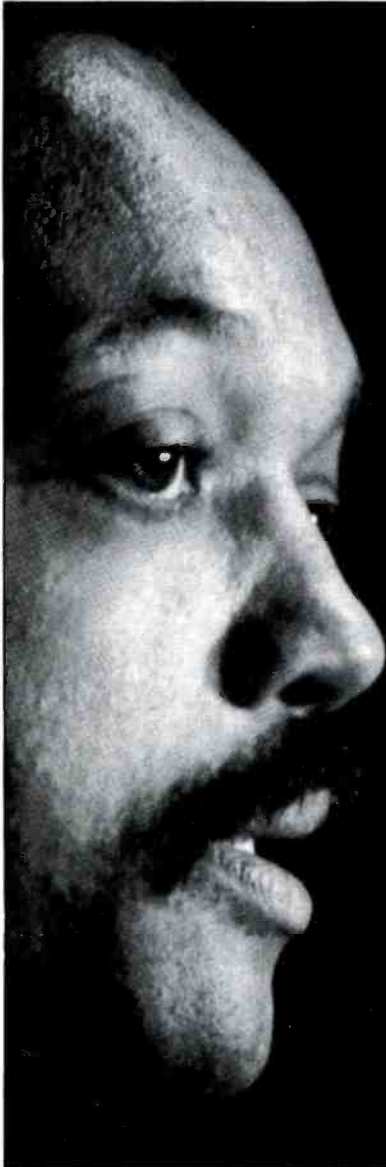


The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Feb 5

OTTERBEIN LIBRARY



**FIRM
"GO!"**

87 STATIONS.

**65% OF THE
COUNTRY.**

(AND IT'S ONLY FEBRUARY!)

**Voices of
America**
*WITH
Jesse Jackson*

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



WARNER BROS.
DOMESTIC TELEVISION DISTRIBUTION

FEB 6 1990

*****5-DIGIT 43081
43081A27-2F0163 JVK DEC/90
A27-202
OTTERBEIN COLLEGE
COURTIGHT MEM LIBRARY
MAIN & GROVE ST
WESTERVILLE OH 43081

59th Year 1990
ANNUAL SPECIAL REPORT
TV/Radio/Cable
Sales 1989

Already Bought By All 6
Tribune Broadcasting Stations.



M/B

Miller·Boyett
PRODUCTIONS

Nearly Half Of All Kids And Teens Are Hanging Out With Us Friday Nights.

They're all coming over to our house. "Full House" is the hot spot for teens and kids Friday nights, winning a 47 share for ABC. Compared with NBC's 14, and CBS's 7.

You'll find more grown-ups here, too. Over the past two years, "Full House" has grown in every key demographic category. Whatever the time period.

Whether it's Friday or Tuesday. At 8:00PM or 8:30PM. With or without a network lead-in.

"Full House" captured the #1 share in households, above all other Friday night shows. Finished the night as the #1 performer with Men 18-49. And doubled its closest competitor in share of Women 18-49.

Want more kids? And teens? And men? And women? Ask your Warner Bros. sales rep about "Full House" for Fall '91-'92.



Full House

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

Funny Shows. Serious Business.



WARNER BROS.
DOMESTIC TELEVISION DISTRIBUTION

Fox fights for fin-syn relief: week II...

Fox Broadcasting Co. files petition with FCC to excuse it from fin-syn rules. Other broadcast networks oppose that. **PAGE 27.**

Super Bowl XXIV: the upside and down...

Although CBS's coverage of game had lowest national ratings ever for prime time Super Bowl, network's affiliates, advertisers and CBS are pleased with drawing power of championship game. **PAGE 29.**

For sale: radio, TV cable properties 1989...

Annual tally of broadcasting and cable deals shows latter totaling more than \$10 billion in 1989, radio and TV prices totaling more than \$3 billion and end to 1980's station-trading boom. **PAGE 37.**

31/ PROBLEM WITH NEWS SCOOPS

Avianca plane crash on Long Island, N.Y., again raises issue of public interest vs. journalistic exclusivity.

32/ SUIT AGAINST BMI

NCTA, CATA and The Disney Channel file suit alleging Broadcast Music Inc.'s blanket licenses violate antitrust laws.

58/ NETWORK RATINGS RACE

With schedule adjustments, new entries and programs still to launch, network TV ratings race may loosen NBC's hold on first place.

61/ 'HOUSE PARTY' REPORT CARD

NBC-Group W daytime magazine strip *House Party* gets off to slow start in ratings, in general, turning in numbers well below those of



Steve Doocy, host of 'House Party'

shows it replaced.

61/ ANIMATED ANTI-DRUG CAMPAIGN

Animated anti-drug special, *Cartoon All-Stars to the Rescue*, gains industry support.

62/ TV CONFERENCE

Politics and technology color discussion of HDTV production standards at 24th Society of Motion Picture and Television Engineers conference.

77/ DEBATING TV VIOLENCE BILL

Most of those debating



Senator Paul Simon

issue during Roundtable on Televised Violence in Washington oppose Senator Paul Simon's TV violence bill.

65/ NAB PREVIEW

Digital products and audio processing advancements are among products reviewed in first of pre-NAB convention series, this week looking at new radio equipment.

68/ RADIO RATINGS

Fall 1989 Arbitron and Birch Radio ratings books give different station ranks to stations in L.A. and New York, but show urban and news outlets doing well.

72/ RELIGIOUS GATHERING

Ethics standards, President Bush's discussion of "season of miracles" around world, and potential evangelical programming opportunities in eastern Europe and Soviet Union highlight annual National Religious Broadcasters meeting.

74/ 1991 BUDGET

FCC and USIA feel squeeze of new budget constraints contained in 1991 U.S. budget.

76/ FTC'S NEW LEADER

New head of Federal Trade Commission, Janet Steiger, plans to change perception that agency is not vigorous in its enforcement of antitrust and truth-in-advertising laws.

79/ WORLDWIDE PROGRAMING

Financial results reported by major publicly held entertainment companies reflect foreign demand.

103/ 50 YEARS IN BROADCASTING

Hugh Downs, co-anchor of ABC's *20/20*, is TV's Golden Man. He has already achieved more than 10,000 hours on commercial TV and 50 years as radio and television professional.

DEPARTMENTS

Advertisers Index	102
Business.....	79
By the Numbers	14
Cablecastings	85
Changing Hands.....	81
Closed Circuit	8
Datebook.....	22
Editorials.....	106
Fates & Fortunes	99
Fifth Estater.....	103
For the Record	87
In Brief	104
International	70
Journalism	82
Law & Regulation.....	74
Masthead.....	24
The Media	72
Monday Memo.....	25
On Radio.....	68
Open Mike	24
Programing	58
Riding Gain	70
Special Report	37
Stock Index	18
Syndication Marketplace	60
Technology	62

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions, U.S. and possessions: one year \$70, two years \$135, three years \$190. Canadian and other international subscribers add \$20 per year. U.S. and possessions \$235 yearly for special delivery, \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cable Yearbook* \$115. *Across the Dial* \$9.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$55). Postmaster, please send address corrections to *Broadcasting*, 1705 DeSales St., N.W., Washington, D.C. 20036.



ALLEN B. SHAW

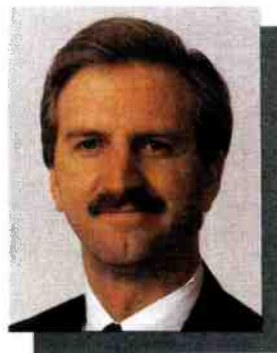
**Former Executive Vice President
Beasley Broadcast Group**

"Questcom aggressively marketed and sold one of our radio properties at a very favorable price. I give them high marks for quality service, hard work and being able to quickly present a qualified buyer eager to do the deal."

Questcom's professionals are competent in every aspect of the buy/sell process. I was very pleased to work with Questcom and would not hesitate to call on them again."



DON BUSSELL



MARC HAND

SERVING THE RADIO INDUSTRY WITH EXCELLENCE.

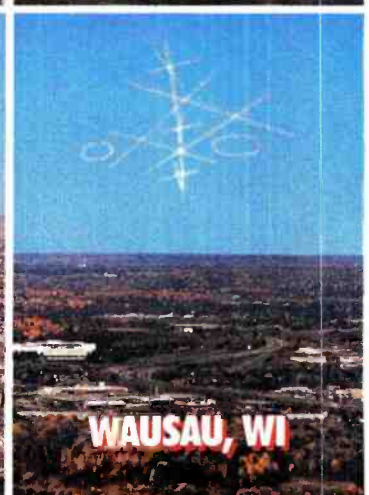
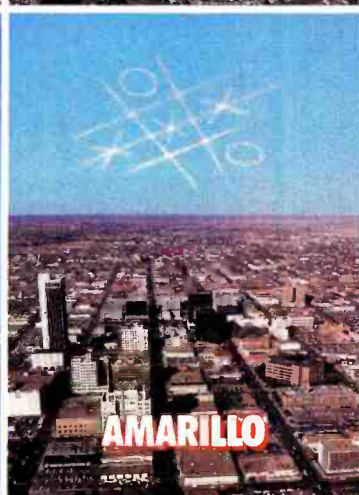
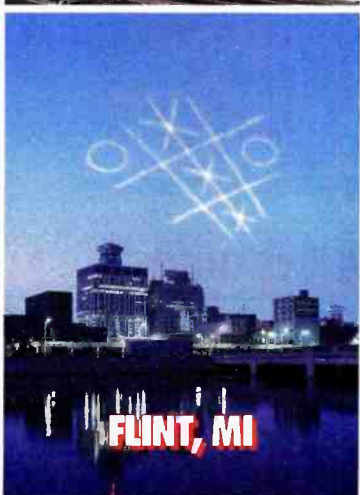
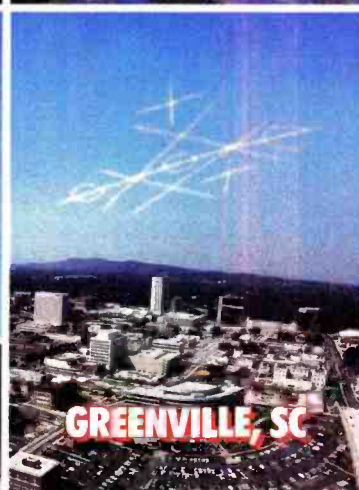
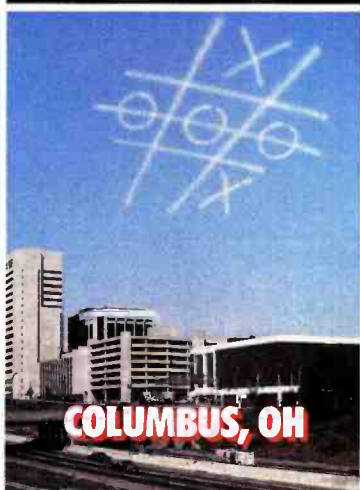
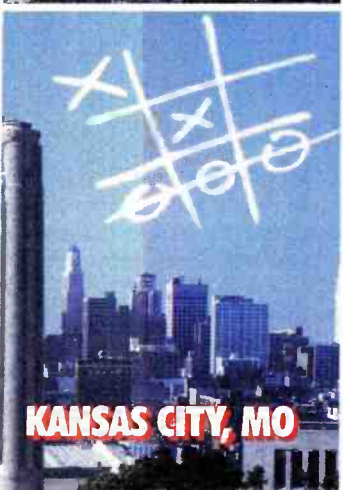
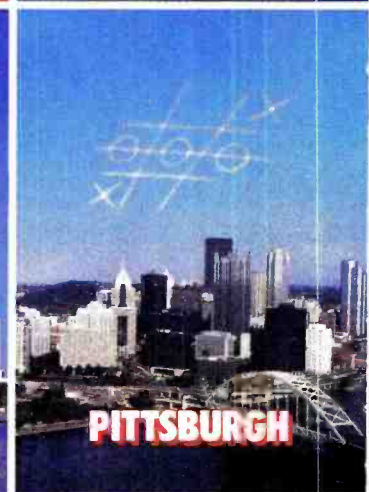
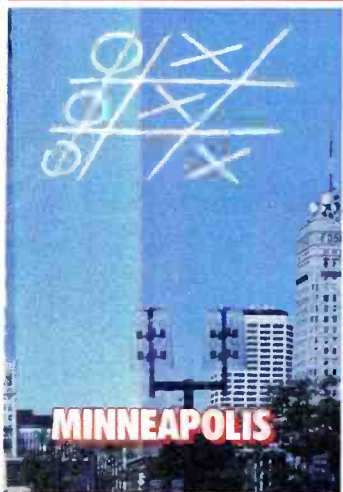
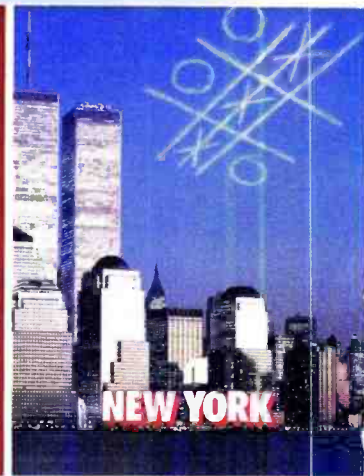
QUESTCOM

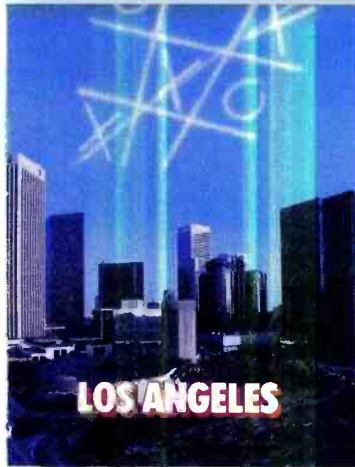
Radio Station Brokerage & Financing Services

Don Busell
18310 Montgomery Village Ave.
Suite 220
Gaithersburg, MD 20879
(301) 963-3000

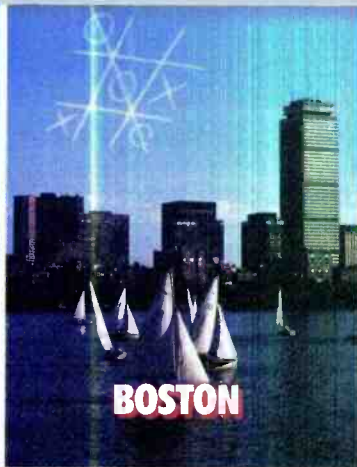
Marc Hand
1225 Seventeenth St.
Suite 2500
Denver, CO 80202
(303) 297-3545

TIC TAC LEADS THE NATION IN QUALITY MARKETS SOLD!

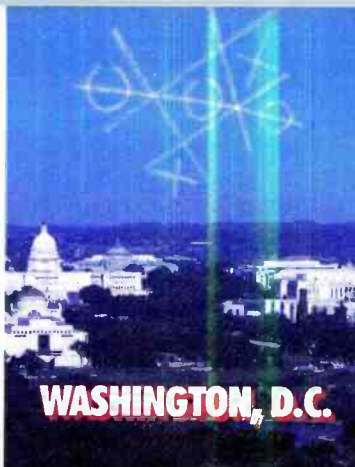




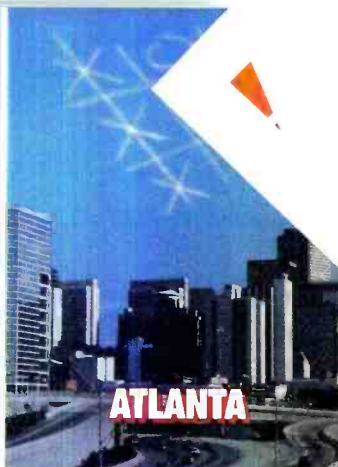
LOS ANGELES



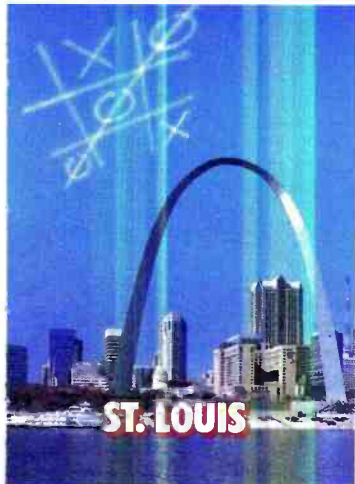
BOSTON



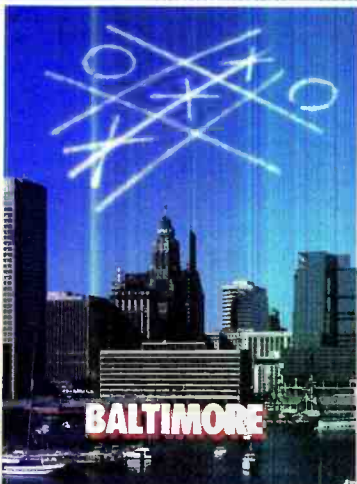
WASHINGTON, D.C.



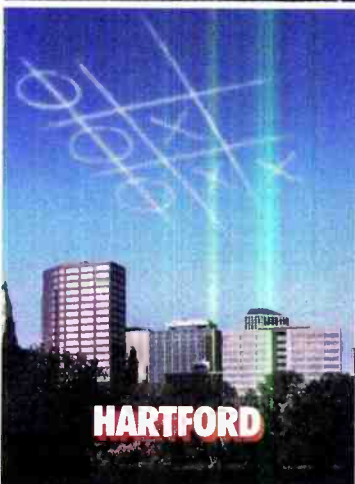
ATLANTA



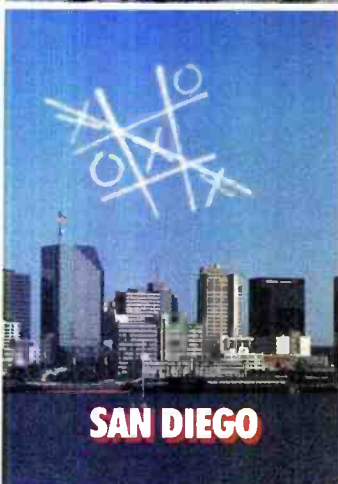
ST. LOUIS



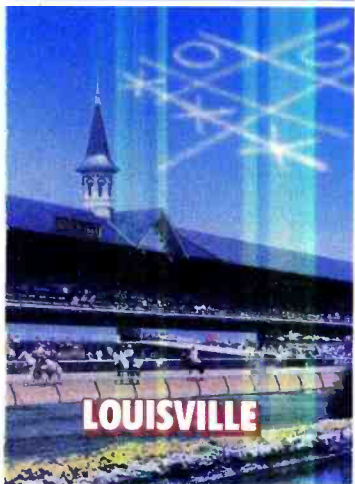
BALTIMORE



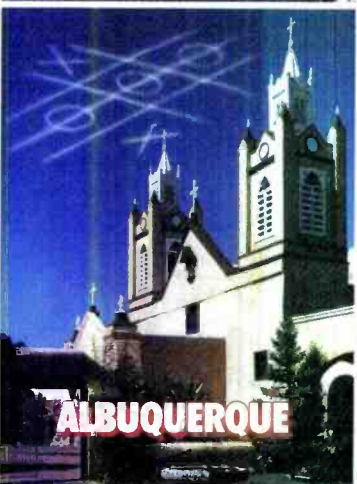
HARTFORD



SAN DIEGO



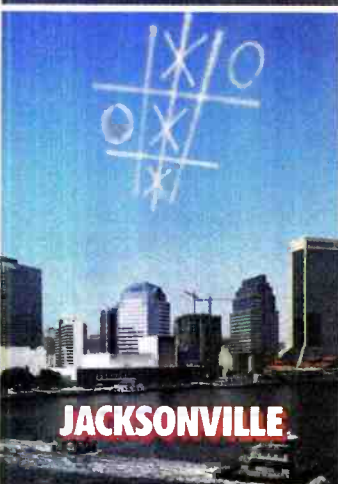
LOUISVILLE



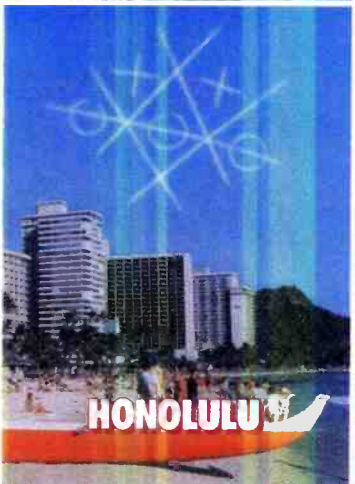
ALBUQUERQUE



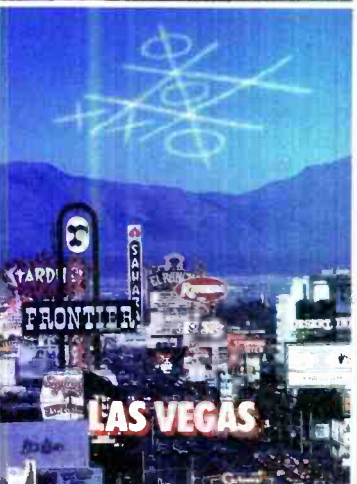
ALBANY



JACKSONVILLE



HONOLULU



LAS VEGAS

tic tac
dough

ITC
Domestic Television

BARRY & ENRIGHT
PRODUCTIONS

©1990 ITC Distribution Inc.
All Rights Reserved.

WASHINGTON

Broker break

National Association of Media Brokers (NAMB) is planning to rent its own hotel for Radio '90 convention in Boston this September. NAMB has been upset with National Association of Broadcasters hospitality suite surcharge, which ranges from \$650 to \$1,200, depending on size. NAB President Eddie Fritts said he wanted to have meeting with NAMB to discuss matter but was rebuffed by NAMB President James Gammon, who told NAB's senior VP, radio, Lynn Christian, that there was no need for meeting because decision had already been made. Fritts told BROADCASTING that he wondered why "people who take millions out of the industry feel that for some reason suite fees should be charged to everyone except them." He added that executive committee has indicated in strong terms that if NAMB goes through with this action, "they may not be welcome at convention." Gammon could not be reached for response, but NAMB Vice President Dick Kozacko said that 30 firms are considering working out of another hotel.

Making it official

FCC appears to be ready to name new chief of its Policy and Rules Division. Douglas W. Webbink, acting chief since October, when Bradley Holmes moved over to State Department, is expected to be given job on permanent basis. Webbink, 47, has been assistant chief in division since joining commission over two years ago. And he signed on after four years at Federal Trade Commission, where he served in bureau of economics. Promotion makes him staff's point man in dealing with one of most controversial issues commission will confront this year—Fox Broadcasting Co.'s petition for waiver of financial interest/syndication rules and for reopening docket aimed at relaxing or eliminating those rules (see page 27).

With a smile

Many in cable industry have felt development of customer service standards is prerequisite to polishing of cable's tarnished image—National Cable Television Association board is slated to adopt standards at Feb. 14 board meeting, day after executive seminar on topic. While sister committee to NCTA's customer service group is working on ways for cable to better communicate its message, cable programmers have received letter from three cable MSO chief executives—Charles Dolan, Cablevision Systems; Gus Hauser, Hauser Communications, and Marc Nathanson, Falcon Cable—asking them to consider carrying general messages on their systems about benefits of cable.

NEW YORK

Suit settled?

Although official BMI line remains that companies are negotiating "in good faith," according to HBO source, they have "reached agreement in principle" regarding suit music licensing organization filed against pay cable service on Dec. 28 (see story, page 32). Agreements are currently

being drafted, according to source, and HBO "expects to have flexibility to proceed." Suit was filed to prevent HBO from using BMI-protected songs without music license.

Help wanted

Cabletelevision Advertising Bureau is creating post of executive vice president and has hired New York executive search firm to fill it. Growth of organization, and cable advertising in general, has placed more demands on both President Robert Alter and department heads, thus creating need for executive vice president. CAB hopes to have post filled by its annual conference (April 1-3) in New York.

Next in line

Fact that no new proposed chief operating officer for Capital Cities/ABC was announced concurrently with that of Daniel Burke for chief executive officer (see "Top of the Week") does not mean that choice to replace Burke hasn't been made. It would be very much in character for company to delay announcement so as to be appropriately respectful to CEO transition, and so that Burke could make announcement in new capacity.

John Sias, company's only executive vice president and only one with direct operating responsibility for major revenue source, ABC television network, is, however, at 63, two years older than Dan Burke, so his appointment would not solve succession problem. Theoretically, however, Sias, who has had experience on both TV and print side, could be named interim COO. Other operating group heads, such as 55-year-old Michael Mallardi, who came up ABC side of company, and 50-year-old Phil Meek, who has led company's struggling publishing operations, are possible candidates. List of younger candidates would include two of Sias's former number-two executives, 38-year-old ABC Entertainment President Robert Iger and 40-year-old ESPN President Roger Werner. Another intriguing possibility is that Murphy and Burke realize that change in financial interest and syndication rules would open up merger possibilities with Hollywood or foreign entity and that such merger would be facilitated by not having executive structure locked in place.

The write-down stuff

Expanding programing markets in cable, Europe and elsewhere are benefiting programing bottom lines even beyond sales that have so far been signed. Rules that previously required MCA and other studios to take write downs when domestic syndication marketplace was having problems now permit studios to increase revenue estimates for future years, into which matching costs, that would otherwise have been expensed in near future, will be extended as well. Deferral of costs thus increases current profits. So far only one studio, Orion, appears to have publicly acknowledged such revaluations but industry expert at one Big Eight accounting firm said he knows of other studios that are doing same.

Foreign entanglements

Just as Time Warner used patriotism and threat from

Markey: House ready to move on cable

Week after House Energy and Commerce Chairman John Dingell (D-Mich.) blasted cable industry and declared it was time to "revisit" 1984 Cable Act, Edward Markey (D-Mass.), chairman of Energy and Commerce's Telecommunications Subcommittee, announced "aggressive schedule" of hearings to consider legislation aimed at reregulating cable.

"I am calling these hearings because I believe that we must begin serious consideration of cable legislation this year," Markey said in prepared statement released late last Friday (Feb. 2). "There is increasing public concern by local subscribers, local officials and members of Congress about the effects of the Cable Act of 1984, which effectively deregulated the industry."

Markey's announcement puts House on same track as Senate, where cable legislation has been gathering momentum.

First of House hearings, which will address customer service and rates, has been set for Feb. 28. Dates for subsequent hearings on cable sports and competition of video marketplace will be announced soon, subcommittee said.

REMEMBER WHEN YOU SUPPOSEDLY HAD A LICENSE TO MAKE MONEY?

Today, getting the most value from your inventory takes a rep who can demonstrate the flexibility and versatility of Spot TV to national advertisers. A rep trained to think like a marketer.

That's why Blair runs the most sophisticated and successful sales training program in the TV industry. Of the 116 graduates of this 13-week course, over 50 continue to hold sales and sales management positions with Blair; another 30 are with TV stations, the balance are network



or syndication sales executives. Blair salespeople continually meet with advertisers. Understanding their objectives helps us uncover new selling opportunities for our client stations.

Sales training. Advertiser contacts. Just two of the ways Blair salespeople focus on the marketing of local television to national advertisers.

WHAT HAS YOUR REP DONE FOR YOU LATELY?

BLAIR TELEVISION 
A subsidiary of John Blair Communications, Inc.

foreign competition to help smooth way for recent merger, at least one network lobbyist has raised foreign spectre in fin-syn imbroglio, labeling Fox Broadcasting Co. foreign corporation. By one important legal definition network is foreign company since FBC is wholly owned subsidiary of News Corp., which is incorporated in Adelaide, Australia. For that reason ownership of Fox TV stations was set up differently, with 76% held individually by News Corp. Chief Executive (and U.S. citizen) Rupert Murdoch and Fox Chairman Barry Diller. However, substance of company, some would say, suggests News Corp., and thus FBC, are corporate citizens. For most recently completed fiscal year, majority (55%) of assets and preponderance of revenue (48%) and operating profits (42%) come from U.S. Also, ownership of company has U.S. profile, since just under half of shares are controlled by Murdoch, through family trust, while another 15% are said to be held by U.S. investors. News Corp.'s corporate headquarters continue to be based in New York.

HOLLYWOOD

What's in a name?

GTG Entertainment's proposed fall 1990 talk strip *Just Between Us* is apparently involved in legal tangle. Chicago-based Evers Productions filed lawsuit in U.S. District Court in Chicago last week, seeking damages and injunction for use of title identical to that of regional cable show Evers once produced. Although cable show has been out of production for more than two years, President and Senior Producer Bob Evers says *Just Between Us* is under "regional trademark protection" in three states (Illinois, Wisconsin and Indiana), and is seeking "injunctive relief" to prevent GTG from presenting and distributing Diahann Carroll talk show version in tri-state area.

Officials at GTG, who wished to remain nameless,

downplayed seriousness of suit, with one saying that Evers sought similar injunction Jan. 8 to prevent GTG from taking show to last month's NATPE convention, only to have judge dismiss motion because there was "not enough recognition of a cable show that has not been on for two years" for GTG to cause any "significant damage" to title. That evidence notwithstanding, Evers's attorney, Jerry Esrig, is pressing for undetermined damages and hearing of case, possibly in May.

Turtle scoop?

Industry source indicates that CBS has bought network broadcast rights for Group W Productions' syndicated cartoon strip *Teenage Mutant Ninja Turtles* as possible Saturday morning 1990-91 series. CBS officials declined comment, as did distributor Group W and production company Murakami Wolf Swenson Inc. Judy Price, vice president, children's programming, CBS, is said to be close to deciding where *Ninja Turtles* will be inserted in Saturday schedule. Half-hour syndicated strip is currently ranked third nationally among early fringe kids programming with 3.5 Nielsen rating (week ending Jan. 21), behind Buena Vista Television's top-ranked strips *Ducktales* (4.8) and *Chip 'n' Dale's Rescue Rangers* (5.3).

Colorful gang

Spanky and Alfalfa fans take note: King World Productions may add color to *Little Rascals*, syndication property that King World founder Charlie King used to launch company in 1964. Company has held discussions with at least one company about colorizing *Rascals*, source said. If King World does colorize series, it would enable company to pitch franchise as "new" series, as Quintex did with colorized *McHale's Navy* and *Dennis the Menace*. KWP has also talked about producing new first-run *New Little Rascals* television series. In 1988, KWP licensed theatrical film remake rights of *Rascals* to MCA.

On the move?

Recently scrapped CBS hour series, *Beauty and the Beast* (Republic Pictures), may be moving to cable, according to Chuck Larsen, Republic Pictures senior vice president, domestic sales. *Beast*, which started its network run in 1987-88 season, has 56 episodes in can (last three episodes never aired on CBS), and Larsen says there is possibility that additional episodes will be produced for potential basic cable carriage. Word from sources has it that USA Network, Lifetime, The Family Channel, TNT and Arts & Entertainment are talking with Republic.

ABC exploration

Plymouth, two-hour made-for-television movie about first colony on moon and produced by Walt Disney Television for ABC, will have life after initial airing of movie during May sweeps. Apparently, ABC is close to deal with Disney for studio to provide four one-hour episodes based on movie. Performance of those additional episodes will determine whether project will get picked up as series. The movie, according to sources close to production, has theatrical motion picture budget, utilizing several sound stages on Disney lot. Project is co-production of Walt Disney Television, RAI-UNO Radiotelevisione Italiana and Lee David Zlotoff.

The plane's the thing

Use of high-tech vehicles in television series—made popular by NBC's *Knight Rider* and more recently in NBC's *True Blue*, which features state-of-art crime-fighting truck—is being revolutionized on pilot being produced at Warner Brothers for ABC. Entitled *The Human Target*, series makes use of version of stealth bomber called "Black Wing." Main character uses equipment in plane to assume identities of crime victims, for whom he exacts revenge. Shooting of pilot begins in February and will be delivered to ABC by middle of April.

LOS ANGELES

L.A. lineup

List of witnesses for first cable field hearing, Feb. 12 at city hall in Los Angeles, includes Mel Harris, president, Paramount TV; Hal Richardson, senior vice president, pay TV, Disney; Leonard Hill, television producer; Representative Carlos Moorhead (D-Calif.); James Gabbert, president of the California Broadcasters Association; William Cullen, president of United Cable; William Rosendahl, vice president, government affairs, Century Communications; Michael Pandzik, executive director, National Cable Television Coop; California assemblywomen Gwen Moore; Susan Herman, general manager of Los Angeles telecommunications department; Max Salter, mayor, Beverly Hills; Alex Fiore, mayor, Thousand Oaks; Jerry Leider, independent producer; Tom Wertheimer, executive VP, MCA.

ATLANTA

Squeeze play

Some equipment exhibitors making plans for NAB show in Atlanta are worried that exhibit floor will be more claustrophobic than usual due to more cramped quarters at Georgia World Congress Center. Because Atlanta facility is smaller than NAB's most common site, Las Vegas Convention Center, aisles will be smaller on exhibit floor. However, Rick Dobson, NAB vice president, exhibits and associate membership, said that fears are exaggerated. Most aisles in Las Vegas are 10 feet, which will be standard aisle width in Atlanta. Narrowest aisle in Atlanta will be eight feet. What will be missed will be 20-foot center aisle in exhibit area in Las Vegas, critical to organization of floor because it is where largest exhibitors, such as Sony, Ampex and Panasonic, are placed, Dobson said. NAB hopes to alleviate congestion by staggering placement of those large companies.



A FIRM GO FOR FALL '90!

- Already cleared in 56% of U.S.
- 9 of top 10, 17 of top 20 markets!

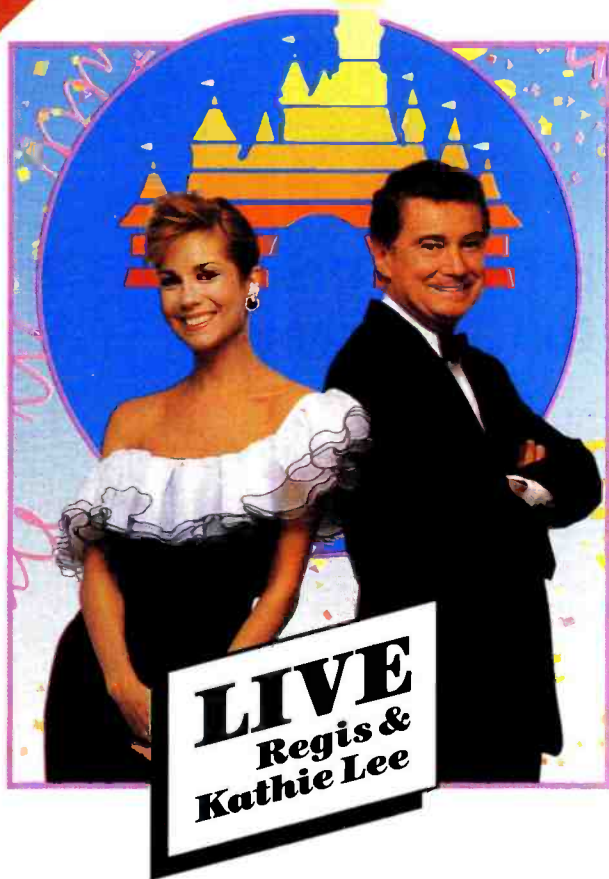
STATION	MARKET	GROUP
WNBC	NEW YORK	NBC
KABC	LOS ANGELES	CAP CITIES
KYW	PHILADELPHIA	WESTINGHOUSE
KGO	SAN FRANCISCO	CAP CITIES
WBZ	BOSTON	WESTINGHOUSE
WRC	WASHINGTON	NBC
WKBD	DETROIT	COX ENTERPRISES
KDFW	DALLAS	TIMES-MIRROR
WKYC	CLEVELAND	NBC
WSB	ATLANTA	COX ENTERPRISES
WTSP	TAMPA	GREAT AMERICAN
WCCO	MINNEAPOLIS	MIDWEST COMMUNICATIONS
KCPQ	SEATTLE	KELLY TELEVISION CO.
WSVN	MIAMI	SUNBEAM TELEVISION
WPXI	PITTSBURGH	COX ENTERPRISES
KTVI	ST. LOUIS	TIMES-MIRROR
KTSP	PHOENIX	GREAT AMERICAN

Plus many other great stations!

TELEVISION PROGRAM ENTERPRISES® TELEVISION PROGRAM ENTERPRISES
A Division of TeleRep, Inc.
TPE
875 Third Avenue, New York, NY 10022
Tel.: 212-750-9190
A DIVISION OF TELEREP, INC.

The
One Company
Cooking at NATPE!

Buena Vista Programming to



Over 60% of the country cleared.

There's no better way to start off your day than with something warm and inviting like LIVE WITH REGIS & KATHIE LEE.

Regis Philbin and Kathie Lee Gifford serve up a perfect blend of talk, entertainment and features each morning, making every day sunny side up.

It's a morning treat that's really catching on. And stations are lining up for more, with most markets already renewed for our third season!

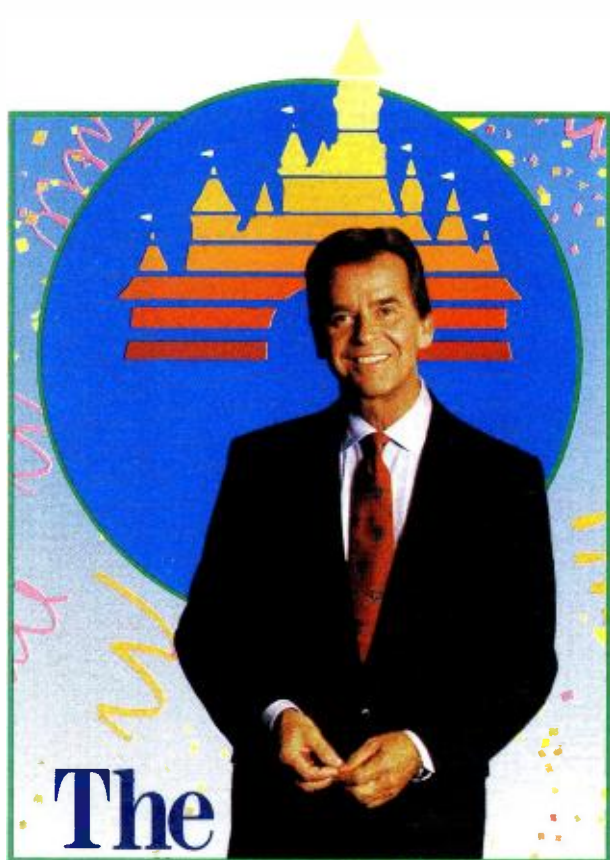


71% of the country cleared.

When America goes out to the movies, there's one combo that's almost as popular as popcorn and soda, and that's SISKEL & EBERT. Viewers count on Gene Siskel and Roger Ebert for their good taste, and stations count on them for strong, consistent ratings week after week.

They don't always agree with each other, but Siskel & Ebert's lively, witty half-hour has a flavor all its own. That's why over half our stations have already given Gene and Roger a thumb's up for their fifth season.

Television please every taste.



The Challengers

65% of the country cleared.

At dinnertime, folks are hungry for exciting, involving and timely programming. They're hungry for THE CHALLENGERS.

Questions right out of the day's top stories keep this fast-paced Q&A game lively and topical. And taping 52 weeks a year means you won't have to eat tomorrow what you ate today.

Join the top stations who've secured THE CHALLENGERS franchise in their market. Cleaning up at dinnertime was never so much fun.



**Over 90% of the country
cleared for 1990-91.**

Judging from our DUCKTALES and CHIP 'N DALE numbers, Disney is the afternoon treat that kids just can't get enough of.

Now, with The Disney Afternoon, you can dish out four big helpings of Disney fun, action and adventure every day as THE GUMMI BEARS and the all-new TALE SPIN join these two blockbuster hits.

And coming Fall 1991 we're cooking up something new - it's Double-O Duck! America's craftiest crime-fighter is on a mission to combat fowl play.

Become *the* kids' after-school hangout in your market; become a Disney Afternoon station today.

BY THE NUMBERS 1

Last week's telecast of Super Bowl XXIV, which averaged a 39/63, helped CBS win Sunday night (Jan. 28), and, not surprisingly, leap to first place from third for the week among male viewers 18-49. But the game didn't help the network's plight on the other six nights of the week, where it continued in third place or a distant second.

The network prime time household averages for Super Bowl week, the 19th week of the season: NBC, 15/24; ABC, 13.2/21, and CBS, 12.8/21. Ac-



cording to ABC, Super Bowl XXIV was the lowest rated prime time Super Bowl and the lowest rated Super Bowl overall since 1969. Nevertheless, CBS said it was "pleased with the results," and said that despite the lopsided score (San Francisco 55, Denver 10), 109 million viewers saw some part of the game.

The game did provide a solid lead-in audience for the 90-minute premiere of the new CBS series *Grand Slam*, which won its time period with a

"By the Numbers" continues on page 18.

RATINGS ROUNDUP

Rank/rating □ Network □ Show

1	39.0/63	C	Super Bowl XXIV
2	25.3/39	C	Super Bowl Postgame
3	▼ 25.0/39	N	Bill Cosby Show
3	▼ 25.0/37	N	Cheers
5	▼ 24.5/36	A	Roseanne
6	22.4/34	N	A Different World
7	▲ 21.7/37	N	Golden Girls
8	▲ 20.5/36	N	Empty Nest
9	20.4/30	A	Wonder Years
10	20.0/30	A	American Music Awards
11	▼ 19.7/31	N	Unsolved Mysteries
12	▼ 19.5/30	N	Grand
13	▼ 19.3/29	A	Couch
13	19.3/30	A	Who's the Boss?
15	▼ 18.6/30	C	Sunday Movie
16	18.4/28	N	Matlock
17	18.2/27	N	In the Heat of the Night
18	▼ 17.9/30	N	L.A. Law
19	▼ 17.5/30	A	Full House
20	▲ 16.7/26	N	Night Court
21	▲ 16.5/31	N	Hunter
22	▼ 16.4/26	A	Growing Pains
23	16.0/28	N	Amen
24	▲ 15.6/25	N	Dear John
24	▲ 15.6/26	A	thirtysomething
26	▼ 15.4/27	A	Family Matters
26	▲ 15.4/24	A	Head of the Class
28	15.0/27	A	20/20

Rank/rating □ Network □ Show

29	14.7/24	C	Hallmark Hall of Fame
29	▲ 14.7/25	N	Midnight Caller
31	▲ 14.5/25	A	Perfect Strangers
32	▲ 14.1/24	C	Knots Landing
33	▲ 13.9/25	N	227
34	▲ 13.7/21	A	Doogie Howser, M.D.
34	13.7/25	C	Super Bowl Wrap Up
36	13.4/23	A	Just the Ten of Us
37	▼ 13.2/20	F	Married...With Children
38	▼ 12.7/21	N	Sunday Night Movie
39	▲ 12.5/19	N	Monday Night Movie
40	▼ 12.4/18	N	Hogan Family
41	12.3/19	N	ALF
42	▲ 12.2/22	N	Quantum Leap
43	▲ 12.1/21	N	True Blue
44	▲ 11.9/18	A	Father Dowling Mysteries
45	11.2/20	N	Mancuso, FBI
45	11.2/17	C	Plays of the Decade
45	▼ 11.2/17	F	The Simpsons
48	▲ 11.1/17	C	Rescue: 911
49	▲ 10.7/18	A	Sunday Night Movie
49	▲ 10.7/17	A	Anything But Love
51	10.4/18	C	Friday Movie

Week 19 □ Jan. 22-Jan. 28

Rank/rating □ Network □ Show

52	10.2/18	N	Baywatch
53	10.1/18	A	Peter Jennings Report
54	9.7/15	C	Monday Movie
54	▲ 9.7/15	A	Young Riders
56	9.4/14	N	Sunday Movie
57	▼ 9.1/14	C	48 Hours
58	▲ 8.9/14	C	Beauty & the Beast
59	▼ 8.7/16	A	Mystery Movie
60	8.6/13	C	Dave Thomas Comedy Show
61	8.4/14	A	Primetime Live
62	▲ 8.3/13	F	America's Most Wanted
63	▲ 7.9/14	C	Max Monroe
64	▲ 7.8/12	F	Open House
65	7.6/11	A	Love With a Twist
66	▲ 7.5/12	C	Tuesday Movie
67	▲ 7.3/13	A	Mission: Impossible
68	▲ 7.1/12	F	Totally Hidden Video
69	▲ 7.0/13	F	Cops
70	6.3/11	C	Paradise
71	▼ 6.0/9	A	Life Goes On
72	▲ 5.3/9	F	Reporters
73	▲ 5.2/8	F	Booker
74	▲ 5.1/9	F	Tracey Ullman Show
75	4.9/9	C	Super Bowl Saturday Night
76	▲ 4.5/7	F	Alien Nation
77	▲ 4.2/6	F	21 Jump Street
78	3.5/5	F	TV Hall of Fame
78	▲ 3.5/6	F	It's Garry Shandling's Show

Guide to symbols

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

Source: Nielsen and Broadcasting's own research.

■ —Premiere broadcast

FREEZE FRAMES: Syndication Scorecard *

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	15.8	228	99
2	Jeopardy! (King World)	14.1	215	98
3	Star Trek: Next Generation (Paramount)	10.6	233	97
4	Wheel of Fortune, wknd. (King World)	10.3	205	92
5	Cosby Show (Viacom)	9.9	202	97
6	Current Affair (20th Century Fox TV)	9.5	187	95
7	Entertainment Tonight (Paramount)	8.7	169	95
8	Oprah Winfrey Show (King World)	8.6	203	97
9	Donahue (Multimedia)	6.9	225	99
10	Geraldo (Paramount)	6.6	192	95

* Nielsen weekly pocketpiece

Week ended Jan. 21

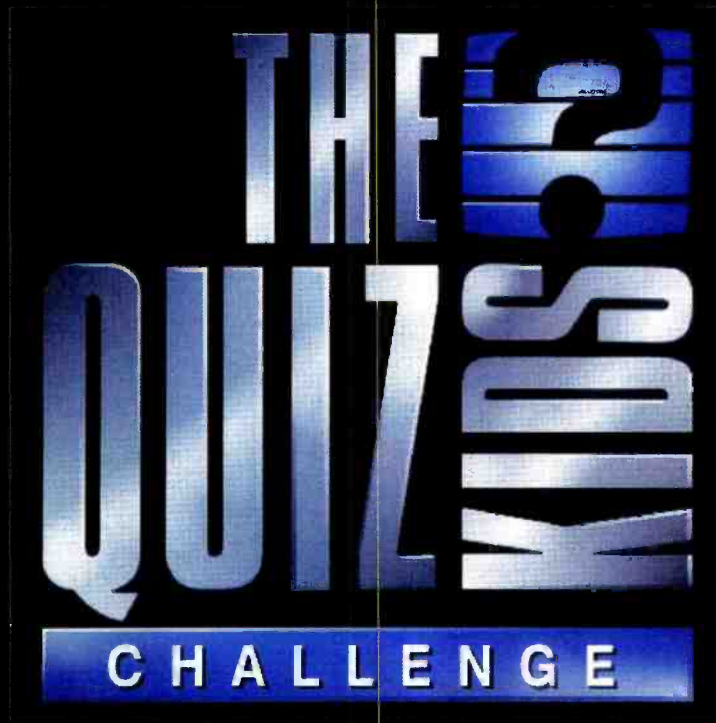
6.6	154	95
6.4	136	90
5.6	100	79
5.4	167	88
5.3	170	96
5.3	129	85
5.3	174	90
5.3	176	91

The following shows were rated, but not ranked

Wrestling Network	9.7	173	92
World Wrestling Federation (WWF)	9.9	237	97

Source: Nielsen and Broadcasting's own research.

IT'S A "GO"!



From GUBER-PETERS Television

THE QUIZ KIDS

...A POWERFUL Q&A CONTEST pitting a team of 3 adults VS. 3 kids in a unique challenge. An exciting tried-and-true format whose contemporary style highlights spirited and entertaining competition through adult-youth interaction.

...SUPPORTED BY LIFETIME LEARNING SYSTEMS, which reaches millions of adults and students through Quiz Kids Challenge/Lifetime Learning Systems teaching kits.

...AN ADVERTISER'S DREAM. Quiz Kids Challenge stresses a positive message and excellent role models, it's the next generation of quiz shows.

...LOCAL TIE-INS and contestant searches that guarantee heightened audience awareness and station involvement.



GUBER-PETERS
PROGRAM SALES

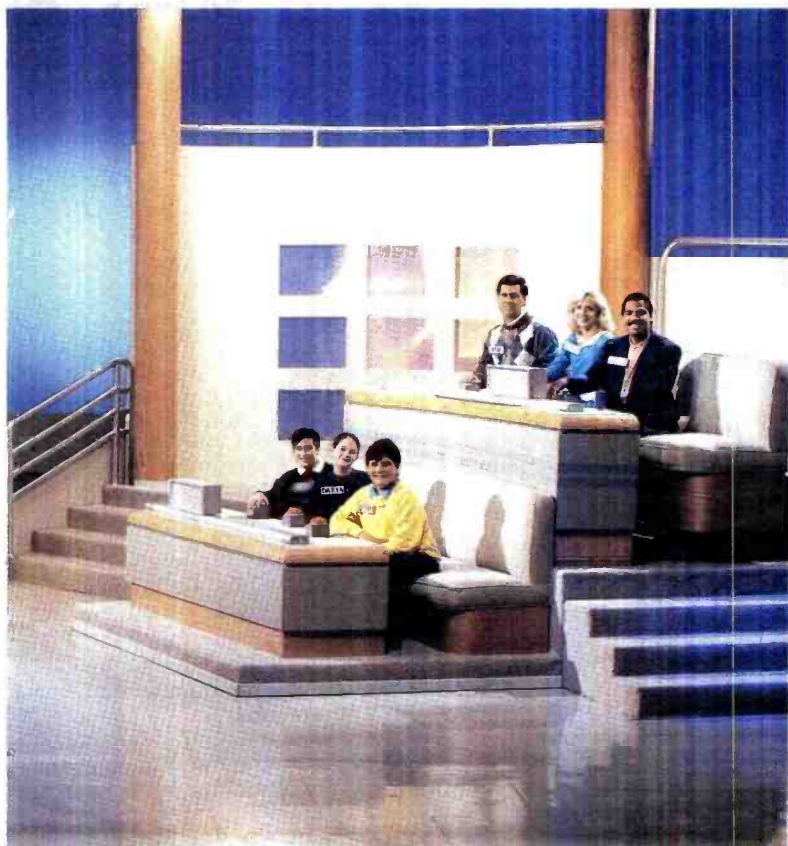
Jonathan Prince

© 1990 GUBER-PETERS CO. All rights reserved.



**... THE FUN AND E
TO GET YO**

CHALLENGE IS...



...A PROGRAM THAT INCREASES STATION SALES with our customized Quiz Kids Challenge promotional salutes.

...ALL FAMILY PROGRAMMING which invites viewers to play along, matching wits with the contestants, 5 days a week.

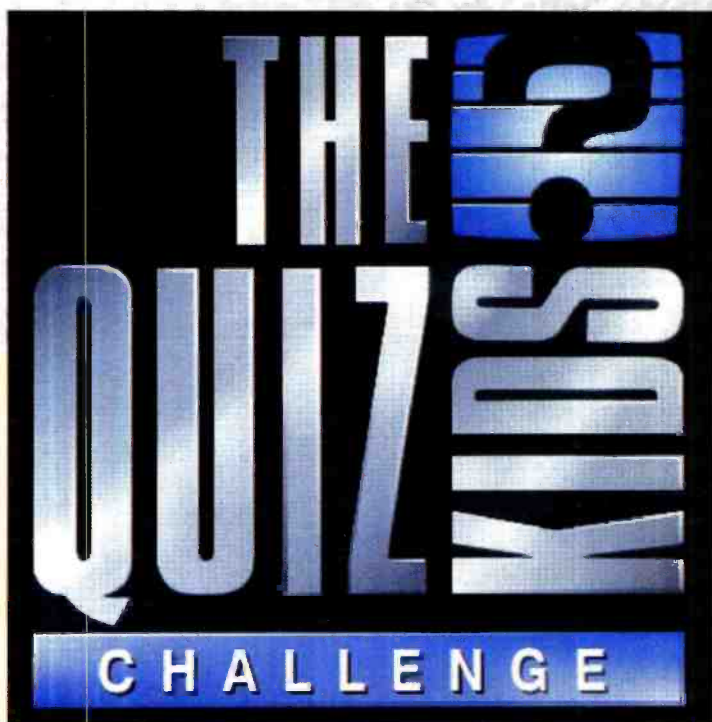
...A LONG TERM FRANCHISE. A fast moving quiz show which creates intense competition and suspense right up to the final buzzer.

...A FUN, CHALLENGING AND INVOLVING 1/2 HOUR hosted by rising new star Jonathan Prince, a fresh, bright and engaging young host who appeals to all ages.

...STRONG, VERSATILE COUNTER-PROGRAMMING that will deliver in a wide range of time periods/day parts.



**ENTERTAINING WAY
OUR Q & A'S.**



Summary of Broadcasting & Cable

BROADCASTING			
SERVICE	ON AIR	CP's ¹	TOTAL [*]
Commercial AM	4,972	250	5,222
Commercial FM	4,258	809	5,067
Educational FM	1,420	269	1,689
■ Total Radio	10,650	1,328	11,978
Commercial VHF TV	548	20	568
Commercial UHF TV	544	194	738
Educational VHF TV	123	5	128
Educational UHF TV	225	23	248
■ Total TV	1,440	242	1,682
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,832
■ Total LPTV	757	1,713	2,337
FM translators	1,803	318	2,121
VHF translators	2,716	121	2,837
UHF translators	2,188	419	2,607

CABLE†	
Total subscribers	52,300,000
Homes passed	73,900,000
Total systems	9,500
Household penetration†	57.1%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. ¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continues from page 14.

16.6/30, beating a repeat ABC presentation of "Star Trek III," (10.7/18) and NBC's repeat of "Spies Like Us" (12.7/21).

In other ratings highlights, ABC's coverage of the American Music Awards captured its time period and Monday night (Jan. 22) for the network, with a 20/30. ABC also took Tuesday night with its strong comedy lineup, averaging a 19.1/27, and Friday night (Jan. 26), with a 15.1/27.

At Fox, *Married with Children* held its own on Super Bowl Sunday night, with a 13.2/20, finishing second in network competition, behind *Grand Slam*. *Married's* lead-in, the new *Simpsons*, was down from the previous week. The animated show, which was up against the last half-hour of the Super Bowl, averaged an 11.2/17, compared to a 14.9/21 the previous week.

MarketScope

Media stock bottomed, in general, following two weeks of big declines. Capital Cities/ABC, which had declined less than most, was off 3% for the week—put options were recently big gainers—perhaps in part because Goldman Sachs analyst Barry Kaplan switched his short-term rating on the stock from "buy" to "hold." Multimedia neared a 52-week low, down \$16 over the past three weeks to \$75, but after the market closed Wednesday, the company released fourth-quarter financials showing cash flow up 10% and per-share earnings up 41%. American Television & Communications finally joined other MSO stocks in losing ground and was off 12% for the week, to 35½. Studio stocks in general continued to lose some ground, but smaller TV-only programmers fared better. All American Television, which had been trading at roughly 2½ over the past few weeks, was up to 3½, perhaps in part because of a recent investment newsletter recommendation. King World Productions was up 12% for the week, perhaps, said one market source, because of recurring rumors of a possible merger with Disney.

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



STOCK INDEX 1



BROADCASTING						BROADCASTING WITH OTHER MAJOR INTERESTS							
	Closing	Closing			Market		Closing	Closing			Market		
	Wed	Wed	Net	Percent	Capitali-		Wed	Wed	Net	Percent	Capitali-		
	Jan 31	Jan 24	Change	Change	zation		Jan 31	Jan 24	Change	Change	zation		
				Ratio(000,000)						Ratio(000,000)			
N (CCB) Capital Cities/ABC	15	527	-12	-02.19	21	9,629	N (BLC) A.H. Belo	3 1/8	34 1/2	- 2 1/4	-05.98	40	698
N (CBS) CBS	79 5/8	174 3/8	- 7 3/4	-03.97	16	4,138	N (AFL) American Family	5 7/8	16 1/4	- 1 1/8	-06.61	15	1,288
A (CCU) Clear Channel	1 1/2	12 7/8	- 7/8	-06.36	-107	50	O (ACOMA) Assoc. Commun.	1 1/4	31 3/4	- 2 1/4	-06.33	.75	819
A (HTG) Heritage Media	5/8	3 5/8	- 1/2	-12.90	-2	150	N (CCN) Chris-Craft	2	33 5/8	- 7/8	-02.43	1	834
O (JCOR) Jacor Commun.	1/4	5	- 1/8	-02.17	-3	55	O (DUCC) Durham Corp.	9 3/4	29 3/4	1/2	01.65	30	259
O (LINB) LIN	5 1/2	105 1/2	- 2 1/2	-02.17	60	5,805	N (GCI) Gannett Co.	1	40	- 2	-04.66	16	6,596
O (OBCCC) Olympia Broadcast	1/4	5/16	-	00.00	-	-	O (GACC) Great Amer. Comm.	1/4	7 1/2	- 1/4	-02.94	-2	289
O (OSBN) Osborn Commun.	3/4	10 1/4	- 1/4	-02.08	-55	81	N (JP) Jefferson-Pilot	8	38 3/8	- 1/2	-01.22	12	1,513
O (OCOMA) Outlet Commun.	9 1/2	19 1/2	- 2 1/2	-10.00	14	147	N (KRII) Knight-Ridder	2 1/2	51 3/4	- 2 1/2	-04.50	12	746
A (PR) Price Commun.	1/8	5 1/8	- 1/2	-08.16	-4	51	N (LEE) Lee Enterprises	8 1/2	28 5/8	- 1	-03.23	17	729
O (SAGR) Sage Broadcasting	3/4	2 3/4	-	00.00	-2	10	N (LC) Liberty	4	44 1/4	1/2	01.13	23	377
O (SCRIP) Scripps Howard	7	63	- 1	01.56	31	650	N (MHP) McGraw-Hill	6 5/8	59 1/4	2 3/4	04.86	14	2,083
O (SUNNC) SunGroup Inc.	2	2	1/8	06.66	-2	4	A (MEGA) Media General	9 1/4	28 1/2	- 1 7/8	-05.95	-155	764
O (TLMD) Telemundo	3/8	5 1/2	- 3/8	-06.52	-2	122	N (MDP) Meredith Corp.	1 1/2	31 1/2	- 5/8	-04.77	19	604
O (TVXGC) TVX Broadcast	7/8	4	1/8	03.12	-	30	O (MMEDC) Multimedia	5	80	- 6 1/4	-06.79	29	889
O (UTVI) United Television	3	35	- 1 3/4	-03.54	5	370	A (NYTA) New York Times	5	25	- 1/2	-01.89	14	2,016

STOCK INDEX 2

	Market						Market					
	Closing			Capitali-			Closing			Capitali-		
	Wed	Wed	Net	Percent	P/E	Ratio	Wed	Wed	Net	Percent	P/E	Ratio
	Jan 31	Jan 24	Change	Change	Ratio(000,000)		Jan 31	Jan 24	Change	Change	Ratio(000,000)	
N (NWS) News Corp. Ltd.	8 7/8	19 1/2	- 2 3/8	-10.43	8	5,469	N (SAA) Saatchi & Saatchi	2 1/2	11 3/4	- 1 1/8	-08.41	-10 1,917
O (PARC) Park Commn.	1/8	20	- 1	-04.76	21	414	O (TLMT) Telemation	5/8	2 5/8		00.00	5 11
O (PLTZ) Pulitzer Publishing	8 3/4	29 1/4	- 1	-03.25	14	311	A (UNV) Unitel Video	1/4	11 1/8	- 1 5/8	-11.81	19 25
N (REL) Reliance Group Hold.	3/4	5 1/8	- 1/4	-04.16	-7	420						
O (RTRSY) Reuters Ltd.	9 3/4	49 7/8	- 2 1/8	-04.04	26	22,883						
O (STAUF) Stauffer Commn.	144	144		00.00	49	146						
N (TMC) Times Mirror	4 7/8	33 7/8	- 2 3/8	-06.41	13	4,474						
O (TWC) TM Communications	7 3/2	7 3/2		00.00	-1							
N (TRB) Tribune	1 1/2	42 1/8	- 2 1/8	-04.70	14	3,037						
A (TBSA) Turner Bcstg. 'A'	4 1/2	43 3/8	- 5 3/8	-10.53	-59	2,261						
A (TBSB) Turner Bcstg. 'B'	3 3/4	42 1/8	- 5 7/8	-11.89	-56	1,165						
A (WPOB) Washington Post	275	275	- 7 3/4	-02.63	19	3,606						
PROGRAMING												
O (ALLT) All American TV	1 2	2 5/8	- 1/8	-04.76	3		A (ATN) Acton Corp.	3	13 1/4	7/8	-05.88	3 22
A (CLR) Color Systems	1 2	2 1/8		00.00	-2	13	O (ATCMA) Amer. TV & Comm.	5 1/8	39 3/4	3/4	-01.85	49 4,333
O (DCPI) Dick Clark Prod.	3/4	6 1/2		00.00	25	55	O (CTEX) C-Tec Corp.	8 3/4	21	1 3/4	-06.86	31 405
N (DIS) Disney	4 1/8	105 1/2	- 6 5/8	-05.67	21	14,817	A (CVC) Cablevision Sys. 'A'	2	30 3/4	- 4 3/4	-12.66	-5 725
O (FNNI) Financial News	1 2	6 7/8	- 1/4	-03.44	31	126	A (CTY) Century Comm.	10 1/2	10 1/2	- 1 3/8	-11.11	-14 717
A (FE) Fries Entertain.	1 8	2 1/8	- 1/8	-05.26	-1	10	O (CMCSA) Comcast	4 3/4	14 1/4	- 1 3/8	-08.52	-12 1,665
A (HHH) Heritage Entertain.	1 2	1 3/4	- 1/8	-07.14	-1	12	A (FAL) Falcon Cable Systems	8	17 5/8	- 1 1/2	-07.94	-30 111
A (HSN) Home Shopping Net.	3/8	7 3/4	- 1/2	-05.71	51	740	O (JOIN) Jones Intercable	2 3/4	13 7/8	- 5/8	-04.03	-6 184
N (KWP) King World	1	36 3/4	- 1 1/4	-03.06	13	997	T (RCLA) Rogers Commun. 'A'	110	121	- 11	- 9.1	-40 626
O (KREN) Kings Road Entertain.	9 3/2	9 3/2		12.50	1		T (RCI.B) Rogers Commun. 'B'	81 1/2	93 3/4	-12 3/4	- 13.1	-31 1,450
N (MCA) MCA	2 5/8	55 7/8	- 3 7/8	-06.26	21	4,250	O (TCAT) TCA Cable TV	3 1/2	14 1/2	- 1 3/4	-10.60	30 356
N (MGM) MGM UA Commn.	1 7/8	13	- 2 1/4	-14.75	-8	863	O (TCOMA) Tele-Commun.	5 1/2	15 5/8	- 1 1/4	-07.57	-31 5,381
A (NNH) Nelson Holdings	8 1/8	8 3/4	- 1 1/8	-09.89		44	N (TWX) Time Warner	98 1/4	110 3/4	- 2 1/8	-01.81	255 7,381
O (NNET) Nostalgia Network	7/8	1 7/8	- 1/8	-05.88	-2	11	O (UAEC) United Art. Ent. A	16 1/8	17	- 1 7/8	-10.20	-8 2,298
N (OPC) Orion Pictures	6 3/8	17 1/2	- 3 1/4	-15.11	22	328	O (UAECB) United Art. Ent. B	15 5/8	16 7/8	- 1 5/8	-08.84	-8 1,118
O (PCI) Paramount Commn.	42 3/4	44 3/4	- 3 7/8	-07.59	15	5,609	N (VIA) Viacom	7	50 1/2	- 5 7/8	-10.04	24 2,808
N (PLA) Playboy Ent.	4 1/2	14 1/2	- 1/8	-00.86	-162	137	N (WU) Western Union	13 3/2	13 3/2		00.00	25
O (QNTQE) Qntex Ent.	1 1/4	1 1/4		00.00		26						
O (QVCN) QVC Network	2 7/8	14 3/8	- 1 1/8	-06.47	34	163						
O (RVCC) Reeves Commn.	6 3/4	6 3/4	- 1/8	-01.81	-6	85						
O (RPICA) Republic Pic. 'A'	1 2	9 1/2		00.00	105	40						
O (RPICB) Republic Pic. 'B'	1 2	8	- 1/4	-02.70	100	38						
O (SP) Spelling Entertainment	1 1/4	11 1/8	- 1/4	-02.10	31	384						
O (JUKE) Video Jukebox Net.	7	7 3/4	- 7/8	-10.14	-24	72						
O (WONE) Westwood One	1 4	6 1/2	- 1 7/8	-20.83	-5	103						
EQUIPMENT & MANUFACTURING												
N (MMM) 3M	8 1/8	78	- 1 5/8	-01.96	14	18,172						
N (ARV) Arvin Industries	4 3/8	14 3/8	- 5/8	-04.09	38	273						
O (CCE) C-Cor Electronics	3/4	10 3/4		00.00	8	43						
N (CHY) Chyron	1 4	2 3/8	- 1/4	-09.52	-16	26						
A (COH) Cohu	1 8	9 3/8	1/8	01.28	7	19						
N (EK) Eastman Kodak	8 1/8	38 5/8	- 2 1/4	-05.29	14	13,057						
N (IGRI) Gen. Instrument	8 1/4	39 3/4	1/8	00.31	12	1,089						
N (GE) General Electric	2 1/4	63 1/4	- 1 5/8	-02.51	15	56,844						
N (HRS) Harris Corp.	7 7/8	30 7/8	- 7/8	-02.61	47	1,266						
N (MAI) M.A. Com. Inc.	1 8	4 1/8	- 1/4	-05.12	462	110						
N (IV) Mark IV Indus.	1	12 1/2	- 3/4	-05.26	3	198						
O (MATT) Matthews Studio	19 1/6	1 5/8		00.00	84	10						
O (MCDY) Microdyne	1 8	4	- 1/8	-02.85	47	17						
O (MCOM) Midwest Commn.	1 2	4 1/8	- 5/8	-12.82	12	12						
N (MOT) Motorola	4 5/8	55 3/4	- 2 1/2	-04.00	15	7,766						
N (OAK) Oak Industries	1 8	1 1/4		00.00	-41	103						
A (PPI) Pico Products	1 8	1	- 1/8	-09.09		4						
N (SFA) Sci-Atlanta	2 1/4	21 1/2	- 2	-08.51	13	492						
N (SNE) Sony Corp.	7 1/2	58 1/2	- 3/8	-00.63	26	16,602						
N (TEK) Tektronix	6 5/8	17	1/8	00.69	201	524						
N (VAR) Varian Assoc.	3/4	20 5/8	- 1 1/4	-05.68	13	418						
O (WGNR) Wegener	2	2 3/8	- 1/8	-04.54	13	19						
N (WX) Westinghouse	2 1/4	72 1/8	- 1 5/8	-02.21	12	10,422						
N (ZE) Zenith	1 2	10 3/8	- 1/4	-02.00	-12	327						
SERVICE												
O (AGRP) Andrews Group	3 5/8	3 5/8	- 1/8	-03.33	-2	33						
O (BSIM) Burnup & Sims	7 1/4	17 1/4	- 3/8	-02.09	23	220						
N (CQ) Comsat	5	35 1/4	- 3/4	-01.98	10	616						
N (DNB) Dun & Bradstreet	4 3/8	42 3/4	- 2 5/8	-05.83	13	7,922						
N (FCB) Foote Cone & B.	7 7/8	28 1/8	- 5/8	-02.10	19	248						
O (GREY) Grey Advertising	56	165		00.00	14	188						
O (IDBX) IDB Communications	3 8	9 1/8	- 1/2	-05.00	475	47						
N (IPG) Interpublic Group	1 2	30 1/2	- 2 3/8	-07.03	15	1,083						
O (OMCM) Omnicom Group	3 5/8	24	- 7/8	-03.38	14	656						
Standard & Poor's												
	378.69	379.92		-0.3		-1.23						

**“I came to cover
a summit.
I walked into
a revolution.”**
Bernard Shaw

GOLDEN ACE

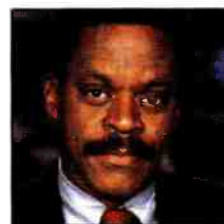
*Coverage of
China revolt*

ACE

*Extended news or public
affairs coverage:
China Coverage*

ACE

*Newscaster:
Bernard Shaw*



Revolutionary times demand revolutionary coverage.

