

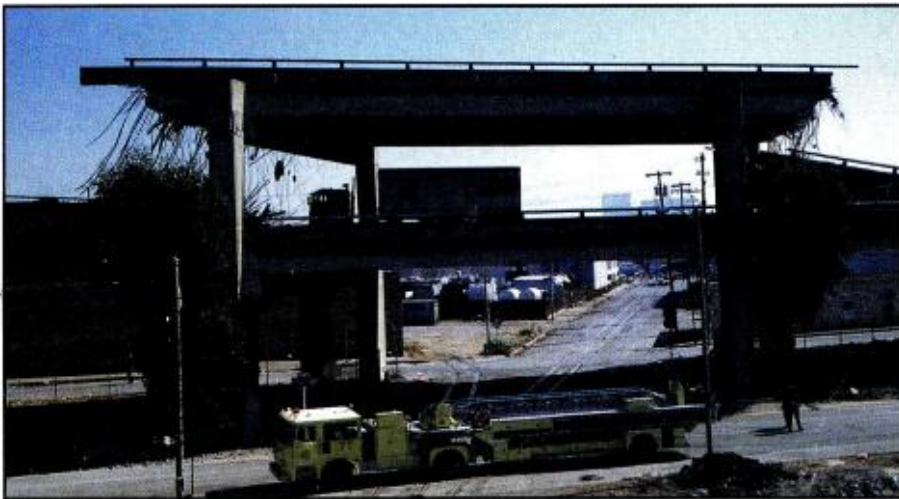
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Feb 19

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Gene Anthony, Photographer: Black Star.

When the earthquake hit Northern California, the whole world was moved. Thanks, in part, to the diligent news coverage provided by Conus Communications and our members, especially KTXL (Sacramento/Stockton) and KHJ (Los Angeles).

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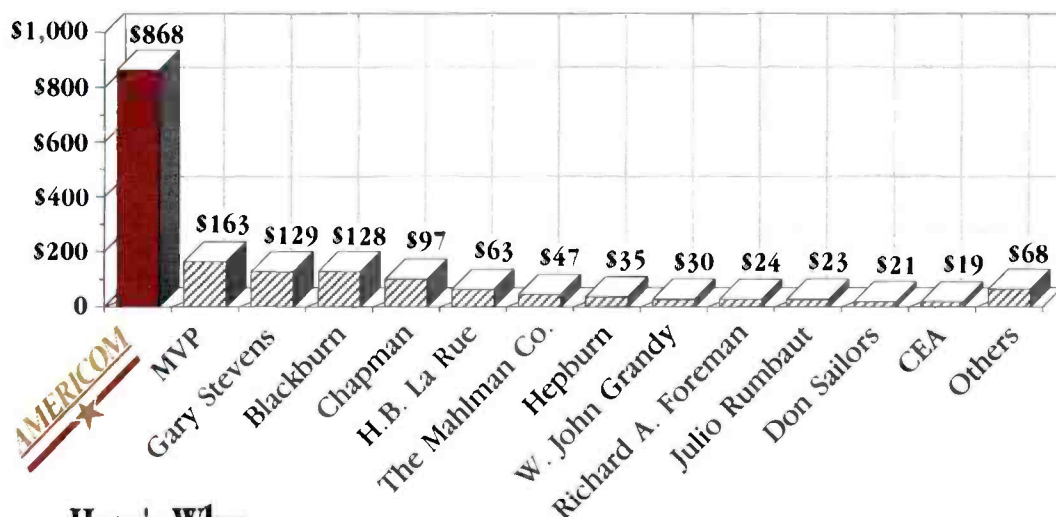
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Radio Networks
Film, TV, video:
The market in
Monte Carlo

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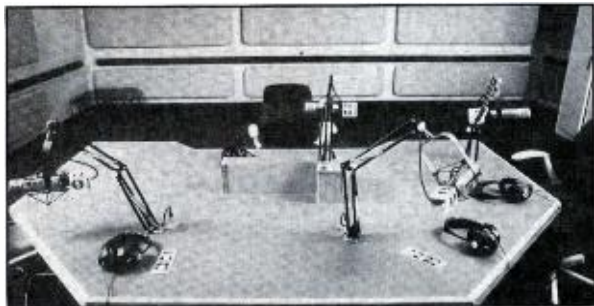
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Cable promises customer service push...

NCTA President Jim Mooney says cable industry is "taking seriously" its customer service problem and intends "to do something about it." In meantime, executives tell analysts at Goldman Sachs conference that reregulation will not hurt cable. **PAGE 27.**

Special report: radio networks...

In increasingly competitive world of radio, servicing affiliates beyond provision



of programming has evolved into requirement for doing business as well as benefit to bottom line. **PAGE 37.**

Europeans form programing partnerships...

European companies banding together to find alternative to high costs of American product unveil details of their alliances at annual Monte Carlo show. **PAGE 31.**

32/ HARVEY STILL TOPS

ABC Radio's Paul Harvey continues to be most popular radio network personality, retaining top five network radio shows for listeners 12-plus, according to fall 1989 SRI report.

52/ TV NETWORK COMPETITION

TV broadcast networks prepare for summer with more original series.

56/ NEW PLAYER IN HOLLYWOOD

Parent company of Japanese animator looks to establish new foothold in syndication distribution business and future broadcast network ties.

58/ NAB PREVIEW: TRANSMITTERS

New techniques for transmitting UHF-TV signals are among top transmission developments to be featured at

National Association of Broadcasters convention.

62/ UNIVISION SHORTFALL

Univision reorganization proposal details shortfall in budget forecasting, revealing uphill struggle for Hispanic television operator as its controlling owner, Hallmark Cards, sends bad news to bondholders.

63/ NETWORK FOURTH-QUARTER GAINS

Improved sales results in higher profit gains for ABC and CBS for last quarter of 1989.

64/ DBS REVIVAL

Cable partnership's proposed 10-channel direct broadcast satellite service sparks renewed efforts by Hughes and Hubbard to get their own DBS services launched.

33/ NETWORK NEWS RACE

Networks are kept busy with release of Nelson Mandela in South Africa and presence of President Bush at drug



summit in Colombia. On scene in South Africa: CBS's Dan Rather and ABC's Ted Koppel.

74/ CABLE BARBS FROM L.A.

FCC hears wide range of complaints about cable TV from major independent producers and Hollywood studio executives during commission's first field hearing in Los Angeles.

95/ SATELLITE LINK

Jeffrey Sudikoff, chairman and chief executive officer of company he founded, IDB Communications Group Inc., is pushing his company toward world made smaller by ease of global communications.

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FAMILY FEUD

STATIONS AGREE

"FEUD continues to be a real winner for WRC-TV. The first year's numbers were great and this November's were even better."

Alan Horlick
*Vice President and General Manager
WRC-TV, Washington, DC*

"We're real pleased with FAMILY FEUD's performance. It stands up very well against 'Donahue' and we're looking forward to another strong year with FEUD."

Barry Schulman
*Program Director
WBZ-TV, Boston*

"FAMILY FEUD has delivered consistent year-to-year growth in every book and in all key demos!"

John Llewelyn
*Vice President, General Manager
WKYC-TV, Cleveland*

"We continue to be extremely pleased with the audience delivery of FAMILY FEUD, especially its strong demographic performance, and look forward to continued success with this fine show."

Malcolm Potter
*Vice President, General Manager
WBAL-TV, Baltimore*

"We are very happy with the show. FAMILY FEUD occupies a very important place on our schedule. The show has delivered a consistent audience to our 5 o'clock news. FEUD plays an important role in our plans for 1990."

Richard Warsinske
*Program Manager
KOMO-TV, Seattle*

RENEWED
FOR '90/'91

RENEWED
FOR '90/'91

RENEWED
FOR '90/'91

RENEWED
FOR '90/'91

RENEWED
FOR '90/'91

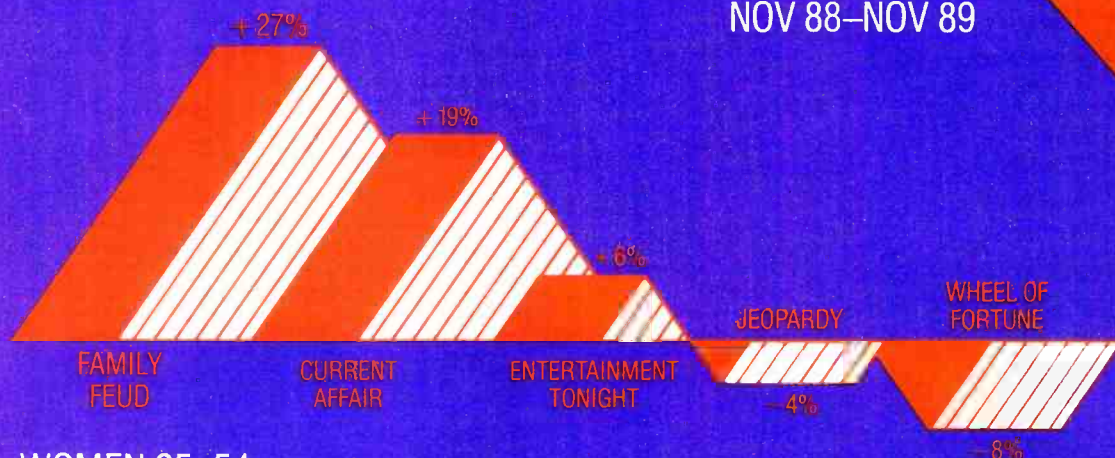
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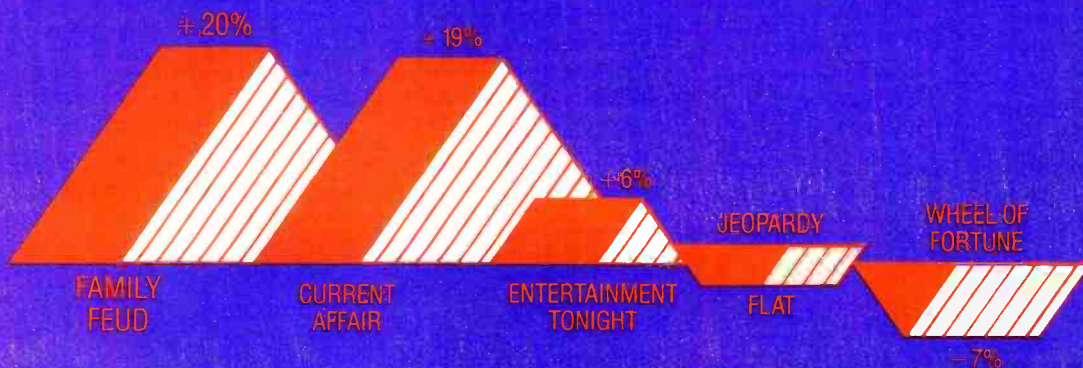
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**AVG % SHARE CHANGE
NOV 88-NOV 89**



WOMEN 25-54



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NEW YORK

Breaking down a barrier

CBS has pulled daytime TV marketing coup, selling Isuzu cars biggest ever, year-long schedule in conjunction with college tour. It's said to be first time automobile advertiser has used daytime, generally considered women's domain and not inviting prospect for car-buying decisions. College students have been discovered to be major soap opera viewers. Deal is credited to network team comprising John Gray, West Coast daytime TV sales VP; Joseph D. Abruzzese, VP for daytime sales, and Paul LaRocca, VP for merchandising and programming.

No big spender

Broadcasters may not miss folding financial house Drexel Burnham Lambert Inc., at least from recent advertising perspective. Investment firm, according to Arbitron's Broadcast Advertisers Report, only spent \$187,687 on broadcast/cable ads through first 11 months of 1989, compared to \$9,366,496 for all of 1988.

Stock purchase

Sources say King World Productions is close to signing deal with CBS News for

access to stock footage from network's extensive library. KWP wants footage for its proposed new syndication magazine show, *Only Yesterday*. "It's not a done deal yet," said source late last week. "But I think you can expect an announcement soon." Competing programs have access to other network libraries. Proposed new entry from Turner, *Update*, will rely on CNN library footage, and *Memories*, co-produced by NBC News Productions and Diamandis Publications (distributed by LBS), will use NBC footage.

Rep rap

Rep firms' client stations were noticeably absent as defendants in lawsuits firms filed against unwired network, Premiere Announcement Network (PAN), and its sponsors, Group W and NBC. But attempt by firms to avoid antagonism with stations may prove difficult given logical implications of suit. If judge finds that PAN was repping stations—it has already found that NBC was a "co-venturer" and profit participant with Group W in effort—then implication would appear to be that NBC was violating FCC's anti-repping rule. However, that prohibition has negative consequences only to network's affiliate stations, since commission has no jurisdiction over network.

While initial complaints did not mention FCC rule, subsequent motion papers in case have brought network anti-repping to judge's attention. Ultimate decision would depend on number of determinations, including, perhaps, whether NBC itself was determined to have control over PAN.

Lookers but no takers?

Spelling Entertainment was awaiting serious comers late last Friday, as New York-based TV company reached self-imposed deadline on offer to sell firm, whose assets include distribution arm, Worldvision, and network production operation, Aaron Spelling Productions. Some 35-40 companies, one-third of them non-U.S., have already expressed initial interest in response to financial documents released earlier this year.

WASHINGTON

NAB's ball

It is up to National Association of Broadcasters to provide Senator Daniel Inouye (D-Hawaii) with legislative proposal incorporating industry's "if carry, must pay" proposal. Senator "by request" of CBS President Larry Tisch, promised to put it in cable bill

although Inouye has not given idea his blessings. Inouye and Senator John Danforth (R-Mo.), author of onerous cable reregulation measure, are working to produce consensus package Senate Commerce Committee can move. Staff has yet to see language from NAB but suggests that it can be inserted even after bill is introduced. Must carry provision could be replaced by must pay, said source. "It is a plus to have it in the bill when the committee considers it, but it could be added during markup or on the floor," source said.

Sitting it out

When FCC takes up whether to grant Fox Broadcasting requested waiver of fin-syn rules so it can exceed 15 hours of network programming in March or April, it will do so without FCC Commissioner Sherrie Marshall. She has recused herself from waiver proceeding because of involvement of her former law firm Wiley, Rein & Fielding. It represents CBS, which opposes waiver. Marshall will be prepared, however, to vote on other fin-syn matters, including whether to exempt Fox from rules by redefining what constitutes networks.

Marshall is sticking closely to FCC ethics guidelines. Under those guidelines, FCC officials must recuse themselves from

Cable's educators

Executives from Discovery Channel joined national board of directors of National Education Association at Washington reception to screen *The Blue Revolution*, eight-hour series on world's oceans to begin on Discovery next month. NEA and Discovery are cooperating in effort to show series in classrooms. Pictured (l to r): John Hendricks, Discovery chairman and chief executive officer; Keith Geiger, NEA executive director; Nancy Stover, vice president, education services, Discovery; producer Luc Cuyvers; Belgian Ambassador Herman Dehenin and his wife, Mimi, and Ruth Otte, president and chief operating officer, Discovery.



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WCOV/Montgomery, AL

Bill Utton
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KVVU/Las Vegas

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adjudicatory proceedings (Fox waiver request) involving former firm or company for one year. But they are permitted to participate in any rulemaking (review of fin-syn and its network definition) in which they had no personal involvement in former job.

Fox waiver will not be first recusal for Marshall because of her association with Wiley, Rein. According to aide, in five months on job, she has sat out six to eight other adjudicatory proceedings.

Still talking

Negotiations continue between John Abel, executive vice president for operations, and National Association of Broadcasters President Eddie Fritts over new contract for Abel. Last summer, Abel said he would leave association by end of 1989 (BROADCASTING, June 12, 1989), but he now is talking about new one-year contract. Abel said he will stay if NAB offers "something challenging"; he wants expanded responsibility of overseeing association's conventions and meetings. All NAB departments report to Abel except government relations, legal and administration. Last named, run by Michael Harwood, executive vice president and chief financial officer, includes conventions and meetings division handled by Hank Roeder, senior vice president.

Damage control

National Cable Television Association, hoping to contain damage done by cable rates survey released by United States Telephone Association, has distributed its own analysis of telco survey to general managers of cable systems in cities targeted by USTA (BROADCASTING, Feb. 5). NCTA memo warns managers to be prepared to respond to telco numbers and provide press with cable summary of survey. But at same time NCTA asks system managers not to release rate information. "Please do not provide the media or your franchising authorities with a copy of the enclosed document if you believe they have not already been

apprised of USTA's document. In our judgment, this would serve to stir up interest in the USTA summaries where none has existed."

MONTÉ CARLO

Full plate

Soviet Union Now, sister to public television's daily news program *South Africa Now*, should be launched soon by New York-based producer Globalvision, company executive said at Monte Carlo TV market last week. Also in development by company is *China Now*, as well as *Nightline*-like program, *Rights and Wrongs*, focusing on human rights issues worldwide. Also under development by company, whose principals include former producers for CBS's *48 Hours* and ABC's *20/20*, is entertainment program co-produced in global pool that would focus on celebrities and political and social issues of concern to them.

Partner search

New player on prowl for international TV partnerships is Hachette, French publishing and radio giant. Jean Rouilly former French TV broadcaster who heads Hachette International Television, just-formed unit to

pursue TV interests, was at Monte Carlo TV market last week for initial round of meetings with potential partners in Europe and Canada. According to Rouilly, company will invest up to several hundred million French francs (upwards of \$20 million-\$30 million), taking minority positions in production and/or distribution companies of various sizes in Europe and North America, as well as jointly finance individual programs of all types. Initial affiliation is most likely in France by end of 1990 (Rouilly said he has already heard from some 80 producers there), with other territories of interest including Germany, Italy, Great Britain, Spain, Japan, U.S. and Canada.

HOLLYWOOD

Testing testing

In-house test pilot of 20th Century Fox Syndication's *Personalities* is in works, according to Joel Cheatwood, new executive producer and vice president of nonfiction programming. Fox has been selling show without pilot based on successful reputation of *A Current Affair*.

Fill-in host will be used for test model, says Cheatwood, who just left WSVN-TV Miami

as executive producer of MCA TV-distributed strip *Inside Report*. He added that search for regular host is continuing, with "every top agent in town calling my office."

Cheatwood says typical show could have six to eight story segments, with one featured main story also possible, focusing on "people in the news and from all walks of life." He said *Personalities* will try to differentiate itself from Paramount's top-rated strip *Entertainment Tonight* by interviewing celebrities ranging from actors to sports figures, politicians and "local heroes."

Piece of the 'Rock'

LBS Communications and Olympia Broadcasting have both made offers to syndicate nationally Paragon Communications' oldies radio show *Rock 'n' Roll U.S.A.*, which airs on CBS's oldies outlet KODJ(FM) Los Angeles. Show is hosted and co-produced by KODJ's nighttime air personality Rich Fields. Expect to see Paragon marketing its product at NAB's April convention in Atlanta as well.

FORT WORTH

Bass trawling for takers

While much of media world is focused on Robert M. Bass's attempt to take over St. Petersburg Times, he is quietly restructuring station holdings. Bass is communicating willingness to sell most or all of radio properties: KLDD(AM)-KZEW-FM Dallas; KORK(AM)-KYRK-FM Las Vegas, and KZAA(AM)-KZRR-FM Albuquerque, N.M. In addition, Fort Worth-based investor is refinancing Anchor Media, group owner of three TV stations: KOVR(TV) Sacramento, Calif.; WSYX(TV) Columbus, Ohio, and WLOS(TV) Asheville, N.C. Activity has put on hold Anchor's announced plans to purchase WCSC(TV) Charleston, S.C., effectively owned by General Electric Capital Corp., which, not coincidentally, is primary financing source for Bass.

What to do?

Cable operators and broadcasters may have to start scrambling for alternative programming if spring training lockout that began Feb. 16 turns into full blown major league baseball strike. Regional Cable Networks that only do sports probably face biggest challenge. SportsChannel New York, which airs 75 New York Mets games, told BROADCASTING there is possibility of showing Mets' Tidewater Tides minor league team. Several other regional networks also are considering minor league baseball as option to strike.

On independent side, several stations surveyed by BROADCASTING said they have enough backup programming to negate impact of strike. One station taking nostalgic approach to potential problem is WWOR-TV Secaucus, New Jersey. New York Mets flagship station is planning to air "classic" Mets games on week-ends. Games being considered include first Mets game ever in 1962 and 1969 and 1973 World Series games. For prime time, WWOR has prompted syndicators to come up with programming that would retain baseball's primarily male audience.



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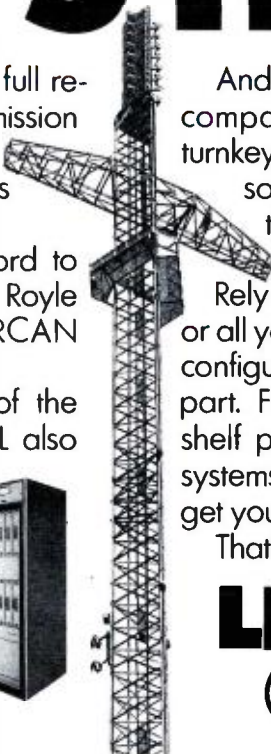
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BY THE NUMBERS 1

NBC won Week 21 of the prime time race, which ended Feb. 12. The network averaged a 14.7 rating/24 share. ABC was second with a 13.2/21. CBS was third with a 12.5/20. NBC won Wednesday, Thursday and Saturday; ABC won Monday, Tuesday and Friday, and CBS took Sunday. Season to date, NBC leads with a 14.8 rating, followed by ABC's 13.0 and CBS's 12.3.

Among midseason shows, ABC's *America's Funniest Home Videos* (pictured) continues to turn



in the strongest performance. The program was first again in its time period (Sunday at 8 p.m.), knocking CBS's *Murder, She Wrote* back to second place. However, the widely publicized *Elvis*, in its premiere showing in its time period (8:30 Sunday), delivered a substantially lower rating than it did when it launched behind *Roseanne* on Tuesday, Feb. 6. Behind *Roseanne*, it was tied for first with a 16/24. Last Sunday, behind *Home Videos*, it dropped to a 12.6/19, falling 13 share points

"By the Numbers" continues on page 14.

RATINGS ROUNDUP

Rank/rating	Network	Show
1 ▲ 22.9/36	N	<i>Cosby Show</i>
2 22.8/35	N	<i>Cheers</i>
3 ▼ 22.5/33	A	<i>Roseanne</i>
4 21.9/34	N	<i>A Different World</i>
5 ▲ 21.4/32	A	<i>Am. Funniest Home Videos</i>
6 ▼ 20.0/34	N	<i>Golden Girls</i>
7 ▲ 20.1/30	A	<i>Wonder Years</i>
8 ▲ 19.9/31	N	<i>Sun. Movie: Blind Faith, pt 1</i>
9 ▲ 18.9/29	A	<i>Who's the Boss?</i>
10 ▼ 18.7/31	C	<i>60 Minutes</i>
11 ▼ 18.4/29	N	<i>Unsolved Mysteries</i>
12 ▼ 18.2/31	N	<i>Empty Nest</i>
13 17.9/30	N	<i>L.A. Law</i>
14 17.8/28	N	<i>Grand</i>
15 ▼ 17.1/25	C	<i>Murder, She Wrote</i>
16 ▲ 17.0/25	C	<i>Designing Women</i>
17 ▲ 16.7/25	N	<i>Matlock</i>
18 ▲ 16.5/26	A	<i>Mon. Movie: Survive</i>
19 ▲ 16.2/24	C	<i>Murphy Brown</i>
20 16.0/24	A	<i>Elvis Special</i>
20 ▼ 16.0/24	N	<i>In the Heat of the Night</i>
22 ▼ 15.7/28	A	<i>Full House</i>
23 15.4/24	A	<i>Sun. Movie: Robocop</i>
24 ▲ 15.1/23	C	<i>Sun. Movie: Miracle Landing</i>
25 ▼ 14.9/24	A	<i>Growing Pains</i>
26 14.7/23	N	<i>Night Court</i>
27 ▼ 14.2/24	N	<i>Amen</i>
27 14.2/22	A	<i>Head of the Class</i>
29 ▲ 14.1/24	C	<i>Knots Landing</i>

Rank/rating	Network	Show
30 ▼ 13.9/24	A	<i>Family Matters</i>
30 ▲ 13.9/22	C	<i>Newhart</i>
32 ▲ 13.8/21	N	<i>Hogan Family</i>
32 ▼ 13.8/25	N	<i>Hunter</i>
32 ▼ 13.8/20	F	<i>The Simpsons</i>
35 ▲ 13.7/21	A	<i>MacGyver</i>
36 ▲ 13.6/21	C	<i>Tues. Movie: Family of Spies 2</i>
36 ▲ 13.6/21	C	<i>Jake and the Fatman</i>
38 ▼ 13.2/20	C	<i>Major Dad</i>
39 13.1/21	N	<i>Dear John</i>
39 ▼ 13.1/20	A	<i>Doogie Howser, M.D.</i>
39 ▲ 13.1/19	F	<i>Married...With Children</i>
42 ▼ 13.0/20	N	<i>ALF</i>
42 ▼ 13.0/22	A	<i>Perfect Strangers</i>
44 12.9/22	C	<i>Bradys</i>
44 ▼ 12.7/23	A	<i>20/20</i>
45 ▼ 12.7/22	N	<i>227</i>
47 12.6/19	A	<i>Elvis</i>
48 ▼ 12.5/21	A	<i>Just the Ten of Us</i>
48 ▲ 12.5/23	N	<i>Quantum Leap</i>
50 ▼ 12.4/20	N	<i>Mon. Movie: Murder in Miss.</i>
51 ▼ 12.3/21	N	<i>Midnight Caller</i>
52 ▼ 12.2/22	C	<i>Dallas</i>
52 12.2/18	N	<i>Unsolved Mysteries Special</i>
54 ▼ 12.1/18	C	<i>City</i>
54 12.1/20	A	<i>thirtysomething</i>
56 11.2/19	C	<i>Doctor, Doctor</i>

Week 21 □ Feb. 5-Feb. 11

Rank/rating	Network	Show
57 ▼ 10.8/17	A	<i>Father Dowling Mysteries</i>
57 ▲ 10.8/18	A	<i>A Life Goes On</i>
59 ▲ 10.5/18	A	<i>Mystery Movie: Columbo</i>
59 ▼ 10.5/19	A	<i>China Beach</i>
59 ▼ 10.5/16	A	<i>Young Riders</i>
62 10.4/17	A	<i>Anything But Love</i>
63 9.9/18	C	<i>Wiseguy</i>
64 ▼ 9.7/15	C	<i>48 Hours</i>
65 ▼ 9.6/17	C	<i>Paradise</i>
66 ▼ 9.5/17	N	<i>Baywatch</i>
66 ▼ 9.5/17	N	<i>Mancuso, FBI</i>
68 ▼ 9.2/14	C	<i>Island Son</i>
68 ▼ 9.2/16	N	<i>True Blue</i>
70 ▼ 9.1/15	N	<i>Magical World of Disney</i>
71 ▼ 8.5/14	C	<i>Grand Slam</i>
72 ▼ 7.9/13	A	<i>Primetime Live</i>
73 ▼ 7.7/12	F	<i>America's Most Wanted</i>
74 ▼ 7.4/13	C	<i>Tour of Duty</i>
75 ▼ 7.3/13	C	<i>St. Night With Connie Chung</i>
76 ▼ 7.2/13	A	<i>Mission: Impossible</i>
76 ▼ 7.2/11	F	<i>Open House</i>
78 ▼ 6.9/12	F	<i>Cops</i>
79 ▼ 6.5/11	F	<i>Totally Hidden Video</i>
80 ▼ 5.8/9	F	<i>21 Jump Street</i>
81 ▼ 5.3/9	F	<i>Booker</i>
82 ▼ 5.1/8	F	<i>Alien Nation</i>
83 ▼ 4.2/7	F	<i>Tracey Ullman Show</i>
84 ▼ 3.9/7	F	<i>Reporters</i>
85 ▼ 2.0/5	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	Sins	Covg
1	Wheel of Fortune, syn. (King World)	15.5	227	98
2	Jeopardy! (King World)	13.2	215	98
3	Wheel of Fortune, wknd. (King World)	10.7	202	92
4	Cosby Show (Viacom)	10.6	204	98
5	Oprah Winfrey Show (King World)	9.8	213	99
6	Current Affair (20th Century Fox TV)	9.1	188	96
6	Entertainment Tonight (Paramount)	9.1	173	96
8	Star Trek: Next Generation (Paramount)	8.4	231	97
9	Magic II	6.9	137	88
10	Donahue (Multimedia)	6.6	226	99

* Nielsen weekly pocketpiece

Week ended Feb. 4

10	Star Search (TPE)	6.6	159	96
12	Family Feud 2 (LBS)	5.9	137	88
12	Geraldo (Paramount)	5.8	195	96
14	Charles in Charge IV (MCA)	5.7	140	90
15	Boxing Illustrated	5.6	77	81
15	People's Court (Warner Bros. Domestic TV)	5.6	169	90
The following shows were rated, but not ranked				
	Wrestling Network	6.7	174	92
	World Wrestling Federation (WWF)	10.5	248	97

Source: Nielsen and Broadcasting's own research.



That rock star's foul language during the recent live network telecast of a music awards show was bad news for broadcasting. But here's the good news: There is an effective way to police your live television programming to protect against obscenities ever reaching the air.

Eventide's BD1000 Video Delay is a solid-state RAM-based system that delays both audio and video signals for up to ten seconds. Plenty of time for your producer to catch any obscene language, gestures, or libelous statements and—by pressing a single button—keep those “no-no’s” off your air. Fox’s WNYW in New York, Cox’s WKBD in Detroit, the Family Network and the Armed Forces Network are just some of the facilities that have already used the BD1000 to successfully police their television programming.

Eventide is the leader in broadcast obscenity protection. In fact, most talk radio stations around the world have relied on Eventide broadcast delays for obscenity protection for years. Now, Eventide brings the same measure of security to TV. The full-bandwidth BD1000 Video Delay has superb video and audio specs. And since it operates without tape, hard disks or any moving parts, it's highly reliable. Versions are available with from 1.6 to 10 seconds or more of delay, so you can economically configure a system to your specific requirements.



Sure, you don't carry music awards shows every day. But you do air live talk shows, call-in programs, panel discussions, even live sports and news coverage—they all expose you to the risk of broadcasting language that can offend viewers, violate FCC regulations or trigger a libel action.

Call Eventide today for more information about the BD1000 at 201-641-1200. After all, you can't be sure that everyone who appears live on your airwaves will behave like a Boy Scout. But with an Eventide Video Delay, you'll always be prepared.

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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. ‡ Construction permit. § Instructional TV fixed service. ¶ Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continues from page 12.

off its lead-in, finishing fourth behind CBS, NBC and Fox.

CBS's *City* (8:30 Monday), which debuted last month, fell from 35th to 54th last week, with a 12.1/18, two share points off lead-in *Major Dad*, and last in its time period.

ABC's *World News Tonight* won again with an 11/20, followed by the *CBS Evening News* (9.9/18) and *NBC Nightly News* (9.6/18).

MarketScope

Media stocks in general seem to have found "level of support" near which they have been trading for past few weeks. Exceptions to rule were mostly negative, among them, McGraw-Hill and News Corp. American Depository Receipts, both of which continued their slide of recent weeks ("MarketScope," Feb. 15). Karen Firestone, manager of Fidelity's select leisure, and broadcast and media funds, noted that ADR's are affected by stock market problems in Australia, where News Corp. stock is traded. She also noted that Australian media company, John Fairfax Group, is rumored to be in trouble. Shares of The New York Times Co. also slid following release of publisher/group owner's earnings, after which First Boston reiterated its "sell" recommendation, largely due to newspaper-related issues. A.H. Belo was up 7%. Telemundo fell slightly. Company's CEO, Henry Silverman, recently departed and major owners, Reliance Group Holdings and Columbia Savings, were both big clients of just-defaulted Drexel Burnham Lambert, itself Telemundo investor. Nostalgia Network, which had been offered for possible sale or recapitalization, has dropped 29% over past four weeks coinciding with news that certain major shareholders had sold shares in cable network. Zenith continued slide, and was off 31% from five weeks ago. Small studio stocks, particularly Spelling and Orion Pictures, had begun move late in week, possibly spurred by rumors that Marvin Davis was going to make bid for one or both companies.

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
Tue	Wed	Change	Change	Ratio(000,000)		Tue	Wed	Change	Change
Feb 13	Feb 7					Feb 13	Feb 7		

BROADCASTING					BROADCASTING WITH OTHER MAJOR INTERESTS				
N (CCB) Capital Cities ABC	510	1/2	524	1/4	-13	3/4	-02.62	20	9,188
N (CBS) CBS	180	1/4	184	1/4	-4		-02.17	16	4,262
A (CCU) Clear Channel	11	3/4	1	3/4			00	-97	45
A (HTG) Heritage Media	3	3/4	3	5/8	1/8		03.44	-3	167
O (JCR) Jacor Commun.	5	3/8	5	1/8	1/4		04.87	-3	53
O (LINB) LIN	110	1/2	112	3/4	-2	1/4	-01.99	59	5,695
O (OBCC) Olympia Broadcast		1/4		1/4			00.00		
O (OSBN) Osborn Commun.	9	3/4	10		1/4		-02.50	-46	88
O (OCMA) Outlet Commun.	19	3/4	20		1/4		-01.25	12	129
A (PR) Price Commun.	5	3/8	5	3/8			00.00	-4	49
O (SAGB) Sage Broadcasting	2	3/4	2	3/4			00.00	-2	10
O (SCRIP) Scripps Howard	62		61		1		01.63	31	640
O (SUNNC) SunGroup Inc.	2						00.00	-2	4
O (TLMD) Telemundo	5	1/4	5	3/8	-1/8		-02.32	-2	19
O (TVXGC) TVX Broadcast	4		4				00.00		29
O (UTVI) United Television	33	1/4	34	1/8	-7/8		-02.56		62
N (BLC) A.H. Belo	35	3/4	33	3/4	2		05.92	41	705
N (AFL) American Family	15	3/4	15	5/8	1/8		00.80	15	1,278
O (ACMA) Assoc. Commun.	32	3/8	32		3/8		01.17	-73	603
N (CCN) Chris-Craft	33	3/8	33		3/8		01.13	1	795
O (DUCO) Durham Corp.	33		29		4		13.79	32	276
N (GCI) Gannett Co.	39	5/8	40	3	-3/4		-01.85	16	6,395
O (GACC) Great Amer. Comm.	8	7/8	8	1/4	5/8		07.57	-2	311
N (JP) Jefferson-Pilot	38	1/4	39	1/2	-1	1/4	-03.16	11	1,438
N (KRI) Knight-Ridder	54	1/2	56	7/8	-2	3/8	-04.17	12	2,823
N (LEE) Lee Enterprises	28	3/4	29	3/8	-5/8		-02.12	16	701
N (LC) Liberty	45	7/8	46		1/8		-00.27	23	388
N (MHP) McGraw-Hill	52	3/8	55	1/4	-2	7/8	-05.20	13	2,549
A (MEGA) Media General	30		30	1/4	-1/4		-00.82	-157	773
N (MDP) Meredith Corp.	30	1/4	32		-1	3/4	-05.46	17	564
O (MMEDC) Multimedia	78	1/2	75	3/4	2	3/4	03.63	26	887
A (NYTA) New York Times	22	3/4	24	3/8	-1	5/8	-06.66	12	1,274

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STOCK INDEX 2

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312 757-5433

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212 603-5954

■ indicates new listing or changed item.

This week

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**—Goodwill Games local ad sales/marketing seminar sponsored by *Turner Cable Network Sales*, Omni hotel at Westshore, Tampa, Fla. Information: (404) 827-2269.

■ **Feb. 21**—Goodwill Games local ad sales/marketing seminar sponsored by *Turner Cable Network Sales*, Stouffer Concourse, St. Louis. Information: (404) 827-2269.

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. 22**—"Learn from the Experts: Red Signals Ahead? Improving Your Image in a Bottom Line Business," meeting of *Cable Television Administration and Marketing Society, New York City chapter*, Viacom Conference Center, New York. Information: Lisa Johnson, (212) 512-1933.

■ **Feb. 22**—Tribute to Angela Lansbury, sponsored by *Academy of Television Arts and Sciences*, Beverly Hilton hotel, Los Angeles. Information: (818) 763-2975.

■ **Feb. 22**—Goodwill Games local ad sales/marketing seminar sponsored by *Turner Cable Network Sales*, Hyatt Regency, Indianapolis. Information: (404) 827-2269.

■ **Feb. 23**—Goodwill Games local ad sales/marketing seminar sponsored by *Turner Cable Network Sales*, Marriott City Center, Minneapolis. Information: (404) 827-2269.

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. 24**—"Packaging and Selling Your Project for Television," seminar co-sponsored by *American Film Institute* and *School of Visual Arts*, School of Visual Arts, New York. Information: (800) 999-4234.

■ **Feb. 24-25**—"Production Management for Independent Filmmakers," co-sponsored by *American Film Institute* and *School of Visual Arts*, School of Visual Arts, New York. Information: (800) 999-4234.

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

Also in February

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

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*

Major Meetings

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.

Jan. 14-18, 1991—28th annual *NATPE International* convention, New Orleans Convention Center, New Orleans.

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.

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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**—Goodwill Games local ad sales/marketing seminar sponsored by *Turner Cable Network Sales*. Airport Marriott, Cleveland. Information: (404) 827-2269.

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.

■ **Feb. 29-March 2**—*Cable Television Laboratories* consumer interface seminar. Luncheon speaker: Peter McCloskey, president, Electronic Industries Association. Hotel Boulderado, Boulder, Colo. Information: (303) 939-8500.

March

March 1—*International Radio & Television Society* Gold Medal banquet, honoring Thomas Murphy, chairman and chief executive officer, Capital Cities/ABC. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 1—*Broadcast Capital Fund* minority ownership forum and annual dinner, commemorating 10th anniversary of nonprofit venture capital company established by National Association of Broadcasters. Mayflower hotel, Washington. 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*, competition for radio programming, promotion, commercials and print advertising. 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 Robert Wright, NBC president and chief executive officer; W.J. (Billy) Tauzin (D-La.), House Energy and Commerce Committee; Robert Kasten (R-Wis.), Senate Commerce Committee; Leon Panetta, chairman, House Budget Committee; William Diefenderfer, deputy director, Office of Management and Budget; Thomas Miller, attorney general, State of Iowa, and president, National Association of Attorneys General, and Janet Steiger, chairman, Federal Trade Commission. Willard hotel, Washington. Information: (202) 898-0089.

March 6—"Programming 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: FCC Commissioner Sherrie Marshall. 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**—*Academy of Television Arts and Sciences* 11th annual Frank O'Connor Memorial College Awards ceremony. Beverly Hilton hotel, Los Angeles. Information: (818) 763-2975.

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

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

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

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

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

March 14-18—"Pre-MTV: Pop Music on Television," screenings at *Museum of Broadcast Communications*. Museum, Chicago. Information: (312) 987-1500.

March 15—15th annual National Commendation

Awards, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

March 15—*National Association of Black Owned Broadcasters* sixth annual communications awards dinner. Awards include first Mickey Leland Award for Outstanding Leadership in Communications to Senator Daniel Inouye (D-Hawaii). Sheraton Washington hotel, Washington. Information: Ava Sanders, (202) 463-8970.

March 15—Deadline for entrants outside U.S. for *New York Festivals*, competition for radio programming, promotion, commercials and print advertising. 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. Squire Program in Law, Media and Society*. Speakers include John Hanks, director, New York City Bureau of Franchises; Norman Sinel of Arnold & Porter, Washington; Stuart Robinowitz of Paul, Weiss, Rifkind, Wharton & Garrison, New York, and Frank Lloyd of Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, Washington. Benjamin Cardozo School of Law, New York. Information: (212) 790-0292.

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

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

■ **March 17-18**—"Writing the Television Sitcom," seminar co-sponsored by *American Film Institute* and *School of Visual Arts*. School of Visual Arts, New York. Information: (800) 999-4234.

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" 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.

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

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

March 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.

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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) 828-7016.

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-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 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 services*. 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. Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

April 16-19—Supercomm '90, jointly sponsored by *U.S. Telephone Association* and *Telecommunications Industry Association*, and International Conference on Communications, sponsored by *Communications Society of the Institute of Electrical and Electronics Engineers*. Georgia World Congress Center, Atlanta. Information: (202) 835-3100.

April 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 Lopocollo, (803) 777-3324.

April 18-22—*Religious Communication Congress* "once-a-decade international/interfaith event," featuring seminars and workshops and exhibits from broadcasting, production, music, publishing,

fund raising, computer and satellite. Opryland hotel, Nashville. Information: (317) 236-1585.

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

April 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 27-28—*Nebraska AP Broadcasters Association* convention, including annual awards dinner. Interstate Holiday Inn, Grand Island, Neb. Information: (402) 342-6880.

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 14—*New Hampshire Association of Broadcasters* sales seminar. Sheraton Wayfarer Inn, Bedford, N.H.

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—*National Association of Broadcasters* small and medium market managers roundtable. Crescent hotel, Phoenix. Information: (202) 429-5420.

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*

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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

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.

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 21-24**—20th conference on broadcast meteorology, sponsored by *American Meteorological Society*. Clarion Harvest House, Boulder, Colo. Information: (617) 227-2425.

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 Com-

plete 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.

July

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

July 14-17—*California Association of Broadcasters* Western Region Broadcast Convention. Fess Parker's Red Lion Resort, Santa Barbara, Calif. Information: (916) 444-2237.

July 15-18—*Cable Television Administration and Marketing Society* annual conference. San Diego Marriott, San Diego. Information: (703) 549-4200.

July 15-18—*New York State Broadcasters Association* 29th executive conference. Gideon Putnam/Ramada Renaissance, Saratoga Springs, N.Y. Information: (518) 434-6100.

July 19-21—*Colorado Broadcasters Association* 41st annual summer convention. Manor Vail, Vail, Colo.

July 24-26—*Florida Cable Television Association* annual convention. Sheraton Bonaventure, Fort Lauderdale, Fla.

July 29-Aug. 1—*New England Cable Television*

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Association annual convention and exhibition. Newport Marriott and Sheraton Islander hotels, Newport, R.I. Information: (617) 843-3418.

August

Aug. 1-5—*National Association of Black Journalists* 15th annual convention. Theme: "Words and Images: Challenges for the Future." Century Plaza hotel, Los Angeles. Information: (703) 648-1270.

Aug. 12-14—*North Carolina CATV Association and South Carolina Cable Association* joint annual meeting. Radisson Resort, Myrtle Beach, S.C. Information: (919) 821-4711.

■ Aug. 12-14—*Arkansas Broadcasters Association* annual convention. Hot Springs Park Hilton, Hot Springs, Ark.

Aug. 23-25—*West Virginia Broadcasters Association* 44th annual fall meeting. Greenbrier, White Sulphur Springs, W.Va.

Aug. 26-28—*Nebraska Broadcasters Association* annual convention. Holiday Inn, North Platte, Neb. Information: (402) 333-3034.

September

Sept. 12-15—Radio '90 convention, sponsored by *National Association of Broadcasters*. Hynes Center, Boston. Information: (202) 429-5300.

Sept. 13-14—*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.

Sept. 21-23—*Maine Association of Broadcasters* annual meeting. Sebasco, Me.

Sept. 21-25—89th *Audio Engineering Society*

convention. Los Angeles. Information: (212) 661-8528.

Sept. 24-27—*Radio-Television News Directors Association* international conference and exhibition. Convention Center, San Jose, Calif. Information: (202) 659-6510.

Sept. 27-28—Fourth annual *National Cable Television Association/National Association of Minorities in Cable* urban markets seminar. Waldorf-Astoria, New York. Information: (202) 775-3669.

October

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

Oct. 9—*Caucus for Producers, Writers and Directors* general membership meeting. Los Angeles. Information: (213) 652-0222.

Oct. 9-11—*Mid-America Cable TV Association* 33rd annual meeting and show. Hilton Plaza Inn, Kansas City, Mo. Information: Rob Marshall, (913) 841-9241.

Oct. 11-15—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

Oct. 13-15—*Texas Association of Broadcasters* annual convention. San Antonio Convention Center, San Antonio. Information: (512) 322-9944.

Oct. 13-17—*Society of Motion Picture and Television Engineers* 132nd technical conference and equipment exhibit. Jacob Javits Convention Center, New York. Information: (914) 761-1100.

Oct. 18-19—*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.



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Monday Memo

A radio commentary by Ronald F. Balonis, chief engineer, WILK(AM) Wilkes-Barre, Pa.

say it's AM radio's equipment. They say if the stations spluttering on the cluttered by installing NRSC-1/2, if all AM stereo, if they'd...ad ad infinitum, it'll all get so confusing. I don't know what to believe.

Some say it's the programming. They say it's the music the stations play or don't play; it's the news that they put on or don't put on; it's the sports that they carry or don't carry; it's the public services that they perform or don't perform. It's so confusing. I don't know what to believe.

