television programmers have been archaic up to now. It was only this fall that the networks began to scratch the surface of program marketing," he says, citing the CBS-K mart and NBC-Sears tie-ins. "If we are going to grow as a business, that is going to have to take place. We simply have to do more than comparative value selling."

**David Kenin, senior VP, programming, USA Network:** "I see substantial growth from basic cable throughout the 1990's, and I think it will come to be viewed as a necessity in the same way that television is viewed as a necessity. Original programming will continue as a major thrust for the cable networks, and there will be more and more unusual patterns of distribution of product, so we'll see things coming and going from one production source to one exhibition source and vice versa. Economic realities are going to force more cooperation among production and distribution entities."

"I think pay per view will be a marvelous thing for the American consumer; it's going to provide a new level of competition for all of us."

"Broadcast networks will continue to adapt and change to meet the new environment; those that do adapt will be strong and serve new functions. There will be more cooperation between broadcast and cable networks, as evidenced by the Olympics deals put together for 1992 and 1994."

**Michael King, president-CEO, King**

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**World Productions:** King expects the 1990's to be "more competitive than ever" in the program syndication market, and thus more difficult for companies with smaller resources to launch new shows. But at the same time, he said, with different media here and abroad expanding, "there are many more opportunities for entrepreneurs to get product to the public."

**John Kosner, broadcast coordinator, National Basketball Association:** "You're going to see [sports] leagues reaching for new revenue streams—more international presence, licensing. And you are going to see more of a partnership between the leagues and television entities," says the key architect of new four-year television rights deals with NBC and TNT that will more than triple NBA income beginning this year. On the local level, Kosner says, "The traditional, straightforward rights fee has given way to barter arrangements, or the team buying time from a station. For sponsors there are certain economies that accrue from one-stop shopping [from the team] for media presence," including TV and radio ad space, product licensing, arena billboards, print campaigns, sweepstakes and association with summer camps for kids.

**Milton Maltz, chairman-CEO, Malrite Communications:** "We are going to see Fox become a major player, and certainly it will have arrived before the end of the 1990's. Some people say that the efficiencies of television are declining and that it is becoming more expensive, and in some aspects that may be true. Therefore, the targeting of demographic audiences, as happened in radio, will continue to proliferate, and tonnage will not be as important. For that reason newspapers will find themselves in a continuing difficult state."

**Dan Rather, managing editor, CBS Evening News:** "Say I chuckled," says CBS News anchor Dan Rather, chuckling, when asked to give his assessment of what the 1990's will hold for broadcast journalism. He said he had been asked to



Cox



Daniels



Dolan



Fritts



Harris



Hedlund

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perform the same service at the end of each of the last two decades, and had done so, only to be proven wrong. "The fact is, nobody knows," he said. "This is a volatile, rapidly changing business." But he has some thoughts, nevertheless.

First, he continues to believe "there is a market for quality broadcast journalism; it is constant and will remain that way." But addressing it may be a problem. Rather thinks the amount of time that broadcasters, "across the board," devote to news and public affairs will "contract, not expand—there is a trend in that direction already." He even thinks one of the networks "might go out of the news business." (He did not say which network.) But if that happened, he says, "someone brand new" would fill the gap.

In Rather's view, the broadcast news organization that succeeds will be one that, among other things, recognizes what he sees as the importance of foreign news coverage. He believes that "several somebodies will continue to provide that coverage"—although he thinks he is "in the minority in thinking that the market for foreign coverage will increase."

Rather is as aware as anyone in broadcasting that, with the growth of cable television, the possibility of direct broadcast satellite service and the emergence of fiber optic transmission, viewers will have increased viewing options, with competition for their attention intensifying. And in that situation, Rather says, networks need to distinguish themselves from their competition; they need an identity. How do they achieve one? Despite the "extreme" budget pressures he says everyone's news operation is experiencing, Rather believes extended prime time news is an answer.

Still, Rather hopes to see "at least one network" extend its evening newscast to an hour. And, he says, "I think CBS will be the first to do it." But, again, he confesses to being the only person at CBS who sees things developing in that manner.

**Steve Rattner, general partner, Lazard Freres:** "1989 has been a slow year for TV sales. From a volume standpoint, the level of transactions will pick up in

1990, but not to the level of 1986. Prices have found a new equilibrium with lower multiples in the 10- to 12-times-cash-flow range. The networks have not been particularly successful at figuring out what people want to see. If cable finds a formula that increases their viewership, TV could be hurt more."

**Michael Rau, VP, science and technology, NAB:** He hopes there will be a viable AM band by the end of the 1990's and is optimistic about the medium's future. "Very likely, toward the end of the decade there will be fewer stations on the air than there are today." A big impact on AM radio in the first few years of the decade will be the band's expansion to 1705 kHz. "I think the technology for doing completely digital radio in transmission and reception will become available in the 90's," Rau said. That will open up several difficult policy questions for the FCC, he said. Spectrum space will have to be located to accommodate the new service, and the economic impact such service could have on AM and FM stations will have to be studied.

**Ralph Roberts, chairman, Comcast Corp.:** "I think cable will be one of the best businesses in the U.S., primarily because people want the service...despite all the bashing that is going on. The evidence is that we are being besieged by countries all over the world to build cable systems there. Europe looks at us as having the greatest cable system ever developed. This is one of the few items the U.S. can export.

"The 90's will be the era of service and a greater understanding of the communities in which we are operating.... Now with the systems built, attention will be paid to how to better satisfy the consumer.

"The industry is going into a maturing stage. There has been discussion about reregulation. I think that all the regulators and the cable industry will be considering the best interest of the subscribers, and hopefully the cable industry will not be restricted so much that we cannot provide the programming that does cost money."

**Shelly Schwab, president, domestic syndication, MCA TV:** Schwab is concerned that over-the-air television may be out-bid in the 1990's by increasingly powerful cable network players. "Maybe this is a knee-jerk reaction on my part, but unless over-the-air stations step back and look at how cable has continued to flourish with big ticket programming acquisitions, they'll face continued erosion in the next decade.

Combined with the cable network's financing or acquiring first-run programming like *Molly Dodd* and *Brothers*, Schwab says that "the next major off-network sitcom may go that direction, as may first-run sitcoms. I think everyone understands that we produce programming at a deficit to get first-run programs to the independents. We only stay in the first-run sit-

com business to develop three years of original programming so we can eventually strip these programs on the back-end. If over-the-air does not support the form, we'll have to let it die or take it to cable."

**Alfred Sikes, chairman, FCC:** "The video world will become like the retail world. If you are a retailer, you have to be very competitive, you have to stay one step ahead because you know somebody else might open up a store and take your customers away.

"The 1990's will see a continuing expansion of distribution channels—larger cable systems, the advent of satellite broadcasting, probably some growth in the wireless cable providers.

"And as the channels of distribution expand, there is, in a sense, an invitation for more and more people to try their hand at coming up with new ideas and taking those ideas into production and into distribution. It's no longer a closed game. No longer are people going to be able to depend on the ownership of a distribution channel to ensure profitability.

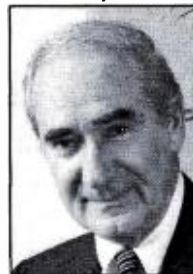
"Broadcasters have their future in their hands, but it's not guaranteed that their future will be as bright as their past.... There will be more and more demand for quality material and there will be increasing value placed on localism, which broadcasters have as one of their strengths. There will be an increasing value placed on production and marketing



Jacquemin



King



Roberts



Schwab



Swift



Tagliaterra

skills. Broadcasters now have a strong advantage in each of those areas.

"It's no different for cable. If they base their businesses on control of distribution channels, they are not going to be successful....The efforts by cable in recent years to stress more than simple retransmission puts cable in a better position to thrive in the 1990's."

#### **Representative Al Swift (D-Wash.):**

"The technological explosion over the last decade has been astonishing. Sitting here and assuming that we can project what technology is going to do to the practice and policy in communications [in the next decade] is naive. Having said that, I think you can see some things. I suspect that within 10 years we will have resolved, in some fashion, the role telephone companies are going to play in communications. I am afraid that we are going to look back and see that we have lost on HDTV, at least technologically. It is not clear to me whether we are going to be able to see broadcast stations get in this game. But I think we may lose the technological advance we were struggling to maintain.

"Turning to the policy area, I think the next decade is absolutely critical. We need to make some very significant decisions. I think the decade of the 90's will be a decade of trying to adjust policy to new realities—political, economic and technological. We need to begin to ask

questions about how localism is going to survive. The whole question of whether or not telephones are permitted into cable raises questions along the lines of: 'If they are, not only does cable have problems, but doesn't the telephone cable provide a means for the networks to go directly to the set and bypass local television stations?' If the networks cease to supply programming through local affiliates, my fear is that you dramatically change the economics of television and very possibly it ceases to be the major source of television. When that happens, the policy of localism comes into question. Do we want to give up localism?"

#### **John Tagliaferro, president, Hughes**

**Television Network:** "The early 90's are going to be a difficult transition time, potentially, depending on how successful [next-generation satellite] launches are. In that time frame, it's very critical to many people that those launches go up successfully and on schedule. It will tip over a lot of dominoes if they aren't up there successfully. And, obviously, if any launch program suffers a serious setback that causes delays, we could all be in for a lot of difficulty. The carriers have been very creative and have tried to come up with ways to deal with contingencies. But they can't cover them all, and unless there is 100% success in all these replacements, somebody—most likely those who use preemptible, occasional capacity—is going to get hurt."

**Jack Valenti, president, Motion Picture Association of America:** "The biggest thing I foresee is a real fight to keep competition in the marketplace, not only here in this country, but abroad. I think we are going to see that the European Community, where 12 nations are collapsing barriers between themselves, will be erecting them against non-European countries. I think one of the big battles of the decade ahead will be making sure that trade routes will not be barriered or spiked and staked so that we can't move freely around the world.

"We're battling the three networks right now and that battle is going to have to be resolved sooner or later.

"I think that in the next decade there is no question that telcos will be involved in the dispatch of programming in some form, probably as a common carrier. I don't think the Congress is ever going to allow the telephone companies to come in without some kind of supervising monitoring hand.

"In the future, you are going to see new technology arising in the form of optic fiber, KU-band satellites, and the emergence of some form of digital. Finally, the great emphasis in the future is going to be on the quality of programming. When you have 1,000 different programs to choose from, then what you want as a customer is the best of that, which means that shoddy programming, cheap programming, not well designed, not well written,

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is going to fall by the wayside. Programming will be the big key in the future. And the great premium will be on program creators, creative producers.

"If the 80's was the decade of technology, this decade is going to be the decade of creativity."

#### **David Webster, senior fellow, Annenberg Washington Program; chairman, TransAtlantic Dialogue on European Broadcasting, and former member, board of directors, BBC:**

"The most important thing that's going to happen is the bringing together of the television services of Eastern and Western Europe, with Western signals going into Eastern Europe and with Eastern Europeans, insofar as they are financially able, becoming partners with Western companies.

"The television business in Europe, generally, will be very exciting. A lot of money will be risked. There will be some big losers, but eventually there will be some big winners.

"Technologically, we're going to see the positive growth of a direct-to-home satellite market in Europe, as well as fiber optics and the emergence of the laser video disk."

**Richard Wiley, partner, Wiley, Rein & Fielding, and former FCC chairman:** "I don't foresee a return to heavy regulation for broadcasting. Technology has spoken." Considering the competition that technology has spawned, "I don't see any reason to return to heavy regulation. I don't think it can be justified. I foresee a more cohesive FCC, which will be able to work effectively with other agencies of federal and state government and which will be respected by industry."

Broadcast "TV will still be viable throughout the 1990's. I would not hang black crepe for TV. But it will face increasing competition from other media, especially cable. Radio will be strong generally, with AM showing some resurgence with the help of the FCC.

"There will be a broadcasting-cable analog solution to high-definition television in the 1990's. I can't foresee what's going to happen in the next century. It could be a digital fiber-optic solution."



Maltz



Rather



Sikes



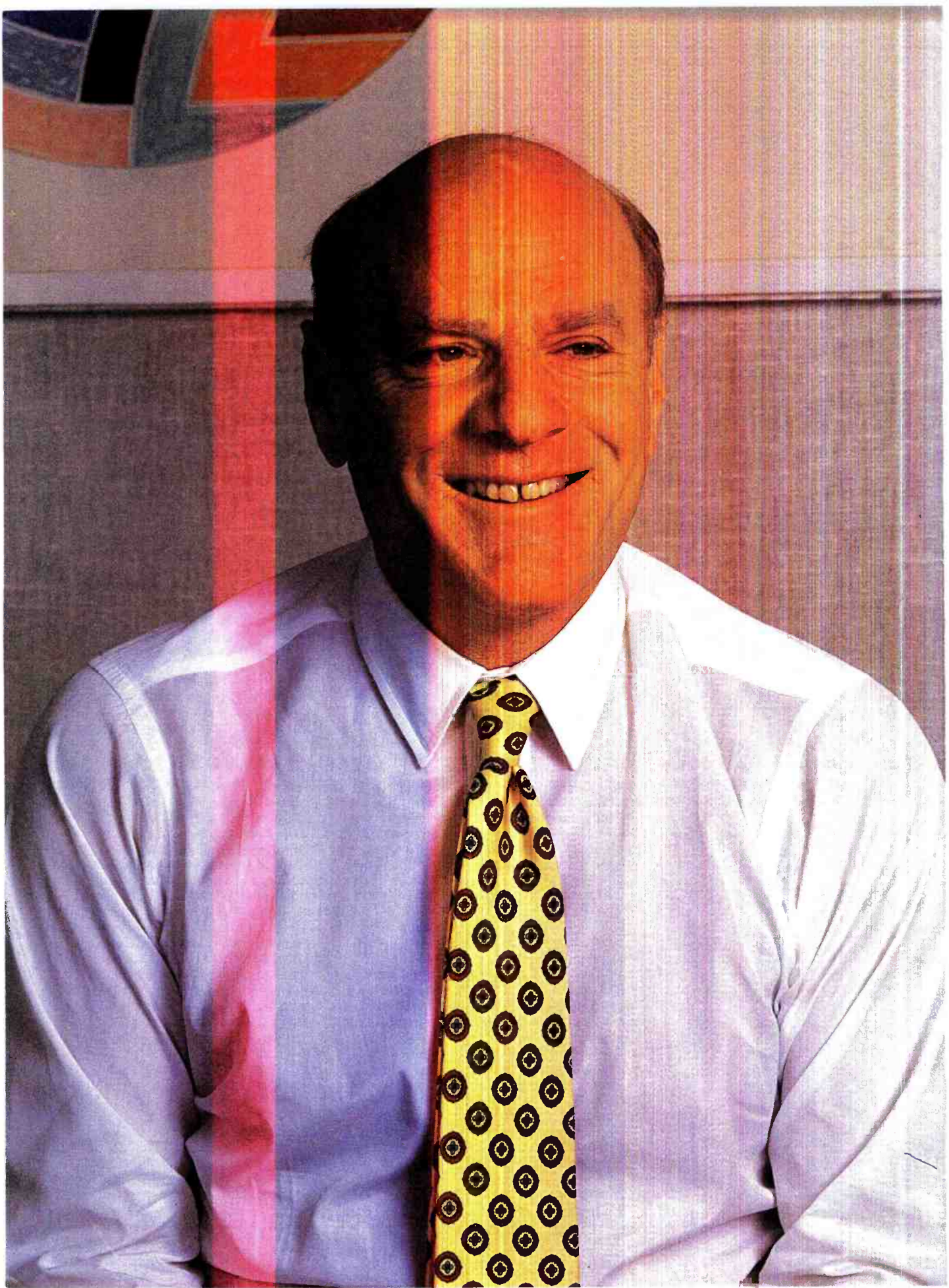
Stevens



Valenti



Wiley



*Why is this man smiling? Perhaps because he's pulled off the coup that has eluded everyone else from the beginning of television time: establishing a fourth network to challenge the big three. Here's what the head of Fox Broadcasting thinks of what they've achieved so far, and what they have in mind for the medium's future.*

# Barry Diller and Fox

## *Taking the high-risk option*

**On the eve of the INTV convention, we're anxious to have your perspective on the difference that is Fox and the difference Fox makes.**

I really do think that we have to tack on any board that's in front of our face, close enough to read, words like "edge" and "innovation" and "spirit" and "nonbureaucracy" and "noise" and "risk," because the danger for us—the big danger, as against all the little dangers that always run around your life when you're trying to create an enterprise—is that you begin to become the thing that you programed against. Our biggest danger is to lose the edge, is to think that we have something to protect. Because the moment you feel that you have something to protect, you begin to act conservatively, and you begin to do things where you say, "Well, let's call the research department and find out. You know, we have all those people, let's go call them up and find out what they think about this, and then let's link that research department to our sales department, let them scare us with the things that all sales departments do, by definition."

For example, when we were talking about what I thought was a necessary move to make in terms of changing a program about three weeks ago, the sales department said, "Well, we got very good sales in this, and they'll go up, and whether they come back down again is a big risk, and we shouldn't take that risk, and we should only take it when we know." And I said, "This is hopeless. You never know. You guys are just strong now, as against last year, because now you've got close to—you're within inches of—a half-billion of annual sales in your little belt, so now you are talking from the point of view of something to protect."

Now, I understand that, and it has to be respected, but if this company is going to grow, it is going to grow because it did one thing right, which is that it said, "We're going to program a certain way." That way is full of continuing risk, and never, never, never should we forget that. So when I see the bureaucracy booming, or when I see that now there are multiconstituencies to listen to, I get very nervous, and I think this is a constant cultural revolution in this company. I hope that as we go, we learn from our mistakes, but I hope that what we don't do is try to insure against making mistakes, because for that you have to be in the insurance business, not—to keep this analogy rolling forever—not in anything to do with entertainment, which means you're going to fail.

Our business has very few moving parts. One part is that there is

a free broadcast signal that you can define—we've chosen to call our definition Fox Broadcasting Co.—and if that definition is clear enough, and you really do stand for something in terms of programming, and you really do have a point of view as it relates to programming, one that's strong and that you can feel, then all you can do in this fractionated world is to grow. Everybody else gets to be fractionated, you know. Everybody else's fraction will continue to have a larger part on the bottom line. It will go from one-third to one-fourth to one-sixth to one-eighteenth to one-twenty-second. If we can hold and build our 10-share on into the 90's, which I believe we can do, that 10% of the audience will very much understand where they are. Everybody else—at least in free over-the-air broadcasting, will all be like each other. Certainly not the wonderful definitions of the Discovery Channel, or the very defined, very clear pay and cable channels.

**One word you didn't use in that very nice litany was "leap." I wonder what your next leap is going to be.**

In terms of Fox's schedule, to Tuesday, Wednesday, Thursday, Friday. That's where we're going, all of it earlier than most people anticipate. I can't tell you exactly, but it certainly isn't more than a few years. And by few, I do mean few.

The second step is to link our stations together, so that they can have their own, internal news service. Then we are going to a third stage to make it available to certain of our affiliates and link their news operations together, and the fourth stage will be a news service that will be offered on Fox Broadcasting to all of its affiliates, which will happen sometime in the next calendar year, plus or minus a month.

**At what time?**

I expect 10 o'clock, but I'm not yet sure. We're halfway in the water in this process. We're not out of it yet, to the extent that we can be clear about what we're going to be offering, but we're fairly close. We're not 200 yards away from it. I'm a little shy about even saying 10 o'clock, although it seems somewhat inevitable.

**Do you call what you're doing a fourth network?**

No. I mean, I don't know. We're doing a national program service. We've always had a policy here of letting other people call us whatever they like. The media have decided to call us the fourth network, and then the media decided, having done that, they would

call us the self-appointed, or so-called self-called fourth network, as though we were doing it when in fact we've never said it, ever.

The problem with this word "network" is that it has a carefully defined meaning. It has a legal meaning, you know, and it has multiple meanings to multiple people and multiple points of position. To a cable company, what does "network" mean? Does a network mean USA? Does it mean HBO to a cable company? To a free, over-the-air broadcaster, what does MCA's movie night mean, which is very successful. Is that a network? Sure, we're a network. Are we the fourth network in simple shorthand? I suspect we probably are. But if you then asked me what do I mean exactly by that, I would have to very quickly give you some caveats for fear that this word would, in other people's manipulations, serve to trip us up, which I don't have any intention of doing.

**It was not a loaded word as we used it. We meant only to pursue whether you think there will be a fifth network and, if the world is going that way, then how is that changing the overall picture of television?**

Well, I think it is changing, and I think inevitably there will be a fifth. There will be a fifth when, just as it was a condition precedent to allow a fourth that there be enough unaffiliated broadcast stations to make one, then there must be enough still unaffiliated stations to make a fifth or sixth or seventh.

**“ We very clearly put a great many eggs—not all, but a great many eggs—in the basket of free, over-the-air broadcasting, and we believe we are broadcasters. We feel quite good about our eggs being in the broadcast basket, and at the same time we believe that cable will not be an adversary to the growth of the businesses that we're in. ”**

Two months ago, Paramount and MCA floated the idea of a fifth network to stations across the country, including a number of Fox affiliates. FBC rallied quickly and appeared to convince the affiliate body that it couldn't support two networks at the same time. But reports persist that Paramount and MCA may make another pitch at the upcoming broadcast conventions this month. How seriously do you take the threat and what defense would you mount, if necessary?

I can't speak to any particular prospective threat to our interest. I can't imagine that there are enough outlets that independently could give them the kind of coverage percentage necessary to launch a nationwide program service. If that occurred, we would compete against that effort. But if anybody tries using our affiliates to accomplish that, we will act as anyone would. We feel our affiliate relationships are, in essence, in practicality, exclusive ones. It would be completely confusing, among other things, to identify those affiliates with another image. Our affiliates are presently trying more and more to identify themselves as part of the Fox Broadcasting Co. They believe that is a valuable process. Any conflict with that would not be in their interests.

**What do your sources tell you about a possible revival of the Paramount-MCA proposal?**

We don't have any information other than that they have folded their prospective tent. We do believe we have the loyalty of our

affiliates. We are only part way through our agenda and we think we have the support of our affiliates to complete that agenda.

**What does the Preston Padden appointment purport for Fox and the acceleration of its station growth and strength? Preston is primarily responsible for affiliate relations.**

He will play a general senior management role in the development of Fox Broadcasting.

**Will that role include lobbying in Washington on behalf of FBC interests?**

He'll have a senior management role.

**Looking past your prime time service, could someone take the rest of that day to position a daytime network? Or a sports network?**

You mean, with our affiliates?

Yes.

Offered by other people?

**Yes. Do you have a lock on the whole day?**

No, I don't think we do. One thing I think is true and is a benefit about Fox is the identification with Fox that allows a station to separate itself from the pack. It's very difficult today, with all the things that bombard you, to get a clear definition of anything. We're so young at this process with Fox Broadcasting that I would argue—and I have an axe to grind in the argument, I recognize—that it would be to a degree self-defeating and confusing for anybody to cut against that definition with another definition, until we're deep in the ground. Meaning, until Fox Broadcasting has a secondary meaning, just like the three television networks. It took them many, many years to get that in the eyes of the consumer, the public, and we're just starting to attain it. We've made remarkable progress in giving some breadth to that secondary definition, but we're not there yet, and so I would say that if I were an affiliate, I would question anything other than the careful roll-out of the rest of the agenda. And the rest of the agenda, for at least the next couple of years, is fairly full, I think.

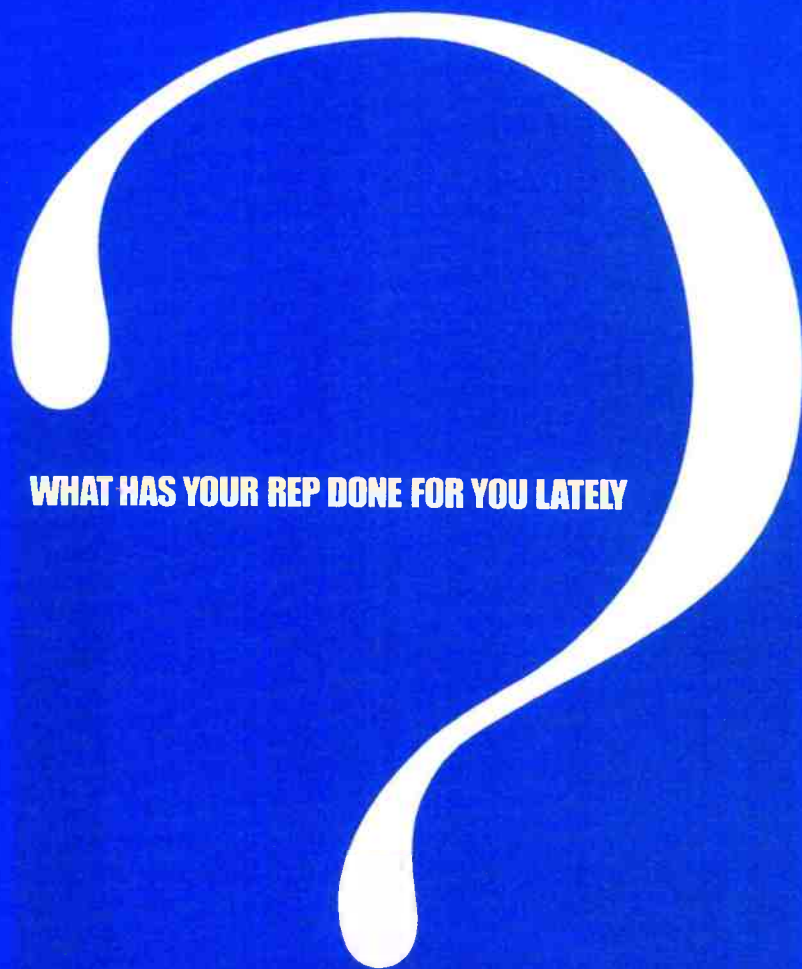
Look. We had early program failures, and we were running too fast, but we'll always have program failures. To me that's not failure; that's process. We have really kept faith with our constituents—stations, affiliates and advertisers. With all three we have very much kept the bargain. We have never misled our stations. We said we would program and continue to program in each time period until we succeeded, and that we would, therefore, put up the capital to have backup programming.

We have succeeded in the program area. I don't think there's any question that the Fox programs today have a solid weight to them. So I think we've kept that bargain.

The second thing we said, which was to advertisers, was: "Every single thing we say to you we will never change. We will never retract. We will never not make good." We have, as a consequence, since the very first hour of the very first day, said, we're never going back. We have a wonderful thing here. We're starting clean. It's like an airline that's never had a crash. We can say we have never not made good to the advertiser. Even in our most difficult days, when we were underdelivering, we never did anything but total it up exactly, make it good exactly, never go back, never, never explain, never complain about the commitment that you've made. I think that is the one thing that held us together past the point when we were underdelivering so enormously that we were a burden to the advertisers.

**We would like to use the word "network" in a way that should be high on your horizon, and that is, what happens when you meet the FCC's definition of a network? Our impression is that you don't mean to accept network restrictions, and that you will ask for a waiver, or something of that sort. What are you going to do in that regard?**

Well, we're going to do a series of things as we proceed. I can't be explicit about it in more detail, though I would think that what we're going to do will happen much sooner rather than later. What I can say is that we're very, very confident that the financial interest and syndication rules that were arrived at in the early 70's



**WHAT HAS YOUR REP DONE FOR YOU LATELY**

**ASK  
BLAIR**

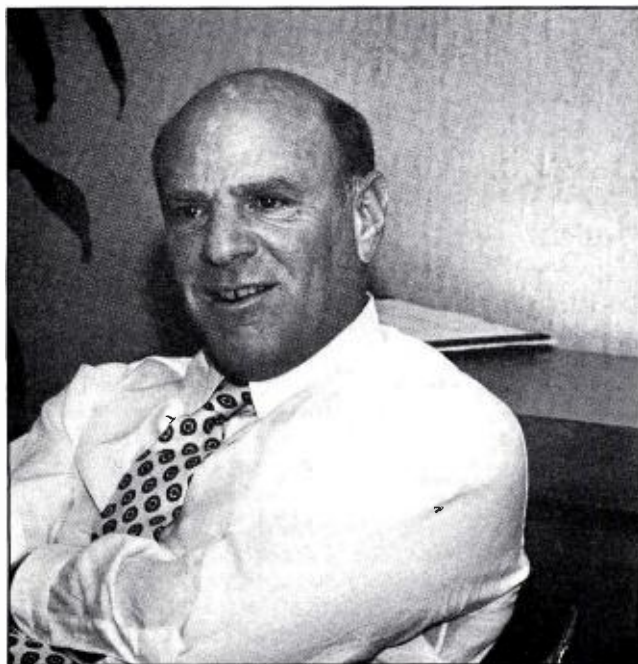
Blair Television. A subsidiary of John Blair Communications, Inc.

should not include Fox Broadcasting—should not, as they're presently constructed, put Fox Broadcasting Co. into that kind of regulation. The FISR rules were founded to promote competition, not to shackle a new competitor. Fox Broadcasting Co. bears, other than the word network, about as much relationship to the structure, the capital base, the cumulative viewing of the three networks as I do to the Sony Corp.

I mean, I'm making it an absurd reach, because the fact of the matter is that we don't bear any relationship to them by almost any definition that will work, other than this word network. We're very confident that the rules just were not meant for a new entrant that does not bear any relationship to these other three broadcast entities—and particularly as they were when they became the subjects of regulation.

**I take it that you believe the big three networks should continue to be subject to the financial interest rules?**

I don't want to preempt our very soon to be future day on this, but I think there are real public policy issues here, and there's no question that we have an axe to grind. We would like to be able to grow unfettered. Anybody would. And I don't mean to lull people into not being skeptical. But one of the things I've learned from



this process—in thinking about it and in reading as deeply as I can in terms of its history—is that the argument between producers and networks is predominantly an argument of economic self-interest. I mean, whether a program producer owns five-sevenths, or nine-sixteenths, or the network owns eight-twelfths or four-sixteenths—and I'm making these odd combinations for a reason—does not really have very much to do with public policy. It is an argument solely over economics. I'm not putting it down, but I do think it's got to be in context.

It is not about access, I believe. Today, for any program producer to argue access to the market when they now have dozens and dozens of needy program services is, I think, an absurd argument. The argument is whether they get to own all of it, or some portion of it, or no portion of it. The old imagery of the lone producer standing out in the cold being denied entrance by these oligopsonies is just false today, I believe. Consequently, I think that the three television networks and cable, and the whole area of broadcasting, have to be looked at in terms of the broad issue of spectrum, of what goes through the box. What is appropriate regulation, no matter what the delivery system is, is a genuine, valid public policy issue, and it would seem that a world in which cable is completely unregulated, while broadcasting is completely

regulated, is in today and tomorrow's fair and reasonable light of day, inappropriate.

It will be very clear about how we think this should be approached, but I do believe that there should be a lot of discussion—the more public the better—over the appropriate linkages of regulation, whatever the appropriate degree. These linkages are really the way it should take place.

**Let me play back what I heard. It sounded as though that policy might be, "Let's have the FCC take a look at this entire universe, including the networks, including cable, and see how it ought to be done, and then, when they come up with their answers, if we fit into it, then we'll take it."**

I don't mean for the concept to be that dramatic, so as to produce a lot of thunderclaps. But, having gone through this, we don't think that you can simply carve out of all this an answer a day for whoever comes along the pike, or comes down the road looking for a solution to their own business interests or problems. It's not a matter of hacking off your piece and going home and saying, "Well, now I've got mine. Good luck to the rest of you." It's just not realistic.

**Well, in the worst of all possible worlds, when you hit 15 hours later this year....**

I don't know that we'll hit it this year. We'll probably hit it next year at the very earliest—and at the very latest.

**Well, the question is, would imposition of the financial interest/syndication rules be a terminal thing for the network?**

No. We really do believe we're on very firm ground, that the FISR rules were not meant to include Fox Broadcasting—a new entrant. Let's put it that way. We're not concerned about it from a court of last resort point of view; we're confident of our position. If, on the last hour of that last day, we were proved incorrect, it would not be a catastrophic event.

**You used an intriguing phrase: "the rest of the agenda." Can you fill it in for us?**

Well, we've already talked about how we will fill out to seven nights a week in prime time. We haven't talked about it directly, but we think we will offer a significant network of children's programming. We are going to offer news products, nonfiction news products, without flowering it any other way than that. And that's a very full agenda for the next couple of years. We're going to program in any other dayparts in which we and our affiliates feel there is an opportunity.

**How soon do you hope to get into the black and stay there?**

We've been in the black every week since we went into the black, which was about a year ago. Every week. The preceding year we lost \$90 million, and for the fiscal year that ended this past June we had a three-point-something million loss. The last 26 weeks of that were all profit. And it has been that way since.

**What's the total investment?**

Total, total investment is probably, count everything, it's probably \$120 million dollars.

**So the addition of Monday night didn't affect you adversely?**

No. What's happened to us on Monday night is very dramatic. We have introduced a new night of programming, with one new television hour, *Alien Nation*, which is doing well numerically and beyond well in the eyes of critics. And together with *Jump Street* we've opened a new night against huge odds. And in contrast to the bloodfest that occurred on Sunday and then Saturday nights to open those up, this has been, by contrast, a country walk.

**Especially considering some of the problems that you've had, and are still having, on Saturday night.**

Well, Saturday night last week has been up to a 6 rating and 10 share in the last few weeks. We've just announced a program change that I think will make it more solid. But a 6 rating for us on Saturday night? I mean, that's a 300%-plus improvement from a year and a half ago. If we get an average 10 share across the three nights, that, I think, is remarkable progress.

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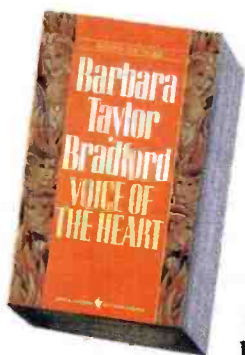
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**Can you share with us what your revenue expectations might be?**

The best way to say it today is that we will have a fine return on our investment. I don't mean to say those are the maximum expectations. The profit levels of the company since we broke even continue to grow.

**Do you think about the day when you might challenge one of the big three head to head? Could you replace one? Could you become the number-three or number-two or number-one network?**

Absolutely. Although I've really got to qualify that. It's not really fair to say it quite that way.

A long way down the road, if we do our work exceedingly well—and it will take years to get there, for our stations' structural strength to approximate any of the three network affiliate groups. We know how tough it is today. We had a meeting not more than two hours ago which was designed to take the affiliates below the top 40 markets, and what we can do to work that—on that process, so that it can come sooner, and how many millions of dollars it will take us of investment to get there in terms of just cumulative wattage. You know, just the cumulative percentage that they get out of this wattage.

Having said all that, in a given time period—not top to bottom, or horizontally, but in a given time period—I think that today we can beat one network, sometimes two networks. We're not, in a given time period, number one in household delivery, but I believe we have the potential. I don't want to go further than that, because it's not yet in evidence. We have the potential now, I believe, if the program is exciting enough, and is popularly dramatic enough, I believe we can, in a given time period, sustain the number-one position. So, in a way, you could say, "Well, if you could do that there, well, why can't you do it across the board?" I believe it is potentially possible, but until we do the structural work necessary, it's just unlikely that it will happen, given the wattage of some of our affiliates.

**So it's a matter of delivery of homes? It's tonnage of homes, or eyeballs. Is there anything cable can do for you in that regard?**

I don't know. I honestly don't know. We have discussed that very question today as well. In the white areas, so to speak, in areas where we don't yet reach, perhaps. Can cable help? Yes. I think it's possible. We have made a big effort to be very cable-friendly at Fox Broadcasting. We've done seminars. We've done anything we can to be very friendly to this world for very obvious reasons. They absolutely can help us, and I believe, long term, it will be in their interest to help us.

**Then it's not your intention to succeed in a universe without cable.**

Clearly. We very clearly put a great many eggs—not all, but a great many eggs—in the basket of free, over-the-air broadcasting, and we believe we are broadcasters. We really do. I've been in and out of broadcasting in a way since I was 23 years old, so I don't come to the table new. We feel quite good about our eggs being in the broadcast basket, and at the same time we believe that cable will not be an adversary to the growth of the businesses that we're in.

**It's curious, coming as we are reporting a great dichotomy between cable and broadcasters over the must carry/must pay proposal.**

I believe these issues are going to be favorably solved, within the next year or two, at the most. I can't conceive of a situation where free broadcasting is going to be dealt out of the spectrum, that the issue of must carry is not in everybody's interest to solve rationally. I don't think I'm being Pollyannaish in feeling that way, but I'm an optimist. It's not a world where one is going to disenfranchise the other.

**How do you place the value of your seven stations at the moment, as opposed to what you paid for them, and do you plan on acquiring more?**

I think they're more valuable and yes we do. Each of them, down to our smallest market, is a program resource. It's been said forever, but it really does always need to be reaffirmed, that ideas don't go better just because they may be pushed to one side of the continent or the other, and any idea from any source in any place is

either a good idea or a bad idea, and can be developed, from the ground up to fruition, in each of our owned markets. And we are doing much, much more of that. We have done everything we can to make the people in our stations know that and feel comfortable with that process.

**You've had one break-out hit in the sitcom area, *Married With Children*. What shows currently in development will get a shot at duplicating that success and how soon?**

We have anywhere from 40 to 60 programs in development at any one time. It would be rude to efforts of all the other producers if I were to point out a few select projects.

**Jim Brooks, the film and television producer who does *The Tracey Ullman Show* and *The Simpsons* for FBC, has signed a long-term deal with ABC. Is that a big loss for Fox? Does he have other things in development for you that will survive that move?**

He's not in the television business on a daily basis. He does two shows for us, but that's a lot of output for him. He's not Lorimar.

**Discuss FBC's relationships with the creative community, starting with producers specializing in comedy. Who do you have long-term development deals with, if anyone? Who are the next Leavitt and Moye [producers of *Married with Children*]?**

All of that is essentially a competitive matter. I do not believe a company is well served by talking about strategies or specific development.

**The station group has played a significant role in the success of FBC, having developed such programs as *America's Most Wanted*, *Reporters* and *Cops*. Will that role increase or diminish as time goes on?**

It has been a full role and I would think it would continue as it has. It would be tough to make it fuller. We consider station development individually and as a group. It's not a segregated process. We think it is central to our activities.

**Bidding on the round of National Football League television rights begins next month. Will you submit a bid?**

We are currently talking about that now. That is the most I can say.

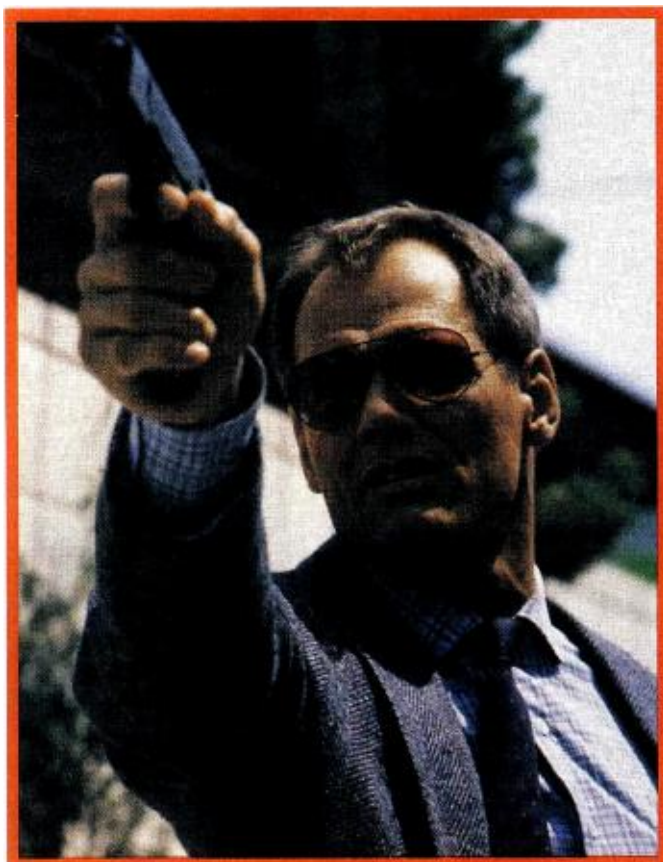
**It has been suggested that you are obsessed with FBC and making it work, perhaps to the detriment and neglect of Fox business segments. How do you divide your time and what are your priorities?**

I don't know that you can break these things out in explaining them in any sensible way. FBC is as high a priority as any business segment at Fox. It has taken a lot of concentration and time and I think will continue to take a goodly amount. And I probably spend too much time on everything. Fox has been a high priority. Given the nature of its development and other things, a price has to be paid in other respects. I think that now there is much more of a balance, and less of a price to be paid to any other activity.

**You're unique among programing executives on the broadcasting side in that you're also involved on the production side as a studio chief. My question is, from the production side, whether or not television was a good medium to do business with anymore. Do you make money at it? And is it getting worse, or better?**

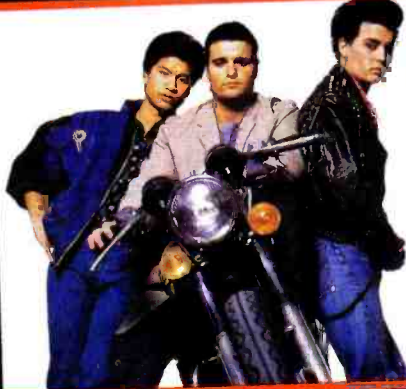
Well, I think it is evolving, as it always has, always will. Of course, it's a good business. It is a business where the capital requirements—notwithstanding what the talent gets paid, which is a considerable amount—but the capital requirements are relatively small. And again, it's based upon one great leveler: a good idea will break down any door any place. Most of the complainers are people who want to set up an easier process than that. None really exists. It doesn't take any big edifice. It doesn't take any change in anything. It doesn't take very much of anything, other than what it is: A good idea with people who can execute it will succeed. You have to like the process of testing ideas and succeeding at some and failing at most—you are not going to have a majority of the things that you make succeed, and you have to understand that. But if you're willing to play in that world, it's just fine. And it's as inviting as it ever was. Enough, I promise you, to keep real estate in Beverly Hills and West Los Angeles quite high. ■

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INTV President James Hedlund

## ***Taking the pulse of the independents***

**On eve of INTV's annual convention, association's new president gauges progress and promises of stations**

Jim Hedlund is bullish about independent television. He is the president of the Association of Independent Television Stations, and from his vantage point he sees a bright future for his industry on both the business and regulatory fronts.

That does not mean the new INTV president (he took over just a month ago) does not feel INTV has its work cut out for it. This year presents many important legislative and regulatory challenges to the medium. But 1989 has been a good year for independents, said Hedlund in an interview with *BROADCASTING* on the eve of INTV's annual convention in Los Angeles (see page 70).

"The state of the industry at the moment

is very strong," said Hedlund. He is quick to point out that independents have made tremendous inroads in capturing a larger share of the television viewing audience. "We have got 25% of all television viewing," he said, adding that INTV plans to make the most of those gains by launching a major promotional campaign aimed at advertisers. INTV hired the Minneapolis ad agency Fallon-McElligott to develop a series of ads that highlight the progress independents have made competing with network affiliates. "The big event of this convention really takes place when we unveil this campaign," said Hedlund.

He feels independents have put behind them those "terrible times" when there was a limited supply of programming and stations were making bids way beyond what "they should have paid." Now, a plethora of programming options are available, so that sta-

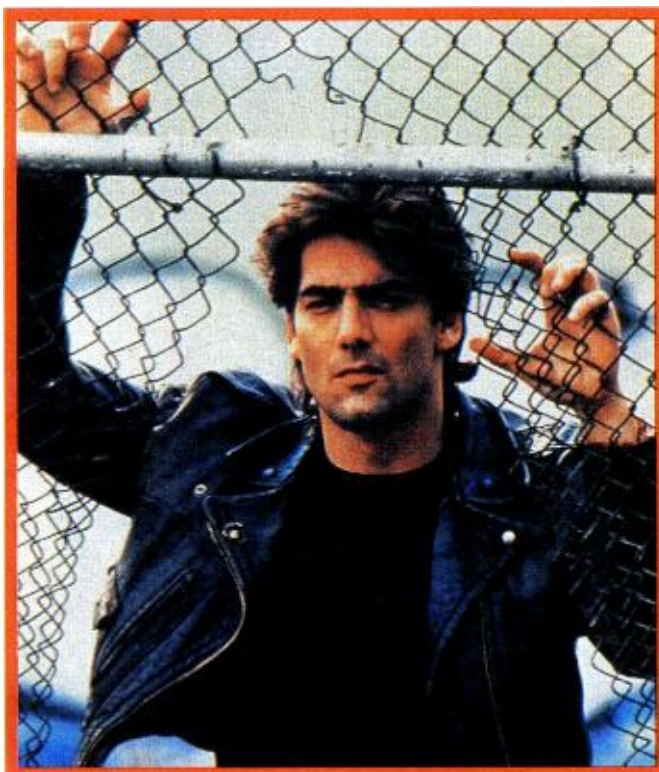
tions aren't having to "bid themselves to the point of near suicide."

Moreover, Hedlund thinks the industry's financial vitality is apparent in the caliber of the new independent TV investors. "You already had the Tribunes, Gaylords and Chris Crafts. But over the last couple of years you've had a major investment by Fox, you've had Paramount, MCA, Disney, and people like Stephen Cannell. The new players that are coming into the game, I think are very sophisticated."

Although ad revenues for the television industry in general fell during the fourth quarter last year, Hedlund remains optimistic the situation will change.

The INTV chief is no stranger to his industry, having spent six years with the association as its vice president of government relations. Hedlund is a Washington insider. He has worked on Capitol Hill, for

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the administration, and prior to joining INTV in 1983, he was vice president of government relations for the National Cable Television Association.

The association's political agenda for 1990 is still devoted to cable-related issues. "The playing field is badly tilted in cable's favor," said Hedlund. But he is quick to point out that INTV does not want to "destroy cable." Independent television's efforts to obtain some form of permanent must carry rules and legislation protecting their signals from being repositioned is not an attempt to "turn the clock back to the days when there were only broadcasters," he said.

And Hedlund's approach to dealing with cable could be far less vitriolic than his predecessor's, Preston Padden, who during his presidency had a reputation as a "cable basher." Hedlund, a former NCTA staffer, said he already has a good relationship with NCTA President Jim Mooney and others in the industry.

He wants to avoid any personal animosity. Padden and Mooney had their differences. "I certainly do not want the disagreements among our industries to become personal disagreements between and among the people who represent all the sides," said Hedlund.

A chief priority for INTV is passage of

the Danforth cable reregulation bill. Introduced by Senator John Danforth (R-Mo.), it would establish must carry rules and channel repositioning protection for stations. It would also restore city authority to regulate basic cable rates (BROADCASTING, Nov. 20, 1989).

But Hedlund is not altogether sanguine about the bill's chances of becoming law this year. "I would not be surprised if major cable legislation did not pass in 1990. 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," he said.

Furthermore, he continued, the cable industry's Washington lobby is "one of the most sophisticated" in the city, and stopping something from happening on the Hill is "substantially easier than having something happen. While you can't lie down in front of the train forever, it is possible to slow it."

The independents would like cable to face some competition from the telephone industry, but not without certain restrictions. They would support telco entry only as an overbuild. And the independents think the telcos should be barred from having any financial interest in programming. "Our problem with the telephone companies is their refusal at the moment to consider a purely common carrier type of video distribution system, and that is a stumbling block. Also, our stations have more immediate disagreements with cable that aren't going to be solved by telco entry. It seems to me that it would be 15 or more years before there is widely based fiber to the home."

Hedlund also feels the so-called must carry/must pay proposal merits serious consideration. A move is afoot among broadcasters to force cable operators to not only carry most local signals but to pay for retransmitting the broadcasters' stations. The idea has elicited a sharp response from cable.

"We're not trying to stick it to the cable operator," said Hedlund. Rather, he hopes the two industries will come to terms on some type of revenue-sharing arrangement. "I doubt when a cable operator writes a check to ESPN and USA he thinks of it as pay for carriage."

Beside INTV's battles with cable, the independents may find themselves pitted against the networks this year over the FCC's financial interest and syndication rules. In the past, INTV has opposed any repeal of the rules. The networks and Hollywood have yet to reach a resolution on the matter. "The networks, to their credit, have certainly strengthened their position, over where they were back in 1983," he said.

The association's position will be refined this week when INTV's board meets at the convention. Previously, "our real concern was that we wanted to have access to programming in a timely manner, and to have it sold to us by a disinterested third party

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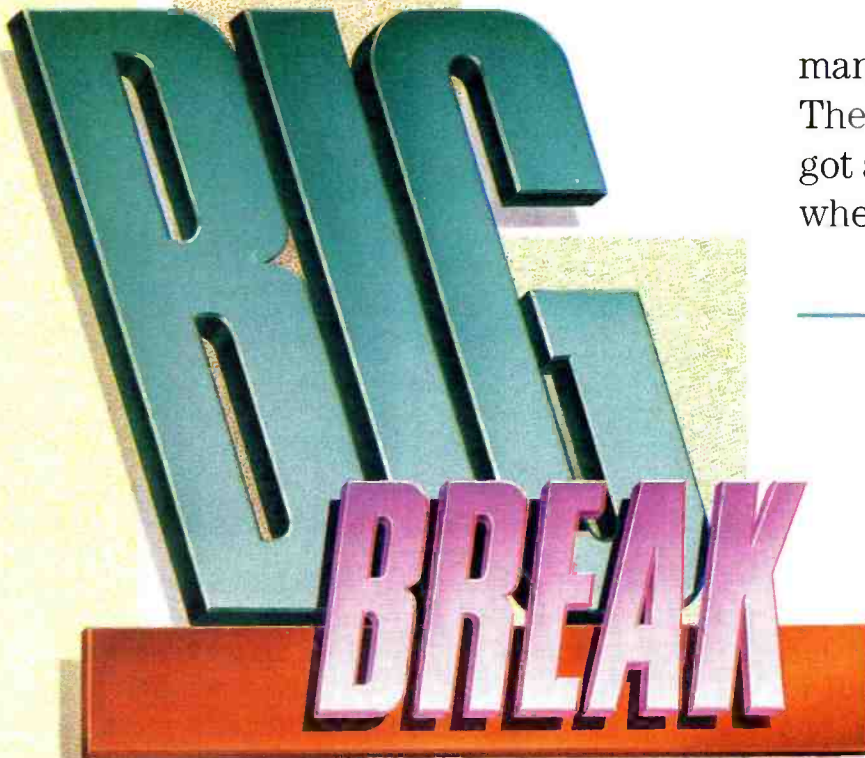
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whose total interest was greed, and who did not have other agendas operating in the background when deciding which station to sell to." But he said INTV was also concerned that the networks could have a substantial influence by being an owner of the product.