ACE

Program Interviewer:
Larry King



ACE

News special or series:
The Big Story:
The Big Spill



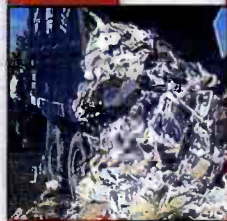
ACE

*Talk show special
or series:*
The Capital Gang



ACE

*Short-form
programming special:*
Not In My Backyard



A Decade of Achievement



■ indicates new listing or changed item.

This week

Feb. 5-7—*Michigan Association of Broadcasters* telecommunications expo and conference, presented in cooperation with *Society of Broadcast Engineers* and *International Television Association*. Radisson hotel and Lansing Center, Lansing, Mich.

Feb. 6—*Turner Cable Network Sales* Goodwill Games local ad sales/marketing seminar. J.W. Marriott Galleria, Houston. Information: (404) 827-2269.

Feb. 6—*Turner Cable Network Sales* Goodwill Games local ad sales/marketing seminar. Marriott Newton, Boston. Information: (404) 827-2269.

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. 7—*Turner Cable Network Sales* Goodwill Games local ad sales/marketing seminar. Hyatt Regency, Dallas. Information: (404) 827-2269.

Feb. 7—*Turner Cable Network Sales* Goodwill

Games local ad sales/marketing seminar. Sheraton Meadowlands, New York. Information: (404) 827-2269.

Feb. 7—"Negotiating Agency Compensation: Agency Needs, Client Sensitivities," professional development seminar sponsored by *American Association of Advertising Agencies*. Colony Square hotel, Atlanta. Information: (212) 682-2500.

Feb. 8—*Turner Cable Network Sales* Goodwill Games local ad sales/marketing seminar. Westin William Penn, Pittsburgh. Information: (404) 827-2269.

Feb. 8—*Turner Cable Network Sales* Goodwill Games local ad sales/marketing seminar. Ritz Carlton-Camelback, Phoenix. Information: (404) 827-2269.

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. Topic: television programming. Panelists: Brandon Tartikoff, president, NBC Entertainment; Robert Iger, president, ABC Entertainment; Peter Tortorici, senior VP, program planning, CBS Entertainment; Peter Chernin, president, Fox Entertainment Group, and Frank Biondi Jr., president-CEO, Viacom International. Wadsworth, Astoria, New York. Information: (212) 867-6650.

Feb. 9—*Turner Cable Network Sales* Goodwill Games local ad sales/marketing seminar. Hyatt Tech Center, Denver. Information: (404) 827-2269.

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 ho-

tel at O'Hare, Chicago. Information: (202) 429-5420.

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

Also in February

Feb. 12—Deadline for entries in The Livingston Awards for Young Journalists, sponsored by *Mollie Parnis Livingston Foundation* of University of Michigan for "best 1989 print or broadcast coverage of local, national and international news by journalists aged 34 and younger in any U.S. medium." Information: (313) 764-2424.

■ **Feb. 12**—"Olympics in Atlanta?" meeting of *Atlanta Broadcast Advertising Club*. Atlanta. Information: (404) 231-4320.

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**—*Southern California Cable Association* dinner meeting. Panelists include William Cullen, United Artists Cablesystems; David Keefe, Continental Cablevision; Jim Bequette, Comcast Cable; John Bickham, Paragon Cable; Bob Owen, Cencom, and Bill Rosendahl, Century Communications. Marina del Rey Marriott, Marina del Rey, Calif. Information: (213) 398-2553.

Feb. 13-14—"Television: The Dynamics of Change," television advertising workshop sponsored by *Association of National Advertisers*. Panelists include Thomas Murphy, CapCities/

Major Meetings

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

April 1-3—*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 9-12—*American Advertising Federation* national conference, featuring presentation of Addy Awards. Marriott Pavilion, St. Louis.

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*. Hynes Convention Center, 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.

Nov. 14-16—*Television Bureau of Advertising* annual meeting. Dallas.

Nov. 28-30—*Western Cable Show*, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

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

Feb. 1-2, 1991—*Society of Motion Picture and Television Engineers* 25th annual television conference. Westin Detroit, Detroit. Future conference: Jan. 31-Feb. 1, 1992, Westin St. Francis, San Francisco.

ABC; Laurence Tisch, CBS, and Robert Wright, NBC. Luncheon speaker: Connie Chung, CBS News. New York Hilton, New York. Information: (212) 697-5950.

Feb. 13-14—*Broadcast Credit Association* 23rd credit and collection seminar. Westin Lenox hotel, Atlanta. Information: Mark Matz, (708) 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. 14—*Society of Broadcast Engineers, chapter 15*, meeting, "Satellite Use and the Broadcaster" and "Questions and Answers with the FCC." Speakers: Jack Crutchfield and Bill Wormington of CSC Satellite Communications and Judah Mansbach of the FCC. New York Times building, New York. Information: Dave Bialik, (212) 752-3322.

Feb. 14—*Turner Cable Network Sales* Goodwill Games local ad sales/marketing seminar. Omni hotel at CNN Center, Atlanta. Information: (404) 827-2269.

■ **Feb. 15**—"An Anchorman Looks at the World," speech by NBC's Tom Brokaw to *Philadelphia Ad Club*. Franklin Plaza hotel, Philadelphia. Information: (215) 874-8990.

Feb. 15-16—*C-SPAN "Capitol Experience"* seminar "to provide cable operators with insight into the network's programming philosophy, reasons to carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

Feb. 16—*Academy of Television Arts and Sciences* forum luncheon. Speaker: Kay Koplovitz, president-CEO, USA Network. Regent Beverly Wilshire hotel, Los Angeles. Information: (818) 763-2975.

■ **Feb. 19-23**—Technology seminar for educators, sponsored by *Gannett Center for Media Studies*. Columbia University journalism building, New York. Information: (212) 280-8392.

Feb. 20—*Nebraska Broadcasters Association* hall of fame awards/winter legislative dinner sponsored by *Nebraska Broadcasters Association*. NBC Center, Lincoln, Neb. Information: Richard Palmquist, (402) 333-3034.

Feb. 20—"The Role of the Press in a Changing Eastern Europe," one in American Forum series sponsored by *American University School of Communication*. Kay Spiritual Life Center, AU campus, Washington. Information: (202) 885-2058.

■ **Feb. 20**—Goodwill Games local ad sales/marketing seminar sponsored by *Turner Cable Network Sales*. Airport Hilton & Marina, Miami. Information: (404) 827-2269.

■ **Feb. 20**—Goodwill Games local ad sales/marketing seminar sponsored by *Turner Cable Network Sales*. Hyatt O'Hare, Chicago. Information: (404) 827-2269.

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. 22—Deadline for entries in International Monitor Awards competition, sponsored by *International Teleproduction Society*, honoring excellence in electronic production and post-production. Information: (212) 629-3266.

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.

Errata

Jan. 22 "For the Record" item incorrectly listed KGMC(TV) Oklahoma City as being sold from Oklahoma Broadcasting to Maddox Broadcasting for \$3.6 million. That application was dismissed on Aug. 3, 1989. On Jan. 5, 1990, FCC granted transfer of 85% voting share from Seraphim Corp. to Ted Baze for \$425. Baze holds other 15%. Oklahoma Broadcasting is debtor in possession of NCNB Texas National Bank, which consented to transfer. Seraphim is headed by Seema Boesky, trustee, and is subsidiary of Beverly Hills Hotel Corp., which is headed by her husband, Ivan Boesky.

□

In story on **National Supervisory Network** (BROADCASTING, Jan. 22), **monthly rate** for service should have been **\$800**.

□

Jeff Wald is president of Guber-Peters Television, not senior vice president, as reported in Jan. 22 issue.

□

Jim McKinney, chairman of Advanced Television Systems Committee, was incorrectly identified as head of Advanced Television Test Center in Jan. 29 issue.

□

Jan. 22 issue incorrectly reported **Paramount placed Hard Copy** on Gannett stations in Minneapolis and Denver. Paramount actually placed **Entertainment Tonight** on stations, in place of departing **USA Today**. In same issue, TPE was incorrectly listed as distributor of **ET**, which is distributed by Paramount.

Registration deadline is Feb. 14. Information: NAB Radio Office, (202) 429-5420.

Feb. 25-28—*Arbitron Television Advisory Council* meeting. Phoenix.

■ **Feb. 26**—Third annual "Best of the Boroughs" cable feud, sponsored by *New York Women in Cable*. Time-Life building, New York. Information: Audrey Fontaine, (212) 916-1040.

■ **Feb. 28-March 1**—*Michigan Cable Television Association* annual winter meeting. Amway Grand hotel, Grand Rapids, Mich. Information: (517) 351-5800.

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 Mur-

phy, 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. Information: Zora Brown (202) 429-5393.

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 1—Deadline for U.S. entrants in *New York Festivals*, radio and print advertising competition. Information: (914) 238-4481.

March 1-3—First U.S. Hispanic Media Conference, sponsored by *National Hispanic Academy of Media Arts and Sciences*. Sheraton Universal hotel, Universal City, Calif. Information: (818) 848-4148.

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. Speakers include Leon Panetta, chairman, House Budget Committee; Billy Tauzin (D-La.), House Energy and Commerce Committee; William Diefenderfer, deputy director, Office of Management and Budget, and Thomas Miller, attorney general, State of Iowa, and president, National Association of Attorneys General. Willard hotel, Washington. Information: (202) 898-0089.

March 7—*Federal Communications Bar Association*



**Listen to
AIM'S
"MEDIA MONITOR"
radio commentary
now available to
all National Public Radio
Stations
via satellite.**

**To find out how you can get
"Media Monitor" on your
NPR station, contact**

**Deborah Lambert
ACCURACY IN MEDIA
1275 K Street, NW
Washington, DC 20005
(202) 371-6710**

tion luncheon. Speaker: William Weiss, chairman, Ameritech. Washington Marriott, Washington.

March 7—Ohio Association of Broadcasters Ohio congressional salute, Washington Court hotel, Washington. Information: (614) 228-4052.

March 7-11—"The Man U.N.C.L.E.," screenings of 20 episodes at Museum of Broadcast Communications. Museum, Chicago. Information: (312) 987-1500.

March 8-9—"Cable Television Law: Revisiting the Cable Act," seminar sponsored by Practising Law Institute. Doral Inn, New York. Information: (212) 765-5700.

March 9—Deadline for entries in *Broadcast Promotion & Marketing Executives* 29th annual Gold Medallion Awards. Information: (213) 465-3777.

March 10-13—National Association of Broadcasters state leadership conference. J.W. Marriott, Washington. Information: (202) 429-5314.

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

March 12—Academy of Television Arts and Sciences forum luncheon. Speakers: Candice Bergen, Diane English and Joel Shukovsky, star and executive producers, CBS-TV's *Murphy Brown*. Regent Beverly Wilshire hotel, Los Angeles. Information: (818) 763-2975.

March 13—Ohio Cable Television Association annual meeting. Hyatt on Capitol Square, Columbus, Ohio. Information: (614) 461-4014.

March 14—International Radio & Television Society newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 14-17—American Association of Advertising Agencies annual meeting. Marriott Desert Springs, Palm Springs, Calif.

March 14-18—"Pre-MTV: Pop Music on Television," screenings at Museum of Broadcast Communications. Museum, Chicago. Information:

(312) 987-1500.

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—Deadline for entrants outside U.S. for *New York Festivals*, radio and print advertising competition. Information: (914) 238-4481.

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

March 16—"Cable Television: The Race to Regulate," symposium co-sponsored by *Cardozo Arts and Entertainment Law Journal* and *Howard M. Suddron Program in Law, Media and Society*. Speakers include John Hanks, director, New York City Bureau of Franchises; Norman Sinel of Arnold & Porter, Washington; Stuart Robinowitz of Paul, Weiss, Rifkind, Wharton & Garrison, New York, and Frank Lloyd of Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, Washington. Benjamin Cardozo School of Law, New York. Information: (212) 790-0292.

March 16-18—"Environmental Issues in California: Setting the Nation's Agenda," conference for journalists sponsored by *Foundation for American Communications*. Asilomar conference center, Pacific Grove, Calif. Information: (213) 851-7372.

March 17—22nd annual Addy Awards, sponsored by *Advertising Club of Metropolitan Washington*. Omni Shoreham hotel, Washington. Information: (301) 656-2582.

March 19—Broadcast Pioneers Golden Mike Award dinner. New York. Information: (212) 586-2000.



Pole space perplexing

EDITOR: BROADCASTING got it right. The next thing to watch for is what develops from the circumstance that the city's lawyers, until the argument last fall on the summary judgment motions, were telling courts—this court, the Circuit Court of Appeals, and even the Supreme Court—that there was no space on the poles. Now—beginning with the argument last fall—they are admitting that there is space.

No new space was created. Space on the poles is not a concept—it's measured with a ruler. Will the courts be happy with what the city has been dishing up? Most courts don't like being misled.—Sol Schildhouse, Farrow, Schildhouse & Wilson, Washington.

Good works

EDITOR: To Eric Norberg in his Jan. 22 "Monday Memo" commentary, I say, "Balderdash!"

As the program director of both a successful AM and successful FM station in a top-75 market, I take offense at Mr. Norberg's comment that "FM succeeds best when it is boring and doesn't attract atten-

tion."

Good, successful radio stations, regardless of band, do attract attention. They are promoted in outside media aggressively, they are actively involved in their communities and they generally have a couple of personalities who are very well known in their market.

Successful FM stations have learned from successful AM stations over the years; they've learned what works best.

FM stations that do not involve their listeners tend to make big splashes at their introduction, then trail off. Those stations that create a bond with their audience, regardless of format, are the ones experiencing long-term ratings and financial success.

I agree that many AM broadcasters have gotten away from the basics that made their stations successful. But to suggest that available audiences today are the same as 20 years ago when AM top 40 was king is simply old-line thinking.

Finding the market niche, matching it with available audience, then creating and promoting a quality product will work. Good radio works; bad radio, or short-sighted planning, fails.—Bill Hess, program director, WHYN-AM-FM Springfield, Mass.

The Fifth Estate Broadcastings TELEVISION.

incorporating

Founder and Editor
Sol Talshoff (1904-1982)

1705 DeSales Street, N.W., Washington, D.C. 20036

Phone: 202-659-2340

Editorial department fax: 202-429-0651

Administrative department fax: 202-331-1732

□

Lawrence B. Talshoff, publisher.

Editorial

Donald V. West, managing editor.

Mark K. Miller, Harry A. Jessell,

assistant managing editors

Leonard Zeidenberg, chief correspondent.

Kira Greene, senior news editor.

Matt Stump, Kim McAvoy, John S. Eggerton,

associate editors

Susan Dillon, A. Adam Glenn (international),

assistant editors.

Randall M. Sukow (technology), Peter D. Lambert,

Kristina I. Hoyt, staff writers.

Janet Sullivan, editorial assistant.

Todd F. Bowie, editorial production supervisor.

Ed Kaltz, production

Broadcasting □ Cable Yearbook

David Seyler, manager.

Joseph A. Esser, associate editor.

Deborah Segal, assistant manager.

Francesca Tedesco, Michael Greco, Janza L. Woods,

editorial assistants.

Advertising

Washington

202-659-2340

Kenneth W. Talshoff, vice president, sales and marketing.

Robert (Skip) Tash, Midwest and Southern regional sales

manager.

Doris Kelly, sales service manager

Debra DeZarn, classified advertising manager

New York

212-599-2830

Joseph E. Ondrick, East Coast regional sales manager.

Randi B. Teitelbaum, sales manager.

Yadira Crawford, advertising assistant.

Lewis Edge & Associates (East Coast equipment and

engineering), 609-683-7902, fax: 609-497-0412

Dave Berlyn & Associates: 914-631-6468

Mattilyn Calloway, receptionist.

Hollywood

213-463-3148

John R. Russel, West Coast regional sales manager.

Sandra Klausner, editorial-advertising assistant.

Schiff & Associates (Western equipment

and engineering), 213-393-9285; fax: 213-393-2381

Circulation

Kwentin K. Keenan, circulation manager

Patricia Waldron, data entry manager

Aretha Hall, Maureen Sharp, circulation assistants

Production

Harry Stevens, production manager.

Julie Gunderson, production assistant.

Administration

David N. Whitcombe, vice president/operations

Phillippe E. Boucher, controller

Tracy Henry, assistant controller.

Albert Anderson, office manager

Nancy Miller, personnel administrator

Rhonda Moore, accounting assistant

Marsha L. Bell, receptionist

Corporate Relations

Patricia A. Vance, director

Catherine F. Friday, secretary to the publisher.

Bureaus

New York: 630 Third Avenue, 10017

Phone: 212-599-2830

Fax: 212-599-2837

Geoff Folsie, chief correspondent.

Stephen McClellan, chief correspondent (programming)

Rod Granger, Lucia Cobo, Joe Flint, staff writers.

Hollywood: 1680 North Vine Street, 90028

Phone: 213-463-3148

Fax: 213-463-3159

Steve Coe, Mike Freeman, staff writers.

Advertising Representatives

Pattis/3M: Chicago 312-679-1100, fax: 312-679-5926.

Los Angeles 213-462-2700, fax: 213-463-0544.

Hawaii 808-545-2700, fax: 808-599-5802.

London (01) 427-9000, fax: (01) 427-5544

□

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

□

Broadcasting Publications Inc.

A Times Mirror Business Publication

Lawrence B. Talshoff, president.

Kenneth W. Talshoff, vice president.

Donald V. West, vice president.

David N. Whitcombe, vice president.

Founded 1931. *Broadcasting-Television** introduced

in 1946. *Television** acquired in 1961. *Cablecasting**

introduced in 1972 □ Reg U.S. Patent Office. □

Copyright 1990 by Broadcasting Publications Inc.

Monday Memo

A cable sports commentary by Ed Durso, senior VP-general counsel, ESPN, New York

In his Dec. 25, 1989, "Monday Memo," Jim Hedlund, the president of the Association of Independent Television Stations, presented the case for increased cooperation between cable and broadcasting in an effort to identify acceptable solutions to the many issues that confront these industries. We applaud Jim's effort toward negotiation rather than confrontation. However, we take strong exception to INTV's action agenda calling for pressure to be brought to bear on cable sports program suppliers and especially ESPN in an effort to forge a new cable/broadcaster alliance. The sports fan has never been better served than he or she is today by both the cable and broadcast industries, and the amount, distribution and quality of sports programming in America today has only been improved by the presence of ESPN in the marketplace.

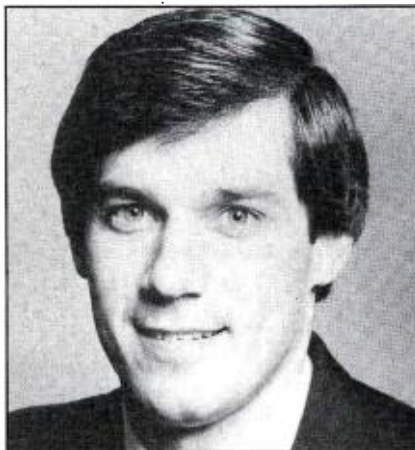
We do not doubt for a single moment the importance of access to sports programming to the viewing public. We are confident, however, that if rhetoric and pure economic self-interest are set aside for the sake of a review of the facts and discussion, it will immediately become apparent that the market has already established the cable/broadcast balance which INTV seeks and that the public is being well served.

The rhetoric of sports siphoning implies that one industry loses and the other gains to the detriment of the public. But this alleged migration is not reflected in national trends—notwithstanding the tremendous growth of cable television over the last 10 years. The fact is that the decade of the 1980's found the national broadcast networks increasing their hours of sports programming and telecasting more sports events than ever before. According to A.C. Nielsen Co. data, the three national broadcast networks presented 1,457 hours of sports programming in 1988 (excluding the Olympics) compared to 1,288 in 1979. Cable networks, including ESPN, have also added more and more sports programming to their schedules, with the end result being more sports for more fans everywhere.

As the nation's largest cable sports network, we do not see any dramatic changes in this landscape in the years ahead. The broadcast networks continue to demonstrate interest in maintaining strong sports programming schedules. They are even bidding for and obtaining rights to events which heretofore have only been seen on cable.

On the local level, the facts again do not support the argument that cable's growth has meant that broadcasters or the public are the losers. (I'll get to the Yankees in a moment.)

Major League Baseball has quite forcefully demonstrated in its testimony before the Senate Antitrust Subcommittee that the number of local broadcasts of its games has increased in each of the last five years. In



"The sports fan has never been better served than he or she is today by both the cable and broadcast industries."

fact, baseball's new contracts with CBS and ESPN will actually provide more local telecast opportunities than its clubs had at any time in the 1980's. A recent National Cable Television Association study has shown that local National Basketball Association broadcasts have also grown in recent years.

The underlying weakness of the siphoning argument is readily apparent. It is based not on fact but on false or misleading statements by INTV and others and on unsupported cries of impending doom.

I can think of no better way to demonstrate my point further than by responding to INTV's suggested course of action.

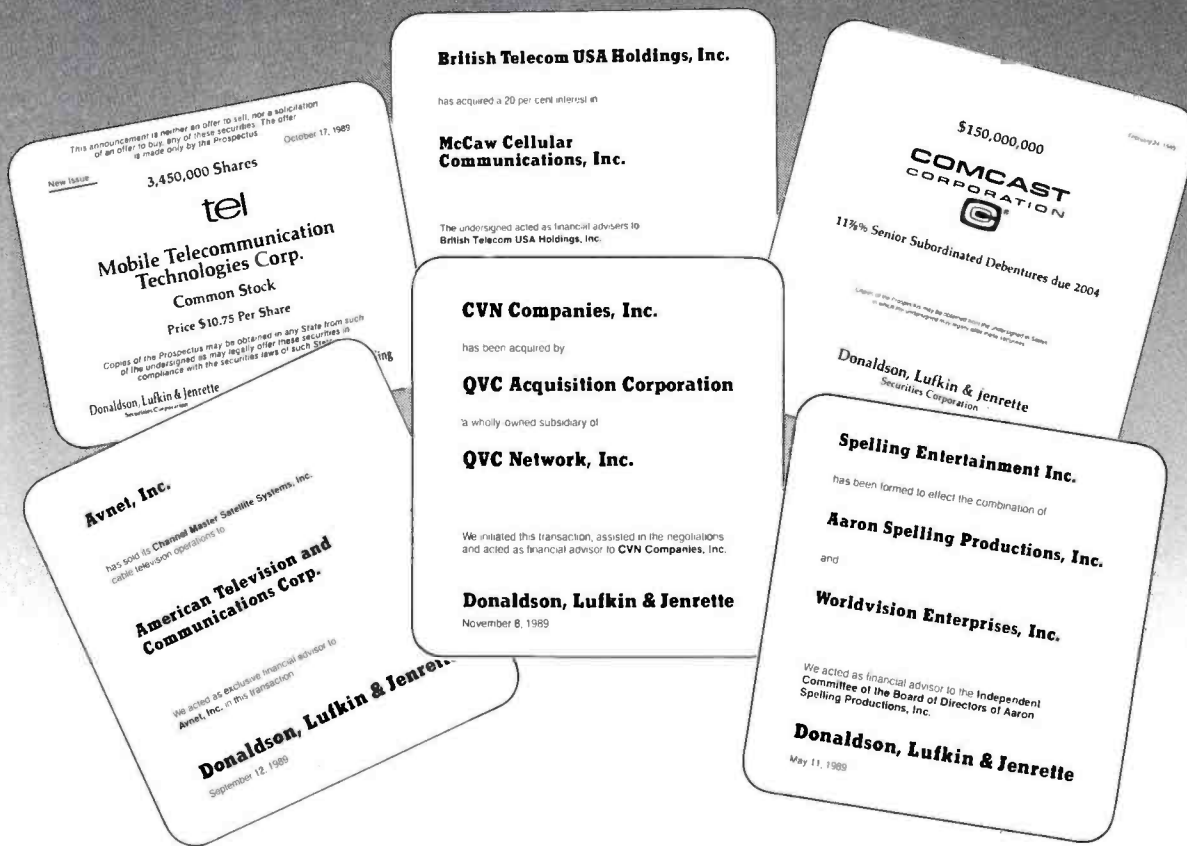
Jim advocates two specific changes in the ESPN/Major League Baseball contract. He ignores known facts in both cases and creates issues where none exist. The first change is the proposed elimination of ESPN's "generic" exclusivity on any night it carries Major League Baseball. On Wednesday night local cable distribution is permitted. It is true that no over-the-air game may be shown on a Wednesday night, but this will cause no result other than the need for coordination of schedules between local broadcast and cable rights holders. This kind of local scheduling cooperation has always been required by the exclusivity provisions for NBC Saturday afternoon and ABC weeknight prime time baseball tele-

casts throughout the 1980's. The result is the same—a certain time period for local telecasting is blocked but the inventory of games is so large that all the competing interests can be fully accommodated. The second baseball change Jim seeks is for local market blackouts on weekdays. The fact is that for *all* of ESPN's weekday prime time games (*i.e.*, Tuesday, Wednesday and Friday), if the clubs participating in the ESPN telecast have sold local rights, the home markets of these participating clubs are blacked out (and a backup game substituted) to protect the local rights sale.

Jim next advocates a forced sale of half the games of the New York Yankees to broadcasters. This is not ESPN's fight although we would not like to see legislation or regulations that would cause this result for any rights seller. The better course is to let the market sort the issue out. It is entirely premature to conclude that Yankee games won't be on broadcast television in 1991 or that other factors might not emerge demonstrating that the parties may want to change course having misjudged the local market's ability to digest a rights sale of that magnitude. For those who think this not a valid suggestion, let me point to the recent decision of the St. Louis Cardinals to sell its local telecast rights *solely* to a broadcaster to the total exclusion of cable. It can cut both ways, and the parties in the process should be free to choose the course to be followed.

The third proposed INTV change would be to prohibit time period exclusivity for college conference games on cable. Exclusivity is the lifeblood of the television industry, and it is vitally important to the economic viability of what we do. It's good business and is a practice common to broadcasters and cable alike. INTV members certainly understand the value of syndicated exclusivity protection against cable. The inventory of college games is large enough to accommodate multiple distribution outlets despite exclusivity, and the colleges have taken advantage of that fact to their financial benefit and the delight of alumni and fans everywhere who, thanks to ESPN and other cable programmers, see collegiate events never seen before.

Jim strives hard to find a villain for his piece. The targets are clearly sports rights holders and ESPN. The truth is, there are no villains, only the affected parties seeking to secure their future who happen at the same time to be giving sports fans everywhere a bonanza of programming options. There are certainly very serious issues facing the broadcasting and cable industries, and ESPN welcomes the opportunity to participate in the discussions. But sports programming is not the bellwether issue it has been made out to be and should not take center stage in the debate.



Where media and communications companies make news of their own.

Financial stories set in the media and communications industries often carry the same byline...

Donaldson, Lufkin & Jenrette.

At DLJ, our investment banking expertise, experience, and superlative research have led to some innovative ideas for media and communications companies. In today's changing

environment, many of the best known names in cable, cellular, broadcasting and entertainment utilize DLJ's expert knowledge of financings and our sound merger and acquisition advice to reach their strategic goals.

For more information on how we can be of assistance to your company, please call Robert K. Johnson at (212) 504-3508.

DLJ

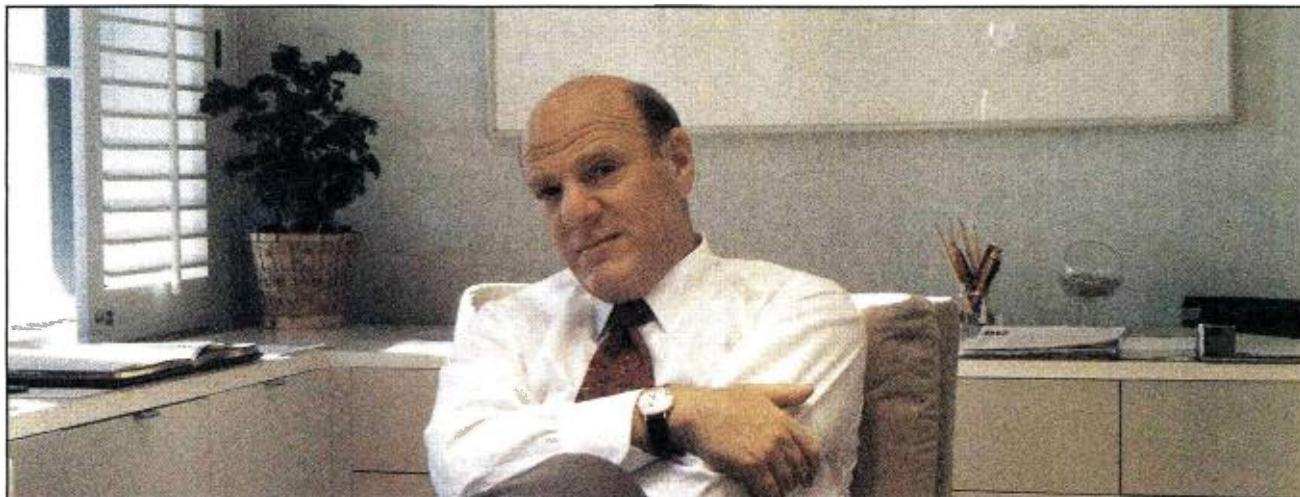
Investment Banking for the Media and Communications Industries

Donaldson, Lufkin & Jenrette Securities Corporation, 140 Broadway, New York, NY 10005

Broadcasting Feb 5

Vol. 118 No. 6

TOP OF THE WEEK



"I'd like to see a world in television—and by television I mean all the things that come through a television set, whether by wire or air—where there would be linkages between all of the distribution parties. Meaning that cable relates to broadcast which relates to DBS which relates to et cetera. Basically, one set of linked rules would govern all, and the major issue of regulation would be access. And by that I mean that if you have an idea and the necessary capital to create it, that you are in no way foreclosed from the ability to have it come through that television set. I see this petition as the beginning of the process to accomplish that. And after that, we'll take our chances."

That's how Barry Diller, the chairman and chief executive of Fox Inc., described his vision of the world that might exist in television if his company is successful in persuading the FCC to reopen the bidding on financial interest and syndication. He was speaking to BROADCASTING in Hollywood, while his lawyers were filing the petition in Washington.

Not only does Fox want to reexamine the rules, it is asking the FCC to exempt Fox from them until it approaches economic parity with the "big three" networks. Fox also asked for an immediate waiver of the rules while the FCC considers its relaxation and exemption request so that it can expand its weekly program schedule from today's nine to 18½ hours by this fall.

All in all, the petition was received well in Washington—due, in no small part, to an intensive lobbying effort on Capitol Hill and at the FCC the week before by Diller and by Jamie Kellner, president of the network.

FCC Chairman Alfred Sikes ordered the Mass Media Bureau to put the petition out for public comment last week, giving himself and the other three commissioners two months to weigh the pros and cons and

figure out what to do next. Comments are due March 4; replies on March 19.

In a interview with BROADCASTING, Sikes gave no indications of where he stood with respect to the Fox requests, except that he feels somewhat obliged to encourage the development of networks like Fox. "I'm excited by the prospect of a fourth network," he said, noting that it would add "significantly to diversity," a fundamental goal of the agency.

Now playing at the FCC: "Fox vs. Fin-Syn"

Sikes also said he hopes putting the petition out for comments will have a "constructive effect" on the long-standing negotiations between Hollywood and the three broadcast networks in reaching a compromise on new financial interest and syndication rules. He continues to believe that the parties "should work out their differences" and bring a revamped set of rules to the FCC for their review in light of the public interest, he said. "The FCC would not just rubber stamp them," Sikes said.

Just as getting a waiver is critical to Fox's growth this year, getting an exemption by redefining "network" under the fin-syn rules is critical to its long-term growth.

As things now stand, the fin-syn rules effectively cap Fox's weekly program schedule at 15 hours. For networks above that limit (and with at least 25 affiliates in 10 states) they prohibit obtaining financial interest in programs they license and bar them from the program syndication business.

Since Fox long ago crossed the thresholds for affiliates and states and since it has no intention of spinning off its lucrative syndication business, its network cannot now exceed the 15-hour limit on weekly programming without running afoul of the



Fox Broadcasting's Kellner

rules.

Thus, Fox is asking the FCC to drop what it considers the arbitrary hour standard and replace it with one tied to some objective economic criteria so that it will become subject to fin-syn when it approaches economic parity with the big three.

"We are going to try to keep the debate down to what's in the public interest and keep pressing on the key issues," said Kellner, who was meeting with reporters in Washington last Monday. "We believe that is to provide more free TV to the American public."

According to Kellner, Fox's immediate plans call for expanding its current nine-hour-a-week schedule by offering five and a half hours of children's programming—a weekday afternoon half-hour strip and a three-hour block on Saturday morning.

On top of that, Fox is expected to add a two-hour block of series programming on Friday night and a two-hour movie-of-the-week on Wednesday.

Kellner also said that Fox is looking at offering a 10 o'clock newscast each week-day, which would swell the weekly programming schedule by another five hours. Fox is also likely to bid for a National Football League package, Kellner said. Just one game a week would add four hours to the weekly total.

Of the four commissioners, only FCC Commissioner James Quello offered substantive comment, and he seemed inclined to give Fox what it wanted.

"It seems like our definition [of network] is antiquated," Quello said. "It seems almost calculated to stop new [network] entries."

There is "quite a disparity" between Fox and the other networks, Quello said, noting that Fox now provides just nine hours of programming and accounts for just 4% of network revenues.

Quello also said he may be able to support a temporary waiver for Fox so that it

can roll out its fall schedule as planned. However, he said, he would like to see the waiver "fine tuned in several respects." He declined to elaborate.

Congress was not supporting Fox but, significantly, was not opposing it either. Through back channels, the Hill let the FCC know that it was O.K. to take up fin-syn and the question of an exemption or waiver for Fox.

After Diller and Kellner had made their rounds on the Hill two weeks ago, Sikes hosted a continental breakfast for Senate staffers involved in communications matters. "The impression I got [from talking to the staffers] was that there is an interest, a willingness for the FCC to take a look at these rules," Sikes said. "It is unlikely that Congress would attempt to preclude a reexamination of the rules," he said.

Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) told BROADCASTING last week that he is content to allow the FCC to consider the Fox petition, but did not want to comment on its merits. He said he refused Diller's and Kellner's request to phone or write the FCC.

Fox's effort to win support on Capitol Hill did not end when Diller and Kellner returned to California. Executives from about 20 Fox affiliates were in Washington last Tuesday visiting lawmakers from their states.

The Fox petition had apparently been devised to win broad support from the affected industries. If so, it was only partially successful. Diller was rueful about one negative comment from his hometown:

"Someone [Sid Sheinberg of MCA Inc.] commented that I'm like the guy who went from pro-choice to pro-life. It's not true. Our request for rulemaking says a series of very clear things, number one of which is that the rules should be looked at in the light of a 20-years changing world, and by the agency that created the rule in the first place. We do not say that the rules should be abolished. We have never said they should be abolished. There is scarcity, therefore public policy dictates there be regulation in broadcasting. And in cable, which has a single wire into the home. All I say is that it's wrong after six and a half years, or 20, to have this settled in a closet. This deserves to be scrutinized, and all the parties represented in the clear light of day, and resolved not by private negotiations among vested interests, but resolved by the agency that created the rules in the first place."

The Hollywood community supported an exemption for Fox, but remained adamantly opposed to any changes in the rules. Ralph Baruch, chairman of the Program Producers and Distributors Committee, which represents 30 program producers and syndicators, said the group "appreciate[s]" Fox's need for a waiver. "We agree that the premature application of the FCC's network rules to a developing network like Fox could work an undue hardship and have counterproductive results," he said. "The PPDC, however, sees no connection between a possible Fox waiver and the integrity of the basic fin-syn rules."

The networks and their affiliates, on the other hand, agree that the FCC should move to relax the fin-syn rules, but they argue against exempting Fox. George Vradenberg, CBS Inc. general counsel, said the network agrees with Fox that the rules are out of date and need to be reexamined, but "we see no reason why Fox should be treated differently than the rest of us."

"The irony is that [the Motion Picture Association of America] is violently opposed to any modification of the rule except when it affects one of its members," he added.

MPAA President Jack Valenti, in meetings late last week on Capitol Hill and at the FCC, was promoting a plan to break the Hollywood-network stalemate. He asked the FCC to take an active role in overseeing the talks by setting a deadline—say June 1 or July 1—by requiring weekly reports from the parties and, if need be, by putting an FCC observer in the room.

In any event, he told BROADCASTING, the FCC should not give the networks any sign that it may take up the fin-syn rules at this time. If it does, the networks "will drag their feet and not make a deal," he said. The FCC should not allow the Fox petition to be used "as a knife-like wedge to pry open" the rules, he said.

The Fox chairman noted that his position on fin-syn was nothing new, and that Hollywood had long known of it. "Five years ago, before we ever started a broadcast company, we said that the sand was moving toward the other side [of the financial interest and syndication argument] and that we should be thoughtful about this process. Given the changing market, you could not assume that the sand was going to be on our side, and you could not simply operate out of this piece of political luck that we'd been given."

"I keep saying to the producers that their arguments are not so bad that they won't bear the scrutiny of daylight, of process. Producers have very good arguments to make in terms of access to market. And the networks have arguments to make. Fox has an argument to make as well. I believe that the mix of those arguments in a public forum will be a very healthy thing, whatever happens. I keep saying to the producers, unless you believe that the world is going to remain exactly as it has been, and exactly as it is today, amid all of these changes—well, if you believe that, then maintain your position. But that can't be so. I believe the rules will be modified, but I'm not sure they'll be modified as much as the producers have offered in the closet to modify them."

While admitting to Fox's vested interest in the proceedings it was suggesting, Diller insisted that the historical perspective would, in the end, be more important. "We have our own private agenda for growth," he said. "We want to compete and we want to grow and we've got a problem with these rules in terms of their definition. We think we've got a rightful cause here. But notwithstanding that, how we got to this place may be less important than that we've gotten to this place."

—HAJ

Super Bowl XXIV: low ratings, but few complaints

Advertisers, network and affiliates are pleased with performance of most lopsided championship game

Accentuating the negative ruled the media's analysis of CBS's coverage of Super Bowl XXIV: it had the lowest national ratings ever for a prime time Super Bowl and CBS lost the overall network ratings race for the week with a 12.8/21, having gained virtually no ground over the previous week's 12.8/20, according to A.C. Nielsen.

The three hour and 25 minute broadcast earned the top spot for the week with a 39.0 national rating and 63 share, but it was the lowest rated Super Bowl since 1969, falling as low as 35.2/52 in the last half hour. Last year's game, by comparison, averaged a 43.5/68 rating.

Nevertheless, CBS affiliates, the network and several of the 20 advertisers that combined to run 41 spots during the game were buying nothing but the upside: very little in the way of unofficial make-goods owed to advertisers on the local level, a "dream season" of major sports to come on CBS and a special event in the Super Bowl that is good—and lucrative—even when the game (San Francisco 49ers 55, Denver Broncos 10) is bad.

On the upside for the network, CBS took in nearly \$30 million in ad revenue, while gaining solid lead-in value from the game, which paid off in a 16.6 rating/30 share for the hour-and-a-half premiere of its new series *Grand Slam* (see "By the Numbers," page 14).

And for affiliates, CBS's overall sports strategy for 1990 puts even a ratings failure in a better light. KMOV(TV) St. Louis, for example, experienced the second to lowest rating—32.2/51—among the 23 metered markets (the low was Miami's 30.7/49), and it will owe some advertisers future considerations. Like fellow affiliates in Denver, Detroit and San Francisco, its 14 avails sold at the highest 30-second unit rate, and all those stations reported holding, in the words of KMOV General Sales Manager Robert Grissom, "an understanding with advertisers that we will help them get back their [ratings] points" lost in the Super Bowl.

Nevertheless, KMOV was not hurt badly and expects to fare well in a network schedule that includes NFL playoffs, the Super Bowl, the NCAA basketball tournament and a Major League Baseball season with three St. Louis Cardinals games. "We're a baseball town," he said. "We're very happy with CBS's sports situation. Very happy."

Grissom and his counterparts at WJBK-TV Detroit (where the game earned a 34.2/54), KMGH-TV Denver (51.8/81) and San Francisco (54.3/86) all complained that analysts had overstressed ratings. "Advertisers pay for ratings points, but they also pay for that particular environment," said Grissom. "The Super Bowl is still characterized as event television," meaning that, despite low ratings, the ads still reached "a lot of

audience" and gained from the event's specialness.

"I would like to have [the Super Bowl] every year," said WJBK-TV General Sales Manager Spenser Koch, a 15-year veteran at CBS affiliates. "It's an event, not ratings. You're not selling a spot in a show, but packaging an event"—and an entire year of Detroit's major sports franchises in professional football and baseball—"to a whole new universe of people. It also helps us in the weak prime time situation we're experiencing."



"It's an event, not ratings. You're not selling a spot in a show, but packaging an event."

—Spenser Koch,
WJBK-TV Detroit

The affiliates also appeared relatively unconcerned that CBS did not win the week. "It has no effect on our next week's sales," said Sales Manager Jim Birschbach of KMGH-TV, where Super Bowl ratings estimates "were very close" to the outcome as die-hard fans of their home town team hung in through most of the game. "We will have our own [Denver market] ratings story to tell" to advertisers.

Some advertisers will get help making up points, but overall, he said, "CBS sports helps us sell to upscale demos. Rather than selling costs per point, it helps us also sell the whole dream season." In Denver, that will include CBS carriage of the NCAA basketball tournament final at the city's already sold-out (meaning no local blackout) McNichol Arena.

In San Francisco, where KPIX-TV topped the 23 metered markets, "we don't need to make up a thing" in points to advertisers, said General Sales Manager Kennen Wil-

liams. The synergies there between network and affiliate are perhaps greatest. With CBS coverage of the 49ers, its own regular season local rights to the World Champion Oakland Athletics and a competitive Golden State Warrior's team, the station, said Williams, "has a complete strategic plan centered on the 'Championship Season'" matching local and national football, basketball and baseball schedules the year round.

By CBS's figuring, Super Bowl XXIV was the ninth most watched national TV

Left: Pat Summerall (l) and John Madden, CBS's Super Bowl anchor team. Below: Anheuser-Busch invested \$4.5 million in its 'Bud Bowl' spots.

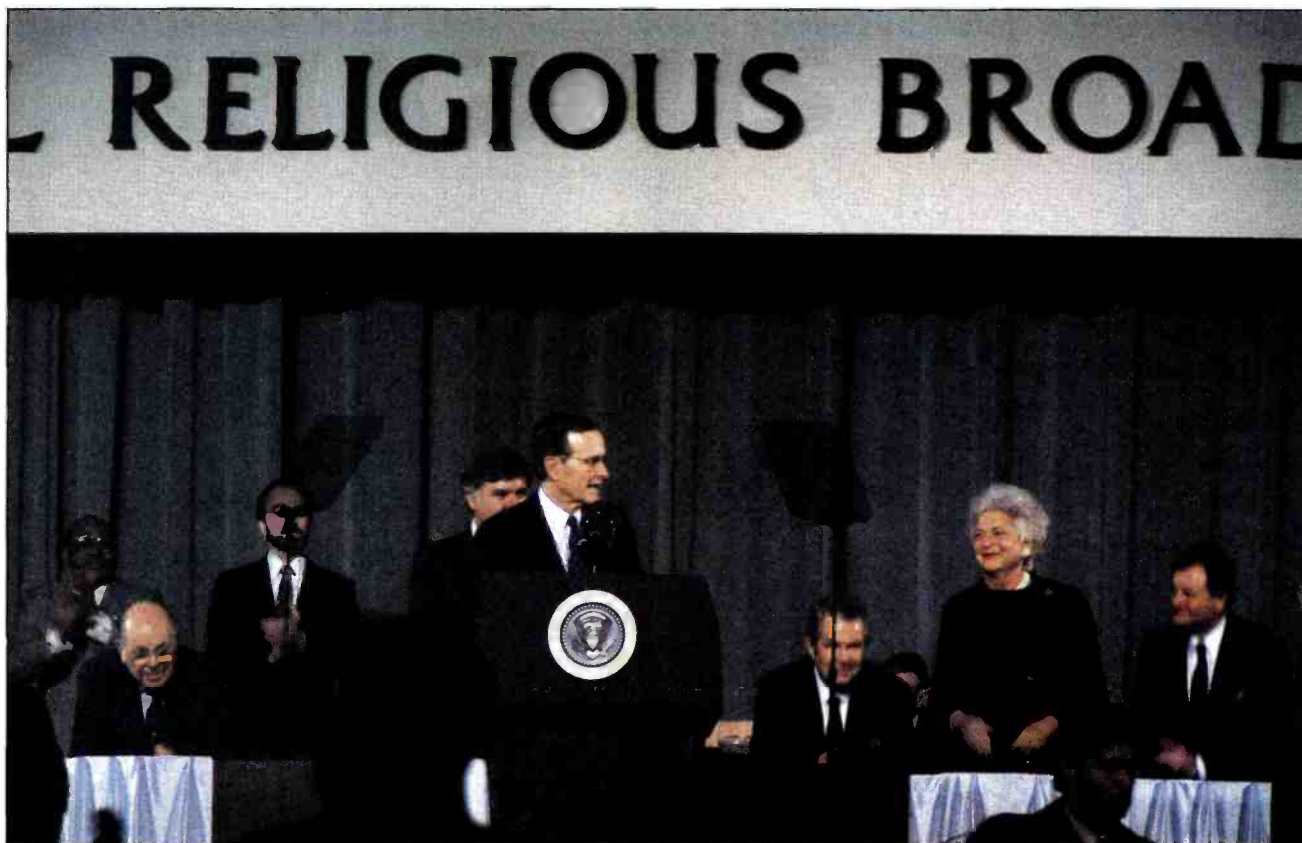


program of all time, bringing in only two million fewer viewers than last season. "We haven't had a single complaint from advertisers yet," CBS Sports spokesman Tony Fox said four days after the game.

Indeed, advertisers expressed nothing but satisfaction with reaching more than 100 million viewers in 36 million homes with clearly expensive ads featuring major celebrities and top-notch production. They knew the investment was somewhat dangerous when they took it, most of them by the end of last summer. Usually promised make-good spots if such a special event fails to attain a certain audience level, the advertisers paid \$700,000 per 30 seconds this time without such a promise from CBS (BROADCASTING, Aug. 14, 1989).

So lopsided was the score that *USA Today* polled viewers on the entertainment value and effectiveness, not of the game, but of the spots themselves. By its count, the mix of 60-, 45-, 30- and 15-second ads totaled 24 minutes and 15 seconds. At the \$700,000 per 30-second rate, advertisers paid CBS \$29.85 million. Going by the 4-1 ratio networks generally invest in rights fees and production, CBS may have invested more than \$4.5 million in production of the game, on top of its \$18 million rights fee. So even if the game cost \$22.5 million to produce, national ads brought in as much as \$7.35 million profit.

"We weren't on the Super Bowl because it reaches the largest audience so much as



Praise for the President. In the palm of President George Bush's hand for about a half hour last Monday (Jan. 29), approximately 1,400 National Religious Broadcasting convention attendees stood for nearly a full minute to applaud the President before he spoke a word and reserved yet stronger ovations for Bush's reaffirmed support of "the sanctity of life," voluntary prayer in schools and religious-based child care.

Although NRB President Jerry Rose balanced praise of the current administration with a call for "more evangelical participation" in the federal government, the association and the President were of one mind on a theme that came to dominate the five-day convention. "In a season of miracles," Bush said, "the times are on the side of peace because the world increasingly is on the side of God." **Story, page 72.**

because it is sports," said Liz Dolan, public relations director for Nike, whose 60-second spot featuring top athletes and CBS Sports announcers won the highest ratings in *USA Today's* poll. Like the CBS affiliates, Nike views the Super Bowl as just the beginning of a long campaign through an eventful year, said Dolan, adding that Nike indulges in almost no research into the relationship between ratings and sales. "Sports fans respond to sports ads."

A series of less than ideally competitive Super Bowls was actually one reason for creating "Bud Bowl II," said Jack Taylor, vice president of publicity for D'Arcy Masius Benton & Bowles in St. Louis, which created "one of the most watched and remembered ads in the Bowl," he said, a football game between bottles of Bud and Bud Light beers. Anheuser-Busch's investment in six "Bud Bowl II" spots totaling 3 minutes, 15 seconds—adding up to \$4.55 million at the \$700,000 rate—was "worthwhile," he said.

Even with the record low prime time ratings, even though the ads were aired once each and will never air again and even though the *USA Today* poll ranked four of the six spots near the bottom, Anheuser-Busch is committed to producing "Bud Bowl III" for Super Bowl XXV. —PDL

Capra says 'Today' needs tinkering

Look for changes on NBC's *Today Show* under the leadership of newly installed Executive Producer Tom Capra. The program's slide in the ratings, which began last year, has intensified with the departure of long-time co-host Jane Pauley.

Capra, son of Hollywood film director and producer Frank Capra, took the reins of *Today* last Monday (Jan. 29) from Marty Ryan. Ryan had served as executive producer of the program since June 1987, when he succeeded Steve Friedman, who left to develop *USA Today on TV* for GTG Entertainment.

NBC News spokeswoman Mary Negroy said Ryan started a one-month vacation last week and, upon his return, would resume talks with NBC News management about his future at the network.

ABC's *Good Morning America* started gaining momentum last year, particularly in key demographic ratings. And since Pauley's departure from *Today*, starting Jan. 1, *GMA* has beaten *Today* in the household race as well. For the first three weeks in January, *GMA* averaged a 4.4/21 compared to *Today's* 3.8/18. Last September, *Today* was ahead with a 4.1/21 to *GMA's* 3.9/19.

"I think the program will come back without any problems," said Capra, referring to *Today*. Capra said he thinks he can revive the show without major changes. "It needs some tinkering, not major surgery," he said.

Changes may include the addition of an entertainment news reporter, expanded coverage of daily news events and changes in the show's graphics.

The expanded entertainment reporting would be supplemental to the current feature interviews done by Jim Brown, as well as critic Gene Shalit. "We don't do much entertainment reporting right now," said Capra. There is currently no timetable for getting an entertainment reporter in place. Capra also has to decide who will replace Deborah Norville as *Today* news anchor.

Avianca crash coverage exclusivity in dispute

After footage shot by News 12 is used by other organizations, news executives debate nature of journalistic scoops

When does the public interest take priority over a news organization's exclusive footage? That is just one of the questions arising in the aftermath of the Jan. 25 Avianca plane crash on Long Island, N.Y. Another question: In this world of advanced mobile satellite technology that allows newsgatherers to televise from remote sites, how does one keep exclusive footage from ending up on stations all over the country?

The Avianca coverage is just the latest incident in what seems to be a growing problem. On July 19, 1989, United Airlines Flight 232 crash-landed at Sioux Gateway Airport in Sioux City, Iowa, and NBC affiliate KTIV(TV), due to a series of unusual circumstances, found its exclusive footage of the crash being circulated on a Conus Communications uplink to stations all over the country (BROADCASTING, Aug. 7, 1989).

And last spring, a CNN spokesman said NBC used 20 seconds of a CNN feed from Tiananmen Square without permission (BROADCASTING, May 22, 1989).

The above events were marked by confusion, and the Avianca crash was no exception. News 12 Long Island, a 24-hour cable news service, had the edge in coverage of the crash because of its proximity to the crash site. However, CBS, ABC and Fox all aired News 12 footage, which did not sit well with either News 12 or Conus Communications, the nationwide newsgathering service that includes News 12 among its members.

News 12 News Director Norm Fein said that permission to use the footage was given to NBC, which owns 50% of News 12's parent company. Permission also was given to Conus and Worldwide TV News. Through Conus, CNN also received permission to use the footage. Fein told BROADCASTING that he gave instructions not to provide anybody else with footage. However, both CBS and ABC claim that they were given permission. As it turns out, someone at News 12 did give CBS permission without authorization from Fein, but Fein said he later rescinded that permission. Tom Goodman, CBS spokesperson, said that the network was twice told that it could use footage. As for Fox, a spokesperson for the network said that they received their footage from CNN, with whom they have an agreement.

Confusion over who said what to whom seems to be the main problem in this particular incident. However, since it is very expensive for news organizations to scramble their satellite signals, the question remains as to what can be done in the future to avoid the either accidental or blatant assumption of someone else's video footage. Fein has written a letter to David Bartlett, president of the Radio-Television News Directors Association, asking the association



Shot from crash coverage of 24-hour cable news service, News 12 Long Island to study the issue and try to develop an industry standard.

Bartlett agreed that it is a growing problem because "with all the material on the satellites and with as many different organizations having legitimate access to some of these satellite systems and satellite pools, it is very difficult to keep material exclusive even though that is the intention and is legitimately justified."

On the issue of a policy on satellite footage, Ed Turner, CNN executive vice president, said that he "cannot see any kind of policy that is going to work in the field. You get out in the field," Turner said, "and you're scrambling to be first and answer to those producers. It's not a gentlemanly game."

The bigger issue to emerge from the disaster coverage is whether exclusive footage should take precedence over "serving the public interest." Don Dunphy, vice president, affiliate news services, ABC News, feels that "in cases of natural disasters, the originating entities should make that material available to everybody." The ABC vice president added that "in being restrictive we're not doing our jobs." Dunphy stressed that appropriate credit should always be given to the source providing the footage.

Fein disagreed: "In terms of covering a news story, I think there is a proprietary right for people to judge news operations based on the job they do and therefore it's the right of the news organization to show its own material and not make it available to other news organizations." He did say that if he had an exclusive about something concerning public safety he would share it with other stations.

Former KTIV News Director Van Carter wondered whether it made competitive sense to start making hot exclusives the public's domain. "Does something constitute such an overriding public interest that the whole idea of exclusive is, perhaps, untenable? If we agree that there may be

footage which should automatically become public domain, what are the perimeters? Do we throw good reporting out because any time you get a picture or footage of a major event—just because you are smarter and quicker—it's still not yours exclusively? That does not make sense in the competitive world we live in."

The RTNDA's Bartlett said that "a legitimate news organization that has a legitimate beat and a legitimate reason for wanting to preserve its exclusivity because that's the reason people watch it instead of its competition should be protected." As for the News 12 situation, while not being totally familiar with the details, Bartlett said that it sounded like News 12 probably has a "legitimate beef."

—JF

VOA cuts services, lays off employees to meet budget

The \$10.3 million budget squeeze being experienced by the U.S. Information Agency (see page 74) went from the abstract to the concrete on Thursday (Feb. 1) at an assembly of several hundred Voice of America personnel. VOA Director Richard Carlson had called the meeting to announce a shutdown of six language services and the elimination of 57 jobs. "This decision will inhibit our mission. It will cripple our effectiveness at a time of unprecedented change—and unprecedented opportunity in the world," said Carlson.

But he said he could see no alternative, given the budget conditions. Carlson said the agency is currently operating under a budget of about \$170 million, "about \$7 million less than we asked for and need." And under the budget President Bush sent to Congress last week, VOA would receive \$175 million. But instead of providing a \$5 million increase, officials say inflation and

built-in costs, including pay raises, mean that the Voice will require program cuts of more than \$3 million—hence, the elimination of the language services.

Carlson said the problem is not new. During the four years he has been at the Voice, he said, he has cut \$36 million from the budget. "There has never been a choice in the matter," he said. And while the agency in the past would trim costs, Carlson said "piecemeal slicing" will no longer suffice. Eliminating six language services, he said, is essential. If the cuts must be made, he said, "then we must have 37 solid

language services, good ones, strong ones, rather than 43 poor ones with no audience."

The language services to be cut are Lao, Greek, Turkish, Slovene (spoken in Yugoslavia), Uzbek (the language of the Soviet Republic of Uzbekistan, as well as of areas of Afghanistan and China) and Swahili (spoken in four African countries).

Those amputations, Carlson noted, have come on top of a number of substantial cutbacks since the beginning of 1987. These have included eliminating 113 language program hours, reducing English

programming by 75 hours weekly, cutting back airtime in 15 language services, eliminating direct broadcasts in Thai and Portuguese, eliminating more than 30 newsroom jobs and five correspondent positions and closing five news bureaus. All told, he said, "we eliminated a total of 22 real jobs." Advertising, promotion and travel have also been slashed.

"At the very time that other international broadcasters are expanding, we will contract," Carlson said. "We will do to ourselves what 30 years of Soviet jamming was never able to do." □

Cable goes to court over BMI's blanket licenses

NCTA, CATA and Disney file suit alleging music license scheme violates antitrust laws

For 50 years, Broadcast Music Inc. has been granting, for a price, blanket licenses for the public performance of the works of the composers and publishers it represents—at present, 100,000 of them. Last week, the cable industry filed two suits seeking rulings that the practice violates the antitrust laws. The suits also seek court orders barring BMI from bringing copyright infringement suits against those cable television networks and systems refusing to accept BMI's license terms. The cable industry says a competitive market for the licensing of copyright music performing rights to its members could exist in the absence of BMI's blanket licensing practices.

The National Cable Television Association, Community Antenna Television Association and the Disney Channel, in a suit filed in U.S. District Court in Washington, say the cable industry and its members confront "a cartelized industry in which non-negotiable demands for license fees and terms have been made by the cartel" and are "enforced through punitive copyright infringement litigation." The suit alleges that BMI has violated the consent decree terminating an antitrust suit brought by the government in setting a fee schedule for cable networks and systems that is "many times higher" than that set for broadcast networks and their stations. The decree prohibits discriminatory treatment.

The other litigation—a class-action suit—was filed in U.S. District Court in Los Angeles by American Television & Communications and 16 other cable companies against not only BMI but nine affiliates that have granted BMI the nonexclusive right to license performance rights to their copyrighted material. That suit also claims that BMI violated the Sherman Antitrust Act, and says the alleged misuse of copyright bars the defendants from filing copyright infringement suits. It says that BMI and its members are succeeding "in their anticompetitive scheme because of the monopolistic and illegal stranglehold" that they have on the performance rights to music.

The suits contend that blanket licenses are unnecessary and serve only to block the

emergence of a competitive market. The suit filed in Washington says that in markets not dominated by BMI "copyright owners deal directly with their customers and compete vigorously." As an example, it cites the synchronization licenses, which, it says, "are typically conferred on a per composition basis at a fee agreed upon in face-to-face negotiations between the copyright owner and the program producer." The suit also notes that other artists—including those with performing rights analogous to those enjoyed by BMI's affiliates—license their works to the producers "at the source." Those artists, the suit adds, "have

BMI's strategy involves a "take-it-or-leave-it blanket license priced at supra-competitive levels and offered to entities with no economic choice but to accept it."

—from suit
filed by cable associations
and Disney Channel

no BMI-type organization to shield them from the rigors of competition."

BMI is the smaller—in terms of its repertoire—of the two organizations that license the music of virtually all significant composers and publishers in the country. The American Society of Composers, Authors and Publishers is the other. And while ASCAP, with a repertoire about twice the size of BMI's 1.5 million works, licenses music for cable, it would not necessarily be adversely affected by a court decision going against BMI. Lawyers in the Washington case note differences between the two organizations—among them, the rate court that a consent decree forced ASCAP to incorporate as a means of meeting complaints about fees.

The suits filed last week are only the latest salvos in a continuing battle between the cable industry and the music licensing organization. BMI has brought infringement suits against five different cable networks, four in the last six months. In those

suits, it has sought to double or triple license fees, increasing them to 1% of gross revenues. Another major factor leading to the suits is BMI's determination to require licenses of cable operators as well as the networks that serve them. The suit describes the process as placing "the cable system operators directly in BMI's licensing noose." ASCAP's effort to adopt a similar split-licensing approach is being tested in a rate court.

The effect of such a split-license approach, the Washington suit contends, is to require every cable operator in the country to negotiate license fees with BMI "as a condition of carrying 15, 20 or more program services—none of which the system operators have the remotest control over as to programming, let alone music use." And as now constituted, the suit says, cable interests must purchase access to the entire BMI repertoire, paying a fee that "does not vary in relation to the cost, quality or quantity of the music needed or actually used." The suit says the BMI strategy is to supplant competition in the music business for cable television music performing rights "with BMI's take-it-or-leave-it blanket license priced at supra-competitive levels and offered to entities with no economic choice but to accept it." Faced with choosing between "the fee demands of a cartelized industry" and "being sued for copyright infringement," the suit says, the plaintiffs seek the aid of the court.

In its class-action suit, ATC and its fellow plaintiffs say the licensing system BMI has imposed on cable programmers and now hopes to impose on cable operators is "a classic case of horizontal price-fixing in violation of Section 1 of the Sherman Act." They say the price fix is horizontal in that all of the suppliers to the market for performance rights are BMI members. And those members, the suit adds, "have coercively removed all alternatives to the blanket licensing method of marketing the right to perform these copyrighted musical compositions."

NCTA President James Mooney said the NCTA suit was filed only after years of failure to "achieve fair and reasonable music licensing fees." But BMI, in a statement by its vice president and general counsel, Edward W. Chapin, offered a different perspective.