Others say the problem is with how the stations sell their advertising or promote and market their programming product. They say the advertising's not effective anymore; nobody's listening. They say that, after all these years. It's so confusing. I don't know what to believe.

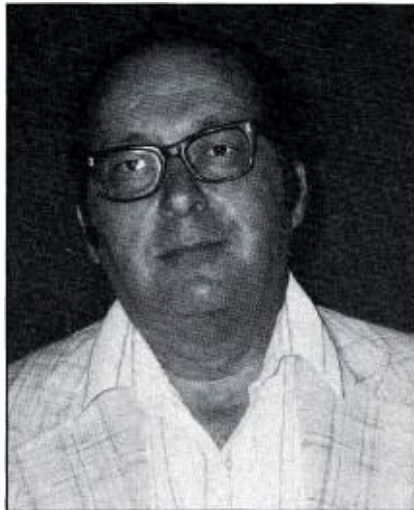
Perhaps they're all right and it's all of these. But perhaps they're all wrong, and it's none of these. Maybe it's all caused by Chaos.

Now, there are some 500 million radios out there; exactly how many no one knows for sure. There are more than 10,000 radio stations on the air, that we know for sure. And there are more than 185 million 18-plus adults, according to the latest census "estimates," to use the radios to listen to the stations. But now there are also many more things to do than just listen, many more places to see and to be.

The numbers of broadcasting are impressive, perhaps too impressive. But, according to the statistics from the 1989 BROADCASTING YEARBOOK and the *Statistical Abstracts of the United States*, the radio marketplace, in terms of growth, is getting smaller and smaller:

In January 1950 there were 2,819 radio stations on the air, about 85 million radio sets in use and 105 million 18-plus "potential" radio listeners. In January 1960 there were 4,086 stations, 188 million radios and 116 million listeners. In January 1970 there were 6,745 stations, 319 million radios and 135 million listeners. In January 1980 there were 8,748 stations, 440 million radios and 163 million listeners. In January 1989 there were 10,461 stations, 500 million radios and 185 million listeners. The numbers get bigger and bigger.

From 1950 to 1960 the number of radio stations on the air grew by 45%, the number of radios in use by 121% and the number of 18-plus potential listeners by 10.5%. From 1960 to 1970 the stations grew by 65%, the radios by 70% and the listeners by 16%. From 1970 to 1980 the stations grew by 30%, the radios by 38% and the listeners by 21%. And from 1980



“What’s needed to bring the system back from Chaos is a freeze on new stations until the other factors catch up with today’s marketplace reality.”

to 1989 the stations grew by 19.6%, the radios by only 13.6% and the listeners by only 13.5%. And the rate of growth gets smaller and smaller.

The numbers, however, don't completely describe broadcasting. Broadcasting is a complex system of many interacting parts. Taken as a whole it is a very big, intertwined business that, besides itself, supports a political structure for its regulation and licensing, a broadcast equipment manufacturing industry and its vendors, an entertainment program-making industry and its vendors, and a consumer electronics industry (radios) and its vendors, and, because it is the most pervasive advertising medium, it also indirectly supports consumer economies at the local and national levels.

Chaos is the science that describes systems whose state at any moment is so sensitive to its environmental factors or conditions that its behavior is, in effect, unpredictable and appears random even though the system is strictly determinate

in a mathematical sense.

By thinking of broadcasting as such a system, the concepts from the science of Chaos say that in time such systems develop and interact in a way that depends on their prevailing competitive environment. For most ranges of the environmental factors or conditions the system operates in a simple and linear or logical manner with discernible causes and effects. But for some ranges the system can operate in a complex and nonlinear or illogical manner with undiscernible causes and effects.

By recognizing that a system, like broadcasting, can be chaotic, the new science of Chaos provides a new way of thinking about broadcasting as a system—one that exists with a past shaped by regulation and by the marketplace laws of supply and demand. And one that, at present, is on the verge of Chaos as the growth rate of supply exceeds the rates of demand for advertising and for listeners. One whose behavior is no longer governed by cause and effect but by Chaos. One where minor technical faults become magnified beyond reality. One where insignificant programming differences cause listeners to tune out or to be turned off. One where nothing seems to work anymore.

The science of Chaos cannot provide a solution to any of radio broadcasting's woes, but it can help to guide those who make the rules by which the system, the game, is played. To bring the system of broadcasting back from the verge of Chaos requires that the rules of the system undergo changes—changes in the basic factors or the environment of the system. Even by thinking with the "old" laws of supply and demand it is evident that the system has reached a saturation limit for growth in the number of listeners and the number of radios. More stations no longer mean more listeners, more advertising, more radio equipment, more radios or more advertisers. The only result is chaotic behavior for these parts of the broadcasting system.

Chaos points out the hard, cold fact that what's needed to bring the system back from Chaos is a freeze on new stations until the other factors catch up with today's marketplace reality. That way, with the NRSC-1/2 in place, the AM receivers can catch up to the quality level that's feasible with today's technology. That way, with the present AM improvements in the FCC pipeline, the marketplace can catch up with reality. That way, without an ever increasing amount of audience thinning, the erosion can be self-checked. That way, with the natural growth in advertising revenues, the economics of radio can catch up to what the marketplace can support.

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Broadcasting Feb 19



NCTA's Jim Mooney announces customer service standards

Cable vows to clean up its customer service act

Hoping to cool the cable reregulation fever that is raging in Washington, the cable industry last week promised to answer the telephones.

At a Washington press conference last Thursday (Feb. 15), National Cable Television Association President Jim Mooney announced that the association had adopted a set of "comprehensive, highly specific" customer service standards and that most cable operators had pledged to comply with them by July 1991.

With the issuance of the standards, Mooney told reporters, the industry is signaling that it is "taking seriously" its customer service problem and intends "to do something about it."

"We think right now a lot of our cable systems provide pretty good customer service," said Mooney, flanked by Bob Miron, NCTA chairman and president of Newhouse Broadcasting, and John Goddard, president of Viacom Cable and chairman of NCTA's customer relations subcommittee, which developed the standards. "But, in all candor, we have to say that a significant number of our cable systems have not gotten to the point where customer service can be described as good or even adequate."

The standards cover telephone answering, office hours, scheduling of installation and service appointments in the home and restoration of outages. Among other things, the standards require participating cable operators to answer phones within 30 seconds and, in certain communities, to provide supplemental offices and telephone hours. They also require operators to hook up new subscribers within seven days and restore outages within 36 hours. (A full text of the standards appears on page 65.)

According to Mooney, NCTA is prevented by antitrust law from enforcing the standards and, thus, they are strictly voluntary. However, he said, local franchising authorities could incorporate the standards into local franchising agreements.

Cable reassures Wall Street it can prosper, even under reregulation

While the cable industry was sending one message to Washington last week on customer service, it was sending another to Wall Street—one of political reassurance and revenue flexibility.

"Our concerns are your concerns," said Fred Vierra, president and chief operating officer of United Artists Entertainment, to analysts at a Goldman Sachs conference, "but sometimes I think you worry more than we do." Vierra said "reregulation is not a grassroots issue." The complaints are "fairly narrow," he said, and have been exploited by the telephone and broadcast lobbies.

Still, he acknowledged the probability of reregulation, but "very much within the parameters we can live with." If the FCC widened its definition on effective competition to all cable systems, thus limiting basic rate increases to 5% or inflation, "we would be no worse off than what we decided to do internally," said Vierra, since UA is limiting 1990 basic rate increases to inflation. "We can grow the business in a way you'll really like," he told analysts, by getting more revenue

1989's Bottom Line for Cable

Company	Revenue	Cash Flow
HBO	\$1,177,000,000	\$166,000,000
Showtime	470,000,000	8,000,000
ESPN**	425,000,000	130,000,000
WTBS-TNT**	378,000,000	116,000,000
CNN-HN**	328,000,000	136,000,000
MTV-VH-1	168,000,000	52,000,000
Nick-NAN	114,000,000	49,000,000
TCI**	2,940,000,000	1,097,000,000
Time Warner Cable	1,543,000,000	644,000,000
ATC	973,000,000	431,000,000
Comcast**	552,000,000	220,000,000
Viacom Cable	301,000,000	132,000,000

Notes: TW Cable are pro forma results. *Company estimates. **Analysts or BROADCASTING estimates.

from ad sales and pay per views.

Cablevision Systems Vice Chairman William Bell said cable thrived before, during and after regulation and "we can continue to thrive if we're regulated again." Marc Lustgarten, also vice chairman of Cablevision, pointed out that Cablevision has "more revenue above basic than any other cable company," and added that Cablevision's operations are in major markets, and thus unlikely to be deemed noncompetitive by any cable proposals being considered in Washington. Cablevision

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Drexel, Burnham, Lambert: The

The rise and fall of Drexel Burnham Lambert Group Inc. is first and foremost a financial story whose themes include the power of personality, 1980's-style creativity in the structuring of securities and the psychology of investing in debt. But it is also a story involving media and entertainment companies, whose importance to the investment banking firm far outweighed their place in the economy, even among similar "below investment grade" companies. The Fifth Estate contributed to the rise of Drexel, and also to its downfall, a demise dated last Tuesday (Feb. 13) when it sought protection under Chapter 11 of the federal bankruptcy code as a prelude to the firm's liquidation.

While many are aware of the firm's media and entertainment ties, few have remarked on the unevenness of Drexel's performance. If one is to judge Drexel by the creditworthiness of the securities it syndicated for broadcasting clients, the firm proved remarkably inept. A review of the firm's financing record during the 1980's reveals that Drexel raised money for roughly 20 relatively pure plays in station ownership, among them Metro-media Broadcasting, Grant Broadcasting, Olympia Broadcasting, Univision, Tel-Am Corp. (for WTV-TV Bloomington, Ind.), Telemundo Groups, Great American Communications Corp., SCI Television and Renaissance Broadcasting. Most of those, including many of the larger deals, fell behind on operating

projections and have either gone through bankruptcy or some other type of reorganization, or are expected to.

The failures in broadcast financing could not be totally attributed to a lack of caring, since Drexel itself, or partnerships representing the firm's employees, were counted among the investors in such deals as Olympia, Tel-Am and Telemundo.

As for cable, in 1987, the year in which the firm paid \$550 million to Michael Milken, its chief of high-yield or "junk" bond operations, Drexel's annual report featured a profile of the cable television industry, citing it as one of four "explosive" growth businesses whose financing made use of the debt securities. Drexel's assertion that it was "dominant" in raising capital for system operators has some truth and its cable legacy will have few blemishes, and those only of recent origin. Going back at least as far as 1982 the firm began issuing high-yield debt to MSO's such as Cablevision Systems, Prime Cable Corp. and Tele-Communications Inc.

The Hollywood-based high-yield bond operations also led in the financing of high-flying studios, but in the process Drexel managed to get credit for some conspicuous financial flops. A review of Drexel and the Fifth Estate wouldn't be complete without noting the firm's role in financing takeovers, which was partially responsible for setting in motion ownership changes at ABC, CBS and NBC.

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making systems legally obliged to adhere to them.

Also, NCTA will award its "Seal of Quality Customer Service" only to systems that certify that they are in compliance with the standards. Any system that certifies compliance for the standards but fails to meet them "is going to create a big problem for itself," said NCTA Executive Vice President Decker Anstrom.

Subscriber complaints about customer service and rising cable rates and anti-cable efforts by other media have brought Congress and the FCC to the brink of reregulating cable. By improving customer service, the NCTA hopes to eliminate some of the complaints and take some of the steam out of the push for reregulation.

Mooney acknowledged that in trying to solve one problem, cable could be aggravating another. Complying with the standards will entail substantial capital expenditures by cable operators, which could push up cable rates, he said.

Goddard said Viacom, which serves over a million subscribers, would probably spend "in excess of \$1 million" just on new equipment to come into compliance with the standards. Miron had no estimates.

The NCTA, whose members represent most cable systems, adopted the standards at a board meeting in Boca Raton last Wednesday. Following NCTA's lead, the board of the Community Antenna Television Association, which represents small operators, endorsed the standards at its meeting last Thursday in Waikoloa, Hawaii.

Mooney downplayed the notion that the mere announcement of standards would assuage congressional concerns. "If, as an incidental benefit, we are able to give some comfort to members of Congress who have expressed concern on these matters, we will

not resist that.

"If it does us some good, fine," Mooney said. "But we don't think of this as something that will rescue us from anything on the Hill."

Mooney's assessment seems to have been right on the mark. One Senate source said the standards will not slow the Senate Commerce Committee's plans to introduce and mark up a cable bill this spring. But, he said, the cable industry "should be congratulated" for the initiative. The Senate will be watching to see if the standards work, he said.

"It's too little, too late," said Senator Albert Gore (D-Tenn.), one of cable's chief critics on Capitol Hill. "But it is important to take these steps into account as we fashion the final shape of the legislation."

Matthew Rinaldo (N.J.), the ranking Republican on the House Telecommunications Subcommittee, was more encouraging for cable, suggesting that the standards obviate the need for Congressional action. The cable operators "at last recognize that either they serve the public better or they face the prospect of dealing with all the costs, headaches and delays of a federal bureaucracy

telling them what to do," the lawmaker said in a prepared statement that NCTA was circulating.

Nick Miller, a Washington attorney who represents cities in their dealings with cable operators, said cities' principal problem with cable are the ever increasing rates, but it is "aggravated" by poor customer service. "Any effort by the industry to improve its act would be viewed favorably by the franchising authorities."

But given the facts that cable issued its standards just a month before the Senate markup of legislation reregulating cable and that it did not consult the franchising authorities who deal with cable complaints, Miller said, "this is more a reaction to what's going on in the Senate than to what's going on out in the field."

Norm Sinel, another lawyer representing cities, said the standards are "a step in the right direction if they can become an enforceable part of franchise agreements." They might also provide "a framework" for talks between cable and the cities, he said.

However, Sinel said, the standards are "probably not enough to move the cities from their course of attempting to cause Congress to reregulate cable at the local level."

Paul Berra, cable communications manager for St. Louis and the president of the National Association of Telecommunications Officers and Administrators, said he would reserve full comment until he had time to review the standards.

"I think it's a nice gesture, but it's two years too late," said Robert Schmidt, president of the Wireless Cable Association, which believes conventional cable operators are blocking wireless cable operators' access to programming. "I don't think the consumer is going to see the benefits of this PR gesture. I think what the consumer wants now is a choice."

-HAJ



John Goddard (l) with Bob Miron

fall of the house that 'junk' built

BROADCASTING calculates that between 1981 and 1990 Drexel co-managed or lead-managed just under \$22 billion in publicly and privately placed television, radio and entertainment financings, a sum representing almost 10% of the current junk bond marketplace. Among the bonuses that came to Drexel for dominating the high-yield market was the ability to channel other financial work to weaker Drexel departments and the ability to charge the Fifth Estate higher-than-usual fees—totaling probably at least half-a-billion dollars.

In addition to being a lucrative source of business, media and entertainment companies have been associated with some of the firm's worst moments. The initial 98-count U.S. government indictment of Michael Milken on racketeering and securities and tax fraud charges contains, among its more prominent examples, Drexel's role during the leveraged buyout of Storer Communications. "Milken arranged for his three children to make millions from Storer warrants," was just one of the headlines that have preceded Milken's trial.

More quietly, it was a year ago that the aborted 1989 attempt of Cassara & Co. to buy WKAQ-TV San Juan, P.R., may have marked the first time Drexel was unable to deliver on its highly touted, "highly confident" letter.

For a while it seemed beside the point to judge Drexel by the creditworthiness of the securities it underwrote. What the

firm offered was a product—high-yield notes—skillfully marketed to institutional customers willing to invest. Even if the deals didn't work out—and some such as Metromedia Broadcasting were not intended to succeed long-term without a restructuring—it was assumed by many purchasers that Milken and Drexel could somehow make things whole again through refinancings, a logic enviously described by a competing investment banker as the "Drexel daisy chain."

The firm was able to defy the logic of credit because of the influence of Milken, who personally knew many Fifth Estate executives. Said one former Lorimar executive: "Merv [Adelson, Lorimar's chairman] would have jumped off a bridge if Mike told him to."

Thus, when Milken left the firm following his indictment, the forces of credit began to eat away at the structure Drexel had created. In particular the unraveling of some high-profile, high-yield companies, including SCI Television, contributed to a contraction in the "junk" market. Drexel's share of new issues began to shrink and, perhaps more important, the "secondary" trading market of already issued securities became more "illiquid."

By last week Drexel found itself unable to sell its own holdings of its own previously issued junk in order to refinance its commercial paper obligations. **-GF**

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Systems Chairman Charles Dolan said he was not concerned about possible curbs on vertical integration because, in time, there will be enough channel capacity that "anybody will be able to get on."

Brian Roberts, president of Comcast, said cable was willing to enter a dialogue on the "hot topics" and he didn't believe that taking a "moderate view [on reregulation] will accelerate the negative criticism." Like Vierra, he said "there are ways to increase revenue unrelated to rate increases," mentioning ad sales and PPV. And he backed the use of lifeline service, providing cable "a low-cost product" to offer.

Wall Street has been aware of the drum beating in Washington that, combined with uncertainty in the financial markets, has caused cable stocks to drop and made it more difficult to obtain financing. "Even the most aggressive banks in cable are hamstringed at the moment because of the HLT's [highly leveraged transactions]," said Michael Kouvaras, general partner, Media Ventures. The IRS issued new guidelines on HLT's that have caused banks to be more cautious. Added to that have been worries in the junk bond market.

But Goldman Sachs analyst Barry Kaplan said the cable industry was "quite healthy" and that he was "feeling better than ever on the regulatory side" that there will be no cable bill this year.

(He based his comments in part on luncheon remarks by House Telecommunications Subcommittee member Thomas Bliley [D-Va.]. Bliley said "the chances of getting a complex reregulation bill [this year] are not in the cards." Although Congress likes lifeline services, he said, "I don't see Congress trying to micromanage to that extent." Serious telco entry discussions, he said, are unlikely "for three to five years.")

Kaplan said "the financial markets aren't

as bad as some people believe," but "there's no question it's more difficult" to get deals done. Tim Rigas, senior vice president, Adelphia Communications, said "we're finding it takes a lot longer to complete deals," and that the "leverage multiples are decreasing." He said the deal flow will stay down until the financial markets settle those issues.

Kaplan doesn't see cable stock prices, which dropped significantly in the second half of last year and have since bottomed out, taking off any time soon. Not until "the financial markets settle down and there is more clarity coming out of Washington" on reregulation will prices improve, Kaplan said. **-MS**

Red ink flows at Rainbow, HA!, other new cable networks

While mature cable networks are running well into the black, newer cable networks are running well into the red. At a Goldman Sachs conference last week, Rainbow Programming Enterprises estimated it will lose \$61 million in 1989, largely stemming from \$84 million in development expenses associated with CNBC, SportsChannel America and several new regional sports networks.

According to Cablevision Systems, which owns 50% of Rainbow along with NBC, 1988 development costs were \$17 million, which contributed to an operating loss of \$11 million in that year. Last year, Cablevision executives had estimated that CNBC alone would lose between \$30 million and \$40 million in its first year.

On the comedy network front, Frank Biondi, president and chief executive officer of Viacom, said the company projects

to spend between \$85 million and \$125 million over the next five years on HA!, Viacom's comedy network. Purchasing 14 seasons of *Saturday Night Live* cost Viacom in excess of \$20 million, said Biondi. Viacom's HA! projections, which include conservative subscriber counts, said Biondi, do not forecast breakeven before \$100 million.

Biondi was asked if Time Warner's estimate at an analyst meeting earlier last week that HBO's Comedy Channel would lose \$10 million in 1990 is correct. He said he was told "it will lose \$25 million in the first five months."

Biondi said partnership talks on HA! continue with Time Warner, as well as with cable operators and production companies. In any partnership arrangement, Biondi said Viacom will be at least a 50% partner, and that the service will launch April 1, regardless of whether there are any nonViacom investors.

Biondi called cable operator enthusiasm in HA! "modest" and said their ownership participation has been dampened by concerns that vertical integration regulation would curb their ability to maintain cable programming ownership interest. Biondi indicated that if VH-1 were added to the partnership discussion, Viacom would aim to get the full value of the service included.

Biondi said HA!'s schedule is largely complete, and he expected ratings for it to be at or above those of other MTV networks, possibly even above 1.1.

Farrell Reynolds, vice president, advertising sales for Turner Broadcasting, said TNT had advertising revenue of \$22 million in the first nine months of 1989, and \$18 million in operating cash flow. Reynolds said Turner has sold \$25 million worth of time in the Goodwill Games and said he believes TBS will reach its goal of \$35 million in ad sales. **-MS**

Eye for an eye

Reaffirming the cable industry's new get-tough posture toward broadcasting, the National Cable Television Association vowed last week to seek legislation banning exclusive broadcast network affiliations if broadcasting-backed legislation moves in Congress that would ban exclusive cable network affiliations or impose an "if carry, shall pay" regime.

NCTA's position, adopted unanimously by the board on Feb. 14, was a clear threat to broadcasters, who support legislation that would force cable networks to affiliate with multiple outlets and who are pushing for an "if carry, shall pay" bill. The latter would require cable systems that choose to carry one local broadcast signal to carry all local signals and pay for the privilege.

NCTA President Jim Mooney, who, in a speech last month, signaled NCTA's intention to strike back at broadcasting, said: "We'd rather see government not intervene in these matters, but if Congress ultimately decides to regulate the distribution of cable programming networks, then the same rule should apply to broadcast networks. What's good for the goose should be good for the gander." Eddie Fritts, National Association of Broadcasters president, was undeterred: "When NCTA resorts to such a desperate threat, it seems clear they recognize there is a legitimate basis and strong momentum behind the 'if carry, must pay' proposal...It appears they are taking it much more seriously than they have indicated in their public statements."

CBS faces its affiliates

Network previews coming attractions; tells of new projects from Norman Lear; 'Sajak' changes may not be enough to keep show afloat

Norman Lear, president of Act III Productions, is reportedly on his way back to CBS, armed with several project ideas, one of which is a late-night show designed to start at 12:30 a.m., CBS affiliates learned at an affiliate meeting held in Phoenix.

The mood at the meeting, according to several affiliates, was upbeat, and the network left the impression that "they know we know there are problems, and they're not just sitting back doing nothing about them," said one affiliate.

The meeting, spread out over four days, Feb. 8-11, gave affiliates their first face-to-face meeting with CBS Entertainment President Jeff Sagansky, and the new programming chief used the forum to outline some of his efforts since he took over two and a half months ago. Sagansky said that in addition to projects scheduled from Lear, CBS has agreements or is in negotiations with a number of high-profile producers for series projects. In addition to Lear, he cited Bruce Paltrow (*St. Elsewhere*), Terry Louise Fisher (*L.A. Law*), Frank Lupo (*Hunter, The A-Team*), Patrick Hasburg (*21 Jumpstreet*), Bob Harling ("Steel Magnolias") and Peter Fisher (*Murder, She Wrote*) as producers who will be working on series for the network.

Sagansky did not elaborate on the types of series the producers would develop; however, he did say at least some of the projects will be available for the fall schedule.

The only details discussed about the Norman Lear project were that the show would follow whatever 11:30 p.m. late-night program the network has on the schedule at the time of its debut. One affiliate said one of the Lear projects sounded "almost like the life of Norman Lear."

In addition to the producers that Sa-

gansky has apparently wooed to CBS, he also gave affiliates a list of actors who have agreed to participate in series, movies and mini-series: Farah Fawcett, Ryan O'Neal, Stacy Keach, Jane Seymour, Peter Strauss, Ricky Schroeder and "Phantom of the Opera" star Michael Crawford.

The network also gave affiliates a sneak preview of four comedy series that will make their way onto the schedule over the next couple of months: *Bagdad Cafe*, starring Jean Stapleton and Whoopi Goldberg; *Normal Life*, starring Cindy Williams; *Sidney*, starring Valerie Bertinelli, and *His & Hers*, starring Martin Mull. *His & Hers* has already been scheduled to debut on March 5 in the 10:30-11 time slot. The show replaces *Doctor, Doctor*, which has been pulled from the schedule temporarily to give the new series a test run. A CBS spokeswoman said the network has ordered three additional episodes of the series, and that *Doctor, Doctor* will return to the schedule, possibly in an earlier time period.

Neither Sagansky nor any other executives were forthcoming on what other series would be moved out to free up time periods for the half-hour comedies on the shelf. One affiliate said network executives were disappointed with *Grand Slam* and that *Island Son*, although disappointing, was improving.

Affiliates also learned that the network is moving ahead in attempts to bolster its inventory of theatrical movies. CBS has apparently acquired the broadcast rights to "Beetlejuice," "Dead Poets Society," "Batman" and "Lethal Weapon II," among others. One affiliate said the network is planning to air "Beverly Hills Cop II" and "The Untouchables" during the upcoming sweeps.

One area of obvious interest to affiliates is late night, where *The Pat Sajak Show* has struggled and just two weeks ago underwent changes in format, set design, and opening music. Sajak has also dropped his suit and tie look, for sweaters, in an attempt

to give the show a more relaxed, comfortable look. According to affiliates, the show's future was not discussed, although many said the writing seems to be on the wall.

Of the recent changes to the show, including the use of a guest host once a week, one affiliate remarked, "I think what we're looking at is a plan to replace Sajak. Some of these cosmetic changes in the show like the set and music aren't going to change the ratings; who are they kidding? Pat's in a sweater all of the time and the other changes, but the fact is the show is going nowhere."

Another affiliate said he got the sense the network is still putting its time and effort into the show, but "I got the impression that this is their last chance."

Visiting station executives were also given a rundown on recent events at CBS News, including the shake-up at *CBS This Morning*. David Burke, president, CBS News, confirmed that Kathleen Sullivan would no longer be on the show and that the network was in negotiations to lure Paula Zahn from ABC.

On the recent suspension of Andy Rooney for alleged racist remarks, one affiliate said he got the impression that Burke was satisfied with his decision to suspend the *60 Minutes* reporter, "but that it seemed to be a painful decision for him because he considers him a friend."

-SC

Katz sends out buyout proxy

Katz Communications mailed its Employee Stock Ownership Plan (ESOP) buyout proxy to employees last week ("In Brief," Feb. 12). The proxy was sent with an accompanying letter from Jim Greenwald, Katz chairman, explaining that the group has secured over \$100 million from Citibank, as well as a yet-to-determined amount of equity from Sandler Media.

An industry source familiar with terms of the proxy said a team of 13 top-level company executives have offered to buy out the 4.1 million shares outstanding of the ESOP, at \$20 a share, or \$82 million. The total \$150 million value of the buyout also includes \$68 million in existing bank debt, which was incurred, said one source, to fund ESOP payouts as employees left over the past several years.

Management executives said to be included in the deal are Greenwald; Michael Packman, CFO; all company presidents, and two radio senior vice presidents. An executive realignment is expected to accompany the buyout, with one leading candidate for promotion said to be Ken Swetz, president of Katz Radio Group, who, it is said, will become president of the parent company (filling the vacant position formerly held by Richard Mendelson, who left last year). Stu Olds, president of Katz Radio, would step in to fill vacancy left by Swetz, and Bob McCurdy, vice president and general sales manager of Katz Radio, would succeed Olds. □

Europeans step up coproductions among themselves

Companies are banding together to find alternative to high costs of U.S. product; annual Monte Carlo show features partnership news by Canal Plus, Bertelsmann

It is hard to find a major American media company these days that has not at least considered establishing a European beachhead. But as TV program producers look to recover more and more revenue from international program sales and others seek wide-ranging investment opportunities in the region, one thing is increasingly clear—Europe won't take this growing American presence sitting down.

Striking evidence of that stand-tall European posture was found in two key alliances detailed last week at the Monte Carlo TV market, where more than 2,500 TV industry executives jammed the halls and bars of the Loews Hotel there for the annual French Riviera gathering.

The first partnership to make news at Monte Carlo was a pay TV joint venture, announced in Germany just before the market opened, bringing together two rival projects, one between Europe's leading pay TV channel, Canal Plus, and West Germany's media giant, Bertelsmann, and the other an already-launched channel backed by Germany's dominant program distributor Kirch Group ("Closed Circuit," Jan. 22).

Although there were a complex range of factors bringing together the two separate pay projects, the companies said they acted in large part to avoid a bloody bidding war for top American movies. A similar battle in Great Britain between Rupert Murdoch's Sky TV and British Satellite Broadcasting has already left that nation's infant pay TV industry struggling under immense program debts.

The second key alliance unveiled in Monte Carlo was a program coproduction powerhouse that has already made high-profile product set to air in the U.S., but which is aimed at turning out topnotch European TV fiction. Teamed together in the new entity, called Starcom, are Silvio Berlusconi Communications of Italy, France's dominant broadcaster TF1 and Betafilm of West Germany's Kirch Group.

While Starcom's participants grouped together last year to develop with U.S. partner Saban/Scherick and Hexatel the \$10 million mini-series *Phantom of the Opera*, due to air on NBC in March, the partners are now talking about creating an annual slate of 20-25 high-budget 90-minute TV movies for the world market.

Although anxious for U.S. partners, particularly American cable networks, the production trio made it clear they are seeking full creative coproductions and would be more than willing, alone or with other European partners, to produce high-budget fiction first and foremost for the European market, selling later to the U.S.

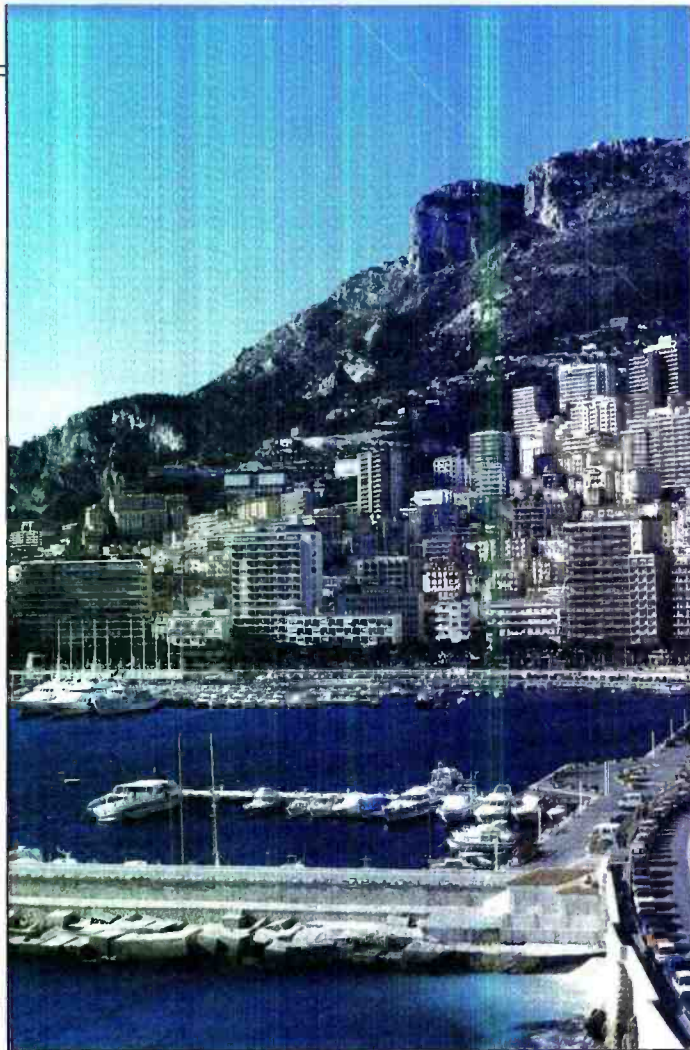
American TV executives at the market expressed no disappointment or concern at the two developments last week, but instead were outspokenly supportive of the activities of their European colleagues.

"The buildup of European production is good for U.S. companies. We need a strong industry there," said a senior executive with a major Hollywood studio. He added: "The rape and pillage can only go on so long."

James Warner, the new president of CBS Enterprises, a recently formed Broadcast Group division responsible for international program and other activities, gave this assessment of the Starcom venture: "As a seller of programs, it's difficult when you see your customers shrinking, but on the other hand, if European entities can band together to represent a larger portion of the financing of a program and if they can act cooperatively and streamline the process, we welcome it a lot. It just makes the job of finding European partners for programs that much easier."

Added Warner: "These are groups of broadcasters, essentially, coming together to gain strength and the ability to contribute a significant portion of the financing to a project."

"Today, producing European is an absolute necessity," ex-



Monte Carlo, site of annual TV market

plained Etienne Mougeotte, the TF1 vice president-general manager who introduced Starcom's objectives at a press briefing. While Mougeotte said none of Starcom's partners would abandon already extensive production for their national markets, he added, "It is extremely important for the European market to have bigger and better productions."

Starcom made clear that in seeking other partners to finance its aggressive program slate, it would look to Americans (its first project, *Phantom*, was more than 50% American financed). Berlusconi executive Ricardo Tozzi, head of production, told reporters the group is open to all forms of associations with U.S. partners, including basic cable and certain syndicated groupings. But, noted Tozzi: "With the major networks, working with them means doing their thing and we are not interested in that."

According to Kirch Group Chief Executive Jan Mojto, also at the briefing, Starcom is willing to invest in projects on its own and then "sell in the U.S. a production conceived in Europe."

Executives representing the new German pay channel also put some distance between the venture and America. Said Kirch Group spokeswoman Armgard Von Burgsdorff: "We didn't want to have American companies, even though there were signals of interest from them. We wanted to run a majority-German company."

While these partnerships were perhaps the most visible examples of Europe's strengthening on the international TV scene, there were numerous other examples at the market. Senior Canal Plus executive Alain de Greef, for instance, was busy advancing a series of six TV movie comedy coproductions with Paris-based Chrysalide and the Los Angeles-based financial consortium The Movie Group. The first, starring Carrie Fisher and Roseanne Arquette, will appear on Turner Broadcasting's TNT cable channel in the U.S. The second, yet to be shot, is an American script and will have a French lead and French director.

Also pursuing coproduction development deals with U.S. cable

Monte Carlo's biggest newsmakers

The twin alliances that highlighted the Monte Carlo TV market last week:

■ **Premiere**—A joint venture pay TV channel, to begin in spring 1991, Premiere brings together West Germany's Bertelsmann, the world's second largest media conglomerate, with \$6.5 billion in revenue; France's Canal Plus, Europe's top pay TV service, and the Kirch Group, the privately held German programing powerhouse.

The partnership, which gives Bertelsmann 50% and Canal Plus and Kirch each 25% of the channel, expects to invest approximately \$175 million (300 million marks) in the service over the next three to five years before breakeven is achieved with between 800,000 and one million subscribers. The channel hopes eventually to reach 2 million of Germany's 23.5 million TV households, primarily through cable TV, with some direct broadcast satellite households. Competition is strong from home video, which has 40% penetration, and from both established terrestrial broadcasters and the newer private broadcasters and cable channels.

Programing will be predominantly feature films, plus sports and live events. Kirch has rights to more than 15,000 feature films, while Bertelsmann recently captured rights to leading German soccer competitions. An unscrambled period will also be scheduled.

Premiere was originally to be a joint channel of Bertelsmann and Canal Plus, and was planned as a rival to Kirch's pay service Teleclub, on the air since 1988, but limited to only about 50,000 subscribers. Teleclub will merge into Premiere

after its launch.

Bertelsmann, which controls the highly successful German commercial cable channel RTL Plus, has appointed the channel's general manager and program director, and Kirch will name the head of program acquisitions in the next few weeks. A senior Canal Plus executive chairs a three-member board.

The partnership will mean the abandonment of the Franco-German DBS satellite TDF-1 by Premiere in favor of German telecommunications bird Kopernicus and Luxembourg broadcast satellite Astra, as well as the probable dropping of plans to use the European standard D2-MAC signal scrambling system.

■ **Starcom**—The new European production entity is a three-way venture of Kirch Group's Betafilm of West Germany, Silvio Berlusconi Communications (Reteitalia) of Italy and TFI of France. The group, which will look for other partners from Europe and the U.S. (particularly cable), says by next year it plans to produce 40-50 hours of TV fiction annually in the form of 20-25 90-minute movies.

Starcom's first project, already completed and scheduled to air on NBC next month, is the \$10 million mini-series *Phantom of the Opera* with Burt Lancaster, produced with American partners. The second project, a \$12 million, four-hour mini-series set for shooting in May, is *Mountain of Diamonds*, based on a book by Wilbur Smith and set in Africa. The third project in development is *African Wind*, a two-part, three-hour mini-series, half of which will be shot in the U.S. and with a budget of nearly \$7 million. —AAG

at Monte Carlo was British Telso International, distribution arm of British broadcaster TVS Entertainment, which, according to Managing Director Ann Harris, is working on projects that may involve Nickelodeon, Disney Channel, Turner Broadcasting, Showtime, Discovery and HBO.

The coproduction flow works both ways, with numerous American executives wandering the narrow hallways between suites and screenings pursuing alliances. The big three networks, for instance, were actively advancing liaisons with Europe's producers and otherwise building their presence at the market.

NBC has hired and brought to Monte Carlo former LBS executive Gary Wald, who will take on responsibility for building marketing and distribution activities, while NBC Entertainment executive Tom Gabay, formerly in comedy development, is now moving to London on the international programing beat. CBS, in

addition to the presence of new executive Jim Warner, also had on hand Entertainment executive John Matoian, who is helping the network develop creative assets from overseas sources. ABC also made official at the market the previously reported purchase of a 25% stake in top French production firm, the Paris-based Hamster.

In other news at the market, producer David Lynch said he is to begin work on a half-hour prime time documentary series for Fox Broadcasting called *American Chronicle*. Fox has committed to two shows, said Lynch, who will produce them with partner Mark Frost. The first of the two, to be distributed internationally by Worldvision, will focus on Mardi Gras.

MCA also said it has concluded a deal for 1,000 hours of series programing with German private satellite channel RTL Plus. Included are three first-run originals—*Nasty Boys*, *Outsiders* and *H.E.L.P.*—as well as first-run and rerun library material. —AAG

Paul Harvey holds on to top radio network personality title

ABC Radio's Paul Harvey continues to be the most popular radio network personality in Statistical Research Inc.'s (SRI) just-issued fall 1989 report (RADAR 40).

Harvey, whose programs are all distributed over the ABC Entertainment Network, retained the top five network radio program slots for persons 12 and older. ABC also drew the 9th through 11th, and 17th through 20th spots, giving ABC 12 of the top 20 programs in network radio.

Harvey tops the list with *Paul Harvey News* at 8:30 a.m., Monday through Friday, averaging 6,217,000 listeners (audience to commercials within program), eclipsing the six million mark for the first time since the spring of 1988.

In the RADAR 40 largest common day-part category for all full-service networks (Monday through Saturday, 6 a.m.-7 p.m.) for listeners aged 12-plus, Unistar's *Super*

Network posted a 3.1% loss in listeners (with average 2,202,000 listeners per commercial) and second place overall from the spring 1989 RADAR 39's first place and 2,273,000 listeners.

ABC Information claimed the top spot, with an average 2,252,000 listeners, a 6.6% increase over spring 1989 (RADAR 39). Third place went to ABC Entertainment with a 2.7% increase over RADAR 39 to an average of 2,091,000 listeners.

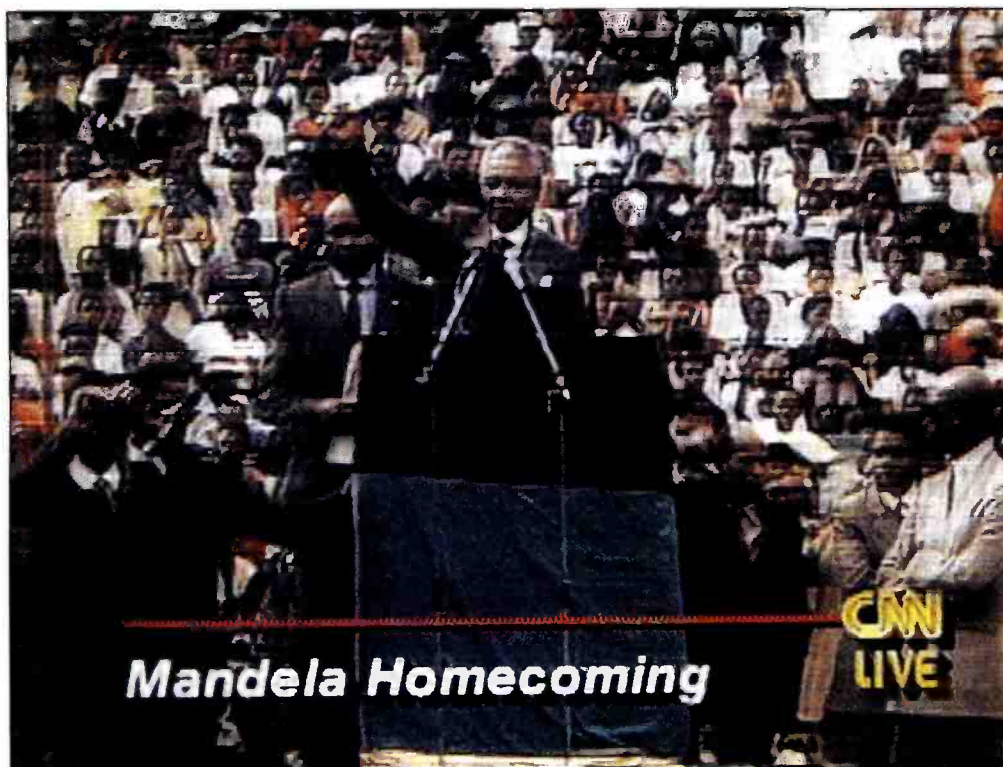
The biggest loss was recorded by Westwood One's NBC Radio Network, which posted a 21.1% decrease in average listeners, to 1,296,000, and drops from fourth place to 10th in RADAR 39.

Unistar's Ultimate Network (the former US2 and Transtar 2 networks, combined) showed a 2.8% increase to 1,825,000 listeners, and fourth place overall and the CBS Radio Network, which posted the big-

gest gain (10.4%) to 1,513,000 listeners, moved from a RADAR 39 eighth rank to fifth place in RADAR 40.

Westwood One's Mutual Broadcasting recorded a loss of 7.9% in average listeners, to 1,493,000, and dropped to sixth place. NBC's The Source was the only Westwood One network posting an increase in listenership, climbing 9% to 1,441,000 listeners and moving up from ninth place to seventh.

On Feb. 12, CBS merged CBS RadioRadio and CBS Radio Network for sales and marketing purposes, and renamed it CBS Spectrum Radio. According to data supplied to CBS by SRI, the new combination is the number one-ranked network for adults aged 18-plus, with an average 2,510,000 listeners, Monday through Saturday, 6 a.m.-7 p.m., network audience to all commercials. —LC



Mandela Homecoming

South Africa to South America: Networks race to cover major stories

**On heels of Soviet story blitz,
Mandela release and drug summit
keep news organizations hopping**

The week began at about 9:15 a.m. ET on Sunday, as television screens around the world—including those in South Africa—were filled with pictures of African National Congress leader Nelson Mandela walking to freedom after more than 27 years in South African prisons. His wife, Winnie, was by his side. It ended, as far as the week's major news stories were concerned, at 6:35 p.m. on Thursday (Feb. 15), as President Bush, his briefing for the press at Barranquilla completed, boarded Air Force One for his return to Washington from a one-day drug summit in Colombia that seemed noteworthy more for the fact that it was routine than for what it accomplished. In between, the nation's news organizations were pushing the edge of their respective financial envelopes, driven by competition and the appeal of truly major stories.

If coverage of Bush's meeting with the presidents of Colombia, Peru and Bolivia seemed flat, it was not only because the results were not seen as remarkable. It was also because the kind of story that had been feared was possible did not happen. There had been considerable apprehension about the President traveling to a country whose drug cartels and guerilla groups made it seem lawless.

Certainly, the news organizations took the assignment very seriously. Executives

were reluctant to release many details of their plans for what they said were "security" reasons. CBS News director of special events, Lane Venardos, said the network would send a minimum number of people and make sure they stayed no longer than absolutely necessary. (The kidnapping of two Americans in Bogota on Wednesday did not ease concerns.) CNN, which provided extensive live coverage of the summit, probably had the largest contingent in Colombia—42 people.

Besides the personnel they had traveling with the President, the networks stationed crews in Bogota. "We wanted people who could move anywhere, in response to anything," said David Miller, director of foreign news coverage for NBC News. The possibility of a threat on the President's life was the concern. The same concern drove ABC News and NBC News to send porta-

ble uplink stations along with their personnel. And since it had drawn the assignment of television pool operator, NBC was already responsible for setting up a ground station in Cartagena, the site of the summit. No one was heard complaining that the precautions had proved unnecessary.

Probably because of the unique circumstances surrounding it—the enormous security that was involved—the drug summit seemed more of a television story than any of the summits that preceded it. The so-called "expanded pool" that followed the President throughout the day in Colombia—from Washington to Barranquilla, where Air Force One landed, shortly before 9 a.m. ET, to Cartagena by helicopter and then back again—included a correspondent and crew from each network, as well as magazine and newspaper writers, a radio correspondent and still photographers. But most of the American print press, along with broadcast journalists not part of the pool, about 200 in all, were kept in Barranquilla, at the press center the White House had established at the air terminal. Until the President's press conference at the airport before his departure, the journalists there kept in touch with developments by television; the Colombian television service as well as the American network pool and unilateral operations were putting out pictures for worldwide consumption.

