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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)-KSYF(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
WLLZ(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)	

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TV group profits....Look at 1989 earnings of TV station operators shows poor profit picture on weak revenue growth. **PAGE 19.**

Ad sales are up....First quarter surprises many with higher than expected increases in advertising sales. **PAGE 19.**

Duggan sails through confirmation hearing....Senate approves nomination of Ervin S. Duggan to fill final commissioner vacancy at FCC. **PAGE 20.**



Ervin S. Duggan

21/ **ROONEY SUSPENDED**

CBS News's Andy Rooney is suspended for three months after allegedly making derogatory remarks about blacks.

21/ **NBC, ABC FOOTBALL DEALS**

NBC gets package of all Notre Dame's 1991-95 home football games and ABC wraps up rights to National Football League's new World League of American Football.

23/ **TV NEWS GOES ON LOCATION**

NBC, CBS, ABC and CNN send journalists to cover historic changes in Soviet Union and South Africa, further

stretching resources of TV networks no longer fat.

24/ **SIKES: FCC HARDLINER**

FCC Chairman Alfred Sikes is solidifying his reputation as one ready to enforce vigorously commission rules and regulations.

27/ **SELLING MOVIE PACKAGES**

Syndicators pitch feature



'sex, lies and videotape'

film packages to tightening independent station market.

30/ **MARKETING 'JUMP STREET'**

Televentures is selling syndicated *21 Jump Street* to two competing stations in same market.

30/ **MORE THAN SCARE FARE**

Laurel Entertainment will expand its programming repertoire beyond scare/fantasy shows, for which it is best known.

31/ **POLISH DELEGATION IN U.S.**

Polish delegation tries to stimulate investment interest in business and broadcasting in Poland.

32/ **NPR DUES**

National Public Radio's board of directors softens member dues to stations while maintaining ambitious programming plans.

34/ **ROAD TO NAB**

There will be array of satellite service and equipment options, particularly in newsgathering, at National Association of Broadcasters convention in Atlanta.

36/ **NEW FROM SONY**

Sony Broadcast Products Co. develops digital transmission technology that promises to make satellite newsgathering gear lighter and to reduce cost of satellite transmission.

37/ **CABLE TAX ISSUE**

Two lawsuits involving TCI and Jefferson-Pilot call into question provision of tax code that has saved Fifth Estate hundreds of millions of dollars.

41/ **WHAT'S AHEAD AT NAB**

Among highlights of NAB convention is largest HDTV

exhibit ever, management, sales and promotion panels and address by FCC Chairman Al Sikes.

44/ **TURNER ADVICE TO NAB**

Turner Broadcasting Systems tells NAB that "if carry/must pay" proposal is constitutionally flawed.

63/ **IDEALISM AND ACUMEN**

For Frank Osborn, excitement of running Osborn Communications Corp., owner of 17 radio and five TV stations, lies in successfully blending "pro-social" company with well-run business.

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WASHINGTON

Fine details

Here's something to give broadcasters and cable operators pause: At same time FCC is showing renewed vigor in enforcing rules, Congress increases maximum fine agency can levy on mass media miscreants from \$20,000 to \$250,000. Increase in forfeiture ceiling—first in history of FCC—was included in fiscal 1990 funding bill enacted last November, but FCC is only now getting around to implementing it. Chuck Kelley, chief of Mass Media Bureau's enforcement division, said increase gives agency needed flexibility. With \$20,000 cap, he said, FCC was often faced in broadcast cases with either imposing "relatively small fine or taking off their heads [revoking license or denying renewal]."

FCC may broaden its broadcast sanctions still more. According to one FCC official, agency is considering possibility of requiring forced divestiture of stations (at either market or below market value) as alternative to denying renewals or revoking license. Whether FCC has statutory authority to require divestiture is big question.

Ubiquitous chairman

When FCC Chairman Alfred Sikes wants to address state broadcasting association conventions these days, he doesn't board plane. He merely strolls block west on M Street to CBS News Washington bureau and uses its facilities to beam his speech live via satellite to conventioners. Two-way audio hookup allows him to take questions. Sikes used technique twice last week for Michigan and Oklahoma broadcasters and earlier for Georgians and South Carolinians. He also went live via satellite for Satellite Broadcasting and Communications Association meeting last month.

According to CBS News's Rene Hemphill, associations are to cover CBS's costs, which have amounted to between \$300 and \$700 per

event. She could not give precise cost because associations have yet to be billed, she said.

Speechwriter for the stars

It's a small world when it comes to Washington speechwriting. Future FCC commissioner, Ervin S. Duggan, whose speechwriting talents have been used by Democratic Senators Lloyd Bentsen of Texas and Wyche Fowler of Georgia, among others, also worked on remarks given by National Cable Television Association President James P. Mooney at National Press Club in January 1987. Duggan, who has his own Washington communications consulting firm, was hired by The Fratelli Group, public relations firm working for NCTA, to look at draft of Mooney speech. Duggan says it was one-time assignment with Fratelli and that he thought it was "good speech" and only made "few" editorial changes, none of which he knows were accepted.

Slowing down the traffic

Senator Al Gore (D-Tenn.) plans to introduce antitrafficking legislation that will restore requirement that

licensee hold station for three years before selling it. Gore is concerned about trafficking of stations that has occurred since FCC abolished its three-year rule in 1982.

Family needn't hold back

FCC has set precedent for allowing employees to comment formally in its policy proceedings, clearing attorney in Office of General Counsel of any wrongdoing for filing comments last year in FCC's lottery proceeding. Attorney Bill Bell, who was critical of FCC's proposal to use lottery in awarding new station licenses, received memo two weeks ago from General Counsel Bob Pettit stating that he did not "engage in any prohibited activity." Memo also served to drop "duty assignment restriction" that had been placed on Bell by Pettit's predecessor, Diane Killory. Believing that Bell's comments may have violated FCC rules prohibiting appearances of bias, Killory triggered investigation of Bell's extracurricular activities that was carried out by then Inspector General John Kamp. Kamp reportedly could find no rules violation and recommended that FCC impose no sanctions. Pettit had no problem with

establishing precedent. FCC staffers "are citizens," he said. "I assume they can file comments."

NEW YORK

High price

Amazing revelation buried in Univision's solicitation document to bondholders shows that in order to close 1987 purchase of six stations from Spanish International Communications Corp. and Bahia de San Francisco, company waived contract provision requiring final government approval, not only from FCC but also from any judicial review. As result, should commission reverse prior decision, now that U.S. Court of Appeals has remanded issue back to FCC (BROADCASTING, Jan. 15), Univision said it would be unable to recover \$300-million-plus purchase price from sellers. Such event would enable banks to immediately call in loans on company.

Geraldo tally

Geraldo caused near revolt among program's affiliate stations last November with what was perceived to be excessive amount of sleazy sex-oriented topics and promotion. Number of stations complained, and believe sleazy approach was responsible for drop in ratings for show in some markets. While there's been speculation about potential downgrading of show next season, only one station so far in top 20 has so far decided to downgrade Geraldo for fall 1990—KUSA-TV Denver, which will bump show from early fringe to morning. However, three other top-20 affiliates have not renewed program for next season—KDFW-TV Dallas, KPRC-TV Houston and WJW-TV Cleveland. All three have carried show in early fringe this season. Five other top-20 Geraldo early fringe affiliates have yet to commit to time period for next season, including New York. Four others that have renewed show for next season say they'll continue with it in early fringe.

Handicapping cable bill

The odds of cable legislation winding up on the President's desk this year appear slim, according to Washington insiders. The prevailing view is that the real battleground will be in the next Congress and that competing interests are jockeying for position for 1991. That is not to say that nothing will emerge from the Senate in the next six months. Cable lobbyists concede that there is a "strong possibility something will get out" of the Senate Commerce Committee, but say a Senate floor vote is not a given. Cable critics believe there is enough momentum to deliver legislation from the upper chamber.

Last week, Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) told BROADCASTING that it is clear "we have got to formulate a policy." He said the cable marketplace is "very uncompetitive" and "some kind of control" over rates, which he said were going "up, up and away," was needed. Still, Hollings commended cable for the diversity it has provided viewers.

Senate action could spur the House. Two weeks ago, House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) said it is time to consider cable legislation and promised more hearings, a move seen by some as a clear response to Commerce Committee Chairman John Dingell's bruising indictment of cable last month.

◆ W ◆ I ◆ N ◆ N ◆ E ◆ R ◆ S ◆

San Diego KGTV
Orlando WESH
Milwaukee WTMJ
Kansas City WDAF
Columbus WBNS
San Francisco KRON
Boston WBZ
Birmingham WBMG
Albuquerque KOAT
Albany WNYT
Jacksonville WJKS

Cleveland WJW
Atlanta WSB
Tampa WTSP
Minneapolis KARE
Miami WSVN
New York WNBC
Los Angeles KCOP
Pittsburgh WPXI
St. Louis KTVI
Baltimore WBAL
Hartford WFSB

Flint WEYI
Shreveport KSLA
Richmond WTVR
Syracuse WTVH
Rochester WHEC
Washington WRC
Dallas KDFW
Honolulu KGMB
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One positive element going for show is almost unanimous recognition that Geraldo and its producers are making noticeable efforts to clean up show's act.

Olympics trial balloon?

NBC and Cablevision Systems may be in for some surprises as they roll out their PPV plans for '92 Olympics (see "In Brief"), details of which one MSO PPV executive labeled trial balloon. Cable PPV executives were expressing concerns over inflexibility of package—one price for all channels over span of games ("no way they'll hold to that," said one)—and split, which is heavily in favor of programmer. Even at 65%-35% revenue split in favor of programmer, "there will be a lot of moaning and groaning," said one MSO PPV executive. NBC appeared to be contemplating wider split. Large split won't leave much money for operators to adequately promote games, another said.

As to suggestion that operators preempt local origination (LO) or other channels, it is easier said than done. Franchise agreements prohibit preemptions in some cases, operator points out, and existing LO channels usually don't have headend equipment needed for PPV. Preempting CNBC, said NBC, is not something it is looking at.

One source said NBC approach appeared to dovetail with Tele-Communications Inc. desire to sell games as one package. That simplified format fits well with TCI, which has not been aggressive player in PPV programming and marketing.

What if there's no ball game to take them out to

WFAN(AM) New York could be taking revenue hit from both sides if Major League Baseball players strike (Jeff Smulyan, head of Emmis Broadcasting, owns Seattle Mariners and station is flagship outlet for New York Mets). Scott Meier, station manager, says station is looking for programming to fill time. Currently WFAN is discussing possibility, with



Sarnoff redux

Bust of the late General David Sarnoff, legendary leader of RCA and its NBC radio and television networks, will be unveiled in mid-1990 at opening of Television Academy Hall of Fame Plaza in North Hollywood. Sarnoff sculpture will be displayed along with portraits of over 50 other TV notables in hall, which is being built by Academy of Television Arts and Sciences. General's son, Tom, also former NBC executive, poses next to bust.

both CBS and Westwood One, of rebroadcasting pivotal games of last 20 years. Other contingency plans include "hot stove talk" programs and interviews with sports figures.

LOS ANGELES

Paving the way

National Cable Television Association was publicly praising witness list for today's (Feb. 12) FCC field hearing in Los Angeles as balanced and fair (see page 42). But officials there were privately concerned that hearing would turn into "cable bashing" session. To mitigate possible negative press, NCTA spokesman John Wolfe, with local cable operators in tow, last week visited several Los Angeles reporters who were planning to cover hearing. Purpose of meetings was to get across cable message: deregulation has benefited public by helping cable to improve quality and variety of cable programming.

Beach closed?

Word has it that *China Beach* will be odd series out in March, when ABC premieres three drama series it has on shelf. One source said *Equal Justice* will be

scheduled on Monday 9-10 p.m., followed by *Capital News* at 10-11. Shows would replace movies seen in time block since *Monday Night Football* concluded.

China Beach, currently in Wed. 10-11 slot, will be replaced by prime time soap *Twin Peaks*, according to source, who could not say whether *China Beach* would be rescheduled this season.

EUROPE

Eastern front

Special task force under Ambassador Diana Lady Dougan will visit Eastern Europe during first part of March as part of U.S.'s effort to help countries there strengthen telecommunications and broadcasting infrastructures. Task force, selected from State Department's advisory committee on International Communications and Information Policy, is to evaluate needs and make recommendations. Besides Dougan, of Center for Strategic and International Studies, task force includes John Hoagland, manager, Christian Science Monitor Publishing Society; John Koehler, vice president, Hughes Aircraft; Travis Marshall, senior vice president,

Motorola, and Eugene Sekulow, president, NYNEX international. House Foreign Affairs Committee will be represented by Thomas Bruce, and Bohdan Bulawka of State Department will provide staff support.

Group, whose private-sector members will pay own way, will leave Feb. 28, visit Budapest, Bucharest, Prague, and East Berlin, and return to Washington March 11. It is scheduled to issue preliminary report on March 16 to Deputy Secretary of State Lawrence S. Eagleburger, who has been designated by President Bush as coordinator for U.S. policy and initiatives in Eastern Europe.

LANDOVER

Discovering underwriting

The Discovery Channel has signed its first underwriting deal in which Mobil Oil will underwrite production and promotion of three-hour series, *Arabian Sand, Sea and Sky*, which will premiere in May. Only advertising in program will be cable operator's local avails, although Mobil will have some billboarding. Project is first of several that Discovery hopes to sign using underwriters.



Starstruck

Thomas Leahy (l), president of CBS Marketing Division, greeted Broadway past and present stage headliners during luncheon celebrating upcoming Tony Awards, to be broadcast on CBS June 3. Luncheon was held last Monday at New York's Shubert Theater. With Leahy (l to r): Jessica Tandy, Burgess Meredith and Helen Hayes.

NATPE NEWS RELEASES!

☐ **First run strip cleared in 147% of U.S.!**

☐ **Hot Sit-Com sold in 650 markets!**

☐ **Every game show a firm “GO”!**

☐ **Int’l Distributor licenses shows on the moon!**

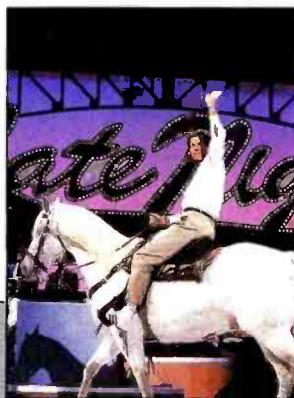
And now for the truth...

BY THE NUMBERS 1

For the week ended Feb. 4, NBC won with a 15 rating and a 24 share. ABC was second with a 13.5/22 and CBS was third with an 11.7/19.

Night by night, NBC won Monday, Wednesday, Thursday and Saturday. ABC won Tuesday and Friday. CBS won Sunday.

Three mid-season shows continue to deliver first-place ratings in their time periods. For Week 20, ABC's *America's Funniest Home Videos* (Sunday, 8 p.m.) was the seventh-ranked program, with



a 19.8/29, beating CBS's *Murder, She Wrote* and NBC's *Greatest Practical Jokes*.

ABC's *Coach* (Tuesday, 9:30) delivered an 18.8/29, to place ninth for the week, beating a CBS telefilm (*The Plot to Kill Hitler*) and NBC's *Matlock*. NBC's *Grand* (Thursday, 8:30), turned in a 17.7/27, easily beating *Father Dowling* on ABC and *48 Hours* on CBS.

It was a good week for network specials, with two of them finishing among the top 20. NBC's

"By the Numbers" continues on page 10.

RATINGS ROUNDUP

Rank/rating □ Network □ Show

1	▲	24.1/36	A	<i>Roseanne</i>
2	▲	22.7/34	N	<i>Cheers</i>
3		22.4/35	N	<i>Bill Cosby Show</i>
4	▲	21.5/35	N	<i>Golden Girls</i>
5		21.3/34	C	<i>60 Minutes</i>
6	▲	20.0/33	N	<i>Empty Nest</i>
7		19.8/29	A	<i>Am. Funniest Home Videos</i>
8	▲	19.2/29	A	<i>Empty Nest</i>
9	▲	18.8/29	A	<i>Coach</i>
10	▲	18.7/30	N	<i>Unsolved Mysteries</i>
11	▲	18.4/28	A	<i>Who's the Boss?</i>
12	▲	18.3/27	N	<i>Sun. Night Movie</i>
13		18.1/26	C	<i>Murder, She Wrote</i>
14	▼	17.7/27	N	<i>Grand</i>
15	▲	17.2/28	N	<i>Amen</i>
16	▲	17.1/26	N	<i>In the Heat of the Night</i>
17		16.8/28	N	<i>Letterman's 8th Anniversary</i>
18	▲	16.7/28	A	<i>Full House</i>
19		16.3/24	A	<i>Sammy Davis Jr. 60th Anniver-</i>
20	▼	16.2/25	N	<i>Matlock</i>
21	▲	16.1/26	A	<i>Growing Pains</i>
22	▲	15.9/25	A	<i>Doogie Howser, M.D.</i>
23		15.4/23	C	<i>Designing Women</i>
24	▲	15.3/26	A	<i>Family Matters</i>
24	▲	15.3/23	C	<i>Murphy Brown</i>
24	▲	15.3/24	N	<i>Mon. Night Movies</i>
27		14.8/23	A	<i>Mon. Night Movies</i>
28	▼	14.7/22	C	<i>Sun. Movie</i>

Rank/rating □ Network □ Show

29	▲	14.6/24	A	<i>Perfect Strangers</i>
30	▼	14.4/26	N	<i>Hunter</i>
31	▲	14.3/23	A	<i>Just the Ten of Us</i>
31	▲	14.3/20	F	<i>The Simpsons</i>
33	▼	14.1/24	C	<i>Knots Landing</i>
34	▼	14.0/24	N	<i>227</i>
34	■	13.9/21	C	<i>City</i>
35		13.9/21	C	<i>Major Dad</i>
37	▲	13.8/20	N	<i>Hogan Family</i>
38		13.7/20	A	<i>MacGyver</i>
38	▼	13.7/25	N	<i>Midnight Caller</i>
40	▼	13.5/24	A	<i>20/20</i>
41		13.0/20	N	<i>ALF</i>
41	▼	13.0/18	F	<i>Married...With Children</i>
43		12.8/21	C	<i>Dallas</i>
44		12.7/20	C	<i>Newhart</i>
44		12.7/23	A	<i>thirtysomething</i>
46	▲	12.6/19	C	<i>Rescue: 911</i>
47	▲	12.0/20	N	<i>Baywatch</i>
48	▼	11.6/18	A	<i>Father Dowling Mysteries</i>
49	▼	11.3/20	N	<i>Mancuso, FBI</i>
50		11.1/19	A	<i>China Beach</i>
51	▼	10.8/18	N	<i>True Blue</i>
52		10.6/16	C	<i>Island Son</i>
52		10.6/18	C	<i>Jake and the Fatman</i>

Week 20 □ Jan. 29-Feb. 4

Rank/rating □ Network □ Show

52	▼	10.6/18	N	<i>Quantum Leap</i>
55	▼	10.3/16	A	<i>Young Riders</i>
56		10.2/17	C	<i>Doctor, Doctor</i>
57		10.0/18	C	<i>Falcon Crest</i>
58		9.6/16	A	<i>Analysis</i>
58	▼	9.6/15	C	<i>48 Hours</i>
58		9.6/16	C	<i>Paradise</i>
61	▲	9.5/14	F	<i>America's Most Wanted</i>
62	▼	9.3/16	A	<i>Mystery Movie</i>
63	▼	9.0/15	A	<i>Primetime Live</i>
64	▲	8.9/14	A	<i>Life Goes On</i>
65		8.8/16	C	<i>Sat. Night With Connie Chung</i>
66		8.7/14	N	<i>Magical World of Disney</i>
67		8.4/12	N	<i>Greatest Practical Jokes</i>
68		8.1/13	C	<i>Grand Slam</i>
68		8.1/14	C	<i>You Don't Look 40, C. Brown</i>
70		7.7/13	C	<i>Tour of Duty</i>
71	▼	7.2/12	C	<i>Tues. Movie</i>
72	▼	7.0/12	F	<i>Cops</i>
72	▼	7.0/12	A	<i>Mission: Impossible</i>
74	▲	6.4/9	F	<i>Alien Nation</i>
75	▼	6.2/9	F	<i>Open House</i>
76	▲	6.1/9	F	<i>21 Jump Street</i>
77	▼	6.0/10	F	<i>Booker</i>
78	▼	5.9/10	F	<i>Totally Hidden Video</i>
79	▼	4.6/8	F	<i>Reporters</i>
80	▼	4.1/6	F	<i>Tracey Ullman Show</i>
81	▼	2.8/5	F	<i>It's Garry Shandling's Show</i>

Guide to symbols

▼ —Down from last week

▲ —Up from last week

Source: Nielsen and Broadcasting's own research.

■ —Premiere broadcast

FREEZE FRAMES: Syndication Scorecard *

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	15.8	230	99
2	Jeopardy! (King World)	13.5	216	98
3	Star Trek: Next Generation (Paramount)	10.7	232	97
4	Cosby Show (Viacom)	10.2	204	98
5	Oprah Winfrey Show (King World)	9.6	216	99
6	Current Affair (20th Century Fox TV)	9.4	186	95
7	Entertainment Tonight (Paramount)	9.0	172	96
8	Wheel of Fortune, wknd. (King World)	8.6	183	82
9	Fox Premiere Movie (Fox)	6.5	132	88
10	Donahue (Multimedia)	6.1	225	99

* Nielsen weekly pocketpiece

10	Family Feud 2 (LBS)	6.1	133	86
12	Inside Edition (King World)	5.9	98	79
12	Star Search (TPE)	5.9	149	95
14	People's Court (Warner Bros. Domestic TV)	5.8	169	90
15	Family Feud 1 (LBS)	5.7	134	87
15	Geraldo (Paramount)	5.7	193	98

The following shows were rated, but not ranked

Wrestling Network	7.5	177	92
World Wrestling Federation (WWF)	9.3	231	97

Source: Nielsen and Broadcasting's own research.

21 JUMP STREET
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BY THE NUMBERS 2

Summary of Broadcasting & Cable

BROADCASTING			
SERVICE	ON AIR	CP's ¹	TOTAL ²
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 8.

David Letterman's 8th Anniversary Special (Thursday, 9:30-11) was first in its time period, beating *Young Riders* and *Prime Time Live* on ABC and *Island Son* and *Knots Landing* on CBS.

ABC's *Sammy Davis Jr. 60th Anniversary Special* was 19th for the week, and second in its time period (Sunday, 8-11) with a 16.3/24. NBC's "Lethal Weapon" was first with an 18.3/27, and part one of CBS's telefilm *Family of Spies* was last.

In the evening news race, ABC continued its winning ways with an 11/20 for the week. NBC was second with a 10.4/19 and CBS was last with a 10/19. Season to date, the news standings are ABC, 11/21; CBS, 10.4/19, and NBC, 10.1/19.

MarketScope

CBS bumped up 3%, to 184¼—and was also among biggest gainers in prior week's option trading. No news was linked to gain, but rumors about possible merger with Disney continued. McGraw-Hill continued decline, dropping 2% to 55¼, near 52-week low. Company reported fourth-quarter loss, due to restructuring charges, and was subject of critical front-page *Wall Street Journal* article last Tuesday. Preliminary financing accord for acquisition of LIN Broadcasting was likely behind 7% of that stock last week to 112¼. News Corp. shares continued to drop and have fallen 23% over past four weeks, to 17¼ as of last Wednesday. Decline has continued beyond that of other highly-leveraged stocks and is attributed to variety of concerns, mostly in England, including start-up of new competitors for *The Sunday Times* (of London), and fears that Labour Party win in upcoming elections could lead to new crossownership restrictions on company. Viacom was up 15%, to 50½, which one market source attributed to open-market purchases by company's majority owner, National Amusements. Unitel Video gained 12%, to 10%, after declining over prior weeks.

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		Net		Percent		P/E		Market Capitalization		Closing		Closing		Net		Percent		P/E		Market Capitalization	
Wed		Wed		Change		Change		Ratio		(000,000)		Wed		Wed		Change		Change		Ratio		(000,000)	
Feb 7		Jan 31		Change		Change		Ratio		(000,000)		Feb 7		Jan 31		Change		Change		Ratio		(000,000)	
N (CCB) Capital Cities/ABC	24 1/4	15		-12		-02.19		21		9,629		N (BLC) A.H. Belo	3 3/4	3 1/8		-2 1/4		-05.98		40		698	
N (CBS) CBS	84 1/4	79 5/8		-7 1/4		-03.97		16		4,138		N (AFL) American Family	5 5/8	5 7/8		-1 1/8		-06.61		15		1,288	
A (CCU) Clear Channel	1 3/4	1 1/2		-7/8		-06.36		-107		50		O (ACCMA) Assoc. Commun.	2	1 1/4		-2 1/4		-06.33		-75		619	
A (HTG) Heritage Media	5/8	5/8		-1/2		-12.90		-2		150		N (CCN) Chris-Craft	3	2		-7/8		-02.43		1		834	
O (UCOR) Jacor Commun.	1/8	1/4		-1/8		-02.17		-3		55		O (DUCC) Durham Corp.	9	9 3/4		1/2		01.65		30		239	
O (LINB) LIN	12 3/4	5 1/2		-2 1/2		-02.17		60		5,805		N (GCI) Gannett Co.	3/8	1		-2		-04.66		16		6,596	
O (OBCCC) Olympia Broadcast	1/4	1/4				00.00						O (GACC) Great Amer. Comm.	1/4	1/4		-1/4		-02.94		-2		289	
O (OSBN) Osborn Commun.		3/4		-1/4		-02.08		-55		81		N (JP) Jefferson-Pilot	9 1/2	8		-1/2		-01.22		12		1,513	
O (OCOMA) Outlet Commun.		9 1/2		-2 1/2		-10.00		14		147		N (KRI) Knight-Ridder	6 7/8	2 1/2		-2 1/2		-04.50		12		2,746	
A (PRI) Price Commun.	3/8	1/8		-1/2		-08.16		-4		51		N (LEE) Lee Enterprises	9 3/8	8 1/2		-1		-03.23		17		729	
O (SAGB) Sage Broadcasting	3/4	3/4				00.00		2		10		N (LC) Liberty	6	4		1/2		01.13		23		377	
O (SCRIP) Scripps Howard	1	7		-1		-01.56		32		650		N (MHP) McGraw-Hill	5 1/4	6 5/8		2 3/4		04.86		14		2,883	
O (SUNNC) SunGroup Inc.	2	2		1/8		06.66		-2		4		A (MEGA) Media General	1 1/4	9 1/4		-1 7/8		-05.95		-155		764	
O (TLMD) Telemundo	3/8	3/8		-3/8		-06.52		-2		122		N (MDP) Meredith Corp.	2	1 1/2		-1 5/8		-04.77		19		604	
O (TVXGC) TVX Broadcast	4	7/8		1/8		03.12		30		30		O (MMEDC) Multimedia	5 3/4	5		-6 1/4		-06.79		29		969	
O (UTVI) United Television	4 1/8	3		-1 1/8		-03.54		5		370		A (NYTA) New York Times	4 3/8	5		-1/2		-01.89		14		2,018	

BY THE NUMBERS 3

STOCK INDEX 2

	Market										Market														
	Closing			Capitali-							Closing			Capitali-											
	Wed	Wed		Net	Percent	P/E	zation				Wed	Wed		Net	Percent	P/E	zation								
	Feb 7	Jan 31		Change	Change	Ratio(000,000)					Feb 7	Jan 31		Change	Change	Ratio(000,000)									
N (NWS) News Corp. Ltd.	7 1/8	8 7/8	- 2 3/8	-10.43	8	5,469	N (IPG) Interpublic Group	3 3/4	1/2	- 2 3/8	-07.03	15	1,083												
O (PARC) Park Commun.	20	1/8	- 1	-04.76	21	414	O (OMCM) Omnicom Group	3 3/4	3 5/8	- 7/8	-03.38	14	856												
O (PLTZ) Pulitzer Publishing	8 3/4	8 3/4	- 1	-03.25	14	311	N (SAA) Saatchi & Saatchi	2 1/4	2 1/2	- 1 1/8	-08.41	-10	1,917												
N (REL) Reliance Group Hold.	7/8	3/4	- 1/4	-04.16	-7	428	O (TLMT) Telemation	3/4	5/8		00.00	5	11												
O (RTRSY) Reuters Ltd.	2 1/2	9 3/4	- 2 1/8	-04.04	26	22,883	A (UNV) Unitel Video	3 8	1/4	- 1 5/8	-11.81	19	25												
O (STAUF) Stauffer Commun.	144	144		00.00	49	146	CABLE																		
N (TMC) Times Mirror	4 1/8	4 7/8	- 2 3/8	-06.41	13	4,474																			
O (TMCI) TM Communications	1 1/4	7/32		00.00	-1																				
N (TRB) Tribune	2 1/4	1 1/2	- 2 1/8	-04.70	14	3,037																			
A (TBSA) Turner Bcst. 'A'	7 1/4	4 1/2	- 5 3/8	-10.53	-59	2,261	A (ATN) Acton Corp.	3	3	- 7/8	-05.88	3	22												
A (TBSB) Turner Bcstg. 'B'	6	3 3/4	- 5 7/8	-11.89	-56	1,165	O (ATCMA) Amer. TV & Comm.	5 1/2	5 1/8	- 3/4	-01.85	49	4,331												
A (WPOB) Washington Post	275	275	- 7 3/4	-02.63	19	3,608	O (CTEX) C-Tec Corp.		8 3/4	- 1 3/4	-06.86	31	405												
PROGRAMMING							A (CVC) Cablevision Sys. 'A'	1 3/8	2	- 4 3/4	-12.66	-5	725												
							A (CTV) Century Comm.	10 1/2	10 1/2	- 1 3/8	-11.11	-14	717												
							O (CMCSA) Comcast	3 7/8	4 3/4	- 1 3/8	-08.52	-12	1,655												
							A (FAL) Falcon Cable Systems	7 5/8	8	- 1 1/2	-07.94	-30	111												
O (JOIN) Jones Intercable	2 3/4	2 3/4	- 5/8	-04.03	-6	184	O (JOIN) Jones Intercable	2 3/4	2 3/4	- 5/8	-04.03	-6	184												
T (RCI.A) Rogers Commun. 'A'	110	110		00.00	-40	626	T (RCI.B) Rogers Commun. 'B'	81 1/2	81 1/2		00.00	-31	1,450												
O (ALLT) All American TV	5/8	1/2	- 1/8	-04.76	3		O (TCAT) TCA Cable TV	5	3 1/2	- 1 3/4	-10.60	30	356												
A (CLR) Color Systems	3/8	1/2		00.00	-2	13	O (TCOMA) Tele-Commun.	5 3/8	5 1/2	- 1/4	-07.57	-31	5,381												
O (DCPI) dick clark prod.	1/2	3/4		00.00	25	55	N (TWX) Time Warner	103 1/4	98 1/4	- 2 1/8	-01.81	255	7,381												
N (DIS) Disney	9	4 1/8	- 6 5/8	-05.67	21	14,817	O (UAECA) United Art. Ent. A	16 3/4	16 1/8	- 1 7/8	-10.20	-8	2,298												
O (FNNI) Financial News	1 1/8	1/2	- 1/4	-03.44	31	126	O (UAECB) United Art. Ent. B	17	15 5/8	- 1 5/8	-08.84	-8	1,118												
A (FE) Fries Entertain.	1 1/8	1/8	- 1/8	-05.26	-1	10	N (VIA) Viacom	1/2	7	- 5 7/8	-10.04	24	2,806												
A (HHH) Heritage Entertain.	1/2	1/2	- 1/8	-07.14	-1	12	N (WU) Western Union	15/32	13/32		00.00	25													
A (HSN) Home Shopping Net.	1 1/4	3/8	- 1/2	-05.71	51	740	EQUIPMENT & MANUFACTURING																		
N (KWP) King World	5/8	1	- 1 1/4	-03.06	13	997																			
O (KREN) Kings Road Entertain.	1/4	9/32	1/32	12.50	1																				
N (MCA) MCA	4 7/8	2 5/8	- 3 7/8	-06.26	21	4,250																			
N (MGM) MGM/UA Commun.	2	1 7/8	- 2 1/4	-14.75	-8	663	N (MMM) 3M	7/8	8 1/8	- 1 5/8	-01.96	14	18,172												
A (NNH) Nelson Holdings	8 7/8	8 1/8	- 1 1/8	-09.89		44	N (ARV) Arvin Industries	4 3/8	4 3/8	- 5/8	-04.09	38	274												
O (NNET) Nostalgia Network	5/8	7/8	- 1/8	-05.88	-2	11	O (CCBL) C-Cor Electronics	1 1/4	3/4		00.00	8	43												
N (OPC) Orion Pictures	7 1/8	6 3/8	- 3 1/4	-15.11	22	328	N (CHY) Chyron	1 1/8	1/4	- 1/4	-09.52	-16	26												
N (PCI) Paramount Commun.	44 5/8	42 3/4	- 3 7/8	-07.59	15	5,609	A (COH) Cohu	1 1/4	1/8	1/8	01.28	7	19												
N (PLA) Playbo Ent.	4 3/8	4 1/2	1/8	00.86	-162	137	N (EK) Eastman Kodak	8 3/8	8 1/8	- 2 1/4	-05.29	14	13,057												
O (QNTQE) Quintex Ent.	1 1/4	1 1/4		00.00		26	N (GRL) Gen. Instrument	9	8 1/4	1/8	00.31	12	1,089												
O (QVCN) QVC Network	4 1/2	2 7/8	- 1 1/8	-06.47	34	163	N (GE) General Electric	2 5/8	2 1/4	- 1 5/8	-02.51	15	56,844												
O (RVCC) Reeves Commun.	6 3/4	6 3/4	- 1/8	-01.81	-6	85	N (HRS) Harris Corp.	1/8	7 7/8	- 7/8	-02.61	47	1,256												
O (RPICA) Republic Pic. 'A'	3/4	1/2		00.00	105	40	N (MAI) M/A Com. Inc.	1 1/8	1/8	- 1/4	-05.12	462	120												
O (RPCB) Republic Pic. 'B'	1/2	1/2	- 1/4	-02.70	100	38	N (IV) Mark IV Indus.	1 7/8	1	- 3/4	-05.26	3	198												
O (SP) Spelling Entertainment	1 1/8	1 1/4	- 1/4	-02.10	31	384	O (MATT) Matthews Studio	111/16	1 9/16		00.00	84	10												
O (JUKE) Video Jukebox Net.	7 5/8	7	- 7/8	-10.14	-24	72	O (MCDY) Microdyne	3/4	1/8	- 1/8	-02.85	47	17												
O (WQNE) Westwood One	3/4	1/4	- 1 7/8	-20.83	-5	103	O (MCOM) Midwest Commun.	1 1/8	1/2	- 5/8	-12.82	12	12												
SERVICE							N (MOT) Motorola	8 5/8	4 5/8	- 1/2	-04.00	15	7,796												
							N (OAK) Oak Industries	1 1/8	1/8		00.00	-41	103												
							A (PPI) Pico Products	1/4	1/8	- 1/8	-09.09		4												
							N (SFA) Sci-Atlanta	4 1/4	2 1/4	- 2	-08.51	13	492												
O (AGRP) Andrews Group	3 5/8	3 5/8	- 1/8	-03.33	-2	33	N (SNE) Sony Corp.	7	7 1/2	- 3/8	-00.63	26	16,602												
O (BSIM) Burnup & Sims	7 3/4	7 1/4	- 3/8	-02.09	23	220	N (TEK) Tektronix	6 5/8	6 5/8	1/8	00.69	201	524												
N (CQ) Comsat	5 7/8	5	- 3/4	-01.98	10	616	N (VAR) Varian Assoc.	2	3/4	- 1 1/4	-05.68	13	418												
N (DNB) Dun & Bradstreet	4 5/8	4 3/8	- 2 5/8	-05.83	13	7,922	O (WGNR) Wegener	2	2	- 1/8	-04.54	13	19												
N (FCB) Foote Cone & B.	7 7/8	7 7/8	- 5/8	-02.10	19	248	N (WX) Westinghouse	2 1/2	2 1/4	- 1 5/8	-02.21	12	10,422												
O (GREY) Grey Advertising	59	56		00.00	14	188	N (ZE) Zenith	1 1/8	1/2	- 1/4	-02.00	-12	327												
O (IDBX) IDB Communications	3/4	3/8	- 1/2	-05.00	475	47	Standard & Poor's 400																		
N (IPG) Interpublic Group	30 1/2	31 3/8	- 2 3/8	-07.03	16	1,075																			
O (OMCM) Omnicom Group	24	25	- 7/8	-03.38	14	619																			
						385.39														378.69					

Datebook

■ indicates new listing or changed item.

This week

Feb. 11-12—*National Association of Broadcasters* radio group-head "fly-in." Embassy Suites hotel at O'Hare, Chicago. Information: (202) 429-5420.

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

Feb. 12—Deadline for entries in The Livingston Awards for Young Journalists, sponsored by *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, including Trustees Award dinner (Feb. 13), honoring Lawrence Fraiberg, president, MCA Broadcasting. Marriott-Marquis hotel, New York. Information: Trudy Wilson, (212) 586-8424.

Feb. 13—*Federal Communications Bar Association* luncheon. Speaker: FCC Commissioner Sherie 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/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.

Also in February

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**—"Running a Station in the 90's," sponsored by *International Radio and Television Society*. Panelists: James Joyella, Television Bureau of Advertising; Michael Alexander, WWOR-TV New York; William Baker, WNET(TV) New York, and William Moll, WNBC-TV New York. 1 East 53rd Street, New York. Information: (212) 867-6650.

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. 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. 27-28—*North Carolina CATV Association* winter meeting. Washington Duke Inn and Country Club, Durham, N.C. Information: (919) 821-4711.

Feb. 28—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Stephen Palley, chief operating officer, King World. Copacabana, New York.

Feb. 28—Deadline for entries for Joan S. Barone award competition for excellence in journalism, sponsored by *Radio & Television Correspondents Association*. Information: (202) 828-7016.

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 Murphy, chairman and chief executive officer, Capital Cities/ABC. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 1—*Broadcast Capital Fund* minority ownership forum and annual dinner, commemorating 10th anniversary of nonprofit venture capital company established by National Association of

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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—"Winning New Business: Strategies That Sell Your Agency," professional development seminar sponsored by *American Association of Advertising Agencies*. Hyatt Regency, San Francisco. Information: (212) 682-2500.