He said cable operators "have had essen-

tially free use of the works of BMI songwriters, composers and publishers over the past 20 years while the industry grew from infancy to a powerful mainstream medium." He called the complaints "groundless," asserting that the antitrust issue has been litigated over the years "and in every case found to be without merit." And, he said, "the federal courts have acknowledged that the blanket license is one of the most efficient methods of collecting and distributing royalties" to copyright holders. As for the split-license approach, he said BMI believes fees must be paid by both the programmer and the operator since "each receives revenues from the use of BMI music."

As attention was captured by the two suits, BMI and HBO were continuing talks aimed at resolving their music licensing differences, although one HBO source suggested the talks had already been resolved (see "Closed Circuit," page 8). BMI in December sued HBO when it balked at the license terms it had set—substantially higher fees and a license that would not apply to its affiliated distributors; they would have to obtain their own licenses. The suit, filed in New York City, claimed copyright infringement and sought an injunction that would prohibit HBO from carrying programs, including movies, containing BMI music. HBO's license expired on Dec. 31, but was extended until Jan. 31. And last week, a BMI spokesman said BMI would let that deadline "slip for a few days." He said, "We are continuing to negotiate in good faith." —LZ

Burke in for Murphy at Capcities/ABC



Thomas Murphy



Daniel Burke

Capital Cities/ABC's board of directors is expected to approve the transfer of the chief executive officer title from Thomas S. Murphy, who would remain the company's chairman, to Daniel B. Burke, currently its president and chief operating officer. Murphy announced his plans to recommend the change at the company's annual management meeting last week in Phoenix. If the board approves the changes at its meeting next month, Murphy would relinquish the job on June 1, the day after his 65th birthday.

The company suggested, and observers agreed, the transfer would indicate little change in direction for Capital Cities/ABC, where the Murphy-Burke roles have been the same since 1972.

Said Murphy last week: "I would continue to be involved, but Dan would be the final decisionmaker." Burke turned 61 on Feb. 4.

Zaleski out in Viacom shift

In major restructuring, syndication division is split under Dennis Gillespie and Michael Gerber

In a move that took the industry by surprise, Viacom announced last week a restructuring of its syndication division that saw the resignation of Joe Zaleski, who had been president, domestic syndication, Viacom Enterprises, since 1983.

In the restructuring, Viacom Enterprises is being split into two divisions. Dennis Gillespie, 57, who had been the number two executive under Zaleski, becomes president, worldwide marketing, domestic features and off-network sales.

Michael Gerber, who has had responsibility for acquiring the syndication rights to existing product, as well as developing and producing first-run product, becomes president, first-run, international distribution and acquisitions.

In recent months the company has been adding to and reorganizing its sales staff in anticipation of last week's major announcements. "They've almost doubled their sales staff over the past year," said a source with knowledge of the situation. The selling staff will also be split along off-network features and first-run lines.

Gerber, 45, confirmed last week that Andrew Spitzer, who has been vice president, first-run sales, reporting to Zaleski, has re-



Joe Zaleski resigns as president of Viacom Enterprises domestic syndication arm



Dennis Gillespie, president, worldwide marketing, domestic features and off-network sales



Michael Gerber, new president, first-run, international distribution and acquisitions

signed, effective within the next 60 to 90 days. Gerber said he would be looking for a new first-run sales chief both inside and outside the company.

On the off-network side, several recent moves have occurred. Two regional sales vice presidents have been promoted. Frank Flanagan moves up to senior vice president, sales, based in New York. He again had been in charge of the Atlanta office. Dennis Emerson moves from Chicago sales manager to senior vice president, sales, based in Los Angeles.

Ken Doyle, a program sales manager with MTM, replaces Emerson in Chicago and John Attebery, from Buena Vista Tele-

vision, replaces Flanagan in Atlanta.

According to Gillespie, Paul Kalvin will continue as executive vice president, sales, on the off-network and film sales side, but will no longer oversee first-run sales activity.

Zaleski's resignation last week was the denouement of an internal debate that intensified in January over the shape of the company's restructuring, as well as the new roles to be played by the various executives involved. "The result you see is the formalized expression of what Henry Schleiff [Viacom Entertainment and Broadcast Group chief executive] sees as the best way to do business," said a company source.

"This has been a stressful situation,"

Zaleski told BROADCASTING last week. While he declined to discuss the debate in detail, other sources said it was pretty clear that Schleiff envisioned a smaller role for Zaleski in the reshaping of the syndication division, a role Zaleski would not accept.

"The company and I mutually agreed that I resign," Zaleski said. Zaleski, 56, who joined Viacom Enterprises as general sales manager in 1982, said he was taking some time off to think about his future. He has agreed to consult Viacom Enterprises for a time.

But despite the parting of the ways, Zaleski said that "both Viacom and myself have had a marvelous relationship for almost 11 years. We've reached highs never reached before that probably will never be reached again."

Zaleski and Gillespie were the main architects of the marketing and sales plan that enabled Viacom to generate over \$700 million in license fees and barter advertising from the initial syndication cycle of *The Cosby Show*. The plan took a first-run sales approach, where the show was sold on a weekly basis (and fed by satellite on a daily basis), and included an unprecedented one-minute of barter time in an off-network comedy.

But the company came under criticism for "overselling" the show, which debuted in syndication in October of 1988. "The ratings have been, on average, pretty solid," said one program analyst. "But they haven't been as high as Zaleski said they would be, and it hasn't lifted entire day-parts, like he said it would," said the source.

That has made the *Cosby* renewal effort, and the associated launch of *A Different World*, all the more difficult. The two-program, off-network package that was proposed last fall has been picked up, so far, by a very small percentage of the country.

Nevertheless, both company officials and observers outside the company say that this particular problem should not be read as a factor in Zaleski's departure. "While they're announcing it now, the planning on this has been going on for a long time," said one source, who asked not to be identified. Indeed, the source said, last week's news could be read as a move by Schleiff, who joined Viacom in 1987, to finally put "his people in place."

Commenting last week, Schleiff said: "To me the essence of [the reorganization] is the growth in Viacom over the past three years. We've been a leading syndicator of off-network shows, with a library of 4,000 half hours and some 1,400 hours, as well as 1,500 hours of feature films. That has been our calling card.

"But in the last two years we've had somewhat surprising success in the area of first-run. We are sitting here with eight or nine shows either on the air or being launched. I saw this as an opportunity to structure the company consistent with the product we have."

In addition to *A Different World*, the company is formulating plans for the off-network marketing of *Roseanne*, *Matlock* and *Jake and the Fatman*.

FEC investigating Westwood One

Westwood One Inc. has confirmed reports that the Federal Election Commission is looking into allegations of a former employee that the company made \$14,000 in illegal political contributions to the presidential campaign of Senator Joseph Biden (D-Del.) in 1987. A copy of the complaint, which has circulated among the media, says Westwood Chairman Norman J. Pattiz, "secretly financed" campaign contributions in the names of eight company employees and wives or family members of six of them. The company said in a news release devoted principally to its financial condition that it has been advised of the complaint filed by a "former employee, with whom the company has a dispute."

The complaint was filed in May 1989 by Mark H. Kress of Los Angeles, who had been employed by Westwood from May 1984 through September 1988 as a marketing specialist and who, before his employment by Westwood, is said to have been a personal friend of Pattiz's. The complaint alleges that 14 personal contributions, each in the amount of the legal maximum of \$1,000, were reimbursed by Westwood One. (Kress may have revised the complaint to allege a total of 13 \$1,000 checks. Westwood's response refers to an allegation of \$13,000 in improper contributions.)

The company not only owns NBC Radio Network and Mutual Broadcasting System but three radio stations as well—KQLZ(FM) Los Angeles and WNEW(AM)-WYNY(FM) New York.

Current first-run shows include *Super Mario Brothers Super Show*, *Super Boy*, *Remote Control* and *This Morning's Business*. Proposed new first-run shows include *Entertainment Coast to Coast*, *America's Hit List*, *Super Cop* and the Ross Shafer-hosted *For Love and War*.

"Strategically we're better off with all the first-run activity under one roof," said Gerber, the newly named president, first-run, international distribution and acquisitions.

"We have so much on our plate that we really needed to decentralize our process and give each group total focus of their respective areas."

Gerber also now has responsibility for international distribution. Last week, Gerber said Raul Lefcovich, senior vice president, international, would continue to oversee day-to-day activity on the international front. Lefcovich had been reporting directly to Schleiff.

—SM

Rochester cable channel siphons newsmen

Rochester cable TV channel WGRC, which has been stirring up the Rochester television market since its launch last September, scored a major coup last week. The channel's general manager, John Orr, signed a popular newscaster from the station with the market's top-ranked late newscast, WHEC-TV, to supervise a nightly newscast on WGRC.

Pete Dobrovitz has signed a two-year contract to be WGRC news director, and will oversee the launch of the first local nightly 10 p.m. newscast in the Rochester market. (The Fox affiliate there, WUHF-TV, has no local news but does import some stories from Fox's WNYW-TV New York.)

Dobrovitz, 36, is a 15-year television news veteran who has worked at all three Rochester network affiliates. Most recently, Dobrovitz has served as consumer reporter and director of a consumer investigative news team at NBC affiliate WHEC-TV. He made headlines in Rochester when he jumped to that station from ABC affiliate WOKR-TV five years ago.

The Dobrovitz appointment is the latest raid Orr has carried out against WHEC-TV. His chief engineer, Harry Goldberg, and production manager, Phil Smith, also came from that station. WGRC's top two sales executives, Ed Glasgow, general sales manager, and Patty Dollinger, local sales manager, came from WUHF.

Orr said the launch of the station's expanded newscast is designed to fill a viewer need, according to SRI and Gallup market research, for a 10 p.m. local newscast.

The newscast will also boost the station's sales revenues, projected to be more than \$2 million in local and national spot dollars over the next year, split about evenly between the two categories. It is estimated that roughly 35% of the market's \$47 million in annual television advertising dollars is placed in news programming.

The news operation itself will have about two dozen staffers, but will be supported by an operations staff at the Rochester Cablevision headend of more than 300 people.

Last year WHEC-TV switched affiliations from CBS to NBC and became the number one newscast at 11 p.m. last November, and the number two newscast at 6 p.m.

WGRC received some good news from the FCC last week. The commission denied a request from the CBS affiliate in Rochester, WROC-TV, to stop the cable channel from further use of broadcast-type call letters. The commission told WROC-TV no rules currently exist preventing the cable service from using the call letters, but noted that currently pending is a petition from the Association of Independent Television Stations seeking such a rule. The INTV petition is still under review, the commission said.

—SM

Station and Cable Trading 1989

THE COMPLETE MARKET STRATEGISTS



Radio's Blue-chip Broker 

One Stone Place • Bronxville NY 10708 • (914) 779-7003

Americom would like to thank its clients for making us #1 in radio station sales in 1989.

WEEX(AM)-WQQQ(FM), Easton-Allentown, PA	\$10,100,000	WNOE(AM/FM), New Orleans, LA	\$7,250,000
WYNG(FM), Evansville, IN	\$18,600,000	KZTR(AM/FM), Oxnard-Ventura, CA	\$5,200,000
WFTC(AM)-WRNS(FM), Kinston, NC		WSOM(AM)-WQXK(FM), Salem-Youngstown, OH	\$5,500,000
WYAV(FM), Conway-Myrtle Beach, SC		WSIX(AM/FM), Nashville, TN	\$16,000,000
WFBR(AM)-WLIF(FM), Baltimore, MD	\$32,000,000	KMPZ(FM), Memphis, TN	\$6,000,000
WFOG(FM), Norfolk, VA	\$8,000,000	KKBB(FM), Bakersfield, CA	\$3,300,000
WFTQ(AM) - WAAF(FM), Worcester, MA	\$15,000,000	WDAN(AM)-WDNL(FM), Danville, IL	\$2,350,000
WNEW(FM), New York, NY	\$370,000,000	WKMI(AM)-WKFR(FM), Kalamazoo, MI	\$11,000,000
KTWV(FM), Los Angeles, CA		KJOI(FM), Los Angeles, CA	\$101,500,000
WMMR(FM), Philadelphia, PA		KHOW(AM)-KSYX(FM), Denver, CO	
WCPT(AM)-WCXR(FM), Washington, DC		KJQY(FM), San Diego, CA (to Westwood One)	\$19,000,000
KILT(AM/FM), Houston, TX		KTRH(AM)-KLOL(FM), Houston, TX	\$70,600,000
WILLZ(FM), Detroit, MI		KSMG(FM), San Antonio, TX	
KODA(FM), Houston, TX (to Command Comm.)	\$22,000,000	WMYU(FM), Knoxville, TN	\$11,600,000
KJQY(FM), San Diego, CA (to Command Comm.)	\$15,000,000	WSOK(AM)-WAGU(FM), Savannah, GA	\$11,000,000
WGKT(AM)-WPHD(FM), Buffalo, NY	\$6,400,000	KNAN(FM), Monroe, LA	
KVKI(AM/FM), Shreveport, LA	\$7,000,000	WKXI(AM)-WTYX(FM), Jackson, MS	
KBFM(FM), McAllen-Brownsville, TX		KRLD(AM)-TSN, Dallas, TX	\$86,500,000
KQLH(FM), San Bernardino, CA	\$7,700,000	KODA(FM), Houston, TX (to Evergreen Media)	

Call us today to discuss your growth plans for the 90's.



Bill Steding
Top - 25 Markets



Dan Gammon
Northeast and Central



Paul Leonard
Southeast



Peter Handy
West

AMERICOM

Radio's New Breed of Professional Brokerage and Financing Specialists

1130 Connecticut Avenue, N.W.

Suite 500

Washington, DC 20036

(202) 737-9000

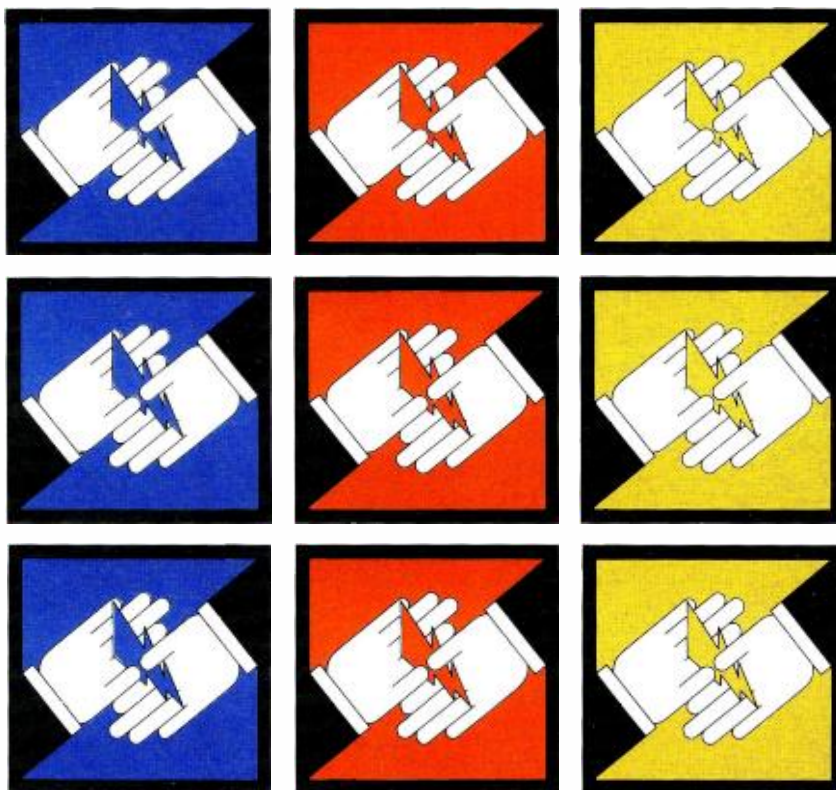
1989 Sales: Radio, TV Prices Down; Cable Flying High

It was not a good year for station trading.

Total dollar volume of station sales in 1989 was \$3.2 billion, down 36% from the year before. And average prices were off.

The prices of stand-alone TV stations averaged \$18,345,893, down about \$7 million from 1988. The average price for a stand-alone AM was \$745,394, down from \$894,294 in 1988. That of an FM stand-alone was \$1,671,661, compared to \$4,147,014 the year before. And that of an AM-FM combo was \$3,131,908, down about \$700,000.

The down market did not extend to cable. With the help of the \$11.1 billion dollar merger of the Time-Warner cable





One Investment Bank Sends a Clear Signal throughout the Communications Spectrum.

In the fast-changing field of communications, one investment bank is a constant source for state-of-the-art financial advice:

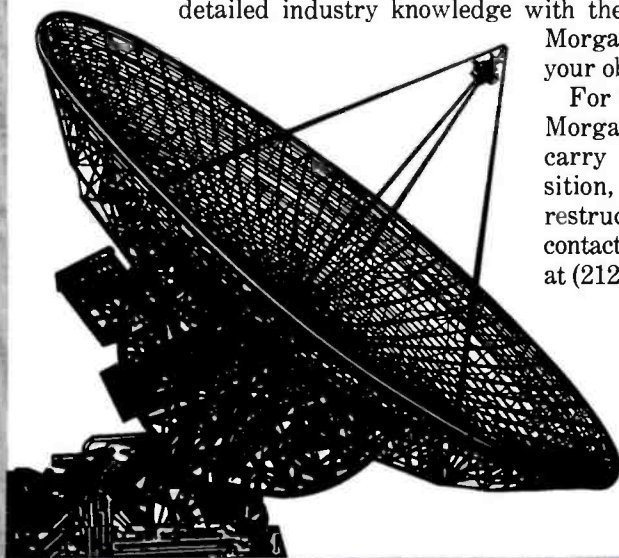
Morgan Stanley.

We stand ready to address the needs of a full range of clients in the communications industry (from emerging growth companies to established large-capitalization diversified media companies) with a full range of investment banking services.

Our team of ten seasoned communications specialists combine detailed industry knowledge with the worldwide resources of

Morgan Stanley to accomplish your objectives.

For more information on how Morgan Stanley can help you carry out your merger/acquisition, financing or corporate restructuring strategies, please contact Charles R. Cory, Principal, at (212) 703-7784.



MORGAN STANLEY

\$16.7 Billion in 1989

MERGERS & ACQUISITIONS

McCaw Cellular Communications, Inc.
pending acquisition of
LIN Broadcasting Corporation
\$6,900,000,000

Rogers U.S. Holdings Limited
acquired by
KBL Cable, Inc.
\$1,365,000,000

The Thomson Corporation
acquired
The Lawyers Co-operative Publishing
Company
\$810,000,000

Investor Group led by Marvin Davis
acquired
Spectradyne Inc.
(controlled by SPI Holding Inc.)
\$635,000,000

Continental Cablevision, Inc.
recapitalization
\$493,000,000

R.R. Donnelly & Sons Company
pending acquisition of
The Meredith/Burda Companies
\$487,500,000

Management Science America, Inc.
pending acquisition by
The Dun & Bradstreet Corporation
\$393,000,000

**The Illinois Operating Group
of Centel Cable Television Company**
(subsidiary of Centel Corporation)
acquired by
Jones Intercable Inc.
\$340,000,000

**The Southeastern Florida
Operating Group of
Centel Cable Television Company**
(subsidiary of Centel Corporation)
acquired by
Adelphia Communications Corporation
\$310,000,000

**The Central Florida Operating Group
of Centel Cable Television Company**
(subsidiary of Centel Corporation)
acquired by
American Television and
Communications Corporation
\$251,000,000

Independent Television Publications
(owned by the Independent Television Companies)
acquired by
Reed International P.L.C.
\$235,000,000

**The Ohio Operating Group
of Centel Cable Television Company**
(subsidiary of Centel Corporation)
acquired by
Warner Cable Communications Inc.
\$211,000,000

**The Michigan Operating Group
of Centel Cable Television Company**
(subsidiary of Centel Corporation)
acquired by
C-TEC Corporation
\$210,000,000

Omnicom Group Inc.
acquired
Boase Massimi Pollitt PLC
\$202,000,000

**The Kentucky Operating Group
of Centel Cable Television Company**
(subsidiary of Centel Corporation)
acquired by
Simmons Communications
\$110,000,000

Television Station WPGH-TV
(subsidiary of Lorimar Telepictures Corporation)
acquired by
Renaissance Communications Corporation
\$32,000,000

**Michigan Cable Associates
Limited Partnership**
acquired by
DF Cablevision Limited Partnership
Price not disclosed

Rifkin/Jacksonville Associates, Ltd.
acquired by
Continental Cablevision, Inc.
Price not disclosed

Rifkin/Michigan City Associates, Ltd.
acquired by
US Cable of Northern Indiana
Price not disclosed

Cineplex Odeon Corporation
representation of the Special Committee

The Field Corporation
acquisition of a minority interest in
Heritage Media Corporation
Price not disclosed

McGraw-Hill, Inc.
acquired

MMS International, Inc.
Price not disclosed

McGraw-Hill, Inc.
and

Macmillan, Inc.
(subsidiary of Maxwell Communication Corporation plc)
have formed a joint venture called
Macmillan/McGraw-Hill School
Publishing Company
Price not disclosed

Grolier Incorporated
sale of
Mystic Color Lab, Inc.
to

Fotolabo Club S.A.
Price not disclosed

**Prentice Hall Information Services
and Prentice Hall Information Network**
(subsidiaries of Paramount Communications Inc.)
acquired by
Macmillan, Inc.
(subsidiary of Maxwell Communication Corporation plc)
Price not disclosed

Seattle Baseball, L.P.
acquired
The Seattle Mariners Professional
Baseball Team
Price not disclosed

FINANCINGS

Polygram N.V.
14,000,000 Shares
Common Stock

Continental Cablevision, Inc.
12% Senior Subordinated Debentures due 2004
\$350,000,000
Senior Subordinated Floating Rate Debentures due 2004
\$100,000,000

Rifkin Acquisition Partners, L.P.
financing for the acquisitions of cable television systems in
Georgia, Illinois, Michigan and Tennessee
\$211,451,200

Omnicom Group Inc.
6% Convertible Subordinated Debentures due 2004
\$100,000,000

The Times Mirror Company
10.20% Notes due 1991
\$100,000,000

MORGAN STANLEY

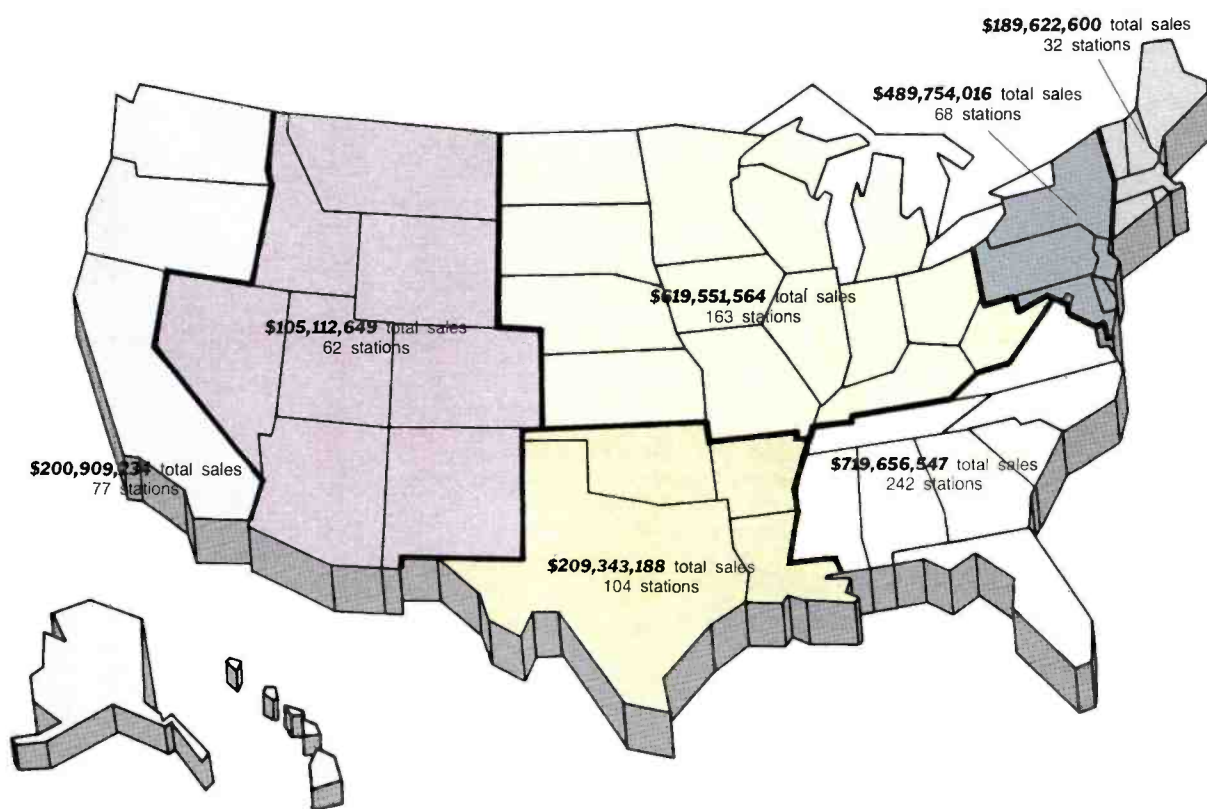
Bold face denotes Morgan Stanley client.

properties, cable deals once again surpassed the \$10 billion mark in 1989 and prices crept upward. Other megadeals included Jack Kent Cooke's sale of his cable holdings to six cable operators for \$1.4 billion and Centel's \$1.4 billion sale of its cable division to another cable consortium.

The dollar value of radio deals (264 AM's, 204 FM's and 195 AM-FM combinations) totaled \$1,148,524,765; television deals (84 stations), \$1,541,055,033, and radio group deals (40 stations), \$533,599,078. The bottom line: \$3,235,436,376.

BROADCASTING's tabulation include only those deals approved by the FCC in 1989. A list of approved sales of more than \$1 million appears on pages 47-56. Cable deals of more than \$100 million are listed on page 45.

Sales and transactions by regions



Pacific	Mountain	Southwest	Midwest	Southeast	Middle Atlantic	New England
California Oregon Washington Alaska Hawaii	New Mexico Arizona Nevada Utah Colorado Idaho Wyoming Montana	Arkansas Louisiana Oklahoma Texas	Indiana Kentucky Michigan Ohio West Virginia Illinois Iowa	Kansas Minnesota Missouri Nebraska North Dakota South Dakota Wisconsin	Alabama Florida Georgia Mississippi North Carolina South Carolina Tennessee Virginia	DC Delaware Maryland New Jersey New York Pennsylvania
						Connecticut Maine Massachusetts New Hampshire Rhode Island Vermont

36 years of station transactions

Dollar volume of transactions approved by FCC (Number of stations changing hands)

YEAR	RADIO ONLY	GROUPS*	TV ONLY	TOTAL
1954	\$10,224,047 (187)	\$26,213,323 (18)	\$23,906,760 (27)	\$60,344,130
1955	27,333,104 (242)	22,351,602 (11)	23,394,660 (29)	73,079,366
1956	32,563,378 (316)	65,212,055 (24)	17,830,395 (21)	115,605,828
1957	48,207,470 (357)	47,490,884 (28)	28,489,206 (38)	124,187,660
1958	49,868,123 (407)	60,872,618 (17)	16,796,285 (23)	127,537,026
1959	65,544,653 (436)	42,724,727 (15)	15,227,201 (21)	123,496,581
1960	51,763,285 (345)	24,648,400 (10)	22,930,225 (21)	99,341,910
1961	55,532,516 (282)	42,103,708 (13)	31,167,943 (24)	128,804,167
1962	59,912,520 (306)	18,822,745 (8)	23,007,638 (16)	101,742,903
1963	43,457,584 (305)	25,045,726 (3)	36,799,768 (16)	105,303,078
1964	52,296,480 (430)	67,185,762 (20)	86,274,494 (36)	205,756,736
1965	55,933,300 (389)	49,756,993 (15)	29,433,473 (32)	135,123,766
1966	76,633,762 (367)	28,510,500 (11)	30,574,054 (31)	135,718,316
1967	59,670,053 (316)	32,086,297 (9)	80,316,223 (30)	172,072,573
1968	71,310,709 (316)	47,556,634 (9)	33,588,069 (20)	152,455,412
1969	108,866,538 (343)	35,037,000 (5)	87,794,032 (32)	231,697,570
1970	86,292,899 (268)	1,038,465 (3)	87,454,078 (19)	174,785,442
1971	125,501,514 (270)	750,000 (2)	267,296,410 (27)	393,547,924
1972	114,424,673 (239)	0 (0)	156,905,864 (37)	271,330,537
1973	160,933,557 (352)	2,812,444 (4)	66,635,144 (25)	230,381,145
1974	168,998,012 (369)	19,800,000 (5)	118,983,462 (24)	307,781,474
1975	131,065,860 (363)	0 (0)	128,420,101 (22)	259,485,961
1976	180,663,820 (413)	1,800,000 (3)	108,459,657 (32)	290,923,477
1977	161,236,169 (344)	0 (0)	128,635,435 (25)	289,871,604
1978	331,557,239 (586)	30,450,000 (5)	289,721,159 (51)	651,728,398
1979	335,597,000 (546)	463,500,000 (52)	317,581,000 (47)	1,116,648,000
1980	339,634,000 (424)	27,000,000 (3)	534,150,000 (35)	876,084,000
1981	447,838,06 (625)	78,400,000 (6)	227,950,000 (24)	754,188,067
1982	470,722,833 (597)	0 (0)	527,675,411 (30)	998,398,244
1983	621,077,876 (669)	332,000,000 (10)	1,902,701,830 (61)	2,854,895,356
1984	977,024,266 (782)	234,500,000 (2)	1,252,023,787 (82)	2,118,056,053
1985	1,414,816,073 (1,558)	962,450,000 (218)	3,290,995,000 (99)	5,668,261,073
1986	1,490,131,426 (959)	1,993,021,955 (192)	2,709,516,490 (128)	6,192,669,871
1987	1,236,355,748 (775)	4,610,965,000 (132)	1,661,832,724 (59)	7,509,154,473
1988	1,841,630,156 (845)	1,326,250,000 (106)	1,779,958,042 (70)	4,947,838,198
1989	1,148,524,765 (663)	533,599,078 (40)	1,541,055,033 (84)	3,235,436,376 (787)
TOTAL	\$12,653,143,475	\$11,253,955,916	\$17,685,481,053	\$41,604,837,944

Note: Dollar volume figures represent total considerations reported for all transactions with exception of minority interest transfers in which control of stations did not change hands and stations sold as part of larger company transactions. Although all sales have been approved by FCC, they may not necessarily have reached final closing. Prior to 1978, combined AM-FM facility was counted as one station in computing total number of stations traded. Now AM-FM combinations are counted by their individual stations.

*Prior to 1971, figures represent total number of deals involving both radio and television stations. With the 1971 FCC one-to-a-customer rule, prohibiting sale of co-located TV and radio stations, figures represent total of separately located TV and radio stations sold in packages. In 1985, mergers of large groups with collateral interests could not be evaluated, since individual stations were not broken out of larger sales. Group sales are now limited to compilations of pure stations sales—those concerning only television and radio stations.

Brokers brace for tighter broadcast market

The 36% drop in the total dollar volume of broadcast station sales last year—from \$5 billion to \$3.2 billion—confirms what station brokers and other close observers of the market have known for a while: the station-trading boom, spurred in the 1980's by deregulation, optimistic cash flow and market-growth projections, lenders' infatuation with the medium and the advent of new investors, has come to an end.

According to a survey of station brokers, 1989 was not a good year by any measure. Demand fell as lenders and new investors retreated from the market and supply rose as owners of highly leveraged stations attempted to cash in or, in some cases, bail out.

And for the market to reach equilibrium, the brokers said, prices are going to have to come down. The high multiples, leveraged buyouts and willing lenders of the 1980's are going to have to give way to conservative pricing and sellers offering to "take back paper," they said.

A "market correction" is coming, said Americom President Dan Gammon. The late 1980's saw "too many dollars chasing too few deals," he said.

Bill Cate, president of Chapman Associates, concurred. Prices "exceeded the value of the property and now it's going to catch up the other way," he said.

The downturn began in the third quarter of 1989, said Randall Jeffery, partner, Media Venture Partners. "We saw banks tightening, we saw many broadcasters not meeting pro formas, and the result and effect was new credit policies which...began the process of driving station values down."

Jeffery anticipates the market hitting bottom this July. "At that point, owners of radio stations will be clearly aware of the market conditions which are, in effect, existing right now." After July, he said, prices should level off.

"In the end of 1989 and at the beginning of 1990 there were numerous companies that put both turnaround and mature properties on the market," said Glenn Serafin, vice president, radio, Communications Equity Associates.

"Many of these offerings are coming from companies that have stated quite clearly that their intent is to bring down the debt load in the company or to divest and make acquisitions in larger markets," Serafin said. As a result, he said, there is "a lot of inventory" in the 26th to 100th markets.

The prevailing wisdom, said Gary Stevens of Gary Stevens & Co., is that the multiples used in determining sales prices will go down "as the result of a 'perceived reduction' in available capital."

Some things will not change, Stevens said. "If you have a property in a desirable situation where more than one person is interested, the selling number will be every bit as strong as it's been in the prior years."

Stevens said that this year will see the decline of the "marginal" buyer—"someone who presently doesn't own anything or does not have ready access to investment capital or does not have other

assets with which to collateralize."

Also, banks have begun to take a second look, said Serafin. "Some numbers that were projected in these deals were never met. As a result, the lenders are saying: 'We were relying on these kinds of growths to produce X amount of cash flow which never materialized.'"

In some cases, the skittishness of lenders has nothing to do with the broadcasting business, said Jeffery. "Primary lenders have been concentrated in New England, and many of those banks have portfolios that are in some sort of disarray due to real estate loans and the slowdown of the New England economy."

Susan Ness, vice president, American Security Bank, Washington, also sees a difficult time for trading. "From the banking standpoint, you have a sudden shift in economics in the Northeast area where a lot of communications banks reside." Banks, she said, are feeling the pinch from the downturn in real estate and the regulatory industry taking a harder look at HLT's (highly leveraged transactions), which account for 80% of communications deals.

On top of all that, Ness said, deals made three or four years ago now have payments due. "A lot of those deals have not performed as expected...so you'll find that a lot of banks are now facing some trouble situations in the communications area which will put a damper on their ability to lend at significant levels."

Ness looks for a 1990 where the seller will be more willing to take a conservative price and be prepared to provide some financing to fill the gap between what the deals are costing and what the banks are prepared to lend.

Markets hit hardest from the downturn are in the Northeast and Southwest, according to Richard Kozacko, of Kozacko-Horton Co., and Norm Fisher, of Norm Fisher & Associates.

Kozacko, who is based in Elmira, N.Y., said he has some concerns about New England banks, which seem to be shying away from broadcasting. Particular problem areas include Massachusetts, Portsmouth, N.H., and Portland, Me.

For Fisher, Austin, Tex., exemplifies the problem. The soft economy in that area is due to falling real estate values and the drop in oil prices. Fisher looks for overleveraged properties to return to the market at possibly lower prices because the stations did not meet cash flow expectations.

Bob Mahlman Jr., vice president, The Mahlman Co., agreed that the Northeast has "the hiccups as far as the economy is concerned." But he does not think that there is any need for an industry-wide panic. "Any industry has a certain percentage of entrepreneurs who fail. If five or six big groups go belly up in radio, that is still a very small percentage of what's happening in the industry."

According to some brokers, new competition has adversely affected prices. As a result of its 1984 Docket 80-90 proceeding, the FCC has authorized hundreds of new FM stations over the past several years.

The 80-90 rulemaking has had a "tremendous impact" on small-



Randall Jeffery



Glenn Serafin



Gary Stevens

er and medium-sized markets, according to Cate. "An average medium-sized market that might have had six or eight competitive FM stations before 80-90 now winds up facing 12 to 15, and, simply speaking, the market has not grown up fast enough to allow all of them to be money makers," said Blackburn.

Not everyone believes the new stations are hurting. "They're not an issue, and it is very difficult for that type of station to be a factor in major markets," said Stevens. "Every buyer that's trying to negotiate with you has his 80-90 list, and as soon as you [the sellers] get to a number they don't like, they reach into the 80-90 bag and tell you how the market's going to hell."

Stevens thinks that the 80-90's will be "staggered over a long period of time, and in 1990, just as it has been in the 80's, the Class A FM facility in a top-40 market will be a separate trading item with a separate constituency."

Broker Ray Rosenblum, who handles small market deals in Pennsylvania, Maryland, West Virginia, New York and Ohio, said that values in his areas are holding up and new stations have helped make his regions more competitive.

Markets getting increased attention, according to Rosenblum, are Columbus, Ohio, and Harrisburg-Lancaster, Pa. The south central Pennsylvania markets are growing, says the regional broker, in part because of their proximity to Baltimore.

Despite the uniform concerns of the brokers about trading and prices in 1990, all are adamant about the health of the industry overall. Stations will trade for what they are really worth, said Jeffery, who, like others, feels that stations have been selling for artificially high prices.

Cate feels the same way, adding that an industry shift toward operators (as opposed to entrepreneurs) is "more in tune with the intent of public service for broadcasters and their community."

The other good news, according to Gammon, is that he anticipates a decline in interest rates. There is also, according to the Americom broker, a lot of equity looking for good investment deals: "Radio is a safe harbor for investments.... They're still selling spots and getting more this year than they did last."

AM radio does not receive that same adamant support. Jim Blackburn thinks that the best thing that could happen to AM is to let the large AM stations buy small AM's outside their markets. That would permit them to expand their signals and have fewer strong AM stations, he said. "It gives the person with an otherwise possibly valueless AM a way out."

As for the public interest and diversity, Blackburn feels that since very few people are listening to the smaller AM stations anyway, on balance the public will be better served. Other brokers,

like Chapman's Cate, wonder how to attract a whole demographic group that has never listened to AM radio.

Bob Mahlman is a little more optimistic. "I disagree with the idea that whole generations who left AM would not come back if it could sound just like FM and give the listener five more choices."

The top 25 markets seem somewhat immune to the negative trends. Americom partner Bill Stedding describes those markets as "very insulated from the downward pressure on prices that is being experienced in medium and smaller markets." The demand is still high, and generally the things that affect other people in the financing area are not as significant to the larger operator purchasing larger market stations, he said.

The TV market did not have one of its better years. And TV broker Ted Hepburn, head of the Ted Hepburn Co., said the stations currently on the market are, for the most part, not good properties.

Looking back on years past, Hepburn said people were paying "insane prices" for futures that were not there. But, unlike others, he does not blame cable. "When you have a heavily cabled area—say 70% penetration, 30 channels and premium channels—TV still gets a 65% share."

Hepburn points to former President Reagan's ability to keep inflation down as one of the key factors in stagnant station trading. "When you bring the inflation rate down to 4% or 5%, that brings retail sales growth down 4% or 5% and that brings TV marketing revenue down."

Veteran TV broker Howard Stark is more optimistic about this year than he has been for the last few years. In his opinion, the networks are spending more money to develop better programming. Currently though, Stark feels there aren't many "sellable properties" on the market. However, with what Stark calls "the fear of fragmentation" removed, he looks for 1990 to be "business as usual."

Derek Goodman, vice president, Henry Ansbacher Inc., said TV station values should no longer be based on cash flow, but rather on the future of network television. And he does see that future as particularly bright. Like the railroads, the networks fought against each other instead of worrying about outside competition, he said. For the railroads, he said, it was airplanes and trucks; for the networks, it was cable and the videocassette recorder.

As for brokers, 1990, according to Gary Stevens, will be a telling year. "This is the year that the smart broker will get the job done, because it's not going to be just 'throwing it up against the wall'; you're going to have to be very clever in finding your buyer."

—JF

Did somebody say deal?

Ragan Henry may have set a new record for station trading last year when he went on an unprecedented buying spree that saw him sign letters of intent to purchase 10 AM's and 13 FM's. Deals announced included WAKR(AM)-WONE(FM) Akron, Ohio, for \$13 million; WRAW(AM)-WRFY(FM) Reading, Pa., for \$18.5 million; WCOS-AM-FM Columbia, S.C., for \$12.5 million; KJOJ(FM) Conroe, Tex., for \$9 million; WOWI(FM) Norfolk, Va., for \$8.3 million; WAYV-FM Atlantic City, N.J., for \$13 million; WRXJ(AM)-WCRJ-FM Jacksonville, Fla., for \$8.6 million; WOWI(FM) Norfolk, Va., for \$8.3 million; WQOK(FM) South Boston, Va., for \$7.475 million, and WRAP(AM) Norfolk, Va., for \$400,000. Not all of those deals have closed.

Other busy buyers in 1989 included Jerry Lyman. The former RKO General radio group president bought WUNC(AM)-WKSF-FM Asheville, N.C., for \$25.5 million. Lyman also signed letters of intent for two of Henry's stations, WMXB(FM) Richmond, Va., for \$23.5 million, and WXTN(FM) La Plata, Md. (Washington), for \$33 million.

Active among the group owners was Group W with its 10-station acquisition of the Legacy and Metropolitan Broadcasting groups worth between \$370 million and \$385 million. Other big deals include Viacom's purchase of Command Communications' KHOW(AM)-KSYU(FM) Denver and KJOI(FM) Los

Angeles for \$101.5 million and its purchase of Pacific FM's KOFY-AM-FM San Francisco for \$20 million. Another busy group was Jacor Communications, which purchased KTRI(AM)-KLOL(FM) Houston and KSMG(FM) Seguin, Tex. (San Antonio), from Rusk Corp. for \$70.6 million. In addition, Jacor sold WMYU(FM) Knoxville, Tenn., to The Dalton Group for \$11.2 million.

Groups selling stations also included Emmis Broadcasting and the Noble Broadcast Group. Emmis head Jeff Smulyan purchased the Seattle Mariners baseball team last year for a reported \$75 million ("In Brief," Aug. 28, 1989). To finance the deal, he announced that he would sell some of his radio properties, including KNRJ(FM) Houston, to group owner Nationwide Communications for \$30 million. Noble sold its WBA-B(AM) Freeport and WBAB-FM Babylon, both New York, for \$26 million to BAB Broadcasting Corp., headed by Eddie Simon and Tony Michaels, the stations' current vice president and general manager, respectively.

On the TV front there were two new big name buyers. Quincy Jones headed a group that purchased WNOL(TV) New Orleans from TVX Inc., and TV producer Stephen J. Cannell entered the station trading world with his \$21 million purchase of WHNS-TV Asheville, N.C., from Papas Telecasting.

—JF

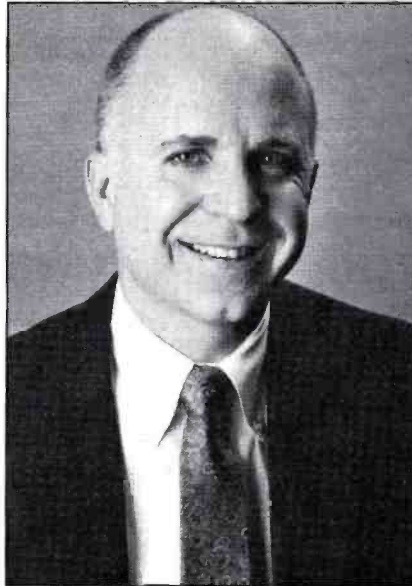
Brokers see slow but steady cable sales for 1990

Intimations of reregulation have combined with market factors to create slowdown in cable market; brokers see trend continuing, but are still bullish on sales

Fears of reregulation and its fallout on Wall Street, in concert with unrelated concerns in the financial markets, have caused cable system sales activity to slow in recent months. Although those factors are unlikely to change soon, brokers feel 1990 will still be a healthy year.

"There is a difference in systems' values," said Jay Dugan, senior vice president, cable, Communications Equity Associates, with some geographic regions, especially the oil states, seeing a slowdown. "The market in general probably is attractive from a purchaser's point of view because the prices have come down," he said.

Brian Deevy, president and chief operating officer of Daniels & Associates, said: "There is concern on Wall Street over regulation issues, and it has affected prices." Most cable operators want to get the reregulation issues settled, he said, and it's possible they won't this year. Even if they are settled, there are problems in the financial markets, said Deevy, including the subordi-



Jay Dugan

nated debt and junk bond markets. "Campeau doesn't help any of us," he said, a reference to the leveraged debt problems of the owner of Bloomingdale's department stores.

The repercussions of the Federal Reserve Board's new definition of highly leveraged transactions for commercial banks is also likely to affect cable's ability to borrow, said Deevy. "Unfortunately, because of the way the number is being calculated, the majority of cable loans are being classified as highly leveraged transactions," said Deevy. The result is that "banks are taking a closer look at what exactly their cable exposure is," he said. The HLT question, concern over reregulation and problems in the debt market "have caused some short-term concerns over cable and cable values," he said.

According to Andy Armstrong, president of Waller Capital Corp.: "The capital markets are not where they were six months ago or nine months ago.... There's been a whole layer of financing that's been taken out of the game, meaning the real junk," he said. The Cablevision-Adams Russell deal, for instance, he said, "couldn't be done today.... There is no question some deals are tougher to do than others in today's market," he said.

To Dugan, financing has "slowed up considerably. Banks are repositioning themselves to really analyze their projections. I think they have pulled their horns in a little bit."

Armstrong added that "senior lenders have become tougher," which means "obtaining cable deals will become pricier." He thinks nonbank cable lenders—insurance, pension funds—"are going to become very important in 1990," he said. The debt is pricier than the banks', he acknowledges, but said "I think they are going to play a larger role in '90 than they have in the past couple of years."

One effect of the slowdown is that the

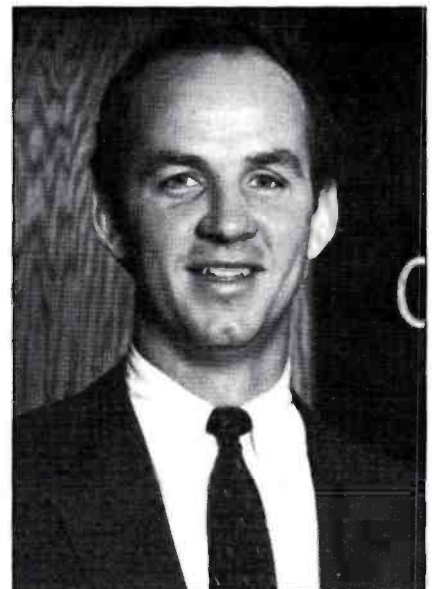


When you have needs that are specific, specialized skills are called for. Specialization means the difference between a firm's professional focus and a sideline. Harrison, Bond & Pecaro distinguishes itself from others in the field by specializing in the valuation of media properties.

An asset appraisal, fair market valuation, or other financial consultation requires careful, professional service. It is our specialty.

**HARRISON-
BOND &
PECARO**

1201 Connecticut Avenue, NW • Suite 450 • Washington, DC • 20036 • (202) 775-8870



Brian Deevy



Andy Armstrong

pure financial players are fading from the scene. The slowdown "has stopped the speculators a little bit," said Dugan. Adds Deevy: "We really have lost the speculative buyers and financial buyers who buy to flip."

And it has also hurt some smaller companies trying to raise money, said Dugan, or not raising as much as they'd hoped. The bigger companies, like TCI and Comcast, can go abroad, he points out.

He thinks buyers "will concentrate on the growth properties" and also on "quality of plant more than they have before." Armstrong agreed, saying there is "a flight to quality" in both systems and financing.

Dugan sees two other factors affecting the system market this year. One is the FCC's new CLI regulations on signal leakage, which take effect in July. "They are going to be pretty tough," said Dugan. "The potential seller really has to warrant that he will pass CLI, and the buyer's going to require that," he said, which will add to the expense of selling systems. "That has caused a bit of stir and expense," he said.

The other is potential action on the capital gains tax. A relaxation move could cause some owners to sell to take advantage of the change, said Dugan.

Overall, brokers are optimistic about 1990. Deevy said Daniels has 117 deals (\$3.6 billion) in the pipeline, including parts of the Cooke transaction (Falcon, Adelphia, Chambers and Intermedia) still to close. "We expect our cable brokerage business to remain strong," said Deevy.

Armstrong is "still optimistic about where things are going." He said that Waller has negotiated several deals over the past few months, including one last week "at a very good number.... Despite the problems with some deals...we're finding it to be a good market."

Armstrong believes the capital market is having a greater impact on system sales than reregulatory talk. The financial markets swing like a pendulum, he said, and they're now swinging too far in restricting

1989's major cable sales

Seller	Buyer	Price	Sub count
Time-Warner merger		\$11.14 billion	5,569,000
Cooke	six MSO's	\$1.4 billion	660,000
Centel	six MSO's	\$1.4 billion	575,000
NYT	Lenfest Group	\$420 million	162,000
Choice TV	Cencom/Gaylord	\$377 million	138,000
WestMarc	TCI*	\$196 million	550,000
Hearst	Intermedia	\$160-170 million	60,000
Cablevision Sys.-Times Mirror swap		\$142.5 million	98,000
Hauser	King Videocable	\$131 million	46,000
Gilbert	Cablevision Sys.	\$102.5 million	40,000
First Carolina	Falcon	\$100 million	54,000

*Represents purchase by TCI of 25% of WestMarc it did not already own.

money flow. Over the next several months, he believes, the market will hit its equilibrium. "When the pendulum swings, it always swings too far," he said.

None of the deals on the market are distress sales, he points out. "If people don't hit their hurdle, they are not going to sell," he said. "It's a real paradox because the business has never been better, and business prospects, even in the face of reregulation, are very, very good. That's the paradox," he said.

Another paradox is that a seller's problem is a buyer's gain, such as using possi-

ble reregulation or Wall Street concerns to work a better deal. "Basically I think you have a lot of people jawboning right now, using some of these things as ammunition to bring the price down," Armstrong said, which turns into a self-fulfilling prophecy.

Daniels said it closed \$1.9 billion in cable deals in 1989, \$422 million in cable investment banking and \$3 billion in cable financial advisory engagements. Waller said it closed \$1.4 billion in 1989. CEA said it closed \$638.8 million in cable deals last year, \$44.7 million in cable financings and \$102.4 million in broadcast deals.—MS

EAGLEWOOD COMMUNICATIONS

Carl J. Bernhardt, President

Serving approximately 550 subscribers in Eagle River, Alaska

has been sold to

PRIME CABLE OF ALASKA, L.P.

Jerry D. Lindauer, Senior Vice President

Jim Boyle initiated this transaction, acted as financial advisor to, and represented the seller.

Frank Boyle & Co.

MEDIA BROKERS

55 Old Field Point Road, Greenwich, CT 06830

Your Winning Number is (203) 869-4433

ISN'T GREEN YOUR FAVORITE COLOR. TOO?



FCC to applicants: Hurry up and wait

Understaffing in FCC's fee section is causing delays in processing station sale applications

For some communications attorneys, it's "ridiculous" or "outrageous"; for others, it's simply ironic.

The FCC office charged with collecting and depositing application fees has become a bottleneck, causing what many feel are unreasonable delays in the processing of all sorts of applications.

For most types of applications—those for new broadcast stations, for instance—the

delay is no big deal. It will take months, if not years, for them to wend their way through the bureaucracy.

But for sale applications, any kind of a delay can be a problem. As parties await FCC approval, financing can fall through, tax advantages can disappear and buyers can have second thoughts.

According to communications attorneys, the fee section of the Office of Managing Director, which records fee payments and deposits checks before sending them on to the appropriate bureau, has been holding up applications for as much as 20 or 30 days over the past few months. "It was taking 30

days to stamp something and move it forward," said Vince Curtis, of Fletcher, Heald & Hildreth. "I think even a week is ridiculous."

A month's delay is "really outrageous," said Robert Jacobi, of Cohn & Marks. "Nobody should have to wait that long to get a procedure started," he said. "It's an offensive situation and nobody seems to have any control over it."

"It's horrible," said John Feore, of Dow, Lohnes & Albertson. "It's very difficult to explain to a client that you filed his application on Feb. 1, but it doesn't show up on public notice until Feb. 15. They want to know why it took so long."

Lawrence Roberts, of Mullin, Rhyne, Emmons & Topel, sensed the irony of a fee that is supposed to go toward offsetting the cost of processing causing considerable delay in the processing. "That seems like an unfair bargain for broadcasters."

Under FCC procedures, transfer and assignment-of-license applications are placed on public notice for 30 days to give the public an opportunity to petition the FCC to deny. After the 30-day period, the Mass Media Bureau takes up the applications and, if it finds no problems and if the deal raises no new policy issues, grants it within a week or so. Parties can then go to closing, although the FCC grant is not considered final for an additional 40 days.

The attorneys have no complaints about the bureau's efficiency in handling applications after they come off public notice. Indeed, most praise its work on acting promptly on them.

However, they have little tolerance for any delays of more than a few days caused by what they call the "fee cage" in processing their applications and getting them up to the bureau so they can be put on public notice.

Mickey Williams, chief of the fee section, acknowledged that her office had "quite a bad" backlog of about 15 working days last December and in early January. But, after working two weekends, she said, she and her staff have managed to whittle it down to between five and seven days. Her hope, she said, is to soon get it back to three days as specified in the office's operating guidelines.

Williams said critics would have to look elsewhere—the mailroom or the bureau—for what turned her office's 15-day backlog into a 30-day delay in getting applications on public notice. As Williams explained, after applications leave they are sent by the agency's inter-office mail to the Mass Media Bureau. Once there, clerks put them on public notice by keying certain information into a computer.

Williams said the backlog developed when the office's chronic understaffing was exacerbated by year-end leavetaking. The seven-person office limped along with just three during the week between Christmas and New Year's Day, she said.

Even if the fee cage gets completely caught up, it may be difficult for it to stay caught up. One of the office's three clerks

GORDON SHERMAN ASSOCIATES BROKERS MEDIA LIKE NOBODY ELSE.

Television stations. Radio stations. Cable T.V. systems. The next time your company or investor group is looking for one of the above, look to Gordon Sherman Associates, Broadcast Pioneers.

The Industry Moves With Us.

2000 West Glades Road
Suite 206, Boca Raton,
Florida 33431
(407) 395-7003



Gordon Sherman
ASSOCIATES

Broadcast PioneersSM



who code and enter each application into a computer resigned two weeks ago, Williams said. And under the FCC's partial hiring freeze imposed due to the agency's budgetary restraints, she said, the clerk cannot be replaced immediately. She can hire just one person to fill every two vacancies.

Tom Holleran, deputy associate managing director for operations, Office of Managing Director, which oversees the fee section, concurred with Williams's analysis, adding that the office is also plagued by "spikes" in the volume of fee-attached applications, which can cause backlogs.

"The staffing situation has deteriorated over the past couple of years," he said. And the clerks that the office needs are difficult to find at the salaries the FCC is able to pay—between \$13,000 and \$17,000 to start. "Processors are on the low end of the pay scale," he said. "Burnout is high; turnover is high."

Holleran did not share Williams's optimism about clearing up the backlogs. "We

are going to be in a backlog situation for some time," he said. "There are no quick fixes."

Holleran also acknowledged that the situation may get worse on May 21 when, by act of Congress last year, the types of applications requiring fees increase dramatically. That will mean a lot more work for the already overworked fee section, he said.

Holleran said the managing director's office is looking at a number of solutions. One is to bring in some temporary help. "It's a possibility, but how close we are to that, I don't know," he said.

Another that has gained some support at the agency is to turn over the receipt and depositing of fees to a third party—a "lock box" bank that is already acting as a U.S. Treasury depository, Holleran said.

According to Holleran, the lock box idea will be proposed in a rulemaking the FCC has to get under way in a few weeks to implement the new fees mandated by Congress.

The FCC has used lock box banks on occasion—in the receipt of rural cellular applications, for one—with great success, Holleran said. They may be "the most effective way to process this type of thing," he said.

One such bank is in Pittsburgh, Holleran said. If the FCC chooses to pass all of its incoming applications through this bank, he said, the FCC will use its own courier to move the applications from Pittsburgh to Washington for processing. So as not to inconvenience parties or increase the cost of filing, he said, the FCC will consider continuing to accept applications in Washington and ship them to Pittsburgh.

Another solution may come from Capitol Hill, Holleran said. Pending in the House and Senate are proposals that would allow the FCC to retain 2% or 4% of the filing fees for processing applications, he said. Such a measure would give the agency the money it needs to continue processing the applications in-house, he said. —HAJ

The 1989 \$1 million and up club

Following are station sales of at least \$1 million that were approved by the FCC during 1989.

Groups

Price: \$385 million

Properties: WMMR(FM) Philadelphia, PA; KTWV(FM) Los Angeles; WNEW(FM) New York; KYW AM-FM Philadelphia; KILT-AM-FM Houston; WLLZ-FM Detroit

Seller: Sillerman-Magee Communications Management Corp.

Buyer: Group W Radio Inc.

Price: \$65 million

Properties: WEST(AM)-WLEV(FM) Easton, WQWK-FM University Park, WRSC(AM) State College and WRKZ-FM Hershey, all Pennsylvania; WTAD(AM)-WQCY-FM Quincy, Ill.; WWAZ(AM)-WWLI(FM) Providence, R.I.

Seller: Eastern Broadcasting Corp.

Buyer: TMZ Broadcasting Co.

Price: \$34 million

Properties: WHJJ(AM)-WHJY(FM) Providence, R.I.; WVEZ-AM-FM Louisville, Ky.

Seller: Robert Fish and Janet R. Karger

Buyer: Griffin Group

Price: \$25 million

Properties: WPTX(AM)-WMMD-FM Lexington Park, WBMD(AM) Baltimore and WQSR-FM Catonsville, all Maryland

Seller: Key Broadcasting Corp.

Buyer: Sconnix Broadcasting Co.

Price: \$11.75 million

Properties: KKAM(AM)-KBOS-FM Fresno and KIST(AM)-KMGQ(FM) Santa Barbara, both California

Seller: Radio Fresno Inc.

Buyer: Jayveco LP

Price: \$10 million

Properties: KIZN(AM) Boise, Idaho; KQLO(AM) Reno; KDUK(AM) Eugene, Ore.; KWNZ-FM Carson City, Nev.; KLCX-FM Florence, Ore.

Seller: Constant Communications Inc.

Buyer: Pacific Telecom

Price: \$7,799,078

Properties: WUNO(AM) San Juan and WFID(AM) Rio Piedras, both Puerto Rico

Seller: Acosta Broadcasting Corp. of San Juan, Puerto Rico,

Buyer: Win Communications

Price: \$6.8 million

Properties: KBFM-FM Edinburg and KVKI-AM-FM Shreveport, both Louisiana

Seller: Encore Communications Associates LP

Buyer: Waldron Partners

TV's

Alabama

Montgomery

WMCN(TV)

Seller: Word of God Fellowship Inc.

Buyer: League of Prayer Inc.

Price: \$2.395 million

Tuscaloosa

WCFT-TV

Seller: Beam Broadcasters Ltd.

Buyer: Heritage Broadcasting Co. of Alabama

Price: \$1 million

Arizona

Phoenix

KTVW(TV)

Seller: The Seven Hills Television Co.

Buyer: Hallmark Acquisition Inc.

Price: \$23 million

California

El Centro

KECY(TV)

Seller: John Smart

Buyer: Katherine R. Everett, Robinson O. Everett

Price: \$1.565 million

Sacramento

KTXL(TV)

Seller: Camellia City Telecasters Inc.

Buyer: Channel 40 Licensee Inc.

Price: \$56 million

Colorado

Denver

KDVR(TV)

Seller: BMA Corporation

Buyer: Chase Communications Inc.

Price: \$12 million

Florida

Jacksonville

WAWJ(TV)

Seller: Malrite of New York

Buyer: Clear Channel Television Inc.

Price: \$8.1 million

Georgia

Atlanta

WVEU(TV)

Seller: Broadcasting Corp. of Georgia

Buyer: HSN Silver King Broadcasting Co.

Price: \$13 million

Columbus

WTVM(TV)

Seller: Pegasus Broadcasting of Columbus

Buyer: WTVM Television Inc.

Price: \$45 million

WXTX(TV)

Seller: Columbus Family TV

Buyer: Columbus Family Broadcasting Inc.

Price: \$2,832,522

Hawaii

Honolulu

KHAI(TV)

Seller: Honolulu Family Television Ltd.

Buyer: KHAI Inc.

Price: \$1.5 million

KMGH(TV)

Seller: Mount Wilson FM Broadcasters Inc.

Buyer: Oceania Broadcasting Network Inc.

Price: \$4.3 million

Illinois

Rockford

WQRF(TV)

Seller: Family Group Ltd.

Buyer: Petracom Inc.

Price: \$2 million

Indiana

Fort Wayne

WPTA-TV

Seller: Pulitzer Broadcasting Co.
Buyer: Granite Broadcasting Corp.
Price: **\$25.15 million**

Iowa

Davenport

KWQC(TV)

Seller: Palmer Communications Inc.
Buyer: Broad Street Television Corp.
Price: **\$45.82 million**

Sioux City

KTIV(TV)

Seller: KTIV Television Co.
Buyer: Quincy Newspapers Inc.
Price: **\$20.75 million**

Louisiana

New Orleans

WNOL(TV)

Seller: TVX of New Orleans Inc.
Buyer: Quincy Jones Broadcasting Inc.
Price: **\$7.1 million**

WDSU(TV)

Seller: Cosmos Broadcasting Corp.
Buyer: Pulitzer Broadcasting Co.
Price: **\$46.8 million**

Kentucky

Danville

WDKY(TV)

Seller: WDKY License Co.
Buyer: MMC Television Corp.
Price: **\$9.5 million**

Maryland

Baltimore

WNUV(TV)

Seller: New Vision Associates Ltd.
Buyer: Baltco
Price: **\$20 million**

Michigan

Ann Arbor

WHT(TV)

Seller: Fab Communications Inc.
Buyer: Blackstar Communications Inc.
Price: **\$4.35 million**

Flint

WJRT-TV

Seller: Knight Ridder Broadcasting Inc.
Buyer: SJL of Kansas Corp.
Price: **\$39 million**

Grand Rapids

WZZM-TV

Seller: Western Michigan Broadcasting Corp.
Buyer: NTG Inc.
Price: **\$120 million**

Sault Ste. Marie

WWUP(TV)-WWTV(TV) Cadillac

Seller: Wilson Communications Inc.
Buyer: Heritage Broadcasting Co. of Michigan
Price: **\$10.4 million**

Mississippi

Gulfport

WXXV-TV

Seller: Four-O Inc., debtor in possession
Buyer: AM South Bank
Price: **\$2,436,355**

Jackson

WAPT(TV)

Seller: Magnolia Broadcasting Corp.
Buyer: NTG Inc.
Price: **\$120 million**

Jackson

WDBD-TV

Seller: C. Kenneth Still, Trustee
Buyer: D&K Broadcast Properties Ltd.
Price: **\$9 million**

Missouri

St. Louis

KDNL(TV)

Seller: KDNL Inc.
Buyer: Atlantic Broadcasting Co.
Price: **\$21.5 million**

Nevada

Reno

KCRL(TV)

Seller: The Cord Foundation
Buyer: Sunbelt Broadcasting Co.
Price: **\$24.45 million**

New Mexico

Roswell

KBIM(TV)

Seller: Holsum Inc.
Buyer: New Mexico Broadcasting Co.
Price: **\$5 million**

Albuquerque

KNAT(TV)

Seller: Trinity Broadcasting of Arizona Inc.
Buyer: All American TV Inc.
Price: **\$2.5 million**

New York

Albany

WTEN(TV)

Seller: Knight-Ridder Broadcasting Inc.
Buyer: Young Broadcasting Inc.
Price: **\$32 million**

Buffalo

WNYB(TV)

Seller: Niagara Frontier Broadcasting Partners
Buyer: Tri-State Christian TV
Price: **\$2.5 million**

Rochester

WUHF-TV Rochester

Seller: Malrite TV of New York
Buyer: ACT III Broadcasting of Rochester Inc.
Price: **\$12 million**

Ohio

Cincinnati

WIII(TV)

Seller: Channel 64 Acquisition Inc.
Buyer: Abry Communications
Price: **\$8 million**

Dayton

WKEF-TV

Seller: Adams TV of Dayton Inc.
Buyer: KT Communications L.P.
Price: **\$71.5 million**

Pennsylvania

Erie

WSEE-TV

Seller: Keystone Broadcasting Corp.
Buyer: NTG Inc.
Price: **\$120 million**

Wilkes-Barre

WBRE(TV)

Seller: WBRE Associates
Buyer: Adams TV of Wilkes-Barre Inc.
Price: **\$40 million**

Altoona

WATM-TV

Seller: Evergreen Broadcasting Corp.
Buyer: Auburn Television Group Inc.
Price: **\$2.4 million**

Rhode Island

Providence

WNAC-TV

Seller: Rhode Island Broadcasting Corp.
Buyer: NTG Inc.
Price: **\$120 million**

South Carolina

Charleston

WTAT(TV)

Seller: Charleston Television Ltd.
Buyer: ACTV of Charleston SC Inc.
Price: **\$5 million**

Tennessee

Greeneville

WETO-TV

Seller: East Tennessee's Own Inc.
Buyer: East Tennessee Broadcasting Corp.
Price: **\$1.85 million**

Memphis

WMKW(TV)

Seller: TVX Inc.
Buyer: Newtel Inc.
Price: **\$10.75 million**

CONFIDENTIAL BROKERAGE AND INVESTMENT SERVICES TO THE COMMUNICATIONS INDUSTRY.