What will the Hedlund years bring for INTV? Without a doubt, Hedlund and Pad-den have different leadership styles. There is a difference of personalities, he said. "I am not a lawyer, so I don't have that instinct to always attack when something moves. I'll go out of my way not to antago-

nize someone unnecessarily, but that doesn't mean I will give away the store. There are certain times you have to be able to sit down and talk and know when that time is, but you can't be premature about it."

-KM

## Booth by booth: INTV's Programing Guide

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**Blair Entertainment** 649

1290 Ave. of the Americas, New York 10104

**Staff:** Alan Berkowitz; Michael Weiser; Howard Levy; Ken DuBow; Ron Geagan; Clare Simpson; Cathy Sulmasy; Christine LaFroschia; John Buckholtz; Evelyn Chigrinsky; Randi Alderman; Karol Pozniak. **Programs:** \*Reunion; Hall of Fame Collection; Divorce Court; Interactive Vignettes/900 Blair; AMA Report; Sports Vignettes; Michelob Presents Night Music; Dracula; The World's Greatest Stunts; Goldeneye; Fashion Report—Swimsuit Edition; Impact I; Death Valley Days.

**Broadcast Management Plus** 548  
Marketing Resources, 1451 California Ave., Palo Alto, Calif. 94304

**Staff:** Roger Cooper; David Ludwig; Brian Brady; Dale Remy; Lana Lee McGill; Chuck Briggs; Alan Parker; Richard Tipton; Rollin Wood; Eddie Smith. **Programs, services:** Sales and programing research; \*revenue analysis; \*program director; newspaper advertisers report.

**Buena Vista Television** 653-659  
500 S. Buena Vista St., Burbank, Calif. 91521

**Staff:** Robert Jacquemin; Mark Zoradi; Mort Marcus; Rick Jacobson; Carole Black; Sal Sardo;

Catherine Schulte; Michael Mellon. **Programs:** Off-network series: Golden Girls. *Magazine/talk:* Live with Regis & Kathie Lee. *Animated:* Double-D Duck; Tale Spin; The Gummie Bears; Chip 'N' Dale's Rescue Rangers; Ducktales. *Series:* The Challengers; Win, Lose or Draw; Siskel & Ebert; Wonderful World of Disney. *Features/packages:* Disney Magic I, II; Disney Treasure I.

**Ciscorp.** 642

**Claster Television Inc.** 654-660  
9630 Deereco Rd., Timonium, Md. 21093

**Staff:** John Claster; Sally Claster; Janice Carter; Terri Akman; Jeffrey Hughes; Peggy Powell; Dana Feldman. **Programs:** *Animated:* Jim Henson's Muppet Babies; G.I. Joe; G.I. Joe—mini-series; C.O.P.S.; Maxie's World; Romper Room.

**Columbia Pictures Television** 601-609  
3400 Riverside Dr., Columbia Plaza, Burbank, Calif. 91505

**Staff:** Gary Lieberthal; Barry Thurston; Michael Zucker; David Mumford; Doug Roth; Leslie Tobin; Lon Feldman; Francine Beougher; Terry Mackin; Joe Kissack; William L. Clark; Elise Keen; Eric Marx; Alan Daniels; Julie Fields; Jill Smith; Gary Lico; Herb Weiss; John Rohrs Jr.; Stuart Walker; Susan Grant; Brian Fleming. **Programs:** Off-network: Archie Bunker's Place; Barney Miller; Benson; Carson's Comedy Classics; Carter Country;

Diff'rent Strokes; The Facts of Life; Fish; Good Times; The Jeffersons; Maude; One Day at a Time; Punky Brewster; Sanford & Son; Silver Spoons; Soap; Square Pegs; That's My Mama; The Three Stooges; 227; Who's the Boss?; Charlie's Angels; Fantasy Island; Hart to Hart; Police Story; Police Woman; S.W.A.T.; Starsky and Hutch; T.J. Hooker. *Features:* Columbia Classics; Columbia Gems I, II; Columbia Night at the Movies; Columbia Showcase I; Embassy II, III; Entertainer of the Year; Prime 4; TV 20; TVM One; Volume I, IV, V, VI.

**Cycle Sat Inc.** 540

**Direct Dialogue Management Technology Inc.** 542

**Direct Response Marketing** 517  
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**Donald D. Lewis Advertising** 516  
405 Riverside Dr., Burbank, Calif. 91505

**Fries Distribution Co.** 639

6922 Hollywood Blvd., #402, Los Angeles 90028  
**Staff:** Charles Fries; Ave Butensky; Peter Schmid; Don Golden; Lou Wexner. **Programs:** Fries Frame 5 Star Showcase (17 titles); Fries Dynamite (11); The Mark Twain Collection (6); \*Taggart (14); \*Crime Time (29); \*Mosquito Lake (19).

**Genesis Entertainment** 531, 533, 535  
30501 Agoura Rd., #200, Agoura Hills, Calif. 91301

**Staff:** Gary Gannaway; Philip Oldham; Barry Wailach; Steve Smooke; Wayne Lepoff; Betsy Green; Richard Firth; Tim Helfet; Don Springer; Diane Galella; Stanley Sherman; Wendy Levin; T.J. Kirby; Mitch Turner; Jerry Weaver; Mario Machado; Steven Saltman; Marsha Boyd. **Programs:** Highway to Heaven; The Judge; The Byron Allen Show; The Best of National Geographic; Classic Country. *International:* The Rifleman; The Judge; The Great Escape; Classic Country.

**Group W Productions** 611-615  
One Lakeside Plaza, 3801 Barham Blvd., #200, Los Angeles 90068

**Staff:** Derk Zimmerman; Richard Sheingold; Peter Gimber; Jeff Hoops; David Jacquemin; Kim Schlotman; Owen Simon. **Programs:** *Magazine-talk-reality:* Missing/Reward; House Party with Steve Doocy. *Animated:* Teenage Mutant Ninja Turtles. *Specials:* Lifequest; Desperate Passage; There Really Is a Santa Claus.

**Guber-Peters Television** 612

**Home Shopping Network Inc.** 614  
P.O. Box 9090, Clearwater, Fla. 34618-9090

**Staff:** Charles Bohart; James Bocock; Will McManus. **Programs:** \*Celebrity Shopping.

**INN—The Independent News** 554  
220 E. 42d Street, 10th floor, New York 10017

**Staff:** John Corporon; Barbara Sawyer. **Programs:** USA Tonight; INDX—The Independent Exchange.

**ITC Distribution** 534, 536  
12711 Ventura Blvd., 3rd floor, Studio City, Calif. 91604

**Staff:** Ritch Colbert; John Herrin; Jim Ricks; Tony Dwyer; Michael Russo; Charlie Keys; Sam Peck; Henry Urick. **Programs:** Tic Tac Dough; Volume IX movie package; Volume VIII movie package; Secrets and Mysteries; The Very Special Seven; Superlative Seven. *International:* Night of the Fox; The Doctors; The Heritage Collection.

**Independent Television Network** 635  
747 Third Ave., New York 10017

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**King World Inc.** 549  
 12400 Wilshire Blvd., #1200,  
 West Los Angeles 90025  
**Staff:** Sid Cohen; Michael King; Roger King Lee Ledy. **Programs:** "Monopoly; \*Only Yesterday; Wheel of Fortune; Jeopardy!; Oprah; Little Rascals; Classic Feature Packages; Sonnet and Branded.  
**Larry Harmon Pictures Corp.** 616  
 650 N. Bronson Ave., Los Angeles 90004  
**LBS Communications Inc.** 522-532  
 875 Third Ave., 9th floor, New York 10022  
**Staff:** Henry Siegel; John Storrer; Phil Howort; Paul Siegel; Ira Bernstein; Tony Intelisano; Rand Stoll; John Mansfield; Louise Perillo; Lou Israel; Joanne DeRico; Bill Smither. **Programs:** *First-run series:* "Family Feud; \*TV Personal; "Classic Rock; Memories—Then and Now. *Children:* Police Academy: The Series; The Real Ghostbusters; \*The New Adventures of He-Man; Heathcliff; Mask; Inspector Gadget. *Specials:* Medal of Honor: True Stories of America's Greatest War Heroes; "Beyond Valor; Test Series. *Features/packages:* "LBS World Premiere Movies; "It Nearly Wasn't Christmas; Hope Diamonds. *Off-network series:* What's Happening!!; Crazy Like a Fox; Hardcastle & McCormick; Gidget; LBS Classics.  
**LBS International** 522-532  
 875 Third Ave., New York 10022  
**Staff:** Henry Siegel; Phil Howort. **Programs: *Movies:* Bonanza: The Next Generation; Horror Trilogy; Vietnam War Story. *Series:* "Treasures; "Runway Club; Hit Squad; You Can't Take It with You; "Crimes of the Century. *Serial drama:* "Another World; "As the World Turns; "Edge of Night; "Guiding Light; "Search for Tomorrow; "Texas; "The Catlins. *Specials:* Medal of Honor: True Stories of America's Greatest War Heroes; "The Search for Haunted Hollywood; "Crimebeat; Exploring Psychic Powers; The Hunt for Stolen War Treasures; Mysteries of the Pyramids; UFO Cover-Up; Manhunt; "Manhunt: Update!; "Miss Hollywood Talent Search; "Grand Slam; "International Swimsuit Edition; One Day in America. *Children's:* Powermasters: The Movie; Heathcliff: The Movie; Care Bears Family; A Child's Christmas in Wales; "Christmas Messenger; "The Little Mermaid; "The Happy Prince; "The Selfish Giant; "The Remarkable Rocket; The Story of Rock 'N' Roll; Music Machine. *Documentaries:* "Adventures in Space; "The Thunderbirds...A Team Portrait; Smithsonian World; Forever James Dean; "A Walk Through the 20th Century with Bill Moyers; "Seven Views of War; "Smithsonian: American Institution; Scared Straight! Ten Years Later; "Great Battles of World War II; Victory of the Pacific; "America: The Way We Were; "Creativity with Bill Moyers; Kennedy: A Celebration of His Life and Times; "Medjugorje: A Lasting Sign; "Great National Parks of America.  
**MCA-TV** 622-627  
 100 Universal City Plaza, Universal City, Calif. 91608  
**Staff:** Al Rush; Shelly Schwab; James Kraus;**

Bobbi Fisher; Ken Arber; Mort Slakoff; Gerald Farrell; Sara Rutenberg; David Pulido; Pat Wells; Bob Raleigh; Steve Rosenberg; Al Strada; Stephen Barbour; Rick Shae; Tom Maples; Bill Trotter; Chris Rovtar; Paul Hoffman; Dan MacKimm; Steve Bradbury; Sandy Tepelidis; Melanie Press; Jan Craven; Jeff Suss; Jerry Clark. **Programs:** Amen; "My Talk Show; "What a Dummy; "Studio 33, Hollywood; "Adam 12; "Dragnet; "Inside Report.

**MRI Media Reports Inc.** 619  
**MTM TV Distribution Group** 629-631  
 12001 Ventura Pl., #600, Studio City, Calif. 91604

**Multimedia Entertainment Inc.** 558, 560  
 75 Rockefeller Plaza, 22nd floor, New York 10019

**New World** 545-547  
 130 East 59th St., New York 10022

**N.I.B. Inc.** 652  
 12301 Wilshire Blvd., #414, Los Angeles 90025  
**Staff:** Sam Ashenofsky; Kerry Andrews; Nancy Garrett. **Services:** Children's unwired network.

**Orbis Communications** 538  
 432 Park Ave. South, New York 10016

**Orion Television Entertainment** 617  
 1888 Century Park East, 6th floor, Los Angeles 90067

**Staff:** Larry Hutchings; Joe Indelli; Bob King; Gary Nardino; Robert Oswaks; Irwin Moss. **Programs:** *First-run series:* "Name That Tune; "Battle of the Exes. *Off-network series:* Adderly; Cagney & Lacey; The Avengers; Addams Family; Green Acres; Mr. Ed; The Best of Saturday Night Live. *Features/packages:* Orion I (20 titles), II (25), III (20), IV (22); Orion Starview I (11); Orion Premieres (15); Born Wild (12); Chrome & Hot Leather (12); Filmways I (22); Monsters on the Prowl (10); Beach Blanket Biggies/Young Adult Theatre (14); Films from the 80's (45); The Winning Hand (25); Ghoul-A-Rama I & II (26); The World of the Macabre (8); Films from the 70's (22). *Mini-series:* Louisiana; Blood of Others; Secret of the Black Dragon; King.

**Paramount Domestic Television** 602-610  
 5555 Melrose Ave., Los Angeles 90038

**Staff:** Lucille Salhany; Steve Goldman; Greg Meidel; Howard Green; Dick Montgomery; John Nogawski; Ed Wilson; Joel Berman; Dick Montgomery; Liz Firallo; Gary Noonan; Al Rothstein. **Programs:** Arsenio Hall Show; Hard Copy; Friday the 13th: The Series; War of the Worlds; Star Trek: The Next Generation; Entertainment Tonight/Entertainment This Week; Geraldo; Joan Rivers; The Mary Hart Specials; Brothers; Webster; Cheers; Family Ties; Taxi; Happy Days; The Complete Star Trek; Mission: Impossible; The Untouchables; Mannix. *Features/packages:* Portfolio XI, XII, XIII; Special Edition I, II, III; Preview II, III, IV; Marquee II, III; The Untouchables; Diamond Jubilee Collection. *Mini-series:* Winds of War.

**Quantum Marketing International** 633  
 550 Pinetown Rd., #300, Fort Washington, Pa. 19034

**Staff:** Carl Daikeler; Tim Harrington; Kevin Harrington. **Programs:** "Quantum Satellite Programing.

**Republic Pictures** 621, 623  
 12623 Beatrice St., Los Angeles 90066

**Domestic:** **Staff:** Russell Goldsmith; Steve Beeks; Chuck Larsen; Joe Levinsohn; Linda Lieberman; Lisa Woodcock; Diana Foster; Gene Lavelle; Glenn Ross; Lee Wedemeyer; Christine Palinkas; Nancy Willauer; Diane Levin. **Programs:** *Features/packages:* All Nite Movie (260); Republic Premiere One (12 titles); Color Imaged Specials I (3), II (8); John Wayne Collection (16); Hollywood Stars (16); Hollywood One (30); Action-Packed Package (28); Classic Comedy (13); Republic Serials (36); Home of the Cowboys (22); Serial Movies (26); Holiday Features (4); Animated Features (5); Animated Cartoons (500-plus). *Specials:* Cliff-hanger Serial Specials; Fashion Report and The Swimsuit Edition. *Off-network series:* Bonanza; Get Smart; My World and Welcome to It; High Chaparral; Victory at Sea; Car 54: Where Are You?

**International:** **Staff:** Russell Goldsmith; Joe Levinsohn; Ryan Shiotani. **Programs:** *First-run series:* Beauty and the Beast. *Made-for-TV movies:* Sail Away; Class Cruise; Fulfillment; Liberate; Indiscreet; Jesse; Mistress; Promise a Miracle; When the Time Comes; Eye on the Sparrow; Family Sins. *Off-network series:* Bill Cosby Show; I Spy; Bonanza; Get Smart; High Chaparral; Dr. Kildare; T.H.E. Cat. *Other:* Fashion Report; Best Catches; On Trial; Travel Tips; Hollywood Stars; Champions; Favorite Holiday Features; Horror Features; Republic Cowboys; Science Fiction Features; Loving You; Theatrical Cartoons.

**Sachs, Finley & Co.** 508  
 12301 Wilshire Blvd., #611, Los Angeles 90025

**Samuel Goldwyn Television** 634, 636  
 10203 Santa Monica Blvd., Los Angeles 90067

**Staff:** Richard Askin; Mike Byrd; Gary Perchick; Casey Lanken; Christie Hawks; Richard Bornstein; Jeri Sacks; Ron Breitstein; Bob Quintero. **Programs:** American Gladiators; "Samuel Goldwyn Theatre; "November Gold 3; November Gold; November Gold 2.

**Select Media Communications** 638, 640  
 885 Third Ave., 12th floor, New York 10022

**Staff:** Mitch Gutkowski; Claire Scully; Marc Juris; Betsy O'Connor; Linda Yaccarino; Carol Blank; Mari Kimura; Heidi Torpey; Cathy Morrow; Michael Haigney; Terry Blaber. **Programs:** "Horror Hall of Fame; InSport; "Flashback.

**Synchroneal Media** 650  
 1515 Broadway, 50th floor, New York 10036

**Staff:** Gerald Baldwin; Leslie Hartzell; Sonni Schichter. **Programs:** Straight Talk—Free Your Body from Cellulite; You Can Feel Beautiful—Chae Cosmetics; The Great Wok of China; Play the Piano Overnight; "Light His Fire; "Talk of the Town—Kibbe Makeover Show; "What You Don't Know Can Hurt You—Memory Dynamics.

**TeleVentures** 519-523  
 1925 Century Park East, #2140, Los Angeles 90067

**Staff:** Pat Kenney; Bill Kunkel; Maury Lanken; Jack Brandon; Noranne Frisby; Kathy Zeisel; Ed Youngmark; Douglas Friedman; Drew Hallmann; Jerry Leifer. **Programs:** "21 Jump Street; Hunter; "Pegasus II; "Classicolor I.

**Television Program Enterprises (TPE)** 651  
 875 Third Ave., New York 10022

**Staff:** Al Masini; Philbin Flanagan; Mary Jane Hastings; Noreen Donovan; Harvey Gamm; Rick Goldman; Rick Meril; David Morris; Bethany Gorfine. **Programs:** *First-run series:* "Preview: The Best of the New/The Next Seven Days; Lifestyles of the Rich and Famous; Star Search; Runaway with the Rich and Famous; Entertainment Tonight/This Week; The Byron Allen Show. *Off-network series:* Fame; Fortune & Romance. *Animated:* Denver, the Last Dinosaur. *Specials:* International Star Search 1990; The Rich and Famous 1990 World's Best; The Dayton International Airshow; Supermodel of the World, 1990; Republic Colorized Movie Classics. *Mini-series:*

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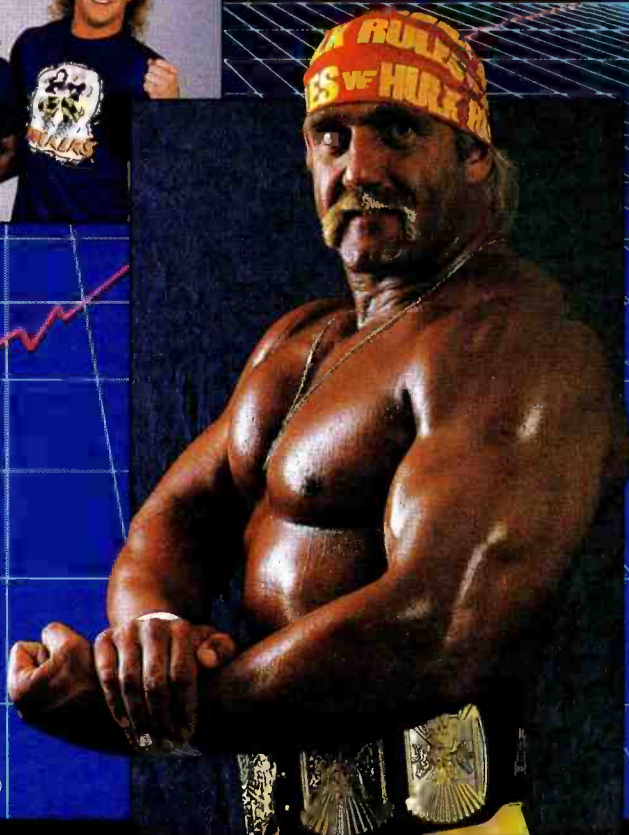
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**Tribune Entertainment Co.** 511-515  
435 N. Michigan Ave., #1982, Chicago 60611

**Staff:** Sheldon Cooper; Don Hacker; David Siford; Clark Morehouse; Joseph Antelo; Bob Cesa; Carol Forace; Peter Marino; George Hankoff; Mel Smith; George Paris; Greg Miller; Allan Grafman; Bill Lyall; Tanya Neimark; Lynn Lazaroff; Michael Adinamis; Bob Cambridge. **Programs:** *First-run series:* At the Movies; Soul Train; Dionne and Friends; Monsters; Tales from the Darkside; U.S. Farm Report; Roller Games; Charles in Charge. *Magazine/talk:* Geraldo; The Joan Rivers Show; \*Kelly and Gail. *Movies/mini-series:* \*A Child Called Jesus; TV Net; Columbia Night at the Movies; Gunfighters; Tri-Star Showcase. *Mini-series package:* \*Tribune Premiere network. *Specials:* Mother/Daughter Pageants; At the Movies...The Academy Awards; Hollywood Christmas Parade. *Variety/music/comedy:* Soul Train Music Awards; \*The Stellar Awards; A Gospel Music Tribute to Dr. King. *Game show:* \*The Puzzle Game. *Sports:* Chicago Cubs Television Network. *Animated:* G.I. Joe mini-series; C.O.P.S.; Maxie's World; Wolf Rock Power Hour.

**Turner Program Services** 630  
One CNN Center, Box 105366,  
Atlanta 30348-5366

**Staff:** W. Russell Barry; John Walden; Robert Schuessler; Robert Rierson; Ken Christensen; David Skillman; Paul Williams. **Programs:** *Feature packages:* Color Classic Network Three (12 titles); Color Classic Network Four (24); Best of Color Classics (4); Premiere One (8), Two (19), Three (10), Four (15); Turner Entertainment One (25); Premium One (22); That's Entertainment (20); Vintage One (29); Family Fair (25); Lion One (25);

Two (30); Theatre 15; Extra-Extras (25); 10 More Extra-Extras; 13 Tailor Mades; MGM Pre-48 Library (744); RKO Film Library (669); Warner Bros. Library (735). *First-run:* NWA Wrestling; CNN News Service; National Geographic "On Assignment" (Years IV, V); Kids Still Say the Darndest Things; Captain Planet; Update. *Off-Network:* Gilligan's Island; Medical Center; CHiPs; The Courtship of Eddie's Father; The Man from U.N.C.L.E.; The Girl from U.N.C.L.E.; Please Don't Eat the Daisies; Daklari. *Children's programming, cartoons:* Captain Planet; Tom & Jerry and Friends; Popeye; Our Gang; Warner Bros. Cartoon Library; MGM Cartoon Library.

**TV Horizons** 241  
875 Third Ave., New York 10022.

**Staff:** Henry Siegel; Michael Weiden; Ira Bernstein. **Programs:** *Nighttime series:* Family Feud; A Current Affair; Memories—Then and Now. *Late night series:* \*TV Personal; \*Secrets and Mysteries; \*Crazy Like a Fox. *Daytime series:* \*Jackpot. *Children:* \*Police Academy: The Series; The Real Ghostbusters; \*The New Adventures of He-Man; \*Fox Holiday Specials; Children's Net. *Specials:* Medal of Honor: True Stories of America's Greatest War Heroes. *Features/packages:* \*LBS World Premiere Movies; Fox Premiere Movies; \*Fox Mini-Series; \*ITC Premiere Network; \*Color Classics I; \*Mark Twain Collection. *Sports:* \*Sportstest.

**Twentieth Century Fox Film Corp.**  
**Television Distribution division** 501-509  
10201 W. Pico Blvd., Los Angeles 90035

**Staff:** Barry Diller; Jonathan Dolgen; Michael Lambert; Leonard Grossi; Fred Bierman; Benson Begun; Robert Fleming; Patricia Jennings; George Gubert; J. Mathy Simon-Wasserman; Kenneth Richards; Stephen Friedman; David Grant; David Witus; Antony Bauer; John Campagnolo; Timothy Mudd; Daniel Greenblatt; Joseph Mirabella; Edward Selsowsky; Barbara Van Buskirk;

Matthew Jacobson; Paul Franklin; Michael Newsum; David Ozer; Vic Zimmerman; Jeff Stern; James Griffiths; Douglas Lee; Lucy Hood; Sam Weinstein; William Saunders; Peter Broome; Paul Herbert; Rua Dr. Costa Jr.; Elie Wahba; Maurice Aghion; Gilles Meunier; Gustavo Montaudon; Malcolm Vaughan; Stephen Cornish; David Jackson.

**Programs:** *First-run series:* A Current Affair (yr. 3); A Current Affair (yr. 4)/A Current Affair Extra. *Series:* Adventures in Paradise; Animal Express; The Ann Sothern Show; Audubon Wildlife Theater; Batman; Bracken's World; Broken Arrow; Circus; Daniel Boone; Dobie Gillis; Expedition Danger; Fall Guy; The Ghost & Mrs. Muir; Green Hornet; Incredible World of Adventure; Jackie Gleason Show; Judd for the Defense; Julia; Lancer; Land of the Giants; Lost in Space; M\*A\*S\*H; Miller's Court; The Monroes; Movin' On; Mr. Belvedere; Nanny and the Professor; The New Avengers; Peyton Place; Room 222; That's Hollywood; Fox Mystery Theatre; Golden Century; Laurel and Hardy; Mark I, II, III; MPC-20; Planet of the Apes; Premiere One, Two, Three, Plus; Special 41; Super 65; Time Tunnel.

*Specials:* Anatomy of a Crime; Assassins Among Us; Blind Alley; The Cancer Confrontation; Charles Dickens Classics; Divorce, Kids in the Middle; Fox MovieOne News; Future Shock; Goldonov—The World to Dance In; Hollywood: The Gift of Laughter; Inside Russia; Jane Goodall and the World of Animal Behavior; The Making of M\*A\*S\*H; The President's Command Performance; Sex, Teenage Style; Summer Solstice; Time of Man; The Undersea World of Jacques Cousteau; War to End All Wars.

*Mini-series:* The Far Pavilions; Fox Miniseries I; Flying Doctors; Jamaica Inn; Mussolini & I; Roughnecks; Sara Dane; Spearfield's Daughter; Wild Times. *Children's:* Crusader Rabbit; Doctor Dottle; Fantastic Voyage; Groovie Goolies & Friends; The Hardy Boys; Journey to the Center of the Earth; Return to the Planet of the Apes.

**Viacom** 537-543  
1811 Ave. of the Americas, New York 10036

**Staff:** Sumner Redstone; Frank Biondi Jr.; George Smith Jr.; Mark Weinstein; Thomas Dooley; Henry Schleiff; Gus Lucas; Robert Tucci; Katherine Hogan; Joseph Zaleski; Michael Gerber; Dennis Gillespie; Paul Kalvin; Dennis Emerson; Frank Flanagan; Toby Martin; Peter Newman; Eric Veale; Howard Berk; Anthony Guido; Elissa Lebeck; Lisa Merians; Andrew Spitzer; Betsy Vorce; George Faber; Scott Kolber; Kenyon Kramer; Nanci Orgel; Gerald Pinks; Joseph DiSalvo; Sean Deneny; Ted Baker; Brooks Carroll; Gayle Dickie; Bob Mahlman; John Atterbury; Marlynda Salas; Sid Beighley; Craig Smith; Ken Doyle; Douglas Knight; Joseph Kiselica; Arthur Kananack; Raul Lefcovich; Peter Press; Bruce Boro; Noreen Brittenham; Anthony Manton; Alameda Jau; Ivan Aragon; Alastair Banks; Hiro Kuno; Manfred Metzger; Thomas Tannenbaum.

**Programs:** *First-run series:* \*America's Hit List; \*Entertainment Coast to Coast; \*Not for Men Only; \*Super Cop; Remote Control; Superboy; Super Mario Bros. Super Show; This Morning's Business; Trial by Jury. *Off-network series:* \*A Different World; All in the Family; The Andy Griffith Show; The Bob Newhart Show; The Beverly Hillbillies; Cannon; Clint Eastwood in Rawhide; Rawhide; The Cosby Show; December Bride; The Dick Van Dyke Show; Family Affair; Gomer Pyle; Gunsmoke; Hawaii Five-O; Have Gun Will Travel; The Honey-mooners; Hogan's Heroes; I Love Lucy; The Life and Times of Grizzly Adams; Marshall Dillon; The Mary Tyler Moore Show; My Three Sons; Our Miss Brooks; Perry Mason; Petticoat Junction; The Rookies; Twentieth Century; The Twilight Zone; Whirlybirds; The Wild, Wild West. *Animated:* Terrytoons; Harlem Globetrotters; The Alvin Show. *Features/packages:* \*Guts and Glory; Viacom Features I-III; Viacom Movie Greats; Exploitable I, II, IV; The Legend Group; Young and Reckless; Gasp Science Fiction; Gasp Horror; Thematics; TV Net (Tonight Only).

**Video Media Marketing** 512  
530 W. 23rd St., #55, New York 10011

**Staff:** Brian O'Daly; Bonnie Williams; Larry Casey; Rosalind Miller. **Programs:** *Movie packages:* \*Cinemagic II (4 titles), \*III (4), \*IV (4); Knockouts (10); Network Showcase (11); Scream Showcase (14); Action Showcase (11).



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**4000 Warner Blvd., Burbank, Calif. 91522**

**Staff:** Dick Robertson; Scott Carlin; Tracy Marr; Mark Robbins; Alicia Windroth O'Neill; Damian Riordan; Richard Cartier; Andrew Weir; Eric Strong; Jillian Lines; Jeff Hufford; Mark O'Brien; Ed Wasserman; Jacqueline Hartley; William Hague; Mary Markarian; Keith Samples; Rob Barnett; Mary Voll; Scott Weber; Steve Knowles; John Louis; Chris Smith; Vince Messina; Jim Burke; Jeff Brooks; Bruce Genter; Bill Hart; Eleanor Liebs; Karl Kuechenmeister; Jim Engleman; Marc Solomon; Julie Kantrowitz; Jim Harder; Leon Luxenberg; Jim Moloshok; Yelena Lazovich; Martin Iker; Cynthia Stanley; Joel Kaplan; Ronald Ascher; Bruce Rosenblum; Wayne Neiman; Leonard Bart; Robert Jennings; Jocelyn Chan; Jim Paratore; Hilary Estey; Julio Proietto; Dan McRae; Chip Aycock; Richard Klein.

**Programs:** *First-run series:* "Voices of America with Jesse Jackson; "Trump Card; "3rd Degree; "College Mad House; "Family Matters; "Island Son; "Life Goes On; "Molloy; "Normal Life; "The People Next Door. *Two-hour movies:* "A Matter of Trust; "An Eight Is Enough Wedding; "China Nights; "Crossing the Mob; "Desperate For Love; "Murder in Mississippi; "My Name is Bill W.; "Outside Woman; "The Company; "The Plot to Kill Hitler; "She Was Marked for Murder. *Mini-series:* "Common Ground; "I Know My First Name is Steven. *Specials:* "Coming Home—A Rockin' Reunion; "The Dave Thomas Comedy Show; "1990 Grammy Awards; "Grammy Living Legends Awards 2; "1989 Miss America Pageant; "Dick Clark's New Year's Rockin' Eve 1990; "1990 Academy of Country Music Awards; "1990 American Music Awards; "The Wickedest Witch; "Splitting Image; "Superstars and Their Moms.

*Animated series:* "Beetlejuice; "Police Academy—The Series; "Superman; "Tiny Toon Adventures; ALF Animated; ALF Tales.

*Off-network series:* ALF; China Beach; The Days and Nights of Molly Dodd; Falcon Crest; Freddy's Nightmares—The Series; Full House; Fun House; Growing Pains; Head of the Class; The Hogan Family; Hunter; Just the Ten of Us; Mama's Family; Knots Landing; Last Frontier; Murphy Brown; Night Court; Paradise; Perfect Strangers; Wonderworks.

**Western International Syndication** **556**
**World Events Productions Ltd.** **551**  
**4935 Lindell Blvd., St. Louis 63108**

**Staff:** Edward J. (Ted) Koplar; Susan Cho; Joseph Stephenson; Edward Aschman. **Programs:** "Million Dollar Video Challenge; Denver, the Last Dinosaur; Voltron: Defender of the Universe; Saber Rider and the Star Sheriffs.

**World Wrestling Federation** **525, 527**  
**1055 Summer St., Stamford, Conn. 06905**

**Staff:** Basil Devito; Joseph Perkins; Edward O'Donnell. **Programs:** WWF Superstars of Wrestling; WWF Wrestling Challenge; WWF Wrestling Spotlight.

**Worldvision Enterprises Inc.** **641-645**  
**660 Madison Ave., New York 10021**

**Staff:** John Ryan; Rita Scarfone; Alan Winnikoff; Don Micallef; Steve Hackett; Marty Weisman; Ed O'Brien; Paul Danylik; Karl Middelburg; Brian O'Sullivan; Gary Butterfield; Phil Martzoff; Bill Baffi; Gary Montanus; Randy Hanson.

**Programs:** *Domestic product: first-run:* "A Question of Scruples; "Wake, Rattle & Roll; "Future Stuff; "Better Your Home; "Voice of the Heart; "Sword of Honour; "After Hours; "Hanna-Barbera Superstars 10. *Animated series:* The Greatest Adventure: Stories from the Bible; The Yogi Bear Show; Smurfs' Adventures; Fantastical World of Hanna-Barbera; The Jetsons. *Additional series:* Starring the Actors; Shark's Paradise; Return to Eden; Starting from Scratch; Yogi's First Christmas.

*Off-network:* The Streets of San Francisco; The Love Boat II; The Love Boat; Little House on the Prairie; Barnaby Jones; That Girl; Douglas Fairbanks Presents; Dark Shadows; The Doris Day Show; N.Y.P.D.; Ben Casey; The Mod Squad; Combat; The Fugitive; The Rebel; Wendy and Me; People's Choice; The Invaders; One Step Beyond; Flying "A" Series; Man from Atlantis.

**Features:** Prime I, II, III, IV, V, VI, VII, VIII; Hanna Barbera Superstars 10. *Other:* Banana Splits; Yogi's First Christmas; World of Super Adventure; Fun World of Hanna-Barbera; Discovery; George of the Jungle; Harvey/Casper; Jackson Five; Jerry Lewis; Josie & the Pussycats; Josie & the Pussycats in Outerspace; King Kong; Lancelot Link—Secret Chimp; Douglas Fairbanks Presents; High Road; It Pays to Be Ignorant; Mickey Rooney; Next Step Beyond; On the Mat; Range Rider; The Rebel; Take My Word for It. *Children's:* Rambo; Centurions; Chuck Norris Karate Kommandos. *Movies:* Saturday at the Movies.

**Specials:** Shark's Paradise; A Christmas Carol; Amahl & the Night Visitors; Bay City Rollers; Children of the Gael; Echo 1; Herbie Mann/Roland Kirk; Fabulous Sixties; Irish Rovers Special; Is It Christ?; Jack Nicklaus at Home of Golf; Last Nazi; Musical Ambassadors; New Fangled Wandering Minstrel Show; The Night the Animals Talked; Raphael; Roberta Flack/Donny Hathaway; Ron Luciano's Lighter Side of Sports; Russian Festival of Music & Dance; Sunshine Specials; A Little Bit of Irish (Bing Crosby); World of Miss World; The Bobby Vinton Show; An Evening with Irish Television; Against the Wind; Holocaust.

**Zodiac Entertainment Inc.** **552**

*Central Independent Television, U.S.A.*

*(parent company)*

**4121-23 Radford Ave., Studio City, Calif. 91604**

**Staff:** Peter Keefe; Brian Lacey; Kevin Morrison; Thresa (T) Katz. **Programs:** "Widget, the Whale Watcher; "Warp Riders.

## Independents talk shares, share strategy in L.A.

### Annual meeting of independent TV stations to celebrate growing audience, assess legislative position; FCC commissioners, Reagan to address audience

Forces within the independent television community gather in Los Angeles this week as participants in the annual Association of Independent Television Stations convention, which takes place Jan. 3-6 at the Century Plaza.

It will be a time to take stock of the industry, which has yet to win its legislative and regulatory battles in Washington and gain guaranteed carriage by cable systems or protections from having its signals repositioned. On the other hand, business has been good for independent stations, according to INTV President Jim Hedlund (see page 54). Independents have made considerable progress in their fight to capture a

larger share of the television audience at the expense of the networks.

Some 1,200 station executives are expected to attend the meeting, which features a keynote address by FCC Chairman Al Sikes on Friday (Jan. 5). Advance registration as of last Tuesday was 957 (a little behind last year's). The number of exhibitors has declined some. But INTV President Jim Hedlund feels the drop-off is marginal and that much of it is attributed to consolidation within the syndication business. "All the major hitters are there," said Hedlund. Last year there were 60 exhibitors, compared to 52 this year.

INTV's theme this year, "Independent Television: Where The Network Audience Has Gone," will be highlighted during the opening session Wednesday morning (Jan. 3) when the association unveils its promotional campaign aimed at advertisers. Other convention activities include an address from

former President Ronald Reagan on Friday night. FCC Commissioners James Quello, Sherrie Marshall and Andrew Barrett will participate in a Friday panel called "The Grand Inquisition III," where they will have an opportunity to question industry representatives. Panelists include Milton Maltz of Malrite Communications; Al Rush, MCA; Kent Foster, GTE; Spencer Kaitz, president, California Cable Television Association, and Ed Durso of ESPN.

Independent television programming in the 1990's will be the focus of a Wednesday morning session featuring moderator Bob Kreek, Fox Television Stations; Rick Feldman, KCOP-TV Los Angeles; Leonard Hill, Leonard Hill Productions; Kay Koplovitz, USA Network; Bryan Burns, Major League Baseball; John Orr, WGRC(TV) Rochester, N.Y., and Barry Thurston, Columbia Pictures Television. The complete agenda follows.

### Tuesday, Jan. 2

**Noon-9 p.m.** □ Registration, California lounge.

**3 p.m.-7 p.m.** □ Board Meeting.

### Wednesday, Jan. 3

**8 a.m.-6 p.m.** □ Sales promotion display, Sherman Oaks room.

**8:30 a.m.-9 a.m.** □ Continental breakfast, California lounge.

**9 a.m.-10:30 a.m.** □ Opening session, Los Angeles room.

□ **Welcome:** Robert M. Kreek, president, Fox Television Stations Inc., and INTV convention chairman.

□ **Chairman's report:** James Serrao, WATL-TV Atlanta, chairman, INTV board of directors.

□ **President's report:** James B. Hedlund, INTV president.

□ **Independent Television: Where The Network Audience Has Gone.**

□ **New Faces-New Forces,** Paul Kagan, president, Paul Kagan Associates Inc., Carmel, Calif.; Michael Finkelstein, president, Renaissance Communications, New York; Lowry Mays, president & CEO, Clear Channel Communications, San Antonio, Tex.; Barry Baker, CEO, Better Communications, St. Louis; Jim Leahy, vice president, Union Bank, Los Angeles.

# VOLUME 28

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# 1980

IN

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Milken, Michael Keaton, Mikhail Gorbachev, *perestroika*, *glasnost*, Chinese, Retin-A, Minoxidil, a kinder and gentler nation, Reaganomics, voodoo economics, Tag, USA Today, USA Today on TV, Entertainment Tonight, KAL Flight 007, au pair, Laffer Curve, Roseanne Barr, bulk food, Mount St. Helens, Just Say No, Manuel Noriega, Boy George, Valley Girls, Murphy Brown, Eddie Murphy, fiber optics, thermal vents, thermodynamics, the California Raisins, the Robotics, Punky Brewster, Hyundai, Lotus 1-2-3, Jarvik-7, "Satanic Verses", Rubik's Cube, Donkey Kong, cellular phones, video rentals, "Read my lips", Orangina, Vanna White, white pizza, golden parachutes, Color Me Beautiful, "You look mahvelous", fajitas, blue corn tortilla chips, HAZ-MAT, high-tech, Achille Lauro, stress management, Air Florida Flight 90, Lenny Skutnik, Robert Bork, Bernhard Goetz, "America's Most Wanted", Max Headroom, sleaze factor, Ivan Boesky, Ivan Lendl, "Don't worry—be happy", o-ring, Goldberg, deregulation, air traffic controllers strike, Jolt Cola, Diet Coke, New the Challenger, 1000 points of light, Lite Anything, blackened anyfish, Yell Gilbert, Hurricane Hugo, Robert Ballard, cable networks, Indiana Jones, the Air Jordan, McDLT, Princess Di, NFL strikes, Willie Horton, Morton Downey Side, lifecycles, bicycle couriers, Channel One, computer virus, computer music, scented perfume ads, E-mail, camcorders, Crocodile Dundee, chronic fatigue, Teflon Presidency, walking shoes, nuclear free zones, downtime, uplinks, Garrison Keillor, pet ferrets, Steffi Graf, tennis bracelets, ibuprofen, Jazze Sante Fe style, Kevin Costner, Tom Cruise, Tom Hanks, Tom Selleck, Tom Puppies, frequent flyer, Lean Cuisine, William "The Fridge" Perry, zapping power ties, Joe Clark, He-Man Masters of the Universe, "Know whutta me", Cory Aquino, Geraldine Ferraro, Sandra Day O'Connor, Sally Ride, interface moonwalking, moon boots, gravity boots, dim sum, smokeless cigarettes, "Is Uli Derickson, "We Are the World", Farm Aid, Live Aid, urban villages, Kushi sushi bars, breakfast bars, the bottom line, Bay Area Quake, Egon Krentz, The Wall Came Tumbling Down! There will be many people, places, and events

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a bottle, oat bran, cholesterol, Chicken McNuggets, alar, Nutrasweet, tough  
lings, Terry Anderson, Irangate, personal computers, compact discs, IMF,  
1, ATM, MTV, MX, VCR, TMJ, PMS, TSS, ET, U2, UB40, we be bad, James  
erman, the Gold Card, Beirut bombing, Grenada, Nintendo, Post-It Notes,  
parenting, Baby M, Baby Fae, Baby on Board, baby vegetables, Baby Jessica,  
uds McKenzie, Couch Potatoes, Tipper Gore, Bon Jovi, Ghostbusters,  
dry beer, Ayatollah Khomeini, photo ops, the Brat Pack, Donald Trump,  
n Hall, Donna Rice, rice cakes, hormone enhanced livestock, "Where's the  
ssin, Boris Becker, Teddy Ruxpin, Megatrends, Bhagwan Shree Rajneesh,  
Robert Stetham, designated driver, Bono, Jackeé, Oprah, liposuction,  
ench manicure, breakdancing, dirty dancing, White Trash Cooking, Valdez  
, Like A Virgin, Mr. T, Hulk Hogan, Vincennes, *nouvelle cuisine*, rap music,  
yle, Roger Rabbit, Michael Eisner, Michael Deaver, Michael J. Fox, Michael  
student revolution, Optifast, '80 Olympic boycott, Flo-Jo, Mary Lou Retton,  
mics, ergonomics, Pursuit of Excellence, Trivial Pursuit, Pictionary, Lazer  
tealth bomber, frozen yogurt, Miami Vice, Medellin Cartel, Brigitte Nielsen,  
/ No, the homeless, latchkey kids, Cabbage Patch Kids, Garbage Pail Kids,  
trash TV, talk radio, gingivitis, Li Peng, "I am not a potted plant", Velcro,  
v. Al Sharpton, Mother Teresa, Tawana Brawley, tamper-proof packaging,  
, people movers, Peter Ueberroth, Granny Smith apples, Operation Rescue,  
, Pac Man, Walkman, Watchman, Imelda's 3500 shoes, Hill Street Blues,  
, Eat to Win, minivans, the Falklands War, Daniel Ortega, Daniel Ginsberg,  
esolution TV, blush wines, Chardonnay, Sade, Shar-Pei, "Make my day",  
ohn Hinckley, Purple Rain, acid rain, Rain Man, Harmonic Convergence,  
hopal India, Desmond Tutu, John Sununu, Freddie Laker, Freddy Kruger,  
, Chernobyl, bi-coastal marriage, Teenage Mutant Ninja Turtles, Whoopi  
w Coke, Classic Coke, Bitburg, user-friendly, personal style, Greg Louganis,  
owstone fires, liability insurance crisis, Joe Isuzu, wind shear, Hurricane  
g swimsuits, John Gotti, C. Everett Koop, Lifestyles of the Rich and Famous,  
ey, Jr., Calvin & Hobbes, the Far  
se, mousse for men, male bonding,  
ue syndrome, date rape, Robocop,  
Pee-Wee Herman, Fruit Roll-Ups,  
cise, Vietnam Veterans Memorial,  
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Jay Leno, Lech Walesa, Solidarity,  
t that special?", Vanessa Williams,  
osh balls, Sam & Diane, Dove bars,  
ouglas Wilder, David Dinkins, And  
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IN

1990

**10 a.m.** □ Spouses tour: Queen Mary/Spruce Goose.

**10:45 a.m.-noon** □ *Independent Programming For the '90s*, Santa Monica room. *Moderator:* Bob Kreek, president-COO, Fox Television Stations Inc. *Panelists:* Rick Feldman, VP, station manager, KCOP-TV Los Angeles; Leonard Hill, president, Leonard Hill Productions, Culver City, Calif.; Kay Koplovitz, president, CEO, USA Network, New York; Bryan L. Burns, senior vice president, Major League Baseball, New York; Barry Thurston, president, Syndication, Columbia Pictures Television, Burbank, Calif.

**Noon-2 p.m.** □ *Marketing keynote luncheon*, Los Angeles room. *Speaker:* Phil Goodman, president, Western Media Corp., San Diego

**2 p.m.-6 p.m.** □ Program screening suites open (5th, 6th and 7th floors). Open dinner.

**10 p.m.-midnight** □ Claster opening night celebration.

## Thursday, Jan. 4

**8 a.m.-6 p.m.** □ Sales promotion display, Sherman Oaks room.

**7:30 a.m.-9:30 a.m.** □ *Concurrent sessions:*

*General managers breakfast meeting*, Century room; sales managers breakfast meeting/idea tables, Beverly Hills room; program directors breakfast meeting, Santa Monica room; *What Makes First Run Run?* *Moderator:* Janeen Bjork, vice president, director of programming, Sattel Inc. *Presenters panel:* Larry Gerbrandt, vice president, programming, Fox Television Stations Inc.; *Reactor panel:* Steve Goldman, executive vice president, sales/marketing, Paramount Domestic Television; Mel Smith, vice president, programming, Tribune Entertainment; Ritch Colbert, senior executive vice president, Domestic Television, ITC Entertainment Group.

**9 a.m.** □ Spouses shopping spree.

**9:45 a.m.-10:45 a.m.** □ *Concurrent sessions: 1990 Census: Are You Ready?* *Moderator:* Susan Rynn, director of marketing information, INTV. *Speaker:* Tom Guay, president, National Decision Systems, Encinitas, Calif. *Panelists:* Jan Soderstrom, vice president, advertising & marketing communications, Visa, USA, San Francisco; Pat O'Rourke, marketing manager, Mervyn's, Hayward, Calif.; *Where Did We Go Wrong?* (retail sales seminar). *Moderator:* John A. Serrao, vice president and general manager, WATL-TV Atlanta. *Panelists:* Ted Batson, local sales manager/director of retail sales, WATL-TV Atlanta; Wendell Ensley, marketing director, TVB, Los Angeles; Clark Chilton, president, Clark Chilton Associates, Nashville, TN; O. J. Reise, president, Southeast Associates, Atlanta; Richard Hamil, senior vice president, marketing, Home Depot, Atlanta.

**11 a.m.-noon** □ *Value Added Marketing*. *Moderator:* Carolyn Wall, vice president and general manager, WNYW New York. *Panelists:* Randall E. Smith, executive vice president and general manager, WPHL-TV Philadelphia; Kent

Lillie, vice president and general manager, WPTY-TV Memphis.

**Noon-2 p.m.** □ Promotion awards luncheon, Los Angeles room. *The Magic of Promotion*.

**2 p.m.-6 p.m.** □ Program screening suites open (5th, 6th & 7th floors). Open night; INTV board dinner—by invitation only.

## Friday, Jan. 5

**8 a.m.-6 p.m.** □ Sales promotion display, Sherman Oaks room.

**8 a.m.-9:15 a.m.** □ Public policy power breakfast (underwritten by BROADCASTING magazine), Beverly Hills room. *Moderators:* Shaun Sheehan, vice president, Tribune Broadcasting. *Panelists:* Senior FCC and congressional staff members.

**9:30 a.m.-10:45 a.m.** □ *The Grand Inquisition III*, Santa Monica room. *Moderator:* Edward O. Fritts, National Association of Broadcasters president and chief executive officer. FCC commissioners interrogate telecommunications industry.

**11 a.m.-noon** □ *Congress in LA LA Land*, Santa Monica room. *Moderator:* Maury Povich, host, *A Current Affair*, Fox Television.