But looking back on the summit on Friday, Ed Turner, executive vice president of CNN, was not chortling over the major



Bush arrives for drug summit

story his network had helped cover from up close. CNN (along with NBC News) had covered live Bush's arrival in Barranquilla, had been on hand for his landing in Cartagena and for all of the photo ops that followed, for the signing ceremony concluding the meeting and the joint press conference of the four presidents, as well as Bush's. That one began at 6:10 p.m. and ran until 6:23 p.m. ET (in the heart of East Coast affiliates' newscasts). But Turner said of the summit: "Nothing significant. A lot of effort for not a great deal of hard news."

The South African story was something else. The release of Mandela and the major changes in the social and political life of the country that the government of President F. W. de Klerk was seeking to bring about provided a rich feast for journalists—if an expensive one, in terms of travel and satellite time, even wear and tear on anchors. It was a story that even South African television, which normally ignores the government's black opponents, recognized as worthy of attention. It carried Mandela's release live and his speech that evening, on a delayed basis.

But it was ABC News's Ted Koppel, whose series of *Nightline* programs on South Africa had begun on Wednesday (Feb. 7), who could claim a major beat on the Mandela story. He was on the air at 8:09 a.m. ET on Saturday with word of the plans for Mandela's release the next day from Victor Verster prison, near Cape Town. The interrupt beat even the announcement by the President, more than an hour later. By then, other networks were frantically playing catch-up.

NBC News's Tom Brokaw had received a tip about noon on Thursday (Feb. 15) that de Klerk was to make an announcement regarding Mandela on Saturday. With no more than a few minutes to spare, he made a Concorde flight to Paris, from where he caught a midnight flight to Johannesburg. A chartered jet took him the rest of the way to Cape Town. CBS News's Dan Rather had not returned to New York from Moscow—and another of the major stories that have been consuming the time and energy of the world's news organizations—until the day Brokaw raced for the Concorde. He left for Johannesburg early Saturday morning, and the next day, a slightly haggard-looking Dan Rather was on the air, on *Sunday Morning with Charles Kuralt*, in an expanded edition that began at 8 a.m. ET. Before leaving South Africa last week, Rather taped some portions of *48 Hours*, which aired on Thursday (Feb. 15), with an elegant wrap-up of the South Africa story to that point: "After the euphoria," Rather said, by way of introduction, "comes the reality."

Heading into the week in South Africa, competitive juices were flowing over the prospect of getting the first interview with Mandela. As it happened, there was no first. Mandela's "hospitality committee" arranged for a series of 10-minute interviews on Wednesday for each of the U.S. networks and a number of foreign news organizations, in the garden of Mandela's

home in the black township of Soweto. The material was embargoed in the U.S. until 6:30 p.m. that night, in time for the network's evening newscasts. CNN, because of its international service, enjoyed a beat, of sorts. It put its interview, by Gary Streiker, the Nairobi bureau chief, on the satellite delivering signals to Europe at 2:45 p.m. ET.

But if any U.S. news organization could lay claim to owning the South Africa story, it was *Nightline*. The series on the country that Koppel and the *Nightline* staff did in 1985 stood them in good stead on this trip. Koppel on Tuesday had an exclusive interview with President de Klerk. A night later, it was a town meeting, at the University of Witwatersrand, in Johannesburg, with several hundred representatives of the races and political parties that make up South African society (a kind of reprise of the town meeting Koppel moderated in his visit to Jerusalem, in April 1988, that served as a forum for Israeli and Palestinian voices).

The program ran about two hours and 20 minutes—it signed off at 1:49 a.m. Then, although the town meeting program was to have been the last in the series, Koppel on Thursday managed a long interview with Mandela, a piece that was largely nonpolitical, focusing on the man and the life he had led in prison. The interview was carried in a 45-minute edition of *Nightline* that night.

The departure of the networks' anchors from South Africa does not spell the end of the story there, any more than the coverage of the brief summit in Cartagena means the drug story has played out. But for now, the news organizations that have been running hard for weeks can stop to catch their breath—at least for a few days.

The elections in Nicaragua will be held on Sunday (Feb. 25), and the networks began dispatching correspondents and crews late last week. None, however, will transport portable uplinks. Too expensive, some say. They will all feed through Nicaraguan Television. —LZ

Fascell wants USIA, BIB radio operations examined

The first step toward what could be a major restructuring of the U.S. government's international radio services was taken last week in a letter Representative Dante Fascell (D-Fla.) wrote to President Bush. Fascell, the chairman of the House Foreign Affairs Committee and long a supporter of America's international information programs, urged the President to appoint a bipartisan Presidential Commission to review the programs of the Board for International Broadcasting and the U.S. Information Agency, "and in particular, its Voice of America," and to recommend to the White House and Congress whatever changes it finds necessary. Fascell said the commission's report should be completed in time for consideration during the current session of Congress.

Fascell's letter comes at a time when the dramatic changes in the politics of Eastern Europe have convinced many in Washington of a need to review a public diplomacy policy that is implemented in part by two radio services—the VOA and BIB's Radio Free Europe, which broadcasts to countries of Eastern Europe, and Radio Liberty, which serves as a surrogate station for the USSR. Increasingly, there has been talk of a merger of the services.

Fascell's letter also comes at a time of disarray on the part of the VOA and USIA regarding plans to meet the demands of budget cutbacks by eliminating six of the Voice's foreign language services (BROADCASTING, Feb. 5). Fascell, in releasing his letter, called that decision "ludicrous." But the Voice, as he noted, had already decided to seek other ways to save the \$3 million involved.

USIA Director Bruce Gelb, who had agreed to the plan announced by VOA Director Richard Carlson to eliminate the language services, had been uncomfortable

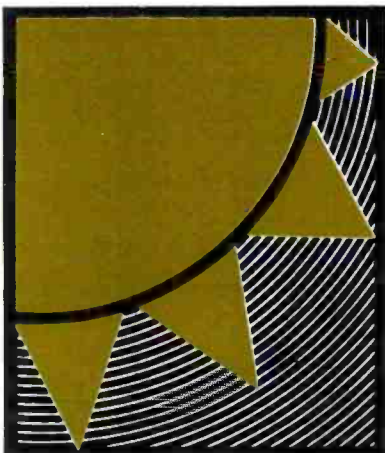
with that solution, according to USIA spokesman Frank Johnson. Gelb directed VOA to find another one.

Fascell, in his letter to the President, praised the work of the VOA and RFE/RL in helping bring down "the wall dividing the European continent." And as the U.S. undertakes the reexamination of U.S. foreign policies and programs required by the new political reality in the world, he said, "a special emphasis should be placed on the review of those governing U.S. public diplomacy.... The manner and framework within which we choose to communicate with world opinion must completely be recalibrated." To that end, he said, he was recommending the appointment "with all alacrity" of the bipartisan Presidential Commission.

To some in Washington, the proposed study might lead to a recommendation that the VOA be removed from the USIA and placed under the supervision of the BIB. A sense of order might also dictate that USIA's television and RIAS (Radio in the American Sector of Berlin) be placed under the wing of a reconstituted BIB. The transfer of VOA from USIA has long been urged by Congressional supporters of the service, at least in part because of budgetary matters. One source said VOA's share of the budget is \$36 million less than it needs to maintain services at the 1986 level.

There was no reaction from officials of the affected agencies. But USIA and BIB officials are certain to be asked their views on Fascell's letter at Senate and House Appropriations hearings this Wednesday (Feb. 21). USIA and VOA officials will also be asked about their backup plans for achieving the budget savings that elimination of the language services was supposed to produce. —LZ

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BROADCASTING

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The Expanding Universe Of Radio Networks

After nearly two years of fairly static growth, 1989 caught many in radio by surprise. The network medium, characterized by consolidations and streamlining in the 1986-1988 period, came back with a vengeance, led by two long-expected mergers: Transtar and United Stations joined to form Unistar (BROADCASTING, Aug. 21, 1989) and Capital Cities/ABC Inc. completed its acquisition of the Satellite Music Networks (BROADCASTING, July 3, 1989). Overall in 1989, sales for the industry were up an estimated 11.9%, according to the Radio Network Association.

Network bottom lines have benefited not only from the changing times, but from an increased flexibility and focus in the way they do business. In the increasingly competitive world of radio, stations looking to their network companies for program choices and services

are being met with expanding "menus" of services from which to make selections. Over the last three years in particular, radio networks have made monetary and staff commitments to augmenting their programming with promotional, marketing, sales and research services.

According to many network executives, the renewed emphasis on servicing a station above and beyond the provision of programming has evolved into a requirement for doing business as well as a benefit to the bottom line. Through constant contact with the affiliates and through research into the format marketplace, new programming and business opportunities arise, not only for the stations, but for the networks as well. Or as Jay Williams, president of Sheridan Broadcasting Networks, puts it: "Service counts. And good service goes straight to the



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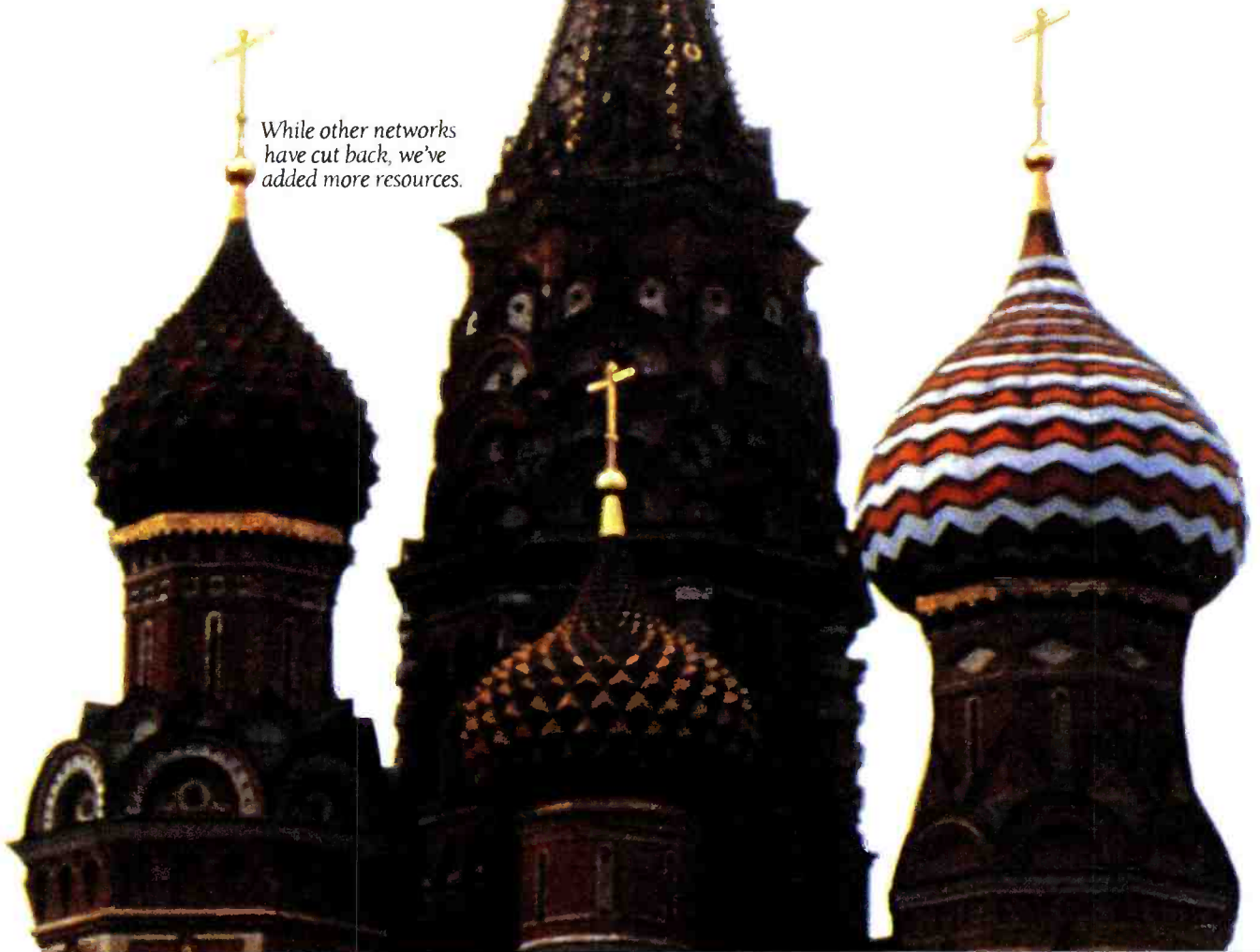
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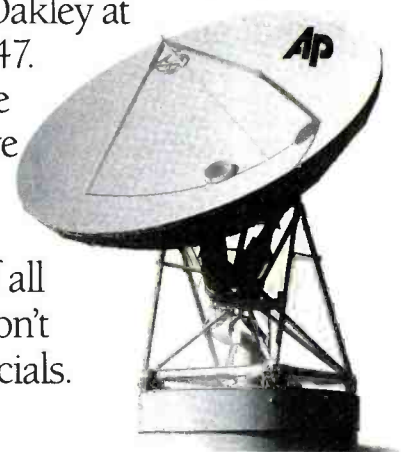


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AP Network News



Sheridan's Jay Williams

bottom line. Serve your customers first, and if you serve them well, it will grow your bottom line."

WESTWOOD ONE

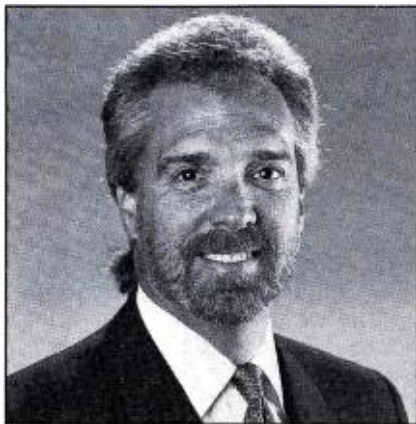
One of the main objectives at Westwood One over the past two years has been to turn around the news operations it purchased from NBC in 1987. Norman Pattiz, chairman of Westwood One, says the operations have indeed turned around—its audience reach has increased by about 40%. "We have also worked hard to make Mutual a solid, respectable network, and to make NBC The Source the number one network in the 18-34 arena."

Another priority, says Pattiz, has been to position the programming and syndication portions of Westwood as "the place" for stations to turn when a major event comes along. Westwood carried exclusive coverage of the rock band, The Who, last year, and has already signed exclusive agreements with rock artist Eric Clapton, and for coverage of the Knebworth Concert in London for 1989. Expect more announcements soon, says Pattiz. "We will continue to expand in a number of areas," he said, "and we are giving great consideration to expanding by creating additional programming that may well lead to another network." The expansion will come from creating new inventory, Pattiz said, "that is not now rated in RADAR."

Westwood is also making aggressive moves in the international arena. It has announced deals with Gostelradio, the Soviet broadcast distributor, for the production of radio programming "in Russian for Russians," he said.

Keeping an eye on Westwood's domestic market stations is Craig Whetstine, vice president of affiliate relations for the Westwood One Radio Networks. The best service they can provide, says Whetstine, is the best programming. "Once you get the relationship going," he says, "they will keep coming back to you for more and more."

Whetstine is enthusiastic about the company's two mobile studios, one based in Los Angeles and one in Cleveland, which tour the country recording live concerts. "It



Westwood One's Norman Pattiz

is an incredible perk for affiliate stations," says Whetstine. "Station people can bring clients by—and it is a big deal for a local station to have that kind of access to artists and events."

Westwood also provides stations with advertising slicks, promotional materials, even help with public relations ideas. The amount of extra service a station needs will vary, says Whetstine, and Westwood tries to accommodate individual requests as they come up.

ABC RADIO

ABC Radio Networks President Aaron Daniels oversees the company's seven networks: ABC Contemporary, Direction, Entertainment, FM, Information, Rock and Talkradio. The focus, he said, is to attempt to give stations more important programming, "in quality, not quantity." Before they will make something available, he says, they want to make sure that the affiliates are going to use it. Said Daniels: "We have tried to make sure that the material is meaningful."

To get the best possible feedback, ABC

schedules meetings with key affiliates throughout the country, contacting both general managers and program directors. "We ask the basic question of 'What do you need?' and 'What is the most important thing you could have as a radio station which will differentiate you from your competition?'" he said.

The company then takes the feedback it receives from stations and adds to it with market research to come up with products. One of the first products of this cooperation is also one of ABC's more successful services, according to Daniels. The network signed a deal with *USA Today* to gather lifestyle, business, health or feature news items to be published in the paper, and sends them via satellite to affiliates at 5 a.m., before they are published. The items are rewritten for broadcast use, and the stations can integrate them into their morning show. Said Daniels: "They love it, they use it, it gives them an advantage over radio stations that are not ABC affiliates." All ABC affiliates have access to the service, which is written in a variety of orientations, to suit different target audiences.

Youth-oriented affiliates can also receive "Morning Prep," a service put together by a team of comedy writers, who cull current journals and periodicals to create "hip, funny and topical bits." On-air station personalities can incorporate this material into their shows.

The network's newest project is a produced version of the "Morning Prep." It is targeted primarily at CHR-formatted stations, also satellite delivered, and consists of highly topical comedy bits. Daniels says stations "absolutely love it," and he hopes to extend a similar service to adult-oriented radio stations eventually.

ABC Radio is in a position to tap its ABC-TV resources as well as its news correspondents. Last year, the radio network aired three *American Agenda Radio Specials*, hosted by television news correspondents Barbara Walters, Peter Jennings and Sam Donaldson. The specials were popular with affiliates, but the first one, which dealt



One of the two Westwood One mobile studios that travel across the U.S., recording live shows.

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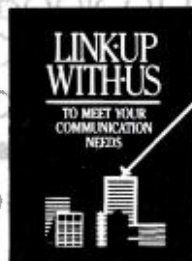
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ABC Radio Networks' Aaron Daniels: giving stations "quality, not quantity"

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ABC-owned Satellite Music Networks is headed by John Tyler, chairman. The Dallas-based music format supplier experienced "good growth" last year, increasing to 10 the number of formats it provides, as well as increasing its presence in China.

CBS RADIO

CBS Radio Networks has also benefited from existing within a larger organization that also has a television division. Robert Kipperman, vice president and general manager of the CBS Radio Networks, likes to use the analogy of a "huge vat." "I look at the broadcast center here, where we collect all our news—from television, radio,



freelance people, owned and operated stations—and all this news comes out of this funnel that feeds our affiliates," he said.

Affiliates benefiting from the CBS "vat" include those of CBS Radio Network, Spectrum Radio, Sports Radio, and the fledgling Hispanic network. Kipperman sees the variety as a "menu" from which stations can select what they think is right for them. "We don't expect stations to use everything we send down," he said. "We send down as much as we can to accommodate all the different stations, but you are not going to have any affiliate using every-

thing you send them."

CBS maintains constant contact with its client stations through meetings with the affiliate board and a "program director advisory council" it set up to solicit feedback from the marketplace it serves. "We are in constant contact with them to see what the trends are, to see what is the kind of programming that they want," Kipperman said, "because we are only as good as our affiliates are."

Among the news services CBS provides for its stations are 19 daily newsfeeds, beginning at 3 a.m. A newsfeed consists of cuts and bits and interviews so that the station can take what it wants and incorporate it into newscasts.

Another extremely successful service, according to Kipperman, is the *One-On-One* interview. The network secures an interview with such personalities as Henry Kissinger, Billy Joel or the Grateful Dead and sets up a window for affiliates to call in and have a one-on-one interview with the personalities. "We have set up a special department and have a staff committed to this project 100%," says Kipperman.

Within the last year, the company began a venture with Time Inc. called CBS/Time Inc. Advances. The network set up a special department, dedicated to writing synopses of articles, prior to publication, in *People*, *Money*, *Time*, *Fortune*, *Life* and *Sports Illustrated*. "We feed this to our stations daily, at no cost and commercial free, before it hits the newsstands," said Kipperman. He said that CBS will be expanding this service.

The network also provides a comedy service called *Morning Circus*. It is 15 bits, "vignettes, features, anywhere in length from three to 90 seconds." It is geared to morning teams, who can incorporate the service into their shows.

The increase in services to stations is a trend Kipperman sees continuing. "They are very helpful in securing affiliates," he said, "because we are providing services that they do not have the resources to obtain." He added: "We have really been providing extensive services over the last three years. It is required—it is a part of doing business, of running a successful network operation business. And it will be expanding based on affiliate board recommendations and needs."

SHERIDAN

A survey of the industry's largest networks, both news and programming, reveals that luring and retaining affiliates is no longer just a function of providing good programming. Rather, it has become a function of a network as a resource for sales, research, promotion, marketing and public relations materials and ideas.

A case in point is the two networks run by Sheridan: Sheridan Broadcasting Network (SBN) and STRZ Entertainment (STRZ). Three and a half years ago, Sheri-

dan operated only SBN, but, according to Williams, the company felt it could do more to serve the urban radio audience. The company, which prepares its own research, conducted extensive market and station analyses, to determine what needs were not being met in the urban marketplace.

The research convinced Sheridan of the need for a second network, STRZ Entertainment. "Because we saw an opportunity to provide additional and new kinds of programming that would benefit the stations," said Williams, "we created a new business opportunity for ourselves, and enhanced the kind of national programming available for urban broadcasters to utilize."

The sales and marketing research Sheridan conducts is available to all its affiliates, in addition to clients and agencies. The material is designed, said Williams, to provide them with the expertise to sell various kinds of national programming and to fill local avails inside national news or feature programs.

Sheridan prepares a "generic national presentation" that Williams says is easily localized by stations to sell the value of particular national shows to local retailers. The objective of the presentation is to sign up local commercials inside national shows. Said Williams: "It allows the local merchants to appreciate the show better and provides the station with a premium rate opportunity that it would otherwise not get."

Another byproduct of Sheridan's efforts is the *Urban Radio Marketing Alert* newsletter. The publication is distributed to all the affiliates and clients and agencies, and attempts to explain and enhance the value of urban radio and the market it serves.

The efforts have paid off for Sheridan. "Since we began this process, our audience has grown by 40%," said Williams. "It has translated into new affiliates, new programming and a new revenue stream." In Williams's view, in the existing competitive environment, with the various numbers of companies providing programming material to stations, the future belongs to the smart programming marketer that also provides the full range of services to support its programming.

UNISTAR

Unistar Radio President Bill Hogan oversees the "Power" and "Ultimate" news networks, which include among their services news calls, sports calls, mini-features and sports programs. The big news at the news networks is the centralization of Unistar's operations in Washington. The company is building a state-of-the-art facility with an electronic newsroom. Said Hogan: "We have had a news bureau there since we started the network. With the centralization of the news department we are hoping to be able to expand some of our menu feed [which is fed via the AP wire]. That is certainly in the plans; in fact, we are look-

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ing at it a couple of months away."

Before the network will put anything on the air, says Hogan, it surveys the major stations in the top 50 markets, trying to determine station interest for the item.

Said Hogan: "The competition is intense for affiliates, so it is essential that we know what our strengths are and what our disadvantages are. It requires us to be constantly in touch with our affiliates, and radio stations in general."

Hogan says it is a marketing approach in a sense, Unistar has to be able to give stations what they need to do business. "In order to be able to do that, we have to know what they want. They can tell me what they like, but we need to know what they really want," he said, adding: "What do they have to have?" At Unistar, he says they will always give stations what they have to have, and many times give them things they like as well.

Looking back at the industry, Hogan points out the evolution in the need for news by FM, music-driven stations. Those stations, he said, are looking for short, crisp news that they can integrate into their newscasts. The need has become one of "extras, highlights, headlines and news calls."

As far as long-form programming, Unistar is not "afraid to put money in programming that, say, 500 or 600 affiliates will carry."

Gary Fries, president of Unistar Radio, who oversees the former Transtar satellite-delivered formats, which includes adult



L-r: Unistar's Bill Hogan and Gary Fries; UPI's Linda Stern

contemporary, Big Band and country music, is also of the school that the best service a network can provide is "higher quality product, beyond the realm of announcing," he said, "to in-depth research of the music to insure that the target audience is reached." According to Fries, last year, Unistar conducted 86 research projects for its nine format services alone.

At the same time, the company has increased its affiliate services department, to provide stations with all the sales support it can offer. The increased service has paid off. The formats have 1,200 station affiliates, and Fries sees that number growing. "Our cancellations are very small," he said, "the services have a good impact, we have a large number of renewals."

the service, the technology and the product itself," she said.

UPI's product is news—newscasts on the hour, headline news on the half hour, sports reports, business reports, and news programs. The service is working on installing a second channel, something Sterns said UPI "will have very shortly."

Another news product UPI provides is station access to correspondents in the field. Said Sterns: "This is the part of the service that we provide that allows them to put their money elsewhere. We are their man in Panama or wherever."

AP

Jim Williams, director of broadcast services for the Associated Press newsgathering service, said that the network's emphasis is on programming. Because it is owned by its members, the network's success depends on being able "to funnel resources into this company called AP, and make sure AP has enough resources to go out and cover the story for everybody," said Williams.

That programming emphasis is possible, said Williams, because AP does not require program clearances. AP is not format specific because it has the entire network available for programming and no commercials to worry about.

AP has a group of 24 people in the field, says Williams, visiting stations, working with them, showing them what's new with the network and letting them know what coverage is planned for upcoming events.

A typical AP newshour includes top of the hour AP Network news; a features feed; a business segment, and *AP Newswatch*, on the half-hour.

—LC

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UPI

United Press International just hired Linda Stern as director of affiliate relations for UPI Radio. Said Sterns: "We are putting the stress on service—our clients are very important to us—without them, we wouldn't be in business."

For UPI, the most important thing, she said, is service to the client. That means delivering the best news product "accurately and quickly." In addition, UPI stands ready to help stations put the product to good use for its bottom line. "Everything that we offer, a station can sell to advertisers," Sterns said. "Stations are in business to serve their communities and to make a profit. We want to help them do both."

Sterns is contacting affiliate general managers and news directors to elicit feedback from them. "We want to be a resource for the stations. We are looking to really make



AP's Jim Williams

AM radio looks to business programming for a niche

Big business and AM radio in the same sentence may seem like a paradox. However, there are some broadcasters and investors in the Fifth Estate taking the risk that they can reach the nation's elite on a medium whose future, at best, is uncertain.

The Business Radio Network (BRN), Money Radio and the Financial Broadcasting Network (FBN) are, through 24-hour financial programming, going after what BRN President and Chief Executive Officer Lou Mellini calls the "rich niche"—35-70-year-olds with money, and the advertisers trying to reach them. The Money Radio network differs from the other two because it grew out of a radio station. KMNY(AM) Pomona started the service in 1987 and since then has added 15 affiliates. BRN, based out of Colorado Springs, and FBN, based out of Los Angeles, are networks relying on reporters all over the U.S. and abroad, while most of the Money Radio's staff is based in Los Angeles.

Starting any kind of network is not cheap and is always risky. Starting a network on AM in the 1990's may be a financial high-wire act. Alternative programming, according to one industry source, requires "a depth of financing and a fair amount of guts." Initial equipment and studio costs run close to \$100,000. And, since top-of-the-line equipment becomes outdated quickly, new equipment needs to be purchased. Then there is satellite space which can run anywhere from \$9,000 to \$12,000 a month depending on service, satellite location and the network's needs.

As for the sound of business radio, it is similar to that of an all news station, with constant national news updates. Additionally, occasional background noises such as the clatter of wire machines and ticker tapes sometimes creep into live reports, and interviews with analysts and brokers are featured as well as economic reports from abroad. The networks also leave time for affiliates to program their own local news and weather. Many of the networks offer talk shows and "live line" features with top executives of the business world.



These business networks, in seeking such an exclusive target audience, often limit their markets to the top 100. And, in an age where few markets can support two newspapers, how many markets can support two, let alone one, 24-hour all business news and programming network?

Of the two traditional 24-hour networks, BRN has the jump. Of its 56 affiliates, it lists 17 stations in and around the top-20 markets and 32 in the top-100 markets. Of those 49, nine are daytimers and 25 operate on reduced power at night. FBN, which has had somewhat of a rocky start, has seven affiliates since they started broadcasting last April.

□

BRN is made up of people with both a broadcasting background and of investors looking at the Fifth Estate as a profit center. The chairman, Richard Faulkner used to own 10 McDonald's franchises.

BRN does not guarantee its affiliates high ratings. Instead, it offers them high revenues. BRN's Mellini explains: "We never advocate big ratings to affiliates. We feel that it [BRN] is a big revenue format."

WPGC(AM) Morningside, Md. (Washington) general manager and program director Ben Hill agrees, calling the network an "upper income decision-maker format" that attracts a quality audience. The downside for him is the ratings.

"Like a classical music station, we attract a [small], quality audience." But the format has improved the station's revenues. WPGC is co-owned with the highly successful WPGC-FM. "Like any AM, we struggle," Hill said, adding that if WPGC were a stand-alone AM it would be "real tough." National advertisers on WPGC(AM) include "upper crust" companies such as airlines and BMW. Among its local clients are brokerage and real estate firms. The challenge, Hill said, is selling advertisers the difference between his audience and that of rival stations.

On the news side, a typical BRN hour consists of national and international news, stock and commodities reports, an expanded business focus, stock headlines, a feature on corporate management, sports and weather. The format relies heavily on freelance reporters abroad who provide reports from Europe, the Soviet Union, Hong Kong, Tokyo, Frankfurt, Sydney and Eastern Europe. The network is also, according to Mellini, the biggest user of the UPI library. Last year, he said, BRN was on the air for all but 12 minutes.

On the advertising side, BRN, like FBN, sells four minutes of ad time every hour, leaving affiliates with 12 minutes of local spot time.

□

The Financial Broadcasting Network began



BRN's Lou Mellini

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last year with an ambitious concept that included not only programming, but called for a weekly tabloid on business to be inserted in the affiliate's local paper. The paper would include a "free page" for the affiliate's use and was to be distributed at banks, other business centers and regional airlines. For affiliates in areas where daily papers will not carry "MoneyWeek," there was FBN's *Moneytalk Magazine* available for direct mail campaigns.

The network is built around two programs—*FBN Businessday* and *FBN MONEYtalk Businessday* runs weekdays from 6 a.m. to 6 p.m. and focuses on the markets that are open, business news of the day, analysis and forecasts and personal financial information. *MONEYtalk* covers the remaining 12 hours and features talk shows with financial experts.

FBN has had some business problems of its own. Bob Siebuhr, vice president of operations, confirmed reports of payroll problems, but said they had since been resolved. "Reports of our death," Siebuhr said, "have been greatly exaggerated." As for critics' no longer associated with the company, Siebuhr said: "The people who left here only knew how to spend money, not how to make it." The business paper, he said, will start again soon.

Of FBN's competition, Siebuhr acknowledged that BRN has a head start. However, he thinks that larger markets can support two AM's with business formats.

One media consultant called the formats

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Branching out

Sports has always been a mainstay of AM radio, and now TV and cable programmers are realizing that the success they've had on the big screen can be duplicated over the airwaves.

Sports distributors Raycom and the Madison Square Garden Network (MSG) both have entered the world of AM regional radio networks.

MSG has cable rights to the National Basketball Association's New York Knicks and the National Hockey League's New York Rangers, and since 1987 has been providing games exclusively to WFAN(AM) New York. David Halberstam, president, Word-Picture Sports, a sports radio producer/packager, this year established MSG's radio network, which provides coverage of both the Knicks and Rangers to 20 affiliates. Most are in New York, New Jersey, Connecticut and Pennsylvania, but the network does have two stations in Arizona. MSG retains 20 minutes of ad time a game, leaving affiliates with 10 minutes.

Raycom, which produces and distributes sports programming for TV and cable, has carried The University of Illinois and Purdue University basketball and football games since 1989. Raycom retains the rights for most of the advertising. Raycom has a total of 75 affiliates in Indiana and Illinois.

If the basketball teams advance into tournament play, Raycom can keep the network, but has to pay the rights holder to broadcast NCAA basketball tournament games. Raycom Vice President Ken Haines said that rights fees for tournaments cost about \$2,000.

a "battle of deep pockets." As for BRN, the consultant said that he thinks they "may have a shot." The key to its success, the consultant said, is good, strong affiliates. And one of the problems of getting strong affiliates, the consultant added, is that "most AM's don't want to try anything new."

□

Money Radio began as an experimental format for a struggling AM searching for an exclusive niche. It now has 15 affiliates in California, Arizona, New Jersey, South Carolina and Illinois. It also publishes *Personal Investing* magazine, which it circulates to 25,000 paying members and various investment conventions. Programming features include *The Broker's Hour* and *The Market Report*. Money Radio also airs reports on foreign markets from 8 p.m. to 1 a.m. According to its demographic analysis, 94% of Money Radio's audience makes more than \$30,000 a year and 33% make more than \$75,000 a year.

□

Full-time business news networks are not the only services available to AM stations. The Financial News Network's FNN Business Radio and Dow Jones & Co.'s Wall Street Journal Radio Network provide affiliates with updates on the market both in the United States and abroad.

Both networks are the beneficiaries of their parent companies—The Wall Street Journal Radio Network has at its fingertips the resources of both Dow Jones and *The Wall Street Journal*, and FNN Business Radio uses all the resources of the Financial News Network.

Wall Street Radio provides 18 three-minute reports between 5:50 a.m. and 9:50 p.m. The network, with 104 affiliates concentrated in the top 50 markets, retains six minutes of advertising time daily and affiliates must carry the programming as well as the national advertising. Its audience, according to Robert Rush, director of broadcast services, has a high concentration of

listeners in the \$70,000-plus income bracket. The network has been on the air since 1980 and is making money, said Rush, declining to elaborate. Advertisers on the "executive" network include advertising agencies, Marriott hotels, United Airlines, office equipment suppliers and business magazines.

FNN Business Radio went on the air in 1988 and has between 60 and 70 affiliates. Its programming includes two one-minute reports every hour from 5 a.m. to 8 p.m., and the network retains advertising rights to eight minutes a day. The network also produces 13 weekend reports that affiliate stations sponsor.

□

Talk radio has always been an AM mainstay and the Clearwater, Fla.-based Sun Radio network is hoping that its talk/help 24-hour format can keep it that way.

Sun Network, headed by Tom Holter, a former station owner/operator, has 146 affiliates in 38 states. The network's 24-hour schedule includes shows on astrology, business, sports, a farm/consumer hour and real estate. So far, profits have eluded the network. Holter told BROADCASTING that the nearly three-year-old network is "terribly in the red." The reason for this, according to Holter, who recently joined Sun as general manager, was poor sales efforts, something he plans to remedy. Among upcoming changes, he said, are concentrating Sun's marketing efforts in prime time and moving the company away from a reliance on AM daytimers.

□

AM oriented networks, like AM stations, continue to search for the proper niche that will insure their survival. While some in the industry maintain that business news formats are transitory or merely a trend, operators are meeting with some success. However, the question for AM networks and AM operators is: Is there enough success to go around?

—JF

Public radio goes after broader programming identity

Noncommercial radio stations continue to rely on a core of nationally distributed news and information, classical and jazz music and variety shows to attract listeners. That core is likely to remain at the center of public radio's health. However, National Public Radio's mid-1980's "business plan," its decision to "unbundle" its once all-or-nothing programming services, and American Public Ra-

dio tend to identify them as "NPR" rather than by their individual call letters.

American Public Radio is still dancing with the man who brought it to national prominence, the former *Prairie Home Companion* host, Garrison Keillor, who returned to APR last fall with a new show, *American Radio Company of the Air*. APR's classical and folk music services also remain part of its bread and butter.

But the noncommercial programming marketplace is growing more diverse in format, say most sources, and, if all goes well, that

diversity will not just segment the audience already loyal to public radio, but will draw new listeners.

In 1989, APR acquired for national distribution half a dozen programs with formats not traditionally associated with public radio, including a "new age" music show, *Echoes*, and a personality oriented comicall-in-live-audience-talk show, *Whad'ya Know*, which, while building on APR's long-term weekend entertainment programming strategy, also stands in contrast to the folksy character of Keillor. APR has also

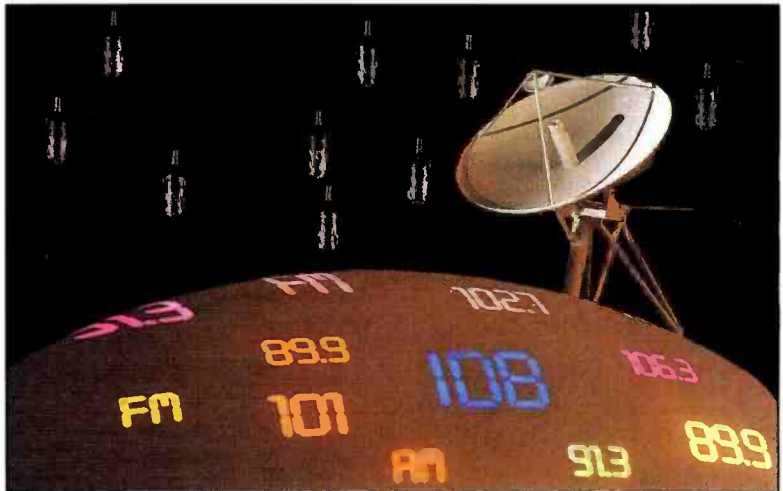


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dio's drive to seed and acquire more programs, are combining to broaden noncommercial radio's identification with long-form news, classical and jazz formats. NPR's Strategic Plan for the 1990's aims for more diversification.

Although the NPR identity of some stations, such as jazz-formatted WBGO(FM) Newark, N.J., is superceded by their local identities, NPR's major news offerings, *Morning Edition* and *All Things Considered*, remain the programming anchors for a majority of public radio stations nationwide, and indeed, noncommercial station managers report that their audiences still

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helped launch a daily international business show, *Marketplace*, which, shortly after its first anniversary last month, reached the 100-station carriage mark.

APR's acquisition last August of *Monitor Radio Early Edition* (beginning at 5 a.m. ET, weekdays) and NPR's launch of hourly newscasts last July has also begun to fill day-part gaps between the two well-known NPR news magazines, said David Hosley, station manager of all-news formatted KQED-FM San Francisco. And on the performance side, NPR, which this year celebrates its 20th anniversary, has ambitious plans to build a new stable of nonnews programs, including the launch next month of a Saturday late-night, two-hour, variety-talk-entertainment show, *Heat*. The launch of three new music programs—*Afropop* in October 1988; *BluesStage* last fall and *Afropop Worldwide* last month—all take NPR further outside the standard classical, jazz or news envelopes.

According to Wayne Roth, NPR chairman and general manager of KUOW(FM) Seattle, "there is no network" in public radio. "Although NPR is perceived that way, there is really only program syndication," he argued, noting that even the commercial radio networks do not fit the television network model, the noncommercial distributors having even less power either to pay affiliates to carry programs or to truly sell underwriters on national reach, since few programs can boast coverage of every top market. Listeners no longer seek *The Jack*



Michael Creedman, host of APR's business show 'Marketplace'

Benny Show on one network or *The Shadow* on another. And in noncommercial radio, the principle of localism is another obstacle to a true network model. And, in any case, he said, the nature of radio is "tune-in for station, not programs."

With the assumption that NPR is a syndicator, not a network, unbundling began in stages in 1988.

The original intention, said Roth, was to end the insulation of nonnews programming from market pressures and, in equal measure, to allow strong entertainment programming to rise up out of the bundle and grow in proportion to financial support specific to each show. So far NPR has broken the bundle only in half (news and performance), while adding a la carte offerings such as *Afropop* and daily newscasts.

Although NPR's entertainment-side efforts are as yet a'bornin', Roth noted that the strong emergence into the syndication market of programs such as NPR-distributed *Car Talk* (a comedy-call-in-information show about automobiles) and APR-distributed *Mountain Stage* (contemporary, mainly acoustic music) signifies a confidence, at least among producers, of potential carriage not seen before.

WXPN(FM) Philadelphia was given a Corporation for Public Broadcasting grant of \$300,000 last month to take a shot at bring-

ing the concept of mini-networks into public radio reality. Much of the theory hinges on multiple station markets, wherein a third or fourth station could differentiate itself through programs like the international pop music show to be developed through that grant.

The program will join the working model for the new syndication-oriented market: support for several years from sources other than the stations, followed by a sink-or-swim transition into support from stations and other corporate, network and foundation funds. "We cannot expect the stations to make up the difference with double and triple" costs, said APR spokesman Doug Myrland. APR, he said, is sticking with its original long view that "there is room for two or three stations in each market all using significant amounts of national programming without duplication. It's beginning to happen."

If diversification is to become the byword, said WXPB general manager Mark Fuerst, "APR, with its low dues entry and a la carte menu, is ideal. And NPR will be forced that way, because they want to help diversification" in the long run, he said.

Not everyone is pleased with the direction NPR is taking. A la carte, said Robert Eastman, general manager of WBHM(FM) Birmingham, Ala., "is the most expensive

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Wayne Roth



Jane Christo



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way to eat in a restaurant, and that's what we're getting." Against unbundling from the start, Eastman said that so far, his university licensed station has "been able to absorb the exorbitant, two-digit increases" in the cost of NPR news, which, he said, is "just too good to drop." But other stations are "more on the edge."

As with many smaller public stations, "there is certainly no fat in our staff," said Eastman, who is often in the trenches himself as producer. Vehement in his objection to the idea of becoming a "push-button station" that is no more than a network "satellite," Eastman said little money is left at the station, after paying for national programs, to invest in local staff and equipment. "We want to expand production of radio dramas. We can serve the community better. That's why we have a license to a community." Conceding that NPR's news ambitions may be attainable, he said, however, that, "If we're not covering our own city hall, we deserve to be called elitist."

Other stations expressed similar fears about rising costs at a February meeting of the NPR board, which softened fiscal year 1991 member dues increases by drawing from a stock sales fund (BROADCASTING, Feb. 12).

Jane Christo, general manager of WBUR(FM) Boston, warned that to maintain the quality of *Morning Edition* and *All Things Considered*, and to bring the quality of the hourly newscasts up to that level, "NPR will need more money, and it should make its own decisions on how to spend it," she said, charging that the stations "have gotten used to saying, 'I don't want to pay more.' I think it's a worthless and destructive process when stations pick up the [NPR] budget and nitpick line items."

Even if NPR pulled back on its plans to expand entertainment programs—even if NPR took the suggestion of KQED's Hosley and dropped all but news programming—Christo said the stations would still say, "Now you don't have that much, so we shouldn't pay that much" for the news magazines. With an eclectic format—news and classical, jazz and "quality modern pop" music programs—WBUR is participating as both a carrier and producer of syndicated shows. On top of the NPR news magazines and its own extensive local news coverage, the station buys and airs *Fresh Air*, *Mountain Stage* and *Afropop*, and is signed on for the launch of *Heat*. It also produces *Car Talk*, and at the end of its distribution contract with NPR next Oct. 31, will likely find itself courted by both NPR and APR. Both *Mountain Stage* and *Whad'ya Know* began 1989 with NPR and finished it with APR.

"It's radio, not just public radio, and that is mainly six to nine in the morning," when *Morning Edition* airs, she said. "That is the basis of our listenership. I have to do something that is important enough for listeners not only to listen, but to give us money. They do that because of fine quality, provided by the likes of Dan Schorr, Cokie Roberts and Bob Siegel," correspondents and anchors for NPR news. —PDL

The rise of the regionals

The announced sale of The Texas State Network as part of a \$86.5 million deal in January illustrates the growing importance, and value, of regional and state radio networks. While 1989 was generally unhealthy for radio station sales, the more than 100 regional radio networks have enjoyed a year of steady growth and increased revenue. Regional network program offerings generally consist of local and state news, agricultural news, sports (play-by-play, distribution, and news) and special programs.

Most state networks cover at least 75% of their respective states, while many cover more than 90%. As a result, there is already affiliate saturation, meaning little chance to expand the number of stations on line. The networks are reporting growth between 6% and 10%, with the healthiest stations being in regions not economically depressed like the Southwest or Northeast. Tom Stevens, Vice President of Operations for American Radio Group, attributed the growth to increased revenue caused by fewer unsold spots, increased programming (which creates more spots) and better marketing. American Radio Group has 208 affiliates in Tennessee, Kentucky and South Carolina. Though the past year has seen most state networks fill their ad spots, rates are not likely to rise too significantly because, as Bill Rigell of the Louisiana State Network

put it, that would undermine the chief selling point of the state and regional networks—big audience for few dollars.

The biggest change, according to Tom Dobrez, Chief Marketing Officer of the National Association of State Radio Networks (NASRN), is that national and regional advertisers no longer need to have the concept of regional radio explained to them, and, as a result, can concentrate on the numbers. Rigell added that advertisers are attracted to regional and state networks because "they represent such a bargain per thousand."