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

March 5—Reception for opening of *Museum of Broadcasting's* seventh annual television festival (March 7-24, see below) in Los Angeles. Ahmanson building atrium, Los Angeles County Museum of Art, Los Angeles. Information: (818) 777-2580.

March 5—Deadline for program entries for 17th annual daytime Emmy Awards, sponsored by *Academy of Television Arts & Sciences* and *National Academy of Television Arts and Sciences*. Information: (818) 763-2975.

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 6—"Programing that Offends: Rights, Remedies and Defenses," sponsored by *Federal Communications Bar Association* and *Communications Media Center of New York Law School* in association with *ABA Forum on Communications Law*. Panelists: Floyd Abrams of Cahill, Gordon & Reindel; Arthur Kropp, People for the American Way; James Quello, FCC; Terry Rakolta, Americans for Responsible Television; Joseph Reilly, Morality in Media, and Stephen Weiswasser, Capcities/ABC. Harmonie Club, New York. Information: (212) 986-1116.

March 7—*Federal Communications Bar Association* 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 from U.N.C.L.E.," screenings of 20 episodes at *Museum of Broadcast Communications*. Museum, Chicago. Information: (312) 987-1500.

March 7-24—*Museum of Broadcasting's* Seventh Annual Television Festival in Los Angeles. Los Angeles County Museum of Art, Los Angeles. Information: (212) 752-4690.

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 9—"Winning New Business: Strategies That Sell Your Agency," professional development

seminar sponsored by *American Association of Advertising Agencies*. Hyatt Regency Dearborn, Dearborn, Mich. Information: (212) 682-2500.

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 So-*

ciety 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

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Dr. Robert Schuller became the first foreigner in the history of the Soviet Union to be invited to preach on Soviet television to that nation.

President Gorbachev and his wife, Raisa, and Politburo members listened to this historic broadcast.

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Translated: Addressing you Pastor Robert Schuller (USA).

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 Re-regulate," symposium co-sponsored by *Cardozo Arts and Entertainment Law Journal* and *Howard M. Squadron 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, Rittkind, 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.

March 19-22—*National Computer Graphics Association* 11th annual conference and exposition. Anaheim Convention Center, Anaheim, Calif. Information: (703) 698-9600.

March 22—Advertising Hall of Fame ceremonies, sponsored by *American Advertising Federation*, honoring James Burke, former chairman-CEO, Johnson & Johnson; Raymond Mithun, founder, Campbell-Mithun Advertising, and Jean Wade Rindlaub, formerly with BBDO. Waldorf-Astoria, New York. Information: (202) 898-0089.

March 22—*Mississippi Association of Broadcasters* broadcaster/agency swap. Holiday Inn-Downtown, Jackson, Miss. Information: (601) 957-9121.

March 22-23—*C-SPAN* "Capitol Experience"

Errata

CNBC is replacing FNN, not FCC, on Post-Newsweek cable systems, as misreported in Feb. 5 "Cablecastings."

Clarification to story on development slate for Los Angeles-based **MAC III Productions** (BROADCASTING, Dec. 18, 1989): Co-production of *Disney Club* for Britain's ITV network is actually co-production of Scottish Television and Buena Vista Productions, according to David Simon, managing director, Buena Vista Productions. Although Scottish Television is parent company of MAC III, U.S. production arm is not actively involved in British production of *Disney Club*.

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

March 25-26—"Making the Promise of Local Cable Programming a Reality," local programing seminar sponsored by *National Academy of Cable Programming*. Key Bridge Marriott, Arlington, Va. Information: Steven Schupak, (202) 775-3611.

March 26-29—*North Central Cable Television Association* annual trade show and convention. Hyatt Regency, Minneapolis. Information: (612) 641-0268.

March 26—"Women in the Media," one in American Forum series sponsored by *American University School of Communication*. Kay Spiritual Life Center, AU campus. Washington. Information: (202) 885-2058.

March 28-31—*National Association of Black Owned Broadcasters* 14th annual spring broadcast management conference. Marriott Marquis, Atlanta. Information: (202) 463-8970.

March 29—46th annual dinner of *Radio and Television Correspondents Association*. Washington Hilton, Washington. Information: (202) 828-7015.

March 29-31—*Broadcast Education Association* convention. Georgia World Congress Center, Atlanta. Information: (202) 429-5355.

March 30—*Wireless Cable Association* seminar on wireless cable. Hyatt Atlanta Airport, Atlanta. Information: (202) 452-7823.

■ **March 31**—*Association of Maximum Service Telecasters* annual membership meeting, during NAB convention. Room 364, Georgia World Congress Center, Atlanta.

March 31-April 3—*National Association of Broadcasters* 68th annual convention. Atlanta Convention Center, Atlanta. Information: (202) 429-5300.

April

April 1-3—*Cabletelevision Advertising Bureau* ninth annual conference. Marriott Marquis, New York. Information: (212) 751-7770.

■ **April 2**—*Association of Maximum Service Telecasters* engineering breakfast, during NAB convention. Marquis ballroom, Marriott Marquis, Atlanta. Information: (202) 462-4351.

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

April 4—Deadline for entries in 42nd Annual Prime Time Emmy Awards, sponsored by *Academy of Television Arts and Sciences*, for entries aired June 1, 1989, through April 4, 1990. Information: ATAS, (818) 763-2975.

April 5-8—Tenth annual Health Reporting Conference, sponsored by *American Medical Association, division of television, radio and film ser-*

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.

vices. Westin hotel, Tabor Center, Denver. Information: (312) 645-5484.

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

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

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

April 17—"Scoop or Snoop? The Press and Private Lives," one in American Forum series sponsored by *American University School of Communications*. Kay Spiritual Life Center, AU campus, Washington. Information: (202) 885-2058.

April 17—*New Jersey Broadcasters Association* annual engineering conference. Rutgers University Continuing Education Center, New Brunswick, N.J. Information: (201) 247-3337.

April 18—*New Jersey Broadcasters Association* semi-annual sales seminar. Rutgers University Continuing Education Center, New Brunswick, N.J. Information: (201) 247-3337.

April 18-20—*Broadcast Financial Management Association* 30th annual convention. Hyatt Regency, San Francisco. Information: (708) 296-0200.

April 18-21—*National Broadcasting Society/Alpha Epsilon Rho* national convention. Sheraton World Resort, Orlando. Information: John Lopicollo, (803) 777-3324.

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

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

April 19-20—*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.

April 19-20—"Cable Television Law: Revisiting the Cable Act," seminar co-sponsored by *Practising Law Institute* and *California Continuing Education of the Bar*. Hotel Meridien, San Francisco. Information: (212) 765-5700.

April 20-21—*Texas AP Broadcasters* annual convention. Worthington hotel, Fort Worth. Information: Diana Jensen, (214) 991-2100.

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

April 24-25—*Ohio Association of Broadcasters* spring convention. Dayton Stouffers, Dayton, Ohio. Information: (614) 228-4052.

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

April 27-29—*Federal Communications Bar Association* annual seminar. Kingsmill Resort, Williamsburg, Va. Information: Jean Kiddoo, (202) 944-4834.

May

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

May 10-11—*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.

May 13-15—*New Jersey Broadcasters Association* 44th annual convention. Bally's Grand hotel and casino, Atlantic City, N.J. Information: (201) 247-3337.

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

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

May 19—Presentation of 42nd annual Los Angeles Area Emmy Awards, sponsored by *Academy of Television Arts and Sciences*. Pasadena Civic Auditorium, Pasadena, Calif. Information: (818) 763-2975.

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

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

May 25—Deadline for entries for syndicated programs in 42nd annual Prime Time Emmy Awards sponsored by *Academy of Television Arts and Sciences*. Information: (818) 953-7575.

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

June

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

June 3-15—*Annenberg Washington Program* sixth annual faculty workshop in communications

policy. Annenberg offices, Willard Office Building, Washington. Information: (202) 393-7100.

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

June 8—*Center for Communication* annual award luncheon, honoring Thomas Murphy, chairman, CapCities/ABC. Plaza hotel, New York. Information: (212) 836-3050.

June 8-9—*NBC-TV affiliate promotion directors* conference. Bally's, Las Vegas.

June 9-12—*American Advertising Federation* national advertising conference, including national ADDY awards presentation (June 10, Kiel Auditorium, St. Louis). Marriott Pavilion, St. Louis. Information: (202) 898-0089.

June 9-15—*Notre Dame Executive Management Development Seminar* exclusively for radio station owners, general managers and sales managers. South Bend, Ind. Information: National Association of Broadcasters Radio Office, (202) 429-5420.ck

June 10-13—*Broadcast Promotion and Marketing Executives and Broadcast Designers Association* annual conference, including presentation of Gold Medallion Awards. Bally's, Las Vegas.

June 11-13—*New York Festivals*, comprising International Radio Festival and International Advertising Festival, featuring screenings and awards banquet. Sheraton Center hotel, New York. Information: (914) 238-4481.

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

June 15-16—*Texas Association of Broadcasters* Radio Day. J.W. Marriott, Houston. Information: (512) 322-9944.

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

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■ **June 20-22**—Advanced seminar for European radio broadcasters in management and programming, "The Future Is Here," sponsored by *Radio Express*, distributor of American radio programs, and *Burns Media Consultants*. Heidelberg, West Germany. Information: (213) 850-1003.

■ **June 20-24**—*Society of Cable Television Engineers* annual conference. Stouffer's and Nashville Convention Center, Nashville. Information: (215) 363-6888.

■ **June 21-22**—*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.

■ **June 23**—Non-televised presentation of 17th Annual Daytime Emmy Awards for creative arts categories, sponsored by *Academy of Television*

Arts and Sciences and National Academy of Television Arts and Sciences. Sheraton Universal hotel, Universal City, Calif. Information: (818) 763-2975.

■ **June 25-29**—"Advanced Television: The Complete Picture," fourth international colloquium on advanced television systems, hosted by *Canada* and sponsored by *National Film Board, Department of Communications; Canadian Broadcasting Corp.*, and *Telesat Canada*. Ottawa Congress Center, Ottawa. Information: (613) 224-1741.

■ **June 28**—Broadcast on ABC-TV of 17th annual daytime Emmy Awards, sponsored by *Academy of Television Arts and Sciences and National Academy of Television Arts and Sciences*. New York. Information: (818) 763-2975.

■ **June 28-July 1**—*Mississippi Association of Broadcasters* 49th annual convention. Biloxi Hilton hotel, Biloxi, Miss.



Answer on AM

EDITOR: As a scarred veteran of this industry, it is rare that I have the opportunity to read an article so full of inaccuracies, misrepresentations and factual errors as provided by Eric Norberg in his Jan. 22 "Monday Memo." Mr. Norberg's comments indicate little understanding regarding the problems of the AM band or the way that radio works.

FM's first successes were founded on the very qualities that Mr. Norberg attributes solely to the AM band. The success of *any* radio station (not just AM, as Mr. Norberg suggests), or any medium for that matter, depends on "involving and interesting" the audience. A surface glance at any radio market will yield plentiful examples of active, foreground FM stations exhibiting the same amount of energy, content, variety and substance that Mr. Norberg suggests are the province of the AM band.

FM now dominates AM for a few fairly simple reasons:

■ FM stations began programming niche formats to make their market. Now all successful radio formats are "niche" formats, each targeting no more than two age cells.

■ Most formats involve music, and music sounds better on FM. This reaches beyond the matter of a station transmitter upgrade to the overall quality of the receiver. Music will not be a viable entity on AM as long as this difference exists. Recent ratings are filled with examples of music-intensive AM stations being decimated by new FM competition offering the same format.

Listeners aged 12-40 were raised on FM radio. Their habitual listening patterns are oriented toward FM, meaning the current potential for AM lies in 45-plus demographics. The only non-music format that targets 45-plus age cells is news/talk/information.

Niche formats, dominance of music-intensive programming, AM-FM orientation by age group, sound quality—the list could go on and on. It is clear, however, that energy level and program substance are keys to success for any station. Ignoring these facts

will condemn AM radio to a continuation of performance problems.—*Gerry Boehme, vice president, director of radio research, Katz Radio, New York.*

Counting question

EDITOR: The public service material we're receiving on the upcoming U.S. Census raises questions in my mind about our current methods of audience measurement. We're supposed to widely publicize the government's effort to count the country's population, but keep secret an attempt to count our listeners and viewers. We take meticulous steps to instruct people how to fill out census forms, but telling anyone how to fill out a diary is wrong.

Can you imagine the Secretary of Commerce listing certain metropolitan areas below the line in the 1990 census report if stations in the market exceeded the specified amount or type of public service announcements? Perhaps we should think about and encourage their participation. Given the full story, and a sense of the importance of ratings, loyal listeners and viewers would cooperate to help their favorite stations. We'd also produce better research.—*Charlie Brogan, program director, KRVN-AM-FM Lexington, Neb.*

Radio Rx

EDITOR: Congratulations to BROADCASTING on raising the consciousness of radio's future with two "Monday Memo's" (Jan. 22 and Jan. 29.) It is so refreshing to see that both of these essays emphasized innovation rather than imitation. People in this business are constantly copying whoever won the sweeps during the last ratings cycle. In the end, it is the innovative minds that have always set the course for broadcasting's history. These essays and your fine series on the future of AM addressed this issue beautifully.

If only the spirit of these articles would be applied in our medium.—*Travis Medcalf, WJEF(AM)-WWMD(FM) Hagerstown, Md.*

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Monday Memo

A television identity code commentary by David W. Dole, ISCI Inc., Northfield, Minn.

After 20 years of successful use of the ISCI (iss-key) 8-character (4-letters, 4-numbers) coding identifying television commercials, will worldwide television marketing mean the loss of this standard?

Will international television marketing develop a "Tower of Babel" situation, with each country insisting on its own coding?

Can the U.S. advertising industry return to the confusion of multiple systems plus the requirement of continual production and checking of lists ("our list" to "your list", etc.), adding time, labor costs and inevitable errors?

Or, will U.S. advertisers and agencies, with 20 years of problem-free use of ISCI, protect their vested interest by taking the following actions:

- Advising appropriate people inside and outside the U.S. that the firm supports the extension of ISCI as the worldwide standard for the identity of television material and

- Advising managerial people in their outside-U.S. offices/affiliates that a worldwide standard for identity should be established, that ISCI should be recommended as that standard and that they should do all they can to further both goals.

Created in 1970 to answer the broadcasters' need for a standard-length, standard-format, computer-compatible identity code for television commercials, ISCI was approved by the American Association of Advertising Agencies, the Association of National Advertisers, National Association of Broadcasters, Station Representatives Association, Television Bureau of Advertising and the TV networks.

No charge has ever been made to an advertiser or agency for assignment of an ISCI prefix or use of the system. ISCI is made possible by direct annual underwriting by ABC-TV, CBS-TV, NBC-TV and the AAAA, ANA, NAB and TVB at a total charge which is, intentionally, but a fraction of what its operation would cost any company or association that might undertake it—only \$20,000 annually.

Aside from commercials, it is high time the program side of TV, mainly the program producers/syndicators, come out of the "dark ages" and standardize the "identity" of repeatable programs with an 8-character ISCI code as a modern, efficient means of better handling inventory, duplication, licensing and distribution (in particular via satellite). Such codes are permanent licenses (since no one will say when programs will never again be used), and ISCI provides them at \$10 each.

But a problem now confronts all the U.S. users of ISCI—in particular those advertisers and agencies involved with marketing



“The day is fast approaching when every country will be establishing its own method of identifying television commercials.”

outside the U.S.—and will confront U.S. broadcasters as to inside-U.S. placement of commercials by outside-U.S.-headquartered advertisers and agencies.

The day is fast approaching when every country will be (of necessity) establishing its own method of identifying television commercials and repeatable programs. As these methods become established, the users are not going to want to change from what they are used to, even for something better.

Already there are, to our knowledge, three other systems in use throughout the world. A quick review will be helpful. None of them are *identity* codes; they are either "approval" or "verification" codes.

England has ETV, a "verification" code of 15 characters, all required and designated (no flexibility). The ETV code is too long for practical "identity" purposes and is incapable as a worldwide "identity" code, having "room" for but 676 advertisers (ISCI already has almost 4,000). However, we have suggested slight changes in the ETV to use ISCI coding as their first 8 characters, providing compatibility.

Canada and Australia have "approval" ("clearance") codes. Both exist to assure

broadcasters the commercial has the proper approvals. Neither has the capability of becoming a worldwide "identity" code. However, if these countries adopted ISCI as their identity coding, they could drop their present "approval" coding and simply publish a list of "approved" commercials, using the ISCI to identify those approved—a reverse of MasterCard/Visa publishing a list of "bad" credit cards.

It is appropriate for the efficiency of worldwide marketing and its single worldwide standard that "identity" be established. Doing so before more countries come up with coding—for whatever purpose—can only be beneficial to all, including those which need "approval" and "verification" coding.

We urge all BROADCASTING readers, and in particular U.S. advertisers and agencies with outside-U.S. offices/affiliations, to:

- Communicate the need for worldwide standard "identity" coding of television material.

- Support the adoption of ISCI as the worldwide standard.

- Urge their outside-U.S. people to further these goals.

ISCI's capability as a worldwide "identity" standard includes 17,000-plus agency prefixes (7% used), each capable of coding 100 commercials for each of 100 advertisers, 33,000 advertiser prefixes (10% used) and 175,000,000 program codes.

Any advertiser located outside the U.S. that wishes to adopt the ISCI system will be provided a prefix at no charge, provided only that the advertiser qualify under ISCI procedures. If it does not, the agency will be provided a prefix for its commercials. Any outside-U.S. agency which wishes to adopt ISCI will be provided a prefix at no charge.

However, we do not propose that the U.S. industry pay the freight for worldwide use. When a country adopts ISCI as its standard, a broadcaster, agency or advertiser group is to pay the annual support fee for that area. Should this not occur by the time 10% of the agencies or advertisers in any country have ISCI prefixes, a direct fee to advertisers or agencies would be required.

How much will another country's annual fee be? It will be that percentage of the then-current U.S. annual fee that the latest television expenditures of that country are as a percentage of U.S. TV expenditures. For example, currently Belgium's fee would be \$500, Italy's \$1,500, Japan's \$6,000. Hardly exorbitant annual fees.

We will appreciate your comments and your help. To request a copy of ISCI's presentation booklet on the subject or other comments or questions, please contact ISCI Inc., David W. Dole, 719 Lincoln Street, Northfield, Minn. 55057.

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Broadcasting Feb 12

Vol. 118 No. 7

1989's Bottom Line for TV Groups

Company	Revenue (000)	% chg	Earnings (000)	% chg
Capital Cities/ABC*	\$3,899,989	4%	\$836,149	16%
Cosmos Broadcasting	\$130,700	-3%	\$8,000	-19%
LIN Broadcasting*	\$162,378	3%	\$75,048	1%
McGraw-Hill	\$97,274	1%	\$32,025	67%
Multimedia*	\$136,942	0%	\$55,400	1%
Post-Newsweek	\$182,545	1%	\$72,128	12%
New York Times*	\$74,800	6%	\$12,700	1%
Scripps Howard*	\$222,627	4%	\$59,554	2%
Times Mirror	\$102,790	4%	\$40,294	-3%
United Television	\$106,864	6%	\$3,539	-61%

*Results may include other operations but are predominantly from TV.

Poor profit picture for most television groups in 1989

No one expected 1989 to shine when compared with the 1988 earnings of TV station operators. However, the actual results, many released just last week by publicly held group owners, clearly reveal an anemic profit picture on weak revenue growth. Excluding certain companies with special circumstances, most group operators reported profit declines or growth below the rate of inflation. While revenue comparisons should be easier in 1990, concerns about the economy and advertising will once again put attention on station operators' abilities to control costs.

Capital Cities/ABC reported strong 1989 gains for its broadcasting division, but most of that came from the television network, while both revenue and income increases for the stations were "moderate." Post Newsweek earnings were almost flat, rather than up 12%, if one ignores the special programing write-down taken last year. Similar write-downs also benefited the 1989-1988 comparison for McGraw-Hill, which cited as "good cost controls" the 15% slash in operating expenses it reported.

Of the publicly held group owners that had issued year-end financial results for their broadcasting operations (see chart), several had only disclosed revenue, and not profit. A.H. Belo, which also took programing write-downs in 1988 and whose five-station group is heavily dependent on the improving Texas economy, said that 1989 revenue was up 8%. Gannett reported a 4% revenue increase in its broadcasting revenue, to \$408.4 million, and securities analyst Lisa Donneson of County NatWest estimated that operating income declined 4%, to \$113 million.

Modest revenue growth was not unexpected, given comparisons against 1988 which had both the Olympics and

Continues on page 26

Stations pleasantly surprised by 1st quarter advertising

In a year when many station operators and rep firms are predicting slower growth in advertising sales, the first quarter surprised many with higher than expected increases. However, with automobile advertising expected to decrease, many sales reps and advertisers see strong political advertising to be the difference between a bad year and an average year.

A potential dark cloud is the threat of a baseball strike, which could leave stations scrambling for replacement programming and advertising.

For 1990, industry experts are looking for 4% to 6% revenue growth, spot and local combined. Increased advertising expenditures are expected from the airlines, fast food restaurants and the movie industry. The second half of the year should also see increased revenue from political campaigns. The Television Bureau of Advertising estimates a 6% increase in spot sales and 7% in local sales.

National spot, according to McCann-Erickson Worldwide Vice President Bob Coen, will increase between 3.5% and 4% and local advertising should gain about 6.6% with a heavy reliance on local retailers.

Group W Television Sales President Ed Goldman said that without elections, the base increase for advertising would probably be about 5%. For the year, though, Goldman said

For 1990, industry experts are looking for 4% to 6% revenue growth, spot and local combined. Increased advertising expenditures are expected from the airlines, fast food restaurants and the movie industry.

that ad budgets are usually the "most liquid of a client's expenses and that bodes for a rough year." The local market, he said, can no longer rely on advertising trickling down from national and network advertising.

The General Motors announcement that it would withdraw a piece of its prime time buy made during last spring's upfront television marketplace representing about \$50 million has most advertisers and reps preparing for other auto manufacturers to follow suit (BROADCASTING, Jan. 22). As one sales rep head put it: "When the economy gets a little shaky, category leaders like GM, Anheuser-Busch and Miller tend to take the lead in spending and put money behind a soft economy while the rest tend to cut back. If GM

Continues on page 26

Duggan sails through Senate

FCC nominee says he will use FCC as 'bully pulpit' to promote 'decent family values,' without 'trash[ing] the First Amendment'

The FCC is a big step closer to its full complement of commissioners. Last week the Senate approved the nomination of Ervin S. Duggan to fill the final vacancy at the agency. He takes a Democratic seat there and hopes to begin in early March.

Duggan sailed through his confirmation hearing last Wednesday, having established himself before members of the Senate Commerce Committee as a "family values" commissioner, an identity bestowed by the press and one he does not "shrink from." Duggan also promised to use his position at the FCC as a "bully pulpit" to rid the airwaves of indecency and bring broadcasters back to a "high and humane view of their responsibilities."

His nomination enjoys the backing of the National Association of Evangelicals, and Duggan is currently national chairman of Presbyterians for Democracy and Religious Freedom (BROADCASTING, Nov. 27, Dec. 4, 1989).

He could not have had a smoother hearing or a more warm welcome. The Washington communications consultant was introduced and endorsed by South Carolina Democrat Ernest Hollings, the powerful chairman of the Commerce Committee. Duggan is a Manning, S.C., native, and Strom Thurmond (R-S.C.) also spoke in support of his nomination.

Hollings said the FCC nominee is considered "one of the brightest minds." The senator believes Duggan will work with Congress to establish "rational policy and repair some of the damage done."

Support for the former journalist kept rolling in. Long-time friend and college roommate Senator Wyche Fowler (D-Ga.) also spoke on Duggan's behalf. "He will help assure us that the highest broadcast standards are portrayed and he will put the public's interest above all else," said Fowler. Commerce Committee member Lloyd Bentsen (D-Tex.) is another Duggan fan. "He is an able and capable man," said Bentsen, who has employed Duggan as a speechwriter.

Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) wanted to know what Duggan would do about the "pornography and indecency" on television and radio. The future commissioner said he would use the FCC as a "platform" to promote "decent family values." Inouye was so pleased with his reply that he invited Duggan's wife and two sons, who were in the audience, to join the nominee at the witness table.

Duggan also made clear that he was not going to "trash the First Amendment." As a former reporter for the *Washington Post* and national editor at the *Washingtonian*,



FCC nominee Ervin Duggan (center) flanked by Senators Ernest Hollings (l) and Wyche Fowler, who both supported his candidacy

Duggan said he has great "reverence" for the First Amendment: "It is blood, bone and fiber to me."

Hollings conveyed his hope that the FCC will "get back to the public service, the public trust and protect the public's airwaves." His frustration with the FCC's deregulatory agenda was apparent and Duggan assured the lawmaker that he was not of that ilk. He said he is not "driven by rigid ideology. I believe in a light regulatory hand but I also believe there is a place for regulation."

The 50-year-old nominee also promised to defer to Congress. "You will not find me treating members of the Senate and House like wayward students who need instruction," he said.

His views on broadcasters' public trustee obligations, the fairness doctrine and spectrum disputes were revealed in written responses to prehearing questions.

He said defining the public interest standard was a top priority. "The courts, the culture and convictions of my predecessors over the past ten years have narrowed the ambit in which the FCC can assert the public interest through regulatory intervention—which creates considerable challenge for a would-be commissioner who believes in the public-service standard. That challenge? To use the 'bully pulpit' to call the leaders of the communications industry to adhere voluntarily to standards that may no longer be enforceable by regulatory fiat. This I hope to do," wrote Duggan.

And the future commissioner wants to work toward shortening the processing time for commission applications. "And I would like to erase the impression that the FCC is indifferent to the concerns of parents and other concerned citizens about the effects of broadcast violence and pornography on children and on our culture."

In general, he feels broadcasters should be judged on their performance in such areas as news and public affairs programming, "high-quality" children's programming,

"general efforts to promote worthwhile community causes, and a concern for guarding minority rights and expanding minority rights."

As for the fairness doctrine, Duggan thinks it is a "proper goal of both good journalism and good public policy." And he sympathizes with members of Congress "who fear that in the absence of a codified fairness doctrine, those worthwhile goals are in danger of being ignored or trampled upon." Duggan also related an experience he encountered while working on a congressional campaign. He said that "one important" broadcast station in the district "lost no opportunity to pillory my candidate—often several times each day—as a 'pro-communist, pinko radical.'" He said the demands for rebuttal time were denied and his candidate lost. "Did I feel that this broadcaster violated his public trust as the holder of a license to operate in the 'public interest, convenience and necessity'? I did, and I still do."

In the absence of the doctrine, Duggan said it is important for the FCC to uphold a "fairness principle as a goal worth striving for in the public interest."

Asked what he thought about a proposal to deal with spectrum disputes through a process of private interference negotiations, Duggan said he thought the idea was "intriguing" and that he would be interested in a "limited experiment." However, Duggan said he does not favor relying on the process. He said that it must always be clear that broadcast licensees are "stewards and trustees, not owners, of their spectrum position."

The future commissioner's financial report to the Senate revealed an annual salary from his communications consulting firm, Ervin S. Duggan Associates, of \$140,000; his wife, Julia, earned \$110,000 from real estate commissions with Evers & Company Real Estate. Duggan has agreed to dissolve the firm within 30 days after his confirmation.

—KM

Rooney suspended over remarks on blacks

Commentator denies making statement attributed to him in article in gay paper; he's out for three months

Andy Rooney, CBS News correspondent for *60 Minutes*, was suspended for three months without pay by CBS News President David Burke last week for remarks Rooney allegedly made in an interview with Chris Bull, a writer for *The Advocate*, a bi-weekly gay newspaper.

In the article, which appears in the paper's Feb. 27 issue, Rooney said, according to Bull, that "blacks have watered down their genes" because unintelligent members of their race "drop out of school early, do drugs and get pregnant."

In a statement released by CBS, Burke said that he made it clear [to Rooney] that "CBS News cannot tolerate such remarks or anything that approximates such comments since they in no way reflect the views of this organization." At the end of Rooney's suspension, the release said, CBS will have further discussions about his future association with CBS News.

In a statement, the 70-year-old Rooney denied saying that blacks have watered



down genes. "I am a reporter and essayist who has established his credibility over a period of more than 40 years. People know what I think. I do not think blacks are inferior."

Bull stands by his story and told BROADCASTING that he told Rooney that he thought the CBS commentator was stepping into "dangerous territory." After Rooney's

alleged remark about blacks, Bull said he told Rooney that it sounded like racism. Rooney, Bull said, "showed no desire to back down." Bull said that no one from CBS called him to talk about the article.

Bull interviewed Rooney because of some remarks the CBS commentator made regarding gays in the Dec. 28 broadcast of *A Year with Andy Rooney: 1989*. In that broadcast, Rooney said: "There was some recognition in 1989 of the fact that many of the ills that kill us are self induced: too much food, drugs, homosexual unions, cigarettes. They're all known to lead quite often to premature death." Rooney went on to question whether society is responsible for people who repeatedly do things that they know are bad for them.

Walter Cronkite stood by Rooney. In a statement, Cronkite said that Rooney is an "independent thinker and a courageous social critic. His more outrageous comments are bound to offend one element or another of the population from time to time, but any suggestion that such a rare journalistic voice should be silenced indicates a dangerous weakness in our pluralistic, democratic society." □

NBC-Notre Dame gain is ABC-ESPN loss

College Football Association rights fees reduced after Fighting Irish cut own deal; ABC wins rights to WLAF

By the time ABC announced Feb. 6 that it had won the 1991-92 national broadcast rights to the National Football League's new World League of American Football—scattered reports valued the agreement at \$10 million-\$12 million a year—NBC had already stolen the week's fire, announcing Feb. 5 that it would air all 1991-95 Notre Dame home football games, a package valued at approximately \$30 million.

In addition to representing the first time a single college or university has done its own national broadcast network deal, the contract blew a hole in ABC's recently won hold on exclusive network coverage of regular season college football, as well as taking six Notre Dame games out of ABC's potential College Football Association (CFA) schedule in each of the next five seasons (BROADCASTING, Jan. 22).

A whirlwind week ended with CFA's Feb. 9 announcement that it had renegotiated its deal with ABC to reflect the loss in value of the Notre Dame home games.

CFA Executive Director Chuck Nienas said that a one-year extension of ESPN's 1991-94 CFA contract had also been approved. After subtracting \$20 million in ABC/ESPN rights that would have been paid to Notre Dame—and another \$30 million because of the loss of "an obviously attractive member of our package," he said—the CFA adjusted downward from \$350 million to \$300 million the combined 1991-95 value of the ABC and ESPN rights.



Notre Dame quarterback Tony Rice hands off to running back Anthony Johnson

ABC's original five-year deal with the CFA had been valued at \$210 million, ESPN's four-year deal at \$116 million. Given what was essentially a 60/40 split (ABC was to pay \$42 million a year; ESPN, \$29 million a year), that same proportion of the \$300 million would bring ABC's share to approximately \$180 million (or about \$36 million per season). ESPN's share would be \$120 million (approximately \$24 million a year, although Nienas indicated that ESPN would pay the average \$29 million for the already negotiated first four years, then the remainder, only \$4 million, in the fifth year).

As one of 64 CFA members and the top college property nationally, Notre Dame

had been destined to play a larger part than any other university in ABC's once exclusive schedule. But the independent university declined to approve ABC's 1991-95, \$210 million deal with CFA, objecting in particular to ABC's core strategy of dropping CBS's 17 national telecasts a year and instead regionalizing coverage of up to 55 games each season (as many as five every Saturday). Said Notre Dame spokesman John Heisler: "It is unfair to suggest that Notre Dame would have been in all [of] only five or six national exposures" on ABC.

ABC also holds rights through 1996 to the Big Ten and Pacific 10 conferences, whose teams hold long-term contracts to

play Notre Dame. Before the NBC coup, ABC would have had options in 1991, through the CFA-Big Ten-Pac-10 combination, to carry all 12 Notre Dame games. Now it appears ABC could air only the six away games in 1991, said Heisler.

Interviewed Jan. 6, Stephen Solomon, ABC senior vice president, articulated what sold ABC on the new WLAF: football as an intrinsically "strong television product," the "intrigue" of the international element, and the fact that the schedule of 10 regular season games (half from Europe, all to be played at 1-4 p.m. ET on Sundays) "gives

us 12 weeks of series programming"—perhaps the major reason for what WLAF President Tex Schramm described as ABC's role as virtual league co-designer since early 1989. Rights to the 1992 WLAF championship remain up for grabs.

Running March 24, 1991, through the June 9 championship, the first WLAF season is to include six European teams, from cities including London, Milan, Frankfurt and Barcelona, and six U.S. teams, with only New York certain so far. ABC, said Schramm, "would rather have an Orlando stadium full than a large TV market with

the stands empty."

Schramm said he expects the league to seal a national cable deal by mid-February. "We would hope [that with] the combination of cable, or an over-the-air outlet like Fox, we could get all or most of the games in the schedule aired nationally." If any are left, individual teams will be freed to cut local rights deals.

In Europe, said Schramm, the WLAF is negotiating rights nation by nation, although direct broadcast satellite services Sky Television and Eurosport have been parties to talks. —PDL

More heat than light on fin-syn

Peter Chernin, president, Fox Entertainment Group, took heat from his network counterparts last week as he defended Fox's petition for waiver from the FCC's financial interest and syndication rules. Speaking at a luncheon sponsored by the International Television and Radio Society in New York, Chernin said: "We are happy to compete on a program-by-program basis with the three networks," but that to call Fox, at this point, "competitive" with the big three "just doesn't make any sense."

NBC Entertainment President Brandon Stoddard immediately took Chernin to task: "You're the third largest studio in the world, owned by a huge international media conglomerate. What is this equal footing stuff?" But Chernin didn't give up. "We have 5% of network advertising revenues and 85% coverage by UHF stations, and we probably reach 55% of the viewers out there. And I think to artificially shut us down would be a disservice to viewers out there."

Peter Tortorici, senior vice president, program planning, CBS Entertainment, said: "If you're able to compete on a program-by-program basis, then ultimately you're going to be able to compete on an overall basis as well." Robert Iger, president of ABC Entertainment, said ABC was "very opposed" to granting a waiver to Fox.

But the waiver issue aside, the four network executives agreed on the need for some kind of change in the fin-syn rules. On that issue, Viacom President Frank Biondi found himself the sole defender. He said his "greatest fear" as a program producer was the possibility of "four vertically integrated studio networks. My ability to get shows on the air would be dramatically decreased." He noted that Viacom has not realized any back-end value "of significance" from selling shows to cable. "Until I can, I'm not sure I'm ready to say let's get rid of these rules."

Tartikoff said the fin-syn situation "is a joke. There are considerable energies being expended all over [Hollywood] by people finding ways to end-around the rules that now exist. The major studios, fighting so hard to retain the rules, are busy in their spare time cutting side deals, co-venture deals and arranging bank loans that are all hiding the fact that the rules as they presently exist don't work."

□

Fin-syn news was being made on other fronts last week

The Television Operators Caucus, representing most of the largest group broadcast-

ers, sent a letter to the FCC declaring its affinity for the rules as they now apply. The letter was signed by Burton Staniar, the TOC's chairman and also chief executive of Westinghouse Broadcasting. Many were surprised by the TOC initiative, as most of TOC's members own multiple network affiliates, and affiliates have generally supported repeal of the rules. One network source last week faulted the TOC position as "misleading," saying it was generated by TOC companies' production and distribution interests (Group W Productions, Tribune Entertainment, Multimedia, for example), not their station interests. As if to underscore affiliate sentiment, CBS affiliates issued a resolution last week reaffirming their opposition to the rules. □

Fox affiliate defects to Buena Vista

Seattle station opts for 'Disney Afternoon' rather than Children's Network; FBC may rescind affiliation

Fox Broadcasting Co. was dealt another blow in its battle with Buena Vista Television over children's programming and the fate of its planned Fox Children's Network, when Fox affiliate KCPQ-TV Seattle signed a three-year agreement with BVT to carry *The Disney Afternoon*.

Michael Fisher, Fox affiliate board chairman and general manager of KTXL-TV Sacramento, Calif., said he wasn't sure how Fox executives will deal with the KCPQ imbroglio, but he added that the new contract proposal for *Children's Net* is not a pressure tactic to keep Fox stations in the fold. Instead, he called it a "reaffirmation" of financial terms put on the table earlier this year by Fox. As Fisher put it: "Contrary to what Disney is saying out there, this was originally a project that was developed on the station level and then we went to Fox to see if this could be done. It's all a matter of being able to finally control our own destiny, and not have it dictated by Disney or anyone else."

On top of receiving a weekday barter split of 4 minutes of local advertising time and 2½ minutes of national time for each half-hour program, the Saturday package calls for a 2½ local/3½ national split on Saturday morning. In addition to the local barter revenue, stations will pocket profits

(after FBC covers production costs) from national barter advertising revenue. Fox is to earn 15% of the net national advertising revenue, then pay production costs from the remaining 85% and then divide any profit among the stations according to their market delivery. Another stipulation: that stations will receive 100% of all ancillary revenues generated from international syndication sales, home video and merchandising marketed from any future shows.

Mort Marcus, senior vice president, sales, Buena Vista Television, says his company has not been "strong-arming" Fox affiliates to clear the upcoming two-hour *Disney Afternoon* (with *Ducktales*, *Chip 'n' Dale*, *Gummi Bears* and *Talespin*). Rather, it was KCPQ's and other Fox affiliates' "choice to exercise their free rights to buy outside programming."

"With seven owned-stations (and 22% U.S. coverage), it's Fox Broadcasting Company that stands to make the most money out of that children's block," Marcus charged. "Fox is forcing stations to take this package to benefit their O&O stations' programming needs. It's really hard to believe that Fox is looking to push for 6½ minutes of barter time. We have only 6 minutes for our half-hours, and Peggy Charren [the president of Action for Children's Television] is pushing for legislation to push it down to 5 minutes. It's total greed on Fox's part." —MF

TV news: From Russia to South Africa

Major stories keep networks busy around the world; next up is President's drug summit in Colombia

The beat goes on, the incredible string of news stories that can legitimately be described as historic. Last week, it was the revolution from the top in the Soviet Union. This week, journalists are pouring into South Africa in anticipation of the release from prison of African National Congress leader Nelson Mandela. And on Thursday (Feb. 15), the press will follow President Bush to Colombia for a one-day drug summit of Latin American nations, an event possibly unique in the danger it poses not only for the President but for the media covering it. Some of the journalists on the trip have asked for flak jackets.