**Noon-2 p.m.** □ *Government relations luncheon* (underwritten by Paramount) Los Angeles room. *Keynote speaker:* Al Sikes, chairman, FCC, Washington

**2 p.m.-6 p.m.** □ Program screening suites open (5th, 6th and 7th floors)

## Saturday, Jan. 6

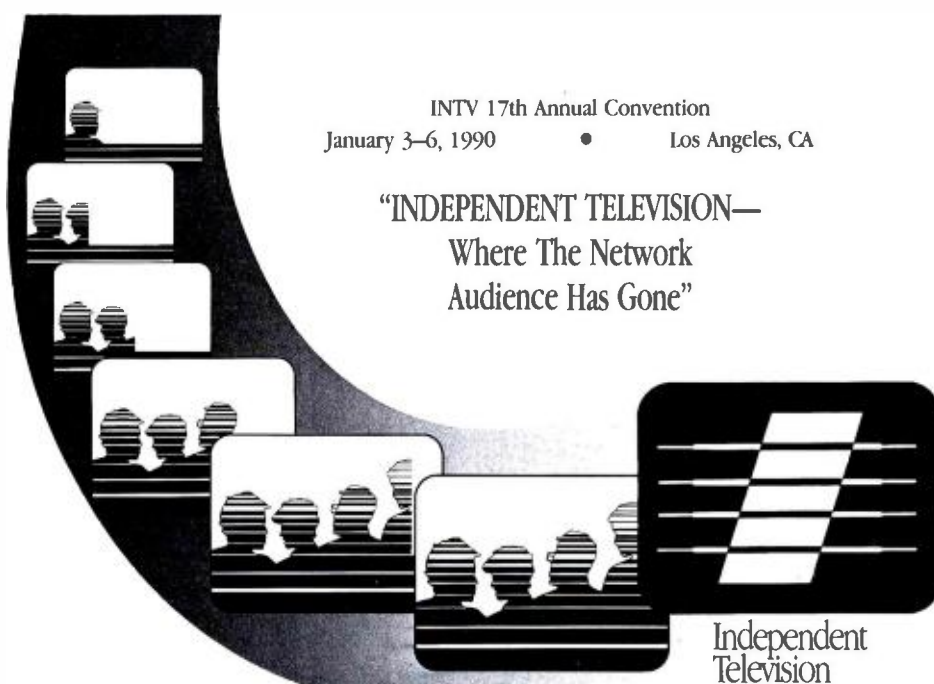
**8 a.m.-9 a.m.** □ Distributor breakfast (by invitation only), Brentwood room.

**8:30 a.m.-9 a.m.** □ Continental breakfast, California lounge.

**9 a.m.-10 a.m.** □ *Reps vs. Unwired Nets*, Beverly Hills room. *Moderator:* Marty Brantly, president and general manager, KPTV Portland, Ore. *Panelists:* Alan Steinberg, chairman, ALIN Television, New York; Murray Berkowitz, Senior vice president/director of Independent Sales Inc., New York; John Poor, senior vice president, Blair Television, New York.

**10:15 a.m.-11:15 a.m.** □ *Kids Wars*, Santa Monica room. *Moderator:* Dennis FitzSimons, vice president and general manager, WGN-TV Chicago. *Panelists:* Jay Isabella, vice president, director of programming, Telerep, New York; John Claster, president, Claster Television Productions, Timonium, Md.; Dick Robertson, president, Warner Bros. Domestic TV Distribution, Burbank, Calif.; Bob Jacquemin, president, Buena Vista Television, Burbank, Calif.; Alan Bohbot, president, Bohbot Communications, New York; Art Heller, executive vice president/media director, Griffin Bacall Inc., New York.

**11:15 a.m.** □ Adjournment.



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## NATPE beat

### A reality blast from the past



Michael Gold and Alanna Davis on 'Reunion' set

**Several programs capitalizing on nostalgia are being readied for battle in syndication, adding to growing list of reality offerings on the market**

Some syndicators are ringing in the old this NATPE season, with nostalgia-oriented programming emerging as a trend in the reality genre for the fall 1990 syndication marketplace. Programs with names like *Reunion*, *Memories* and *Only Yesterday* will vie with a host of other syndicated reality fare for the collective attention of stations.

King World Productions fired the first shot several weeks ago, when it began pitching a new strip for next season called *Only Yesterday*. It is the first new King World show to be developed by Av Westin since he joined the company as senior vice president, reality programming.

Westin has been working with the form since his days at ABC, where he developed *Our World*, a weekly look back at a period in recent history. *Only Yesterday* is being targeted as a strip for prime time access, with the format somewhat different from *Our World*.

Hosted by former NBC news anchor and reporter John Palmer, the new show will revisit stories through first-person accounts of the people involved. No word yet on how many stations have cleared the program to date, although King World may have an announcement in the next week or two, according to company sources.

King World President and CEO Michael

King wants to put some distance between his company's syndicated offerings and the tabloid label that has been applied to many reality-based offerings.

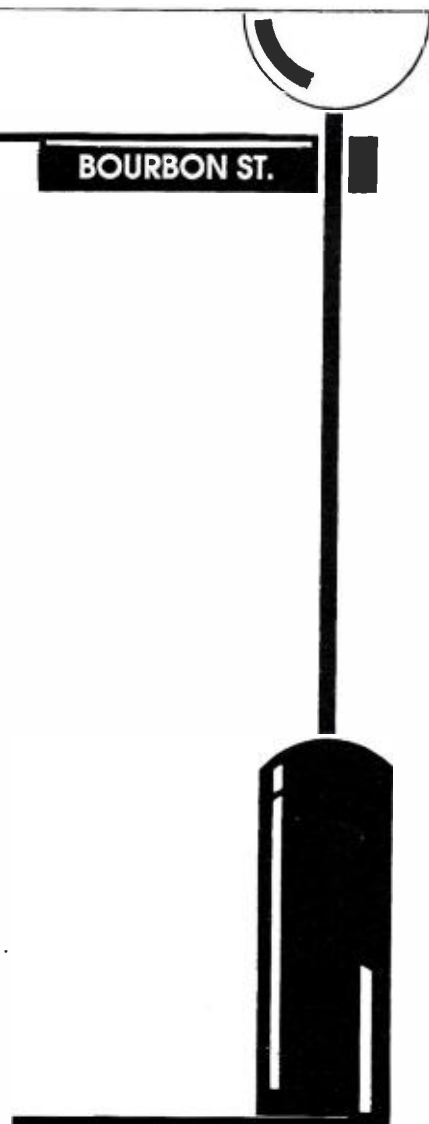
"You can't compare tabloid shows to news programs like *Inside Edition* and *Only Yesterday*," King said. "We have put over \$40 million dollars into the programming concept for *Inside Edition*, and we'll put slightly more into *Only Yesterday*. If our industry would do some investigating, they would see King World is putting a commitment into news programming that other syndicators aren't." He said *Only Yesterday* was selling "very well," but that it was King World policy not to divulge those numbers while many of the time slots have not been locked down due to "multi-tiered deals" with stations.

As part of a concerted advertising and marketing campaign, King World is marketing both half-hours as "the clean air act of the '90s."

The thirst for nostalgia was realized in the print media this year, with the successful launch of *Memories* magazine, a Diamondis (New York). As a result of that success, NBC News Productions is producing a proposed weekly television version of the magazine, also to be called *Memories*, for the fall syndication market.

NBC is preparing a pilot for NATPE, and is said to be close to signing a host for the proposed show, which will explore and update people and events from the 1930's to the present.

The network is also close to announcing a deal with an established syndicator to



distribute the program, sources said. If it goes forward, the network would produce 39 weekly episodes the first year. "We live in a society that likes to look back," said one source with knowledge of the project. "The idea here is to break new ground with old news." The program would look at everything from political events and personalities to music and television.

A third possible nostalgia offering is in development from Turner Broadcasting, called *Update*. That project would be a weekly offering as well. While the show will look back at past stories, its proponents are stressing not so much the nostalgia aspects of stories as the effort to advance those stories, to update viewers on developments.

The Turner program would be produced by the documentary and information programs division of Turner Entertainment Networks, headed by Ira Miskin. As of last

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King



Carlin

week, TBS had not signed the host it was seeking for the show.

Blair Entertainment also has an entry that might fall under a new nostalgia/reality label, a half-hour strip titled *Reunion*. The cash-barter offering (5½ minutes local, one minute national) is being targeted for early fringe, according to Michael Weiser, senior vice president, general sales manager, Blair Television. *Reunion* will help reunite people with long-lost friends and loved ones. Hosting the live program will be Michael Gold and Alanna Davis.

Although *Reunion* has not been presold, Weiser says a pilot will be presented to stations at INTV this week and at NATPE (Jan. 15-19). "We'll make deals on a market-by-market, station-to-station basis," Weiser states. "It's a changed marketplace, and we'll have flexibility to look over deals put forth by stations. This show is geared for women 18-49 and 25-54. It's a natural lead-out from soaps, and is compatible or good counter-programming to talk shows."

While some syndicators obviously feel there are openings for nostalgia-based programs, those shows have swelled the ranks of a reality genre battling for increasingly scarce prime access and early fringe slots. Carolyn Worford, program director, WJBK-TV Detroit, acknowledged that "procrastination" is the by-word for stations these days. Nonetheless, the station executive acquired the fall 1990 rights to Fox Domestic Syndication's new "infotainment" strip, *Personalities*. Without a pilot to present to stations, Fox relied on the strength in access of *A Current Affair* to sell the Detroit CBS affiliate on *Personalities*. The station also reupped for a one-year renewal on *Current Affair*.

Worford said she is not sure where *Personalities* will "fall" into next season's lineup. However, industry sources have speculated that Fox is marketing the celebrity-insider strip as a "companion" or "spinoff" piece to *A Current Affair* in access. Fox will offer *A Current Affair Extra* for a sixth access night on weekends starting in the 1990-91 season.

"Fox has had a leg up on other syndicators when they've pitched new shows by

already having them cleared on their owned-and-operated stations," Worford said.

With game shows like *Wheel of Fortune* and *Jeopardy!* (both distributed by King World Productions) firmly entrenched in access and fringe slots along with magazine programs such as *Hard Copy* (Paramount), *Inside Report* (MCA TV), *Inside Edition* (King World) and *A Current Affair*, plus a number of off-network sitcoms, what time slot availabilities are left for new syndicated players?

A number of syndicators are looking at early daytime and late fringe clearances. Warner Bros. Domestic Television is primarily eyeing 11:30 p.m. Sunday clearances for its weekly first-run magazine *Voices of America with Jesse Jackson*. Of the 48 markets sold so far, 60% percent of those clearances have been for Sundays and 40% for Saturdays, according to Scott Carlin, senior vice president, first-run programming, Warner Bros.

"Clearly there are not a lot of news vehicles that are servicing viewers who are starved on Sunday evenings for hard news," Carlin says. "Jesse [Jackson] will be doing field pieces, one-on-one interviews and wide-ranging group discussions with people from all walks of life. We are clearly thinking of that male audience 18-49 and 25-54 years of age that has more or less been left without something else to turn to Sunday nights."

Carlin said VOA will avoid the weekday access and fringe battles because game shows average a 23 share in those dayparts while "reality-based" programs have averaged 14 shares. "If you look at the track record of *Wheel of Fortune* and *Jeopardy!*, no reality-based show comes close," he added. Reality programming "is not even a two-year-old genre, but I don't see a half-dozen of those shows surviving beyond next season."

Several distributors are also banking on some movement in early daytime talk. Group W's *House Party* broke out of the blocks the quickest with co-production partner NBC Productions, based on the strength of the syndicated hour strip's seven NBC-owned station clearances and five Group W

O&O clearances. Rich Sheingold, senior vice president, marketing and sales, Group W, says the Steve Doocy-hosted vehicle has locked up 17 other station clearances, bringing its current carriage list to 29 stations. KNBC-TV Los Angeles has already slated the information/entertainment show for a Jan. 22 start-up at 10 a.m., as has WNBC-TV New York, where the program will originate. Group W will be taking a presentation tape to NATPE.

Despite the presence of Tribune Entertainment's *The Joan Rivers Show* and Buena Vista Television's *Live with Regis & Kathie Lee*, Tribune is bringing another morning or early fringe 1990-91 entry to market with *The Kelly & Gail Show* (hosted by Kelly Lange and Gail Parent), as is MCA TV with *Studio 33, Hollywood* (hosted by Ron Reagan and Cristina Ferrare). GTG Entertainment is pitching the half-hour strip *Just Between Us* (hosted by Diannah Carroll) for fall 1990.

Multimedia Entertainment just completed a three-week test of *Private Affairs* on KCRA-TV Sacramento (BROADCASTING, Dec. 25, 1989), but the syndicator is awaiting research results to decide between a fall 1990 or spring 1991 syndication debut.

Tribune Entertainment recently gave *Joan* a firm go for 26-episode renewal for the remainder of this season, with a season-to-date 2.6 rating (as of Dec. 10, 1989) making it a contender for fall 1990 renewal. And Buena Vista's *Regis & Kathie Lee* has made recent ratings gains with a 2.4 season-to-date and most recently a 2.7 rating for the week ending Dec. 10. In contrast, *Everyday with Joan Lunden* scored a 1.1 average for the same week, but there has been no word on whether Michael Krass Productions will bring the show back for the 1990-91 season.

-MF,SM,SC

## DLT at NATPE: Something old, something new

Three of four new offerings are existing shows being given new twist

DLT Entertainment Ltd.'s battle cry for NATPE '90 might be characterized as "what's old is new again." Three of the four properties being offered by the company to syndicators are existing shows that are being given new twists for the 1990's.

*World At War*, narrated by the late Laurence Olivier, "has been successful for us since it first came to commercial television in 1973," according to DLT President Don Taffner. The Emmy-award-winning documentary series is the "definitive work" on World War II, Taffner said, "and what we think is new about it is the fact that 1991 marks the 50th anniversary of U.S. entry into the war."

DLT has 26 one-hour episodes and 10 one-hour *World At War* specials, and the company will also be offering 52 half-hours. "We think it will be a wonderful local vehicle for independent stations,"

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## Return engagements

epublic Pictures confirmed last week it is packaging for syndication two off-network comedies from the late 1960's—*Get Smart* and *My World and Welcome to It*. The programs will each be offered on a straight barter basis (3½ minutes local and 3 minutes national), with stations having the option of airing them separately or in tandem on a weekly basis. Blair Entertainment will sell the national barter time as part of a two-year agreement recently struck between the companies. The agreement also calls for Blair to sell the barter time in Republic's new *All Nite Movie* package, *Republic Premiere One*, *Color Image Movies II*, *Cliffhanger* *Serial Specials* and *Fashion Report*.

said Bob Peyton, executive vice president, managing director of domestic syndication, "because there will be lots of institutional, and some national, advertisers. That's one of the reasons we're offering it on a straight cash basis."

DLT will also continue to have *Benny Hill*, which Taffner first brought to the U.S. 11 years ago. The company will have 111 half-hours, including 10 new half-hours consisting of material culled from recent *Hill* specials aired in the UK, previously unseen in this country. The 10 new shows will be available in fall 1990.

All 111 shows will be re-edited, Taffner said, forming "reconstituted" episodes. Peyton pointed to Nielsen numbers for the November 1989 sweeps, showing *Benny Hill* placing first or second among men in 50% of its U.S. markets.

*Three's Company* has been on the list of top-10 syndicated sitcoms for 29 consecutive sweeps, including November 1989, according to Peyton. Nielsen numbers for November 1989 show *Company* taking first or second place in its time periods for adults 18-34 in 43% of its markets, for teenagers in 53%, and children in 59% (rankings are based on demographic ratings).

On KTTV(TV) Los Angeles, *Company* "was plugged in during the November sweeps," Peyton said, "and it topped *Who's the Boss?* [on KCL(TV) (KHJ-TV) Los Angeles] and *Night Court* [on KCOP(TV) Los Angeles] in direct competition in household ratings."

In New York, *Company* delivered a 10 rating, 21 share last May on WNYW(TV), said Peyton. When the station replaced it with *Family Ties*, the time period fell to a 7 rating, 15 share. "It's one of the best-kept secrets in syndication," Peyton said. "Its audience regenerates itself every year."

DLT's fourth NATPE entry is the game show *Talkabout*. The show was initially cleared by Fox stations, who have renewed it through fall 1990. "We anticipate it going on into the 1990-91 season," said Peyton, "and have great expectations that it will continue as a very viable game show in an arena in which there's no air to breathe." Nielsen numbers indicate that

*Talkabout* increased its station's November 1988 time period delivery for total women in 67% of the markets in which it aired in November 1989.

"The viability of [DLT's NATPE fare] has been demonstrated in the past," Peyton said, "and will continue to do the same in the future."  
—RG

## Sports on cable: Playing what the networks don't

**Study commissioned by NCTA says cable has not siphoned sporting events from broadcasters but instead runs events never available or abandoned by networks**

Cable has established itself in sports by covering events that broadcasting has either overlooked or abandoned, not, as some broadcasters have charged, by "siphoning" sports from broadcasting and forcing viewers to pay for what they once watched for free, according to an analysis of the sports television market prepared and released last week by the National Cable Television Association.

"Contrary to the broadcasters' claims, the vast majority of cable's sports programming does not consist of events or games which have migrated from over-the-air television," says the 10-page report, one in an ongoing series of "Issues in Brief" that the NCTA's research department began to spew out last year.

"Cable national and regional sports networks offer coverage of major sporting events which have either never been available on broadcast television or which have been abandoned by the broadcasters," the study found. "Thus, cable's increased presence in sports programming has served to expand viewers' access to sporting events without depleting broadcast television sports coverage."

In fact, the study says, as the amount of sports on national and regional cable networks has increased, so has the amount on broadcast networks and stations. The latter have increased their coverage of professional baseball and basketball and college football and basketball over the past several years, it says. The number of hours of sports carried by the broadcast networks hit a record high of 1,753 in 1988, it says.

Using information drawn from published sources, the study shows that while the number of Major League Baseball games on regional cable networks rose from 820 to 1,061 between 1985 and 1989, games on broadcast increased from 1,536 to 1,647 over the same period.

"The MLB games shown on regional

cable...are games from which broadcasters have not traditionally been able to obtain rights," the study says. "Local broadcasters, then, have not been losing games to regional cable networks."

Over the past three seasons, the broadcast networks increased the number of college football games they carried from 27 to 41, while the cable networks increased the number from 54 to 64. Over the same period, the broadcast networks boosted the number of college basketball games they carried from 88 to 95, while the cable network increased the number they carried from 217 to 268.

According to the study analysis, ESPN's deal to carry a schedule of eight regular-season National Football League games per season beginning in 1987 does not constitute siphoning, even though five of the games had previously been shown nationally on ABC and three either nationally or regionally on CBS.

The ESPN package comprises games "abandoned by the broadcast networks," it says. "The slight reduction of network NFL broadcast was attributed to lagging ratings and advertising revenue, and was also the result of overloaded fall sports schedules," it says.

"As a result of cable's wide array of sports programming, American audiences are regaining access to televised coverage of some sports and are receiving first-ever national coverage of others," the study says.

## NATPE eye on Irises

The following is a list of the Iris award nominees, finalists in NATPE's annual recognition of "excellence in local programming and production." The awards will be given out at the association's annual convention in New Orleans Jan. 18. The host will be Joan Rivers, and co-presenters are syndicated movie reviewers Gene Siskel and Roger Ebert.

### Markets 1-20 (top three finalists)

#### Public Affairs Programs

*Skid Row*, KCTS-TV Seattle

## Group W campaign says 'Thanks to Teachers'

Group W Television has launched a new public service campaign designed to recognize "outstanding teacher achievement" in the nation's classrooms, and to draw attention to today's major educational issues. The *Thanks to Teachers* campaign, which includes a one-hour dramatic special, *Reaching Out*, and a series of 30-second spots, is being sponsored by Apple Computer Inc. The campaign was created by Group W Television in association with Apple, the National Foundation for the Improvement of Education, and the National Alliance of Business. The three-year campaign kicks off this month, with 25 charter television stations.

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1989 Reeves Entertainment Group

*Everything You Ever Wanted to Know About the Big Dig*, WBZ-TV Boston  
*Upstate/Downtown*, WCBSTV New York

#### Program Segments

*Greetings from the North Shore*, KARE-TV Minneapolis  
*Just a Few Seconds*, KTSP-TV Phoenix  
*Our Time, Miracle Babies*, WNEV-TV Boston

#### Sports

*Beyond Seoul Gold*, KMOV-TV St. Louis  
*That Winning Spirit*, KOMO-TV Seattle  
*Champions*, KTSP-TV Phoenix

#### Children's

*Clue You In—Case of the Golden Swords*, KCBS-TV Los Angeles  
*Mac and Mutley*, KPIX-TV San Francisco  
*Kidside*, WCAU-TV Philadelphia

#### Entertainment

*Fox 33 Hot TKTs*, KDAF-TV Dallas  
*Almost Live*, KING-TV Seattle  
*In Concert Against AIDS*, KRON-TV San Francisco

#### Information

*Inside #1928 (Live)*, KCTS-TV Seattle  
*Your Kids and Drugs: The Warning Signs*, KYW-TV Philadelphia  
*People Are Talking*, WBZ-TV Boston

#### Special Events

*KOMO-TV's 1989 Children's Hospital Telethon*, KOMO-TV Seattle  
*Opera in the Park 1989*, KQED-TV San Francisco

*Project Bundle-Up Auction*, WTAE-TV Pittsburgh

#### All Other

*Studs*, WBBM-TV Chicago  
*The Women of the Regent Hotel*, WCBSTV New York  
*Use Your Smarts: Dropping In*, WCVB-TV Boston

#### International

*Life After Hockey*, CANWEST Broadcasting, Winnipeg  
*The World Stage—Shauna Rolston*, CFRN-TV Edmonton  
*City in Anguish*, TVB, Kowloon, Hong Kong

### Markets 21-75

#### Public Affairs

*Ashes to Ashes*, WLKY-TV Louisville, Ky.  
*AIDS in Rural America*, WVIA-TV Pittston, Pa.  
*Fighting Back*, WDSU-TV New Orleans

#### Program Segments

*In a Child's Defense*, WJZ-TV Baltimore  
*Betrayal of Trust*, WSMV-TV Nashville  
*The Edward Post Trial*, WWL-TV New Orleans

#### Sports

*Minors: Heading for Home*, WVIA-TV Pittston, Pa.  
*Bob Waters: A Lesson in Courage*, WLOS-TV Asheville, N.C.  
*Behind the Bench*, KUTV(TV) Salt Lake City

#### Children's and Young Adults

*Different, Just Like Me*, WBAL-TV Baltimore  
*Popcorn*, KATU-TV Portland, Ore.  
*The Weather Express*, KSL-TV Salt Lake City

#### Entertainment

*24 Hours on the Pride*, WJZ-TV Baltimore  
*We're Makin' Movies*, KOIN-TV Portland, Ore.  
*Hot, Hot, Hot*, KGW-TV Portland, Ore.

#### Information

*KCTV Editorials*, KGTU(TV) San Diego  
*The Great Tax Debate*, KUTV(TV) Salt Lake City  
*Town Hall: A Generation at Risk*, KMTV(TV) Omaha

#### Special Events

*Jennies to Jets*, WFRV-TV Green Bay, Wis.  
*A Day at the Races*, WSMV-TV Nashville  
*Remember My Name*, KUTV(TV) Salt Lake City

#### All Other

*New Immigrants in Old Neighborhoods*, WBAL-TV Baltimore  
*Graveyard of the Great Lakes*, WJRT-TV Flint Mich.  
*Return of the Wolves*, KUED-TV Salt Lake City

### Markets 76-216

#### Public Affairs

*A Throwaway Future*, WKOW-TV Madison, Wis.  
*Emotional Alcoholics: When a Parent's Drinking Affects Your Life*, WMBD-TV Peoria, Ill.  
*The Best Insurance Commissioner Money Can Buy*, WRBZ-TV Baton Rouge

#### Program Segments

*After the Onion Field—A Segment of 29 Prime*, KBAK-TV Bakersfield, Calif.  
*General Store*, WHA-TV Madison, Wis.  
*Vietnam Memorial/Segment Brothers in Arms Video Essay*, WCSH-TV Portland, Me.

#### Sports

*Casey Outdoors: Fur & Feathers on Spruce Creek*, WTAJ-TV Altoona, Pa.  
*P.O.R. (Press on Regardless Road Rally)*, WLUC-TV Marquette, Mich.  
*SMSU/Seton Hall: Wild West Shoot Out*, KOLR-TV Springfield, Mo.

#### Children and Young Adults

*An Evening with Rick Charette*, WCSH-TV Portland, Me.  
*Biz Kid*, WBNG-TV Binghamton, N.Y.  
*Tell Me a Story*, KOLN-TV-KGIN-TV Lincoln, Neb.

#### Entertainment

*Casino Bandstand '89*, WTAJ-TV Altoona, Pa.  
*Martin Luther King Memorial Concert*, WPTA-TV Fort Wayne, Ind.  
*Tumey Travels—To Prairie Cajun Country*, KPLC-TV Lake Charles, La.

#### Information

*Pennsylvania Tax Reform Roundtable*, WTAJ-TV Altoona, Pa.  
*Thoughts on Three—Teens and AIDS*, KEYT-TV Santa Barbara, Calif.  
*Troubleshooter*, WFTX-TV Cape Coral, Fla.

#### Special Events

*Firefall—The Concert in the Sky*, KYTV(TV) Springfield, Mo.  
*The Bakersfield Christmas Parade*, KERO-TV Bakersfield, Calif.  
*Three Rivers Festival Parade*, WPTA-TV Fort Wayne, Ind.

#### All Other

*Outdoor Idaho*, KAID-TV Boise, Idaho  
*In the Land of Tall Prayers: Life Along the Lewis & Clark Trail*, KXLY-TV Spokane, Wash.  
*Muskie, the Man from Maine*, WCSH-TV Portland, Me.

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## The future (of TV) is now

### New television technologies to highlight panels, papers and speeches at annual SMPTE meeting

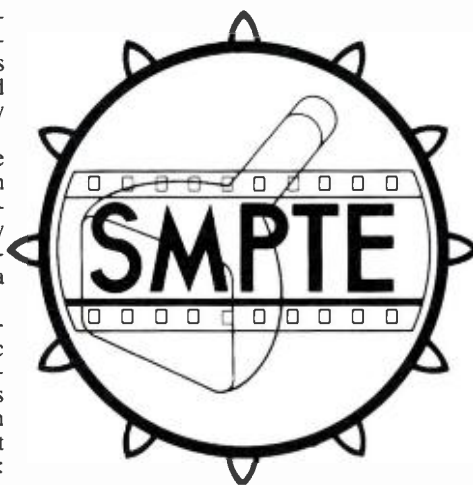
An amusement park may seem like an odd place to call a meeting of the leading television engineers in North America. But Disney World in Florida is an appropriate setting. Disney parks have long been places where the most futuristic video effects and animation technologies have found early applications.

Futuristic television technology will be the only topic at the Society of Motion Picture and Television Engineers 24th Annual Television Conference. The two-day (Jan. 26-27) event will be held at the Disney Contemporary Resort in Lake Buena Vista, Fla., located adjacent to the park.

Papers on last year's television conference agenda were split between a futuristic technology, high-definition television transmission and production, and technologies that are currently affecting the television industry. At this year's conference, the split is between the futuristic and the futuristic: HDTV will again dominate half of the conference while the other half will be an examination of how traditional TV technologies will merge with several other new technologies in the future.

Several of the HDTV papers will describe how 1,125/60, the oldest and most mature production system, has matured

even further over the past year. Laurence Thorpe, vice president, production technology, Sony Advanced Systems, Teaneck, N.J., will describe the workings of a full HDTV production facility during the open-



ing session on Friday morning. Thorpe will appear again the following day at the second HDTV session to present a paper comparing the quality of progressively scanned and interlaced HDTV pictures. Also from Sony Advanced Systems, John Richards

will explain the technical details of a prototype HDTV effects system.

Thorpe's discussion of progressive versus interlace will be picked up by Kerns Powers, formerly a research scientist with RCA Laboratories and currently a consultant to the David Sarnoff Research Center. He will speak in favor of progressive as an alternative.

Further 1,125/60 advancement will be covered by Shigeo Kizu of the Toshiba Research and Development Center in Japan. He will give the details of Toshiba's version of a half-inch HDTV videocassette recorder. Toshiba is the latest of a number of Japanese companies, including Sony, Panasonic and Hitachi, that will have demonstrated prototype consumer HDTV VCR's.

Later on, an even more sophisticated HDTV recorder, a digital VTR that records at 1.2 gigabits per second, will be described in a paper written by a number of scientists from Hitachi's Central Research Laboratory. Another paper from the Central Research Laboratory will examine improvements that have been developed in the vertical and temporal resolution of letterboxed video images.

A few of the HDTV papers will deal with how video can be used for more than recording and distribution of television programs. David Scammel of Quantel will describe how print, film and high-definition video technologies are merging. Quantel exhibited a high-resolution photographic printing system that produces hard copy of images from HDTV videotape during the last National Association of Broadcasters convention.

The theme of television merging with other technologies will carry over into the other half of the conference. A hometown paper will be delivered by John McMahan of the new Post Group at Disney/MGM Studios. He will describe the design and equipment chosen for the studios' post-production facility. Another paper from the Florida area, and likely to be one of the more popular talks, will be on the use of television systems at the Kennedy Space Center, delivered by NASA's Charles T. Brown.

Interfacing video to computer graphics will be the topic discussed by David Knierim of Tektronix, Beaverton, Ore. A few of the papers will also continue the discussion of television distribution over fiber optic cable. Grant F. Lenahan of Bell Communications Research (Bellcore) will provide an update on its eight-city trial of a fiber optic network designed for television network distribution. That project, which is being performed in cooperation with ABC, CBS, NBC, Fox, PBS and the Canadian Broadcasting Corp., has been under way

### Early days remembered

The engineering community is in a battle to determine which new television technology or technologies will be used to record and transmit programs. Along with home use, many are looking at other applications for television, such as national delivery of first-run movies and educational training program production. In the 1930's, many of the same issues were discussed in the nations that were pioneering television development. A part of that history is retold in a recently published monograph, "The Story of Scophony." "It is the story of high technical endeavour and achievement, offering great promise but flawed in the end by intrigue as the high-stakes race to launch high-definition television in the 1930's began," writes the book's author, Thomas Singleton, in the forward.

The story traces the efforts to develop and market many rival TV systems in England by George William Walton, the British inventor of most of the "Scophony" system, and Solomon Sagall, the Russian-born investor who backed the project. Scophony operated at 441 lines interlaced, 30 frames per second with a 9:7 aspect ratio. The most significant difference between Scophony and other systems under development at the time was in display design. While most of the others were displayed on cathode ray tubes, which at the time were very small, Scophony proposed a Walton-designed projector which displayed pictures on 20-inch screens designed for the home use. But the only screens ever distributed were two 15-foot screens that were used for regular theatrical display in England during the late 1930's.

The outbreak of World War II stalled development of the system. Efforts to revive the project in both England and the U.S. failed. Sagall emigrated to the U.S. during the war and later became a pioneer of pay TV service in this country.

"The Story of Scophony" is published by the Royal Television Society, Tavistock House East, Tavistock Square, London WC1H 9HR. It is part of a series of monographs on the early development of television published by the society and edited by Singleton.



# HOW DO YOU MAKE 20 MILLION KIDS PUT DOWN THEIR NINTENDO SYSTEMS?

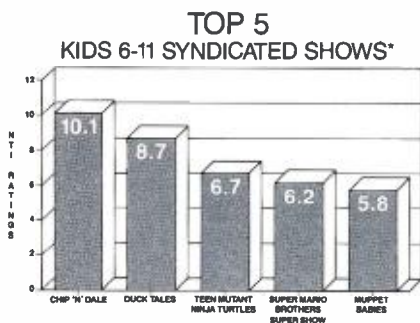
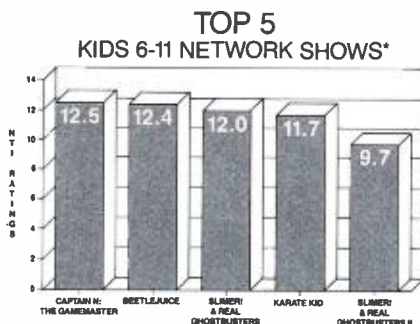
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In 1990, action/adventure is where the action is. The majority of successful network and syndicated programs for kids 6-11 are action/adventure. In fact, the #1 rated show in America today for kids 6-11 is based on the video game craze. (Captain N: The Game-master) With the major syndicators of children's programming all going soft



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For more information, and for a preview of Video Power, call Adrien Seixas or your local Bohbot representative at 212-213-2700.

\*Source: NTI Season To Date (9/18/89 - 11/19/89)

**VIDEO POWER**  
THE BEST VIDEO GAMES  
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since late last November.

Two papers on how television can be used in medicine have been prepared by researchers at the Mayo Clinic, Rochester, Minn. The first, which will be presented early Friday afternoon, deals with how video imagery can aid in the diagnosis of heart disease. The other, to be presented later in the afternoon, will be on the use of hard-copy producing cameras for diagnostic imaging

and the extent to which the medical community has accepted and used an SMPTE-approved medical imaging test pattern.

The scheduled speech at the TV conference's annual "Get Together Luncheon," on Friday, which is titled "Broadcasting—Orchestrating the Future," is expected to cover many of the futuristic topics of the conference. Guy Gougeon, vice president, engineering, for the CBC, Toronto, has been

invited to deliver the speech.

A new aspect of the TV conference will be a post-production tutorial seminar that SMPTE is sponsoring at the Contemporary Resort on Thursday (Jan. 25), the day before the official opening of the conference. Topics that will be covered at the one-day event will include on- and off-line editing, film-to-tape transfers, video graphics and audio post-production. —RMS

## In Sync

### Budget battle

Peter McCloskey, president of the Electronic Industries Association, wrote a letter to President Bush urging "continued federal investment in key high technology endeavors, including research into high-resolution video displays" and other electronics technologies. In recent weeks, several industry leaders and congressmen have written similar letters in reaction to rumors that the administration intends to eliminate several federally supported high technology research and development programs in the fiscal 1991 budget, including a program sponsored by the Defense Advanced Research Projects Agency to fund private companies developing new video displays for HDTV presentation.

### All ACEs

Ampex Corp., Redwood City, Calif., reached a milestone last month with the delivery of the 500th ACE 25 editing system since it was introduced at the 1988 National Association of Broadcasters convention. The system was shipped to the National Education Association, Washington, as part of a renovation of that group's in-house production studio. Other equipment from Ampex sent in the same delivery were an ADO 2000 digital effects system, two Betacam SP studio players, a VPR-6 videotape recorder and an AVC Vista 18 switcher.

A softness in demand and manufacturing-related delays in deliveries of some newly introduced gear, such as the VPR-300 D-2 VTR and ALEX character generator, led to Ampex's announcement of layoffs at the company's Redwood City headquarters and Colorado Springs plant last month (BROADCASTING, Dec. 11). However, some successes, such as ACE 25, have led to a 5% increase in revenues in 1989 over the year before.

### New digs

Communications Engineering Inc. (CEI), a leading contractor that has built several of the most recent state-of-the-art broadcast production facilities, has moved

from Alexandria, Va., to new offices. As of Dec. 20, CEI is located in the Washington suburbs in 7,000 square feet at 8530 Cinderbed Road, Gateway 95, Suite 300, Newington, Va. 22122. Its new number is (703) 550-5800, fax (703) 550-5180. Among contracts CEI is currently working on is the test facility for the Advanced Television Test Center in Alexandria.

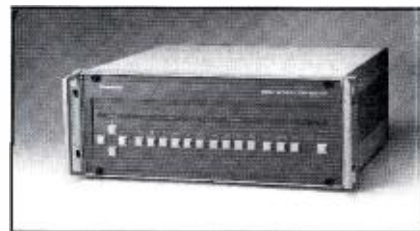
### New products

A new family of portable fiber optic studio-to-transmitter links (STL) have been introduced by American Lightwave Systems Inc., Wallingford, Conn. The "LC" series comes in video-only, audio-only and audio-video as well as single and bi-directional versions. NTSC, PAL and

specifically for radio stations. Among its functions are multiple wire service storage and retrieval of stories by categories. It is also built to sound alerts for priority wire stories. A split screen is included in the software to allow for simultaneous reading of wire copy and story writing by the reporter. It is controlled by an IBM-AT or IBM-compatible personal computer. The system was tested at KVON(AM) Napa, Calif.

□

Chromatek Inc. of Kanagawa, Japan, has introduced a new real-time downconverter to transfer images from high-resolution computer graphics workstations to either NTSC or PAL video. The Model 9120



The 9120 downconverter

connects directly to graphics workstations and personal computers. Three separate modes of video compression are offered, and aspect ratio can be adjusted. The NTSC version includes a comb filter to eliminate cross-color artifacts. Options that can be built-in are chroma key, color bar, test pattern and D-1 (component digital) compatibility. The system sells for \$19,000 in the U.S.

□

Digital audio processing and storing has been miniaturized to a desktop system by Antex Electronics Corp., Gardena, Calif. It is introducing its Series 2/Model SX-10 digital audio board, which can be installed in any IBM-AT or PS2 Model 30 PC. The system records 2-channel stereo digital audio from any digital source including compact disks and digital audio tape decks and will also receive and digitize analog or natural voice inputs. Storage is on either hard disk or CD-ROM. The system is list priced at \$1,995, with an additional one-time software driver fee of \$750. An optional digital output board is also available for \$450. The system is now available.



LC series STL

SECAM video can be transported as far as 15.5 miles over 70 mhz channels. LC series modules are designed for ENG applications. They are built to link with FM microwave STL systems as well as fiber networks, with system prices ranging from \$1,300 to \$2,500.

□

Basys International Ltd., London, has introduced PC Newsdesk, a scaled-down, less-expensive version of its broadcast newsroom computer system, designed

## Analysts take stock of MSO fourth-quarter selling

**Cable MSO stock prices lose bloom during fourth quarter; Wall Street again points finger at Washington, but reasons may be more numerous**

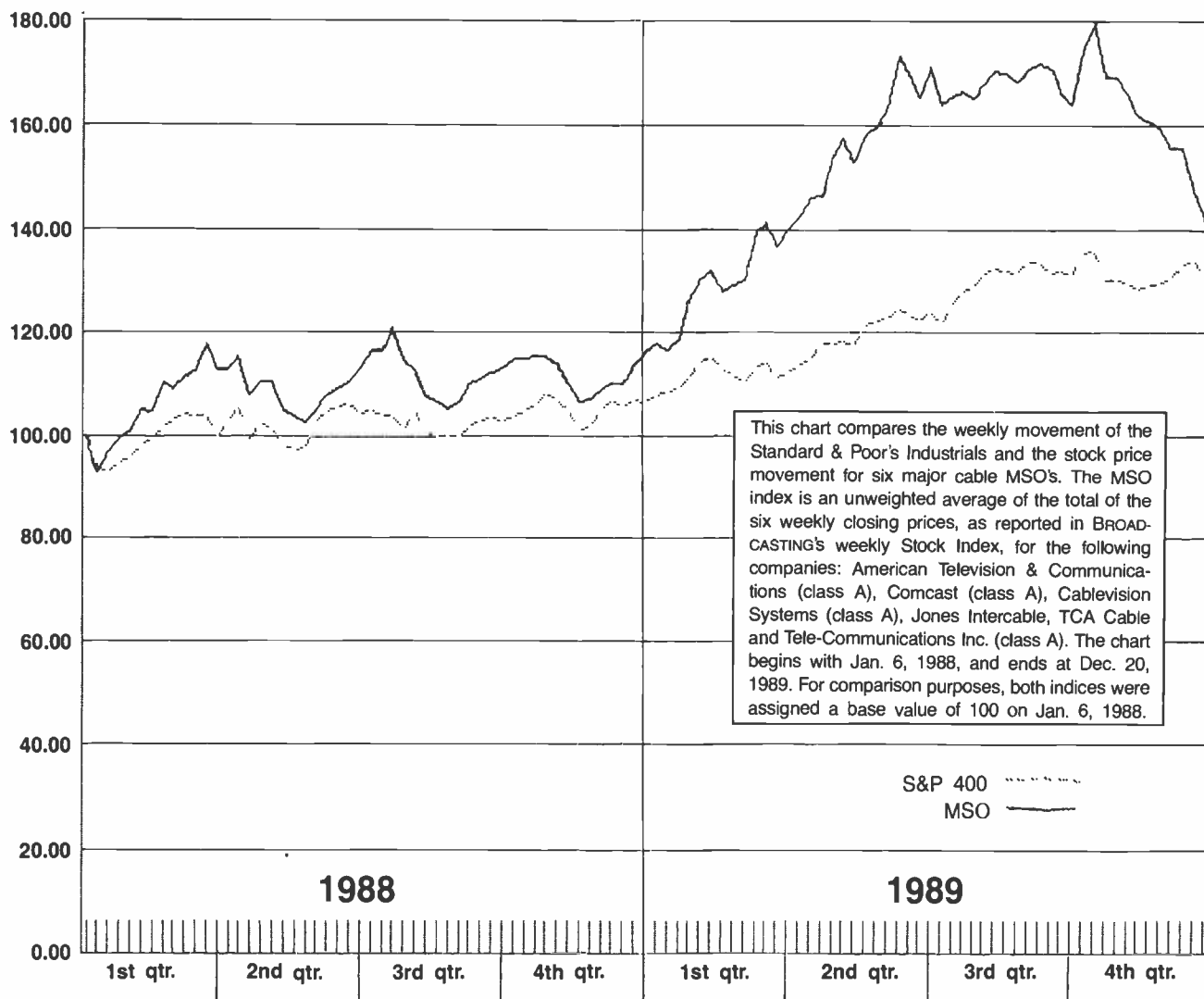
As 1990 begins, the share prices of publicly held cable operators have returned to earth after outperforming the overall stock market during most of 1989. Many stock market participants, with partly interested motives, have reportedly blamed Washington regulation as the sole reason for the recent sell-off. But there may be other considerations for the recent decline in MSO stock

prices.

Most "sell-side" analysts representing trading firms continue to recommend purchase of individual stocks such as American Television and Communications Corp. (ATC), Tele-Communications Inc. (TCI), Century Communications, United Artists Entertainment and Comcast. But contrary to those recommendations, selling has predominated since mid-October, presumably led by large financial institutions who, for instance, owned three-quarters of TCI's stock as of Sept. 30, 1989, according to CDA Investment Technologies.

The selling does not necessarily indicate any disagreement over the likelihood of increased regulation of cable operators, nor the fundamental financial outlook for the industry. David Jellison, an analyst for San Francisco-based institutional money management firm RCM Capital Management, suggested instead that institutional portfolio managers are concerned about other factors besides the value of a company in deciding whether to hold, buy or sell its stock. "They are also concerned about what will be in vogue, and next quarter, maybe asset value industries such as cable won't be in

## Cable's two-year climb: Topping the S&P Industrials



vogue. Maybe instead, earnings surprises in economically cyclical sectors will be."

Jellison agreed with "sell-side" analysts that cable reregulation would probably not severely change operating profit margins in the business. However, he said that "for the next year or two you will have constant articles about the industry that will not always be charitable." In addition to reregulation legislation expected at some point from the Senate Commerce Committee, there will also be a follow-up report on cable rates from the General Accounting Office and an FCC study on cable regulation.

Regulatory and competitive concerns have long moderated the price of cable stocks. As the chart on page 87 shows, an unweighted index representing stocks of six of the largest MSO's roughly tracked the Standard & Poor's 400 index throughout 1988, despite the fact that early in the year, private market values of cable systems were increasing by roughly 20%—as measured by such transactions as the purchase of SCI Holdings and the merger of United Artists and United Cable TV.

At the time, the lag of public stock values behind private system values was attributed to possible competition from telephone companies, regulatory activity—both the House and Senate held hearings in the first half of the year—and to rising interest rates (BROADCASTING, Sept. 12, 1988).

By early 1989 the perceived severity of all three situations was not considered great enough to account for the gap with MSO private market values that, said securities analysts, in some cases had reached 50%. That gap was closed again in the first half of last year as cable stock prices subsequently rose.

But in the second half of last year, MSO stock prices generally leveled off before declining in the fourth quarter. While this occurred at roughly the same time that talk of regulatory legislation gained further credibility, there is reason to think that other factors contributed to investor coolness.

For one thing, cable stock prices had reached almost 70% of their private market value, according to a September report by Michael Kupinski of A.G. Edwards, near the top of the range shown over at least the past five years.

Additionally, there was at least some disagreement about the future rate of increase in private market values. Peter Falco of Merrill Lynch said in a report issued in late November 1989 that "it is hard to see the economic rationale for much of an increase in per subscriber values [which he said had on average "plateaued" at roughly \$2,400] in the next few years, absent the rapid evolution of a significant new source of revenue and cash flow."

Other factors since the middle of last year have served to temper cable stock prices. Weakness in the high-yield debt marketplace, along with concerns about possible limitations on banks' continued financing of "highly leveraged transactions" have suggested that financing for future private market cable system transactions may not be as plentiful as has recently been the case. The stickiness of interest rates, which had declined earlier last year, would also

have some effect on cable system prices. Operating and financing concerns were among the reasons that highly leveraged cable debt took a beating in the high-yield marketplace last summer—although ironically, one high-yield analyst said, more solid MSO debt was among the best performers.

As for regulation, Wall Street was aware of regulatory problems long before the fourth quarter sell-off. In one of several analysts' reports that appeared during the summer, Mary Kukowski of Bear Stearns wrote that the regulatory changes "now under consideration would...make cable system operations a business with growth prospects somewhat less attractive than current expectations.... For this reason, we believe that the operator stocks are likely to

be lackluster over the next several months as these possible regulatory changes are mulled in Washington."

Despite the sell-off, cable stocks are not considered bad investments by most of those commenting. Cable reregulation, as currently seen from Wall Street, would not affect financial projections already made. Analysts such as Barry Kaplan of Goldman Sachs & Co. said it had calculated basic service rate increases roughly equal to the consumer price index, which it considered a minimum ceiling that would result from any federal legislation. And even given flat operating profit margins, cable asset values are projected to increase by perhaps 15% per year, which RCM Capital Management's Jellison said is better than one finds in most industries. —GF

## Nielsen marketing data to regionals

**Sports networks are being pitched ADI figures; still some bugs to be worked out, but services see it as eventual marketing boon**

A.C. Nielsen has been quietly offering ratings data from metered markets to cable regional sports networks, which could provide a significant leap forward in advertising sales for those operations.

So far, Nielsen said it is negotiating with several networks for use of the data. Sara Erichson, marketing representative for Nielsen, said agencies and regional networks have shown strong interest in the data. Nielsen has calibrated standard DMA and ratings descriptions of 15 regional sports networks, she said. To date, the data only covers the ADI broadcast market; many regional networks reach beyond the local broadcast ADI.

Cheryl Brown, director of corporate research, MSG Corp., parent of MSG, said, "We're very excited" about the Nielsen numbers, calling it a "significant development" for the regional network. Adds Doug Moss, MSG vice president, advertising sales, the eventual use of metered data will "bring us more into the mainstream in how an agency does its business." MSG will be more easily accepted, he said, with the benefit "bringing people into the fold that have still not jumped into cable." Currently, MSG commissions between 18 and 25 telephone coinidentals each year, still

the "most reliable" ratings measure, said Brown.

MSG has been getting metered ratings information since April, but Brown cautions that the network has a number of problems it would like addressed. One major concern is the lag time, as much as two months, in receiving the calibrations, she said. MSG, in gaining the Yankees last winter, added cable systems rapidly during the summer. A large chunk came on line in July, for instance, when Cablevision Systems reinstated the service on its systems, but MSG didn't receive numbers based on that extra reach until September, when the season was nearly over, MSG said.

Nielsen gathers ratings data by channel number, but MSG is not carried on the same channel on every cable system in the New York market. MSG is working with systems to gain a common channel slot, but until then, the ratings data has to take that into account, said Brown.

The same problem exists when MSG activates MSG II, when it has two simultaneous events to carry, on the same night. MSG II can appear anywhere on a system on an ad hoc basis 20 to 30 times during the winter months, for instance, complicating ratings gathering.

Another problem is the statistical bounce, said Brown. The smaller the sample size—MSG is in 250 of the 500-550 metered homes in New York—the greater the margin for error.

That sample difference causes problems in advertising sales. Moss said that he sells, and advertisers buy, MSG based on its impact on its audience, not on the larger television universe. The ratings CBS gets overall in the metered sample is higher, for instance, than what it might receive in the MSG universe. "We're selling the impact of our universe," he said. Sports are not an efficiency buy, he said, but rather a more qualitative buy. Advertisers want to be associated with the NBA or NHL. "CPM's are not as important," he said.

If all the bugs can be worked out, however, the metered data will be a major step forward for the regional sports networks, if it's available at a reasonable price. "It puts

### TV rep report

**KcRL(TV) Reno**—To Petry National Television from MMT Sales.

□

**KOKH-TV Oklahoma City**—To Seltel from MMT Sales.

□

**WJCL(TV) Savannah, Ga.**—To Petry National Television from Blair Television.

□

**WAPT(TV) Jackson, Miss.**—To Petry National Television from MMT Sales.

us at a level of a national service and that's a tremendous improvement," said Brown. The data will also allow MSG to "evaluate our programming" and thus make better programming decisions, said Brown. It will also help MSG "monitor the effectiveness of our marketing and advertising," she said, providing MSG a direct ratings correlation.

"For us to sell product and just use coincidentals and not have numbers in the book, we go against the grain," said Moss. "Some agencies don't know quite how to position you," he said; thus, MSG often goes directly to clients. Metered data could open more doors, Moss said.

Additionally, said Erichson, Neilsen is looking at going into the 4,000-home national peoplometer sample for additional ratings information. The potential, she said, would be to look at other, nonmetered markets, and extrapolate data. That would help regional networks that cover areas larger than a "broadcast ADI."

Erichson said utilizing peoplometer data would also provide the networks greater demographic information. But the data can't be combined with the local metered numbers, she cautioned.

—MS

## New Orleans indie files for Chapter 11

The Big Easy proved to be anything but for New Orleans' newest independent station, WCCL(TV). The station, owned by Crescent Communications and headed by Barbara Lamont, filed for Chapter 11 bankruptcy on Dec. 14 in the United States Bankruptcy Court for the Eastern District of Louisiana. The filing names 20 creditors and lists debts totaling \$7,453,640.

The station, which has been on the air since March 15, 1989, will remain on the air during the bankruptcy proceeding. The reason for the filing, according to George Stantis, executive vice president, is to protect the station from its biggest creditor, ICM Leasing Corp. The filing lists ICM's claim at \$2.8 million. The second and third largest creditors respectively are the First City National Bank of Houston at \$2.2 million and the Whitney National Bank of New Orleans at \$920,737.