Cincinnati, OH: (513) 381-7775. Richard C. Crisler, Clyde G. Haehnle, John D. Chapman,
Gloria Bushelman. Ithaca, NY: (607) 257-6283. John B. Babcock. New York, NY: (718) 544-2519. Donald E. Clancy.
Lincoln, NE: (402) 475-5285. Richard W. Chapin. Tampa, FL: (813) 264-2346. Mark W. Jorgenson.
Special Consultant: Ward L. Quaal Company, Chicago, IL: (312) 644-6066 and Los Angeles, CA: (714) 644-5500.



R.C. CRISLER & CO. INC.

Nashville

WSV(TV)

Seller: Gillett Broadcasting of Tennessee Inc.

Buyer: Cook Inlet Communications LP

Price: \$125 million

WKRN(TV)

Seller: Knight-Ridder Broadcasting Inc.

Buyer: Young Broadcasting of Nashville Inc.

Price: \$42 million

Texas

Harker Heights

KIXS-FM-KIIZ(AM) Killeen

Seller: Mid-Texas Radio Communications Inc.

Buyer: Centroplex Radio Corp. of Texas

Price: \$2.7 million

Jacksonville

KETK(TV)

Seller: Texas American Broadcasting Ltd.

Buyer: Region 56 Network Inc.

Price: \$7,452,323

Lufkin and Tyler

KTRE-TV and KLTV(TV)

Seller: Buford TV Inc.

Buyer: Civic Communications Corp. II

Price: \$42 million

San Antonio

KABB(TV)

Seller: Alamo Broadcasting Corp.

Buyer: River City Television Partners L.P.

Price: \$11.5 million

Wichita Falls

KJTL(TV)

Seller: Wichita Falls Television Ltd.

Buyer: 1st BSP Broadcasting Inc.

Price: \$1.587 million

Virginia

Norfolk

WTVZ-TV

Seller: TVX of Nashville Inc.

Buyer: WTVZ Inc.

Price: \$10.75 million

Portsmouth

WYAH-TV

Seller: CBN Continental Broadcasting Network

Buyer: Centennial Communications Inc.

Price: \$8.2 million

Wisconsin

Chippawa Falls and Green Bay

WEUX-TV and WGBA(TV)

Seller: Family Group Ltd. III

Buyer: Krypton Broadcasting Corp.

Price: \$7 million

Puerto Rico

San Juan

WKAQ-TV

Seller: Telemundo of Puerto Rico Inc.

Buyer: TPR Television Inc.

Price: \$160 million

FM's

Alabama

Fayette

WHKW(FM)

Seller: Radio WHKW Inc.

Buyer: Tuscaloosa Broadcasting Co.

Price: \$1.25 million

Prattville

WQIM(FM)

Seller: Downs Broadcasting Inc.

Buyer: Central Life Broadcasting of Alabama Inc.

Price: \$3 million

Arkansas

Osceola

KMPZ-FM

Seller: The Dittman Group Inc.

Buyer: Diamond Broadcasting Inc.

Price: \$6 million

California

Grover City

KOSZ(FM)

Seller: R&L Broadcasters

Buyer: P-B Broadcasting Inc.

Price: \$1.225 million

Hollister

KHIP(FM)

Seller: Benedek Broadcasting Corp.

Buyer: KHIP Partners

Price: \$1,860,284

Los Angeles

KFAC-FM

Seller: Classic Communications of Los Angeles LP

Buyer: Evergreen Media Corp.

Price: \$55 million

Los Gatos

KATD(FM)

Seller: Joe C. Rosa

Buyer: Crown Broadcasting Co.

Price: \$5 million

Los Osos-Baywood Park

KLZZ(FM)

Seller: Diaz Broadcasting Co.

Buyer: Stratosphere Broadcasting

Price: \$1.3 million

Ojai

KMYX-FM

Seller: Michael R. Thomas

Buyer: Eric Chandler Ltd. Inc.

Price: \$1.8 million

Pismo Beach

KPGA-FM

Seller: from U.S. Media Co.

Buyer: James H. Elison

Price: \$1.05 million

San Bernardino

KQLH(FM)

Seller: Major Market Stations, debtor in possession

Buyer: Keymarket of California

Price: \$7.7 million

South Lake Tahoe

KRLT-FM

Seller: Fuller-Jeffrey Broadcasting Corp.

Buyer: Regency Communications Ltd.

Price: \$1.25 million

Connecticut

Hartford

WLVI-FM

Seller: Sage Broadcasting Corp.

Buyer: Daytona Group of Connecticut Inc.

Price: \$7.618 million

WE OFFER A COMPLETE SELECTION OF MONEY.

Crisler Capital has the resources and investment banking expertise to help you arrange senior debt, mezzanine debt and equity financing for a variety of media acquisitions, including television and radio stations and newspapers.

If you're considering a purchase of a property, or looking to refinance, call Dean Meiszer, President of Crisler Capital Company at (513) 241-1844.



CRISLER CAPITAL COMPANY

Suite 2710, 600 Vine Street, Cincinnati, Ohio 45202 • (513) 241-1844

Florida

Bradenton

WJIS-FM

Seller: Evangel Christian School Inc.

Buyer: Radio Training Network Inc.

Price: **\$1.1 million**

Leesburg

WHLY(FM)

Seller: General Broadcasting of Florida Inc.

Buyer: J.J. Taylor Companies Inc.

Price: **\$12 million**

Lehigh Acres

WOJ(FM)

Seller: Robert Dwyer

Buyer: Sandab Comm. of Fort Myers Ltd.

Price: **\$3 million**

Pensacola

WOWW(FM)

Seller: Colonial Broadcasting Co. Inc.

Buyer: Sunmedia Inc.

Price: **\$5 million**

Vero Beach

WAVW-FM

Seller: Treasure Coast Radio Inc.

Buyer: Treasure Coast Media Inc.

Price: **\$2.1 million**

Georgia

Kingsland

WKBX-FM

Seller: Kings Bay Area Broadcasting Co.

Buyer: Radio Kings Bay Inc.

Price: **\$1 million**

La Grange

WEKS(FM)

Seller: Zapis Communications Corp.

Buyer: New City Broadcasting Inc.

Price: **\$15 million**

Illinois

Dundee

WCRM(FM)

Seller: CLW Communications Group

Buyer: Atlantic Morris Broadcasting Inc.

Price: **\$1.5 million**

Indiana

Indianapolis

WTPI-FM

Seller: Somerset Broadcasting Inc.

Buyer: Pinnacle Broadcasting Corp.

Price: **\$12 million**

Iowa

Atlantic

KOMJ(FM)

Seller: Valley Broadcasting Inc.

Buyer: Ovation Broadcasting Inc.

Price: **\$5.575 million**

Kansas

Arkansas City

KWKL-FM

Seller: Kelsey Broadcasting Corp.

Buyer: Harris Broadcasting System Inc.

Price: **\$2.3 million**

Leavenworth

KCWW(FM)

Seller: Wodlinger Broadcasting Co.

Buyer: WTMJ Inc.

Price: **\$6 million**

Hutchinson

KHUT-FM

Seller: Fred Conger

Buyer: Nuco TV Inc.

Price: **\$1.4 million**

Ottawa

KHUM(FM)

Seller: Arrow Communications Inc.

Buyer: Shaffer Broadcasting Systems Inc.

Price: **\$1.5 million**

Kentucky

Russellville

WBVR-FM

Seller: Target Communications of Kentucky Inc.

Buyer: Keymarket Communications

Price: **\$5.25 million**

Massachusetts

Brookline

WBOS(FM)

Seller: Channel Broadcasting Inc.

Buyer: Ackerley Communications of Massachusetts Inc.

Price: **\$19.3 million**

Waltham

WDLW(FM)

Seller: Acton Communications of Massachusetts

Buyer: The Boston Radio Group Inc.

Price: **\$1.15 million**

Mississippi

Moss Point

WKKY-FM

Seller: Jackson County Broadcasting Co.

Buyer: Waldron Partners, LP

Price: **\$1.5 million**

Missouri

St. Genevieve

KSTZ(FM)

Seller: Channel One Communications Inc.

Buyer: Adams Communications Corp.

Price: **\$6.5 million**

Nevada

Carson City

KNIS(FM)

Seller: Western Inspirational Broadcasters Inc.

Buyer: Sapphire Broadcasting Inc.

Price: **\$1.5 million**

Las Vegas

KMZQ-FM

Seller: Olympia Broadcasting

Buyer: Commonwealth Broadcasting of Northern California

Price: **\$6.7 million**

KRLV(FM)

Seller: A&A Broadcasting Corp.

Buyer: Wescom of Nevada Inc.

Price: **\$3.5 million**

Pahrump

KUDA-FM

Seller: Professional Broadcasting Inc.

Buyer: Americom Las Vegas LP

Price: **\$4 million**

New Hampshire

Newport

WXXK(FM)

Seller: The Radioactive Group Inc.

Buyer: Mountain View Broadcasting Inc.

Price: **\$2 million**

Texas Network Affiliates

Excellent near term growth potential.

Priced attractively,

Stations are #1 and #2 in their respective markets.

Strong management, Positive cash flow.

No capital improvements necessary.

For a complete offering circular contact

Ted or Todd Hepburn.

**THE
TED HEPBURN
COMPANY**

Ted Hepburn, President
325 Garden Rd., Palm Beach, Florida 33480
(407) 863-8995

Todd Hepburn, Vice-President
P.O. Box 42401, Cincinnati, Ohio 45242
(513) 791-8730

New Jersey

Cape May Court House

WBNJ(FM)

Seller: Canruss Inc.

Buyer: Gateway Broadcasting Corp.

Price: **\$1.47 million**

New York

Briarcliff Manor

WZFM-FM

Seller: Sage Broadcasting Corp. of Briarcliff

Buyer: West-Land Communicators Inc.

Price: **\$5 million**

New York

WRKS(FM)

Seller: S/C Communications

Buyer: Summit-New York Broadcasting Corp.

Price: **\$50 million**

Buffalo

WJYE-FM

Seller: Speed-O-Print Business Machine Corp.

Buyer: LWB Allentown Corp.

Price: **\$6 million**

Rotterdam

WNYJ-FM

Seller: WNYQ Inc.

Buyer: Radioactive Group Inc.

Price: **\$2.32 million**

North Carolina

Dunn

WDKS-FM

Seller: Landsman-Webster Comm. of N.C.

Buyer: Metropolitan Broadcasting of NC Inc.

Price: **\$2 million**

Moyock

WOFM-FM

Seller: Joseph J. Kennedy, Michael Kromirs,
James R. Reese, James F. Hunt

Buyer: John Broomfield

Price: **\$3.075 million**

Statesville

WLVK-FM

Seller: Capitol Broadcasting Corp.

Buyer: Trumper Communications Inc.

Price: **\$7 million**

Ohio

Beavercreek

WYMJ(FM)

Seller: Ohio Broadcast Associates

Buyer: Daytona Radio Inc.

Price: **\$3 million**

Oklahoma

Bethany

KJIL(FM)

Seller: Jimmy Swaggart Ministries Inc.

Buyer: Broadcast Equities Inc.

Price: **\$1 million**

Oklahoma City

KKNG-FM

Seller: NewCity Broadcasting Co.

Buyer: Allentown FM Inc.

Price: **\$3.5 million**

Okmulgee

KOKL(FM)

Seller: Brewer Communications Inc.

Buyer: Integrated Broadcasting Co.

Price: **\$1.4 million**

Pennsylvania

Bellwood

WALY-FM

Seller: Mid-Atlantic Radio Inc.

Buyer: S & P Broadcasting

Price: **\$1 million**

Boyetown

WBYO(FM)

Seller: David G. Hendricks

Buyer: Legend Communication of Pa.

Price: **\$3.3 million**

South Carolina

Columbia

WSCQ(FM)

Seller: Congaree Broadcasters Inc.

Buyer: WSCQ Inc.

Price: **\$4.2 million**

Greenville

WLFJ(FM)

Seller: Evangel Christian School Inc.

Buyer: Radio Training Network Inc.

Price: **\$1.1 million**

Orangeburg

WTCB(FM)

Seller: Keymarket Communications of Columbia

Buyer: Radio South Carolina Inc.

Price: **\$4.345 million**

Texas

Corpus Christi

KSTE-FM

Seller: American Wireless Co.

Buyer: Thom E. Smith

Price: **\$2.313 million**

Conroe

KJOJ(FM)

Seller: Jimmy Swaggart Ministries Inc.

Buyer: Six Chiefs Company Inc.

Price: **\$8 million**

Monahans

KGEE-FM

Seller: KGEE-FM Communications Inc.

Buyer: Michael L. Owens and Tommy R. Vascocu

Price: **\$1,013,870**

Utah

Ogden

KDAB(FM)

Seller: Albimar Utah LP

Buyer: Devine Media Inc.

Price: **\$1,838,750**

Spanish Fork

KBER-FM

Seller: KBER Inc.

Buyer: Ironclad Radio Inc.

Price: **\$1 million**

Vermont

South Burlington

WXXX-FM

Seller: Metro-NetVermont Inc.

Buyer: Atlantic Ventures of N.Y.

Price: **\$2.975 million**

Virginia

Norfolk

WNVZ-FM

Seller: WWMX Inc.

Buyer: Michael E. Schwartz & Donald L. Wilks

Price: **\$5.47 million**

Norfolk

WOWI(FM)

Seller: Willis Broadcasting Corp.

Buyer: Ten Chiefs Co.

Price: **\$8.3 million**



James A. Gammon, President

COMPETENCE AND INTEGRITY

Identifying
the Objective

Negotiating
the Transaction



**GAMMON
MEDIA
BROKERS, INC.**

Radio & Television Brokerage

1925 K Street, NW, Suite 304

Washington, DC 20006

202-862-2020

Member: National Association of Media Brokers
(NAMB), NAB



Spotsylvania

WYND(FM)

Seller: Richard J. Hayes & Associates Inc.

Buyer: Paco-Jon Broadcasting Corp.

Price: \$1.2 million

Suffolk

WFOG-FM

Seller: JAG Communications Inc.

Buyer: Sunshine Wireless Co.

Price: \$8 million

Williamsburg

WQSF(FM)

Seller: Richmond, Radio Ltd. Partnership

Buyer: Keymarket of Virginia Inc.

Price: \$3 million

Wisconsin

Racine

WBZN(AM)-FM

Seller: Stephen Adams

Buyer: Channel One Communications Inc.

Price: \$3 million

Ripon

WCWC(AM)-WYUR-FM

Seller: Denovocom Inc.

Buyer: Wisconsin Radio LP

Price: \$1.41 million

Puerto Rico

San Juan

WZNT(FM)

Seller: Huella Communications Inc.

Buyer: Rafael Oller

Price: \$1.2 million

AM-FM's

Alabama

Anniston

WHMA(AM)-FM

Seller: Anniston Radio Inc.

Buyer: Emerald Broadcasting of the South Inc.

Price: \$7.5 million

Tuscaloosa

WACT(AM)-FM

Seller: New South Radio Inc.

Buyer: Taylor Broadcasting

Price: \$2.25 million

Arkansas

Fort Smith

KWHN(AM)-KMAG-FM

Seller: Johnson Communications Inc.

Buyer: Fort Smith FM Inc.

Price: \$1.2 million

Texarkana

KOSY(AM)-FM

Seller: Gateway Broadcasting Co.

Buyer: Broadcasters Unlimited Inc.

Price: \$1.1 million

California

Anaheim

KORG(AM)-KEZY-FM

Seller: Anaheim Broadcasting Corp.

Buyer: ML Media Partners

Price: \$15.125 million

Arroyo Grande and San Luis Obispo

KKAL(AM) and KZOZ-FM

Seller: David Y. Farmer, Receiver

Buyer: KZOZ Radio Inc.

Price: \$2 million

Camarillo

KZTR(AM) Santa Paula and KZTR-FM

Seller: Golden Bear Broadcasting Inc.

Buyer: Mar-Com Communications Inc.

Price: \$3.7 million

Carmel and Monterey

KXDC-FM and KXDC(AM)

Seller: Carmel Broadcast Associates Inc.

Buyer: Western Media Group Corp.

Price: \$2.65 million

George and Victorville

KATJ(FM) and KCIN(AM)

Seller: Sid King and Crown Broadcasting

Buyer: Victor Valley Broadcasting

Price: \$1.36 million

Lake Arrowhead and San Bernardino

KBON-FM and KCKC(AM)

Seller: Riverdino Broadcasting Corp.

Buyer: Inland Empire Broadcasting Corp.

Price: \$4.6 million

Lancaster

KHJK(AM)-KKZZ-FM

Seller: Valley Wide Broadcasting Inc.

Buyer: Eric Chandler Ltd. Inc.

Price: \$3 million

Merced

KYOS(AM)-KMYT(FM)

Seller: Radio One Inc.

Buyer: Merced Radio Partners L.P.

Price: \$1.755 million

San Diego

KCBQ(AM)-FM

Seller: EricChandler Ltd. Inc.

Buyer: Adams Radio of San Diego Inc.

Price: \$23.5 million

San Luis Obispo

KKAL(AM) Arroyo Grande and KZOZ-FM

Seller: David Y. Farmer, receiver

Buyer: KZOZ Radio Inc.

Price: \$2 million

Salinas-Monterey

KNZS(AM)-KMBY-FM

Seller: Cypress Communications Inc.

Buyer: KMBY Inc.

Price: \$3.55 million

Santa Barbara and Goleta

KIST(AM) and KMGQ-FM

Seller: Radio Fresno Inc.

Buyer: Jayveco LP

Price: \$11.75 million

Susanville

KSUE-AM-FM

Seller: Radio Lassen

Buyer: Sierra Broadcasting Corp.

Price: \$950,000

Ventura

KOGO(AM)-KBBY-FM

Seller: Ventura Broadcast Associates

Buyer: Buena Ventura Inc.

Price: \$6.7 million

Colorado

Denver and Aurora

KOSI-FM and KEZW(AM)

Seller: D & D Broadcasting Inc.

Buyer: Shepard Communications of Grand

Rapids

Price: \$2,000,100

Grand Junction

KQIL(AM)-KQIX(FM)

Seller: Mesa Broadcasting Co.

Buyer: Airwaves Communications Inc.

Price: \$1.3 million

OUR C.D.* SELECTIONS

EMERGING MARKETS

(Transactions From \$5 to \$20 Million)

MAJOR MARKET RADIO

INDEPENDENT TELEVISION

CABLE PROGRAMMING

NETWORK AFFILIATES

FOR EQUITY CAPITAL
CONTACT

**The
Sillerman
Companies**

THE MOST HIGHLY TUNED
C.D. PLAYER
IN THE INDUSTRY

150 EAST 58TH STREET, NEW YORK, NEW YORK 10155 (212) 980-4455

* Communication Deals

Connecticut

New London

WNLC(AM)-WTYD(FM)

Seller: Drubner Broadcasting
Buyer: Andross Communications
Price: **\$5.2 million**

Norwalk

WNLK(AM)-WGMX-FM

Seller: Hanson Communications Inc.
Buyer: CRB of Norwalk Inc.
Price: **\$5 million**

Stamford

WSTC(AM)-WJAZ-FM

Seller: Chase Broadcasting of Stamford Inc.
Buyer: Forrest Broadcasting Co. Inc.
Price: **\$9 million**

Florida

Arcadia

WAPG(AM)-WOKD(FM)

Seller: Dakos Broadcasting Inc.
Buyer: Gulf Dunes Broadcasting Inc.
Price: **\$2 million**

Jacksonville

WRXJ(AM)-WCRJ-FM

Seller: WRXJ Inc.
Buyer: Nine Chiefs Inc.
Price: **\$8.6 million**

Key West

WKWF(AM)-WAIL-FM

Seller: Family Radio Ltd. Partnership
Buyer: Key West Radio Inc.
Price: **\$1.135 million**

Quincy

WWSO(AM)-WQII(FM)

Seller: Capital Broadcasting Inc.
Buyer: Broad Based Communications Inc.
Price: **\$2 million**

St. Augustine

WFOY(AM)-WUVU-FM

Seller: Shull Broadcasting Co. Inc.
Buyer: Sage Broadcasting
Price: **\$3.5 million**

Georgia

Bainbridge

WMGR(AM)-WJAD-FM

Seller: Guardian Communications Inc.
Buyer: Waldron Partners LP
Price: **\$3 million**

Brunswick

WYNR(AM)-WPIQ-FM

Seller: Southcoast Broadcasting Inc.
Buyer: Eagle Broadcasting Inc.
Price: **\$4.8 million**

Macon

WIBB(AM)-WFXM(FM)

Seller: Davis Broadcasting Inc.
Buyer: Woodfin and Associates
Price: **\$1.65 million**

Toccoa

WLET(AM)-WZLI-FM

Seller: Faver Broadcasting Group Ltd.
Buyer: Sonic Broadcasting
Price: **\$2.05 million**

Illinois

Morris

WCSJ(AM)-WUEZ(FM)

Seller: Midwest Broadcasting Inc.
Buyer: M.M. Group Inc.
Price: **\$3.2 million**

Rockford

WRRR(AM)-WYBR-FM

Seller: North Star Broadcasting Inc.
Buyer: Robert E. Rhea Jr.
Price: **\$1.35 million**

Springfield

WTAX(AM)-WDBR-FM

Seller: Sage Broadcasting Corp.
Buyer: Lake Shore Communications Corp.
Price: **\$4 million**

Indiana

Bedford

WBIW(AM)-WQRK(FM)

Seller: Mid-America Radio Group Inc.
Buyer: Ad-Venture Media Inc.
Price: **\$1 million**

Kansas

El Dorado

KSPG(AM)-KBUZ-FM

Seller: Gary L. Violet
Buyer: El Dorado Broadcasting Inc.
Price: **\$1.1 million**

Kentucky

Georgetown

WBBE(AM)-WMGB-FM

Seller: Maycourt Co.
Buyer: Kentucky Radio Ltd. Partners
Price: **\$1.75 million**

Nicholasville

WNVL(AM)-WCKU-FM

Seller: Jessamine County Communications
Buyer: High Communications Partnership
Price: **\$1.05 million**

Owensboro

WOMI(AM)-WBKR(FM)

Seller: Lawrence W. Hager Jr.
Buyer: John S. Hager
Price: **\$3.3 million**

Louisiana

Baton Rouge

WJBO(AM)-WFMF(FM)

Seller: Baton Rouge Broadcasting
Buyer: Noland-Jenne Broadcasting Inc.
Price: **\$9,091,194**

New Orleans

WNOE(AM)-FM

Seller: WNOE Inc.
Buyer: Newmarket Media Corp.
Price: **\$7.24 million**

WWL(AM)-WLWG(FM)

Seller: Loyola University
Buyer: Keymarket of New Orleans Inc.
Price: **\$12.85 million**

Shreveport

KVKI(AM)-FM

Seller: Encore Comm. Associates
Buyer: Waldron Partners
Price: **\$6.8 million**

Maine

Brunswick

WCLZ(AM)-FM

Seller: Hawthorne Communications LP
Buyer: Eastern Radio Co. LP
Price: **\$2,175,000**

YOUR SUCCESS IS OUR BUSINESS.

Middle market communication companies often find that when it comes to borrowing money for acquisition or recapitalization, financial institutions simply aren't in tune with their special situation. But at Greyhound Financial, you're assured of serious consideration from specialists who know your business and can approve the financing you need to succeed. Backed by the multi-billion dollar resources of



SOLUTIONS
THROUGH SERVICE
GFC

The Greyhound Corporation, we offer competitive rates and flexible lending guidelines which allow us to structure loans to accommodate your special situation. If your financial institution says "no" when you need to hear "yes," call
MATT BREYNE
(602) 248-2808
CHRIS WEBSTER
(602) 248-6955
or **JEFF KILREA**
(312) 855-1900
Chicago Office.

Greyhound Financial Corporation

A Greyhound Company



Greyhound Tower—1160 Phoenix, Arizona 85077

York Center and Portsmouth, N.H.

WQMI-FM and WQMI(AM)

Seller: Richard Walsh

Buyer: George Silverman

Price: **\$1 million**

Maryland

Baltimore

WFBR(AM)-WLIF-FM

Seller: JAG Communications Inc.

Buyer: Infinity Broadcast Corp.

Price: **\$32 million**

Salisbury

WSBY(AM)-WQHQ-FM

Seller: Wolfson Broadcasting Corp.

Buyer: HVS Partners

Price: **\$9.44 million**

Michigan

Benton Harbor

WHFB-AM-FM

Seller: WHFB Broadcast Associates

Buyer: Independence Broadcasting Michigan

Price: **\$4,564,350**

Detroit

WWJ(AM)-WJOI(FM)

Seller: Federal Broadcasting Co.

Buyer: CBS Inc.

Price: **\$58 million**

Greenville

WPLB(AM)-FM

Seller: Flat River Broadcasting Co.

Buyer: Goodrich Theatres Inc.

Price: **\$2.3 million**

COAST TO COAST

RESULTS

1 9 8 9 S A L E S

KJET AM/KZOK FM

Seattle, Washington \$19.25M

KDKO AM/KHIH FM

Denver, Colorado

WHBT AM/FM

Racine-Milwaukee, Wisconsin

Sterling Recreation SRO to

Adams Communications

WMFX

Columbia, South Carolina

\$5M Signature Broadcasting to

WMFX Associates/Baum Broadcasting

KMKC

Fayetteville, Arkansas

\$1.5M Tate Communications, Inc.

to Apple Broadcasting, Inc.

Quiet but Effective

NF&A

Norman Fischer & Associates, Inc.

Media Brokerage • Appraisals • Management Consultants
1209 Parkway • Austin, Texas • 78703 • (512) 476-9457

Lansing

WILS(AM)-FM

Seller: Northstar Broadcasting Inc.

Buyer: MacDonald Broadcasting Co.

Price: **\$2.15 million**

Minnesota

Moorhead

KVOX(AM)-FM

Seller: KVOX Radio Inc.

Buyer: KVOX Inc.

Price: **\$1.6 million**

Owatonna

KRFO(AM)-FM

Seller: Owatonna Broadcasting Co.

Buyer: James Ingstad Broadcasting Inc.

Price: **\$1,054,551**

St. Paul

KDWB(AM)-FM

Seller: Legacy Broadcasting Inc.

Buyer: Midcontinent Radio Inc.

Price: **\$17.95 million**

Mississippi

Gulfport and Biloxi

WXLS-FM and WMTX(AM)

Seller: Contemporary Communications Corp.

Buyer: KZ Communications Inc.

Price: **\$1,231,800**

Gulfport

WGCM(AM)-WTKI-FM

Seller: Holt Communications Corp.

Buyer: EJM Broadcasting (partnership)

Price: **\$1,625,000**

Laurel

WQIS(AM)-WNSL-FM

Seller: Voice of the New South

Buyer: Design Media Inc.

Price: **\$2.95 million**

Tupelo

WELO(AM)-WZLQ(FM)

Seller: Big Thicket Broadcasting Co.

Buyer: Phoenix of Tupelo Inc.

Price: **\$1.1 million**

Missouri

Columbia

KTGR(AM)-KCMQ(FM)

Seller: Donald W. Boyles, receiver

Buyer: Desnick Broadcasting Co.

Price: **\$2.15 million**

Springfield

KWTO(AM)-FM

Seller: Summit-Springfield Broadcasting Corp.

Buyer: Cole Media Inc.

Price: **\$4.25 million**

Montana

East Missoula

KLCY(AM)-KYSS-FM

Seller: USA Broadcasting Co.

Buyer: Western Broadcasting Co.

Price: **\$1.25 million**

Nebraska

Lincoln

KFOR(AM)-KFRX-FM

Seller: Summit-Lincoln Broadcasting Corp.

Buyer: Arrow Communications Inc.

Price: **\$6.6 million**

New Jersey

Asbury Park

WILK(AM)-FM

Seller: Presidents Broadcasting Co.

Buyer: D&F Broadcasting Inc.

Price: **\$12.5 million**

Trenton

WBUD(AM)-WKXW(FM)

Seller: Fidelity Communications Corp.

Buyer: Press Broadcasting Co.

Price: **\$8 million**

New York

Attica and Batavia

WBTF-FM and WBTA(AM)

Seller: Stockholders Liquidation Corp.

Buyer: Pembroke Pines Elmira Ltd.

Price: **\$1.48 million**

Buffalo

WGKT(AM)-WPHD-FM

Seller: Howard Communications Inc.

Buyer: Metroplex/Robinson Broadcasting Co.

Price: **\$4.445 million**

Olean

WHDL(AM)-WOLN(FM)

Seller: WHDL Inc.

Buyer: Arrow Communications Inc.

Price: **\$1 million**

Riverhead

WRHD(AM)-WRCN-FM

Seller: Richard I. Adrian

Buyer: East Shore Acquisition Corp.

Price: **\$5.2 million**

Saratoga Springs

WKAJ(AM)-WQQY(FM)

Seller: Saratoga Broadcasting Co.

Buyer: Saratoga Radio Corp.

Price: **\$1.991 million**

North Carolina

Asheville

WWNC(AM)-WKSF-FM

Seller: Pine Trails Broadcasting Co. Inc.

Buyer: Radio Ventures I LP

Price: **\$25.5 million**

Charlotte

WAES(AM)-WROQ(FM)

Seller: Adams Radio of Charlotte Inc.

Buyer: Tenore Broadcasting Co.

Price: **\$8.5 million**

Eden

WLOE(AM)-WWMY-FM

Seller: WWMY-FM Broadcasting Inc.

Buyer: Seven Chiefs Inc.

Price: **\$3.5 million**

Fuquay-Varina

WAKS(AM)-WAZZ-FM

Seller: Meca Broadcasting Inc.

Buyer: Ceder Raleigh LP

Price: **\$1.43 million**

Goldsboro

WGBR(AM)-WEQR(FM)

Seller: Eastern Carolina Broadcasting

Buyer: New Age Communications LP

Price: **\$2.2 million**

Raleigh

WKIX(AM)-WYLT(FM)

Seller: Metroplex Communications Inc.

Buyer: Alchemy Communications

Price: **\$7.7 million**

Statesville

WSIC(AM)-WFMX(FM)

Seller: High Country Communications Inc.

Buyer: Adventure Communications Inc.

Price: **\$2.5 million**

Ohio

Akron

WAKR(AM)-WONE(FM)

Seller: Summit Broadcasting Corp.

Buyer: B&B Radio Inc.

Price: \$13 million

Chillicothe

WBEX(AM)-WKKJ(FM)

Seller: Mid-America Radio Group Inc.

Buyer: Guaranty Broadcasting Corp.

Price: \$3.25 million

Salem

WSOM(AM)-WQXK(FM)

Seller: The Lincoln Group Ltd.

Buyer: Legend Communications of Ohio

Price: \$5.5 million

Oregon

Bend

KGRL(AM)-KXIQ(FM)

Seller: Bruce L. and Teri E. Engel

Buyer: Cascade Communications Corp.

Price: \$1.625 million

Pennsylvania

Carlisle

WHYL-AM-FM

Seller: Mid-Atlantic Network Inc.

Buyer: Zeve Broadcasting Co.

Price: \$1.7 million

Harrisburg

WCMB(AM)-WIMX-FM

Seller: Hudson Group Ltd. Partnership

Buyer: Gemini Broadcasting Corp.

Price: \$4.9 million

Indiana

WDAD(AM)-WQMU-FM

Seller: Indiana Broadcasters Inc.

Buyer: RMS Media Management Inc.

Price: \$2.5 million

Reading

WRAW(AM)-WRFY-FM

Seller: City Broadcasting Co.

Buyer: Eight Chiefs Inc.

Price: \$18.250 million

South Carolina

Anderson

WAIM(AM)-WCKN(FM)

Seller: Carolina Broadcasting Inc.

Buyer: ABS Greenville Partners

Price: \$5.97 million

Beaufort

WBEU(AM)-WYKZ(FM)

Seller: Specter Broadcast Corp.

Buyer: Tri-City Broadcasting Co.

Price: \$4.4 million

Columbia

WCOS(AM)-FM

Seller: WCOS Inc.

Buyer: Bancora Broadcasting Corp.

Price: \$12.5 million

Darlington

WDAR(AM)-WMWG(FM)

Seller: MEG Associates Limited Partnership

Buyer: Radio Carolina Limited Partnership

Price: \$1.3 million

Grey Court

WSSL(AM)-FM

Seller: Sterling Communications Corp.

Buyer: Capstar Communications Inc.

Price: \$24 million

Tennessee

Cookeville

WPTN(AM)-WGSQ(FM)

Seller: Gallaher & Huffines

Buyer: American Network Group of Cookeville

Price: \$2.3 million

Nashville

WSIX(AM)-FM

Seller: Hicks Broadcasting Partners of Tenn.

Buyer: Capstar Communications Inc.

Price: \$16 million

Soddy Daisy and Chattanooga

WYVY-FM and WNOO(AM)

Seller: Pye-Watts Communications Inc.

Buyer: Tennessee Communications Ltd.

Price: \$2 million

Texas

Beaumont

KZZB-AM-FM

Seller: Triplex Communications Inc.

Buyer: Design Media Inc.

Price: \$2.1 million

Beaumont

KAYC(AM)-KAYD-FM

Seller: Family Radio Ltd. Partnership

Buyer: Petracom Inc.

Price: \$1.2 million

Virginia

Crozet

WJLT-AM-FM

Seller: Elting Enterprises Inc.

Buyer: High Communications Partnership

Price: \$1.1 million

Washington

Kennewick, Richland, Selah and Yakima

KTCR(AM), KOTY(FM), KUTI(AM) and

KXDD-FM

Seller: KUTIKXDD LP, debtor in possession

Buyer: I-82 Acquisition Corp.

Price: \$2 million

Spokane

KJRB(AM)-KEZE-FM

Seller: Alexander Broadcasting Co.

Buyer: Apollo Radio Ltd.

Price: \$2.5 million

Wisconsin

Racine

WBZN(AM)-FM

Seller: Stephen Adams

Buyer: Channel One Communications Inc.

Price: \$3 million

Ripon

WCWC(AM)-WYUR-FM

Seller: Denovocom Inc.

Buyer: Wisconsin Radio LP

Price: \$1.41 million

AM's

Arizona

Tucson

KJMM(AM)

Seller: Elliott-Phelps Broadcasting

Buyer: Owl Broadcasting & Development

Price: \$1.05 million

Denver

KBPI(AM)

Seller: Rocky Mountain Two Inc.

Buyer: Boulder Broadcasting Corp.

Price: \$1.5 million

Englewood

KRZN(AM)

Seller: Genesis Broadcasting Inc.

Buyer: Sudbrink Broadcasting Co. of Arkansas

Price: \$1.475 million

Thornton

KJIM(AM)

Seller: Sudbrink Broadcasting Co.

Buyer: Genesis Broadcasting Inc.

Price: \$1.475 million

Connecticut

Bridgeport

WICC(AM)

Seller: Connecticut Broadcasting Co.

Buyer: WICC Associates

Price: \$6.25 million

District of Columbia

WYCB(AM)

Seller: shareholder of Howard Sanders, debtor in possession,

Buyer: Columbia Community Broadcasting Inc.

Price: \$3.54 million

WUST(AM)

Seller: District Group Communications Inc.

Buyer: Vogel-Israel Communications Inc.

Price: \$1.4 million

Florida

Tampa

WTIS(AM)

Seller: Forus Communication Inc.

Buyer: WTIS-AM Inc.

Price: \$1.7 million

W. John Grandy

BROADCASTING BROKERS

1150 Osos Street, Suite 206
San Luis Obispo, CA 93401

Phone: (805) 541-1900

FAX: (805) 543-7885

Sales breakdowns

Category	Number sold 1989	Number sold 1988	Average price 1989	Average price 1988	Percent change
AM	264	251	\$745,394	\$894,294	-16.7
FM	204	195	1,671,661	4,147,014	-59.7
AM-FM	195	231	3,131,908	3,842,030	-18.5
TV	83	70	18,325,964	25,796,493	-29.0
Groups	8	18	N/A	N/A	N/A

Georgia

Atlanta

WAFS(AM)

Seller: Family Broadcasting Network
Buyer: Moody Bible Institute of Chicago
Price: **\$2.3 million**

WPBD(AM)

Seller: Phoenix City Broadcasting Ltd. of Atlanta
Buyer: Jacor Broadcasting of Atlanta Inc.
Price: **\$4.3 million**

WGST(AM)

Seller: Jacor Broadcasting of Atlanta Inc.
Buyer: Family Broadcasting Network
Price: **\$2.3 million**

Illinois

Wood River

WKLL(AM)

Seller: Adams Radio of St. Louis,
Buyer: Channel One Communications Inc.
Price: **\$14.7 million**

Maryland

Annapolis

WNAV(AM)

Seller: Duchossois Communications Co.
Buyer: Encore Broadcasting
Price: **\$1.65 million**

Baltimore

WITH(AM)

Seller: WITH of Baltimore Inc.

Denial battle in Wyoming

The owner and the prospective buyer of a Wyoming AM radio station have denied allegations of extortion made in a \$17 million lawsuit filed earlier this month in New York County Supreme Court. The complaint, filed by KHOW(AM) Denver licensee, New York-based Command Communications, alleges violation of the Racketeer Influenced and Corrupt Organizations (RICO) Act, naming as defendants KUUY-AM Orchard Valley, Wyo., owner, Kwy Inc. (based in Cheyenne, Wyo.) and its sole shareholder, John Hough, and prospective KUUY buyer, Windsor Communications' principal Paul Lowrey. Command and Kwy Inc. each filed a petition last year to dismiss or deny the sale of the other's station. Both petitions remain pending at the FCC. In a telephone interview with BROADCASTING, Hough and Lowrey denied allegations made in Command's complaint, including the charge that they had "sought by extortionate means to compel the payment of money [\$2.6 million] to Kwy and Windsor and the withdrawal of KHOW's June 1989 petition" to deny the sale of KUUY to Windsor. Hough also denied the charge that his petition to deny the sale of KHOW to Viacom Broadcasting was "specious" or filed "in retribution" for Command's filing a petition to the deny sale of KUUY.

BROADCAST APPRAISALS

Over \$10 Billion television, radio, cable, cellular and paging - appraisals, purchase price allocations and due diligence reviews performed in the past 24 months. Contact Anthony P. Kern, Vice President, Financial Services at (202) 835-7800.

MALARKEY-TAYLOR ASSOCIATES
TELECOMMUNICATIONS FINANCIAL, MANAGEMENT AND ENGINEERING CONSULTANTS

Buyer: Atlantic Coast Radio Inc.
Price: **\$1.55 million**

New York

New York

WOR(AM)

Seller: S/G Communications
Buyer: Buckley Broadcasting
Price: **\$25.5 million**

WNYM(AM)

Seller: Salem Communications Corp.
Buyer: Radio Vision Christiana Management Corp.
Price: **\$13 million**

WWRL(AM)

Seller: Eugene D. Jackson and Sydney L. Small,
Buyer: Sydney L. Small
Price: **\$1,985,600**

Oklahoma

Bartlesville

KWON(AM)

Seller: Moran Broadcasting Co.
Buyer: James Crystal Broadcasting Co.
Price: **\$2.225 million**

Pennsylvania

Philadelphia

WHAT(AM)

Seller: Main Line Communications Inc.
Buyer: KBT Communications Inc.
Price: **\$1.65 million**

Rhode Island

Providence

WEAN(AM)

Seller: Appleton Broadcasting Co. LP
Buyer: North American Broadcasting Co.
Price: **\$1.05 million**

South Carolina

Greenville

WSSL(AM)

Seller: Sterling Communications Corp.
Buyer: Capstar Communications Inc.
Price: **\$24 million**

Texas

Corpus Christi

KUNO(AM)

Seller: KUNO Radio Inc.
Buyer: KDOS Inc.
Price: **\$1.2 million**

Ferris

KDFT(AM)

Seller: Lois B. Crain
Buyer: Willis Broadcasting Corp.
Price: **\$1.65 million**

Rollingwood

KOKE(AM)

Seller: Jimmy L. Ray
Buyer: Iva Lea Worley Barton (West Bank Broadcasting)
Buyer: **\$1.5 million**

Washington

Auburn

KBSG(AM)

Seller: Auburn Broadcasters Inc.
Buyer: KBSG Inc.
Price: **\$1.5 million**

Vancouver

KVAN(AM)

Seller: Engel Communications
Buyer: Fairmount Communications Corp.
Price: **\$7.4 million**

-PS

In Memoriam



Jim Weathers
1919-1989

With loving memories

Tony Brown
Don Bryan
John Bryan
Sid Cohen
Rob Corona
Dick DeAngelis
Tony Fasola
Gary Gannaway
Bruce Genter
Dorothy Hamilton
Joe Indelli

Charlie Keys
Herb Lazarus
Monte Lounsbury
Jack Matranga
Joe Middleburg
Michael Newsom
Barbara & Norris Reichel
Jim & Peggy Ricks
Jim Ricks Jr.
Toby Rogers
Alan Silverbach

Night by night by network

Big three-and-a-half look to complement strengths and shore up weaknesses

The network television ratings race, now in the second half of the season, stands much as it did when it began, with NBC first, ABC second, CBS third and Fox fighting for territory on its three-night schedule. However, with schedule adjustments, some surprise performances from new entries and the X factor of series on the shelf that will be brought out sometime in the spring, the final leg of the network race could bring some surprises.

On Monday night, with *Monday Night Football* having finished its run, both ABC and NBC are scheduling movies against CBS's comedy lineup, while Fox counters with its two dramas from 8-10.

"We're delighted now with the [Monday] lineup even though we've had some drop-off at 8:30 p.m. We feel we're one show away from having a break-out night," said Peter Tortorici, senior vice president, program planning, CBS Entertainment. The problem with the drop-off at 8:30 is one that the network has been trying to solve since the season started, when it scheduled *The People Next Door* there. *The Famous Teddy Z*, which started the season at 9:30, was dropping off three to four rating points from its *Major Dad* lead-in. However, the network hopes the improved numbers of *City* (see box, opposite page), which replaced the on-hiatus *Teddy* beginning Jan. 29, are a sign of things to come.

Ted Harbert, executive vice president, prime time programs, ABC Entertainment, said he is pleased with the performance of *MacGyver* at 8-9, which "has strong, broad appeal," and he isn't worried about the addition of *City* to CBS's lineup. "We think it will pull in an entirely different audience," he said.

Fox's performance on Monday night has remained constant throughout the season. Peter Chernin, president, Fox Entertainment, said the network is pleased with the night's lineup and the move of *21 Jumpstreet* from Sunday night. "MacGyver has been surprisingly strong, football has been very tough, and *Murphy Brown* has turned out to be a formidable show, but we're very pleased with our numbers," he said.

Who will wind up winning Monday night at the end of the season will depend greatly on the performance of two of the several dramatic series ABC will test in the 9-11 time slot, possibly as early as the end of February. Among the shows available to the network are *Twin Peaks*, a prime time soap produced by David Lynch, *Equal Justice*, about a group of district attorneys, and *Capital News*, featuring an ensemble cast

working at a Washington, D.C., newspaper.

Although some critics have given rave reviews to the dramas, their debut doesn't have the other networks conceding the night. "We look forward to it [their debuts] and we can do well because of it. They seem to be the type of programs that critics could be excited about, but audiences might have trouble coming to," said Warren Littlefield, executive vice president, prime time programs, NBC Entertainment.

Harbert also recognizes the need for the dramas to have commercial as well as critical success. "We need to do a 25 share or

so [with the new series], which has been the average of the Monday night movie."

On Tuesday, the night still belongs to ABC, based on the strength of their comedies, most notably *Roseanne*. While ABC's demographics get older as the night goes on, finishing with *thirtysomething* at 10-11, NBC's demos get younger, starting with *Matlock* at 8, and ending the night with *Midnight Caller* at 10-11.

The changes in the Tuesday night schedule from the start of the season include ABC replacing *Chicken Soup* with *Coach* at 9:30-10, and CBS scrapping its 9-11 schedule of *Wolf* and *Island Son* to put a movie

DJ Dees hopes to break hit for ABC-TV



ABC has chosen radio personality Rick Dees and his new series, *Into the Night Starring Rick Dees*, to do something the network has been unable to do—succeed in the post-*Nightline* time period of midnight to 1 a.m. The show will make its debut on Monday, July 16.

Into the Night will rely on recurring characters in revolving sketches plus musical and comedy guests. The musical group Billy Vera and the Beaters has been signed as the show's house band.

Dees told BROADCASTING that he has a 13-week commitment from ABC. "There's no network for ABC after *Nightline*, so we're building a little at a time. I'm just trying to stay on and have fun," he said.

Michael Brockman, the network's president of daytime, children's and late night, said the net-

work is expecting some preemptions or delayed airings of the new show, and is offering affiliates favorable advertising splits, as much as half the available inventory. He said it's too early to tell what kind of clearance the network will get. "We've got a good deal of work left to do. They [the affiliates] have suffered through a number of half-hearted projects in the past so we have to convince them. We'll have to be somewhat flexible; we're in no position to demand live clearance or nothing," he said.

The show has been described as more performance oriented than talk. "This is not a talk show," said Brockman. "There's no desk and there's no couch." Brockman said the show will be carried by Dees and "a number of individuals representing a support family, who will play continuing characters in oft-occurring skits."

Dees, who hosts the morning show on KISS-FM Los Angeles, also has a nationally syndicated radio countdown show, and was once host of the syndicated *Solid Gold* TV series. Dees said ABC first came to him about a late-night project two years ago. The network wanted him to test a pilot which was budgeted for about \$30,000, a figure Dees thought to be too small to produce an impressive project. "I thought this might be my one and only chance, so I told them I would produce and pay for a pilot myself. Dees said he spent in excess of \$100,000 for the pilot and that the ABC executives who saw it were impressed, but nothing ever came of it. "When Brockman came over to ABC from CBS, he took a look at the tape and gave me a call." Another pilot was made, and it was that tape that ABC executives chose over the two other projects.

'City' debut does well

CBS officials were buoyant last week over the premiere ratings for the new Monday half-hour comedy, *City*, starring Valerie Harper as a harried city manager coping with problems at home and office. Last Monday (Jan. 29) the show collected a 13.9/21, holding its lead-in audience from *Major Dad*, which yielded the same rating and share. The show edged out *The Hogan Family* on NBC (a program that once featured Harper, before her departure over a contract dispute), which did a 13.8/20. Taking first place in the time period was ABC's *MacGyver*, with 14.2/21. *City* performed well above the show it replaced, *The Famous Teddy Z*, which generated only a 9.5/14 in its final outing Jan. 15. *City* is a co-venture of Paul Haggis Inc. and Valerie Harper's AV Productions, in association with CBS Entertainment Productions and MTM Studios.

night in its place.

Coach, which premiered on Nov. 21, has improved the drop-off from *Roseanne* in terms of rating and share and has also improved the network's demographics, especially among younger women. *Chicken Soup* averaged a 7.3 rating fall-off from *Roseanne*, while *Coach* has stemmed the loss—recording a 4.9 rating drop-off last week.

For CBS, Tortorici says the Tuesday movie should get stronger as the season goes on. "I think the numbers will improve in February, when the depth of our inventory improves. On a week-to-week basis, when viewers see that we're going to be there, it'll improve," he said.

Wednesday is a tug-of-war between ABC and NBC, but could change if CBS manages to get solid numbers from *Grand Slam*, which did well in its post-Super Bowl special airing (see "By the Numbers") and premiered in the 8-9 time slot Jan. 31. CBS remains competitive with the other two networks at 9-11, regularly winning at least one of the half-hours, but starts the night off well behind due to its performance at 8 p.m.

Grand Slam, a action series starring John Schneider and Paul Rodriguez, replaces the briefly revived *Beauty and the Beast*, which replaced *A Peaceable Kingdom*.

The only other change in the night is NBC's moving *Dear John* to 9:30 from its Thursday night 9:30 slot following *Cheers*. In the past two Wednesdays in its new time period, *Dear John* has shown only a slight drop-off from its *Night Court* lead-in. "What's happened is exactly what we anticipated, and what our research showed, and that's that *Dear John* is a perfect fit with *Night Court*," said Littlefield.

Thursday remains firmly in NBC's hip pocket, almost doubling the competition in rating and share. NBC's one change of the night was in moving *Dear John* out of the 9:30 time slot and putting in *Grand*, the

latest comedy from Carsey-Werner Productions. The series debuted on Jan. 18, and lost four share points from its *Cheers* lead-in, which is better than the "about a five share drop-off" *Dear John* had been averaging," said Littlefield.

Either NBC's Wednesday or Thursday night schedule could change with the addition of *Wings*, a comedy from the former writers of *Cheers*. "It's a post-9 p.m. show, which we'll probably use on Wednesday or Thursday night, maybe as a companion to *Cheers*," said Littlefield.

CBS's *Island Son*, which moved from Wednesday night to Thursday at 9 p.m. to replace *Top of the Hill*, experiences regular drop-off from its *48 Hours* lead-in, before giving way to *Knots Landing* at 10 p.m., which improves on the *Island Son* numbers. The show has undergone some creative changes, and Tortorici says its future depends on how it performs in February.

ABC moved *Mission: Impossible*, which had been in the 8-9 slot, to Saturday at the same time and put *Father Dowling* in its place. In three airings on Thursday night, Harbert says the show has improved the

time period by about five share points. "*Mission: Impossible* was averaging about a 13 share, and *Father Dowling* is doing about an 18 share," he said. Harbert said Thursday is also a night that the network might program one of its back-up dramas.

Friday continues to be ABC's domain, with the network routinely winning every half hour of the night. Upcoming changes in the night include CBS's putting *Max Monroe: Loose Cannon* in the 8-9 slot and NBC giving the *Nasty Boys* series a tryout at 9 p.m.

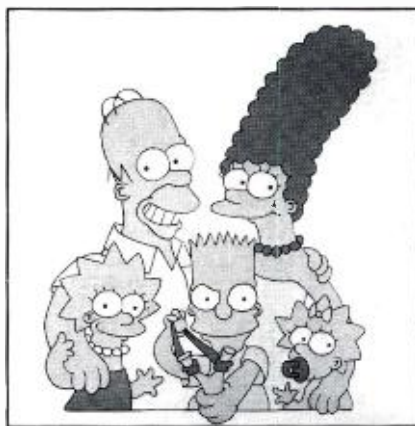
The CBS change takes place Feb. 16, when the network airs *The Bradys*, one week after the series' preview movie which runs at 8-10 on Feb. 9. *Max Monroe: Loose Cannon* had its last broadcast on Friday, Jan. 26. Tortorici thinks *The Bradys* "is the best match for Friday night" that the network has had. "We're competitive at 9 p.m. but we're having our troubles at 8," he said.

"I'm anxious to get *Nasty Boys* in there at 9 p.m.," said Littlefield. (NBC said late last week that the show will debut at 9 p.m., Friday, Feb. 23.) The show replaces *True Blue*, which Littlefield says will be joined by *Hardball*, *Baywatch* and *Man-cuso, FBI*, as series that will be fighting for a Friday night time slot. He said *Shannon's Deal*, another drama on the shelf, will make its debut "sometime in the spring," and that it could go on "at 10 p.m. after *Nasty Boys* or on Wednesday night."

Although NBC clearly wins Saturday, the network might make some changes to keep the night fresh. "Saturday continues to be dominant for us, but it is showing signs of aging, so that will be a goal for us," said Littlefield. One such change might be the use of *Carol & Co.*, a new series from Carol Burnett, which "seems like a Saturday night show," he said. (Burnett's long-running CBS show was on Saturday night for the last five years of its run.)

At ABC, the lone change in the schedule has *Mission: Impossible* at 8 p.m., replacing *Mr. Belvedere* and *Living Dolls*. "The performance of *Mission: Impossible* represents an improvement in the time period and, more importantly, a better lead-in to the movie [ABC Saturday Mystery Movie]," said Harbert.

Fox has improved its Saturday night performance by putting *Totally Hidden Video* in the 8:30-9 time slot to replace *Beyond 2000*. Fox averaged a 7/12 on Jan. 20, but averaged an 8.5/15 at 8-9 with the duo of *Cops* and *Totally Hidden Video*. The net-



'The Simpsons' on Fox



CBS's 'Murphy Brown'



'Roseanne' on ABC



NBC's 'Cosby'

work is losing its lead-in, however, with *The Reporters* at 9-10 p.m.. According to Chernin, although the show is undergoing some changes and "we're watching it," he thinks it will take some time for the program to grow. "These types of shows take time to find an audience," he said, pointing to the slow growth of both *60 Minutes* and *20/20*.

Although CBS continues to dominate the landscape on Sunday night, the two biggest surprises have been mid-season replacements, one on ABC and the other on Fox.

The 18.4/27 average of *America's Funniest Videos* at 8 p.m. for ABC, represents a massive improvement in the time period from *Free Spirit*, which it replaced. According to Harbert, the household rating has improved 124%, while the audience share has improved 108%.

The network can further improve its lot on that night if the half-hour drama *Elvis* can hold most of that lead-in. The series, which traces the singer's early life, will

have a preview airing Tuesday, Feb. 6, at 8:30 p.m. before launching in its regular time period on Sunday, Feb. 11, at 8:30 p.m.

Fox's *The Simpsons*, an animated family with a *Married...with Children* attitude, has turned out to be a perfect match with the 9 p.m. comedy. *The Simpsons* averaged a 20 share in its first two weeks, and together with *Married*, is trouncing NBC in the 8-9 p.m. time period. "I don't think anyone inside the company or outside the company thought we could have launched a 20 share show," said Chernin.

NBC's Littlefield recognizes the need for the network to make some changes on Sunday night. "It's where we have serious problems. We're neck and neck with ABC at 7-8, but now, with *America's Funniest Videos*, they've moved away from us." He said the network will have to use either "a major comedy, a first-round draft pick or a very good drama" to keep pace.

-SC

Testing television

Paul Loewenwarter, Bob Chandler and Roberta London, producers of *The National Cholesterol Test* for ABC News last May, have formed Multiple Choice Productions to "specialize in the production of 'national test' television programs." Loewenwarter, a former *60 Minutes* producer, now heads his own production company, Paul Loewenwarter Associates Inc. Chandler is a former senior vice president of CBS News and London was creator and producer of the Public Broadcasting Service series *The Sporting Life*. Currently in the works are four new test programs, *The National Environment Test*, *The National Baseball Test*, *The National Drug and Addiction Test* and *The National Money Test*.

Syndication Marketplace

Buena Vista Television's Siskel & Ebert: If We Picked The Winners hour Academy Awards preview will go before a live audience for the first time in a taping at the Disney-MGM Studios Theme Park in Orlando, Fla., March 1. The program, which is for airing March 12-26, is to be seen on 186 stations representing 92% coverage of the U.S. The special marks only the second time the movie critics Gene Siskel and Roger Ebert have taped in front of a live audience, the other occasion being the 500th episode celebration last season at Walt Disney World. In addition, both critics will host a half-hour special Feb. 16-17, with reaction of the award nominees announced by the Academy two days earlier.

□

American Gladiators, Samuel Goldwyn Television's weekly hour athletic competition, has been cleared in 125 markets representing 90% of the U.S., with 10 new clearances coming out of last month's NATPE convention. Among the new clearances slated for the second season are WOIO-TV Cleveland, KTKA-TV Topeka, Kan., and KTPM-TV Omaha. The show is set to air in all of top 40 markets, and 48 of top 50. *Gladiators* is being offered on barter basis (seven minutes local, six minutes national).

□

Warner Bros. Television Distribution's weekly hour talk show *Voices Of America With Jesse Jackson* has cleared Disney-owned independent KCAL-TV Los Angeles. New sales since week-end early fringe and access offering received green light at NATPE convention include KING-TV Seattle; WDAF-TV Kansas City; WKBW-TV Buffalo, N.Y.; WHO-TV Des Moines, Iowa, and WBRZ-TV Baton Rouge. *Voices Of America* has cleared 82 stations, covering 61% of country. New York, Chicago and Philadelphia have yet to be cleared.

World Events and Paradigm Entertainment have joined to produce *The \$1,000,000 Video Challenge*, a weekly half-hour series set for launch next fall. The series will be sold on a barter basis, with a three-minute national and three-and-a-half-minute local split. In addition to 39 half hours and 13 repackaged half hours, two live one-hour specials will be included for May and November airings. The show will award cash and prizes to the best amateur film and video makers.

□

Blair Entertainment has announced it will distribute two specials: *The World's Greatest Stunts* and a made-for-TV movie, *Goldeneye*, portraying the life of James Bond creator Ian Fleming.

Barter sales for both projects will be handled by Action Media Group. *The World's Greatest Stunts*, hosted by Christopher Reeve and Chuck Norris, will have a broadcast window from April 2-29. *Goldeneye* will make its debut in April 1990.

□

Bob Jacobs, president, **GTG Marketing**, says that half-hour game show strip, *Love Thy Neighbor*, is close to being firm go for fall 1990, with 41 stations signed up representing 45% coverage of U.S. He also indicated that major market clearance announcement in Los Angeles or Chicago is close, and that cash-plus-barter (one minute national) offering has already received nod from WNBC-TV New York. Paul Ryan hosts program, which will be shot in L.A., New York, Chicago and Atlanta. Jacobs also indicated that daytime talk show, *Just Between Us*, featuring Diahann Carroll, has received offers from 13-14 stations at NATPE convention, but program's future "hinges on two major station group deals being negotiated at this time."

□

GGP Sports has added 36 CBS affiliates to station lineup for *College Basketball Championship Special*, half-hour previewing NCAA Final Four Championship pairings. Stations added include KPX-TV San Francisco, WGBK-TV Detroit, WUSA-TV Washington, WTVT-TV Tampa and KDKA-TV Pittsburgh. Program was announced at NATPE convention and now has 41 stations, including eight of top 10 markets. GGP has signed deal with CBS O&O stations, as complement to CBS Sports coverage of NCAA tournament. Program is being offered on barter basis (3 minutes national, 3½ minutes local), and avail dates are March 31-April 1.

□

Koch Communications, New York, headed by former Syndicast co-founder and chief executive, Leonard Koch, is offering a barter package of four films (12 minutes national, 12 minutes local per film) this year under the banner *A Window for All Seasons*. Package includes *The Man in the Santa Claus Suit* (scheduled for November-December release), produced by Dick Clark Productions, which featured Fred Astaire in his last televised role. Koch said package has been picked up in 60% of the country so far, including the Hearst station group, the O'Connor stations in Chicago and Philadelphia, WPX-TV New York, WXYZ-TV Detroit and WJLA-TV Washington. Koch is also distributing *Woman who Willed a Miracle*, with Cloris Leachman, an off-ABC *After-school Special*, and a package of six half-hours that will preview the upcoming college football and basketball seasons.

Slow start for 'House Party'

New daytime program produced by NBC and Group W turns in conservative ratings in first two weeks on the air

House Party, the new NBC-Group W daytime magazine strip, has gotten off to a slow start in the ratings, although the producers of the program and the stations carrying it say they expected as much.

Generally, the new one-hour program,



Doocy of 'House Party'

hosted by former television feature reporter Steve Doocy, has turned in ratings well below those of the shows it replaced.

In Washington, for example, where Doocy reported for WRC-TV, the show averaged a 10 share its first week on the air (Jan. 22-26). In the four weeks prior to its debut, WRC-TV averaged about a 16 share in the 9-10 a.m. time period. Last Monday, the show averaged a 12 share.

In Los Angeles, where the show also airs at 9 a.m. on KNBC-TV, the show has averaged an 8 share, about half the rating the station had in the time period the month prior to its debut. The numbers have been down to some extent in most of the metered markets.

PBS same-night carriage

Last fall, for the first time, the Public Broadcasting Service designated 11 prime time programs for same-night, across-the-nation viewing. According to PBS there was higher than 90% same-night carriage of 10 of 11 designated programs in 90% of all markets. The aim, said PBS spokesman Stuart Kantor, is to raise program visibility with viewers, as well as with reviewers on the national level, who have, in the past, often been unable to specify program air dates for all markets.

With increased press coverage and viewership of PBS prime time likely, current and potential corporate underwriters may be encouraged by the average results for episodes aired in October and November: *Masterpiece Theatre*, 97%; *Wall Street Week*, 96%; *Washington Week*, 95%; *Nova*, 95%; *Discover: The World of Science*, 94%; *One Plus One*, 94%; *American Experience*, 93%; *Mystery!*, 92%; *Moyers: The Public Mind*, 91%; *Infinite Voyage*, 91%, and, in its first season, *Travels*, 88%.

In Detroit the show is carried by Gillette-owned WJBK-TV. The station's vice president of broadcasting, Steve Antoniotti, said: "It could be doing better in the ratings. The ratings haven't been good." But he also said WJBK-TV is prepared to let the program grow, "provided the Westinghouse and NBC stations hang in there as well." The initial commitment for the show is about 26 weeks.

House Party is still a work in progress. "We knew it would take some time to grow," said NBC Productions spokesman Gene Walsh, who said research is being done to determine which segments are more appealing to viewers. Those segments may be expanded and others scrapped, he said.

"I think some segments are working better than others," Antoniotti said. "I also think there are too many segments. They should settle down and focus on a smaller group of contributors. If that's their intention, I think we're in sync." □

Arts and Sciences, the animated anti-drug *Cartoon All-Stars to the Rescue* (BROADCASTING, Sept. 18) will be carried by CBS, ABC and NBC, at least three basic cable networks—The Disney Channel, Nickelodeon and The Black Entertainment Network—two Spanish-language broadcasters—Telemundo and Univision—and 200 independent stations, including approximately 110 Fox Broadcasting Co. affiliates. The half hour is scheduled to be simulcast Saturday, April 21 (10:30 a.m. ET and 9:30 a.m. PT). An ATAS spokesman said that the independent stations may air the program on different dates.

The unprecedented industry effort to warn children of the growing problem of substance abuse is being produced cooperatively by Walt Disney Studios, Warner Bros. Pictures, Marvel Productions, Henson Associates, Hanna-Barbera Productions, Murakami-Wolf-Swenson, DIC Enterprises, Film Roman and Bagdasarian. Cast members for the special will feature such internationally known characters as Bugs Bunny, Donald Duck, Daffy Duck, The Muppet Babies, ALF, The Chipmunks, Garfield and The Smurfs. The producer of *Cartoon All-Stars* is Buzz Potamkin, a Peabody Award-winner for *NBC Weekend*. Writing the story are Duane Poole and Tom Swale, veteran animation writers.

ATAS estimates that at least 20 million children will watch the special in the U.S., Canada and Mexico. Thirty-eight Canadian Broadcasting Company stations and 12 Canadian Public Television stations have committed to the special, with Telemundo and Univision airing dubbed versions in Mexico.

ATAS believes this to be the first time an entertainment program will be simulcast by all three broadcast networks (on 640 affiliate stations). The nonprofit organization says it also marks the first time that the major studios have allowed their copyrighted characters to appear in one program together.

In addition, 250,000 videocassettes of the program will be distributed free to schools, libraries and video stores by Disney and funded through the Academy Foundation by a grant from Ronald McDonald's Children's Charities. Eastman Kodak will donate 200,000 blank tapes to the cause. The program's production and subsequent air time are being donated by all parties involved in the project. □

Animated anti-drug special gains industry support

ABC, CBS, NBC, cable services, 200 independents sign up to carry animated anti-drug special featuring cartoon characters from number of studios

According to the Academy of Television

Republic package clearances

Republic Pictures Domestic TV *Cliffhanger Serial* package of science fiction B movies featuring "Zombies of the Stratosphere" and "The Crimson Ghost" has cleared 76% of the U.S. The latest clearances include WPGH-TV Pittsburgh, KPHO-TV Phoenix, KOVR-TV Sacramento and WTTV-TV Indianapolis. "Zombies" will premiere next October, while "Crimson Ghost" will trigger in January 1991. Other feature film packages, *Premiere One* (12 titles) and *All Nite Movie*, have chalked up coverages of 82% and 41%, respectively.

In related news, Republic says its "Two Great Comedies Package" (featuring half-hour sitcoms *My World and Welcome To It* and *Get Smart*) has been picked up by KNBC-TV Los Angeles, WXYZ-TV Detroit, WXIA-TV Atlanta and WUSA-TV Washington. The package has cleared in six of the top 10 markets, and will begin next January. Also announced was a 78% clearance of the hour-long *Swimsuit Edition* as part of four quarterly "Fashion Report" specials. *Swimsuit Edition* is already airing on some stations, with Republic reporting KOMO-TV Seattle earning a 7.9 rating/21 share, while KSDK-TV St. Louis posted a 7/20 as of Jan. 24.