All of which is stretching the resources of television networks no longer fat. A few months ago, it was the breakup of the Eastern Bloc and the crumbling of the Berlin Wall that demanded their time and effort. Earlier, it was the uprising of the students in China, a story that, unlike most of those since, did not have a happy ending. "It's incredible, and it's not going to stop," said Paul Friedman, executive producer of ABC News's *World News Tonight*. "In a few months, it will be the elections in Eastern Europe and the possible secession from the Soviet Union of the Baltic states and Georgia."

The extraordinary events and the coverage may be overwhelming the public's ability to absorb developments. A Times Mirror survey, for instance, showed that the most avid consumers of news in the U.S. paid less attention in January to political stories out of Eastern Europe than they had in the past. And seeing a network anchor on location, instead of behind a desk in New York, has become commonplace. Still, their presence seems to be regarded as necessary to validate the importance of events.

CBS News's Dan Rather—whose mission seems to be to chart the decline of communism in the world—was first on the scene in Moscow. He had arrived Jan. 31 in advance of the meeting of the Communist Party's Central Committee. It had been expected to be historic, and it was: The three-day gathering concluded last Wednesday (Feb. 7) with the decision to surrender the party's monopoly on power and move toward the creation of a Western-style presidency and cabinet form of government.

ABC News's Peter Jennings showed up on Monday (Feb. 5), but only after ricocheting around the eastern hemisphere. He had been in Cambodia working on a documentary when things began moving to a climax in Moscow. After Friedman called him in Bangkok on Saturday night (Feb. 2) to tell him he would be anchoring *World News Tonight* from Moscow, Jennings continued on to Beijing to do a scheduled interview with Cambodia's Prince Norodom Sihanouk on Sunday, then left for Moscow on Monday morning. By the time he went on the air that night, Jennings had prepared



On the scene: Soviet Union's largest public demonstration since 1917



ABC's Peter Jennings



NBC's Garrick Utley



CNN's Steve Hurst

three pieces on developments in the Soviet capital.

The only one of the big three missing from the Moscow scene was NBC News's Tom Brokaw—who had beaten the western world to the Berlin Wall story in November (BROADCASTING, Nov. 13, 1989). He had been in Colombia over the Feb. 3-5 weekend, preparing some of the reports NBC began airing Feb. 10 as a run-up to the drug summit. (One of the pieces he did was an interview with President Virgilio Barco.) And he returned to New York in time for the party that family members from around the country had long planned to celebrate his 50th birthday.

Don Browne, executive news director for NBC News, took exception to press stories focusing on the fact the network anchor was at a birthday party instead of in Red Square. He noted that the network was well served by Garrick Utley, co-anchor of *Sunday Today*, in Moscow. "Utley," Browne said, "is one of the most experienced hands in Europe, print or television." Besides, he said, the network has made "a major commitment" to the drug summit. Reports on "Drug Watch" are being seen in all NBC News programs this week, with the Barco interview scheduled for the evening of the summit.

CNN did not have an anchor in Moscow either. But the 24-hour news service again demonstrated its readiness to cover a story anywhere in the world as though it were local. The network provided live coverage of the one-and-a-half-hour news conference that Communist party chiefs held on Wednesday at the close of the Central Committee meeting. And it was planning to carry live the press conference Secretary of State James Baker was to hold during his Moscow visit last week. Said CNN Executive Vice President Ed Turner: "We're playing up the live events."

Even before the story began building in Moscow, the networks were preparing to descend on South Africa. President F.W. de Klerk two weeks ago lifted the ban on the African National Congress and promised to release Mandela. The apartheid policy under which South Africa has lived for 40 years seemed headed for the scrap heap of history, and journalists from around the world were eager to report developments.

ABC News's *Nightline*, which won the Alfred I. duPont-Columbia University's first Gold Baton award for its five-part report on South Africa in 1985, was dominating the 1990 story last week, when it began a series of six reports originating in Johannesburg and Capetown. The series

will conclude on Feb. 14 with anchor Ted Koppel moderating an open-ended town meeting at Witwatersrand University in Johannesburg where Mandela earned his law degree.

Koppel's staff has been rounding up significant newsmakers for the *Nightline* shows. But the interviewee at the top of every news organization's wish list is Mandela. One problem confronting all news organizations is that the date of his release has not yet been announced. Still, efforts to arrange for an interview are under way. NBC News's former vice president, Gordon Manning, who is credited with arranging Brokaw's one-on-one interview with Soviet leader Mikhail Gorbachev in the Kremlin in 1987, left for South Africa on Jan. 21 to see if he could work the same magic with Mandela. The other networks presumably have their own agents in the field. Mandela's release, news executives say, will transform South Africa into the journalistic center of the

world.

Even beyond the *Nightline* crew, ABC News, said Friedman, is "flooding" South Africa with correspondents who have had experience there. Friedman said that if Mandela is not released before Koppel leaves the country this week, he (Friedman) and Jennings will fly to Johannesburg to take over the journalistic stakeout. CBS's *48 Hours* crew, including a large contingent of correspondents who will also serve the needs of *Evening News with Dan Rather*, have been in the country for two weeks. With Rather still in Moscow on Thursday, CBS's plans for him were uncertain, other than that he will be in South Africa this week. Brokaw was due in Johannesburg on Friday (Feb. 9) to begin anchoring the evening news show, at least through tonight (Monday).

Bush's 10-hour visit to Colombia on Thursday to meet with the presidents of Peru, Bolivia and Colombia for the drug summit in Cartagena will not have the

pomp of a meeting with Gorbachev. But the concern for security will be every bit as great, if not greater, and not only on the part of the Secret Service, who must take seriously the threats against the life of the President in a country where drug lords use private armies to resist the government's effort to crack down on them. Journalists—whose interest in the President increases when he may be in danger—are concerned for their own safety. Timothy Russert, NBC News's senior vice president and Washington bureau chief who is in charge of the network pool, said: "Some crews want flak jackets, and they will get them." As of late last week, the drug summit seemed likely to be one major story that would not be covered by any of the network anchors.

That is this week. What's next? CNN's Turner noted that the elections in Nicaragua are scheduled for Feb. 25. "We're already into our 1994 budget," Turner said. "It's unrelenting." —LZ

Sikes the Enforcer



As commission actions mount, chairman solidifies his reputation as hardliner on rules and regulations

With the denial of the license renewals of two broadcast stations and the imposition of sanctions of more than \$35 million against NYNEX last week, FCC Chairman Alfred Sikes affirmed his growing reputation as a hard-nosed bureaucrat ready to enforce vigorously agency rules and regulations.

And the reputation is not one the former Missouri prosecutor is shrinking from. In fact, he is promoting it. After last week's

meeting, the FCC issued a press release running down the "major enforcement actions" taken since last August, when Sikes assumed the chairmanship.

"While it's still in the early innings," said Henry Geller, former FCC general counsel, "Sikes's message is coming out: 'I believe in a system of responsible broadcasters.'" Sikes is letting broadcasters know that he "wants them to act as public trustees," Geller said.

Sikes is a throwback to the Republican FCC chairmen of the 1970's, Dean Burch and Richard Wiley, Geller said. Although

politically conservative, he said, "they would hold you responsible if you lied [to the FCC] or double billed [advertisers]."

Sikes's get-tough approach is motivated as much by politics as by his belief in a strong public-interest standard for broadcasters, according to some. "It's part of his whole playing to Congress," said one communications attorney who asked not to be named. "The public trustee is back. You can trust me."

Longtime FCC critic Andy Schwartzman, of the Media Access Project, said he is "very pleased" by Sikes's aggressive

posture. "But I don't see any signs that Sikes is going to behave like something he is not," he said. "This is still a conservative chairman and a conservative administration and these steps are cautious, measured and reasonable."

The NYNEX case is the FCC's most severe action to date: Culminating an investigation that began last summer, the FCC last week ordered two operating companies of NYNEX—New York Telephone and New England Telephone and Telegraph—to refund \$35.5 million to their ratepayers and to pay a \$1.4 million fine—the largest in FCC history.

The sanctions stemmed from a finding that NYT and NETT had paid inflated prices for services and supplies from another NYNEX-affiliated company, Materiel Enterprises Co., and passed along about a third of the extra expense to its ratepayers. The scheme was designed "to enhance the overall profits" of NYNEX, the FCC said.

Other actions:

- Closing the book on another enforcement proceeding two weeks ago, the FCC signed off on a consent decree that calls for Centel Cellular Telephone Co. to "contribute" \$1 million to the U.S. treasury and conduct a two-year educational program on radio tower markings and lighting for the cellular industry. The FCC had launched the investigation following the collision in March 1989 of a helicopter into a Centel tower in Coinjock, N.C., in which two persons were killed, and the near collision in September 1989 of another helicopter with a Centel tower in Portsmouth, Va.

- The FCC affirmed last week the denial of renewal for the licenses of KQEC(TV) San Francisco and WBBY(FM) Westerville, Ohio, for alleged "misrepresentation" (see below) and it launched a license revocation proceedings last September against WKSP(AM) Kingstree, S.C. following the conviction of the station's principal on drug trafficking charges.

- Since last August, the FCC has imposed fines against six radio stations and sent letters of inquiry that could lead to fines to another six for allegedly broadcasting indecent programming.

The FCC has also signaled its intention to make broadcasters toe the line by announcing three weeks ago that it would "take prompt steps" to toughen its four-year-old character standards for broadcast licensees. "Broadcast licensee should be held to a higher standard than is reflected in the current policy statement," Sikes said at the time.

Sikes's stance on enforcement stands in marked contrast to that of his two Reagan Administration predecessors—Mark Fowler (1981-87) and Dennis Patrick (1987-89). Fowler and Patrick "didn't seem to find too much misrepresentation even when it hit them over the head," said Geller.

According to critics, Fowler and Patrick seemed more inclined to do nothing than to take any action that would result in a station losing its license. The Review Board decision denying renewal of WBBY sat for three years without either Fowler or Patrick bringing it before the full commission for a vote. Sikes disposed of it after five months

on the job.

The Patrick FCC did deny the renewal of WBUZ(AM) Fredonia, N.Y., for misrepresentations and for running fraudulent contests, but only after the parties that had challenged the renewal had threatened to take the FCC to court for dragging its feet in the case.—HAJ

FCC takes away licenses of two stations for 'misrepresentation'

Underscoring its intention to hold broadcasters to a high level of truthfulness in their dealings with the FCC, the FCC voted unanimously in closed session last Thursday (Feb. 8) to deny the license renewals of KQED Inc.'s noncommercial KQEC(TV) San Francisco and Mid-Ohio Communications' WBBY(FM) Westerville, Ohio, for "misrepresentation."

Both licensees have vowed to appeal the actions. During the appeal process, they will be able to continue operating their stations.

KQED, which is also the licensee of non-commercial KQED-FM-TV San Francisco, ran afoul of the FCC during the first half of 1980 when it took KQEC off the air. It told the FCC the move was made for technical reasons. But, the FCC said, the record shows it was made "as a means of alleviating KQED's financial problems."

"All of this occurred after the commission had warned KQED in 1975 that it considered KQED's practice of deactivating [KQEC] for financial reasons contrary to the public interest," the FCC said.

KQED's conduct "violates the fundamental duty of a licensee to deal honestly with the commission," the FCC said.

Having denied KQED's license, the FCC granted the frequency—ch. 32—to a competing applicant, Minority Television Project Inc., contingent on it making certain showings that it has the funding to build and operate a station.

But the news was not all bad for KQED. The FCC upheld the Review Board's decision to renew the licenses of KQED's two principal stations—KQED-FM-TV San Francisco.

A local citizen group wanted the FCC to deny the licenses for KQED's violations in connection with KQEC. But neither the review board nor the FCC would go along. "KQED did not commit the kind of pervasive misconduct that would have disqualified KQED from holding any broadcast license," the FCC said. The loss of one license was "the appropriate sanction."

Nancy Fernandez, director of legal affairs for KQED, said the licensee "expects to appeal the action because we fully believe the actions over 10 years ago were in the spirit and letter of the FCC guidelines."

Although the vote for non-renewal was unanimous, FCC Commissioner James Quello registered a "conurrence" with his vote. Quello told BROADCASTING he wanted to point out that KQED has "an outstanding record of programming and public service" and that KQED-TV "is one of the best public stations in the country."

Although the weight of evidence in this case caused him to vote for non-renewal, he

said, "the overall performance of a station has to be taken into consideration."

WBBY's troubles stemmed from a comparative renewal proceeding it became enmeshed in several years ago. According to the FCC, during the proceeding, Richard Nourse, who owns one-fourth of the station, misrepresented the amount of time he planned to spend in managing the station in order to win "integration" credit. In comparative proceedings, integration of ownership and management carries considerable weight in the FCC's final decision on who gets the stations.

Although Mid-Ohio reached a settlement with the challenger, the FCC pursued the allegations of misrepresentations on its own. The administrative law judge reviewed the license, but the Review Board reversed the decision.

In affirming the Review Board, the FCC said the record shows "a pattern...of deliberate concealment and false statements regarding a matter of potentially crucial importance."

Lee Shubert, who represents WBBY before the FCC, said there is "no question" that his client will appeal. However, he said, he will have to wait until he sees the text of the FCC's decision before deciding whether to ask the FCC for review or go directly to the federal appeals court.

Commission wants to change wireless cable rules to drop multiple ownership restrictions and speed up application processing

In hopes of making wireless cable more competitive with conventional coaxial cable, the FCC proposed several rules changes aimed at making it easier for wireless cable operators to assemble large blocks of channels and top improve the technical quality of the service.

The rulemaking is "an effort to create a level playing field for competition between wired and wireless cable service," said FCC Commissioner Sherrie Marshall. "It's an attempt to free wireless cable from certain regulatory obstacles and allow it to test its competitive viability straightforward in the marketplace."

With some help from the FCC, said Chairman Alfred Sikes, wireless cable might provide the "intermediate-term" competitive alternative to cable that could obviate the need for substantial reregulation of cable.

The rules changes affect the three microwave (2 ghz) services—each regulated by a different bureau of the FCC—that wireless cable operators use to transmit up to 33 channels of pay TV to subscribers: the multipoint distribution service, the instructional television fixed service and the operational fixed service.

Among the proposed changes:

- Eliminate multiple ownership restrictions so that wireless cable operators may own the two four-channel MMDS blocks and three OFS channels in each market. Today, each company is restricted to own-

ing just one MMDS block, although it may lease capacity on other channels.

- Modify interference requirements and processing practices to streamline the processing of MMDS applications.

- Ease restrictions of the leasing of ITFS channels by wireless cable operators.

- Increase power limits and, to the extent possible, adopt uniform technical and channel assignment standards for the services.

- Authorize the use of low-power "signal boosters" for retransmitting signals to areas that cannot receive line-of-sight microwave signals directly.

The FCC also proposed imposing cross-ownership restrictions to bar conventional cable operators from owning MDS and OFS channels. According to the FCC's Bruce Romano, the proposal reflects the FCC concern that some conventional cable operators may acquire and warehouse microwave channels "to make it impossible" for others to amass enough channels to compete.

Robert Schmidt, president of the Wireless Cable Association, which lobbied the FCC for the rules changes, praised the FCC action, saying it constituted "another step toward assuring that wireless cable is a via-

ble competitor in multichannel subscription television."

Schmidt said the rulemaking promises "relief...from the FCC's current cumbersome licensing procedures as well as technical problems relating to issues such as interference protection criterion and co-location that have slowed the emergence of wireless cable as a competitive business."

However, Schmidt also complained that the proceeding does not address wireless cable's "fundamental" problem: "restricted availability of fairly priced programming."

-HAJ

Poor profit for TV groups...

Continued from page 19

political advertising dollars. Among those group owners that mentioned the impact of missing political advertising dollars were Lee Enterprises, Outlet Communications and Scripps Howard Broadcasting. LIN, Multimedia and Cosmos are among the groups whose station lineup is skewed toward NBC affiliation and who therefore were particularly affected by the absence of Olympic-related advertising.

Group owners who chose to discuss their revenue situation usually remarked on local or regional gains, while few discussed national spot advertising. *The New York Times* cited "higher local advertising revenues" and Lee Enterprises mentioned "good local and regional growth."

On the cost side, programming is still the line item getting the most attention. By now the declining rate of increase for some program costs are working their way into TV broadcasters'

statements, as are prior "write-downs" of program libraries that have the effect, for reporting purposes, of lowering current programing costs. Some companies were still, in 1989, making large adjustments to their library valuations.

Among those group operators benefiting were Scripps Howard, which said 1989 syndicated television programing costs were up 6% for the year, to \$46.3 million, compared to an increase of 28% in 1988. And the last quarter of 1989 for Meredith, said Mabon Nugent & Co. securities analyst Ray Katz, was the first such quarter "in two and a half years marked by lower programing costs, year over year."

But many station operators said that programing costs, in proportion to revenue increases, were still a problem. United Television said programing costs were "primarily" responsible for reductions in 1989 operating income, as did Times Mirror. Liberty's Cosmos Broadcasting also cited "increased expenses associated with programing" to explain a year-end decline in earnings of 19%.

-GF

First-quarter advertising...

Continued from page 19

cuts back, it shows how difficult it is to forecast."

One of the areas hardest hit by GM's decision may be the Midwest. Rob McConnell, local sales manager at WRTV(TV) Indianapolis, estimated that GM represents 52% of all car registrations in his ADI. Foreign cars, he said, amount to only about 20%. McConnell figured that one of every five dollars spent on advertising is tied to the automobile industry.

It's a slightly different story for WJBK-TV Detroit local sales manager Wayne Joseph. The joint operating agreement between the two newspapers there, according to Joseph, has forced a lot of local car dealers into the broadcast arena. In some cases, he said, advertising in the papers increased by 100%, which really squeezed the smaller budget dealers. Joseph estimates first-quarter growth of 12% to 15%, and 8% to 12% for the year.

To get auto advertising back, some stations are using travel incentives and promotional packages, according to Pat Ryan, TVB vice president, membership. TV stations and dealerships, in a joint venture, are offering free trips to people buying new cars.

On the national side, all three network-owned station groups are reporting solid first quarters. CBS is doing particularly well because of the Super Bowl and National Football Conference playoffs. Philip Press, senior vice president and general manager, CBS Television Stations National Sales, said that both the NCAA basketball and the NBA are selling well. Golf is also a strong performer, according to Press, because of its "upscale" audience.

An increase in airline advertising is expected, according to Ed Pearson, general sales manager, Capital Cities/ABC,

because "they [the airlines] raised their rates in the fourth quarter, and after the forced holiday travel they found themselves with a lot of empty seats." Pearson said the airlines are targeting all travelers, business and personal.

Bill Breda, senior vice president and general sales manager, Blair Television, has seen a slow first quarter for spot but he expects an improved February and March because the movie business will be "kicking in." The packaged goods business (Procter & Gamble, Kraft and General Foods), Breda said, is running ahead of last year. Breda anticipates 3% to 4% growth for the first quarter.

Sharon Lalik, senior vice president, director of broadcasting, DMB&B, described 1990 as a "buyer's year." Besides the automobile industry, she anticipates retail advertising to decline due to the various mergers and bankruptcy filings that are going on. According to the most recent TVB numbers, from January through September 1989, department store advertising for local TV went up 52%, with \$131,409,700 being spent compared to \$86,424,500 for the same period in 1988. For network television categories, the same time period saw an increase of 156% from \$37,678,700 in 1988 to \$96,348,800 last year.

Political advertising is where the Fifth Estate expects to see the biggest increases. All of the House seats, a third of the Senate and about 80% of the gubernatorial seats are up for grabs, and that will be a boost to several of the medium and smaller markets.

Political consultant David Garth said that gubernatorial races in New York, California and Texas should bring in heavy advertising dollars. The consultant estimated that \$10 million to \$20 million each will be spent by the candidates in New York, while the California races could bring in \$25 million to \$30 million from each candidate.

-JF

MOVIE PACKAGES: SELLING TO THE SMALL SCREEN

The independent market for movie packages is tightening, say some distributors, who point to Fox's rise and the attendant decline in available schedule space as one culprit; but there are still plenty of movies being pitched, and caught, they contend

While much attention focused on new game show strips, first-run talk show strips and off-network sitcoms at last month's NATPE convention, many major syndicators were quietly pitching feature film packages to an ever narrowing independent station marketplace. Most syndicators indicated brisk sales of their film packages, but a number also conceded that independent stations—traditionally accounting for the bulk of film package acquisitions—are being squeezed by the expansionist plans of Fox Broadcasting Company, basic cable networks and more recently by local cable systems that are adopting "independent" programming strategies.

Cited by most syndicators as having the most impact on the independent station market's appetite for film packages is Fox's planned expansion of prime time programming hours, which will continue to narrow available time slots for syndicated product on its 129 affiliated stations. In the top 40 markets, the impact is not as severe with second- or third-station independents in those cities, but in the lower 40 markets and beyond, Fox is often the only independent game in town. One syndicator said the remaining independent station market is dominant Tribune Station Group, TVX Station Group (which is owned by Paramount) and Gaylord Broadcasting, resulting in a decreased number of outlets to sell to.

Dick Kurlander, vice president and director of programming, Petry Television, estimates that Fox has probably accounted for perhaps a 25% decline in demand from the independent station marketplace, a situation that he feels should get "no worse in the foreseeable future." TeleVentures President and CEO Pat Kenney agreed with Kurlander that syndicators are seeing a slight decline in film package orders because of "reservations on the part of Fox affiliates to increase their existing inventories with the continuing decreases in local programming slots."

"Fox's expanding influence has definitely affected the feature market," said Bill Hart, senior vice president, feature films, Warner Bros. Domestic Television Distri-

bution. "What has happened is that weaker product has been driven out of the marketplace. It is primarily an 'A-driven' marketplace. Some of the major syndicators are looking for cable to pick up the slack. I think what the independents have to do is step up and pay the price for movie packages that cable has. There has to be parity between both mediums."

In fact, basic cable's USA Network paid \$52 million for 26 Touchstone pictures from Walt Disney Company's Buena Vista Television syndication arm (BROADCASTING, Oct. 9, 1989), and is said also to have an average \$2-million-per-picture deal with 20th Century Fox. However, independents in Los Angeles, probably the nation's most hotly pursued and most expensive film package market, were unable to come to terms with Buena Vista when the company pitched its package there.

Buena Vista went to those stations offering an *ad hoc* network deal that would have reserved to the distributor rights to sell cable television and broadcast network windows prior to the two runs for the 26-title package on the "back end" for independent television stations, according to KTLA-TV Senior Vice President and General Manager Steve Bell. "For us, it was take the emperor and his new clothes, but he was naked," Bell said, adding, "Where was the value? An independent station can't expect to do better than a 4 rating when the film titles have up to eight prior exposures from cable and the networks." Bell said the usual scenario in film package contracts provides independents with at least two runs of bartered films on the upfront following a pay cable window, and a cash back end for four or more runs again on local stations (which, in certain cases, follow broadcast network windows).

With four VHF independents in the Los Angeles market (KTLA-TV, KCOP-TV, KCAL-TV [formerly KHJ-TV] and KTTV-TV), Bell confirmed Kurlander's estimate that "grade-A" feature titles fetch average prices of \$300,000-350,000 per film, while stations in the other two of the top three markets—New York and Chicago—regularly pay less than half that figure. But with KTTV-TV being a Fox affiliate and Disney-owned KCAL-TV going to an all-news prime time format this spring, Bell expressed the hope that reduced competition may drive down the price of movie packages. When Southern California independent competition was at its height, Kurlander said, \$400,000-450,000 per title was not an uncommon figure.

Even local cable systems, such as Great-



Sweeps specials score so-so

Nearly a week into the February sweeps, the special programming scheduled by the networks has received only mixed ratings against its regular programming competition. On Thursday, Feb. 1, NBC won the night as usual, but with the *David Letterman Eighth Anniversary Special* airing at 9:30-11, averaging a 16.8 rating and 28 share, and winning the time periods.

On Friday, the only sweeps programming was *You Don't Look 40*, *Charlie Brown*, on CBS at 8-9, which finished third (as did CBS for the night), with an 8.1/14 average. ABC won Friday night, taking all time periods.

NBC clearly won Saturday night, as it normally does, averaging a 16.9/29 for with regular series programming, against regular shows on ABC and CBS which scored an 8.5/15 and 8.7/15, respectively.

Sunday brought the first head-to-head sweeps competition of the month, with CBS winning the night, but losing the battle at 9-11 of sweeps programming to NBC. CBS, powered by *60 Minutes* (21.3/34) and *Murder, She Wrote* (18.1/26) won the night with a 17.2/26 average, but came in third with the first part of its two-part mini-series, *Family of Spies*, which averaged a 14.7/22 for the night. NBC won the battle of sweeps programming with the broadcast television premiere of "Lethal Weapon," which scored a 18.3/27. The movie's numbers were the highest of any theatrical on the networks this season. ABC came in second with the *Sammy Davis Jr. 60th Anniversary Special* which averaged a 16.3/24 from 8:30-11.

ABC managed a strong win on Monday, Feb. 5, with a 16.5/26 average for the *ABC Monday Movie, Anything to Survive*, with Robert Conrad. The movie went head-to-head with NBC's critically acclaimed *Murder in Mississippi*, which pulled in a 12.4/20 at 9-11. For the night, ABC averaged a 15.6/24, CBS, with its comedy lineup averaged a 13.9/22, and NBC scored a 12.7/20 for the night.

The lone sweeps programming on Tuesday was CBS's part two of *Family of Spies*, which built its audience every half-hour, from an 11.8/18 at 8-8:30 to a 15.1/26 at 10:30-11. The mini-series' 13.6/21 average, however, left the network in third place, behind NBC and ABC, which won the night with regular series programming including the premiere of *Elvis*.

-SC

er Rochester (N.Y.) Cablevision's WGRC, are looking to take a bite out of the independent station market by adopting similar programming strategies, which could lead to the spawning of movie-driven local cable channels. TeleVentures' Kenney says that independent stations taking a "wait-and-see attitude" on the escalating prices of off-network sitcoms has forced syndicators to look at cable. But he said that the market for feature films on independents remains "unquenchable" despite higher price structures for premium movie packages. "I just can't see local cable systems being able to remain price competitive day in and day out with the independents right now," remarked Kenney, whose company has *Pegasus I* and *Pegasus II* film packages featuring Tri-Star Pictures titles such as "Peggy Sue Got Married."

In one case, Republic Pictures has found the affiliate station market an additional revenue source. Chuck Larsen, senior vice president, domestic sales, Republic Pictures, has positioned the long-time independent Hollywood studio with its prepackaged *All Nite Movies*, providing satellite feeds weekdays to stations around the country. Republic has cleared the package in 41% of the country (over 50 stations), with affiliate stations, according to Larsen, accounting for 70% of the carriage lineup.

To entice affiliates to carry *All Nite Movies*, Republic sold it on a barter basis (13 minutes local/11 minutes national) but is offering bonus compensation (similar to network compensation), with 20% of the gross national revenues set aside and divided up among stations according to the size of ADI market coverage. "The reason we

did it (advertising compensation) was that stations said they received compensation for carrying Home Shopping Network and other shopping channels," Larsen said. "A majority of our affiliates in the lineup don't have the kind of film libraries inventoried as independent stations have." He added that most affiliates will play the approximately 260 B-titles in early morning (from 3-5 a.m.).

Tribune Entertainment and ITC Domestic Syndication are initiating production co-ventures among themselves and with foreign producers to help defray the cost of capturing a first-run feature programming niche. Don Hacker, executive vice president, Tribune Entertainment, said that about 40 stations have signed up for *Tribune Premier Network*, which will debut this May with the \$10 million production

Voyage of Terror: The Achilles Lauro Affair (starring Burt Lancaster and Eva Marie Saint) and followed by 1990 and 1991 releases of *The Night of the Fox* and *To Catch a Killer*.

Hacker said the \$10 million production figure for *Voyage of Terror* would have been impossible to finance if it had not been co-financed and co-produced with foreign production companies Beta Taura Group (Germany), TF-1 Network (France) and RAI Network (Italy). According to Hacker, all features will be offered with an even 12-minute barter split (national and local), and added that closing station group deals with Gaylord Broadcasting, TVX Station Group and ACT III Broadcasting could translate into 25 more stations on the carriage list. ITC has a new *ITC Volume IX* package (25% coverage), which includes "A Trip to the Bountiful," "Jackknife" and the Cannes film festival winner, "Sex, Lies and Videotape." Eleven films of the 19-title package are available on a 12/12 barter basis, with eight premium titles being sold on an unspecified cash basis. ITC Senior Executive VP, Ritch Colbert, said that other original long-form and mini-series projects produced with Tribune will be in the offing in the near future.

Colorizing vintage movie titles has been one tack taken by distributors to make their movie product more attractive, with Turner Program Services and The Samuel Goldwyn Company leaders in the field. Turner currently is offering 24 newly tinted features in *Color Classics IV* (with 90% U.S. coverage). Goldwyn is offering *Samuel Goldwyn Theater*, a mix of colorized and black-and-white features. Goldwyn Co. President Dick Askin said the company will not colorize certain Goldwyn-produced titles, such as Academy Award winner "The Best Years of Our Lives," to "preserve the producer's and director's original artistic vision of their work." Goldwyn is also selling its 16-title *November Gold III* package (featuring "Mystic Pizza" and a four-hour original mini-series, *Deadly Decision*). Turner is marketing *Turner Pictures I—The Legends* with a combination of original telefilms (headlined by *The Donald Trump Story* and *The Secret Life of Iun Fleming*) and existing feature product (including "Gone With The Wind" and a complementary two-hour special on the

'Inside Report' will stay in national syndication

Inside Report, the tabloid magazine program produced by WSVN(TV) Miami, which started out as a local series, will continue to be syndicated nationally. The show, which is carried on 30 stations, will continue its national coverage after an evaluation by MCA-TV, its syndicator.

Bob Leider, WSVN vice president and general manager, who calls the series "the show that wouldn't die," said the series will now be offered on a cash and barter basis, and that MCA-TV will continue in its efforts to add clearances.

Leider said MCA's evaluation of the show did not come as a result of Joel Cheatwood (the show's creator and executive producer) leaving the station for a job at Fox last month. Two weeks ago, Leider named Debra Juarez-West, senior producer of the show, as executive producer. MCA also announced that Vicky Gregorian, the newly named chairman and chief executive officer of NATPE, will work with MCA in marketing *Inside Report* nationally. Juarez-West, who has been with the show since its start, says she anticipates no major changes in the format or the types of stories covered.

making of the classic 1939 movie).

Among the established major studios, Warner Bros. has sold its *Volume 28* package in 90% of the country. It features recent top box office grossers such as "Lethal Weapon" and "Beetlejuice." Warner's Hart also said the company's 10-month-old *Premiere Edition I* has reached the same level of coverage with a 15-title parcel of features. Paramount Pictures Domestic Syndication has collected 135 station clear-

ances for *Portfolio XIII* (27 titles including "Extremities" and "Heartburn"); *Preview IV* has 57 stations (54% coverage) with such titles as "Echo Park" and "Teen Wolf Too," and *Special Edition III*, with a mix of 55 recent and classic movies (including "Chinatown" and "Sunset Boulevard"), accounts for 68 markets and 59% coverage.

As with a majority of Paramount's station deals, 20th Century Fox Domestic Syn-

dication has a straight cash offering with its *Fox Seven* package (25 titles), which has several classic movies (including "The Seven-Year Itch" and the Bette Davis classic "All About Eve") and other titles. MCA TV is currently distributing its top-rated *Universal Debut Network* package of 28 titles to 130 stations (94% coverage) on an ad hoc basis (barter front end and cash back end). Top features include "Midnight Run" and "Biloxi Blues." —MF

Fox plans 18½ hours of programing by next fall

More shows expected for Wednesday, Friday nights, Saturday morning; news coverage also to be enhanced

Although the FCC has yet to decide whether to grant Fox the waiver it has requested from the financial interest and syndication rules, Jamie Kellner, president, Fox Broadcasting Co., said the network intends to have 18½ hours of network programing on its schedule by fall. This is in contrast to statements made by Kellner last month, when he told critics at the Television Critics Association press tour that he anticipated Fox would arrive at 15 hours of programing "sometime next year."

The Fox weekly schedule currently totals nine hours, with three hours on Saturday night, four hours on Sunday night and two hours on Monday night. The Fox movie night, which airs about once a month, is not added into the total because only regularly scheduled programing is counted. By next fall, however, Fox intends to add another nine and a half hours of programing.

Two of the additional hours will most likely come on Friday from 8-10 p.m., Fox's fourth night of series programing. Neither Kellner nor Peter Chernin, president, Fox Entertainment, has indicated what programs will make up the new night. There are currently three midseason replacement series either in production or finished that Fox may use for Friday night. Chernin indicated at the press tour that some of the back-up series will make it to the schedule in the next two to four months, and others may be put on "additional nights."

Three more hours will come on Saturday from 8-11 a.m., when Fox goes against the other networks with children's programing. Like Friday night, a definite schedule has not been set, but according to Margaret Loesch, newly appointed president, Fox Children's Network, several projects are in the works, including a series from Joan Ganz Cooney and the Children's Television Workshop (CTW). Also, Fox has a development agreement with a British animator to create a series based on the children's film "Rarg." Loesch also said a series based on dinosaurs is in development. In addition to the series being produced by CTW, the organization is producing "interstitial programing to run throughout our Saturday morning," said Loesch.

Two and a half additional hours of network programing a week will come from a half-hour animated version of *Peter Pan*,

which will be scheduled Monday through Friday. Loesch said Fox has committed "in excess of \$18 million" in production costs alone for the series, which, like the Saturday morning block, will debut in the fall. The final two hours of programing, which would bring Fox's total to 18½ hours a week, comes from its Wednesday movie night, which currently airs about once a month. Fox intends to expand its Wednesday movie night to once a week in the fall, with a mix of acquired theatricals and made-for-television movies and mini-series.

In addition to the plans set for this fall, Fox also intends to have a fifth night of programing on its schedule by spring 1991, and the sixth and final night of series programing set by the winter of 1991.

Following its children's programing plans, Kellner said the network will work on enhancing its news presence. "Look at our parent corporation's name: it is News Corp. We have a great expertise. We are right now in England with Sky [Channel] running a 24-hour news service, which is very similar to a CNN-type of product. We have worldwide newsgathering capabilities and we are expanding our focus in this country to be able to supply news to

our affiliates down the road as well," Kellner said.

In order to accommodate affiliates, most of whom air their news at 10 p.m., Fox will limit its series programs to 8-10 p.m., Monday through Saturday, and 7-10 p.m. on Sunday.

The midseason series Fox has available for its new Friday night schedule are *The Outsiders*, *The Kids Are All Right* and *Malloy*. *The Outsiders* is an hour drama based on the book and theatrical film of the same name. It focuses on the problems of six impoverished youths growing up in the 1960's. Francis Ford Coppola, who directed the film, serves as executive producer of the series.

Patrick Hasburgh, who with Stephen J. Cannell created Fox's *21 Jump Street*, created *The Kids Are All Right* for Fox. The hour drama looks at the lives of four friends who take separate paths after high school graduation.

Malloy stars Mayim Bialik as a 13-year-old who, after the death of her mother, is forced to move in with her father and his new Beverly Hills family. The half-hour comedy is produced by Warner Bros. Television, with Lee Rich as executive producer. —SC

Fox taps Montour to develop newscast

She will work on national feed with international material contributed by Murdoch's Sky News

Fox Broadcasting Corp. took one more step toward becoming the fourth network last week when it named Kimerly Montour to the newly created position of vice president, network news development. Montour, most recently vice president and associate news director of Fox flagship WNYW(TV) New York, will prepare Fox's national newscast set to debut later this year. She will continue to supervise the WNYW news department under the direction of Fox News Executive Vice President Ian Rae.

Montour will be joined by Nick Ferrari, former news editor of Sky News in London. Sky News, like Fox, is owned by Rupert Murdoch's News Corp. Ferrari was named vice president of news at WNYW and will also work with Montour in launching Fox's national newscast.

Details of the planned newscast are



Montour

sketchy and Rae and Montour did not return phone calls last week. A source at Fox said he expected affiliates to contribute to the

reporting and that international coverage would be handled by Sky News. Reportedly, it has not been determined whether the newscast will run a half-hour or an hour. The timeslot is also undetermined and could run anywhere from 9:30 to 11 p.m.

This is not the first effort by Fox to provide affiliates with a news service; since June 1988 Fox affiliates have broadcast *Fox News Extra*, a two-minute nightly news brief produced by WNYW and anchored by WNYW co-anchor Cora-Ann Mihalik.

Whether Fox's national news show replaces its successful local New York news

remains to be seen. Rae told *New York Newsday* that the newscast would not affect WNYW's newscast and that the current New York news show carries significant national and international coverage already.

The national broadcast and its relationship to affiliates that already have news also has not been worked out yet. Mike Fisher, chairman of the Fox Affiliates Board, said there will be some affiliates that will use the broadcast just as a news service and air segments of the national broadcast to complement their local broadcast. Fox did not seem to expect all its affiliates to automati-

cally carry the full newscast.

Fox affiliates other than the 16 that have their own news can use the Fox service as a "launching pad" to get their own news programming off the ground, Fisher said. Preston Padden, Fox's senior vice president, affiliates, told BROADCASTING that the final form is not yet set. "When we think about news, we need to proceed in a way that makes sense for our mature affiliates that have substantial local news operations, our less mature [affiliates] with less news operations and our least mature [affiliates] with no news operations." —JF

Same-market competitors buying 'Jump Street' for fall

Televentures is selling hour-long Fox drama to competing stations in top-20 market; both stations to run show next fall; 'Jump' deal also struck in Seattle

Televentures is cutting some precedent-setting deals in the selling of *21 Jump Street*, the one-hour Fox drama, now being sold in syndication for fall 1990 and beyond.

According to Pat Kenney, Televentures president and chief executive officer, *Jump Street* is about to be sold in one top-20 market to two competing stations in that market. Both stations will run the program next fall, said Kenney. An affiliate of one of the three major networks is about to sign off on a deal that would give it the rights to air the show once a week, probably for weekend use, while an independent in the same market is expected to strip the show during the week.

Kenney declined to cite the market or stations until the deals are finalized. The question raised is whether the off-Fox exposure by two competitors in the same license period will dilute the audience levels for it. According to Kenney, the answer is no. "They'll really be programming to different audiences," he said.