NASRN is a national advertising marketing firm representing 26 state networks to regional and national advertisers. It was established three years ago to help build clout with big advertisers. NASRN hosted fly-ins in Los Angeles and San Francisco last week for reps of the 27 networks and major advertising firms in the two regions. With offices in Atlanta, Chicago and Dallas, NASRN has landed such advertisers as Honda, B.C. Headache Powder, Motel 6, Coors Beer, NAPA Auto Parts, Chevrolet and Owens-Corning.

State networks reach markets with more than 26.8 million people and are heard by nearly 2 million of those, according to NASRN. Dobrez said that the networks are a "cross between the line radio networks like ABC, CBS, Mutual and the local spot radio. We offer line network efficiency

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with targeted spot effectiveness. For the cost of one major market, one can buy to cover the entire state. The cumulative audience exceeds any single market station," he said. NASRN says its networks trail Mutual, ABC Information Networks, and NBC in Arbitron's total person age 12-plus, average quarter-hour shares, 6 a.m.-midnight, although they serve only 25 states. Nevertheless, they have more affiliates than ABC, CBS and NBC in the top 50 ADI's.

State networks are often part of a regional network and are found predominantly in highly populated states in the eastern half of the country. California, New York and Ohio are exceptions, although Eddie Powell, general manager of Radio Sound Net-

works that reach 135 stations, is reportedly less than a year away from having an Ohio state network on the air. States in the West and Midwest with sparse populations often don't have state networks per se, but are served by more specific regional networks that offer specialized programs for those listeners. The Intermountain Networks, for example, broadcast news, farm and ranch reports from Salt Lake City to more than 126 stations in Colorado, Idaho, Montana, Nebraska, Nevada, New Mexico, North Dakota, South Dakota, Utah and Wyoming.

The strength of regional and state radio is that target audiences are more defined than national networks, and costs are far cheaper



than national networks or spot advertising on an individual basis with stations. On average, regional radio spots cost \$4-\$8 per 60-second spot per station, which for most networks, translates into a low of \$300 to a high of \$750, depending on the program, the number of stations in the network and when the program runs. In many cases, according to Dobrez, an advertiser can reach an entire state for the cost of advertising in a single market.

Dixie Powell, vice president, sales and marketing, American Network Group, said that the strength in marketing regionals to advertisers is that "regionals reach the hard to reach." As an illustration, she said that 50% of Tennessee's population lives in medium to small markets, so advertising only in major markets misses half the state.

According to Scott Savage of the Texas State Network (TSN), there is a lot of cooperation between networks because they aren't in head-to-head competition with one another. He added that everyone benefits if the industry is healthy.

In recent years, specialized programming and more creative marketing has helped entice major market carriers. Clyde Lear, president of Lear Communications, which owns six networks broadcasting to more than 600 stations in 14 mostly Midwestern states, said that networks are the most creative marketers because "they have to be." Lear's Brownfield Network saw sales rise by 20% and profits nearly double over last year.

Virtually all news and agricultural network programs are still sold on a barter basis, although some in the industry fear that spot sales, or spots not necessarily tied to run with the program, may be the next trend. A five-minute spot usually holds two minutes of commercial, one of which the network keeps and sells itself, the other going to the affiliate to sell as it can. The appeal for regional advertisers, according to Agrinet Farm Radio Network's Bill Ray, is that their spots are delivered within a specific program aimed at a precise target audience. He noted that advertisers of farm products have few options when it comes to reaching farmers.

Agrinets specialize in local and state agricultural issues. A few of the bigger bureaus deal with national and international issues, weather forecasts, market analysis

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and trends. Ray, for example, was on hand at the final phase of the General Agreement on Tariffs and Trade (GATT) negotiations last December in Geneva. He shared his reports with other members of the National Association of Farm Broadcasters. The Florida Radio Network has a correspondent at the Commodities and Exchange floor in Chicago, who broadcasts analysis and projections tailored to citrus, livestock and grain consumers and investors. Texas Agribusiness Network, part of TSN, had revenues increase by nearly 40% over last year. Most agrinets enjoyed double-digit growth, which many attribute to a better job of selling and a general improvement of agriculture economies.

News networks are traditionally the staples of state networks and have correspondents in state capitols, major market areas and centers of national import. Savage said the challenge is attracting higher rated affiliates. TSN, the oldest state network, will

CAPITOL RADIO NETWORKS

have exclusive rights to broadcast the upcoming Texas League of Women Voters' sponsored debates and will have special coverage on both the primary and the general election.



The Florida Network is a regular service of statewide news with bureaus in Tallahassee, Fla.; Miami; Orlando, Fla., and Washington. It also airs space shots on a regular basis, distributes sportscasts, business news

THE AMERICAN NETWORK
GROUP, INC.

and weather.

Sports is a somewhat different ball game. The appeal of sports distribution is that stations that might only be interested in sports are hooked into the network. Once in, there is a greater likelihood of picking up other programs. Sports attract different advertisers and generally are far more expensive than news and agrinets. Those companies that traditionally advertise on TV sports programs advertise on radio sports.

Not all sports packages are barter, but those networks that sell their own spots bring in, on average, \$1,800 per 30-second spot for college football. It is an area where networks can make inroads into major markets, which can increase both

their sports and news rates. Bigger schools, especially those with steep traditions and loyal followers, as well as most major league sports, command much higher fees. TSN, which holds the rights to the Dallas Cowboys, brings in \$18,000 per 30-second spot.

Sports is often an easier sell because it is, as Dixie Powell put it, "an emotional buy." Bill Chanin of the Florida Radio Network said that distribution fees are down slightly as a result of higher rights fees, in some cases a three-fold increase, but there are still plenty of advantages to being the distributor. Sports are still a lucrative property, just not as much as they once were. The distribution network, he said, has become an important tool to marketing other programs.

Rigell said that although marquee value of sports distribution is often hard to factor, having sports is indispensable when marketing the network to advertisers and potential affiliates. It also creates the possibility of expanding outside one's home state.

Another big improvement in regional networks has been the development and selling of specialty programs. According to FRN's Chanin, the overall success of regionals in the past few years is largely the result of networks understanding the tremendous diversity of the statewide marketplace and finding programs and stations that appeal to the various groups within the market.

Florida Radio Network carried *Canada Calling*, aimed specifically at the approximately two million Canadians who visit Florida every year between February and April. The show originates in Toronto and is heard on about 30 stations throughout Florida. Senior Professional Baseball League is heard on 20 stations in Florida and 10 outside the state.

Skimedia Networks of San Francisco, produces ski and camping reports for major markets near ski areas and camp sites. In New England, where there are a million and a half French-Americans, the French Broadcast Group, Chicopee, Mass., helps market the dozen stations that are committed to French programming to regional advertisers.

TSN broadcasts The Spanish Information Service, which is the nation's largest Spanish speaking network reaching 42 affiliates in 38 markets. These broadcasts include Dallas Cowboys games in Spanish.

Capitol Radio Network of Raleigh, N.C., comprises the Virginia News Network, North Carolina News Network and Capitol Sports Network. Capitol Sports produces *Winston Cup Today*, which covers NASCAR racing news, reaching 175 stations seven days a week.

The growth of specialty programs is likely to continue as more stations are connected by satellite, many in the industry believe. Programs that appeal to smaller, more well-defined audiences are also expected by some. It is believed that, for many networks, the next major program addition is likely to be specialized business reports. These added programs are,



Agrinet Farm Radio Network uses its own satellite dish to report international and national news from the nation's capital.

for most, designed as supplements used to help keep the news and agrinets healthy and growing.

There are, according to many in the business, some potential hazards for networks. Specifically, FM's are focusing more on music and entertainment, and thus making less time available for talk. Since longer programs are more likely to run on AM stations, the overall declining health of AM radio is a major concern. There are many stations, particularly in Texas and in the Northeast, that are just barely hanging on. Television sports rights holders are beginning to look at acquiring radio broadcast rights as part of a larger overall package. Regional radio has so far escaped competition from other networks, seemingly because there were more markets than could be serviced. That is likely to change as the revenue generated begins to attract more investors looking to cash in on a healthy market. There is likely to be increased expansion into neighboring regions, and more attempts to go national.

The trend away from straight barter could undermine the trust that advertisers have in believing that their spots are running during the program paid for. There is also likely to be more competition for market leading affiliates, especially those AM-FM combos, which, in essence, would give a network two stations in a market where previously there had only been one.

-PJS



Dixie Powell



Scott Savage

Networks promise summer punch

CBS has six to seven original programs on tap; NBC looking for quality not quantity; ABC will go for mixture of reruns and originals, and Fox has new series to unveil

Look for the four networks to schedule more original series for the summer this year. At a session sponsored by the Association of National Advertisers in New York last week, program executives from the big three admitted that in the past they have programed the summer with "crap," as Warren Littlefield, executive vice president, NBC Entertainment, put it.

Peter Tortorici, executive vice president, CBS Entertainment, said the network hopes to air six or seven new series this summer. The network recently tapped Steve Warner, former assistant to CBS President Laurence Tisch, to develop a slate of fresh original programs for the summer months.

"The summer has been a vast wasteland" for network programing, said Tortorici. "Fox did a sensational job last year of programing against us. They got attention for their shows, and I think you'll see all of us doing more of that."

Fox's *Totally Hidden Video* debuted last July and became an overnight sensation.

Other programs that Fox debuted last year before the big three launched their new seasons included *America's Most Wanted*, *Married . . . With Children*, *Open House*, *The Tracey Ullman Show* and *It's Garry Shandling's Show*.

Paul Stupin, Fox executive vice president, series programing, said at the session

"Fox did a sensational job last year programing against us...I think you'll see all of us doing more of that."

—Peter Tortorici, CBS

Fox has additional plans to unveil new series next summer, both in the dramatic and comedy formats. "We'll continue to take advantage [of that strategy] in a major way

next year," said Stupin.

"We've put crap on the air in the summer," said Littlefield. "That's got to change." He said NBC would take several of the top pilots that come out of this season's development "and get them on the air this summer." Littlefield said NBC had a "very large development slate. It will be more than we will need for the fall."

But Littlefield stressed NBC was looking for "quality, not quantity" in terms of fresh summer programing. "If we could take one show that we love and believe in, and put it out there, we could start something, and then if the advertising community starts to respond, and the audience responds to it, then we can build off of that."

But despite efforts by the networks to be innovative in the summer, George Keramidas, vice president of program planning and scheduling, ABC Entertainment, said that to say "all reruns are wrong is a total mistatement." Keramidas said a balance had to be struck, particularly in the summer, when viewing levels tend to plummet. Keramidas also said rerunning programs in different time periods may help expose shows to different audience age groups.

The executives also addressed more general programing trends emerging in the 1990's. Kerimidas said increasing competition from sources such as Fox and basic and pay cable will force the networks to be more aggressive than ever, if they expect to keep their dwindling audiences. "We need to keep taking chances to maintain our vitality and distinguish us from the rest of the crowd," he said.

Tortorici of CBS stressed the big three are still in the business of drawing as many viewers as they can to their programs. To that end, the network has acquired a number of "big event" programs, such as Major League Baseball, which Tortorici said can "define a network" and help strengthen its staples—regular series programing.

Fox's Stupin said he believes there will be more reality programing in the 1990's. Reality programing, he said, better reflects what is going on in the world of viewers, and is perhaps more relevant. That may explain the popularity of the so-called "reality-comedy" format that has emerged with such shows as *Totally Hidden Video* and *America's Funniest Home Videos*, he said.

Stupin also said Fox would explore further the possibilities of the "reality-drama" format, where it has found success with *America's Most Wanted* and *Cops*.

Littlefield said NBC was "guilty as charged" of being conservative in the development strategy it used at the start of this season. He said the network would take more risks, as evidenced by the midseason

USOC signs TV rights deal with three broadcast, three cable networks

The United States Olympic Committee has signed a three-year, \$30 million broadcast and cable television rights agreement that will result in 250 hours of Olympics events being carried on ABC, CBS, NBC, ESPN, WTBS(TV) Atlanta and SportsChannel America between now and 1992.

The agreement is the first of its kind in bringing the televised events and competition of 41 sporting organizations under the single banner of the USOC. The committee negotiated both individually and collectively with the various parties, said Mike Moran, USOC director of public relations.

The three broadcast networks will carry about 40 hours of programing. Some coverage has already aired, with ABC recently carrying the U.S. figure skating championships. Since CBS has the winter Olympics rights in 1992 and '94, it will carry primarily winter sports, said Moran.

SportsChannel America will be carrying the largest block of programing, 125 hours, while ESPN and WTBS(TV) will split the remaining 85 hours. ESPN also will carry a weekly half-hour Olympic news program beginning this fall. ESPN carries the U.S. Olympic Festival under a separate agreement.

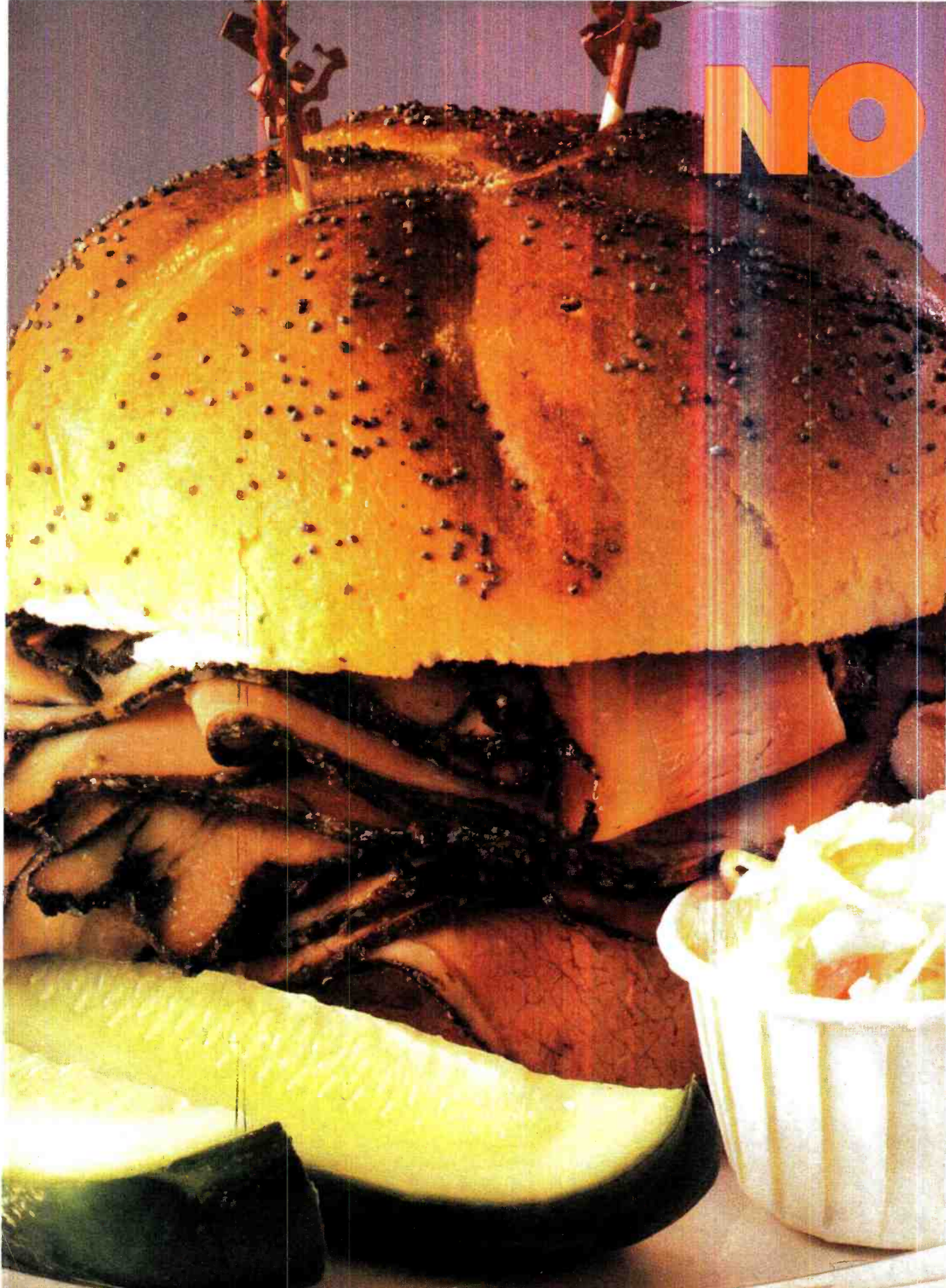
SCA said it will carry the summer's men's and women's world basketball championships, the world ice hockey championships, the volleyball world championships plus six other matches featuring the U.S. men's team and an eight-game U.S.-Soviet college basketball series in November.

Moran said the 41 sporting organizations, which previously marketed events and competitions separately, will each receive \$100,000 as a participation fee. They remain free to sell other events not in the package, said Moran.

The overall agreement calls for coverage of the Olympic trials in 1992 to be shared by ABC, NBC and ESPN. Although those events will highlight the coverage, Moran said there will be other televised high-profile events, such as World Cup Skiing and gymnastic events. Exhibition games between U.S. and Soviet basketball teams preceding the Olympics, for instance, could be a part of the contract, he said.

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comedy *Grand*, which draws solid ratings but falls off from its lead-in dramatically.

Littlefield said NBC would develop more of the so-called "in your face TV" shows

for which Fox has become famous, with such entries as *Married* and *Simpsons*. The upcoming *Nasty Boys* cop show, he said, is one such program. "It has action with an

intensity not now on television," he said.

NBC also plans to offer more shows from the reality-drama genre, such as *Unsolved Mysteries*, said Littlefield. —SM

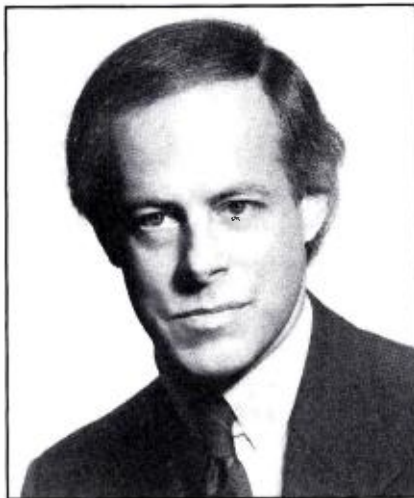
Japanese animator stepping up U.S. activity

TMS picks Orion's Bergmann to lead push into syndication, networks

It looks as if the already fiercely competitive animation production community is going to have another major Japanese player in Hollywood. With the appointment of Douglass Bergmann as executive vice president and chief executive officer of Tokyo Movie Shinsha Entertainment's (TMS) U.S. production arm, the parent company is looking to establish a new foothold in the syndication distribution business and future broadcast network ties.

As part of phase one of a "five-year plan," TMS has proceeded with the production of 65 episodes of *Little Nemo*, in the hopes that a \$22 million theatrical film of the same title will open doors to a first-run distribution deal for syndication. TMS is also looking to exploit its 4,000-episode library to initiate licensing deals with the major basic cable services for its half-hour animated product.

Bergmann, who joins the company after spending the last three years as vice president of business affairs at Orion TV Entertainment, has been charged by TMS to negotiate production and distribution deals that will broaden the company's U.S. presence. Bergmann replaces Sander Schwartz, who joined Columbia Pictures Television as vice president of business affairs. Both executives had earlier associations at CBS, where Bergmann was director of business affairs for six years prior to his Orion stint, and Schwartz held the same title for the network's Saturday morning, daytime and late night programming acquisitions.



Douglass Bergmann

Apparently, those CBS ties helped TMS receive a 13-episode "blind commitment" for a Saturday morning animated series, but Bergmann stated that the fall 1990 development calendar is closing in, making a 1991 entry for the unattached property more likely. Bergmann hinted that the animation series could be based on one of several book properties that TMS has the rights to. The last network product TMS produced was CBS Saturday morning cartoon, *Galaxy High*, which lasted for 13 episodes in the 1986-87 season. CBS apparently also made a commitment for a number of half-hour prime time specials (including *The Noid*) for future broadcast.

One major project, *Peter Pan*, a 65-episode production commitment that will fill the first half-hour of Fox Broadcasting Co.'s eventual two-hour *Fox Children's Network* for the 1990-91 season, is said to be causing rumblings at Walt Disney Studios over possible infringement of what it considers to be its property. However, the original "Peter Pan" novel has long been in the public domain and Fox has invested \$18 million in the project; still, TMS is said to be developing characters different from Disney's version to avoid legal entanglements with Disney.

Recent relations between Fox and Disney have been less than cordial. With Buena Vista Television set to complete its two-hour *Disney Afternoon* animated block in the next two seasons, some Fox affiliated stations have complained about pressure they say BVT has placed on them to clear the entire block. Similar grievances have been leveled by Disney executives charging that Fox is trying to shoe horn its affiliates into committing their early fringe slots to the in-house programming. Bergmann declined to comment on the situation between the two studios, as did other principals. However, one Fox programming executive characterized Disney's business posture as "Mickey Mouse with shark's teeth."

The Disney-Fox imbroglio comes at a time when TMS is just starting to establish ties with Fox, and is ironic, since TMS has been contracted in the past to do animation for Disney's syndicated strips *Chip 'n' Dale's Rescue Rangers* and *Ducktales*, run in new staff.

A BVT spokeswoman said that the company severed its subcontracting deal with TMS on *Chip 'n' Dale* because "two-thirds of the work turned in had to be corrected or redone. We have not given that company TV animation assignments since." She added that TMS has "undergone changes," with many of its top animation people joining Disney's new Japanese animation facility last year, and that TMS has been subcontracting more of its work to other Asian countries with "poorer quality animation skills" to combat the devaluation of the dollar overseas.

Bergmann countered that it was TMS that "severed" its ties with Disney for *Chip 'n' Dale*. He said TMS had contracted to produce 40 episodes of the show with the understanding that it would provide the same number of animation cels per second as it had provided for Disney's *Winnie The Pooh*. But "they wanted more cels than originally contracted for. It's that simple," Bergmann said.

TMS was also recently signed by Warner Bros. Domestic TV to produce 10 episodes of its fall 1990 strip *Tiny Toon Adventures*. However, Bergmann told BROADCASTING that the company wants to stay away from

Fox signs Liz Smith



New York Daily News columnist Liz Smith has shot two specials for the Fox network that have the working title *Liz Smith Profiles*. A Fox spokesman described the specials as similar in format to *Person to Person*, the CBS News interview series hosted by the late Edward R. Murrow. Each special is a half-hour long, one featuring *60 Minutes* correspondent Mike Wallace, the other, singer Wayne Newton. The specials are expected to air in March, and possibly back to back as one hour-long show.

It could become a series on Fox if it does well in the ratings, a spokesman said. The programs were produced by Dick Mincer, who produced *Donahue* for 18 years. Serving as executive producer is media strategist Roger Ailes, who developed ad campaigns for Presidents Reagan and Bush. Ailes also produced NBC's

Tomorrow with Tom Synder, and *The Stanley Siegel Show* on WCBS-TV New York. In addition to her daily column, Smith has a segment on WNBC-TV New York's *Live at Five*, where she was credited with breaking the story two weeks ago that *CBS This Morning* co-anchor Kathleen Sullivan would be replaced.

contractual work and develop lines of distribution for TMS's in-house product. He said one major investor has backed the "Little Nemo" feature (slated for Christmas 1990 release), and like its big screen version, the 65-episode series has yet to secure a distributor. It is also rumored that TMS may also be pitching Fox with the *Little Nemo* series for the program service's children's block.

TMS, a privately held company, was founded by Chairman Yutaka Fujioka in 1964. Bergmann reports to Fujioka on U.S. operations from the company's Los Angeles office. Bergmann said that Fujioka has "particular brilliance in attracting foreign investors," and said the chairman may take the American division public in the near future. Bergmann said such a move would infuse TMS's U.S. operation with additional capital to pursue programing acquisitions, book properties and production opportunities. —MF

VQC using JC Penney service for second channel

VQC Network, which scrubbed plans for a second, multi-merchant home shopping service two weeks ago, has signed an agreement with JC Penney to carry that company's shopping service on VQC's second channel.

When VQC purchased CVN last year, which in turn had absorbed the Fashion Channel, VQC had about seven million homes in which both VQC and CVN were being carried. VQC has been merging all of the CVN product into the existing VQC network, a process that will be completed by March 30. VQC will then serve 32 million homes. The conversion leaves vacant a second channel on systems serving seven million homes, which will now carry the JC Penney Television Shopping Channel.

The arm's length agreement calls for JC Penney to sublet a transponder from VQC. JC Penney will maintain total production control over the service, but it will not have an equity interest in VQC or be otherwise involved in VQC activities.

VQC Chairman Joseph Segel called it a "win-win solution. By carrying the JC Penney program on our second channel, VQC will eliminate the costs of producing a second shopping program while generating new sources of income."

Segel said the deal does not affect VQC's relationship with Sears, which makes up about 10% of the offerings on VQC. "We plan to continue featuring special Sears hours and offering selected values from Sears on our primary program," said Segel.

NBC to air 'Old Man and the Sea'

Hemingway story, starring Anthony Quinn, airs next month; production cost \$4 million

On March 25, NBC will air a new made-for-television movie entitled *The Old Man and the Sea*, based on the Ernest Hemingway novella. The program marks the first time the Hemingway heirs have licensed rights to a television adaptation of the famous writer's work since the *The Sun Also Rises*, which aired on NBC in 1984.

Hemingway's sons, who administer the estate, were disappointed with the way that the first project turned out. That, in turn, put a temporary damper on their eagerness to do other television deals. But the latest adaptation has been received favorably by the Hemingway family, according to Patrick Hemingway, one the writer's three sons.

It now appears a number of other Hemingway works may soon be licensed to television. Patrick Hemingway told BROADCASTING he feels the producers of the telefilm version of *Old Man* used an "an excellent device" in the creation of new characters, which include a struggling American writer (not intended to be Hemingway), his wife, as well as the key character, Santiago, as a young man in flashback form, and Santiago's daughter, as a way of broadening the appeal of the original story.

"The key is remaining true to the essential work," said Hemingway. "I feel that was done in this adaptation. I really do." He said there are currently a number of other rights deals in the works for television adaptations of other Hemingway novels and stories.

By contrast, the television adaptation of the *Son Also Rises*, said Hemingway, took a relatively minor character, a European count, from the novel, and changed him into an evil major character in the miniseries. "It was ridiculous," said Hemingway.

The Old Man and the Sea telefilm is the second adaptation of the Hemingway work. The first was a theatrical film made in 1958, that garnered what many felt was an undeserved Academy Award nomination for Spencer Tracy in the lead role of Santiago, the old Cuban fisherman struggling to overcome a three-month dry spell without catching a fish.

The 1958 film, from Warner Bros., was widely panned, and not much of a box office draw. Former NBC program executive Bill Storke believes many filmgoers may have avoided it because the producers too closely adhered to the original work. "Hemingway was still alive then and oversaw the project," said Storke, who with partner Robert Fuisz produced the remake in association with England's Yorkshire Television.

Most of the book, said Robert Fuisz, tells of Santiago's pursuit of a shark. "It didn't make for a great film and wouldn't make great television either," he said. "The story is a great parable about man confronting adversity. What we've added are personal, human touches. What is this man feeling? Is he lonely? What is his family like?"

Patrick Hemingway said the casting in the telefilm was much better than the original theatrical film. Tracy, he said, "looked like a rich, old actor." In the current treatment, Santiago is portrayed by Anthony Quinn, who is Hispanic. Quinn's son, Francisco, plays the fisherman as a young man, and Quinn's daughter, Valentina, plays the fisherman's daughter in the movie.

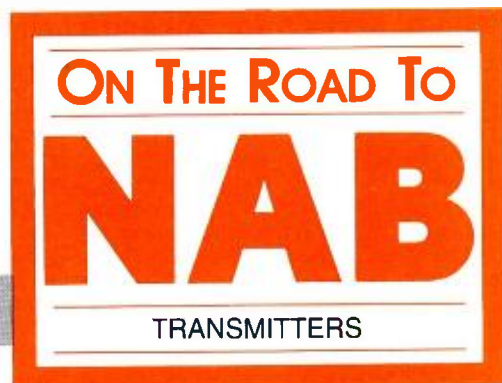
The original film was shot largely in a water tank on the Warner movie lot in Hollywood. The telefilm was shot on location in the British Virgin Islands. The latter treatment, according to Storke, cost about as much as the original to make—slightly over \$4 million—considered an exorbitant sum for a film in 1958.

Although the rights for the telefilm revert back to the producers after two network



Anthony Quinn: 'Old Man and the Sea'

runs, the producers do not see a gold mine in the back-end rights on the project. Yorkshire has international distribution rights and Fuisz and Storke expect to sell the domestic syndication rights to a third party. "We are going to make nothing on this," Fuisz believes. "It's got to be a labor of love." —SM



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: transmitters.

Klystrode, klystron and solid state slug it out for UHF

Three new transmission technologies are now competing for the dollar of UHF-TV broadcasters.

During the mid-1980's, the klystrode tube, an outgrowth of research for the space program, was introduced by Comark Communications. The tube claimed to cut in half the cost to power a UHF transmitter compared to the cost of powering transmitters with conventional klystron tubes.

Last year, a new klystron tube developed by the British-based Varian Associates went on the market. The multi-stage depressed collector (MSDC) klystron boasted performance levels almost identical to that of the klystrode.

At this year's National Association of Broadcasters Equipment Exhibition in Atlanta, March 31-April 3, those technologies will be displayed next to a solid-state UHF transmitter.

Solid-state versions of AM, FM and VHF transmitters will also be the featured models at NAB booths. Broadcasters buy them to replace old transmitters not only because of energy savings, but for improved reliability and maintenance. Because of the modular construction of the systems, if one part of the unit fails, other modules continue to operate independently and the station does not go dark.

One past manufacturer of solid-state VHF transmitters, NEC America Inc., will not show transmitters at this year's exhibition. It has "suspended" the manufacture of almost all of its broadcast-related equipment in the U.S. due to fluctuations in the price of the yen to the dollar. But several other exhibitors, including Harris Corp., Thomson-LGT, LDL Communications Inc., Television Technology Corp. (TTC) and Midwest Communications Corp., will have new or enhanced solid-state VHF transmitters operating at their booths.

New low-power FM transmitters will be on display and are expected to attract several customers. The FCC has cleared the way for several hundred Class A FM stations to raise their maximum power from 3 kw to 6 kw and many of them will have to install new transmitters to make the transition. On the AM side, Harris Corp. is announcing a new line of low-power transmitters aimed at the U.S. market.

□

Two NAB exhibitors showed MSDC trans-

mitters last year—TVT, Varian's Palo Alto, Calif.-based subsidiary, and Harris Corp. of Quincy, Ill. Harris goes into NAB 1990 soon after seeing the first of its UM Series MSDC go into operation. WNVTV (TV) Goldvein, Va., turned on a 60 kw unit on Feb. 4. Harris also sells 120 kw, 180 kw and 240 kw UM Series transmitters. The company estimates that, on the average, a 60 kw MSDC operating in the U.S. would spend about seven cents per kilowatt hour for a savings of \$30,660 per year compared to conventional klystrons. "We're literally cutting electric bills in half," said Robert Weirather, Harris director, advanced marketing and development. Harris has seven other orders booked to follow the WNVTV installation, he said.

TVT indicated it will again show an MSDC unit this year, but declined to give further details until the show. In 1989, the company introduced its VISTA series of UHF transmitters for powers of 60 kw-120 kw.

Comark Communications, the Colmar, Pa., subsidiary of Thomson-CSF in France, and TTC, Louisville, Colo., are the two established manufacturers of klystrode transmitters. The new models that will be on display in both booths will be air-cooled rather than water cooled. "It's a real breakthrough...What you've got is a UHF transmitter that for all practical purposes looks and behaves just like a VHF transmitter," said Comark President Nat Ostroff. Air cooling is less costly to install and maintain than water cooling because it does not require the additional plumbing expenses. Air-cooled transmitters also tend to be smaller and easier to operate. High-powered UHF transmitters have never been air-cooled before because they generated too much heat. "The klystrode uses about 60% less energy than a klystron, so you can recognize how much less heat you have to deal with when it's operating," Ostroff said.

The new Comark air-cooled device to be demonstrated on the NAB floor is the 60 kw CTT-U-60SKA. "It's the first of a family of transmitters that will be air-cooled right up to 240 kw," Ostroff said. Next to it, Comark will also display a 60 kw version of the original CTT-U-60SK klystrode introduced two years ago, which has now been installed in 12 stations. Rounding out Comark's offerings will be the CTT-U-70S,

a 70 kw, five-cavity, water-cooled conventional klystron unit. Ostroff estimates that it is about 7% more efficient than standard four-cavity klystrons. That is not as efficient as either a klystrode or MSDC transmitter, "but it does represent an interim step for some people who still are not convinced about the klystrode technology," he said.

Following suit, TTC's latest klystrode models will also feature air cooling. "We're using more up-to-date circuitry. Instead of using harnesses, we're using ribbon cable more," said TTC sales administrator, Alex DeLay.

But what may be more noteworthy at the TTC booth is that it will be the first company to manufacture and market both klystrode and MSDC transmitters. The cabinet of a 240 kw transmitter will be in the TTC booth. "My personal feeling is that there is a spot in the market for both of them," DeLay said. "The klystrode is more efficient at 30 kw or 40 kw. After that, I think it becomes more efficient to go with the MSDC."

Ostroff disputed DeLay's assessment. "Fundamentally, there's no reason why [the klystrode] would gravitate toward low-power operation," he said. He pointed to WDRB-TV Louisville, Ky., where a 240 kw Comark klystrode transmitter has been operating since Feb. 1. That is the highest power level achieved for the klystrode so far.

Thomson-LGT of France will display transmitters next to Comark in the same booth. Among them will be a first-time showing of a 10 kw solid-state UHF transmitter. Ostroff, speaking for Thomson, did not have a price for the unit, but said it should be competitively priced with other high-end, low-power UHF models and will not be prohibitively priced. He said it will likely be sold as a back-up system for large market stations and as the primary system in smaller markets. The Thomson unit will be dockable for power up to 20 kw.

Solid-state UHF transmitters of the future will offer broadcasters the power efficiency of the klystrode along with the more cost-effective and simple maintenance that is now available in solid-state units on other bands, Ostroff said. As for broadcasters shopping for transmitters at this year's NAB, the type of technology he recommends will depend upon the individual

broadcaster. For those with big budgets but no full-time trained engineers, the solid-state transmitter makes the most sense. Otherwise, he advises klystrode.

□

Two Japanese-owned companies offered solid-state VHF transmitters, which had been available in Japan for several years, for the first time in the U.S. at last year's NAB. NEC America Inc.'s broadcast equipment department, Richardson, Tex., displayed a 30 kw model, while Midwest Communications Corp., Edgewood, Ky., which had just signed an agreement to be the exclusive marketer of Toshiba VHF solid-state transmitters in the U.S., had a 5 kw version in operation in its booth.

But since then, NEC America has already dropped out of the market. Last December, it announced it was halting the marketing of all transmitters, studio cameras and some of its special-effects equipment, in part due to the fluctuations in the value of U.S. and Japanese currency. But Vince O'Connell, Midwest RF manager, said Midwest's deal with Toshiba should insure greater stability. "We made efforts to not only stabilize the dollar-yen costs of doing business with the transmitters, but also the cost of the replacement parts by having them here in advance," he said.

Midwest has demonstrated the same Toshiba solid-state technology for the past year in a traveling demonstration and that is what will be at NAB again this year, O'Connell said. In the meantime, he said, the first U.S. test site for the transmitter has

been established at KIII(TV) Corpus Christi, Tex., and should be operational before the exhibition.

Harris Corp. claims that since it introduced its Platinum Series in September 1988, it has taken 70% of the solid-state VHF transmitter market in the U.S. and has done well overseas as well. It has put 29 on line worldwide so far. In the past, Harris has demonstrated its highest power Platinum model—60 kw. "We have expanded it downward," Harris's Weirather said. Harris will show a 1 kw version for the first time. "We got lots of questions last year about whether we would build lower-power transmitters and the answer was, 'Maybe, if there's demand.' Well, there is a demand," he said.

LDL Communications, Laurel, Md., will present essentially the same solid-state VHF demonstration as last year with displays of 30 kw and 6 kw models of its Larcen M Series. The 6 kw transmitter will operate with a dummy load to demonstrate how modules can be pulled out without taking the station off the air. The M Series "has sold extremely well and we've had some big customers," said LDL's Lew Page. There are now 70 M Series transmitters in use. Customers have included Tribune Broadcasting and KRON-TV San Francisco, Page said.

□

As far as FM transmitter sales, "Docket 80-90 [which has created several new Class C FM stations] is not as important. What's happening now is Class A upgrades,"

Weirather said. Harris Corp. introduced a new line of solid-state FM transmitters with powers ranging from 3 kw to 10 kw at NAB's Radio '89 in New Orleans last September. Harris expects to ultimately sell about 100 transmitters as a result of the new upgrades, Weirather said. The sales will continue steadily for about three years, especially to stations west of the Mississippi River, he said.

Continental Electronics, a Dallas subsidiary of Varian Associates, is holding to Varian's policy of withholding news of NAB introductions until the show begins. But Continental's Steve Claterbaugh did say that among them will be low-power FM's for the Class A market, and, like Harris, it expects to do well with them. Out of 684 stations that are eligible to double their power, he estimates that half will upgrade by purchasing a new transmitter while the other half will upgrade antennas and transmission lines. "Harris, Continental and Broadcast Electronics all sell antennas, towers and transmission line. The market is there, but it's not necessarily going to be the transmitter business," he said.

In AM transmission, Harris is introducing the Gates Series of low-power solid-state transmitters at 1 kw, 2.5 kw and 5 kw. The goal of the series is "to help those broadcasters who are finding it awfully difficult at low power to compete and make money and who need new hardware at a low price that's going to last," Weirather said. The series is named after Parker Gates, founder of Gates Radio, which Harris bought in the 1960's to establish its

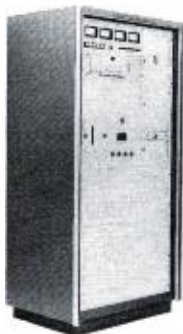
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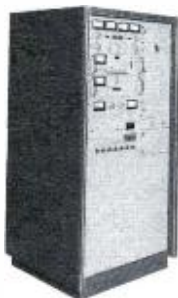
500/1000W



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2.5 kW



5 kW

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broadcast products division.

In higher-powered AM transmitters, Harris is raising the powers of its DX Series digital processing transmitters. Because of federal regulation, the highest powered AM transmitters sold in the U.S. are 50 kw. But a 100 kw DX Series transmitter will be offered at NAB, and Harris expects to eventually offer powers even higher than that. Super-powered AM transmitters are aimed at the international market. "Although NAB is an American show, it is really the world attention center for all broadcasters. There's nothing quite like it in the world," Weirather said. Harris has recently come well internationally. Earlier this month, it announced its largest sale of

DX transmitters so far to the government of the Basque region in Spain. That government ordered six of the transmitters in a \$1 million deal.

Nautel Maine Inc., Bangor, Me., which specializes in solid-state AM transmitters, will show the second generation of its Ampfet Series at NAB. It will show transmitters with powers of 1 kw and 50 kw. "We're seeking enhanced audio performance and increased reliability by simplifying combining techniques," said Nautel's Jorgen Jensen. Although NAB will be a first showing for the new Ampfet models, shipments of a few of the new transmitters have already started. They sell for between \$18,000 and \$180,000, depending on the

power level.

A start-up solid-state AM specialist company, Omnitronix Inc., Fort Washington, Pa., which first exhibited at NAB last year, will be back again this year. It will add 300 w and 2.5 kw transmitters to its inventory to join the 1 kw model introduced last year. Omnitronix will be ready to take orders on all three units at NAB, according to John Solt, sales manager.

The two new transmitters will be ready to go into production soon after the show, when the 2.5 kw version is expected to pass FCC type approval. The 1 kw transmitter is list priced at \$15,500. Prices for the other two transmitters will be announced at the exhibition. —RMS

On Radio

Country radio makes plans for the 90's

Annual seminar in Nashville will focus on improving performance of stations

Organizers of the 21st annual Country Radio Seminar expect more than 900 station managers and program directors to attend the meeting at Nashville's Opryland Hotel and Convention Center later this month (Feb. 28-March 3). Country Radio Broadcasters, which sponsors the seminar, will

offer sessions on both the music industry and radio station sides of the business. This year's line up features more than 40 hours of workshops, education panels and round-table discussions on a variety of related topics.

Scheduled moderators for the radio panels include Ed Salamon, president of Unistar radio programming; Mark Edwards, program director, Country Coast to Coast

format, Satellite Music Networks; Corinne Baldasano, director, ABC Radio Entertainment; Mary Bennett, general sales manager, WCXI(AM)-WWWW(FM) Detroit, and Bob Guerra, operations manager, and Teri Watson, advertising and promotions director, KLAC(AM)-KZLA-FM Los Angeles.

Sessions scheduled for the four-day gathering include "The Country Station of the 90's" (an examination of problems and opportunities facing country stations, "Maximizing Your Mileage," a panel on expanding listenership without losing the core audience; "Automotive Advertising," a session on gaining additional advertising from the auto industry, and sessions on developing air personalities, programing and marketing.

Moderating a panel discussion on air personalities will be Warner Brothers recording artists/comedy team Sandy Pinkard and Richard Bowden. In addition to guest appearances on television, the duo has gained country exposure with songs such as "Elvis was a Narc," "Don't Pet the Dog" and song parodies such as "Mama She's Lazy" and "Libyan On a Jet Plane."

David Rogers, author, media personality and corporate consultant, will speak at a long-form session on "The Art of the Master Strategists" and "The Power of Motivation and Achievement." David C. Metcalf, president of C.W. Metcalf & Co., a "communications, health and humor training firm," will speak on "Humor Survival for People Over Five and Under Pressure." Metcalf is a two-time Emmy Award winner for work as a comic writer, actor and mime. Both presentations will be three hours long.

Set to participate in the seminar's opening ceremonies are The Highwaymen, a band comprising Johnny Cash, Waylon Jennings, Kris Kristofferson and Willie Nelson. Country supergroup Alabama will perform in the annual "Superfaces" show, sponsored again this year by the Academy of Country Music. □

News consumption down

Most avid news consumers in January did not spend as much time as they did in the past on news events they consider most important, those involving changes in Eastern Europe. The latest Times Mirror News Interest Index shows that 39% of those consumers, including devotees of the *MacNeil/Lehrer NewsHour* and National Public Radio, say they are following events in Eastern Europe very closely, down from 58% in December. As for the population as a whole, 26% of respondents said they were following events in Czechoslovakia, Hungary and East Germany in January, down from 29% a month earlier.

The story that attracted the most attention in January, according to the survey, was the crash of an Avianca Airlines jetliner on Long Island. That was followed by the Charles Stuart murder case in Boston, arrest of Washington Mayor Marion Barry and the acquittal of defendants in the McMartin Day Care child abuse case in California.

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ig progress

moved to help out its FM
h is bogged down by some
g applications for new
n open meeting, it adopted new
guidelines that will enable the
; "hard look" rules in cases

where FCC feels that have become
counterproductive. Rules empower staff to
dismiss applications for incompleteness
and other defects. New guidelines give
parties opportunities to correct
applications under certain circumstances—
when defective application is only one
filed for station, when application belongs to
party that wants to buy other competing
applicants as part of settlement agreement.
With new guidelines and other
procedural and staff changes, FCC hopes to
slash time it takes FM branch to process
new-station applications from high mark of
46 months a few months ago to one year
by Oct. 1.

Tower trouble

The FCC affirmed a fine of \$8,000 against
KIQI(AM) San Francisco for repeated
violations of tower lighting rules.

Radio show with pictures

Throughout the month of February,
noncommercial WGBH(FM) Boston's morning
show host Robert J. Lurtsema and three
hours of his five-hour daily radio show
Morning Pro Musica, are being featured
on WGBX(TV) Boston. According to a station
spokesperson, the idea for placing a
camera in the radio studio during the
morning show came from the WGBX
program director. WGBX normally
programs "how-to" and animal shows
at that hour.

Morning Pro Musica is carried on
nine stations of the Eastern Public Radio
Network and is broadcast seven days
a week from 7 a.m. to noon. The
simulcasts are scheduled for 7-10 a.m.

Hail to rock 'n' roll

*Don Kirshner's 35th Anniversary of
Rock 'N' Roll* will kick-off on an estimated
500 adult, contemporary and oldies
stations on Memorial Day weekend (May 26-
28). The 35-hour special will be
produced by Philadelphia-based Denny
Somach Productions, and the
broadcasts will conclude on Labor Day
(Sept. 3). The special will include
interviews with more than 150 rock
musicians as well as anecdotes from
Kirshner. Larry Miller, managing director of
Don Kirshner/Mediators, will handle
selling the series to advertisers.

ABC-Pepsi top 40

Los Angeles-based international radio
program distributor Radio Express will
distribute a newly created weekly edition
of *American Top 40*. The program is being
produced by the ABC Radio Networks
exclusively for Pepsi-Cola International.
The four-hour countdown of

Billboard's chart will include special jingles,
themes, promotions and packaging.
Customized Pepsi-Cola jingles will be
produced with DJ's in foreign language
versions.