High definition gets high visibility at SMPTE

Debate over progressive versus interlaced scanning is heated; ATSC meets with international broadcasters in series of meetings

Engineers landed in Florida for the Society of Motion Picture and Television Engineers (SMPTE) 24th Television Conference, with high-definition television the principal topic of discussion. For several years it has been as much a political debate as a technological one. Even as many of the attendees were arriving at the conference, NBC, North American Philips, Thomson Consumer Electronics and the David Sarnoff Research Center were raising both the political and technological stakes with an announcement in New York about the transmission side of the HDTV equation, a move that affects American, European and Japanese interests in the television industry of the future (BROADCASTING, Jan. 29).

But the SMPTE conference, held Jan. 26-27 at Disney World, was more preoccupied with production standards. Almost all have lost hope for a world production standard. The three electronics powers are now battling over what kind of compromise might be worked out through the International Radio Consultative Committee (CCIR) at its scheduled plenipotentiary in Düsseldorf, West Germany, in May.

The hottest argument at SMPTE was whether that compromise should mandate progressive scanning or adopt interlace as an interim step. Also of great interest was whether the world can agree on a common number of active lines and whether the shape of pixels in future HDTV systems will be rectangular or square.

At the same time, development continues on the equipment itself. New gear in the 1,125/60 system, the most highly developed of the proposals, included a new half-inch high-definition VCR, a digital high-definition VCR, a real time graphic production system and other equipment. Some thought is also being given to what kind of equipment will be produced if the CCIR establishes common image or common data rate compromises rather than a world production standard.

A lively debate was held during the conference over whether the international community should push for HDTV acquisition with progressive or interlaced scanning. (Interlaced pictures divide the picture resolution in each frame into two fields, while field and frame rates are the same number in progressive scanning.) The most vocal advocates of interlaced scanning for near-term HDTV taping were from Sony Corp., the Japanese company that has the most time and money invested in the interlace



Equipment is readied for technical demonstrations at SMPTE TV conference

1,125/60 system. Immediate standardization of progressive was actively supported by NBC and the David Sarnoff Research Center, Princeton, N.J., American organizations with close ties to European companies Thomson and Philips, which have invested in progressive-scan research through the Eureka consortium.

There are two basic points of agreement in the scanning debate: Both sides agree that progressive video pictures are superior and eventually should become the standard, and both agree that implementation of progressive technology in high-definition cameras is still several years away.

The disagreement is over what to do in the interim. Progressive supporters are in favor of writing progressive requirements into currently negotiated HDTV production standard agreements. In the years leading to full progressive-scanning, broadcasters could use bandwidth-narrowing techniques that result in pictures approximating the quality of progressive. The other side says that the current interlace HDTV pictures are perfectly adequate for the near term.

Leading the debate for interlace was Larry Thorpe, vice president, production technology, Sony Advanced Systems, Teaneck, N.J. He gave three principal reasons for continuing short-term interlace production: the CCD and tube technology needed for high-sensitivity progressive HDTV camera production is not yet available; the bandwidth needed to produce progressive cameras and videotape recorders would make them unaffordable, and the quality of current interlaced pictures is adequate.

"There are six times more pixels in our

1,125/60 system than you find today in 525. The baseline of my story is that pick-up tubes [today] are not six times better. They're not even close," Thorpe said. "And there's not too much hope for improvement in the sensitivity of pick-up tubes," which have probably been developed to near the limit of their potential sensitivity in 525-line cameras. The hope for the future of progressive HDTV imaging is the CCD (charge-coupled device) chip. But the performance of HDTV CCD's today is worse than tubes. "We've got a long, hard battle," Thorpe said. "Bandwidth is dollars," he said, pointing out that progress systems will need more bandwidth and that the wider the bandwidth, the higher the cost of equipment.

In a paper delivered by Kerns Powers, consultant to the Sarnoff Research Center, however, a method for dealing with the wider bandwidth was described: "A very attractive alternative is to be found in the work of the Eureka Project 95, which is amalgamating the diagonally filtered quincunx subsampled proscan system," Powers said. Quincunx is a method of reducing the bandwidth of a progressive picture by filtering out the diagonal resolution. However, engineers have found very noticeable artifacts due to this technique. Powers described a Sarnoff-developed technique called QDA (quincunx with digital assist). The quincunx signal's digital subsampling technique is altered in order to reduce the resolution artifacts. Powers provided pictures to demonstrate the progress that has been made in QDA so far.

"In the production arena the time has

SPECIAL REPORTS

Exclusively in Broadcasting

Seven weeks that can pretty much make your whole year.

Broadcasting  is uniquely equipped to report on all these areas. NAB Convention. Broadcast Technology. State of the Art - Radio and Television Equipment. SMPTE. SBE. Make sure your message reaches the people who make the decisions and sign the checks to buy your services and equipment. With bonus circulation at NAB, SMPTE and SBE.

- March 26 - Pre-NAB.
- April 2 - NAB Convention.
- April 9 - NAB Wrap-up.
- April 16 - Broadcast Technology
- Sept. 24 - State of the Art: Radio Equipment.
- Oct. 1 - State of the Art: TV Equipment.
Pre-SMPTE/SBE.
- Oct. 8 - SMPTE/SBE Wrap-up.

Broadcasting

Space reservations and copy closing:
10 days prior to publication date

For details on these Special Reports or space reservations in Broadcasting Cable, Broadcasting Abroad and The Broadcasting Yearbook, call any of the numbers listed below

New York
(212) 599-2830

Washington, D.C.
(202) 659-2340

Los Angeles
(213) 463-3148

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

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

Chicago
(312) 679-1100

Los Angeles
(213) 462-2700

Pattis/3M

Hawaii
(808) 545-2700

London
(01) 427-9000

Broadcasting  . Over 115,000 readers every week.

come to give interlace a decent burial and start fresh in high-definition with a better alternative," Powers said. But Thorpe provided a mathematical analysis of interlaced resolution and various progressive schemes (not including QDA). He found that quincunx provides a 26% improvement over interlace, "not trivial, but not tremendous either," he said.

The overall interlace/progressive argument at the SMPTE conference was crystallized in an exchange between Thorpe and Merrill Weiss, director, advanced television systems, NBC. Weiss rose from the audience "to put some of what Larry said in context." HDTV cameras will eventually be progressive, and now is the time to be considering the transition to them, he said. "If we have built an infrastructure in our facilities that can only accommodate interlace, then we will have a very difficult transition to progressive because it will involve rebuilding facilities."

"I agree with 90% of what you say," Thorpe replied. Sony strongly believes that the world should not "write the standard today around progressive scan and make interlace equipment. We think that was really just putting aside reality.... The move to progressive will come, but it's not two or three years; it's probably 10 years."

"It's probably a decade before any of us will be implementing these systems," Weiss said.

□

Away from the sessions, the Advanced Television Systems Committee (ATSC), the industry group formed in the early 1980's to develop high-definition standards for the United States, hosted separate meetings with international broadcasters. The U.S. State Department requested the meetings in Orlando as a prelude to the Düsseldorf CCIR conference.

As of today, most agree that the possibility of a single world production standard is past. Instead, the CCIR will try to choose among two proposed compromises in May. The U.S., Japan, Canada and several others favor a "common image" standard, in which all of the attributes of the production system are standardized except for the field rate. European broadcasting systems are based on a 50-hertz rate, while NTSC, used in North America and Japan, has a 60-hertz rate. World broadcasters have been unable to settle on a common field rate. Some European broadcasters have also been unable to settle for the common image compromise. They suggest an alternative "common data rate," in which the world agrees to a single sampling frequency.

Also to be discussed is whether there can be world agreement on active lines at 1,920 horizontal, 1,080 vertical, which would result in square-shaped pixels on a 16:9 video screen. The CCIR meeting will also resume discussion on HDTV colorimetry and transfer issues. Study Group 11 came to a tentative agreement on colorimetry and transfer, with some European representatives dissenting. All members must agree to those standards in Düsseldorf or the agreements on them will fall through.

The ATSC-hosted meetings at the SMPTE conference included one meeting

between American broadcasters and broadcasters from other NTSC countries (mainly Canada and Mexico). The other was with representatives of the European Broadcasting Union (EBU). The NTSC meeting revealed that there is consensus in those countries in favor of a square pixel, common image system, according to Jim McKinney, chairman of the ATSC. The only point of disagreement was on what should be the number of active lines. "There you get answers like: 'If there is a magic number that could get world agreement, let's go with it,'" McKinney said. The ATSC and the State Department positions both favor 1,920 x 1,080 active lines.

At the meeting with the Europeans, the U.S. broadcasters learned that there will soon be a vote among the European CCIR members on the acceptance of the colorimetry and transfer parameters. McKinney said that the outcome of that vote is not yet certain, but that he is optimistic that there will be a consensus in favor of the earlier agreed-upon numbers.

The EBU also presented a new document proposing a scheme with numbers for both common image and common data rate. The numbers, however, are based on the European standard, which would create square pixels with 1,152 active vertical lines rather than 1,080. "Within the ATSC, we'll need to look at that. But I thought it was forward progress in view of the fact that they actually submitted something regarding common-image format," McKinney said.

However, because there are still divisions in both Europe and the U.S. over common image and because new proposals are still being brought to the table, "I think the likelihood would be slim that we would reach a decision on scanning parameters" at the Düsseldorf meeting in May, McKinney said. The U.S. and Europe will have two more opportunities to discuss their differences before May. A special meeting of Study Group 11 (the CCIR group that concentrates on HDTV standards) has been set for March in Atlanta, just before the opening of the National Association of Broadcasters convention there. In April, Americans have been invited to attend meetings during a regular gathering of the EBU membership in Stockholm.

□

Amid all of the discussion of compromise, one speaker during the sessions asked world engineers not to give up the ideal of a single world system. "People talk a lot about common image format and common data rate.... The worst thing is frame-rate differences," said Charles A. Poynton, staff engineer in the graphics products division of computer firm Sun Microsystems Inc. In an era when the communication barriers between the East and West are being torn down, HDTV is providing a golden opportunity to increase that communication through a single world television system, he said.

The computer industry has a lot to gain from the implementation of HDTV and the HDTV industry could gain a great deal through cooperation with the computer industry, Poynton said. Displays on current computer workstations are generally cath-

ode ray tubes based on NTSC, which have neither the resolution nor color quality that will be needed in the computers of the future. The 1,125/60 production system offers double the resolution and specific colorimetry parameters. It will also allow for easier interface with video equipment, widening the motion available from graphics and animation workstations. "In the long term, HDTV technology will give us access to image record, transmission and display equipment that has been denied in the past.... Only by adopting a standard which is driven by the television industry will the computer industry get access to real-time capabilities," Poynton said.

"It is also true that the computer industry is important to HDTV. I think computer applications of business, science and industry can create an initial demand for equipment," he said. Consumer electronics is a small portion of the electronics world compared to computer electronics, and is less profitable, Poynton said, adding that a healthy market for high-resolution screens could be sustained by the computer industry.

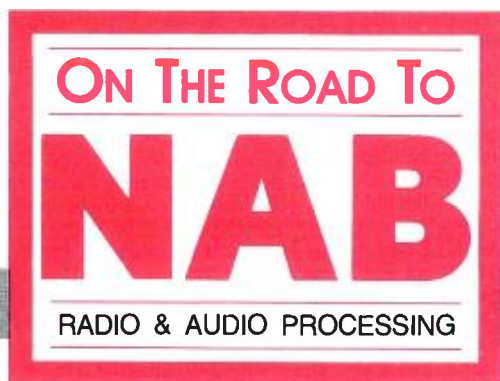
But some alterations to 1,125/60 would make interface with computers easier. The first step would be changing the active vertical line number from 1,035 to 1,080, a step that is already being seriously discussed within SMPTE. The second step is more controversial. Poynton suggested that the U.S. give way to the Europeans and accept a production standard of 24 frames per second. He pointed out that 80% of all U.S. prime time programming is produced in film at 24 fps and that almost all of the early HDTV programming is going to be in the form of film transferred to tape. The only noticeable drawback will be in the production of programming that demands constant motion, such as sports, he said.

The argument over frame and field rates has led many within SMPTE to favor changing the world standard frame rate of film from 24 fps to 30 fps rather than trying to change the U.S. video field rate. In recent years, a SMPTE group has been studying the feasibility of such a change, and the general findings are that film shot at the current 24 fps with 4 perforations per frame (perf) is of inferior quality and more wasteful of film stock than shooting 3-perf, 30 fps. But there has been no international agreement, in large part because of the expense that would be created by forcing theaters to replace their projectors.

A solution was offered by Donald C. McLendon of the Bunch-McLendon Studio in Houston. He demonstrated a device his company has recently patented that could be retrofitted to current projectors and would allow for operation at 30 fps or 24 fps and either 3 perf or 4 perf.

Film production in the future will "not be abandoned by any means," McLendon said. His invention "will benefit HDTV as much as it will the movie theater" because of the smoother transcoding onto 1,125/60 video, he said. Although McLendon was unable to give a full demonstration of the machine due to a problem with the electrical system in the hotel, the limited demonstration presented to the conference was well received.

-RMS



In preparation for the annual National Association of Broadcasters convention, BROADCASTING is presenting a weekly feature looking ahead to the various technological offerings that will occupy the equipment exhibit. This week: radio.

All along the aisles of the radio and audio portion of the National Association of Broadcasters exhibition in 1990 the word "digital" will be most prominent. That is nothing new. For years there has been a steadily increasing amount of digital audio tape (DAT) recorders, compact disks and digital audio post-production and sound-effect equipment demonstrated. But this year, for the first time, NAB attendees will have a demonstration of digital audio transmission, a European technology that could be entering the U.S. in great force by the end of this decade.

Audio processing issues for both AM and FM stations will be the other hot topic on the NAB exhibit floor when radio engineers come to the Georgia World Conference

Center in Atlanta (March 31-April 3). For AM broadcasters, the coming June 30 deadline set by the FCC for implementation of the National Radio Systems Committee (NRSC) audio standard should mean that NRSC processors should be hot items, with more than 3,000 of the approximately 5,000 U.S. AM stations not yet converted. But all manufacturers of NRSC filters report that sales so far are slower than expected and that several stations are not likely to meet the deadline.

The continuing saga of AM stereo also will be a decision for some broadcasters to make this year. Implementation of the C-Quam system developed by Motorola continues, but at an extremely slow pace, leaving Motorola now wishing that the FCC

would set a standard. Leonard Kahn, Kahn Communications Inc., continues to lead the fight against C-Quam with his rival single-sideband system, even though no consumer radios are made to receive it. Slow sales prove that C-Quam is a marketplace failure and that after current antitrust suits are settled, receivers for both systems will be available.

For FM broadcasters, the controversy continues over modulation techniques. Differences of opinion exist among modulation monitor manufacturers over which measuring techniques are adequate and whether the FCC should take a greater interest in the issue.

NAB invited the European consortium, Eureka Project No. 147, to show its Digital

The Audio Processor Classic: The one that endures.

In the arduous two-year development project that produced the 8100A OPTIMOD-FM, there was always one overriding principle:

While providing competitive loudness where needed, the processor must always have an utterly natural, musical sound that not only attracts an audience, but holds it.

Processing artifacts that cause listener fatigue and tune-outs were simply unacceptable. Loudness at the expense of good sound is never worth the price.

The development project resulted in a *classic*. The most popular FM processor *ever*.

Today, OPTIMOD-FM has evolved into a system capable of serving any processing goal, and working perfectly in any STL environment.

As always, OPTIMOD-FM is the smart choice — right today and right tomorrow. It is the processor that endures. Call your Orban Broadcast Dealer for our *new* OPTIMOD-FM brochure, or call us direct:

orban

Orban Associates

645 Bryant Street, San Francisco, CA 94107 USA

Telex 17-1480 FAX (415) 957-1070

Telephone (415) 957-1067 or (800) 227-4498

® OPTIMOD-FM is a registered trademark of Orban Associates Inc.

Audio Broadcasting (DAB) system in a baseband form in Atlanta. Since last month's NAB board meeting in Rancho Mirage, Calif. (BROADCASTING, Jan. 22), the association has been releasing details of the system based on its own initial analysis. This will be the first U.S. demonstration of DAB, which has been shown in Europe since 1988. The technology is co-owned by Eureka (a consortium of European governments and private manufacturing companies) and the European Broadcasting Union (EBU). By 1991, they expect that they will have invested about \$43 million in DAB.

"Many of us," said John Abel, NAB executive vice president, operations, at last month's board meeting, "have asked ourselves how long we can expect to remain competitive with an analog signal when the consumer expects ever-increasing quality sound that is equivalent to compact disk digital quality."

CD's, DAT, cable and satellite audio delivery are already competing with music programming on AM and FM stations, he said. DAB will provide quality equal to them all and may be a way for radio broadcasting to survive in the future.

The DAB signal is superior to the best analog FM signal for several reasons. The frequency response for a DAB receiver would be about 22 khz compared to FM's 15 khz. Also, a DAB signal is not only immune to the artifacts caused by multipath interference, but the echoes actually tend to strengthen the system. "Time delays do not become a problem in the coding of the signal.... In digital audio broadcasting, the portion of signal that's received as an echo just gets integrated into the data stream," said Michael Rau, NAB vice president, science and technology.

There will also be some drawbacks to DAB. The system is four times more spectrum efficient than FM, with 12 to 16 stereo channels per market fitting in 4 mhz to 6 mhz. But there is little bandwidth available for such a service. Spectrum in the UHF TV band, for example, is now being reserved for the introduction of HDTV. Other bands are similarly full. Also, current receivers, tuned to pick up the conventional AM and FM bands, will not receive DAB.

Depending on how you look at it, another feature of DAB is a plus or a drawback. If the service is implemented, the number of stations assigned to each market will be decided in advance. "In the digital audio broadcasting system, there is only one 'splotch' of RF energy on the band and all the stereo channels are within that splotch of RF energy," Rau said. Licenses will have to be issued in blocks in each market. This will mean less flexibility in station assignments. But at the same time, the power upgrade and facility change processes, which have gradually led to increased interference on the AM and FM bands, will not be possible.

It cannot be accurately predicted when a DAB service could be available in the U.S. While the technology could be ready within the next five years, legal, regulatory and political influences could push implementation farther into the future. But as Abel told the NAB board: "You should be aware that

you will hear more and more about this technology as we move into the mid-1990's."

□

In the meantime, there is plenty of digital studio equipment on the market. Audio post-production units (that can also be integrated into video productions) will be available from several suppliers. One of the oldest companies in that field is New England Digital, White River Junction, Vt., which has been in the business for 13 years with its well-established Synclavier system. "We're coming to the end of a purchase cycle. A generation of analog technology is coming to the end of its useful life and digital audio has captured a lot of attention. Now people are getting to the point where they're really looking at it as their next purchase," said Ted Pine, New England Digital marketing manager.

The company's main introduction will be Post-Pro, an eight-track hard disk editor and software package. "There are times when you need to tweak a sound during a mix. What you can do with this system is not only edit sounds, but flip them into RAM and do quite a lot of different types of manipulation," Pine said. New England Digital is also featuring a new \$2,000 software package which allows for interface between CMX floppy disk editors to the hard disk editors.

"I think the story from Sony's point of view is 'The Digital Era,'" said Peter Dare, vice president, product management, Sony Broadcast Products Co., Teaneck, N.J. "We're going to have a real massive amount of digital product there." This year, 50% of the Sony booth (the biggest of the show for the last several NAB conventions), will be devoted to digital equipment, including several new audio devices designed to interface with video machines. The introductions will include the VSP-8000 digital audio mixer and a 32x32 routing switcher.

Prices have not yet been set for any of the products. The first test site for all of these introductions will be an all-digital edit suite being built in Chicago. The equipment for that suite is to be delivered by the end of this month. General shipments after the NAB are expected to begin in May.

The most important of several introductions by the British company Solid State Logic will be ScreenSound, an off-line video and audio-for-video editing system. It is a multi-track, hard disk system with 16 audio tracks that can be operated simultaneously. It includes write once, read many (WORM) disk capability for sound effect archiving. ScreenSound is also built with interface capability with Quantel's Harry-Sound system.

Another British audio workstation company, Digital Audio Research (DAR) of Surrey, England, will be demonstrating three new features to its SoundStation II. Upgrades to 16 channels of simultaneous output will be offered as well as its new WordFit software, which automatically synchronizes two different sets of dialog over two different tracks. WordFit would be especially handy for lip sync applications, according to DAR.

At the Harris Corp./Allied Equipment booth (this is the first year the two companies will exhibit together at a spring NAB show), the DSE-7000 digital audio workstation introduced by AKG Acoustics last year will be on sale for the first time. Allied's national sales manager, Dave Burns, said that a great deal of interest in the AKG device is expected. At the AKG display, the company will have a new booth mate of its own, dbx Professional Products, which AKG acquired last year. The wide and established lines of the AKG line of microphones and headsets and dbx audio compressor/limiter and noise reduction systems will be featured there.

DAT recorders have been almost as hard to sell to the U.S. professional community as they have been to introduce to the U.S. consumer market. One supplier, Harris/Allied has discontinued selling them. Harris introduced recorders manufactured by Aiwa Corp. of Japan at NAB 1988. "DAT has not caught on in broadcasting the way we all hoped that it would. Sales have been good, but nothing to brag about," Burns said.

In contrast, Sony is expanding its line of DAT products with the introduction of its new PRO R-DAT editor to go along with a wide line of DAT recorders. "Prior to this, we have not been able to show editing," Dare said. "We recognize that R-DAT is expensive for an AM station. But for an FM station, R-DAT is an area where we can enter that business."

□

On the FM processing side, "I think we're going to have an interesting debate over FM bandwidth and modulation measurement," Circuit Research Labs's Bill Ammons said. In recent months, much of the controversy has been stirred up by Modulation Sciences Inc. and its ModMinder, which uses a different technique for measuring FM modulation than the competitors (BROADCASTING, Oct. 23, 1989). However, Eric Small, vice president, engineering for Modulation Sciences, claims that the ModMinder adheres to the technical requirements the FCC used to impose on modulation monitors before it ceased type-approving them in 1983. Small has been distributing a copy of a letter written by FCC chief engineer Tom Stanley, who wrote: "If the equipment does indeed meet the pre-1983 technical requirements, I expect it would produce valid readings of FM modulation. Equipment meeting the pre-1983 requirements is satisfactory for determining compliance with the current FM modulation requirement."

In the area of general AM and FM stereo processing, Gentner Electronics Corp., Salt Lake City, is introducing its Lazer digital stereo generator. "This product is going to be a big story. Optimod [built by Orban] has had an analog limiter stereo generator for about 15 years, and nobody's come out with an improvement since," said Kelli Maag, marketing coordinator. "They have an excellent product, but this is a whole new generation of stereo generators."—RMS

Next week: satellite gear.

Birch and Arbitron: different numbers, same trends

While the two ratings services' fall books put different stations in different ranks in L.A. and New York, they both show urban and news outlets doing well

Fall 1989 Arbitron and Birch Radio ratings books disagreed on format strengths in the New York and Los Angeles markets. But while the shares for stations with similar formats varied between the two services' numbers, the upward or downward trends did correlate. Urban contemporary did well in both books, contemporary hit faltered somewhat and news and information-driven formats posted gains in both surveys.

Urban contemporary stations in New York had strong showings in both surveys. In the Birch book, urban radio captured the number-one spot in the nation's top radio market. Summit Broadcasting's WRKS(FM) scored a 6.3 to lead the city (all numbers used are age 12-plus, average quarter-hour share, Monday-Sunday, 6 a.m.-midnight). Inner City Broadcasting's WBLS-FM scored a 4.6 share for fifth place. Arbitron numbers showed solid gains as well, with WRKS(FM) climbing to a 4.1, but tied for sixth place, and WBLS(FM) with a 3.8 share and eighth place.

Contemporary hit radio drew weak numbers in the New York Arbitron survey, with Malrite's WHTZ(FM) dropping 1.4 to a 4.3 share (a fall from the first to fifth spot). Emmis Broadcasting's WQHT(FM) posted a 4.0 share and seventh place. The Birch survey numbers position WHTZ(FM) in second place, down from the lead in the summer, with a rating of 6.0. WQHT(FM) posted a slight increase to settle in Birch's third place with a 5.6 share.

Contemporary hit radio fared better in the Arbitron book for the Los Angeles market, with Emmis Broadcasting's KPWR(FM) earning a 6.2 rating and the number-one spot and Gannett's KIIIS-FM winning third place with a 5.4 (although KIIIS-FM was listed below the line due to comments made on the air by morning personality Rick Dees).

The Birch numbers showed contemporary hit stations as the Los Angeles leaders. Consistent with the summer Birch survey, Emmis Broadcasting's KPWR-FM topped the market with a 7.7 share (unchanged from its summer number) and Gannett Broadcasting's KIIIS-AM-FM came in second with a 7.2 (improving its summer share slightly). Third place went to Capital Cities/ABC AOR KLOS(FM), up to a 6.5 share from a summer share of 4.2.

News and information formats did well during the fall 1989 Arbitron ratings period in both New York and Los Angeles. Group W's WINS(AM) New York posted a

4.7 share and second place overall. Buckley Broadcasting's talk WOR(AM) increased its share to a 4.6 rating. In Los Angeles, Capital Cities/ABC Inc.'s talk KABC(AM) also increased its share to a 4.6. In the Birch survey, WINS(AM) posted a 4.1 share, and WOR(AM) a lower 3.4. In Birch, KABC(AM) showed up in fourth place with a 5.2.

Birch numbers differ markedly with Arbitron when it comes to Park Communications' simulcast easy listening stations WPAT-AM-FM New York. Arbitron lists the stations as overall leaders with a 5.0 share, but Birch only gives them a 3.7. The oldies-formatted CBS station WCBS-FM remained constant in the Birch book with a 3.6 share, as well as in Arbitron, where it posted a 4.1 rating.

Viacom's soft contemporary WLTW(FM) posted a 4.7 share and tied WINS for second overall in the Arbitron survey. In Birch, Group W's new AOR WNEW-FM pulled in a 5.0 share and fourth place. WLTW-FM got a 3.7 share, slightly up from its summer

Birch 3.6.

The adult contemporary format appears at number five in the Los Angeles Birch survey, with Cox Communications' soft contemporary outlet KOST-FM showing a 4.9 share. Westwood One's KQLZ-FM with its "rock hit radio format" slid from its summer rating to sixth place and a 4.8 rating.

All Arbitron results are based on the Arbitron fall 1989 radio local market reports for Sept. 21-Dec. 13, 1989 (total persons, age 12-plus, average quarter-hour shares, Monday-Sunday, 6 a.m.-midnight). Ratings data used is supplied by Arbitron and is copyrighted; it may not be reprinted or used in any form by nonsubscribers to the company's ratings service.

All Birch results are based on Birch Radio Quarterly Summary Reports for the survey period Sept. 1-Nov. 29, 1989 (the time period includes three survey periods, Sept. 1-30, Oct. 1-31, and Nov. 1-29). The data used is supplied by Birch/Scarborough Research and is copyrighted. —LC

Counting down with Westwood One

Magazine article about radio programmer again raises controversy over "revenue forecasting"; more accurate, or more misleading?

The Securities and Exchange Commission (SEC) is looking at Westwood One regarding "financial and accounting issues," the company said. The precise "issues" subject to inquiry are unknown but a magazine article criticized the company's method of reporting financial results to shareholders and the public.

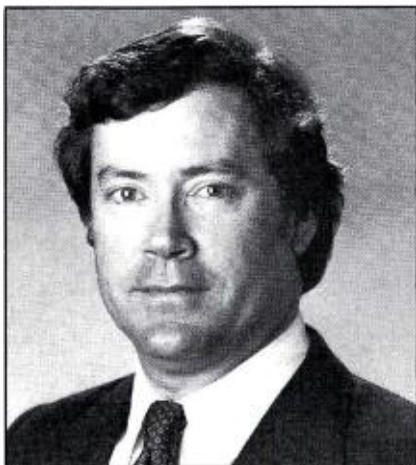
In its Feb. 5 issue, *Forbes* suggested the

Culver City, Calif.-based radio programmer was understating its current expenses by improperly classifying them as "capital" costs. Instead of reporting all the expenses as they occurred, "capitalizing" them—which *Forbes* alleged was an exception to general industry practice—let Westwood One report the costs in smaller amounts over a period of subsequent years.

The general principle raised in the article about Westwood One has in fact long been a matter of controversy for entertainment companies, particularly in the theatrical film business. Such companies have large upfront costs while revenue is spread out over subsequent years, so the SEC allows such companies to try to "match" those upfront costs with future revenue, using a method called "revenue forecasting." Essentially, the method involves estimating total revenue over subsequent years, and then apportioning costs to each of those years in the same proportions as revenue.

Problems with revenue forecasting have occasionally arisen when management is consistently overly optimistic about future revenue, thereby apportioning too great a percentage of costs to the future. Companies are supposed to regularly reevaluate their initial forecasts and write down any that have since proved optimistic.

Bill Battison, Westwood One president and chief financial officer, explained to BROADCASTING the company's methods, which he said affect roughly one-quarter of



Bill Battison

CBS Radio sportscasters Jack Buck (r) and Hank Stram (c) were paired together for the 10th year to call the action for Super Bowl XXIV from the Louisiana Superdome in New Orleans Jan. 28. Sportscaster Brent Musberger (l) was on hand to anchor the network's pre-game and halftime broadcasts with analyst Will McDonough (not pictured).



the company's business and do not include its news programming. For shows that will have repeat broadcasts, such as concerts and interviews (but not including any "countdown" shows), Westwood One "capitalizes" a percentage of the costs. Battison said the percentage capitalized varies but that two-thirds might be a typical amount—with the remainder being expensed in the current period. The amount capitalized is then expensed or "amortized" in equal amounts over a period of between one and five years, with three years being the most typical period.

Costs capitalized, said Battison, include rights and venue fees, mobile recording fees and certain duplication and editing costs. The general method has long been explained in the company's annual financial statements which are approved by its auditors, Price Waterhouse.

Battison said that "revenue forecasting" for radio, based on projected advertising pricing, was less risky than in the movie business where one has to guess whether a movie will be popular or not. He also said that initially the effect of "capitalizing" a portion of costs was to improve earnings but that in the year just ended, the effect was roughly \$100,000 on costs exceeding \$100 million. That is because previously "capitalized" costs being amortized were almost equal to new costs being "capitalized."

Comparisons with other major radio networks are difficult since few are publicly held companies and fewer, if any, produce programming in the same manner as Westwood One. One privately held company, Unistar, also capitalizes a portion of its costs, said Charles Persing, Unistar chief financial officer. "We capitalize programming expenses incurred while starting up the show, until it gets well enough to stand on its own. We then take that amount and write it off over three to five years. The longest period of costs capitalized I think would be nine months' worth; the shortest could be three or four months."

ABC Radio Networks typically expensed all of its programming costs, said former senior vice president Phil Giordano, now head of April Broadcasting. Battison, who until 1985 was vice president of planning, finance and development at ABC Radio Networks, said the situation was different from Westwood One's: "We [ABC] did not own the rights to our concerts, but instead bought them from DIR Broadcasting, who would sell us repeats for which we would also pay."

-GF

CBS RADIO SPORTS

THE ONLY GAME IN TOWN
CBS RADIO SPORTS/Major League Baseball

1990 — It's a new decade and a new deal for CBS RADIO SPORTS and Major League Baseball. Together, we're offering more action than ever before, including the All-Star Game, League Championships and the World Series.

Find out if the rights to broadcast CBS RADIO'S Major League Baseball package are available in your market. For information, call John Martin, Vice President, Affiliate Sales, CBS Radio Networks, at 212/975-6085.

MAJOR LEAGUE BASEBALL

Riding Gain

'Newscall' launched

Washington-based National Telecommunications Services Inc. and The Berns Bureau have joined to launch "Newscall," a telephone service to provide newsfeeds to radio stations and networks as well as to monitor how and when the feed was used.

According to the Berns Bureau, in the past, usage of feeds was monitored using interpolated usage reports based on random sampling. "Newscall" can provide information on how each station uses an audio feed. The service also offers the option of targeting audio feeds by region, format, audience and market size.

The Berns Bureau has been providing news coverage since 1976, and National Telecommunications has been providing audio feeds to radio stations since 1985.

Premiere interest

The New York-based investment banking firm, The Argentum Group, has signed a letter of intent to purchase a minority interest in the Los Angeles-based Premiere Radio Networks. The transaction is outlined by Premiere President Steve Lehman as an equity package that will not alter the corporate or

management structure of the company. The equity will be used to purchase radio stations and further develop and implement RADAR-measured programing, according to Premiere.

As a result of the deal, Premiere Executive Vice President Tim Kelly and Vice President of Sales Kraig T. Kitchin will take on additional duties with the radio acquisition division of Premiere. Kelly will focus on programing and promotion, while Kitchin will focus on sales and marketing. The company hopes to

Spot up in December

National spot radio billings were \$101,658,800 for December 1989, an increase of 40% over December 1988's unadjusted figure of \$72,628,200 and 12% ahead of the adjusted number of \$90,785,300. The 1989 total was \$1,097,779,200, a 10.2% change over the \$995,924,600 unadjusted figure for 1988, and 8.1% over the adjusted total of \$1,015,077,000. All figures are based on information provided by Radio Expenditure Reports Inc., which collects information from the top 15 reps.

announce the purchase of two radio stations within 60 days.

RNA revenue report

The Radio Network Association has released 1989 yearend figures for network radio revenue. The total for 1989 was \$427,187,728, according to unaudited numbers provided by the RNA. The 1989 total was up 11.9% over 1988's figure of \$381,911,715. For the month of December 1989, the RNA reported revenue of \$35.9 million, an increase of 2.4% over the same period in 1988.

According to Peter Moore, president of the RNA, January of 1990 softened, but February and March are showing signs of strengthening.

MTV News on the radio

MTV: Music Television and Westwood One have entered into an exclusive agreement to distribute a new two-and-a-half minute radio program entitled *MTV News*. The program will air twice daily, Monday through Friday, and will be written and hosted by Kurt Loder, host of MTV's *Week in Rock* and *News at Night*. *MTV News* will begin airing on Westwood affiliate stations in March.

International

Wide array of shows set for screening in Monte Carlo

World's key TV company executives expected at annual TV Market in Monaco; mini-series, TV movies are among U.S. studio offerings for sale

High-level media executives from around the world will meet on the French Riviera later this week at an international gathering that, despite its relatively small size, remains one of the most prestigious of its kind.

The Monte Carlo Television Market, held Sunday, Feb. 11, through Friday, Feb. 16, generally draws fewer than 2,000 people, far less than the MIPCOM and MIP-TV program markets held each fall and spring in Cannes, France. But packed into suites at the Monte Carlo Loews hotel and the city's adjacent conference center are the top executives of the world's key TV companies.

Among the leading Hollywood studios and independent producers and distributors using this year's market to screen and sell new programs are Paramount Pictures,

Warner Bros., Columbia Pictures, Orion Pictures, Worldvision, New World, Harmony Gold, CBS, ITC, Germany's Betafilm, Nelson Entertainment, MCEG, HIT Communications, Palladium, International Broadcast Systems, Public Television International and DSL Entertainment.

Studio offerings this year include Paramount's mini-series *Not a Penny More, Not a Penny Less*, a four-hour co-production with the BBC and Revcom of Paris, based on the Jeffrey Archer novel and bound for U.S. cable service USA Network this spring.

Warner Bros. will have a wide range of new products, including mini-series, TV movies, specials and series. The four-hour mini-series *Common Group*, based on a Pulitzer Prize-winning novel, will be screened, along with made-for-TV movies *Montana*, from a book by Larry McMurtry, *Fellow Traveller*, *Hometown Boy Makes Good*, *Perfect Witness*, *Traveling Man*, *Vietnam War Stories: The Last Days*, and *The Image*, starring Albert Finney. TV

movies also include David Wolper Production's *The Plot to Kill Hitler* as well as *A Matter of Trust*, *An Eight is Enough Wedding*, *China Nights*, *House of Dies Drear*, *Konrad*, *Murder in Mississippi*, *Necessary Parties*, *RIP*, *the Company* and *Words by Heart*.

Series from Warner Bros. are the one-hour *Island Son* and *Life Goes On*, the half-hours *College Mad House*, *Family Matters*, *Molloy*, *Normal Life* and *The People Next Door*. Animated offerings include half-hours *Beetlejuice*, *Police Academy—The Series* and *Tiny Toon Adventures*.

Columbia Pictures offerings center on series, with the one-hour *Hardball* and *Peaceable Kingdom*. Half-hours include *The Ann Jillian Show*, *Doctor, Doctor*, *The Famous Teddy Z*, *Free Spirit*, *Homeroom*, *Living Dolls*, *New Attitude*, *The Seinfeld Chronicles*, *Sugar and Spice* and the animated *Karate Kid*. The studio will also have several two-hour dramas, including *Cast The First Stone*, *Mickey Spillane's Mike Hammer: Murder Takes All* and *Murder in Paradise*.

Orion Pictures will have *Equal Justice*, a two-hour pilot with a commitment from ABC-TV for 12 one-hour episodes. The mini-series *And the Violins Stopped Playing* is being offered in a four-hour and a two-hour version, and the producer also has two-hour TV movies *No Place Like Home* and *Passport to Terror* (Dark Holiday).

Worldvision will have three Aaron Spelling-produced TV movies for both international TV and home video distribution: the CBS-TV movies *Love Boat: A Valentine Voyage* and *Murder in Black and White*, and ABC-TV's *Rich Men, Single Women*.

TV movies from New World are *False Witness* and *Little White Lies*, and the company is also offering half-hour series *Bagdad Cafe* and *Elvis* and the one-hour *Grand Slam*.

Harmony Gold is offering its mini-series *Paris/Dakar: A Great Adventure*, a co-production with Italy's Silvio Berlusconi and Germany's Taurus Film in association with King World, and mini-series *Shaka Zulu: The Missing Chapter*, along with other new programs.

CBS is distributing internationally the MTM comedy half-hour *City*, and its weekly public affairs program *Saturday Night with Connie Chung*. The network also has a movie package with Wolf; *Gunsmoke II: Miracle Landing*; *Money*; *Power and Murder*; *Night Walk*; *An American Christmas*; *So Proudly We Hail*, and *Single Women, Married Men*.

ITC will be offering a range of TV movies and mini-series. Now in production for NBC is *People Like Us*, and filming has already been completed on the Jack Higgins novel *Night of the Fox*, a co-production with partners including Tribune Co. and France's TF1, Canal Plus and SFP. Also offered are the police drama *Settle the Score*, CBS TV movie *Fear Stalk* and *True Betrayal*.

The mini-series co-production *Phantom of the Opera*, which will receive its world premiere screening at Monte Carlo, is being offered by Germany's Betafilm, which partnered with Silvio Berlusconi and France's TF1 to produce the four-hour mini-series. Also from Betafilm are six 90-minute thrillers based on stories by Frederick Forsyth, a 90-minute romance *A Ghost in Monte Carlo*, and the co-production *Voyage of Terror—The Achille Lauro Affair*.

The four-hour mini-series *Heiress*, based on a biography of Christina Onassis, is being offered by Nelson Television, along with a Steven Spielberg-produced two-hour TV movie pilot, *Capitol Hill*. The company will also have the mini-series *1968, The Russian Doll*, *Dead Heat* and a series of two-hour TV movie pilots, *The Street*, *MP*, and *Thief*, along with comedy series pilots *Making Waves*, *Five Star Casting* and *Mama Mia*.

Theatrical releases available from distributor MCEG will include "Sex, Lies and Videotape," "Drugstore Cowboy," "Chains of Gold," "Boris and Natasha," "Convicts" and "Cold Heaven." The company, which recently purchased Virgin Vision, will offer that company's film library, including "Mystic Pizza," along with a documentary series produced with

the cooperation of Unesco, entitled "Heritage."

Also on hand at the market will be Palladium, now developing a motion picture based on "The Lone Ranger" character; International Broadcast Systems, with an action film package from producer Hong Kong TVB; former Jim Henson distribution arm HIT Communications, which will be

offering a new TV series along with its library of animation programming, and Public Television International, the newly formed central program sales organization representing 21 noncommercial U.S. broadcasters and a library of more than 200 hours, including *Wall Street Week*, *Nature*, *South Africa Now*, *National Geographic Specials* and *Newton's Apple*. —AAG

Distant Signals

The law firm of **Loeb & Loeb** has opened European headquarters in Rome. The firm, which said it has the largest entertainment group in the U.S. at offices in Los Angeles and New York, named as partners in the new office the formerly L.A.-based executive John Dellaverson, along with Lorenzo De Sanctis and Guendalina Ponti (daughter of Italian producer Carlo Ponti). Lee Steiner, the Loeb & Loeb senior partner who announced the expansion, said the firm's 34 entertainment attorneys already conduct 15%-25% of their work for clients outside the U.S., most notably from Italy, France, the UK and West Germany, and expects to increase that percentage, as well as cut down on the previously existing lag time in servicing overseas clients.

A cable company owned by telco **U.S. West** and Montvale, N.J.-based **MSO US Cable Corp.** has won a UK cable franchise with 340,000 homes. The Tyneside, UK, franchise, the third largest so far awarded by the UK Cable authority, will cost an estimated \$160 million to construct, with building to begin in March and continue until 1994. The franchise, which also serves 13,000 businesses, carries a telecommunications license. U.S. West is already a partner in seven other UK cable franchises, representing nearly 1.5 million households.

American Top 40 with Shadove Stevens will be broadcast nationally in the U.S.S.R. by **Gostelradio**, the official broadcasting agency of the Soviet Union. Radio Express, the Los Angeles-based syndicator that distributes the program overseas, and Gostelradio have announced that the program will be translated into Russian and distributed via two networks: Mayak (Lighthouse) and Yunost (Youth).

"Advertisers, who once ignored us, are now anxious to see us."

—Marty Wilson, Owner
WXCT-AM
New Haven, CT

When WXCT joined Business Radio Network, suddenly their telephone calls were answered. Sales appointments were scheduled.

Marty Wilson knows why: "With Business Radio Network, we've developed a great amount of prestige in New Haven."

1(800)321-2349

(Inquiry)

1(719)528-7046

(Listen Line)

Knowledge
You Can Live With™

BRN

Business Radio Network

Religious broadcasters clean house, eye perestroika

Opportunities abroad and struggles at home define NRB's 47th convention

Ethics standards remained near the top of the agenda for a third year in a row for the National Religious Broadcasters, as association leadership found itself still wrestling with by-laws that require nonprofit members of a certain size to submit budget, fundraising and other information to meet the Ethics and Financial Integrity Commission (EFICOM) standards adopted at last year's convention in the spirit of self-regulation, following the highly publicized fall of former member Jim Bakker.

The Bakker and Jimmy Swaggart scandals are still having a negative affect on fundraising for the average television or radio ministry, but many members have seen a turnaround in the past year, said NRB President Jerry Rose, who, nevertheless, devoted much time to explaining why a large number of members have yet to submit information on EFICOM.

But beginning with President George Bush's Jan. 29 address, exactly halfway through the Jan. 27-31 agenda, NRB's 47th annual meeting's theme—"Looking Unto Jesus for a Decade of Opportunity"—began to take on specific meaning and to balloon into the show's major topic: potential evangelical programming opportunities in eastern Europe and the Soviet Union.

East bloc frontier

During the initial moments of his fourth address to NRB, President Bush assured 1,400 attendees (about 125 fewer than last year) gathered at the Sheraton Washington Hotel last week that he will work to protect their interests by working to protect freedom of expression and action for the individual in the United States.

The President drew several standing ovations from one of his key 1988 election constituencies, aligning himself with "the sanctity of life; policies that encourage adoption, not abortion" and support for "a Constitutional amendment restoring voluntary prayer in our schools." Of his budget proposal for federally supported childcare, the President said, "I will not see religious-based child care restricted."

But nondomestic issues dominated the majority of Bush's approximately 20-minute speech, as he recounted events that have taken place outside the U.S. during his first year in office, attributing the demise of communist governments in eastern Europe, at least in part, to the perseverance and faith of religious individuals and groups there. The people of Romania, Czechoslovakia, East Germany, Hungary and Poland had persevered, he said, to attain "free mar-

kets, free elections and free expression, propelled by many things, not the least of which was faith."

Describing "a season of miracles," the President told a series of anecdotes, including the story of a Romanian minister saved from execution after more than 20 years' imprisonment by his government. Bush beckoned that minister to rise from a front row convention seat for another standing ovation. Eleven months after his inauguration proclamation that "the day of the dictator is over," he reminded the audience,



NRB President Jerry Rose (standing) and Pat Robertson

Romanians had heard the first Christmas song broadcast since 1946.

The emphasis on opportunities abroad had already been well ensconced in an agenda that included five workshops on international issues, an international banquet featuring a satellite feed from London and a congressional breakfast in honor of Israel. "We have to pray about what to do about these people in eastern Europe," said one minister to a radio interviewer stationed in the hotel. And NRB President Rose, moments after the President and First Lady Barbara Bush departed to another standing ovation, encouraged members to "witness across the world."

Over the next two days, the focus on the Soviet Union and its former satellites increased. Just as NRB nonmember Robert Schuller, host of the weekly *Hour of Power*, announced elsewhere in Washington that more than 200 million Soviets had viewed his 1989 Christmas night sermon, Christian Broadcasting Network founder Pat Robertson announced at NRB that a CBN Ministry Center will open in Moscow. Already accepted by Soyuz Video for distribution in the Soviet Union, he said, CBN's animated biblical studies show, *Superbook*, began airing weekly on Leningrad television last month, and CBN, he said, had been autho-

rized to open a news bureau in Moscow. Robertson said he will travel to the Soviet Union in late May to tape an edition of *The 700 Club* with Pat Robertson.

"Atheism is dead," said Robertson. "When you look at this, along with what has happened in Eastern Europe recently, you have to believe that God's spirit is sweeping the earth in these days to enable masses of people to come into His kingdom." Although religious people, many of them Catholics, had played a major role in destroying communism, he said, "it is a question of how many" people remain religious after 40 years of repression of the church.

Despite CBN's success, such free speech opportunities remain carefully controlled and limited by the Soviet communist party, warned Viktor Aksoutchits, a Russian Orthodox Christian and candidate for the Soviet Congress of People's Deputies. Aksoutchits, who said he has published a spiritual literature journal not distributable within the Soviet Union, said, "It's true that we do get more information from the West, but it is nowhere near the demand among the people." Although he welcomed more movement like CBN's, he cautioned that Soviet President Mikhail Gorbachev must do something to satisfy the West. The government can do that, in limited fashion, he said, "while at the same time blocking any such initiatives from within the Soviet Union."

Calling eastern Europe "a new frontier," Rose also cautioned, "I hope that big and small ministries will not go in with the attitude that we have all the answers. We have to know the language [and] work with the people who have already begun work there."

Washington clout

If ethics issues still occupied the periphery of the convention, they did not appear to hinder NRB's record of displaying powerful Washington friends. In addition to the President's visit, Senators Al Gore (D-Tenn.), Jessie Helms (R-N.C.) and Don Nickles (R-Okla.) and Representatives Bob McEwen (R-Ohio), Marilyn Lloyd (D-Tenn.) and Bob Clement (D-Tenn.) attended a Jan. 31 congressional prayer breakfast in honor of Israel. Later that day, three FCC commissioners—Andrew Barrett, James Quello and Chairman Al Sikes—joined the association leadership for a luncheon in their honor.

In an equivocal appraisal of Bush's first year performance, Rose said the President "has done a good job," but he emphasized that "there needs to be more evangelical

participation across the board." The NRB president said that a form of discrimination has played a part in the evangelicals' reduced Washington clout. "The separation of church and state issue," he claimed, "has been used against...known evangelicals" who have proved themselves qualified to hold government positions.

Although Robertson specifically identified White House Chief of Staff John Sununu as a friend and devout Catholic, he also appeared to criticize with faint praise President Bush as "receptive...saying the right things, but we are concerned with what they do, not what they say." So far, he said, he is satisfied that the President is fulfilling "what I would call the family agenda."

Sikes, under whose young tenure the FCC has levied a series of fines to stations charged with airing indecency violations

(BROADCASTING, Oct. 30, 1989), won more unqualified praise. "You can imagine the pressure that has come to bear [on Sikes] to take a different position [from] the very serious position he has taken on obscenity and indecency," said Robert Ball, vice president of Salem Communications. And, like Bush, Sikes also won ovations. "Content regulation is, and should be, controversial," he said. "We have a Constitution that assures the rights of free speech," he said, adding, however, "I am absolutely convinced that this nation can provide adult programming that does not put our nation's children at risk."

Ethics deadline

Rose struggled to clarify for the press a complex set of numbers representing members that have, have not, need to and need not file for NRB ethics certification—boil-

ing down, he said, to approximately 290 out of 880 members remaining uncertified or proven exempt from EFICOM. The original May 1989 deadline for response to EFICOM has been extended until May 1990.

Approximately 50 members have dropped out of NRB "over time," apparently since the creation of EFICOM two years ago. That is just about the normal attrition rate, said Rose, who had conceded before the convention, however, that a major member, Trinity Broadcasting Network, had left NRB over requirements that boards of directors not be dominated by ministry family or staff; other similar defections may come, he had said (BROADCASTING, Jan. 29).

The results of any by-law changes will be made public—along with a list of EFICOM certified members—in March or April, said the association. —PDL

KQED takes expensive stand on 'Monitor Radio'

Noncommercial KQED Inc. is in a stand-off with San Francisco Mayor Art Agnos over the corporation's hopes for issuing \$15 million in tax-exempt bonds. At issue is the fact that the producer of one of the programs aired on KQED(FM)—the Christian Science Monitor—has an employment policy that permits it to discriminate against gays and lesbians. Persuade the Monitor to change that policy, the mayor has told KQED, or drop *Monitor Radio*. Otherwise, Agnos says, he will not approve the bond issue, which would finance the renovation of a new building as a facility for KQED's two television outlets and one FM station in the city. And if the state fails to serve as a backup to the mayor, KQED could find itself taking on another \$4½ million in interest payments over the next 15 years.

Still, the KQED board two weeks ago voted, 12-4, with three abstentions, to reject the mayor's demand. The board sees the issue as one involving the First Amendment. "We believe the question is one of 'Who's in charge of programming'—it's at the heart of what we do," said KQED president Anthony Tiano. "The board," he added, "will not allow an outsider to control content." The mayor's press secretary, Scott Shafer, disputed the argument that the First Amendment was involved. Rather, he said that the city—long a magnet for gays and lesbians—has a law banning discrimination on the basis of sexual orientation. The mayor, he said, is saying "the station can't continue to do business with a company that discriminates against people who make up a large part of our population."

The Christian Science Monitor—the parent of the company that produces *Monitor Radio*—fired a newspaper reporter in 1981 because she was a lesbian. And the Massachusetts Supreme Court, four years later, affirmed the publishing company's action. It said that since the Monitor is a part of the First Church of Christ Scientist, the firing was protected by the First Amendment guarantee of separation of church and state.

John Selovar, chairman of the board, last

week said the church's teachings do not require discrimination against gays and lesbians. Asked why, then, the Monitor does not state clearly that it would not discriminate on the basis of sexual orientation, he said the company would operate on "a level playing field," in its broadcasting operations, and follow FCC guidelines regarding employment. The commission's policies do not prohibit such discrimination.

KQED's Tiano said the board has been attempting to resolve the issue in talks that began last June. And last week, he said the talks would resume. Actually, the two sides seemed close to an agreement two weeks ago when premature publicity caused a breakdown.

Tiano had faxed the mayor a letter on Jan. 24, dated Jan. 25, indicating that the board, at the meeting scheduled for that

"Responses to our clients' ad campaigns have been strong...with no exceptions."

—Fred Hudson
President, KBNP-AM
Portland, OR

With the help of Business Radio Network, KBNP quickly became the financial broadcast medium for the city.

Fred Hudson knows why: "The non-traditional radio advertiser has found a forum to reach an upscale audience."

1(800)321-2349 1(719)528-7046

(Inquiry)

(Listen Line)

Knowledge
You Can Live With™

BRN

Business Radio Network

day, would direct the KQED staff to attempt to persuade the publishing company to abandon its discriminatory policy. And if that effort failed after three years, the letter added, KQED would drop *Monitor Radio*. However, the letter was leaked to the press, causing Tiano to scrap his plans for submitting the plan to the board. "The story made it appear we were going to give up *Monitor* in three years in return for approval of the

bond issue," Tiano said. "If the board made that decision, that would be OK. But it wasn't going to yield to the mayor."

If the resumed talks fail to yield a compromise, KQED would have two options regarding financing. Tiano said the board could seek approval of the bond issue from either the governor or the state legislature. That would substitute for the approval Agnos is withholding. But that involves nego-

tiating with officials in Sacramento, 80 miles away, a prospect Tiano indicated he did not welcome. He saw it requiring another six months to explain KQED's needs and to comply with the processes of the state government. Another option would be to obtain conventional bank financing and pay what KQED estimates as an additional \$4½ million in interest over the next 15 years. -LZ

Law & Regulation

THE 1991 BUDGET

FCC, USIA feel pinch

Commission says service will be slower, with possible consequences for Treasury; auction proposal will get sympathetic hearing in Congress

Tucked away in the \$1.23-trillion budget President Bush sent to Congress last week is a provision for the FCC for \$118 million. That would be some \$10.5 million more than Congress appropriated for the commission for the current fiscal year (after \$1.45 million was sequestered to meet Gramm-Rudman-Hollings limits). But considering the built-in increased costs it says it must shoulder and the impact of reductions over the past four years, the commission is making no promises about offering top-of-the-line services in fiscal 1991. Slower service to the public and delays in the introduction of equipment needed to monitor new technologies are in prospect. And one consequence could be substantial tax-revenue loss to the Treasury.

It is not only the FCC that is feeling the budget pinch. The U.S. Information Agency is also hurting. The budget seeks \$991,298,000 for the agency in the new fiscal year, some \$56,432,000 more than Congress granted in 1990 (provided it lifts the even lower 1989 ceiling it imposed when it adjourned last fall without approving a 1990 authorization bill for the State Department and USIA. The first step in undoing that was taken last week when the Senate passed the authorization measure, 98-0. Now Congress must act to remove the 1989 ceiling). But USIA officials say built-in costs, inflation and increases in some areas are requiring cuts in some others—about \$10.3 million overall.

Squeezing agencies is only one technique the President is employing to reduce the deficit without new taxes. Increasing receipts other than taxes is another. And in that connection, the President is trying again to win congressional approval of a scheme to auction a portion of the spectrum—the budget refers to six mhz of unassigned nonbroadcast spectrum. As was the case last year, the President would offer

four mhz for bid in 1992 and two in 1992. The budget estimates the auctions would yield \$3.4 billion. And although Congress in the past has turned a deaf ear to the proposal, things may be different this year. Representative John Dingell (D-Mich.), chairman of the House Commerce Committee, last week was talking of giving the proposal a sympathetic hearing.

A White House-Congressional disagreement over spectrum auctions is not the only rerun likely in matters dealing with the communications side of the budget. There is also the matter of funding for the Corporation for Public Broadcasting. The President has proposed that Congress provide \$259,565,000 for public broadcasting in 1993—CPB is funded two years ahead—and \$46,940,000 as a final contribution to meeting the cost of a new satellite. Congress has already authorized \$285 million for general system support two years hence and \$66,940,000 for satellite replacement. Public broadcasting officials—those from the National Association of Public Television Stations as well as CPB—say they will take their \$45 million difference with the President to Congress.

The FCC and other government agencies do not enjoy the independence that enables CPB to urge the Congress to override the President's budget recommendations—at least vigorously. Commission officials, for instance, decline to reveal how much the Office of Management and Budget was asked to request for it in the budget. They say they must defend the President's request. But, as a routine matter, they will include that figure in the backup budget material sent to Congress. And its report to Congress says that, despite the proposed \$10.5 million increase in its budget, the commission will pay a price, in services, for the pay increases and other costs it has been required to absorb over the past four years.

The report mentions these specific effects: "Increased application processing times and slowed service to the public; deferred staff productivity improvement initiatives; delayed technical improvements

needed to monitor new technologies, identify and eliminate interference and respond to complaints, and continued deterioration of physical plant due to lack of funding for repairs and maintenance." The commission said the enhanced funding available in fiscal year 1990 will address some of those issues. But, it added, "the remaining areas will continue to diminish the commission's total effectiveness." Part of the problem is in the size of the commission's payroll. The 1,778 full-time equivalents expected to be on board in 1991 are 28 more than the 1,750 FTE's in 1990—but they are still 352 less than those on the payroll in 1981.

What's more, the deterioration of service is not only a problem for the public. The commission said the reduced funding it received in 1989 cost the government an estimated \$52 million in tax receipts because of the delays in processing television, FM and cellular radio licenses. The delays ranged from 30 days for the cellular systems to one year for the TV and FM outlets. The commission based the revenue loss on the present value of the profit stream resulting from the radio systems' operations, and the profit stream on the market price of the systems minus tangible assets. "The tax revenue loss will be substantially higher if the application backlog increases in FY 1990 or FY 1991 due to insufficient funding," the commission said, adding: "Therefore, consideration should be given to the long-range economic assumptions associated with the commission's potential to affect tax receipts for the U.S. Treasury."

Officials at USIA say inflation and the costs of absorbing pay raises have cut into the agency's programing funds—that and increases for some of the agency's operations (the National Endowment for Democracy, for instance, would receive \$25 million next year, some \$8 million more than in 1990). Officials say that although the budget indicates the Voice of America would receive \$175.6 million, almost \$5 million more than was provided in the 1990 budget, built-in costs would result in a \$3 million program cut. The television and film service would suffer an absolute reduc-

tion, with the administration seeking only \$30.8 million for it, compared to the \$31.5 million provided for television and film in the current fiscal year.

Among the elements of USIA that would receive more generous funding in 1991 is Radio Marti, which broadcasts news and entertainment programming to Cuba. It is in the new budget for \$15 million, an increase of \$2.5 million. Some of the increase would be used if the Castro government attempted to jam Radio Marti programs, now aired on 1180 khz. The budget says the new estimate includes funds to acquire a backup frequency and the land on which to build a transmitting station.

Funding for the first year's operation of a television version of the station—TV Marti—was in the 1990 budget. Congress approved \$16 million—minus a \$109,000 sequestration—on the condition that testing of the facility proves its feasibility. Plans call for the installation of a transmitter and antenna in a windscreens hanging beneath an aerostat tethered 10,000 feet above one of the Florida Keys. The President's request for 1991 seeks \$18.1 million for the second year's operation. In both cases, the funds would be taken from VOA's radio modernization account—leaving that account with \$68 million in the 1990 budget and \$107 million in the new one. Most of the modernization funds would be spent on two shortwave projects under construction in Morocco and Thailand.

□

As for the proposal to auction 6 mhz of unassigned nonbroadcast spectrum, the budget says the commission would be responsible for conducting the competitive allocation. And legislation to authorize the bidding process, it adds, will be proposed. President Reagan's similar proposals over the years founded in Congress on members' concern that disposing of the spectrum in that matter—or by leasing, another proposal in a Reagan budget—would undermine the public interest principle embodied in the Communications Act. And an aide to Senator Ernest F. Hollings (D-S.C.) said senators have not changed their view on the matter—although, he added, "we're always looking for ways to balance the budget."

But Dingell was showing a change of heart. He still does not like auctions, he said. And his bill (H.R. 2965) to transfer 200 mhz of government spectrum to private-sector use bans the use of auctions with respect to that reallocation. But he said his committee "will look at spectrum changes probably with more sympathy than in previous years." He gave two reasons: "our budget constraints" and "the dwindling obligations of broadcasters to serve the public"—a reference, among other things, to the FCC's repeal of the fairness doctrine.

The CPB was in its familiar role last week of battling the White House over funding. The budget says the administration's proposed funding level—\$260 million for general programming and system support and \$47 million "to conclude" the federal contribution to the replacement of the Westar V satellite, now nearing exhaustion, "will allow the Corporation to maintain and improve quality public service programming and to meet the

needs of American telecommunications." Not so, said CPB President Donald Ledwig, in a statement released in response to the budget. "The president has proposed that Congress appropriate \$45 million less than the amount authorized for public broadcasting in FY 1993. The proposed funding levels would not even allow CPB to keep up with inflation. We will take our case to Congress for full funding of the amount authorized by Congress." NAPTS President David Brugger echoed those remarks.

Brugger also made clear the perennial battle over funding for the Public Telecommunications Facilities Program will be fought again. As was the case throughout the Reagan years, the administration is proposing to eliminate the program, which provides funds for the planning and construction of noncommercial radio and television stations in unserved areas. As in past years, the budget says that since more than 95% of the U.S. is served by public broadcasting, funding for the program is not requested. Congress, which regularly ignores the President's wishes in that regard, last year provided \$20 million. Brugger said the lack of PTFP funding—which was authorized at \$39 million for the new fiscal year—"will hinder public television stations in maintaining their equipment and upgrading their services with new technologies."

He noted that the funding program has been a fact of public broadcasting life for 38 years.

As for the National Telecommunications and Information Administration, the Presi-

dent's principal adviser on telecommunications matters, it would receive \$15.3 million under the budget, some \$1.3 million more than was appropriated for it in 1990. Officials said the funds would be sufficient to enable the agency to do its job. One of NTIA's major projects in the new fiscal year will involve high-definition television. NTIA will work with the FCC in developing an HDTV transmission and production standard.

The Federal Trade Commission is an agency that for the past several years seemed of little concern to broadcasters, or many other elements of American business life. But recently, under its new chairman, Janet Steiger, it has shown signs of bestirring itself (see page 76). Among other things, it is checking out allegations that acquisitions in the cable industry are having an anticompetitive effect. One investigation—which, because of its size, is mandated by statute—involves the \$200 million Tele-Communications Inc. merger with Viacom providing for joint control of Viacom's Showtime.

With the FTC now operating under a statute allowing it to keep up to \$20 million of the premerger filing fees it collects, the agency is expected to operate on funds totaling \$73.6 million in 1990 and \$77.9 million in the new fiscal year. Federal funding would account for \$53.8 million and \$56.9 million in those two years. Staffing is being increased substantially, from 894 work-years in 1989 to 970 work-years in 1991.

-LZ

"With BRN, we're a one-of-a-kind station in a very crowded market."

—Sanford Cohen
President, KFNN-AM
Phoenix

Phoenix is jammed with over 40 radio stations. In a city like that, how do you stand apart and make money?

Sanford Cohen knows the answer: "You lock on to BRN—a bottom-line oriented, cost-effective format."

1(800)321-2349
(Inquiry)

1(719)528-7046
(Listen Line)

Knowledge
You Can Live With™

BRN

Business Radio Network

Janet Steiger: The FTC's vigilant enforcer

New chairwoman seeks agreement on more uniform national ad and antitrust standards; will provide economic analysis to FCC cable inquiry; TCI merger with Viacom under review

Demonstrating that the Federal Trade Commission is anything but out of business as an enforcer of antitrust and truth-in-advertising laws is high on the current commission agenda, new FTC Chairwoman Janet Steiger told BROADCASTING in an interview late last month.

"Whether the perception was fair or right, there was," when she entered office last August, "a widespread perception that the federal antitrust agencies had not been vigorous in their enforcement of the statutes," said Steiger. "I think you have heard from both the Department of Justice and this agency that we consider that perception to be unhealthy. We do need the public to have faith that our agency is vigorous. For whatever reason, the perception was there...and we need to change it."

In her first six months in office, she said, "both the public statements and the evaluations that have gone on here have sent the message that we do intend to be very vigilant and vigorous wherever we find anti-competitive behavior. At the same time, we do not intend to be anything but judicious."

So far, evidence of FTC's heightened vigor has included an inquiry into a pending cable operator-programmer merger and broader investigations into competition in cable and advertising to children.

A Fulbright and Woodrow Wilson scholar, Steiger entered the FTC chairmanship from her chairmanship of the Postal Rate Commission, which, like the FTC, she said, concerned itself with "extremely complex economic analysis [and] the regulation of a partial monopoly, which raises many of the questions we see here." Before her nine years at the PRC, she co-founded and operated with two other women The Workplace Inc., which provided space and services in Washington to women researching and writing "in a variety of public policy fields" and where she researched public policy issues ranging from nuclear energy and safety to GI Bill benefits. Last month, she concluded part-time work as chairman of another congressional commission study of the latter. Her current FTC term will run into 1996.

Joined in this Jan. 26 interview by three other high-ranking FTC officials—Ron Rowe, assistant director of litigation for the bureau of competition and antitrust; Michael Vita, deputy assistant director of the bureau of economics, and Jim Hamill, executive assistant to the chairman—Steiger responded to questions about how the commission intends to demonstrate its vigilance in relation to advertising and competition in TV delivery and programming.