Last week, the company also said it had cleared the show on two stations in the Seattle-Tacoma market: NBC affiliate KING-TV and independent Gaylord-owned KSTW-TV. However, only KING-TV will carry off-Fox episodes in the fall. KSTW will not start stripping the show until fall 1991, after the one-year, weekly KING-TV cycle is finished.

The Seattle situation is highly unusual, for a series. Program analysts last week noted that some film packages have been split in a similar fashion, with one station in a market picking up the first couple of runs, with the rights then switching to another station in the market.

Craig Smith, program director at KING-TV, confirmed that the station has signed a one-year deal for 52 plays of *Jump Street*. "This is a real departure for us," said Smith. The station will probably air the show in weekend prime access, but a final decision has not been made, he said.

"One of things you look for on the weekends is the next *Star Trek*, something you can run in access with high production values and quality," said Smith. *Jump Street*

is an "interesting property," he said, "because it went a long way in defining Fox."

Smith said that "if I had my druthers, I would have liked to have played the show for two seasons." But KSTW wants to start stripping the show no later than fall 1991, said Kevin Hale, the station's vice president and general manager.

"We had a need to acquire an action hour for fall 1991," said Hale. "We were able to defray some costs in what we feel will be a hit show by allowing KING-TV to air 52 episodes in 1990," he said.

In 1991, the rights to 107 *Jump Street* episodes revert to KSTW, which will air

five-plus runs over six years. "It does very well in this market," Hale said. "It's also quite versatile. We could play it in late fringe [where the station currently has *Hunter*], in the afternoon, or stack it on the weekends."

Televentures' Kenney said there may be additional deals where *Jump Street* (already cleared in 43 markets) is cleared by two competitors in the same market. Kenney is pitching *Jump Street* as an action drama that can duplicate some of the success *Hunter* (both shows are from Stephen J. Cannell Productions) has shown in syndication in various dayparts. —SM

Laurel branching out in new directions

Company will produce made-fors, sitcoms, magazine shows and other genres in addition to fantasy fare

Laurel Entertainment Inc., the 10-year-old television and film production company and a subsidiary of Spelling Entertainment since March 1989, is currently involved in expanding beyond the scare/fantasy genre for which it is best known, and in which it will continue to be involved.

According to President and Chief Executive Officer Richard Rubinstein, the company is in the midst of diversifying and adding to its produced projects, to include a variety of television movies, situation comedies and magazine shows for network, cable and syndication.

Laurel's most successful product to date has been the syndicated anthology format series *Tales From The Darkside*, now being cleared by Tribune Entertainment for a seventh season (*Darkside* produced four years of original episodes, and for the past two has been seen in weekly repeats). On April 27, Paramount will release *Tales From The Darkside: The Movie*, featuring three tales and a wraparound story. The screenplay is by George Romero and Michael McDowell, from stories by Stephen King, Arthur Conan Doyle and McDowell.

"We are 80% in the television business," said Rubinstein, who is currently gearing up to enter the telefilm and mini-series field. Toward that end, Laurel has acquired a short story by King, *The Night Flier*, and plans to make it a two-hour

television movie. Laurel also has an agreement in principle with the Ellery Queen estate, Rubinstein said, and is looking for a new actor to portray Queen in a recurring series of telefilms, a la Perry Mason.

Also on the Laurel drawing board are plans to produce situation comedies, specifically spun off from "lighter" episodes of *Darkside* and *Monsters*, which will begin its third season in syndication this fall. Rubinstein told BROADCASTING that the comedy team of Stiller and Meara has "expressed interest" in expanding a *Monsters* episode in which they starred into a series.

Laurel is involved in developing a magazine show with a "major youth magazine," said Rubinstein, which he describes as a "60 Minutes of youth culture." A specific announcement is expected in the near future. A pilot has also been completed for *Future Stuff*, the first project done in conjunction with Worldvision Enterprises, also a Spelling subsidiary.

"*Stuff* was put together to fulfill the original concept of the merger," said Rubinstein, "which was for Laurel to add to the capacity of Worldvision to distribute programs." A look at consumer products of the future, *Stuff* is hosted by Bill Boggs and Jill Rappaport and scheduled for the 1990-91 season.

"We're not focused on being in the network series business," Rubinstein said. Instead, Laurel will be looking at network, cable and first-run syndication for its telefilms, and concentrate more on cable and syndication for its series offerings. —RG

Polish delegation reaches for U.S. investment

Group representing broadcasting in Poland attempts to stimulate U.S. business interests there

In the months and years ahead, Polish broadcasting may take on an American accent. A small delegation representing Polish broadcasting was in the U.S. late last month, trying to stimulate investment interest in business in Poland in general and in broadcasting in particular. In a sense, they seemed to be trying to jump start market-oriented broadcasting in the newly non-Communist country.

"Our main task is to establish and renew contacts in the U.S. and to promote assistance for the training of specialists—producers, technicians, correspondents," said Andrzej Drawicz, president of the Committee for Radio and Television, which oversees Poland's broadcasting industry. He and Janina Jankowska, deputy director of Polish Radio, and Feliks Marek Pastusiak, head of Co-productions and Services Department of the Commercial Agency of Polish Television, spent a week in the U.S.—in Chicago, Washington and New York. And the response to their quest, Drawicz said, was "favorable."

Indeed, that seems an understatement. There seems to have been a rush to respond:

■ Michael Gardner, the Washington attorney who founded and heads the U.S. Telecommunications Training Institute (USTTI), is scheduled to leave Feb. 18 for a week's visit in Warsaw to explain the training available at the institute this year. The institute, sponsored by U.S. corporations, was established in 1982 to train members of Third World countries in skills needed in broadcasting and telecommunications. This year, it has 610 slots available for 45 courses in 1990. Gardner also said representatives of several broadcast programming companies are establishing a program aimed at encouraging creativity. It would be available to broadcasters from Poland, Hungary and Czechoslovakia, where creativity may have lost its edge after 40 years of authoritarian rule.

■ Janice Obuchowski, assistant secretary of Commerce for Communications and Information, was not among those visited by the Poles. But she is tentatively scheduled to accompany Gardner to Warsaw. She would be following up on a visit she made to Poland in December with Secretary of Commerce Robert A. Mosbacher, to discuss Poland's telecommunications training needs. She has been in touch with Gardner since that trip. The U.S. Information Agency will also be involved.

■ Steven Murphy, director of the USIA television service, said that service plans a training program of between one and two

months for five producer candidates to be selected by Polish Television. Two weeks of the training will be provided by USTTI, and the Annenberg Washington Program will offer a one- or two-day workshop. What's more, Murphy said the television service will offer Polish television programming obtained from the Public Broadcasting Service, the U.S. Chamber of Commerce and universities—material on business English, the environment and market econom-

obtaining between \$55,000 and \$60,000 from USIA's funding.

David Webster, a senior fellow with the Annenberg Washington Program who is chairman of The Trans-Atlantic Dialogue on European Broadcasting, was another of those visited by the Poles. He said the informal group of senior executives drawn from companies in North America and Europe is ready to expand its area of interest to include Eastern Europe, with plans being formulated to provide assistance to Poland, Hungary and Czechoslovakia.

Despite the readiness to help, there would be a problem in transporting the prospective trainees to the U.S. "It will be expensive," Drawicz said. "But we'll find a way." Gardner said USTTI sponsors might be able to provide some of the assistance. He also said the Agency for International Development helps USTTI trainees with travel funds, as does the International Telecommunication Union. Webster said the Dialogue might also be able to help.

As for the Poles' efforts to stimulate American business interests in Poland, Drawicz appeared satisfied on that score as well. He did not offer specifics, but he and his colleagues had met with Polish-American businessmen in Chicago, where they were guests at the Polish-American Economic Forum. "Americans will be welcome in Poland," he said, "like Chase Enterprises." That was a reference to the joint venture Chase, a conglomerate based in West Hartford, Conn., has signed with the Polish government to build and operate cable television systems throughout the country. Chase, whose interests include radio and television stations, says its ultimate investment in the Polish venture will be \$900 million (BROADCASTING, Dec. 11, 1989).

Poland now has two television channels feeding eight stations and five radio frequencies serving 17 radio stations. All are government controlled. But Drawicz said the government plans to "resign" its monopoly authority and decentralize control. The aim is to subject the stations to market discipline. But an embassy spokesman last week said it still was not clear how the new privately operated stations would differ from government—or "public," as the Poles now prefer to refer to them because of the connotation "government" carries with it in Poland—stations.

The government bill that would effect the change is expected to move through the Polish parliament (the Sejm) this month. And elections are to be held in Poland in April. As a result, said Drawicz, "local stations are of great value. That's why we're interested in how American stations report the life of a community." —LZ



seated (l-r): Jankowska and Drawicz with Pastusiak

ics—as well as Worldnet programming, including its teleconference (interactive) programs. To facilitate Poland's reception of the material—and Voice of America programming, as well—USIA will make a gift of a C-band dish (cost: about \$20,000) to be installed on Poland's Radio and Television center rooftop, in Warsaw.

And the VOA's International Training Center last week was putting together a three-week training program for eight to 10 Polish journalists. Harry Heintzen, director of the center, said the aim would be to expose the Poles to American journalistic practices during two weeks in Washington and one week in Chicago. They would visit radio and television stations and newspapers in both cities. And in Washington, they would attend briefings at the State Department and the White House. Heintzen said the VOA's 32-member Polish service would be used to explain what they were being shown. The proposed tour, patterned after those the center has held for foreign journalists over the years, is not yet a sure thing, however. Heintzen said it depends on

NPR stations get relief on dues increase

Board cuts dues increase after hearing opposition from regional reps, will use NPR funds to make up difference

National Public Radio's board of directors found a way last week to maintain ambitious programming plans while also softening the cost to stations in its fiscal year 1991 budget.

Originally, the budget called for a 14% dues increase. However, after vocal opposition to the increase from several regional representatives, the board decided to use NPR's discretionary funds to supplement the dues. Board Chairman Wayne Roth noted that the regional reps' presence at the meeting helped persuade the board to give relief to the stations.

The last minute budget amendment cut an estimated \$2.94 million dues increase by \$500,000—this year's payment for the 1988 sale of NPR stock in a paging system. The use of the discretionary funds softened the basic dues increase from approximately 8.4% to 8.1%.

NPR and its stations have known for several years that NPR expenses were likely to rise, as it gradually "unbundled" its programming, from a flat fee for all programming to more a la carte program offerings. Noncommercial radio stations approved the gradual unbundling strategy, agreeing that higher dues would likely be required to pay for the transition to a more competitive program-by-program environment. Although the stations saw no increase in FY 1989, the FY 1990 budget, which originally called for dues increases of 20% to 25%, ultimately included a 16% rise. During the board's public statement session, a consensus emerged that increases above 6% would cause serious local problems. Regional representatives were emphatic about their displeasure with the proposed increase. Eastern Public Radio Executive Director Marjon Van Den Bosch said the proposed rate increase was "not acceptable." She added that stations in the Northeast are suffering the effects of a down turn in the economy which have resulted in decreased state and local funding. Some stations in Maryland and Massachusetts, she said, are already faced with six-figure revenue losses.

Tom Thomas of the Station Resource Group said that a 6%-7% increase was more realistic. The problem with a larger increase, he claimed, is that program cost increases have continually exceeded revenue and market gains. NPR, he said, has a responsibility to serve as many Americans as possible. There are limited resources, he added, and he believed the budget reflected the right priorities for which NPR should be striving. He further stated that affordability and competitiveness must take a higher pri-

ority in the overall budget process.

Matin Neeb, president of West Coast Public Radio, noted that financial gains are being made "in inches." He said that non-commercial radio has taken "a number of hits" lately, citing "debt, Gramm-Rudman, and steady, significant annual increases in dues over and above increases realized locally." West Coast stations, he said, simply cannot accommodate the proposed budget increase. His polling of stations revealed that they could not afford an increase above 6%.

The budget calls for increases of 22.5% in cultural programming expenses and 11.2% in news and information programming expenses. The addition of the two-hour weekday *Performance Today*—until now a special projects item—to the base budget will contribute to the increased expenses. But in a much larger sense, NPR's cultural and performance programming is being overhauled from the ground up. Driven by the need to "build a core of strong programs which speak to America's diversity," it has

concentrated on paying well to keep such programs as the popular comedy/talk show *Car Talk* and to acquire new programs, such as *Afropop Worldwide* and *Heat*, an alternative format variety show.

Outgoing News Vice President Adam Powell leaves staff expansion plans as part of his legacy, particularly a drive to expand NPR's Eastern Europe desk by at least one editor and its national desk by five editors over the course of several years. Expanded newscasts and expansion of special projects are at the center of NPR's news plans.

In other actions, the board approved its Strategic Plan for the 1990's, the goals of which include achieving "new levels of distinction and diversity in programming," increasing public radio's core audience (now 20% of the nation), supporting high quality talent and staff, increasing resources and "exploring and investing in communications technologies." For now, NPR President Douglas Bennet acknowledged, "member stations are operating in an acute shortage situation. So are we." —PJS, PDL

Riding Gain

CBS Radio takes new marketing approach

CBS Radio Networks has merged its CBS Radio Network and CBS RadioRadio to form CBS Spectrum Radio Network ("In Brief" Feb. 5). Robert Kipperman, vice president and general manager, CBS Radio Networks, told BROADCASTING last week that the move, which takes effect today (Feb. 12), evolved as "strictly a sales marketing approach."

With the merger, CBS can now sell ads on CBS Spectrum, which encompasses the secondary commercial positions of the CBS Radio Network, along with all available commercial positions of CBS RadioRadio. It also enables CBS to sell the primary commercial positions, in specific programs, for CBS Radio Network.

"We took the RadioRadio inventory of 126 minutes, and the second commercial position of CBS Radio and put those two together—and it is called Spectrum," said Kipperman. If an advertiser were to buy a minute on CBS Spectrum in New York, for example, the spot would air on WCBM-FM. "What we've done," he said, "is taken 150 affiliates for RadioRadio and combined them with 440 affiliates for CBS Radio to get close to 600 stations."

Since the move is a marketing strategy, the programming line-up for affiliates has not changed. Those elements include: RadioRadio hourly news broadcasts; *Morning Circus*; *CBS/Time Inc. Advances*; *Hot Off the Press*; *Laff Trax* and *Newsfeed*. CBS Radio will continue providing its news lineup, information and play-by-play sports programming.

The CBS RadioRadio Network was started by CBS in 1982 to serve the 18-34 demographic. Over the last few years, said Kipperman, the population has aged and advertising dollars have followed this trend. CBS has found that many of their affiliate stations have shifted their target audience emphasis as well, and has quietly been "fine-tuning the news product, programming and features" of RadioRadio to match the change. In RADAR 39, said Kipperman, RadioRadio's average quarter hour for adults 25-54 was 573,000, and for CBS Radio Network, 483,000.

As of last week, Kipperman said that advertiser response had been very positive. "It has been overwhelming—to the degree that we have to be very careful about how we are controlling our inventory," he said.

Another benefit, from a sales standpoint, with the new organization, is that CBS can sell both "tonnage" and "in

program" said Kipperman. "If you want to reach a large number of adults aged 25 and older, you'd buy Spectrum," he said, "and if you want to buy in programming, then you'd buy the CBS Radio Network."

ABC salutes rock 'n' roll

ABC Radio Networks will present two radio specials in 1990 to "salute rock 'n' roll's heritage." The four-hour specials are *Long Live Rock: A Memorial Day Tribute*, and *Remembering Lennon 10 Years Later*.

Long Live Rock will be available for broadcast May 23-28. It will feature previously unaired interviews with Janis Joplin and Jimi Hendrix, and song selections from Led Zepellin, Traffic, The Doors and The Rolling Stones. Also featured will be interviews with current artists describing how past artists have influenced their music. The special will be produced by Denny Somach Productions.

Remembering Lennon 10 Years Later is described as a "sound scrapbook" of the former Beatle's life. Drawn from archival material from the Somach Beatles library, the special will commemorate the 10th anniversary of Lennon's death. The special will feature new interviews with Yoko Ono, Julian Lennon, Cynthia Lennon, George Harrison, Paul McCartney and Ringo Starr. It will be available for broadcast Nov. 22 through Dec. 8.

Westwood One exclusive

Westwood One has secured the exclusive United States radio broadcast rights to the Knebworth Concert, June 30. The concert will be held outside of London and features a line-up of contemporary artists, including Paul McCartney, Pink Floyd, Phil Collins, Cliff Richard and The Shadows, Status Quo and Tears for Fears. Also on the bill are Eric Clapton, Elton John and Mark Knopfler, who will play together for one set with supporting musicians Ray Cooper, John Illsley and Alan Clark.

Westwood One will broadcast approximately 20 hours of the Knebworth programing, beginning in April with a promotional effort, *The Road to Knebworth*, featuring artists that will perform in June, in interviews and concert.

On concert day, Westwood will carry 11 hours of live coverage of the event, which is being held to benefit The Nordoff-Robbins Music Therapy Centre. The Centre provides care for autistic and mentally or physically handicapped children.

Maximizing media investments

New York-based management consultant Walter R. Sabo has formed Media Investment Management Inc. to assist banks and other financial institutions in maximizing their media property investments. In addition to providing investment analysis, the company is set up to operate stations "hands-on" if required.

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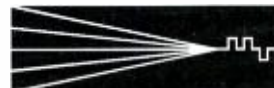
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In preparation for the annual National Association of Broadcasters convention, BROADCASTING is presenting a weekly feature looking ahead to the various technological offerings that will occupy the equipment exhibit. This week: satellites.

Satellite gear continues to fly high

Broadcasters strolling Atlanta's Georgia World Conference Center March 31-April 3 with satellites in mind will find an emphasis, as in the past several years, on Ku-band equipment and services. Although the 68th annual National Association of Broadcasters convention will afford nothing as startlingly new as the 1984 rollout of the first Ku-band uplink vehicle, it will offer an array of service and equipment options, particularly in newsgathering.

From satellite operators' promotions of their newsgathering capacity and coordination services, to demonstrations of the latest Ku-band trucks, flyaways, receivers and antenna control systems, to presentations by ancillary service companies, the common denominator among satellite-related exhibitors' sales pitches will likely be the opportunity for broadcasters to gain a competitive edge.

On the equipment side, although the field of half a dozen mobile Ku-band uplink manufacturers last year shrank by half—and although the networks believe their affiliates have bought nearly all of the trucks they will buy—the vehicles are still selling, and new models are incorporating at least marginal improvements, particularly in the area of antenna pointing and transmission control systems. Like other trucks, the oldest ones will need replacing, and for the earliest of the first generation, that is already happening.

Flyaways, the mobile uplinks that can be flown overnight to remote sites—and that, day by day, grow more necessary for international news coverage—have become capable of transmitting two signals at once. And, with the continuing proliferation of Ku-band traffic in the U.S., vendors will try to fill broadcasters' increasing needs to 'see' more than one Ku bird in the sky—specifically through steerable combination up and downlinks.

"You're seeing confidence building" in Ku-band, said Dennis Sweet, engineering supervisor for Conus Satellite News Cooperative, who argued that more and more broadcasters are coming to believe that the technical and economic barriers associated with Ku-band have been exaggerated. "It is now more the way it should be looked at—

just another frequency, similar to the array of frequencies in microwave transmission." And, he added, "the dollars and cents are working out well."

On the technical side, he said, fears that "rain fade" threatens every Ku-band transmission "are going by the wayside." And, he said, despite wholesale per-hour rates for leasing time on a Ku-band bird still more than double C-band rates (\$800-\$1,000 an hour, C-band; \$300-\$400 an hour, Ku-band), the difference of several hundred to a thousand dollars over the course of a job does not offset Ku-band benefits: independent mobility and quickness; no need for the event-by-event frequency coordination required of C-band uplinkers; ancillary income from nonbroadcast users (mainly business and association teleconferencing) in off-hours and, of course, the trucks gain video scoops on major news stories occurring in their market.

But from the point of view of Conus, "the real power of satellite newsgathering is interconnectivity with other stations. We may see some smaller stations driven by the need to be a news exchange player" buying trucks, said Sweet.

Nevertheless, according to Jay Adrick, executive vice president of major Ku truck builder Midwest Communications, the newsgathering market is still healthy, but if a manufacturer "were just in the satellite business, it would have a very hard time." In addition to exhibiting terrestrial transmitter, remote radio production and other equipment at three locations inside and outside the convention center, Midwest will display three Ku trucks and two flyaway systems.

Among the trucks will be Midwest's compact S-18 mobile Ku uplink, which carries a 1.8 meter antenna made by Dallas-based Vertex, with which Midwest has an exclusive marketing agreement. Cycle Sat—also an exhibitor out to sell stations on its Ku-band satellite-delivered TV advertising service (BROADCASTING, Dec. 25, 1989)—will purchase the standard-sized truck on display, the S-23, which is built on a Ford CF 7000 series chassis and carries a 2.6 meter Vertex. Carrying the same antenna, a heavy version of the S-23—the extended body carries two more racks than the

standard four—was built for Sacramento, Calif.-based Pacific Satellite Corp.

For two years, Midwest has offered "auto-stow, auto-deploy" Vertex antennas on its vehicles. Said Adrick, the newly improved Vertex computerized satellite finding system will now not only use navigational technology to point the dish toward a satellite, but will also "lock on" to the signal and "peak" it.

As of Feb. 6, when another order came in, said Adrick, the company was building 17 trucks (about half for broadcasters and half for educational and industrial clients), well on its way to equaling its 1989 total of 26 trucks delivered. Adrick said that, following an early 1989 slump, orders have been brisk since then with a slight lull at the end of the year. Midwest has now delivered 70 vehicles since 1985, including sales to clients in Japan (four), Europe (nine) and the Middle East (one).

Just such international expansion may be necessary, as news cooperatives operated by CBS, ABC and NBC have reached about 50 affiliates with trucks (about 10 more than a year ago), and their managers expect few more to join. According to Mel Olinsky, manager of CBS's NewsNet, his network will likely focus this year on low-power fixed Ku-band uplinks to install at stations unable to afford the trucks. Even though the kind of motor-driven, steerable uplink-downlink (at \$28,000-\$44,000) CBS may seek for a number of its affiliates are two and three times their nonsteerable counterparts (\$7,000-\$19,000), they are, he noted, considerably less expensive than the half-million-dollar trucks, for which CBS, for example, now reimburses stations at a rate of \$2,500 per month for five years. Companies such as Vertex, Scientific Atlanta and Satcom Technologies build the motorized dishes. Transmitter amplifier manufacturers, such as Chicago-based MCL, can turn steerable downlinks into up and downlinks at even less cost.

But, noted Midwest's Adrick: "There is still a market for trucks, because airplanes don't crash [and] earthquakes don't necessarily happen next to an uplink."

BAF Communications delivered a new Ku-band truck to KXAS-TV Dallas-Fort Worth, Feb. 6 and is near delivering one to

another Conus Satellite News Cooperative member, KVOA-TV Tucson, Ariz., said Bob King, vice president of sales and marketing for BAF. Vehicles for two other Conus members are on order, and, all told, BAF began the year building 10, taking six orders in the three weeks preceding Christmas, said King. At no time during the past several years, he said, has BAF had fewer than five on order.

The standard BAF satellite news uplink truck options include Andrew Corp. (formerly Harris Corp.) antennas, ranging in size from 2.4 meters to 3.7 meters to 4.5 meters, the largest being capable of uplinking in both the C- and Ku-bands. BAF has also integrated Vertex and Satcom Technologies antennas, but favors the "underrated" Andrew models, which King said consistently deliver higher performance than their specifications promise. At the NAB show, Andrew Corp. will unveil its new "auto-stow, auto deploy" antenna.

BAF will exhibit at least one Ku truck inside and possibly another outside the Georgia Center. This model, said King, "answers virtually all the customizing requests we get," including expanded storage and capacity for a six-camera shoot and an extra editing bay and feed machines.

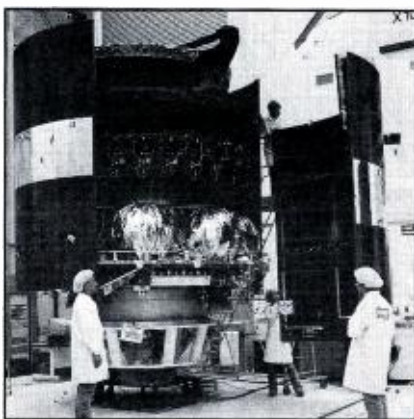
In general, said King, equipment capacity and redundancy remain at the top of customers' agendas. For KVOA-TV, he said, BAF "stretched" the truck to accommodate more storage racks and designed an all new ENG mast with both microwave receive and send antennas. BAF, through a military contractor, is now installing rotary joints that cut down on loss of gain in the signal—as much as three db over 11 feet—in its travels from waveguide amplifier to dish.

"Electronically, the trucks are not changing much. Even the oldest ones out there are still compliant" with network specifications, including the first Hubcom-Telesat Canada prototypes that pioneered the business, he said. "If [the current owners] are replacing anything, it's the wave guide."

But communications packages (for voice/traffic) remain "a necessary evil for network affiliates," in terms of taking up rack space. Although NBC's system has at least remained the same size over time, the Skyswitch system, used by ABC and CBS, "has gotten bigger, complicated and very expensive."

Midwest will also exhibit its "flyaway" Ku-band uplink systems, one of them—an S-1—built for CNN Newsbeam, whose managing director, Charles Hoff, said CNN now owns two domestic flyaways (including a 1.8-meter Vertex dish and Midwest system integration), one international flyaway (stationed in Frankfurt, Germany, and including a 2.4-meter Vertex dish and Midwest system) and three Ku-band trucks (stationed in Miami, Chicago and Los Angeles). Although two of three trucks were obtained from Centro when that manufacturer dropped out of the transportable business last year, their construction was completed by Midwest.

"We are thinking about more trucks and we want a flyaway in the Pacific Rim," said Hoff, who expressed disappointment that,



Working on the Hughes SBS 6

"except for a few refinements here and there, the technology has not moved that much in the past three to four years," since CNN first purchased a flyaway. "We would like to see more miniaturization, but we're not going to see much R&D in a market that is already half saturated." The manufacturers themselves are "very cooperative, but the venture capital" is not there.

Nevertheless, the Newsbeam flyaway on exhibit will boast an improvement driven by CNN's need to provide both generic and custom video of the same breaking news events—the capability to uplink two discrete signals simultaneously.

Although the flyaways offer cheaper long distance transportability (via airplane)—Ku trucks have been flown by IDB, Stars and others to remote locations—and although two people can set up a flyaway in less than one hour, sometimes at sites unreachable by a vehicle, they have their disadvantages, Hoff said. "The truck is my first choice. It is enclosed, and generally it has better equipment. If I need to uplink, and I can drive there in five hours, I'll use the truck. If I have 10 hours, I'll use the flyaway."

Dan Landreth, sales and marketing manager for Satcom Technologies, preferred to describe the U.S. newsgathering market as "matured," rather than saturated. "Unique characteristics," he said, define the sales pitch for Satcom, which will unveil enhancements in both its antenna and earth station control systems at NAB.

Satcom has also taken a tack different

from Midwest's on its flyaway package. Networks, he said, have found that the need to pack the flyaways as checked airline baggage has not proved real, and that overnight air freight has done the job. So NBC and IDB are among the purchasers of Satcom's 240 AT, which is not broken down as much for travel as Midwest's flyaway.

Chesham, England-based Advent Communications Ltd. will also exhibit Mantis 1500 and 1900 flyaway earth stations, as well as video exciters and up and down converters for Ku-band and C-band transmission. Other Advent components on display will include FM single channel per carrier frequency converters, a new satellite television receiver and new communications equipment for newsgathering applications—the last being of likely interest to CBS's Olinsky, who said that the standard Skyswitch communications package aboard CBS and ABC affiliate trucks "works, but we may be looking for a new generation."

Scientific Atlanta will introduce a new video receiver boasting C- or Ku- and L-band capability and six IF filters for full- or half-transponder reception. The receiver is software-based and, therefore, "easy to use in a remote control application," said SA network system group Marketing Manager William Hagen. Along those lines, SA will also display a new version of its 7670 earth station controller with user-friendly satellite location and frequency tables included in the software, allowing the operator to enter only the bird and channel. SA's newest antenna, a 6-meter C/Ku-uplink/downlink with motorization, will also be on exhibit.

A wider field of Ku-band satellite capacity providers will also attend the show to tout their rates and value added services. Cable TV satellite provider Hughes Communications will make its first NAB appearance to promote its new, additional identity as a Ku-band satellite operator (of SBS IV and V and of VI, to be launched next June) and soon-to-be operator of CBS's bird, Galaxy IV. Executives from GTE Spacenet, the pioneer among satellite operators serving newsgatherers, and GE American Communications, operator of two relatively higher power Ku birds, will also exhibit products, as will National Public Radio Satellite Services, a leading supplier of satellite capacity and transmission services to radio networks.

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Sony promises lighter, cheaper digital transmission

Digital codec for ENG and SNG, with other possible transmission applications, to be introduced at NAB convention

Sony Broadcast Products Co. has developed digital transmission technology that promises to make satellite newsgathering gear lighter and more mobile and to reduce the cost of satellite transmissions.

According to the Teaneck, N.J.-based broadcast equipment company, the technology may also one day allow for remote control of studio equipment between cities and could eventually become an integral part of network program distribution by fiber.

Look for large crowds at Sony's booth at the National Association of Broadcasters equipment exhibition in Atlanta next month to be gathered under a sign reading "SVT-1000 ENG/SNG Digital Codec." "It will be sitting in a very prominent part of the booth," said Peter Dare, Sony vice president, product management. "While at NAB, it is being couched as an SNG system to reduce the bandwidth on the links, to reduce the size of the dishes and to get very high quality pictures back to the studio." But it could potentially be much more. Dare predicted that the codec will not necessarily lead to millions of dollars in sales for Sony, but that the advancements that will come after it will be dramatic.

The SVT-1000 is a single encoder/decoder (codec) designed to send and receive two simultaneous digital NTSC channels through a DS3 (45-megabit-per-second) link. A Sony-developed compression system allows it to emit more powerful signals through conventional transponders, reducing the dish size needed for sending and receiving.

Only a few U.S. engineers outside of Sony have seen the device in operation, although it is already in use by one TV news organization, Nippon Television, in Japan, Dare said. A special invitation-only showing of an early version of the codec was given to a limited number of engineers during the International Television Symposium in Montreux, Switzerland, last June. Among those who saw it there was Tony Uyttendaele, director, allocations and RF systems, ABC Broadcast Operations and Engineering. It could be a promising technology for ABC, he said, because it would be possible "to put two video signals over one transponder so that you can run the transponders in saturation. Now you have to back off the power." Otherwise, the signal from that transponder could interfere with other signals on the same satellite.

But Uyttendaele said that the Montreux showing was a subjective demonstration and that there have been no follow-up discussions between ABC and Sony.

No one from NBC attended the Montreux demonstration, although Robin Wilson, NBC's principal staff engineer, said that he has seen a taped demonstration of the system. "If we were to believe the tape, the

unit is capable of surviving with an apparently blemish-free picture at a point where a conventional FM modulation picture has severe noise degradation," Wilson said. But like Uyttendaele, he has reserved judgment on the device until after he gets a much closer look at it. However, even if the technology proves to be sound, a price of about \$100,000 that Sony quoted to NBC "makes us lose interest," Wilson said.

The early customers of the SVT-1000, Dare speculates, could be CNN, the Public Broadcasting Service or the commercial broadcast networks. "Anybody dealing with SNG is a pretty good candidate." The equipment needed for that operation would be much smaller than what is commonly used today (see diagram below). The dimensions of the current version of the codec itself are approximately 17 inches wide by six inches high by 21.5 inches deep (430 by 150 by 550 millimeters). Coming generations of the box are expected to be much smaller. The transmitting antenna may be as small as 1.2 meters, compared to 1.8-meter dishes typically used for flyaway SNG systems and 2.4-meter to 4.5-meter dishes typically used on SNG trucks. "If you are in Tiananmen Square, you don't need a truck on the ground. You need something you can push out the hotel window," Dare said.

The SVT-1000 does not signal the beginning of the era of ENG and SNG systems on backpacks, but it could be a stepping stone toward it. With currently available technology, such a system could probably be built for audio-only SNG today, Dare said. "I think we are on the verge of hand-held systems. Point them at the satellite and off we go," he said. "Should we bet on having a hand-held ENG-satellite link in five years using CCD cameras and data compression? I've got to tell you, I wouldn't bet against it."

Other applications for the codec take advantage of its capability of sending two video signals over a DS3 channel. In one scenario, signals could be sent over long-distance telephone lines to link studios in

different cities. Due to its interactive capabilities, the technology could potentially lead to remote control of studio equipment such as robotic cameras or newsroom computer systems. For example, one of the networks could have the signal from "one of their talking-head cameras in Washington sent to New York via one DS3 link and switched in New York. If you combine this data compressed signal with the ability of remote control cameras, you can switch and calibrate them in New York," he said.

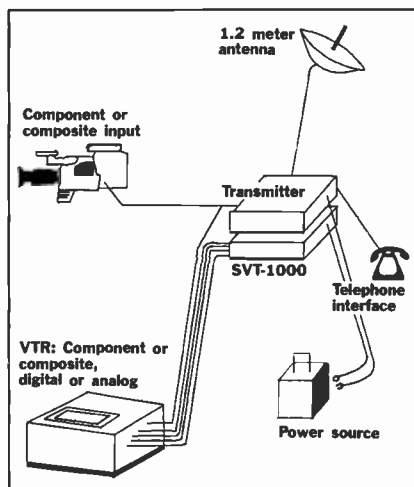
Another possible future use of the technology which is not yet being heavily promoted by Sony is fiber optic distribution. Bell Communications Research (Bellcore), Morristown, N.J., is currently working in cooperation with ABC, CBS, NBC, Fox, PBS, CBC, the regional Bell operating companies and some long distance carriers to operate a coast-to-coast video fiber optic network. The purpose of the eight-city network is to test the feasibility of network program distribution over fiber optics. The video is being sent at the DS3 rate using a codec developed by an Italian company, Telletra.

The SVT-1000 "is clearly competitive with Telletra," Dare said. Those wishing to view both systems for themselves will have the opportunity in Atlanta. The SVT-1000 will be on display at Sony's booth in the Georgia World Congress Center, while the Telletra codec will be in operation at the INFORUM three blocks away, where the Bellcore network will be routed temporarily during the NAB convention (see story, page 34). But it is unlikely that either codec will be used for large-scale network distribution in the near term since all of the networks have committed to the next generation of satellites, which will last beyond the 1990's. But in the meantime, Dare expects that in coming years many will be making "spirited comparisons" of the two systems.

Semiconductors were the key to the development of the SVT-1000, Dare said. The same sort of VLSI (very large scale integration) technology that is used in other Sony products involving signal compression was applied to the codec. "I don't believe we're saying we have the magic algorithm to solve everything. But in electronics, VLSI is the driving factor" and Sony has a great deal of experience with data compression research, he said. The SVT-1000 will take digital video signals at, for example, 216 megabits per second and compress them to 15 Mb/s. Dare said that the only major flaw that has been observed in the system so far is what he called "the typical digital problem." When the pictures begin to degrade, they do so suddenly, not gradually, as in analog links.

Among the codec's other features are high signal-to-noise ratio (between 45 decibels and 58 decibels) when transmitting at 15 Mb/s; input and output with NTSC (525/59.94), PAL (625/50), component RGB color and D-1 (component digital) signals; low transmission power (20 watts), and two-channel audio.

-RMS



SVT-1000 SNG application

Precedent-setting tax issue casts big shadow over cable

Parallel lawsuits pit IRS against broadcasters and cable operators; at issue: tax write-offs worth hundreds of millions of dollars

Two weeks before Christmas, half a dozen lawyers gathered in one of the three courtrooms of the U.S. Tax Court in Washington. Before Judge William A. Goffe was a dispute about the 1978 tax return of Tele-Communications Inc. and whether the cable operator could reduce its taxable income for that year by writing off a few hundred thousand dollars of the amount paid for three small cable systems. The amount at issue is

amount to more than \$1 billion. Passed by Congress in 1969, Section 1253 allows for, among other things, the depreciation of the cost paid to obtain a franchise. While the section initially was thought to apply only to the initial granting of a franchise, a 1987 ruling by the Internal Revenue Service extended the concept to subsequent sales of a franchise—when sold by the existing franchisee. At roughly the same time the IRS also ruled that the Section 1253 concept applied to cable franchises.

Despite those rulings, the IRS in its regular audits of media companies' tax returns has not been eager to apply 1253 to broadcasting licenses, cable franchises or net-

UNITED STATES TAX COURT

TELE-COMMUNICATIONS, INC. AND
SUBSIDIARIES,

Petitioner,

COMMISSIONER OF INTERNAL REVENUE,

Respondent.

Docket No. 268-89

RESPONDENT'S TRIAL MEMORANDUM

an inconsequential sum compared to the hundreds of millions of dollars in annual cash flow and stored tax benefits TCI already has accumulated.

That this case was not a trifling matter was demonstrated by the appearance, to testify, of not only TCI's chief executive officer, John Malone, but also of the chairmen of the number-two and -three MSO's, ATC's Joe Collins and Continental Cablevision's Amos Hostetter.

Just one week before, in the same building, lawyers from group owner Jefferson-Pilot were arguing a case over a comparable issue, the write-off (also called depreciation) of that portion of station purchases attributed to the FCC licenses. Although the case here concerned an even older return (for 1974), the matter is currently viewed as no less important by industry executives who are awaiting decisions on both cases later this year. Some think the judges may collaborate on their decisions.

What ties both the TCI and Jefferson-Pilot cases together is a provision of the tax code that has already saved the Fifth Estate's tax money and whose total effect, if applied to the increase of subsequent acquisitions in the 1980's could theoretically

work affiliation agreements. The service, as tax professionals refer to the IRS, regularly denies the depreciation during audits but subsequently settles—allowing some portion of the claimed depreciation—at the appeals level. Observers now think that the service has chosen TCI and Jefferson-Pilot to make a test case of the issue, since it has apparently never been ruled on in the courts.

In general, the court has two questions. The first is whether Section 1253 does apply, an issue that the judges may decide by referring to Congress's "intent" in enacting the particular section. That is a decision that, once decided upon either by the tax court or on appeal, is expected to have a major effect on subsequent audit negotiations. The second question involves whether an FCC license or network affiliation agreement can be valued separately, and if so, at what value. This issue may be subsequently reargued according to each particular acquisition's set of facts.