ICM is a sister company of Lodestar Towers Inc., which finances equipment leases and also owns the tower in Algiers, La., used by WCCL. Lamont did not return phone calls, but she told the New Orleans *Times-Picayune* that ICM was trying to evict the station from its space on the tower. She said that ICM delayed delivering equipment that the station had leased for eight months, delaying WCCL's debut. She also told the *Times-Picayune* that the station was trying to raise \$2 million for operations and feared that ICM would hamper its efforts. Stantis said that the station and ICM have some "disagreements on their billings" and said that the filing is for "reorganization."

Crescent Communications has four months to file a reorganization plan. □

## On Radio

# Radio budgets in 1990: Growth predicted

### Single-digit revenue growth expected, but broadcasters prepare for possible slowdown

Radio station operators are budgeting for a "tough" but growth-driven year in 1990. Operators contacted by BROADCASTING last week said they are looking for 1990 to be similar to 1989, with a moderate revenue growth, but no radical budget increases in any one area. Broadcasters have kept a close watch on economic indicators and are braced for the predicted slowdown this year.

The Radio Advertising Bureau estimated radio revenue in 1989 would grow at a rate of 7.8%; current estimates indicate that, overall, radio revenue will be up 7.5% from 1988 to \$8.5 billion (BROADCASTING, Dec. 12, 1988).

RAB also released projections for 1990: the numbers show moderate growth of 5.7% overall. Said Mel Karmazin, president and chief executive officer of Infinity Broadcasting, New York: "We are planning a realistic budget. We are not wearing rosy sunglasses, but we are not pessimistic about 1990." Karmazin also said that although budget outlooks vary from market to market, he projects double-digit growth for Infinity this year.

Rick Buckley, president of Buckley Broadcasting, Greenwich, Conn., expects 1990 to be "business as usual." He is looking for an 8%-10% growth rate for the station group next year, despite economic indicators.

"Last year has been one of building and costs for Buckley Broadcasting," said Buckley. Among those costs was the purchase of WOR(AM) New York from RKO radio for \$25.5 million (BROADCASTING, April 24). "We've never been a company for gloom and doom," he said. "We are an

operating company." Buckley said he believes markets in the Northeast will be "tight," but well-positioned stations in each market will continue to do well.

Some operators said economic indicators have pointed to a slowdown for some time. Groups such as NewCity Communications Inc., headed by Richard Ferguson, worked hard in 1989 to target new areas for advertising and searched for more creative ways to utilize vendor and co-op arrangements.

"Our budget outlook varies market by market," said Ferguson, "but we don't have any [station] targeted for less than 5.7% growth, and our stations that are on the move are projected at much more."

NewCity executives planning the 1990 budget try to be creative with cost containment, said Ferguson. Areas that have been held low include telephone costs, which had been rising, and stationery and printed office supplies for the stations.

One portion of the budget that continues to increase is promotion and marketing. "It is so competitive out there—and we've looked hard at the most efficient way to zero-base all promotions and marketing budgets, but we find we are still spending more," he said.

NewCity finds itself spending more of its budget on training personnel—a long-term investment that Ferguson says indicates he is optimistic about the radio business. "We are going to approach it [1990] aggressively, from a sales and marketing standpoint," he said, "but from our own internal standpoint, expense control, we will approach it cautiously."

Mark Mays, vice president, San Antonio-based Clear Channel Communications Inc., says increases in medical costs are alarming. "We are very nervous about this going forward," he said. "They are



Mel Karmazin



Richard Buckley



Richard Ferguson



Mark Mays

to contain. We, and our employees, have to eat the costs."

Another area Mays is watching is morning talent, increasingly competitive and expensive. While the pool of talent may not necessarily be growing at the rate of demand for morning air personalities, existing talent demands steeper rates of compensation. With station prices and consequent debt service requirements demanding quicker station turnarounds, station operators are caught in an upwardly spiraling price war for good morning shows.

Karmazin says higher compensation is necessary. "Good talent costs more," he said, "but it brings in more." Overall, he said, holding down talent cost is not the way Infinity plans its budget, but rather on a station-by-station basis.

Mays does not see dramatic increases for Clear Channel in 1990. "We've been fairly well known for containment," he said. "Promotions will increase somewhat, nothing dramatic." He said there will be "no radical increases on the cost side, but hopefully radical changes on the sales side in surpassing our projections."

Gary Edens, chairman and chief executive officer of Edens Broadcasting, Phoenix, is looking for 1990 to be "almost a



Gary Edens

repeat of 1989," when radio stations made inroads in attracting new advertisers to the medium. Projections for revenue increases are also equal to 1989.

The Edens Broadcasting budget for 1990 calls for holding cost increases down around 5%. Merit increases will be kept at 5% or below as well, said Edens. "Anything requiring an increase of more than 5% will be on an exception basis."

Said Edens: "Radio has traditionally fared well during periods of economic slowdowns.... Radio is so cost efficient that in certain sectors, radio actually benefits or does not get hurt as much as other media." —LC

## Riding Gain

### October spot drop

National spot radio billings were \$105,068,100 for October 1989, a decrease of 5.8% from October 1988's \$111,508,500. The year-to-date 1989 figure is \$899,001,300, a 7.7% increase over the \$834,771,800 figure for the same period last year. All figures are based on information provided by Radio Expenditure Reports Inc., based on information collected from the top 15 rep agencies.

### Panel participants

The Radio Advertising Bureau has lined up John Waugaman, regional vice president of radio, Group W Radio Inc., to head the advertising panel scheduled for the RAB's Managing Sales Conference to be held in Dallas in January. The remaining panelists are Wendy Marquardt, senior vice president, director of broadcast negotiations, Bayer Bass Vanderworker; Rod Underhill, principal, The Richards Group; Gordon Link, executive vice president, director of Worldwide Media Services, McCann Erickson; Jane Maxwell, director of corporate communications, Marshall's; Kathleen Crain, broadcast supervisor, Evans/San Francisco, and Kaye Bentley, vice president and director of local broadcast operations, DDB Needham Los Angeles.

Discussion during panel session will center on the strengths and weaknesses of radio, along with topics such as: "What do agencies want?" "How are they buying?" and "What will be future buying criteria be?"

### Westwood gold

The Westwood One Radio Networks has added two new daily features to its program lineup. *New Gold on CD* will be hosted by Dick Bartley and will highlight vintage classics of the 60's and 70's as they become available on compact disk.

*BBC Classic Tracks* will feature recordings of live performances by artists such as the Beatles, The Who, Elton John and Led Zeppelin. The show will be hosted by the BBC's Richard Skinner and will feature material from the BBC's archives.

### Madden voyage

Olympia Broadcasting Networks will air a special "All Madden Team" preview on its radio program *John Madden's Sports Calendar* for the week of Jan. 15. The series will feature interviews with former "All Madden Team" winners and Madden's criteria for his selection. Only one station per market is offered the rights to air the program.

### King for a month

The life and work of Dr. Martin Luther King Jr. will be celebrated in music this month on National Public Radio, with one program premiering a jazz suite movement written in the slain civil rights leader's memory, and with a separate two-hour concert featuring other compositions inspired by Dr. King. And several weeks later, NPR will begin celebrating the lives and works of black American musicians, composers and writers in a series of documentary and jazz music programs scheduled throughout National Black History Month in February.

Scheduled for satellite transmission to NPR affiliates at 10 p.m. ET, Jan. 10, and again at 2 p.m. ET, Jan. 14, the two-hour *Always Remembered* hosted by pianist Andre Watts will feature works by seven American composers, including flutist James Newton's "The King's Way," based on Biblical texts and African American church traditions; violinist Joseph Kennedy Jr.'s jazz elegy, "Always Remembered"; cellist David Baker's "Through This Veil of Tears" (performed by the Black Music Repertory Ensemble) and three compositions inspired by King's "I have a dream" speech.

On Jan. 13 at 10 p.m. ET, NPR will distribute *American Jazz Radio Festival*, featuring the fifth movement of clarinetist John Carter's "Shadows on a Wall." Constituting the final section of Carter's jazz suite, "Roots and Folklore: Episodes in the Development of American Folk Music," the composition begins with the post-1865 migration of black Americans to northern cities and culminates with the birth of bebop music on New York's 52nd Street in the 1940's.

Two series will serve as NPR's central forums for Black History Month. The weekly *American Jazz Radio Festival*, from WGBO FM Newark, N.J., will present the music of pianist and orchestra leader Duke Ellington on Feb. 3, featuring an orchestra that includes trumpeter Wynton Marsalis; pianist Jelly Roll Morton on Feb. 10 and pianist Bud Powell on Feb. 17. On Feb. 24, the program will host a birthday party for 82-year-old saxophonist Benny Carter. Each Saturday, the broadcast begins at 10 p.m. ET.

Also each week in February, NPR's documentary series *Horizons* will profile black American writers. Margaret Walker, author of the novel "Jubilee" and five books of poetry, and close friend of fellow black writer Richard Wright, is the focus of the first of the four programs, followed by profiles of Pulitzer Prize-winning "Roots" and "The Autobiography of Malcolm X" author Alex Haley, poet and playwright Sonia Sanchez and Pulitzer winner Charles Wright, author of the play, "A Soldier's Play" (adapted for the movie "A Soldier's Story").

**NOT JUST SWEET TALK...**

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## Broadcasting

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bringing them closer



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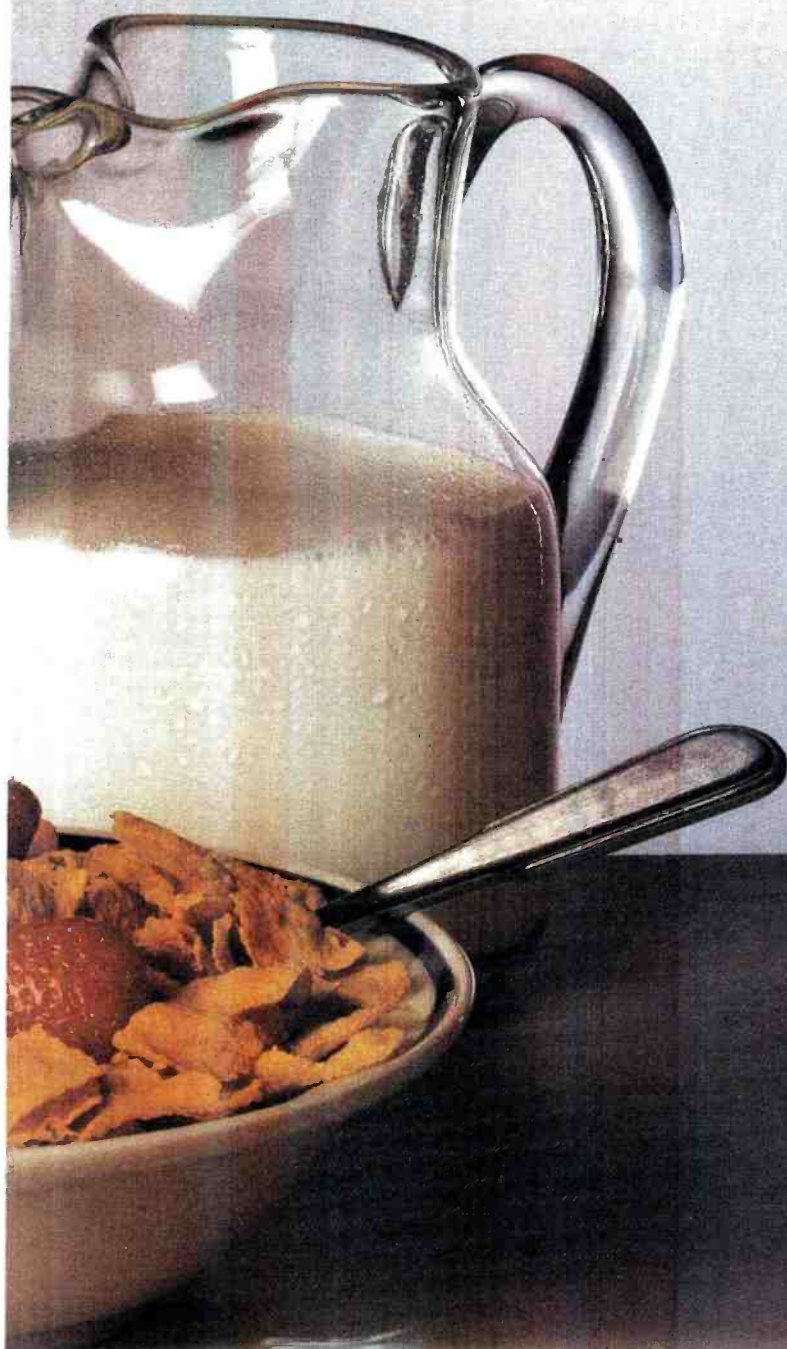
The Fifth Estate

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# Broadcasting May 29



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## U.S. group has 'jam' session in Cuba

**Broadcasters, Rep. Al Swift, travel to that country to get guided tour of communications facilities and gauge existing tensions caused by Cuban "jamming" and U.S. present and planned broadcast services to Cuba, Radio and TV Marti**

"My function as a teacher has been fulfilled. I took a bunch of high-powered students to Cuba. They are now better informed. They can act on what they learned. It's beyond my control what they do."

John S. Nichols, associate professor of communications at Pennsylvania State University, was commenting last week on the trip he had arranged for a group of broadcasters and their representatives and Representative Al Swift (D-Wash.) to Havana two weeks ago to confer with Cuban officials on tensions between U.S. and Cuba, tensions that some broadcasters, and Nichols, say contain the potential for erupting into a radio war between the two countries.

Swift, as a senior member of the House Telecommunications Subcommittee, is in a better position than any of the others who made the trip to influence administration policy. And he was preparing to sit down with officials of the State Department and the Voice of America, which would have jurisdiction over TV Marti, to seek answers to some of the questions raised in discussions with the Cuban officials. His aim is to make sure Congress does not go off "half-cocked" in the decision it finally makes on TV Marti.

U.S. AM broadcasters, particularly in the Southeast, have long complained about Cuban-caused interference. But the immediate cause of the tensions are U.S. plans to build a television equivalent of Radio Marti, which has been beaming Spanish-language programming into Cuba since May 1985. U.S. officials expect the television station, whose transmitter would be housed in a balloon tethered 10,000 feet above Cudjoe Key in Florida, to be ready for testing by late January or early February. The testing will last up to 90 days, and will consist of between three and six hours of programming daily, 30 minutes of it news.

The Cuban officials who met with the Nichols group included a vice president, high-level representatives of the ministries of foreign relations and communications, as well as the president of the Institute of Radio and Television. The Americans were impressed with the importance the Cubans appeared to attach to their visit. If the trip did not happen to coincide with the American invasion of Panama, the Cuban contingent might have been even more high powered. Nichols said President Fidel Cas-

tro had been expected to participate in the talks on Wednesday, Dec. 20, but canceled because of the situation in Panama.

In any event, the Americans appeared to leave Cuba—some on Wednesday night, others a day later—with the definite impression Cuba would jam TV Marti. "There is absolutely no doubt TV Marti will be jammed," said Wayne Vriesman, president of the Clear Channel Broadcast Service and vice president of the Radio Group of Tribune Broadcasting. Contributing to that impression was the fact that the government,



Penn State's John Nichols

on the first night of the visit, on Dec. 19, jammed the transmission of a local station operating on channel 13, the frequency the U.S. plans to use for TV Marti.

The Cuban hosts said the exercise was not intended for the Americans' benefit; it was, they suggested, a coincidence. An announcement on Cuba's Tele Rebelde, in Havana, said the jamming was the first of a series of "large-scale tests" the government had authorized in order to adjust and correct the jamming equipment. "Cuba," the announcement said, has prepared itself to confront this new threat, give an adequate response, and make this wild plan fail."

Beyond jamming, the officials talked of other "options"—as several of them put it—for retaliating against what they said would be a violation of Cuban sovereignty. Interruption of the U.S.-Cuban immigration agreement seemed one option. The inauguration of Radio Marti led Castro to suspend for several years an immigration agreement designed to permit thousands of Cubans to enter the U.S. But while the Cubans did not specify interference with American AM stations, members of the Nichols group—sen-

sitive to the interference American stations as far from Cuba as Minnesota and Utah have suffered from Cuban AM outlets over the years—said that was clearly implied in the Cubans' remarks.

"The clear message was, 'increased interference with U.S. clear channel stations,'" said Vriesman. Terese Colling, a Washington lawyer representing WFLA-TV Tampa, Fla., agreed that was a "clear" implication. Swift came away with the same impression. He noted that the Cubans had made the argument that if the U.S. "can broadcast to our people, we can broadcast to your people." But, Swift noted, "they can't interfere with American TV stations. So they're saying they'd use radio. That's my interpretation: They will jam [interfere with] our stations."

The member of the delegation who appeared most concerned about the likely effect of TV Marti going on the air was Nichols, who has testified in Congress against the establishment of Radio Marti and, now, its proposed television affiliate. "I am troubled by the potential for conflict on the airwaves," he said. "I think we're heading for a clash. That was one of Cuba's purposes in having us [visit]—to argue their side, and demonstrate they have the means to contest this."

And the Cubans talked of transmitters capable of operating with 300 kw and 500 kw, on several clear channels—710 khz, 830 khz, 1040 khz and 1160 khz. (U.S. stations are limited to 50 kw.) But, while the Cubans were open and forthcoming on a number of matters—they conducted the Americans on a tour of Radio Havana and of a satellite farm where uplink and downlink facilities are located—they refused several requests to show their guests the high-powered transmitters. "They are very sensitive about them," Vriesman said. Havana residents told him the transmitters are under armed protection. "They put tremendous importance on those transmitters and their ability to jam American stations," Vriesman said.

The Cubans reportedly denied deliberately interfering with American stations. Colling said the Cubans claimed any interference would have been the result of efforts to "refine their own operations—that interference was not intended." (The FCC last week said conditions on the Cuban-interference front were "relatively quiet"; indeed, the Cubans seemed interested in proper behavior. Arlen Van Dorn, deputy chief of the FCC's Field Operations Bureau, said the commission in the past two weeks had received complaints of Cuban transmissions one khz above 830 khz [WCCO Minneapolis], 1040 khz [WHO Des Moines, Iowa] and 1100 khz [WWWE Cleveland], each of them

a clear channel. Van Dorn said the commission sent Havana a message on the matter, "and they corrected it." However, Nichols said that he tuned in his radio at his home in southern Pennsylvania to WCCO on Wednesday night [Dec. 26], and heard a Cuban station "very clear.")

What now?

Swift said he wants to flesh out the information he had gained from his trip. For instance, he wants to investigate the Cuban claim that TV Marti broadcasts into Cuba would violate international law. (The Cubans maintain that Radio Marti violates international law, and that its operation frees Cuba of its obligation to observe international broadcasting agreements.) He wants to determine if the proposed television signal would be a strong one, considering the Cuban threat to jam it. He is also concerned about the capability of a balloon tethered

10,000 feet above ground to serve as a stable platform for the television station's transmitter—would the signal blow back toward the U.S. and interfere with American stations?

Some of these are questions to be answered by the test to begin in about a month, a test, Swift noted, Congress required. But Swift also plans to talk to State and VOA officials about other matters—among them, the U.S. response to the operation of powerful Cuban stations on American clear channels ("I want to know the U.S. reaction to the Cuban claim those operations are tests; I think [Cuba is] demonstrating a capacity to interfere with stations as far away as Minnesota.") He is also interested in State's view of the Cuban threat to jam TV Marti. Swift noted that Cuba made the same threat before Radio Marti went on the air but has yet to make

good on it, to any appreciable extent; listeners hear only a slight buzz. "Is there reason to believe Cuba is only bluffing?" he asked. Considering the issue Havana has made of TV Marti domestically, he said, "can they afford not to respond?"

"We've gathered information. We'll gather more, so we won't go off half cocked" in making a decision on TV Marti, Swift said. He was not saying the project has "gone off half cocked." But he said it had been conceived "without knowledge of technical considerations," with the result that an "incredible Rube Goldberg" plan had been designed, a balloon tethered 10,000 feet over the Florida Keys. "Any of us with broadcast experience," said Swift, who had had a career in radio and television in his home state before entering Congress in 1979, "know it's difficult technically." —LZ

## GAF stock fraud conviction may lead to FCC action

**Commission may hold hearing to determine if company should be stripped of its license to operate radio station**

The FCC may order a hearing on the fitness of GAF Broadcasting Co. to remain licensee of WNCN(FM) New York in the wake of the conviction last month of the licensee's parent corporation and one of its top executives on federal stock fraud charges.

After two mistrials, a federal district court jury found GAF Corp. and its vice chairman, James T. Sherwin, guilty of illegally attempting to manipulate the price of common stock of Union Carbide Corp. in advance of GAF's planned sale of a large block of the stock in 1986.

If the FCC goes ahead with the hearing and eventually finds that GAF no longer has the requisite character to hold a broadcast license, GAF would no longer be allowed to operate the station. According to station brokers, the classical-formatted FM is worth between \$40 million and \$50 million.

Whether the FCC will hold a hearing will depend on how FCC Chairman Alfred Sikes and the three other sitting commissioners choose to apply the FCC's 1986 character policy statement, which outlines the kinds of "misconduct" that would disqualify a licensee or prospective licensee from holding a broadcast license, but which is open to interpretation by the commissioners.

The policy statement says the FCC will consider as potentially disqualifying "criminal convictions involving false statements or dishonesty" as they could be "relevant to predicting the propensity for an applicant to deal truthfully with the commission."

On the other hand, it says criminal convictions involving "fraudulent conduct are generally not relevant to an applicant's propensity for truthfulness and reliability unless it can be demonstrated that there is a substantial relationship between the criminal conviction and the applicant's proclivity to be truthful or comply with the commission's rules and policies."

Some FCC observers feel the Sikes FCC

is more likely than not to order a hearing, even though it probably has enough discretion not to. And at least one FCC insider agrees: Sikes is "much more enforcement minded" than either of his predecessors, Mark Fowler (1981-87) or Dennis Patrick (1987-89).

The Sikes commission demonstrated just how "enforcement minded" it is last September when it launched a hearing aimed at revoking the license of WKSP(AM) Kingstree, S.C., in light of a drug trafficking conviction of the station's principal, Gregory Knop. At the time, the FCC also "clarified" its policy statement, asserting that convictions for drug trafficking is potentially disqualifying.

In general, the FCC has been reluctant to take away a station's license. Although it stripped RKO General's license for WNAC-TV Boston on character grounds in 1980, a move that cost the company tens of millions of dollars, it stretched and twisted normal FCC rules and procedures over the past several years to allow RKO to sell off its other broadcast stations, albeit at prices substantially below market.

The FCC is under pressure from Capitol Hill to take a hard line on what constitutes disqualifying behavior. Two weeks ago, House Energy and Commerce Committee Chairman John Dingell (D-Mich.), in a letter to Sikes, let him know that he thinks the 1986 policy was far too lenient. In a footnote, Dingell referred to the WNCN case. An aide told BROADCASTING that Dingell felt the policy "represents one of the excesses of the last eight years."

Andy Schwartzman, of the public-interest Media Access Project, said the FCC would leave itself wide open for a court challenge if it chooses not to hold a hearing on a licensee convicted of stock fraud. "The FCC will be risking a very uncomfortable time in court," he said.

The FCC already has a context for moving against GAF. The Listeners' Guild, a New York-based group which has been battling with GAF over the station's format for several years, petitioned the FCC to deny the transfer of control of the station that

would result from a proposed \$1.5-billion leveraged buyout of GAF by the corporation's management led by Chairman Samuel Heyman.

The FCC rejected the Guild's petition and approved the transfer in November 1988, even though Sherwin and GAF were under indictment at the time. In its order, the FCC said that under the 1986 policy statement, it could not consider indictments as potentially disqualifying, only convictions.

The management group subsequently went ahead with the buyout.

Now pending before the full commission is the Guild petition for reconsideration. According to an FCC official, the FCC Mass Media Bureau is aware of the convictions against GAF and Sherwin and it is taking them into account in the drafting its recommendation to the full commission.

"At the very least, it is clear that a hearing is required to determine whether the conviction is disqualifying," said David Rice, the attorney representing the Guild.

Asked if he thought GAF should be stripped of the license, Rice balked. "The ultimate judgment is not for me or the Listeners' Guild to make," he said. "That is the commission's job."

Vic Ferrall, GAF's communications attorney, said the FCC should judge GAF on the basis on its management of the station. WNCN is "an absolutely wonderful station—one of the most distinguished in the country," he said. "I would hope that is what the commission would look to in deciding whether GAF should continue to be the licensee."

Ferrall was not convinced that the case would go to hearing. But if it does, he said, Sherwin's stock fraud conviction should not be deemed to be disqualifying. "I don't think there has ever been a single question raised about Sherwin's credibility or honesty," he said. "I don't think anybody said he has lied about anything."

What's more, Ferrall said, whatever Sherwin did or did not do should not jeopardize the station's license. "He is not, in any way, a part of the operation of WNCN," Ferrall said. —HJ

## Professor Albert Scharf: Dean of the EBU

**EBU faces many changes in new decade with growth of new distribution services and private broadcasters**

For decades, the European Broadcasting Union has served as the central forum for Europe's leading national broadcasters. But the body, long dominated by the region's numerous noncommercial and state-run services, now faces extraordinary change as the 1990's see the continuing growth of new commercial distribution services and the strengthening of minority private broadcasters.

As such, current EBU President Albert Scharf, head of Bavarian Broadcasting in West Germany and an honorary professor of media law, had much to say in this interview with BROADCASTING about the Europe of the 1990's, the role of American entertainment, new groupings of commercial broadcasters, the competition for sports rights and the prospects of an EBU-backed European news channel.

■ The idea of a European identity, much discussed in the debate over pan-European satellite TV services and as Europe prepares to remove numerous trade barriers in 1992, has only limited use for Scharf. "Europe, like any other part of the world, has a certain consistency; by tradition, by history, by the culture of the people living there, by the way of life they have," said Scharf.

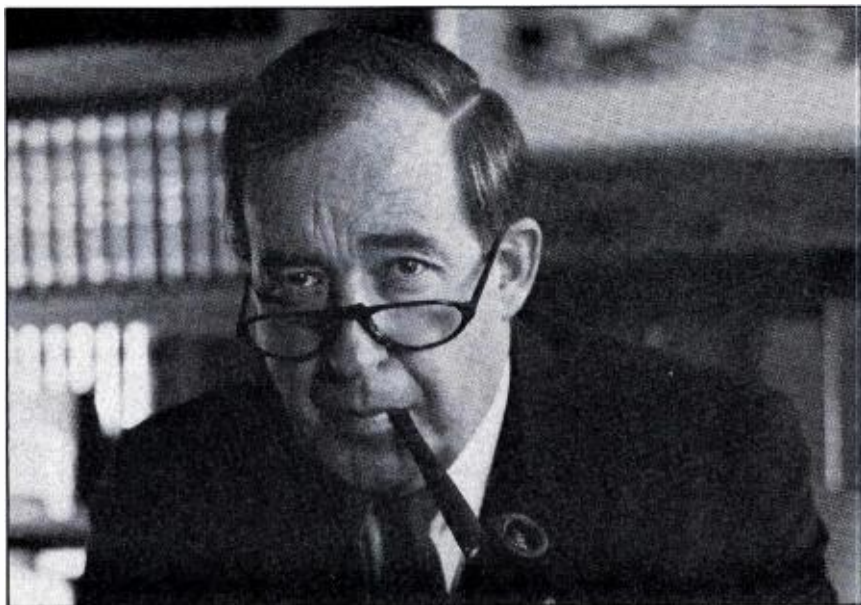
But there are important differences inside Europe, he added, not the least of which is language. "In that Europe I'm speaking of, 17 different languages are spoken. That is a Europe which represents about 120 million TV households, in comparison with the 80 to 85 [million] of the United States. But those 80 to 85 million have one common language."

Scharf maintained, however, that this diversity is reflected in a more colorful media, with television programs reflecting the interests of those national audiences to whom it broadcasts.

The rich variety of European television, he said, "should not prevent us from showing the best of the world, and, of course, the very rich libraries in the United States, where a lot of quality programs are available. Our experience is that international entertainment is very attractive for our audience. There is no country in Europe where I don't see [American] series several times a week on different channels."

But Scharf cautioned that with the numerous new channels now becoming available around Europe, their program appetites should not be fed only by purchased programming, particularly from the U.S.

"It is not as if you could just transfer entertainment from one part of the world to



Scharf in his office at Bavarian Broadcasting in Munich

the other. We have to have a way that Europe can keep up with the increasing need for production. No fewer people are enthusiastic about programs which play next door, around the corner of their own home, with people looking like them, having the same cars and the same clothes," said Scharf.

He added: "We have to take care to produce for our own audiences programs which reflect their hopes, their anxieties, their environment, their way of life. This is what is meant by this term, European identity."

■ If Scharf was strongly supportive of programming produced in Europe, he was less than sanguine about European programming appealing to the entire region, and uncertain, as well, of success for efforts such as a European Community's Eureka program to foster a European audio-visual industry.

"I'm very skeptical about all European programming, especially if we think about normal program patterns including information, entertainment, culture," said Scharf. "Normal, full programs with the normal content and mix will be very difficult to make for an all-European audience."

Where Scharf saw potential for pan-European programming was with thematic channels, such as music, sports and news. He added, however, that the more the channels rely on the spoken word, the more they have to provide multi-language sound tracks. The technical challenge of multi-language tracks is minimal, he added, in comparison with the editorial challenge, particularly in news.

Regarding the EC's Eureka program, Scharf commented: "I certainly cannot deny that there is a need to stir up and stimulate original production in Europe. [And] of course we will participate in any sensible activities. But we wonder whether the best step is to create new structures and bureaucracies."

Scharf argued that the best way to insure European production is "to stabilize and guarantee solid financing of the existing broadcasters in their environment, including all the necessary legislative steps to organize sufficient income, be it through license fees or advertising, not just for public service broadcasting, but all broadcasters. Commercial broadcasters will have to be stimulated much more to original production and not just to distribute bought programs."

■ Program quotas are not the way to limit non-European imports to European television, Scharf cautioned, noting that the EBU has submitted its opinion against quotas to the EC very early in its recent deliberations about opening media borders within Europe.

"We were strongly against [the quotas]. Despite the fact that some of our members might have been in favor because they knew already such a system, such as France, for example, for me and also for the majority of our members, this is an issue of fundamental importance," said Scharf. "This is part of the freedom of broadcasting. We want to make our own choice according to our own professional criteria, which program and where to get it.

Quotas are a kind of political and governmental interference in the freedom of broadcasting. And that is why we resist."

Scharf called the final quota language in the EC's "Television Without Frontiers" media directive "weak." He added: "It is not a real obligation. I would have been happier had it been deleted, but as it stands now, we can live with it."

■ For Scharf, the most important change in European broadcasting over the last decade has been the shift from a monolithic monopoly structure, characterized by a scarcity of frequencies and government demand for public service broadcasting, to a dual system of government and private services, with new channels emerging on cable and satellites and through enhanced terrestrial frequency broadcasting techniques.

But the executive bristled at the suggestion that the EBU is a rich man's club for established government broadcasters. "The EBU was at no time restricted to what we call public service corporations."

Scharf argues that despite the historical predominance of public broadcasters in the EBU, the organization has successfully worked with competitive commercial and private members. Although at the organization's origin, public service corporations dominated the region, one founder member, RTL of Luxembourg, was a private company. Other private companies and commercial broadcasters have long since joined the membership ranks, among them Tele-Monte Carlo, Europe One and the Independent Television companies of Britain.

The key to membership, explained Scharf, is to be "a national broadcaster of national importance.... A union cannot work if you have 2,000 local broadcasters." Also critical is that members be producing broadcasters, since EBU's various program pooling services, ranging from news to sports, rely on a continual supply from its members, added Scharf.

■ The formation of a new European organization, the Association for Commercial Television (ACT), drew a mixed response from Scharf. He pointed out that three of the five founding members of the group—France's TF1, CLT of Luxembourg and Britain's ITV—are also members of the EBU, while a fourth—Sat1 of West Germany—has previously applied for EBU membership. Only the remaining founder—Silvio Berlusconi's Fininvest of Italy—is not an EBU member or applicant, due to its lack of recognition under Italian law as a national network.

Scharf said members of the group told him they had created the body because numerous region-wide considerations of Europe's audio-visual industry left them feeling that commercial interests wanted to have an instrument to represent itself in various European forums.

"It may well be that from time to time they [commercial broadcasters] have specific interests which are not of general importance to EBU or all its members. Perhaps it's even useful to have such a grouping as a professional partner in many talks and strategies."

Prospects of the group pooling resources,

as the EBU does, in program acquisition and distribution is unlikely, Scharf said. ACT members told him, since several of the companies compete with each other as programmers in individual markets of Europe.

■ Programing competition from non-EBU entities is an area of some concern for Scharf, who in recent years has seen escalating sports rights fees and increased competition for sporting events encroach on EBU dominance in this area.

Scharf acknowledged sports rights had already been for several years a field of "very fierce competition," and the trend will continue as rights fees are bid higher. "I would never exclude the possibility that a competitive market, as it is, leads to the fact that in one case we win, in another case, we lose. Maybe we have to concentrate on those events which we regard to be

**"We have to have a way that Europe can keep up with the increasing need for production."**

a must, like the Olympic games."

EBU lost the right to air the Wimbledon tennis tournament recently, Scharf explained, simply because it was not ready to offer what was needed to win the bid. "We knew what would have been necessary to offer to get it. But there the members said, 'Well, Wimbledon, of course, is of great importance. It's the leading tournament with some emotional touch also, but there is a lot of top tennis around the world and, at least sports-wise, of similar quality.'"

He continued: "This was a program strategy, a policy decision. Whether we will continue that way, I don't know. If we decide from time to time it is too costly to pay whatever in comparison with the broadcast value, then we will not take it. This is a quite economical position. I will not exclude, however, cases where we are strongly interested and somebody else pays more. That's the market. This cannot mean that just to save face we will pay any rate."

Scharf argued, however, that factors other than the size of a bid are a consideration to holders of sports rights looking for a broadcast partner for their event. "If you say the buying power of EBU was big, and it is now less big, I would say it's not buying power, it's negotiating power, because it's not only money which we can invest and offer. It starts with experience, with knowhow, with logistics, with [audience] penetration. We can offer 100% coverage in all our countries, which most newcomers will not be able to offer for a long time. This, of course, is of great importance to the organizer for his other commer-

cial interests: advertising, sponsorship, etc. And even if it sounds a bit too theoretical when I say experience, it's getting more and more important. There are a lot of negotiating interests that for the organizers of such events sometimes are of more value than some \$10 million."

■ Looking to EBU's future program plans, Scharf detailed considerations of an EBU-supported European all-news TV channel.

Scharf said he believed many projects for a European version of Cable News Network have been discussed but abandoned, both because of the difficulty of creating a service acceptable Europe-wide and because of its cost. "It's a very costly thing if you have to set up such a service from square one, because you need a very sophisticated and expensive infrastructure. The editing is also difficult and costly because you have to offer [the service] in at least four or six languages."

By contrast, Scharf said, EBU would already have the basis for such an all-news channel through the EBU's already existing internal news pool—Eurovision—which provides three to five daily news feeds to members each day. "There is no event of some importance happening between Iceland and Jordan daily which is not already covered by our members for their own service. So the material is available," he said. "The problem is to organize the output, to bring it together, to edit it, to make a selection which is worthwhile to transmit it to an all-European audience. These are practical, professional, editorial problems. And it's a financial problem, of course."

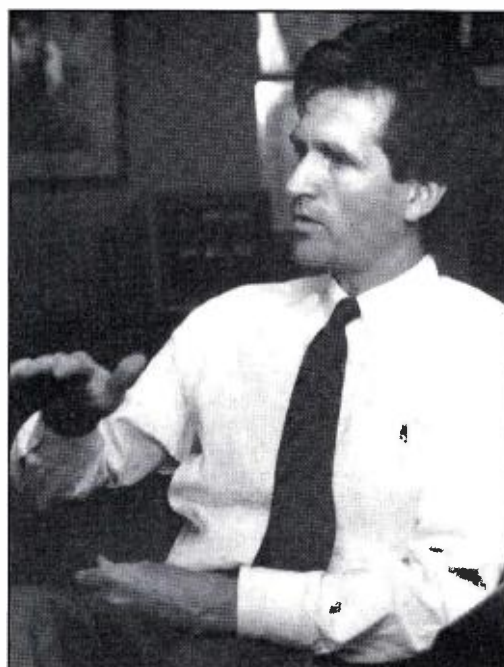
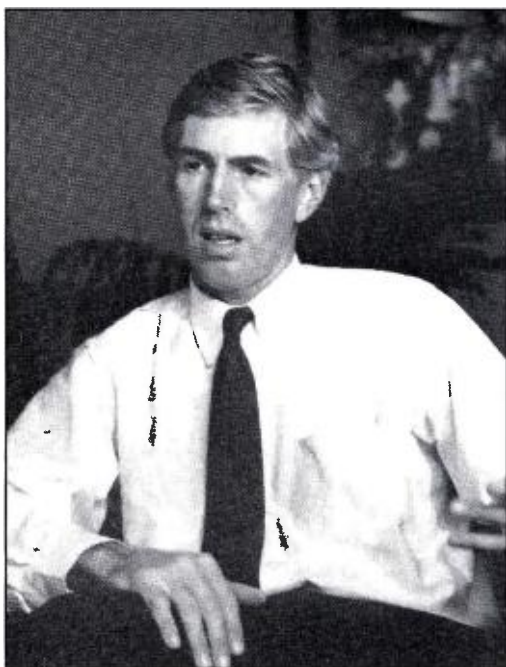
Scharf said the EBU has studies underway regarding a "Euronews" project, although he pointed out that EBU's role would be to help develop a consortium of members to launch such a service, rather than have direct responsibility itself. He added that although it was not "unthinkable" to involve an associate EBU member like CNN in the launch of the service (as EBU did when members joined with Rupert Murdoch's News Corp. to launch the satellite-delivered Eurosport service), it would not be the first approach, particularly given unresolved legal challenges to the Eurosport project.

He said, however, that through its Eurovision news feed, EBU was in daily contact with the U.S. networks, as well as CNN, and that the EBU has had talks with them on the Euronews project about possible cooperation.

Although Scharf did not detail the cost of the potential service, he did outline some aspects of the project. The channel's format, he said, would be complementary to the national news bulletins of EBU members. "The format of editing is different, the editorial priorities are different, the approach is different. It may well be that the national broadcaster in Germany may have a report on a subject from his own correspondent in his news bulletin and the Euronews channel brings the report of a British or a French reporter, so you have an enrichment, a greater variety. It's the same news subject but perhaps with a different view."

—AAG

## Ted's First Lieutenants



*When Robert Wussler left Turner Broadcasting last August, Chairman Ted Turner looked no further than the two other senior executives who man the day-to-day operations at TBS to take on Wussler's responsibilities. Gerald Hogan, 44 (right), president, Turner Entertainment Networks, and Terry McGuirk, 38 (left), president, Turner Cable Sports, are both lifelong Turner executives and have had a major hand in transforming Turner's visions into reality. In this "At Large," Hogan and McGuirk discuss Turner's successful bid for the NBA, relations between the broadcasting and cable industries, the future of WTBS(TV) and plans for a regional sports network.*

**What are the lines of authority in the wake of [Senior Executive Vice President] Bob Wussler's departure to join Comsat? What divisions report to each of you? You [Hogan] are responsible for the two programming networks, WTBS(TV) Atlanta and TNT, correct?**

*Hogan:* Right. And that was in place before. I have the advertising, public relations and research departments. We had split on the entertainment side. Wussler had nonfiction documentary programs, and I've taken that over and essentially absorbed that into the group. And it's coming right along. You hate to lose an executive as talented as Bob Wussler and no one wanted to see Bob leave, but it's a company with a lot of depth and we've been able to march right along.

**And Terry has jurisdiction now over which areas?**

*McGuirk:* The things that I was handling before were basically Turner Cable Network Sales, which is the subsidiary company that we use as a distribution arm for both domestic cable and international—which includes the hotels, broadcasters, cable in the Euro-

pean area where we have a separate feed, and also our Washington relations.

The responsibilities on sports programming, the sports teams—transferred to me. That was the new area that I fulfilled.

**The new areas that you're doing, getting into home video and into publishing and all your international activities, fall under whose jurisdiction?**

*Hogan:* They're split: publishing is in my area. Home video is in Jack Petrik's area. It's not a simple company to understand. There is an executive committee of seven people, and all parts of the company report to that group.

**You mentioned sports rights. I wanted to ask about the costs involved in landing the NBA. There has been an almost near tripling in the rights fee. What kind of fallout is this going to have on the sports advertiser, the cable operator and maybe even, eventually, the cable consumer?**

*McGuirk:* Since we have done the deal, it has changed a little bit;

the inventory has changed slightly within the games. The newest set of projections shows that it has a chance of getting into the neighborhood, of breaking even before the end of this deal. And that's a real plus in buying sports rights today. If you can get to the break-even level, then you've done a helluva job.

As far as affecting the cable operator's wholesale rates, it will not. And as far as affecting consumer rates, it will not, from our standpoint.

**Hogan:** From a historical perspective, the same kinds of things were said when we took the NBA package away from USA and ESPN. I think the rights went up four times and many other people said: "You'll never make any money from this." And even our own numbers showed that, at best, it would break even. But in that first contract we did make money. Then we signed a new contract, doubled [the rights fee] again and others said we paid too much—and again we made a little money on it.

This time around, as Terry said, our projections look like there is a reasonable chance that we'll break even. And four years is a long time. We've done it in the past, in two-year cycles, which doesn't give you a lot of time to change your plans.

**Did you mean break even on the whole four years or break even by year four?**

**McGuirk:** I was talking about a break even on the whole plan. We're within shouting distance of it; within a couple of percentage points.

**Hogan:** It is a strategic program that we felt was critical for the development of the networks and one which we were... "pleased" may be too strong a word, but we felt was one we weren't going to pass up.

**Have you talked to the sports advertisers yet?**

**Hogan:** No, we have not. In fact, we have a moratorium currently on talking to sports advertisers until we sort through what the marketplace is going to be. Sports advertisers have asked to talk to us about it because there are incumbent positions that they want to protect. But we put a moratorium on those talks until the first of the year.

**In the big picture, you've got NBC and CBS with big basketball and baseball deals, with lots of money that they've got to get back on them. You have the Olympics deal. A lot of sports deals have come down the last 12 months and people are going to be going to the advertisers wanting more money. Is there a glut and can you get the prices you need?**

**Hogan:** I don't think there is going to be a glut of premium product. I think that one advantage we do have is, given the size of our package and the size of the advertising package that we've offered in the past, it may be one of the few places left where an advertiser can get exclusive franchises on a major sport. Whether or not, as we've seen with beer advertisers (that's pretty much gone by the boards in network television), remains to be seen. But I think that an exclusive position can still be obtained in the NBA basketball package on TNT. That in itself has significant value.

**You're talking about an exclusive car or exclusive dealer?**

**Hogan:** We have marketed that way in the past. Actually, with the automobiles, there is an import and a domestic. But those kind of things, as rates go up, are tougher and tougher to hold on to. Time will tell, but we've forged a lot of good relationships. We have a lot of added value to the NBA package, it's not just "buy a 60-second spot and we send people a bill."

We have lots of cross-promotion opportunities, marketing opportunities and things that have extended the value of packages and cemented the relationships with those advertisers. Our renewal rate is virtually 100%, or has been over the last five years.

**McGuirk:** I might add that the burden on restructuring or going to the advertising community will not necessarily be on us. NBC has taken a bigger slug of the NBA package, a \$600 million deal, and they will probably be going out and setting a certain marketplace standard in CPM's and in how the sports advertisers look at it.

**Hogan:** We think—and we've said it and the commissioner has said

it—that CBS had underpriced the NBA. The NBA on TNT was one of the few cable products that had parity or occasionally got a higher cost per thousand than a broadcast network. It was tough for us to push CBS out when CBS was selling at a level equal to or lower than us. But it's an underpriced product. NBC has said that and recognized that, and the commissioner has been preaching that for years. And if you compare the major sports out there, there is plenty of room for growth.

Terry's right; NBC will, as is normal, probably come out first.

**Is that one of the reasons for your moratorium? To let NBC get in there first?**

**Hogan:** Certainly that's part of it. The deal, in fact, has not even been given to the sales people because the number of units have changed.

**Overall, are you shocked by the price of sports fees? The general press has picked up on this now, but across the board—baseball, basketball, the NCAA—everything is going up. Are you surprised?**

**McGuirk:** I think we're on record as saying that we're not shocked. It's a supply and demand business. We're on both sides of the fence. We're sports owners and we're superstation distributors of sports products, and we're league license holders. And so we follow it very closely and know where it's going. There is a scarcity of product and there are an awful lot of important customers chasing it, and it means an awful lot to the health of these burgeoning networks. It's something that we decided early, that the NBA was very important to the future of our company.

**Can you give us some loss projections on TNT this year and if the numbers have changed at all with the addition of the NBA?**

**Hogan:** We are not in a position to give you any hard numbers, but TNT prior to the acquisition of the latest NBA contract was tracking at a rate much better than we had expected when we launched it. By that, I mean that subscriber revenue is way beyond our expectations and ad revenue is way beyond our expectations, and costs have remained essentially where we projected them. So it looked very good. That upside gave us a lot more confidence when we negotiated this most recent NBA deal. We don't do future projections, but it continues to look like it has the potential to meet our original expectations.

**What was the original expectation for this year?**

**Hogan:** I think all we announced was that we expected it to break even before the end of the third year.

**McGuirk:** We had slugged in numbers for the NBA which were fairly accurate to where we ended up, or not too far off, so the NBA hasn't changed Gerry's overall TNT projections too much. But the overall success of TNT, I think, has strengthened the company's aggressiveness in going out and doing some new programming, spending a little bit more to bring the quality up to the standard that seems to be accepted and expected of this new network.

**Hogan:** We had not bought any outside film product, even a year ago. We've gone out aggressively and still remain aggressive in acquiring films, whether it's Columbia, MCA, Paramount and a number of other libraries that we've gotten use of on a license basis.

**Your current rate card ends at 25 cents for 1991, the end of year three, which is where you're talking about breaking even. Can you give us an idea of whether a nickel increase per year will be the bottom line?**

**McGuirk:** It's still under discussion. I think almost surely there will be increases over the 25 cents. And within the next few months we will probably bring to the industry a plan of where it goes over the next few years. I don't think it would be appropriate to announce it in the press before we discussed it in private with the affiliates. But they are still behind an aggressive fee structure in order to meet the quality demands that they originally put on us when they allowed the network to have it.

**So it could be in the same ballpark?**

**McGuirk:** I don't think it will be more than the nickel a year we're

currently tracking. Where it will be exactly is still hard to tell.

**What is your reaction to TCI's plans about tiering? That would seem to have broad implications on the rates you charge operators and the advertising rates you get. TNT is trying to gain every home it can, and some people may feel that if they put things up on tiers, you could lose a certain percentage of your subscribers. Given that TCI is on the board, how do you react to that?**

*McGuirk:* The TCI plan is by no means unanimous in the cable industry right now. We have spent a lot of time finding out what other operators think, and many of them do not see that as a given, that tiering is the place. And right now we're not even sure what the TCI plan is. We received a notice from them, but we have not really concluded any agreements that set any long-term structures that will be less than full penetration for all our services.

I recognize that the cable industry and TCI have a problem. We have certain networks like CNN that are mature and the fee structure will probably not grow any faster than inflation, while others like TNT are gobbling up much larger increases because of the growth in quality and what's expected of them. So they may need to be treated differently in how they're marketed over the next five or 10 years. But I think to put a large blueprint over our business and the cable industry business on the TCI announcement is very premature.

**Let's follow up by saying that Washington may do it for you. If rate reregulation comes back in some form, what kind of impact will it have on you as a programmer? The natural reaction of operators will be to do some kind of tiering.**

*McGuirk:* Certainly we're not going to be able to seek any greater payments than the operators are able to harvest from the subscribers themselves, so we're dealing with the same problem. And with them being on our board and our operations being so close, we will be very in tune. We will work directly with what the cable operators can supply us.

**Do you presume there will be a change of rules in Washington, that it is inevitable?**

*McGuirk:* From our standpoint, we don't accept any inevitability to it. I think all the things that the cable operators are doing are the correct moves. We're investing in *CNN Newsroom*, and cable is doing some things that have not gotten the notoriety they should be getting on the positive side. But if there is reregulation of some sort, we're pretty confident that we will be able to be very flexible and move with it.

**While we're on the regulatory issues, I want to ask about channel repositioning. I'm told the NCTA board is split on this. The programmers think it's a big deal, but a lot of operators aren't that sure. How important is it to TBS?**

*McGuirk:* It is a big issue. Gerry knows from his research department that where WTBS is on lower channels on cable systems, that's where it has the highest ratings and is the most successful.

*Hogan:* Where a service is placed has a significant impact on the programmer. It may be mitigated to some degree because we have the ability to cross-promote on four channels, so we can talk to viewers more regularly about what's coming on our services. But visibility is tough to capture in a 40- or 50-channel environment, so it is critical to be in an attractive position. Channel 58 is probably not as desirable as a lower number, and we do work hard to find out the best positions and capture them for us, and we do all we can to allow the cable operator to retain that capability.

**By a factor of how much is it less desirable?**

*Hogan:* It's really tough to put a number on it. But when we were looking at some audience declines, we tried to lay out what the reasons for it were, and the channel capacity issue represented about 15%-17% of the ratings loss in that particular situation, which is significant.

**So does this make you sympathetic to the broadcaster position?**

*Hogan:* I am not sympathetic to the broadcaster in the sense that from what I understand the broadcasters want more than their fair share. The broadcaster that's on channel 52 over the air, a UHF channel, doesn't want to be on channel 52 on the cable; he wants to

be somewhere else. We don't start out with a channel number. In other words, he's identified in some percentage—50% or 60%—of the homes in his service area by his channel number when he's on cable. I think the operator should have the right to select the channel and I think the operators have been prudent in the way they've done it to a large degree. And I think it's the Association of Independent Television Stations that seems to be crying a lot on this issue and is trying to jump from one side to the other.