Competition in cable

For the television industry, one vigilance message has already come in the form of a federal investigation into the \$225 million Tele-Communications Inc. merger with Viacom for joint control of Viacom's Showtime cable programming service (BROADCASTING, Oct. 23, 1989). Although that inquiry is, under the Hart-Scott-Rodino Act, mandated because of the size of the proposed merger, Steiger provided rough outlines of a broader FTC review of competition in the cable industry, spurred, she



Steiger

hinted, by more than a narrow legislative mandate.

"In particular, due to the Hart-Scott-Rodino filing and the questions of mergers in this industry—whether horizontal or vertical—with programmers, such mergers are bound to come to our attention. We have more and more Americans choosing cable, wanting to take advantage of a panoply of broadcast options, and it has become a national issue."

According to Steiger and Rowe, under the H-S-R Act, the Justice Department and the FTC decide together which agency will undertake each inquiry, according to levels of "current expertise in the industry." That, and a desire not to duplicate efforts, Rowe intimated, has this time left the investigation up to the FTC.

Most FTC antitrust investigations come from that bill's requirements, said Steiger, "although we are not limited to review based only on Hart-Scott-Rodino; we can look at acquisitions that are not covered, and we have done so in the past and no doubt will do so in the future." Concerns expressed by competitors or awareness because of a broader industry review could

bring such acquisitions to FTC attention, she said.

"In a general sense," she said, "we can say we are looking at allegations that acquisitions in the cable industry could eliminate direct competition between cable systems. We are also looking into allegations that such acquisitions may set up entry barriers into the programming systems which support the cable programming networks."

Although the commission by law cannot comment on the TCI-Viacom merger, even to confirm that it is under investigation, evidence of the FTC's current expertise in cable will become public record in the form of extensive economic analysis to be submitted by March 1 as part of the broad inquiry by the FCC into cable issues. "We are uniquely qualified here," said Steiger, "to do the kind of in-depth economic analysis of the industry that is at the base of some of the questions that [FCC] Chairman [Alfred] Sikes is asking."

"Is our interest because of congressional interest? Is our interest because of public interest? We are interested in major industries in this country, have always been and always will be. We are going to be particularly vigilant in areas of high concentration across the industrial board."

Advertising: children, health claims, alcohol to teens and 'infomercials'

Steiger said she is not aware of any backlog of complaints at the FTC that would be analogous to the flurry of indecency complaints at the FCC cleared out by its new Chairman Alfred Sikes late last year (BROADCASTING, Oct. 30, 1989).

But her office has, according to some observers, already been made more open to input by industry watchdogs than it had been under her predecessor, Daniel Oliver (who remains one of three Republican commissioners as he awaits appointment of a replacement; one Democrat and one independent fill out the five commission seats). Last fall Steiger invited a broad group of public interest groups in for discussions of their concerns—the first such invitation in eight years, according to Action for Children's Television President Peggy Charren.

"We were very concerned about advertising to children before this [Charren's complaint on allegedly deceptive toy ads] was filed with us," said Steiger, adding that Charren's filing has been added to "the general review of this matter" at the FTC.

"TV character questions have been raised, as have a variety of presentations of toys," and other areas of "particular concern," she said, include advertising of alcohol directed at under-age populations, health claims, environmental claims, including product biodegradability, and "infomercials—30-minute programming that is in fact advertising. We try to target the areas that have the largest potential for consumer harm."

Although resolute in her determination to toughen the commission's image, Steiger is quick to delineate the limits of FTC authority. "Advertising is critically important to a free economy. It provides the consumer with the information that he sorely needs to make choices; it allows manufacturers and marketers to bring forth a panoply of new products and improved products, and it encourages a range of choice in the marketplace. Our job is to make sure that such advertising is not deceptive."

Seeking uniform national standards

According to Rowe, "Tied to the perception that the FTC was not doing the job that at least some states thought it should be doing," those states' attorneys general have told Steiger's FTC that they "have felt the need to move against advertisements because the FTC has in the past not taken action."

Steiger believes that the solution will involve a push toward uniform standards. "I have said that there should be a national policy on national advertising. I think it just makes sense. I have also said that there ought to be national merger enforcement. That too makes sense."

Although "very clear guidelines" on ad substantiation and deception already exist at the FTC, she said, so long as they differ from guidelines adopted by individual states, national advertisers will face the potential of state action, and centralized review will remain problematic.

"I think it would be preferable to have national advertising review at the federal level. It is an interstate matter in most instances. Certainly broadcast advertising is often national, and it is difficult for national advertisers to deal with 50 separate sets of standards. So we would like to work as best we can with the industry and the states to establish clearcut standards for national advertising that would be acceptable to all."

"As a practical matter, the states are going to remain interested. So one would need a cooperative effort to see if we can't move forward to more uniform standards."

The solution, she suggested, will also involve tangible FTC action, beyond discussions with states attorneys general. "We need, by the cases we bring, and by what we say about those cases, to just make it clear again that these standards are here and we are active in the field," she said. "If it is perceived that we are doing our job, there will be less need for individual action" on the state level.

Although the large majority of advertising enforcement activity at the FTC continues to focus on the print media, nonnetwork national television advertising probably comes in second, and network advertising, third, she said.

Steiger noted that two recent FTC charges—against Black & Decker last month for misrepresenting endorsement of an automatic shut-off clothes iron, and against Schering Corp. last September for unsubstantiated claims about its Fiber Trim weight loss product—have involved network advertising. But over the years, she said, the networks' internal standards and

practices operations have been "very effective" in weeding out deceptive advertising.

However, she said, other national advertising delivered to independent broadcasters remains less well self-regulated, particularly in the area of infomercials, "probably because the whole network of review and preview of ads and the requirements for substantiation has not yet coalesced in this area. It may be an economic issue. It may be that this is an expensive thing for non-network stations and programmers to

mount."

Working toward national consensus is also a goal in the areas of mergers and acquisitions, said Steiger. FTC "partnerships" with the states "are being revitalized. We have a joint task force going in the area of merger review," established last fall by the FTC, Justice and the states shortly after Steiger entered office. "Instead of reading about it in columns in the newspaper," said Rowe, "we talk about it more."

—PDL

Violence bill debated in Washington

Most panelists argued against legislation; Simon, with support from audience member Newton Minow, provided defense; FCC's Barrett said bill is good one

Senator Paul Simon's legislative proposal to deal with what he regards as the harm televised violence does to children never fails to stir debate. Is it needed? Would it be constitutional? Can television compete without offering heavy doses of violence? But at a Roundtable on Televised Violence sponsored by the Annenberg Washington Program of Northwestern University, the debate seemed stacked against the bill. Most of the 13 members, in varying degrees, suggested the bill was a bad idea. It was left largely to the senator and former

FCC Chairman Newton Minow—who was not a member of the panel—to defend the measure, with some collateral support from FCC Commissioner Andrew Barrett.

Simon's proposal would exempt the networks, station owners, producers, cable television interests and trade associations from the antitrust laws to the extent of permitting them to agree on guidelines governing programs containing violence. His bill (S.593), which was amended to apply to scenes depicting sexual activities and drug abuse as well as violence, has passed the Senate. A measure (H.R. 1391) similar to the original Simon bill has passed the House. The two must be reconciled in a conference committee, but Simon is optimistic the differences can be ironed out.

Although the measure is permissive, a



Satellite Uplink and Production Service

News • Sports • Video Conferences

Fully Redundant Ku Uplink and Production Truck

Editing Facilities
On Call 24 Hours



MLC Uplink and Production Services

P.O. Box 380 • Nashville, Tennessee 37202 • (615) 386-6464



NO MEDIA COLLECTION JOB IS FOREIGN TO US

International media collection is no job for an ordinary collection firm. It takes specialists. At Szabo Associates, Inc., we've recovered past-due receivables from advertisers the world over. That takes a special knowledge of each country's media customs and procedures, language, rates of exchange, banking practices and government regulations. So whether your past-due receivables are domestic or foreign, call Szabo at (404) 266-2464 to turn them into cash.

szabo

Media Collection Specialists

3355 Lenox Road, Suite 945
Atlanta, Ga. 30326 (404) 266-2464

number of the panelists seemed to regard it as one that would inevitably involve government action. Zev Braun, president of Zev Braun Pictures, which produces *Tour of Duty* on CBS, said: "We live in a violent society. Art imitates the modes of life, not the other way around. It would be better for Congress to clean up that society than to try to clean up the reflection of that society." Charles E. Sherman, senior vice president of Television for the National Association of Broadcasters, said the NAB is concerned about the possible impact on broadcasters' First Amendment rights. He said a code adopted by the industry could be taken over and enforced by the FCC. That, he recalled, had happened with the commercial guidelines that had been part of the NAB code. That code was dropped in 1982 after being attacked by the Justice Department on antitrust grounds.

Then there were those who saw no need for special effort, that mechanisms and self-interest were doing the job. Beth Waxman Bressan, vice president and assistant to the president, CBS/Broadcast Group, said "the free-market system" is working to screen out objectionably violent material. She said that out of 600,000 pieces of mail last year, 92 complained of violence in programs. And never, she added, has an affiliate refused to carry a program because of violence. "TV looks like it does because we try to respond to the wants of viewers," she said. And John Sisk, senior vice president and director of Network Broadcast for J. Walter Thompson, said, "We try to avoid situations that could have a deleterious effect on the commercials." Besides, he said, it is "a matter of definition—who does the defining" as to what constitutes violence?

Lawrence W. Lichty, a professor of radio-television-film at Northwestern University, Evanston, Ill., suggested it is too late in the day for the Simon proposal. "An enormous amount on television has already been on television," he said, referring to reruns. Furthermore, he said, there is "a tremendous amount of foreign producers... We are on the edge of everyone being able to do their own movies. There is more violence on television, but also more news and documentaries on the ills of society." He cited programs ranging from those dealing with battered wives to the public broadcasting series on racial problems in the U.S., *Eyes on the Prize*. "Gratuitous violence," he said, "is the price we pay for all the other programming."

And Mary Ann Zimmer, vice president, Legal and Business Affairs, for Arts & Entertainment Network, pointed out the problems in attempting to apply the legislation just within the cable industry. "It's misleading to look at cable as monolithic," she said, citing the various kinds of service—basic, pay, pay per view, access channels. She said A&E has a standards and practices office that operates like such offices employed by the networks. And in most of basic cable, she said, "the standards are close to those in broadcast television." As for the pay services, she said, "the viewer makes the choice."

Among those not present was George Gerbner, of the Annenberg School of Communication, University of Pennsylvania,

who has long maintained that television is overloaded with violence. But the study on televised violence that he co-authored with Nancy Signorelli, of the University of Delaware's department of communications, and that was released by Simon at a news conference two weeks ago (BROADCASTING, Jan. 29), was a presence, a criticized one. The authors of a 1982 study for NBC that found little evidence that televised violence was harmful to children—a study that has been criticized by various psychiatric and medical associations—were on hand to take issue with the latest Gerbner work.

Horst H. Stipp, director of Social and Development Research for NBC Television, said, "Gerbner has a theoretical interest in who is a victim." As a result, he said, Gerbner counts the acts of violence encountered, for example, by the Roadrunner in the Saturday morning cartoons directed at children. Considering Saturday morning violence, Stipp said, "is total nonsense.... We have to take a closer look at what these people count." His conclusion: Network television is the least violent form of entertainment we have today. Stipp's co-author, J. Ronald Milavsky, professor of Communications Sciences at the University of Connecticut and an associate director of the Roper Center, said the problem of televised violence "may be exaggerated." Indeed, he said, "It is difficult to get violent programs on the air."

Simon's voice was almost a lone one. "The evidence is overwhelming that we have a problem [regarding the harm that televised violence causes]," he said, in opening the discussion. "I don't favor censorship. We had an NAB code prior to 1982. We could have another with this bill. There ought to be a way to solve the problem without censorship." Later, he said, "Violence on television is changing our society, and not for the better—it is creating fears that affect conduct."

Unqualified endorsement came from Minow, a champion of children's programming while chairman of the FCC in the early 1960's, who practices law in Chicago and serves as director of the Annenberg Washington Program. Speaking from the audience, he said of the legislation, "This is an effort to deregulate." It would free the industry from the antitrust law provisions that now prevent it from setting its own standards, he said. Those who say it is regulatory, he added, "are making a fundamental mistake." (Minow noted that while he supports the bill, CBS Inc., on whose board he sits, does not. It does not oppose it, as such, either, regarding it, as do the other networks, as flawed.)

The bill also received a measure of support from Commissioner Barrett. He described it as "a good" one and said that, as "a matter of public policy, it's probably a good idea." He also rejected the NAB concern, as voiced by Sherman, that industry-developed guidelines would be adopted by the commission as policy it would adopt. "This commission," he said, "would not continue to make such use of [an industry] code." But he said that since the bill does not affect the FCC or the Communications Act, the commission "does not have a position on it."

—LZ

What Hollywood makes, the world takes

Programers' financial results reflect foreign demand; cable also helps replace slowdown in domestic station syndication

The changing sources of programing revenue, including a partial slowdown in domestic syndication revenue growth, were already reflected in recent financial results being reported by entertainment companies. Taking the place of the domestic syndication market to television stations were foreign and cable buyers, although first-run syndication boosted results for companies such as King World Productions and Paramount. As of last week, most major publicly held programing companies had reported financial results.

For its third quarter, ending November 30, 1989, Orion Pictures said "free television" revenue was down 8% to \$24.3 million, due to a "decrease in revenue from domestic syndication activities from quarter to quarter," partially offset by a "number of foreign free television contracts...." Pay cable revenue jumped four-fold to \$34.1 million, primarily due to availability of various films for airing on Showtime and

HBO. Due to increased revenue from cable and foreign sources, the company decided to increase "estimates of future revenues on most product," which added \$7.5 million to Orion's gross profit for quarter.

At Fries Entertainment, Charles Fries, chairman, president and chief executive officer, said: "Overall home video and foreign sales continue to grow, while domestic syndication returns remain flat." The production and syndication company cited several television projects, two for ABC and one for Showtime, as the reason for a jump in revenue for its second quarter ended November 30, 1989.

According to a recent report by securities analyst, Dennis McAlpine, of Oppenheimer & Co. *Oprah Winfrey* was just shy of replacing *Wheel of Fortune* as King World Production's top breadwinner, producing an estimated \$55.6 million in revenue for the first quarter ending November 30, 1989, versus \$57.2 million for *Wheel*. KWP's operating cash flow—operating income from operations plus depreciation and amortization—jumped 28% to \$62 million on revenue of \$168 million.

Paramount Chairman Martin Davis said

1989
Sales
\$224,370,000!

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

ELLIOT B. EVERS
415-391-4877

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

RANDALL E. JEFFERY
407-295-2572

RADIO and TELEVISION BROKERAGE
FINANCING • APPRAISALS



MEDIA VENTURE
PARTNERS

WASHINGTON, DC
ORLANDO
SAN FRANCISCO

Some subject to F.C.C. approval

Fifth Estate Earnings Reports

Company	Period	Revenue (000) change	%	Earnings (000) change	%	EPS
Disney	First	\$1,288,151	23	\$174,431	18	\$1.25
Fries Entertainment	Second	\$21,326	129	\$1,425	NM	\$0.30
King World Prods	First	\$168,352	23	\$33,520	7	\$1.33
MCA	Fourth	\$956,320	3	\$71,536	-5	\$0.95
	Year	\$3,382,344	17	\$191,773	16	\$2.62
MGM/UA Comm.	First	\$211,524	24	(\$2,019)	NM	(\$0.04)
Orion Pictures	Third	\$104,372	13	\$1,762	46	\$0.08
Qintex Entertainment	Year	\$85,714	NM	(\$33,168)	NM	(\$1.55)
Paramount Comm.	Fourth	\$968,800	3	\$1,234,300	757	\$10.28
	Year	\$3,392,600	11	\$1,465,400	281	\$12.21

Fries had net loss in prior year's second quarter of \$426,000. ■ **King World** noted positive impact on net income from adoption of FASB accounting standard number 96 and negative impact from depreciation and amortization of prior year's acquisition of WWS-TV Buffalo, N.Y. ■ **MCA** results for fourth quarter and full year included \$63 million net gain from sale of Discovision Associates. Results also saw \$53 million after-tax loss from planned sale of LJN Toys. Company's television results suffered from revised agreement with Qintex, which suffered negative results from same (see below). ■ **MGM/UA** recorded \$1.6 million gain on purchase of \$7 million, face amount of subordinate debentures. ■ Net results for **Paramount Communications** in both fourth quarter and full year included several special items, including sale of finance division, Associates First Capital Corp.; \$84.3 million after-tax negative "reevaluation" of company's publishing division, and \$48.3 million after-tax charge as result of Paramount's unsuccessful bid for Time Inc. ■ Just-released **Qintex** results are for year ending July 31, 1989, and are not comparable to prior years. Company is in Chapter 11 bankruptcy registration. Results were negatively affected by write-down of distribution agreement with MCA Television and reduced income due to "discontinuance of direct domestic broadcast syndication distribution activities."



AFTER DEALING WITH BLACKBURN OTHER BROKERAGE FIRMS JUST DON'T STACK UP



BLACKBURN & COMPANY
INCORPORATED

Media Brokers & Appraisers Since 1947

WE BROKE BROADCASTING'S BEST

Washington New York Atlanta
202.331.9270 212.832.9191 404.892.4655

Chicago Beverly Hills
312.346.6460 213.274.8151



TVB on auto ads. The Television Bureau of Advertising responded to member concerns about auto ads with a half-hour "special" satellite feed to stations. Pictured discussing the subject is Ron Tonkin, president, National Automobile Dealers Association. Others featured in the feed included Paine Webber securities analysts Alan Gottesman and Steven Girsky, TVB's Richard O'Donnell, VP-national automotive marketing manager, and Jim Joyella, TVB president.

strong syndication results, especially from first-run shows such as *The Arsenio Hall Show*, *Star Trek: The Next Generation* and *Entertainment Tonight*, help moderate "...an expected decline of \$50 million in syndication income and came close to equaling the substantial year-earlier contribution," which had been boosted by the results of *Webster*. The company also noted that motion picture results for the year ending Oct. 31, 1989, were boosted by "...higher domestic and foreign feature syndication revenue and increased licensing fees from network and pay cable television." The company also cited a "slight gain" at Madison Square Garden Network and "higher results" from its 50%-owned

USA Network. The other USA Network owner, MCA, also cited higher earnings. Part of Paramount's income came from the sale of *MacGyver* to USA.

At MGM/UA, *Twilight Zone's* syndication helped boost television revenue 124% to \$24.4 million for the first quarter ending Nov. 30, 1989. Other factors include additional production for network television, although the company did not break out operating income for the television division.

Reviewing the results, Merrill Lynch securities analyst Harold Vogel said: "I don't think syndication had a really good year and the outlook for many of these companies' television divisions is flattish. I don't expect great movement either way." —GF

BottomLine

Extended Reuters deal. Reuters Holdings has extended by three years, effective next month, its two-year-old agreement to contribute information services and financial and editorial support to noncommercial WPBT(TV) Miami for the continued production of *Nightly Business Report*, now carried by more than 270 noncommercial television stations in the U.S. WPBT will maintain access to news video and satellite transmission from Reuters subsidiary Visnews, the assistance of a Reuter coordinating editor in Miami and a full-time Reuter reporter in London, and access to the *Reuter Business Report*, the Reuter Financial Report data service, as well as Reuter's market quotation services in equities, commodities, bonds and foreign exchange. The program may also see its Far East bureau expand in cooperation with Visnews, said the *Reuter Financial Report*.

Fin-syn: still a rulemaking after all these years

The FCC does not want to take the lead in reforming its highly controversial financial interest and syndication rules, but it has let it be known that it is more than willing to modify the rules along the lines of any compromise the warring parties—the broadcast networks and Hollywood producers and syndicators—can come up with.

If presented with a compromise, the FCC would not have to launch a new rulemaking. Still open is a rulemaking in which a four-member FCC led by then-Chairman Mark Fowler voted tentatively in August 1983 to eliminate the prohibition against the networks acquiring financial interest in independently produced programming and to relax significantly the ban against them syndicating programming (BROADCASTING, Aug. 15, 1983). The FCC never affirmed the vote, caving in to intense pressure from Congress and the White House. The big blow to the FCC's deregulatory initiative came in November 1983 when President Reagan announced that he would support a legislatively mandated two-year moratorium on fin-syn reform (BROADCASTING, Nov. 7, 1983).

Throughout early 1984, Fowler made noises about bringing fin-syn up for a final vote, but by year's end, he was conceding that it was no longer on his agenda. The FCC never formally terminated the fin-syn rulemaking. As a consequence, any parties talking to commissioners about fin-syn are still obliged to report it in the increasingly musty record.

That the rulemaking is still open is no longer a matter of FCC oversight. As part of FCC Chairman Alfred Sikes's effort to get a handle on things, the FCC has reviewed a host of aging and mostly forgotten rulemakings and terminated those that have become "stale." The fin-syn proceeding was not among them.

Changing Hands

KICU-TV San Jose, Calif. □ Sold by Ralph C. Wilson Industries Inc. to KICU Inc. for \$34 million. Seller is headed by Ralph C. Wilson and has interests in KCIU-TV Amarillo, Tex., and WEVV-TV Evansville, Ind. Buyer is owned by William R. Hirshey, James H. Evers, William S. Beeman and John W. DuBois. Hirshey is VP of Ralph C. Wilson Industries. Evers and DuBois are station manager and sales manager, respectively, of KICU-TV. Beeman is KICU-TV engineering director. KICU-TV is on ch. 36 with 2,735 kw visual, 273.5 kw aural and antenna 2,000 feet above average terrain.

WBSM(AM)-WFHN(FM) New Bedford, Mass., and WDOV(AM)-WDSO(FM) Dover, Del. □ WBSM(AM)-WFHN(FM) sold by Sage Broadcasting Co. for \$5.5 million and swapped to H&D Broadcast Group for WDOV(AM)-WDSO(FM) and \$750,000 (see "In Brief," Jan. 22). H&D is headed by Joel Hartson and Barry Dickstein. They own six AM's and seven FM's. Benchmark is headed by Phillip Rainwater and owns cable systems in Washington, D.C., and Ridgecrest, Calif., areas. Sage is headed by Leonard Fassler and Gerald Poch, and has eight AM's and eight FM's. *Brokers: Americom for H&D.*

WBZN-AM-FM Racine, Wis. □ Sold by Adams Radio of Milwaukee to Three Chiefs Co. for \$3.5 million. **Seller** is headed by Stephen Adams, who owns 14 radio and 11 TV stations. **Buyer** is headed by Ragan A. Henry, who through various companies is licensee of WDIA(AM)-WHRK(FM) Columbus, Ohio; WKSQ(FM) Mt. Clemens and WGER-FM Saginaw, both Michigan; WOOF(FM) South Boston, WMBX(FM) Richmond, WOV(FM) Norfolk and WRAP(AM) Portsmouth, all Virginia; WWIN-AM-FM Baltimore; WXTN(FM) Marlow Heights, Md.; KDIA(AM) Oakland, Calif.; WCOS-AM-FM Columbia, S.C.; KCCV(AM) Independence, Mo.; WCMC(AM)-WZXL(FM) Wildwood, N.J.; KJOJ(FM) Conroe, Tex.; WHYY-FM Philadelphia, and WHYY-TV Wilmington, Del. WBZN-AM is on 1460 khz with 500 w day and 65 w night. WBZN-FM is on 100.7 mhz with 50 kw and antenna 500 feet.

KYEA-FM West Monroe, La. □ Sold by Phoenix Broadcasting Corp. to Broad Based Communications Inc. for \$3 million. **Seller** is headed by Frank Stimley, Jackson, Miss., attorney. **Buyer** is headed by Vincent Henry, who is Rochester attorney and son of Ragan Henry (see WBZN-AM-FM Racine, Wis., above). KYEA(FM) is on 98.3 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: H.B. LaRue*

KATE(AM)-KCPI-FM Albert Lea, Minn. □ Sold by Communications Properties Inc. to Broadcast Properties Inc. for \$3 million. **Seller** is headed by Phillip T. Kelley and has interests in KLVV(AM)-WDBQ(FM) Dubuque, Iowa. **Buyer** is headed by Charles J. Burns, Philip T. Kelly and John Morrison and has no other broadcast interests. KATE-AM is on 1450 khz with 1 kw days and 250 watts nights. KCPI-FM is on 95.3 mhz with 3 kw and antenna 300 feet above average terrain.

WVHB(FM) Hampton Bays, N.Y. □ Sold by South Fork Broadcasting Corp. to South Fork Acquisition Corp. for \$1.8 million. Deal is a reorganization within parent company. **Seller** is headed by brothers Edward and Paul Simon and Lorne Michaels. **Buyer** is headed by Edward Simon, who is head of BAB Broadcasting Corp., licensee of WBAF-FM Babylon, N.Y.

WVHB(FM) is on 107.1 mhz with 3 kw and antenna 280 feet above average terrain.

KKFN(AM)-KKRC-FM Sioux Falls, S.D. □ Sold by Vaughn Broadcasting Group to XMT Group Inc. for \$1.5 million. **Seller** is headed by Duane Cariveau and owns WLFN-AM-FM La Crosse, Wis. **Buyer** is headed by Barry Schloss, Richard Stastny and Larry Edwards. Edwards has interest in KQAZ(AM) Austin, Minn., and WMT-AM-FM Cedar Rapids, Iowa. Stastny also has interest in WMT-AM-FM Cedar Rapids, Iowa. KKFN is on 1230 khz with 500 w day, 250 w night. KKRC-FM is on 93.5 mhz with 3 kw and antenna 120 feet.

WJNL-AM-FM Johnstown, Pa. □ Sold by The United Federal Credit Union to Pennsylvania Broadcasting Associates II for \$1.35 million. **Seller** is headed by Gerald Toland and Jerry Elliott and has no other broadcast interests. **Buyer** is headed by J. Albert Dame and son John Dame. J. Albert Dame owns WRAK(AM)-WKSJ(FM) Williamsport and WKBO(AM) Harrisburg, both Pennsylvania. WJNL-AM is fulltime on 1490 khz with 1 kw. WJNL-FM is on 96.5 mhz with 50 kw and antenna 100 feet.

WORG(AM)-WKSO(FM) Orangeburg, S.C. □ Sold by Wilkes-Posey Broadcasting Inc. to Willis Broadcasting Corp. for \$1.075 million. **Seller** is headed by George Wilkes III and C.A. Posey and has no other broadcast interests. **Buyer** is headed by L.E. Willis Sr. and Hortense Willis, and

is licensee of WIMG(AM) Ewing, N.Y.; WBOK(AM) New Orleans; KFTH(FM) Marion and KSNE(FM) Marshall, both Arkansas; WGPS(AM) Charlotte, WBXB(FM) Edenton, WKWQ(FM) Batesburg, WSRC(AM) Durham, WVRB(FM) Warrenton, WKJA(FM) Belhaven and WGTN(AM) Wilson, all North Carolina; WAYE(AM) Birmingham, Ala.; WWPB(FM) Marion, S.C.; WSFU-FM Union Springs, Ala.; WPZZ(FM) Franklin, Ind.; WURD(AM) Philadelphia; WGNJ(FM) Alberta, WPCE(AM) Portsmouth and WFTH(AM) Richmond, all Virginia; WIMV(FM) Madison, Fla.; WWCN(AM) Gary, Ind.; WESL(AM) East St. Louis, Ill. and WTJH(AM) East Point, Ga. WKSO-AM is on 1150 khz with 5 kw day and 500 w night. WKSO-FM is on 103.9 mhz with 3 kw and antenna 330 feet.

KEIN(AM) and KLFM(FM) Great Falls, Minn. □ Sold by LITL Radio Enterprises to Adcomm of Great Falls Inc. for \$650,000. **Seller** is headed by Andris Baltins and has no other broadcast interests. **Buyer** is headed by Stephen M. Adams, who is licensee of KLAU(AM) Capitola and KMBY(FM) Seaside, both California, and WGTQ-TV Sault St. Marie and WGTU-TV Traverse City, both Michigan. He is son of Stephen Adams (see WBZN-AM-FM above). KEIN(AM) is 1310 khz with 5 kw days and 1 kw nights. KLFM(FM) is on 92.9 mhz with 100 kw and antenna 450 feet.

KLFF(AM) Glendale and KQNC(FM) Sun City, Ariz. □ Sold by Arthur Tifford to Resource Media Inc. for \$625,000. **Seller** is transferring his 50% share in Resource Media and has no other

NEW OPPORTUNITIES FOR 1990

Mid Atlantic
Class B FM
50,000 watts
Exclusive format
Top rating
Excellent cash flow
\$4,500,000 cash
AM/FM combo
Small market
Needs owner/operator
\$1,500,000 terms

South
Class C FM
100,000 watts
Dominant facility
Dominant ratings
Priced at 8½ times cash flow
\$6,240,000 cash
Class C-2
50,000 watts
Exclusive format
Excellent potential
\$3,500,000 cash

CECIL L. RICHARDS INC.

A Confidential Service to Owners & Qualified Buyers

NEGOTIATIONS FINANCING APPRAISALS TV CATV RADIO NEWSPAPERS

7700 LEESBURG PIKE
FALLS CHURCH, VA 22043
(703) 821-2552

540 FRONTAGE ROAD
NORTHFIELD, IL 60093
(708) 441-7200

P.O. BOX 892
HOT SPRINGS, VA 24445
(703) 839-3196

Here's
a word
for all the
wonderful
clients who
helped us
to a great
year in
1989:

Thanks



COMMUNICATIONS
EQUITY
ASSOCIATES

Investment banking, brokerage
and financial services for
the communications
and entertainment industries.

101 E. Kennedy Blvd., Suite 3300 • Tampa, FL 33602 • 813/222-8844
1235 Westlakes Drive, Suite 140 • Berwyn, PA 19312 • 215/251-0650
CEA, Inc., 375 Park Ave., Suite 3808 • New York, NY 10152 • 212/319-1968

Communications Equity Associates and CEA, Inc. are members of the
National Association of Securities Dealers, Inc., and their professional
associates are registered with the NASD. Members are SIPC.

broadcast interests. **Buyers** are group of Resource Media stockholders headed by Steven Taslitz with no other broadcast interests. KLFF(AM) is on 1360 khz with 5 kw day and 1 kw night. KONC(FM) is on 106.3 mhz with 3.5 kw and antenna 400 feet above average terrain.

KTDO-AM-FM Toledo, Ohio □ Sold by Charles Farmer to Agpal Broadcasting Inc. for \$600,000. **Seller** has no other broadcast interests. **Buyer** is headed by Andrew and Cheryl Harle and has no other broadcast interests. KTDO-AM is on 1230 khz with 1 kw. KTDO-FM is on 107.1 mhz with 1.29 kw and antenna 430 feet above average terrain.

WDON(FM) Geneva, Ohio □ Sold by Ray-Mar Broadcasting Co. to Warren Jones for \$441,965. **Seller** is headed by Donald Martin family and has no other broadcast interests. **Buyer** also owns WCDN(AM) Chardon, Ohio. WDON(FM) is on 104.9 mhz with 3 kw and antenna 370 feet above average terrain.

KSES(AM) Yucca Valley, Calif. □ Sold by Craig Broadcasting Corp. to Lambda Broadcasting

Corp. for \$365,000. **Seller** is headed by Courtney Flatau and has no other broadcast interests. **Buyer** is headed by Richard and Pearl Blum and has no other broadcast interests. KSES(AM) is daytimer on 1420 khz with 1 kw.

WGEN-AM-FM Geneseo, Ill. □ Sold by Geneseo Broadcasting Co. to Coleman Broadcasting Co. for \$481,900. **Seller** is headed by Joseph and Mary Lobaito and has no other broadcast interests. **Buyer** is headed by Roger and Marilyn Coleman and has no other broadcast interests. WGEN-AM is daytimer on 1500 khz with 250 w. WGEN-FM is on 104.9 mhz with 3 kw and antenna 300 feet above average terrain.

WKGN(AM) Knoxville, Tenn. □ WBC of Tennessee Inc. to Allied Companies Inc. for \$250,000. **Seller** is headed by Terrell L. Williams and has no other broadcast interests. **Buyer** is headed by Richard Heagy and Harry Thompson and has no other broadcast interests. WKGN is full-timer on 1340 khz with 1 kw.

For other proposed and approved sales see "For the Record," page 87.

Journalism

Canadian C-SPAN in the works

Cable service would be called CPaC, Canadian Parliamentary Channel, and would be modeled after C-SPAN in the U.S.; coverage of Canada's House of Commons would be centerpiece

Canadian viewers later this year may get a Canadian version of C-SPAN coverage that includes committee hearings, public discussions and participation "and other public events of national significance." Coverage of the proceedings on the House floor—which has been authorized since 1977—would continue as the centerpiece of the expanded service. But there is no guarantee the idea of a Canadian C-SPAN will be implemented.

The CPaC (Canadian Parliamentary Channel) proposal was advanced last year by the Canadian Broadcasting Corp. and the Canadian cable television industry. And late last December it was endorsed, in the

main, by the House Committee on Elections, Privileges, Procedure and Private Members' Business. The committee would make only one modification: That the 11-member board of directors that would govern CPaC—five members each from the CBC and the cable industry and one nominated jointly by the two bodies—be increased by four public members.

But the fate of the committee's recommendations remains uncertain until the House returns this week from its year-end break. The House could simply concur in the recommendations and implement them. However, the government or the opposition could also persuade the House to send the matter back to the committee to consider changes. Or the matter could simply be allowed to die. With lawmakers away from Ottawa last week, there was an absence of speculation, let alone hard knowledge, as to which option was the most likely.

What's more, the House action would

A popular president

President Bush, after his first year in office, is seen as far more popular than was President Ronald Reagan. Bush's popularity comes despite—or perhaps because of—the lack of attention the public has paid to news about the President, according to a recent Times Mirror Survey. Whatever the reason for that lack of attention, the survey's results show, the public does not criticize press coverage. According to the survey, conducted just after Panamanian strongman General Manuel Noriega surrendered to American authorities, 81% of the respondents expressed approval of Bush's job performance. That rating is even higher than that given him by a *New York Times*/CBS poll—76%. The Times Mirror survey said Reagan's rating after the first year, as the country was slipping into recession, was 49%. As for the public's attitude toward the media, the survey shows that 76% of the respondents said news organizations with which they are familiar are fair to the Bush administration. In the final year of the Reagan administration, with the public's attention monopolized by coverage of the Iran/contras affair, 66% felt the media was fair to the Reagan administration.

not be sufficient to implement the proposal. The CPaC application to provide the proposed service must be licensed by the Canadian Radio-Television and Telecommunications Commission. And a license would be subject to any conditions imposed by the commission, as well as to requirements of the Broadcasting Act. However, the CRTC is not seen as an obstacle.

The committee, in its report to the House, cites a three-pronged programing commitment by CPaC "to support active and informed citizenship in Canada: to provide Canadians with direct, unedited access to the proceedings of the House of Commons and other democratic institutions in Canada; to extend that coverage, to put it in wider context, and to make it more understandable by providing direct access to the views and activities of those individuals and organizations who have the greatest impact on our national life, and to increase the opportunities available for Canadians to participate actively in and to contribute to the national public policy debate."

But the CPaC proposal provides for the creation of an independent nonprofit joint venture between the CBC and the cable industry that would offer a satellite-to-cable specialty service. It would transmit the proceedings of the House, as well as any other proceedings—such as committee hearings—that are made available to it. Any time not required by such coverage would be used for wrap-around, public affairs-type programing. Roundtable discussions and call-in shows have been mentioned. "The CPaC proposal," the committee notes in its report, "is modeled upon the C-SPAN operations in the United States." C-SPAN President Brian Lamb—with his remarks relayed from Washington by satellite—testified before the committee in November.

CPaC would not have complete freedom and access, however. The report says the House of Commons would determine which of its proceedings would be covered, "gavel to gavel." It also says that "each committee...shall determine whether any meeting will be open to the electronic media" and that each committee may impose whatever restrictions it regards as necessary "to insure the decorum of the meeting."

Those conditions would not pose the danger of the most serious restriction, however. For unlike the situation in Washington, where microphones and cameras can be located in virtually every Senate and House committee room, the report on the CPaC proposal recommends that only two committee rooms be equipped for broadcasting. Disputes as to which committee could occupy the rooms would be resolved by the committee chairmen, according to the report. But proceedings in the two rooms would be part of the televised proceedings of the House supplied to CPaC "and must be broadcast."

Like C-SPAN, CPaC would add to subscribers' costs. The committee suggested a monthly fee of 8 cents in each of the first two years of the service, 9 cents in each of the next two and 10 cents in the fifth. The funds will cover the cost of programing over and above the parliamentary proceedings.

The committee, in a reference to the fact Canadians have been able to watch the House of Commons in action since 1977, said, "The House of Commons was one of the first legislatures to allow gavel-to-gavel broadcasting. As such, it has served as the

model for many other jurisdictions. Many of them, however, have moved beyond us. They have learned from our mistakes. The time has now come for us to reevaluate our own broadcasting policies, and to learn from the experiences of others." —LZ

News in the North

The Bush administration granted Turner Broadcasting System's request for licenses to provide its CNN service—and a satellite dish to receive it—to Vietnam Television of North Vietnam. The Treasury and Commerce Departments granted the licenses after TBS sued them for permission to implement an agreement reached earlier with VT. The Commerce Department declined to discuss the matter, but a Treasury spokesman said the licenses had not been denied, but that the matter had been "under consideration."

The suit said the administration had failed to act on the TBS application, filed on May 5, 1989, within the statutory deadline. At issue was whether the TBS proposal—under which VT would supply programing to *CNN World Report* in return for the CNN service—violated regulations governing exports under the Trading with the Enemy Act. Treasury's announcement on the matter said the license prohibits the transfer of any funds to Vietnam or a national of that country in connection with its agreement with VT. It also said that the decision to grant the licenses was "influenced largely by the importance of having U.S. news programing available in Vietnam under an agreement that maintains the embargo on payments to Vietnam." Vietnam becomes the 86th country to receive CNN International. Bert Carp, TBS's vice president, government affairs, said TBS would deliver the earth station and begin providing the service in "a couple of months."



Personalized journalism. Paul Wynne, reporter for KGO-TV San Francisco, hosts a two- to three-minute segment every Thursday night during the station's 6 p.m. news. In that he is surely not unique. But Wynne (above) has AIDS, and his *Paul Wynne's Journal*, which began airing Jan. 11, and which producer David Sampson says will continue for about a year, will chronicle life with the deadly virus. "It is by no means a death watch," says Sampson, but a journal of how people can continue to live with the disease. According to Sampson, the series' first two installments generated 300 letters of support and two of complaint, as well as a "pile" of letters from interested national and international news organizations including *60 Minutes*, *Good Morning America* and *USA Today*. Lorne Morrison is co-producer and cameraman on the reports.

EAST

500 East 77th Street
Suite 1909
New York NY 10021
(212) 288-0737

WEST

9454 Wilshire Boulevard
Suite 600
Beverly Hills CA 90212
(213) 275-9266

"25 YEARS EXPERIENCE GOES INTO EVERY SALE"

A. B. La Rue,
Media Brokers

TV • RADIO • CABLE • APPRAISALS

CLOSED: 1989 4th Quarter

December, 1989

PULITZER PUBLISHING COMPANY

has sold

**WPTA (TV)
FORT WAYNE, INDIANA**
(an ABC Network affiliate)

for

\$26,500,000

to

GRANITE BROADCASTING CORPORATION

*We are pleased to have served as
exclusive broker in this transaction.*



431 Ohio Pike Suite 210 North Cincinnati, Ohio 45255 (513) 528-7373

December, 1989

COSMOS BROADCASTING CORPORATION

has sold

**WDSU-TV
NEW ORLEANS, LOUISIANA**
(a NBC Network affiliate)

for

\$51,000,000

to

PULITZER PUBLISHING COMPANY

*We are pleased to have served as
broker in this transaction.*



431 Ohio Pike Suite 210 North Cincinnati, Ohio 45255 (513) 528-7373

October, 1989

CASCADE COMMUNICATIONS CORP. (Michael Burnette, President)

has acquired

**KGRL(AM)/KXIQ(FM)
BEND, OREGON**

for

\$1,950,000

from

BRUCE L. ENGEL & TERI E. ENGEL

*We are pleased to have served as
exclusive broker in this transaction.*



431 Ohio Pike Suite 210 North Cincinnati, Ohio 45255 (513) 528-7373

November, 1989

SUNBELT BROADCASTING CO.

has acquired

**KCRL(TV)
RENO, NV**
(a NBC Network affiliate)

for

\$25,700,000

from

THE CORD FOUNDATION

*We are pleased to have served as financial
advisor to the buyer in the transaction.*



431 Ohio Pike Suite 210 North Cincinnati, Ohio 45255 (513) 528-7373

Experience, Integrity & Discretion in Broadcast Brokerage



431 Ohio Pike Suite 210 North Cincinnati, Ohio 45255 (513) 528-7373

TCI opts out of Movietime

Tele-Communications Inc. has withdrawn from its option to become an investor in Movietime, citing concern in Washington over vertical integration. There was an announcement last year that TCI and Comcast would be joining the service, but TCI has since decided not to exercise that option.

Lee Masters, Movietime's new president and chief executive officer, said the move does not mean TCI is not interested in carrying the service. Indeed, he said, he is due to meet with TCI officials this weekend about a carriage agreement and said there is great support for the service within TCI. In some ways carriage is even more important than the financial support, Masters said.

Masters said Comcast still intends to join the service. TCI will still have a say in the service, as United Artists Entertainment, which is 54% owned by TCI, remains an equal owner and board member with HBO, ATC, Warner Cable, Warner Communications, Cox, Newhouse and Continental. Movietime founders and some employees own a small portion of the company. The other nine entities will each own between 10% and 11% of the service.

ESPN-Cablevision contract extension

ESPN and Cablevision Systems have agreed to a 15-day extension in the contract talks between the two sides. The existing carriage agreement expired on Jan. 31. Cablevision moved ESPN into a cluster of other sports services, which included regional sports pay services, in its Brooklyn and Bronx systems last year. ESPN objected and eventually filed suit, saying the configuration violated its contract. Later, ESPN withdrew its suit as negotiations on a new carriage agreement began. ESPN said last week progress was being made and it was still optimistic an agreement could be reached, thus the contract extension.

Discovery to produce disks

The Discovery Channel announced last week it was entering the interactive video market by producing documentary videodisks, initially for teachers and educators, and eventually for consumers, beginning later this year.

John Hendricks, Discovery chairman, said the goal is to make available to every teacher interactive programs that can be used in their curriculums. Discovery already is producing a one-hour programming block, weekdays from 9 to 10 a.m. and entitled *Assignment: Discovery*, designed for classroom use.

Discovery plans to produce 100 two-sided videodisks over the next five years for the Discovery Interactive Library, including 12 to be released this year. Those first videodisks will premiere in July, in time for the 1990-91 school year, Discovery said.

The library will be composed of two types of products: those that support teaching of primary curriculum areas and those that demonstrate the application of science, technology, natural science, social studies, commerce and the humanities.

There will be two components in the Discovery package: the documentaries themselves edited for the videodisk, plus video, stills and graphics and other curriculum support materials, and computer software allowing the videodisk material to be controlled via computer. The software package is compatible with Apple and IBM computer products, which covers about 90% of the personal computers on the market. Discovery said about 20% of schools have laserdisk players and that figure is expected to double in the next three to five years.

The working titles of the videodisks



Education executive. Bobbi Kamil, special assistant for academic utilization, The Annenberg/CPB Project, Washington, has been named executive director of Washington-based Cable Alliance for Education. The Alliance was formed in September 1989 to match resources of the cable television industry with the needs of schools (BROADCASTING, Oct. 2, 1989).

Kamil has been with the Annenberg/CPB Project for five years and prior to that served as director of television marketing for Films Inc., Wilmette, Ill. She was also assistant dean of Empire State College, a part of the State University of New York. She will begin as head of the Alliance on March 19.

include *Spreading the Word: The Technology of Communications*, *Lift Off: The Story of Space Adventure*, *The Discoverers: The World's Greatest Scientists*, *Songs of the Page: The Art of Poetry*, *The Blue Frontier: State of the World's Oceans*, *The Life & Times of Mankind: The History of the Human Race*, and *Earth Map: Geography of the Planet*.

Looking for room

Another battle for channel space is shaping up between two competing cable services. Rainbow Programming intends to launch *In Court*, focusing on judicial and legal issues, in September, (BROADCASTING, Jan. 29). American Lawyer Media Limited Partnership, a limited partner with Time Warner Inc., is also reportedly gearing up to launch *The American Lawyer Media Channel* in October.

Steven Brill, president, American Lawyer Media, and a Time Warner spokesman, refused to comment on plans for the service, but reports indicate that the enterprise has signed former CBS News and *New York Times* law reporter Fred Graham as chief anchor and program director. Sources also suggest that *American Lawyer* will make use of Time Warner's programming resources as well as Brill's staff of legal editors and reporters.

Robert Thomson, senior vice president, Telecommunications Inc., told BROADCASTING that both prospective services had been in touch with TCI regarding possible carriage, although the cable operator has not made commitments to either one.

"The American Lawyer presentation was somewhat more detailed," he said, "while Rainbow's approach was more conceptual." American Lawyer had an "interesting concept, one that deserves evaluation," said Thomson. "All cable companies are faced with two problems [with regard to the adding of programming services]," according to Thomson. The first is the limited amount of channel capacity. "Number two," he said, "given the uncertainties in the regulatory environment, I doubt many cable companies will be adding many channels."

Cuomo says no

New York Governor Mario Cuomo vetoed a cable TV companies Bill of Rights bill last week, which its sponsors said was designed to prohibit "bait and switch" tactics, spell out certain consumer rights and require that subscribers be notified in writing of all significant programming changes. The legislation, pushed by Assemblyman Richard Brodsky, grew out

of the MSG-Cablevision dispute. Brodsky said last week that despite the defeat he would be back "with legislation in a matter of days."

RASCO to handle new regionals

Rainbow Advertising Sales will handle the sales of the two newest sister regional sports services, SportsChannel Bay Area and SportsChannel Cincinnati. RASCO represents the other SportsChannel regional services, giving it outlets in the top six markets and seven of the top 10. The services serve a combined six million subscribers.

More sponsors for SNN

Mizlou, which launched its Sports News Network last week, has announced that two more sponsors have signed multimillion dollar, multiyear agreements—Chesebrough-Pond, for Power Stick, and Cotler, maker of young men's apparel. They join Jeep Eagle as major sponsors of SNN.

Foreign financing

TCI has arranged a \$400 million revolving credit facility for TCI West, its largest wholly owned subsidiary serving 1.2 million subscribers. Societe Generale is the lead bank, along with Credit Lyonnais. TCI said it expects 20 international banks to participate in the eight-year revolving credit facility.

Request charts more subs

Request Television said it recorded subscriber growth of 49% for Request and a 267% growth for Request 2 in 1989. The former ended the year with 5.7 million addressable subscribers, gaining 1.9 million homes, while the latter increased from 500,000 to 1.8 million. In all, 116 new affiliates came on board, giving Request distribution on 324 cable systems, which serve 8.8 million basic homes.

Lifetime announces first original film projects

Lifetime has announced its first two original film productions, which will premiere this summer. *Stop at Nothing* will premiere in July and follows a female private detective caught up in a child custody case. It will be produced by ABC Productions; executive producer is Ilene Amy Berg.

Sudie and Simpson is based on the novel "Sudie" by Sara Flanigan and follows the relationship between a poor Southern girl and a middle-aged black man in rural Georgia in the 1940's. *Sudie* will be produced by King Phoenix Entertainment, a subsidiary of Hearst Corp.; Donald March is executive producer.

Lifetime also will carry a one-hour documentary on the child custody battle surrounding Dr. Elizabeth Morgan, her daughter, Hilary, and Hilary's father, Dr. Eric

Foretich, on Friday, April 6. Titled *Hilary is in Hiding*, it will include footage of "Hilary's therapy sessions where she describes her father's alleged abuses" as well as Morgan's recent wedding and Foretich's travels to London in search of his daughter.

How To help

Communications Equity Associates Chairman J. Patrick Michaels has joined forces with the creators of the How-To Channel, a new service consisting of half-hour programs dealing with home repair, beauty care, first aid, household and water safety and nutritional and medical advice. The programming will have offshoots that will include the sale of tapes and books. Operators will share in that revenue as well as advertising revenue in the service.

The service was created by Michael Hale and veteran programming executive Que Spaulding, who will be chief executive officer and president. CEA is providing investment banking services.

Service showing

A Bruskin Associates 1989 survey on cable television finds subscribers "increasingly critical of cable programming and cable operator service."

One key finding that the cable industry might find troublesome is that 57% of current subscribers say their cable rates have increased over the past year, with the average cited increase being 13%. The NCTA said cable prices for 1989, based on a GAO survey, lagged behind the inflation of under 5%. More than half of cable subscribers consider what they pay is a bargain, according to Bruskin.

Among the findings:

A majority of cable subscribers believe that broadcast network programming has improved, relative to cable programming.

Subscribers rate WGN-TV Chicago, Discovery, ESPN, TNT, USA and Nashville Network as the most improved over the past year.

Although nearly 50% of pay subscribers have either cancelled or switched subscriptions in the past, 25% report that pay cable programming has improved and only 17% said they intended to switch this year.

Operator service is more likely to affect subscriber attitudes about the value of cable rather than the rates themselves. "Good service equates with good value, poor service equates with poor value, regardless of the rates charged," Bruskin concluded.

One out of four subscribers had viewed a PPV event in the past month, a good sign, Bruskin concluded. Sports are slightly more popular than movies, users say, but they are also becoming "sharply critical" of the costs associated with it.

VCR's are increasingly an impediment to subscribers taking a pay service, with nearly half thinking the VCR is a better value than subscribing to cable. Most cable households with VCR's do not subscribe to pay services and are buying VCR's in lieu

of pay services

Bruskin found that the long-term cable subscriber tended to be married and without children, while those who had cable less than three years were more likely to be younger, married or single, and with children. The longer a person subscribes to cable, "the better network programming looks," said Bruskin.

The study found that nearly 90% of subscribers said there are many channels they hardly ever watch, yet 70% said they can always find something to watch on cable. About 60% said cable is better than ever and that they would not be content without cable. Yet 60% said there were too many reruns.

Of the 25% of respondents who were former cable subscribers, excessive cost was the primary reason for not subscribing today.

The survey was conducted among 1,059 subscribers and 730 nonsubscribers, and the full cost of the study is \$2,500.

Nashville's new additions

Nashville Network plans to launch four new series in March, which will add 16 new hours of music video programming to the network's schedule.

The move is partially in response to the success of VideoMorning, a three-hour weekday morning block launched in January, Nashville Network spokesman said. Viewers want to see more music videos, said C. Paul Corbin, director of programming, Nashville, and record companies plan to increase their production of them.

The new programs are *Music Row Video*, *VideoGold*, *Country Beat* and *Country Standard Time*. The weekday one-hour Music Row Video features contemporary hits and will premiere March 26 at 7 p.m.

VideoGold is a live, one-hour countdown program of the most popular songs, according to an independent research study of country stations across the nation and will be carried weekdays at 4 p.m., starting March 26.

Country Beat will be a one-hour program featuring cutting-edge artists and containing elements of rock, blues and jazz. It will be carried Saturdays, beginning March 31, at 5 p.m.

Country Standard Time will be a weekday, one-hour program of classic songs and hits of recent years and will premiere weekdays at 3 p.m. on March 26.

When the new shows air, Nashville will be devoting 31 original hours a week to music videos, which until recently was only three-and-a-half hours per week.

Other new programming includes *The Texas Connection*, a weekly half-hour of artists from that state premiering Saturday, March 31, at 10:30 p.m.

American Music Shop will be a weekly concert series premiering in March.

Nashville also announced it will renew its *A Conversation with Dinah* for 26 more episodes. The second season begins March 31 with actor Jimmy Stewart joining

host Dinah Shore. Other guests will include Robert Wagner, Bea Arthur, Roger Miller, Glen Campbell, Patrick Duffy and Carl Reiner.

CNBC additions

According to CNBC, Post-Newsweek Cable has launched the service on 29 systems serving 320,000 subscribers. That, combined with a 350,000-subscriber launch from TeleCable and 500,000 subscribers from a TCI launch in Buffalo, N.Y., and Heritage in Wilmington, Del., gives CNBC a subscriber count of 14.3 million, according to the cable service's tally. CNBC that it was replacing FCC in the Post-Newsweek systems.

Converter buy

Pioneer Communications said Times Mirror Cable and Prime Cable have purchased more than \$6.5 million in addressable converters, primarily Pioneer's BA-6000 model. TM will install the units in its Providence and Vista, Calif., systems. Prime will install the units in its Las Vegas system.

Goodwill mall tour

Turner Broadcasting System is launching a 26-week Goodwill Games mall tour designed to heighten awareness for the games July 20-Aug. 5 in Seattle. TBS expects to reach 2.5 million consumers during the 30,000-mile tour, which will include six interactive elements. Included will be a Pepsi-sponsored free throw contest, highlights from the 1986 games and contests and prizes for consumers. A booth has been set aside in the 100-foot exhibit for local cable operators to man. In some cities, a Goodwill Games athlete will be on hand to sign autographs.

The first stop on the tour is the Aventura Mall in Miami, Feb. 9-11. The next stops are Tampa, Feb. 16-18 (West Shore Place Mall), and Atlanta, Feb. 23-25 (Gwinnett Place Mall).

In March the tour will hit Washington, New York, Philadelphia, Baltimore and Boston. In April, stops are Pittsburgh; Columbus, Ohio; Rhode Island, and Long Island. May stops are Toledo, Ohio; Chicago; Cleveland, and Milwaukee. In June, cities are Minneapolis, St. Louis, Dallas, Houston and Denver. The July leg includes Phoenix, Los Angeles and San Francisco before finishing in Seattle.

CAB sets conference agenda

"\$4,000,000,000 on the Horizon" is the theme this year of the Cabletelevision Advertising Bureau conference, April 1-3 in New York at the Marriott Marquis hotel. The \$4 billion is cable's advertising goal for 1994, and the conference is designed to address issues to reach that point.

Sunday (April 1) sessions include a photo advertising workshop, plus research, sports programming and promotion panels. There will also be a hardware and software exhibit that afternoon.

Monday begins with C.W. Metcalf, a humorist, as the featured speaker. There will be two tracks of three sessions each on Monday. Track one includes growth strategies, business plans and sales and marketing tactics. The other includes spot advertising, budgets and integration in the market. At Monday's luncheon, CAB's annual awards will be presented.

Tuesday will open with the keynote session, "Understanding The Forces Shaping Cable in the 1990's," with Stewart Blair, chairman United Artists Entertainment; Tom Burchill, president, Lifetime; James Mooney, president, NCTA;

Dennis McAlpine, senior vice president, Oppenheimer & Co.; Michael Drexler, executive vice president, Bozell, and Marvin Koslow, senior vice president, Bristol-Myers Squibb.

Tuesday's luncheon speaker will be Louis Hagopian, chairman Emeritus, N W Ayer, who is vice chairman of the Partnership for a Drug-Free America.

Tuesday sessions include geodemographics, administration and the television marketplace. The cable network programming fair, featuring 31 companies, will be held Monday and Tuesday afternoons.

For the Record

As compiled by BROADCASTING from Jan. 25 through Jan. 31 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz.—kilohertz; kw.—kilowatts; lic.—license; m.—meters; mhz.—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w.—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

khz: 1 kw-U)—Seeks assignment of license from Howard Sanders Communication Corp. to Broadcast Holdings Inc. for \$150,000. Seller is headed by Howard Sanders. Station is held by Washington Community Broadcasting Co., debtor in possession. Buyer is headed by G. Cabell Williams III and has no other broadcast interests. Filed Dec. 13, 1989.

■ WDFL-AM-FM Cross City, FL (AM: BTC891212HA; 1240 khz; 1 kw-U; FM: BTCH891212HB; 106.3 mhz; 5 kw-D; 1 kw-N, DA-2)—Seeks assignment of license from Women in Florida Broadcasting Inc. to Women in Florida Broadcasting Inc. for \$245,677. Deal is transfer of stock among principals of company. Seller is headed by Sharon Seifert. Buyers are Sharon Seifert (124 shares), James M. Johnson (248 shares) and Duane F. McConnell Revocable Living Trust (248 shares). Buyers have interests in WLPF(AM) Lake Placid, FL. Johnson has interest in WWOJ(FM) Avon Park, FL and is partner in WAFC-AM-FM Clewiston, FL. Dec. 12, 1989.

■ KATE(AM)-KCPI-FM Albert Lea, MN (AM: BAL891221EA; 1450 khz; 1 kw-D, 250 w-N; FM: BAL891221EB; 95.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Communications Properties Inc. to Broadcast Properties Inc. for \$3 million. Seller is headed by Philip T. Kelly and is licensee of WMVY(FM) Tisbury, Mass. Kelly is principal in buyer. Buyer is headed by Charles J. Burns, Philip T. Kelly and John Morrison and has interests in WLFN(AM)-WLXR(FM) La Crosse, WI. Filed Dec. 21, 1989.

■ KHOB(AM) Hobbs, NM (BAL891220EA; 1390 khz; 5 kw-D)—Seeks assignment of license from Smith Corp. to American Asset Management Inc. for \$55,500. Seller is headed by Neil Gittleman, trustee. Buyer is headed by Rosemary Houston and has no other broadcast interests. Filed Dec. 20, 1989.

■ WWHB(FM) Hampton Bays, NY (BAL891222HZ; 107.1 mhz; 3 kw; ant.: 280 ft.)—Seeks assignment of license from South Fork Broadcasting Corp. to South Fork Acquisition Corp. for \$1.8 million. Sale is reorganization within parent company. Seller is headed by singer Paul Simon and his brother, Edward, and *Saturday Night Live*

Ownership Changes

Applications

■ KICU-TV San Jose, CA (BALCT891222KG; CH. 36; 2735 kw-V; ant. 2,000 ft.)—Seeks assignment of license from Ralph C. Wilson Industries Inc. to KICU Inc. for \$34 million. Seller is headed by Ralph C. Wilson and has interests in KCIT(TV) Amarillo, TX, and WEVV(TV) Evansville, IN. Buyer is owned by William R. Hirshey, James H. Evers, William S. Beeman and John W. DuBois. Hirshey is VP in Ralph C. Wilson Industries. Evers and DuBois are station manager and sales manager, respectively, of KICU-TV. Beeman is KICU-TV engineering director. Filed Dec. 22, 1989.

■ WYCB(AM) Washington, DC (BAPL891213EC; 1340

EDWIN TORNBURG & COMPANY, INC.

Negotiators

For The Purchase And Sale Of
Radio And TV Stations • CATV • Appraisers

P.O. Box 55298 Washington, D.C. 20011
(202)291-8700



Services

BROADCAST DATA SERVICES
Computerized Broadcast Service
Including
Data Base Allocation Studies
Terrain Profiles
A Div. of Muffet, Larson & Johnson, Inc.
703 824-5666
FAX: 703-824-5672

Teletech, Inc.
BROADCAST CONSULTANTS AND ENGINEERS
• FCC Applications and Field Engineering
• Frequency Searches and Coordination
• Tower Erection and Maintenance
• Facility Design and Construction
Contact: KENNETH W. OEHN 23400 Mich. Ave.
(313) 562-6873 Dearborn MI 48124

DSI
COMMUNICATIONS, INC.
• Radio and Television System Design
• Transmitter and Studio Installation
• Microwave and Satellite
Engineering and Installation
627 Boulevard
201-245-4833 Kenilworth, NJ 07033

Shoolbred Engineers, Inc.
Structural Consultants
Towers and Antenna Structures
Robert A. Shoolbred, P.E.
1049 Morrison Drive
Charleston, S.C. 29403 • (803) 577-4681

Space Segment
• Turn Arounds
Fixed and Remote
Uplinking
Pittsburgh International Teleport
800-634-6530

LASK Engineering and Consulting
TELEVISION SYSTEMS, INC.
SYSTEM, FACILITY DESIGN AND PROJECT
MANAGEMENT FOR NEW AND REBUILDING
FULL POWER TV STATIONS, ALSO HDTV,
DIGITAL POST PRODUCTION, CORPORATE
(513) 777-0037 CINCINNATI, OHIO

PIROD INC.
ENGINEERS & MANUFACTURERS OF
SOLID STEEL TOWER STRUCTURES
PHONE 219-936-4221
FAX 219-936-6796
P.O. Box 128, 1200 N. Oak Rd.
Plymouth, IN 46563

New towers, transmitter buildings, earth
stations, turnkey site development
Tower Structures, Inc.
1969 Nirvana Avenue
Chula Vista, CA 92011
619-421-1181
Fax: 619-421-0533

BROADCAST DATABASE
dataworld
MAPS
Coverage Terrain Shadowing
Allocation Studies • Directories
P.O. Box 30730 301-652-8822
Bethesda, MD 20814 800-368-5754

UNUSED CALL LETTERS
MAILING LABELS
AM • FM • TV
dataworld
301-652-8822 800-368-5754

dataworld MAPS
• TERRAIN SHADOWING
• POPULATION DENSITY
• CONTOUR COVERAGE
(301) 652-8822 (800) 368-5754

Stainless, Inc.
New Towers, Antenna Structures
Engineering Studies, Modifications
Inspections, Erection, Appraisals
North Wales, PA 19454
215 699-4871 FAX 699-9597

SG Communications, Inc.
TV/FM RF Systems Specialists
RF System Measurements
Tower Erection & Maintenance
1-800-824-7865 Tucson, AZ
1-800-874-5449 Tampa, FL

KLINE TOWERS
Towers, Antenna Structures
Engineering & Installation
P.O. Box 1013
Columbia, S.C. 29202
Tel: 803 251-8000 • FAX 251-8080

LDL COMMUNICATIONS, INC.
RF DESIGN & INSTALLATION SPECIALISTS
LARCAN SOLID STATE TRANSMITTERS
ALAN DICK ANTENNAS & COMBINERS
LEBLANC & ROYLE TOWER SYSTEMS
14440 CHERRY LANE CT. LAUREL MD 20707
TEL: 301-498-2200 FAX: 301-498-7952

TRANSMISSION STRUCTURES LTD.
TOWER ENGINEERING SERVICES
• Registered Professional Engineers
• INSPECTIONS • ANALYSIS • MODIFICATIONS
P. O. Box 907 • Vinita, OK 74301
(918) 256-7883 • FAX (918) 256-2558

ENGINEERING SERVICES
REGISTERED PROFESSIONAL ENGINEERING STAFF
• STRUCTURAL • CIVIL • MECHANICAL •
Tower and Antenna Support Systems Analysis
Inspection, Modifications and Appraisals
CENTRAL TOWER INC.
P.O. Box 530
Newburgh, IN 47630 (phone) 812-853-0696

executive producer Lorne Michaels. Buyer is owned by Edward Simon, who is head of BAB Broadcasting Corp. Filed Dec. 22, 1989.

■ **WGAR** Cleveland, OH (BAL891222EF; 1220 khz; 50 kw-U, DA-1)—Seeks assignment of license from Nationwide Communication Inc. to Douglas Broadcasting Corp. for \$2 million (see "Changing Hands" Jan. 8). Seller is headed by Steve Berger and is licensee of KZZP-FM Mesa and KNST(AM) Tucson, both Arizona; KWSS(FM) Gilroy and KZAP(FM) Sacramento, both California; WBJW-AM-FM Orlando, FL; WPOC(FM) Baltimore; K1TN(TV) Minneapolis; KLUC(FM) Las Vegas and KRSR(AM) North Las Vegas; WKZL(FM) Winston-Salem, NC; WNIC(FM) Columbus, OH; WATE-TV Knoxville, TN; WXEX-TV Petersburg, VA; KISW(FM) Seattle, and WBAY(TV) Green Bay, WI. Buyer N. John Douglas owns KMAX(FM) Arcadia, KEST(AM) San Francisco and KHTN(FM) Placerville, all California. Filed Dec. 22, 1989.

■ **WJNL(AM)-WJNL(FM)** Johnstown, PA (AM: BAL891218HD; 1490 khz; 1 kw-U; FM: BAL891218HE; 96.5 mhz; 50 kw; ant.: 100 ft.)—Seeks assignment of license from The United Federal Credit Union to Pennsylvania Broadcasting Associates II for \$1,350,000. Seller is headed by Gerald Toland and Jerry Elliott, who have no other broadcast interests. Buyer is headed by J. Albert Dame and son John Dame. J. Albert Dame owns WRAC(AM) and WKSJ(FM) Williamsport and WKBO(AM) Harrisburg, both PA. Filed Dec. 18, 1989.