The government argues that Congress passed the law to apply only to commercial franchises, and never considered applying Section 1253 to government-issued franchises for cable or broadcasting. It supports

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this argument by claiming that Section 1253 was in response to the tax situation of the franchisor, rather than franchisee, and that it thus was never intended to apply to franchises issued by governments, which are tax exempt.

In arguing against this view, media taxpayers contend that if Congress had intended to exclude government franchises, the statute would have specifically said so. They also argue that broadcasting licenses, network affiliation agreements and cable franchises fall within the literal definition of the statute, which describes a franchise as "an agreement which gives one of the parties to the agreement the right to distribute, sell or provide goods, services or facilities, within a specified area."

The media taxpayers point to similarities between commercial franchises and government-issued franchises, while the government points to the distinctions.

The Jefferson-Pilot case involves three radio stations the company purchased 16 years ago for \$15 million. The group owner claims that the FCC licenses of the three acquired stations can be conservatively valued at \$5.4 million, which Section 1253 would indicate could be depreciated on a "straight-line" basis (in equal portions) over a period of no longer than 10 years.

For broadcasters, Section 1253 is typical-

ly their only hope in depreciating the FCC licenses and network affiliation agreements, which between them can conceivably account for more than half a station's purchase price—in the Jefferson-Pilot case they account for between 30% and 42% of the radio station purchase prices. Prior court rulings have already established that broadcasters can't depreciate their licenses using Section 167, which allows for depreciation of certain "intangible assets" used "for only a limited period, the length of time of which can be estimated with reasonable accuracy."

At least one legal precedent—a 1977 case involving Chronicle Publishing—has established that cable operators can, as an alternative, use Section 167 to depreciate cable franchises. But Michael Hynes, an attorney with Dow Lohnes & Albertson, said that the IRS regularly tries to deny the depreciation, especially when it involves franchises on which little time is left. In the TCI case, the government argued that at the time the cable operator filed its tax return, its cable franchises, in effect, did not have a "limited life," since neither it nor the industry had "any significant history of non-renewal" of its franchises.

TCI argued in its brief that franchise renewals could not be taken for granted, and that it had competition in applying for franchise renewal in one of the systems at issue:

Fifth Estate Earnings Reports

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
A.H. Belo Corp.	Fourth	\$115,232	9	\$8,291	236	\$0.41
	Year	\$417,108	8	\$23,394	13	\$1.16
Capital Cities/ABC	Fourth	\$1,509,216	15	\$182,020	30	\$10.33
	Year	\$4,957,394	4	\$485,727	25	\$27.25
Gannett	Fourth	\$968,574	7	\$127,369	8	\$0.79
	Year	\$3,518,189	6	\$397,509	9	\$2.47
Lee Enterprises	First	\$73,051	4	\$11,264	2	\$0.46
LIN Broadcasting	Fourth	\$69,913	12	(\$15,005)	NM	(\$0.28)
	Year	\$250,748	11	\$57,366	-30	\$1.07
Meredith	Second	\$211,917	8	\$9,451	-9	\$0.51
Multimedia	Fourth	\$122,521	4	\$15,539	19	\$1.25
	Year	\$462,698	5	\$38,660	44	\$3.11
Scripps Howard	Fourth	\$83,327	5	\$8,994	9	\$0.87
	Year	\$300,353	9	\$21,044	27	\$2.04
Times Mirror	Fourth	\$935,397	1	\$74,072	-23	\$0.57
	Year	\$3,517,493	5	\$297,987	-10	\$2.30
Tribune Co.	Fourth	\$668,037	7	\$67,600	7	\$0.90
	Year	\$2,454,784	5	\$242,421	15	\$3.17
Washington Post Co.	Fourth	\$381,419	3	\$51,129	38	\$4.06
	Year	\$1,444,094	6	\$197,893	-26	\$15.50
Westinghouse	Fourth	\$3,651,000	1	\$270,000	30	\$1.85
	Year	\$12,844,000	3	\$922,000	12	\$6.31

Write-down of programming costs associated with **Capital Cities** purchase of ABC benefited 1988 earnings for company by \$6.60, and those of 1989 by \$3.10. ■ **Gannett's** net income was reduced by "non-operating expense" including "operating losses of GTG Entertainment and costs associated with Gannett's plan to terminate its interest in GTG ventures." ■ **LIN Broadcasting** recorded \$70 million charge in fourth quarter "principally attributable to the termination announced in December of the agreement and plan of merger with BellSouth Corp." Company said that absent charge, fourth-quarter net income would have increased 20%, from \$25.9 million in same period last year. ■ **Multimedia** said "settlements with the IRS...related to income tax matters regarding acquisitions" resulted in downward adjustment of income tax rate to 37% from 42% in 1989, and 46% in 1988. ■ Net income for **The Washington Post Co.** in prior year was affected by sale of cellular telephone interests and restructuring charges at *Newsweek*. Company said that absent special events, earnings for full year was up 19%, and for fourth quarter was up 3%. Cable division had 1989 cash flow of \$58.9 million on revenue of \$129.3 million. ■ **Times Mirror** said full-year earnings would have been down 1%, excluding non-recurring gains in 1989 and 1988.

"Evidence at the trial will show that prior to 1978, renewal of an expiring cable franchise was anything but certain." Furthermore, said the MSO, franchise renewals involved significant changes in the terms of doing business.

The government said, in opposition, that "new terms do not materially alter either the nature of the business or of the franchise itself. To the extent that they impose additional costs, they typically represent improvements to the system necessitated by technological advances, prudent business practices or both. Also, these costs can usually be recovered from increased rates."

Fortunately and unfortunately for the media companies, Section 1253 has become less important, if for no other reason than that the overall corporate tax rate has declined. Second, in the 1989 Tax Act, Congress extended the maximum write-off period for Section 1253 from 10 years to 25 years, thereby reducing the "present value" of those future write-offs. And third, the separate valuation of FCC licenses, cable franchises and network affiliation agreements is only done in asset—as opposed to stock—transactions which, because of other changes in the code, are less prevalent than previously. And as Steven Ratner, a

partner with Lazard Freres who was an adviser on many of the recent major cable sales, said, many MSO's will not be taxpayers for the foreseeable future because of taxable losses generated elsewhere.

Still, some major broadcasting and cable deals (the latter said to include most of the cable systems sold by Centel and Group W) were asset sales and have almost certainly not yet been audited. And at least one other MSO, Cablevision Systems, may soon be headed to a court fight over Section 1253. The TCI and Jefferson-Pilot cases are likely to be fought hard, and are likely to be appealed. —GF

Changing Hands

WRBL(TV) Columbus, Ga.; KQTV(TV) St. Joseph, Mo., and WTVQ(TV) Terre Haute, Ind. Actions □ Sold by Malcolm Glazer to Riverdale Media Corp. for \$60 million. **Seller** has interest in KGNS-TV Laredo, Tex. **Buyer** is Simon Gourdine and, in partnership, I. Martin Pompadur and Elton Rule. Gourdine is former director of labor relations for New York Metropolitan Transportation Authority and NBA deputy commissioner. Pompadur and Rule head ML Media and have interests in 11 TV stations. WRBL(TV) is on ch. 3 with 100 kw visual, 12 kw aural and antenna 1,780 feet above average terrain. KQTV(TV) is on ch. 2 with 100 kw visual, 20 kw aural and antenna 810 feet above average terrain. WTVQ(TV) is on ch. 2 with 100 kw visual, 19.5 kw aural and antenna 950 feet above average terrain. **Broker: Sandler Media Group.**

KODE(TV) Joplin Mo. □ Sold by Gilmore Broadcasting Corp. to Roger A. Neuhoof for \$10.75 million. **Seller** is headed by Jim Gilmore Jr. and has interests in WEHT(TV) Evansville, Ind.; WLVE(FM) Miami Beach, Fla., and KDBN(AM)-KMEZ(FM) Dallas-Fort Worth, Tex. **Buyer** is former owner of Eastern Broadcast Co. KODE(TV) is on ch. 12 with 316 kw visual and 63.2 kw aural and antenna 999 feet above average terrain. **Broker: Blackburn and Co.**

WAFX(FM) Suffolk, Va. □ Sold by Downs Radio of Virginia to Radio Ventures I for \$10 million. **Seller** is headed by Paul Downs, who has interest in WAFX(FM) Montgomery, Ala. **Buyer** is headed by Jerry Lyman and has contracted to buy WMBX(FM) Richmond, Va., and WXTQ(FM) Washington. WAFX(FM) is on 106.9 mhz with 1 kw and antenna 985 feet above average terrain. **Broker: Cecil L. Richards Inc.**

KORQ-AM-FM Abilene, and KMND(AM)-KNMF(FM) Midland, both Texas □ Seeks assignment of license from Bakcor Broadcasting Inc. to AD-COMM of Abilene Inc. for \$4,928,000. **Seller** is headed by George Bakke and has interests in KKIK(AM)-KXTQ(FM) Lubbock, Tex. **Buyer** is headed by Stephen M. Adams (see KEIN(AM)-KLFM(FM) Great Falls, Mont.). KORQ(AM) is fulltime on 1340 khz with 1 kw. KORQ-FM is on 100.7 mhz with 100 kw and antenna 1,260 feet above average terrain. KMND is on 1510 khz with 500 watts. KNMF is on 92.3 mhz with 100 kw and antenna 390 feet above average terrain.

WTAX(AM)-WDBR(FM) Springfield, Ill. □ Sold by Sage Broadcasting Corp. to Lake Shore Communications Corp. for \$4 million. **Seller** is headed by Jerry Poch and is also selling

WLVI(AM) Hartford, Conn., and WTAX(AM)-WDBR(FM) Springfield, Ill. Sage sold WLVI(FM) Hartford, Conn., and WKOL-AM-FM Amsterdam, N.Y. In August 1989 Sage bought WFOY(AM)-WUVU-FM St. Augustine, Fla. Sage owns WKHT(AM) Manchester and WNAQ(AM) Naugatuck, both Connecticut; WBSM-FM Fairhaven and WBSM(AM) New Bedford, both Massachusetts; WCBL(AM)-WSGD-FM Carbondale, Pa.; WACO-AM-FM Waco, Tex., and WRFB(FM) Stowe, Vt. **Buyer** is headed by Thomas L. Booke and Drew M. Horowitz, who have interests in WYNE(AM)-WROE(FM) Appleton, Wis. WTAX(AM) is fulltime on 1240 khz with 1,000 watts. WDBR(FM) is on 103.7 mhz with 50 kw and antenna 303

feet above average terrain. **Broker: Blackburn and Co.**

WJPR(TV) Lynchburg, Va. □ Sold by Lynchburg-Roanoke Television Partners Ltd. to Roanoke-Lynchburg TV Acquisition Corp. for \$2.95 million. **Seller** is headed by Rinaldo Page, Thomas F. Carey and Martin O'Meara. Carey and O'Meara have interest in WJTC(TV) Pensacola, Fla. **Buyer** is headed by Henry A. Ash, Thomas F. Carne, Martin J. O'Meara. Roanoke-Lynchburg TV Acquisition Corp. filed application for assignment of license of WJFT(TV) Roanoke, Va. (see below). Henry Ash owns

CLEAR CHANNEL TELEVISION, INC.

has acquired

KOKI-TV

Tulsa, Oklahoma

From TULSA 23 LIMITED PARTNERS

\$6,075,000

The undersigned acted as broker in this transaction and assisted in the negotiations



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WQRF(TV) Rockford, Ill.; KAYC(AM)-KAYD(FM) Beaumont, Tex. He has limited interests in WVG(FM) Charlotte Amalie, V.I.; WVFT(TV) Roanoke, Va.; WFGX-TV Ft. Walton Beach and WAIL(AM)-WKWF(FM) Key West, both Florida; WEUX-TV Eau Claire, WGBA-TV Green Bay and WLAX-TV La Crosse, all Wisconsin. WJPR(TV) is on ch. 21 with 1148 kw visual, 115 kw aural and antenna 1,638 feet above average terrain.

KTME(AM) and KRQK(FM) Lompoc, Calif. □ Sold by Crystal Broadcasting Inc. to Nova Broadcasting-Santa Maria for \$1.472 million. **Seller** is headed by Manley P. Caldwell and Carol Benton Peterson and has no other broadcast interests. **Buyer** is headed by Gregg Peterson and has no other broadcast interests. KTME(AM) is on 100.9 mhz with 510 watts and antenna 800 feet above average terrain.

WVFT(TV) Roanoke, Va. □ Sold by Family Group

Ltd. V to Roanoke-Lynchburg TV Acquisition Corp. for \$1.15 million. **Seller** is headed by Ian N. Wheeler and has no other broadcast interests. **Buyer** is headed by Henry A. Ash, Thomas F. Carne, Martin J. O'Mea and Ralph Renick and has no other broadcast interests (see WJPR(TV) Lynchburg, Va., above). WVFT(TV) is on ch. 27 with 1230 kw visual, 123 kw aural and antenna 2,050 feet above average terrain.

WXOK(AM) Baton Rouge □ Sold by Winnfield Life Broadcasting Corp. to Citywide Broadcasting Corp. for \$1,000,000. **Seller** is headed by Ben D. Johnson and has no other broadcast interests. **Buyer** is headed by Peter Moncrieffe and Willie E. Tucker and is licensee of KQXL-FM New Roads, La. WXOK(AM) is on 1460 khz with 5 kw days and 1 kw nights.

For other proposed and approved sales see "For the Record," page 46.

SCI avoids Chapter 11 at 11th hour

Sale of one or more stations likely before end of two-year reprieve; George Gillett's next decision: whether to restructure Gillett Holdings

SCI Television, the largest group of CBS affiliates outside the network's owned stations, was just hours shy last week of filing for bankruptcy. But through the same intense negotiations and maneuvering that have gone on since early October, when SCI TV missed both a bank repayment and the interest due on some bonds, the company completed an exchange offer replacing almost all those bonds with new securities.

The restructured SCI TV now has deferred—and slightly reduced, to roughly \$130 million—the first repayment on \$520 million of bank debt until two years from now. Equally important, it has reduced its ongoing cash outflow by exchanging \$85 million in cash-paying 16½% securities for noncash-paying securities, by eliminating a lease that was formerly held by SCI TV's two principal owners, Gillett Holdings (GHI) and Kohlberg Kravis Roberts & Co., and by capping the management fee paid to GHI.

George Gillett, whose operating control of the six-station group has been undiminished by the financial restructuring, sought last week to downplay the impact of the preceding four months on the stations' operations: "We have not been withholding

money for capital spending or programming and have continued to manage the properties on a long-term basis.... In that regard I don't sense any significant changes in the way we would operate."

In fact, according to financial statements obtained by BROADCASTING, the company, as of Sept. 30, 1989, substantially increased its purchase of program rights compared to a year ago. "Reality" shows, such as *Inside Edition* and *Current Affair*, have been added in some markets.

So far, schedule changes, according to A.C. Nielsen results from the November sweeps provided by Katz Television, in general appear to have helped the group's viewership share, which had until then been declining. But, Gillett said, such rating results aren't likely to be translated into advertising revenue until the second quarter of this year.

Any revenue increases won't come too soon for the stations, whose net revenue through the first nine months of 1989 was down 5%, to \$161.3 million. Despite an even larger percentage decline in selling, general and administrative expenses of 22%, income from operations plus depreciation and amortization also fell, by \$7 million, to \$46.8 million.

Gillett said difficulties in several markets were primarily responsible for the revenue decline: "Ratings problems in San Diego

certainly had an impact on revenue, while the cost-per-point in Atlanta has declined. In Detroit, the boycott [associated with a labor dispute] did not have a huge impact, and that was settled in the fourth quarter."

Even if the ratings rebound continues for the group as a whole, it is not likely SCI Television will be able to grow enough cash flow by December of 1991 to make the roughly \$130 million bank principal repayment which the restructuring now calls for. Gillett said it is "fair to assume" the company will by then have sold one of the SCI stations, rather than try to refinance the debt. But, he added, it is "too premature to suggest which asset [would be sold]."

Among the big losers in the SCI TV restructuring was Gillett's other vehicle for broadcasting properties, Gillett Holdings (GHI). It was GHI that had invested close to \$80 million for SCI stock and was a 50% owner of SCI TV's operating equipment—leased back to the group owner for roughly \$27 million a year. Furthermore, management fees paid to GHI executives were cut back.

But even without the SCI TV problems, Gillett Holdings would be under review by bondholders who are currently trading the notes at substantial discounts to par value. Said one high-yield debt analyst for a major Wall Street firm, "Interest coverage [by cash flow] is low, and while GHI is not in trouble yet, it is already clear it is not going to be able to grow its way into repaying the debt.... The street's decision lead-time is very long these days."

GHI currently can cover its cash interest expense of roughly \$80 million a year but it is facing \$94 million of principal repayments in 1991 and \$203 million in 1992. Some analysts think the company will likely sell some TV stations as part of a debt restructuring. Gillett declined to comment on any plans: "We have considered a number of alternatives but have been too busy with other things.... For the the next few months we will consider something like GHI."

GHI's financial results—other operations besides TV stations include meatpacking and the Vail, Colo., ski resort—were, unlike SCI TV, up for the first nine months of the year with net revenue increasing 5%, to \$597 million, and operating income, plus depreciation and amortization, up 8% to \$42.6 million.

Net revenue for the three wholly owned TV stations were up only 1%, but the three stations consolidated in the financial results—WMAR-TV Baltimore and KSBW-TV Salinas and KSBY-TV Santa Barbara, both California—are NBC affiliates and thus suffered from comparisons against the prior year's 1988 Olympic advertising. Operating expense increases were also limited to 1%, and thus the stations' margin changed from a slight loss to a slight profit.

Not consolidated in the company's results, but effectively owned by GHI, is WTVT-TV Tampa-St. Petersburg, Fla., whose net revenue was off 7% in the first nine months. Ratings results in the November books were mixed, with WMAR-TV losing some ground, while WTVT-TV maintained its competitive position. —GF

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The Media

HDTV, regulatory updates top NAB convention agenda

Upcoming show in Atlanta will feature addresses by FCC's Sikes, TV network heads, and possibly President Bush

The National Association of Broadcasters annual convention this spring has the makings of a winner. NAB is promising the largest HDTV exhibit ever, more than 60 management, sales and promotion panels for radio and television, a major address by FCC Chairman Al Sikes and appearances by three TV network chiefs—ABC's Thomas Murphy, CBS's Lawrence Tisch and NBC's Robert Wright. And it's possible there may be a visit by President George Bush.

It is eight weeks and counting until Atlanta is overrun by the some 50,000 broadcasters and exhibitors who will assemble at the Georgia World Congress Center from March 31 to April 3. The convention kicks off Saturday, March 31, with an all-industry luncheon where NAB President Eddie Fritts will make his "state of the industry" address and present the association's "Dis-

Senate members will give their assessment of the political environment. Sunday morning, April 1, FCC Commissioners James Quello, Sherrie Marshall and Andrew Barrett, and Janice Obuchowski, head of the National Telecommunications and Information Administration, will share their views on regulatory matters.

For television broadcasters, the convention program devotes considerable attention to the ongoing debate over whether the telephone companies should be in the television business. A session called "Meet the RBOC's...Who Are They and What Are They Up To?" will be held on Sunday, April 1, and will include key officials from the seven regional Bell operating companies.

And the growing tension between cable and broadcasters is another area that is sure to dominate the meeting. A study commissioned by NAB and the National Association of Public Television Stations on cable-broadcaster relations will be released. Called "Building Bridges," it looks at

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tinguished Service Award" to Oregon broadcaster Bill Smullin, chairman and founder of California Oregon Broadcasting Inc. ("In Brief," Jan. 22).

The convention will wrap up with a gala black-tie dinner (a first for NAB) Tuesday night (April 3) for the 50th anniversary presentation of the George Foster Peabody Awards. This is the first time the convention has hosted that event. The awards are given annually by the University of Georgia for excellence in broadcast and cable programming. NBC's John Chancellor will be the master of ceremonies.

NAB's government relations agenda features several panels covering such topics as telco-cable, campaign advertising and radio license renewal legislation. Top House and

some of the joint ventures broadcasting and cable have undertaken in program production and promotion. And NAB has commissioned another study that will examine sports programming. NAB says it is not a "sports siphoning" study. Rather, it looks at the current marketplace and national contracts.

Coca-Cola Co. President and Chief Executive Officer Donald Keough will discuss management techniques at the Monday, April 2, television luncheon. Radio broadcasters will hear from author John Naisbitt at a Sunday, April 1, brunch. His book "Megatrends" was a bestseller. Former NFL star Fran Tarkenton, who is now a business consultant, is slated to speak to radio operators on Monday, April 2. And

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Dr. Ross Reck, management consultant and co-author of "The Win-Win Negotiator," is another speaker on Tuesday, April 3.

This year NAB is also launching a special program for foreign broadcasters. Scheduled for March 31, the afternoon sessions will cover such topics as who is buying commercial radio and TV in Europe and how to market commercial television in Europe.

Along with the earlier announced technology highlights, including the EBU/Eur-

eka digital audio broadcasting (DAB) demonstration (BROADCASTING, Feb. 5) and the HDTV exhibition at the INFORUM (located three blocks from main exhibition site), a few more new technology demonstrations were announced by NAB last week. Atlanta is one of the cities in the experimental fiber optic television distribution network that has been established by Bell Communications Research (Bellcore). That network will be routed to a special NAB display at the INFORUM, adjacent to the HDTV dis-

plays.

Also at the INFORUM will be a demonstration of new ghost-canceling technology developed by the Broadcast Technology Association of Japan. TV sets built with the special ghost-canceling decoders will be located at the BTA booth and at various sites in the Georgia World Congress Center. Four Atlanta stations, WAGA-TV, WATL(TV), noncommercial WPBA(TV) and WSB-TV, will be equipped with the BTA encoders during the show. —KM

First FCC cable 'field hearing' starts in L.A.

Cable advocates and critics scheduled to testify on medium's programming and service at first of three such meetings

The debate over whether (or to what extent) cable should be reregulated will be shifted from Washington to Los Angeles today (Feb. 12) for the first of three scheduled FCC "field hearings" on cable.

Some two dozen cable advocates and critics are slated to testify about cable programming and service before all four FCC commissioners at the Los Angeles City Hall.

The Los Angeles hearing and others planned for Orlando, Fla. (March 2), and St. Louis (March 15) are all part of the FCC's comprehensive look at cable since the medium was substantially deregulated by the Cable Communications Policy Act of 1984.

FCC Chairman Alfred Sikes, at the start of last Thursday's FCC meeting, heralded the Los Angeles hearing, saying the FCC has a responsibility to "go beyond the beltway" to gather information on issues of "widespread interest."

The FCC has launched a notice of inquiry to size up the industry and its impact on the video marketplace and a rulemaking that is likely to result in an increase in the number of systems subject to local rate regulation.

Also, in cooperation with the General Accounting Office, the FCC is conducting a survey of some 2,000 cable systems to determine how high cable rates have risen since deregulation.

The FCC tried to assemble witnesses that would provide a "balanced" view of cable, and, as far as the cable industry is concerned, it succeeded for the most part. Sev-

eral people recommended by the National Cable Television Association and the California Cable Television Association found their way onto the witness list.

Cable was not completely satisfied, however. One cable lobbyist criticized the FCC for spreading out cable's best witnesses across all six panels. "I think we would have preferred all cable's witnesses to be on one panel," he said. Putting them on separate panels "reduces our ability to make a completely coherent case about how the industry has fulfilled the promise of the Cable Act."

C.J. Hirschfield, vice president, industry affairs, California Cable Television Association, expressed concern that cable's positive message of program diversity and jobs would get lost in the complaints from cable's critics. "There are people with axes to grind who have a lot of economic incentive to urge the FCC to reregulate cable," she said. "I just hope people recognize where these people are coming from."

And Steve Effros, president of the Community Antenna Television Association, questioned whether the whole effort was worth the considerable time and money involved. "It's going to be a circus," he said. "Whenever a field hearing is held, you can rest relatively well assured that there is a political element involved. And therefore everybody is going to try to manipulate the hearing. I find them less than useful. I think the commission knows what everybody will say before they say it. Aside from generating headlines, I wonder what they are all about."

One cable representative was dismayed that William Rosendahl, vice president, government affairs, Century Communications, was slated to appear. Century has had a troubled history with cable regulators in the Los Angeles area. Two weeks ago, it was slapped with a \$504,000 fine by the City of Los Angeles for failure to build a public access studio.

Each of the witnesses will be assigned to one of six panels and limited to opening statements of between three and five minutes. FCC organizers limited the statements to leave plenty of time for questioning.

The series of panels—three in the morning and three in the afternoon—is to get under way after opening remarks by House Telecommunications Subcommittee member Carlos Moorhead (R-Calif.).

The panels: The "general" panel—Gwen Moore, California assemblywoman; James H. Smith, Times Mirror Cable, and

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chairman, California Cable Television Association; James Gabbert, owner KOFY-TV San Francisco, and president, California Broadcasters Association.

Caucus of Writers, Producers and Directors panel—Jerry Lieder, chairman and chief executive officer, ITC Entertainment Group; Edgar J. Scherick, president and executive producer, Saban/Scherick Productions; Marcy Carsey, Carsey-Werner Co.; Thomas Carter, director and executive producer, *Equal Justice*; Leonard Hill, Leonard Hill Films.

Major studios—Hal Richardson, senior vice president, pay TV, Walt Disney Co.; Mel Harris, president, Paramount TV Group; Robert Hadl, general counsel, MCA Inc.; Edward Bleier, president, domestic pay TV, animation and network features, Warner Bros. Inc.

Cable and program supply panel—Robert Thomson, vice president, government affairs, Tele-Communications Inc.; Robert Johnson, president, Black Entertainment Television; Michael Cortese, president, Wescom Communications; Milton Maltz, chairman and chief executive officer, Maltz Communications.

Access to program supply panel—Michael Pandzik, National Cable TV Cooperative; Lionel Wilson, mayor of Oakland, Calif.; George Ring, chairman, Cross Country Telecommunications Inc.; Edward Quinn, vice president and general manager, KGTW(TV) San Diego.

Local issues—Susan Herman, general manager, department of telecommunica-

tions, city of Los Angeles; William Rosen-dahl, vice president, government affairs, Century Communications Corp.; William Cullen, president, United Cable Television of Los Angeles; Max Salter, mayor of Beverly Hills; Alex Fiore, mayor of Thousand Oaks, Calif.

In addition to the four commissioners, nine other FCC officials will be attending the Los Angeles hearing: Lauren (Pete) Belvin, legal aide to FCC Chairman Alfred Sikes; Robert Pettit, general counsel; Robert Pepper, chief, Office of Plans and Policy; Roy Stewart, chief, Mass Media Bureau; Lorrie Secrest, director, Office of Public Affairs; Patty Smith, chief, consumer and small business division, OPA; Robert Branson, aide to Commissioner Andrew Barrett; Peter Ross, aide to Commissioner Sherrie Marshall, and Brian Fontes, aide to Commissioner James Quello.

The subsequent hearings will not draw such a large crowd—at least not from the FCC. Only two of the commissioners are expected for each of the remaining two. Quello and Marshall are set for the Orlando hearing, which is to be held in the council chambers in city hall. Sikes and Barrett are slated to attend the St. Louis meeting at the Washington University School of Law.

Secrest and Smith, who are charged with handling logistics and press relations, and Pepper are scheduled to attend all three hearings.

According to one FCC official, the three hearings will cost the agency between \$25,000 and \$30,000. —HAJ

PBS adopts revised assessment and program pricing

Plan seeks 'level playing field' among stations and to make programs more affordable to smaller outlets

Meeting at its Alexandria, Va., headquarters last week, the Public Broadcasting Service board of directors unanimously approved a revised dues assessment and program pricing policy that will "level the playing field" among stations "and lead to the creation of more kinds of programming for more stations," said noncommercial KCTS-TV Seattle President Burnill Clark, who headed the nearly two-year review of the issue.

Making PBS's National Program Service schedule affordable for more stations is the primary objective of the new policy, said Michael Hobbs, PBS senior vice president, policy and planning. Because federal support for noncommercial TV has remained virtually flat for several years, while production costs continued to rise, "we have seen more smaller stations using less and less of the National Program Service," he said.

Whereas the old formula for deciding how much each station paid was based mainly on the size of its budget, the new and more complex formula will also include a "population component" that should indicate, said Hobbs, the value of the service—its ability to draw support—in that market, and thereby reflect the station's potential ability to pay. Indeed, just as some small market stations have been unable to pay for major series, such as *American Playhouse*, some of the larger market stations have told PBS, said Hobbs, that their current local monetary support would allow them to spend a larger proportion of their budgets to obtain the entire schedule.

The second objective of the plan, Hobbs said, is to change the current disparities between what the largest stations are paying (sometimes between 6%-8% of their budgets) and what the smallest stations are paying (up to 25%-30% of their budgets) to receive PBS programming.

To provide "relief" to the small stations without unduly burdening stations facing cost increases, the plan includes transition language limiting PBS assessment increases to .5% of a station's budget each year for five years (fiscal years 1991-95). In the sixth year, the new formula would be in full swing. Since most stations face no more than 4% total increases, he said, few will not have reached the full transition by year six. During the early stages of the transition, PBS would help direct new income from the assessment increases to stations most in need of assessment relief. Toward the end of the transition, PBS would also seek to help "the stations in the middle."

If more stations in fact grow toward their potential—that is, air more of PBS's strongest programs and attract more public and private funding—the entire system will see more aggregation of funds to produce national programming, said Hobbs. —PDL

Fox affiliation changes in Nashville

Act III's WZTV buys programming, affiliation from MT's WXMT

The Nashville television market, which has suffered through several years of flat or near-flat advertising sales, lost one of its two mainstream independent stations last week. Fox affiliate WXMT(TV) sold the rights to most of its entertainment and sports programming inventory, including the Fox affiliation, to WZTV(TV), ch. 17, owned by Act III Communications.

WXMT, acquired by MT Communications from the TVX Broadcast Group two years ago, also sold WZTV the rights to such shows as Paramount's *Arsenio Hall Show*, *Star Trek* and *Family Ties*, the *Disney Afternoon* children's block and various movie packages and off-network properties.

Also shifting from WXMT to WZTV are telecasts of Cincinnati Reds baseball. According to U. Bertram Ellis Jr., president and chief executive officer of Act III Broadcasting, the current Reds television rights contract has another two years to run.

The deal, observers of the market say, will secure WZTV's position as the dominant independent in Nashville. Until now, the Act III-owned station had been considered the stronger of the two stations. WXMT had hoped its Fox affiliation would make it more competitive. But the station failed to climb higher than an average 4 share (sign on to sign off) in recent sweeps periods.

That level of viewership wasn't enough

to justify the high costs of the programming the station had acquired, sources said. "I think the real story here is the market just won't support two mainstream independents," said one market observer.

Several years ago, Nashville, with approximately \$80 million in annual television revenue, was viewed as a booming Southern city that had plenty of room for its five commercial television outlets. "Five years ago this market was perceived as a second Atlanta," said a television executive in the market. "But now the bloom may be off the rose. Revenues have been flat to declining the past few years."

The market's volatility is illustrated by the fact that four of its five television stations have been sold in the last two years. Last year, Gillett sold WSMV(TV), the NBC affiliate, to Cook Inlet Communications for \$125 million, and Knight-Ridder sold ABC affiliate WKRN-TV to Young Broadcasting of Nashville for \$42 million.

In 1988, Act III bought WZTV from Multimedia for \$14.5 million and MT Communications bought WXMT from Southwest Multimedia for \$5.8 million. Sources in the market said two of the three network affiliates did not meet their sales projections for 1989.

Ellis said last week that he and MT's Thompson "have been talking for some time" about a possible deal, "given the difficulties of five stations surviving in a market the size of Nashville." □

Turner says NAB leading Fifth Estate down 'blind alley' on must carry

TBS sends legal memo to NAB saying association's if carry/shall pay proposal would not survive constitutional challenge; memo also sent to Hill in hopes opinion will discourage Congress from supporting proposal

Turner Broadcasting System offered the National Association of Broadcasters something rather rare in Washington: free legal advice.

Turner sent NAB President Eddie Fritts last week a four-page memo prepared by Turner's Washington communications lawyer that concludes the "if carry/shall pay" proposal the NAB wants to turn into law violates the First Amendment and "would not survive judicial challenge."

Turner's largess was not altruistic. Bert Carp, vice president, government affairs, Turner, said he hopes the NAB will heed his lawyer's advice and save everyone a lot of time and money by dropping the "if carry/shall pay" proposal. "This is a kind of blind alley," he said.

Carp also apparently hopes the opinion will discourage Congress from supporting the proposal when NAB begins pushing it. Copies of the memo were sent to members of the Senate Commerce Committee and the House Telecommunications Subcommittee.

The memo would serve as an outline for a suit challenging an "if carry/shall pay" law, but Carp said the memo should not be viewed as a threat. "I just think it's an observation."

NAB's response: "No thanks."

Jeff Baumann, general counsel, NAB, said Turner's "constitutional analysis is not at all persuasive."

According to Baumann, the NAB has already done its own analysis and concluded that an "if carry/shall pay" law could pass muster in the courts if it is "narrowly drawn" and supported by congressional findings that carriage requirements and compensation are in the public interest.

The fact that the proposal gives cable the option of carrying local signals increases its chances of prevailing in the courts. "It doesn't require the cable operators to do anything," he said.

As it is now being talked about, the "if carry/shall pay" proposal would not require cable systems to carry any stations but it would require them to carry all signals if they chose to carry any one. It would also require cable systems that carry the full complement of local signals to pay the broadcasters a percentage of their

basic revenues. Some proponents have set that percentage as high as 20%.

Drafting a constitutionally sound must-carry law that would simply require cable systems to carry some number of local broadcast signals is possible, said Bruce Sokler, of Mintz, Levin, Cohn, Ferris, Glovsky and Popeo, who wrote the memo. But drafting one that also requires cable systems to pay for the signals is not, they said.

"It is the addition of the pay that makes this really doomed," Sokler added. "That is the lead weight that sinks it."

The idea of must carry has been constitutionally suspect since 1985, when the U.S. Court of Appeals struck down the FCC's long-standing must carry rules as a violation of cable operators' and cable programmers' First Amendment rights.

For the sake of inter-industry harmony, the cable industry agreed with the broadcasting industry on a watered down set of mustcarry rules, which the FCC adopted. But they, too, failed to satisfy the appeals court.

The National Cable Television Association and the NAB had been working together to come up with language for a basic must carry law and a rationale for it that, they hoped, would help it pass constitutional muster. But that effort ended in January when the NAB adopted the "if carry/must pay" proposal at its Palm Springs, Ca., board meeting last month and began making plans to push it in Congress.

The NAB proposal is "a naked grab for incremental revenues," the Sokler memo says. "It is this aspect of the proposal that makes the already difficult task of design-

ing a constitutional rationale for must carry, in our view, insurmountable."

The memo anticipates that NAB will try to support the proposal by arguing that it advances a governmental interest. For instance, it says, proponents may "claim that the proposal seeks to promote community oriented television and the public's access to it."

"Although this purported interest may possess a superficial legitimacy, the burden falls on the government to prove the validity of its interest," the memo says. "A major difficulty in doing so is that cable already provides access to local broadcasting signals, and the NAB proposal goes beyond mandating signal carriage to legislating a new and additional revenue stream. No amount of disguising can mask the fact that the actual purpose of the NAB proposal is economic rather than altruistic."

The memo concludes that the proposal is so "clearly unconstitutional that one must suspect it is being advanced for reasons other than its ultimate implementation into law."

The NAB does not have to take Turner's or Sokler's word about the proposal, Carp said. "This is the kind of result you would get out of any grey-haired constitutional lawyer."

Carp maintained that everyone would be better off if NAB gave up on "if carry/shall pay" and returned with cable to the negotiating table to develop a mutually acceptable "must carry" proposal.

"This is just silly," said Carp. "This emperor just doesn't have any clothes on."

-HAJ

Changing Houses. Representative Tom Tauke (right) made it official last week and announced his candidacy for the Senate. The Iowa Republican formed an exploratory committee last year to determine if a bid against incumbent Democrat Tom Harkin was viable. "In short, what we began a year ago is now a campaign ready to deliver a message to Iowa...ready to spell out a vision for our state...ready to work for an idea of government which reflects the views and values of Iowans," said Tauke.

The congressman is a key player on the House Telecommunications Subcommittee, having influenced the outcome of many decisions affecting the broadcast and cable industries. He has been a staunch proponent of broadcast deregulation.



Justice comes down against ABC on Cuba

Department wants court to deny network's request to repeal economic sanctions that would keep it out of Pan Am Games

The Justice Department says the U.S. District Court in the Southern District of New York should reject ABC's request and stay out of a "delicate area of foreign affairs" involving the economic sanctions the U.S. has imposed on Cuba under the Trading with the Enemy Act. Unless the court spurns Justice's advice, ABC would probably lose the right to broadcast the 1991 Pan American Games, to be held in Havana. ABC has offered \$8.7 million for the broadcast rights.

ABC sued the U.S. Treasury Department last December in an effort to gain the permission needed to pay the fee, \$6.5 million of which would go to Cuba—to help pay for the staging of the games—and the remainder to the Pan American Sports Organization. Treasury says the payment to Cuba would violate the TWEA ban on paying hard currency to that country. But ABC says that the payment would fall within an exception to the Cuban embargo contained in a 1988 amendment to the TWEA—an amendment that speaks of "publications, films, posters...or other informational materials."

Not so, says Justice. The amendment, it contends, "created a narrow exception for tangible informational materials," which did not include transactions involving "intangible items like 'telecommunications transmissions' or materials to be created, if at all, in the future." And that interpretation of the amendment by Treasury, Justice contends, is consistent with Congress's language, which, the brief says, refers to "something that is a physical or corporeal work in existence."

Justice says ABC's alternative argument—that its proposal falls within a general or specific "license" from Treasury—should also be rejected. It says that Treasury's Office of Foreign Assets Control, "exercising its broad discretion, has established exceptions to the Cuban embargo, and interprets them as not including transactions involving the payment of royalties or rights fees." The brief adds that "the Executive Branch, through OFAC, has stated that the granting of a specific license for ABC's monetary arrangement would undermine the interests of the United States."

Then it says: "This court should therefore reject ABC's request that the court intrude in this delicate area of foreign affairs—an area entrusted almost exclusively to the Executive—to order relief that is in direct contradiction to the economic sanctions program." Justice says the Executive's interpretation of a statute "is entitled to great deference," particularly in foreign policy matters. "A ruling by the court contrary to OFAC's interpretation," Justice says, "would raise the very problem Congress sought to avoid—conflicting voices

speaking for the United States in the international arena."