**Wouldn't rate regulation be catastrophic? If the cable operators wound up de-tiering because of rate regulation and put all the broadcast stations down on a lower tier and had to move the cable channels up in the 20's and 30's, you wouldn't have that adjacency benefit you now have, assuming you'd be right next to the local broadcasters. With the potential advertising shortfall, wouldn't such a move be just as bad as losing on the channel positioning issue now?**

*Hogan:* I don't know the structure; I don't think TCI has talked about the structure of that kind of tiering, so it's hard to comment. Obviously, if all the broadcast channels were consolidated in sequential consecutive channel numbers, that would have a negative impact on basic cable networks, yes.

*McGuirk:* But they're talking about putting CNN within the lifeline level of service. And that would give us a terrific ability to cross promote from that service to our other services. But it's all supposition; there's really no telling how it will all come out. We look at all kinds of different battle plans.

**Let's ask a broad TBS question. If you're moving the NBA over and reducing the number of Hawks games on WTBS, and you're going to launch a regional sports network next year, presumably with some Braves games, what is the long-term future of the superstation? What does it look like two years from now, four years from now?**

*Hogan:* To begin with, it remains the number-one rated basic cable service, the most popular. And while other basic cable channels have increased their popularity, the gap between number one and number two remains essentially the same.

And to a large degree, it is not sports-driven. Even without the NBA on TBS this fall, we set new highs and new ratings records for the superstation. The core of the superstation remains its combination of programing in which no one type dominates, whether it's films in prime time or the documentaries in prime time or the early evening situation comedies or sports. They have all worked together.

Nobody wants to give up a premiere sports product like the NBA, but we felt it was the right move and it has not damaged WTBS in any way. It's interesting to look at the station's ratings since the first of November: they've skyrocketed. What it has allowed us to do is to tap more fully into our film library. The superstation has almost 7,000 films that it can access in any one day to program itself. And with the amount of sports programing we had, there was a lot of unused product. For example, just this week the superstation ran "The Greatest Movies Ever Made," which we have been able to promote throughout the dayparts much more effectively than when they are interrupted by basketball. On balance, I don't think we have suffered.

**Given that and given that sports is no longer critical or even that important, when do we take it off the air?**

*Hogan:* I don't want to say it's not critical. It is a critical part of the mix, one of the elements that we would like to have.

*McGuirk:* I'll just add a comment on the case of WTBS. It's an area where Gerry and I have probably spent more time thinking, considering and strategizing than almost any other element in the entire Turner Broadcasting System. I think I can safely say we have probably identified practically every possible scenario that can occur within the regulatory framework to WTBS. We think we have adequate and potentially more successful battle plans in store for WTBS.

There is some potential that WTBS could be a cable channel, and by the way, Gerry's group has purchased programing over the past few years in a national, nonexclusive way through the FCC docket that allowed syndex.

So we have a transition plan that doesn't necessarily include

some of the superstation's sports that we currently have—namely basketball and baseball. But we expect to buy around that in the future, and when this transition takes place, we're ready for it, but in the meantime, WTBS remains highly profitable.

**You're losing a revenue stream by keeping it a broadcast station. What's keeping it a broadcast station? Just the ability to air the Braves and the Hawks?**

**McGuirk:** It's the ability to buy programing within the syndication marketplace. That is, it buys programs as a broadcast station, which is highly beneficial, and we can buy things that other cable channels necessarily can't buy. And, in addition, we can buy national nonexclusive rights.

**But if you converted tomorrow, you would still have 50 million homes, and the operators could sell local avails, which would be the upside for them. You would still be able to go to the syndicator and deliver 50 million homes. What would you do with the antenna in Atlanta?**

**McGuirk:** The only problem would be it would run afoul of the sports programing that's carried on the superstation. And that would be the only tangible loss of programing in a switchover. Remember, all the programing that Gerry's group buys is bought under license to a television station, not a cable channel.

**So the numbers would change in the deals?**

**McGuirk:** Yes. There's a strong possibility that the deals would be redone and maybe some of them could even be duplicated in a cable environment, as opposed to a broadcast environment.

**Have you considered launching another superstation?**

**McGuirk:** I don't think starting news superstations is really in the cards for the cable industry. Copyright laws already are arcane enough. Most cable operators would just as soon be rid of them, although they do provide great service to the industry in the way of subscriber benefit. So I don't really see new superstations in the cards.

**Overall, is the reimposition of the syndex rule positive for TBS?**

**Hogan:** It's definitely positive, I don't think there's any question. Maybe the most important benefit will be the reduction of competition. Our research shows that we compete in a huge marketplace. Independents and other superstations are the biggest competitors to our superstation, except for the three broadcast networks. So any reduction in the amount of programing offered by independents on the cable system, we think, is going to be beneficial. Blackouts or dropping should, in the end, benefit us on an audience basis.

KHJ-TV Los Angeles is going to an all-news format, and their competitors can get about a point and a half in ratings because they were turned loose. And I think that's what's going to happen with syndex. A lot of popular programing will be terminated, like *The Cosby Show*, *Cheers* and *M\*A\*S\*H*, that have some exclusivity, and that will turn those viewers loose to search for alternatives. And I think we're well positioned.

**The worst-case scenario of the conflict between broadcasters and the cable operators is the possibility of a complete rupture in which broadcasters would deny their signal to cable and cable would have to go it alone. Do you think the cable medium is ready for that? Can it accept that kind of charge and pull ahead?**

**Hogan:** I think the growth of cable has been driven to a large extent by cable services. With a few exceptions—broadcast networks don't have carriage problems or signal problems in most cases. So it would be an interesting problem, and I'm stating it as a personal opinion, but I think that in that dire circumstance where the relationship did break down and where broadcasters refuse cable the right, I think cable could go it alone. But that's a personal opinion.

**McGuirk:** It's great to theorize, but the Congress of the United States is just not going to let communications policy fall into that crack and have two warring industries start denying the American public very important programing. I can't see it happening. Do you?

**We see it as a possibility, as a direct outgrowth of what the broad-**

**casters appear to want, or say they want. But we wonder whether a TNT or a USA or an ESPN could step in and fill the gap that the ABC's and CBS's and NBC's would be creating?**

**Hogan:** Ultimately, the viewers will decide that when they decide what comes into their homes. There's going to be a burgeoning market in some kind of A/B switch that allows the viewer to end up exactly where he was, and the broadcaster would be available and the cable services would be available. I can't imagine that that wouldn't occur because it's a natural. It's such an antiviewer, anticonsumer strategy, that I agree with Terry. I doubt it would happen. But should it happen, there would be someone to fill the gap and recreate exactly what the consumer had.

**What do you think the more likely outcome will be?**

**Hogan:** The likely outcome is some form of compromise.

**Part of the problem is the hard line being taken on channel positioning, which is the thing that's killing, or has killed, compromise over the last six months.**

**McGuirk:** Let's get it straight as to what position we are taking. I



have no problem with broadcasters being on channel, which is what they want.

**Wait a minute, they want low channels.**

**Hogan:** Some of them do and some don't. The INTV struck out on that course and even its own members are not quite sure what they want.

**McGuirk:** The broadcasters want preferential First Amendment treatment over cable channels. That's a bold request, and if they get it, more power to them, and I think we have to commend them.

**Hogan:** There is no reason why a broadcaster should get preferential treatment over any other form of programing.

**But that's my point. It's that hard line you're taking.**

**Hogan:** Talk about a hard line—that's a reasonable line. We're denying preferential treatment, but we're not denying fair treatment. I think the hard line has been taken by INTV.

**They think they deserve preferential treatment because they have public interest responsibilities.**

**Hogan:** I would match our company's public interest responsibilities against any independent programmer in America, without qualification. I don't believe that argument is true. Independents are not known for their public interest pursuits.

**McGuirk:** I think it is two industries looking out for their own self-interest, and that's what Congress is occasionally there for, to help adjudicate these things.

**Does pay TV, and by that we mean cable, create a greater or lesser opportunity for the creative community than so-called free TV?**

**McGuirk:** You almost have to take issue with the question—free and pay. I don't necessarily agree with the terms.

**Well, we consider that over 50% of the country is now pay in the sense that 56% is penetrated by cable. And they pay for something, whether it's basic or the more specific pay services.**

**McGuirk:** Instead of receiving a certain number of over-the-air channels, people voluntarily subscribe to something because it's better programming and it has the connotation of denying somebody something if they don't pay.

**Think of it as a nonpejorative question. A major Hollywood producer we talked to had a great reluctance to deal with cable, and we raised the point that this is a much larger universe.**

**Hogan:** Well, I don't believe there is any question that cable has been positive for the programming industry. Whether it's positive to the established order or not is debatable, but it has created numerous new job opportunities. CNN, MTV and Nickelodeon have opened opportunities for people to create new programming, and I think that the sheer number of hours and the quality answer that question.

Whether it's benefited the traditional suppliers of programming or not is hard to say. But speaking for ourselves, we have enjoyed great relationships with all the major studios and we continue to do business with them all, and in fact, have created a new marketplace for them.

What that does for the overall quality, I don't know. But there are many people, including our boss, who feel that the quality of network television has gone down and continues to drop. The diversity and quality has come from the cable side. And there is strong evidence that the growth of cable is going to be very positive for the programmers, and ultimately the consumers.

**McGuirk:** What about the TNT projects that were being turned down by networks and came to us?

**Hogan:** We have a great track record in putting on projects that broadcast networks wouldn't do, whether they're too controversial or too tough in subject matter.

We have also established a good reputation for allowing producers to make the programs they want to make without the kind of interference that is often associated with working with the broadcast networks. And there are a number of people who produce for us—Chuck Heston probably being the most visible and articulate one—who has said publicly a number of times what a pleasure it is to be able to make the product that he envisioned when he created it, as opposed to delivering one that is essentially shaped by network executives. And we have stood behind that policy of allowing him to make those shows in the way he thinks they should be made.

**Have you accelerated original program production at TNT?**

**Hogan:** We did accelerate it. We have proposed to have one major event each month for '89, but beginning in October of '89 we will have two. We doubled it a little earlier than we had planned.

Essentially, we're tracking out to 1990 so that we have two major events each month. The addition of the NBA package puts us that much further ahead of where we thought we'd be.

**Where do plans stand on the regional sports network?**

**McGuirk:** It is still planned, but not announced formally. What we are attempting to do is draw a broad array of cable operators. We'd like to announce it with a lot of homes involved and with very broad support.

We probably have far more cable homes committed and far more MSO's involved in our field today than did most of the sports networks that have been launched. But I'd say that we'd like to take a little bit more time and get everybody in.

**You mean more than the TCI, ATC and Comcast that have been announced or discussed so far?**

**McGuirk:** There are actually a few more than that, and there are a few more smaller companies that are absolutely committed to being involved.

**As equity players?**

**McGuirk:** As equity players. And some of them are not so small.

**You've got Prime in Atlanta.**

**McGuirk:** Yes. Prime in Atlanta is a very important player. But I don't think I should announce anyone as an equity player because it might affect them in some fashion that we hadn't planned on.

**When do you expect to have this together?**

**McGuirk:** We're talking days and weeks. We're at the point now where we need to move forward and get this thing announced if we're going to start up in April. We'd like to start it up for baseball season and put 37 games on it this season.

**With the remainder on TBS?**

**McGuirk:** TBS is scheduled to carry 110 games this year.

**What happens in year two, three, four? Do you continue to move Atlanta Braves games over?**

**McGuirk:** Well, we discussed WTBS before, and I think the inverse of some of the superstation plans fall into the regional network. There isn't any formal plan, but they're there in broad strategic ways to complement each other.

**Once you have all the Braves and Hawks games over there and the NBA is already on TNT, you would be free to convert TBS to a basic service.**

**McGuirk:** I don't think you'll see that. I don't think that would be a cause and effect. I think there would be a stronger reason to convert, then the rest of the games would fall into the regional sports area, but we're not taking an aggressive stance on moving more games over.

**Will the ballpark rate card be what we've seen in other basic regional startup networks—50 cents?**

**McGuirk:** Much cheaper. I think that's also an announcement that needs to have the equity players' involvement.

**Considering operators and their budgets, how are you going to go out into the marketplace in April at, say, 25 cents, and expect people to carry it?**

**McGuirk:** Obviously, many of them have already considered the kinds of rates that they should and think they should be paying. So it's not prudent to announce the rate card yet, but I think it'll be decidedly cheaper than the numbers you threw out.

**Does going to a regional network solidify the ownership of the Hawks and Braves by Turner?**

**McGuirk:** The Braves and the Hawks are an asset to be owned. They've just given us the luxury and the leeway to sit on both sides of the negotiating table when it comes time for league contracts, and to understand what the commissioner and the owners are bargaining for—what they're looking for. It's given us a great insight into the sports business.

And we like that, and besides, the assets have grown tenfold and more in the 10 years we've owned them, and so it's been a terrific experience for us.

**But you wouldn't need them for superstation programming if things evolved to the point where the majority of the games were on the regional network.**

**McGuirk:** That's correct.

**However, you could control the costs of that network because you own the teams and you wouldn't have to go into bidding wars like you may or may not have to in Charlotte with the Hornets or the ACC or any other programming you would get for the regional network, so why not keep it?**

**McGuirk:** That's the theory.

**So the sports team will remain a part of Turner?**

**McGuirk:** There has been no discussion at the board level about selling any assets.

**We don't quite see how you're going to adequately distinguish between TBS and TNT. Can you address that?**

**McGuirk:** We actually have a fairly easy way of describing it. WTBS buys its programming, as we discussed, out of the syndication

marketplace. It buys programing really in a different place than TNT does.

TNT uses programing out of the MGM library predominantly, creates its own programing and buys dedicated programing, children's programing like the Muppets and sporting events. We look at sports events that would get the cover of *Sports Illustrated* as TNT events. Other kinds of maybe more popular events that are maybe more profitable even, would go to WTBS. So they do have pretty distinct programing personalities from where you get the programing.

**Has TNT cannibalized the viewership, the ratings from WTBS? Or have you just moved eyeballs from one Turner network to another?**

*McGuirk:* You just have to look at the rating book to see that WTBS the last few months has been doing a 1.8, 1.7 rating. And it's back to some terrific levels for us, and at the same time, TNT is at the 0.9 rating level, so it's taking a lot of new viewing out of the marketplace.

**Will you ever reach the day when you will allow cable operators to switch the channel position on TBS with TNT?**

*McGuirk:* Well, our contracts don't necessarily dictate to the cable operator where he can put our services.

**But once TNT's costs are higher than TBS's, and maybe they already are, when you're selling local avails and you're trying to make that the premiere network, why not have it in a better position and say: "Okay, we're going to put the emphasis on TNT now and we want to move it down to channel 12 among all the other broadcast stations"?**

*McGuirk:* It's really up to the cable operators to make those decisions. But most cable systems are ordered in a historical way. The services that were on the earliest seemed to have the lowest channel positions, and TNT which is the newest service in the industry, with broad penetration, really has probably the highest channel numbers on a cross industry basis of any service.

**Aside from the other superstations, what are the competitive threats out there? How many cable networks can the American people stand if the cable operators think there are too many?**

*McGuirk:* Well, I don't think the national advertising community can stand any more. You really don't need to do a national

advertising buy in cable. You don't need to buy as deep as all of the top rated penetrated services that exist today. So if you buy four or five services deep in the cable industry, as an advertiser you've probably done a helluva job in covering the marketplace from the demographic or home standpoint. And for a new service to come in and universally penetrate the industry or penetrate it enough to attract advertising, be available when buys come up and and price CPM's below or at marketplace levels. I mean, there is a huge hurdle there. It doesn't look promising.

**Are you going to undergo another period like the '82-'83 shakeout, or is there support for everything out there?**

*McGuirk:* I think the industry from a programing standpoint is on pretty solid ground. I don't see any shakeouts coming among established services.

**There seems to be increasing polarization in the cable industry with Time Warner on one side, and TCI—through its Showtime deal—lining up with Viacom on the other side. If there is increasing warfare between those two companies, how does it play out on the Turner board, and how do you react to being essentially in the middle?**

*McGuirk:* We take it as an advantage. Remember the size of the investment these guys have in our company. TCI and its affiliate companies originally had an investment of \$280 million in our company. Time Inc. invested \$180 million, and Warner's investment has been added to that. Those investments have grown several fold since then. And there is a sizable number of dollars invested in the company, and their first allegiance is to the strategy that moves Turner Broadcasting. That's the way they have to legally take the responsibility when they sit on the board. We try and keep them focused on that when they sit on the board.

**Does it bother you to see comments from high-level Time Warner executives saying: "We just talked to Ted and he's ready to retire tomorrow or the next year or two." How do you react to that?**

*Hogan:* We don't react to it because we talk to Ted almost every day, and we probably know his state of mind at any particular time as well as anyone else, aside from his family. And he has given us complete assurance that he likes what we're doing, he's good at what he's doing, and we know where he's going with it.

## Sports league heads talk TV on ESPN

**Vincent, Tagliabue and Stern say market will decide cable/over-air mix; NFL may add PPV option in 1990's**

ESPN scored a coup last week when it telecast the first-time meeting at one public table of the current heads of the National Football League, Major League Baseball, National Basketball Association and National Hockey League, "an informal discussion," said host Bob Ley, of subjects including salaries, drug testing, league expansion and television.

But the commissioners themselves used the half-hour *Sports in the '90s* Dec. 26, 1989, to score their own points, as MLB Commissioner Fay Vincent suggested that broadcasters themselves, not the teams, opt to limit baseball on over-the-air TV, and NFL Commissioner John Tagliabue declared that regular season games could appear on pay-per-view cable as an added option by the mid- to late 1990's.

Just days before his director of broadcasting, Bryan Burns, was scheduled to appear before the Association of Independent Television Stations (INTV) convention in Los Angeles (see "Top of the Week"), Vincent addressed migration directly, suggesting that, in part, over-the-air baseball schedules

are at their maximum in most markets, not because teams limit the number of games available, but because the broadcasters themselves opt to schedule other entertainment programing.

Referring to "the debate over free televi-

sion"—the subject of a Senate Antitrust Subcommittee hearing at which he had testified last fall (BROADCASTING, Nov. 20)—Vincent said, "People have to bear in mind, including some of our friends in Washington, that the owners of the net-



Good sports (l-r): Tagliabue and Vincent (seated); standing—Stern, host Bob Ley and Ziegler

works have a major say in what goes on the networks, as does the American-Canadian public, and they vote with their ratings. Our sports would have a very difficult time on some of the nights of the week running against some of the very strong competition that the networks provide.

"My view," he said, "is that the market will ultimately allocate all of this [the numbers of games on over-the-air and cable TV], and it will do it by ratings."

(Asked to respond to INTV's request that ESPN drop Wednesday night exclusivity from its 1990-93 MLB rights deal—a request reiterated last month in BROADCASTING by incoming INTV President Jim Hedlund ["Monday Memo," Dec. 25]—an ESPN spokesman said the network continues to consider its contract in the public interest as it stands.)

Tagliabue may have surprised some viewers, including those on Capitol Hill, when he confirmed that his office is looking at the possibility of pay-per-view. Noting that, unlike the NHL, NBA or MLB, the NFL plays the majority of its games concurrently on the same day of the week, Tagliabue intimated that what are now regionalized feeds of games could be made national, selectively through addressable

subscription.

Apparently ruling out the possibility, however, that pay per view would be part of the newest NFL rights agreements expected in February or March, he said, "I don't think it's going to be within three to five years, but within this decade, we might have some of what you're calling addressable cable, where the fan would have an additional option in a market."

"I could see a situation in New York," he said, "where you might have a [New York] Jets game and a [New York] Giants game, and also you might be able to see the [Oakland] Raiders against Denver [Broncos] on addressable cable—if the public wants that. It will be a question of what the public is interested in paying, as against other entertainment alternatives."

Sitting in the more comfortable position of having already tripled his league's television revenues this past fall, through contracts with NBC and Turner Network Television that have not faced allegations similar to those leveled at the MLB, NBA Commissioner David Stern said that national pay per view is not in the league's plans. Individual teams, however, he said, in the NBA (the Portland Trailblazers), MLB (San Diego Padres) and NHL (Buffalo Sa-

bres) have their own pay-per-view agreements, each limited to its home market. Those arrangements represent, he said, "a local phenomenon that I don't see spreading in the short term."

*Sports in the '90s* host Bob Ley devoted much of the program to player salaries, a subject not unrelated to rising television rights figures. Agreeing that the NBA's commitment to pay players 53% of league revenue is a "model" that the NFL and MLB are looking at, Tagliabue and Vincent appeared to differ on whether a ceiling would eventually be hit. With a strip of 10 NFL season tickets approaching \$400, said Tagliabue, "the fans will draw the line at some point."

Vincent, on the other hand, responded: "I come from the movie business, and people used to ask me, 'How can you make money paying Dustin Hoffman and others six or seven million dollars a movie?' Obviously, people are still doing it, and some of the movies are making money. We're part of the entertainment business."

Apparently siding with Vincent, Stern added: "Nobody complains when a rock star goes on tour and makes millions of dollars."

—PDL

## Satellite Footprints

**Launching the new news year.** Television broadcasters may look forward to another source of news photographs of virtually any spot on the planet, shot from 500 miles in space. Arianespace will begin 1990 by launching a commercial French satellite, Spot 2, a high resolution optical observation satellite, which succeeds Spot 1, provider in the past of computer-enhanced pictures of Soviet nuclear test sites and of the damaged nuclear power plant at Chernobyl in the Soviet Union (BROADCASTING, Aug. 11, 1986). Designed to operate for two years, Spot 2 is scheduled to lift off from Kourou, French Guiana, on the evening of Jan. 10, in the company of six miniature spacecraft aboard an Ariane 40 rocket.

If successful, the launch of Spot 2 will bring to 33 the number of launches for Arianespace since 1981, said the Paris-based company. As of last August, when an Ariane 44 rocket carried Intelsat VI(F2) into orbit, Arianespace had launched 23 satellites in 22 months. In addition to 13 other European satellites remaining on the Ariane manifest—the greatest number of launches for any region—Arianespace has been contracted to carry into orbit eight birds for Intelsat and Inmarsat, a combined five spacecraft for Japan, Canada and India and five satellites for U.S. companies, including Hughes Communications (Galaxy VI and SBS-6), GE Americom (Satcom C-1) and GTE Spacenet (GStar IV).

□

**Temporary shelter.** When the Public Broadcasting Service picked AT&T to provide next-generation satellite capacity for the distribution of PBS programming, it knew there was a fundamental problem in timing. The Westar IV satellite now carrying PBS's National Program Service is expected to run out of station-keeping fuel in early 1992—more than a year before AT&T launches Telstar 401, scheduled to become operational by April 1993. To make the deal a go, AT&T committed to obtain interim capacity from GTE Spacenet, which last week revealed the specifics: PBS will use five C-band transponders aboard GTE Spacenet I and/or Spacenet III.

□

**NPRball.** National Public Radio expects to expand its programming through the next decade; but in the meantime, it continues to make the best of reselling its excess satellite capacity, a revenue stream from commercial services handled by NPR Satellite Services, which last week announced its latest customer—Host

Communications distributor of college basketball on radio for the universities of Kentucky, Tennessee, Pittsburgh and Notre Dame. The agreement, which includes the use of GE Americom's Satcom F1R and Hughes Communications' Westar IV and Galaxy II, follows up the first partnership between NPR and Host to distribute the 1989 football seasons of those same schools. Later this winter, Host will use NPR capacity to carry the Southeast Conference basketball tournament and secondary network distribution of the NCAA Basketball Tournament and Final Four games.

Indeed, in addition to providing transmission facilities and capacity for dozens of state, regional and religious radio networks, NPR Satellite Services has carved out a niche among sports broadcasters including the Anheuser Busch "Bud Sports" Network distribution of Florida State University football and Alabama Radio Network for distribution of Auburn University football. Senior Baseball from Orlando, Fla., is distributed by NPR, which is also providing backhaul feeds for Clemson basketball this season.

□

**Piracy focal point.** General Instrument Corp.'s Videocipher Division, manufacturer of the industry standard Videocipher II video encryption system, has gotten itself out of the criminal investigation business, having last month turned over all its "extensive" files on signal theft to the Satellite Broadcasting and Communications Association in Alexandria, Va. The SBCA's Anti-Piracy Task Force (APTF), headed by former Federal Bureau of Investigation special agent Dep Kirkland, is now totally responsible, said General Instrument, for investigating signal theft activities, including the unauthorized modification of Videocipher II descramblers and the sale or use of modified VC-II's.

"The APTF was formed to centralize the TVRO [television receive-only, home satellite] industry's effort to combat signal theft and now is fully staffed and ready to become the focal point of theft of service issues," said Kenneth Kinsman, senior vice president of direct broadcast satellite services for Videocipher. Kinsman sent a letter to home satellite manufacturers, programmers and dealers informing them that all ongoing field investigations would be transferred to the APTF; federal, state and local law enforcement officials would be notified of the change; future investigations will be initiated and processed by the APTF and reports of piracy will be passed on to the APTF.

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## NBC News withdraws 'Today' offer to Nuell

**After announcing it had hired former 'ET' executive producer to shore up 'Today,' network withdraws its offer, saying it could not come to terms; Nuell reportedly will take NBC to court**

Three months ago, NBC announced it had hired David Nuell, then executive producer of *Entertainment Tonight*, to get the faltering *Today* show back on track. However, after failing to come to terms, NBC News President Michael Gartner abruptly withdrew the employment offer over Christmas weekend.

Last week's development was the latest twist in the soap opera-like story of the *Today* show over the past year.

It remains unclear what caused the split. NBC laid the blame on the shoulders of Nuell and his contract negotiator—and fiancée—Cynthia Riley. Nuell was quoted by the *Washington Post* as saying the network reneged on a deal to guarantee the reported \$2.7 million, three-year contract the network dangled before him to join *Today*.

According to the *Post*, Nuell intends to take NBC to court for breach of contract.

NBC said Nuell insisted on a clause that guaranteed full payment of the contract, even if he decided to resign "of his own volition," according to a network source. The source said Nuell refused to sign a "standard" NBC news contract, containing a specific formula for settling the employment agreement, in the event Nuell was let go from his *Today* post as senior executive producer in less than three years.

NBC made it clear last week that the split with Nuell was final. "The offer is off the table and will stay off the table," a network source said.

Riley is an attorney and agent for some of the top names in the broadcast business, including CBS Broadcast Group President Howard Stringer, *Good Morning, America* co-anchor Charles Gibson and Harvard lawyer and *GMA* contributor Arthur Miller.

Riley has a reputation as a tough negotiator. "Cindy Riley has a reputation as a solid citizen in this business," said one fellow agent. "I think she and David were the victims of another round of political infighting at NBC News." A round, according to that theory, that was won by Gartner over Dick Ebersol, president of NBC Sports, who added the title of senior vice president, NBC News, in charge of *Today*, last summer.

The company line has been that Gartner and Ebersol just got to talking, until Gartner decided Ebersol was just the man to turn around the sagging fortunes of the program. (*Today* is now second in the key saleable demographics of adults 18-49 and adults 25-54). But industry insiders speculate that Ebersol was forced on Gartner,

from above, because of the latter's poor relationship with *Today* anchor Bryant Gumbel.

"This was Ebersol's deal," said one talent negotiator. "Yet Gartner kills it, three months after it was announced with such fanfare," he said. "That's strange, and has to be very disquieting for anyone in negotiation with NBC."

Others questioned the accuracy of the spin NBC was putting on the story last week. "Nobody asks for a fully guaranteed contract even if they quit," said one observer. "No employer would take it seriously, and you'd have to be out to lunch to seriously put that on the table."

But other agents suggested last week that Nuell and Riley may have mishandled a

once-in-a-lifetime opportunity. "They blew it," said a network talent agent. "Somebody looked a gift horse in the mouth. Think about what an executive producer of a syndicated program gets compared with what they offered him. If they made that deal to you, would you sit around dotting I's or sign the contract?"

Neither Ebersol nor Gartner returned phone calls last week. In a statement, Gartner said: "In the end we were unable to reach an agreement in a timely manner. We continue to have the utmost respect for him as a producer and wish him well in the future."

The next move to shore up *Today* remains to be seen. "It's back to the drawing board," an NBC source said. —SM

## Held hostage in Panama

**CBS News producer relates details of being seized by pro-Noriega forces following U.S. military invasion of country last month**

On Wednesday afternoon, Dec. 20, 1989, CBS News producer Jon Meyersohn and his partner in captivity, Doug Mullen, a GTE Corp. executive, found themselves in the jungle, somewhere outside of Panama City. "We were standing there in the jungle, with our hands tied behind our backs," Meyersohn recalled four days after the experience, surrounded by "five people with guns, rockets, grenade launchers, knives and hand grenades."

Meyersohn, Mullen and two others had been picked up in the Marriott hotel in Panama City at about 9 a.m. on the 20th, some eight hours after American troops began their invasion of Panama. Members of Noriega's paramilitary "Dignity Battalions"—three men and two women—had seized Meyersohn, Mullen and two others, in the hope of using them as bargaining chips to win the release of Panamanian troops captured by the American forces.

Their capture marked the beginning of a three-day ordeal.

"I didn't know whether we would be held for two hours, two weeks or two months, or if we were going to be killed," Meyersohn, 33, said on Sunday (Dec. 24), at a news conference at CBS offices in New York. But he said that although he and Mullen were tied up, threatened and psychologically abused, they were not physically harmed, as they were taken from place to place by captors who, Meyersohn said, appeared confused as to what to do with them. He said the gunmen had lost contact with the Panamanian Army captain who earlier had indicated he had ordered their capture.

CBS News personnel and corporation executives made urgent efforts to find Meyersohn. They contacted the White House and the State and Defense Departments, as well as governments and private individuals in Central America in seeking help. But none of that was effective. Meyersohn credited Mullen and a Panamanian friend of Mullen's with being largely responsible for securing their release.

**Looking ahead.** ABC News anchor Peter Jennings will host a one-hour special, *Future Forum: A World of Competition*, exploring the roles of U.S. businesses and government in the global economy in the 1990's, scheduled to air on PBS at 10 p.m. ET, Jan. 2. Marking its 100th anniversary, *The Wall Street Journal*, through Wall Street Journal Television and noncommercial WOED(TV) Pittsburgh, convened a panel of international business and political leaders for the show, including Donald Petersen, chairman of the Ford Motor Co.; Valery Giscard d'Estaing, former President of France; Evgeny Kutovoy, minister counselor of the Soviet Embassy; Pedro Aspe, minister of finance, Mexico; William Brock, former U.S. trade representative; Peter Rajcsanyi, Hungarian Socialist Worker's Party; Karen Elliott House, vice president, International, Dow Jones & Co., and Jesse Jackson, president of the National Rainbow Coalition.

Jennings will moderate, posing hypothetical business situations and pressing panelists on subjects including entrepreneurship, financing, job security, management responsibility and the role of education and government in the world economy.

One of those seized with Meyersohn and Mullen was an ABC News producer, Robert Campos, 31, who is based in Miami. The other was the assistant manager of the hotel. They were freed some six hours later—Campos, after convincing the captors he was a Salvadoran, not an American. Their release came after the four of them had been taken to a Panamanian Defense Forces building, where they were interrogated and threatened at gunpoint.

Later, Meyersohn and Mullen, their hands tied behind their backs with shoelaces, were loaded aboard a pickup truck, covered by a tarpaulin and driven away. They were taken first to a sport club, where they were kept for a couple of hours, then on a 30-minute drive into the jungle, where Meyersohn and Mullen were unloaded and found themselves surrounded by their

heavily armed captors. The drive into the jungle seemed to be the most difficult time for Meyersohn and Mullen. Meyersohn said "the worst possible thoughts were going through my head."

But the worst did not happen. For the remainder of their time with their captors, Meyersohn and Mullen were shuttled from a house in the countryside to an apartment in a Panama City suburb (from where, on Friday, they were allowed to send word to their wives and the State Department they were safe) and finally, on Saturday morning, to the home of Mullen's friend. By that time, Meyersohn said, the captors were ready to make a deal.

With Mullen's friend calling American military and diplomatic officials and even representatives of the Ecuadoran embassy, an agreement was finally reached under

which the captors would simply lay down their arms and turn the captives over to the American military. The captors were taken to the American embassy, where they were to be questioned. Meyersohn said he believes they were to be released if they agreed to swear their loyalty to the new government.

Meyersohn said the release, completed at 3:30 p.m. on Saturday, provoked an emotional scene, with the captors weeping and holding on to the Americans as they left the apartment building. His own feelings: "I feel sorry for them.... We developed a relationship, as bizarre as it might have been."

But that is now behind him. He is taking a couple of weeks off. As for Meyersohn's next assignment: "I'd like something closer to home."

—LZ

## Where Things Stand

Solid box denotes items that have changed since 'Where Things Stand' last appeared.

### AM-FM Allocations

FCC received comments Dec. 18 in response to issues raised at Nov. 16 FCC en banc hearing examining ways to improve AM. Among more hotly disputed issues at meeting was how spectrum in AM band expansion to 1705 khz should be allotted. Voices for special consideration for noncommercial broadcasters, minority broadcasters and current daytime-only broadcasters were heard. In reply comments, those various interests seemed to leave room for compromise.

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, 1989, to require AM broadcasters to adhere—starting in 1994—to industry-developed NRSC-2 standard limiting emissions.

FCC is also making changes on FM side. At July 13, 1989, 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, 1989, 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

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because change in power is not authorized under current international treaties.

### Cable Regulation

Senate Commerce Committee leaders say cable reregulation legislation will be on this year's agenda (BROADCASTING, Nov. 20, 1989). At cable oversight hearings in November 1989, 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.

National Association of Broadcasters and

Association of Independent Television Stations are backing Danforth (BROADCASTING, Nov. 20, 1989). 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 alternative, reregulating it. He also proposed prompt action on inquiry into cable market, saying he would bring it in by July 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 preschool and school age children as condition of license renewal. National Association of Broadcasters says measure is unacceptable and prefers another, less restrictive, version that is identical to bill pending in House.

It is unclear when Senate will take up bill. Congress reconvenes in January, but broadcasters are expected to block vote on measure, which has backing of Senate

# The Power of Ideas in Media.

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In 1989, CS First Boston handled approximately \$3.2 billion in public and private market financings for its media industry clients, and advised them on mergers and acquisitions valued at over \$7.5 billion. We know firsthand which ideas will work.

Another important CS First Boston resource is capital. Our willingness to commit substantial amounts of capital for our clients has often been a key factor in getting a transaction done. This commitment has been particularly important in leveraged acquisitions or defensive restructurings.

Whether you're a privately owned corporation operating in a single industry, or a publicly owned corporation operating globally, we offer the same benefit: innovative ideas that can be turned into successful results.

## Selected 1989 Transactions

| CS First Boston Client               | Description of Transaction                                                                 | Approximate Size of Transaction |
|--------------------------------------|--------------------------------------------------------------------------------------------|---------------------------------|
| <b>Broadcasting</b>                  |                                                                                            |                                 |
| Business Men's Assurance             | Divestiture of KTXL-TV (Sacramento, CA)                                                    | \$ 62,000,000                   |
|                                      | Divestiture of KDVR-TV (Denver, CO) (Pending)                                              | Undisclosed                     |
| Hallmark Cards, Incorporated         | Valuation of Univision Holdings, Inc.                                                      | Undisclosed                     |
| Henry Broadcasting Company           | Senior Notes (Pending)                                                                     | 30,000,000                      |
| Noble Broadcast Group, Inc.          | Divestiture of Two Radio Stations (Pending)                                                | Undisclosed                     |
| Outlet Communications, Inc.          | Divestiture of Two Television and Two Radio Stations (Pending)                             | 120,000,000                     |
| Pegasus Broadcasting, Inc.           | Divestiture of WTVM-TV (Columbus, GA)                                                      | 45,000,000                      |
| TK Communications, Inc.              | Bank Credit Facility                                                                       | 20,000,000                      |
| <b>Cable</b>                         |                                                                                            |                                 |
| Cablevision Industries Corporation   | Senior Notes due 1999                                                                      | \$ 150,000,000                  |
| Comcast Cable Investors, L.P.        | Acquisition by Comcast Corporation                                                         | 113,000,000                     |
| Heritage Communications, Inc.        | Divestiture of Da-Lite Screen Company                                                      | 45,000,000                      |
| KBL Cable, Inc. (Houston Industries) | Bank Credit Facility                                                                       | 540,000,000                     |
|                                      | Senior Notes Due 1999                                                                      | 100,000,000                     |
|                                      | Subordinated Notes Due 1999                                                                | 125,000,000                     |
| KBLCOM Incorporated                  | Letter of Credit                                                                           | 300,000,000                     |
| King Videocable Company              | Acquisition of Suburban Cablevision Company, L.P.                                          | 131,000,000                     |
|                                      | Senior Notes Due 2001                                                                      | 107,000,000                     |
| Lenfest Communications, Inc.         | Eurodollar Credit Facility                                                                 | 75,000,000                      |
| The New York Times Company           | Divestiture of NYT Cable TV                                                                | 475,000,000                     |
| Tele-Communications, Inc.            | Senior Notes Due 1999                                                                      | 235,000,000                     |
|                                      | Senior Notes Due 2004                                                                      | 115,000,000                     |
| WestMarc Communications, Inc.        | Acquisition by Tele-Communications, Inc.                                                   | 240,000,000                     |
| <b>Entertainment</b>                 |                                                                                            |                                 |
| EuroDisneyland S.C.A.                | 42,940,000 Shares                                                                          | FF 429,400,000                  |
| <b>Publishing</b>                    |                                                                                            |                                 |
| Affiliated Publications, Inc.        | Spin-off of McCaw Cellular Communications investment                                       | \$3,418,000,000                 |
|                                      | Senior Notes Due 1992                                                                      | 50,000,000                      |
| GP Group Acquisition Corporation     | Acquisition of National Enquirer by venture between Macfadden Holdings and Boston Ventures | 412,000,000                     |
|                                      | Bridge Financing Facility                                                                  | 130,000,000                     |
|                                      | 15% Senior Subordinated Discount Notes with Warrants                                       | 175,000,000                     |
| Harcourt Brace Jovanovich, Inc.      | Divestiture of HHJ Theme Parks (Sea World)                                                 | 1,100,000,000                   |
| The News Corporation Limited         | Joint Venture to acquire Harper & Row and William Collins plc                              | 1,300,000,000                   |
|                                      | 4,000,000 Exchangeable Guaranteed Preferred Shares (Reuters)                               | 200,000,000                     |
|                                      | 7% Guaranteed Exchangeable Preference Shares (Pearson)                                     | £ 150,000,000                   |
|                                      | 5% Exchangeable Bonds (Pearson)                                                            | DM 175,000,000                  |
|                                      | 5½% Guaranteed Exchangeable Preferred Shares (Pearson)                                     | Dfl 100,000,000                 |
| Reed Publishing (USA) Inc.           | 9% Guaranteed Notes Due 1994                                                               | 125,000,000                     |
| The E.W. Scripps Company             | Divestiture of Sun-Tattler Newspaper                                                       | Undisclosed                     |
|                                      | Acquisition of Sundance Publishers                                                         | Undisclosed                     |
| United Newspapers Capital Ltd.       | 8% Convertible Exchangeable Preference Shares (Reuters)                                    | £ 105,000,000                   |

**First Ideas,  
Then Results.**



**CS FIRST BOSTON**

Communications Subcommittee Chairman Daniel Inouye (D-Hawaii).

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

### Comparative Licensing

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

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

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

In separate proceeding, FCC is considering revamping "renewal expectancy" criteria. Stations awarded renewal expectancy during comparative proceedings are virtually assured renewal.

### Compulsory License

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

Meanwhile, National Association of Broadcasters has assigned special task force to look at idea of charging cable systems retransmission fee for carriage of local signals (BROADCASTING, Dec. 4, June 19 and 26, 1989). It has been suggested that cable operators would turn over 20% of their basic cable revenues as payment for retransmitting local signals. Instead of repealing compulsory license, broadcasters may recommend amending retransmission consent provisions of Communications Act and applying 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. Since then, however, composition of FCC has changed. As result, issue will get fresh review. Further action is expected early this year.

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

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

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

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

Using same justification, FCC relaxed policy for waivers of one-to-a-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices." Thus far, it has granted four waivers.

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

### Direct Broadcast Satellites

Still pending at FCC is petition to deny Tempo Satellite Inc. application to operate high-power direct-to-home television service. Commission reserved 11 channels for Tempo last Aug. 2, when it granted fifth round of channels to five new applicants. 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.

Commission continues to review Media Access Project argument that antitrust conviction of Tempo parent company, Telecommunications Inc., disqualifies Tempo as applicant to operate high-power satellite designed to broadcast services directly to viewers' small home antennas. Tempo issue is high on agenda, along with review of doc-

umentation from Hughes and Advanced that they are acting in good faith to build and launch their proposed satellites, said distribution services branch chief, Stuart Bedell. Pleading cycle is also over, he said, for industry comments on use of spectrum for services other than direct-to-home TV. That inquiry was launched to ascertain, in words of former FCC Chairman Dennis Patrick, how spectrum might "gravitate toward the best use for the public."

Permittees believe "true" high-power (200 watt) Ku-band DBS birds would mean 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.

### High-Definition TV

In latest estimates based on computer models developed by FCC's Office of Engineering and Technology, possibilities are high that all currently operating TV stations could be provided additional 6 mhz for HDTV transmission after commission sets standard. Latest figures were based on expected performance of digital HDTV channels, which could operate at lower power than conventional NTSC transmitters and be spaced closer together.

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 last 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



**Centel Cable Television Company**

*has sold the assets of its*

**Central Florida Operating Group**

*to*

**American Television and  
Communications Corporation**

*August 1989*

**Centel Cable Television Company**

*has sold the assets of its*

**Michigan Operating Group**

*to*

**C-TEC Corporation**

*August 1989*

**Centel Cable Television Company**

*has sold the assets of its*

**Ohio Operating Group**

*to*

**Warner Cable  
Communications Inc.**

*August 1989*

**Centel Cable Television Company**

*has sold the assets of its*

**Illinois Operating Group**

*to*

**Jones Intercable Inc.**

*October 1989*

**Centel Cable Television Company**

*has sold the assets of its*

**Kentucky Operating Group**

*to*

**Simmons Communications**

*November 1989*

**Centel Corporation**

*has sold the stock of*

**Centel Cable Television Company**

*which holds the assets of its*

**Southeastern Florida  
Operating Group**

*to*

**Adelphia Communications  
Corporation**

*December 1989*

*The undersigned structured the transaction  
and acted as financial advisor to both  
Centel Cable Television Company and Centel Corporation.*

**MORGAN STANLEY & CO.**  
*Incorporated*

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 saw programmers expand home satellite sales efforts and express increasing confidence in "anti-piracy" efforts.

## Indecency

Last week, FCC was reviewing responses submitted by two stations that last August received letters of inquiry about allegedly indecent broadcasts—KSJO(FM) San Jose, Calif., and WRBQ(FM) Indianapolis—and by four stations that received letters of inquiry in October—WXRK(FM) New York, KSD-FM St. Louis, KCCL-AM-FM Paris, Ark., and WWWE(AM) Cleveland.

Next step in each case would be either to dismiss complaint against station or to issue notice of apparent liability (NAL) that assesses fine for indecency guideline violation.

At same time, commission is reviewing replies from three of six stations that received NAL's in 1989. Fines assessed against WZTA(FM) Miami and KLUC(FM) Las Vegas in late October and fine assessed against WLUP(AM) Chicago earlier last month had yet to be paid or appealed by press time.

Group of 33 senators sent letter last month to FCC Chairman Al 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

British Parliament has introduced long-anticipated media reregulation bill that affects virtually all areas of UK industry. Most controversial aspect is plan to auction regional commercial TV franchises to highest bidder. Bill would also allow new fifth national TV channel, three national radio networks and possibly 200-300 local radio stations, along with new local TV franchises using either microwave or cable transmission. British Broadcasting Corp. will remain largely unaffected by bill.

London's Thames Television will buy Los Angeles-based producer Reeves Communications Corp. for \$7 cash per share, or \$89 million. Reeves President Merrill Grant has agreed to stay with newly merged company in five-year deal.

Chase Enterprises of Hartford, Conn., will construct and operate cable television system in Poland in joint venture with Polish government. Initial investment in project is estimated at \$270 million, eventually rising to \$900 million.

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.

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

Warner Bros. has taken its first investment in broadcasting outside U.S., with one-third interest in new Swedish pay-TV service to launch last 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, 1989, 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

Completion of merger between Time Inc. and Warner Communications is contemplated for Jan. 10. Time has already 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, along with distribution of Warner-held Class A stock of broadcasting group BHC Communications. Securities

& Exchange Commission has declared registration of all three securities to be effective. Time has already changed name to Time Warner, and stock symbol from TL to TWX. In September, company merged cable operations of Time and Warner under direction of ATC Chairman, Joe Collins.

Board of directors of LIN Broadcasting has recommended shareholders accept revised merger proposal from McCaw Cellular Communications. McCaw is committed to binding agreement negotiated with LIN until Feb. 28, 1990. McCaw 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 that McCaw already owns (LIN has roughly 54 million shares outstanding). Following tender, McCaw would sell to LIN \$425 million in McCaw class A stock. LIN 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.

McCaw, Kirkland, Wash.-based cellular telephone operator, has indicated intention to keep LIN's seven affiliate TV stations at least for near term.

Cable systems owned by Jack Kent Cooke are in process of being sold to six-company consortium, which 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 yearend, with systems in Alaska and Syracuse, N.Y., to close some time 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.

Unitel Video said it agreed to postpone, until Jan. 15, closing of \$15-per-share \$33.6 million merger at request of acquiror, Kenmare Capital Corp., which Unitel said needed more time to complete financing arrangements.

### 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 broadcast signals (BROADCASTING, Dec. 4, 1989).

Prior to congressional adjournment, Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) offered to move must carry bill (BROADCASTING, Oct. 30, 1989). 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 its 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 with which cable says it can live. Broadcasters, however, want to go beyond it, and demanded that any legislation contain language protecting broadcaster's signal from being shifted off-channel. NCTA agreed to put broadcaster signals on over-air assignment or on channel that is mutually agreeable. But INTV argued in letter to Capitol Hill that on-channel deal offered by NCTA "would not stop the shifting but would precipitate a massive new wave of channel shifts of UHF independents and public stations currently carried on first-tier channels."

### Network Rules

Reform of FCC's financial interest and syndication rules is becoming hot item in Washington. TV producers and big three networks opened new round in war of words on subject in November, with series of letters to Congressman John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, in relation to Telecommunications Subcommittee hearing on foreign acquisitions of U.S. entertainment companies. NBC President Robert Wright wrote Dingell to argue that finsyn rules handicap networks as players in global competition between vertically integrated media conglomerates. Motion Picture Association of America head Jack Valenti and Program Producers & Distributors Committee Chairman Ralph Baruch

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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, 1989, 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 deadline to submit plan to Congress assuring most efficient use of national programming dollars, CPB reached compromise with National Association of Public Television Stations and PBS that will, beginning Oct. 1, aggregate about \$100 million at PBS under authority of chief programming executive, newly created position filled by former CPB Program Fund Director Jennifer Lawson.

Announced Nov. 14, 1989, 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 Programming Policy Committee overseeing Lawson. Plan is said to better differentiate functions, with CPB undertaking new "needs assessment" information-gathering role, CPB will devote remaining Program Fund dollars to new program development, including distinct funds for independent and minority productions. PBS announced Oct. 30 that it will lease or buy up to six transpon-

ders 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 had expected 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, 1989, 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

FCC's new syndicated exclusivity rules go into effect today (Jan. 1), after U.S. Court of Appeals in Washington rejected cable operators' challenge of rules on constitutional grounds. Three-judge panel unanimously concluded that Congress had decided that question of protecting exclusivity that broadcasters bargain for in securing programming 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 programming 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 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.

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# Changing Hands

**WWL-TV New Orleans** □ Sold by Loyola University to Rampart Broadcasting Co. for \$102.9 million ("In Brief," Dec. 25, 1989). **Seller** is headed by Rev. James Carter. **Buyer** is headed by station's general manager, Michael Early. Other investors include Sandler Media Group and 61 Associates, New York-based investment firm managing money for Scheuer family. Station's current owner, will retain 5% ownership, and station's news personnel and other employees are to be offered stock as well. Senior and senior subordinate debt financing is being provided by division of Prudential. **WWL-TV** is CBS affiliate on ch. 4 with 100 kw visual, 10 kw aural and antenna 1,000 feet above average terrain.

**WWWE(AM) Cleveland** □ Sold by Independent of Cleveland to Booth American Co. Price was not given but value has been estimated at about \$10 million. Booth will also transfer ownership of **WRMR(AM)** Cleveland to Independent of Cleveland. **Seller** is headed by Tom Wilson and Larry Pollack and also owns **WDOQ(AM)** Cleveland. **Buyer** is headed by John Booth and is licensee of **WZPL(AM)** Greenfield (Indianapolis) and **WZZP(AM)** South Bend, both Indiana; **WIOG(AM)** Bay City, **WJLB(AM)** Detroit and **WGSW(AM)** Saginaw, all Michigan; **WSAI(AM)-WWNK-FM** Cincinnati, **WLTF(AM)** Cleveland and **WTDQ(AM)-WKQO(AM)** Toledo, all Ohio. **WWWE** is fulltimer on 1100 khz with 50 kw. **WRMR** is fulltimer on 850 khz with 10 kw day and 5 kw night. **Broker:** R.C. Crisler & Co.