■ **WKSO-FM** Orangeburg, SC (BAL891221HX; 103.9 mhz; 3 kw; ant.: 330 ft.)—Seeks assignment of license from Wilkes-Posey Broadcasting Inc. to Willis Broadcast Corp. for \$1,075,000. Seller is headed by George Wilkes III and C.A. Posey and has no other broadcast interests. Buyer is headed by L.E. Willis Sr. and Hortense Willis, and is licensee of WIMG(AM) Ewing, NY; WBOK(AM) New Orleans; KFTH(FM) Marion, AR; WGSP(AM) Charlotte, NC; WKXB(FM) Edenton, NC; WKWQ(FM) Batesburg, NC; WSRG(AM) Durham, NC; WAYE(AM) Birmingham, AL; WWPDI(FM) Marion, SC; WSFU-FM Union Springs, AL; WPZZ(FM) Franklin, IN; KSNE(FM) Marshall, AR; WURD(AM) Philadelphia; WVRN(FM) Warrenton, NC; WKJA(FM) Belhaven, NC; WGNJ(FM) Alberta, VA; WIMV(FM) Madison, FL; WPCE(AM) Portsmouth, VA; WTHM(AM) Richmond, VA; WWCA(AM) Gary, IN; WESL(AM) East St. Louis, IL; WTHH(AM) East Point, GA; WGTN(AM) Wilson, NC. Filed Dec. 21, 1989.

■ **WKGK-AM** Knoxville, TN (BTC891211EF; 1340 khz; 1 kw)—Seeks assignment of license from WBC of Tennessee Inc. to Allied Companies Inc. for \$250,000. Seller is headed by Terrell L. Williams, who has no other broadcast interests. Buyer is headed by Richard Heagy and Harry Thompson. Filed Dec. 11, 1989.

■ **KACO(AM)** Bellville, TX (BAL891221EC; 1090 khz; 250 w-D)—Seeks assignment of license from J. Lee Dittert Jr. to New Ulm Broadcasting Co. for \$125,000. Seller is owned by Dinah L. Dittert, who has no other broadcast interests. Buyer is headed by Roy E. Henderson and is licensee of KGLF(FM) Freeport, TX; KFRD-AM-FM Rosenberg, TX; LPTV K05IL Clear Lake City, TX, and new FM's at Caldwell, Mason, and South Padre Island, all Texas. Filed Dec. 21, 1989.

■ **KSSA(FM)** McKinney, TX (BTCH891214ED; 95.3 mhz; 3 kw; ant.: 400 ft.)—Seeks assignment of license from Radio Plano Inc. to Radio Plano Inc. for no financial consideration. Seller is headed by Marcos Rodriguez Sr., trustee. Buyer is headed by Antonio B. Rodriguez, trustee. Filed Dec. 14, 1989.

■ **WBZN-AM-FM** Racine, WI (AM: BAL891221ED; 1460 khz; 500 W-D, DA; FM: BAL891221EE; 100.7 mhz; 50 kw; ant. 500 ft.)—Seeks assignment of license from Adams Radio Of Milwaukee to Three Chiefs Co. Inc. for \$3.5 million. Seller is headed by Stephen Adams, who owns 14 radio and 11 TV stations. Buyer is headed by Ragan A. Henry, who through various companies is licensee of WDIA(AM)-WHRK(FM) Columbus, OH; WKSJ(FM) Mt. Clemens, MI; WMXB(FM) Richmond, VA; WWIN-AM-FM Baltimore, and WTRX(FM) Marlow Heights, both MD; WQOK(FM) South Boston, VA; KDIA(AM) Oakland, CA; WCOS-AM-FM Columbia, SC; KCCV(AM) Independence, MO; WCMC(AM)-WZXL(FM) Wildwood, NJ; KJOJ(FM) Conroe, TX, and WOWI(FM) Norfolk and WRAP(AM) Portsmouth, both Virginia. He also has interest in WHYI-FM Philadelphia. WHYI-TV Wilmington, DE, and WGER-FM Saginaw, MI.

Actions

■ **KUNA(AM)** Indio, CA (BAL891127EA; 1400 khz; 1 kw-U)—Granted app. of assignment of license from Southern California Communications Corp. to Pennino Music Co. for \$650,000. Seller is headed by Jerome Maltz, who is also head of Riverdino Broadcasting Corp., licensee of KCKC(AM) San Bernardino and KBON(FM) Lake Arrow-

Professional Cards

du Treil, Lundin & Rackley, Inc.

A Subsidiary of A.D. Ring, P.C.

1019 19th Street, N.W., Suite 300
Washington, D.C. 20036
Telephone: 202-223-6700
Member AFCCE



SAIC Carl T. Jones
Corporation
A Subsidiary of Science Applications International Corporation

CONSULTING ENGINEERS
7901 YARNWOOD COURT
SPRINGFIELD, VA. 22153
(703) 569-7704
MEMBER AFCCE

LOHNES & CULVER

Consulting Radio-TV Engineers
1156 15th. St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722



Since 1944

Member AFCCE

COHEN, DIPPELL and EVERIST, P.C.

CONSULTING ENGINEERS
1300 "L" STREET, N.W. SUITE 1100
Washington, D.C. 20005
(202) 898-0111
Member AFCCE

SILLIMAN AND SILLIMAN

8121 Georgia Ave. #700
Silver Spring, MD 20910
ROBERT M. SILLIMAN, P.E.
(301) 589-8288
THOMAS B. SILLIMAN, P.E.
(812) 853-9754
Member AFCCE

Moffet, Larson & Johnson, Inc.

Consulting Telecommunications Engineers
Two Skyline Place, Suite 800
5203 Leesburg Pike
Falls Church, VA 22041
703 824-5660
FAX: 703-824-5672
Member AFCCE

ANDRUS AND ASSOCIATES, INC.

ALVIN H. ANDRUS, P.E.

351 SCOTT DRIVE
SILVER SPRING, MD 20904



301 384-5374

Member AFCCE

HAMMETT & EDISON, INC.

CONSULTING ENGINEERS
Box 280068
San Francisco, California 94128



(415) 342-5200
(202) 396-5200

Member AFCCE

Jules Cohen & Associates, P.C.

Consulting Electronics Engineers
Suite 600
1725 DeSales, N.W.
Washington, D.C. 20036
Telephone: (202) 659-3707
Telecopy: (202) 659-0360
Member AFCCE

CARL E. SMITH CONSULTING ENGINEERS

AM-FM-TV Engineering Consultants
Complete Tower and Rigging Services
"Serving the Broadcast Industry
for over 50 Years"
Box 807 Bath, Ohio 44210
(216) 659-4440

VIR JAMES

CONSULTING ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
3137 W. Kentucky Ave.—80219
(303) 937-1900
DENVER, COLORADO
Member AFCCE & NAB

E. Harold Munn, Jr., & Associates, Inc.

Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

ROSNER TELEVISION SYSTEMS CONSULTING & ENGINEERING

250 West 57 Street
New York, N.Y. 10107
(212) 246-2850

Mullaney Engineering, Inc.

Consulting Telecommunications Engineers
9049 Shady Grove Court
Gaithersburg, MD 20877
301-921-0115
Member AFCCE

HATFIELD & DAWSON

CONSULTING ELECTRICAL ENGINEERS
4226 SIXTH AVE. N.W.
SEATTLE, WASHINGTON 98107
Tel: (206) 783-9151; Fax: (206) 789-9834
MEMBER AFCCE

ENTERPRISE ENGINEERING P.C.

Consulting Engineers
FW HANNEL PE.
PO. Box 9001 Peoria, IL 61614
(309) 691-4155
Member AFCCE

STRUCTURAL SYSTEMS TECHNOLOGY, INC.

J. Cabot Goudy, P.E.
PRESIDENT
TOWERS, ANTENNAS, STRUCTURES
New Tall Towers, Existing Towers
Studies, Analysis, Design Modifications,
Inspection, Erection, Etc
6867 Elm St., McLean, VA 22101 (703) 556-9765

C. P. CROSSNO & ASSOCIATES

Consulting Engineers

P.O. Box 18312
Dallas, Texas 75218
(214) 669-0294
Member AFCCE

JOHN F.X. BROWNE & ASSOCIATES, P.C.

525 Woodward Ave.
Bloomfield Hills, MI 48013
(313) 642-6226
Washington Office
(202) 293-2020
Member AFCCE

D.C. WILLIAMS & ASSOCIATES, INC.

Consulting Engineers
AM-FM-TV, LPTV-CATV
POST OFFICE BOX 700
FOLSOM, CALIFORNIA 95630
(916) 933-5000



COMMUNICATIONS TECHNOLOGIES INC.
BROADCAST ENGINEERING CONSULTANTS

CLARENCE M. BEVERAGE
LAURA M. MIZBAH
(609) 985-0077

P.O. BOX #1130
MARTINTON, NJ 08053
FAX: (609) 985-8134



LAWRENCE L. MORTON ASSOCIATES
1231 MESA OAKS LANE
MESA OAKS, CALIFORNIA 93436

LAWRENCE L. MORTON, P.E.
AM • FM • TV
APPLICATIONS • FIELD ENGINEERING
MEMBER AFCCE
(805) 733-4275 / FAX (805) 733-4793

SELLMEYER ENGINEERING Consulting Engineers

P.O. Box 356
McKinney, Texas 75069
(214) 542-2056
Member AFCCE

PAUL DEAN FORD, P.E.

BROADCAST ENGINEERING CONSULTANT
R.R. 12, Box 351
WEST TERRE HAUTE, INDIANA 47885
812-535-3831
Member AFCCE

EVANS ASSOCIATES

Consulting Communications Engineers
AM-FM-TV-LPTV-ITTS-Satellite
Broadcast Engineering Software
216 N. Green Bay Rd.
THIENSVILLE, WISCONSIN 53092
Phone (414) 242-6000
Member AFCCE

RICHARD L. BIBY, P.E. COMMUNICATIONS ENGINEERING SERVICES, P.C.

CONSULTING ENGINEERS
6105-G Arlington Blvd.
Falls Church, VA 22044
(703) 534-7880 (703) 534-7884 Fax
Member AFCCE

J. Boyd Ingram and Associates

Specialists in
FM Radio Applications
Best Service Best Prices
PO Box 73
Batesville, Mississippi 38606
601 563-4664

DATL CORPORATION

BROADCAST CONSULTANTS
- APPLICATIONS - INSPECTIONS -
1515 N. COURT HOUSE ROAD
ARLINGTON, VIRGINIA 22201
TEL. (703) 276-9007

George Jacobs & Associates, Inc.

Consulting Broadcast Engineers
Domestic & International
Member AFCCE

Suite 410 8701 Georgia Ave.
(301) 587-8800 Silver Spring, MD
20910

DON'T BE A STRANGER

To Broadcasting's 116,427* Readers.
Display your Professional or Service Card
here. It will be seen by station and cable TV
system owners and decision makers
* 1986 Readership Survey showing 3.5
readers per copy

contact

BROADCASTING MAGAZINE
1705 DeSales St., N.W.
Washington, D.C. 20036
for availabilities
Phone: (202) 659-2340

AFCCE

Association of
Federal Communications
Consulting Engineers
P.O. Box 19333
20th Street Station
Washington, DC 20036
(703) 534-7880

head, both CA. He is also head of Northern Lights Broadcasting, licensee of KDEJ(FM) Anchorage, AK. Buyer is headed by Jeannette Banoczi and is licensee of KBZT(FM) La Quinta, CA. Action Jan. 11.

■ **KATY** San Luis Obispo, CA (BAL890322EB; 1340 khz; 1 kw-U)—Dismissed app. of assignment of license from Wischnia Communications Corp. to Great Electric Communications Inc. for \$160,000. Seller is headed by Jay W. Stream, Abraham H. Wischnia and Raymond D. Genette and has no other broadcast interests. Buyer is headed by Andrew Whatley, Michael Reichert, Fred and Dorothy Blencowe, Mark Blencowe, Paul Blencowe and Nathan Roth and is licensee of KUHL(AM)-KXFM(FM) Santa Maria and KLIT-FM Carpinteria, both California. Fred Blencowe is president and 51.5% owner of FAB Communications Inc., licensee of WTPO(AM) Conyers, GA, and WIHT(TV) Ann Arbor, MI. Action Jan. 8.

■ **KTHO-AM** South Lake Tahoe, CA (AM: BAL891117EA; 590 khz; 2.5 kw-D, 500W-N, DA; FM: BAL-H891117EB; 102.9 mhz; 1 kw; ant. 2,795 ft.)—Granted app. of assignment of license from Emerald Broadcasting Co. to Emerald Communications Corp. for \$1,682,666 ("Changing Hands," Dec. 4, 1989). Seller is headed by Donald C. McBain and Sarah K. Breckner and has no other broadcast interests. Buyer is headed by Christian Chase Larson and also owns KTMS(AM)-KHTY(FM) Santa Barbara, CA. Action Jan. 10.

■ **KTLF(FM)** Colorado Springs (BAPED890629GQ; 89.70 mhz; 1 kw; ant. 2,052 ft.)—Granted app. of assignment of license from Educational Communications of Colorado Springs Inc. to Pikes Peak Community College for no financial consideration. Deal is swap of station for KEPC(FM) Colorado Springs, CO. Seller is headed by Ron Johnson, Loren Libby and Greg Nyquist, who have no other broadcast interests. Buyer is headed by Dale Traylor. Action Jan. 10.

■ **KEPC(FM)** Colorado Springs (BALED890629GP; 90.5 mhz; 3.75 kw; ant. -273 ft.)—Granted app. of assignment of license from Pikes Peak Community College to Educational Communications of Colorado Springs Inc. for no financial consideration. Sale is swap of station for KTLF(FM) Colorado Springs. Seller is headed by Dale Traylor and has no other broadcast interests. Buyer is headed by Ron Johnson, Loren Libby and Greg Nyquist, who have no other broadcast interests. Action Jan. 10.

■ **WSUA(AM)** Miami (BAL890825EF; 1260 khz; 5 kw-U, DA-2)—Granted app. of assignment of license from S R Associates Inc. to Red Top Broadcasting Corp. for \$160,000. Seller is headed by Herbert M. Levin, Edward Caballero, Enrique Landin and I. Edward London and has no other broadcast interests. Buyer is headed by Howard Premer, who is president and stockholder of Howard Broadcasting Corp., licensee of WKAT(AM) North Miami, FL. Filed Jan. 9.

■ **WCEH-AM-FM** Hawkinsville, GA (AM: BTC891127EB; 610 khz; 500 w-D; FM: BTCH891127EC; 103.9 mhz; 3 kw; ant. 255 ft.)—Granted app. of assignment of license from D. Rivers Jackson Jr. and Alice M. Jackson to James Popwell Sr. for \$130,056. Seller has no other broadcast interests. Buyer is 50% stockholder, president and director of Tri-County Broadcasting Co., licensee of WCEH-AM-FM Hawkinsville, GA. Action Jan. 11.

■ **WYCH** Utica, MS (BAPH891117HQ; 92.9 mhz; 3 kw; HAAT: ant. 100 ft.)—Granted app. of assignment of license from Hollingsworth Broadcasting Co. to Edward St. Pe' for \$8,450. Seller is headed by Joseph and Mary Hollingsworth, husband and wife, and has interest in WCSPI(AM) Crystal Springs, MS. Buyer is licensee of WJNS(FM) Yazoo City and WJXN(AM) Jackson, both Mississippi. Action Jan. 11.

■ **KBWH** Blair, NE (BALH891122GY; 106.3 mhz; 3 kw; ant. 469 ft.)—Granted app. of assignment of license from LDH Communications Inc. to Sunrise Broadcasting Corp. for no financial consideration. Seller is headed by Jack Harris and has no other broadcast interests. Buyer is headed by Joerg G. Klebe. Sole shareholder of Sunrise, CVC Capital Corp., currently holds 21% stock interest in assignor, LDH Communications Inc., licensee of KBWH(FM) Blair, NE, and 20% stock interest in Advance Broadcasting Corp., full licensee of WGNV-AM-FM Newburgh, NY. CVC holds limited partnership interest in each of following licensees: Morgan Broadcasting Limited Partnership, licensee of WFSF(AM)-WNER-FM Ozark, AL, and WCKX Enterprises, licensee of WCKX(FM) London, OH. Action Jan. 12.

■ **WMRE-AM** Knoxville, TN (BAL891207EA; 1580 khz; 5 kw-D)—Dismissed 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. Action Jan. 9.

New Stations

Actions

■ **Reidsville, GA** (BPH871223MN)—Granted app. of Reidsville Broadcasting Corp. for 104.1 mhz; 1.35 kw; 465 ft. Address: 114 Church St., Reidsville, GA 30453. Principal is headed Robert E. Ritchie, who is licensee of WTNL(AM) Reidsville, GA. Action Jan. 10.

■ **Rozel, KS** (BPH890217MP)—Granted app. of Lee E. Scott for 98.7 mhz; .5 kw. Address: Box 125 Rozel, KS 67574. Principal has no other broadcast interests. Action Dec. 28, 1989.

■ **McConnelville, OH** (BPH880602OO)—Granted app. of Trell Broadcasting Co. for 100.9 mhz; .928 kw; 577 ft. Address: 323 E. Main St., Lancaster, OH 43130. Principal is headed by Donna J. Landefeld, David L. Landefeld, Douglas E. Triplett, Kenneth E. Eyerman, Joel K. Riley and Ronald A. Landefeld. Action Jan. 10.

■ **Zanesville, OH** (BPED880718MF)—Returned app. of Ohio University for 90.1 mhz; 4 kw-V. Address: 9 South College St., Athens, OH 45701. Principal is headed by Charles J. Ping, Richard R. Campbell, Priscilla S. D'Angelo, Jeannette G. Grasselli, Dennis B. Heffernan and Alan H. Geiger, and has no other broadcast interests. Action Jan. 5.

Facilities Changes

Applications

AM's

■ **Overland Park, KS** KCCV(AM) 760 khz.—Dec. 11, 1989, application for Mod of CP (BP841231AJ) to make changes in ant. system.

■ **Southbridge, MA** WESO(AM) 970 khz.—Dec. 21, 1989, application for CP to add night service with 500 w; increase

day power to 500 w; install DA-1 and make changes in ant. system.

■ **Cibola, TX** KBUC(AM) 830 khz.—Dec. 19, 1989, application for Mod of CP (BP860827AA) to correct coordinates to: 29 35 48N 98 09 58W.

■ **Elgin, TX** KELG(AM) 1440 khz.—Dec. 20, 1989, application for CP to change city of license to Manor, TX; increase daytime power to 800 w; change TL: on Blake Manor Rd. 1 mile SE of Manor, TX; and make changes in ant. system; 30 19 36N 97 32 35W.

FM's

■ **Colusa, CA** KKKL(FM) 96.5 mhz.—Dec. 13, 1989, application for Mod of CP (BPH851115MC as Mod) to change freq: 103.1 mhz; ERP: .134 kw H&V; ant.: 1,964 ft. H&V. TL: S. Butte, Approximately 8 km at 315 degrees relative to Sutter, CA; change to ch. 276 (per docket #89-314).

■ **Minneapolis, WCTS-FM** 100.3 mhz.—Dec. 29, 1989, application for CP to change ERP: 97 kw H&V; ant.: 905 ft. H&V.

TV's

■ **Moscow, ID** KUID-TV ch. 12—Jan. 1 application for CP to change ERP: 300 kw (vis); ant.: 2,059 ft.; TL: 14.66 km NNE of Moscow, ID; ant.: Dielectric TW-12A12; 46 48 16N 116 50 18W.

■ **Claremore, OK** KXON-TV ch. 35—Jan. 11 application for CP to change ERP: 1340 kw (vis); HAAT: 1,046 ft.; 36 19 06N 95 38 18W.

■ **Charleston, SC** WITV(TV) ch. 7—Jan. 9 application for Mod of CP (BPET800521KT) to change ERP: 316 kw (vis); ant.: 1,849 ft.; TL: 3.4 miles NE of Ten Mile, Charleston, SC, E. of route 17-701 SE of intersection with Sewee Rd; ant.: RCATCP-S901-9(7)(DA)(BT); 32 55 28N 79 41 58W.

■ **Provo, UT** KZAR-TV ch. 16—Dec. 19, 1989, application for Mod of CP (BPCT840618KE) to change ERP: 4,000 kw (vis); ant.: 2,307 ft.; ant.: Dielectric TFU-23 JDS(DA)(BT) TL: ant farm near Mt. Nebo 20 miles NNE of Neph. UT; 39 51 14N 111-42-22W. Amended Jan. 10 to change ERP: 3890 kw (vis); ant.: 2,307 ft.; change TL: existing Microwave Tower of US West Telephone Co., near Mt. Nebo 20 miles NNE of Neph. UT; ant.: DielectricTFU-23JDS (DA)(BT); 39 51 14N 111 42 17W.

Mid Atlantic Class B FM: unrated market — \$1.5 million, terms (9x CF)
BOB MACCINI 617/330-7880

Florida Combo with cash flow
\$700K with \$200K down
GEORGE REED 904/730-2522

SW Combo: 200,000 metro pop.
Incl. real estate, asking \$1.7 million
BILL WHITLEY 214/788-2525

Louisiana AM/FM with cash flow
Asking \$6.4 million
ERNE PEARCE 404/998-1100

Mid Atlantic Class B FM: college town
Real estate/cash flow — \$2.25 million
ED SHAFFER 404/998-1100

Mich. Class A Upgradable Combo
Profitable, asking \$1.5 mill., terms
BILL LYTLE 816/932-5314

SW Class C2 FM; \$20 million mkt.
Asking \$3.3 million
RICH MARSCHNER 312/642-0948

CA Standalone AM, only local station
serving 150K mkt. — \$3.0 million
JIM MERGEN 818/893-3199

Coastal California Class B Combo
Asking \$2.5 million; terms avail.
RAY STANFIELD 818/893-3199

Premier Rocky Mt. Combo, positive
cash flow — \$2.8 million cash
GREG MERRILL 801/753-8090

Nationwide Media Brokers
Chapman
Associates

Corporate Offices • Atlanta, GA • 404/998-1100

Classified Advertising

See last page of Classified Section for rates
closing dates, box numbers and other details

RADIO

HELP WANTED MANAGEMENT

A growing, Chicago Suburban, full-service AM needs a sales manager to recruit, train and lead our sales organization. Must have good communication and organizational skills. Send resume, salary history and salary requirements to PO Box 907, Elburn, IL 60119. EOE

Major public broadcasting company in top fifteen of group radio broadcasters searching for general manager for Southeastern AM/FM Combo. Successful candidates will have stable employment history, good sales experience and solid budget and expense control. Must be able to set example to proven sales staff by personal selling. Submit a letter giving complete career, salary history and references to: Box A-55. EOE.

General sales manager: KQKQ/KKAR, Omaha. To manage experienced sales staff of 13. Minimum 3 years sales management experience necessary. Strong people skills, leadership, motivational training skills required. Applicant must have outstanding track record. Send resume/history to Marty Riemenschneider, 1001 Farnam, Omaha, NE 68102. EOE.

Station manager for small market Ohio AM/FM Combo. Looking for successful sales manager ready for total responsibility. Send resume, salary history, references. Box A-62. EOE.

Sales manager wanted for Connecticut AM. If you like to sell and lead, here is a tremendous opportunity. Write Box A-66. EOE.

General sales manager: AM/FM Combo in Southeast, strong station in competitive market. Must be able to train, motivate, and manage staff. Goal oriented, proven track record. Box B-4. EOE.

Sales manager: Top 20 market, East Coast radio station Combo seeking general sales manager to manage staff of 12-15 AE's and managers. Must have minimum 3-4 years local or general sales management experience, good communication and teaching skills, plus strong computer skills - C/combina and other research. Knowledge of inventory, sales planning and budgeting a must. Stations are part of major broadcasting chain. Send resumes to Box B-10. EOE. M/F/H/V.

Search reopened. Station manager, WNMU-FM, 100.000 watt stereo public radio station on south shore of beautiful Lake Superior in Upper Michigan seeks creative, energetic, motivated, people-oriented station manager. Reports to the general manager. Works closely with sister TV station manager for joint projects. Responsible for management and overall daily operation, programming, fundraising, promotion and staff development. Management experience, 3-5 years public broadcasting experience and Bachelor's degree required. Master's preferred. Salary \$29,000 - \$34,000. Send resume postmarked by February 15 to Personnel Office, Northern Michigan University, Marquette, MI 49855. EOE/AA.

HELP WANTED SALES

Take a step into one of the fastest growing markets in the nation, Lake Co., IL. If you are a highly motivated professional sales person with a proven track record, HOT 102.3/NEWS 1220 has an opportunity for you. Send resume to WKRS/WXLC Radio, 3250 Belvidere Rd., Waukegan, IL 60085. Attn: Brian Willner. EOE. M/F.

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 A-57. EOE

HELP WANTED ANNOUNCERS

5000 AM News/Talk station in a growing market is looking for: Humorous, friendly, capable drivetime host/anchor. Must be able to "make our listeners laugh and be happy-to-be-alive everyday." Writing, editing and board work essential. Teams considered. Great area and living conditions. Mail resume and tape to Ctry., Club Communications Inc., PO Box 1270, Palm Desert, CA 92261. EOE.

Country 105, WQXK is looking for morning talent. Individual should be warm & friendly with a sense of humor, enjoy personal appearances, and be a team player. Youngstown-Canton markets. T & R to: Chuck Stevens, PO Box 530, Salem, OH 44460. EOE

Radio pro needed. Class operation looking for an assistant program director, morning announcer for WQMZ Charlottesville. Send your tape and resume to Box 498, Charlottesville, VA 22902 804-977-3030. EOE

Announcer interested in working in small market. Congenial working conditions. Must have one year experience. Send resume and tape to WTTT, 185 South Washington St., Tiffin, OH 44883. EOE.

Talk host: Rush Limbaugh has our liberal college community work in arms. Need well read, educated and verbally spectacular entertainer to debate the issues of the day from the left to balance our programming. Ample prep time, beautiful town, good pay T&R: Roger Manning, KFRU, 1911 Business Loop 70 East, Columbia, MO 65201. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

WUFT-FM: Program director to establish programming goals, policies and schedules. Liaison with local arts community, work in cooperation with joint licensee, WUFT-TV, in scheduling simulcasts and other combined efforts. Responsible for the on-air quality of WUFT-FM. Requires a Bachelor's degree. Master's degree preferred. 4 years public radio experience with two in middle management. Ability to incorporate research in decision-making process. Remote recording skills with state-of-the-art equipment. Ability to develop and motivate a diverse broadcast team. Salary: \$25,000-\$27,000. Send current resume and 3 reference letters to: Program Director's Search Committee, WUFT-FM, 2000 Weiner Hall, University of Florida, Gainesville, FL 32611 by February 28, 1990. An EEO/AA employer

SITUATIONS WANTED MANAGEMENT

Top-notch manager, 10+ years. Excellent credentials - Sales & programming. Top producer. Bottom line oriented. Southeast US. Prefer Florida. Call Bill James, 804-232-5197

Only if you want the best GM looking for a new challenge. Strong in all phases of operation, sales & profits my specialty. Small/medium markets. Box A-58.

Sales manager: Top station in top 60 market seeks position as GM or GSM in Southeast medium market. 804-744-1046.

Experienced GM with excellent references can put together a winning air/sales team at your station. Box A-59.

Powerful sales and marketing specialist with 26 years of solid broadcast experience can lead your station to successful new heights! Winning combinations in all areas of station operations. Sales team recruiter and trainer. Possible fulltime or consultant basis. Please contact Bill Elliott, 413-442-1283.

Profit driven GM with 23 years experience seeks quality small-mid size market opportunity. Sales, promotion, and programming leader. CRM offering documented success. Results desired? Results delivered. Absolute top credentials 301-426-5344.

Attorneys call 'em "rainmakers": I'm a broadcast rain-maker of revenue, ratings and programming. Seeking a success oriented station requiring a top middle-level manager. Inquire with Scott Simon, 815-634-4289 to arrange interview

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.

Station owners: You have the radio station but need someone with very strong sales ability and "people" talent to run it. I have extensive experience and a very strong broadcast and sales background. I am looking for an equity position in an operation such as yours and an opportunity to expand my equity if I turn out to be as good as I think I am. Can we talk? Write Box B-3

Success oriented general manager will share 26 years of broadcast experience to lead your station or group. Plenty of proven sales and promotion strategies that work! Looking for turnarounds, start-ups or anyone who needs help. Possible fulltime or consultant basis. Please contact Bill Elliott, 413-442-1283.

General manager. Currently selling GSM in 17-station market for FM start-up. Billing is up, up, up to \$28,541.00 in six months! And, it was done with an inexperienced staff. In 1990, the station will do over \$500,000.00! Call Don, 717-321-9035. Relocation possible.

AGM/GSM: Creative, professional, resourceful and bottom line oriented seeks GM/GSM small or medium AM or FM. Prefer Mid-Atlantic or Southern. 215-687-2814.

SITUATIONS WANTED ANNOUNCERS

Communicator: 20 years on air. Master's degree. People person. Heavy community involvement. Loyal, dependable professional seeking good company. 217-528-3119.

Baseball PBP. Solid broadcasting pro available. Only interested in organization with serious commitment to providing the most professional presentation. Tom, 316-231-6875

We're looking for radio heaven and tired of radio hell. Doug and Kev, a fun-fresh morning team, are seeking a great station, in a good location, and some good bucks. Let's talk, 717-473-3767.

Easy Listening, Big Band only. 28 years experience. Deep pipes. Final career move. 717-675-6982. PA.

SITUATIONS WANTED TECHNICAL

Technical whiz! Station design and construction, equipment installation, troubleshooting, RF & audio, automation. Former Harris field service engineer. Available by the day, week or project. Please contact Bill Elliott, 413-442-1283

Looking for chief engineer position at medium or major market radio station(s). Have experience with high powered (50KW/100KW) major market Combo stations. Worked closely with PD to improve ratings and air quality. Have good engineering standards with references to prove it. Have extensive computer experience (8088, 286 & 386) Can Fax a resume. Call: 815-933-7090, then dial 2340# (during recorded message). Call anytime.

MISCELLANEOUS

Make money in voiceovers. Cassette course offers marketing and technique for success in commercials and industrials. Money-back guarantee. Call for info: Susan Berkley, 1-800-333-8108.

Freelance audio people for 1 day meetings. Some experience with recorders/microphones necessary. Resume/info to ITI, 24 Commerce St., Suite 1225, Newark, NJ 07102.

TELEVISION

HELP WANTED MANAGEMENT

GSM position available in Southeast Independent/progressive TV group. Applicant must be successful trainer and motivator. EO employer. Send resume to Box A-35

Production manager: KOKH/Studio 25 is seeking applicants to direct Oklahoma's #1 production facility with all the whistles and bells. (2 studios 40 X 80 & 40 X 50, AVAB 2002 lighting, CMX editing, DVE, Lexicon, etc.) Call or write James L. Harmeyer, President & General Manager, KOKH-TV 25, 405-843-2525, 1228 E. Wilshire Blvd., Oklahoma City, OK 73113. EOE.

Local sales manager. WDEF-TV, Chattanooga's CBS affiliate, is accepting applications for the position of local sales manager. Local sales management experience is preferred, however, would consider account executive looking to move into management position. Applicants should be aggressive, organized, motivated, creative, and eager to lead local sales team in one of America's most competitive markets. If you are ready for the challenge, contact Chris Aldridge, General Sales Manager, WDEF-TV, 3300 Broad St., Chattanooga, TN 37408. An equal opportunity employer.

GSM: WTVH in Syracuse seeks bright, creative, innovative GSM who is an excellent people manager/motivator. Send resume to: GM, WTVH, 980 James St., Syracuse, NY 13202. EOE.

Rampart Broadcasting Company, New Orleans, is seeking a chief financial officer. Experience required: Computerized financial reporting, internal controls, hands-on approach in all accounting functions, and tax reporting. Public accounting background, CPA, and computer skills required. Prior experience in broadcasting a plus. An equal opportunity employer. Send resumes to: D. Barnewold, WVL-TV, 1024 North Rampart St., New Orleans, LA 70116

Local sales manager: KRIV-TV Fox Television, Houston's number one Independent, is seeking a local sales manager. Candidates must have 3-5 years television sales background with prior management experience a strong plus. Candidates must have ability to develop new business, direct and manage an aggressive sales force as well as design and execute sales plans. Candidates should also be familiar with vendor, co-op, co-promotions as well as a working knowledge of marketing and research tools. Send resume and references to: Craig H. Bland, Vice President/GSM, KRIV, PO Box 22810, Houston TX 77227. No phone calls, please. EOE.

General sales manager: Medium-sized Southeast market single Independent (Fox office) seeks spirited individual with Indy experience in all facets of local and national sales. Inspire our bright young sales staff! Salary commensurate with experience. Box B-8. EOE.

HELP WANTED SALES

Accounting representative for NBC affiliate in New Orleans. 3-5 years experience in broadcast sales, vendor or marketing required. Compensation commensurate with experience. Position open January 1990. Salary history and resume to Mike Kibbey, GSM, 520 Royal St., New Orleans, LA 70130. EOE. M/F.

Research/co-op director: Excellent opportunity for TV research/co-op director. Working knowledge of ARB, Nielsen ratings and research tools necessary to support local sales staff. Vendor experience helpful in top ten Sunbelt market. Send resume to: KTXA-TV, 1712 E. Randol Mill Rd., Arlington, TX 76011. Attn: Mike Dunlop. EOE.

FLORIDA TV + FM sales managers and reps. Group operator seeks dynamic, experienced, qualified street-selling managers and sales reps for FM and Independent TV operations. Box B-6. EOE.

HELP WANTED TECHNICAL

Honolulu, Hawaii chief engineer needed for leading network affiliate. Bachelor's degree or equivalent experience required. Send letter and resume to T. Arthur Bone, Bone & Associates, Inc., 197 Taunton Ave., Suite 202, East Providence, RI 02914. EOE.

Engineer sought for New York City facility. Experience with digital television, tape machine, telecine, editing systems, and system design is desirable. EOE. All inquiries will be kept strictly confidential. Box A-29.

Transmitter/studio maintenance engineer: 3-5 years experience required on transmitter and studio equipment repair and maintenance: UHF and FM transmitter background a plus. Send resume to WXEL, Personnel Dept., PO Drawer 6607, West Palm Beach, FL 33405. EOE. M/F/H/V

ENG maintenance engineer: Number one CBS affiliate has an opportunity for an ENG maintenance engineer with two years experience with 3/4", ENG cameras, microwave, and two live trucks. Looking for a thinker and self starter, a General Class or SBE certificate preferred. Submit resume and salary requirements to Ken Miller, Chief Engineer, WTVR-TV, 3301 West Broad St., Richmond, VA 23230. No phone calls, please! EOE. M/F.

Maintenance engineer wanted with strong 3/4" and ENG experience. Resume and salary history to Chief Engineer KEYT-TV, PO Drawer X, Santa Barbara, CA 93102. EOE.

Industry leading company in long form TV advertising seeks video engineer experienced in installation, maintenance, and repair of complete studio and post production facility with 3/4" Beta-SP, and 1" equipment. Immediate opening. Salary dependent on experience. Call or write Terry Prechtel, Hawthorne Communications, Inc., PO Box 1366, Fairfield, IA 52556. 515-447-3800. EOE.

Maintenance engineer: NBC affiliate in NW Arkansas needs a self-starter skilled in 3/4" tape, microwave and all studio equipment. FCC General Class, SB Engineer certification, minimum 2 years strong hands-on experience. Apply to: Engineering Manager, KPOM/KFAA-TV, PO Box 4610, Fort Smith, AR 72914. EOE. M/F.

Operations/engineering director: For cable TV station in suburban Washington, DC. Responsible for operation/engineering department (30-35 employees) including all video equipment, crews, budget development. Qualified individual should have college degree and at least five years television technical/engineering experience. Knowledge of production essential. Salary: High 30's. Excellent company benefits. Send resume Attn: Director, PO Box 7065, Gaithersburg, MD 20898. EOE.

Engineering: Top 50 NBC affiliate has opening for ENG maintenance. Must have experience in repair and maintenance of all ENG equipment. Two-year degree in electronics preferred. Live remote and SNG experience helpful. Send resume to John Krauser, WVTM-TV, PO Box 10502, Birmingham, AL 35202. An equal opportunity employer.

Assistant chief engineer: KTKA-TV seeks experienced technician with solid 3/4" ENG, 1" VTR, and studio equipment maintenance background. Computer and supervisory experience helpful. Send resume to: KTKA-TV 49, Attn: Jerry Madsen, 101 SE Monroe, Topeka, KS 66603. EOE.

Electronic technician: Montgomery College, Rockville Campus, has need for an electronic technician to work for the VCT Department. The position will be responsible for the routine maintenance repair of radio, television, and A-V electronic and mechanical equipment, as well as planning for and installing components, designing systems, budgeting for material and providing safety and security oversight. Position requires an AA degree in Electronic Technology or a related field and considerable radio and television electronic engineering maintenance and repair experience. Broadcast experience desirable. Starting salary range \$25,688-31,470/yr. plus excellent fringe benefits. To apply call 301-279-5373 for an application for vacancy #3227. Application screening will begin after February 16, 1990. An EO/AA/Title IX employer.

Chief engineer: Seeking an experienced engineer to supervise and evaluate MC operators, maintenance engineers, and oversee all phases of broadcast systems maintenance. Minimum 2-year degree in electronics and 8 years experience required. Must hold FCC General Class license or SBE equivalent. Salary: \$20K minimum plus benefits package. Send resume to: KSMQ-TV, 1900 8th Ave. NW, Austin, MN 55912. EOE

Assistant chief engineer: UHF TV station looking for hands-on type with transmitter experience 3-5 years in general television maintenance, satellite and computer systems. STL and studio operations required. Also to perform repairs and preventive maintenance. Send resume to Glen Dingley, Chief Engineer, KHSB-TV 67, 2522 Highland Square Mall, Alvin, TX 77511. EOE.

Maintenance engineer: State-of-the-art UHF Independent TV station with active post-production business seeks person with 3 years minimum experience in video maintenance. Excellent work environment: Our recently constructed facility won 1988 BME Excellence in Engineering award. Applicant should be familiar with sophisticated post-production techniques and demands, and be capable of troubleshooting complex system- and component-level problems. Ampex ACE, ADO, ESS and AVA maintenance experience desirable. Studio-production and audio background also helpful. Some nights and weekends. Send resume and salary history to Ms. Thornton, WATL, One Monroe Place, Atlanta, GA 30324. No phone calls, please! EOE.

Maintenance engineer. Strong electronic background, minimum 2 years studio and ENG experience. NBC affiliate is #1 in market with outstanding facility. Resume to Ron Patterson, WCMH-TV, PO Box 4, Columbus, OH 43216. Equal opportunity. M/F.

Chief engineer, WVNY-TV Burlington, Vermont. We are seeking a qualified individual with a solid background in all phases of studio and transmitter maintenance to run our Engineering Department. Great opportunity for supervisor or ACE to move into management. Resumes to Mark LeValley, WVNY-TV, Box 22, Burlington, VT 05401. EOE.

HELP WANTED NEWS

Chief photographer: Dominant NBC affiliate in Sunbelt needs a leader. At least five years experience on the street. Station has SNG, Beta format. Must be street shooter, teacher and good equipment manager. Send non-returnable videotape and resume to Scott Parks, News Director, WIS-TV, PO Box 367, Columbia, SC 29202. EOE.

Meteorologist for Midwest station with major commitment to weather. Must have meteorology degree, on-air experience. AMS seal preferred. EOE. Box A-61. No tapes.

Mid-market Maine ABC affiliate seeks sharp, smooth, personable meteorologist, preferably AMS seal, immediate vacancy. Also shopping for newscast producer who can make shows sing, and anchorperson with charisma and impeccable track record, both for possible future openings. No beginners, no prima donnas, and absolutely no phone calls! Send non-returnable tape and resume (producers also send detailed statement of producing philosophy) to Dennis Tompkins, News Operations Manager, WMTW-TV, 99 Danville Corner Rd., PO Box 8, Auburn, ME 04210. EOE.

Upscale top 60's market expanding news commitment. Seeking weekend anchor with strong reporting skills. Weekend weathercaster who can also do environmental reporting weekdays. Field reporters who work quickly and can turn complex issues into easily understood packages. News producers with creativity, good news sense, and good writing skills. No beginners, no phone calls, please. Send 3/4" tape and resume to Rich Klos, News Director, WROC-TV, 201 Humboldt St., Rochester, NY 14610. EOE.

Bureau chief. Seasoned TV news rpt/mgr for Sapan, Northern Marianas Islands. 5-person staff needs aggressive leader with solid credentials. Outstanding co. benefits. US Commonwealth tropical isle abounds with hard news. No social hr. stuff. Resumes and references 1st time along with non-ret. tape to: Ken Booth, ND, Guam Cable TV, 530 West O'Brien Dr., Agaña, Guam 96910. EOE.

News director: Qualified candidates will have 2-3 years television news management experience, either as a small or medium market news director or medium market executive news producer. Must have excellent production skills, sense of journalistic integrity, interpersonal and management skills. BA/Journalism degree or degree in related field preferred. Send resume to General Manager, WAND-TV, 904 Southside Dr., Decatur, IL 62521. EOE.

Aggressive Midwestern NBC affiliate looking for assistant news director, assignment editor, and general assignment reporters to work in a fully computerized state-of-the-art newsroom. No beginners, please. Send resumes to WHO Television Newsroom, 1801 Grand Ave., Des Moines, IA 50308. EOE.

Investigative news producer with a solid record of achievement and experience for award-winning top ten market station. Send resume to Box B-2. EOE/AA. No tapes.

News director: Top 50 UHF seeks energetic executive producer or news director from smaller market eager for major challenge. UHF verses two V's means innovation, execution, and people skills a must. EOE. Contact: Hoyte Broome, WBMG-TV, 2075 Golden Crest Dr., Birmingham, AL 35209. 205-322-4200.

News director: KTVN-TV, Reno, has an opening for an aggressive news director with a burning desire to be a news leader. Must be a good producer and writer. Must possess equipment knowledge, ability to train and motivate, plus have good work habits and organizational skills. Two years previous management experience in journalism, with at least one year as producer and reporter desired. Candidate should have Bachelor's degree in Journalism. Send resume and references to Dennis Siwert, President and General Manager, KTVN-TV, PO Box 7220, Reno, NV 89510. No telephone calls, please. KTVN-TV is an equal opportunity employer.

Assistant news director/managing editor. Supervise newsroom staff and coordinate daily newsgathering at WUFT-TV (PBS) with daily half-hour news plus updates. Requires: Master's degree in Broadcast Journalism or related field and one year broadcast news experience or Bachelor's degree and two years of professional experience. Minimum salary \$21,030. Send resume for position #959320 by February 15 to: Joe Wnuk, 446 Stadium West, University of Florida, Gainesville, FL 32611. It is University policy to conduct all searches in the open, subject to the provisions of existing law. Equal employment opportunity/affirmative action employer.

General assignment reporter: We're looking for a night-side communicator who's versatile, aggressive, and can package for the 90's. Minimum two years experience. Art Jordan, News Director, WFMJ-TV, 101 W. Boardman St., Youngstown, OH 44503. No phone calls. EOE.

KTVY-TV is seeking a weekend news anchor. Applicant must have street reporting and anchor experience. Send tape and resume to Stuart Kellogg, News Director, KTVY, 500 E. Britton Rd., Oklahoma City, OK 73114. EOE.

KTVY-TV News department has an opening for a qualified photographer. Must have a minimum of 2 years commercial news or sports photography experience and be skilled in editing. Good driving record and the ability to get along well with other personnel in tight deadline situations is required. News dept. is in the middle of Beta conversion. Send resume to Chief Photographer, KTVY, 500 E. Britton Rd., Oklahoma City, OK 73114. EOE.

News director: Highly livable medium market: Strong management, creativity and leadership combined with traditional skills and ethics plus a vision for television of the 90's. This team player and excellent teacher will join a group of collegial managers at a challenging affiliated station. Include salary requirements. EOE. Box B-7

One person band: Shoot and report in Danville, Illinois and environs. High visibility job with NBC affiliate. Non-returnable tape and resume to Jack Keefe, WICD-TV, 250 Country Fair Dr., Champaign, IL 61821. EOE. M/F.

News photographer: Sony and Panasonic gear, 3/4 inch and M-2 formats. Experience preferred, good driving record a must. Non-returnable tape to Jack Keefe, WICD-TV, 250 Country Fair Dr., Champaign, IL 61821. EOE. M/F.

WRCB-TV is looking for an early evening newscast producer who can generate a live and lively program. In addition to producing, we want someone who can contribute as a journalist. No phone calls. Send videotapes and resumes to: Lee Meredith, WRCB-TV, 900 Whitehall Rd., Chattanooga, TN 37405. EOE.

Sports anchor/reporter. Produce and anchor visual, upbeat sportscast. People oriented sports stories. Tapes and resumes to: News Director, WYOU-TV, 415 Lackawanna Ave., Scranton, PA 18503. No phone calls. EOE.

Wanted: Meteorologist/anchor for 6PM and 11PM newscasts. Station in Shenandoah Valley of Virginia. No phone calls, please. Tape and resumes to: Gary Smith, News Director, PO Box TV-3, Harrisonburg, VA 22801. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Copywriter/producer: WTVR-TV has immediate opening. Person must have proven good copywriting skills. Job includes writing and producing station's commercials. Previous television production experience a definite plus. Send resume to Don LaCombe, Program Director, WTVR-TV, 3301 West Broad St., Richmond, VA 23230. No phone calls, please! EOE, M/F.

Director: Minimum 2 years experience directing newscast & other studio productions. Strong emphasis also in commercial production! Computer editing experience a plus. Send resume to PO Box 4029, Azalea Station, Wilmington, NC 28403. EOE.

Director: Experienced commercial and newscast director with Grass Valley switching experience preferred. Must work well with both clients and employees and must possess good work habits. Individual must also be responsible and flexible. Send letter and resume to Pat Peters, Production Manager, WAND-TV, 904 Southside Dr., Decatur, IL 62521. EOE.

We need you to reorganize and run a news graphics library! We're looking for an individual with a solid understanding of the wants and needs of a television graphic operation. Must have excellent organizational skills, and a working knowledge of PC's. Experience in dealing with the technical aspects of graphic production a plus. Must be able to work early morning hours. Send resume to Box A-67. EOE.

Assistant promotion director position available at top 50 NBC affiliate. Excellent creative writing, editing and producing skills necessary. College degree in Advertising/Communications or related field and minimum five years experience required. Send resume and tape to Robin Cooper, WVTM-TV, PO Box 10502, Birmingham, AL 35202. An equal opportunity employer.

CMX editor: Commercial production house/2nd shift. Experience required. Film/video cameraperson for TV commercials. Directorial & lighting exp. helpful. Excellent benefit packages, salaries negotiable. Send resume to, Southern Productions, Chuck Koehler, 255 French Landing Dr., Nashville, TN 37228. 615-248-1978. EOE.

Production manager: For cable TV station in suburban Washington, DC. Motivated self-starter with extensive TV production and three years administrative/management experience. Knowledge of industrial and broadcast production equipment. Salary mid-30's. Excellent benefits. Send resume to Altin Production, PO Box 7065, Gaithersburg, MD 20898. EOE.

Producer/director: 3-5 years experience directing major market newscasts and public affairs programming. Highly motivated and creative. Strong organizational and leadership skills. Producing background a plus. No calls, please. Send resume to Jim Esser, KDKA-TV, One Gateway Center, Pittsburgh, PA 15222. EOE.

Promotion writer/producer: See the big lake. And produce some great programs. Discover the Calder. And work with people who thrive on success. Find out where the tulips grow. And become a writer/producer for a top-rated affiliate. Must have a Bachelor's degree and two years experience. Please forward a tape and resume to Jim Thomas, Promotion Manager, WOTV, 120 College Ave. SE, Grand Rapids, MI 49503. WOTV is an EOE.

SITUATIONS WANTED MANAGEMENT

General manager-plus during past 23 years! Outstanding record of achievements! Turned-around group of 3 television stations; another group of 2 within first year! Also major market independent and medium market affiliate! Thoroughly experienced all aspects! Expertise in areas of administration, sales, programming, news, promotion! Producer of spectacular sales, profits, prestige, market-values! Also, CEO of consultancy. Can become available as general manager/president of station and/or group; also as outside director of 3 boards! Nationally prominent as administrator and as network/major market newsmen/talk-show/after-dinner speaker/FCC consultant. Possess the experience, know-how, skills and contacts to get the job done well and fast. Box B-1

Start-up expert can build your facility from ground up. 8 years experience. Degree in radio/television and film. Proven track record. 904-234-8777

SITUATIONS WANTED TECHNICAL

Technical director with 12 years experience in news, sports and large productions, indoors and out. At home in a control room or a remote truck. Travel not a problem. Danny Skarka, 4-B Cazneau Ave., Sausalito, CA 94965. 415-332-6759.

SITUATIONS WANTED NEWS

Excellent, experienced sportscaster looking for a good station in which to work. 216-929-0131

News/sports anchor. Mature. Experienced. Personable. Caucasian. Now in N. Texas. 214-270-1114 mornings.

Attorney broadcasting in #1 market seeks full-time TV reporter position. Let me boost your legal, consumer, political coverage. Call Gary during day at 201-261-7676.

Black woman: Intelligent, attractive, experienced, team player. Looking for anchoring and reporting. Prefer Florida—but will travel. Stefany 407-689-0164.

Tired of dull weathercasters? Buck the trend! Call if you're ready for the next generation Willard. Call 612-935-9293

Sports anchor: Knowledgeable, dedicated communicator. Strong features, solid interviews and live shots, play by play. too Kevin. 201-780-3427.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Energetic minority producer/director/technical director. 9 years experience. I know DVE, ADO, Quantel, Grass Valley and Ampex switchers. Comfortable with news and studio/field production. Major market experience. College degree. I seek challenging directing or technical position with station or production facility. Long or short term. Call 407-894-4727.

Writer/producer: Substantial background in all aspects of television, production, and marketing. 13 years experience in top 30 market, willing to relocate. References, demo tape, print available upon request. Laura Spivey, 2104 Scott Ave., Charlotte, NC 28203. 704-372-7352.

Master control operator for major national cable network seeks opportunity in large market area. Two years experience. Box A-51

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.

Attention Vidifont users: Graphics V specialist will train your staff in all phases of usage or work with you to design and compose new graphics. Call 203-271-3401 and leave message.

Primo People is seeking news anchors for all size markets! Call Steve Porricelli or Fred Landau at 203-637-3653, or send resume and 3/4" tape to Box 116, Old Greenwich, CT 06870-0116.

Bill Slater's Talent Agent Directory. New low price--\$9.95. 514 S. Union St., Natchez, MS 39120.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Graduate assistantships: TV production interns, 12 positions, 20 hours/week. Serve as teaching assistants, crew: work support in research, electronic graphics, traffic, staging/lighting; some producing/directing; work ITV, contract, and air productions. Requires BA and acceptance into Master of Fine Arts program. \$6600+. September 1990. Dr. Robert C. Williams, Chairman, Department of TV/Radio, Brooklyn College, Brooklyn, NY 11210. An AA/EEO employer. M/F.

Assistant professor (tenure-track) available. September 1990. Salary range competitive. MFA or PhD required for tenure and promotion. Professional experience and college teaching preferred. Responsibilities include teaching studio and field video production and classes in a specialization such as film, news, and documentary. Minorities and women are encouraged to apply. Submit a letter of application indicating interest, training and experience, a complete set of graduate transcripts and at least three letters of recommendation no later than March 19, 1990 to Dr. Howard P. Holliday, Department of Communication Studies, California State University, Los Angeles, 5151 State University Dr., Los Angeles, CA 90032. EOE.

Broadcast and Mass Comm faculty position. The Communication and Journalism Department at Shippensburg University is seeking applicants for a tenure track faculty position to begin August, 1990. Teach radio/television production, programming and management courses to undergraduate and graduate students. MA and agreement to complete doctorate required. Degree in broadcasting, teaching experience, and a minimum of three years broadcast experience required. Salary: \$25K to \$34K, depending on qualifications. Academic rank negotiable. Excellent benefit package. Shippensburg University of Pennsylvania is located off I-81 about a two-hour drive from Baltimore and Washington. Send vita, covering letter, transcripts and three letters of recommendation to: Richard Warner, Search Chair, Department of Communication and Journalism, Shippensburg University, Shippensburg, PA 17257. Applications received after April 2, 1990 not considered. Shippensburg University is an equal opportunity/affirmative action employer and encourages qualified women and racial minorities to apply.

Radio-television production: Assistant Professor, Telecommunications, College of Journalism and Mass Communication, University of Georgia, Fall 1990. Qualifications: PhD or near completion. Candidates with a Master's degree and significant experience in the media industries will be considered. Salary: Competitive. Primary responsibilities: Teach undergraduate courses in media production from among the following: Introduction to Telecommunications. Writing for Radio-TV-Film, Basic/Advanced Audio and Video Production, Announcing and Performance, or Corporate/Institutional Telecommunications. Additional teaching at the graduate level based on interest and abilities. The Department of Telecommunications includes 12 faculty plus adjunct and doctoral teaching associates and roughly 225 upper division majors. It is one of four departments in the Grady College. The department is home of the George Foster Peabody Awards and the Peabody Archives of Radio and Television which offer opportunities in teaching, research and service. Send vita, including four letters of reference by March 1, 1990 to: Search Committee, Department of Telecommunications, College of Journalism, University of Georgia, Athens, GA 30602. The University of Georgia is an affirmative action, equal opportunity employer, and invites and encourages applications from women and all minorities.

Assistant/Associate Professor of Journalism. Positions number 84115 and 84792. Subject to availability of funds, University of Hawaii expects to fill two tenure track positions in small accredited professionally-oriented undergraduate department beginning August 1, 1990. Duties: Need one person qualified to teach sections of basic course in News Editing, other to supervise sequence of three courses in broadcast journalism and teach at least two. Desirable if applicants also able to teach other journalism courses particularly public relations or introduction to mass media when needed. Teaching load three courses a semester but faculty also expected to share in student advising, supervision of internships and committee work and to take part in occasional special projects. Minimum qualifications for Assistant Professor: PhD and professional experience or Master's in Journalism and professional experience equivalent to doctorate. Demonstrated ability as a teacher and interests in research desired. Minimum qualifications for Associate Professor: All minimum requirements for Assistant level plus four years as an assistant professor or equivalent; proven ability as a teacher; proven ability to conduct research. Women and minorities are strongly encouraged to apply. Salary: Negotiable within range. 9-month assistant professor minimum \$25,368, maximum \$37,560; associate professor minimum \$32,088, maximum \$47,520. Both subject to collective bargaining increases. Some summer teaching available. Send resume to Search Committee, Journalism Department, 2550 Campus Road--CR 208, Honolulu, HI 96822. Closing date: February 28, 1990. EOE.

Associate Professor of Radio-Television-Film available August 15, 1990. Teach courses in mass communications theory and quantitative research methods. PhD strong record of research productivity, and experience in teaching graduate courses required. Specialization in some area of mass media processes and effects preferred. Competitive salary. Send letter of application, vita, transcripts and three letters of reference by March 1, 1990 to: Dr. Srinivas Melkote, Search Committee Chair, Dept. of Radio-Television-Film, Bowling Green State University, Bowling Green, OH 43403. EOE/AA

HELP WANTED SALES

Sales champion wanted: Utah Scientific, a Dynatech Broadcast Group company and a leading manufacturer of switching and control systems for the broadcast and television industry is seeking a top notch sales engineer for the California region. This is an excellent opportunity for an ambitious, bright, tenacious, and resourceful sales person to excel with one of the fastest growing and most successful companies in the industry. We are looking for a champion, not just a winner. Please send your resumes to the Director of Sales, Utah Scientific, Inc., 4750 Wiley Post Way, Salt Lake City, UT, 84116 or call 1-800-453-8782 for more information. EOE.

EMPLOYMENT SERVICES

Government jobs \$16,040 - \$59,230/yr. Now hiring. Call 1-805-687-6000 ext. R-7833 for current federal list.

Attention - hiring! Government jobs - your area. \$17,840 - \$69,485. Call 1-602-838-8885. Ext. R8435.

EDUCATIONAL SERVICES

On-camera coaching: For TV reporters. Polish anchoring, standups, interviewing, writing. Teleprompter. Learn from former ABC Network News Correspondent. New York local reporter. Demo tapes. Critiquing. Private lessons. 212-921-0774. Eckhart Special Productions (ESP).

MISCELLANEOUS

Attention: Earn money reading books! \$32,000/year income potential. Details: 1-602-838-8885. Ext. BK8435.

WANTED TO BUY EQUIPMENT

Wanted: 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Irburde Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Used 1", 3/4", VHS videotape. Looking for large quantities. No minis or Beta. Will pay shipping. Call Carpel Video, 301-694-3500.

Immediate need of two 20 or 25 Kw FM transmitters. Pat Demaree, Telephone 501-521-5566. Fax 501-521-0751.

UHF transmitter: Looking for UHF transmitter and antenna capable of 5 million watts. Call Mark LeValley at 802-658-8022.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available Transcom. 215-884-0888. FAX 215-884-0738.

50KW AM: CCA-AM 50,000 (1976). excellent condition. Transcom Corp., 215-884-0888. Fax: 215-884-0738.

FM transmitters: 28,500 (1980). Harris FM20K (1980). RCA BT20E (1976). 3.5KW McMartin (1985). RCA 5D(1967). Transcom Corp., 215-884-0888. Fax: 215-884-0738.

5/10 AM transmitters: Collins 828E-1 (1978). RCA BTA-5L (1975). CCA AM 10,000 (1970). Harris BC10H (1972). Gates BC-SP2 (1967). McMartin BA2.5K (1981). Transcom Corp., 215-884-0888. Fax: 215-884-0738.

1KW AM transmitters: Nautel AMFET-1 (1985). Harris BC1H1 (1974). Sparta SS1000 (1981). CSI T-1-A (1981). Collins 20V3 (1968). Transcom Corp., 215-884-0888. Fax: 215-884-0738.

New UHF TV transmitters: Klystron. MSDC Klystron. Klystrode, all power levels 10kw to 240kw. Call TTC. 303-665-8000.

RCA UHF transmitter: 30 or 60Kw. available as is, or converted to MSDC Klystrons with new TTC warranty. Call TTC. 303-665-8000.

New LPTV transmitters: UHF and VHF. all power levels. Turn-key installation available. Call TTC. 303-665-8000.

1000' Kline tower. Standing in Nebraska. including 1000' of 6 1/8" coax. Great for TV or FM. Can be moved economically. Call Bill Kitchen, TTC. 303-665-8000.

FM antennas. CP antennas. excellent price quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

Blank tape, half price! Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Elcon evaluated 3/4" video-cassettes guaranteed broadcast quality. Call for our new catalog. To order call Carpel Video Inc., toll free, 800-238-4300.

Broadcast equipment (used): AM-FM transmitters, RPU's, STL's, antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497. FAX 314-664-9427.

HL-79EAL with CCU, cable, tripod and head \$15,000.00. Sony BVW-40 \$12,000. Paltex Abner, HL-79D \$6,500. Abekas A-52 \$19,000. Sony BVW-75 \$28,000. RCA TK-29B film camera. Also, rent production trucks, mobile uplinks, and portable microwave systems. Media Concepts, 919-977-3600.

Farinon 12/13 Ghz microwave systems. Tuned and tested on your frequency. Transmit-receiver package, \$4995.00. Audio subcarriers, dishes and waveguide also available. Maze Broadcast. 205-956-2227.

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.

At BCS, your Broadcast Store, you buy smart. Used with warranty, in stock, installation available. Grass Valley: 1600-1X, or 1L, 3K, 3H, 3G, and more on sale: 1600-3K or 1600-3H: \$15,000. Sony BVH-2500, 1100A, BVU-950, 850, 800, 110, 50, BVW-75, 60, 40, 10, 30, BVV-1A. On sale: BVW-10: \$6800., BVV-1A: \$2100., BVU-50: \$900. Ampex: VPR-1C, Century AVC-21, AVC-330. On sale: VPR-1C 1" VTR for \$7500. CMX: 3600, 340X, 340. On sale: 3400A: \$24,000. Routing switchers: 3M 6600E 40x20. Hedco 12x12, GV 20x10. Also TBC's, DA's DVE (from \$7200). Generator's, etc. Teleceni: Rank IIIC loaded, Cohu, Zeimark. Transmitter: VHF ch5 100W EMCCE \$11,500-. FM 100W Harris MX15. BCS has thousands of good equipment in stock, so SAVE and CALL MAIN Store. Burbank, CA 91505. 818-845-7000. In New York: 212-268-8800.

43' Gertenslager trailer with Peterbuilt Cab/over (with sleeper) and ALL EQUIPMENT for full line TV Production. \$385,000. Call 813-535-5622.

Ikegami HL95B: With Fuji lens, lock board, case, low hours. Perfect condition. \$12,000. Call Scott. 804-253-0050.

Used/new TV transmitters, full power-LPTV, antennas, cable, connectors, STL's, etc. Save thousands. Broadcasting Systems, 602-582-6550.

Used towers. Dismantled. Self-supporting and guyed 502-826-8700, Nationwide Tower Company.

Satellite teleport for sale, with two C-band and two Ku-band earth stations. Perfect for cable channel broadcasting. \$825,000 plus lease or purchase of land. Megastar, 800-328-2546.

Transmission line: 5" Helix 750' less than one year. Operation spooled. Dave Bischoff. 503-643-5103.

SA-8005 4.6 meter satellite antennas \$2500. SA-414 broadcast quality receivers \$1975. 702-386-2844.

Sony BVW-505 system: BVP-5 camera, BVV-5 VTR, Fujinon 14x9 lens. Perfect. used less than 6 months. 213-462-0746.

Ikegami HL79-Eal camera w/Canon 13x9 lens, J-lab adaptor for portable Betacam production. \$18,000. Sony Beta BVW-25 portable recorder. \$6,500. Both excellent condition. owner used only. Includes two Portabrace cases, manuals, and accessories. Call 617-661-3041.

Master control switcher: American Data 3110 complete with rack and DA's \$5,000. Production switcher, American Data 2104-16m with audio follow video, 16 inputs and space for chroma key. \$2,500. Both units working when removed from service. Pinnacle Productions, 804-270-4288.

Wolfcoach EFP vehicle 4x4 Ford E 350 Super Van. System capability: 4 cam's, 4 VTR's. Grass Valley 1600-1A switcher, Sony stereo board, Ikegami monitors, Tektronix scopes, RTS communications, shooting platforms front, rear, top. Microwave tower, 6.5 Kilowatt Oman generator. Excellent condition. 212-929-5035.

Super towers financed. 2000 ft., 13 ft., face, 200 mph wind load with T-Bar. Approx. \$3 million installed with elevator + strobes. Approx. 5% down in escrow. Terms negotiable. Other size towers available. Ten yr warranties. OMPOWER Towers. Phone: 805-937-5577. Fax: 805-937-6755.

RADIO

Help Wanted Management

MEMPHIS GM

Diamond Broadcasting's newest acquisition will be KMPZ, Memphis. We are considering candidates for General Manager.

Interested applicants should send cover letter and resume to

**Seth Mason,
Diamond Broadcasting, c/o WXRT,
4949 W. Belmont Ave.,
Chicago, IL 60641.**

All responses will be held in confidence. EOE. No phone calls!

Situations Wanted Management

GENERAL MANAGER AVAILABLE

**Extensive and successful background
as full charge General Manager
in medium and major markets.
Group management experience.
Start-ups and turnarounds welcomed.**

Excellent references.

**Relocate for quality opportunity
in top 75 markets.**

Phone for complete resume.

**Deane Johnson
(503) 472-1221**

TELEVISION

Help Wanted Management

COMMUNITY AFFAIRS DIRECTOR

National award-winning station looking for a multi-talented professional. Duties include position on executive committee, talent for specials and reporter/producer of three community affairs features per week to air in newscasts.

No Phone calls Send tape and resume to
Mike Kettering

**WSMV-TV
P.O. Box 4
Nashville, TN 37202**

Equal Opportunity Employer.



TV-RADIO REGIONAL MANAGER

**Career entrance position
with broadcasting's oldest (35 years)
media-merchandising promotion.
TV/Radio experience required.**

**Full-time (Mon/Fri.) Travel required.
Substantial draw against commission.
Resume and recent picture to**

**John Gilmore, President,
CCA, INC.
P.O. Box 151,
Westport, CT 06881.
203-226-3377.**

EOE

Help Wanted News

PROMOTION MANAGER

SUNBELT NETWORK AFFILIATE.
SEASONED PRO NEEDED FOR #2 POSITION
AT EXTREMELY AGGRESSIVE TOP 20 STATION.
MUST BE EXCEPTIONAL
WRITER/HANDS-ON PRODUCER,
ABLE TO SUPERVISE OTHERS.
ONLY NEWS PROMOTION WIZARDS NEED APPLY.
RESUME ONLY TO: BOX B-11.
EOE.