Furthermore, Justice notes that Treasury has told ABC the law and regulations do not completely bar the network's coverage of the games. The options it says have been suggested to ABC include making payments to a blocked account, coverage on a nonexclusive basis, and acquisition of videotapes of the games for broadcast in the U.S. But none is acceptable, either to Cuba or ABC.

Disbursements from a blocked account

would be under the control of the U.S. government. And Cuba would be concerned about receiving the money it needs for staging the games. Coverage on a non-exclusive basis would mean simply sending crews to Cuba, and would not enable ABC to do the kind of coverage exclusive rights would make possible. And ABC, sources say, would not be comfortable relying on videotapes of the games by Cuban television. Conceivably, ABC would find itself airing victories by Cuban athletes and little for Americans to cheer about. —LZ

Hostetter answers Dingell complaints

Not everybody is a bad guy, at least not Continental Cablevision. In a letter last week from Continental Cablevision Chairman and Chief Executive Officer Amos Hostetter to House Energy and Commerce Committee Chairman John Dingell (D-Mich.), the cable executive outlined some of the improvements his company has made in the area of customer service. "Although the cable industry has experienced many customer service problems during a period of very rapid growth, I hope that you and your colleagues will not overlook the fact that real efforts are being made to improve customer service," wrote Hostetter.

Hostetter was responding to growing political pressure and criticism from Capitol Hill. Last month, Dingell, in a speech to the U.S. Conference of Mayors, called for cable reregulation (BROADCASTING, Jan. 29). The chairman also blasted the industry for its customer service practices, referring to them as an "oxymoron." Continental is the fourth largest cable MSO and has systems in Michigan, including Dearborn Heights (near Dingell's district).

According to Hostetter, Continental spends "almost \$2,000 a year per employee

on training and has training facilities in most operating regions," which did not exist prior to deregulation in 1984. He cited some of the specific activities his company has undertaken. "At our \$1.2 million training facility in Portsmouth, N.H., we offer more than 24 classes which provide state-of-the-art technical training for service technicians and customer service representatives." And a similar facility is under construction in southern California, he said.

Since deregulation, Continental has been able to expand the hours for installation and repair services. "Throughout New England, where Continental has its greatest concentration of customers, early morning, late-night and weekend service and installation are also standard," explained Hostetter. The MSO has also improved its phone systems. It spent \$1.5 million on a state-of-the-art phone system to handle calls. "In Dearborn Heights, Michigan, Continental employees answer phones until 10 p.m. seven days per week," wrote Hostetter. The hours for walk-in customers there have been expanded until 7 p.m. weekdays and until 5 p.m. Saturdays.

Driving home his point even further, Hostetter cited a 1989 Walker Research survey that showed that three-fourths of Continental customers rated their overall service as very good or excellent. He said: "Eighty percent of the respondents characterized our performance in completing installations and repairs as very good or excellent. And more than three-fourths gave our customer service representatives very good or excellent marks for courtesy and helpfulness. When Continental customers were asked to compare our service with that of their local telephone company, 90% responded that the quality of cable customer service was equal to or better than that of their local telephone company."

Moreover, Hostetter included 40 letters from Continental customers reflecting their satisfaction with the company. And he invited Dingell to meet with Continental employees in Dearborn Heights, "so you can hear directly from them about the efforts we're making to be responsive to our customers. I think you'll be favorably impressed with what's being done." —KM



Amos Hostetter

For the Record

As compiled by BROADCASTING from Feb. 1 through Feb. 7 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

Ownership Changes

Applications

- WPKY(AM) Dora, AL (BAL891226EC; 1010 khz; 5 kw-D)—Seeks assignment of license from Casey and Perkins Broadcasting to Paul Tate Johnson for no financial considerations. Seller is headed by Kenneth Casey and has no other broadcast interests. Buyer has no other broadcast interests. Filed Dec. 26, 1989.
- WSGG(AM) Scottsboro, AL (BAL891221EB; 1330 khz;

5 kw-D)—Seeks assignment of license from KEA Radio Inc. to Bonner and Carlie Enterprises for \$176,000. Seller is headed by Ronald H. Livengood who has CP for WLLK(FM) Somerset, KY. Buyer is headed by Kenneth F. Bonner and Richard Carlie and has no other broadcast interests. Filed Dec. 21, 1989.

■ KLFF(AM) Glendale and KONC(FM) Sun City, both Arizona (AM: BTC900117EC; 1360 khz; 5 kw-D; 1 kw-N; FM: BTCH900117ED; 106.3 mhz; 3.5 kw; ant. 400 ft.)—Seeks assignment of license from Resource Media Inc. to Resource Media Inc. for \$625,000. Sale is transfer of stocks within company. Seller is headed by Steven M. Taslitz. Buyer is headed by Steven M. Taslitz. Resource Media Inc. has no other broadcast interests. Filed Jan. 17.

■ KEZQ-AM North Little Rock, AR (BAL900103EA; 1150 khz; 5 kw-D, 1 kw-N)—Seeks assignment of license from KEZQ Ltd. to Willis Broadcasting Corp. for \$250,000. Seller is headed by Robert Understein, Jason L. Shinsky, Bruce A. Eisen and James M. Weitzman. Understein has interests in WQSF(FM) Williamsburg, VA and WUPW(TV) Toledo, OH. Shinsky has interests in WUPW(TV) Toledo, OH; WSTU(TKTK) Stuart, FL; WZZO(FM) Bethlehem, PA, and WUSQAM-FM Winchester, VA. Eisen and Weitzman have interests in WUPW(TV) Toledo, OH; Sage Broadcasting, which is parent company to licensees of WNAQ(AM) Naugatuck, WLVH(FM) Hartford and WKHT(AM) Manchester, all Connecticut; WBSM(AM) New Bedford, MA; KMNS(AM)-KSEZ(FM) Sioux City, IA; WJJK(AM)-WBIZ(FM) Eau Claire, WXYZ(AM)-WSPT(FM) Stevens Point, both Wisconsin; WTAX(AM)-WDBR(FM) Springfield, IL; WKOL(AM)-WMVQ(FM) Amsterdam and WZFM(FM) Briarcliff Manor, both New York. 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; WGSP(AM) Charlotte. WBXB(FM) Eden-

ton, WKWQ(FM) Batesburg, WSRC(AM) Durham, WVRS(FM) Warrenton, WKJA(FM) Belhaven and WGTM(AM) Wilson, all North Carolina; WSFU-FM Union Springs and WAYE(AM) Birmingham, both Alabama; WWPB(FM) Marion, S.C.; WPZZ(FM) Franklin and WWCA(AM) Gary, both Indiana; WURD(AM) Philadelphia; WGNJ(FM) Alberta, WPCE(AM) Portsmouth and WFTH(AM) Richmond, all Virginia; WIMV(FM) Madison, FL; WESL(AM) East St. Louis, IL, and WTJH(AM) East Point, Ga. Filed Jan. 3.

■ KPBA-AM Pine Bluff, AR (BAL900108EC; 1270 khz; 5 kw-D)—Seeks assignment of license from Metropolitan Media Group Inc. to GGL Investments Inc. for \$55,830. Seller is headed by Carl Jones and Carlene Jones and has no other broadcast interests. Buyer is headed by John Gutierrez, Meyer Gottesman and Lavelle Langley. Filed Jan. 8.

■ KRWA-FM Waldron, AR (BALH900103GT; 103.1 mhz; 3 kw; ant. 235 ft.)—Seeks assignment of license from Good News Broadcasting Corp. to Waldron Community Broadcasting Corp. for \$108,165.37. Seller is headed by Chester A. Coco and has no other broadcast interests. Buyer is headed by David Morrison, Robert E. Yoes and Stephen Marino. Waldron Community Broadcasting Corp. has application pending to purchase KZKZ(AM) Greenwood, AR. Filed Jan. 3.

■ KTME(AM) and KRQK(FM) Lompoc, CA (AM: BAL891222EB FM: BALH891222EC; 100.9 mhz; 510 watts; ant. 800 ft.)—Seeks assignment of license from Crystal Broadcasting Inc. to Nova Broadcasting-Santa Maria for \$1.472 million. Seller is headed by Manley P. Caldwell and Carol Benton Peterson and has no other broadcast interests. Buyer is headed by Gregg Peterson and has no other broadcast interest. Filed Dec. 22, 1989.

■ KDIA-AM Oakland, CA (BTC900105EE; 1310 khz; 5 kw-U)—Seeks assignment of license from Ragh Inc. to John Broomfield for no financial consideration. Seller is

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headed by Ragan Henry, who, through various companies, is licensee of WDIA(AM)-WHRK(FM) Columbus, OH; WKSG(FM) Mt. Clemens, MI; WMXB(FM) Richmond, VA; WWIN-AM-FM Baltimore and WTRX(FM) Marlow Heights, both Maryland; WQOK(FM) South Boston, VA; KDIA(AM) Oakland, CA; WCOS-AM-FM Columbia, SC; KCCV(AM) Independence, MO; WCMC(AM)-WZXL(FM) Wildwood, NJ; KJOI(FM) Conroe, TX, and WOWI(FM) Norfolk and WRAP(AM) Portsmouth, both Virginia. He also has interest in WHYY-FM Philadelphia; WHYY-TV Wilmington, DE, and WGER-FM Saginaw, MI. Buyer has no other broadcast interests. Filed Jan. 5.

■ KSES(AM) Yucca Valley, CA (BAL891226ED; 1420 khz; 1 kw-D)—Seeks assignment of license from Lambda Broadcasting Corp. to Craig Broadcasting Corp. for \$365,000. Seller is headed by Courtney Platau and has no other broadcast interests. Buyer is headed by Richard C. Blum and Pearl V. Blum. Filed Dec. 26, 1989.

■ KKGZ(AM) Brush, CO (BAL891214EA; 1010 khz; 5 kw-D; DA-N)—Seeks assignment of license from Claud and Margaret E. Pettit, husband and wife, to Brush Radio Inc. for \$250,000. (Sale includes KKDD(FM), see "Changing Hands," Jan. 29). Sellers have no other broadcast interests. Buyer is headed by Robert D. and Marjorie M. Zellmer, husband and wife, who own KDMN(AM) Bueno Vista, KGRE(AM) Greeley and KRDZ(AM)-KATR(FM) Wray, all Colorado. Filed Dec. 14, 1989.

■ KFEL(AM) Pueblo, CO (BAL900105EF; 970 khz; 1 kw-D)—Seeks assignment of license from American Sunrise Communications to Guardian Communications Inc. for \$5,612,499. Purchase includes WCCD(AM) Parma and WTSJ(AM) Cincinnati, both Ohio; WFEL(AM) Towson, MD, and KKIM(AM) Albuquerque, NM. Seller is headed by John M. Boyd, who has interest in KTSJ(AM) Pomona, CA. Buyer is headed by Mark F. McNeil and Richard A. David (see KFEL[AM] Pueblo, CO.) Filed Jan. 5.

■ WDOV(AM)-WDSO(FM) Dover, DE (AM: BAL900116EG; 1410 khz; 5 kw-U; FM: BAL900116EH; 94.7 mhz; 50 kw, ant. 380 ft.)—Seeks assignment of license from Dover Broadcasting Inc. to Benchmark Radio Acquisition for \$4 million (see "In Brief," Jan. 22). Seller is headed by Joel Hartson and Barry Dickstein who have interests in WSUB(AM)-WQGN-FM Groton, CT; WFGP-AM-FM Atlantic City, NJ; WKRS(AM)-WXLG(FM) Waukegan, IL; WTLB(AM)-WRCK(FM) Utica, NY; WBBW(AM)-WBBG(FM) Youngstown, OH; WZRT(FM) Rutland, VT, and WLAZ(FM) Naples, FL. Buyer is headed by Bruce R. Sutliff and Phillip Rainwater who each have 10% interest KCVR(AM)-KWIN(FM) Lodi, CA. Filed Jan. 16.

■ WXYX-AM Cypress Gardens, FL (BAL891214EB; 1360 khz; 5 kw-D, 2.5 kw-N, DA-2)—Seeks assignment of license from Seehafer Broadcasting Corp. to Florida Community Radio Inc. for \$300,000 (see "Changing Hands," Jan. 1). Seller is headed by Don Seehafer who also owns KWEB(AM)-KRCH(FM) Rochester, MN, WGEZ(AM) Beloit, WQMT(AM)-WQTC-FM Manitowish and WXCQ(AM)-WYCO(FM) Wausau, all Wisconsin. Buyer is headed by Stephen W. Samet, George Allen and Bruce Cox. Samet owns WZOE-AM-FM Princeton, IL. Allen owns KLGA-AM-FM Algona, IA, and is 40% stockholder of KHUB(AM)-KFMT(FM) Fremont, NE. Filed Dec. 14, 1989.

■ WHFE(FM) Lakeland, GA (BTCH900111HD; 105.9 mhz; 3 kw; ant. 100 ft.)—Seeks assignment of license from Hanson R. Carter to Bennie E. Hewett for \$100. Seller has no other broadcast interests. Buyer is 100% shareholder of WLBA Inc., licensee of WLBA(AM) Gainesville, GA; 100% shareholder of WHOD Inc., licensee of WHOD-AM-FM Jackson, AL; 75% shareholder of WNGA Inc., licensee of WNGA(AM) Nashville, GA. Filed Jan. 11.

■ KAHU(AM) Hilo, HI (BAL900112EC; 1060 khz)—Seeks assignment of license from Wendell J. Kaehua to KANI Communications Inc. for \$1. Seller has no other broadcast interests. Buyer is headed Frederick H.K. Baker, Haunani Y. Baker, Ilona P. Arevalo and Stephen E. Thomas. Filed Jan. 12.

■ KHLO(AM) Hilo, HI (BAL891227EC; 850 khz; 5 kw-U)—Seeks assignment of license from Mid-Pacific Broadcasting Co. to Li Hing Mui Inc. for \$190,000. Seller is headed by Michael and Patricia Linch. Buyer is headed by Philip L. Brewer and Rhonda E. Brewer. Philip Brewer owns KKBG-FM Hilo, HI. Filed Dec. 27, 1989.

■ KRIB-AM Mason City, IA (BAL900104EB; 1490 khz; 1 kw-U)—Seeks assignment of license from Boyd Communications Inc. to Chesterman Co. for \$250,000. Seller is headed by Russell C. Boyd and Edward R. Boyd and has no other broadcast interests. Buyer is headed by Cy B. Chesterman, Cy W. Chesterman, Nancy Chesterman, Nancy C. Smith and J. Thomas Nelson and has no other broadcast interests. Filed Jan. 4.

■ WKGA-AM Zion, IL (BAL891228ED; 1500 khz; 500 w-D)—Seeks assignment of license from Liberty Broadcast-

ing Co. to North Shore Broadcasting Group Inc. for \$175,000. Seller is headed by Burton J. Sherwood and Patrick Mullady Sr. and has no other broadcast interests. Buyer is headed by Robert C. Jeffers and David M. Galsinski and has no other broadcast interests. Filed Dec. 28, 1989.

■ WGEN-AM-FM Geneseo, IL (AM: BAL900103GH; 1500 khz; 250 w-D; FM: BALH900103GI; 104.9 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Geneseo Broadcasting Co. to Coleman Broadcasting Co. for \$481,900 (see "Changing Hands," Feb. 5). Seller is headed by Joseph and Mary Lobato and has no other broadcast interests. Buyer is headed by Roger H. Coleman and Marilyn J. Coleman. Filed Jan. 3.

■ WIOU(AM)-WZWZ(FM) Kokomo, IN (AM: BTC891229HG; 1350 khz; 5 kw-D; 1 kw-N; FM: BTCH891229HH; 92.7 mhz; 3 kw; ant. 340 ft.)—Seeks assignment of license from Caravelle Broadcast Group to Tomlin & Company Inc. for \$10. Purchase is transfer of all class B shares from Caravelle to Tomlin & Co. Purchase includes WSFL-AM-FM New Bern, NC; WKCN(AM) Dorchester Terrace-B, SC; WDXZ(FM) Mt. Pleasant, SC, and WJIR(FM) Rutland, VT. Seller is headed by Howard L. Schrott. Buyer is headed by Donald R. Tomlin Jr. and Patrick L. Tomlin and has no other broadcast interests. Filed Dec. 29, 1989.

■ KWOF(AM) Waterloo, IA (BTC900108EA; 850 khz; 500 w-D)—Seeks assignment of license from Life-Unlimited Communication Corp. to Life Unlimited Communication Corp. for no financial consideration. Seller is headed by Jeffrey D. Smith and Melene Facciani and has no other broadcast interests. Buyer is headed by Jeffrey D. Smith and Debra B. Smith, husband and wife. Filed Jan. 8.

■ WBPA(AM) Elkhorn City, KY (AM: BTC900112EE; 1460 khz; 5 kw-D; FM: BTCH900112EF; 103.1 mhz; 3 kw; ant. 1,530 ft.)—Seeks assignment of license from White Water Broadcasting Inc. to Gary K. Justice for \$268,303. Seller is headed by Kenneth Osborne and has no other broadcast interests. Buyer is 75% shareholder of Cumberland Publishing Co., licensee of WLSI(AM) Pikeville, KY. Filed Jan. 12.

■ WXOK(AM) Baton Rouge (BAL900119EC; 1460 khz; 5 kw-D 1 kw-N)—Seeks assignment of license from Winnfield Life Broadcasting Corp. to Citywide Broadcasting Corp. \$1 million. Seller is headed by Ben D. Johnson and has no other broadcast interests. Buyer is headed by Peter Moncrieffe and Willie E. Tucker and is licensee of KQXL-FM New Roads, LA. Filed Jan. 19.

■ WPFT(TV) Baton Rouge (BAPCT900109KI; ch. 44; 5,000 kw-V; ant. 502 ft.)—Seeks assignment of license from Parish Family TV Ltd. to Galloway Media Inc. for \$850,000. Seller is headed by Mignon T. Gautreaux and has no other broadcast interests. Buyer is headed by Sheldon H. Galloway and Karen G. Mire and has no other broadcast interests. Filed Jan. 9.

■ WVL-TV New Orleans (BALCT900122KH; ch. 4; 100 kw vis. ant. 1,000 ft.)—Seeks assignment of license from Loyola University to Rampart Operating Partnership \$102.85 million (see "Changing Hands," Jan. 1). Seller is headed by Rev. James Carter and has no other broadcast interests. Buyer is headed by J. Michael Early, Phillip Johnson, Jimmie B. Phillips, Debra A. Barnewold and Carol A. St. Martin, who are principals of Rampart Broadcasting Co. which is 99% owner of Rampart Operating Partnership. SMG/61 Corp. holds other 1% and is headed by Harvey Sandler, Eli S. Garber, Leon Meyers and Barry Lewis. Sandler and Barbara Lewis, wife of Barry Lewis, each own 20% interest in WRKL(AM) New City and WZFM(FM) Briarcliff Manor, both New York. Sandler, Barry Lewis and Kornreich are principals of Sandler Capital Management, which owns 12.6% interests in Multimedia Inc., 11.4% of Gray Communications Systems Inc. and 9.3% of Outlet Communications Inc. which collectively are licensees of WMAZ-AM-TV and WAYS(FM) Macon, GA; KEEL(AM)-KITT(FM) Shreveport, LA; KSDK(TV) St. Louis; WLWT(TV) Cincinnati; WFBC-AM-FM Greenville, SC; WBIR-TV Knoxville, TN; WEZW(FM) Wauwatosa; WALB-TV Albany, GA; WJHG-TV Panama City, FL and KTVE(TV) El Dorado, AR; WTOP(AM)-WASH(FM) Washington; WATL(TV) Atlanta; WXIN(TV) Indianapolis; WCMH-TV Columbus, OH, and WJAR(TV) Providence, RI. Filed Jan. 22.

■ WFHN(FM) Fairhaven, MA (BALH900116EJ; 107.1 mhz; 3 kw; HAAT: 328 ft.)—Seeks assignment of license from Sage Broadcasting Corp. of Fairhaven to Dover Broadcasting Inc. for \$4 million. Seller is headed by Leonard Fasser and Gerald Poch and has eight AM's and eight FM's. Buyer is headed by Joel Hartstone and Barry Dickstein (see WDOV(AM)-WDSJ(FM) Dover, DE above). Filed Jan. 16.

■ WRKR(FM) Portage, MI (BTCH891221HM; 107.7 mhz; 50 kw; ant. 500 ft.)—Seeks assignment of license from The Airborne Group Ltd. to Richard Zaragoza and Elise Zara-

goza for \$50,000. Application allows for issuance of additional common stock to new shareholders. Sellers are headed by Edward and Lois A. Sackley, husband and wife, and has no other broadcast interests. Buyers have no other broadcast interests. Filed Dec. 21.

■ KLID-AM Poplar Bluff, MO (BAL900104EA; 1340 khz; 1 kw-U)—Seeks assignment of license from Walker Communications Inc. to Morris Broadcasting Inc. for \$19,800. Seller is headed by Bruce W. Schnieder and William H. Frye, trustee in bankruptcy, and has no other broadcast interests. Buyer is headed by Harold Morris, Joyce Morris, Richie Morris and Randy Morris. Filed Jan. 4.

■ KMFM(FM) Memphis, MO (BALH891227GE; 96.7 mhz; 25 kw; ant. 300 ft.)—Seeks assignment of license from Samuel Berkowitz to Boyer Broadcasting Co. for \$72,500. Seller is headed by Samuel Berkowitz and has no other broadcast interests. Buyer is headed by Keith G. Boyer, Denise Boyer and Jeff Boyer and has no other broadcast interests. Filed Dec. 27, 1989.

■ WFEL(AM) Towson, MD (BAL900105EI; 1570 khz; 5 kw-D)—Seeks assignment of license from American Sunrise Communications to Guardian Communications Inc. for \$5,612,499. (Purchase includes WCCD[AM] Parma and WTSJ[AM] Cincinnati, both Ohio; KKIM[AM] Albuquerque, NM, and KFEL[AM] Pueblo, CO). Seller is headed by John M. Boyd (see KFEL[AM] Pueblo, CO). Buyer is headed by Mark F. McNeil and Richard A. David (see KFEL[AM] Pueblo, CO). Filed Jan. 5.

■ KEIN(AM)-KLFM(FM) Great Falls, MT (AM: BAL900116EA; 1310 khz; 5 kw-D 1 kw-N; FM: BALH900116EB; 92.9 mhz; 100 kw, and 450 ft.)—Seeks assignment of license from LITL Radio Enterprises to ADCOMM of Great Falls Inc. for \$650,000 (see "Changing Hands," Feb. 5). Seller is headed by Andris Baltins and has no other broadcast interests. Buyer is headed by Stephen M. Adams, who is 100% stockholder of KMBY Inc., licensee of KMBY-FM Seaside and KLAU(AM) Capitola, both California. Adams has 25% interest in both WGTU-TV Traverse City and WGTU-TV Sault St. Marie, both Michigan. Adams also heads ADCOMM IV Inc. which owns subsidiaries with interests in WLAV-AM-FM Grand Rapids, WBNZ-AM-FM Racine, WILX-TV Onondaga, WMTV(TV) Madison and WSAW-TV Wausau, all Wisconsin; KOOL-AM-FM Phoenix, AZ; KQUL(AM)-KZOK-FM Seattle; KHHI(FM) Boulder, CO; WKLL(AM) Wood River, and WHOI-TV Peoria, both Illinois; KEZK(FM) St. Louis; KCBQ-AM-FM San Diego; WWLP(TV) Springfield, MA; KISS(FM) San Antonio, KAUZ-TV Wichita Falls, and KOSA-TV Odessa, all Texas; WTRF-TV Wheeling, WV, and is proposed assignees of KORQ-AM-FM Abilene, KLSF-FM Amarillo and KMND(AM)-KNFM(FM) Midland, all Texas. Filed Jan. 16.

■ KKIM(AM) Albuquerque, NM (BAL900105EG; 1000 khz; 10 kw-D)—Seeks assignment of license from American Sunrise Communications to Guardian Communications Inc. for \$5,612,499. (Purchase includes WCCD[AM] Parma and WTSJ[AM] Cincinnati, both Ohio; WFEL[AM] Towson, MD, and KFEL[AM] Pueblo, CO.) Seller is headed by John M. Boyd (see KFEL[AM] Pueblo, CO). Buyer is headed by Mark F. McNeil and Richard A. David (see KFEL[AM] Pueblo, CO). Filed Jan. 5.

■ WBOO(AM) Forest City, NC (BAL891222EG; 780 khz; 1 kw-D)—Seeks assignment of license from Rutherford County Radio Co. to Holly Springs Baptist Church for \$150,000. Seller is owned by Stella Anderson, Stella A. Trapp and Katherine Anderson, who each have interest in WPNF(AM) Brevard, NC. Stella Anderson and Trapp also have interest in WIFN-AM-FM Elkin, NC. Buyer is headed by Wade H. Huntley, James Doyle Henson, Randy K. Kilby and Jimmy R. McEntyre and has no other broadcast interests. Filed Dec. 22, 1989.

■ WSFL-AM-FM New Bern, NC (AM: BTC891229HK; 1380 khz; 5 kw-D; FM: BTCH891229HL; 106.5 mhz; 100 kw; ant. 915 ft.)—Seeks assignment of license from Caravelle Broadcast Group to Tomlin & Co. Inc. for \$10. Purchase is transfer of all class B shares from Caravelle to Tomlin and Co. (Purchase includes WIOU[AM]-WZWZ(FM) Kokomo, IN; WKCN[AM] Dorchester Terrace-B, SC; WDXZ(FM) Mt. Pleasant, SC; and WJIR(FM) Rutland, VT.) Seller is headed by Howard L. Schrott. Buyer is headed by Donald R. Tomlin Jr. and Patrick L. Tomlin and has no other broadcast interests. Filed Dec. 29, 1989.

■ WCCD(AM) Parma, OH (BAL900105EH; 1000 khz; 500 w-D)—Seeks assignment of license from American Sunrise Communications to Guardian Communications Inc. for \$5,612,499. Purchase includes KKIM(AM) Albuquerque, NM; WFEL(AM) Towson, MD; WTSJ(AM) Cincinnati, OH; KFEL(AM) Pueblo, CO. Seller is headed by John M. Boyd (see KFEL[AM] Pueblo, CO). Buyer is headed by Mark F. McNeil and Richard A. David (see KFEL[AM] Pueblo, CO). Filed Jan. 5.

■ WRMR(AM) Cleveland, OH (BAL891228EA; 850 khz; 10 kw-D, 5 kw-N, DA)—Seeks assignment of license from

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Booth American Co. to Independent Group Ltd. for no financial considerations (see "Changing Hands," Jan. 1). Seller is headed by John L. Booth, Louise C. Booth, John L. Booth Jr., Ralph H. Booth II, Quim Meyer and Paul Shefferly. Booth American Co. owns WJLB(FM) Detroit, WSGW(AM) Saginaw and WIOG(FM) Bay City, all Michigan; WZZP(FM) South Bend, IN; WTOD(AM)-WKKO(FM) Toledo, OH; WSAI(AM)-WWNK(FM) Cincinnati and WRMR(AM)-WLTF(FM) Cleveland, both Ohio. Booth American owns Genesis Broadcasting Inc., licensee of KBTS-FM Killeen and KONO(AM)-KITY(FM) San Antonio, both Texas; KRZN(AM) Thornton and KXLT(FM) Denver, both Colorado; KSMJ(AM) Sacramento and KSFM(FM) Woodland, both California. John L. Booth, John L. Booth Jr., Ralph H. Booth II own WZPL(FM) Greenfield, IN. Buyer is headed by Thomas J. Embrescia, Tom Wilson and Larry Pollack and is licensee of WWWE(AM) and WDOK(FM) Cleveland, OH. Application for consent to assign WWWE(AM) is pending. Filed Dec. 28, 1989.

■ WWWE-AM Cleveland, OH (BAL891228EB; 1100 khz; 50 kw; U)—Seeks assignment of license from Independent Group Ltd. Partnership to Booth American Co. for no financial consideration (see WRMR(AM) Cleveland, above). Buyer is headed by John L. Booth, Louise C. Booth, John L. Booth Jr., Ralph H. Booth II, Quim Meyer and Paul Shefferly. Seller is headed by Thomas J. Embrescia, Thomas J. Wilson and Lawrence I. Pollock (see WRMR(AM) Cleveland, above). Filed Dec. 28, 1989.

■ WDON-FM Geneva, OH (BTCH900110GO; 104.9 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Ray-Mar Broadcasting Co. to Warren Jones for \$441,965 (see "Changing Hands," Feb. 5). Seller is headed by Donald Martin family and has no other broadcast interests. Buyer also owns WCDN-AM Chardon, OH. Filed Jan. 10.

Actions

■ KBCV(FM) Bentonville, AR (BALH891113HH; 98.3 mhz; 3 kw; ant. 339 ft.)—Granted app. of assignment of license from Rocky Haven Investment Inc. to KWCK Inc. for \$425,000. Seller is headed by Asa Hutchinson and has no other broadcast interests. Buyer is headed by Levoy Patrick Demaree, who is president and director and 88.35% shareholder of Demaree Media Inc. DMI is licensee of KFAY(AM) Farmington and KKEG-FM Fayetteville, both Arkansas; KXUS(FM) Springfield, MO; KZNG(AM)-KQUS(FM) Hot Springs, AR; WMBH(AM)-KKUZ(FM) Joplin, MO, and KFAY(FM) Huntsville, AR. Demaree is also president, director and sole shareholder of RLPD Inc., licensee of KKID-AM-FM Sallisaw, OK. Demaree is also president, director and 65% shareholder of Class Inc., licensee of KWCK-AM-FM Searcy, AR. Action Jan. 9.

■ KCIZ-FM Springdale, AR (BALH891010EC; 104.9 mhz; 3 kw; ant. 496 ft.)—Granted app. assignment of license from Moran Broadcasting Co. to Kelly Communications Inc. for \$850,000. Seller is headed by R.J. Moran and is licensee of KWON(AM) Bartlesville, OK and KJNE(FM) Hillsboro and KGTM(AM)-KNIN(FM) Wichita Falls, both Texas. Buyer is headed by James McCradden and is licensee of WXCL(AM) Peoria and WKQA(FM) Pekin, both Illinois. Action Jan. 11.

■ WKRL-FM Clearwater, FL (BALH891017GK; 97.9 mhz; 100 kw; ant. 649 ft.)—Granted app. of assignment of license from Gulf Coast Radio Inc. to Great American Television and Radio Co. for \$20 million. Seller is subsidiary of Sandusky Radio. Sandusky is licensee of KDKB(FM) Mesa, AZ; KKYV(FM) San Diego; KLSI(FM) Kansas City, MO; KEGF(FM) Fort Worth; and KLSY-AM-FM Bellevue, WA, and is headed by Dudley A. White. Buyer is licensee of WBRC-TV Birmingham, AL; KTSP-TV Phoenix, AZ; KROY(FM) Sacramento, CA; WTSP-TV St. Petersburg, FL; WKLS-FM Atlanta; WNDE(AM)-WFBQ(FM) Indianapolis; WRIF(FM) Detroit; WDAF-AM-TV-KYYV(FM) Kansas City, MO; WKRC-AM-TV-WKRQ(FM) Cincinnati and WTVN(AM)-WLWQ(FM) Columbus, both Ohio; KEX(AM)-KKRZ(FM) Portland, OR; WDVH(FM) Pittsburgh, PA; and WLZR-AM-FM Milwaukee, WI. Sandusky broadcast group is headed by Carl J. Wagner. Action Dec. 26, 1989.

■ WMTZ, Martinez, GA (BTCH891129GN; 94.3 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Patrick Blanchard to Randolph E. Watkins Jr. for \$150,000. Seller has no other broadcast interests. Buyer is headed by Blanchard and Randolph E. Watkins, who has no other broadcast interests. Action Jan. 17.

■ KMNS(AM)-KSEZ(FM) Sioux City, IA (AM: BAL891013EA; 620 khz; 1 kw-U; FM: BALH891013EB; 97.9 mhz; 62 kw; ant. 260 ft.)—Granted app. of assignment of license from Sage Broadcasting Corp. to Legend Communications for \$3,250,000 ("Changing Hands," Oct. 16, 1989). Seller is headed by Jerry Poch and is also selling WLVI(AM) Hartford, CT and WTAX(AM)-

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WDBR(FM) Springfield, IL. Sage also sold WLVH(FM) Hartford, CT, and WKOL-AM-FM Amsterdam, NY. Sage also bought WFOY(AM)-WUVU-FM St. Augustine, FL. Sage owns WKHT(AM) Manchester and WNAQ(AM) Naugatuck, both Connecticut; WBSM-FM Fairhaven and WBSM(AM) New Bedford, both Massachusetts; WCDL(AM)-WSGD-FM Carbondale, PA; WACO-AM-FM Waco, TX, and WRFB(FM) Stowe, VT. Buyer, headed by W. Lawrence Patrick, also owns WBVO(FM) Boyertown, OH, and is purchasing WSOM(AM)-WQXK(FM) Salem, OH ("Changing Hands," Sept. 11, 1989). Action Jan. 17.

■ KFKF(AM) Kansas City, KS (BAL891120EA; 1340 kHz; 1 kw)—Granted app. of assignment of license from KFKF Broadcasting Inc. to KCBR-AM LP for \$800,000. Seller is subsidiary of Sconnix Broadcasting, headed by Scott McQueen and is licensee of WMXJ(FM) Pompano Beach, FL; WLLR(FM) East Moline and WMRZ(AM) Moline, both Illinois; WIBC(AM) and WKLR(FM), both Indianapolis; KFKF-FM Kansas City, KS; WBMD(AM) Baltimore, WQSR(FM) Catonsville and WPTX(AM)-WMDM-FM Lexington Park, all Maryland, and WLNH-AM-FM Lacombe, NH. WPTX(AM) and WMDM-FM Lexington Park, MD have been sold, pending FCC approval. Buyer is headed by William R. Johnson and has no other broadcast interests. Action Jan. 17.

■ KGMC(TV) Oklahoma City, OK (BTCCT890519KF; ch. 34; 785 kw-V; ant. 1,209 ft.)—Granted app. of license from Seraphim Corp., debtor-in-possession, to Ted Baze for \$425. Sale is transfer of voting stock. Seller is headed by Seema Boesky, wife of convicted insider trader Ivan Boesky, and has no other broadcast interests. Buyer has no other broadcast interests. Action Jan. 8.

■ KGRLL(AM)-KKIQ(FM) Bend, OR (AM: BAL891024EC; 940 kHz; 100 kw-D; FM: BALH891024ED; 94.1 mhz; 100 kw; ant. 1,028 ft.)—Granted app. of assignment of license from Cascade Communications Corp. to Oak Broadcasting Inc. for \$100,000. Seller is headed by Bruce and Teri Engel and has interest in KMJK(FM) Lake Oswego and KVAN(AM) Vancouver, both Washington. Buyer is headed by Michael Mater and has no other broadcast interests. Action Jan. 17.

■ WEAZ-AM Philadelphia (BAL891122EC; 560 kHz; 5 kw-U; DA-2)—Granted app. of assignment of license from WEAZ-FM Radio Inc. to Salem Media for \$6.5 million ("Changing Hands," Dec. 4, 1989). Purchase price includes a covenant not to compete of unknown value and buyer shall assume certain liabilities and obligations of seller. Seller is headed by Gerald D. Lee and retains WEAZ-FM Philadelphia. Buyer is headed by Stuart W. Epperson who holds 50% interest on KFAX(AM) San Francisco and 37.4% interest on KXXX(FM) Delano, both California. Action Jan. 16.

■ WIJY(FM) Hilton Head, SC (BALH891114GO; 105.5 mhz; 3 kw; ant. 298 ft.)—Granted app. of license from Island Communications Inc. to WIJY Inc. for \$2,063,000 ("Closed Circuit," Nov. 27, 1989). Seller is headed by William G. Hudley and also owns WTMA(AM) Charleston and CP for WIJY(FM) Aiken, both S.C. Buyers are headed by Thomas Cookerly, former president of Allbritton Communications Corp.'s broadcast group and now head of his own consulting firm, and includes David Henderson, CEO of Outlet Communications; Tom Dougherty, senior vice president of Metromedia, and Howard Raycroft, of counsel to Hogan & Hartson, Washington-based communications law firm. Action Jan. 12.

New Stations

Applications

■ Basalt, CO (BPH891214ML)—Roaring Fork Radio seeks 106.1 mhz; .695 kw; 938 ft. Address: P.O. Box 5260, Avon, CO 81620. Principal is headed by Jerrell K. Davis, Ronald J. Mellon, Duane H. Capouch and W. Jeff Swenson. Davis, Mellon and Capouch each owns 33.3% of voting equity of Rocky Mountain Wireless Inc., licensee of KZYR(FM) Avon, CO. Filed Dec. 14, 1989.

■ Baldwin, FL (BPH891214MM)—Mae White seeks 105.7 mhz; 6 kw; 328 ft. Address: Broadcasting Partnership, 707 Newport St. Principal is headed by Charley Cecil White and Dianna Mae White and has no other broadcast interests. Filed Dec. 14, 1989.

■ Lumpkin, GA (BPH891214MO)—Georgia Women in Broadcasting seeks 99.3 mhz; 50 kw; 492 ft. Address: 2420 Sky Lake Dr., Columbus, GA 31904. Principal is headed by Yvette Horan Maynard and has no other broadcast interests. Filed Dec. 14, 1989.

■ Lumpkin, GA (BPH891214MK)—Dixie Broadcasting Corp. seeks 99.3 mhz; 50 kw; 492 ft. Address: 6917 Buckhorn Dr., Columbus, GA 31904. Principal is owned by Lynda Bacerra, Peter Bacerra and Michael White and

has no other broadcast interests. Filed Dec. 14, 1989.

■ Lumpkin, GA (BPH891214MI)—Radio Lumpkin, Inc. seeks 99.3; 50 kw; 492 ft. Address: P.O. Box 665, Broad St., Lumpkin GA 31815. Principal is owned by Mary Alice Butts, Robert W. Bishop Sr. Joseph McClure, C.A. McClure Jr. and Margaret Moore and has no other broadcast interests. Filed Dec. 14, 1989.