The new agreement covers the ABC
radio production of *American Top 40 with
Shadoe Stevens* in English as well as
foreign language co-productions.

Radio's newest Hall of Famers. The National Association of Broadcasters has
named CBS News correspondent Charles Osgood and Inner City Broadcasting Corp.
Group Chairman Hal Jackson as radio recipients of the NAB's Broadcasting Hall of
Fame Award. They will be inducted during NAB's annual convention, March 31-April
3, at Atlanta's Georgia World Congress Center.

Osgood, who currently anchors and writes *The Osgood File* for the CBS Radio
Network, has spent more than 25 years in broadcasting, joining CBS as a New York-
based correspondent in 1971. He also produces a television version of *File* for CBS
This Morning, *The CBS Evening News with Dan Rather* and *Sunday Morning* with
Charles Kuralt.

Jackson began his broadcast career as a play-by-play announcer in the 1940's,
covering collegiate athletic events for Howard University and broadcasting games for
the American Negro Baseball League.

Said William Sanders, NAB radio board chairman and president and owner of KICD-
AM-FM Spencer, Iowa: "Charles Osgood is regarded by his peers as a broadcaster's
broadcaster, a great writer and story teller, and Hal Jackson's pioneering work as
both broadcaster and station owner helped pave the way for minorities in broadcast-
ing today."

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Univision seeing red ink

Hallmark does not send good news to bondholders; filing reveals uphill battle for Hispanic broadcaster

The Univision reorganization proposal is unusually candid for a financial document. It details an embarrassing shortfall in budget forecasting, which projected 1989 cash flow for the Hispanic television operator at \$62 million when the year began; which was changed to \$52 million by September, to be followed only three months later with actual results that were a full \$12 million lower (see chart).

Such a candid view of the company indirectly serves the purpose of its controlling owner, Hallmark Cards, and its president and CEO, Irvine Hockaday Jr., who are in the process of trying to persuade bondholders it is in their interest to hand their securities back to Hallmark—actually a subsidiary, H C Crown Corp.—in exchange for only 33% to 55% of face value ("In Brief," Feb. 12). Half-a-dozen times, the Univision document warns in rare bold type that if the restructuring plan is not completed in "a reasonable period of time" the company would probably "...either file a petition for bankruptcy, liquidate its business outside of a bankruptcy or be forced into an involuntary bankruptcy proceeding by its creditors."

As of last week, Hallmark officials were probably making similar warnings during meetings with two other parties to the restructuring, part-owner First Chicago Investment Corp. and the banking syndicate that has so far refused to permit additional borrowing by Univision. Hallmark has proposed a three-year delay in principal payments until 1994 and a \$50 million increase in the line of credit to \$380 million, with Hallmark itself guaranteeing the increased

Univision's 1989 *

Revenue	\$153,140,000	11%
Operating expenses	\$113,060,000	25%
Cash flow **	\$40,080,000	(16%)
Cash interest expense	\$50,269,000	8%
Capital expenditures	\$17,600,000	81%

* Percentage changes are calculated from "pro forma" 1988 numbers which assume company's existing properties were purchased at beginning of 1988.

** Operating income plus depreciation and amortization.



Hallmark President-CEO Irv Hockaday

portion.

The suddenness of Univision's change in fortune was partly a conscious decision on the part of its owners and management to build the company for the long-term (BROADCASTING, April 3). It adopted, as one official described it, an "invest now heavily" strategy. But the company's 1989 financial results also show an unexpected short-fall in advertising and ratings.

Of the increased revenue growth, over

90% came from Univision's network operations. Meanwhile, the company said that in certain "key markets," TV stations were being hurt by a lack of growth in local and spot revenue. Part of the problem, said the document, was a conscious decision by Univision management to shift emphasis away from its "traditional Spanish retail [advertising] base" and instead shift emphasis to "expand the pursuit of top-billing English-language advertisers." Part of the strategy involved increasing local rates: "Smaller advertisers were unable, initially, to absorb the rate increases."

The attempt to reach new national advertisers has and would continue to necessitate spending heavily on research and sales promotion. The company said, for instance, that its contract with A.C. Nielsen, if continued beyond the 1990 test period, would cost Univision \$18.4 million over the following five years.

But of the 25% increase in operating expenses, more than half was due to programming. Univision cited an \$11 million increase in entertainment and sports programming costs during 1989, much of it due to three shows: *Sabado Gigante*, *Cristina*, which began midway through the year, and *TV Mujer*, which began at the end of 1988. Univision also spent an additional \$2.3 million for news, adding late-night newscasts at four of its eight stations.

At seven of those stations, there was management turnover, a subject the document does not go into but which added to severance and relocation costs.

Competition from Telemundo, a direct Hispanic competitor in five of Univision's eight owned-station market, caused ratings declines, and in Los Angeles, the Telemundo outlet took over as the dominant Hispanic operator.

Since Univision already fell short in 1989 on meeting cash interest payments, not to mention non-cash interest, it was clear that by 1991, matters would be worse when debt service was to jump 52%, to \$79 million.

The numbers alone are compelling arguments for reorganization. Ironically, Hallmark's position may be further strengthened because of the company's risky

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decision to complete the 1987 purchase of the TV stations without obtaining non-appealable court approval. If the FCC—to whom the station-transfer decision has now been remanded by the courts—should change its mind, Univision said it would be unable to get back from the stations' sellers the more than \$300 million purchase price.

If Hallmark is successful in purchasing the outstanding bonds, at an indicated total cost of \$109 million, cash interest payments would be cut by roughly \$13 million for the next two years, with principal repayments cut beyond that. One disadvantage is that the company would probably lose the benefit of some of its net operating loss carry-forwards, \$115 million of which are currently available to reduce taxable income in future years.

Univision's management is still bullish on the Hispanic broadcasting business. It now has developed a new set of projections which show cash flow growing at a compounded growth rate of 24% over the next five years. Even a less optimistic "downside" projection calls for 16% cash flow growth. It is likely management expects Univision's financing to be more forgiving of mistakes this time around. —GF

CBS and ABC: Out of the '80's with income

Double-digit revenue gains at TV networks close out last quarter of 1989; radio results mixed

The television networks apparently performed true to their upfront billing—year-end 1989 results for Capital Cities/ABC and CBS indicated big fourth-quarter network revenue gains. Improved sales resulted in even higher profit gains for both television networks, although Jay Nelson of Brown Brothers Harriman said the CBS television network still probably only broke even for the quarter, compared to an estimated \$45 million loss in the same period in 1988.

For the year, Nelson said the CBS network probably earned about \$105 million, while several securities analysts estimated the ABC television network probably earned \$160 million, compared to a \$4 million loss last year.

CBS television network revenue comparisons in the fourth quarter, estimated by Nelson to have increased 12%, were helped by the fact that last year's fourth-quarter revenue suffered from the writers' strike. The company also said increased advertising demand in the just-completed quarter boosted "unit prices in major parts of the broadcast day—prime time, news and sports."

ABC also translated improved fourth-quarter network revenue into earnings gains, which the company termed "significant." Slightly offsetting both networks'

results were unexpected news events—although the fourth quarter of 1988 had presidential election news expenses—and ABC suffered from a poorly performing World Series. For the year, ABC had a slight revenue gain—the prior year's results included winter Olympics revenue—but posted "significantly" higher income.

For both companies' owned TV station divisions, revenue was hurt by weak sales, especially, said one company source, at stations on the East Coast. Jessica Reif, an analyst at First Boston, also said 1989 "programing costs [at Capcities/ABC] were significantly higher due to increased costs for syndicated programing." In the second half of last year, higher-priced renewals began for *The Oprah Winfrey Show*, carried by most of the Capcities/ABC stations. Brown Brother's Nelson said fourth-

quarter revenue for the stations was up 4%, while profits were flat.

For the year, Reif estimated TV station revenue was up 5%, while operating income was up slightly. CBS reported higher sales and profits for its TV stations, and, as in 1988, singled out the performances of KCBS-TV Los Angeles and WBBM-TV Chicago.

Reif estimated ABC's radio networks increased roughly 8% in both revenue and operating profit. Results at CBS Radio were down, which the company attributed partly to "sales weaknesses within the radio networks and AM stations."

For the CBS Broadcast Group as a whole, fourth-quarter revenue was up 12%, to \$865 million, while profits quadrupled to \$60.3 million. For Capcities/ABC, revenue increased 17% to \$1,231,691,000, while profit jumped 33% to \$309.7 million. —GF

Cable programing earnings bullish

ESPN, HBO, MTV and Showtime networks all show substantial earnings gains; Time Warner, Viacom post year-end results

Basic and pay cable networks all showed substantial earnings increases for 1989, according to the recently released financial results of their parent companies. Time Warner reported that operating cash flow for HBO rose 41% while Viacom reported that its various networks registered slightly higher gains.

Capital Cities/ABC said 1989 results at 80%-owned ESPN increased "well ahead of last year [1988]." First Boston's Jessica Reif estimated that revenue was up more than 35% to \$425 million, while operating income increased at least 30% to \$130 million. Results for Capital Cities/ABC's partly owned Lifetime and Arts & Entertainment also improved.

Time Warner's first earnings report following its megamerger shows the company's reported earnings were weighted down by merger expenses.

On a pro forma basis—as if Time had purchased Warner on Jan. 1, 1988—Time Warner's full-year results showed a net loss of \$987 million on revenue of \$10.78 billion, compared to a pro forma net loss of \$1.137 billion on revenue of \$9.1 billion in 1988.

Continuing on a pro forma basis, operating income at HBO before depreciation and amortization rose 41%, from \$118 million to \$166 million, on a 5% revenue increase from \$1.122 billion to \$1.177 billion. HBO said it gained 700,000 subscribers in 1989, ending the year with 23.7 million subs.

The largest revenue increases were turned in by the filmed entertainment division, up 32% from \$2.1 billion to \$2.8 billion, and music, up 25% from \$2 billion to \$2.5 billion.

On a pro forma basis, operating income before depreciation and amortization for Time Warner as a whole hit \$1.92 billion in 1989, compared to \$1.33 billion in 1988, with the film segment posting the largest gain, turning an \$82 million loss (associat-

ed with Warner's purchase of Lorimar-Telepictures) to a \$312 million gain, paced by "Batman."

Cable division pro forma results, which include full-year figures for Warner Cable and ATC, saw operating income rise 45%, from \$444 million to \$644 million, on a 22% revenue increase from \$1.27 billion to \$1.54 billion. Overall, the cable operations ended the year with 6.14 million basic and 4.7 million pay subscribers. (ATC had 4.4 million basic and 3.22 million pay, while Warner Cable had 1.7 million basic and 1.5 million pay.)

Separately, ATC said its net income rose 53% in 1989, from \$62.2 million to \$95.1 million, on a 20% revenue increase, from \$811.9 million to \$973.4 million. Operating cash flow was up 34% for the year, from \$320.3 million to \$430.6 million. Figures for 1988 included a one-time \$19.9 million charge for relocation of ATC offices. ATC said it gained 360,000 basic subscribers in internal growth and acquisitions in 1989.

Viacom, meanwhile, reported its full-year earnings from operations dropped 8%, from \$163.9 million to \$151.6 million, on a 14% revenue increase to \$1.436 billion from 1988's \$1.258 billion.

The drop, said Viacom, resulted from noncash charges to earnings associated with a long-term deferred incentive compensation plan and the sales of several cable systems. Viacom said that excluding those two charges, earnings from operations would have been \$211.5 million, a 23% increase over 1988. Operating cash flow dropped from \$304 million to \$287 million for the year.

Viacom was buoyed by revenue gains in its cable networks and entertainment divisions. Entertainment revenue was up 58% for the year, from \$161 million to \$254.5 million, while cable network revenue rose 17%, from \$642.6 million to \$752 million. Cable system revenue dropped 9%, because of the system sales, from \$329.9 million to \$300.6 million. Broadcasting revenue rose 3%, from \$141.2 million to \$146 million. Overall segment earnings at Viacom rose

23%, from \$205 million to \$251.9 million.

MTV and Showtime Networks earnings rose from \$50.3 million to \$83.9 million. MTV Networks had earnings of \$77.8 million on revenue of \$282.5 million in 1989, compared to earnings of \$59 million and revenue of \$222 million the year earlier. During 1989, Nickelodeon's subscriber count (49.7 million) moved past MTV's (49.3 million). VH-1 ended the year with 34.6 million subscribers, up from 30.4 million the year earlier.

Showtime Networks reported a yearly loss from operations of \$800,000, an improvement from the year-earlier loss of \$13.3 million. Showtime revenue increased 12% in 1989 to \$469.5 million, from \$420.4 million the year earlier. Showtime added 735,000 subscribers last year, giving Showtime and the Movie Channel 10,427,000 subscribers at year's end.

Entertainment segment earnings rose 17%, from \$61.3 million to \$71.9 million, paced by increased production activity and the full-year impact of *Cosby* sales.

Earnings in cable operations rose 5%, from \$58 million to \$60.9 million, despite the drop in revenue. The division added 71,000 basic and 18,000 pay units in 1989, giving it overall subscriber numbers of 1,018,000 and 682,000, respectively.

Within broadcasting, radio earnings rose from \$18 million to \$21 million on a revenue jump from \$51 million to \$56 million. Viacom said television division revenue rose from \$89 million to \$90 million but earnings dropped 8%, from \$23 million to \$22 million, due to increased programming expenses. —MS

Tisch, Wright and Murphy to ANA: Network programing will prevail

The chief executive officers of the three networks reassured advertising executives that even in a world of 100 channels and customized viewing, the backbone of television will still be network programing.

The vote of confidence came at a Feb. 13 panel held in New York by the Association of National Advertisers.

The most optimistic of the three was CBS President and CEO Larry Tisch who said in the 1980's, after an era of record earnings and explosive competition, it became fashionable to trash the networks. "Suddenly, we were dinosaurs that would soon be extinct," he said. That viewpoint, he said, came from a marketing community that had been "seduced by new forms of promotion and media."

The networks, Tisch said, have not and will not become extinct. "Boutique media and narrow niches are important for targeted opportunities. But major corporate sales need major media support." Tisch told the advertisers there has been a "return to the recognition that nothing establishes brand loyalty like network advertising."

As for audience erosion, Tisch said he thinks the networks are reaching a point where audience can be sustained. He predicted that in the next two or three years, cable will have made its maximum impact.

As for why CBS, unlike ABC and NBC, has stayed out of the cable business, Tisch

said, "We can't afford to take our eye off the ball. We don't have enough talent at CBS to start taking people away from our main goal, which is to improve our overall programing."

The three network heads were asked by advertisers to justify paying higher advertising rates to reach a shrinking audience. Capcities/ABC Chairman and Chief Executive Officer Thomas Murphy replied: "Because your costs are driven by our costs." Murphy added: "We've been completely unsuccessful in reducing or leveling off the costs of prime time programing."

Robert Wright, NBC president and CEO, put it this way: "You pay for our programing costs."

Both Tisch and Murphy reiterated their commitment to successful late-night TV. Regarding *The Pat Sajak Show*, Tisch said, "We have to [stick with it] and do it better."

Murphy, whose network recently announced a late-night program hosted by radio personality Rick Dees, said NBC has "had a field day taking the lion's share of the business." Murphy said opportunities exist, adding that if "[ABC] had been smart enough to put Arsenio Hall on after *Nightline*, we would have done very well even at midnight." Regarding ABC's latest attempt in late-night entertainment, the ABC head said he is "optimistic about it because we have no other alternative." —JF

The Media

Cable-GE partnership revives DBS

K Prime Partners' 10-channel service, to launch this year, sparks renewed efforts by Hughes, Hubbard to get own DBS services off the ground

The plans of several major cable operators and GE Americom to launch a medium-power satellite broadcasting service by the end of this year has pumped new life into a potentially powerful medium that was left for dead five years ago.

The cable-GE partnership—K Prime Partners—confirmed last week its plans to use GE Americom's Satcom K-1 satellite to broadcast a 10-channel service comprising seven broadcast signals and three pay-per-view channels to paying subscribers equipped with satellite dish antennas just one meter in diameter (BROADCASTING, Jan. 29 and Feb. 12).

As it is now envisioned, subscribers will pay around \$30 a month for the package of broadcast signals, access to the PPV offerings and lease of the equipment. The broadcast signals are all well-known cable "superstations": WTBS(TV) Atlanta; WGN-TV

Chicago; WPIX(TV) and WWOR-TV, both New York; WSBK-TV Boston; KTLA(TV) Los Angeles, and KTVT(TV) Fort Worth. According to John Cusick, vice president, business development, GE Americom, K Prime's "Extended Program Service," or EPS, is designed to appeal to cable subscribers and nonsubscribers alike.

If all goes well, K Prime hopes to shift the service to one or more high-power or "true" direct broadcast satellites (DBS) in the mid-1990's capable of beaming programing to dishes as small as a foot or a foot and a half. By so doing, it would be able to expand the number of channels it offers as well as the potential market. It is an axiom of satellite broadcasting that as the dish shrinks, the market grows.

As the K Prime venture started coming together late last year, Hughes Communications, GE's principal competitor in the satellite communications business, renewed its efforts to find partners to share the enormous risks involved in launching its proposed 27-channel DBS system.

According to industry sources, Hughes's

efforts have already produced an informal partnership with three other major media players with an eye on satellite broadcasting: Rupert Murdoch, NBC and Cablevision.

NBC and Cablevision are already partners in several cable programing services. Murdoch has had a long-standing interest in satellite broadcasting. He owns Sky Channel, a European satellite broadcasting venture, and he backed an ill-fated medium-power satellite broadcasting operation in the U.S.

The sources said the Hughes-led consortium tried to preempt the cable operators' satellite broadcasting initiative by making a competing bid for the Satcom K-1 capacity late last year. Even though GE Americom and NBC are members of the GE corporate family, GE Americom chose to make its deal with the cable operators.

The sources said the Hughes group is now looking at Hughes's SBS-6 satellite as a medium-power stepping stone to true DBS. SBS-6, which is set for launch this June, is comparable to Satcom K-1. Although slightly less powerful than Satcom K-1, it has more capacity—19 transpon-

NCTA sets out customer service standards for systems

The National Cable Television Association adopted customer service standards last week it hopes will blunt the criticism that cable's relations with subscribers are poor. Customer service has been one of several underlying themes fueling reregulation discussion in Washington, and the NCTA board, meeting in Boca Raton, Fla. (see "Top of the Week"), adopted a set of voluntary standards it recommends that systems implement by July 1991.

The standards cover three areas: office and telephone availability; installations, outages and service calls, and communications, bills and refunds, and are meant to be flexible enough for systems to implement. Many cable companies and state associations already have similar customer service standards.

Under office and telephone, the standards state that:

A) "Knowledgeable, qualified company representatives will be available to respond to customer telephone inquiries Monday through Friday during normal business hours. Additionally, based on community needs, cable systems will staff telephones for supplemental hours on weekdays and/or weekends."

B) "Under normal operating conditions, telephone answer time by a customer service representative, including wait time and the time required to transfer the call, shall not exceed 30 seconds. Those systems which utilize automated answering and distributing equipment will limit the number of routine rings to four or fewer. Systems not utilizing automated equipment shall make every effort to answer incoming calls as promptly as the automated systems. This standard shall be met no less than 90% of the time measured on an annual basis." (The exception, said NCTA, would be certain smaller cable systems with fewer than 10,000 subscribers.)

C) "Under normal operating conditions, the customer will receive a busy signal less than 3% of the total time that the cable office is open for business."

D) "Customer service center and bill payment locations will be open for transactions Monday through Friday during normal business hours. Additionally, based on community

needs, cable systems will schedule supplemental hours on weekdays and/or weekends during which these centers will be open."

Under the category installations, outages and service calls, the following four standards must be met 95% of the time:

A) "Standard installations will be performed within seven business days after an order has been placed. 'Standard' installations are up to 125 feet from the existing distribution system."

B) "Excluding those situations beyond the control of the cable operator, the operator will respond to service interruptions promptly and in no event later than 24 hours. Other service problems will be responded to within 36 hours during the normal work week."

C) "The appointment window alternatives for installations, service calls, and other installation activities will be morning, afternoon or all day during normal business hours. Additionally, based on community needs, cable systems will schedule supplemental hours during which appointments can be set."

D) "If, at any time, an installer or technician is running late, an attempt to contact the customer will be made and the appointment rescheduled as necessary at a time which is convenient for the customer."

In the final category, the standards state:

A) "The cable company will provide written information in each of the following areas at the time of installation and at any future time upon request: products and services offered, prices and service options, installation and service policies and how to use the cable service."

B) "Bills will be clear, concise and understandable."

C) "Refund checks will be issued promptly, within 45 days or no later than the customer's next billing cycle following the resolution of the request, whichever comes first, conditional upon the return of the equipment supplied by the cable company if service is terminated."

D) "Customers will be notified a minimum of 30 days in advance of any rate or channel change provided the change is within the control of the cable operator."

-MS

ders—available for satellite broadcasting.

Jim Ramo, vice president, video services, Hughes, would neither confirm nor deny the reports, saying only that Hughes is "having conversations again with various people." Representatives of NBC, Cablevision and Murdoch also declined comment.

The "window" on DBS interest "goes up and down with some regularity," Ramo said. It's up when major communications companies begin expressing interest in the media, he said. It's down when they find out that "it costs a hell of a lot to get it going."

The other potential major player in DBS today is Hubbard Broadcasting, which has been struggling for eight years to find partners—preferably broadcasters—to join it in launching a DBS system. Through its United States Satellite Broadcasting subsidiary, it holds an FCC permit to build and launch a DBS system.

Stanley E. Hubbard II, vice president, Hubbard Broadcasting, expects news of the cable operators' venture with Satcom K-1 to stimulate interest in USSB. To the extent that K Prime proves that satellite broadcasting is "feasible," he said, "it makes our project all the more attractive."

The K Prime venture is "one of the most exciting things we've seen or heard for

quite a while," he said. It's encouraging that the major cable operators have joined Hubbard in recognizing that "there is some money to be made in delivering programming to people direct to home."

Unlike K Prime and the Hughes group, Hubbard has no medium-power ambitions. Indeed, the group broadcaster believes satellite broadcasting using a "fixed" satellite like Satcom K-1 and SBS-6 is technically risky. According to Hubbard, in the fixed satellite band, one-meter dishes are too small to reject interference from satellites launched into adjacent orbital slots. Subscribers will need a "minimum of a six-foot dish," he said. "The one-meter dish just doesn't cut it."

Despite its head start, one long-time satellite broadcasting observer feels K Prime's dominance in high-power DBS is far from assured. If Hughes with whatever partners or customers it can assemble pushes ahead with its high-power plans, the source said, it could have a DBS system in orbit by 1993. By that time, K Prime will have done no more than scratch the potential DBS market of several million subscribers even under its own best case scenario. Regardless of what happens at medium power, he said, it's critical to be first with high power.

The rebirth of satellite broadcasting comes a half decade after some large companies lost large amounts of money trying to be the first to beam satellite television to small dishes. The biggest loser was Comsat Corp., which spent hundreds of millions of dollars before throwing in the towel. United Satellite Communications Inc. cost General Instrument, Prudential and others tens of millions in a stab at the medium-power market. Murdoch's Skyband tallied at least \$13 million in losses.

According to GE's Cusick, K Prime will roll out its medium-power service later this year with an eye on high power. The idea is to build a subscriber base of as many as one million subscribers by 1996, when Satcom K-1 is expected to begin failing. "Then you can inject the high-power satellite into the installed base and you have the cash flow to support it," he said.

Cusick said K Prime has an "understanding" with Tele-Communications Inc.'s Tempo Satellite subsidiary to acquire capacity on its proposed DBS system if Tempo can get the FCC to approve it and get it into orbit.

Tempo's DBS application is hung up at the FCC in a challenge of TCI's fitness to be an FCC licensee in light of a \$36 million

antitrust judgment against the company in 1986. TCI, the nation's largest cable operator, is one of the partners in K Prime.

GE Americom holds 15% of K Prime. The remaining 85% is divided equally among the cable operators: TCI/United Artists, American Television and Communications/Warner Cable, Comcast Corp., Continental Cablevision, Cox Cable Communications, Newhouse Broadcasting and Viacom Cable.

Under terms of the partnership agreement, the cable operators are committed to paying on a monthly basis more than \$100 million to GE Americom to lease 10 transponders on Satcom K-1 through the end of its expected life in 1996.

But the lease payments are only the beginning of each operator's financial obligation. Along with GE, each operator must ante up money to cover other capital costs: uplinking of the programming, staffing of a front office and establishment of a subscriber-authorization center, among other things.

More important, the plans call for the cable operators to be the distributors of the service. As distributors, the operators have

to buy and warehouse the reception equipment and cover the cost of installing and maintaining it. Each home unit, consisting of a dish with a low-noise block converter and an indoor integrated receiver-descrambler, is expected to cost between \$400 and \$500.

For a variety of reasons, Cusick said, K Prime has decided to lease the hardware to subscribers and recover the cost through upfront installation charges and subscription fees rather than simply sell it.

The lease plan calls for a greater capital commitment on the part of the operator-distributors, Cusick said, but discourages piracy by maintaining the distributors' ownership and control over the descrambler.

To mitigate the costs, Cusick said, K Prime has sent out requests for proposals for the hardware and will cut "umbrella" deals with suppliers to insure the distributors the lowest possible prices.

The distributors will have considerable autonomy in how they market and sell the service. Bob Thomson, vice president, government affairs, TCI, told a group of retailers of C-band satellite equipment at the

Satellite Broadcasting and Communications Association convention in Las Vegas last month that TCI will invite dish dealers to act as its agents in selling the services and installing and maintaining the dishes (BROADCASTING, Jan. 29). C-band gear can be used to receive most popular cable and broadcast programming, which is distributed by C-band satellite.

The K Prime partners are moving forward rapidly with all phases of their venture and expect to begin making announcements soon on who will be running the enterprise, Cusick said. At least initially, the venture will be based in Washington.

The toughest call the partners have to make is on a scrambling system. The home satellite industry is pressuring K Prime to use General Instrument's Videocipher II Plus scrambling system, the de facto standard for the scrambling of C-band signals. While Cusick said that system is among several under consideration, one K Prime planner said it is likely K Prime will opt for either Scientific-Atlanta's BMAC system or a GI system that is incompatible with Videocipher II Plus.

—HAJ

NTIA seeks comments on 'globalization' of communications industry

Notice of Inquiry is concerned with whether policies designed for domestic industry are well suited to mass media marketplace that is being globalized

The National Telecommunications and Information Administration is asking members of the communications industry to re-think basic policies and beliefs under which they have operated for years. The FCC's financial interest and syndication rules, long a subject of controversy between networks and program producers, is on the list. So is the concept of localism. Then there is the matter of the antitrust laws that are looked to as a means of promoting economic competition and efficiency. NTIA is seeking comment on those and other issues as it commences a major inquiry into "the apparent 'globalization'" of the mass media industry and its policy implications for the U.S.

At the heart of the Notice of Inquiry is a concern as to whether the policies designed for a domestic industry are well suited to a time when the mass media marketplace is being globalized. The NOI leaves open the question of whether globalization is taking place. It notes that only a relative handful of firms making up a \$250 billion worldwide information industry are becoming truly global. But the thrust of the NOI is that globalization is the wave of the future. NTIA administrator Janice Obuchowski said that, "in recent years, large mass media enterprises have been selling more products and acquiring more subsidiaries across international boundaries." NTIA, she said, wants to examine the issues raised by globalization, as well as to "determine what changes in government policy it might suggest."

So NTIA is taking the lead in government in developing national policy on the media

globalization issue and will be making recommendations affecting long-standing statutory and regulatory policy. But Obuchowski, at a news conference announcing the release of the NOI, said she did not expect the recommendations to be necessarily controlling. She said there is "a tension" between needs dictated by globalization and those by domestic considerations. She called the financial interest-syndication issue "a paradigm" of that tension.

Obuchowski stressed that the inquiry is not aimed at protecting American media against foreign competition. "Americans do not fear being exposed to the viewpoints of other nations," she said. "This country's greatest strength is its ability to assimilate and build upon the insights of diverse cultures. On the other hand, we want to make sure that U.S. regulations do not impair the ability of home-grown companies to compete in the global marketplace of ideas."

Obuchowski hopes to produce a report and recommendations on "mass media globalization" in one year—by "Valentine's Day, 1991," which William Maher, associate administrator for the office of policy and development, said was "an optimistic target." Globalization is now the third subject on which NTIA has released an NOI in the last three months. In December, it was an NOI on the use and management of the spectrum. In January, it was one on improving the country's telecommunications infrastructure and strengthening the industry's competitive position internationally.

The latest NOI seeks factual information as to globalization—its origins and its effects on the media industry, on the economic and competitive factors underlying the trend, even on whether the trend is a long-term phenomenon or "a short-term market-

place aberration that will fall of its own weight." It cites as examples of global companies News Corp., 45% owned by Rupert Murdoch; Time-Warner Inc.; Bertelsmann AG; Sony, and Hachette S.A. The NOI asks comment on various "industry sectors" in which global media firms compete. It also asks whether, in developing policies to promote U.S. competitiveness in global markets, it is necessary to determine the national identity of firms doing business in the U.S. For instance, News Corp. is owned by a naturalized American, Rupert Murdoch, but half of its affiliated companies are in Australia.

But the elements of the NOI expected to generate the most debate involve the questions dealing with the negative and positive impact of U.S. laws and regulations on the ability of U.S. firms "to compete with vertically integrated, international mass media firms." There are, for instance, the FCC rules limiting media crossownership and multiple ownership. "What is the effect of these regulations on U.S. media firms operating in a global market?" the NOI asks. "Do any of these rules unnecessarily restrain the growth of domestic entities that would otherwise strive to become more globally competitive?" What of the benefits of diversity and competition that are believed to flow from the regulations? Do they "outweigh other global competitive-ness considerations?"

The NOI also seeks comments on the rules and laws limiting or preventing vertical integration. In that connection, the NOI asks whether the globalization trend "alters the justification" for retaining the commission's rules prohibiting the networks from acquiring any financial interest or syndication rights in television programs produced by others. Do the rules "promote U.S. global competitiveness by creating a mar-

ketplace environment in which independent program producers can fully and vigorously compete, resulting in a television industry that is the strongest in the world?" the NOI asks. Or do the rules "restrict domestic competition and investment, thereby permitting inefficiencies...that ultimately reduce what could potentially be an even stronger U.S. programming industry?"

The NOI notes that the cable industry is free of the restrictions that limit the extent broadcasters can expand horizontally, through the acquisition of stations, or vertically, through program production. But it also notes that some "observers" are concerned that mergers of companies operating in various areas of the cable industry "portend adverse concentrations that could undermine competition and reduce the diversity" of voices. NTIA, in its "Video Study," two years ago, said that common ownership of programming services and cable systems appeared to be producing substantial benefits, without any serious downside. The NOI asks "whether global conditions in the mass media industry have altered the facts leading" to those conclusions.

As for the antitrust laws, the NOI asks whether they are used in a manner that "unreasonably restrains the ability of domestic firms to merge, acquire, or enter into joint arrangements with other firms in order to enhance their global competitiveness." And, if so, what changes in the laws should be made? Conversely, the NOI asks, "Is there a need for new protections to prevent concentrations of ownership and control 'detrimental to competition?'" And, finally, "Is there a conflict between the goal of promoting competition in the domestic media marketplace and the goal of promoting global competitiveness of U.S. media firms?"

What of the effect of the mass media globalization on media content? Could it affect localism? The NOI notes that law, regulation and market pressures have all combined to preserve localism as "a fundamental policy in domestic broadcasting." But, the NOI asks, "how should the policy be treated in an era of globalization and increasingly international ownership of media firms? Will the global growth of media firms affect the traditional commitment of domestic media firms to the needs of local audiences...? Will the globalization trend have a specific impact on the quantity or quality of local programming...? Should 'local service' be a continuing obligation of all broadcast licensees?"

Localism is not the only content-related policy likely to be affected by the growth of global media, according to the NOI. Cultural sovereignty—the concern about preserving a nation's cultural identity against an influx of foreign programs and films—is another. The NOI asks what the U.S.'s response to such policies in foreign countries should be. It also asks what effect increasing consumer demand for programming will have in Western Europe on the effectiveness of the Broadcasting Directive that the European Community adopted last year to ensure that, "where practicable," a majority of the television programs seen in the EC are produced there.

The future of noncommercial broadcasting could also be at risk, the NOI indicates. It says "some observers have begun to question the uniqueness" of public broadcasting, in view of "the variety of choices commercially available...including domestic and foreign-produced" material now seen on cable television systems that previously was not available to U.S. viewers. Accordingly, the NOI asks for comment on the potential impact of mass media globalization on the availability of public programming in the U.S. It also asks the extent to which public broadcasting has influenced the development of U.S. television and radio, and "whether its role should remain the same, as domestic and international media firms become global in nature."

The NOI is concerned with more than the business of globalization. It also seeks comment on the extent to which the programming of the private-sector media "promotes democratic ideals and free speech worldwide." It asks for information on the effects of private media's activities in Eastern Europe, Asia, Latin America and Africa. "How," it asks, "does the provision of news and entertainment programming promote social and political reforms" in those regions? And "how would increased access by free-world media firms further the achievement of democratic goals and free speech within the Soviet Union and other East Bloc countries?"

Comments in the study are due by May 11, and reply comments by June 22. —LZ

Elise Adde from ABC joins NCTA as VP, industry communications

For the second time in less than a year, the National Cable Television Association has filled its top public relations post. Elise Adde, director of news information, ABC News, New York, last week was named vice president of industry communications for the trade association by NCTA President Jim Mooney. She succeeds Sue Richard, who left after just nine months of the job for what she said were personal reasons.

Adde, 31, will have her work cut out for her when she takes charge of the department March 19. The industry's image has been badly tarnished by the excesses of some cable operators and by aggressive anti-cable campaigns by the telephone and broadcasting industries.

Deeply involved in managing publicity surrounding ABC News's coverage of events in South Africa, Adde declined last week any comment about her new job or how she came to get it.

In a prepared statement, Mooney praised Adde as "a seasoned and widely respected professional whose years of experience in media relations will further strengthen our industry communications

Tower decrees

FCC Chairman Alfred Sikes added to his growing reputation as strict enforcer of FCC rules with FCC's adoption of consent decree that calls for Centel Cellular Telephone Co. to "contribute" \$1 million to U.S. Treasury and conduct two-year educational program on radio tower markings and lighting for cellular industry. For its part, FCC agreed to drop two 1989 actions against Centel for alleged violations of tower lighting and marking rules and not to refer cases to other agencies for civil or criminal prosecution.

department."

A 1980 graduate of Louisiana State University, Adde spent two years on the staff of Senator J. Bennett Johnston (D-La.) before joining ABC News's public relations department.

She quickly climbed the department's ladder, handling such shows as *World News Tonight with Peter Jennings* and *This Week with David Brinkley* before becoming director of news information in 1988 and taking public relations responsibility for all 12 regularly scheduled news broadcasts and news executives.

NCTA's industry communications department has been unsettled since December 1988 when then-vice president of the department Louise Rauscher announced she was resigning to marry Mooney the following spring. Rauscher is credited with reinvigorating the department, and extending its purview.

After a major search led by a Washington executive-search firm, Interface, the NCTA went outside the cable industry to hire Richard, a former Reagan White House aide. By most accounts, after several months on the job, Richard had failed to take control of the industry's cumbersome and fragmented public relations apparatus. Confirming growing speculation, Richard announced last December her resignation, effective Feb. 1.

—HAJ

Rooney suspension sparks debate

CBS's move following remarks veteran commentator allegedly made to magazine reporter prompt cries of 'Bravo!' and 'Chicken!'

The case of Andy Rooney last week showed signs of turning into the case of CBS News. Commentators and editorial writers were choosing sides over CBS News President David Burke's decision to suspend Rooney without pay for at least three months for remarks attributed to him in *The Advocate*, a national gay newspaper. Rooney has denied making the remarks, at least as published. Was Burke justified in the punishment he meted out? Or did he

capitulate to pressure?

The 70-year-old Rooney, who has been a journalist for 40 years and who for more than a decade has contributed wry, off-beat humor to *60 Minutes*, was quoted as saying that although most people are born with equal intelligence, "blacks have watered down their genes because the less intelligent ones are the ones that have the most children. They drop out of school early, do drugs and get pregnant" (BROADCASTING, Feb. 12). *The Advocate* was interested in Rooney because of a remark he had made on a CBS News yearend review in December: He had included "homosexual unions" in a list of activities he said are known to result in the "premature death" of those who indulge in them.

Rooney apologized for the on-air remark, though he did not say whether he was apologizing because the remark was incorrect or possibly insensitive. But he denied the accuracy of the quote in the newspaper. "I do not think blacks are inferior," he said. He described the remark as the kind of "know nothing statement" that he abhors. He said his reference was to "the least fit," not blacks. The newspaper's reporter, Chris Bull, stood by his report. But he had not used a tape recorder. So it was Rooney's word against Bull's.

But Burke, after conferring with Rooney, issued a statement asserting that CBS News "could not tolerate such remarks...since they in no way reflect the views of this organization." Rooney's future at CBS News, at the end of the suspension, was left unsettled. Burke was said to have been disturbed by more than the story in *The Advocate*. A subsequent letter Rooney is said to have sent to the newspaper saying he found love-making between men "repugnant" was also troubling.

Burke's action was hailed by representatives of black and gay groups. Any dissatisfaction seemed to be in Burke's failure to do more. Benjamin Hooks, the executive director of the NAACP and a former FCC

commissioner, called the suspension only "a good beginning." New York Mayor David N. Dinkins said Rooney's "unwillingness to disavow his anti-gay remarks taints the credibility of his denial of racist comments about African-Americans." And Burke got backing from *The New York Times* last week. In an editorial headed "Slighting Words, Fighting Words," *The Times* said, "Score 10 on the common sense scale for David Burke...for his handling of the newest outbreak of slighting words." But some journalists were less upbeat in their reaction.

While *The Times*, on page A24, was cheering Burke's sense of balance, one of its television critics, Walter Goodman, on page C18, was offering a more ambiguous analysis, one that seemed to explain Burke's action as being required by an industry that is not to be taken seriously as an unfettered intellectual force. Television, he said, "is not some debating society or journal of opinion in which all manner of views are welcome and irreverent opinions, smartly expressed, are the most welcome of all. American television has taken on or had imposed on it the social duty to mollify, not inflame, to reconcile, not divide, to narrow differences, not widen them. The effect is not intellectually stimulating; it is soothing."

David Bartlett, president of the Radio-Television News Directors Association, was not ambiguous in his reaction. He said his concern was that "CBS caved in to a special interest group." Moreover, he said, Burke had "chickened out" without "objective" evidence as to what Rooney actually said. He had, he said, taken the word of the interest groups. Accordingly, Bartlett suggested that CBS News's coverage of blacks and gays is now suspect. "I have a question as to whether CBS can objectively report on these two groups after having chosen to take their word over that of an employee, in the absence of any evidence."

Nat Hentoff, who frequently writes on

First Amendment matters, also saw Burke's decision as signifying lack of resolve to resist pressure. What those celebrating "Rooney's humiliation do not realize," he said, in a column in *The Washington Post*, is that such yielding "cuts both ways." Burke, he said, "has now greatly encouraged all kinds of pressure groups—including those who are not fond of blacks or gays—to believe they too can remove someone they find offensive if they put on enough heat." For *The Wall Street Journal*, there was this headline over a commentary on the Rooney issue: "Echoes of the 50's in Rooney witch hunt."

Former colleagues stood by Rooney. Walter Cronkite, the former CBS News anchor who now sits on the CBS Inc. board, called Rooney "an independent thinker and a courageous social critic," and said the silencing of "such a rare journalistic voice...indicates a dangerous weakness in our pluralistic, democratic society." And Daniel Schorr, for 25 years a CBS News correspondent and now a commentator on National Public Radio, responded to Burke's statement that the remarks attributed to Rooney "do not reflect the views of this organization." "What," Schorr asked, "are the views of the organization, and why would a person not on the air have to reflect the views of that organization?"

And while Burke had left Rooney's future with the network in doubt, Rooney's colleagues on *60 Minutes* put a light in the window for him. Mike Wallace, in the final segment on the Feb. 11 program, offered "a personal note." "Even though the remarks attributed to Andy were not made on *60 Minutes* (and indeed could never have been made on *60 Minutes*), this is the broadcast with which he has been most closely associated."

"After his three-month suspension, which he himself has acknowledged is understandable, we, his colleagues over the years, surely look forward to his return here." —LZ

TV networks' future: 'agile dinosaurs'

Among predictions offered at annual IRTS session is that big three must find aggressive niches; cable seen as growing competitor to radio for advertising revenue; fin-syn controversy to continue

Key issues facing the communications industry in the 1990's will include the search for additional revenue streams, the ongoing controversy surrounding the financial interest rules and the changing face of the broadcasting-cable landscape.

These and other subjects were discussed by industry executives during the initial panel session of the 18th annual International Radio and Television Society Faculty Industry Seminar, held in New York and themed "Strategic Planning for the '90s." Panel participants included Richard Harris, chairman, Group W Radio; Gerald Levin, vice chairman, Time Warner Inc.; Pierson Mapes, president, NBC; Cecil Walker,

president and chief executive officer, Gannett Broadcasting, and Carolyn Wall, vice president and general manager, WNYW(TV) New York. Donald West, managing editor of BROADCASTING, served as moderator.

Asked if radio was going to be "above the battle" in the 1990's, Harris said, "No. It's hard to say anyone is. We don't know who our competitors will be by the end of the decade, or even the end of the year." An issue to be addressed in the radio industry, according to Harris, is what he sees as salaries and rights fees that are, in some cases, "out of proportion" compared to the value of what is being paid for. "This must be looked at," he said. Harris also said that local cable sales may represent "the biggest competitive factor radio faces by the end of the decade."

According to Mapes, the networks will need to look at additional revenue streams during the '90s, as they are "caught in a financial squeeze. I don't think there's

enough money to go around, quite frankly," he said. If it weren't for O&O's, "it wouldn't be worth going to work in the morning for some networks," Mapes said.

Congress and the FCC have "got us by the rules," said Mapes, who expressed his strong belief that the financial interest rule has to change. "The networks need a level playing field in Washington, or it will affect programing locally and nationally," he said.

Mapes acknowledged Wall's statement that the financial interest rules were put in place initially to open up opportunities for others, but stated that now, "Fox wants it both ways. We'd welcome Fox as a network," he said, "but employed under the same rules." Levin said the financial interest rule debate was the industry's "most emotionally charged issue," and had been for 20 years.

Wall talked about what she referred to as the "de-massification" of the television in-



Strategists (l-r): Wall, Walker, Mapes, Levin and Harris

dustry, comparing it to the fragmentation of magazines over the last 25 years. "Demassification" results in opportunity, Wall said, pointing to the growth of Fox as an example. She stressed the importance of possessing a distinctive personality as a key element contributing to an entity's success. "Proliferation of product has created a need to rise above the clutter and be known for something," she said.

Wall also stated that, in the future, financial viability for an organization will depend on being in a number of different businesses. "Fox and Time Warner are vertically integrated," she said, "and in the future it will be increasingly important to have all those options under one roof."

Harris, picking up on Wall's reference to magazines, said that their broad circulation "helped set a national tone," and that network television had done the same. "It's important to see simultaneous programming," he said, as it can be "an important part of public policy, no matter how it's presented. Networks must concentrate on what is happening in the local market, too," said Harris, but programming on a larger scale "provides a national fabric." "A national medium is absolutely essential," agreed Wall.

Levin said he liked the fact that "people have had to be resourceful despite heavy regulations," and cited as an "inventive and resourceful model" the development of basic cable's revenues emerging from advertisers and also from cable operators. He does not believe, however, that the cable revenue stream "is the answer to the networks' problems."

Walker agreed that the networks and their affiliates must find additional revenue streams as the 1990's progress. "It's important to us that the networks be healthy," he said. With regard to the failure of the television version of *USA Today*, Walker said, "We screwed it up," but that Gannett

was "anything but defeated." He said that he would do it over again if he could, but would change some things, such as the fact that Gannett owned only 40% of the show.

The networks must be "agile dinosaurs" during the '90s, said Mapes, able to move into niche markets without losing sight of their "core business." Each network is a \$3 billion business, he said, and will continue to produce "the best quality programming" it can. At the end of the decade, Mapes said, "at least two networks" will be major industry forces, but he declined to speculate on which those might be.

Mapes also termed the American public "creatures of habit," stating that "all three networks and their affiliate bodies understand that they must keep shows where they are," in order to build and nurture those programs.

Levin said the definition of what constitutes a local station is evolving, presenting opportunities for broadcast stations and cable systems to work together. There are currently many examples of local news operations appearing on cable, he said, representing "inventive and collaborative ways of working with a cable system." —RG

Networks may rely more on magazine shows and less on evening newscasts in future, according to IRTS speakers

The future of network news is in magazines, and not evening newscasts, which are currently perceived as the so-called "flagship" programs assembled by the news organizations at ABC, CBS and NBC.