**WVSV-FM Crewe, Va.** □ Sold by KAT Broadcasting Corp. to Willis Broadcasting Corp. for \$5.5 million. **Seller** is headed by Elleck Seymour, licensee of properties formerly held by Resort Broadcasters: **WHCC(AM)-WQNS(FM)** Waynesville and **WFBL(AM)** Fayetteville, both North Carolina, and **WDSQ(AM)-WZNS(FM)** Dillon and **WKEL(AM)** Myrtle Beach, both South Carolina. **Buyer** is headed by L.E. Willis, minority broadcaster, who through various companies is licensee of **WAYE(AM)** Birmingham and **WSFU-FM** Union Springs, both Alabama; **KFTH(FM)** Marion and **KSNE(FM)** Marshall, both Arkansas; **WPDQ(FM)** Green Cove Springs, **WWBA(FM)** Madison and

**WSVE(AM)** Jacksonville, all Florida; **WTJH(AM)** East Point, Ga.; **WESL(AM)** East St. Louis, Ill.; **WPZZ(FM)** Franklin and **WWCA(AM)** Gary, both Indiana; **WBO-K(AM)** New Orleans; **WKJA(FM)** Belhaven, **WGSP(AM)** Charlotte, **WSRC(AM)** Durham, **WBXB(FM)** Edenton, **WTNC(AM)** Thomasville, **WVRS(FM)** Warrenton and **WGTM(AM)** Wilson, all North Carolina; **WURD(AM)** Philadelphia; **WKWQ(FM)** Batesburg and **WWPD(FM)** Marion, both South Carolina, and **WOWI(FM)** Norfolk, **WPCE(AM)** Portsmouth and **WFTH(AM)** Richmond, all Virginia. (All 100% owned.) **Wsvs-FM** is on 104.7 mhz with 100 kw and antenna 404 feet above average terrain.

**KBSI(TV) Cape Girardeau, Mo.** □ Sold by Cape Girardeau Family TV Inc. to Engles Communications Inc. for \$3 million. Buyer also agrees to pay total accounts receivable or \$330,000, whichever is less. **Seller** is owned by bankrupt group owner Media Central and is headed by Morton Kent and is licensee of **KZKC(TV)** Kansas City, Mo., **WOAC(TV)** Canton, Ohio and **WKCH-TV** Knoxville, TN. **Buyer** is headed by David and Steven B. Engles, (brothers), Steven B. Engles is general manager of **KZKC(TV)** Kansas City, Mo. **KBSI(TV)** is on Fox affiliate on ch. 23 with 1,900 kw visual, 190 kw aural and antenna 1,800 feet above average terrain.

**KXPT-FM Santa Paula, Calif.** □ Sold by Radio Ventura Inc. to Edward A. Krampf for \$2 million. **Seller** is headed by Alex Sheftell, Burke Kaplan

and James Olerich and also owns **KKAM(AM)** Fresno, **KMGQ(FM)** Goleta, **KIST(AM)** Santa Barbara and **KBOS(FM)** Tulare, all California. **Buyer** has no other broadcast interests. **KXPT-FM** is on 96.7 mhz with .087 kw, and antenna 457 feet above average terrain.

**WMBL(AM)-WRHT(FM) Morehead City, N.C.** □ Sold by Curtis Radio Group Inc. to Macripine Cable Inc. for \$1,525,000. **Seller** is headed by Donald W. Curtis, who has interest in **WGBR(AM)-WKTQ(FM)** Goldsboro; **WTAB(AM)-WYNA(FM)** Tabor City, and **WCPS(AM)** Tarboro, all North Carolina, and recently purchased **WBBB(AM)-WPCM(FM)** Burlington, N.C. **Buyer** is headed by L. Gene Gray and Thomas Frank Styers and has no other broadcast interests. **WMBL(AM)** is daytimer on 740 khz with 1 kw. **WRHT(FM)** is on 95.9 mhz with 50 kw and antenna 500 feet above average terrain. **Broker:** The Whittle Agency.

**WKJR(AM)-WOWQ(FM) Muskegon Heights, Mich.** □ Sold by Furniture City Broadcasting Corp. to Pathfinder Communications Corp. for \$1,270,000. **Seller** is headed by William Kuiper and is licensee of **WFUR(AM)** Grand Rapids, **WDOW(FM)** Dowagiac and **WKPR(FM)** Kalamazoo, all Michigan. **Buyer** is headed by John F. Dille Jr. and is licensee of **WTRC(AM)-WYEZ(FM)** Elkhart and **WQHK(AM)-WMEF(FM)** Fort Wayne, both Indiana; **WKCY(AM)-WWEZ(FM)** Cincinnati; **WCUZ-AM-FM** Grand Rapids, Mich., and **KSKS(AM)** Tulsa and **KVLT-FM** Owasso, both Oklahoma. **WKJR** is fulltimer on 1520 khz with 10 kw day and 1 kw night. **WOWQ** is on 101.7 mhz with 3 kw and antenna 300 feet above average terrain.

**KRAB-FM Green Acres, Calif.** □ Sold by Donna Hutchinson to Atmosphere Broadcasting Ltd. for \$1,230,000. **Seller** has no other broadcast interests. **Buyer** is headed by Clifford N. Burn-

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| WHLQ FM Canton<br>KEZK FM St. Louis<br>WHYI FM<br>Fl. Lauderdale<br>WLYF FM Miami<br>WJVA FM South Bend<br>WLAK FM Chicago<br>KDAX FM Dallas<br>WYCH FM Hamilton<br>WEZW FM Milwaukee<br>WVIT TV Hartford<br>WTTV TV Indianapolis<br>WORL(WOR) Orlando<br>WSEE TV Erie<br>KDKB AM/FM Phoenix<br>WPHL TV<br>Philadelphia | WGBS/WLYF Miami<br>WSPD Toledo<br>WBIR AM/FM Knoxville<br>WVEZ FM Louisville<br>WMOH Hamilton<br>KOAX FM Dallas-<br>Fl. Worth<br>WHN New York<br>WZZD Philadelphia<br>WOKF FM Clearwater<br>KTVN TV Reno<br>WLAC Nashville<br>WKQB FM Nashville<br>WQHI FM Louisville<br>WYFA Long Island<br>WYGR Grand Rapids<br>Sandia Cablevision<br>Labelle Cablevision<br>KEGL FM Dallas-<br>Fl. Worth<br>KHOW Denver<br>WTCR Ashland<br>WHEC FM Huntington<br>WBZ FM Boston<br>WLAK FM Chicago<br>WSAI AM/FM Cincinnati<br>Fairfield Cablevision | Cirleville Cablevision<br>WOKV Cincinnati<br>WIXT TV Syracuse<br>WFFT TV Fort Wayne<br>WHTT Miami<br>WYFV FM Jacksonville<br>KIOA/KMJK Des Moines<br>Champaign Cablevision<br>C & A Cablevision<br>WIRK AM/FM<br>W. Palm Beach<br>WGY/WGFM Schenectady<br>WSIX AM/FM Nashville<br>KFOG FM San Francisco<br>WLOR FM Toledo<br>WOWO Fort Wayne<br>WTPA FM Harrisburg<br>WJIB FM Boston<br>WPNT Pittsburgh<br>WCOM FM Urbana<br>WMRZ Quad Cities<br>WTRX Flint<br>WATI Indianapolis<br>WHLO Akron<br>KZAZ TV Tucson<br>KGSW TV Albuquerque | KBCQ Roswell<br>Angel Cablevision<br>Rutland Cable Franchise<br>WYHY Nashville<br>WMYN FM Knoxville<br>KITN TV Minneapolis<br>BannerGraphic<br>Newspaper<br>King Mountain Cable<br>WZNE FM Tampa<br>WKYJ Lexington<br>WWSG TV Philadelphia<br>WMOH Hamilton<br>WLAC AM/FM Nashville | KRVR FM Davenport<br>WIRE/WXTZ Indianapolis<br>KBEZ FM Tulsa<br>WKAN/WLRT Kankakee<br><br><b>GROUP ONE<br/>RADIO GROUP</b><br>KMEZ AM/FM Dallas<br>WAKR/WONE Akron<br>WONE/WTUE Dayton<br>KLZ/KAZY Denver<br>WROQ/WAES Charlotte<br>WAMS Wilmington<br>WBEE Chicago<br>WRAP Norfolk<br>WCHY AM/FM Savannah<br>WSEE TV Erie<br>KXSV TV Waco<br>WNAC TV Providence<br>KOMA/KRXO<br>Oklahoma City<br>WRLH TV Richmond<br>WVRN TV Richmond<br>WPQC TV Charlotte<br>WZFM FM Briarcliff<br>Manor<br>WQBA AM/FM Miami |
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## All gone

Centel Corp. of Chicago completed its liquidation of Centel Cable Television Co. with the completed sale of its Southeast Florida system to Adelphia Communications Corp. for \$310 million. Earlier, Centel sold systems in Florida, Illinois, Kentucky, Michigan and Ohio to American Television & Communications, Jones Intercable, Simmons Communications, C-TEC and Warner Communications, respectively (BROADCASTING, March 24 and April 3, 1989). In total, Centel will receive \$1.4 billion for six system groups that served more than 600,000 customers. The company expects post-tax profits of around \$400 million. Adelphia is based in Coudersport, Pa., and is headed by John J. Rigas.

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stein and Peter D. Mensch, and has construction permit for KQHZ(FM) Greenfield, Calif. KRAB-FM is on 106.3 mhz with 2.25 kw and antenna 373 feet above average terrain.

**WKJM-FM Monticello, Ind.** □ Sold by Nu-View Associates Inc. to WKJM Inc. for \$650,000. Buyer assumes financial liabilities of seller. **Seller** is headed by Essie and Kent Nussbaum, mother and son. Kent Nussbaum holds authorization for LPTV W30AD Remington, Ind. Buyer is headed by James E. Young, Roger Bauer and Essie and Kent Nussbaum. WKJM-FM is on 95.3 mhz with 1 kw and antenna 520 feet above average terrain.

**WWON(AM) Woonsocket, R.I.** □ Sold by Ocean State Broadcasting Ltd. to Woonsocket Broadcasters LP for \$600,000. **Seller** is headed by William S. Cerny, who is shareholder of WLBI(AM)-WDEK(FM) De Kalb, Ill. Buyer is headed by David R. and Denise Y. LePage, (husband and wife). They have no other broadcast interests. WWON(AM) is on 1240 khz with 1 kw full time.

**WSRX(FM) Fort Myers, Fla.** □ Sold by National Christian Network Inc. to Youth Foundation of America Inc. for \$550,000. **Seller** is headed by Raymond A. Kassis and is licensee of WWBC(AM) Cocoa and WJEA(AM) Palm City, both Florida. **Buyer** is headed by Lloyd G. Sheehan and has

no other broadcast interests. WSRX(FM) is on 91.5 mhz with 3 kw and antenna 287 feet above average terrain.

**KJJK-AM-FM Fergus Falls, Minn.** □ Sold by Otter Tail Promotions to Otter Tail Media Group Inc. for \$502,484. **Seller** is headed by Lewis M. Latto and has interest in KXTP(AM) Superior, Wis., and WAKX(FM) Duluth and WEVE-AM-FM Eveleth, both Minnesota. **Buyer** is headed by Larry B. Nornes and Larry Dorn. Nornes, chief executive officer of assignee, holds 50 shares of assignor (3% of Otter Tail Promotions Inc.). Nornes is general manager of stations and will continue in that capacity. WJJK(AM) is daytime on 1090 khz with 1 kw. WJJK-FM is on 96.5 mhz with 100 kw and antenna 480 feet above average terrain.

**KVLG(AM)-KBUX(FM) La Grange, Tex.** □ Sold by Fayette Broadcasting Corp. to La Grange Broadcasting Co. for \$375,000. **Seller** is headed by Raymond G. Shindler, who has interest in KIDY(TV) San Angeleno and KABB(TV) San Antonio, both Texas. **Buyer** is headed by Roy E. Henderson and is licensee of KGLF(FM) Freeport, Tex.; has construction permits for new FM's in South Padre Island, Mason and Caldwell, all Texas, and is licensee of LPTV K05L Clear Lake City, Tex. KVLG(AM) is daytime on 1570 khz with 250 watts. KBUX is on 104.9 mhz with 3 kw and

antenna 100 feet above average terrain.

**WZBO-AM-FM Edenton, N.C.** □ Sold by Edenton Broadcasting Corp. to Lawrence F. Loesch and Margaret A. Loesch for \$400,000. **Seller** is headed by Robert E. Lee and has no other broadcast interests. **Buyers** are brother and sister, Lawrence F. Loesch who is advertising executive in Virginia Beach, Va. and Margaret A. Loesch who lives in Los Angeles. They have no other broadcast interests. WZBO(AM) is fulltimer on 1260 khz with 1 kw-D, 500 w-N. WZBO-FM is on 102.3 mhz with 3 kw, antenna 211 feet above average terrain. **Broker: The Whittle Agency.**

**WYXY(AM) Cypress Gardens, Fla.** □ Sold by Seehafer Broadcasting Corp. to Florida Community Radio Inc. for \$300,000. **Seller** is headed by Don Seehafer, who also owns KWEB(AM)-KRCH(FM) Rochester, Minn.; WGEZ(AM) Beloit, WQMT(AM)-WOTC-FM Manitowish and WXCQ(AM)-WYCO(FM) Wausau, all Wisconsin. **Buyer** is headed by Steve Samet and George Allen. Samet owns WZOE-AM-FM Princeton, Ill. Allen owns KLGA-AM-FM Algona, Iowa, and KHUB(AM)-KFMT(FM) Freemont, Neb. WYXY(AM) is fulltimer on 1360 khz with 5 kw days and 2.5 kw nights. **Brokers: Kozacko-Horton Co. and Connolly Co.**

For other proposed and approved sales see "For the Record," page 119.

## Datebook

"Datebook" continues from page 28.

dia day. Radisson Waltham hotel and State Capitol, Jackson, Miss. Information: (601) 957-9121.

■ **Jan. 11**—Southern California Cable Association dinner meeting and program, featuring Senator John Breaux (D-La.) on federal re-regulation. Downtown Los Angeles Biltmore hotel, Los Angeles. Information: (213) 684-7024.

**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. 16-19**—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. 17**—National Academy of Television Arts and Sciences, New York chapter, luncheon. Speaker: Norm Fein, news director, Rainbow News 12. Copacabana, New York.

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

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

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

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

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

**Jan. 21**—Showtime Dealer College, workshop sponsored by Showtime Satellite Networks, during SBCA convention. Bally's Grand hotel, Las Vegas. Information: Harvey Bolgia, (212) 807-1400.

**Jan. 22-24**—Satellite Broadcasting and Communications Association satellite television industry trade show. Bally's, Las Vegas. Information: (800) 654-9276.

**Jan. 23-25**—Georgia Association of Broadcasters 45th Georgia Radio-TV Institute. University of Georgia, Athens. Information: (404) 993-2200.

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

**Jan. 24**—National Academy of Television Arts and Sciences, New York chapter, luncheon. Speaker: Roger L. Werner, president, chief executive officer, ESPN. Copacabana, New York.

**Jan. 25**—Utah Broadcasters Association, Salt Lake Radio Broadcasters Association and Salt Lake City commercial TV stations sales seminar. Salt Lake Airport Hilton.

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

■ **Jan. 25**—Airing on PBS of presentation of 48th Alfred I. DuPont-Columbia University Awards in broadcast journalism. Low Memorial Library, Columbia University, New York. Information: (212) 550-3021.

■ **Jan. 25**—Presentation of eighth annual WIC Awards, sponsored by *Women in Cable, Chicago chapter*. Park West, Chicago. Information: (708) 990-8999.

**Jan. 25-26**—"Broadcast Journalism and the Public Interest," Alfred I. DuPont forum sponsored by *Alfred I. DuPont Center for Broadcast Journalism, Graduate School of Journalism, Columbia University*, featuring Alfred Sikes, FCC chairman; Ed Markey, chairman, House Subcommittee on Telecommunications; Joel Chaseman, chairman, Post-Newsweek Stations; Jeff Greenfield, ABC News, and Linda Wertheimer, National Public Radio. Columbia University, New York. Information: (212) 854-5047.

■ **Jan. 25-27**—"Regulating the Cable Industry," cable management program sponsored by *Women in Cable and Denver University*. Denver. Information: Nancy Ring, (312) 661-1700.

**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 editor-in-chief 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**—"Building Better Retail Partnerships," retail marketing workshop sponsored by *Television Bureau of Advertising* in conjunction with *Retail Advertising Conference*. Marriott Downtown, Chicago. Information: (212) 486-1111.

**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.

**Jan. 31**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speakers: Bruce L. Christensen, president and chief executive officer, PBS, and Jennifer Lawson, executive VP for national programming and promotion services, PBS. Copacabana, New York.

## February

**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 Chil-*

*dren'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. 7**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Reese Schonfeld, president, Opt in America, and executive producer, *People Magazine on TV*. Topic: "Video on Demand—Fiber Optics." Copacabana, New York.

**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. 9-11**—*Oklahoma Association of Broadcasters* winter meeting. Waterford hotel, Oklahoma City. Information: (405) 528-2475.

■ **Feb. 11-12**—*National Association of Broadcasters* radio group-head "fly-in." Embassy Suites hotel at O'Hare, Chicago. Information: (202) 429-5420.

**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 *Molie 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, Capclies/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. 14**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Michael B. Alexander, executive VP-general manager, WWOR-TV New York. Copacabana, New York.

**Feb. 21**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Robert Friedman, president, Entertainment Group, Playboy Enterprises. Copacabana, New York.

**Feb. 21-23**—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio. Information: (512) 474-2082.

■ **Feb. 23-25**—"The U.S. and Latin America" conference for journalists sponsored by *Foundation for American Communications*. Westin Paso del

Norte, El Paso, Tex. Information: (213) 851-7372.

**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. 27-28**—*North Carolina CATV Association* winter meeting. Washington Duke Inn and Country Club, Durham, N.C. Information: (919) 821-4711.

**Feb. 28**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Stephen Palley, chief operating officer, King World. Copacabana, New York.

**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

■ **March 1**—*International Radio & Television Society* Gold Medal banquet, honoring Thomas Murphy, chairman and chief executive officer, Capital Cities/ABC. Waldorf-Astoria, New York. Information: (212) 867-6650.

**March 1**—*Broadcast Capital Fund* minority ownership forum and annual dinner, commemorating 10th anniversary of nonprofit venture capital company established by National Association of Broadcasters. Mayflower hotel, Washington.

■ **March 1**—Deadline for entries in seventh annual *Cable Television Administration and Marketing Society/Cable Marketing Awards for Excellence in Cable Marketing and Advertising*. Information: (703) 549-4200.

**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 6**—*American Advertising Federation* spring government affairs conference. Willard hotel, Washington. Information: (202) 898-0089.

**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*, honoring James Burke, former chairman-CEO, Johnson & Johnson; Raymond Mithun, founder, Campbell-Mithun Advertising, and Jean Wade Rindlaub, formerly with BBDO. Waldorf-Astoria, New York. Information: (202) 898-0089.

**March 22**—*Mississippi Association of Broadcasters* broadcaster/agency swap. Holiday Inn-Downtown, Jackson, Miss. Information: (601) 957-9121.

■ **March 25-26**—"Making the Promise of Local Cable Programming a Reality," local programming seminar sponsored by *National Academy of Cable Programming*. Key Bridge Marriott, Arlington, Va. Information: Steven Schupak, (202) 775-3611.

**March 26-29**—*North Central Cable Television Association* annual trade show and convention. Hyatt Regency, Minneapolis. Information: (612) 641-0268.

**March 29**—46th annual dinner of *Radio and Television Correspondents Association*. Washington Hilton, Washington. Information: (202) 828-7016.

**March 29-31**—*Broadcast Education Association* convention. Georgia World Congress Center, Atlanta. Information: (202) 429-5355.

## April

**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 Andrew Barrett. Washington Marriott, Washington.

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

**April 16-19**—Supercomm '90, jointly sponsored by *U.S. Telephone Association* and *Telecommunications Industry Association*, and International Conference on Communications, sponsored by *Communications Society of the Institute of Electrical and Electronics Engineers*. Georgia World Congress Center, Atlanta. Information: (202) 835-3100.

**April 18-20**—*Broadcast Financial Management Association* 30th annual convention. Hyatt Regency, San Francisco. Information: (312) 296-0200.

**April 18-21**—*National Broadcasting Society/Alpha Epsilon Rho* national convention. Sheraton World Resort, Orlando. Information: John Lopocollo, (803) 777-3324.

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

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

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

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

## May

**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 '90s." 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

**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 8**—*Center for Communication* annual award luncheon, honoring Thomas Murphy, chairman, CapCities/ABC. Plaza hotel, New York. Information: (212) 836-3050.

■ **June 9-12**—*American Advertising Federation* national advertising conference. Marriott Pavilion, St. Louis. Information: (202) 898-0159.

**June 9-15**—*Notre Dame Executive Management Development Seminar* exclusively for radio station 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 Marketing Executives and Broadcast Designers Association* annual conference. Bally's, Las Vegas.

**June 11-14**—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

**June 15-16**—*Texas Association of Broadcasters* Radio Day. J.W. Marriott, Houston. Information: (512) 322-9944.

**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.

**June 28-July 1**—*Mississippi Association of Broadcasters* 49th annual convention. Biloxi Hilton hotel, Biloxi, Miss.

## July

**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 15-18**—*New York State Broadcasters Association* 29th executive conference. Gideon Putnam/Ramada Renaissance, Saratoga Springs, N.Y. Information: (518) 434-6100.

**July 19-21**—*Colorado Broadcasters Association* 41st annual summer convention. Manor Vail, Vail, Colo.

## August

**Aug. 23-25**—*West Virginia Broadcasters Association* 44th annual fall meeting. Greenbrier, White Sulphur Springs, W.Va.

## September

**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.

**Sept. 27-28**—Fourth annual *National Cable Television Association/National Association of Minorities in Cable* urban markets seminar. Waldorf-Astoria, New York. Information: (202) 775-3669.

## October

■ **Oct. 2-4**—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

**Oct. 9**—*Caucus for Producers, Writers and Directors* general membership meeting. Los Angeles. Information: (213) 652-0222.

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

**Oct. 13-15**—*Texas Association of Broadcasters* annual convention. San Antonio Convention Center, San Antonio. Information: (512) 322-9944.

**Oct. 13-17**—*Society of Motion Picture and Television Engineers* 132nd technical conference and equipment exhibit. Jacob Javits Convention Center, New York. Information: (914) 761-1100.

**Oct. 21-24**—*Association of National Advertisers* annual convention. Ritz Carlton, Naples, Fla. Information: (212) 697-5950.

## November

**Nov. 7-10**—"Women in Broadcasting '90," conference sponsored by *European Broadcasting Union* and *Steering Committee for Equal Opportunities in Broadcasting within European Commission*. Zappion Congress Center, Athens. Information: (022) 798-7766.

**Nov. 11**—*Caucus for Producers, Writers and Directors* eighth annual dinner dance and fifth general membership meeting. Los Angeles. Information: (202) 652-0222.

# For the Record

As compiled by BROADCASTING from Dec. 21 through Dec. 28 and based on filings, authorizations and other FCC actions.

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

## Ownership Changes

### Applications

■ KRAB-FM Green Acres, CA (BTCH891116MD; 106.3 mhz; 2.25 kw; ant. 373 ft.)—Seeks assignment of license from Donna Hutchinson to Atmosphere Broadcasting Ltd. for \$1,230,000. Seller has no other broadcast interests. Buyer is headed by Clifford N. Burnstein and Peter D. Mensch and has been granted construction permit for KQHZ(FM) Greenfield, CA. Filed Nov. 16, 1989.

■ KJQY-FM San Diego, CA (BALH891130HY; 103.7 mhz; 36 kw; ant. 580 ft.)—Seeks assignment of license from Command Communications Inc. to Westwood One Stations Inc. for \$19 million (BROADCASTING, Nov. 20, 1989). Seller is headed by Carl Brazell. Command Communications Inc. (Command) wholly owns Metropolitan Broadcasting Corp. of Dallas, licensee of KRLD(AM) Dallas, KHOW(AM)-KSYY(FM) Denver, KPKE Acquisition Corp., 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. Buyer is headed by Norman J. Pattiz and has interest in WNEW(AM) New York and WYNY-FM Lake Success, both New York. Filed Nov. 30, 1989.

■ KXPT-FM Santa Paula, CA (BALH891201GQ; 96.7 mhz; .087 kw; ant. 457 ft.)—Seeks assignment of license from Radio Ventura Inc. to Edward A. Krampf for \$2 million. Seller is headed by Alex Sheftell, Burke Kaplan and James Olerich and also owns KAM(AM) Fresno, KMGQ(FM) Goleta, KIST(AM) Santa Barbara and KBOS(FM) Tulare, all California. Buyer has no other broadcast interests. Filed Dec. 1, 1989.

■ KDMN(AM) Buena Vista, CO (TEMP891201; 1450 khz; 250 w-U)—Seeks assignment of license from Robert D. and Marjorie M. Zellmer, husband and wife, to Alpine Broadcasting Corp. for \$32,000. Sellers have interest in KRZD(AM)-KATR-FM Wray, CO. Marjorie Zellmer is licensee of KGCA(AM) Del Norte, CO. Buyer is headed by R. Don Taylor and has no other broadcast interests. Filed Dec. 1, 1989.

■ KFLJ(AM) Walsenburg, CO (BAL891201EA; 1380 khz; 1 kw-D)—Seeks assignment of license from Floyd Jeter to Jupiter Communications Corp. for \$10,000. Seller has no other broadcast interests. Buyer is headed by Diane Burns and has no other broadcast interests. Filed Dec. 1, 1989.

■ WSRX(FM) Ft. Myers, FL (BAPE891212GK; 91.5 mhz; 3 kw; ant. 287 ft.)—Seeks assignment of license from National Christian Network Inc. to Youth Foundation of America Inc. for \$550,000. Seller is headed by Raymond A. Kassis and is licensee of WWBC(AM) Cocoa and WJEA(AM) Palm City, both Florida. Buyer is headed by Lloyd G. Sheehan and has no other broadcast interests. Filed Dec. 12, 1989.

■ WKJM-FM Monticello, IN (BALH891207HW; 95.3 mhz; 1 kw; ant. 520 ft.)—Seeks assignment of license from

Nu-View Associates Inc. to WKJM Inc. for \$650,000. Buyer assumes financial liabilities of seller. Seller is headed by Essie and Kent Nussbaum, mother and son. Kent Nussbaum holds authorization for LPTV W30AD Remington, IN. Buyer is headed by James E. Young, Roger Bauer and Essie and Kent Nussbaum. Filed Dec. 7, 1989.

■ WLVC(AM) Fort Kent and WSJR(AM) Madawaska, both Maine. (AM: BAL891122EI; 1340 khz; 250 w-U; FM: BAL891122EH; 1230 khz; 1 kw-U)—Seeks assignment of license from Melvoc Inc. to Lamoille Broadcasting and Communications for \$82,500. Seller is headed by Michael Currier and has no other broadcast interests. Buyer is headed Christopher G. Barbieri and has no other broadcast interests. Filed Nov. 22, 1989.

■ WKJR(AM)-WQWQ(FM) Muskegon Heights, MI (AM: BAL891201GO; 1520 khz; 10 kw-D, 1 kw; FM: BALH891201GP; 101.7 mhz; 3 kw-U; ant. 300 ft.)—Seeks assignment of license from Furniture City Broadcasting Corp. to Pathfinder Communications Corp. for \$1,270,000. Seller is headed by William Kuiper and is licensee of WFUR(AM) Grand Rapids, WDOV(FM) Dowagiac and WKPR(FM) Kalamazoo, all Michigan. Buyer is headed by John F. Dille Jr. and is licensee of WTRC(AM)-WYEZ(FM) Elkhart and WQHK(AM)-WMEE(FM) Fort Wayne, both Indiana; WCKY(AM)-WWEZ(FM) Cincinnati; WCUI-AM-FM Grand Rapids, MI; KSKS(AM) Tulsa and KVL-TFM Owasso, both Oklahoma. Filed Dec. 1, 1989.

■ KJJK-AM-FM Fergus Falls, MN (AM: BAL891117ED; 1090 khz; 1 kw-D; FM: BALH891117EE; 96.5 mhz; 100 kw; ant. 480 ft.)—Seeks assignment of license from Otter Tail Promotions to Otter Tail Media Group Inc. for \$502,484. Seller is headed by Lewis M. Latto and has interest in KXTP(AM) Superior, WI, and WAKX(FM) Duluth and WEVE-AM-FM Eveleth, both Minnesota. Buyer is headed by Larry B. Nornes and Larry Dom. Nornes.

CEO of assignee, holds 50 shares of assignor (3% of Otter Tail Promotions Inc.). Nornes is GM of KJJK-AM-FM and will continue in that capacity. Filed Nov. 17, 1989.

■ KBSI(TV) Cape Girardeau, MO (TEMP891108; ch. 23; 1900 kw-V; ant. 1,800 ft.)—Seeks assignment of license from Cape Girardeau Family TV Inc. to Engles Communications Inc. for \$3 million. Buyer also agrees to pay total accounts receivable or \$330,000, whichever is less. Seller is owned by bankrupt group owner Media Central and is headed by Morton Kent and is licensee of KZKC(TV) Kansas City, MO, WOAC(TV) Canton, OH and WKCH-TV Knoxville, TN. Buyer is headed by David and Steven B. Engles, (brothers). Steven B. Engles is general manager of KZKC(TV) Kansas City, MO. Filed Nov. 8, 1989.

■ WSHQ-FM Cobleskill and WNYJ(FM) Rotterdam, both New York (WSHQ: AMBTCH891122HE; 103.5 mhz; 50 kw; ant. 152 ft.; WNYJ: BTCH891122HF; 98.3 mhz; 3 kw; ant. 91 ft.)—Seeks assignment of license from Bruce M. Lyons to Michael R. Spector and John H. Spector, brothers, for assumption of financial liabilities. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Nov. 22, 1989.

■ WWON(AM) Woonsocket, RI (BAL891130EB; 1240 khz; 1 kw-U)—Seeks assignment of license from Ocean State Broadcasting Ltd. to Woonsocket Broadcasters L.P. for \$600,000. Seller is headed by William S. Cerny, who is shareholder of WLBK(AM)-WDEK(FM) De Kalb, IL. Buyer is headed by David R. and Denise Y. LePage, (husband and wife) and has no other broadcast interests. Filed Dec. 7, 1989.

■ WMGL-FM Ravenel, SC (BALH891207HV; 101.7 mhz; 1.32 kw; ant. 482 ft.)—Seeks assignment of license from Coastal Broadcasting Inc. to Millcom Inc. for assumption of financial liabilities to Bussey Bank totaling \$2,425,000. Seller is headed by Richard G. Glover, who owns WJTX(AM) Urbana, IL. Buyer has no other broadcast

## THREE CHIEFS COMPANY, INC.

(Ragan A. Henry)

Has Acquired

WBZN AM/FM

Milwaukee-Racine, Wisconsin

for

\$3,500,000

from

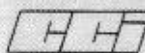
ADAMS COMMUNICATIONS CORP.

(Steve Adams, Chairman)

(Matt Mills, President)

We Are Pleased To Have Served As Broker In This Transaction

THE  
BEST CHOICE



Cable & Communications Incorporated

Josh Mayberry Carol Mayberry

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interests. Filed Dec. 7, 1989.

■ **WMRE(AM)** Knoxville, TN (BAL891207EA; 1580 kHz; 5 kw-D).—Seeks assignment of license from Hunter Broadcasting Co. to Tri-Star Communications for \$135,000. Seller is headed by Edwin B. Hunter and has no other broadcast interests. Buyer is headed by Jody Ritchie, Shawn Hicks and Brian McKinley and has no other broadcast interests. Filed Dec. 7, 1989.

■ **KCAR(AM)** and **KCBZ(FM)** Clarksville, TX (AM: BAL891130EA; 1350 kHz; 500 w-D; FM: BAP891130EC; 98.5 mhz; 3 kw; ant. 100 ft.).—Seeks assignment of license from Radio Station KCAR Inc. to Riley Broadcasting Inc. for \$105,100. Seller is headed by Vera M. Woolley. Buyer is headed by Ralph W. and Brenda A. Riley. (husband and wife), and has no other broadcast interests. Filed Nov. 30, 1989.

■ **KVLG(AM)-KBK(FM)** La Grange, TX (AM: BAL891201EC; 1570 kHz; 250 w-D; DA: FM: BAL891201ED; 104.9 mhz; 3 kw; ant. 100 ft.).—Seeks assignment of license from Fayette Broadcasting Corp. to La Grange Broadcasting Co. for \$375,000. Seller is headed by Raymond G. Shindler, who has interest in KIDY(TV) San Angelo and KABB(TV) San Antonio, both Texas. Buyer is headed by Roy E. Henderson and is licensee of KGLF(FM) Freeport, TX; he has construction permits for new FM's at South Padre Island, Mason and Caldwell, all Texas, and is licensee of LPTV K05L Clear Lake City, TX. Filed Dec. 1, 1989.

■ **New FM, Alberta, VA** (BAP891129HY; 107.7 mhz; 3 kw; ant. 100 ft.).—Seeks assignment of license from FM 108; to Alvin R. Rooks Sr. for \$10,000. Seller is headed by L.E. Willis (see WSVS-FM, below). Buyer is 50% shareholder of Radio Crusade Inc., licensee of WTNC(AM) Thomasville, NC. Filed Nov. 29, 1989.

■ **WSVS-FM Crewe, VA** (BAPL891129HX; 104.7 mhz; 100 kw; ant. 404 ft.).—Seeks assignment of license from KAT Broadcasting Corp. to Willis Broadcasting Corp. for \$5.5 million. Seller is headed by Elieck Seymour, licensee of properties formerly held by Resort Broadcasters, including WHCC(AM)-WQNS(FM) Waynesville and WFLB(AM) Fayetteville both North Carolina, and WDSC(AM)-WZNS(FM) Dillon and WKEL(AM) Myrtle Beach, both South Carolina. Buyer is headed by L.E. Willis, who has interest in Crusade Broadcasting Corp., licensee of WIMG(AM) Ewing, NJ; Christian Broadcasting Corp., licensee of WBOK(AM) New Orleans; Big Ben Communications Inc., licensee of KFTH(FM) Marion, AK; Charlotte Christian Radio Inc., licensee of WGSP(AM) Charlotte, NC; Edenton Christian Radio Inc., licensee of WBXB(FM) Edenton, NC; Columbia Christian Radio Inc., licensee of WKWQ(FM) Batesburg, NC; Durham Christian Radio Inc., licensee of WSRG(AM) Durham, NC; Birmingham Christian Radio Inc., licensee of WAYE(AM) Birmingham, AL; Gospel Broadcasting Corp., licensee of WSFU-FM Union Springs, AL; FM 96 Corp., licensee of WPZZ(FM) Franklin, IN; Marshall Broadcasting Corp., licensee, KSNE(FM) Marshall, AK; Philadelphia Christian Radio Inc., licensee of WURD(AM) Philadelphia; Warren Broadcasting Corp., permittee of unbuild WVRG(FM) Warrenton, NC, and Belhaven Christian Radio, licensee of WKJA(FM) Belhaven, NC. Willis also has interest in WTNC(AM) Thomasville, NC. Willis Broadcasting Corp. holds 100% of voting stock in Tidewater Radio Show Inc., licensee of WPCE(AM) Portsmouth and WFTH(AM) Richmond, both Virginia; Willis & Sons Inc., licensee of WSVE(AM) Jacksonville and WPDQ(FM) Green Cove Springs, both Florida; Metro Communications Inc., licensee of WWC(AM) Gary, IN; Gateway Communications Corp., licensee of WESL(AM) East St. Louis, IL, and Inspirational Broadcasting Corp., licensee of WTJH(AM) East Point, GA, and has application pending for WVA-B(AM) Virginia Beach and WKSV-FM Cape Charles, both Virginia. Levi Willis, son of L.E. Willis, has interest in WTNC(AM) Thomasville, NC. Filed Nov. 29, 1989.

■ **New FM Salem, VA** (BAPED891204HZ; 91.3 mhz; 5.369 kw; ant. 903 ft.).—Seeks assignment of license from Unity of Roanoke Valley to Positive Alternative Radio Inc. for no financial considerations. Seller is headed by Rev. Kathryn A. Rowbotham has no other broadcast interests. Buyer is headed by Vernon H. and Virginia L. Baker, husband and wife, and has interests in WBZI(AM) Xenia, OH; WKGM(AM) Smithfield, VA; WSGH(AM) Lewisville, WNOW(AM) Mint Hill and WFTK(AM) Wake Forest, all North Carolina, and WTGR(AM) Pt. Pleasant, WV; licensee of WPAR-FM Claremont, NC, and holds construction permits for WCFL-FM Culpepper and WCQR-FM Waynesboro, both Virginia. Filed Dec. 4, 1989.

■ **WVAB-AM** Virginia Beach, VA (BAL891129EB; 1550 kHz; 5 kw-D).—Seeks assignment of license from Willis Broadcasting Corp. to Message Ministry and Management Inc. for \$150,000. Seller is owned by L.E. Willis (see WSVS-FM, above). Buyer is headed by Ronnie D. Joyner and has no other broadcast interests. Filed Nov. 29, 1989.

## Actions

■ **KIST(AM)** Santa Barbara and KMGQ-FM Goleta, both California (AM: BAL891016EE; 1340 kHz; 1 kw-D; FM: BAL891016EF; 106.3 mhz; 365 w; ant. 879 ft.).—Granted app. of assignment of license from Radio Fresno Inc. to Jayveco LP for \$11,750,000 ("Changing Hands," Oct. 30, 1989). Sale includes KKAM(AM)-KBOS(FM) Fresno, CA. Seller is headed by Burke Kaplan, James E. Olerich and Alex Sheffell, and also owns KKPT(FM) Oxnard-Ventura, CA. Buyer is headed by Dwight Case, currently president and CEO of Networks America and co-owner of KAZN(AM) Los Angeles. He previously was president of Transtar Radio Networks (now Unistar) and president of RKO radio station group. Action Dec. 13, 1989.

■ **KKBB-FM** Shafter, CA (BAPL891026HU; 97.7 mhz; 3 kw; ant. 91 ft.).—Granted app. of assignment of license from Clayton Communications Inc. to KCI Radio Partners LP. for \$330,000 ("Changing Hands," Oct. 9). Seller is headed by Richard Dames and Stephen Bunyard. Dames is president of Olympia Broadcasting, which is licensee of KXXR(FM) Kansas City, MO; KYAK(AM)-KGOT(FM) Anchorage and K1AK(AM)-KORZ(FM) Fairbanks, both Alaska; KMGX(FM) Hanford, CA, and KTRW(AM)-KZZU-FM Spokane, WA. Bunyard has interest in WSJC(AM)-WMJW(FM) Magee, MS. Buyer is headed by Ken Kohl, most recently station manager at KFI(AM) Los Angeles. He has no other broadcast interests. Action Dec. 15, 1989.

■ **KOVR(TV)** Stockton, CA (BTCCT891020KH; ch. 13; 316 kw-V; ant. 2,000 ft.).—Granted app. of assignment of license from Anchor Media Corp., Anchor Media Investors II Inc. and Group Management Inc. to Robert Bass, for no financial consideration. Seller is headed by Alan Henry and David Bonderman. Robert Bass has no other broadcast interests. Action Dec. 14.

■ **WTIS(AM)** Tampa, FL (BAL891023ED; 1110 kHz; 10 kw-D).—Granted app. of assignment of license from Forus Communication Inc. to WTIS-AM Inc. for \$1.7 million. Seller is headed by Lind Carl Voth and Simon Rosen and has interest in WAEC(AM) Atlanta, WOIV(FM) DeRuyter and WSIV(AM) East Syracuse, all New York. Buyer is headed Luis Albertini, Ronald L. Roseman, Ed Roseman and Marvin Stone and has no other broadcast interests. Action Dec. 13, 1989.

■ **WYDJ(TV)** Dalton, GA (BAPCT881012KH; ch. 23; 5000 kw; 1517 ft.).—Dismissed app. of assignment of license from Dalton Television Associates Ltd. to TV-23 Northwest Regional TV for \$100,000. Seller is headed by Lowell Jackson and William E. Mallon and has no other broadcast interests. Buyer is headed by Richard C. Jordan and has no other broadcast interests. Action Dec. 13, 1989.

■ **WZKO(FM)** Pineville, KY (BTCH890718GS; 106.3 mhz; 780 w; ant. 750 ft.).—Granted app. of assignment of license from William and Janice Carrigan, husband and wife, to Jimmie R. Branham. Upon receiving written approval by FCC for transfer of shares of stock in and to Pine Hills Broadcasting Inc., parties hereto agree to take following action: Carrigan shall transfer to Branham 470 shares of common stock in and to Pine Hills Broadcasting Inc.; Branham and Pine Hills execute to Carrigans indemnification and hold harmless agreement, and Lois Jean McPherson and Branham shall execute that certain agreement for accord and satisfaction for purposes of identification, incorporation herein by reference, and made a part hereof. Seller has no other broadcast interests. Buyer is licensee of WANO(AM) Pineville, KY. WANO submitted its application for renewal of license with FCC April 14, 1989. Action Dec. 13, 1989.

■ **WGTV(TV)** Traverse City and WGTQ-TV Sault St. Marie, both Michigan (WGTV: BALCT890922KE; ch. 29; 1000 kw-V; ant. 1,300 ft.; WGTQ: BALCT890922KF; ch. 8; 316 kw-V; ant. 778 ft.).—Dismissed app. of assignment of license from Michigan Center Broadcasting to Scanlan Communications Inc. for \$4 million. Seller is subsidiary of Adams Communications, headed by Stephen Adams, licensee of WLAV-AM-FM Grand Rapids, MI; WBZN-AM-FM Racine, WI; KISS(AM) San Antonio, TX; KOOL-AM-FM Phoenix; KQUL(AM)-KZOK-FM Seattle; WKLL(AM) Wood River, IL; KEZK-FM St. Louis; WILX-TV Onondaga, MI; WKEF-TV Dayton, OH; KAUZ-TV Wichita Falls, TX; KOSA-TV Odessa, TX; WTRF-TV Wheeling, WV; WMTV(TV) Madison, WI; WSAW-TV Wausau, WI; WHOI-TV Peoria, IL, and WWAY(TV) Wilmington, NC. Buyer is headed by Thomas Scanlan, former part owner of WKFT(TV) Fayetteville, SC. He has no other broadcast interests. Action Dec. 14, 1989.

■ **KIDD-FM** Bend, OR (BAP890927GM; 98.3; 3 kw; ant. 300 ft.).—Granted app. of assignment of license from Kitsap Communications Corp. to The Confederation Tribes of the Warm Reservation of Oregon for \$35,000. Seller is headed by Carol Brandt and has no other broadcast interests. Buyer is headed by Larry Calica and is also licensee of

KWSI(FM) and noncommercial KWSO(FM), both Warm Springs, OR. Action Dec. 11, 1989.

■ **WATM-TV** Altoona, PA (BALCT890620KF; ch. 23; 20.9 kw-V; ant. 941 ft.).—Granted app. of assignment of license from Evergreen Broadcasting Corp. to Auburn Television Group Inc. for \$2.4 million ("Changing Hands," June 26). Seller is owned by Robert Smith, who also owns KEYT-TV Santa Barbara, CA; KBSD-TV Ensign, KBSL-TV Goodland, KBSH-TV Hays and KWCH-TV Hutchinson, all Kansas; WETM-TV Elmira, NY, and WHTM-TV Harrisburg and WWCP-TV Johnstown, both Pennsylvania. Buyer is headed by Michael C. Gelfand, who is 100% owner of voting stock of Spotlight Media Corp., licensee of KIQY(FM) Lebanon, OR, and KKTMTV(TV) Flagstaff, AZ. Action Dec. 13, 1989.

■ **KGNB(AM)-KNBT(FM)** New Braunfels, TX (AM: BAL891026EB; 1420 kHz; 1 kw-D; FM: BAL891026EC; 92.1 mhz; 3 kw; ant. 300 ft.).—Granted app. of assignment of license from New Braunfels Broadcasting Corp. to New Braunfels Communications Inc. for \$975,000. Seller is headed by Jimmy Rae and has no other broadcast interests. Buyer is headed by William J. Rainer and Edward L. Knetzer, investors, who have no other broadcast interests. Action Dec. 12, 1989.

■ **KTCR(AM)** Kennewick KOTY(FM) Richland, both Washington (AM: BAL890913EE; 1340 kHz; 1 kw; FM: BAL890913EF; 106.5 mhz; 25 kw; ant. -44 ft.).—Granted app. of assignment of license from KUTI/KXDD LP, debtor in possession, to I-82 Acquisition Corp., subsidiary of Contemporary Media Corp., for assumption of debt estimated to be \$2 million. Transaction also includes KUTI(AM) Selah and KXDD Yakima, both Washington. Seller is headed by Victor Ives and has no other broadcast interests. Buyer is headed by Edwin F. Guth III, W.D. Siegenthaler and Brian F. McColl. Contemporary Media Corp. is licensee of KCIX-FM Garden City and KSGR(AM) Nampa, both Idaho. Edwin F. Guth III and W.D. Siegenthaler are sole stockholders of Contemporary Media Corp. Guth owns 91.3% of issued and outstanding stock, and Siegenthaler owns 8.7% of issued and outstanding stock. Action Dec. 7, 1989.

■ **KUTI(AM)** Selah and KXDD-FM Yakima, both Washington (AM: BAL890913EC; 980 kHz; 5 kw-D, 500 w-N; FM: BAPL890913ED; 104.1 mhz; 61 kw; ant. 840 ft.).—Granted app. of assignment of license from KUTI/KXDD LP, debtor in possession, to I-82 Acquisition Corp., subsidiary of Contemporary Media Corp., for assumption of debt estimated to be \$2 million. Transaction also includes KTCR(AM) Kennewick and KOTY(FM) Richland, both Washington. Seller is headed by Victor Ives and has no other broadcast interests. Buyer is headed by Edwin F. Guth III, W.D. Siegenthaler and Brian F. McColl. Contemporary Media Corp. is licensee of KCIX-FM Garden City and KSGR(AM) Nampa, both Idaho. Edwin F. Guth III and W.D. Siegenthaler, parties hereto, are sole stockholders of Contemporary Media Corp. Guth owns 91.3% of issued and outstanding stock and Siegenthaler owns 8.7% of issued and outstanding stock. Action Dec. 7, 1989.

■ **WRPX(AM)** Hudson, WI (BAL891013ED; 740 kHz; 1 kw-D).—Granted app. of assignment of license from Borgen Broadcasting Corp. to TCCMB Inc. for \$300,000. Seller is headed by Gregory Borgen and has no other broadcast interests. Buyer is headed by Paul Sullivan and has no other broadcast interests. Action Dec. 11, 1989.

## New Stations

### Applications

■ **Glencoe, AL** (BPH891026MS)—Allen & Hill Broadcasting Co. seeks 93.1 mhz; 3 kw; 328 ft. Address: P.O. Box 8249, Gadsden, AL 35902. Principal is headed by Ann A. Allen and Robert D. Hill Jr. and has no other broadcast interests. Filed Nov. 26, 1989.

■ **Glencoe, AL** (BPH891025MI)—Appalachian Broadcasting Co. seeks 93.1 mhz; 1 kw; 567 ft. Address: P.O. Box 179, Cropwell AL, 35054. Principal is owned by Byron E. Fincher, Barbara A. Fincher and L. Ann Baughn and has no other broadcast interests. Filed Nov. 25, 1989.

■ **Hot Springs Village, AR** (BPH891109MH)—The River Broadcasting Co. seeks 92.9 mhz; 2.4 kw; 498 ft. Address: P.O. Box 1816, Greenville, MS 38702. Principal is headed by George E. Pine II, George Pine III and James P. Kar Jr. and has no other broadcast interests. Filed Nov. 9, 1989.

■ **Shafter, CA** (BPED891113ME)—Shepherd Communications Inc. seeks 90.9 mhz; 50 kw. Address: P.O. Box 1000, Yucaipa, CA. Principal is headed by Jon Fugler and has no other broadcast interests. Filed Nov. 11, 1989.

■ **Plantsville, CT** (BPED891120MD)—Gregory P. Laporta

seeks 91.9 mhz. Address: 106 Deckert Dr., Plantsville, CT 06479. Principal has no other broadcast interests. Filed Nov. 20, 1989.

■ Conway, FL (BPED891127MC)—Southwest Florida Community Radio Inc. seeks 88.3 mhz; 1.9 kw; 984 ft. Address: P.O. Box 061275, Fort Myers, FL 33906. Principal is headed by Robert D. Augsburg, Fred C. Shurtump, Merri Shurtump, Sherry Ford, John Geyer, Bill Erickson, Larry Ford, Steve Maloney, Dean Castillo and Colette Geyer. Southwest Florida Community Radio is licensee of WAYI(FM) Fort Myers, FL. Filed Nov. 27, 1989.

■ Jupiter, FL (BPH890914MZ)—Lighthouse Broadcasting Inc. seeks 105.5 mhz; 3 kw; 328 ft. Address: P.O. Box 2222, Stuart, FL 34995. Principal is headed by Patricia A. Larschanno and has no other broadcast interests. Filed Sept. 14, 1989.

■ Mims, FL (BPED891127MB)—Palm Bay Public Radio Inc. seeks 88.5 mhz; .5 kw. Address: P.O. Box 1020 Palm Bay, FL. Principal is headed by Daniel McMurphy, Dorine Belflower, Randy Preston, Lynn Borton and Harry Mason and has no other broadcast interests. Filed Nov. 27, 1989.

■ Ringgold, GA (BPH891108MF)—Robert A. Benns seeks 93.7 mhz; 2 kw; 393 ft. Address: 203 Young St., Confluence, PA. Principal is headed by Robert A. Benns, who has interest in WHYW Associates, licensee of WHYG-FM Braddock, PA (see Signal Mountain, TN). Filed Nov. 8, 1989.

■ Ringgold, GA (BPH891109MI)—Rainmaker Broadcasting Group Inc. seeks 93.7 mhz; 3 kw; 328 ft. Address: 633 Chestnut St., Chattanooga, TN 37450. Principal is headed by Monty Bruel and has no other broadcast interests (see Signal Mountain, TN). Filed Nov. 9, 1989.