■ Des Moines, IA (BPED900102MB)—Iowa Acorn Broadcasting Corp. seeks 89.3 mhz; .1 kw. Address: 1930 Franklin, Des Moines, IA 50314. Principal is headed by Pauline Green, Lorenzo Jasso, Geraldine Jackson, Dana Denton, Virgil Douglas, Cathy Accordino and Nadine Hogate and has no other broadcast interests. Filed Jan. 2.

■ Fairfield, IA (BPED891228ME)—Fairfield Educational Radio Station seeks 90.5 mhz; .1 kw. Address: Parsons Hall, Rte. 1 North, Fairfield, IA 52556. Principal is headed by William Goldstein, Paula West and Kenneth West and has no other broadcast interests. Filed Dec. 28, 1989.

■ Jamestown, NY (BPED900105MG)—Western New York Public Broadcasting Assn. seeks 89.7 mhz; 6 kw; 754 ft. Address: 23 North St., Buffalo, NY 14202. Principal is headed by Kevin I. Sullivan, Urban J. Pauly, Daniel A. Sirianni, Frank B. Mesiah, Anthony B. Martino and Gerard C. Miller, and is licensee of WEBR(AM)-WNED-FM-TV and WNEQ(TV) all Buffalo, NY. Filed Jan. 5.

■ Ashtabula, OH (BPH891207MJ)—Ashtabula FM Radio Inc. seeks 98.3 mhz; 3 kw; 328 ft. Address: 6502 Kerns Ct., Falls Church, VA 22044. Principal is owned by Cathleen Laugen and Thomas E. Rawlings and has no other broadcast interests. Filed Dec. 7, 1989.

■ Dyersburg, TN (BPED900104MC)—Mid-South Public Communications Foundation seeks 90.7 mhz; 100 kw. Address: 900 Getwell Rd., P.O. Box 241880, Memphis, TN 38124. Principal is headed by Robert J. Schroeder, Harry J. Phillips, John H. Petty III, Alfred Alperin and James W. Anderson and is licensee of WKNO-FM-TV, Memphis, TN; WNJC-FM Senatobia, MS; and is permittee of new FM at Jackson, TN. (BPED881214MO). Filed Jan. 4.

Actions

■ Newberry, FL (BPH861217MF)—Newberry Broadcasting Corp. seeks 100.5 mhz; 3 kw; 328 m. Address: 1210 NW 52nd Terrace, Gainesville, FL 32605. Principal is headed by Cornelia O. Stern and has no other broadcast interests. Filed Jan. 10.

■ Monticello, KY (BPH880112ME)—Monticello-Wayne County Media Inc. seeks 93.1 mhz; 1.05 kw; 168 m. Address: Rt. 1, Box 243B, Monticello, KY 42633. Principal is headed by Jill A. Mason and I. Wade Mason and has no other broadcast interests. Filed Dec. 12, 1989.

■ Bennington, NE (BPH871109MB)—M and K Communications seeks 93.3 mhz; 3 kw; 328 ft. Address: 423 North 47th St., Omaha, NE 68132. Principal is headed by Matthew D. Markel and Paul G. Krieger and has no other broadcast interests. Filed Dec. 26, 1989.

■ Sellersville, PA (BPED870514MN)—Bux-Mont Educational Radio Assoc. seeks 88.7 mhz; .1 kw-V; 133 m. Address: P.O. Box 2012, Warmintown, PA 18974. Principal is headed by Charles W. Loughery, Kenneth S. Crowther, Vicki A. Bailey, Frank W. Napurano, Ronald M. Ryzstogi and Charles H. Gainer and has no other broadcast interests. Filed Jan. 16.

■ Villanova, PA (BPED870402KA)—Villanova University seeks 88.5 mhz; .7 kw-V; 224 m. Address: Villanova PA, 19085. Principal is headed by Rev. John R. Aherne and has no other broadcast interests. Filed Jan. 16.

Facilities Changes

Applications

FM's

■ Howell, MI WHMI-FM 93.5 mhz—Dec. 20, 1989 application for CP to change ERP: 6 kw H&V; ant. 314 ft.

■ Cape Vincent, NY 94.7 mhz—Dec. 22, 1989 application for Mod of CP (BPH880505MA) to change to non-DA.

■ Eden, NC WWMY(FM) 94.5 mhz—Dec. 26, 1989 application for Mod of CP (BPH8807081A) to change DA pattern.

■ Sylvania, OH WWWFM(FM) 105.5 mhz—Dec. 26 application for CP to change ERP: 4.3 kw H&V.

■ Philadelphia, PA WKDU(FM) 7 mhz—Jan 3 application for CP to change ERP: 0.8 kw H&V; install new DA system.

■ Sellersville, PA 88.7 mhz—Dec. 11, 1989 application for Mod of CP (BPED870514MN) to operate new station as satellite of WRD(V)(tktkFM) (main studio).

■ Luray, VA WYFT(FM) 103.9 mhz—Jan. 12 application for CP to change ERP: 6 kw H&V.

■ West Point, VA WPIG(FM) 107.9 mhz—Dec. 21, 1989 application for Mod of CP (BPH870615MP) to change ERP: 6 kw H&V; change ant. 328 ft.; TL: 2.5 km ESE of Barhamsville, 0.27 km S. of Rte. 601, VA; install DA.

TV's

■ Boston, MA WGBH-TV ch. 2—Jan. 5 application for CP to change ant. 1,056 ft.; ERP: 1,465 kw H&V; TL: atop Mt. Tom, Holyoke, MA (3.2 miles NW of Holyoke Center at 315 degrees); ant.: Dielectric Comms. TFU-25G(DA)(BT); 42 14 30N 72 38 54W

■ Mayaguez, PR WIPM-TV ch 3—Jan. 16 application for CP to change ERP: 8103 kw (vis); ant. 2,266 ft.; change TL: 3.5 km S. of Maricao, Hwy. 120; ant.: DielectricTDM-7A3 (BT); 18 09 00N 66 59 00W.

Actions

AM

■ Bloomsburg, PA WJMW(AM) 550 kHz—Jan. 12 application (BPH891121AC) granted for CP to modify monitored radials.

FM's

■ Eutaw, AL WIDO(FM) 104.3 mhz—Jan. 10 applicator. (BMPH890802IC) granted for Mod of CP (BPH880210MK) to change ERP: 2.3 kw H&V; ant. 370 ft. H&V; TL: .6 miles E. of US 11, approximately 6.3 miles NE of Eutaw, AL.

■ Russellville, AL WZMX(FM) 97.7 mhz—Jan 4 application (BPH891121IC) returned to change ERP: 3.5 kw H&V; ant. 429 ft. H&V; TL: just off Hwy. 43 inside city limits of Littleville, AL.

■ Ouray, CO KURA(FM) 104.9 mhz—Jan. 4 applicator. (BPH890719ID) granted for CP to change ERP: 3 kw H&V; change ant. -19 ft. H&V; class: C3; freq: 105.7 mhz; change TL: 3.5 km NNW of Ridgway, CO; 38 10 54N 107 46 25W. Sept. 1, 1989 -amendment: ERP: 3.1 kw.

■ Crestview, FL WAAZ-FM 104.9 mhz—Dec. 29, 1989 application (BPH890817ID) granted for CP to change ERP: 50 kw H&V; ant. 492 ft. H&V; TL: corner of Lindberg Ave. and First St., Crestview, FL; freq: 104.7 mhz; class: C2; 30 46 01N 86 35 07W.

■ Homestead, FL WXDJ(FM) 95.7 mhz—Jan. 11 application (BPH890627ID) granted for CP to change ERP: 23.4 kw H&V; change ant. 1,682 ft. H&V.

■ Orlando, FL WURG(FM) 98.9 mhz—Jan. 8 application (BMPH880920IG) granted for CP to change ERP: 1.5 kw H&V; ant. 439 ft. H&V; TL: 200 S. Orange Ave., Orlando, FL.

■ Augusta, GA WZNY(FM) 105.7 mhz—Jan. 9 application (BPH890712IC) granted for CP to change ERP: 100 kw H&V; class: C.

■ Chicago, IL WOUI(FM) 88.9 mhz—Jan. 5 application (BPED880628IE) granted for CP to change TL: 3300 S. Federak, Cook, Chicago, IL.

■ Quincy, IL WWQC(M) 90.3 mhz—application (BPED890106MA) granted for CP to change ERP: 1.0 kw H&V; ant. 510 ft. H&V; TL: Ellington Rd. at Illinois State Rte. 336; Quincy, IL.

■ Gladstone, MI WENL(FM) 105.5 mhz—Jan. 5 application (BMPH891101IB) dismissed for CP to change ERP: 6.0 kw H&V; ant. 254 ft. H&V; TL: 3 km W. of Mouth of Escanaba River; existing tower owned by Range Communications.

■ Kalkaska, MI WKLT-FM 97.7 mhz—Jan. 9 application (BPH890626IH) granted for CP to change ERP: 31.6 kw H&V; ant. 616 ft. H&V; freq: 97.5 mhz; class: C2; TL: 5.1 km SE of Rapid City, MI, and 7.6 km W. of Leetsville, MI.

■ Rogers City, MI WMLQ(FM) 97.7 mhz—Jan. 9 application (BPH890801IA) granted for CP to change ERP: 26 kw H&V; ant. 383 ft.; freq: 96.7 mhz; class: C2.

■ Oklahoma City, OK KKNQ(FM) 92.5 mhz—Jan. 9 application (BPH890712ID) granted for CP to install omnidirectional ant. system.

■ Lewiston, PA KOZE-FM 96.5 mhz—Jan. 4 application (BMPH890621ID) granted for Mod of CP (BPH870227MH) to change ERP: 27.5 kw H&V, ant. 898 ft. change class: C1, other: modify BPH870227MH to specify a non-directional ant.

■ Kingsville, TX KWVS(FM) 97.7 mhz—Jan. 5 application (BMPH890828ID) granted for CP to install DA pattern.

■ Yoakum, TX KYOC(FM) 102.3 mhz—Jan. 12 application (BPH891207IA) granted for CP to change freq: 92.5 mhz; TL: County Rd., 1 mile S. of State Hwy. 958 near Midway, TX; 29 21 03N 97 11 32W; per docket 88-33.

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General sales manager: Major player in New England small market. Experienced sales staff in position needs a great motivator and strong leader. Must be a position needs a great motivator and strong leader. Must be a producer! Send resume, salary history and salary requirements to: Box B-15. EOE.

General manager: Group broadcaster seeks goal-oriented GM for 100,000 watt Classic Rock FM and News/Talk/Sports AM in Montana's largest city. Great opportunity to build our newest stations. Resume to: Larry Roberts, Sunbrook Communications, 1212 North Washington, Suite 124, Spokane, WA 99201. 509-326-9500. EOE.

California sales manager and sales staff for KZIQ-FM, Inland California's most powerful station. At 25,000 watts we will provide primary coverage to Lancaster, Palmdale, Barstow, Apple Valley, and Victorville. California's fastest growing communities totaling over 1 million people. Our sales manager will establish, staff, and run our new offices in Lancaster to serve this area. This position requires experience, ambition, and excitement. You must have a proven dynamic track record at your previous station. **EXPERIENCED SALES STAFF** also wanted to staff this new office. There will be an extensive promotional campaign to support our expanded coverage area. Salary based on experience and commission based on performance. Health plan and other benefits offered. Send full resume, current station track record, and references in first letter to Ray Arthur, VP/GM, KZIQ-FM, 121 West Ridgcrest Blvd., Ridgcrest, CA 93555. EOE.

HELP WANTED SALES

WEFX/WNLK, Fairfield County, CT seeks dynamic A/E with proven track record to work major list. Strong business development skills a must. Send resume in confidence to: GSM, PO Box 1350, Norwalk, CT 06851. EOE.

Account executive: Chicago, National radio rep firm wants to add one AE in our Chicago office. Rep firm or station sales experience desired. Send resumes to Shelly Katz, Katz & Powell Radio, 470 Park Ave. S., New York, NY 10016. 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.

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 up 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 TECHNICAL

Wanted: Chief engineer for Tampa Bay radio station. Hands on maintenance experience required. Salary commensurate with experience. Contact: Paul Dufier, 408-735-7094. EOE.

HELP WANTED NEWS

News co-anchor wanted to join morning team. Good writing, voice and team spirit essential. T & R to: Roxanne Walker, WMYI Radio, 7 N. Laurens St., Suite 801, Greenville, SC 29601. EOE. M/F.

Real news! Rochester's News Leader seeks reporters/anchors for future openings. Hungry, aggressive, experienced. Tape/resume to Jeff Howlett, Operations Manager, WHAM, 350 East Ave., Rochester, NY 14604. EOE.

Writer: Professional journalist. Minimum five years experience. To develop and write news releases and background pieces for radio and television stations in Latin America. Prefer native of Latin America. Must be able to translate from English to Spanish. Interesting new position with expanding information service located in Northern Virginia near Washington, DC. Excellent opportunity. Excellent benefits. Please include salary range requirements with resume. Box B-16. EOE.

News director for NW New Jersey A/F Combo with strong news commitment and 4 person department. Some ND experience desirable but not a requirement. Tape/resume/salary to Gen. Mgr., WNNJ A/F, Box 40, Newton, NJ 07860. EOE. M/F.

News reporter for NW New Jersey A/F Combo with strong news commitment. Min. one year experience. Tape/resume/salary to Gen. Mgr., WNNJ A/F, Box 40, Newton, NJ 07860. EOE. M/F.

News director: Regional Talk station needs a leader who can generate news that makes talk. Talk experience a plus. Send tape and resume to Rhonda Felson, WSPR Radio, PO Box 1270, Springfield, MA 01102. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

WUFT-FM: Program director to establish programing 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 Weimer Hall, University of Florida, Gainesville, FL 32611 by February 28, 1990. An EEO/AA employer.

Radio Marti program: Director of Programs in Washington, DC. Manage a staff of 50 writing, editing, producing and broadcasting music and information programs in Spanish for radio broadcast to Cuba. Three years experience in radio or television programing or production and expert knowledge of Cuba is required. Applicants must be fluent in English and Spanish, and must be US citizens. Security clearance required. Starting salary of approximately \$50,000 to \$65,000 depending on experience and salary history. Applications on Standard Form 171 must be received by February 23, 1990. An equal opportunity employer. USIA/Radio Marti Program, Attn: VOA/MP, 400 6th St., SW, Washington, DC 20547.

Producer/announcer (Production): WSVH Savannah, Georgia. Peach State Public Radio has an immediate opening for producer/announcer (Production) at WSVH in Savannah, Georgia. Announces and programs Classical works and news items. Operates broadcast equipment. Produces in-studio productions. Performs routine maintenance on studio equipment. Functions as audio engineer for in-studio events. BS/BA degree in related field or comparable experience. One year experience as radio operator/announcer. Classical music experience required. Equipment, trouble-shooting and repair experience preferred. \$18,024 - \$22,920. Qualified applicants should forward resume, letter of interest, salary requirements and demo tape by February 26, 1990 to: Linda Jolly, 1540 Stewart Ave., SW, Atlanta, GA 30310. EOE/AA.

Program director: WSVH Savannah, Georgia. Peach State Public Radio has an immediate opening for program director at WSVH in Savannah, Georgia. Savannah is a coastal, resort community known for its history and love of the arts. Supervises all on-air personnel. Analyzes local audience research, makes program and schedule recommendations. Acts as producer/announcer as needed. Coordinates station operations. Reports directly to station manager. BS/BA in related field or comparable experience. Two years experience in radio broadcasting. Classical music programing experience required. One year supervisory experience in radio broadcasting. \$19,548 - \$27,060. Qualified applicants should forward resume, letter of interest, salary requirements and demo tape by February 26, 1990 to: Linda Jolly, 1540 Stewart Ave., SW, Atlanta, GA 30310. EOE/AA.

Hilton Head Island, SC: Format 41 PD/AT, strong pdctn. team player. T&R: GM, WJLY-FM, PO Box 6988, Hilton Head Island, SC 29938. EOE.

SITUATIONS WANTED MANAGEMENT

Top-notch manager. 10+ years. Excellent credentials - Sales & programing. 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 speciality. 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.

Profit driven GM with 23 years experience seeks quality small-mid size market opportunity. Sales, promotion, and programing leader. CPMC offering documented success. Results desired? Results delivered. Absolute top credentials. 301-426-5344.

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.

Take charge 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.

Bottomline broadcast professional with superior management skills understands relation between sales and expenses. Thorough knowledge of FCC rules, expert at computer generated sales presentations. Excellent references. Box B-14.

General manager. Now GSM for start-up FM in 17-station market. In six months the station went from zero dollars to \$28,541.00. Call Don 717-321-9035. Relocation possible.

SITUATIONS WANTED ANNOUNCERS

Baseball PBP. Solid broadcasting pro available. Only interested in organization with serious commitment to providing the most professional presentation. Tom, 316-231-6875.

Easy Listening, Big Band only. 28 years experience. Deep pipes. Final career move. 717-675-6982. PA.

Male DJ: LA broadcasters graduate: Experienced in all format types. Second generation radio engineer. Can do video editing and more. Area desired: CA, out West preferred. Steve 213-395-4319.

Veteran broadcaster: 54. Football, basketball, and baseball play by play. Unique commercials. Authoritative news. Entertaining MOR DJ. Major, and medium markets only. Box B-24.

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.

TELEVISION

HELP WANTED MANAGEMENT

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.

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, WWL-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.

Local sales manager: Mid-Atlantic Fox affiliate TV station needs aggressive leader to manage local/regional sales. Top 50 market. 3 years minimum experience TV sales. Management a plus. Send resume to: Box B-12. EOE.

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., PO Box 151, Westport, CT 06881. 203-226-3377.

Development Officer III: Development director, WFUM-TV Channel 28. The University of Michigan-Flint. Minimum qualifications: BA degree, three to five years management/supervisory experience. Actual experience at public television or radio station, and on-air experience desirable. Looking for qualified professional to be responsible for entire development department. Strong leadership and communication skills necessary, plus marketing and sales experience desirable. Responsible for membership, direct mail, underwriting, and volunteer programs. Salary negotiable and commensurate with experience. Send resume to: Personnel Office, Attention D.O., 281 UCEN, The University of Michigan-Flint, Flint, MI 48503, by February 28, 1990 or Fax #313-762-3687. The University of Michigan-Flint is a nondiscriminatory/affirmative action employer.

General sales manager. Top 100 market network affiliate in Sunbelt looking for leadership, creativity, and people skills to take charge of a multi-level sales operation. Send confidential, detailed resume to Box B-21. EOE.

HELP WANTED SALES

Sales/marketing rep: Corporation seeking energetic, dedicated person-oriented individual willing and able to work hard. Knowledge of radio and/or TV operations a must. Moderate travel. Salary commensurate with experience. Send resume and salary history to Box A-57. EOE.

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.

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.

Local sales & marketing manager: WAND-TV, ABC affiliate in central Illinois is seeking a local sales manager who is highly motivated and able to motivate others. Background should include local and regional sales, marketing experience, familiarity with Marshall Marketing. Send resume to: Larry Katt, Vice President/Director of Sales, WAND-TV, 904 Southside Dr., Decatur, IL 62521. EOE.

General sales manager with strong local sales management background and experience. Send resume to Leo MacCourtney, WOWK-TV, Box 13, Huntington, WV 25706-0013. EOE.

Research/marketing director: Position requires two years experience at a TV station, rating service, rep firm, or ad agency using TV/media research and sales tools. PC experience, creative writing and presentation skills are paramount. Familiarity with Marshall Marketing, Leigh Stowell or similar material helpful. Send resume and salary history to: Matthew D. Aaron, National Sales Manager, KLAS-TV, PO Box 15047, Las Vegas, NV 89114. 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.

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.

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.

Assistant chief engineer to assist chief engineer in the operation in engineering department of a state-of-the-art public television station. Requirements: College degree or technical school diploma, five years experience in television broadcasting operations, maintenance and installation; FCC General license or SBE certification and proven supervisory ability. Send resume to Personnel, WTVI, 42 Coliseum Dr., Charlotte, NC 28205. Available April 1, 1990. Closing date 2/23/90. EOE.

Chief engineer: WFMJ-TV, Youngstown, Ohio seeks experienced chief engineer. Complete knowledge of UHF transmitter, studio and ENG installation, operation and maintenance. Background in microprocessors and computers desired. Send resume to: John A. Grdic, General Manager, WFMJ-TV, 101 West Boardman St., Youngstown, OH 44503. EOE.

Chief engineer: WSYT-TV, Syracuse, New York has an immediate opening for a chief engineer who has solid UHF transmitter, control room, ENG and studio maintenance. Send resume to Altn: Robert Jordan, WSYT-TV68, 1000 James St., Syracuse, NY 13203. EOE.

#1 rated CBS/NBC VHF affiliate seeking qualified, innovative chief for TV/radio Combo in Alaska's second largest city. Modern facilities with new Harris TV-10H and MV-50B transmitters. Pinnacle graphics system, VPR-2B's, AVR-2's, Grass Valley switcher and U-Matic field equipment. New studio plant in planning stage. Looking for individual with strong maintenance and communications skills. Attractive compensation and benefits package. Please provide complete earnings and job history to: H. Hove, President, KTVF/KCBF, PO Box 950, Fairbanks, AK 99707. An EOE.

Minimum three years experience in electronics diagnostics and repair in broadcast industry facility. FCC General Class license or SBE certification. Must have strong background in Sony U-Matic and Type C one inch formats. Contact: Engineering Department, KTVF/KCBF, PO Box 950, Fairbanks, AK 99707. An EOE.

TV maintenance engineer needed for a national Christian studio post production satellite uplink facility. Three years component level maintenance experience. Ampex, AVC, ADO, VPR-3, Beta, Scientific Atlanta uplink. Positions available in San Diego and Dallas. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

Assistant chief engineer: WSRE-TV, Pensacola Junior College, Pensacola, FL, is seeking an experienced professional to assist in the planning, maintenance, and technical operations of WSRE. Applicant should have a minimum of six years experience in a broadcast television facility, of which three years must have been in television maintenance and technical operations and one year in supervision of personnel. For application materials, please call: 904-484-1799 by February 19, 1990. PJC - An equal opportunity institution.

HELP WANTED NEWS

Bureau chief. Seasoned TV news rpt/rmgr for Saipan, Northern Marianas Islands. 5-person staff needs aggressive leader with solid credentials. Outstanding c. 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 producer: KFMB-TV looking for strong news broadcast producer. 2 years experience minimum. Send tape and resume to: Marty Van Housen, 7677 Engineer Rd., San Diego, CA 92111. EOE.

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: Hoyle Broome, WBMG-TV, 2075 Golden Crest Dr., Birmingham, AL 35209. 205-322-4200.

KTVY-TV is seeking a weeknight 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.

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.

Wanted: News reporter/producer/anchor for a weekend newscast. Must be strong writer with good news judgment. Must have news writing and reporting experience. Send resume and tape to Steve MacDonald, 1007 West 32nd St., Anchorage, AK 99503. EOE.

Faculty/anchor for unique classroom/newsroom combination. University of Missouri School of Journalism faculty appointment for person with "right mix" of skills and experience. Supervise producing 6 and 10PM casts weeknights, anchor one of them, for University-owned top-rated NBC affiliate; teach newscast producing and anchoring in real world setting. Advanced degree preferred; opportunity to pursue graduate studies. Women and minorities encouraged to apply. Send vita, resume tape, list of references to Kent Collins, News Director & Assistant Professor, KOMU-TV, US 63 South, Columbia, MO 65201. EOE.

Weekend producer needed for NBC affiliate in Charlotte, NC. Must be strong writer who is competitive and creative. Knowledge of live and SNG capabilities is critical. Four years TV news experience with a minimum of two years producing required. Degree required. Send resume and non-returnable tape of recent newscast with rundown to Ken Middleton, WCNC-TV, PO Box 18665, Charlotte, NC 28218-0665. EOE.

Television news director: CBS affiliate seeks a tireless coach and trainer for entire news operation. Candidate must possess proven news and management skills coupled with leadership ability. Position may include co-anchoring. Please send complete resume, salary history and tape to Eric S. Land, VP/General Manager, WEYI-TV, 2225 West Willard Rd., Clio, MI 48420. No phone calls, please. EOE, M/F.

Reporter: Applicants must be creative and possess strong writing skills. Send non-returnable tape and resume to News Director, KQTV, 40th & Farson, St. Joseph, MO 64506. EOE.

Meteorologist for anticipated opening. One or two years experience. Computer graphics knowledge. Reporting skills helpful. Must be personable and a communicator. Know what makes the weather tick. Tapes and letter to Gene Carlson, News Director, KTTC Television, Inc., 601 1st Ave. SW, Rochester, MN 55902. No phone calls, please. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Assistant promotion director position available at top 53 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.

Graphic artist needed for a national TV program. Two years experience with state-of-the-art 3D computer graphics, animation, and video post production. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

Producer/director: KVOS-TV is seeking a producer/director with extensive remote, studio and post production experience to join our growing staff. Ideal candidate will have strong organizational writing and people skills. Duties to include multi-cam directing early AM newscast, live event P/D, commercial and non-broadcast videotape production. State-of-the-art facility. Beautiful Pacific Northwest location. Send resume to: Producer/Director Search, KVOS-TV, Inc., 1151 Ellis St., Bellingham, WA 98225. No beginners. No phone calls, please. EOE.

Creative producer w/strong writing, directing and production skills needed for a national Christian TV program. Three years spot and feature production a must. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

Special projects producer: The dream job: Travel, monthly specials, sweeps! Reality: You'll work like crazy. We're looking for that creative genius who can lead our team to produce innovative quality pieces. You must possess the vision to use all of our tools to produce reports the competition would kill for and the viewers will remember! Send tapes/resumes to Gloria McDonough, WTLV, 1070 E. Adams St., Jacksonville, FL 32202. Gannett owned/NBC affiliate. EOE.

Promotion writer/producer. KFMB TV in San Diego is looking for a writer/producer with proven experience. Must have at least two years experience in TV news promotion or commercial advertising. Strong writing skills a must. Must be creative self-starter, video-oriented and able to handle details. Send resume and tape to Tim Hnedak, KFMB TV, 7677 Engineer Rd., San Diego, CA 92111. No phone calls, please. EOE.

WSMV Nashville: Promotion writer-producer with exceptional promise. One to two years experience preferred. A growth position for the right person. Must be creative, positive, service-oriented. Send tape/resume to: Carolyn Lawrence, WSMV, PO Box 4, Nashville, TN 37202. No calls, please. EOE.

Senior producer: WETA TV is looking for a creative, energetic producer to head direct response projects for \$40 million public broadcasting station. Multi-million dollar projects include three major fundraising drives, children's fundraising breaks, direct mail on-air support spots. Must have 4 to 6 years TV production experience, marketing experience, and excellent script writing skills. Starting salary \$35,000 to \$40,000 depending on experience. Excellent benefits. EOE, M/F/H. Send letter, resume and three references to: WETA TV, Human Resources Department, PO Box 2626, Washington, DC 20013.

Assistant promotion manager needed immediately at Houston CBS affiliate. #2 person is on the way to #2 market. Looking for team player with strong background in news and program advertising. Supervisory experience a big plus. No phone calls, please. Rush resume and reel to: Ron Crowe, KHOU-TV, 1945 Allen Pkwy., Houston, TX 77019. Equal opportunity employer.

Producer needed to assist in supervision and creation of on-air commercials for in-house advertising department. Previous video experience necessary; direct response a plus. Salary commensurate with experience. Full company benefits. Send reel and resume to: Producer, PO Box 70112, FDR Station, New York, NY 10022. EOE.

Traffic coordinator: Growing northern California indie seeks individual experienced in all facets of television traffic. Send resume, salary requirements and cover letter to Box B-23. EOE, M/F.

PTV KNPB is recruiting for new positions. **OPERATIONS COORDINATOR:** Responsible for facility and personnel scheduling, post-production supervision, on-air operations. Requires strong organizational skills and thorough knowledge of technical operations with SMPTE codes, DVE, and graphics. Salary \$17,600 to \$24,200. **ASSOCIATE PRODUCER/CONTINUITY:** Produce and schedule breaks. Requires BA or equivalent; good writing and production skills. Salary: \$14,400 to \$20,000. **ASSOCIATE PRODUCER/DEVELOPMENT:** Responsible for development-related productions. Requires BA or equivalent; writing, graphic-design, production skills. Salary \$14,400 to \$20,000. Send letter and resume: Linda Tabakin, KNPB, PO Box 14730, Reno, NV 89507, by 3/8/90. EOE.

WFSB/Hartford/New Haven wants to paint a graphic picture. WFSB, Post Newsweek in Connecticut is looking for a graphics and design manager. But we're not just looking for anybody. We're looking for a superstar. The person who will land this job is an electronics graphic whiz, a people person, a manager extraordinaire. Of course, our person knows sets, electronic graphics, illustration, paste-up, layout and typesetting. Of course, our person can make a paintbox do things that would knock George Lucas' socks off. Of course, our person handles budgets and priorities and people with finesse. If you're that person, and you want to join Southern New England's number one team, send resume and reel to: Chris Rohrs, Vice President and General Manager, WFSB TV, 3 Constitution Plaza, Hartford, CT 06103. EOE.

Traffic manager: Local independent looking for traffic manager. Columbine traffic system experience preferred. Ability to meet rigid deadlines and a knowledge of broadcast log reconciliation required. Will be required to work closely with sales department inputting broadcast orders. Please call 203-525-1800 and ask for Sales Manager. EOE.

SITUATIONS WANTED MANAGEMENT

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

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.

Excellent, experienced sportscaster looking for a fine station in which to work, also a most knowledgeable news person. 216—929-0131.

Reporter/producer/assignment editor: 13 years print experience including Wall Street Journal, Associated Press, managing editor of small daily. Broadcast writing experience, can shoot and edit tape. Pilot. Spanish ability. Enthusiastic, eager to contribute. Jeff Rowe, 213—433-2944.

TV newscast producer: Medium market experience. Seeking return to producing following career hiatus due to parent illness/death. Market-size/salary no problem. Call Phil, 212—671-6929.

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.

Audition tapes and resume: Learn what news directors want and don't want. Send \$3.00 to Bill Slater and Associates, 514 South Union St., Natchez, MS 39120.

Career videos. Our broadcast professionals prepare your personalized video resume tape. Unique format, excellent rates. Coaching/referalls. 708-272-2917.

TV news medical reporters: Syndicated health show wants to buy your stories. Make money. Call 800—441-9559.

ALLIED FIELDS

HELP WANTED INSTRUCTION

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, programing 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.

University of Southwestern Louisiana seeks head for expanding Department of Communication, full professor. Starting date August 1990. Program offers undergraduate and Master's degrees encompassing Mass Communication, Public Relations, Interpersonal/Public Communication, Broadcast and Print Journalism. Currently 16 full-time faculty, approximately 500 undergraduate students, 50 graduate students. Applications must reveal distinguished record of professional accomplishments. PhD plus administrative experience required. Salary is competitive depending on qualifications. A nine-month appointment, summer employment guaranteed, if desired. For initial screening, send resume and 3 letters of recommendation by March 1 to Dr. Richard Kneller, Department of Communication, Box 43650, University of Southwestern Louisiana, Lafayette, LA 70504. EOE, Affirmative Action.

The Broadcast News Department at the University of Missouri School of Journalism seeks a faculty member to assume supervisory role in NPR-member University-owned radio station. Students report, write and produce newscasts under faculty supervision. Applicants should have several years of broadcast news experience, preferably in both radio and television. They should be qualified to teach reporting, writing and news producing and have a strong interest in research or creative activity, as well as teaching. Experience in computerized newsrooms desirable. Women and minorities encouraged to apply. Salary competitive. Academic rank depends on experience. Job open May 1. Send vita, resume tape, list of references to Rod Gelatt, Chair, Broadcast News Dept., School of Journalism, PO Box 838, Columbia, MO 65205. EOE.

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 teleproduction 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.

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Government jobs \$16,040 - \$59,230/yr. Now hiring. Call 1-805—687-6000 ext. R-7833 for current federal list.

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Wanted: 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512—723-3331.

Used 1", 3/4", VHS videotape. Looking for large quantities. No minis or Beta. Will pay shipping. Call Carpel Video, 301—694-3500.

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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 BTF20E (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-5P2 (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, Klystron, all power levels 10kw to 240kw. Call TTC. 303-665-8000.

RCA UHF transmitter: 30 or 60KW, available as is, or converted to MSDC Klystrons with new TTC warranty. Call TTC. 303-665-8000.

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HL-79EAL with CCU, cable, tripod and head \$15,000.00. Pallex Abner. Abekas A-52, \$19,000. RCA TK-29B film camera. Also, rent production trucks, mobile uplinks, and portable microwave systems. Media Concepts. 919-977-3600.

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Requires 3-4 years of
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Management and supervisory experience needed.
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Send salary requirement and resume.
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DIRECTOR OF ENGINEERING AND OPERATIONS

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Must have experience in satellite transmission industries and strong understanding of Baseband video and audio, RF (C) Band VAX type computers and LANS. Requires 4 years experience with network, network affiliate or cable programming service. Prefer BSEE or BPSET.

Salary commensurate with experience.

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WANTED: SPORTS DIRECTOR/ANCHOR

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Virginia Beach, VA 23463**



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Viacom is recognized worldwide as a leader in the broadcast, entertainment and cable industries. We are looking for a Business Manager - Advertising Sales at our Cable Division Headquarters in Pleasanton, CA.

To qualify for this position candidates must have 3-5 years' financial budget planning and forecasting experience in the broadcast industry. A background in financial controls and reporting, operations analysis and recommendations is also necessary.

A degree in Accounting or related field is preferred; an MBA in Finance and working knowledge of IBM-PC/Lotus are desirable.

If you're interested in an excellent opportunity in finance with a leader in the cable television entertainment industry, send your resume and salary history to: Viacom, Employment Dept. BRD, P.O. Box 13, Pleasanton, CA 94566-0811. We are an Equal Opportunity Employer; Women and Minorities are encouraged to apply.

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You must have at least a Bachelor's degree and a minimum of 10 years of writing and directing experience. In addition, you must possess documentary and live broadcast experience as well as excellent creative and organizational skills. A background working with government agencies would be a definite plus.

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A terminal degree is strongly preferred for this position, although consideration will be given to outstanding ABD applicants.

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Review of credentials will begin January 30, 1990, and will continue until the position is filled. Letters of application, accompanied by a curriculum vita or resume and the names of three (3) references, should be sent to Dr. Michael Sellig, Chair, Search Committee, Division of Mass Communication, Emerson College, 100 Beacon Street, Boston, MA 02116.

The College has a competitive salary scale and an outstanding fringe benefits package.

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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.

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in the issue of February 26
is Friday, February 16.**

Fates & Fortunes

Media

Jeffrey Specter, general sales manager, WNUA(FM) Chicago, joins WPGR(AM)-WSNI(FM) Philadelphia as VP, general manager.

John D. Hlatt, president and general manager, KCHL(AM)-KMMX-FM San Antonio, Tex., joins WXTU(FM) Philadelphia as VP and general manager.

Karen L. Marshall, general sales manager, WEZF(FM) Burlington, Vt., named station manager.

Arthur J. Kinsey, operations manager and chief engineer, WOAP(AM)-WMZX(FM) Owosso, Mich., named station manager.

Bob Cole, program director, KKMJ(FM) Austin, Tex., joins KVET(AM)-KASE(FM) there as general operations manager.

Albert Spevak, director, business affairs, NBC Productions, Burbank, Calif., named VP, production and marketing, business affairs.

Alisa R. Diamond, assistant VP, Price Communications, New York, named VP, corporate affairs.

Catherine Cassel Talmadge, manager of financial analysis, American Television & Communications Corp., Stamford, Conn., named director, financial analysis. **James Stiles**, manager of budget and financial planning, ATC, Stamford, named director of budgeting and financial planning.

Uli Haller, director of sales planning, KING-TV Seattle, named business manager, KING-AM-FM-TV.

Robert Jacobs, VP, legal affairs, Time Warner's Brooklyn Queens Cable Television, New York, named VP and general counsel, Time Warner New York City Cable Group. **Irving Cygler**, VP, Finance, Brooklyn Queens Cable, named VP, financial management, Time Warner NYC Cable Group.

Sales and Marketing

Appointments in advertising sales department, USA Network, New York: **Sidney Ginsberg**, VP, advertising sales, Eastern region, to VP, sales administration; **Donna Tauriello**, account executive, to manager, advertising sales, Eastern region; **Bob Riordan**, account executive, to manager, advertising sales, Eastern region; **Christopher Simon**, account executive, CNBC, Fort Lee, N.J., to same capacity; **Maurice Moore**, account executive, Turner Broadcasting Sales, Chicago, to account executive there.

Ted Yorio, director, affiliate marketing, Arts & Entertainment Network, New York, named director, advertising. **Jodi Shein-**

baum, manager, audience research, MTV Networks, New York, joins Arts & Entertainment Network there as manager, advertising sales research.

Estie Todtman, VP, network supervisor, Backer Spielvogel Bates, New York, joins Lowe Marschalk there as VP, director of national broadcast.

J. Patrick O'Donnell, national sales manager, WKBD(TV) Detroit, joins Petry Television there as group sales manager. **Elaine Linker**, VP, sales training director, MMT Sales, New York, joins Petry Television there as account executive.

Appointments at Rainbow Advertising Sales Company: **Chris Augusta**, account executive, SportsChannel New York, to senior account executive, SportsChannel New England, Boston; **Lee Stacey**, general sales manager, WVB(FM) Framingham, Mass. (Boston), to account executive, SportsChannel New England there; **David J. Tip-ton**, station manager/general sales manager, KMG(TV) Honolulu, to account executive, SportsChannel Chicago.

Frank J. Vulpi, local sales manager, WYNY(FM) New York, named general sales manager.

Frank DiMatteo, local sales manager,

WLS(AM) Chicago, joins WYTZ(FM) Chicago as general sales manager.

Wendy K. Meadley, senior account executive, KZOW(AM)-KJJO-FM St. Louis Park, Minn. (Minneapolis-St. Paul), named general sales manager.

Appointments in sales department, KLYR(FM) Des Moines, Iowa: **Pat Crounse**, local sales manager, to general sales manager; **John Prigge**, national sales coordinator, to regional account executive; **Steve Cochren**, sales manager, KASI(AM)-KCCQ(FM) Ames, Iowa, to account executive.

Terry B. Swaim, local sales manager, WRDU(FM) Wilson, N.C. (Raleigh), named general sales manager.

Kevin Malone, general sales manager, KOY-AM-FM Phoenix, joins WHBO(AM)-WNLT(FM) Tampa Bay, Fla. (Clearwater), in same capacity.