That prediction was offered last week by Av Westin, a 20-year network news veteran and current senior vice president, reality programming, King World Productions. The notion was also seconded by Andrew Heyward, executive producer of the CBS prime

MVP.



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time magazine, 48 Hours.

The two executives made their remarks before an audience of journalism professors in New York attending the annual "Faculty Industry Seminar" sponsored by the International Radio and Television Society.

"Within five years the network evening newscasts will no longer be regarded as the flagship shows of the networks," said Westin. Among the factors that lead him to that conclusion, said Westin, is the "fracturing" relationship between the networks and local stations.

Westin cited the decisions by many affiliates, including several network-owned stations, to move network evening newscasts out of prime time access (7 p.m.-8 p.m.) to program the daypart with local shows or syndicated programs that produce higher profits for the stations. "That's merely the first step to a divorce," Westin said.

Another pressure on the evening newscasts is competition from CNN, which has aligned itself with many local stations, said Westin. In addition, he noted that research indicates viewers identify strongly with local news personalities, and what they have to say about events relevant to their own lives and communities, and don't seem to care as much about national or world affairs.

"That's not an outrageous prediction," said CBS's Heyward in response to Westin's comments. "The primacy of the network evening news shows has eroded for the reasons Av cites."

Heyward said that with "the proliferation

of choices, every time period is up for grabs.... Audiences react as a market. It is naive to assume there is an insatiable appetite for news."

Much of what makes magazine shows appealing to network executives, said Heyward, is economics. The production cost of 48 Hours is less than half what it would cost to acquire a typical one-hour network entertainment program, he said. "This is not a burning desire to inform the world, but

rather a burning desire to line their pockets," he said.

Heyward said many network news executives were "extremely disappointed" at the low ratings generated by the special reports the networks produced covering the dramatic events leading up to the collapse of the Berlin Wall. "People are making choices around the dial," he said. "The networks have to find a new distinctive voice for themselves." **-SM**

Changing Hands

WABY(AM)-WKLI(FM) Albany and WUTQ(AM)-WOUR(FM) Utica, both New York □ Sold by Premier Broadcast Group Inc. to Paul Bendat for \$13.5 million. **Seller** is headed by William J. Selwood Jr. and has no other broadcast interests. **Buyer** has no other broadcast interests. WABY is daytimer on 1400 khz with 1,000 watts. WKLI is on 100.9 mhz with 3,000 watts and antenna 300 feet above average terrain. WUTQ(AM) is daytimer on 1550 khz with 1,000 watts. WOUR(FM) is on 96.9 mhz with 50,000 watts and antenna 800 feet above average terrain. **Broker: Blackburn and Co.**

WMYU(FM) Knoxville, Tenn. □ Sold by Jacor Communications to The Dalton Group for \$11.6 million. **Seller** is headed by Terry Jacobs and Frank Wood and owns WMJ(FM)

Cleveland and WLW(AM)-WEBN(FM) Cincinnati, both Ohio; WGST(AM)-WPCH(FM) Atlanta; WYHY(FM) Nashville; KOA(AM)-KRFK(FM) Denver, and WFLA(AM)-WFLZ(FM) Tampa, Fla. **Buyer** is headed by William and Susan Dalton and owns WBLZ(FM) Cincinnati. WMYU is on 102.1 mhz with 15.1 kw and antenna 1,978 feet above average terrain. **Broker: Americom.**

WOCB-AM-FM West Yarmouth, Mass. □ Sold by Patch-Dunn Association of Cape Cod to U.S. Media Group Inc. for \$2,732,133. **Seller** is headed by Kenneth J. Patch and has no other broadcast interests. **Buyer** is headed by Joseph D. Tydings and Michael R. Kassner. U.S. Media Group Inc. is subsidiary of U.S. Media National Radio Ltd., which has interests in KTRS(FM) Casper, Wyo., and KIX(AM)-KTCL(FM) Ft. Collins, Colo. WOCB is fulltimer on 1240 khz with 1 kw. WOCB-FM is on 94.9 mhz with 50 kw and antenna 300 feet above average terrain.

KDAE(AM)-KLTG(FM) Corpus Christi, Tex. □ Sold by Stereo Broadcasting Corp. to Broadbase Communications Inc. for \$1,880,850. **Seller** is headed by Steve DeWalt and has no other broadcast interests. **Buyer** is headed by Vincent Henry, son of Ragan Henry. KDAE(AM) is on 1590 khz with 1 kw days and 500 watts nights. KLTG(FM) is on 96.5 mhz with 100 kw and antenna 870 feet above average terrain. **Broker: Doyle Peterson and Associates.**

WLKC(FM) St. Mary's, Ga. □ Sold by Casey Broadcasting Co. Inc. to Rowland First City Radio Inc. for \$1.85 million. **Seller** is headed by Lois V. Casey and still has interest in WECC(AM) St. Mary's, Ga. **Buyer** is headed by Marshall W. Rowland, Carol C. Rowland, husband and wife, and their son Marshall W. Rowland Jr. Rowland First City Radio Inc. is licensee of WSOS(FM) St. Augustine and permittee of WGUF(FM) Marco, both Florida. Marshall W. Rowland and Carol C. Rowland each own 50% of Rowland Gulf Radio Inc., licensee of WBGA(FM) Waycross, Ga. Rowland Jr. has interest in WIKX(AM) Leesburg, Ga. WLKC(FM) is on 93.5 mhz with 3 kw and antenna 300 feet above average terrain.

KFMY(AM)-KZOL(FM) Provo, Utah □ Sold by Cook Inlet Radio Partners to The Great Stock Co. for \$972,000. **Seller** is headed by Dan Mason and has interests in WPGC-AM-FM Washington; WZGC(FM) Atlanta; KFMY(FM) Houston; KOPA(AM)-KSLX(FM) Phoenix; KUBE(FM) Seattle; WUSN(FM) Chicago, and WZLX(FM) Boston. **Buyer** is headed by J.W. Grow and has no other broadcast interests. KFMY is on 960 khz with 5 kw days and 1 kw nights.

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KZOL is on 96.1 mhz with 55 kw and antenna 2,620 feet above average terrain.

WICE(FM) Pawtucket, R.I. □ Sold by Roger Williams Broadcasting Corp. to Transnet Stations Inc. for \$775,000. **Seller** is headed by Dennis and Donald Hysko. They are fuel distributors and have no other broadcast interests. **Buyer** is headed by Carl H. Grande who is a syndicated radio producer and who has no other broadcast interests. WICE is on 550 khz with 1 kw days and 500 watts nights. *Broker: New England Media Inc.*

KHLB-AM-FM Burnet, Tex. □ Sold by Hawkins Broadcasting Inc. to Kirkman Group Inc. for \$483,000. **Seller** is headed by Janette D. Cunningham and has no other broadcast interests. **Buyer** is headed by William E. Kirkman, Janice S. Kirkman, Kevin W. Kirkman, Kelly K. Byrd, Kent S. Kirkman and Keith A. Kirkman and has no other broadcast interests. KHLB is fulltimer on 1340 khz with 1 kw. KHLB-FM is on 107.1 mhz with 3 kw and antenna 300 feet above average terrain.

WPFT(TV) Baton Rouge □ Sold by Parish Family TV Ltd. to Galloway Media Inc. for \$850,000. **Seller** is headed by Myron T. Gautreaux. **Buyer** is headed by Sheldon H. Galloway and Karen G. Mire and has no other broadcast interests. WPFT is on ch. 44 with 5,000 kw visual and antenna 502 feet above average terrain.

WTGH(AM) Cayce, S.C. □ Sold by Midland Communications Co. to Willis Broadcasting Corp. for \$500,000. **Seller** is headed by Raleigh Williams, Golie Lorick Sr. and Isaac Heyward and has no other broadcast interests. **Buyer** is headed by L.E. Willis Sr. and Hortense Willis (see KEZQ-AM below). WTGH is daytimer on 620 khz with 1 kw.

WRZZ-FM Ravenswood, W.Va. □ Sold by Randy Jay Communications Corp. to Media-com Inc. for \$305,000. **Seller** is headed by Calvin E. Dailey Jr. and son Randy Dailey. Calvin E. Dailey is licensee of WFGM(FM) Fairmont, W.Va., and has interest in WDXY(AM) Sumpter and WIBZ(FM) Wedgefield, both South Carolina. Randy Dailey has no other broadcast interests. **Buyer** is headed by Donald L. Staats and Samuel M. Yoho and has no other broadcast interests. WRZZ-FM is on 102.3 mhz with .92 kw and antenna 184 feet above average terrain.

KEZQ-AM North Little Rock, Ark. □ Sold by KEZQ Ltd. to Willis Broadcasting Corp. for \$250,000. **Seller** is headed by Robert Understein, who has interest in Richmond Radio Ltd., licensee of WQSF(FM) Williamsburg, Va., and WUPW(TV) Toledo, Ohio. **Buyer** is headed by L.E. Willis Sr. and Hortense Willis and is licensee of WIMG(AM) Ewing, N.Y.; WBO-K(AM) New Orleans; KFTH(FM) Marion and KSNE(FM) Marshall, both Arkansas; WGSP(AM) Charlotte, WBXB(FM) Edenton, WKWQ(FM) Batesburg, WSRC(AM) Durham, WVRS(FM) Warrenton, WKJA(FM) Belhaven and WGTN(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, Fla.; WESL(AM) East St. Louis, Ill., and WTJH(AM) East Point, Ga. KEZQ is on 1150 khz with 5 kw days and 1 kw nights.

KBCH-AM Lincoln City, Ore. □ Sold by Matrix Media Inc. to Oceanlake Broadcasting Co.

Inc. for \$250,000. **Seller** is headed by S. Michael Symons, Samuel E. Symons Jr. and A.S. Harvey and has interests in KCRF(FM) Lincoln City, Ore., and KCYX(AM) McMinnville, Tenn. **Buyer** is headed by Hal D. Fowler and Barbara M. Fowler and has no other broadcast interests. KBCH is fulltimer on 1400 khz with 1 kw.

KRIB(AM) Mason City, Iowa □ Sold by Boyd Communications Inc. to Chesterman Co. for

\$250,000. **Seller** is headed by brothers Russell C. and Edward R. Boyd and has no other broadcast interests. **Buyer** is headed by Cy W. Chesterman (son), Nancy Chesterman (mother), Nancy C. Smith (daughter) and J. Thomas Nelson. Chesterman Co. is a soft drink bottler. KRIB is fulltimer on 1490 khz with 1 kw.

For other proposed and approved sales see "For the Record," page 78.

International

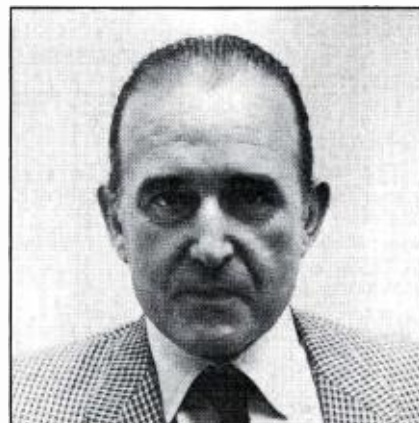
West Germany's Reiner Moritz: Television's patron of the arts

Entrepreneur has spent 20 years filling television screens in the U.S. and abroad with operas, ballets, plays, concerts and more

If you turn on your TV and randomly tune in an arts documentary, there is an excellent chance Reiner Moritz had something to do with it.

The Munich-based arts entrepreneur, with more than 1,000 productions to his credit, has for the last two decades supplied broadcasters here and abroad with an award-winning library of classical and popular music, ballets, operas and plays, artist profiles and other cultural program forms. Successful as Moritz's reach into the TV arts world is—he claims the title of leading producer and distributor of cultural programming and is an important supplier to the Public Broadcasting Service and cable's Bravo channel—the former newspaper-TV music critic pulls no punches in his view of international arts programming.

In an interview with BROADCASTING, Moritz took U.S. programmers to task for their handling of arts television, alternatively praised and criticized European broadcasters and raised concerns about issues as diverse as corporate sponsorship of arts pro-



Reiner Moritz

gramming and the general role of arts in society.

Moritz, who founded his company 20 years ago and is currently the subject of a 34-week screening series at New York's Museum of Broadcasting, reserves his strongest words for those U.S. and European broadcasters whom he believes push arts programming to the margins because of what he calls "a lack of courage and a lack of conviction."

Moritz argued: "One has to make people

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understand that arts are important for their well-being. I refuse to believe that people can just live in a material world without any connection with culture in the sense of good books, music, painting, all those things."

While he said few question the funding of sources of arts like museums, theaters and opera houses, the view of television is "very misconstrued.... The concept is that television, which is there for everybody, must at all times satisfy a majority of everybody, which I think is very questionable."

In the U.S., he said, "it has got to do with a deep distrust in culture in this country as far as television is concerned. Culture is for the Sunday papers and the museums and the institutions. Television is something else."

But Moritz remains confident that in most countries, "the arts are going to thrive and are going to stay on television because they are one of the few program forms that are not predictable and not boring."

The executive, who produces about 50 programs a year and invests about \$8 million annually in production, describes his role in the arts TV process as "trying to make things possible on the one hand, and on the other hand, inventing things, bringing people together [and] risking money every single day of the year."

The best arts programs, he added, are those that "persuade people, take them by the hand without being academic and give them something they don't know about and is entertaining at the same time."

Moritz was skeptical, however, about much of American TV's approach to arts programming. "In America, one usually tries to get the entertainment value into the mix by having a famous person talking nonsense, which I think is cheating. One should trust the program."

While the executive's hopes for arts programming in the U.S. rest primarily on PBS, he is not entirely satisfied with the system's current arrangements, and said he found an occasional lack of commitment by PBS to its arts programming.

He added: "I would like to see a very much more strengthened PBS, a real alternative network with the program mix of any public service broadcaster. Because they use public funds to a large extent, they should behave like a public service broadcaster."

Moritz, however, downplayed the challenge to PBS by arts programming on cable services like Arts & Entertainment, Bravo and Discovery Channel, all of which he supplies.

"The cablecasters will have too little money for a long time to come to really be serious players in terms of initiating things," said Moritz. Even general cable channels, which he said are "toying" with the idea of having more arts programming, "are so film-oriented. And they don't know enough about the arts in general to trust the subject matter."

Of A&E, he said: "Arts & Entertainment has no arts and a lot of entertainment. Therefore it is not affecting PBS in that sense, although it does take away from PBS a lot of good drama."

Moritz criticized Bravo, a major custom-

er, for inadequate promotion. "If Bravo had a better marketing strategy, they would grow faster and would become a very serious competitor to PBS. They might eventually get there, but they could do a little better and sell the image of that program mix, which I think is totally irresistible."

Arts programming on the big three commercial networks remains unlikely, Moritz pointed out, until networks can accept programs with lower shares. "Everybody knows that you can never get more than a 10 share on anything artistic," he said. "The networks will get into the arts, if at all, only when they have lost more audience and the market is more segmented and the figures they can get for a very good arts program come close to any figure they would get anyway as an average."

Because of the difficulties in penetrating the American market, Moritz said he, along with other arts programming producers, make programs irrespective of sales in the U.S. market. He noted, however, that while European sales help meet production costs, U.S. sales are "very desirable" to bring a program into profitability.

Among European broadcasters, meanwhile, Moritz maintains that "competition and the emergence of a number of commercial broadcasters has put the public sector in most places on the defensive to a point that they have almost given up on the arts."

Regularly scheduled, first-rate arts programming by general broadcasters need not cut into a channel's overall ratings, argued Moritz. Scheduling is a key to good results for arts programming, he explained. "If you build your evening correctly and you build loyalties by having long-running slots which people look forward to during the week, you can do a lot." —AAG

CBC cuts staff, budget

The Canadian Broadcasting Corp. has begun the painful process of cutting its funding \$140 million (\$116 million) over the next four years, as well as absorbing \$18 million in unfunded inflationary cuts for the fiscal year beginning April 1. In human terms, some 500 jobs—or about 5% of the total staff—will be affected.

The cuts, which were originally announced by the government in its April 1989 budget, will reduce CBC funding that a year ago stood at about \$1 billion (U.S.). But the cuts will not affect the \$110 million (U.S.) earmarked by the government for strengthening English- and French-language programming on the CBC—referred to by some as "the Canadianization" of the corporation—over the next four years. Indeed, the blueprint for making the cuts says the first principle on which the CBC will proceed places "the primary emphasis...on the maintenance of the corporation's core services—English and French radio and television."

Other principles announced by CBC President Gerard Veilleux call for implementing what the CBC calls "real cost reductions, rather than relying on increasing commercial revenues"; simplifying management reporting lines, and pursuing additional cost saving opportunities identified in consultations with the staff.

Veilleux also said that, to minimize the negative effects of making cuts over a four-year period, the corporation will implement the plan over three years, with the heaviest concentration of cuts coming in the first year. "It's very important to get the cuts over as soon as possible," Veilleux said. □

Broadcasters, government at odds over TV Marti plans

The U.S. government and the U.S. broadcasting industry remain at odds over the policy to follow in responding to Cuban reaction to U.S. plans for TV Marti—the station that would beam programs to Havana. That was evident in the responses to a letter the Cuban foreign minister had sent to the president of the United Nations Security Council restating a readiness to negotiate with the U.S. on the medium wave interference problems that have been a serious irritant to both countries (BROADCASTING, Feb. 5).

The letter from the official, Isidoro Malmierca, used particularly strident language in complaining about TV Marti. He said the station's broadcasts would violate Cuban sovereignty and lead to a "crisis of unforeseeable consequences, increasing tensions in the area and threatening international peace and security." But Malmierca then suggests talks to normalize relations between the two countries in their use of the medium wave band. He refers to "reciprocity of radio transmissions" between the U.S. and Cuba, including an exchange of radio and television programs, and adds that Cuba would be prepared to submit complaints to international arbitration.

American broadcasters have long complained about Cuban interference and the National Association of Broadcasters has expressed concern that TV Marti will lead to an increase in that interference. It is also concerned about the U.S.'s manner of dealing with the issue. NAB's vice president for science and technology, Michael Rau, said he was "frustrated by the inflexibility shown by the U.S. government" in its apparent determination to move ahead on TV Marti. And there was no sign of a change at the State Department as a result of the Cuban official's letter. "If the Cubans are serious, they will talk to us privately, not publicly, in an effort to bolster their case," an official said.

In a related development, the U.S. Information Agency was moving toward naming a director of the proposed TV Marti service—Antonio Navarro, a Cuban-American living in Miami. He is retired after 26 years of service with Grace & Co. He serves on the board of Radio Free Europe/Radio Liberty as well as on the advisory board to Radio Marti.

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FCC hears cable complaints in Los Angeles

Producers levy charges of monopolistic and anticompetitive practices against MSO's; city representatives also critical of vertical integration at first in series of commission hearings

In the first leg of an unprecedented three-city tour, the FCC stopped in Los Angeles last week (Feb. 12), only to hear a plethora of complaints about cable television's "monopolistic" tendencies and "anticompetitive" practices from major independent producers and Hollywood studio executives. Charged with running local monopolies, jacking up cable rates, lowering the level of service and promoting the vertical integration of communication conglomerates, cable television executives had their hands full countering the barbs coming from the production community.

In just over six months since being appointed to the job, FCC Chairman Alfred Sikes went West to the entertainment production hub to canvas the opinions of the industry's heavyweight players who may be most directly affected by the reregulation of cable. The testimony presented at the Los Angeles hearing will be included with that gathered at upcoming sessions in Orlando (March 2) and St. Louis (March 15), with a final report authored by Sikes and FCC Commissioners James Quello, Sherrie Marshall and Andrew Barrett for presentation to Congress near the end of July. A March 1 deadline has been left open for additional comments, and a subsequent April 2 deadline has been set for rebuttal to that testimony.

Perhaps as one of the parties who have

been most most directly affected by the deregulation of the cable industry under the 1984 Cable Act, Marcy Carsey (who is co-owner of Carsey Werner Company) and Leonard Hill (owner of Leonard Hill Films) stated adamantly that independent producers have suffered most from an industry that is largely vertically-controlled by multiple system operators and major studio conglomerates. Carsey cited two instances where her production company (which produces *The Cosby Show*, *Grand and Roseanne*) attempted two development projects for basic cable networks only to "have them dropped without explanation." In a third instance, she said that a cable executive "had the decency" to inform them "at the start" that the project was "too expensive."

"Any independent program supplier has the same story to tell—cable is a closed business," Carsey said. "Despite its early promise of a place to go with programming too innovative for broadcast networks, or a place to escape the tight creative controls enforced by those networks, cable has proven to be a self-supplying, inbred business which has sent out the message loud and clear: Do it their way, creatively and financially, or don't come at all."

Hill took his turn at knocking the "unregulated cable monopoly," likening the industry to "a giant pyramid scheme where the big winner is the huge MSO, and the ultimate pigeon is the public." Hill said that cable has been "infected by both the virus of vertical integration and a severe case of anticompetitive dealmaking," specifically citing Paramount Pictures and

MCA Inc.'s co-ownership of the USA Network. He said 20 of 24 original films to be produced for the basic cable service will be supplied by those studios as part of a "programming apartheid." Hill also took a swing at Turner Broadcasting System's TNT basic cable service for presenting "contrived deals" that allow TNT to own the copyright of the film production, while the independent producer must "endure a production deficit of at least \$750,000."

Mel Harris, president, Paramount Pictures Television Group, while attesting to Paramount's joint ownership of USA Network and full ownership rights to Madison Square Garden Network, conceded that cable "displays the weakness of a monopolistic industry," much in the same way other industries have been the subject of federal antitrust regulations. Harris said that similar circumstances have occurred in 20-year cycles, with legislation limiting monopolistic tendencies in the motion picture industry in the late 1940's; financial interest and syndication rules limiting the broadcast networks' power in the 1960's, and the current charges of "anticompetitive" behavior of the cable industry that surfaced in the late 1980's. "Malicious motivations do not have to be assumed to appreciate the impact of flawed structures open to abuse," Harris stated.

Hal Richardson, senior vice president, pay television, Walt Disney Television, put most of the blame on MSO's, which he said control over 50% of the cable subscribers in the U.S. According to Richardson, each of the top 10 MSO's has an equity interest of up to 10% in at least one programming ser-



The FCC in Los Angeles (l-r): Andrew Barrett, James Quello, Al Sikes and Sherrie Marshall



Marcy Carsey



Mel Harris (l) and Gary Lieberthal

vice, and only six major cable program services have no MSO equity interest (with each of these services being launched prior to the 1984 Cable Act). "We urge the commission to consider enacting guidelines which would limit the number of channels with significant MSO equity interest which could be carried on cable systems, while at the same time insuring channel access to all legitimate program service entrants in the cable marketplace," Richardson testified.

Contrary to the other testimony, James (Trey) Smith, chairman of the California Cable Television Association and senior vice president of operations, Times Mirror Cable Television, lauded the 1984 Cable Act in conjunction with California legislation of five years prior for deregulation that has "allowed the industry to grow and prosper." Highlighting a California Broadcasting Commission 1982 report that found "deregulation has had an innocuous effect on rates, but aids availability of investment funds for cable system improvement and growth and, therefore, should be encouraged." In using the California Department of Consumer Affairs' 1984 report, Smith said that 77% of the state's cable operators and 90% of California subscribers were served by systems with 20 or more channels, which compared to a national average of 53% and 78%, respectively. Since the enactment of the 1984 Cable Act, Smith said that the proportion of subscribers served by systems with 30 or more channels has increased from 57.5% to 86.8% nationally.

Since there has been increased channel capacity and a continuing rise in subscriber numbers to accompany it (estimated at 60% of the national television universe), Smith said this has increased revenues for cable operators has enabled systems to invest in additional programming. In California, he estimated that the average number of programming services increased 245% over the past 10 years—from 11 in 1980 to more than 38 per system currently.

"The point is, as the channel capacity of systems has increased, the industry has moved to fill it with innovative new cable programming product while assuring that local broadcast stations retain their access to system channel lineups, as well as their FCC designated off-air channel spectrum,"

Smith said. However, Smith added that the Los Angeles market has up to 18 channels of local broadcast signals "off-the-air," but cable penetration is only 38% in that city.

In respect to the must-carry rules, Jim Gabbert, president of the California Broadcasters Association and owner of UHF independent KOFY-TV San Francisco, derided local cable operators, citing examples where Palm Springs station KESQ-TV has been threatened to be dropped by a local cable operator for criticizing the operator on "issues of concern to the local community," and three Bakersfield, Calif., affiliates were told they would be moved to a higher tier. In the latter case, Gabbert said one broadcaster threatened a restraint of trade action before the cable operator reconsidered. However, he added, the cable system is selling advertising in direct competition with the three stations. "This is not a level playing field," he said.

"The local station is banished to a cable channel in the low 20's while the distant signal station enjoys a position in the first five channels," Gabbert said. "Next month, one California cable operator will raise its fees and create a new bare-minimum [basic] service at less than half the price of their other services. However, in this bare-minimum service there will only be five channels, one local access and four over-the-air stations from another market. The local over-the-air channel and the local

public broadcast channel are excluded."

To foster new competition in local markets, Columbia Pictures Television Chairman Gary Lieberthal and MCA Inc. Vice President and General Counsel Robert Hadl agreed that MMDS and DBS should be encouraged as independent program outlets in franchised cities. Hadl stressed that any DBS service should not be controlled by MSO interests, and that a DBS franchise should not be considered as a replacement to a cable system.

House Telecommunications Subcommittee member Carlos Moorhead (R-Calif.) urged the FCC hierarchy to continue lobbying the U.S. Conference of Mayors to foster competition by awarding multiple cable franchises. "Despite what is said about the economies of a second system, I think it will become increasingly feasible as the cost of telecommunications equipment continues to go down and as the capacity of systems goes up," Moorhead emphasized. The other major effort he stressed was the establishment of a "fiber optic gateway" to provide "all kinds of programmers access to customers who today have no cable choice. I think home-to-home digital fiber telecommunications infrastructure should be a national goal."

□

The afternoon panels provided a hint as to what the FCC agenda might be on cable

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competition. Repeated questioning by FCC Chairman Al Sikes and other members of the commission suggested the commission is interested in exploring the advantages of overbuilding. Sikes repeatedly asked panelists about the feasibility of overbuilding in their communities and their experiences with second franchisee opportunities as well as their recommendations about how to increase second franchisees.

Maxwell Salter, mayor of Beverly Hills, who, in his opening remarks to commission members called cable "a defacto monopoly," said he has had no success in trying to franchise a second cable system. "I am continually being confronted with concerns from our Beverly Hills residents as to why the federal government allows this monopoly to function unchecked," he said.

Lionel Wilson, mayor of Oakland, Calif., agreed with Salter's assessment of cable as a monopoly, but said: "There's nothing about cable that ordains that it has to be a monopoly service and it shouldn't be."

Wilson blamed "forces at work" for the lack of competition in the cable industry. Chiefly among those forces, he cited the "unwillingness of many municipal authorities to franchise second cable systems." However, he said that when local governments do open their markets, "it develops that the insiders in this business handicap the second operator at every turn. We find program suppliers withholding programming from the second operator or dealing discriminately so that the first operator is given a program cost edge over the latest competitor."

The cable industry even took it on the chin from one of its own. Michael Cortese, chairman, National Private Cable Association, and president, Western Cable Communications Inc., blasted cable programmers such as HBO/Cinemax for anticompetitive practices for selling product only to franchised cable operators, shutting out private cable operators.

Cortese said that because program suppliers refuse to sell directly to private systems, he and other local cablers are at the mercy of the franchised system in their area for services such as HBO. "One of two results happens: either the franchised operator refuses to sell at any price or the franchised operator sells to the private cable operator at a substantial markup. My company's experience is fairly representative, although refusals to sell at all predominate," he said. In addition to HBO/Cinemax, Cortese named Prime Ticket, Pacific Sports Network and Northwest Prime Sports as services available to private cable operators only by way of franchised cable systems. He named Bravo and American Movie Classics as two services which are unavailable to private systems directly or through the franchised systems.

For their part, the cable industry representatives focused on the positive aspects of cable's growth of the past 10 years. Robert Thomson, vice president, government affairs, Tele-Communications Inc., said the "fundamental issue that lies at the heart of all of these hearings and the cable study itself is whether the American television

viewer is better off today than he was prior to passage of the Cable Act. Only cable's severest and most unreasonable critics would answer that question in the negative."

As for several issues facing the cable industry, Thomson stated TCI's position. He called horizontal concentration "a misnomer at best, and a red herring at worst. By any of the commonly used measurements of horizontal concentration, the cable industry is remarkably unconcentrated." He said the horizontal growth of cable is a necessity to "counter the leverage the programming community has over cable operators..." As a benefit to consumers, Thomson said "sufficient size" for some cable operators enables them to bargain for reasonable rates and terms. This, he said, "helps insure the continued vigorous proliferation of new programming services...and prevents larger cable rate increases for both large and small companies."

In terms of vertical integration, Thomson said, "TCI has never wanted to be a cable programmer. Instead, TCI has made selective minority investments in programming where necessary to facilitate its role as a purchasing agent for its subscribers."

One of the strongest arguments supporting large systems, and particularly TCI, came from Robert Johnson, president, Black Entertainment Television, who credited TCI President John Malone with being

"the man most responsible for the fact that black Americans today have dedicated to their specific viewing interests a 24-hour cable television network."

Johnson detailed how BET's programming budget has grown in the past 10 years thanks to the rate increases to which the cable industry has agreed. He said the budget in 1980 was \$250,000 compared to the \$12 million BET will have available in the current year. In the next five years, he said the cable industry will commit \$80 million to BET. "That's a serious commitment on the part of this industry to a type of programming given scant attention by the traditional broadcast industry," he said. "It is clear that BET's diverse programming would not be available to black households were it not for the funds the cable industry has been willing to commit to improve BET's programming. These financial resources would not be available to cable operators were it not for cable rate deregulation. Indeed, despite the years of struggle by the commission to increase diversity of programming in the broadcast area through its minority ownership policies, this type of programming still does not exist on broadcast television. The cable industry has done more for diversity in programming since the cable act than the broadcast industry has been able to do in over 20 years since the FCC originally stated diversity was an important goal in 1964."

-MF, SC

Media money goes to Washington

Among those Senate Commerce Committee members up for reelection, Republican Ted Stevens leads in pac money from media contributors

Five Senate Commerce Committee incumbents facing re-election this fall are amassing substantial campaign war chests with some \$140,000 in contributions during 1989 from telephone, cable, broadcast and motion picture interests. More than \$80,000 came from telephone and cable industry political action committees alone.

Alaska Republican Ted Stevens was the primary beneficiary of PAC money from communications-related industries. According to reports from the Federal Election Commission, he received \$42,619 of which \$20,500 came from the telcos. Giving a \$1,000 contribution each to Stevens were Centel, Contel, GTE, Nynex and United Telecommunications. Among other phone company contributions: Bell Atlantic, \$1,500; BellSouth, \$4,000; Pactel, \$3,000; Southwestern Bell, \$2,000; U.S. West, \$3,000, and the United States Telephone Association, \$2,000.

Some \$13,000 came from cable PAC's: Cablevision, \$1,000; National Cable Television Association, \$1,128; Turner Broadcasting, \$2,500; TCI, \$5,000, and United Artist Entertainment, \$4,241. Stevens' total PAC contributions for last year were \$433,060.

Senator J. James Exon (D-Neb.) also received hefty contributions of more than

\$33,000. The telephone industry was the most generous with \$19,173, followed by cable and broadcast interests. The National Association of Broadcasters Television and Radio PAC gave \$3,000 and a PAC called Professionals in Advertising gave \$1,000. From the telcos, Exon received: \$4,173, Bell Atlantic; \$4,000 BellSouth; \$2,000 Pactel, and \$4,000 U.S. West. Among the telcos contributing \$1,000 were Contel, GTE, Nynex, Southwestern Bell and USTA.

Cable MSO Tele-Communications Inc. made a \$5,000 contribution and NCTA gave \$1,000. Overall PAC money for Exon was \$492,375.

There was no cable PAC money for Tennessee Democrat Al Gore, one of the industry's chief critics. Nonetheless, Gore attracted \$31,250 from other media sources. The Association of Independent Television Stations gave him \$5,000 and FoxPac gave \$1,000. Gore is the author of a bill that would enable phone companies to compete with cable. He received more than \$17,000 from the telco PACs: Bell Atlantic, \$2,000; GTE, \$3,000; Pactel, \$2,000; South Central Bell, \$2,500, and USTA, \$2,000. Contributions of \$1,000 were made by: ALL-TEL, BellSouth, Centel, Nynex, U.S. West and United Telecommunications. Gore raised a total of \$403,411 in PAC money.

Senator Jay Rockefeller (D-W.Va.) appears to be a cable favorite: NCTA, \$5,000; TCI, \$2,000; Turner Broadcasting, \$4,000, and Warner Communications, \$1,000. The telcos were the least generous in contribu-

tions to the West Virginia senator: Bell Atlantic, \$1,000; BellSouth, \$1,000; Pactel, \$1,000, and USTA, \$1,000. Still, overall PAC money from communications interests was \$21,250, with Rockefeller's total PAC contributions listed at \$695,735.

Also up for re-election is South Dakota Republican Larry Pressler, who came in last with \$17,969 in contributions from the communications PAC's. The NAB gave \$2,000 and there were no funds from cable. The telco money: BellSouth Services, \$1,000; Centel, \$1,000; Nynex, \$1,000; Pactel, \$1,000; USTA, \$2,000, and United Telecommunications, \$1,000.

Hollywood PACs also contributed to the Commerce incumbents, spreading some \$17,000 fairly evenly over the five, including such contributors as MCA and Walt Disney, along with firms representing the Motion Picture Association of America: Wexler, Reynolds, Harrison & Schule, and Akin, Gump, Strauss, Hauer & Feld.

Senator John Kerry (D-Mass.) is up for re-election, but he does not accept PAC money. -KM

House is on course to OK spectrum reallocation

At House telcomsubcom hearing congressmen from both parties and broadcasting representatives express their support for bill

It appears certain that the House will eventually approve the "Emerging Telecommunications Technologies Act" (H.R. 2965) or something similar to it. The act calls for transferring regulatory control of 200 mhz of government-allocated spectrum from the National Telecommunications and Information Administration to the FCC for commercial reallocation. It would also ban spectrum auctions as a method for increasing the revenues of the federal government.

Both Democratic and Republican congressmen appearing at a House Telecommunications Subcommittee hearing (Feb. 8) supported the bill, which is chiefly sponsored by the chairman of the parent Commerce Committee, John Dingell (D-Mich.).

Dingell, who made an appearance late in the hearing, said that Congress and the telecommunications industry have become concerned "that the government has more spectrum than it needs and is using that which it has poorly."

Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) referred to the current political changes in Eastern Europe and said that they should lead to a "telecommunications peace dividend." Just as many in Congress believe that Pentagon funds should be shifted to domestic programs in light of a reduced military threat, Markey said that the Defense Department and the rest of the federal government should expect to be asked to give up

some spectrum for commercial purposes. "As this new political environment unfolds, now is the time to reexamine our priorities on every front," he said.

Seven industry witnesses were present to support the bill, including executives from the cellular telephone and land mobile radio industries, and Margita White, president of the Association of Maximum Service Telecasters, representing the views of TV broadcasters. She told the subcommittee that broadcasters will need additional spectrum for studio-to-transmitter links and other forms of support spectrum when HDTV is implemented.

Following the initial statements, some of the congressmen were disappointed that the witnesses did not speak in depth about the way they would like to see the additional spectrum allocated. One of the more controversial aspects of the bill calls for a ban on spectrum auctions as a method for increasing the revenues of the federal government. Jim Cooper (D-Tenn.) chided the witnesses for not forcefully endorsing spectrum auctions, which would result in faster allocation of the spectrum, compared to the current bureaucratic procedure, which could take several years to complete.

Although most of the witnesses responded that they were not philosophically opposed to spectrum auctions, White said "auctions will slow down the introduction of terrestrial HDTV in the United States because the spectrum has to be carefully apportioned because of the various technical factors in AMST's assessment." Also, because broadcasters are now investing in tests of various HDTV transmission systems and will later need to invest millions into new equipment for their stations to deliver HDTV, some may not have enough money left to bid later for spectrum.

Dingell said that he has sent a letter to the General Accounting Office to request an investigation of past spectrum auctions "for waste, fraud, abuse and evidence of incompetence." He noted that "the initial returns that we have indicate to us that there is good reason for probably an audit and perhaps further inquiry by the committee." Spectrum auctions are a practice that may have "led already to serious abuses.... That's one of the reasons the bill prohibits auctioning of the spectrum," he added.

Meanwhile, AMST recommended an additional provision to the bill. The 200 mhz that would be shifted is all located below 5 ghz. Spectrum above that frequency is generally considered unsuitable for most applications today, but "technological innovation will make it increasingly useful for future telecommunications technologies," White said. "By beginning the planning for its more efficient use now, the need for a retroactive review to reallocate spectrum already in use can be avoided in the future."

William J. Hilsman, president and chief executive officer, International Mobile Machines Corp., Philadelphia, and a former director of the Pentagon's Defense Communications Agency, also suggested action to avoid the need for reassessing spectrum needs in the future. He called for a special blue ribbon panel of industry executives and officials from the FCC and NTIA. The

group, modeled on the FCC's advisory committee on advanced services, would focus on the use of spectrum in the United States in all of the commercial and government bands. -RMS

FCC reverses 'white knight' decision in Marco case

FCC says allowing third party to settle comparative hearings by buying out original applicants deserves public interest

Reversing a highly controversial decision of the prior administration, the Sikes FCC has voted unanimously in a closed meeting to reject a settlement of a comparative hearing for a new FM station in Marco, Fla. ("In Brief, Feb. 12), in which the station ended up in the hands of a "white knight" not among the original applicants.

The FCC said the reversal was warranted because allowing outside parties to become parties to settlements would encourage the filing of "sham applications conceived only for the purpose of entering into profitable settlement agreements." Such applications, it said, deserve the public interest by wasting FCC resources and discouraging those "most qualified" from applying for stations.

Following approval of the settlement in December 1988, Rowland Gulf Radio Inc. paid \$1,055,000 to seven applicants involved in a comparative hearing to determine which would receive the construction permit and license for a new FM on 92.7 mhz in Marco. In exchange, Rowland was substituted for one of the seven and the other six dropped out. As the surviving applicant, Rowland wound up with the permit.

Rowland Gulf, principally owned by Marshall Rowland and his wife, Carol, is also the licensee of WAYX(AM)-WBGA(FM) Waycross, Ga., and WAIA(AM)-WSOS(FM) St. Augustine, Fla.

Based on the 1988 approval, said Vince Pepper, of Pepper & Corrazzini, who represents Rowland, Rowland went ahead and began construction of the station. "It's about ready to go on the air," he said.

However, the settlement agreement features a contingency agreement in case of FCC reversal. Under it, he said, Rowland can recoup the money it put into the station from the other applicants.

Until he has seen the full text of the FCC action, Pepper said, he could not say whether Rowland would seek court review in an effort to hang on to the station.