■ Ringgold, GA (BPH891109MD)—James E. Price seeks 93.7 mhz; 3 kw; 328 ft. Address: P.O. Box 751, Ringgold, GA 30736. Principal is headed by James E. Price. Filed Nov. 9, 1989.

■ Ringgold, GA (BPH891109ME)—Teresa G. Bennett seeks 93.7 mhz; 3 kw; 328 ft. Address: Rte. 4, Box 40700, Chatsworth, GA 30705. Principal is headed by Teresa G. Bennett and has no other broadcast interests. Filed Nov. 9, 1989.

■ Ringgold, GA (BPH891109MF)—Myra Devona Poe seeks 93.7 mhz; 3 kw; 328 ft. Address: 703 W. Walnut Ave., Dalton, GA 30720. Principal has interest in WTTI(AM) Dalton, GA. Filed Nov. 9, 1989.

■ Ringgold, GA (BPH891109MG)—SML Communications Inc. seeks 93.7 mhz; 2 kw; 328 ft. Address: 1018 N. Hickory St., Chattanooga, TN 37406. Principal is headed by Cherri McIntyre and has no other broadcast interests. Filed Nov. 9, 1989.

■ Seneca, KS (BPH891102MJ)—KNZA Inc. seeks 92.1 mhz; 3 kw; 328 ft. Address: P.O. Box 104 Hiawatha, KS 66434. Principal is headed by Gregory F. Busher and Robert B. Hilton. KNZA Inc. is licensee of KNZA-FM Hiawatha, KS, and is applying for FM Channel 221A that is presently allotted to Seneca, KS. Filed Nov. 2, 1989.

■ Flowood, MS (BP891106AD)—CSB Communications Inc. seeks 1240 khz. Address: 8663 Shadowbrook Cove, Germantown, TN 38138. Principal is headed by H. Craig Scott. CSB Communications Inc. is licensee of WMJW(FM) Magee, MS. Stephen Bunyard, controlling stockholder of CSB, is controlling shareholder of Clayton Communications Inc. and licensee of KKB(FM) Shafter, CA. Filed Nov. 6, 1989.

■ Berlin, NJ (BPED891122MF)—New Jersey Public Broadcasting Authority seeks 88.1 mhz; .001 kw. Address: 1573 Parkside Ave., Trenton, NJ. Principal is headed by Robert G. Ottenhoff. New Jersey Public Broadcasting Authority is licensee of WNJT(TV) Trenton, WNJB(TV) New Brunswick, WNJM(TV) Montclair and WNJS(TV) Camden, all New Jersey, and is permittee of WHR821 Montclair-Newark and WHR822 New Brunswick, also New Jersey. Filed Nov. 22, 1989.

■ Oneonta, NY (BPED891204MA)—WSKG Public Telecommunications Council seeks 91.7 mhz; 4 kw; 478 ft. Address: 1168 Conklin Rd., Conklin, NY 13748. Principal is headed by Michael J. Ziegler. WSKG Public Telecommunications Council is licensee of WSKG-FM and WSKG-TV Binghamton and WSKG-FM Ithaca, both New York; and has application pending for channel 42 in Oneonta, NY. Filed Dec. 4, 1989.

■ Signal Mountain, TN (BPH891102MN)—Tri-State Communications LP seeks 98.1 mhz; 78 kw; 633 ft. Address: 1006 Lullwater Rd., Red Bank, TN 37405. Principal is headed by Rita L. Smith and A. Hamid Andalib and has no other broadcast interests. Filed Nov. 2, 1989.

■ Signal Mountain, TN (BPH891102ML)—Special T Communications Inc. seeks 98.1 mhz; .537 kw; 1,069 ft. Address: P.O. Box 442, Ooltewah, TN 37363. Principal is headed by Tamara W. Henderson and has no other broad-

cast interests. Filed Nov. 2, 1989.

■ Signal Mountain, TN (BPH891101MH)—ARB Communications Inc. seeks 98.1 mhz; .58 kw; 731 ft. Address: 217 B. Cliftview Dr., Red Bank, TN 37415. Principal is headed by Frenche Brewer and has no other broadcast interests. Filed Nov. 1, 1989.

■ Signal Mountain, TN (BPH891102MM)—Signal Mountain Radio Partners seeks 98.1 mhz; 1.146 kw; 734 ft. Address: 2617 Maromede Ln., Chattanooga, TN 37450. Principal is headed by Lynda Hudson, Wanda D. Cooper and Frances W. Larsen and has no other broadcast interests. Filed Nov. 2, 1989.

■ Signal Mountain, TN (BPH891101MI)—Ladies of the 80's broadcasting Inc. seeks 98.1 mhz; 91 kw; 603 ft. Address: 1223 Taft Hwy., Signal Mountain, TN 37377. Principal is headed Kathy Cantrell and has no other broadcast interests. Filed Nov. 22, 1989.

■ Signal Mountain, TN (BPH891031MD)—Michael J. Benns seeks 98.1 mhz; .6 kw; 800 ft. Address: 480 S. Crest Rd. Chattanooga, TN, 37404. Benns has interest in WHYW Associates, licensee of WHYG-FM Braddock, PA. Filed Oct. 31, 1989.

■ Signal Mountain, TN (BPH891102MG)—Sage Broadcasting Corp. seeks 98.1 mhz; .30 kw; 1043 ft. Address: 700 Canal St., Stamford, CT 06902. Principal is headed by Gerald Poch. Sage Broadcasting Corp. has interest in WFNW(AM) Naugatuck, WLWH(FM) Hartford, WLWH(AM) Manchester, all Connecticut; WBSM(AM) New Bedford and WFHN(FM) Fairhaven, both Massachusetts; WKOL(AM)-WKOL-FM Amsterdam, NY; KMNS(AM)-KSEZ(FM) Sioux City, IA; WTAX(AM)-WDBR(FM) Springfield, IL. WACO(AM)-KTKS(FM) Waco, TX; WCGL(AM)-WSGD-FM Carbondale, PA; WGNE(FM) Titusville, FL., and WRFB(FM) Stowe, VT. Filed Nov. 11, 1989.

■ Signal Mountain, TN (BPH891102MF)—Rainmaker Broadcasting Group Inc. seeks 98.1 mhz; 1.3 kw; 705 ft. Address: 633 Chestnut St., Chattanooga, TN 37450. Principal is headed by Monty Bruel and has no other broadcast interests. Filed Nov. 2, 1989.

■ Signal Mountain, TN (BPH891101MF)—Group 90 Inc. seeks 98.1 mhz; .6 kw; 692 ft. Address: 43 Lakeshore Ln., Chattanooga, TN 37415. Principal is headed by Norma M. Glomski, Suzanne B. Hall, Harold Loyd, Brenda Bailey and Karen L. Profit. Loyd has interest in JETTCOM Inc., licensee of WJTT-FM Red Bank, TN. Filed Nov. 1, 1989.

■ Signal Mountain, TN (BPH891102MH)—98 Rocks seeks 98.1 mhz; .59 kw; 734 ft. Address: 3530 NE 25th Terrace, Ft. Lauderdale, FL 33308. Principal is headed by Peter B. Fulton and has no other broadcast interests. Filed Nov. 20, 1989.

■ Signal Mountain, TN (BPH891031MF)—Broadcast Co. of America seeks 98.1 mhz; .5 kw; 806 ft. Address: 1544 Heritage Landing Dr., Chattanooga, TN 37405. Principal is headed by Jay Sadow and Gerry Sadow and has no other broadcast interests. Filed Oct. 31, 1989.

■ Signal Mountain, TN (BPH891102MI)—Community Broadcasting Co. seeks 96.5 mhz; 6 kw; 328 ft. Address: P.O. Box 723, Wiggins, MS 39577. Principal is headed by A.R. and Gayon Byrd, husband and wife. Mr. and Mrs. Byrd are majority stockholders of Stonelamar Broadcasting Co., licensee of WLUN(FM) Lumberton, MS. The renewal of that station is pending. Filed Oct. 31, 1989.

■ Signal Mountain, TN (BPH891102MK)—Signal Mountain Radio Co. seeks 98.1 mhz; 1.666 kw; 1118 ft. Address: 8240 Mitchell Mill Radio, Ooltewah, TN. Principal is headed by Anytha C. Pauza and Wanda G. Stanton. Anytha Pauza controls 50% of voting stock of Signal Mountain Radio Co. and is married to John F. Pauza, who holds a 50% partnership of WZDX-TV Huntsville, AL. Filed Nov. 2, 1989.

## Actions

■ Rocky Mount, NC (BPH870429MG)—Granted app. of Eastern Carolina Electronics Inc. for 98.5 mhz; 1.7 kw; 416 ft. Address: P.O. Box 4005, Rocky Mount, NC 27803. Principal is headed by Melvin J. Warner Sr., Mary L. Warner and M. Jobe Warner Jr. and is licensee of WCEC(AM) Rocky Mount, NC. Filed Dec. 11, 1989.

■ Burnet, TX (BPH890414MA)—Granted app. of Nolte Broadcasting Corp. for 92.5 mhz; 2.4 kw; ant.: 328 ft. Address: 20707 Camelback, Lago Vista, TX 78645. Principal is headed by Mark C. Nolte and has no other broadcast interests. Action Dec. 6.

■ Sturgeon Bay, WI (BPH880302MA)—Granted app. of Family Educational Broadcasting Corp. for 90.5 mhz; 50 kw; 534 ft. Address: 1715 Michigan St., Sturgeon Bay, WI 54235. Principal is headed by Mark R. Schwarzbauer, Steven J. McGinnis and Jeffery M. Schlise and has no other broadcast interests. Filed Dec. 15, 1989.

## Facilities Changes

### Applications

#### AM's

■ Redwood Falls, MN KLGR(AM) 1490 khz—Nov. 30 application for CP to reduce power to 470 watts day and night; correct coordinates to 44 32 35N 95 07 57W, and make changes in ant. system.

■ Amsterdam, NY WSGD(AM) 1570 khz—Aug. 21 application amended for CP to change proposed TL: to 0.45 km SW of intersection of State Rte. 67 and E. Line Rd., 3 km SSE of Ballston, NY; 42 58 06N 73 50 21W, and make changes in ant. system.

#### FM's

■ Russellville, AL, WZMX(FM) 97.7 mhz—Nov. 21 application for CP to change ERP: 3.5 kw H&V; ant.: 429 ft. H&V; change TL: just off Hwy. 43, inside city limits of Littleville, AL.

■ Santa Rosa, CA KXFX(FM) 101.7 mhz—Nov. 16 application for CP to change ERP: 2.330 kw H&V; ant.: 1,056 ft. H&V; change TL: Mount Barham Communications site, 6.29 km NW of Melite, CA.

■ Leroy, IL WMLA-FM 92.7 mhz—Nov. 17 application for CP to change freq: 104.1 mhz; ERP: 25.0 kw H&V; ant.: 328 ft. H&V; change class A to B1; TL: WMLA(AM) transmitter site; 1.5 miles N. of Downs, IL; change transmitter, power output, coaxial cable and antenna (per docket #86-252).

■ Linton, IN WQTY(FM) 93.5 mhz—Nov. 22 application for CP to change freq: 93.3 mhz; ERP: 12 kw H&V; ant.: 475 ft. H&V; TL: 11.32 miles, 80.95 degree (T) to Linton Reference Location 39 degree, 2 feet, 18 inches; 87 degree, 9 feet, 54 inches, class: B1 (per docket #88-32).

■ Greenville, MI WODJ(FM) 107.3 mhz—Nov. 22 application for Mod of CP (BPH871015B) to change TL: Lincoln Lake Rd., 0 km N. of Lowell, MI.

■ Utica, MS WYCH(FM) 92.9 mhz—Nov. 17 application for Mod of CP (BPH880621MB) to change ERP: 0.9 kw H&V; change ant.: 574 ft. H&V.

■ Accomac, VA 99.3 mhz—Oct. 13 application for Mod of CP (BPH880411MC) to change ERP: 16.500 kw H&V; ant.: 400 ft. H&V.

■ Hampton, VA WHOV-FM 88.3 mhz—Nov. 29 application for CP to change ERP: 2 H and 8 V kw; change freq: 88.1 mhz; per section 73.509 of FCC rules; change class to B1.

■ Othello, WA KZLN-FM 97.7 mhz—Nov. 28 application for Mod of CP (BPH870320MB as Mod) to change freq: 97.5 mhz ERP: 2.5 mhz; change to class C2 (per docket #88-594).

### Actions

#### AM's

■ Capitola, CA KLAU(AM) 1540 khz—Dec. 11 application (BMP890720AC) granted for CP to change TL: 769 Trafton Rd., Watsonville, CA 95076 (5.23 km from Watsonville city hall on bearing of 209 degrees [T]); make changes in ant. system and specify 10 kw; DA-1, U; 36 52 08N 121 46 59W.

■ Hilo, HI KIPA(AM) 620 khz—Dec. 11 application (BMP891011AD) granted for Mod of CP (BP860604AF) to make changes in ant. system.

■ Golden Valley, MN KYCR(AM) 1570 khz—Dec. 11 application (BP890518AC) dismissed for CP to increase night power to 5 kw.

■ Orange, TX KOGT(AM) 1600 khz—Dec. 11 application (BP891027AH) dismissed for CP to reduce power to 250 watts nondirectional.

■ Camas, WA 700 khz—Dec. 12 application (BP890613AB) returned resubmitted nunc pro tunc CP for new AM educational station on freq: 700 khz; pwr. 1 kw/12.5 kw DA-2; unlimited hrs. of operation; TL: Sunset View Rd. and Hwy. 830, Camas, WA; SL/RC to be determined; 45 34 43N 122 19 03W.

#### FM's

■ Huntsville, AR KFAY-FM 95.9 mhz—Dec. 14 application (BPH890724IE) granted for CP to change freq: 92.9 mhz; change ERP: 1.9 kw H&V; ant.: 406 ft. H&V; TL: eight miles E. of Huntsville, AR, on Sand Mountain; Class A (per docket #87-73).

■ Lafayette, LA 95.5 mhz—Dec. 14 application (BMP890721ID) granted for Mod of CP (BPH860507OF) to change ERP: 2.05 kw H&V; ant.: 390 ft. H&V; TL: 1.4 km N. of intersection of I-10 and State Rte. 182, Lafayette Parish, Lafayette, LA.

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■ Lexington, KY WUKY(FM) 91.3 mhz—May 22 application (BMPED8902171B) granted for Mod of CP (BPED870519MC) to change ERP: 95 kw H&V; ant.: 1,003 ft. H&V.

■ Kittery, ME WKCD(FM) 105.3 mhz—Dec. 4 application (BMPH8808261C) granted for Mod of CP to change TL: site is on Furman Lumberyard, 20 Ranger Way, on Freeman's Point, 0.2 km NE of intersection of I-95 and B&M RR, Portsmouth, NH.

■ Hickory, NC WXR(FM) 95.7 mhz—Dec. 14 application (BMPH8905261F) granted for Mod of CP (BPH8603071F) to change TL: 0.5 km SW of intersection of State Rte. 73 and 1385.

■ Denver City, TX KDNC(FM) 107.1 mhz—Dec. 14 application (BMPH8908311B) granted for Mod of CP (BPH850712VV) to change freq: 97.5 mhz; ERP: 50 kw H&V; ant.: 436 ft. H&V; class: C2 (per docket 88-110).

**TV's**  
■ Live Oak, FL WTLL(TV) ch. 57—Dec. 12 application (BMPCT890918KF) granted for Mod of CP (BPCT860328KM) to change ERP: 1.837 kw (vis); ant.: 475 ft.; TL: 12.2 km ENE of O'Brien City Center, Suwannee County, FL; ant: Bogner/BU28H(DA)(BT): 30 03 52N 82 49 04W.

■ Chattanooga, TN WDSI(TV) ch. 61—Dec. 11 application (BMPCT890607KH) granted for Mod of CP to change ERP: 5000 kw (vis); ant.: 1,230 ft.; TL: 2.25 km NW of Falling Water, ant: Andrew ATW27 HS4-ETC2-61H, (DA)(BT).

## Actions

■ FCC conditionally renews and grants assignment of license of WOWW-FM Pensacola, FL: NAL Issued (Report MM-440, Mass Media Action). Renewed license of WOWW-FM Pensacola, FL, for full term subject to EEO reporting conditions; fined station \$18,000 for EEO violations. Action by commission Dec. 20 by letter (FCC 89-356).

■ San Luis Obispo, CA. Designated for hearing 10 mutually exclusive applications for new FM station on ch. 246B1 (97.1 mhz). (MM docket 89-538, by order [DA 89-1478]; adopted Nov. 13 by chief, Audio Services Division, Mass Media Bureau.)

■ Key West, FL. Designated for hearing seven mutually exclusive applications for new FM station on ch. 300C1 (107.9 mhz). (MM docket 89-540, by order [DA 89-1474]; adopted Nov. 13 by chief, Audio Services Division.)

■ Delaware, OH. Remanded to presiding judge case involving applications of Radio Delaware Inc. and Adams Broadcasting Corp. for new FM, (MM docket 88-422, by MO&O [FCC 89R-78] by Review Board.)

■ Hornigueros, PR. Designated for hearing five mutually exclusive applications for new FM on ch. 291A (106.1 mhz). (MM docket 89-541, by order [DA 89-1473]; adopted Nov. 13 by chief, Audio Services Division.)

■ Goodlettsville, TN. Affirmed ALJ's decision dismissing application of Goodlettsville Associates for lack of diligence in case involving 11 mutually exclusive applications for new FM on ch. 246C2 (97.1 mhz) at Goodlettsville. (MM docket 88-487, by MO&O [FCC 89R-77]; adopted Dec. 4 by Review Board.)

■ Lomira, WI. Designated for hearing, three mutually exclusive applications for new FM on ch. 294A (106.7 mhz). (MM docket 89-539, by order [DA 89-1475]; adopted Nov. 13 by chief, Audio Services Division.)

## Allocations

■ Dickson, TN. Benton and Calvert City, KY. Effective Feb. 6, amended FM table by allotting ch. 239A (95.7 mhz) to Calvert City, substituting ch. 273C1 (102.5 mhz) for ch. 273C2 at Dickson, and substituting ch. 256A (99.1 mhz) for ch. 272A (102.3 mhz) at Benton; modified licenses of WCBL-FM Benton, and WQZQ(FM) Dickson, accordingly; filing window for ch. 239A at Calvert City is Feb. 6 to March 8. (MM docket 88-613, by R&O [DA 89-1571]; adopted Dec. 5 by chief, Allocations Branch.)

■ Campbellsville, Cave City and Smiths Grove, KY. Effective Feb. 5, amended FM table and substituted ch. 296C2 (107.1 mhz) for ch. 296A at Smiths Grove, ch. 279A (103.7 mhz) for ch. 294A (106.7 mhz) at Cave City, ch. 281A (104.1 mhz) for 280A (103.9 mhz) at Campbellsville; modified license of WBLG(FM) Smiths Grove, to specify operation on ch. 296C2. (By second R&O [DA 89-1584]; adopted Dec. 1 by chief, Allocations Branch.)

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## RADIO

### HELP WANTED MANAGEMENT

**California market** (SF Bay Area) seeks GSM/SM with CPMC credentials (or comparable) to recruit, train, lead sales team. Salary, override, bennies, immediate opening. Reply Box N-32. EOE.

**Station manager** for Florida Gulf Coast 100,000 watt FM. Must carry personal account list, and lead sales department. Successful GSM's looking to move up are urged to apply. Send resume, letter and success stories to Ron Kight, 3101 West Highway 98, Panama City, FL 32401. EOE, M/F.

**GSM/AE's/AT's:** Midwest group owner in Southern Illinois seeks aggressive people with proven track records for hi-power, turn around FM. EOE. Send resume/references: Box N-46.

**Sales manager:** Central California AM/FM. Must have minimum 2 years radio sales experience. Will consider salesperson ready to move up to \$50 thousand annually. Send resume to Box A-2. EOE.

**General manager** for successful, Mid-USA, small market AM/FM. Established station, experienced staff, ownership possible. Great liveability: Hunting, fishing, good schools. Must have good sales and PR track record. Must have some Mid-Western and small town background. Need salary requirements. Box A-6. EOE.

**Charlottesville, Virginia:** High on the Nation's Best Places to Live list, home of Monticello and the University of Virginia. Multi-award winner Best News/Sports Operations AP, UPI and VAB five consecutive years, seeks energetic bottom line GSM to lead/train seven-person sales staff. Resume, salary requirements to: Colin Rosse, WINAWQZ, Box 498, Charlottesville, VA 22902. EOE.

**CPA/financial officer** for small broadcast group. Broadcast/communication experience necessary. Call John Wagner, Sure Broadcasting: 915-672-5497. EOE.

**Once in a lifetime** radio opportunity. Need that special person who can do it all. Experience, education and talent required. Ft. Myers-Naples, FL area. New youth oriented station with excellent working environment. Call 813-597-3990. EOE.

**General sales manager** for dominant Combo in top 100 market in the Southeast. Outstanding sales staff in position needs good leadership. Send resume with track record to Box A-12. EOE.

**Station manager.** KTPB-FM, 88.7 Mhz, 250,000+ listening area. Responsible for tower construction, equipment purchase, permit and grant requirements, fund raising, grant writing, budget management, personnel administration, facilities utilization, programming, and operations. Must possess strong leadership abilities. Undergraduate degree required. \$35,000 - \$38,000 plus fringes. Send application letter, complete resume, unofficial transcripts, 3 letters of recommendation to: Dr. Charles Filore, Dean of Arts and Sciences, Kilgore College, Kilgore, TX 75662. Equal Opportunity/Affirmative Action employer.

**Sales manager wanted** for successful Full C in Southeast small-medium market. Experienced or can show you're ready for your shot. EOE. Send resume to: Box A-10.

### 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.

**AE/Sales:** Leading Phoenix AM/FM Combo seeks experienced "on the street" goal oriented account executive. Must be motivated self starter. Radio sales experience only. Resumes to PO Box 21223, Phoenix, AZ 85036. EOE.

**Account executive.** Vermont's only Oldies station seeks qualified candidates for sales positions with forward thinking, dynamic organization. On air since August, and growing daily. Want the biggest opportunity of your career? Send resume to Phillip A. Maglione, General Manager, WSBH, RR Box 34, Warren, VT 05674. EOE.

### HELP WANTED ANNOUNCERS

**WNMB-FM,** North Myrtle Beach, SC accepting applications for possible openings. Various shifts. Experienced A/C communicators only. T&R to Programming, WNMB-FM, 429 Pine Ave., North Myrtle Beach, SC 29582. We are an equal opportunity employer.

### HELP WANTED NEWS

**News director.** One person department. Can you follow a tough act? Must be highly motivated, self-starter. 3+ years experience in radio news, good public relations, degreed, do own research, writing, production, voice, for aggressive station in desirable SW Florida. Send resume, non-returnable tape now to WKIL 3151 Cooper St., Punta Gorda, FL 33950. EOE.

**Radio producer/reporter** for aggressive news department. Three years' experience required. Competitive salary and liberal benefits. Send resume and cassette to: Jim Johnston, News Director, WAER, Office of Human Resources, Skytop Office Building, Syracuse, NY 13244. Deadline: January 5, 1989. EOE/AA.

### SITUATIONS WANTED MANAGEMENT

**Former station owner** with extensive sales and financial background seeking station management position. Oscar Silver, PO Box 222032, Carmel, CA. 93922.

**General manager available.** Successful in medium and major markets. Love turnarounds and rebuilds. Group management and acquisitions experience. Excellent background and references. Relocate for quality opportunity in top 75 markets. Deane Johnson, 503-472-1221.

**Top-notch manager.** 10+ years. Excellent credentials - Sales & programming. Top producer. Bottom line oriented. Southeast US. Prefer Florida. Call Bill, 804-232-5197.

**18-year GM** looking to "come home" to Texas. Prefer medium-to-small market in Dallas-Houston-San Antonio triangle. Bottom-line manager/sales-motivator, specializing in turn-around situations. Contact Bob Hill, 405-255-4077.

**Successful Central Florida GM** available for people-oriented jobs. Experienced in programming, sales and results. Box A-7.

**Supercharged general manager** with 20+ years experience available now for small-mid sized market. Strong hands-on sales and programming, outstanding credentials, and a documented record of success. I am a bottom-line leader who knows what it takes to get the job done. You present a quality opportunity and I'll present results. 502-737-7642.

### SITUATIONS WANTED ANNOUNCERS

**Young Colorado sportscaster** (with Illinois roots) looking to move on after basketball season (OR SOONER). Has experience, knowledge, and work ethic. Baseball, anyone? Steve, 719-336-2312.

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**Job Fair:** Indiana Associated Press Broadcasters sponsoring job fair for employment or intern positions in Indiana radio/television stations. Saturday, Jan. 20, Eli Lilly Campus Center, Franklin College, Franklin, TN. Call Mari Brown, 317-639-5501 to schedule interviews.

## TELEVISION

### HELP WANTED MANAGEMENT

**General sales manager:** Fox Television, KRIV Houston's number one Independent is seeking an experienced GSM with a well-rounded background of local and national sales management, minimum 5 years management experience. College degree. Must be goal-oriented, strong leadership and organizational skills, heavy on conceptual planning, able to motivate. Thoroughly familiar with vendor and co-op programs. Send resume with salary requirements and references to Jerry Marcus, Vice President/General Manager, KRIV-TV, Fox Television, PO Box 22810, Houston, TX 77227. No phone calls. EOE.

**General sales manager** for top 50 Midwest affiliate. We seek leadership, inventory control, development, experience. Resume and salary history to Box N-48. We are an equal opportunity employer.

**Sales and marketing professional** needed for strong Fox station in central Illinois. Position will be tailored for individual. Experience and ideas count. Call or write Rod Whisenant, GM, WYZZ-TV, 2714 E. Lincoln, Bloomington, IL 61704. AC 309-662-4373. EOE, M/F.

**General manager:** Enthusiastic self starter for Midwest network affiliate. Strong sales, community involvement, people motivator. Send resume, references, salary requirements to Box A-8. Confidential. EOE.

**Business manager:** Three to five years broadcast experience in accounting, financial planning and tax planning. Send resume with salary history to Brad Moran, General Manager, KJTV, PO Box 3757, Lubbock, TX 79452. EOE.

### HELP WANTED SALES

**Account executive:** Excellent career opportunity for the right person with a minimum of 4 years TV sales experience. We are an NBC affiliate on the move, and need a dynamic individual to manage account activities, and develop new business. Send resume to: Hope Brown, WCNC-TV, PO Box 18665, Charlotte, NC 28218. EOE.

**Account executive:** KCRA-TV sales department is looking toward expanding its sales staff in 1990. Applicants should have a minimum two years sales experience in advertising sales. Emphasis on retail sales, client contact and development. Send resume and salary requirement to: Dorothy Lucas, Local Sales Mgr., KCRA-TV, 3 Television Circle, Sacramento, CA 95814-0794. EOE, M/F.

### HELP WANTED TECHNICAL

**Maintenance engineer.** Hands-on experience repairing studio equipment required. Prefer background with one inch, Beta, switchers, 3/4 inch. No beginners. Don Reacy, KSBY-TV, 467 Hill St., San Luis Obispo, CA 93405. 805-541-6666, ext. 7410. EOE.

**Denver station** seeking qualified applicants for full-time and part-time technical operations positions. Responsibilities include master control, on-air operations, tape dubbing, video control, camera, TD, audio and computer editing. Send resume and salary history to Kent Grateau, KWGN-TV, 6160 S. Wabash Way, Englewood, CO 80111. EOE/AA.

**Chief engineer:** Top 50 market TV station in Southeast seeking experienced chief. Must have strong equipment and transmitter maintenance skills and the ability to manage engineering and operator staffs. Please send resume and salary requirements to Box N-49. EOE.

**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.

**ENG maintenance technician:** CBS O&O needs an experienced person who wants to work in sunny, warm south Florida. Ability to repair Beta and related equipment a must. Send resume: Bernard Wimmers, WCIX, 8900 NW 18th Terr., Miami, FL 33172. EOE.

**Operations manager:** SERC, Columbia, SC. Manager sought to supervise and coordinate all technical operations for the Satellite Educational Resources Consortium. SERC is a multi-state satellite network providing interactive instruction for high schools. Requirements include four year technical degree or equivalent; related experience may be substituted for formal education. Applicants must demonstrate knowledge of current satellite systems, operations, equipment and techniques; skills and experience in management and supervision. Responsibilities will include monitoring and assuring technical quality and operations efficiency. Must possess good interpersonal and communication skills. Salary competitive. Send letter of application and resume by January 19 to SERC, Box 50,008, Columbia, SC 29250. EOE/AA, M/F.

**Technology manager:** SERC, Columbia, SC. Manager sought to develop and supervise the installation of satellite-based interactive instructional technology for the Satellite Educational Resources Consortium. SERC is a multi-state satellite network providing interactive instruction for high schools. Requirements include a four year technical degree or equivalent; related experience may be substituted for formal education. Candidates must demonstrate knowledge of and experience in telecommunications at increasingly responsible levels. Experience in management/supervision is essential, as is knowledge of current satellite systems and techniques. Must also demonstrate good interpersonal and communication skills. Responsibilities include coordination of equipment installation at participant schools; liaison with vendors, state engineering coordinators, and schools; development and supervision of equipment maintenance. Salary competitive. Send letter of application and resume by January 19 to SERC, Box 50,008, Columbia, SC 29250. EOE/AA, M/F.

**Broadcasting technician supervisor:** Bowling Green State University. Full-time position available in Television Services to serve as engineering supervisor on weekend shifts; supervises on-air operations during specified shifts, including student operators, sets up and records network video feeds for later playback, checks field video equipment in and out, performs electronic maintenance and repair as required. Requires experience, or coursework in electronic engineering technology including training in electronic communication equipment and maintenance; coursework or experience in communication, focusing on television engineering techniques and programming; knowledge of FCC rules and regulations. Hours: 4:30 pm to 12:30 am, Thursday thru Monday. Starting hourly rate \$10.88. Deadline to apply Tues., Jan. 16. Send letter of application and resume to Personnel Services, College Park Oic. Bldg., BGSU, Bowling Green, OH 43403. Phone: 419-372-8426. BGSU is committed to Equal Employment through Affirmative Action. Minorities are encouraged to apply.

#### HELP WANTED NEWS

**KTUL-TV weekend anchor:** Tulsa's #1 news operation is seeking an aggressive, creative reporter with strong anchor potential. Would co-anchor weekends and report 3 days a week. Tape should demonstrate strong reporting skills and on-air ability. Rush resume, tape and references to Michael Sullivan, News Director, KTUL-TV, PO Box 8, Tulsa, OK 74101. EOE, M/F. No phone calls, please.

**Reporter: (2 Positions):** Immediate opening for experienced television journalists. KTUU-TV offers excellent salary and benefits. Solid reporting and storytelling skills a must. No shooting or editing required. No fluff, no fluff, no beginners. One position open for Anchorage's leading newscast. Another position open for investigative television news magazine. No calls. Tape and resume to: John Tracy, KTUU-TV, 630 W. 4th Ave., Anchorage, AK 99501. EOE.

**Photojournalist:** Position for award-winning #1 station in the state. Individual will compliment a team of six who photograph some of the most extraordinary assignments seen on television. Good salary and benefits. Take home equipment. Must be a solid photographer and editor. No calls. Send tape and resume to: Russ Weston, KTUU-TV, 620 W. 4th Ave., Anchorage, AK 99501. EOE.

**Reporter/backup anchor needed** for dominant CBS affiliate with computerized newscast and Betacams. Successful candidates will be self-starters with ability to dig out hard news stories and the skills to fill in as anchor of our noon or weekend newscasts. Tapes, resumes, and salary requirements to: Rick Gevers, News Director, WTOL-TV, 730 N. Summit St., Toledo, OH 43604. No phone calls, please. EOE.

**WSAV-TV, Savannah** is still looking for just the right person to co-anchor our 6 and 11 pm newscasts. If you're a great writer and communicator and are committed to be the best, send tape and resume to: News Director, WSAV-TV, Box 2429, Savannah, GA 31402. EOE.

**Weathercaster** with reporter skills needed for major market. Strong on knowledge, experience, and presentation skills. Send non-returnable tape, along with resume and salary history to: NEWSPEOPLE, 20300 Civic Center Dr., Suite 201, Southfield, MI 48076. EOE.

**Television news director:** Number one Independent television station in top ten market is searching for a news director to start up a major news operation. The ideal candidate will have prior news management experience, the ability to build and establish a top quality news team, and strong technical knowledge to assist in budgeting. Box A-4. EOE, M/F.

**Assignment editor.** CBS affiliate is looking for an aggressive self-starter to run our assignment desk. Experience required as an assistant editor or a reporter who wants to move up to management. Send resume to News Director, WOWK-TV, 555 5th Ave., Huntington, WV 25701. EOE.

**Weekend anchor/reporter.** WCBD-TV in Charleston, SC is looking for a person with two years reporting experience and anchor potential. Candidate must have strong writing and reporting skills. Resume tape should include live shots, reporting and anchoring. Send tape to WCBD-TV, Personnel Department 676, PO Box 879, Charleston, SC 29402. Absolutely no phone calls! EOE, M/F. Applicants drug screened.

**6 & 10 weather anchor.** WICS-TV, dominant, expanding NBC affiliate in Illinois state capital, has an immediate opening for experienced weather communicator. Commercial television and computer graphics experience required. Send resume and non-returnable videotape to: Personnel, WICS-TV, PO Box 3920, Springfield, IL 62708. No phone calls. EOE.

**Meteorologist:** Number one rated CBS station in Richmond, Virginia seeking a meteorologist for morning and noon shows. Individual must have at least one year of on-air weather forecasting experience. Top of the line equipment available in growing market. Please send tape and resume to: Elliott Wiser, Assistant News Director, WTVR-TV, 3301 W. Broad St., Richmond, VA 23230. EOE, M/F.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Promotions:** Public service writer/producer/photographer. Minimum two years experience in television promotions or public service. Responsibilities include writing, shooting, editing and post production of topical news programs, news image campaigns and public service announcements. Strong writing skills a must. Submit tape and resume to: Wayne Cunningham, Creative Services Director, WPTV 5, 622 N. Flagler Dr., West Palm Beach, FL 33401. No phone calls. WPTV is an equal opportunity employer.

**On-air promotion producer.** WGBS-TV in Philadelphia is looking for a writer/producer for movies, sports, specials and program promotion. Candidate should have excellent writing skills, good organizational abilities, outstanding work attitude and knowledge of production facilities. Send resume and tape to Mark E. Cooper, WGBS-TV, 420 N. 20th St., Philadelphia, PA 19130. No calls, please. EOE.

**WSMV Nashville** seeks award-winning talent. People-oriented, highly organized designer. Join a leading broadcast team. Send demo to Carolyn Lawrence, WSMV, PO Box 4, Nashville, TN 37202. No calls, please. EOE.

**Television producer/director:** To define, develop, present, evaluate television program (design, plan, direct, record, edit, assemble), and promote program utilization. Will fill one or other of 2 POSITIONS: Broadcasting Specialist or Senior Broadcasting Specialist. Duties for both positions basically same with exception of more assumed responsibility at senior level. Minimum requirements, Broadcasting Specialist: BA Mass Communication or related media field and 3 years experience; minimum salary, \$20,207 annually or commensurate with experience. Minimum requirements, Senior Broadcasting Specialist: BA and MA in Mass Communication or related media field and 6 years experience. Two years experience may be substituted for MA or non-related BA; minimum salary, \$23,185 annually or commensurate with experience. Send cover letter and resume postmarked by February 1, 1990 to: Educational Communications Division, Attention: Dolores Baran/6451, University of Wisconsin, PO Box 413, Milwaukee, WI 53201. UWM is an Equal Opportunity/Affirmative Action employer.

**Creative, experienced person needed** for promotion directorship at smaller, award-winning public television station, KTUU/11. Need to be skilled in ad campaign design and execution, marketing analysis; good writer of ad and other prose; understand production process (video, print, audio); media relations; editing of monthly program guide; maintain budget; supervise graphic artist and P-T promotion assistant. College degree required or equivalent experience. Salary commensurate with experience. Submit letter, resume, and three references to Personnel Office, Washburn University, Topeka, KS 66621 by 5:00 pm, January 15. For information call 913-295-6538. Washburn University is an Equal Opportunity/Affirmative Action Employer.

**Senior producer:** For one-hour daily public affairs television program taped just outside of New York City. Requires strong news sense, solid writing experience, leadership and management abilities, strong deadline orientation. Minimum of five years experience in television production required. Send cover letter, resume, and salary requirements to Margaret Suzor, 1211 Connecticut Ave., NW, Suite 810, Washington, DC 20036. EOE.

#### SITUATIONS WANTED SALES

**Want a bargain?** Forget the over-inflated salaries of news anchors. Forget the 6 & 7 figure bidding war over news reporters. I'll be the hardest-working, cheapest-paid reporter you hire. Network level experience behind camera. Great references. NYU Journalism degree. Box A-3.

**AE/NSM: Experienced pro** seeking career opportunity in top 20. Over 7 years major market TV sales. National rep and local station background with emphasis on client service and television marketing. Available to travel and/or relocate. Call 305-431-6676. TelePlanners.

#### SITUATIONS WANTED NEWS

**Excellent, experienced sportscaster** looking for a good station in which to work. 216-929-0131.

**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.

**Meteorologist,** 10+ years TV experience. AMS & NWA seals. Seeks #1 position in stable Southeast/Gulf Coast market. Experience in computer graphics, cloud and radar animation techniques. Strong science background, former educator. Comprehensive presentations that go "beyond the forecast." Reply Box A-11.

#### 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.

**Job Fair:** Indiana Associated Press Broadcasters sponsoring job fair for employment or intern positions in Indiana radio/television stations. Saturday, Jan. 20, Eli Lilly Campus Center, Franklin College, Franklin, IN. Call Mari Brown, 317-639-5501 to schedule interviews.

## ALLIED FIELDS

#### HELP WANTED INSTRUCTION

**Graduate assistants (4),** Miami University, 1990-91. WMUB-FM. Full time 30 kw NPR affiliate, Big Band-Jazz-News format. Graduate Assistants are graduate students working towards a Masters Degree in Mass Communication, who work twenty hours per week in a professional capacity at WMUB in the following areas: NEWS: 2 graduate assistants needed to work in the award winning news departments in news reporting, writing and anchoring. Experience necessary. OPERATIONS: 1 graduate assistant needed for general radio station operation/programming, including quality control, studio and remote production, traffic, promotion copy writing and board operation. DEVELOPMENT: 1 graduate assistant to assist the Development Manager in membership, membership campaigns, corporate underwriting, promotion, monthly program guide, press releases and special events. Experience in desk top publishing necessary. Required: Acceptance into the Masters degree program in Mass Communication at Miami University. 3.0 GPA. Stipend at least \$6,134 plus fee waiver. Additional summer stipend possible. Qualified only. No phone calls. Immediate letter of application necessary, deadline: February 15, 1990. Contact GA Search Committee. WMUB, Miami University, Oxford, OH 45056. EOE/AA.

**The American University** School of Communication in Washington, DC, seeks graduate assistants to assist in teaching and other professional duties while earning a Master's degree in Journalism and Public Affairs. This 10-month program begins in September. Program includes Washington internships and a faculty with top professional credentials. For more information, write to: School of Communication, Graduate Journalism Committee, The American University, 4400 Massachusetts Ave., NW, Washington, DC 20016. An EEO/AA University.

**Broadcast news:** Asst. professor, tenure track to teach beginning and advanced classes in broadcast writing, reporting and producing. Master's degree, 3 years professional broadcast experience required: college teaching, PhD or ABD, print journalism experience preferred. Send application and resume by March 1, 1990 to Journalism Dept., California State University, Northridge, CA 91330. CSUN is an equal opportunity/affirmative action. Title IX, Sec. 504 employer.

**Loyola University of Chicago:** Full-time tenure-track position starting Aug. 1990. Excellent teaching skills, strong academic background and evidence of research potential required. Salary competitive. To teach introductory and advanced audio/radio, mass communication, and related courses. Appropriate PhD preferred. Audio production experience essential. Send resume, official credentials, 3 current letters of recommendation before Jan. 15, 1990 to E. Bruggemeier, Chair, Dept. of Communication, Loyola University, 820 N. Michigan, Chicago, IL 60611. EO/AA Emp.

**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 United States.

**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 15 January 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

#### HELP WANTED MANAGEMENT

**Manager of membership services,** Wisconsin Public Television, Madison. Manage membership services department for Wisconsin Public Television. Coordinate and supervise on-air, direct mail, telemarketing, and other fundraising activities. BA degree, 3 years experience in marketing and fundraising in positions of increasing leadership and public broadcasting experience required. Television production Database, fiscal and personnel management experience preferred. Salary \$28,000 min. - benefits. Call 608-263-2813 for application which is due by January 12, 1990 EOE

**Satellite communications 2 POSITIONS:** Western Illinois University is seeking applications for two positions. POSITION 1: Coordinator of Uplink Services. The individual selected will encourage and participate in deliberations of University and community personnel for the purpose of planning, organizing and delivering programs by satellite from Western Illinois University. The person selected will coordinate with designated departments and offices of the University to generate program concepts, facilitate satellite program production, technical support, and to help with development of funding on behalf of the University. The Coordinator will have immediate responsibility for uplink and scheduling. Minimum qualifications include a Bachelor's degree with verifiably strong communication, management and interpersonal skills. It is expected that applicants will have an administrative understanding of time, money, human and material requirements for production of quality television programming. Applicants must also be experienced in scheduling and contracting with satellite time providers and program distributors. POSITION 2: Marketer of Uplink Services. The individual selected will market uplink services to business, industry, government agencies, professional associations and service organizations. Marketed services will include program planning, scheduling, production and distribution. Availabilities. Determined by primary needs of the University to fulfill its mission in education: Will range from individual video seminars, workshops and conferences to continuing program series. Minimum qualifications include a Bachelor's degree with verifiably strong background in marketing and/or sales and public relations. It is expected that applicants will have understanding of training and communication needs in large organizations. Applicants must be able to relate these needs to the University's instructional and technical capabilities, and to its service mission. Applications, including a resume and names, addresses, and phone numbers of three current references, must be received by February 16, 1990. Send to: Dr. Robert Milkman, Chair, Uplink Services Search Committee, Western Illinois University, Memorial Hall 401, Macomb, IL 61455. Western Illinois University is an affirmative action, equal opportunity employer and encourages applications from women, handicapped and minority candidates.

#### HELP WANTED SALES

**Syndicated company** seeks sales service/traffic person. Minimum 2 years experience. Call Josephine, 212-207-8355. EOE.

#### EMPLOYMENT SERVICES

**Government jobs** \$16,040 - \$59,230/yr. Now hiring. Call 1-805-687-6000. Ext. R 7833 for current federal list.

#### EDUCATIONAL SERVICES

**On-camera coaching:** For TV reporters. Polish anchoring, standups, interviewing, writing. Teleprompter. Learn from former ABC Network News Correspondent: New York local reporter. Demo tapes. Critiquing. Private lessons. Group workshop January 20, 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

**Wanted:** 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Ilurbide 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.

**An Ampex VR/VPR parts mach.** Portable ok. Trade for cash. RCA or ? For 1990. Fred Joday, 6 Van Horn St., Demarest, NJ 07627

#### 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 FM20K (1980), CCA FM 20,000DS (1972), RCA BTF20E (1976), 3.5Kw McMarlin (1985), 5Kw Gates FM 5G(1967), RCA 5D (1967) Transcom Corp 215-884-0888 FAX 215-884-0738.

**1KW AM transmitters:** Harris SX-1 (1985), Sparta SS1000 (1981) Collins 20V3 (1967). Transcom Corp 215-884-0888 FAX 215-884-0738

**5/10 AM transmitters:** Collins 828E-1 (1978), RCA BTA-5L (1975), CCA AM 10,000 (1970), Harris MW5A (1976), Gates BC-5P2 (1967), McMartin BA2.5k (1981). Transcom Corp 215-884-0888. Fax 215-884-0738.

**New UHF TV transmitters:** Klystron, MSDC Klystron, Klystron, all power levels 10kw to 240kw. Call TTC 303-665-8000.

**RCA UHF transmitter:** 30 or 60Kw, available as is, or converted to MSDC Klystrons with new TTC warranty. Call TTC. 303-665-8000

**New LPTV transmitters:** UHF and VHF, all power levels. Turn-key installation available. Call TTC. 303-665-8000.

**1000' Kline tower,** Standing in Nebraska, including 1000' of 6 1/8" coax. Great for TV or FM. Can be moved economically. Call Bill Kitchen, TTC. 303-665-8000

**FM antennas,** CP antennas, excellent price quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177

**TV antennas,** Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177

**Blank videotape:** Betacam. 3/4" & 1". Broadcast quality guaranteed and evaluated. Betacam \$4.99 3/4" - 20 minutes \$4.99 3/4" - 60 minutes \$8.99. 1" - 60 minutes \$24.99 in quantity. Magnetically examined, cleaned and packaged. Guaranteed to perform as new. Sony, 3M, Fuji, or Ampex. Free shipping. For more info, call Carpel Video toll free, 1-800-238-4300

**1" editing system,** \$16,000 ADO-3000. Sony BVE-900, Grass Valley 400. 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.

**Equipment financing:** New or used 36-60 months, no down payment, no financials required under \$35,000. Refinance existing equipment. Exchange National Funding. 214-422-5487

**FM transmitter:** Harris FM-5H Good condition. 806-372-5130.

**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.

**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.

**Tower:** 180 Rohn 45G with guys, etc. Good condition 806-372-5130.

**Save on videotape stock.** We have 3/4" & 1" evaluated broadcast quality videotape. Available in all time lengths. Call IVC, toll free, 800-726-0241.

**2.5 Kw Harris FM transmitter** with MS-15 exciter, 1982 model, Excellent condition. On air now. Available January 704-437-0521.

**FM antenna(s):** ERI 1100-10 with de-icer(s). Fair condition. Jampro JSLP-2 with radomes. Good condition. Shively 6811-4. Good condition 806-372-5130.

**Chyron RGU2** character generators. 2 channel, 2 keyboard \$7000. 1 channel, 1 keyboard \$5000. Dozens of fonts. Like new. Call Steve Beuret, Videosmith Inc. 215-665-3690.

## RADIO

### 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 or GROUP HEAD AVAILABLE

Considerable experience in acquisitions and group management as well as an extensive and successful background as General manager in medium and major markets. Start-ups and turnarounds welcomed. Excellent references. Relocate for quality opportunity in top 75 markets. Phone for complete resume.

**Deane Johnson  
(503) 472-1221.**

### Situations Wanted Announcers

#### GENERALLY CONSERVATIVE TALK SHOW HOST

15 yrs. experience, major markets including N.Y., Washington, SFO. High ratings. Concurrent background: 20 years newspaper reporter, editor, syndicated columnist. Prefer East Coast, but willing to relocate. **Box A-1.**

### Miscellaneous

#### THE WEATHER SOLUTION

**Edward St. Pe' & National Weather Networks**  
The 1988 National Weather Association  
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## Help Wanted Management

### GENERAL SALES MANAGER ALBANY, NEW YORK

Immediate opening for experienced radio sales manager to join the Capital District's hottest combo! It's WGNA AM-FM, a full class B with leading ratings in adult demos book after book. Applicants should be over-achievers with track records of superior success in customer-focused sales management, demand pricing, recruiting & training, and leadership-by-example. This is an unusual income and career growth opportunity with a financially solid, growing broadcast group. Send letter and resume with income history to:

Ed O'Connor  
Vice President/General Manager  
WGNA-AM/FM  
Box 1077  
Albany, NY 12201



**BARNSTABLE BROADCASTING, INC.**  
(Equal Opportunity Employer)

## TELEVISION

### Help Wanted Programming Production & Others

**WSMV Nashville**  
**seeks award-winning talent.**  
People-oriented, highly organized designer.  
Join a leading broadcast team.  
Send demo to Carolyn Lawrence,  
WSMV, PO Box 4,  
Nashville, TN 37202.  
No calls, please. EOE.



### ASSOCIATE PRODUCER

Another GOOD COMPANY producer has been snatched away to Los Angeles, so we're looking for a creative self-starter who can generate ideas, book great talkers, produce clever studio demonstrations and, in general, do everything it takes to produce great TV. At least six months experience with a similar studio-based show is a must.

Please send letter and resume (no tapes yet, please) to:  
**KSTP-TV,**  
Dept. AP,  
ATTN: Jackie Frey,  
3415 University Avenue,  
Minneapolis, MN 55414.  
Equal Opportunity Employer, M/F

## Help Wanted Sales

### RADIO STATION CONTROLLER WFYR-FM, CHICAGO

Seeking an accountant to manage the business office of WFYR-FM in Chicago. Responsible for general accounting, budgeting, forecasting, financial reporting and human resources coordination. CPA and/or MBA preferred. Competitive salary and comprehensive benefits package. Send resume to Kelly Seaton, Prudential Plaza, 130 East Randolph, Suite 2303, Chicago, IL 60601. EOE.

### VENDOR SPECIALIST



If you have 3-5 years experience within grocery or retail management sector, with responsibilities of buyer, merchandise manager or other, with direct contact at a vendor level, this is the job for you.

This position requires strong organizational and detail skills. Responsible for successful execution of all aspects of programs. Develop and sell marketing programs for current and new client retailer.

You will work with radio, newspaper, direct mail and TV. Business marketing degree is desirable. Salary and percent override.

Send resumes to:

**John Rohm**  
General Sales Manager  
KS95-FM  
3415 University Ave.  
Minneapolis, MN 55414

Equal Opportunity Employer, M/F.

### GENERAL MANAGER

Dominant double digit CHR in Midwest market of 400K seeks dynamic, disciplined leader.

Proper candidate must be motivated, supercharged and organized.

Outstanding staff and physical plant in a great quality of life market.

Your response will be treated in confidence and no background calls will be made without your permission. Great opportunity with group broadcaster for GM or GSM on the way up.