Andrew Uris, account executive, KIIS-AM-FM Los Angeles, named local sales manager.

Suzanne De Laurentis, account executive, KBTS-FM Killeen, Tex. (Austin), named local sales manager.

Jim Bellistri, writer/producer, WBOC-TV Salisbury, Md., joins WTKR-TV Norfolk,

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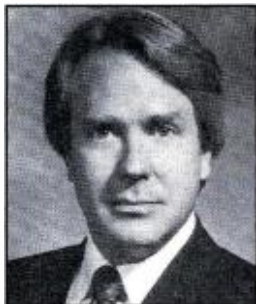
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Restructuring at TVB



Fairbanks



Hanson



Ryan

The Television Bureau of Advertising (TVB), in a plan to double its business development activities, is consolidating forces in New York, Chicago and Los Angeles and forming a regional sales development team. Managers in TVB's Atlanta and Dallas bureaus will be transferred and those offices closed. The regional sales development team will be headed by Lynn Fairbanks, who has been named vice president, regional market development. Fairbanks was formerly TVB's director of local sales, eastern states, based in Atlanta. Charles Hanson, vice president, marketing manager, Dallas, was named vice president, station relations. And Patrick Ryan, who had been vice president, local sales, becomes vice president, membership. All three will be based in New York. TVB's automotive specialist, Dick O'Donnell, will continue to work in Detroit.

The TVB has documented more than \$200 million in new national spot business over the past two years. TVB President James A. Joyella said that for 1990 \$100 million is a reasonably ambitious target. As for TVB's membership, Joyella said that it may be down slightly due to a "flurry of cancellations in the fourth quarter." TVB, according to Joyella, currently has 550 member stations, a number which he said is fairly consistent. Joyella said that the recent changes at TVB will allow the organization to talk to members constantly and "give our members a bigger bottom-line return on their investment in TVB."

finance.

Karl Middelburg, Southern division manager, Worldvision Enterprises, Atlanta, named VP, Southern division manager.

Paul Gertz, director of business affairs, Lucasfilm Ltd., Marin County, Calif. (San Francisco), joins Hanna-Barbera Productions Inc., Los Angeles, as VP, business affairs.

Arthur Barron, former president, Paramount Communications Entertainment Group, New York, joins Time Warner Enterprises, New York-based newly formed unit to develop Time Warner businesses and strategies, primarily outside the U.S., as chairman.



Barron



Shea

Fran Shea, former executive producer of special projects, HBO, New York, and on interim management team at Movietime, Hollywood, named senior VP, programming, Movietime.

Miki Dahlgren, executive director of business affairs, MGM/UA Television, Culver City, Calif., named VP, business affairs.

Jeffrey Smith, divisional director, business affairs department, Rainbow Program Enterprises, New York, joins Lifetime there as director of business and legal affairs.

Franc D. Martarella, director of co-production and program administration, noncommercial WNET(TV) Newark, N.J. (New York), named business director of station's production center.

Gary Wald, senior VP, general manager, LBS International, New York, joins NBC International Marketing there as VP, managing director.

Howard Smith, deputy director of network development, MTV Europe, London, named director of network development.

Gary Abrams, director, sports contract negotiations, NBC Sports, New York, named managing director, sports production and programming.

Jack A. Sibrizzi, director, systems, NBC, New York, joins Viacom Entertainment Group there as VP, systems.

Appointments at Turner Cable Network Sales: **Linda Cruse-Moffat**, account executive, Northeastern and Great Lakes regions, Atlanta, to VP; **Mark Dempsey**, account executive, Northeast region, Atlanta, to VP; **Douglas Orr**, account executive, Western region, San Francisco, to VP.

Appointments at ESPN, Bristol, Conn.: **Rick Barry**, director, strategic finance and management systems, to VP, administration; **Christine Driessen**, controller, to VP, finance and planning; **James Dullaghan**, di-

Va., as marketing writer/producer.

David Andrew Billnitzer, account manager, Showtime Networks, Los Angeles, joins Southern California Cable Television Marketing Council there as project manager.



Roberts

Julie Roberts, marketing manager, Jim Beam Brands Co., Deerfield, Ill., joins WMAQ(AM) Chicago as marketing director.

Bruce Lawrence, local sales manager, WTNH-TV New Haven, Conn., named director of corporate development. **Marty Kinkead**, regional

sales manager, WTNH-TV, succeeds Lawrence.

Brian L. Roberts, executive VP, Comcast Corp., Philadelphia, named president. His father, Ralph Roberts, former president and chairman, will continue to serve as chairman.



Roberts



Levinsohn

Joe Levinsohn, senior VP of international distribution, Republic Pictures Corp., Los Angeles, named president, international distribution.

Appointments at Fox/Lorber Associates, New York: **Rob Miller**, Eastern sales manager, to VP of domestic syndication; **Rena Ronson**, director of international sales and marketing, to VP of international sales and marketing; **David Linde**, director of international sales, to VP of international sales and management.

J. Gordon Bridge, VP, communications services, Hughes Television Network, New York, named senior VP.

Laurie Younger, VP, business affairs, Walt Disney Television, Burbank, Calif., named senior VP, business affairs, network television. **Lawrence R. Rutkowski**, director of finance and administration, Walt Disney Television Animation, Burbank, to VP of

Programing

Steven Hewitt, VP, original programming, East Coast, Showtime, New York, named senior VP, original programming and production.

Donna Harris, VP, program development, Fox Television Stations, Los Angeles, to VP of original programming, New York.

Steven S. Rosenburg, manager, East Coast sales, MCA TV, New York, named VP, East Coast sales.

Judy Doctoroff, administrative director, Public Affairs Television, New York-based production company, named VP.

rector, remote operations, to VP, remote operations; **Eric Kemmler**, associate general counsel, to VP and associate general counsel; **Anne Montgomery**, sports anchor/reporter, KTSP-TV Phoenix, to anchor/reporter, ESPN SportsCenter.

Jeff Winn, senior director, *NFL Prime Time* and *NFL GameDay*, ESPN, Bristol, Conn., joins HBO, New York, as director, *Inside the NFL*. **Ken Kinderman**, director, special markets, HBO, New York, named VP, special markets.

Appointments at Mizlou Sports News Network, New York: **Brad J. Fuss**, freelance producer/director, New York, to VP, programming and production; **Charlie Neal**, executive sports producer and play-by-play announcer, Black Entertainment Network, Washington, adds duties of studio anchor; **Bill Pidto**, weekend sports anchor and sports feature reporter, WSTM-TV Syracuse, N.Y., to studio anchor; **Amy Nick**, sports director, WENY-TV Elmira, N.Y., to studio anchor.

Stuart Krane, VP of affiliate affairs, ABC Radio Networks, New York, joins EFM Media Management, New York-based producer and distributor of *The Rush Limbaugh Show*, as VP and partner.

Harrison "Jay" Goldin, former New York City controller, joins CNBC, Fort Lee, N.J., as weekly commentator for *Business View*.

Kate Hampford, director of affiliate marketing, C-SPAN, Washington, joins American Movie Classics, Woodbury, N.Y., as VP, Central region. **Michele Roberts**, regional manager, American Movie Classics, Atlanta, named regional director, Southeast region.

Ellen Kimmelman, supervisor of foreign theatrical services, ITC Productions, Studio City, Calif., named manager of distribution services.

News and Public Affairs



Busiek

Dave Busiek, assistant news director, KCCI-TV Des Moines, Iowa, named news director.

Kenneth D. Tiven, station manager, non-commercial WQEX(TV) Pittsburgh, joins Orange County Cable News, Calif., as VP and general manager.

Appointments in news department, WTKR-TV Norfolk, Va.: **Jay Mitchell**, assignment editor and interim news director, to news director; **Pat Schroeder**, producer, succeeds Mitchell as assignment editor; **Marta Merrow**, weekend producer, to 11 p.m. producer; **Jeanne Harmon**, associate producer, succeeds Merrow; **Glenn Jones**, photographer, succeeds Harmon; **John Wessling**, 6 p.m. producer and military reporter, WVEC-TV Hampton, Va., to executive producer; **David Nelligan**, producer, KHBS(TV) Fort Smith-KHOG-TV Fayetteville, both Arkansas, to 6 a.m. producer; **Dan Stadler**, 11

Inside/outside. David Niles Whitcombe, vice president/operations for Broadcasting Publications Inc., will retire effective Feb. 28, 1990. He will continue his association with BPI as a consultant after that date, and in addition will open his own publishing consultancy, Niles & Associates, with offices in the National Press Building.

"David has rendered yeoman service to the Broadcasting organization for more than two decades," said Lawrence B. Thishoff, president and publisher. "His impact has been felt in all areas of the company's activities, and by all his colleagues. We will miss him day-to-day but are delighted that his counsel will be at hand into the future."

Whitcombe joined Broadcasting as circulation director in 1968. He became director of marketing in 1970, director of sales and marketing in 1975 and vice president-operations in 1982. Earlier, he was business manager of *Progressive Architecture* (Reinhold Publishing) and assistant circulation director of *Architectural Record* (F.W. Dodge Publishing). He is a graduate of Hamilton College, Clinton, N.Y. (B.A., history and english) and of Duke University, Durham, N.C. (M.A., history).



p.m. producer, WKXT-TV Knoxville, Tenn., to 6 p.m. producer; **Lynne Cantwell**, reporter, WTAR(AM) Norfolk, Va., to associate producer; **John McNulty**, photographer, WOI-TV Ames, Iowa (Des Moines), to same capacity; **Andy Aparicio**, producer, CBN, Virginia Beach, Va., to weekend assignment editor.

Robert M. Stutman, special agent in charge of Drug Enforcement Administration, New York, will retire Feb. 28 and join CBS News there as consultant.

Doug McConnell, host, *Mac and Mutley*, and environmental reporter, KPIX(TV) San

Francisco, adds duties of environmental reporter, *CBS This Morning*, CBS News.

Jesus Javier, associate producer, KVEA(TV) Corona, Calif. (Los Angeles), named senior producer.

Jeff Levine, correspondent, CNN, Atlanta, named CNN medical and medical affairs correspondent, Washington.

Keith Hartenberger, associate producer, WICS(TV) Springfield, Ill., named executive producer. **John Vigeland**, executive reporter, WICS, named political reporter.

Thomas Waniewski, producer, WTVG(TV) Toledo, Ohio, joins WXYZ-TV Detroit as

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(Please describe)

Changing of the guard. Eugene S. Cowen, VP, Capcities/ABC, and in charge of the company's government relations office in Washington, will retire May 31, after 18 years with the company. He will remain as a consultant. Mark MacCarthy, former aide to House Commerce Committee Chairman John Dingell, will succeed to the government relations post; he has been on the ABC staff since September 1988.

Cowen, who began his career as a journalist, had previous Washington experience before joining ABC in 1971. He worked at the White House, first as special assistant and then deputy assistant for congressional relations to President Nixon from 1969 to 1971. Prior to that, he served as news secretary for Sen. Frances Bolton (R-Ohio) from 1963 to 1966; as an information officer for the Department of Health, Education and Welfare from 1957 to 1968, and spent 11 years on the staff of Sen. Hugh Scott (R-Pa.), first as press assistant and then administrative assistant in charge of the staff. He was a Phi Beta Kappa graduate of Syracuse University and a World War II navigator.



Cowen

writer.

Gwen Kleinmetz, weekend assignment editor and associate producer, WTVJ(TV) Miami, named weekday assignment editor. **Liam Sullivan**, assignment editor, Broward bureau, WTVJ, named Broward bureau manager.

Appointments in news department, KRON-TV San Francisco: **Anne Peterson**, writer/producer, to 5 p.m. producer; **Peter Hammersly**, researcher, *Bay Area Backroads*, to associate producer; **Nikki Lastreto**, editorial assistant, *San Francisco Chronicle*, succeeds Hammersly.

Technology

Joseph DiGiovanna, VP and general manager, broadcast operations, East Coast, ABC, New York, named senior VP, broadcast engineering services. **Preston Davis**, VP, television operations and engineering, East Coast, ABC, New York, succeeds DiGiovanna.

Christopher Durso, acting chief engineer, noncommercial KPBS-FM San Diego, named chief engineer.

Christopher Golson, regional manager, Sony broadcast products division, Teaneck, N.J., named director, marketing.

Dennis Donnelly, manager of systems engineering, Catel, Santa Clara, Calif., joins Orchard Communications, Wallingford, Conn.-based manufacturer of fiber optic transmission systems, as Western regional sales manager based in San Francisco.

Steve Johnson, design director, WLVI-TV Cambridge, Mass. (Boston), joins KRON-TV San Francisco in same capacity.

Dennis Krivelow, interim studio crew chief, WNEV-TV Boston, named daytime studio crew chief. **Ron Caron**, technician, WNEV-TV, named ENG van crew chief.

Al Blerman, product manager, Anixter Cable TV, Skokie, Ill., named fiber optic product manager.

Promotion and PR

Chris LaPlaca, director, communications, ESPN, Bristol, Conn., named VP, commu-

nications.

Alan Winnikoff, director of communications, Worldvision Enterprises, New York, named VP, director of communications.

Brian Marks, promotion director, WUSL(FM) Philadelphia, joins WQHT(FM) New York in same capacity. **Frank Iemmiti**, promotion assistant, WQHT, named promotion coordinator.

Edward Conklin, community relations manager, Centel Cable Television Co. of Illinois, Aurora, joins Jones Intercable there as director of public affairs of its Wisconsin and Illinois systems.

Tom Nalesnik, creative services manager, KKTO(TV) (formerly KNMZ-TV) Santa Fe, N.M., joins noncommercial KNME-TV Albuquerque, N.M., as advertising and promotion manager.

Victoria M. Devlin, director of corporate development, noncommercial WGBH-TV Boston, joins noncommercial WETA-TV Washington as senior VP/development and marketing.

Bill Womble, director of marketing, KSLA-TV Shreveport, La., joins KGMC(TV) Oklahoma City as director of creative services.

Allied Fields

Leon Daniel, senior editor, United Press International, Washington, named chief correspondent. **Linda D. Stern**, sales executive, Bernstein Sales & Leasing, New York, joins UPI there as director of affiliate relations.

Mike Hudak, marketing manager, national

services, Nielsen Syndication Service, New York, named VP, marketing manager. **David B. Woolfson**, VP, manager, broadcaster service, Eastern region, Nielsen Station Index, New York, to VP, manager, business development, Nielsen Homevideo Index and Nielsen Syndication Service.

Gerald E. Scorse, VP and creative supervisor, DuPont group, NW Ayer, New York, joins Museum of Broadcasting there as associate curator, advertising.

Robert M. Halperin, associate, communications law, Crowell & Moring, Washington, named partner.

Bruce Breslau, former VP, creative director, The Spotwise Agency, Los Angeles, and **Todd Parker McLaren**, air personality, KPWR(FM) Los Angeles, form PopScreen Productions, Los Angeles-based radio commercial and production firm. McLaren will continue with his duties at KPWR. **Allen Nelson**, sales consultant, KIQQ(FM) Los Angeles, joins PopScreen Productions as business manager.

Mary Lou McCormick, press secretary, Senator Bob Packwood (R-Ore.), and president, U.S. Senate Press Secretaries Association, joins Gold & Liebengood, Washington-based government affairs and lobbying group, as member.

Deaths

Elliot Frankel, 67, former NBC News producer, New York, died of cancer Feb. 4 at St. Peter's Medical Center, New Brunswick, N.J. Frankel joined NBC in 1950 as writer. He joined *Today* in 1952, year it was created, and served as night editor for two years. In 1956 he became associate producer of *The Huntley-Brinkley Report*, and later served as producer through 1963. He moved to London in 1963 and directed network's European newsgathering for three years. From 1969 to 1975 he was executive producer of Emmy award-winning *First Tuesday*, monthly show that was NBC's first two-hour prime time news program. He served as executive producer of prime time documentaries for NBC News from 1975 to 1978. He left NBC in 1980 to teach journalism at New York University. He served as associate vice chancellor for news and public affairs, Vanderbilt University, Nashville. He then taught journalism at Rutgers University, New Brunswick, N.J. He is survived by his wife, Charlotte, and two sons, Charles and Mark.

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Frank Osborn: deals and ideals

In 1985, at the age of 38, Frank Osborn launched Osborn Communications Corp. with the purchase of WRKZ-AM-FM Wilkes-Barre-Scranton, Pa. Barely five years later, the company owns and operates 17 radio and five television stations, in addition to various and sundry other operations. It is both a lot of distance covered and an interesting tack for a man who wanted to work in manufacturing—beginning back in his college days at the University of Pennsylvania—"changing the way people were dealt with inside organizations."

With that goal in mind, Osborn majored in anthropology at the University of Pennsylvania in the 1960's. Says Osborn: "I wanted to make better corporations. The sixties were all into these different social issues, which is why I went into anthropology." Eventually, however, the anthropologists frustrated him with what he says is their tendency to be too objective. "They wouldn't make any value judgments and, therefore, in my opinion, they didn't really accomplish anything other than the purely scientific."

Armed with idealism and a desire to "be involved," Osborn joined the military. At the time, he was 1-A (eligible for the draft), and in deference to his love of the sea, became an officer in the U.S. Navy.

Osborn's initial assignment was aboard a ship based in San Diego, but in 1969 he was assigned to the First Marine division in Vietnam, where he achieved the rank of Lieutenant Junior Grade.

In 1971, Osborn returned to Philadelphia and earned an MBA from the Wharton School of the University of Pennsylvania. He continued in the Navy, reaching the rank of Lieutenant Commander.

After Wharton, Osborn was recruited by RCA for its industrial relations training program in 1973. After a six-month tour in New Jersey, he moved into the corporate staff at 30 Rockefeller Center in New York. For the next four years, he worked in personnel, as an internal management consultant. In 1977, he moved to the NBC division as director of organization development.

One year later, determined to leave his imprimatur on the company, he moved to the NBC finance division as vice president of finance and administration. "It is a pretty unusual move to go from personnel to finance, but the reality of personnel at that time was that they really weren't involved in making changes—and that if I really wanted to effect change, I had to become a line operator."

The shortest route to a line job appeared to be the finance division. And because of his position in personnel as a management consultant, Osborn had done a fair amount of work for the radio division. "I had got-



FRANK DELBRIDGE OSBORN—president and chief executive officer, Osborn Communications Corp.; b. May 23, 1947, Cambridge, Mass.; BA, anthropology, University of Pennsylvania, Philadelphia, 1968; U.S. Navy, 1968-71; MBA, Wharton School of the University of Pennsylvania, 1971-73; manager of management development, RCA Corp., New York, 1973-77; director, organization development, NBC, New York, 1977-78; vice president of finance and administration, NBC, New York, 1978-81; vice president and general manager, WYNY(FM) New York, 1981-83; senior vice president of radio, Price Communications, New York, 1983-85; present position since 1985; m. Jody Nelson, June 22, 1974; children—Elizabeth, 7; Allison, 7; Katherine, 4; Frank, 2.

ten to analyze the internal workings and the management processes that go on inside a radio station," he said, "and based on that I got to know the senior management at NBC radio pretty well."

NBC radio executives were moving their vice president of finance into a line position, as head of the NBC radio networks, says Osborn. Osborn pitched himself. "I certainly knew staff well. It wasn't just finance, it was also administration, I told them, and I had come out of Wharton so I wasn't scared of numbers." He got the job.

In 1981, Osborn became the vice president and general manager of NBC's owned and operated New York FM, WYNY. In two years, he turned the station into a top biller, increasing cash flow from \$1 million to \$8 million by 1983.

Osborn left the station in 1983 to team up with New York lawyer, investment banker, former politician and media owner Robert Price. Recalls Price, "He came to us from NBC, saying 'I'll work for you for two years at less money than I was getting at NBC because I want to learn to be an entrepreneur.'" Osborn taught Price about broadcasting and Price taught Osborn about

forming a company and taking it public.

The combination worked well. Osborn became senior vice president of radio for Price Communications. Price describes Osborn's management style—which he says is different from his own: "Frank has a very laissez-faire attitude about people. He believes that if left to themselves, they will do the right thing."

In the summer of 1985, Osborn decided to go into business for himself, forming Osborn Communications. "What I set out in business to do was to create an organization that was different from what I perceived organizations to be like in the 60's," says Osborn. And regardless of whether his perception was right or wrong, Osborn has since strived to create an "organization that is both competent and socially motivated, simultaneously."

The excitement for Osborn lies in successfully blending the "pro-social" company with a successful and well-run business. As an example he cites the hospital cable service Osborn owns. He believes that it will turn into a good business that also serves a need—entertainment for patients.

The soft-spoken Osborn is himself a mix of idealism and acumen. Behind the easy demeanor and Ivy League education is a keen mind excited by the art of the deal. "In any negotiation, the probability of success is very limited. To actually get it done, facing all the hurdles that you do, is pretty rewarding," he says. "I personally like the negotiation process—people try to create companies like this all the time and it is very tricky."

Tricky or not, Osborn has navigated his company's debt equity ratio from 8:1 to .3:1 in a little over two years. "What I'm trying to do," he says "is create a company with assets in the parent that are simply generating free excess cash—and turn it into basically a management and investment company that takes its excess cash and invests it in a series of private corporations."

Due largely to ownership limits on broadcast licenses, Osborn believes that a corporation cannot become a major corporation in the U.S. purely as a radio company. "It almost forces you to buy and sell properties—which is kind of against the concept that people want to espouse on stability and ownership." But, he maintains, to be as large as possible, companies need to keep improving properties and moving up to larger markets. "Even if you own properties in all the major markets," he says, "you can become a large radio company, but not a large company." To that end, Osborn has added TV, entertainment, Muzak, and "bits and pieces of other companies" to his portfolio.

And the future looks bright to Osborn: "I think the media is a very profitable business. That's why I'm still here."

Bid to buy Katz Communications is expected this week. Company's top management, said to represent roughly 15 executives, will, along with Sandler Associates, make proposal to company's employees, who through Employee Stock Ownership Plan (ESOP) currently own New York-based TV and radio rep firm. One reason for bid, it is said, is to improve company's liquidity which had been strained due to ESOP payments—more than \$50 million over past five years—to departing employees. Because of that situation, company began deferring, year ago, some payments to departing employees. Katz, whose ESOP was started in 1972, has more than 1,200 employees. Buyout purchase price was not known last week, but was estimated by one person at "well over" \$100 million. At end of 1988 Katz's ESOP stock was valued at roughly \$85 million. Whether that valuation was for whole company, including real estate, station contracts and other assets, is not known. Proxy statement revealing exact terms of buyout is expected to be sent to Katz employees early this week.

□

FCC last week reversed prior commission decision. It voted unanimously in closed meeting to **reject settlement of comparative hearing for new FM station in Marco, Fla.**, in which station ended up in hands of "white knight" not among original applicants. FCC said allowing outside parties to become parties to settlements would encourage filing of "sham applications conceived only for the purpose of entering into profitable settlement agreements." Following approval of settlement in December 1988, Rowland Gulf Radio Inc. paid \$1,055,000 to seven applicants involved in comparative hearing to determine which would receive construction permit and license for new FM on 92.7 mhz in Marco. In exchange, Rowland was substituted for one of seven and other six dropped out; Rowland wound up with permit.

□

ESPN is first cable network to reach 60% of U.S. households with television, according to Roger L. Werner Jr., president and CEO. A.C. Nielsen shows ESPN is now in 55,340,000 homes nationwide, 60.1% of nation's homes with television.

□

Rogers Communications Inc., Canadian MSO, returned to American soil with **purchase of 3,300-subscriber cable sys-**

tem in Alaska from Matanuska Valley Cablevision. System serves communities of Palmer and Wasilla, which are near Anchorage. RCI subsidiary, Rogers American Cablesystems, sold its U.S. holdings serving 550,000 subscribers in March 1989 to Houston Industries for \$1.365 million. Rogers American Cablesystems is headed by Phillip B. Lind. William D. Guereña heads Matanuska Valley Cablevision.

□

CBS This Morning co-anchor Kathleen Sullivan is being removed from third-rated morning show, according to her spokesman, John Scanlon. CBS spokesperson refused to comment on reports Sullivan had been fired. Possible successor, according to industry reports, is Paula Zahn, co-anchor of ABC's *World News This Morning*. ABC News would not comment on whether Zahn was leaving for Sullivan's post. Zahn's agent, Richard Liebling, also declined to comment. Last December on *Donahue* Sullivan said that if her ratings did not improve, she expected to be replaced.



Paula Zahn

□

House Commerce Committee Chairman **John Dingell offers restrained comment on Edward J. Markey**, his subcommittee chairman for telecommunications and finance. In Feb. 10 *National Journal* he calls Markey "quick study and a good learn" and "in general a very competent functionary under the rules of the House."

□

Group of top MSO's has committed \$100 million to launch by year's end 10-channel "Extended Program Service" (EPS) to be delivered via Ku-band satellite to home dish and cable subscribers. Creation of K Prime Partners—including Telecommunications Inc./United Artists, American Television & Communications/Warner Cable, Comcast Corp., Continental Cablevision, Cox Cable Communications, GE Americom, Newhouse Broadcasting and Viacom Cable—began last week with lease of 10 transponders on GE Americom bird

FCC and Justice on opposite sides on minority preferences

The FCC and the Bush administration have divided on the issue of minority preference. Last Friday (Feb. 9), in a brief filed with the Supreme Court, the commission urged it to overturn a decision of the U.S. Court of Appeals in Washington and affirm the constitutionality of the agency's distress sale policy. The Justice Department, in a separate case, asked the high court to reverse another decision of the appeals court that upheld the FCC's policy of granting minorities and women a preference in comparative hearings. Justice, through the solicitor general, contends the policy is unconstitutional.

The solicitor general, in his role as the commission's lawyer, had asked the Supreme Court to deny the petitions for review in both cases. However, the government's brief did not go to the merits of either case; it said only that the issues were not ripe for review and that the high court should await further illumination of the questions by the lower courts. But in granting review, the high court, with its new conservative majority, was seen as indicating a determination to set its own policy in such matters. And the commission's brief in *Astroline Communications Co. v. Shurberg Broadcasting of Hartford Inc.*, indicates a readiness to defend both policies. *Astroline* involves the FCC policy permitting a broadcaster in danger of losing its license to sell its station at no

more than 75% of market value if the buyer is a minority. At issue was the commission's implementation of the policy to approve Faith Center's sale of WHCT-TV Hartford, Conn., to *Astroline Communications Inc.*, whose general partner is Hispanic. Alan Shurberg, a Hartford businessman who hoped to acquire the station, contends he was denied his Constitutional right to equal protection. The FCC, in its brief, leans heavily on the fact that Congress has supported the distress sale policy—along with other measures aimed at promoting minority and female ownership of broadcast properties—in each of the last three years as a part of the commission's appropriation legislation.

The solicitor general, in his brief in *Metro Broadcasting v. FCC*, takes issue with that argument. The case involves the decisive preference given Rainbow Broadcasting in a contest for a UHF facility in Orlando, Fla., because 90% of the applicant's ownership was Hispanic. The solicitor general contends that although Congress has more power to adopt such policies than do state and local governments, the policy at issue was adopted by the commission. And *Metro Broadcasting Inc.*, which had lost in the comparative hearing on the minority-preference issue, says in its brief that the record does not support minority preferences.

-LZ

Satcom K-1, designed to operate through 1996. Services are to include nation's major superstations already delivered via C-band: WTBS(TV) Atlanta; WGN-TV Chicago; WPXI(TV) and WWOR-TV, both New York; WSBK-TV Boston; KTLA(TV) Los Angeles and KTVT(TV) Fort Worth, as well as up to three pay-per-view services (BROADCASTING, Jan. 29).

□

Univision said last week it expects to miss further interest payments due today (Feb. 12) to banks. Hispanic television network's controlling owner, Hallmark Cards, announced last week plan to tender over \$200 million in outstanding debt securities at prices ranging from 30% to 55% of face value. Restructuring plan would also require existing debt owners to agree to amendments in securities' indentures. Hallmark also continued last week to negotiate with banks and other Univision owners, including First Chicago Investment Co.

□

Supreme Court of State of New York has dismissed NBC's motion for summary judgment in suit filed against it and Group W last spring by Petry Television. Judge David H. Edwards Jr. found that contract between NBC and Group W to operate Premiere Announcement Network (PAN) station advertising consortium left open possibility, to be determined in trial, that NBC may have "actively or otherwise solicited or induced...stations to join PAN in violation of plaintiff's [Petry's] rights." According to counsel for Petry, Lawrence Tofel, rep firm will press for immediate trial to hopefully get ruling before upfront selling season begins. Judge Edwards also approved Petry's motion for further discovery in case. Still before different judge in same court is Group W's motion for summary judgment.

□

Heritage Broadcast Group deal to sell WNCN(AM)-WKSX(FM) Asheville, N.C., to Radio Ventures I for \$25.5 million fell through because financing was not secured. Heritage acquired stations in 1986 for \$6.3 million. Heritage is headed by Adam Pollack. Radio Ventures is headed by Jerry Lyman.

□

Lawyers making up communications practice of Schnader Harrison Segal & Lewis, Washington, are moving to Washington office of Sidley & Austin. Included are Robert Beizer, Clark Wadlow, Craig Blakeley and several associates. Move is expected to be completed later this month.

□

FCC denied objections of NAACP South Carolina State Conference of Branches and National Black Media Coalition and renewed licenses of six South Carolina stations. However, WKZO-AM-FM Myrtle Beach, WGSN(AM)-WNMB(FM) North Myrtle Beach and WSPA-AM-FM Spartanburg were issued notices of apparent liability and given short term renewal, subject to EEO reporting conditions. WKZO-AM-FM and WGSN(AM)-WNMB(FM) were fined \$10,000; WSPA-AM-FM, \$5,000. WODE(AM)-WNOK-FM Columbia was renewed with EEO reporting conditions while WESC-AM-FM Greenville and WEAC(AM)-WAGI(FM) were given full renewal without conditions.

□

Howard Grafman, president of Chicago-based Century Broadcasting Corp., has submitted tender offer for radio group owner valued at \$60 million. Grafman founded company in 1964 with Chicago attorney, George Colias.

□

Representative Rick Boucher's (D-Va.) promotion of cable rates survey conducted by United States Telephone Association has National Cable Television Association up in arms. Boucher sent out "Dear Colleague" letter to House members, urging support for his cable-telco bill pointing out

NBC details '92 Olympics PPV plans

NBC and Cablevision Systems unveiled more of their plans for the pay-per-view portion of the 1992 summer Olympics from Barcelona, a multichannel package over the 16 days of the games totaling 600 hours and priced between \$100 and \$150.

"The hallmark is lots of live coverage," said Tom Rogers, president, NBC Cable and Business Development. Half of the 600 hours, from 5 a.m. to 5 p.m. daily, will be live coverage, compared to the 160 hours on NBC-TV. From 5 p.m. to 5 a.m., the PPV feed will be a mixture of features and taped events.

The price range, for what NBC-Cablevision hopes will be three channels of PPV, will be for the entire package. Rogers said logistics prevent breaking the package apart into per channel, per day or per week offerings.

The PPV audience will see live coverage of events from start to finish, from the preliminaries to the finals. Thus the PPV audience could see the finals of events live, before NBC plays them on its prime time feed later that night. But Rogers does not believe that will affect NBC's broadcast audience. The PPV universe is expected to be small, compared to NBC's reach, and he said that there will be no local cable advertising competition for NBC affiliates, unlike the CBS-Turner deal. There may be some limited billboarding on the PPV feeds, Rogers said.

NBC is shooting for a buy rate of 10%, and estimates there will be 25 million homes with PPV capability by 1992. The PPV portion alone will cost \$200 million to produce and distribute, said Rogers.

Rogers said the split with cable operators will be "heavily in favor of the programmer," as opposed to a more typical 55% programmer-45% operator split. The reason, said Rogers, is the enormous risk in the event.

-MS

results of USTA survey. "The average rate increase for the 528 systems in the survey, for the most inexpensive cable service available, was 68% between 1986 and 1989. Several states had average rate increases of over 100%," wrote Boucher. USTA survey released last month (BROADCASTING, Jan. 29) is "quite simply wrong," said James Mooney, NCTA president, in letter to Hill. Mooney said information is "wrong" for 88% of systems surveyed. He said USTA's actions go "beyond the bounds of what we would consider to be acceptable and responsible political activity." NCTA also included its own analysis of cable rates in 20 of states USTA singled out in initial release of survey (BROADCASTING, Feb. 5).

□

Recent spate of controversies over presumably exclusive satellite-delivered video being downlinked and used without authorization has prompted David Bartlett, president of Radio-Television News Directors Association, to invite television news executives to meeting to address issue. With increasing number of entities involved "and ever more complex cooperative arrangements for sharing satellite video being created," Bartlett wrote in letter to news executives at networks and other news organizations, "the time has come to take a careful look at how we handle video exchanges and how we can prevent future disagreements and misunderstandings." Most recent example of issue was coverage of Avianca Airlines plane crash on Long Island last month. News 12 Long Island, 24-hour cable service, complained that footage of crash site it transmitted by satellite was used without permission by number of news organizations. Some organizations named by News 12 said they had received permission (BROADCASTING, Feb. 5). Bartlett said in his letter that by offering to organize discussions, RTNDA is "not seeking to adjudicate past disputes." Instead, he said, aim is "to develop guidelines and explore techniques that will help prevent similar problems in the future."

Editorials

On track

Washington communications consultant Ervin Duggan is now all but an FCC commissioner, filling the vacancy created by the departure of Patricia Diaz Dennis. He sailed through his Senate confirmation hearing last week and is on course to join the commission sometime in March. Walking the confirmation tightrope skillfully, Duggan balanced promises to use his position as a "bully pulpit" from which to espouse "decent family values," with assertions of reverence for the First Amendment, which the former *Washington Post* reporter said was "blood, fiber and bone to me."

With all due deference to the memory of Teddy Roosevelt, we are more comfortable with the traditional separation of government policy from pulpit. If the family values are those of the Thomas Jeffersons and James Madisons, that is one thing; if they are those of the Don Wildmons and Terry Rakoltas, it is entirely another. Duggan's endorsement by the National Association of Evangelicals does nothing to assuage our concerns.

We fully understand that actions on the job speak louder than words in a confirmation hearing. The message from the latter can be mixed owing to the necessity of getting oneself approved by a roomful of politicians. We will reserve judgment on the newest commissioner-to-be, and hope that Duggan's avowed "reverence" for the First Amendment proves a guiding principle and not just a well-turned phrase.

The right stuff

It is rare for this page to take up the cause of a political candidate but it does so today. Tom Tauke has announced for senator from Iowa and we resoundingly second the motion.

Readers will know him best as a Republican member of the House Telecommunications Subcommittee and—often in tandem with Billy Tauzin, a Democrat from Louisiana—as one of the best friends broadcasters have ever known on Capitol Hill. Our editorial association with Congressman Tauke began in that context but soon moved beyond it: not only is he usually on the right side of Fifth Estate issues, and the First Amendment, but he is a constant exemplar of decency, integrity, intelligence and the American way. Not to put too fine a point on it, if Jimmy Stewart were again to come to Washington, it might be as Mr. Tauke instead of Mr. Smith.

How seriously they take our recommendations in Iowa we may never know. But of this we're sure: advancing Tom Tauke to the Senate is a step in the right direction not only for the state but for the country as well.

Misplaced priorities

The new FY 1991 federal budget has been released, which means it is time for the yearly assessment of misplaced government priorities. Although the FCC has been allocated a bit more than last fiscal year—a total of \$118 million—it is not enough, according to the commission, to keep up with the increased cost of doing Fifth Estate business. As a result, the future could hold, said the FCC, "increased application processing times and slowed service to the public [a frightening thought considering the current pace at which the processing wheels sometimes grind]; deferred staff productivity improvement initiatives [we're not sure what that means, but it sounds important];

delayed technical improvements needed to monitor new technologies, identify and eliminate interference and respond to complaints [all the U.S. needs is another impediment to keeping up with the Joneses—or their Japanese equivalents], and continued deterioration of physical plant due to lack of funding for repairs and maintenance." In addition, according to the commission, the backlog in processing licenses cost the government \$52 million in potential tax receipts from the operation of those facilities.

If we were the government, we would find a way to invest in a few fewer screwdrivers—or take a fraction of the billions of dollars in savings from a reduced military force in Eastern Europe—to insure that the body overseeing one of the country's key industries does not go begging.

□

While we're on the subject of budgets, it borders on the ludicrous that the Voice of America is forced to eliminate six language services and 57 jobs because of budget constraints, and at the same time is directed by Congress to throw two and a half times that at the untested TV Marti. It is, as VOA Director Dick Carlson put it, a time "of unprecedented change—and unprecedented opportunity in the world"; it would be a shame to see that opportunity wasted, especially when the money begs to be more wisely spent.

Come together

This page's affinity for editorial writers aside, we were pleased to learn from the National Broadcast Editorial Association that the National Conference of Editorial Writers, formerly a print-only organization, had amended its bylaws to include Fifth Estaters, specifically: "Active broadcast editorial writers or others who devote a substantial part of their time to the preparation of editorial copy or to the determination of editorial policy." The fewer distinctions drawn between print and broadcast journalism, particularly by the journalists themselves, the better chance Fifth Estaters have to be accorded equal respect, and freedom.



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"I was just named creative director. I'm directing you to go do something creative."

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PROTECTING COMMERCIAL SPEECH

It's In Everybody's Interest

The First Amendment states that Congress shall make no law abridging "freedom of speech."

Any erosion of free speech should be a cause for concern because the impact extends far beyond the affected parties to society as a whole.

But a growing body of law—and a growing sentiment in Congress—would limit the constitutional protection afforded "commercial speech."

These limitations would set a dangerous precedent.

Commercial speech encompasses a broad range of messages—from issue advertising to product advertising. But limitations on commercial speech reduce the First Amendment rights which corporations are guaranteed by the Constitution. Advertising is the lifeblood of

companies, since it presents information about products and services to the public.

The public itself has a well recognized right not only to speak freely, but to receive information freely from all sources. Limiting commercial speech thus limits the right of the individual to receive the most diverse range of information.

The greatest danger in limiting commercial speech may be to our society—a democracy based on rights and freedoms. Put simply, limitations on commercial speech significantly limit the reservoir of constitutionally protected speech.

If commercial speech is limited today, what type of speech may be limited tomorrow? Freedom of expression is something we all have a stake in protecting.

Henry L. Baumann

Executive Vice President and General Counsel
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