Pepper said he disagreed with the FCC that Marco-like settlements would generate a flood of sham applications. Congress's and the FCC's decision to allow settlement payments beyond "reasonable and prudent" expenses has done far more to generate sham applications, he said. □

For the Record

As compiled by BROADCASTING from Feb. 8 through Feb. 14 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

- WMML-AM Mobile, AL (BAL891228EC; 1410 khz; 5 kw-U)—Seeks assignment of license from Bridgeway Communications Inc., debtor in possession, to Lonnie M. Tillis for no financial considerations. Buyer has no other broadcast interests. Filed Dec. 28, 1989.
- WECM-AM Milton, FL (BAL900122EB; 1490 khz; 1 kw)—Seeks assignment of license from Sims Enterprises to Faith Communications for \$75,000. Seller is headed by Louis R. Sims. Buyer is headed by E.M. Johnson. Kenneth M. Johnson and Kenneth N. Anderson and has no other broadcast interests. Filed Jan. 22.
- WYYN(AM)-WTNT(FM) Tallahassee, FL (AM: BAL900119GQ; 1270 khz; 5 kw-U; FM: BALH900119GR; 94.9 mhz; 100 kw; ant.: 849 ft.)—Seeks assignment of license from Palmer Communications Inc. to Arso Radio Corp. for \$2.8 million. Seller is headed by William J. Ryan and has interests in WHO-AM-TV-KLY(FM) Des Moines, IA and WNOG(AM)-WCVU(FM) Naples, FL. Buyer is headed by Jesus M. Soto and Carmen L. Ruiz, and is licensee of WPRM-FM San Juan, and WIVA-FM Aguadilla, both Puerto Rico, and WDSR(AM)-WNFB(FM) Lake City, FL. Filed Jan. 19.
- WLKC(FM) St. Mary's, GA (BALH900119GN; 93.5 mhz; 3 kw; ant.: 300 ft.)—Seeks assignment of license from Casey Broadcasting Co. Inc. to Rowland First City Radio Inc. for \$1.85 million. Seller is headed by Lois V. Casey and has interests in WECL(AM) St. Mary's, GA. Buyer is headed by Marshall W. Rowland, Carol C. Rowland, husband and wife, and Marshall W. Rowland Jr., Rowland First City Radio Inc. is licensee of WSOS(FM) St. Augustine and permittee of WGUF(FM) Marco, both Florida. Marshall W. Rowland and Carol C. Rowland each own 50% of Rowland Gulf Radio Inc., licensee of WBGA(FM) Waycross, GA. Filed Jan. 19.
- WAJN-AM Ashland City, IN (BAL900109EE; 790 khz; 500 w-D)—Seeks assignment of license from Josef Roberts, trustee to Media Resource Group Inc. for \$82,100. Seller is headed by Kerry Reese McCarver, Al Bartlett and Clara Bell and has no other broadcast interests. Buyer is headed by A.K. Upadhyaya, Elisa Upadhyaya and Brett C. Forsyth and has no other broadcast interests. Filed Jan. 9.
- KVCL-AM-FM Winnfield, LA (AM: BAL900116EE; 1270 khz; 1 kw-D; 500 w-CH; FM: BALH900116EF; 92.1 mhz; 2.7 kw; ant. 180 ft.)—Seeks assignment of license from Winn Broadcasting Co. to Harrison Broadcast Organization Inc. for \$275,000. Seller is headed by Betty R. Hall and has no other broadcast interests. Buyer is headed by George B. Harrison and has no other broadcast interests. Filed Jan. 16.
- WBSM-AM New Bedford, MA (BAL900116EI; 1420 khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from Sage Broadcasting Corp. of New Bedford to Dover Broadcasting Inc. for \$4 million (sale includes WHFN(FM) Fairhaven, MA; see "In Brief," Jan. 22). Seller is headed by Leonard Fasster and Gerald Poch and has interests in 8 AM's and 8 FM's. Buyer is headed by Joel Hartstone and Barry Dickstein, who own 6 AM's and 7 FM's. Filed Jan. 16.
- WOCH-AM-FM West Yarmouth, MA (AM: BAPL900112GS; 1240 khz; 1 kw-U; FM: BAPLH900112GT; 94.9 mhz; 50 kw; ant.: 300 ft.)—Seeks assignment of license from Patch-Dunn Association of Cape Cod to U.S. Media Group Inc. for \$2,732,133. Seller is headed by Kenneth J. Patch and has no other broadcast interests. Buyer is headed by Joseph D. Tydings and Michael R. Kassner. U.S. Media Group Inc., is subsidiary of U.S. Media National Radio Ltd., which has interests in KTRS(FM) Casper, WY and KII(AM)-KTCL(FM) Ft. Collins, CO. Filed Jan. 12.
- WAYW(FM) Worcester, MA (BALED900117GW; 91.9 mhz; 7 kw; ant. 517 ft.)—Seeks assignment of license from Worcester County Christian Communications Inc. to University of Massachusetts for no financial considerations. Seller is headed by George Walker. Buyer is headed by Judith A. Baker, William H. Bowman, James F. Carlin, Lawrence S. Dicara, Bernard J. Doherty, Michael T. Foley, Robert J. Haynes, Alice S. Huang, Richard G. Huguenin, Michael Kruczek, Shirley M. McBay, William L. Mahoney, Eric T. Nakajima, Gordon N. Oakes Jr., James F. O'Leary, Mary L. Reed, Richard T. Rooney, Ronald C. Teixeira, Thalia P. Zervas, David C. Knapp, Cynthia A. Fontaine. University of Massachusetts has interest in WUMB-FM Boston, WFCR-FM Amherst and WMUA-AM-FM Amherst, all Massachusetts. Filed Jan. 17.
- WKTH(AM)-WGRD(FM) Grand Rapids, MI (AM: BTC900109HP; 1410 khz; 1 kw-D; FM: 97.9 mhz; 13 kw; ant.: 590 ft.)—Seeks assignment of license from Regional Broadcasters to All Channel TV Service for no financial considerations. Seller is subsidiary of Regional Group. See WPIC(AM)-WYFM(FM) Sharon, PA. Filed Jan. 9.
- KKOBB-AM-FM Albuquerque, NM (BAL900110EA; 770 khz; 50 kw-U; FM: BALH900110EB; 93.3 mhz; 21.5 kw; ant.: 4,150 ft.)—Seeks assignment of license from Southwest Radio Corp. to U.S. Entertainment Corp. for \$16 million. Seller is subsidiary of Fairmont Communications and is headed by Frank D. Osborne. Fairmont owns all stock in licensees of KIOI(FM) San Francisco; WLAC-AM-FM Nashville; WMTG(AM)-WNIC(FM) Dearborn, MI, and is the proposed assignee of KVAN(AM) Vancouver, WA and KMJK(FM) Lake Oswego, OR. Buyer is subsidiary of National Media Ventures Inc. and is headed by George R. Fritzinger, Herbert S. Winokur Jr. and Dwight Case. National Media Ventures, through various subsidiaries, has interests in KOQQ(AM) Clovis and KOQO(FM) Fresno, both California. Filed Jan. 1.
- WRSG(AM)-WAAL(FM) Binghamton, NY (AM: BTC900109HR; 1360 khz; 5 kw-D; 500 w-N; FM: BTCH900109HS; 99.1 mhz; 50 kw; ant.: 1,090 ft.)—Seeks assignment of license from Regional Group to All Channel TV Service for no financial considerations. See WPIC(AM)-WYFM(FM) Sharon, PA. Filed Jan. 9.
- WZBO-AM-FM Edenton, NC (AM: BAL900119HZ; 1260 khz; 1 kw-D; FM: BALH900119IG; 102.3 mhz; 3 kw; ant. 211 ft.)—Seeks assignment of license from Edenton Broadcasting Corp. to Advice Inc. for \$400,000. Seller is headed by Robert E. Lee and has no other broadcast interests. Buyer is headed by Lawrence F. Loesch III and Margaret Ann Loesch, husband and wife, and has no other broadcast interests. Filed Jan. 19.
- WTSJ(AM) Cincinnati (BAL9000105EJ; 1050 khz; 1 kw-D 278W-N)—Seeks assignment of license from American Sunrise Communications to Guardian Communications Inc. for \$5,612,499. Purchase includes WCCD(AM) Parma, OH; WFEL(AM) Towson, MD; 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.
- KBCH-AM Lincoln City, OR (BAL900105EA; 1400 khz; 1 kw-U)—Seeks assignment of license from Matrix Media Inc. to Oceanlake Broadcasting Co. Inc. for \$250,000. Seller is headed by S. Michael Symons, Samuel E. Symons Jr. and A.S. Harvey and has interests in KCRF(FM) Lincoln City, OR and KCXY(AM) McMinnville, TN. Buyer is headed by Hal D. Fowler and Barbara M. Fowler and has no other broadcast interests. Filed Jan. 5.
- KTDO-AM-FM Toledo, OR (AM: BAL900109EB; 1230 khz; 1 kw-U; FM: BALH900109EC; 107.1 mhz; 1.29 kw; ant. 430 ft.)—Seeks assignment of license from Charles A. Farmer to Agpal Broadcasting Inc. for \$600,000. Seller has interest in KCST(AM) Florence, OR. Buyer is headed by Andrew F. Harle and Cheryl L. Harle and is licensee of KTIX-AM-FM Pendleton, OR. Filed Jan. 9.
- KYJC(AM) Medford and KFMJ(FM) Grants Pass, OR (AM: BAL891229EG; 810 khz; 5 kw-U, DA-2; FM: BALH891229EH; 96.9 mhz; 25 kw; ant. 2,178 ft.)—Seeks assignment of license from Lindavox Broadcasting, debtor in possession, to Medford-Ashland Broadcast Associates for \$285,000 (see "Changing Hands," Jan. 8). Seller is William John and Linda Miner and has no other broadcast interests. Buyer is headed by Robert Nau, David Weiner and Sean McMahon. Filed Dec. 29, 1989.
- KZAM(AM) Springfield and KZAM-FM Creswell (Eugene), both Oregon (AM: BAL891226EA; 1320 khz; 1 kw-D; FM: BALH891226EB; 95.3 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Keffco Inc. to JED Broadcasting Co. of Oregon Ltd. for \$370,000 (see "Changing Hands," Jan. 22). Seller is headed by James Kefford, who also owns KWTR(AM)-KXBX(FM) Lake Port, KOZT-FM Fort Bragg and KRRS(AM)-KXFX(FM) Santa Rosa, all California. Buyer is headed by Jordan B. Seam, David Miller, Eric D. Alterm, Dana Manning and Harold Manning. Filed Dec. 26, 1989.
- WLIZ(FM) Elizabethtown, PA (BAPH891222HR; 100.5 mhz; 1.2 kw; ant. 89 ft.)—Seeks assignment of Great Scott Broadcasting Co. to David Bernstein for \$100,000. Seller is headed by Faye Scott and has no other broadcast interests. Buyer is 85% owner of WYGL Selinsgrove, PA and 50% owner of WHGL-AM Troy and WHGL-FM Canton, both Pennsylvania. Filed Dec. 22, 1989.
- WWAX(AM) Olyphant, PA (BAP891213ED; 750 khz; 400 w-D)—Seeks assignment of license from Chance Communications Inc. to MCP Group Inc. for \$33,000. Seller is headed by Robert C. Cordaro, who has CP for new FM on ch. 239A at Olyphant, PA. Buyer is headed by Robert C. Cordaro, Michael Ducas, James Emmel, Joseph Bevilacqua, William Panacci, John J. Terrana, Robert Holthman and Michael J. McDonald. All shareholders of the assignee are presently minority shareholders of Chance Communications. Filed Dec. 13, 1989.
- WPIC(AM)-WYFM(FM) Sharon, PA (AM: BTC900109GQ; 790 khz; 1 kw-D; FM: BTCH900109GR; 102.9 mhz; 26 kw; HAAT: 455 ft.)—Seeks assignment of license from Regional Group Inc. to Sharon Broadcasting Co. for no financial consideration. Transfer is pursuant to will of Edith P. Martin, which assigns her share in Region Group to her husband, Alastair B. Martin, as well as shares held for her in trust by Howard Phipps Jr. to Norman H. Volk and Susan Phipps Cochran as co-trustees to Dorothy B. Martin and Robin B. Martin, siblings. Regional Group Inc. is parent of Sharon Broadcasting and is licensee of WRSG(AM)-WAAL(FM) Binghamton, NY and WKTH(AM)-WGRD(FM) Grand Rapids, MI. Filed Jan. 9.
- WWAS(FM) Williamsport, PA (BALED900105GX; 88.1 mhz; 100 w; ant. -58 ft.)—Seeks assignment of license from Williamsport Area Community College to Pennsylvania College of Technology for no financial considerations. Deal is reorganization and renaming of college, which is headed by John A. Brighton, Alvin C. Bush, J. Doyle Corman, William D. Davis, Steve A. Garban, Richard E. Grubb, Carol Herrmann, Gregory Knight, Russell P. Letterman, Kathryn W. Lumley and William Richardson and has no other broadcast interests. Filed Jan. 5.
- WTGH(AM) Cayce, SC (BAL891222EA; 620 khz; 1 kw-D, DA)—Seeks assignment of license from Midland Communications, Co. to Willis Broadcasting Corp. for \$500,000. Seller is headed by Raleigh Williams, Golie Lorick Sr. and Isaac Heyward, and has no other broadcast interests. Buyer is headed by L.E. Willis Sr. and Hortense Willis (see KEZQ(AM) above). Filed Dec. 22, 1989.
- WKCNI(AM) Dorchester Terrace-B, SC (BTC891229HM; 910 khz; 500 w-U)—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)-WZWF(FM) Kokomo, IN; WSFL-AM-FM New Bern, NC; WDXZ(FM) Mt. Pleasant, SC; and WJJR(FM) Rutland, VT. Seller is headed by Howard L. Shroff. Buyer is headed by Donald R. Tomlin Jr. and Patrick L. Tomlin and has no other broadcast interests.

Filed Dec. 29, 1989.

■ WDXZ(FM) Mt. Pleasant, SC (BTCH891229HN; 104.5 mhz; 30 kw; ant. 650 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 & Co. Purchase includes WIOU(AM)-WZVZ(FM) Kokomo, IN; WSFL-AM-FM New Bern, NC; WKCN(AM) Dorchester Terrace-B, SC; and WJJR(FM) Rutland, VT. Seller is headed by Howard L. Shrott. Buyer is headed by Donald R. Tomlin Jr. and Patrick L. Tomlin and has no other broadcast interests. Filed Dec. 29, 1989.

■ KKFN(AM)-KKRC(FM) Sioux Falls, SD (AM: BAL900116EC; 1230 khz; 1 kw; FM: BALPH900116ED; 93.5 mhz; 3 kw; ant. 120 ft.)—Seeks assignment of license from Vaughn Broadcasting Group to XMT Group Inc. for \$1.5 million (see "Changing Hands," Feb. 5). Seller is headed by E. David Willette who has interests in WLXR-AM-FM La Crosse, WI; KKXL-AM-FM Grand Forks, ND, and WMSR(FM) Manchester, TN. Buyer is headed by Barry M. Schloss, Richard L. Stastny and Larry W. Edwards, who have interests in WMT-AM-FM Cedar Rapids, IA and KQAG Austin, MN. Filed Jan. 16.

■ WMSR-FM Manchester, TN (BALH891208HQ; 99.7 mhz; 30 kw; ant. 200 ft.)—Seeks assignment of license from American General Media-Nashville Inc. to Tennessee Broadcasting Ltd. for no financial considerations. Seller is headed by Ray Spivey Jr. and has no other broadcast interests. Buyer is headed by John D. Mattus and has no other broadcast interests. Filed Dec. 8, 1989.

■ KORQ-AM-FM Abilene, TX (AM: BAL900112EG; 1340 khz; 1 kw-U; FM: BALH900112EH; 100.7 mhz; 100 kw; ant. 1,260 ft.)—Seeks assignment of license from Bakor Broadcasting Inc. to ADCOMM of Abilene Inc. for \$4.928 million. Seller is headed by George Bakke. Buyer is headed by Stephen M. Adams (see KLSF(FM) Amarillo, TX). Filed Jan. 12.

■ KLSF-FM Amarillo, TX (BALH900112GZ; 96.9 mhz; 100 kw; ant. 668 ft.)—Seeks assignment of license from Bakor Broadcasting Inc. to ADCOMM of Amarillo Inc. for \$4 million. Seller is headed by George Bakke. Buyer is headed by Stephen Adams, who has interests in 9 AM's, 12 FM's and 10 TV's. Jan. 12.

■ KHLB-AM-FM Burnet, TX (AM: BAL900131EA; 1340 khz; 1 kw-U; FM: BALPH900131EB; 107.1 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Hawkins Broadcasting Inc. to Kirkman Group Inc. for \$483,000. Seller is headed by Janette D. Cunningham and has no other broadcast interests. Buyer is headed by William E. Kirkman, Janice S. Kirkman, Kevin W. Kirkman, Kelly K. Byrd, Kent S. Kirkman and Keith A. Kirkman and has no other broadcast interests. Filed Jan. 31.

■ KFWD Fort Worth (BTCCT891226KG; ch. 52; 5,000 kw-V; ant. 4,004 ft.)—Seeks assignment of license from Interspan Communications Inc. to HIC Broadcast Partners Ltd. for \$3,000. Seller is headed by Ronald L. Ulloa. Buyer is limited partner of Interspan and is headed by Roland A. Hernandez, who is board member of Telemundo Group Inc., licensee of KVEA(FM) Corona, CA; WNJU(TV) Linden, NJ; WSCV(TV) Miami/Ft. Lauderdale, FL; KTMD(TV) Galveston, TX; KSTAT(TV), San Jose/San Francisco, WKAQ-TV San Juan, PR. Filed Dec. 26, 1989.

■ KNRJ-FM Houston, TX (BALH900112GG; 96.5 mhz; 100 kw; ant. 1952 ft.)—Seeks assignment of license from Emmis FM Broadcasting Corp. to Nationwide Communications Inc. for \$30 million. Seller is headed by Jeffrey H. Smulyan and has interests in WENS(FM) Shelbyville, IN; WQHT(FM) New York; WFAN(AM) and WLOL(FM) Minneapolis, MN; KSHE(FM) Crestwood, MO; KPWR(FM) Los Angeles; WAVA(FM) Washington, DC; WJIB(FM) Boston, MA; KXXX-FM San Francisco; and WKQX(FM) Chicago. Buyer is headed by Charles L. Fuellgraf, Steven P. Berger and John E. Fisher. Nationwide Communications Inc. is subsidiary of Nationwide Mutual Insurance Co., and is licensee of WATE-TV Knoxville, TN; WBAY-TV Green Bay, WI; WXEX-TV Petersburg, VA; KITT-TV Minneapolis, MN; WPOC-FM Baltimore, MD; WGAR-AM-FM Cleveland and WNCI-FM Columbus, both OH; KRSR-AM-KLUC-FM Las Vegas, NV; KNST(AM)-KRQQ(FM) Tucson and KZZP(AM) Mesa, both Arizona; WBJW-AM-FM Orlando, FL; KZAP-FM Sacramento and KWSS-FM Gilroy, both California; WKZL-FM Winston-Salem, NC; and KISW-FM Seattle, WA. Filed Jan. 12.

■ KMND(AM)-KNMF(FM) Midland, TX (AM: BAL900112EI; 1510 khz; 500W-D; FM: BALH900112EJ; 92.3 mhz; 100 kw; ant. 390 ft.)—Seeks assignment of license from Bakor Broadcasting Inc. to ADCOMM of Midland Inc. for \$4,928,000. Seller is headed by George Bakke. Buyer is headed by Stephen M. Adams (see KLSF(FM) Amarillo, TX). Filed Jan. 12.

■ KRIL(AM) Odessa, TX (BAL891229EK; 1410 khz; 1

kw-U)—Seeks assignment of license from Clyde Butter to Alamo Bank of Texas for assumption of debt. Seller has no other broadcast interests. Buyer is headed by Truman Angel, Efraim Barrera, James C. Brown, Robert N. Johns, F.L. Jones, Jose T. Garcia and Mark J. Eby, and has no other broadcast interests. Filed Dec. 29.

■ KFMV(AM)-KZOL(FM) Provo, UT (AM: BAL900119EA; 960 khz; 5 kw-D 1 kw-N; FM: BALH900119EB; 96.1 mhz; 55 kw; ant. 2,620 ft.)—Seeks assignment of license from Cook Inlet Radio Partners to The Great Stock Co. for \$972,000. Seller is headed by Dan Mason and has interests in 1 AM and 6 FM's. Buyer is headed by J.W. Grow, L.V. Bell, B.E. Upton, G.T. Upton, K.S. Grow and A.D. Grow and has no other broadcast interests. Filed Jan. 19.

■ WJJR(FM) Rutland, VT (BTCH891229HI; 98.1 mhz; 1.15 kw; ant. 2,953 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 & Co. Purchase includes WIOU(AM)-WZVZ(FM) Kokomo, IN; WSFL-AM-FM New Bern, NC; WKCN(AM) Dorchester Terrace-B, SC; and WDXZ(FM) Mt. Pleasant, SC. Seller is headed by Howard L. Schott. Buyer is headed by Donald R. Tomlin Jr. and Patrick L. Tomlin and has no other broadcast interests. Filed Dec. 29, 1989.

■ WJPR(TV) Lynchburg, VA (BALCT900112KF; ch. 21; 1148 kw-V; 115 kw aur.; ant. 1,638 ft.)—Seeks assignment of license from 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. Carney and O'Meara have interests in Camex TV Inc., licensee of WJTC(TV) Pensacola, FL. Buyer is headed by Henry A. Ash, Thomas F. Carne, Martin J. O'Meara, Ralph Renick, Jonathan A. Sam, I. Paul Arcurie, Rinaldo Page, N. Thomas Eaton, Thomas F. Carne and Lon Morolli. Roanoke-Lynchburg TV Acquisition Corp. filed application for assignment of license of WVFT(TV) Roanoke, VA (see below). Henry Ash owns WQRF(TV) Rockford, IL, and KAYC(AM)-KAYD(FM) Beaumont, TX. He has limited interests in WVG(FM) Charlotte Amalie, VI; 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. Filed Jan. 12.

■ WVFT(TV) Roanoke, VA (BALCT900112KE; ch. 27; 1230 kw vis.; 123 kw aur. ant. 2,050 ft.)—Seeks assignment of license from Family Group Ltd. V to Roanoke-Lynchburg TV Acquisition Corp. for \$1,150,000. Seller is headed by Ian N. Wheeler who has interests in 3 AM's, 4 FM's and 1 TV. Buyer is headed by Rinaldo Page, Thomas F. Carey and Martin O'Meara. (see WJRP(TV) Lynchburg above). Filed Jan. 12.

■ WTKM-AM-FM Hartford, WI (AM: BAL900112HW; 1540 khz; 50 w-D; FM: BALH900112HX; 104.9 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Iroquois County Broadcasting Co. to The Kettle Moraine Broadcasting Co., for \$750,000. Seller is headed by Richard A. Martin and Donald J. Ruth and has interests in WGFA-AM-FM Waseka, Ill. Buyer is headed by Scott A. Lopas, Linda J. Lopas and Larry Lopas and has no other broadcast interests. Filed Jan. 12.

■ WDCW(FM) Sturgeon Bay, WI (BALPH900105HU; 97.7 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Fellow Broadcast Service Inc. to Fleet Broadcasting Inc. for \$235,000. Seller is headed by Boyd W. Fellows. Buyer is headed by Timothy D. Martz and Richard J. Young and has no other broadcast interests. Filed Jan. 5.

■ WBWA(FM) Washburn, WI (BALH900110HV; 105.9 mhz; 100 kw; ant. 735 ft.)—Seeks assignment of license from KHH Broadcasting Co. to DDS Communications Ltd., for \$98,000. Seller is headed by Kermit H. Hanson and has no other broadcast interests. Buyer is headed by Howard Moe, Carol Moe and Mark Vanvack and has no other broadcast interests. Filed Jan. 10.

Actions

■ KPMC(AM) Bakersfield, CA (BTC891122ED; 1560 khz; 10 kw-U)—Granted app. of assignment of license from Dan B. Speare to Buckley Broadcasting Corp. for \$1 million ("Changing Hands," Dec. 4). Seller has no other broadcast interests. Buyer is headed by Richard D. Buckley and is licensee of KUBB(FM) Mariposa, KWAV(FM) Monterey, KLLY(FM) Oildale, KGIL-AM-FM San Fernando, KKHI-AM-FM San Francisco and KSEQ(FM) Visalia, all California; WDRC-AM-FM Hartford, CT; WYNZ(AM) Portland and WYNZ-FM Westbrook, both Maine and WSEN-AM-FM Baldwinville, NY. Action Jan. 25.

■ WPGX-TV Panama City, FL (BALCT890811KF; ch. 28; 4,404 kw vis.; 440 kw aur.; ant. 439 ft.)—Dismissed app. of assignment of license from WMJZ-TV Inc. to Newsouth Panama City Inc. for \$950,000. Seller is headed by Ray-

mond James Brokerage House. Buyer is headed by Timothy S. Brumlik, who has interest in WTSQ-TV Albany, GA. Action Jan. 19.

■ WATL(TV) Atlanta, GA (BTCCT891006KF; CH. 36; 2,030 kw vis.; 304 kw aur.; ant. 1,170 ft.)—Granted app. of assignment of license from Outlet Communications to Chase Broadcasting of Washington for \$120 million (purchase includes WXIN-TV Indianapolis, IN and WTOP(AM)-WASH(FM) Washington, DC, see "Changing Hands," Aug. 14). Seller is headed by David Henderson and owns WCMH-TV Columbus, OH, and WJAR(TV) Providence, RI. Buyer is headed by Arnold Chase and Roger Freedman and also owns WTIC-AM-FM-TV Hartford and WSTC(AM)-WJAZ(FM) Stamford, both Connecticut; WKBQ(FM) Granite City, IL; KGLD(AM) St. Louis, and WPTY-TV Memphis. Action Jan. 22.

■ WAOS(AM) Austell, GA (BAL891031EA; 1600 khz; 5 kw-D)—Granted app. of assignment of license from C.P. Communications Inc. to La Favorita Inc. for no financial consideration. Seller is headed by Aubrey Smith, who has interest in WNNQ(AM) and new FM in Ashburn and is licensee of LPTV station W02BZ Tifton, all Georgia. Buyer is headed by Samuel Zamarron and Smith. Action Jan. 24.

■ WTOP(AM)-WASH(FM) Washington, DC (AM: BAL891006KG; 1500 khz; 50 kw-U; FM: BALH891006KH; 97.1 mhz; 22.5 kw; ant. 690 ft.)—Granted app. of assignment of license from Outlet Communications to Chase Broadcasting of Washington for \$120 million (purchase includes WATL(TV) Atlanta, GA, and WTOP(AM) Washington, DC, see "Changing Hands," Aug. 14). Seller is headed by David Henderson and owns WCMH-TV Columbus, OH, and WJAR(TV) Providence, RI. Buyer is headed by Arnold Chase and Roger Freedman and also owns WTIC-AM-FM-TV Hartford and WSTC(AM)-WJAZ(FM) Stamford, both Connecticut; WKBQ(FM) Granite City, IL; KGLD(AM) St. Louis, and WPTY-TV Memphis. Action Jan. 22.

KCLN-AM-FM Clinton, IA (AM: BAL891106EA; 1390 khz; 1 kw-D; FM: BALH891106EB; 97.7 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Brisco Broadcasting Inc. to K to Z Ltd. for \$350,000. Seller is headed by Brian N. Byrnes and has no other broadcast interests. Buyer is headed by James Zimmerman and Jack E. Kauffman and is licensee of WGLR(AM)-WAXL(FM) Lancaster, WI. Kauffman is general partner, with 43.75% interest, in application for assignment of license for stations WBMB(AM)-WBMI(FM) West Branch, MI. Action Jan. 24.

■ WXIN-TV Indianapolis, IN (BALCT891006KE; ch. 59; 2090 kw vis.; 209 kw aur.; ant. 990 ft.)—Granted app. of assignment of license from Outlet Communications to Chase Broadcasting of Washington for \$120 million (purchase includes WATL(TV) Atlanta, GA and WTOP(AM)-WASH(FM) Washington, DC, see "Changing Hands," Aug. 14). Seller is headed by David Henderson and owns WCMH-TV Columbus, OH, and WJAR(TV) Providence, RI. Buyer is headed by Arnold Chase and Roger Freedman and also owns WTIC-AM-FM-TV Hartford and WSTC(AM)-WJAZ(FM) Stamford, both Connecticut; WKBQ(FM) Granite City, IL; KGLD(AM) St. Louis, and WPTY-TV Memphis. Action Jan. 22.

■ WROI(FM) Rochester, IN (BTCH891012HS; 92.1 mhz; 3 kw; ant. 240 ft.)—Granted app. of assignment of license from Manitou Broadcasting to James Zimmerman for \$81,500. Seller is headed by Zimmerman, Lee Walker, Arthur Weaver and John O'Neil, and has no other broadcast interests. Action Jan. 22.

■ KTAV(FM) Knoxville, IA (BALH891031HU; 92.1 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Dominion Publishing to Leighton Enterprises Inc. for \$225,000. Seller is headed by Robert Smiley and is licensee of KBMI(FM) Roma, TX. Buyer is headed by Alver Leighton and is licensee of KCLD-AM-FM St. Cloud, MN, and KOUR-AM-FM Independence and KNIA(AM)-KRLS-FM Knoxville, both Iowa. He also owns 74.14% of Washington Radio Inc., licensee of KCII-AM-FM Washington, IA. Action Jan. 19.

■ KDMG Pella, IA (BALPH891018GN; 103.3 mhz; 100 kw; ant. 113 ft.)—Granted app. of assignment of license from GBA Inc. to Valley Broadcasting Inc. for \$2,750,000. Seller is headed by Allen Shaw, George Beasley and Bruce Small. Small is head of Beasley Broadcast Group (see KRTH(AM) Los Angeles, above). Buyer is headed by Robert D. Greenlee and Robert H. Dean. Greenlee and his wife, Diane M. Greenlee, each own 40% of shares of Southwestern Wireless Inc., licensee of KZTR(AM) Tucson and KQYT-FM Green Valley, both Arizona. Action Jan. 19.

■ KDCR-FM Sioux Center, IA (BTCE891108GN; 88.5 mhz; 100 kw; ant. 320 ft.)—Granted app. of assignment of license from Cornie Broek to Arnold Boeve, for no financial consideration. Seller has no other broadcast interests.

Buyer has no other broadcast interests. Action Jan. 19.

■ **KICR-AM-FM Oakdale, LA (AM: BAL891017EC; 900 kHz; 250 w-D; FM: BALH891017ED; 104.9 mhz; 3 kw; ant. 240 ft.)**—Granted app. of assignment of license from Oakdale LP to B&D Communications for \$492,300. Seller is headed by Thomas Gammon, chairman of Americom Radio Brokers. He is officer, director and sole shareholder of following companies: ONYX Broadcasting Inc., licensee of KTRR(FM) Loveland, CO; Ruby Broadcasting Inc., licensee of KZKY-AM-FM Apple Valley, CA; Diamond Broadcasting of California Inc., licensee of KKIS-AM-FM Pittsburg/Walnut Creek, CA; Royal Broadcasting of Louisiana Inc., proposed assignee of KJIN(AM)-KCIL(FM) Houma, LA. Buyer is headed by Robert Holladay and has no other broadcast interests. Action Jan. 26.

■ **WKMI(AM) Kalamazoo and WKFR(FM) Battle Creek, both Michigan (AM: BAL891020HE; 1360 kHz; 5 kw-D; 1 kw-N; FM: BALH891020HF; 103.3 mhz; 50 kw; ant. 500 ft.)**—Granted app. of assignment of license from Hicks Broadcasting Corp. to Waldron Broadcasting Co. for \$11 million ("Changing Hands," Nov. 6). Seller is headed by David Hick and has no other broadcast interests. Buyer is headed by H. Patrick Swygert, Regina Goodwind, wife of group broadcaster Ragan Henry, is nonvoting stockholder. Waldron is purchasing KVKI-AM-FM Shreveport, LA, and KBFM-FM Edinburg, TX. Action Jan. 17.

■ **WNWY(FM) Norway, MI (BAPH891024HB; 94.3 mhz; 2 kw; ant. 401 ft.)**—Granted app. of assignment of license from James Verkest to Zephyr Broadcasting Inc. for \$16,200 (sale includes WJMY(FM) Baraga, MI). Seller has interest in WFCL(AM)-WJMQ(FM) Clintonville, WI. Buyer is headed by Timothy D. Martz and Richard J. Young. Martz is sole officer, director and 90% shareholder of Algoma Broadcasting Inc., licensee of WYSS-FM Sault Ste. Marie, MI, and permittee of KAUI(FM), new FM at Kekaha, HI. Martz is also sole officer, director and 90% shareholder of Four Seasons Communications Inc., licensee of WDPH-FM Presque Isle and WEST(AM) Caribou, both Maine, and he is permittee of WBFX(FM) Grand Marais, MN, and permittee of KYYC(FM) Shelby, MT. Action Jan. 24.

■ **KJKK-AM-FM Fergus Falls, MN (AM: BAL891117ED; 1090 kHz; 1 kw-D; FM: BALH891117EE; 96.5 mhz; 100 kw; ant. 480 ft.)**—Granted app. of assignment of license from Otter Tail Promotions to Otter Tail Media Group Inc. for \$502,484. Seller is headed by Lewis M. Latto and has interest in KXTP(AM) Superior, WI, and WAKX(FM) Duluth and WEVE-AM-FM Eveleth, both Minnesota. Buyer is headed by Larry B. Normes and Larry Dorn. Normes, CEO of assignee, holds 50 shares of assignor (3% of Otter Tail Promotions Inc.). Normes is GM of KJKK-AM-FM and will continue in that capacity. Action Jan. 23.

■ **KDMO(AM)-KRGK(FM) Carthage, MO (AM: BTC891016EJ; 1490 kHz; 1 kw-U; FM: BTCH891016EK; 104.9 mhz; 3 kw; ant. 160 ft.)**—Granted app. of assignment of license from Ruth L. Kolpin to Ronald L. Petersen for no financial consideration. Seller has no other broadcast interests. Buyer is son of seller and has no other broadcast interests. Action Jan. 23.

■ **KBSI(TV) Cape Girardeau, MO (BALC891108KE; ch. 23; 1900 kw-V; ant. 1,800 ft.)**—Granted app. of assignment of license from Cape Girardeau Family TV Inc. to Engles Communications Inc. for \$3 million. Buyer also agrees to pay total accounts receivable or \$330,000, whichever is less. Seller is owned by bankrupt group owner Media Central and is headed by Morton Kent and is licensee of KZKC(TV) Kansas City, MO. WOAC(TV) Canton, OH and WKCH-TV Knoxville, TN. Buyer is headed by David and Steven B. Engles, (brothers). Steven B. Engles is general manager of KZKC(TV) Kansas City, MO. Action Dec. 23, 1989.

■ **KHAD(AM) Desoto, MO (BAL890925ED; 1190 kHz; 5 kw-D)**—Granted app. of assignment of license from Jefferson County Broadcasting Inc. to Jefferson Communications Inc. for \$295,000. Seller is headed by Charles Studyvin and Pinkney Cole, who also owns KOLS(FM). Buyer is headed by John D. Lankenau, who is also purchasing KOLS(FM) for \$6,500 from Cole. Action Jan. 24.

■ **KLIS(FM) Kansas City, MO (BALH891024HC; 93.3 mhz; 100 kw; ant. 1,066 ft.)**—Granted app. of assignment of license from Great Plains Radio Inc. to Apollo Radio Ltd. for \$8.5 million ("Changing Hands," Oct. 9). Seller is subsidiary of Sandusky Radio and is headed by Dudley White. It is licensee of KDKB(FM) Mesa, AZ; KKY(FM) San Diego; JEG(LF) Fort Worth, and KLSY-AM-FM Bellevue, WA. It is also selling KPBI-FM Denver and WKRL(FM) Clearwater, FL ("Changing Hands," Oct. 9). Buyer is headed by former Radio Advertising Bureau President William Stakelin and has interest in KJRB(AM)-KEZE-FM Spokane, WA. Action Jan. 19.

■ **KWDQ-FM Woodward, OK (BALH891116HP; 102.3 mhz; 2.35 kw; ant. 355 ft.)**—Granted app. of assignment of license from H. Grant Irwin Jr. to Classic Communications

for \$92,401. Seller is headed by James Perkins and has no other broadcast interests. Buyer is headed by William G. Sell, Gary P. Wise and Rick L. Carnahan and has no other broadcast interests. Action Jan. 19.

■ **WOYE(FM) Mayaguez, PR (BTCH891128HB; 94.1 mhz; 25 kw; ant. 2,967 ft.)**—Granted app. of assignment of license from Pepino Broadcasters to Prime Time Corp. for \$2,660,000 ("Changing Hands," Dec. 11). Seller is headed by Felix Alvarez and has no other broadcast interests. Buyer is headed by Rafael Oller and J.P. McCloskey. Oller has agreed to acquire all stock of Huella Communications Inc., licensee of WZNT(FM) San Juan, PR; on Oct. 2, 1989, commission granted application. Action Jan. 22.

■ **WWON(AM) Woonsocket, RI (BAL891130EB; 1240 kHz; 1 kw-U)**—Granted app. of assignment of license from Ocean State Broadcasting Ltd. to Woonsocket Broadcasters L.P. for \$600,000. Seller is headed by William S. Cerny, who is shareholder of WLBB(AM)-WDEK(FM) De Kalb, IL. Buyer is headed by David R. and Denise Y. LePage, (husband and wife) and has no other broadcast interests. Action Jan. 30.

■ **WMGL-FM Ravenel, SC (BALH891207HV; 101.7 mhz; 1.32 kw; ant. 482 ft.)**—Granted app. of assignment of license from Coastal Broadcasting Inc. to Millcom Inc. for assumption of financial liabilities to Bussey Bank totaling \$2,425,000. Seller is headed by Richard G. Glover, who owns WJTX(AM) Urbana, IL. Buyer has no other broadcast interests. Action Jan. 22.

■ **KCAR(AM)-KCBZ(FM) Clarksville, TX (BAL891130EA; 1350 kHz; 500 w-D; FM: BAPH891130EC; 98.5 mhz; 3 kw; ant. 100 ft.)**—Granted app. of assignment of license from Radio Station KCAR Inc. to Riley Broadcasting Inc. for \$105,100. Seller is headed by Vera M. Wooley. Buyer is headed by Ralph W. and Brenda A. Riley, (husband and wife), and has no other broadcast interests. Action Jan. 30.

■ **KSMG-FM Seguin, TX (BALH89120HC; 105.3 mhz; 100 kw; ant. 1,240 ft.)**—Granted app. of assignment of license from Rusk Corp. to Jacor Communications Inc. for \$68.5 million ("Changing Hands," Nov. 20). Purchase also includes KTRH(AM)-KLOL(FM) Houston. Seller is headed by Jay Jones and also owns KWES(FM) Odessa, TX. Buyer is headed by Terry Jacobs and Frank Wood and is also licensee of WMMJ-FM Cleveland; WGST(AM)-WPCH-FM Atlanta; WLW(AM)-WEBN(FM) Cincinnati; WYHY(FM) Nashville; KOA(AM)-KRFX-FM Denver and WFLA(AM)-WFLZ-FM Tampa, FL. Action Jan. 24.

New Stations

Actions

■ **Oxnard, CA (BPH880505PF)**—Returned app. of IST Inc. for 102.1 mhz; 3 kw H&V; 328 ft. Address: 71 Michael Rd., Stamford, CT 06903. Principal is headed by Ivy Shih-Takahashi and has no other broadcast interests. Action Jan. 26.

■ **Oxnard, CA (BPH880505ON)**—Returned app. of Riklis Broadcasting Inc. for 102.1 mhz; 3 kw H&V; 328 ft. Address: 663 Maulhardt Ave., Oxnard, CA 93030. Principal is headed by Meshulam Riklis and John Huddy and has no other broadcast interests. Action Jan. 26.

■ **Oxnard, CA (BPH880505OV)**—Returned app. of Sherri Lynn McKinnon for 102.1 mhz; 3 kw H&V; m. Address: 822 North Juanita, Redondo Beach CA, 90277. Principal has no other broadcast interests. Action Jan. 26.

■ **Milford, DE (BPH870515MR)**—Granted app. of Milford Ltd. for 101.3 mhz; 3 kw H&V; 328 ft. Address: RD #1, Box 169-P, Milton, DE 19968. Principal is headed by William T. Sammons Jr. and Dale R. Dukes and has no other broadcast interests. Action Jan. 23.

■ **Wallace, ID (BPH890713MH)**—Returned app. of Suzanne M. Wilson for 100.7 mhz; 100 kw; 599 m. Address: 1128 Heartstone Dr., Boise, ID, 83702. Principal has no other broadcast interests. Action Jan. 31.

■ **Rockford, IL (BPED880122MU)**—Granted app. of Rockford Educational Broadcasting Foundation for 90.5 mhz; 50 kw H&V; 112 m. Address: 544 College Ave., Dekalb, IL 60115. Principal is headed by Donald M. Lyon, Curtis J. Lyon and David Osborn and is subsidiary of Northern Illinois University. Action Jan. 23.

■ **Downs, KS (BPH880310MW)**—Granted app. of Sound Broadcasting Inc. for 94.1 mhz; 100 kw H&V; 302 m. Address: 37 Martin St., Rehoboth, MO 02769. Principal is headed by Dana J. and Nancy J. Puopolo and has no other broadcast interests. Action Jan. 30.

■ **Olive Branch, MS (BPH880817MC)**—Returned app. of Comsouth Inc. for 95.7 mhz; 3 kw; Address: 9546 E. Goodman Rd., Olive Branch, MS 38654. Principal is head-

ed by Karen E. Nored and has no other broadcast interests. Action Jan. 25.

■ **Radnor Township, PA (BPED860725MH)**—Granted app. of for 88.5 mhz; 1 kw H&V; 224 m. Address: Eagle and King Prussia, Radnor Township, PA 19087. Principal is headed by Eileen Currie, Joseph Ramano, John Heiberger, Mary Ann Biller, Christine Marie Balt, James Keches and Jerome Zurek, and has no other broadcast interests. Action Jan. 16.

■ **Calhoun, TN (BPH870430NK)**—Granted app. of Carroll, Carroll and Rowland for 104.1 mhz; 3 kw H&V; 326 m. Address: 1995 Keith St., NW, Cleveland, TN 37311. Principal is headed by Max R. Carroll, J.T. Rowland and James P. Carroll, who have interests in WCLE(AM) Cleveland, TN. Rowland also owns 33.5% OF WSFB-AM Quintman, GA. Action Jan. 19.

■ **Jefferson, TX (BPH890224MB)**—Granted app. of DLB Broadcasting for 104.5 mhz; 1.674 kw; 130 m. Address: P.O. Box 961, Vinita, OK 74301. Principal is headed by David Leon Boyd, William E. Davis and Leona Boyd and has no other broadcast interests. Action Jan. 29.

■ **Rural Retreat, VA (BPH890420MK)**—Granted app. of Highland Broadcasting Inc. for 103.1 mhz; 3 kw; 328 ft. Address: P.O. Box 660, Rural Retreat, VA 24368. Principal is headed by Ernest F. Wilson and Ruth F. Wilson and has application for broadcast license for 660 kHz at Rural Retreat, VA. Action Jan. 26.

Facilities Changes

Applications AM's

■ **Nenana, AK KIAM(AM) 1270 kHz**—Dec. 27 application for mod. of CP (BP890601AD) to change night power to 5 kw.

■ **San Francisco KFAX(AM) 1100 kHz**—Jan. 19 application for CP to augment standard radiation patterns.

■ **South Daytona, FL WPUL(AM) 1590 kHz**—application for CP to increase power to 4.5 kw.

■ **Fort Wayne, IN WFCV(AM) 1090 kHz**—Jan. 16 application for mod. of CP (BP860609AI) to make changes in ant. system and change TL: 424 Reed Rd., Fort Wayne, IN; 41 05 01N 85 04 32W.

■ **Taylor, MI WBTI(AM) 1200 kHz**—Jan. 12 application for mod. of CP (BP801119AA) to change TL: 0.6 km W. of Middle Belt Rd. on King Rd. and 0.5 km N. of King Rd., Taylor, MI and make changes in ant. system; 42 09 24N 83 19 56W.

■ **Plano, TX KSSA(AM) 1600 kHz**—Jan. 24 application for CP to change synchronous night; TL: 320 ft. S. of interstate Rte. 35 W. and Missouri Pacific Railroad, Fort Worth, and reduce night power to .215 kHz; 32 47 16N 97 19 16W.

■ **Terrell, TX KTER(AM) 1570 kHz**—Jan. 4 application for CP to increase power to 600 w and make changes in ant. system: change from non-DA to DA.

■ **Opportunity, WA KHD(L) 630 kHz**—Jan. 4 application for CP to change freq: 840 kHz; increase day to 50 kw; add night service with 250 w; install DA-N and make changes in ant. system.

FM's

■ **Anchorage, AK KATB(FM) 89.3 mhz**—Jan. 2 application for CP to change ant.: 105 m H&V; ERP: 4.9 kw H&V and to change class: C3.

■ **Atwater, CA KVRK(FM) 92.5 mhz**—Jan. 12 application for mod. of CP (BPH871208MD) to change TL: proposed site is on N. side of Dickenson Ferry Rd. at intersection of Quinley Ave. in Rural Merced County, CA.

■ **Greenfield, CA 107.9 mhz**—Dec. 20, 1989 application for mod. of CP (BPH850712TI) to change TL: 38955 Metz Rd., King City, CA.

■ **Marysville, CA KRFD-FM 99.9 mhz**—Jan. 5 application for CP to change ERP: 1.74 kw H&V; ant.: 2,176 ft. H&V; change TL: at top of Sutter Buttes, located 4.5 miles NW of the town of Sutter, CA.

■ **Los Osos-Baywood Par, CA KLZZ(FM) 101.3 mhz**—Jan. 4 application for mod. of CP (BPH880407ID) to change ERP: 3.4 kw H&V; change ant.: 1.685 ft. H&V.

■ **Santa Cruz, CA KLRS-FM 99.1 mhz**—Jan. 16 application for mod. of CP (BPH881028IG) to change ant.: 2,605 ft. m H&V and correction of erroneous geographical coordinates of transmitter site.

■ **Kremmling, CO KRKM(FM) 106.3 mhz**—application for CP to change ERP: 3.4 kw H&V; ant.: 1,059 ft. H&V; change class: C2.

■ Pueblo, CO KCSJ-FM 107.1 mhz—Jan. 2 application for mod. of CP (BPH871006ID as mod.) to change to class: C2 (per docket #88-30).

■ Telluride, CO KOTO(FM) 91.7 mhz—Jan. 16 application for CP to change ERP: 3 H&V; ant.: -187 ft. H&V.

■ Waterbury, CT WWYZ(FM) 92.5 mhz—Jan. 3 application for CP to change ant.: 879 ft. H&V; TL: located at established ant. site on top of W. peak, 1 km N. of State Rd. 66 and 0.7 E. of State Rd. 120, Meriden, CT.

■ Key Colony Beach, FL WKKB(FM) 105.5 mhz—Dec. 29, 1989 application for mod. of CP (BPH871110NI) to change ERP: 6 kw H&V; change ant.: 226 ft. H&V; TL: near coast guard station on W. side of Marathon, FL.

■ Tallahassee, FL WFSU-FM 91.5 mhz—Jan. 16 application for CP to change ERP: 100 kw H&V; ant.: 662 ft. H&V.

■ Boston, GA WTUF(FM) 106.3 mhz—Dec. 26, 1989, application for CP to change ERP: 2.4 kw H&V; to change ant.: 495 ft. H&V and to change TL: 2.75 km N. of Dixie, GA.

■ Douglas, GA WDMG-FM 99.5 mhz—Dec. 28 application for CP to change ant.: 157 ft. H&V; TL: Georgia 32 2.9 km E. of Douglas, GA; change class: C1.

■ Fort Wayne, IN WBN(FM) 89.1 mhz—Jan. 16 application for CP to change ERP: 33 kw H&V; ant.: 613 ft. H&V; change TL: 3632 Butler Rd., Fort Wayne, IN.

■ Baton Rouge WRKF(FM) 89.3 mhz—application for CP to change ERP: 28 kw H&V; ant.: 934 ft. H&V; change TL: 2.2 km E. of River Rd., section 46, T8S, R1W, E. Baton Rouge Parish, LA.

■ Opelousas, LA KYOL(FM) 105.9 mhz—Jan. 4 application for mod. of CP (BPH870910NB as mod.) to change ERP: 3.4 kw H&V.

■ Berlin, MD WOCQ(FM) 103.9 mhz—Jan. 11 application for CP to change ERP: 6 kw H&V.

■ Hillsdale, MI WCSR-FM 92.1 mhz—Dec. 20, 1989, application for CP to increase ERP: 6 kw H&V.

■ Pittsford, MI WPCJ(FM) 91.1 mhz—Jan. 16 application for CP to change ERP: .27 kw H&V; ant.: 183 ft. H&V.

■ Port Huron, MI WSAQ(FM) 107.1 mhz—Jan. 12 application for CP to change ERP: 6.0 kw H&V.

■ St. Joseph, MI WIRX(FM) 107.1 mhz—Jan. 2 application for CP to change ERP: 5.9 kw H&V.

■ Brainerd, MN KLIZ-FM 107.5 mhz—Dec. 22, 1989, application for CP to change ant.: 705 ft. H&V; and to change TL: 19 km SSW Brainerd, MN on bearing of 193.5, Brainerd, MN.

■ Pequot Lakes, MN KTIG(FM) 100.1 mhz—Jan. 12 application for CP to change ERP: 6 kw H&V.

■ Ellisville, MS WBSJ(FM) 102.3 mhz—Dec. 4, 1989, application for mod. of CP (BPH870330IC) to change ant.: 50 kw H&V.

■ Carrollton, MO KMZU(FM) 101.1 mhz—Jan. 3 application for CP to change freq: 100.7 mhz; ERP: 98.6 kw H&V; change class to C1 (per docket #89-96).

■ Harrisonville, MO KCFX(FM) 100.7 mhz—Jan. 3 application for CP to change ant.: 993 ft. H&V; ERP: 97.3 kw H&V and 79.6 kw V, to change freq: 101.1 mhz, and to change class: C1 (per docket #89-96).

■ Gainesville, MO KMAC(FM) 99.7 mhz—Jan. 4 application for mod. of CP (BPH870601MD as mod.) to change ant.: 492 ft. H&V; TL: Hwy. 5, 1.25 km S. of Hwy. 160, Gainesville, MO.

■ St. Louis KBDY(FM) 89.9 mhz—Jan. 10 application for CP to change ERP: .02 kw H&V; ant.: 495 ft. H; change TL: 625 N. Euclid, St. Louis.