Please respond to  
**Mr. Steve Winters,**  
Broadcasting Services,  
1650 Tysons Boulevard,  
Suite 790,  
McLean, VA 22102.  
EOE



### ASSISTANT CHIEF ENGINEER

KHOU-TV IS SEEKING AN ASSISTANT CHIEF ENGINEER TO JOIN AN ENGINEERING TEAM NOW PLANNING A MAJOR TECHNICAL UPGRADE OF STUDIO AND TRANSMITTER FACILITIES INCLUDING C.P. ANTENNA AND TALL TOWER. IF YOU ARE ENTHUSIASTIC, EXPERIENCED, CAPABLE AND ENERGETIC, SEND YOUR RESUME TO:

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KHOU-TV  
1945 ALLEN PARKWAY  
HOUSTON, TX 77019  
EOE

When responding to a blind box ad, address your reply as:

**Box (the letter and number  
as shown in the ad)  
Broadcasting  
1705 DeSales St., NW  
Washington, DC 20036**

**Do NOT send tapes, oversized material or use folders,  
report covers or the like.**

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## LIVE TELEVISION CAREER OPPORTUNITIES

More than 32,000,000 cable subscribers in over 2,000 communities from coast to coast now receive the live, televised cable shopping programs produced by QVC Network and its subsidiaries.

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**TV TECHNICAL DIRECTOR** to control several robotic cameras on a live TV show, using a large Grass Valley switcher.

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If you have solid TV production experience plus a lot of ambition, smarts and energy, QVC is the place to go and grow.

**Marlene Becker**  
QVC Network  
Goshen Corporate Park  
West Chester, PA 19380  
FAX 215-344-3150



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Help Wanted News

## TELEVISION

Award winning News 12 - CT needs an experienced **REPORTER** who can "Work a Beat" & come home with a lead.

We also need a **CHIEF PHOTOGRAPHER** to coordinate equipment & staff & a highly organized & motivated **ASSIGNMENT EDITOR** to keep things running smoothly from the desk. Resumes, tapes & salary requirements to:

**Jim Sweeney - Executive Producer**  
28 Cross St., Norwalk, CT 06851  
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## CABLE Help Wanted Management

### DIRECTOR OF ADVERTISING SALES

Director of Ad Sales for Advertising Sales division at Corporate Headquarters. Responsibilities include achieving revenue and profit objectives by overseeing the activities of selected ad sales operations, developing sales programs to attract and retain clients, training and motivating ad sales employees and developing long term strategies. College degree required, Masters preferred. Minimum five years experience managing an ad sales organization required. Reports to VP of Advertising Sales.

Send resume and salary history to:

**Cox Cable Communications**  
1400 Lake Hearn Dr., Atlanta, GA 30319  
ATTENTION: CableRep, Dept. A  
Cox Cable Communications is  
an equal opportunity employer.



### Miscellaneous

#### SEXUAL DYSFUNCTIONS STRESS DISORDERS SHYNESS

Intensive half-day/full-day sessions for busy professionals & executives. **REMO FABBRI, JR., M.D., Medical Behaviorist** (B.A., Harvard, M.D., Yale) 32 Trumbull St., New Haven, CT (easy access to airports, tpks., train). 203-787-4589.  
Major credit cards welcome.

### Programing Services



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## ALLIED FIELDS Help Wanted Management

### GENERAL COUNSEL Flexible Hours

**The Association for Public Broadcasting (APB)** is seeking an experienced lawyer who would be interested in working 24-32 hours per week on a regular basis. The successful candidate would hold the top legal position in the association and would have an opportunity to develop and implement regulatory, legislative and related initiatives and to manage the day-to-day legal affairs of the association.

Individual will represent the association before federal and regulatory agencies, including the FCC and the IRS, Congress and the courts, and in corporate and legal matters. Substantial experience with telecommunications policy a requirement, specifically FCC or legal proceedings. Excellent communications skills required. Public broadcasting experience a plus.

**APB** has a staff of 19 representing the nation's 341 public television stations. Competitive salary and benefits.

Interested candidates should send resume and salary requirements to:

**Richard Grefé,**  
APB,  
1350 Connecticut Avenue, NW,  
Suite 200,  
Washington, DC 20036.  
Deadline for applying: January 19, 1990  
APB is an equal opportunity employer

### Employment Services

#### \$1.42 = a 5-minute job report

Every business day MediaLine reports the job openings in television news, sports, weather, videography, management, production, programming and promotion. Our subscription rate comes to just \$1.42 per day (plus your telephone charges). Hundreds of jobs per month for less than lunch per day.

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## Employment Services Continued

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 California Broadcasters Association

## Help Wanted Instruction

### UNIVERSITY OF NEBRASKA - LINCOLN

#### Dean, College of Journalism

The University of Nebraska-Lincoln invites applications and nominations for the position of Dean and Professor, College of Journalism. The University of Nebraska-Lincoln serves as the State's land-grant and only comprehensive, doctoral degree granting institution. The Dean is responsible for the teaching, research and service programs of the College and reports to the Vice Chancellor for Academic Affairs.

The College of Journalism consists of the departments of Advertising, Broadcasting, News-Editorial, and the Hitchcock Center for Graduate Studies and Professional Development. The College was the second in the nation to be fully accredited as a unit in Advertising, Broadcasting, News-Editorial, and the graduate program. The nationally recognized and ranked College has close ties and working relationships with the journalism profession both regionally and nationally. The College has approximately 1,100 undergraduate students and 85 graduate students with enrollments increasing very substantially over the past decade.

Degrees are offered through the Masters level.

The Dean provides leadership to the college and, thus, must have an excellent sense relating to the directions the profession is moving over the next decade or more. The Dean should have demonstrated abilities to organize, motivate, and encourage the faculty, staff, and students within a diverse operation.

The Dean should be receptive to new ideas, trends, and opportunities for enhancing the educational and research programs of the College. Open and effective communication skills are essential. An ability to work well with other administrators, alumni, potential benefactors, and a wide variety of external constituents is required.

The candidates must have an advanced degree in a field of journalism or closely associated discipline; a Doctorate degree is desirable but not mandatory. It is expected that candidates will have experience as a faculty member in a nationally recognized journalism academic program and evidence of administrative experience at least equivalent to that of a department chair. Extraordinary professional experience may be considered as equivalent to the academic qualifications, but evidence of an in-depth knowledge of the operation of a journalism college and some direct experience in journalism program is considered important.

The salary will be commensurate with qualifications and experience. Deadline for receiving applications and nominations is **March 1, 1990**, or until a person is appointed.

The position will become available July 1, 1990.

A later starting date could be negotiated.

Applicants should send a letter of interest with a current vita and the names of five references directly to:

**Dean James P. O'Hanlon, Chair**  
**Journalism Dean Search Committee**  
**University of Nebraska - Lincoln**  
 114 Henzlik Hall  
 Lincoln, Nebraska 68588-0364  
 Affirmative Action/Equal Opportunity Employer



## Educational Opportunity

### SOVIET MEDIA TOUR MOSCOW, LENINGRAD, KIEV

June 1-14, 1990

Meet with Soviet broadcasters,  
 newspaper persons  
 and media executives.  
 Many sightseeing arrangements,  
 Professor of Communications  
 as guide.

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Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

# Fates & Fortunes

## Media

**John A. Kojima**, director of finance and administration, NBC, Los Angeles, joins KSCI Inc. there as director of finance.

**Jason Elkins**, general manager, WKCH-TV Knoxville, Tenn., joins KTTU-TV Tucson, Ariz., as VP and general manager.

**Mark J. Shuster**, general manager, Cablevision Systems Corp., Bangor, Me., joins Greater Philadelphia Cablevision as assistant general manager.

**Ro Grignon**, president, Red River Broadcast Corp., Fargo, N.D., adds duties of general manager of Red River's KVRN-TV there.



**Stewart B. Park**, station manager, KNTV-TV San Jose, Calif., named general manager.

**Sandy Wyborny**, administrative manager, KEZT(FM) Ames, Iowa, adds duties of station manager.

**Eleanor S. Applewhite**, associate general

counsel, law department, broadcast group section, CBS Inc., New York, joins WNET-TV Newark, N.J. (New York), as senior VP, general counsel and secretary of board of trustees.

**Beatrice (Babs) Bloom**, editor, post-production, East Coast, ABC, New York, named manager, post-production, East Coast Entertainment.

## Sales and Marketing

Appointments at Katz Television: **Peg Schabes**, sales manager, Minneapolis, adds duties of divisional VP; **Dennis Taylor**, sales manager, Cleveland, adds duties of divisional VP; **Neil Davis**, sales manager, Dallas, adds duties of divisional VP. Appointments at Katz Radio: **Michael Agovino**, sales manager, New York, adds duties of VP; **Stu Helfetz**, manager, Katz Radio Sports, New York, adds duties of VP; **Steven Moskowitz**, sales manager, New York, adds duties of VP; **Janet Therrien**, associate research director, Katz Hispanic Radio, New York, to director of research, Katz Hispanic Radio; **Larry Roberts**, account executive, Los Angeles, to senior account executive; **Susan Hurst**, account executive, San Francisco, to senior account executive; **Pam Flore**, account executive, Dallas, to senior account executive; **Carl Rills**, account executive, Minneapolis, to senior account executive; **Al Maxwell**, account executive, Atlanta, to

senior account executive; **David Broome**, account executive, Kendall Healthcare, Irvine, Calif., to same capacity, Los Angeles; **Trisha McGuire**, account executive, Hillier, Wechsler & Howard, Los Angeles, to same capacity. Appointments at Katz's Republic Radio: **Chris Theodoros**, sales manager, New York, to VP; **Guy Lay**, sales manager, Chicago, to VP.

**Christopher Donaghy**, account supervisor, Young & Rubicam, Chicago, joins BBDO there in same capacity.

**Tom O'Connor**, creative group head, Rosin, Greenberg, Seronick & Hill, Boston, joins W.B. Doner & Company there as creative group supervisor.

**Jolen M. Schmauss**, senior broadcast marketing analyst, Spotwise Agency, Boston, named VP, sales and marketing.

**Rebecca Walker**, local sales manager, WYFF-TV Greenville, S.C., joins WXII-TV Winston-Salem, N.C., as general sales manager.

**Ray Hunt**, general sales manager, WXIN-TV Indianapolis, joins KNXV-TV Phoenix in same capacity. **Elizabeth A. Bryant**, account executive, Admarc Advertising, Dallas, joins KNXV-TV as local account executive.

**Michael D. Granados**, general sales manager, KRBK-TV Sacramento, Calif., joins KABB(TV) San Antonio, Tex., in same capacity.

**Rich Rectanus**, general sales manager, KJYK(FM) Tucson, Ariz., joins WAPE-FM Jacksonville, Fla., in same capacity.

**Ray Hansen**, local sales manager, WDSI-TV Chattanooga, named general sales manager. **Jim Stevens**, former local sales manager, WUSY(FM) Cleveland, Tenn., succeeds Hansen.

**Thomas W. Arbron**, local sales manager, WFAS-AM-FM White Plains, N.Y., joins WZFM(FM) Briarcliff Manor, N.Y., as general sales manager.

**Gary Coleman**, president, Media Design, Kansas City, Mo., joins KCFX(FM) Harrisonville, Mo. (Kansas City), as director of sports sales.

**Jim Otto**, general sales manager, WPBN-TV-WTOM-TV Traverse City, Mich., joins Cable Television Network of New Jersey, Trenton, as affiliate relations manager/account executive.

Appointments at Select Media Communications, New York: **Carol Blank**, director of

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advertising sales, to advertising sales account executive; **Linda Yaccarino**, director of station sales, adds duties of advertising sales account executive; **Mari Kimura**, West Coast regional manager, Los Angeles, to manager of station sales, New York.

**Elizabeth F. McLaughlin**, account executive, Gardner Advertising, St. Louis, joins DMB&B there in same capacity. **Ann R. White**, assistant product manager, Ralston Purina, St. Louis, joins DMB&B there as account executive.

**Beryl L. Naturman**, account executive, Katz Hispanic Radio Sales, New York, joins McGavren Guild Radio there in same capacity. **Howard Frank**, account executive, Banner Radio, New York, joins McGavren Guild Radio, New York, in same capacity.



Bernardi

**Maria Bernardi**, account executive, WTMX(FM) Skokie, Ill. (Chicago), named local sales manager.

**Beth Otto**, sales manager, Gateway Outdoor Advertising, Milwaukee, joins WVTU(TV) there as local sales manager.

**Jonas Jones**, senior account executive, WGBO-TV Joliet, Ill. (Chicago), named local sales manager. **Sharon C. Moloney**, account executive, Seltel, Chicago, joins WGBO-TV as national sales manager.

**Joni A. Hoffman**, account executive, KCAL(TV) (formerly KHJ-TV) Los Angeles, joins Adlink/NCA there in same capacity. **Michael W. Muth**, VP, Western sales, SPR News Source, Los Angeles, joins Adlink/NCA there as account executive.

**W. Earl Kitchlings**, president, Pearl Designs Inc., Jacksonville, Fla., joins WHJX-FM there as account executive.

**Jack E. Appleman**, account executive, Harry Zlokower Co., New York-based public relations agency, joins MWW/Strategic Communications Inc., River Edge, N.J.-based communications firm, as account executive.

## Programing



Marbury

**Donald L. Marbury**, associate director, cultural and children's programs, Television Program Fund, Corporation for Public Broadcasting, Washington, named director, Television Program Fund.

**Charles L. Bachrach**, senior VP and director, network and pro-

graming, Western International Media, Los Angeles, named executive VP and director, network and programing.

**Lawrence G. Garrett**, VP, international theatrical and video sales, ITC Entertainment

## Top of the morning



Three generations of WBZ(AM) Boston morning men were brought together for the announcement of Wbz Radio's newest morning air personality, Tom Bergeron (center). Carl DeSuzo (r) was wbz's morning air personality from 1942 to 1981, and Dave Maynard (l) held that position from 1981 to the present. In addition to his morning program, Bergeron will also continue to host *People are Talking*, Wbz-TV's weekday local talk show. Maynard will continue with Wbz Radio as midday air personality.

Group, Studio City, Calif., named VP, worldwide acquisitions, ITC Distribution.

**Peter Donald**, speechwriter for John Brademas, president, New York University, New York, joins Fox Television Stations Productions there as director, program development.

**Jean O'Neill**, director of development, Arnold Shapiro Productions, Los Angeles, named VP of production and development.



Bergh

**Jerald Bergh**, senior VP, Saban Productions, Burbank, Calif., named executive VP, Saban Entertainment.

**Jim Riggs**, president, Emmis Research, Indianapolis, named senior VP, special projects. **David Lebow**, general sales manager, WJIB(FM) Boston,

joins Emmis Broadcasting, New York, as director, research and market development.

**Barry Wallach**, account executive, Midwest sales, Genesis Entertainment, New York, named VP, Midwest sales.

**Bob Cook**, senior VP, Guber-Peters Television, Los Angeles, named executive VP of marketing and advertising.

**Karen Glass**, executive producer, program development, VH-1, New York, named VP, production and program development.

**Bill Lally**, executive producer, Talknet, NBC, New York, named director of programing.

**Barbara Fisher**, director, creative affairs,

MCA TV Entertainment, Universal City, Calif., named VP.

**Lucinda Scott**, assistant general counsel, Columbia Pictures Television, Los Angeles, named director, business affairs.

**Ronald Harris**, corporate VP of advertising and promotion, Turner Broadcasting System, Atlanta, joins Family Channel, Virginia Beach, Va., as VP of new business ventures.

**Lori Bardwil**, manager of worldwide advertising, publicity and promotion, ITC Distribution, Studio City, named director of international marketing.

**Marilyn Kaskel**, associate producer, *Geraldo*, New York, named producer. **Cyndi Wolfman**, associate producer, *Geraldo*, New York, named producer.

**John Larson**, program director, WIMZ-AM-FM Knoxville, Tenn., joins KSD-FM St. Louis as program director.

**Tim Rockwood**, producer, Turner Broadcasting System Sports, Atlanta, joins Mizlou Sports News Network, New York, as coordinating producer.

**Mary Beth Kirchner**, senior producer, writer and host, *Radio Smithsonian*, weekly magazine series, Smithsonian Institution, Washington, joins noncommercial WETA-FM there as national programming director.

**Marilyn Cooley**, music director, WETA-FM, named associate program director.

**Joel Burke**, program director, KFON(AM), and assistant program director, KKMJ(FM), both Austin, Tex., named program director, KFON-KKMJ.

**Todd Powers**, program director, operations manager, KZKC(TV) Kansas City, Mo., joins WZTV(TV) Nashville as program director.

**Dick Bailey**, consultant, noncommercial WQED-FM Pittsburgh, joins noncommercial WQUC(FM) Cincinnati as program director.

**Wendy Bernard**, programing assistant, WNRW(TV) Winston-Salem, N.C., named program director.

**Roger Formanek**, air personality, KRNA(FM) Iowa City, named music director.

**James Lonsdale-Hands**, VP of sales, I.E.O., MIDEM's New York office, joins NAC Productions, Los Angeles, as VP of program sales.

**Irene Levin**, producer, Australia's 7 Network, Los Angeles, joins John Gau Productions there as West Coast producer.

**John Walters**, manager, Third Avenue Productions, KIRO-TV Seattle, named VP, manager.

**Brian Lehrer**, news anchor and documentary producer, NBC Radio Networks, New York, joins noncommercial WNYC(AM) there as host, *On the Line*, call-in talk show. **Meg Luther**, producer, WMCA(AM) New York, joins noncommercial WNYC as producer, *On the Line*.

**Lani Bassett**, producer-director, WJXT(TV) Jacksonville, Fla., named video services director. **John Benson**, assistant director, WJXT, succeeds Bassett.

**Jon Brent**, air personality, KQFX(FM) Georgetown, Tex. (Austin), joins

WWMG(FM) Shelby, N.C. (Charlotte), as air personality and production director.

**Ken Brooks** (air name, Ken Dean), program director and air personality, KGHL(AM) Billings, Mont., joins KEBC(FM) Oklahoma City as air personality.

## News and Public Affairs

Appointments in news department, KCAL(TV) (formerly KHJ-TV) Los Angeles: **Vance Scott**, assignment editor, KABC-TV Los Angeles, to assignment manager; **Jack Noyes**, assignment editor, WTVJ(TV) Miami, to same capacity; **Byron Miranda**, assignment editor, field producer, to weekend assignment editor; **Maryhelen Campa**, assignment editor, producer, KGGM-TV Albuquerque, to overnight assignment writer.

**Andy Ludlum**, news and program director, KIRO(AM) Seattle, named VP, news and programming.

Appointments in news department, KREM-TV Spokane, Wash.: **Rod Smith**, assignment editor, KBCI-TV Boise, Idaho, to same capacity; **Sandra Messick**, managing editor, WGGB-TV Springfield, Mass., to executive news producer; **Cathy Rollins**, 6:30 a.m. and noon producer, to same capacity, 5 p.m.



Willis

**Rick Willis**, executive producer, KSTP-TV St. Paul, joins WBRZ(TV) Baton Rouge as news director.

**Kurt Davis**, executive producer, KATV(TV) Little Rock, Ark., joins WSET-TV Lynchburg, Va., as news director.

**Steve Heimel**, reporter-producer, Alaska

Public Radio Network, Anchorage, named managing editor.

Appointments at CNN: **Steve Cassidy**, evening national assignment editor, Atlanta, to same capacity, day; **Steve Shusman**, bureau chief, Los Angeles, succeeds Cassidy; **David Farmer**, bureau chief, New York, succeeds Shusman; **Ken Chamberlain**, bureau chief, San Francisco, succeeds Farmer; **Greg LeFevre**, general assignment correspondent, San Francisco, succeeds Chamberlain; **Peter Vesey**, bureau chief, London, to manager, CNN International, Atlanta; **David Feingold**, national assignment editor, Atlanta, succeeds Vesey; **Mark Dulmage**, executive producer and anchor, CNN's *This Week in Japan*, Tokyo, to senior assignment editor, Atlanta; **Brian Nelson**, anchor, CNN's *Newsnight Update* and *News Overnight*, Atlanta, succeeds Dulmage; **Donna Liu**, freelance producer, to producer, *This Week in Japan*.

Appointments at WLNE(TV) New Bedford, Mass. (Providence, R.I.): **Joe Roche**, producer, morning news, to same capacity, noon news; **Karen Mancini**, associate producer and weekend assignment editor, succeeds Roche; **Diane Harrison**, executive assistant, succeeds Harrison; **Tom Briody**,

attorney, St. Paul, to investigative reporter; **Paul Moniz**, reporter, WECT(TV) Wilmington, N.C., to Bristol County bureau reporter.

**Therese Crowley**, VP of news and sports, Unistar Radio Networks, New York, joins WCBS(AM) there as afternoon air personality.

**Richard J. Rieman**, Washington news bureau manager, Unistar Radio Networks, named VP of news and sports there, succeeding Therese Crowley.

**Deborah Martinez**, reporter and afternoon anchor, WINZ(AM) Miami, joins WIOD(AM) there as morning news anchor.



McKelway

**Doug McKelway**, co-anchor, WJKS(TV) Jacksonville, Fla., joins WJLA-TV Washington as weekend anchor and reporter.

**Ann Nyberg**, reporter and weekend anchor, WTNH-TV New Haven, Conn., named co-anchor.

**Dewayne Graham**, operations manager, program director and chief announcer, WAPF (AM) McComb, Miss., joins KATV(TV) Little Rock, Ark., as consumer reporter.

**Paul Hollie**, reporter, WICZ-TV Binghamton, N.Y., named part-time reporter, WHEC-TV.

**Evan Rubin**, weekend meteorologist,

WMTV(TV) Madison, Wis., joins WWLP(TV) Springfield, Mass., as chief meteorologist.

**Paul Dellegatto**, chief meteorologist, wxii(TV) Winston-Salem, N.C., joins WTVT(TV) Tampa, Fla., as staff meteorologist.

## Technology

**Jim Owens**, assistant director of engineering, WLS-TV Chicago, named director of engineering.

**Charles Hughes**, assistant chief engineer, KTXH(TV) Houston, named chief engineer.

**Lou Ludovici**, chief engineer, WICC(AM) Bridgeport, Conn., joins WILK-AM-FM Asbury Park, N.J., in same capacity.

**Marie DeFazio**, vacation relief technician, engineering department, WPRI-TV Providence, R.I., named operations engineer.

**Glenn Adamo**, regional sales manager, professional video products, Sony, Landham, Md., named president, Sony Broadcast Export Corp., Miami.

**Robert L. Jones**, assistant treasurer, Chicago Pacific Corp., Chicago, joins Zenith Electronics Corp., Glenview, Ill., in same capacity.

**Richard W. Malko**, president, Richard W. Malko & Associates Inc., Diamond Bar, Calif.-based consulting company, joins C-COR, State College, Pa., as VP, manufacturing and operations.

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## Promotion and PR

**Thomas B. Ross**, senior VP, NBC News, New York, joins Hill & Knowlton, public relations and public affairs firm, there as senior VP and director of media relations worldwide.



Jones

**Jill Jones**, manager of creative services, Disney Channel, Burbank, Calif., joins Orion Television Entertainment, Los Angeles, as director of advertising, publicity and promotion.

**Sheila Feren**, director of television, Gene Nichols & Associates, New York-

based public relations firm, becomes principal in renamed Nichols/Feren & Associates.

**Charles Conte**, public relations manager, Studer Revox America, Nashville, joins Neve North America, Bethel, Conn., as public relations administrator.

**Myles Mayfield**, promotion producer, Movietime Channel, Los Angeles, joins KTTY(TV) San Diego as promotion manager.

**Denise Miller**, assistant director of marketing and promotion, WIYY(FM) Baltimore, joins WGRX(FM) there as promotion director.

**Pat Gibbs**, account executive, KCFX(FM) Harrisonville, Mo. (Kansas City), named promotion director.

**Mark Hodorowski**, assistant promotion manager, WVT(TV) Milwaukee, named promotion manager.

**Doug Gervais**, promotion director, KMSB-TV Nogales, Ariz. (Tucson), joins WZTV(TV)

## Call for creativity

The Broadcast Promotion and Marketing Executives, Los Angeles, have announced the call for entries for the 29th annual International Gold Medallion Awards. The awards are presented "in recognition of creative excellence in television and radio and promotion and marketing in more than 74 categories ranging from on-air promotion spots to print advertising." The entries will be judged on overall creativity, production quality and achievement of stated or implied goals and objectives. The competition includes campaigns or projects introduced between Jan. 1, 1989, and Dec. 31, 1989. The television and radio entries will be divided according to market size. Deadline for entries is March 9, 1990. For more information and entry forms, contact Jay Curtis, BPME, (213) 465-3777; fax: (213) 469-9559.

Nashville in same capacity.

**Caroline Wilson**, promotion manager, KOLD-TV Tucson, Ariz., joins WHTM-TV Harrisburg, Pa., in same capacity.

**Tammy Stack**, personnel director, WAXY (FM) Fort Lauderdale, Fla., named promotion director.

**Richard Muller**, executive producer, South Dakota Public Broadcasting, Vermillion, named director of development and marketing.

## Allied Fields

**Barbara A. Kreisman**, assistant chief, audio

services division, Federal Communications Commission, Washington, named chief of video services division.

**Jerry Fischette**, VP of marketing, Satellite Broadcasting and Communications Association, Alexandria, Va., named VP and general manager.

**Pasquale DiScala**, manager of operations, printing and distribution services, John Blair Communications, New York, named director of operations.

**Denise A. Baylis**, director, design services, Showtime Networks Inc., New York, named VP, design services.

**Bruce Catter**, general manager, Jones Inter-cable, Myrtle Creek, Ore., elected to board of Oregon Cable Television Association, Salem.

Two West Virginia University, Morgantown, school of journalism students, **Kathleen Revitte** and **David Huxsoll**, are first student winners of \$1,000 grants from Frank M. Kearns Memorial Fund, which provides foreign travel grants. They will intern in ABC's London bureau. Fund was established in memory of Kearns, former CBS News foreign correspondent who returned to his alma mater as professor of journalism. Kearns died of cancer in 1985.

## Deaths



Hooten

**Mickey L. Hooten**, 54, vice president and general manager of television, Hearst Corp., New York, died of heart attack Dec. 24 while shoveling snow at his home in Armonk, N.Y. Hooten joined Hearst in 1974 as program manager of WTAE-TV Pittsburgh, Pa. Two years later he was named vice president and general manager of WISN-TV Milwaukee. He was named general manager of television in 1984 and two years later was named corporate vice president. He was past chairman of ABC Television Network Affiliates board of governors. Before he joined Hearst he had been with KTBS-TV Shreveport, La.; WTOL-TV Toledo, Ohio; WIS-TV Columbia, S.C., and WGHP-TV High Point, N.C. He is survived by his wife, Harvian (Bunny), two daughters, Vicki and Darby, and two sons, Joshua and Mickey.

**Robert M. Olson**, 68, former general manager, WVUE(TV) New Orleans, died Nov. 12 at his home in Apple Valley, Calif. Olson began his broadcasting career in mid 1940's as announcer with WKY(AM) Oklahoma City. He held several positions, including program director, with WKY-TV Oklahoma City. In 1957 he moved to WTVT(TV) Tampa, Fla., as operations manager, and later was named assistant manager. He moved to New Orleans in 1979 as VP of Gaylord Broadcasting and general manager of Gaylord's WVUE(TV). He retired in 1982. He is survived by his wife, Nadine, and son, R. Andrew.

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## Anita Wallgren: Great American's ambassador to Washington

Moving from the private sector to government and back to the marketplace again has given Anita Wallgren a dual perspective that has proved invaluable to her employer, Great American Broadcasting, and instrumental in her contributions to the industry as a member of the National Association of Broadcasters television board.

The 35-year-old lawyer is vice president of corporate relations and administration for the Cincinnati-based Great American, one of the largest radio and TV groups.

Great American has 16 radio stations (six AM's, 10 FM's) and is acquiring two FM's (KBPI Denver and WKRL Clearwater, Fla.). It also operates five television stations—all network affiliates—owns Hanna-Barbera Productions and has a 47% interest in Spelling Enterprises Inc., which is currently on the market.

Much of Wallgren's work is government relations-oriented, which brings her to Washington for a couple of days each month. For the former Washingtonian, it is the "best of both worlds." She can keep a hand in the policy issues she loves while learning more about the broadcasting business she finds even more attractive. "I love to travel to our operations and talk with the people running our stations."

Her work for Great American covers more than government relations. She handles human resource matters, community affairs and public relations and is even Great American's new technologies guru. "We look to her to keep us apprised of new technologies...she is our window on that world," says George Castrucci, president and chief operating officer of Great American.

She has also earned the respect of her fellow NAB directors. She is considered a "rising star" on the board and has been mentioned as a future contender for chairman of the television board. "She is someone who knows the ins and outs of policy," says Martin Franks, CBS vice president, Washington, and NAB TV director. He feels that because she is more "policy and theory driven" than others, like himself, who are "politics driven," she offers a "unique perspective" on the board's deliberations.

Although as a journalism major at the University of Michigan in Ann Arbor, Wallgren planned to be a high school journalism/speech teacher, she was bitten by the Washington bug in 1981 as a legal intern to then FCC Commissioner Anne P. Jones. "I gave birth to a star," says Jones, who found Wallgren a "serious and bright intern."

Her journalism studies fostered a strong interest in politics and the press. She be-



ANITA LOUISE WALLGREN—vice president, corporate relations and administration, Great American Broadcasting Co., Cincinnati; b. March 30, 1954, Grand Rapids, Mich.; AB, Education, University of Michigan, Ann Arbor, 1976; traffic and continuity director, WLAV-AM-FM Grand Rapids, 1976-77; judicial secretary, Hon. Barbara MacKenzie, state court of appeals, Petoskey, Mich., 1978-79; JD, University of Michigan, 1981; legal intern for FCC Commissioner Anne P. Jones, Washington, 1981; manager, governmental affairs, Taft Broadcasting, Cincinnati, 1982-84; communications policy specialist, National Telecommunications and Information Administration, Washington, 1984-88; present position since October 1988; single.

came acutely aware of the importance of a free press in a Democratic system. "I still firmly believe in the Jeffersonian principles of the free press being the most important part of a Democratic society," says Wallgren, who opposes the fairness doctrine.

After graduation in 1976, she put teaching on hold and worked for a year at WLAV-AM-FM Grand Rapids, Mich., as a traffic and continuity director.

An avid skier, Wallgren moved to Petoskey, a Michigan ski resort, where she worked as a campaign manager for Barbara MacKenzie, a local attorney, in her successful bid for the Michigan State Court of Appeals.

In 1979, Wallgren took another career turn, entering law school at the University of Michigan. She applied for the FCC internship before her last semester.

After law school, Wallgren moved to Cincinnati in 1982 as Taft Broadcasting's manager of governmental affairs. Taft was looking for someone with knowledge of the FCC, but didn't want to staff a full-time Washington lobbyist.

Two years later she was living in Washington full time, working as a communications policy specialist with the National Telecommunications and Information Administration under then NTIA head Dave Markey. She followed a variety of issues from copyright to common carrier. "She knows the issues," says FCC Chairman Al Sikes, who admires her enthusiasm and love for the policymaking process and who ran NTIA during most of Wallgren's tenure.

NTIA's special report on cable issued in June 1988 was, as she puts it, "my baby." The report concluded that cable's regulatory framework needed restructuring. Among the recommendations: eliminate the compulsory license; permit the telcos to deliver programming, even in their own service areas (although without an interest in that programming); have the FCC conduct an inquiry into concentration of cable ownership and abolishment of network-cable crossownership prohibitions.

Shortly after NTIA's cable report was issued, Wallgren was approached by Great American, and in October 1988 she moved back to Cincinnati. In 1987, Great American participated with other investors in a leveraged buyout of Taft Broadcasting, and consequently Taft was split up, with most of the broadcast stations and programming operations kept by Great American.

Wallgren admired the Taft people who were trying to build the new company and wanted to be part of that operation.

Recently, Great American's WFBO(FM) Indianapolis has received a letter of inquiry from the FCC concerning the station's so-called indecent broadcasts, which could lead to a \$2,000 fine. Great American has vigorously defended the station, and Wallgren shares the view that the FCC is encroaching on the First Amendment. "I am very sorry that indecency is an issue," she says. "I am not saying broadcasters are doing the right thing. But it would not be a problem if people were exercising good judgment. I want to believe in the best part of people. My hope is that it is a fad and people will get tired of it."

As a member of the NAB's cable relations task force, Wallgren says she is "very interested in the vitality of the television broadcast industry." The pay-for-carriage idea is a very important initiative, says Wallgren. "I don't know whether we will be successful, but to me it is important to communicate that the cable industry has been subsidized by broadcasters."

Wallgren is single, and into her busy schedule she squeezes time for renovations to her 70-plus-year-old house in Cincinnati. She loves movies and says the highlight of her summer was seeing the Rolling Stones.

From time to time she has toyed with the idea of moving into station management. But, says Wallgren, "I have no desire to be any place but where I am right now." ■

**United States Telephone Association President John Sodolski will address NAB joint board of directors meeting Jan. 14** in Palm Springs, Calif. NAB has also invited NCTA President James Mooney to speak to board. Sodolski and 32 telco executives will be staying at Ritz Carlton, same hotel as NAB board, Jan. 12-13, for USTA-PAC leadership roundtable featuring 14 members of Congress. Coincidentally, NAB is hosting legislative forum those same days at Ritz Carlton, and Fritts has suggested in letter to Sodolski that they host a joint reception for members of Congress on Friday evening (Jan. 12). He also suggested golf match between USTA and NAB members. Among lawmakers attending NAB forum: House Minority Leader Bob Michel (R-Ill.); Ways and Means Chairman Dan Rostenkowski (D-Ill.); Senator Conrad Burns (R-Mont.); Representatives Bob Carr (D-Mich.), Tom Delay (R-Tex.), Thomas Luken (D-Ohio), Carlos Moorhead (R-Calif.), Matthew Rinaldo (R-N.J.) and Harold Rogers (R-Ky.).

**Tearful Jane Pauley signed off as co-host of NBC's Today last Friday** (Dec. 29, 1989) after 13 years with show. She told viewers of being reminded recently that former *Today* host Frank Magee "never said good-bye, but [instead] said: 'Don't go far. I won't and don't you.'" Pauley has another year in her current NBC contract. She will co-host new prime time magazine news division has in development, which may debut in spring. Pauley's replacement, Deborah Norville, starts Jan. 8 as co-host.

Last Friday (Dec. 29), **BMI announced agreement to grant one-month extension of license to HBO**, formerly scheduled to expire Dec. 31, "at substantially higher fee." On Dec. 28, BMI filed suit against pay cable service to obtain preliminary injunction preventing use of BMI songs on HBO on or after Jan. 1 without new license. Despite extension, BMI said issues raised in lawsuit remain unresolved and that unless parties can reach agreement in January, litigation will con-

tinue. "We accommodated HBO's request for more time," said Frances W. Preston, BMI president, "and we hope we can reach agreement on a new long-term license in January. But we are prepared to take whatever action is necessary to protect the interest of our songwriters, composers and music publishers." Suit, filed in U.S. District Court for Southern District of New York, names 19 songs from BMI catalogue contained in HBO's January schedule as representative of "much more extensive, ongoing use of BMI music by the national pay TV channel." Earlier in 1989, BMI filed suits against Christian Broadcast Network for music used on CBN's Family Channel and against Lifetime Television. Litigation is also pending with A&E. BMI recently reached out of court settlement with Cablevision's Rainbow Programming Services.

**FCC conditionally granted four southern stations short-term renewal**, subject to EEO reporting conditions. Notices of apparent liability were issued and each was cited for repeated failures to comply with commission's EEO rules. Capitol Broadcasting, licensee of WLK(FM) Statesville, N.C., forfeited \$15,000; Southern Virginia Broadcasting (WSVS-AM-FM Crewe, Va.), \$15,000; Keymarket Communications of Columbia (WTCB-FM Orangeburg, S.C.), \$10,000, and Congaree Broadcasters (WSCO-FM West Columbia, S.C.), \$10,000. Additionally, FCC approved sale of WLK(FM) from Capitol Broadcasting to Trumper Communications of North Carolina. Assignment of license of WTCB-FM from Keymarket Communications to Radio South Carolina Inc. is pending. Short-term renewal with reporting conditions automatically pass to new owner.

**Dick Broadcasting's WIVK-AM-FM Knoxville, Tenn., received letter of admonishment from FCC's Complaints and Investigations branch** for repeatedly using misleading information in contests station held in 1986-87. Group owner Jacor Com-

## WWF goes to the mat with Viewer's Choice

The contract dispute between Viewer's Choice, the MSO-owned and largest pay-per-view network, and the World Wrestling Federation, a leading supplier of PPV events, boiled over into the public arena last week as operators expressed outrage at WWF pressure tactics during a PPV wrestling event and a Hulk Hogan movie last Wednesday (Dec. 27). It was the last WWF event Viewer's Choice has contracted to carry.

Hulk Hogan and an announcer came on "complaining that cable operators were planning not to carry the Royal Rumble" on Jan. 21, according to Robert Stengel, senior vice president, programming, Continental, one of eight MSO owners in Viewer's Choice. "It was an outrage," said Stengel, and "the most unprofessional thing I've seen in 15 years in the cable business."

Basil DeVito, senior vice president, marketing, for WWF, said Hogan's comments came at the end of the event, and was part of the "hard sell" for the "Royal Rumble." Since the two events were only three weeks apart, DeVito said WWF had undertaken "a very strong promotional campaign" that included Hogan imploring viewers to call cable operators to carry the event.

Some cable operators deal directly with suppliers for PPV programming, but the eight MSO's who own Viewer's Choice—American Television & Communications, Cox, Continental, Comcast, Viacom, Times Mirror, Newhouse and TeleCable—do not, by and large. (Walt Disney Co. is the other owner of Viewer's Choice.)

And what Continental felt was expressed by others in the group. Patrick Mellon, vice president, programming, TeleCable,

said of the WWF interstitial programming: "I don't think it's very operator friendly.... Taking a contractual negotiation to the consumer was tacky at best."

Mellon said one TeleCable system had 35 calls from subscribers about the WWF comments. The company issued a statement to CSR's, he said, to inform callers that TeleCable was dedicated to bringing quality PPV events, but that it would not be carrying the Royal Rumble, the next WWF event scheduled for Jan. 21. Mellon said that although active discussions continue between Viewer's Choice and WWF, it was unlikely the dispute would be resolved by then.

Although WWF is going directly to cable operators, Stengel said Continental also won't be carrying the Jan. 21 Royal Rumble. "Our position is that we want a mid-term to long-term output arrangement with WWF," said Stengel, and "our approach is through licensing it through Viewer's Choice."

Viewer's Choice serves some 5.5 million addressable homes, over one-third of the addressable universe. Most of that 5.5 million total comes from the MSO's who own the service. The second-largest PPV service, Request, does not carry WWF events. Traditionally, WWF events have been one of PPV's leading revenue sources, but the overall revenue for the January event could be curtailed if major blocks of the industry do not carry it. DeVito said 6.2 million homes are currently under contract for the Jan. 21 event, and WWF expects to have 8 million by then. That is short of the 12 million to which the Dec. 27 event was available. Gross buys for the four showings of the movie and the event, DeVito estimated, was 300,000. —MS

munications Inc., licensee of rival WMYU(FM) Sevierville, Tenn., filed complaints with FCC about contests after talks with station management failed to remedy problem. After letter was sent out, Jacor sent out press release stating: "When you compete with Jacor, don't break the rules."

□

**WNBC-TV New York has purchased** Television Program Enterprises' **Preview—The Best Of The New** for fall 1990 start. According to Al Masini, president and general manager of Telerep (TPE's parent company), *Preview* has so far been bought in 26 major markets covering 38% of country, including six of top 10 and 11 of top 20. Two weeks ago, program was bought by KABC-TV Los Angeles. *Preview* is news magazine on movies, television, music, living, fashion and celebrities. Last week, WNBC-TV also reaffirmed faith in *Inside Edition* by announcing show will move back to 7:30 p.m. access slot, beginning Jan. 22.

□

**Warner Bros. Domestic Television's new first-run game show strip, *Trump Card*, secured nine clearances** in first week of sale to stations for fall 1990 syndication. Initial clearances: WCBS-TV New York; WCAU-TV Philadelphia; WJLA-TV Washington; WCIX-TV Miami; KMOV-TV St. Louis; WDAF-TV Kansas City, Mo.; KSL-TV Salt Lake City; KTBS-TV Shreveport, La.; and WPBF-TV West Palm Beach, Fla. *Trump Card* is production of Createl Ltd. and FiedlerBerlin in association with Lorimar Television and Warner Bros. Domestic Television.

□

**Republic Pictures Domestic Television is going ahead with plans to market long-time off-network entries *My World and Welcome To It* and *Get Smart*** as barter package under banner of "Two Great Comedies" for syndication starting January 1991. Both half-hour sitcoms will be offered on weekly barter basis (3½ minutes local, 3 minutes national), and stations will have option of airing them separately or in tandem for one year.

□

**G2 Entertainment has named Western International Syndication as national distributor of first-run weekly game show-physical competition series *The Krypton Factor*** for 1990-91 syndication season. G2 President Richard Gold says half-hour series has cleared 35% of country, and company recently disclosed key clearances on five NBC O&O stations. Gold said "some sort of equity participation" has been determined for Western International, in addition to co-producers Granada Television (of England) and Mac III Productions (U.S. arm of Scottish Television) participating in venture, but Gold would not be specific.

□

**Samuel Goldwyn Television will launch November Gold 3, 15-title movie package, at INTV convention this week.** Package is headlined by "Mystic Pizza" and also includes "Deadly Decision," "The Nest" and "Breaking In." Package is being sold on cash basis, with station able to run movies six times over five years. Also, Goldwyn will launch Samuel Goldwyn Theatre, 14-title movie package, at upcoming NATPE meeting. Classic titles include "South Pacific," "Oklahoma," "The Secret Life of Walter Mitty" and colorized version of "Pride of the Yankees." Package, available for fall 1991 airing, will be sold on barter basis, with 12 minute national and 12 minute local split per two hours.

□

**Los Angeles will host first of three FCC field hearings on cable TV** on Feb. 12, agency announced last week ("Closed Circuit," Dec. 11, 1989). Second will be held in Orlando, Fla., on March 2; third, in St. Louis on date in March to be announced later. Hearings are part of inquiry into cable that FCC launched last month as required by 1984 Cable Act. C.

## More Duck for Disney

*Buena Vista Television said last week that a new program, in development for the Disney Afternoon block of animated children's programming, Double O Duck, would be ready to air as early as fall 1991.*

*Currently, Disney Afternoon contains the two highest rated animated children's shows in syndication—Chip 'n' Dale's Rescue Rangers and Duck Tales. That one-hour block will expand to two hours next fall with the addition of two more programs, Tale Spin and Disney's Adventures of the Gummi Bears.*

*Double O Duck does not yet have a time within the Disney Afternoon block. Buena Vista said the show would be used in the children's program block rotation. Whether the program replaces an existing show, or is used to expand the block, may depend on the ratings performances of the four programs in the block at that time.*

*BVT President Bob Jacquemin did not rule out expanding the Disney Afternoon block. "I'm not at liberty to discuss those elements," he said last week. "This is a program service, and we are providing more than just individual programs."*

J. Hirschfield, VP, industry affairs, California Cable Television Association, said last week association "is looking forward to having opportunity to tell our story." FCC spokesman said details of hearing would be forthcoming.

□

As part of its effort to expedite processing of applications in FM branch, **FCC last week announced that, starting today (Jan. 1), it will begin posting lists of pending facilities change applications twice each month** ("Closed Circuit," Dec. 25, 1989). One list will contain applications in order they were received, allowing applicants to check on progress of their applications as they move along processing line. Other list will show applications that are "blocked" from further processing for such reasons as lack of FAA clearance or lack of Canadian or Mexican concurrence. Dennis Williams, chief of FM branch, said lists for help to speed processing of facilities changes by alerting applicants to problems holding up their applications. What's more, he said, it is hoped lists will cut down on numbers of time-consuming calls from applicants and lawyers asking for status reports.

□

**FCC concluded that satellite carriers do not engage in price discrimination among various distributors of superstations to home dish market but will issue further inquiry** because it found that pricing practices "raise more disturbing questions" about disparities between rates charged to home dish distributors and cable operators.

□

**Turner Broadcasting System last week went into court seeking order that would permit its all-news subsidiary, CNN, to offer its 24-hour news service to Vietnam.** TBS, in suit filed in U.S. District Court in Washington, says Treasury Department regulations barring service under Trading with the Enemy Act violate intent of Congress in amendment to that act. So-called Berman Amendment denies President authority to regulate imports or exports of "informational materials." As in case involving suit filed by Capital Cities/ABC seeking permission to broadcast 1991 Pan American Games to be held in Cuba (BROADCASTING, Dec. 11), Bush administration contends that amendment applies only to "tangible" materials. Both Vietnam and Cuba are subject to U.S. trade sanctions under act. But TBS maintains that distinction between tangible and intangible informational materials "does not exist elsewhere in the pertinent statutes and regulations."

# Editorials

## No cigars

Among the casualties in Panama was the U.S. military bureaucracy, which sustained a gunshot wound to the foot in its first chance to make reparations for the fiasco in Grenada (when journalists were banned entirely from the island during the invasion's first days). In Panama, the pool of journalists was again kept too long from the action. "It was better," said one network executive, "but it was not good."

One reason cited by the military for the snafu was "incompetence"—never a particularly strong defense, particularly in light of the recent Grenada unpleasantness that prompted new guidelines for media access to such operations and, one would have thought, put a premium on not botching it this time. Another was that the close-range fighting would be "dangerous." Really now. We're not convinced that the military is oblivious to the tradition of war correspondents, who volunteer for such assignments and accept the occupational hazards involved. Both excuses fall into the lame category. (We do not even entertain the possibility that the military was practicing strategic ineptitude, figuring it easier to keep the press at a distance and apologize later. We must concede, however, that a calculating military may inspire more confidence than an incompetent one, if neither serves the ends of journalistic freedom.)

We prefer that there be no future opportunities to test the military's new procedures for war coverage, but if there are, we hope they will have found enough good men (or women) to competently accommodate the working press.

## Old habits

According to the results of a six-month study conducted by the Society of Professional Journalists (BROADCASTING, Dec. 18), the Freedom of Information Act is being routinely honored in the breach rather than the observance. The findings suggest that the freedom involved is that of requesting the information, after which the wheels of bureaucracy apparently continue to grind exceedingly slow, when at all. According to the study, government agencies have been guilty of "widespread" delays and illegal withholding of information. That recalcitrance, the study found, is often due to a desire to cover up mistakes or prevent embarrassment to government officials. No big surprise there, but a principal reason the law was passed was to secure the freedom of information for the many against the powers of a few to protect themselves by withholding it.

In an era when governments elsewhere are beginning to ease their restrictions on their own media, and looking elsewhere for guidance, for the U.S. government to continue to impede access to information sets a poor example indeed.

## Wake-up call

Broadcasters can consider themselves officially forewarned. If the U.S. goes ahead with its ill-advised plans for a TV Marti propaganda service—an idea whose time has gone—Cuba will step up high-powered jamming guaranteed to interfere with U.S. broadcasters. A U.S. delegation of Fifth Estaters on a fact-finding visit to Cuba were given a demonstration of that interference (see story, page 94) that left the unmistakable impression that such jamming would be forthcoming were TV Marti to be launched. A Cuban threat should be no impediment to sound policy, but TV Marti does not fall into that category. It is a waste of money in a questionable enterprise.

Although Cuba, for now, remains a holdout against the

crumbling Communist bloc, with each toppled regime in Eastern Europe the country becomes more island and less outpost. In this era of global political warming, there is increasingly less justification for an expensive Cold War-type propaganda campaign that will backfire in the faces of U.S. broadcasters.

## Coming to America

The media deregulation that has swept Western Europe (and if the wildfire of democratic reform continues, could well extend to Eastern Europe) has opened up new frontiers whose settlers are the J.R. Ewings, Ben Cartrights and Blake Carringtons. The natural extension of foreign interest in U.S. product is foreign interest in a piece of that action. This page continues to be struck by the avid interest of foreign investors in the U.S. production market. It has been hard of late to open the pages of this magazine without finding a story about foreign co-productions, buyouts, repercussions from buyouts, repercussions from failed buyouts, equity interests and reported interests in future equity. In short: They're coming to America.

## Prognostication

The more things change, the more they stay the same, the dictum goes. We're not sure that's the most valid advice for Fifth Estaters to take with them into the 1990's, but it ought to be in the bundle.

As the lead story of this issue attests, there are as many viewpoints on the next 10 years as there are people to hold them. Those we present are singularly valuable and diverse; they amount to a short course on where things stand in the Fifth Estate, and what's likely to happen next.

Not surprisingly, there's a strong undercurrent of change. The continuing growth of the wired nation is a recurrent theme, with concomitant pressure on the free TV universe to adapt appropriately. Telephone company ambitions in the television business will continue to challenge policymakers and the status quo. Washington will be an important factor no matter whose playing field is being leveled. Whether the subject is financial interest or must carry/must pay or the future of HDTV, the determining votes will be cast along the Potomac.

Washington will continue to meddle on the content side of the Fifth Estate, a consideration all must take into account as they consider how hard to resist today's governmental intrusions. Tomorrow's will inevitably be even greater.

Happy New Year.



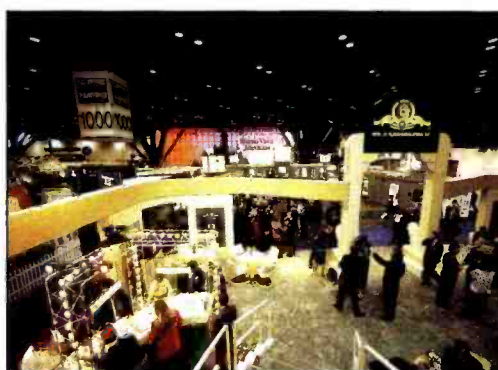
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*"The guys in the studio wish you a Happy New Year. The vote was 12 to 10."*

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