ATTENTION: TV NEWS PERSONNEL IN SEARCH OF A BETTER WAY

Fast-track national publicity firm
has a full-time, lucrative
job opportunity for you.
We are a group
of journalistic professionals
doing high-standard, feature publicity
for large national clients.
Work at home, make great money,
without leaving your field of expertise.
Sound interesting?

Send us your resume plus
a general outline on your
specific areas of media experience.

PRIMETIME

**38 Miller Ave., Suite 17
Mill Valley, CA 94941
EOE**

Blind Box Responses

BOX ???

**c/o Broadcasting Magazine
1705 DeSales St., NW
Washington, DC 20036**

(No tapes accepted)

Help Wanted Technical

VIDEOTAPE EDITOR

The Christian Broadcasting Network, Inc.
has an immediate opening for an experienced VIDEOTAPE EDITOR.
Must professionally operate a Grass Valley switcher and Abekas A53D.
CMX editing experience preferred;
Familiarity with BetaCam SP & D2 helpful.
If you have at least 5 years editing experience
at a major production or broadcast facility
and would like to be a part of this national Christian ministry,
please send resume to:

The Christian Broadcasting Network, Inc.
Employment Department - Box V
CBN Center
Virginia Beach, VA 23463



Help Wanted Programing Production & Others Continued

DIRECTOR, PROGRAM ACQUISITIONS

LEADING NYC PAY PER VIEW TV CO.
IS EXPANDING ITS PROGRAMING DEPT.
TO INCLUDE AN INDIVIDUAL WITH 5+
YEARS PAY-TV ACQUISITION EXPERIENCE,
A STRONG KNOWLEDGE OF
FOREIGN FILM MARKETS,
CREATIVE, HIGH ENERGY LEVEL
FOR FAST-PACED ENVIRONMENT.
DEGREE IN COMMUNICATIONS
OR FILM REQUIRED.
NON-SMOKING ENVIRONMENT.
EXCELLENT BENEFITS.
SALARY COMMENSURATE WITH EXPERIENCE.

PLEASE SEND RESUME
& SALARY REQUIREMENTS TO:
BOX B-9
EOE

BROADCAST ENGINEER

An outstanding opportunity to work with an innovative 7-member team in a new state-of-the-art \$8.1 million facility designed to current broadcast standards. Immediate opening to provide technical support for Ball State media facilities and assistance to higher level engineers. Attractive benefits package, generous paid vacation and sick leave. Salary commensurate with experience. Reimbursement provided for school and opportunity for advancement. Requirements include Associate Degree or equivalent in broadcast electronics or related area and 1-3 years broadcast electronics or related experience. Experience is preferred on Dubner 5K, 10K; Abekas A-42, GVG 200, GVG IPS 100, Cubicomp, Ampex Vista and GVG - VPE 141 equipment. Ability to diagnose and repair this equipment at the component level. Familiarity with MII, three quarter inch, VHS and S-VHS tape formats. Application deadline 2/28/90. To apply, send copy of college transcripts, resume and letter of application to:

Human Resources Department
BALL STATE UNIVERSITY
Muncie, IN 47306

An Equal Opportunity/Affirmative Action Employer

STORY PRODUCER

Seeking an aggressive producer for national and local stories for syndicated magazine show. Must have excellent story telling abilities. 3-5 years experience required.

Send tapes and resumes to:

Tom Smith
Evening Magazine
One Gateway Center
Pittsburgh, PA 15222
(No Phone Calls, Please)

KDKA-TV 2

Group W Television
An Equal Opportunity Employer

Help Wanted Programing Production & Others

PRODUCER/DIRECTOR

An outstanding opportunity to become part of an innovative 10-member production staff in a new state-of-the-art \$8.1 million facility designed to current broadcast production standards. Ball State University has an immediate opening for an aggressive self-starter to write, produce, direct and edit instructional/promotional media programs for university's media services which processes and directs over 40 hours of live interactive television courses each week and develop a variety of high quality programs for on and off campus use. Attractive benefits package which includes generous pay, vacation and sick leave. Salary commensurate with experience.

Requirements include Bachelor's Degree in Telecommunications or related field plus 1-3 years related experience.

Send copy of college transcripts, resume and letter of application to:

Human Resources Department
BALL STATE UNIVERSITY
Muncie, IN 47306

Applications accepted through March 15, 1990. An Equal Opportunity/Affirmative Action Employer

PROMOTION WRITER/PRODUCER PHILADELPHIA

We're looking for someone to promote our news series, local programs, and public service. If your reel is full of great copy, good music, and strong graphics, send a resume and your greatest hits to:

KELLY DONNELL
PROMOTION MANAGER,
KYW-TV
Independence Mall East
Philadelphia, PA 19106



An Equal Opportunity Employer

America's Competitive Edge... American Workers.

Across the U.S., companies and unions have dramatically improved productivity, quality, and employment security by tapping the ideas of some willing and able partners—American workers.

To find out how your company can tap this valuable resource, write:



Elizabeth Dole
Secretary of Labor
U.S. Department of Labor
Room N-5419
Washington, DC 20210

Help Wanted Programing Production & Others Continued

Electronic Graphic Designer

Looking for innovative Designer with firm background in Electronic Graphics to design and produce a full range of Artwork and Electronic Graphics for all TV projects with emphasis on daily News production. Design Schooling, TV or Commercial Design experience required. Knowledge of Dubner Graphic System, Chyron and Paintbox a must. Experience with Digital Effects and Postproduction a major plus.

WRAZ-TV 3

Art Dir. P.O. Box 12000
Raleigh, N.C. 27605
Equal Opportunity Employer

Situations Wanted Technical

Director of Engineering

25 years experience all technical phases of AM-FM-TV, foreign & domestic. Design, construction, \$90,000,000 in projects past 10 years. Highly experienced FCC matters. Consultant to Govt & Int. agencies
Hugh R. Paul, P.O. Box 4226
Palm Springs, CA 92263.

ALLIED FIELDS

Programing Services



Lum and Abner Are Back

...piling up profits
for sponsors and stations.
15-minute programs from
the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737
Jonesboro, Arkansas 72403 ■ 501/972-5884

Educational Services

Entry Level

GENERAL ASSIGNMENT TV REPORTERS

- 1 or 2 day Private On Camera Delivery Coaching
- Professional Demo Tape
- Instruction Video for Aspiring and Current On-Air Reporters & Anchors

DO IT RIGHT

The Media Training Center,
NOW IN SAN DIEGO
CALL (619) 270-6808

"THE NEWSCASTERS WORKSHOP"

Learn from the pros the skills necessary to become proficient at presenting the news in front of a live camera.

8 WEEK BEGINNERS WORKSHOP INCLUDES:

- The Duties of a Newscaster
- On-Camera Practice
- Diction and Voice Coaching
- Conducting Interviews
- Utilizing the Teleprompter
- Writing a Dynamic Report
- Developing Your Unique Style
- Industry Exposure

Featured appearances by newscaster, vocal coach & image consultant. Starts Saturday February 17th. Audition required. Call for more information. See if you have what it takes - Or develop what you have.

ENROLLMENT LIMITED... (818) 766-5108
5004 Vineland Avenue • N. Hollywood, CA 91601-3815

Employment Services

JOBPHONE

1-900-234-INFO ext. TV (88)

- Inside Job Listings
- No upfront membership fees
- Small Stations to Networks
- Continuously Updated

\$2 per minute From any touch tone phone

How to Get a Job in the Sports Industry

**SPORTS
CAREERS**

SEMINAR SERIES 1990

1-800-776-7877

**MIZLOU
SNN**
SPORTS NEWS NETWORK

- Line Producer
- Assignment Editor
- Maintenance Positions
- Operating Positions
- Satellite Coordinator

Positions available
in Washington, DC and
Northern New Jersey areas.

Sports background
and proven ability
a must for line producer.

Sports background and
desk experience required
for assignment editor—
satellite knowledge also helpful.

Send letter or call 703-284-5700.

ATTN: Carlotta Eike
SNN

1100 Wilson Blvd., 27th Floor
Arlington, VA 22209

EOE

GET A JOB WITHOUT GOING BROKE!

No need to pay expensive per minute telephone charges. One subscription buys you access to job leads nationwide. MediaLine has been your best source of job leads for 4 years. And we just got better: When you land a job from MediaLine, we'll refund the remainder of your subscription. Get the leading source of television job information.



800-237-8073
in CA: 408-648-5200

THE BEST JOBS ARE ON THE LINE | P.O. Box 51909, Pacific Grove, CA 93950

Don Fitzpatrick Associates presents:

THE PIPELINE 1-900-456-2626

Lets you be among the first to know...

Instant TV information by phone:

- job openings
- tips for improved on-air performance
- Rumorville, the source for industry news and gossip!

\$1.95 for the first
minute, \$.95 each add'l.
Call Now!



TV • BROADCAST • EMPLOYMENT

placement limited to:

TECHNICAL ENGINEERS - Chief, Asst., Maint., Repair
MANAGEMENT & SALES - V.P., G.M., Sales Mgr., Acct. Exec.
(Nationwide Service • Employer Paid Fees)

TWELVE YEARS EXPERIENCE
NO. 1 IN AMERICA

 **key systems international, inc.**

479 NORTHAMPTON ST., KINGSTON, PA 18704
PHONE/RESUME — MARK KORNISH
PHONE (717) 283-1041 • FAX (717) 287-5889

Situations Wanted Management

LOOKING FOR THE NEXT CHALLENGE.

Just sold the last of our stations.

Now available for GM, GSM
or NSM position or corporate level.
Independents or affiliates,
experienced at both.

Strong bottom line oriented,
news and national sales experience.
Will consider all offers in television.
Strong references.

Call Wade Griffith, 901-668-6630.

10,000 RADIO and TV JOBS!

The most complete list of job openings ever published by anyone! Up to the minute, computer printed, and mailed to the privacy of your home. As many as 300 weekly. All formats, all market sizes, all positions! Many jobs for beginners and minorities.

One week \$7.00 —
Yearly \$120.00

SPECIAL SIX WEEKS \$15.95 . . . SAVE \$20.00
MONEY BACK GUARANTEE

American Radio
JOB MARKET

CLIP AND
SAVE
THIS AD!



1553 N. Eastern, Las Vegas, NV 89108

Public Notice

The Board of Directors of National Public Radio will meet in open session on Wednesday, February 7, 1990, beginning at 9:30 a.m. in the Board Room of National Public Radio, 2025 M Street, N.W., Washington, DC. Subject to amendment, the agenda includes Chair's Report, President's Report, and committee reports. The Committees will begin meeting on Tuesday, February 6, 1990, in the same location.

Business Opportunity

TOWER SPACE
Available for lease
on 1,865-foot tower to
UHF-TV, LPTV, FM
and auxiliary services
in Des Moines, Iowa.
REPLY TO BOX B-5

For Sale Stations

**CONFIDENTIAL,
CUSTOMIZED
SERVICE
SINCE 1955**

Hogan - Feldmann, Inc.
MEDIA BROKERS • CONSULTANTS
P.O. Box 146
Encino, California 91426
Area Code (818) 986-3201

**BOB KIMEL'S
NEW ENGLAND MEDIA, INC.**

CENTRAL MAINE FM

\$135,000 down plus \$90,000 seller note buys new FM in growing market. You will make money with this station. Call Dennis Jackson or any office of N.E. Media for Business Plan 203-762-9425.

8 DRISCOLL DR., ST. ALBANS, VT. 05478
802-524-5963

OKLAHOMA

AM "C" FM with
C.P. Full 100 KW
Well Equipped.
Price Reduced for Quick Sale
\$450,000

R.E. Meador & Assoc
— MEDIA BROKERS —
P.O. BOX 36
LEXINGTON, MO 64067
816-259-2544

For Sale Stations Continued

CASH FLOW FINANCING
We purchase Accounts Receivable
National and Local
MFR FINANCIAL (714) 544-7131

**VENTURE CAPITAL
DEBT FINANCING**
For broadcasters
Sanders & Co.
1900 Emery St., Ste. 206
Atlanta, GA 30318
404-355-6800

- Sell Your Radio Station
- PAY NO COMMISSION
- Save Thousands of Dollars

Broadcast Marketing Service
East: (205) 734-4888 West: (805) 523-7312

FLORIDA SOUTH CENTRAL
ONE KILOWATT FULLTIME AM.
EXCLUSIVE FORMAT,
VALUABLE REAL ESTATE
\$250,000 CASH
407-639-1176

NORTHERN NEVADA
Reno • Carson City • Lake Tahoe
AM/FM Combo
Double Digit Share
Growing Market \$3.2 Million
P.O. Box No. 5445 Reno, Nevada 89513


Satterfield & Perry, Inc.
Investments in Media
PHILADELPHIA DENVER
(215) 668-1168 (303) 239-6670

TEXAS AM/FM
Small Market Powerhouse
Good C.F., FM Upgrade, Terms
Call Gene Ashcraft
**Richard C. Parrish
& Associates**
817-921-2151

BEST BUY - \$199,500
AM/FM CLASS A COMBO
POSITIVE CASH FLOW HISTORY
MTN. RESORT AREA, S.W.
INCLUDE FINANCIAL
QUALIFICATIONS W/INQUIRY
BOX A-52

**COASTAL GEORGIA
SOUTH CAROLINA
MEDIUM MARKET**
FM CLASS C CONSTRUCTION PERMIT
FOR SALE OR JOINT VENTURE
BOX A-27

N. OHIO "A" FM
PROFITABLE
\$950,000 Terms
Phone: Ray Rosenblum
412-963-6311

EXTRAORDINARY OPPORTUNITY

Los Angeles Metro

\$3,000,000 - Terms

Contact Jim Mergen or Ray Stanfield

Nationwide Media Brokers
Chapman
Associates

Los Angeles Office • 818/893-3199

For Sale Stations Continued

ATTENTION OHIO & WESTERN PA OWNERS

Experienced broadcasters seek a Class B/C FM or AM/FM combination. Desire 100% asset sale. Let's discuss a fair price for your property. All replies will be acknowledged. Reply in strictest confidence to: **Chris Ackerman**, 301 Sherbrooke Dr., Williamsport, NY 14221. 716-626-0659, 716-634-9001. Broker replies welcome.

SALT LAKE CITY AM

10,000 watt. Excellent facility.
\$950,000 with building & land,
\$500,000.00 without.
Excellent terms.
Call **Gene Guthrie** 801-972-3449.
FM construction permit also available.

THE GREAT SOUTHWEST MAJOR TEXAS MARKET

100,000 Watt FM
Good Ratings & C.F.
Excellent Facility
Includes Real Estate
\$1,200,000
Call **Rick**
Richard C. Parrish
& Associates
918-494-4941

Top 150 Net Aff. TV - 5.0m
Top 50 50kw FM - 2.4m
Top 100 CA 50 kw FM - 2.5m
Top 150 SE 100kw FM - 2.5m
West AM/FM Group - 1.7m
FM's \$150k to \$700k Down



the millar company

S.E. (205) 734-4888
N.E. (802) 863-0087
Mtn. (801) 896-8869
West (805) 523-7312

UPSTATE NY

PROFITABLE SINGLE MARKET AM/FM
LAND-BUILDING-EXCELLENT EQUIPMENT
ASKING \$750,000
ANNUAL 89 PROFITS \$100,000
PHONE 1-407-626-9889

PROFITABLE COMBO

Midwestern University Town:
Upgradable Class A Combo. Profitable operation. Asking \$2.0 million with terms available.

Bill Lytle, Chapman Associates
(816) 932-5314

GOOD CASH FLOW

Major Univ. City, Southwest
Class "A", Upgrade, 6KW
\$750,000. Call **Frank**
Richard C. Parrish
& Associates
918-492-2008

STATIONS FROM \$1-5 MIL.

BELOIT, WISCONSIN
Full-time successful AM serving this metro market. Positive cash flow history. Transmitter real estate owned. Absentee owner. Asking \$550 M, cash preferred. Contact exclusive broker — **W. Donald Roberts**.



**KOZACKO-
HORTON
COMPANY**

BROKERS AND CONSULTANTS

813-966-3411

PO BOX 39010 • SARASOTA, FL 34238

OPPORTUNITY / 1990

VIRGINIA. Class A FM. Tidewater MSA. \$850,000. Terms.

COASTAL CAROLINA. Single station market. 5kw AM. Class A FM. \$350,000. Terms.

COLORADO. Class A FM with pending 25,000 watts upgrade to serve large market. \$450,000. Terms.

VIRGINIA. AM/FM combo. Single station market. FM serves major city. \$525,000. Terms.

TENNESSEE. Class A FM with CP for 50kw Upgrade. Mid-State rural. Bargain at \$300,000. Terms. Hurry.

GEORGIA. Class A FM. Day AM. Serving prosperous city of 85,000-plus. \$800,000. Terms.

FLORIDA. AM/FM combo. Full AM. 50kw pending for FM. Southern area. \$1.0 million.

ALABAMA. AM/FM combo. Small. \$350,000. Terms.

SNOWDEN

Associates

MEDIA BROKERS

Tom Snowden

Dick Paul



919-355-0327

EARLY



**DEADLINE
NOTICE**

Due to the Monday holiday
on February 19,
Deadline for
Classified Advertising
in the issue of February 26
is Friday, February 16.

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted, Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

Rates: Classified listings (non-display) Per issue: Help Wanted: \$1.20 per word, \$22 weekly minimum. Situations Wanted: 60¢ per word, \$11 weekly minimum. All other classifications: \$1.30 per word, \$24 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. A phone number with area code and the zip code count as

one word each

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$90 per inch. Situations Wanted: \$50 per inch. All other classifications: \$120 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Blind Box Service: (In addition to basic advertising costs) Situations wanted: \$5 per ad per issue. All other classifications: \$10 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials: such materials are returned to sender. Do not use folders, binders or the like.

Replies to ads with Blind Box numbers should be addressed to: Box (letter & number), c/o BROADCASTING, 1705 DeSales St., NW, Washington, DC 20036

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy

Fates & Fortunes

Media

John Dorkin, VP and general manager, WDRB-TV Louisville, Ky., named president and general manager.

John Madison, general manager, WXKS-FM Medford, Mass. (Boston), named senior VP of radio at parent company, Pyramid Broadcasting there. **Lisa Fell**, general sales manager, WXKS-FM, named VP and general manager, succeeding Madison.

Anthony R. Twibell, VP and general manager, WSPA-TV Spartanburg, S.C., joins WSYX(TV) Columbus, Ohio, in same capacity.

Dick deButts, general manager, WRMX(FM) Murfreesboro, Tenn. (Knoxville), joins WZZU(FM) Burlington-Graham, N.C. (Raleigh), in same capacity.



West

Jack West, general manager, WBTW(TV) Florence, S.C., joins WSPA-TV Spartanburg, S.C., in same capacity.

John I. Flynn, general manager, WTAG(AM)-WSRS(FM) Worcester, Mass., resigns to pursue other interests. He has entered consulting agreement

with Norman Knight, owner of Knight Quality Stations, to work with WTAG-WSRS and corporate projects.

Lem Lewis, VP, general manager, KLAS-TV Las Vegas, named VP, director of management information, at parent company, Landmark Communications, Norfolk, Va. **Dick Fraim**, VP of television and radio, Landmark Broadcasting, succeeds Lewis.

Appointments at Tele-Media Corp., State College, Pa.-based multiple system operator: **Jon A. Allegratti**, VP of legal affairs, to executive VP; **Ralph E. Steffan**, VP of acquisitions, to senior VP of operations; **Russell G. Bambarger**, VP and general manager, Tele-Media Constructors Co., to president; **Frank R. Vicente**, VP and director of training, to executive VP, Tele-Media Constructors Co., and senior VP, Tele-Media Corp.; **Robert R. Shepherd**, VP and general sales manager, to executive VP, Tele-Media TVRO Sales, and senior VP, Tele-Media Corp.; **Bill Benner**, assistant to VP of marketing, to assistant VP and general manager, Tele-Media, TVRO Sales; **Tony S. Swalm**, VP and general manager, to senior VP and general manager; **Gerald P. Corman**, VP and general manager, to senior VP and general manager; **Ronald A. Dotts**, VP of corporate development, adds duties of treasurer; **James J. Mundy**, assistant VP of management information systems, adds duties of director of training.

Robert J. Nowicki, station and sales manager,

WNDU-AM-FM South Bend, Ind., retires after 35 years. **Jack Swarth**, station manager, WJFM(FM) Grand Rapids, Mich., succeeds Nowicki.

Sales and Marketing



Adduci

Joanne Adduci, national sales manager, WODS(FM) Boston, named general sales manager.

Cheryl Kerns, general manager, Dallas-Fort Worth Interconnect, Irving, Tex., joins WDAF-TV Kansas City, Mo., as general sales manager.

Cynthia R. Franke, account executive, KZAP(FM) Sacramento, Calif., joins KSCH-TV there in same capacity.

Steven G. Viehmeyer, account executive, KGIL(AM) San Fernando, Calif.-KMGX(FM) Hanford, Calif., joins KOGO(AM)-KBBY(FM) Ventura, Calif., in same capacity.

Steve Feldman, retail sales manager, WROR(FM) Boston, joins WHDH(AM) there as account executive.

Stuart M. Krane, account executive, TeleRep, New York, joins WCIX(TV) Miami in same capacity.



Blank

Sheila Blank, account executive, KFYI(AM) Phoenix, joins KKL(TV) there in same capacity.

Kathy Mohn, senior account executive, Gannett Outdoor, Kansas City, Mo., joins WDAF-TV there as local account executive.

Shirlene Mitchell, account executive, WDBL-AM-FM Springfield, Tenn., joins WCOA(AM) Pensacola, Fla., in same capacity. **Jeff Wayne**, account executive, WFXP(AM) Gulf Breeze, Fla. (Pensacola), joins WCOA there in same capacity.

Programing

Dennis Hammer, producer, Aaron Spelling

Broadcasting

The News Magazine of the Fifth Estate

1705 DeSales St., N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

☐ **Broadcasting Magazine**

☐ 3 years \$190 ☐ 2 years \$135 ☐ 1 year \$70 ☐ 6 mos. \$35

(International subscribers add \$20 per year) (6 mos. term must be prepaid)

☐ **Yearbook '89** (SAVE \$50 off cover price)

The complete guide to radio, television, cable and satellite facts and figures--\$65 (prepaid orders only) while supplies last. Please give street address for delivery.

To order by MASTERCARD or VISA, phone toll free 1-800-638-7827

Name _____ ☐ Payment enclosed

Company _____ ☐ Bill me

Address _____ Home? Yes ☐ No ☐

City _____ State _____ Zip _____

Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations ☐ Yes ☐ No

(required)

For renewal or address change
place most recent label here

Leadership changes at NATPE

The baton was officially passed from Lon Lee to Vicky Gregorian as NATPE International chairperson and CEO, and a new slate of Board of Directors voting members and Executive Committee officers were named at the end of the 27th Annual NATPE Program Conference in New Orleans. Gregorian, who will serve a one-year term as top executive in charge of planning for the 1991 Program Conference, is manager of programing and operations at WSVN-TV Miami. Lee, who is vice president and program manager, KCNC-TV Denver, will serve as immediate past president. During the previous year, Gregorian had served as first vice chairman/treasurer, reporting directly to Lee.

Newly elected to three-year terms as voting members of the Board of Directors are Carolyn Worford, director of programing, WJBK-TV Detroit; Russ Myerson, director of program operations, Media Broadcast Group, Tampa; Joe Garbarino, assistant station manager, KSTP-TV St. Paul, Minn.; Affiliate Member Bill Castleman, executive vice president and COO, Act III Broadcasting, Atlanta; Jay Isabella, vice president/director of programing, Telerep, New York, and Associate Member Shelly Schwab, president, MCA TV, Universal City, Calif.

In addition to Gregorian, the following individuals will comprise NATPE International's 1990-91 Executive Committee: Rick Reeves, director of broadcast operations, WCPO-TV Cincinnati, is the new first vice chairman/treasurer; Pat Patton, program director, KMBC-TV Kansas City, is second vice chairman/secretary, and Joe Zaleski, president, domestic syndication, Viacom Enterprises, New York, begins his second term as associate member representative.

The Board of Directors is formally charged with the responsibility for fiscal and administrative planning and supervision of the association's activities and services.

Productions, Los Angeles, joins recently formed Douglas S. Cramer Productions there as executive VP. Douglas Cramer is former executive VP and vice chairman of Aaron Spelling Productions, and served as co-producer, with Spelling, of company's series, television movies and pilots.

Barbara Y.E. Pyle, environmental editor, CNN, Atlanta, adds duties of VP of environmental policy, superstation WTBS there. **Nancy Segerdahl**, executive producer, WNTR(AM) Silver Spring, Md. (Washington), joins CNN, Washington, as associate producer, *Crossfire*.



Axelrod

Jonathan Axelrod, partner/co-owner of Camden Artists Ltd., Los Angeles, joins Ventura Motion Picture Group Ltd. there as president and CEO.

Robert C. Peters, independent producer through his own company, Advanced American Communications, Los Angeles, joins New World Entertainment there as executive VP.



Regan

Appointments at Financial News Network, New York: **Robert J. Regan**, VP of long-form programing and promotion, to senior VP of programing and operations; **Mickey Sambor**, director of sales, Western and Central regions, to VP, sales, Western and Central regions; **Kyle Weterlund**, beauty, fashion and art assistant, *Seventeen* magazine, New York, to program marketing assistant.

News and Public Affairs

Arthur Bloom, director/producer, *60 Minutes*, CBS News, New York, adds duties of special assistant to CBS News president for program production.

Patti Rising, afternoon news anchor, KIOI(FM) San Francisco, named news director.

Tom Hauff, news director, KJRH(TV) Tulsa, Okla., joins WBAL-TV Baltimore in same capacity.

Mike McDonald, news director, KXAS-TV Fort Worth, joins WDAF-TV Kansas City, Mo., in same capacity.

Paul Daffinee, assignment editor, WBNG-TV Binghamton, N.Y., named news director. **Greg Catlin**, senior correspondent, WBNG-TV, named managing editor.

Scott Cohn, correspondent, CNBC, Fort Lee, N.J., named chief correspondent of newly formed Chicago bureau. **Michelle Avny**, news associate, CNBC, Fort Lee, N.J., named associate producer, Chicago bureau.

Carmine Cincotta, producer for sportscaster Warner Wolf, WCBS-TV New York, joins WNBC-TV there as executive producer for

sports.

Chad Hartman, director of broadcasting, LaCrosse Catbirds, Hudson, Wisconsin, joins WDG(AM) Minneapolis as sports director.

Rob Michaels, 5:30 p.m. co-anchor, KEZI (TV) Eugene, Ore., resigns to become documentary producer. **Rick Dancer**, reporter, KEZI, succeeds Michaels.

Kevin McCabe, sports director, KOLD-TV Tucson, Ariz., joins KTSP-TV Phoenix as weekend sports anchor.



Vernon

Bob Vernon, 6 p.m. and 10 p.m. anchor, Kansas State Network, Wichita, joins WRAL-TV Raleigh, N.C., as morning and noon anchor and reporter.

Jim Condelles, anchor-reporter, WPBF(TV) Tequesta, Fla. (West Palm Beach), joins

WTHR(TV) Indianapolis as reporter.

Michael McClellan, chief meteorologist, WICS(TV) Springfield, Ill., joins WXII(TV) Winston-Salem, N.C., in same capacity.

Technology



Martinez

Appointments in engineering department, ABC Radio Networks, New York: **Richard Martinez**, general manager, engineering and program operations, to VP, engineering; **Robert Donnelly**, director, satellite systems, to general manager, satellite systems; **Mark Kalman**, director, technical operations, succeeds Martinez; **Brenda Morgan**, manager, broadcast services, to director, broadcast services.

Appointments in engineering department, WMTW-TV Poland Spring, Me. (Portland): **Rome Thibeault**, service manager, Maine Video Systems, Portland, to maintenance supervisor; **William Cox**, maintenance technician, Johnson Space Center, Houston, Tex., to same capacity; **Russ Heald**, utility engineer, to maintenance technician; **William Wortelboer**, master control operator

Top-level changes at Intelsat

International Telecommunications Satellite Organization has undergone top-level organizational changes. Director General Dean Burch last week announced the resignation of Pedro Castelo-Branco, deputy director general, service development and external relations, effective Feb. 15. He plans to pursue career interests in his home country of Brazil. Castelo-Branco's post will not be filled. But senior director, services and marketing, and other divisions that reported to him, will now report to David T. Tudge, who is deputy director general, finance and staff support services. To reflect his new responsibilities, Tudge will assume the title of deputy director general, service and administration. Luiz Perrone, deputy director, external relations, will become director, operations plans, and will continue to have responsibility for the intersystems coordination office, which will become part of the operations division.

Cox leadership changes. Stanley G. Mouse, president of the broadcasting division of Cox Enterprises, Atlanta, will retire Feb. 28, after 45 years with Cox. Mouse joined Cox in July 1945 as announcer with WHIO(AM) Dayton, Ohio. He then moved into sales, eventually becoming general sales manager of WHIO-AM-TV in 1961. He was named general manager of the stations after five years and later became president. Mouse will continue with Cox as a consultant. He is succeeded by Nicholas D. Trigony, executive VP, broadcasting division.

"Cox has been privileged to have Stan's talents for 45 years. The respect and affection we have for him is shared throughout the broadcasting industry, which has also benefited significantly from his leadership," said James C. Kennedy, chairman and CEO, Cox Enterprises.



Mouse

and assistant director, WWLP(TV) Springfield, Mass., to utility engineer.

Promotion and PR

Barry Kluger, VP, corporate communications, MTV Networks, New York, named VP, public relations, HA! The TV Comedy Network and VH-1.

Anthony A. Macias, VP for university relations and development, California State University, Fullerton, joins noncommercial KCET(TV) Los Angeles as VP of development. **Jean Runzo**, associate VP for development, Chapman College, Orange, Calif., joins noncommercial KCET as director of "The Campaign for KCET," the station's \$50 million fundraising drive.

Darlene Fiscus, publicity/promotion coordinator, WOR(AM) New York, named director of advertising and promotion.

Allied Fields

FCC Commissioner **Sherrie Marshall** and **Francis S. Urbany**, director, international and agency relations, Bell South Corp., named co-chairmen of FCC's Advisory Committee for World Administrative Radio Conference for dealing with frequency allocations in certain parts of spectrum.

James L. Gattuso, policy analyst, Heritage Foundation, Washington, named deputy chief, Office of Plans and Policy.

Paul Harvey, ABC Radio news commentator, will be inducted into Chicago Journalism Hall of Fame Feb. 16.

Deaths

Elmer A. Knopf, 76, former president and general manager, WFDF(AM) Flint, Mich., died Jan. 18 after surgery for an aneurism in his aorta at St. Joseph Mercy Hospital, Ann Arbor, Mich. Knopf began his 52-year broadcasting career with WFDF in 1933. He was announcer, writer and production manager until 1946 when he was named program manager. From 1957 to 1959 he served as acting general manager and was president and general manager from 1959 to 1985. He was member of Michigan Association of Broadcasters, Lansing, and served as president in 1960. He is survived by his

wife, Annice, two sons, Frederick and Richard, two stepdaughters, Barbara and Virginia, and stepson, Robert.



Weaver

Bill Weaver, 71, partner, Davis-Weaver Broadcasting, San Jose, Calif.-based group owner, died of cancer Jan. 14 at his home in Saratoga, Calif. Weaver began his broadcasting career in late 1940's with stations in Texas and New Mexico. In late 1950's he was general sales manager of KXOA(AM) Sacramento, Calif., and then joined KROY(AM) there as general manager. He became partner of Davis-Weaver Broadcasting in early

1960's and programmed company's first two stations, KWIZ-AM-FM Santa Ana, Calif. By 1980's, Davis-Weaver had acquired four additional stations, KFIG-AM-FM Fresno and KLOK-AM-FM San Francisco, both California, serving as chief operating officer and programmer of all stations. At time of his death, Davis-Weaver had sold all but two stations, KFIG-AM-FM, which Weaver still programmed. He is survived by three daughters, Michelle, Patrice and Karin, and son, Brian.



Ferguson

James H. Ferguson, 68, former program director, WAGA-TV Atlanta, and one of founding members of NATPE, died of heart failure Jan. 29 at Lee Memorial Hospital, Fort Myers, Fla. Ferguson began his broadcasting career in 1946 as engineer and announcer, WZIP(AM) Covington, Ky. He was producer at WLWT(TV) Cincinnati before joining WSAZ-TV Huntington, W.Va., in 1949. He was with WSAZ-TV for 10 years, serving as sales and program manager. He moved to Memphis in 1959 as program manager for WMCT(TV). He then joined WAGA-TV in 1962 as program manager, and served in this capacity until his retirement in 1980. He was part of original group of 10 program executives who gathered in Chicago in 1964 to organize NATPE and later

Broadcasting Cable

SUBSCRIPTION ORDER CARD

Fill in, sign and mail to:
Circulation Department
Broadcasting/Cable
1705 DeSales St, NW
Washington, DC 20036

☐ **YES**, I want to receive an introductory subscription to **Broadcasting/Cable** at no charge.

Name _____
Title _____
Company _____
Address _____
City _____ State _____ Zip _____
Phone No. (____) _____
Date _____ Signature _____

PLEASE PRINT OR TYPE

BUSINESS CLASSIFICATION:

- Please check the category that best describes your firm's primary business (please check only one).
- | | |
|---|--|
| ☐ 1. Cable TV systems Operations | ☐ 6. Microwave or Telephone Company |
| ☐ a. Independent Cable TV System | ☐ 7. Commercial Television Broadcaster |
| ☐ b. MSO (two or more Systems) | ☐ 8. Cable TV Component Manufacturer |
| ☐ 2. Cable TV Contractor | ☐ 9. Cable TV Investor |
| ☐ 3. Cable TV Program Network | ☐ 10. Financial Institution, Broker or Consultant |
| ☐ 4. SMATV or DBS Operator | ☐ 11. Law Firm or Government Agency |
| ☐ 5. MDS, STV, or LPTV Operator | ☐ 12. Program Producer or Distributor |
| | ☐ 13. Advertising Agency |
| | ☐ 14. Educational TV Station, School or Library |
| | ☐ 15. Other _____ |

(Please describe)

Rock 'n Roll Hall of Fame broadcast



CBS Radio veteran Bruce "Cousin Brucie" Morrow, host of *Cruisin' America*, and singer/songwriter John Sebastian hosted CBS Radio's *Rock 'n Roll Hall of Fame Special*

on location in New York at The Fifth Annual Rock 'n Roll Hall of Fame Induction Ceremonies. The three-hour broadcast featured interviews with all of the 1990 Hall

of Fame inductees. Pictured (l-r): Sebastian; Cousin Brucie; Nancy C. Widmann, president, CBS Radio Division, and Frank Murphy, VP, programming, CBS Radio Networks.

served as president of organization. In early 1980's he served for two years as country director for Southeast Asia with International Executive Service Corp., organization in which retired executives volunteer their services in their areas of expertise. He is survived by his wife, Ann, daughter, Mary, and son, Charles.

Keith Tilkens, 46, general manager, KCTR-AM-FM Billings, Mont., died Jan. 20 in automobile accident in Belle Fourche, S.D. Tilkens was in sales from 1971 to 1975 as account executive and later sales manager with WOBT(AM)-WRHN(FM) Rhinelander, Wis. He became general manager of KKLS(AM) Rapid City, S.D., in 1975 and served in that capacity for 13 years. He joined KCTR-AM-FM in 1988. He is survived by his wife, Linda, daughter, Stephanie, son, Bryan, and stepdaughter, Trista.

Terry "Buck" Evans, 52, former chief engineer, KCAL(TV) (formerly KHJ-TV) Los Angeles, died Jan. 20 of apparent heart attack while visiting Las Vegas. Evans began his broadcasting career in 1957 as operating technician with KFDA-TV Amarillo, Tex. He served in various technical capacities for stations and companies including chief engineer of KCST-TV San Diego; director of engineering for broadcast division of Donrey Media Group, Las Vegas, and director of engineering, group operations, for KLBK-TV Lubbock, Tex. He served as chief engineer of KHJ-TV for 10 years before leaving in November 1989. He is survived by his wife, Sandra, daughter, Michelle, and three sons, Mark, Matt and Joey.

Curtis R. Howard, 67, former president and chief executive officer, Telescript Industries Corp., Van Nuys, Calif., died of cancer

Jan. 10 at Rancho Mirage Health Care Center, Rancho Mirage, Calif. Howard began his career in late 1950's as national sales manager for Muntz Stereo, Van Nuys, Calif. In early 1960's he was part of broadcasting division of TelePrompter Inc., New York. He founded Telescript in 1983 and headed team of designers and engineers in development and marketing of low cost cable transmission system utilizing infrared

laser technologies and laser optical link designs. He retired in 1988. He is survived by his wife, Frances.

Cliff Hoehns, 50, part-time air personality, KMLE(FM) Chandler, Ariz. (Phoenix), died Jan. 10 of heart attack at his vacation home in Strawberry, Ariz. Hoehns served as manager of television news at KPHO-TV Phoenix from 1966 to 1968. He was operations manager for KJII(FM) Clifton, Ariz. (Phoenix), from 1972 to 1975 and served in same capacity for KNEW(AM) Oakland, Calif. (San Francisco), from 1975 to 1978. He was play-by-play announcer for Oakland A's in 1978. He later left broadcasting industry and became involved in real estate. He joined KMLE one year ago. He is survived by his wife, Sharon, and daughter, Sonda.

James L. Wiggins, 61, chairman and chief executive officer, Southland Radio Inc., Brunswick, Ga., died of cancer Jan. 12 at his home in Brunswick. In 1970 Wiggins founded Southland Radio, which previously owned WQDI(AM) Homestead, Fla., and WYNR(AM)-WPIQ(FM) Brunswick and WQDE(AM) Albany, both Georgia. Those stations were later sold. He served as president of Southland until 1986, when he was named chairman and CEO. Before forming Southland Radio he served as vice president of Dixie Broadcasting, Waycross, Ga. He is survived by his wife, Lorraine, two daughters, Lori and Sandy, and son, Jimmy.

Rusty Hamer, 42, former child actor, died Jan. 18 of apparently self-inflicted gunshot wound at his home in Deridder, La. Hamer played Danny Thomas's son, Rusty Williams, on *The Danny Thomas Show*, which premiered in 1953 and ran for 11 years. NBC ran reruns of *The Danny Thomas Show* from 1960 to 1964 under title *Make Room for Daddy*. In 1970 he recreated his role of Rusty on *Danny Thomas in Make Room for Granddaddy*, which aired one season.

INDEX TO ADVERTISERS

Accuracy in Media 23 ■ Americom 36 ■ Blackburn & Co. 80 ■ Blair Television 9 ■ Frank Boyle Co. 45 ■ Buena Vista Television 12-13 ■ Business Radio Network 71, 73, 75 ■ CBS Radio Sports 69 ■ Chapman Associates 90, Cover 4 ■ Classified Ads 91-98 ■ Communications Equity Associates 82 ■ Crisler Capital Co. 49 ■ R.C. Crisler & Co. 48 ■ Donaldson, Lufkin & Jenrette Securities Corp. 26 ■ Norman Fischer & Associates 54 ■ Gammon Media Brokers 51 ■ W. John Grandy 55 ■ Greyhound Financial Corp. 53 ■ Guber-Peters Co. 15, 16-17 ■ Harrison Bond & Pecaro 44 ■ Ted Hepburn Co. 50 ■ ITC Domestic Television 6-7 ■ King World 57 ■ H.B. La Rue 83 ■ Mahlman Co. 35 ■ Malarkey-Taylor Associates 56 ■ Media Venture Partners 79 ■ MLC Uplink and Production Services 77 ■ Morgan Stanley 38-39 ■ Orban Associates 65 ■ Pacific Recorders & Engineering Corp. 67 ■ Professional Cards 89 ■ Questcom 5 ■ Cecil L. Richards, Inc. 81 ■ Services Directory 88 ■ Gordon Sherman Associates 46 ■ Sillerman Companies 52 ■ Szabo 78 ■ Television Program Enterprises 11 ■ Edwin Tornberg & Co. 87 ■ Turner Broadcasting 20-21 ■ UPI/Cover 3 ■ Warner Bros. Domestic Television/Front Cover, Cover 2-3 ■ Wood & Co. 84

Hugh Downs: TV's marathon man

Hugh Downs—reporter, interviewer, anchor, host—is indeed a man for all broadcasting seasons. Veteran of myriad series, specials, and information programs, Downs last year celebrated his 50th anniversary as a radio and television professional. He also has been certified by the *Guinness Book of World Records* for his unprecedented, still unsurpassed, 10,000 hours—and counting—on commercial television. Currently the co-host of *20/20*, ABC's weekly news-magazine, Downs has proved himself a survivor and an innovator.

Downs was born in Akron, Ohio, in 1921. His family moved to Lima, Ohio, when he was 2, and it was there that he began his broadcast career in 1939. "Those were Depression times," he says, "and my father pointedly suggested I get a job because I was eating as much as an adult." A high school graduate, with a year at Bluffton (Ohio) College "and no prospect for getting more higher education at that moment," Downs began pounding the Ohio pavement.

"In 1939, looking for a job was a joke," says Downs. "I was getting real discouraged. One day I was on my way home from the milk depot and passed a bank building where I'd seen a man-on-the-street broadcast by a local radio station, with the new call letters of WLOK(AM)."

Interested in the potential glamour of working in radio, Downs stopped by, "on a whim." Auditions were not being held that day, and Downs decided to keep looking. "Just then the program director appeared in the doorway," he says. "He had overheard me, and what I didn't know was that the only announcer they had was leaving."

Downs auditioned by reading a commercial for a paint store. "The program director came in, and actually said: 'That was very bad, but great oaks from little acorns grow,'" Downs remembers. The future Emmy-winner was offered a four-week, part-time position that became full time, at \$12.50 a week.

Although Downs's father suggested he keep looking for work, Downs had found his calling. Within four months, the program director was moved to an Atlanta station, and at the age of 19, Downs found himself program director, making double his former salary.

After military service—Downs received a disability discharge in 1943 after an accident at Fort Lewis, Washington, that "fortunately didn't have any lasting effects"—he joined NBC at its central division headquarters in Chicago, where he stayed on staff for 11 years.

It was during his years in Chicago, then a television production center, that Downs began his long-term relationship with tele-



HUGH MALCOLM DOWNS—co-host, *20/20*, New York; b. Feb. 14, 1921, Akron, Ohio; U.S. Army, 1942-43; post-graduate degree, gerontology, Hunter College, New York; announcer, program director, WLOK(AM), Lima, Ohio, 1939-40; announcer, newscaster, WWJ(AM) Detroit, 1940-41; announcer, newscaster, NBC, Chicago, 1943-54; co-host, *The Home Show*, NBC, New York, 1954-57; announcer, *Caesar's Hour*, NBC, New York, 1956-57; announcer, guest host, *The Tonight Show*, NBC, New York, 1957-62; host, *Concentration*, NBC, New York, 1958-68; host, *The Today Show*, NBC, New York, 1962-71; host, *Over Easy*, PBS, San Francisco, 1977-80; present position since June 1978; m. Ruth Shaheen, Feb. 20, 1944; children—Hugh Raymond, 44; Diedre Lynn, 40.

vision, then in its infancy. "The first TV program I did was on WBKV-TV, in 1945. At that time they tell me there were fewer than 400 TV sets in all of greater Chicago. They were all in bars, so I was broadcasting to a bunch of drunks," he jokes.

Downs's first TV outing was actually a televised radio newscast. "The thing I remember about it," he says, "is that in those days we required many more times the amount of light than we do now. I was wearing a seersucker jacket, which soaked through, and I always thought it was good that it did, because that kept it from catching fire."

Although Downs initially regarded television as "a gimmick, like 3-D movies, that would go away," it was in 1948 that he began to "roll" on the new medium, appearing on a number of local programs. "I did the only two network feeds NBC had out of [Chicago]," he says, "*Kukla, Fran and Ollie* and a soap opera called *Hawkins Falls*."

Downs left Chicago for New York in 1954, summoned East by the network to host *The Home Show*, a home improvement

show co-hosted by Arlene Francis. "I quit the staff in Chicago," he says, "and decided I really had to take the plunge. Radio was beginning to dwindle comparatively, although I always got homesick for it when I was away from it."

In 1956, Downs embarked on his own personal Golden Age of television: He was the announcer for NBC's *Caesar's Hour* in 1956-57; helped launch *The Tonight Show*, with Jack Paar, on July 1, 1957, and stayed for five years; became the host, in 1958, of the daytime game show *Concentration*, a role he held for 10 years, and in September 1962 began a nine-year stint as host of *Today*, serving as newscaster and interviewer.

During this period, Downs was not only serving multiple duties in various capacities on several shows, but was arguably the most visible member of NBC's on-air staff. "I was doing *The Tonight Show*, which in the first years was live," says Downs, "and I'd sign off at 1 a.m. Frequently, when Dave Garroway [then host of *Today*] was absent, before I joined the show, they'd ask me to substitute. More than once I signed on NBC with *Today*, hosted *Concentration*, then signed off the network with *Tonight*. I'm probably the only person who did that."

By 1972, Downs was firmly established as one of television's most recognizable, and popular, personalities. In October of that year, he decided to take a leave of absence from the daily grind of regular broadcasting to do some other things, including writing (he is the author of seven books) and teaching. Asked why he left, Downs says: "I didn't need to do it anymore, and it really was frustrating getting up every morning at 4:15 [to do *Today*]. There were so many things I wanted to do."

Downs's "hiatus" lasted six years, during which time he did various specials and occasional programing. Beginning in 1977, he served as host of PBS's *Over Easy*, a series on aging for which he won an Emmy in 1981.

One program Downs had always wanted to do was a multi-subject hour. In 1978, when he'd virtually given up on the idea, he received a call from Roone Arledge, "and it fell out of the sky." Arledge was calling to ask Downs to host *20/20*, a new magazine show that had just had a disastrous premiere. Downs was enticed back into the world of full-time broadcasting by "an offer I couldn't refuse."

Assured of total access to the ABC News machinery, Downs went to work for *20/20*, a job he continues in to this day. (He also provides commentaries for ABC Radio's *Perspectives*). "It's the best thing that ever happened to me in the business," he says. "I'd hate myself as a coward if I'd turned it down. Real regrets in life are the things you don't do."

Downs must have few regrets.

CBS has merged CBS Radio and CBS RadioRadio Networks into CBS Spectrum Radio Network ("In Brief," Jan. 15). CBS said networks were combined "to compete more effectively for adult advertising dollars." Company said that RadioRadio's audience had evolved from 18-34 demographic to 25-49 over last few years, and CBS Radio strength was in persons aged 25 and older.

In first ballot for NAB Radio-TV board, 10 radio executives have been elected and four others will be in run-off elections for seats in districts 18 and 20. Twelve candidates have been certified to run for 6 seats in final TV election. Radio board results: district 2: Richard Novik, WKIP(AM)-WRNQ(FM) Poughkeepsie, N.Y.; district 4: William L. Eure, WKEZ-FM Yorktown, Va.; district 6: William L. McElveen, WTCB(FM) Columbia, S.C.; district 8: Art Suberbielle, KANE(AM) New Iberia, La.; district 10: Charles A. Blake, WIKY-AM-FM Evansville, Ind.; district 12: Gene Millard, KFEQ(AM) St. Joseph, Mo.; district 14: Steven A. Downes, WISN(AM)-WLTQ(FM) Milwaukee; district 16: Rusty Shaffer, KBOL(AM) Boulder, Colo.; district 22: F. Russell Wood, KSL(AM) Salt Lake City, and district 24: Robert L. Fox, KVEN(AM)-KHAY(FM) Ventura, Calif. Run-off candidates: district 18: John D. Hiatt, KCHL(AM)-KMMX-FM San Antonio, Tex., and Dick Oppenheimer, Signature Broadcasting Co., Austin, Tex.; district 20: R.G. (Dick) Elliott, KGHL(AM)-KIDX(FM) Billings, Mont., and Alan W. Harris, KUGR(AM)-KYCS(FM) Green River, Wyo.

Broadcasting and cable industries have their differences, but not when it comes to question of whether to allow telephone companies into cable business. As NAB and INTV did four weeks ago (BROADCASTING, Jan. 15), **NCTA and California Cable Television Association**, in separate filings

with Justice Department, **opposed allowing Pacific Telesis to buy controlling interest in Chicago cable system.** Pactel and other regional Bell operating companies are prohibited from providing cable and other "information services" under 1982 modified final judgment that spun off RBOC's from AT&T and ended Justice's antitrust suit against AT&T. U.S. District Court Judge Harold Greene will decide whether to waive prohibition after considering recommendation from Justice. Pactel, in partnership with Prime Cable, Austin, Tex.-based MSO, plans to purchase Group W system serving two of Chicago's five franchise areas. Grant of waiver would retard continued growth of "independent" cable industry, NCTA contended. "As a regulated utility...Pactel already has the incentive to use its control over the local exchange bottleneck in its region [the West Coast] to subsidize its entry into cable and thwart the development of a potential competitor." Pactel has failed to justify waiver, CCTA said. "Particularly given its past efforts to circumvent regulatory controls and its fierce protection of its local [telephone] monopoly, Pacific Telesis is a totally inappropriate candidate for the further MFJ information content relief it seeks in order to accomplish its goal of eventual domination of video, as well as voice and data, markets," it said.

NAB President Eddie Fritts last Friday (Feb. 2) took issue with Representative John Dingell's assertion that broadcasters' obligations "are dwindling." Dingell, chairman of House Energy and Commerce Committee, made remark in explaining readiness to change his position on spectrum auctions. He said last week he would look at "spectrum changes probably with more sympathy than in previous years." Comment was response to President Bush's proposal for auctioning 6 mhz of unassigned nonbroadcast spectrum as means

SCI Television and Univision debt update

Legal status of SCI Television was to be determined by 4:30 p.m. today, Feb. 5, the deadline a U.S. bankruptcy court judge in Delaware gave SCI to conclude a proposed recapitalization. A bankruptcy filing was said to be a likely alternative if the company had not completed issuance of new debt securities and the signing of a bank agreement by that time. The difficulty in completing the offer stemmed from the reluctance of certain bondholders to exchange cash-paying notes for securities not paying cash. SCI was just a few percent short for much of last week.

Univision Holdings Inc., the country's largest Hispanic broadcasting company, failed to make \$10 million cash interest payments last Thursday due to "insufficient cash flow." The company's majority stockholder, Hallmark Cards, said it asked Goldman Sachs & Co. to come up with a recapitalization plan for the debt, \$315 million of which is owed to banks and \$240 million to noteholders. Additionally, Hallmark and 21% owner First Chicago Venture Capital Corp. have invested more than \$100 million in the company. The announcement was not unexpected ("Closed Circuit," Dec. 25, 1989) and the company's debt securities had been under review for a possible downgrade, which occurred last Friday when Moody's changed its rating from B1 to Caa.

Other recent bad news for the Hispanic broadcaster includes a U.S. Court of Appeals decision reversing the FCC's approval, three years ago, of a station transfer to Hallmark (BROADCASTING, Jan. 15) and the announcement by the network's former operator that it intends to start a competing network. Moody's analyst, Craig Fitt, said it was noteworthy that Hallmark decided not to put in additional money to make the interest payment: "The assumption was that Hallmark would step in to protect its name."

NCTA blasts USTA cable study

Hoping to set the record straight, the National Cable Television Association last week attacked a survey on cable rates saying it was "riddled with errors, omissions and inconsistencies." NCTA President Jim Mooney, in a nine-page letter (with charts included) to Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii), complained about a rates survey distributed last November to Commerce Committee members by the United States Telephone Association. The USTA survey, similar to one released two weeks ago (BROADCASTING, Jan. 29), showed increases in basic cable rates from 1986 through 1989 in the 20 states represented by the committee members. Mooney's letter also went to all the Commerce members and key House policymakers.

NCTA tore apart the USTA survey. "Our review of the USTA's cable service fee summaries for the 20 states has found that the USTA's rate information is simply wrong for 169, or 88%, of the total 192 selected systems in the states, resulting in a substantial overstatement of the post-deregulation price increases for almost every system listed. For 11 of these states, the USTA presented inaccurate data for every system listed," wrote Mooney. NCTA challenged the USTA survey state by state. "According to the USTA's data, the 192 systems combined raised their rates on average 67% from 1986 to 1989, from \$10.10 to \$16.83. In fact, the average rate increase for these systems was 29%, from \$12.65 in 1986 to \$16.36 in 1989. We emphasize that this 29% increase almost exactly corresponds to the GAO survey released in August 1989, which found that from 1986 to 1988 basic cable rates had risen by 29% for the lowest priced basic tier and by 26% for the most popular basic service tier," wrote NCTA.

of raising funds for Treasury (see page 74). Fritts said NAB shares Dingell's dislike for auctions but also shares his recognition that budget constraints will make it difficult for his committee to meet its budget targets. Then he said: "We must respectfully disagree" with chairman's view regarding broadcasters' public interest responsibilities. "We see no change over the past year to indicate any decrease in our obligations. In fact, we have gone out of our way to try to work out a compromise on children's TV, which would increase our public interest responsibilities."

Heritage Media Corp. (six AM's, five FM's and seven TV's) has retained **Gary Stevens** to sell **KDAY(AM) Santa Monica** (Los Angeles). Heritage Radio group is headed by Paul Fiddick. Stevens said station should sell for \$7 million-\$10 million. KDAY is fulltimer on 1580 khz with 50 kw.

At open meeting this Thursday (Feb. 8), **FCC is expected to launch rulemaking aimed at tweaking procedural and technical rules for multipoint distribution service**, operational fixed service and instructional television fixed service on behalf of fledgling wireless cable industry. Wireless cable operators use combination of MDS, OFS and ITFS microwave channels to broadcast pay TV service. And as part of its effort to clear backlog of applications for new FM stations, FCC is also expected to adopt new processing guidelines designed to encourage settlements among mutually exclusive applicants. At subsequent closed meeting, FCC plans to take up license renewal case of **WBBY(FM)** Westerville, Ohio. Review Board ruled in July 1986 that renewal should be denied for misrepresentations in connection with comparative renewal proceedings, which ended in settlement. Case has been on appeal before FCC ever since. FCC is also scheduled to consider license renewals of **KQED Inc.** for **KQED-TV**, **KQED-FM** and **KQEC-TV**, all San Francisco. KQED has appealed May 1988 Review Board decision denying renewal for KQEC for misrepresentation. Based on that decision, California Public Broadcasting Forum petitioned FCC to deny all KQED's licenses. Finally, FCC will reconsider 1988 decision permitting settlement among applicants for new FM in Marco, Fla., in which station ended up in hands of "white knight" not among original applicants for station. Critics charged that decision amounted to spectrum auction.

Negotiating committee of Writers Guild of America, East Inc. reached tentative agreement with Capital Cities/ABC for new three-year contract for news employees. Current contract expired Feb. 1. About 150 employees are covered at ABC network and TV and radio stations in New York and Washington and graphic artists in Washington. Agreement, which provides for 5% wage increases for all covered employees and another 5% increase on Aug. 1, 1991, is subject to membership approval at meetings held in New York today (Feb. 5). Union's bargaining committee recommended offer be accepted. Contract, if approved, will be retroactive to Feb. 2. Negotiations between Writers Guild and CBS for new contract will begin Feb. 6. Current contract expires March 1.

Talks are under way between Family Channel and unlaunched cable network, Cowboy Network, that would bring in Family Channel as 50% owner of proposed service. Source said deal is at contract stage and joint venture could be completed in next several weeks. Cowboy Network has backing of country singer Willie Nelson. Nelson has purchased 2,400 hours of Nashville-related programming, including *Porter Waggoner Show*. Cowboy Network, which plans to launch in May, will carry western series and movies, some of which it has already obtained. It also plans to produce original programming. Nelson is to host a program entitled *Songwriter*.

Use of hidden camera allowed by Scalia

King World Productions' Inside Edition won a significant First Amendment victory last week when Supreme Court Justice Antonin Scalia refused to bar the syndicated program from airing scenes taped with a hidden camera in a doctor's office. Scalia on Tuesday (Jan. 30), without comment, rejected the emergency request of lawyers for Dr. Stuart M. Berger for a ban on the use of the material. Earlier, a U.S. district judge in Detroit had issued a temporary restraining order requested by the doctor's lawyers. But on Monday (Jan. 29) the U.S. Court of Appeals for the Sixth Circuit overturned that order, declaring it constituted an unconstitutional "prior restraint" of free speech.

Inside Edition was looking into charges that were already the subject of an investigation by the New York State Department of Health's Office of Professional Medical Conduct regarding alleged unethical and fraudulent conduct by Berger, the author of several diet books. As part of its research, the show sent a producer, Amy Wasserstrom, to the doctor's office as a patient. On each of three occasions, Wasserstrom videotaped her meetings with the doctor as, she said, he diagnosed her as suffering from an allergy to yeast and from chronic fatigue. She said another doctor told her she was perfectly healthy.

Berger's lawyers said airing the tapes would do "irreparable harm" to the doctor's reputation and to "the sanctity of his office." U.S. District Judge Barbara K. Hackett in Detroit on Jan. 18 granted the temporary restraining order, after finding that the tapes were made in violation of federal and state anti-wiretap laws. In overturning Hackett's ruling, the appeals court in Cincinnati said that Berger "has not shown the type of irreparable harm that can justify a prior restraint." That was the decision Scalia declined to disturb.

Inside Edition on Jan. 22 aired a piece on Berger without the videotape made by Wasserstrom. But Av Westin, senior VP in charge of reality programming at KWP, said the video would be used in a second report now in preparation. No air date had been set as of last week. And Westin said talks were under way with Berger to obtain his participation in the second report. "That's what we wanted in the first place," he said.

-LZ

Steve Berger, president of Columbus, Ohio-based Nationwide Communications, resigned as vice chairman of Radio Advertising Bureau board. Berger cited increased responsibilities at Nationwide as reason for resignation. **Rick Buckley**, president of Greenwich, Conn.-based Buckley Broadcasting, was elected to succeed Berger and becomes next in line for chairman position when current term of Chairman Carl Wagner, of Great American Broadcasting, ends this year. Buckley has been RAB's finance chairman.

Cuba has restated readiness to negotiate with U.S. on medium wave interference problems that have plagued both countries. Offer is in letter Cuba's minister of external relations, Isidoro Malmierca, sent to president of United Nations Security Council complaining bitterly about U.S. plans to establish television station—TV Marti—that would beam signals to Havana.

The Pat Sajak Show unveils its new look tonight, Monday, Feb. 5, sans couch and desk and with new music and graphics, as struggling show continues to seek its own identity. "Those are cosmetic changes and I'm not kidding myself into thinking that the ratings are going to jump up in February because of them. We're just trying to change the perception of the show," said Michael Weisman, co-executive producer.

Editorials

Fasten your seat belts. It's going to be a bumpy ride.

You've got to hand it to Barry Diller. Not only has he successfully planted a fourth network where none had taken root before, but he has now put in place a policy initiative that could change many of the major rules in television.

Whether it will succeed, of course, no one can now know. But Diller and Rupert Murdoch, his corporate champion and benefactor, are no strangers to risk taking. It's just that this particular venture carries other major players along for the ride.

What Diller and Fox Broadcasting are asking is that the FCC reopen consideration of the financial interest and syndication rules, which have been locked up in a closet at 1919 M Street for more than six years, consigned to oblivion by President Reagan and the Congress, propelled by the skill of Jack Valenti and the entreaties of the Hollywood production and distribution community.

Diller is part and parcel of that same community, and his bid to reexamine fin-syn has not endeared him to his colleagues in puttees. That's no surprise. What is more surprising is that the Fox proposal has engendered such opposition from the three television networks that would appear to have the most to gain from bringing fin-syn out of the closet.

The networks are reacting to companion elements of the Fox petition, which (1) seek an 18-month waiver of the rules while the reexamination proceeds, during which Fox could grow beyond the present 15-hour plateau at which networks become subject to the financial interest/syndication limitations, and (2) ask a redefinition of networks that would exempt Fox from the rules until it reaches economic parity with the senior networks. Those three fear that Fox might get the waiver—which might be difficult to rescind after 18 months—and the redefinition, while they might fail to win the rule changes they desire, a situation that for the big three would presumably be worse even than now.

Hollywood presumably will support Fox on changing the definition of a network enough to make it immune to the rules, but will oppose reexamination of fin-syn by the FCC.

It's too soon to say who's right and who's wrong; we'll know more on March 19, when the comment process initiated by the FCC runs its course. In the meantime we commend to all parties the ancient wisdom that it's hard to make an omelette without breaking an egg.

Two roads

The U.S. Conference of Mayors heard from two very different government camps last week regarding the cities' sometimes rocky relationship with the cable industry. On the one hand, there was Representative John Dingell (D-Mich.), veteran broadcast basher, getting his licks in on the wired medium as well. In his contribution to the acrimonious rhetoric that has characterized Fifth Estate debate recently, he gave notice that the House was preparing to follow the Senate's lead in turning its attention to some form of cable reregulation legislation to "rein in" what he characterized as a "rapacious...unregulated monopoly." (It remains to be seen how much of that is bile, and how much bill.) The cities themselves would like nothing better than to strengthen a regulatory position weakened by the Cable Act and a series of court decisions.

On the other hand, there was FCC Chairman Al Sikes expressing his preference for competition over government intervention (although he believes some rate reregulation might be needed until such competition bears fruit), and suggesting that the awarding of multiple franchises by cities could address the perceived pricing and customer service problems that Dingell would use as the excuse to make cable toe a government line.

On general principle, given a choice between heavy-handed federal reregulation, increased power to local politicians and marketplace competition, most Fifth Estaters—and this page—would opt for the last as the best means to a leveled playing field.

Correction

As this week's station/cable system trading special report makes clear, what has gone up and up and up—namely station prices over the past several years—has come down, with 1989 averages showing fewer deals at lower prices (see story, page 42). In a way, that may not be such a bad thing for the Fifth Estate. The staggering sums commanded by broadcast properties have been heavily fueled by Wall Street speculation—flattering as an expression of confidence in the strength of the medium (and a bonus to those retiring broadcasters ready to cash in on their equity in the business), but troubling when it was funded by highly leveraged deals for which that confidence was collateral. To the extent that such an inviting climate has contributed to financial instability in the medium, seducing some into buying beyond their means, the payoff may have proved more mirage than oasis.

But if the chase of dollars for deals has exhausted the pack, and perhaps moved the emphasis from entrepreneurs to operators, what remains is the search for value, and that will continue to pay dividends for the Fifth Estate. As broker Gary Stevens put it: "If you have a property in a desirable situation, where more than one person is interested, the selling number will be every bit as strong as it's been." That's the kind of financial statement the Fifth Estate can endorse.



Drawn for BROADCASTING by Jack Schmidt

"Now I know what they meant by limited partnership. They don't let me do anything around here."

WIRE INTO THE FUTURE.

In the future, all broadcast news wire services will have to approach broadcasting the way UPI does today.

Someday, all broadcast news wire services will custom code their news, making it easy for individual broadcasters to receive and air only those topics their audiences and markets want. Today, this innovative delivery system is available only from UPI.

Someday, all broadcast news wire services will offer their subscribers the financial advantages of unbundled products and flexible contracts. With today's UPI, you pay only for what you receive and nothing more. After all, why should you pay for services you don't want and don't use?

And why should you be locked into

a long-term contract with its automatic renewal clauses and annual rate increases? UPI's flexibility gives you more room to grow.

Someday, all broadcast news wire copy will be written by specialists who understand the unique requirements of broadcast journalism. UPI pioneered the art of "broadcast style," a style of writing news to be heard. And today, as always, UPI recognizes the special immediacy of broadcast — UPI writes news for broadcast first.

If you're ready for a better way of doing business, call 1-800-UPI-8870 today. We'll tell you why your future in broadcasting looks brighter with UPI.



The Industry Standard for 1990 and beyond.

There's a reason more broadcasters call Chapman Associates than any other media brokerage firm. The professionals of Chapman have the maturity, skill and competence to make today's radio and TV deals happen. We had over \$200 million in closings and contracts during 1989, and we stand ready to work with you in 1990 with unequalled expertise. For buying, selling, financing and appraisals, Chapman means business.



Boston 617/330-7880

Kevin Cox, Bob Maccini

Chicago 312/642-7880

Rich Marschner

Dallas 214/788-2525

Bill Whitley

Jacksonville 904/730-2522

Jim Brewer, George Reed

Kansas City 816/932-5314

Bill Lytle, Donald Boyles

Los Angeles 818/893-3199

Jim Mergen, Ray Stanfield

Salt Lake City 801/753-8090

Greg Merrill

Washington 703/243-2310

Mitt Younts

Atlanta 404/998-1100

Ernie Pearce, Ed Shaffer, Bill Cate

Corporate Headquarters:

8425 Dunwoody Place, Atlanta, GA 30350 • 404/998-1100 Fax: 404/552-7356