■ St. Louis KWMU(FM) 90.7 mhz—Jan. 16 application for CP to change ERP: 100 kw H&V; ant.: 1,000 ft. H&V; change class: C1.

■ Taos, NM 99.9 mhz—Jan. 5 application for mod. of CP (BPH880107NF for new station) to change ERP: 6 kw H&V; ant.: -387 ft. H&V; TL: 4.8 km in direction of 198 degree from National Guard Armory in Taos, NM.

■ Onieda, NY WMCR-FM 106.3 mhz—Jan. 2 application for CP to change ERP: 1.17 kw H&V; ant.: 711 ft. H&V.

■ Lorain, OH WZLE(FM) 104.9 mhz—Jan. 12 application for CP to change ERP: 1.3 kw H&V; ant.: 498 ft. H&V.

■ The Dalles, OR KACI-FM 97.7 mhz—Jan. 16 application for CP to change ERP: 4.16 kw H&V; change to class C2; (per docket #88-588).

■ Bedford, PA WAYC-FM 107.5 mhz—Jan. 4 application for CP to change ERP: 0.34 kw H&V.

■ Edinboro, PA WXTA(FM) 97.9 mhz—Dec. 22, 1989, application for mod. of CP (BPH890328IE) to change ERP: 2.48 kw H&V.

■ Lewistown, PA WMRF-FM 95.9 mhz—Dec. 27, 1989, application for CP to change ERP: 3.9 km H&V (per docket #88-375).

■ North East, PA WRKT-FM 100.9 mhz—Jan. 9 application for mod. of CP (BPH890113IE) to change ERP: 6 kw H&V.

■ Charleston, SC WSCI(FM) 89.3 mhz—Jan. 11 application for mod. of CP (BPE8860515MF as mod.) to change from omni-directional ant. to directional ant.

■ Honea Path, SC WRIX-FM 103.1 mhz—Jan. 8 application for CP to change ERP: 5.75 kw H&V; ant.: 328 ft. m H&V; change TL: W. side of Milford 1.13 km N. of Bethany Church Rd. in Rural Anderson County, SC.

■ Ravenel, SC WMGL(FM) 101.7 mhz—Jan. 12 application for CP to change ant.: 492 ft. H&V; TL: Slann Island, 2.5 km W. of Hwy. 174, Charleston County, SC (per docket #88-590).

■ Beeville, TX KYTX(FM) 97.9 mhz—Jan. 8 application for CP to change to class C2 from class A (per docket #88-621).

■ College Station, TX KAMU-FM 90.9 mhz—Jan. 16 application for CP to change ERP: 2.4 kw H and 32 kw V.

■ McAllen, TX KRIO(FM) 910 mhz—Jan. 17 application for CP to change TL: 4 km NNE of McAllen, TX; 26 17 52N 98 12 26W.

■ Brattleboro, VT WKVT-FM 92.7 mhz—Dec. 22, 1989, application for CP to increase ERP: 1.7 kw H&V.

■ West Rutland, VT WVN(FM) 107.5 mhz—Dec. 29, 1989, application for CP to change ERP: 110 kw H&V; change ant.: 2,292 ft., and to change TL: Peak of Pico Mt. Mendon, Rutland, VT.

■ Broadway, VA WLTK(FM) 95.5 mhz—Dec. 21, 1989, application for CP to change ERP: 2.60 kw H&V; ant.: 1,010 ft. H&V; change freq: 96.1 mhz; class: B1 (per docket #88-520).

■ Mount Jackson, VA WSIG-FM 96.9 mhz—Dec. 19, 1989, application for CP to change ERP: 17.2 kw H&V; ant.: 390 ft. H&V; change TL: approximately 1.1 km NNE of the Junction between Rtes. 613 and 881 in Rockingham County, VA; class: B1 (per docket #88-520).

■ Keyser, WV WKZG(FM) 107.1 mhz—Dec. 29, 1989, application for CP to change ERP: .31 kw H&V; ant.: 1,394 ft. H&V; change TL: on summit of Dan's Rock Mountain, approximately 17.2 km NNE of Keyser, near Midland, MD.

■ Green Bay, WI WGBW(FM) 91.5 mhz—Jan. 16 application for CP to change ERP: 16 kw H&V; ant.: 328 ft. H&V; change TL: 0.2 km S. of Hwy. 54, 57 and 1.0 km W. of Bay Settlement Rd., in city of Green Bay, WI; class: C3.

■ Neillsville, WI WCCN-FM 107.5 mhz—Dec. 27, 1989, application for CP to change ant.: 587 ft. H&V; TL: S. Mound Rd., .8 km W. of intersection with Langs Rd., near Neillsville, WI.

■ Rhinelander, WI WXP(FM) 91.7 mhz—Jan. 16 application for CP to change ERP: 100 kw H&V; ant.: 403 ft. m H&V.

■ Sturgeon Bay, WI WDCW(FM) 97.7 mhz—Jan. 5 application for mod. of CP (BPH890324IE) to change ant.: 560 ft. H&V.

TV's

■ Green Valley, AZ ch. 46—Dec. 29, 1989, application for mod. of CP (BPCT830311KN) to change ERP: 4857 kw vis.; ant.: 2,036 ft.; TL: Tower D, Tucson Mountain Tower Farm, 40 km NNW of Green Valley, Pima; ant.: Bogner/BU(B)32N(DA)(BT); 32 14 56N 111 06 59W.

■ Huntington Beach, CA KOCE-TV ch. 50—Jan. 17 application for CP to change ERP: 5,010 kw vis.; ant.: 1,082 ft.; change TL: Skyline Dr. in Puente Hills, 5 km N. of La Habra, CA; ant.: Harris Corp.TWSC-25NC (DA)(BT); 33 58 19N 117 56 57W.

■ Denver KRMA-TV ch. 6—Jan. 16 application for CP to change ERP: 100 kw-vis; ant.: 1,220 ft.; TL: on Look Mountain, 3.1 km SW of Golden, CO; ant.: Harris TAC-6L; 39 43 54N 105 14 10W; (DA)(BT).

■ Pueblo, CO KTSC(TV) ch. 8—Jan. 22 application for CP to change ERP: 233.0 kw vis.; ant.: 2,384 ft.; change TL: SW of C.S. atop Cheyenne Mountain; ant.: Jampro JCR 8-8, (DA)(BT); 38 44 41N 104 51 37.5W.

■ Macon, GA WGNM(TV) ch. 64—Nov. 1, 1989 application for mod. of CP to change ERP: 52 kw vis.; ant.: 606 ft.; change TL: U.S. Hwy. 23-129, 11 km SW of Macon, GA; ant.: Andrew ALP24L3-HSN-64, (DA)(BT); 32 44 58N 83 33 35W.

■ Monroe, GA WHSG(TV) ch. 63—Jan. 9 application for CP to change ERP: 5000 kw vis.; ant.: 1,190 ft.; TL: 9.9 km NE of Lithonia, GA; ant.: Andrew ATW30H3-ESC3-

63H, (DA)(BT); 33 44 22N 84 00 14W.

■ Lawrence, KS KMCI(TV) ch. 38—Dec. 28, 1989, application for mod. of CP to change ERP: 4,743.8 kw vis.; 36.76 kw aur.; ant.: 1,082 ft.; TL: 5.77 miles at N143.5E from Lawrence, KS; ref. point (National Atlas); 38 53 46N 95 10 29W; ant.: Bogner BUI-32N, (DA)(BT).

■ Fajardo, PR WMTJ(TV) ch. 40—Jan. 17 application for CP to change ERP: 388 kw (vis); ant.: 2,771 ft.; change TL: PRTC communications facility, El Yunque, approximately 1.25 km NW of Fuente, Rio Grande, PR; ant.: Andrew ATW8H8-HSC2-40S; 18 18 36N 65 47 41W; (DA)(BT).

■ St. Johnsbury, VT WVTB(TV) ch. 20—Jan. 26 application for CP to change ERP: 720 kw (vis); ant.: 1,948 ft.; change ant.: Harris-TWS-30(BT).

■ Tacoma, WA KCPQ-TV ch. 13—Jan. 4 application for CP to change ERP: 316 kw (vis); ant.: 1,190 ft.; TL: SW corner of 19th and E. Madison St., Seattle; 47 36 59N 122 18 23W; ant.: Dielectric TCL-12A13, (DA)(BT).

Actions

AM's

■ Gonzales, CA KKM(CAMTKTK) 880 khz—Jan. 26 application (BPH891115AD) returned for CP to increase nighttime power to 2.5 kw and daytime 50 kw.

■ Mantit, UT KMTI(AM) 1590 khz—Jan. 30 application (BPH890911AE) granted for mod. of CP (BPH870330AM) to increase day power to 10 kw.

■ Hot Springs, VA WWES(AM) 1270 khz—Jan. 22 application (BPH890803AA) dismissed petition for reconsideration for CP to increase power to 5 kw.

FM's

■ Marina, CA KBOQ(FM) 92.7 mhz—Jan. 26 application (BPH890922IC) granted for CP to change ERP: .90 kw H&V; change ant.: 600 ft. H&V; change antenna height above ground to 52 m H&V.

■ Seaside, CA KMBY(FM) 107.1 mhz—Jan. 18 application (BPH890706IE) dismissed for CP to change class: B1 and to change TL: White Rock Ridge, approximately 9.5 km SW of Carmel Valley, CA; 36 25 03N 121 48 04W.

■ Apalachicola, FL WAPY(FM) 105.5 mhz—Jan. 16 application (BMPH890714ID) granted for mod. of CP (BPH850709MF) to change TL: .9 km NE of Eastpoint, FL.

■ Dublin, GA WQZY(FM) 95.9 mhz—Jan. 19 application (BPH890614ID) granted for CP to change ERP: 27 kw H&V; change ant.: 154 ft. m H&V; Class: C2.

■ Rupert, ID KNAQ-FM 92.1 mhz—Jan. 24 application (BPH890905IB) dismissed for CP to change ant.: 204 ft. H&V; TL: SE corner, 300 W., 100 S., Puert, ID.

■ Aurora, IL WYSY-FM 107.9 mhz—Jan. 26 application (BPH870302OO) granted for CP to change TL: intersection of Williams St. and Quincy Ave., Downers Grove, IL, change ERP: 40.5 kw H&V; ant.: 538 ft. H&V and to make changes in ant. system; 41 47 43N 87 59 07W.

■ Eureka, IL WCR(FM) 98.5 mhz—Jan. 25 application (BMPH890317IL) dismissed for mod. of CP (BPH870430MY) to change ERP: 1.95 kw H&V; ant.: 403 ft. H&V; TL: 1.18 km W. of Eureka, IL; 0.28 km N. of U.S. Hwy. 24; Woodford county.

■ Fitchburg, MA WXLO(FM) 104.5 mhz—Jan. 24 application (BPH840827AA) dismissed for CP to change ERP: 25.5 kw H&V; change ant.: 2,220 ft. ft. H&V; 42 30 27N 71 49 37W.

■ Albert Lea, MN KCPI-FM 95.3 mhz—Jan. 22 application (BPH881122IE) granted for CP to change freq: 94.9 mhz; change ERP: 50 kw H&V; ant.: 465 ft. H&V; TL: 0.5 km SE of I-35 and Rte. 30 intersection and 1.6 km E. of Ellendale Steel county, MN; change class: C2 (per docket #87-306).

■ Park Rapids, MN KDKK(FM) 97.5 mhz—Jan. 22 application (BPH890811IH) granted for CP to change ant.: 439 ft. H&V.

■ Harrisonville, MO KCFX(FM) 100.7 mhz—Jan. 19 application (BMPH890623IB) dismissed for mod. of CP (BPH870227OK as mod.) to change ant.: 1,508 ft. H&V.

■ Reno, NV 92.9 mhz—Jan. 23 application (BMPH890831ID) granted for mod. of CP (BPH850712TU) to change ERP: 45 kw H&V; ant.: 2,653 ft. m H&V; TL: Pond Peak, 33 km NE of Reno, NV; 39 39 08N 119 27 46W.

■ Edenton, NC WBXB(FM) 100.1 mhz—Jan. 22 application (BMPH891122IE) granted for mod. of CP (BPH880721ID) to change ERP: 50 kw H&V; and to change ant.: 301 ft. H&V.

■ Erwin, NC WUAW(FM) 88.3 mhz—Jan. 17 application (BMPED890726MI) granted for mod. of CP to change

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ant.: 206 ft. H&V; correct site coordinates and elevation, as determined by survey.

■ Lexington, NC WWGL(FM) 94.1 mhz—Jan. 24 application (BPH8702271F) granted for CP to change ant.: 1,005 ft. H&V; major environmental action under section 1.1305.

■ Eugene, OR KWAX(FM) 91.1 mhz—Jan. 25 application (BPE8908231A) dismissed for CP to change ERP: 100 kw H&V; ant.: 885 ft.; TL: Ridgewood Dr. on Blanton Heights.

■ Avis, PA WHOE(FM) 99.9 mhz—Jan. 30 application (BPH8909111A) granted for mod. of CP (BPH870916MC) to change ERP: .45 kw H&V; ant.: 823 ft. m H&V; TL: 2.1 mi N. of Woodrich, PA.

■ Greensburg, PA WSSZ(FM) 107.1 mhz—Jan. 30 application (BPH8908241D) granted for CP to change ERP: 1.6 kw H&V.

■ New Kensington, PA WXP(FM) 100.7 mhz—Jan. 30 application (BPH8908041A) granted for CP to change ERP: 14.7 kw H&V; change ant.: 915 ft. H&V; TL: 750 Ivory Ave., Pittsburgh, PA.

■ Aguadilla, PR WIVA-FM 100.3 mhz—Jan. 11 application (BPH8907171H) dismissed for CP to change ERP: 25.5 kw H&V; ant.: 1,968 ft. H&V; TL: Rd. 120 km, 15.1 near Maricao.

■ Guayama, PR ch. 46—Jan. 19 application (BMPCT890921K1G) granted for mod. of CP (BPCT870331Q1) to change ERP: 1,500 kw vis.; ant.: 2,105 ft.; TL: Cubuy Electric site, Municipio De Loiza; ant.: Andrew/ATW30 L5-HSP-46H (DA)BT: 18 16 48N 65 51 07.5W.

■ Austin, TX KPEZ(FM) 102.3 mhz—Jan. 19 application (BPH8905311C) granted for CP to change ERP: 20 kw H&V; change ant.: 685 ft. H&V; TL: 1.5 km SW U.S. 290 and Brodie Lane, Sunset Valley, TX: 30 13 24N 97 49 39W; class: C2 (per docket #88-33). This supersedes public notice report #14493, dated June 23, 1989, to correct status; application was erroneously accepted for filing.

■ Centerville, UT KCGL(FM) 105.5 mhz—Jan. 19 application (BMPH8907281E) granted for mod. of CP (BPH8812121A) to change ant.: 921 ft. H&V; and to change TL: 3 km W of Magna, UT; 40 42 28N 112 07 56W.

■ Colonial Beach, VA WGRQ(FM) 95.9 mhz—Jan. 18 application (BMPH8908231B) granted for mod. of CP (BPH8808081D) to change ant.: 524 ft. H&V; change ant. supporting structure height.

■ Evansville, WI WMJB(FM) 105.9 mhz—Jan. 30 application (BMPH8907201F) granted for CP to change ERP: 1.4 km H&V; change ant.: 486 ft. H&V.

■ Milwaukee WMWK(FM) 88.1 mhz—Jan. 23 application (BMPED880504MK) granted for mod. of CP (BPE-D840217AT) to change ERP: 1.0 kw V. change ant.: 333 ft.; change TL: 4400 Northport Washington Rd., Milwaukee.

TV's

■ Flint, MI WSMH(TV) ch. 66—Jan. 18 application (BMPCT880525KE) dismissed for mod. of CP (BPCT821209KE) to change ERP: 1170 kw vis.; ant.: to be determined (ft); TL: NW corner of Willard Rd. and Bray Rd., Tuscola, OH.

■ Sioux Falls, SD KTTW(TV) ch. 17—Jan. 30 application (BPCT891116K1) granted for CP to change ERP: 19 67 kw vis.; ant.: 495 ft.; TL: RR. #3, Yankton Rd., Sioux Falls, SD; ant.: SWR/TM12DA (DA)BT: 43 29 20N 96 45 40W.

■ Greenwood, SC WHST(TV) ch. 48—Jan. 23 application (BMPCT870721K1G) dismissed for mod. of CP (BPCT820217KE) to change ant.: 1,539 ft. 469 m; TL: 5.8 km SE of intersection of SR 246 and US Rte. 178, Friendship, SC.

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RADIO

HELP WANTED MANAGEMENT

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 Ridgecrest Blvd., Ridgecrest, CA 93555. EOE.

General manager: Successful group owned Virginia AM/FM Combo seeks aggressive, highly motivated individual to lead stations to full potential. Strong sales background and stability a must. If you have been successful in your current position and can meet this challenge, send resume. Reply in confidence. EOE. Box B-25.

General manager for Petoskey area radio station. 100,000 watt FM, 5,000 watt AM. Must be strong in sales with radio experience. Phone evenings, 517-321-1763. EOE.

Sales manager for group's Vermont FM. Responsible for training/motivating staff, promoting/packaging, and carrying established list. Successful track record desired. Resume to Box B-38. EOE.

Sales manager: Missouri's most listened to radio station, 100,000 watt, All Hit Y-107 needs an aggressive, tough minded individual to lead our Columbia sales effort. We're looking for someone who won't run from a fight! Send resume to: Tom Thies, KTXV, PO Box 414, Jefferson City, MO 65102. 314-893-5696. EOE.

List carrying, on-the-street, GM/GSM in Williamsport, PA. Friendly, attractive community. Two great products plus rapidly growing group, plus equity for right person. Anyone familiar with market gets top consideration. Contact: Ron Swanson, S & P Broadcasting Company, 93 Cherry St., New Canaan, CT 06840. 203-966-7692, Fax 966-5698. 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.

Top rated/billing station in 300,000+ Colorado market with excellent list available! Must be experienced and aggressive with proven sales record. Equal opportunity employer. Minorities encouraged to apply. Box B-26.

North Texas AC seeks experienced salesperson. 100,000 population. Great community. EOE. Box B-27.

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.

Looking for aggressive sales person to become sales manager. Must be goal oriented, strong track record, relentless, focused, have a specific plan and live with passion. Resume, references, etc. to: Chet Tart, KRBB, 200 N. Broadway, Wichita, KS 67202. EOE.

If you're a recent broadcasting/marketing graduate or have experience in radio sales and are interested in relocating to a mid-market station in the Midwest, send us your resume. Entry to mid-level position selling for established station in the market. Account list provided. Apply to JMcCullough, WLPO/WAJK, PO Box 215, LaSalle, IL 61301. EOE.

Top gun needed. WFMK Radio seeks advertising sales pro with Mid-Michigan market experience. Make 1990 a record income year! Call Dean Phelps at 517-349-4000 in confidence. EOE, M/F.

HELP WANTED ANNOUNCERS

Sports reporter/Contemporary Rock jock: Person must have ability to write and present news on local sports. Play by play a plus. We welcome minority applications. Low pay but lots of fun. Send applications to Mr. Leary, KRFD, PO Box 631, Marysville, CA 95901. An EOE employer.

Country music/PD who knows format, music, promotions and people needed for Chattanooga, TN Class-C FM station. Send resume, theory of CM programming and tape to Marson Broadcasting, PO Box 2555, Huntsville, AL 35804 or call 205-533-4684. EOE.

HELP WANTED TECHNICAL

Broadcast engineer for AM side of dominant AM/FM Combo in Midwest. Must have good interpersonal skills and a demonstrated knowledge of audio and studio construction. Will also be required to engineer remotes. Five years minimum experience as chief or assistant. Familiarity with RF/FCC rules helpful. AM engineer reports to chief engineer. Send resume and salary history to: Jeff Glass, Nolte Communications, 3901 Breckenwood Rd., Rockford, IL 61107. Nolte Communications, an equal opportunity employer.

Engineer. WGAY/WRC Radio in Washington, DC seeks an engineer with at least one year experience in installing and maintaining broadcast equipment. FCC General Class Radio-telephone license required. Send resume and salary requirements to Marty Sacks, WGAY/WRC Radio, 8121 Georgia Ave., Silver Spring, MD 20910. 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.

WMTR/WDHA-FM seeks reporter. Good writing skills are essential. AFTRA. Tape and resume to Joe Garfo, WMTR, Box 1250, Morristown, NJ 07962-1250. EOE.

Wanted: Aggressive news reporter for a Maryland small market full service AM and music oriented FM who is interested in growing with the company. EEO employer. Please write Box B-28. No tapes.

Anchor/reporter. Good delivery, strong writing skills. Weekday afternoons, Saturday morning, night meetings. Tape and resume to: Ed Ryan, WZOZ-FM, PO Box 1030, Oneonta, NY 13820. EOE.

SITUATIONS WANTED MANAGEMENT

Top-notch manager. 10+ years. Excellent credentials - Sales & programming. Top producer. Bottom line oriented. Southeast US. Prefer Florida. Call Bill James, 804-232-5197.

Profit driven GM with 23 years experience seeks quality small-mid size market opportunity. Sales, promotion, and programming leader. RCMC 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.

Winning formulation! Take your station to the top in ratings and billing with a broadcasting pro who has done it all. Success oriented general manager will share 26 years of radio experience to lead your station or group. Plenty of sales and promotion strategies that work! Looking for turnarounds, start-ups or consultant basis. Please call Bill Elliott, 413-442-1283.

Currently employed GM seeks GM or GSM position in TEXAS ONLY. Veteran broadcaster with major and medium market experience in all phases, sales, management & programming. I've done it for others, let me do it for you. 405-364-2259, evenings or leave message, or 512-663-2892.

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.

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.

Professional broadcaster with solid stock market knowledge, reporting daily, live, phone-in market reports that are informative and sellable for all-size stations. Plus, there's more. Let's talk. 803-842-2814.

Experienced sports announcer looking for bigger challenge. Have 11 years college basketball and football play-by-play experience. Willing to move or work on a game by game basis. Box B-29.

SITUATIONS WANTED TECHNICAL

Technical whiz! Station design and construction. Equipment installation. Troubleshooting, RF and audio. Automation. Former Harris field service engineer. Available by the day, week or project. Please call Bill Elliott, 413-442-1283.

SITUATIONS WANTED NEWS

Somewhere, there's a radio news department lacking leadership, energy, excitement, enterprise. At 805-298-9471, is the news director who can change that. Top 100 markets only.

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HELP WANTED MANAGEMENT

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.

Local/regional sales manager: Growth opportunity with one of the finest group operations in the country. Dominant NBC station in two-station market needs a sales leader to direct and motivate our staff of young professionals. Strong local direct development experience a must. The individual selected will also be responsible for our extensive regional market. Our goal is for this person to be GSM in two years or less. Excellent fringe benefit package. Contact Charlie Webb, VP/GM, WYVA-TV, PO Box 1930, Bluefield, WV 24701. 304-325-5487. We are an equal opportunity employer.

General sales manager: KTVN-Reno has an opening for the position of general sales manager. Applicants should have both local and national TV sales experience, with a minimum of two years sales management experience. Preference will be given to applicants who can show proven success in new business development and research/marketing skills. Please send resumes to Dennis Siewert, President/General Manager, KTVN-TV, PO Box 7220, Reno, NV 89510. No phone calls, please. KTVN-TV is an equal opportunity employer.

Controller: Television station in upper Midwest top 50 market looking for competent individual to supervise accounting and payroll department, coordinate monthly financial statement preparation, and evaluate financial results. Experience in credit and collections, payroll/personnel, and data processing with in-depth knowledge of Lotus 1-2-3. Must possess at least an undergraduate degree with a major in accounting and 3 years management/accounting experience. Salary commensurate with experience. Send resume and salary history to: Box B-34. EOE.

Local sales manager. Midwest group-owned network affiliate is accepting applications. Management experience preferred but will consider talented account executive ready for a move up. Applicant must be aggressive, creative, motivated, and eager. Excellent opportunity for rapid further advancement within this organization. Send complete resume to Box B-36. EOE.

Program manager needed by group-owned VHF affiliate in top 100 + Midwest market. Must have diversity of experience with strong administrative, creative, and people skills. Send resume to Box B-37. EOE.

Manager, business marketing development division. Dynamic individual needed to head our business marketing unit. Will oversee underwriting sales staff and regional underwriting activities and assist the vice president on marketing in national underwriting management. Requires Bachelor's degree, five years experience in corporate fundraising; two years of which included sales/fundraising management. Television background helpful. Salary \$33,762. Send resume by March 15, 1990 to: Asst. Director of Human Resources, Maryland Public Television, Owings Mills, MD 21117. MPT is an EEO/AA employer.

HELP WANTED SALES

Accounting representative for NBC affiliate in New Orleans. 3-5 years experience in broadcast sales, vendor or marketing required. Compensation commensurate with experience. Position open January 1990. Salary history and resume to Mike Kibbey, GSM, 520 Royal St., New Orleans, LA 70130. EOE, M/F.

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.

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.

Facilities sales manager needed, immediate opening for dynamic sales person with solid knowledge of TV news production and sales. Candidate must manage an existing client portfolio as well as strongly pursue new business from within the TV broadcast industry. Knowledge of the international news community helpful. No phone calls will be accepted. EOE. Send resume to: Worldwide Television News, Attn: SKM, 1995 Broadway, New York, NY 10023.

Independent/Fox affiliate seeking local/regional sales manager. Individual must possess strong interpersonal, leadership, training and organizational skills. Additionally, candidates must have experience in inventory control, packaging and sales development. Must be strong, innovative manager who enjoys a challenge and can deliver. If you feel you are qualified to lead Mid-Michigan's most exciting sales staff, reply to Bill Harper, GM, WSMH-TV, PO Box 1566, Flint, MI 48501 313-767-8866. An equal opportunity employer.

HELP WANTED TECHNICAL

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. Grcic, 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 experience. Send resume to Attn: Robert Jordan, WSYT-TV68, 1000 James St., Syracuse, NY 13203. EOE.

Maintenance engineer: Applicant must have minimum of 2 years recent experience in TV broadcasting maintenance. The candidate should be able to repair, to component level, equipment such as VTR's, cameras, switchers and edit suites. Please contact Ruth Ward, Personnel Director, Trinity Broadcasting Network, PO Box A, Santa Ana, CA 92711, 714-832-2950. EOE.

The University of Alabama is seeking a highly qualified person to provide technical/operational support for its satellite uplinking effort. The assistant director of broadcasting services for engineering should have a thorough understanding of and experience in the commercial uplinking business, as well as experience in the maintenance and operation of satellite equipment. A background in post-production systems would also be helpful. Send resume to UA Employment Office, Box 870364, Tuscaloosa, AL 35487. EOE/AA.

Chief engineer: Seeking an experienced engineer to supervise and evaluate MC operations, maintenance engineers, and oversee all phases of broadcast systems maintenance. Minimum 2-year degree in electronics and 8 years experience required. Must hold FCC General Class license or SBE equivalent. Salary: \$20K minimum plus benefits package. Send resume to: KSMQ-TV, 1900 8th Ave. NW, Austin, MN 55912. EOE.

Broadcasting maintenance engineer wanted for fast growing CBS affiliate in south Florida. Must be capable of maintaining studio and transmitter equipment. Two years maintenance experience required. Send resume and salary requirements to Personnel Manager, WPEC TV-12, PO Box 24612, West Palm Beach, FL 33416-4612. Equal opportunity employer. M/F.

Maintenance engineer needed for Intermountain region network affiliate. FCC General or SBE certified. Studio and ENG experience necessary. RF desirable. Send resume to Andrew Suk, KIVI-TV, 1866 E. Chisholm Dr., Nampa, ID 83687. EOE.

Studio maintenance engineer wanted for top 10 market UHF Independent, with active post production business. Must have 3 to 5 years experience. Manufacturer schooling a plus. Must be self-starter and team player. All inquiries will be kept strictly confidential. Submit resume and salary requirements to Box B-33. EOE.

Hands-on chief engineer: KTVH, Channel 12, Helena, Montana, NBC affiliate, state capital. Great living in the Rocky Mountain West. Hunting, fishing, skiing, boating, hiking. Send resume, references and salary requirements to: John Radeck, KTVH-TV, PO Box 6125, Helena, MT 59604. 406-443-5050. EOE. Confidential.

HELP WANTED NEWS

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.

News producer: KFMB-TV looking for strong newscast producer, 2 years experience minimum. Send tape and resume to: Marty Van Housen, 7677 Engineer Rd., San Diego, CA 92111. EOE.

Writer/field producer. Domestic/international newsgathering of medical breakthroughs. Minimum: 3 years television. Immediate opening. Requires (in this order): Brains, excellent writing, sincere interest in medicine, science, environment. Willing to move to Florida to work—not retire. Send non-returnable tape, resume to: Breakthroughs, PO Box 865, Orlando, FL 32802. EOE.

Weekday anchor. Need experienced anchor with producing skills. Energetic, and be able to relate to Midwest audience. Great opportunity. Tape and resume to KMIZ-TV, 501 Business Loop 70 E., Columbia, MO 65201. EOE.

WABI-TV: Meteorologist: Dominant CBS affiliate is looking for a personable, experienced broadcast meteorologist for our six and eleven o'clock news. Colorgraphics Artstar experience helpful. Some field science reporting, lots of community involvement. Send resume, tape and references to Don Colson, News Director, 35 Hildreth St., Bangor, ME 04401. No phone calls. 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.

Reporter: Experience helpful. Go-getter attitude a must. Send tape and resume to: Gene Carlson, News Director, KTTX-TV, 601 1st Ave. SW, Rochester, MN 55902. No phone calls, please. EOE.

Reporter/anchor: KPVI-TV. Good opportunity for someone with degree and experience in small market. Rush tape and resume to Dan Hovel, News Director, 425 East Center, Pocatello, ID 83204. EOE.

Weathercaster: KVOS-TV seeks enthusiastic self-starter to produce and deliver hourly weather updates. Major market quality delivery essential. Computer graphics and previous TV broadcast experience required. State-of-the-art Kavours system. Beautiful Pacific Northwest location. Send resume and tape to: Weather Search, KVOS-TV Inc., 1151 Ellis St., Bellingham, WA 98225. No phone calls, please. EOE.

KTVY-TV has several openings for news producers. Producing experience and strong writing skills are required. Great opportunity to join a winning news organization. Send resume to Mark Robertson-Baker, PO Box 14068, Oklahoma City, OK 73113. EOE.

ENG editor: Seeking tape editor for Northwest ABC affiliate newscroom. Must be familiar with news, 3/4" and Beta formats, possess creativity and most of all, speed. Salary depends on experience. Only experienced editors need apply. No phone calls, please! Send resume and videotape to Dennis Swan, TV News Operations Manager, 100 4th Ave. N., Seattle, WA 98109. KOMO is an equal opportunity employer.

News expansion: KTVT-TV, the "Super one" in Dallas-Fort Worth, is planning a major expansion in news operations. We are hiring people for the following positions: Anchor/reporters, weather anchor/meteorologist, sports director/anchor, reporters, executive producer, producer, assignment editor, videographers, news engineer, production assistant, news secretary/news assistant, part-time news assistant. We're looking for aggressive, caring professionals to join one of the top Independents in the country. Send videotapes, resumes and applicable information to Jim Holland, News Director, KTVT-TV, 5233 Bridge St., Ft. Worth, TX 76103. Tapes may be retained by KTVT. Gaylord Broadcasting Company—equal opportunity employer.

Needed immediately. Weathercaster/entry level reporter. Send non-returnable tape, resume and references to: News Director, WOWL-TV, 840 Cypress Mill Rd., Florence, AL 35630. No phone calls. EOE.

Midwest, group owned, NBC affiliate seeks applicants to produce 10pm newscasts. Applicants must have commercial broadcast TV experience, outstanding writing skills and experience with live and satellite technology. Send resume and salary requirements to Box B-40. EOE. No tapes.

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.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

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.

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.

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.

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.

Art director wanted to help create and maintain the new look of an entertainment oriented national cable network. Must have proven track record, knowledge of conventional and evolving production techniques, and storyboard skills. Must be a creative team player. Experience with 2D and 3D state-of-the-art equipment and two to three years television experience required. Send reel and resume to: PO Box 38934, Hollywood, CA 90038. EOE.

Assistant promotion manager wanted with hands-on experience in television writing, producing, directing and editing; news promotion experience preferred. Must have experience in writing print and radio copy. Send resume and demo reel to: Promotion Dept., KTVX Television, 1760 Fremont Dr., Salt Lake City, UT 84104. Applications accepted through February 26, 1990. No calls, please. EOE.

Live coordinating producer, The Weather Channel: We're adding a lot of weather-news production elements to our live weather programming. We need an executive-producer-type who can oversee our live production throughout an eight hour work day. We want someone who can lead our weather-news coverage efforts with energy, creativity, and professionalism. Candidates must be experienced television news producers, with lots of satellite-delivered live-shots under their belts, and a big interest in weather. We'd prefer someone who's worked on camera, and can offer guidance to talent on interview and anchor techniques. Please send your resume and salary requirements to Production Supervisor, The Weather Channel, 2600 Cumberland Pkwy, Atlanta, GA 30339. EOE.

Executive producer. Requirements: 3-5 years broadcast or cable experience as executive producer, segment or line producer. Extensive video field and studio production. Talent contract negotiation experience. Conceptualization and formatting skills. Proven management skills with staff and freelancers, including hiring practices. Solid knowledge of all aspects of production and post production. Ability to create and maintain show budgets. Resourceful and enthusiastic leadership skills a must. Send resume and reel to: Jan Craigie, Vice President, Program Services, 8201 Corporate Dr., Landover, MD 20785. No phone calls, please. EOE.

Promotion manager: Dominant NBC affiliate in top 110 market seeks creative, experienced promo producer or manager with a killer reel to re-focus and retain the marketing momentum of 4 top daily newscasts and Peoria's #1 syndicated programs. Non-returnable reels/resumes to General Manager, WEEK-TV, 2907 Springfield Rd., East Peoria, IL 61611. EOE.

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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.

Turnaround team! Experienced GM and GSM. Mid 40's. Ready for a new challenge. Heavy expertise in increasing revenue and controlling costs. Independent or affiliate. Reply Box B-31. EOE.

SITUATIONS WANTED NEWS

Excellent, experienced sportscaster looking for a fine station in which to work, also a most knowledgeable news person. 216-929-0131.

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.

Medical reporter available. "Rhinitis" may merely be a stuffed nose, but it effects your viewers more directly than taxes, or Noriega. Box B-32.

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Warm, witty, well-spoken, wise meteorologist with AMS seals and 12 years on-air experience seeking weekdays in medium to major market. I'd love to help you! Box B-39.

Sports anchor: Knowledgeable, dedicated communicator. Strong features, solid interviews and live shots, play by play, too. Kevin, 201-780-3427.

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.

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TV news medical reporters: Syndicated health show wants to buy your stories. Make money. Call 800-441-9559.

Primo People seeks general assignment reporters with some anchoring experience. Call Steve Porricelli or Fred Landau at 203-637-3553, or send resume and 3/4" tape to Box 116, Old Greenwich, CT 06870-0116.

Bill Slater and associates gets you that better job in TV. Talent coaching and placement help for reporters and anchors. Help with audition tape. 601-446-6347.

24-hour employment information! We're broadcasting's biggest job-listings service. Now in our 6th year! Media Marketing, PO Box 1476-PO, Palm Harbor, FL 34682-1476. 813-786-3603.

ALLIED FIELDS

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Assistant professor (tenure-track) available, September 1990. Salary range competitive. MFA or PhD required for tenure and promotion. Professional experience and college teaching preferred. Responsibilities include teaching studio and field video production and classes in a specialization such as film, news, and documentary. Minorities and women are encouraged to apply. Submit a letter of application indicating interest, training and experience, a complete set of graduate transcripts and at least three letters of recommendation no later than March 19, 1990 to Dr. Howard P. Holladay, Department of Communication Studies, California State University, Los Angeles, 5151 State University Dr., Los Angeles, CA 90032. EOE.

Television instruction. New Trier Township High School in Winnetka, Illinois is seeking applications for the recently developed position of instructor/coordinator of television production. Experience in a successful TV program is preferred. Responsibilities include the development and implementation of a television production curriculum, the establishment of short- and long-range goals, and the supervision of student-produced programs to be aired on the New Trier LYCEUM cable channel. Address inquiries to Dr. Donna Brennan, New Trier High School, 385 Winnetka Ave., Winnetka, IL 60093. EOE.

HELP WANTED NEWS

Internships: Spend six months interning with crack professional journalists in Illinois Statehouse Pressroom in Sangamon State University's one-year MA PAR Program. Tuition waivers and \$3,000 stipends during internship. Applications due April 1. Contact Bill Miller, PAC 429A, SSU, Springfield, IL 62794-9243. 217-786-6535.

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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.

Attention - hiring! Government jobs - your area. \$17,840 - \$69,485. Call 1-602-838-8885, Ext. R8435.

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On-camera coaching: For TV reporters Polish anchoring, standups, interviewing, writing. Teleprompter. Learn from former ABC Network News Correspondent, New York local reporter, Demo tapes. Critiquing. Private lessons. 212-921-0774. Eckhart Special Productions (ESP).

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"I think my delivery has improved 100% with your coaching advice!" Proven results. One-on-one coaching and written critiques. Shirley Brice & Associates. 515-288-1834.

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Prime SCA space available: 900,000+ population coverage over six counties. For information call Gary Minker, 407-965-9211 in southeast Florida. Prime metropolitan SCA demographic coverage.

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Wanted: 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Irburde Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Used 1", 3/4", VHS videotape. Looking for large quantities. No minis or Beta. Will pay shipping. Call Carpel Video, 301-694-3500.

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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 50(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, Klystrode, all power levels 10kw to 240kw. Call TTC. 303-665-8000.

RCA UHF transmitter: 30 or 60Kw, available as is, or converted to MSDC Klystrons with new TTC warranty. Call TTC. 303-665-8000.

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Used towers. Dismantled. Self-supporting and guyed. 502-826-8700. Nationwide Tower Company.

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Betacam package for sale: Ikegami HL95B camera w/on-board Sony BVV1A Beta recorder. Canon J13x9 lens, 3 yrs. great condition. Includes CA-95 adaptor, plate, batteries. Call 212-825-8696.

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Super towers financed. 2000 ft., 13 ft. face, 200 mph wind load with T-Bar. Approx. \$3 million installed with elevator + strobes. Approx. 5% down in escrow. Terms negotiable. Other size towers available. Ten yr warranties. Free hot dogs. OMPOWER Towers. Phone: 805-937-5577. Fax: 805-937-6755.

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Five years experience producing & writing TV News.

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DIRECTORS

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Five or more years experience as TV anchor and reporter.

REPORTERS

Five to six years TV news reporting experience with strong "live" reporting ability.

WEATHERCASTER

At least four years experience as TV weathercaster.

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Contacts in government circles necessary.*

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Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.20 per word, \$22 weekly minimum. Situations Wanted: 60¢ per word, \$11 weekly minimum. All other classifications: \$1.30 per word, \$24 weekly minimum.

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Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Fates & Fortunes

Media

Appointments of senior VP's at Comcast Corp., Philadelphia: **John R. Alchin**, VP and treasurer; **Thomas G. Baxter**, president, Comcast Cable Communications Inc.; **Robert B. Clasen**, president, Comcast International Holdings Inc.; **Lawrence S. Smith**, chief accounting officer; **Stanley Wang**, secretary and general counsel.



Mooney



Cathcart

Jess Mooney, VP and general manager, WTOG-TV Savannah, Ga., named chairman of parent company, American Savannah Broadcasting Co. **William Cathcart**, operations manager, WTOG-TV, succeeds Mooney.

William E. Paar Jr., VP, general manager, WVXX(FM) Highland Park, Ill., adds duties of general manager of co-owned WNDZ(AM) Portage, Ind.

Gayle Shaw, VP, general manager, KBTS-FM Killeen, Tex. (Austin), joins KRZN(AM)-KXLT-FM Englewood, Colo. (Denver), in same capacity.

Tim Medland, VP and general manager, WZTR(FM) Milwaukee, joins WTPI(FM) Indianapolis as executive VP and general manager.

Patrick Reedy, general sales manager, KKCW(FM) Beaverton, Ore. (Portland), joins WLVI(FM) Statesville, N.C. (Charlotte), as VP, general manager.

William J. Hennes, president of Bill Hennes and Associates, Mount Prospect, Ill.-based broadcast consultancy, joins WBCK(AM)-WBXX(FM) Battle Creek, Mich., as general manager.

Barbara Beddor, VP, general manager, KIKX-FM Manitou Springs, Colo. (Colorado Springs), joins KJRB(AM)-KEZE-FM Spokane, Wash., as general manager.

Manuel R. Broussard, general manager, WCKW-FM La Place, La. (New Orleans), joins KEZO-AM-FM Omaha as VP, general manager.

Hilliard Gates, VP and general manager, WKJG-TV Fort Wayne, Ind., retires after 28 years in that position. He will retain title of VP and will serve as consultant to station.

William B. Nichols, station manager, WKJG-TV succeeds Gates as general manager.

Louis S. Wall, general sales manager, WBTV(TV) Florence, S.C., named general manager.

Russ Cassell, morning air personality, WFBC-FM Greenville, S.C., adds duties of VP and station manager, WFBC(AM).

Thomas M. Rutledge, president, New England division, American Television & Communications Corp. (ATC), Portland, Me., named president of Austin, Texas division. **Andrew T. Helier**, senior counsel, litigation, HBO, New York, joins ATC, Stamford, Conn., as assistant general counsel.

Patrick Schultz, VP, chief financial officer, Potomac Television/Communications Inc., Washington, joins WCIX(TV) Miami as director of planning and administration.

Denis M. Curley, VP of finance, Ackerley Communications, Seattle, named senior VP, finance. **Keith W. Ritzman**, corporate controller, Ackerley Communications, Seattle, named VP, controller.

Roger P. Heffelfinger, treasurer, Summit Communications Group, Atlanta, named VP and treasurer.

Sales and Marketing

Appointments at Katz: **Mike Chires**, VP, stations, Midwest division, Detroit, Katz Radio, to president, Detroit radio advertising group; **Robert Bailin**, sales executive, Seltel, New York, to same capacity, Katz American Television there; **David Blaszkowski**, senior media buyer, Young & Rubicam, Dallas, to sales executive, Katz Continental Television, Detroit; **Elizabeth Haban**, market research specialist, Katz Radio, New York, to research manager; **Nina Grabelsky**, media buyer, Bozell, New York, to account executive, Katz Radio there; **Victor Trevino**, account executive, Hughes Callihan, San Diego, to same capacity, Katz's Christal Radio, Chicago; **Steven Johnson**, financial consultant, Merrill Lynch, Houston, to account executive, Christal Radio there; **Daniel Bershad**, account executive, WIP(AM) Philadelphia, to same capacity, Katz's Banner Radio there. Appointments of senior account executives, Katz's Republic Radio: **Jonathon Stimes**, account executive, Chicago; **Mark Landon**, account executive, Los Angeles; **Lisa Ryder**, account executive, Los Angeles; **Bob Downes**, account executive, New York; **Joyce Malament-Poupko**, account execu-

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Broadcasters support 1990 census



Broadcasters have pledged their support to promote America's 1990 census-taking. "Broadcasters are building the census message—fill it out and send it in," said Eddie Fritts, NAB president and CEO, at a kick-off campaign

press conference held at the National Press Club, Washington. The NAB is distributing a series of public service announcements, which are produced by the Ad Council, and stress the importance of a nationwide census. Among those who

attended the press conference (l-r): Fritts; Peter Bounpane, assistant director for the Decennial Census; Marion Blakey, assistant secretary for public affairs, Commerce Department, and Debbye Turner, Miss America 1990.

Communications Inc., Greensburg, Pa., joins Metrobase Cable Advertising, Frazer, Pa., in same capacity.

Richard Wexler, former VP of sales and marketing, Home Shopping Network, Newark, N.J., joins WRKS-FM New York as local sales manager.

Kevin McDonald, local sales supervisor, KBCI-TV Boise, Idaho, named local sales manager.

Robert Heyde, account executive, Blair Television, Chicago, joins WTTE-TV Columbus, Ohio, as national sales manager.

David Underwood, general manager, WTZH-TV Meridian, Miss., joins KJTV-TV Lubbock, Tex., as national/regional sales manager.

Steve Spendlove, local sales manager, KICU-TV San Jose, Calif., named national sales manager.

Thomas T. Primavera, regional sales manager, WWDB(FM) Philadelphia, joins WILM(AM) Wilmington, Del., in same capacity.

Programming

Appointments at Harmony Gold, Los Angeles: **Frank Agrama**, president and CEO, to chairman and CEO; **Jim Mitchell**, executive VP and chief financial officer, to president and chief financial officer; **Thomas Emma**, senior VP, COO, to executive VP, COO; **Paul Wischemeyer**, VP of domestic television, to president of domestic television.

Appointments at ITC, Studio City, Calif.: **Jerry Leider**, chairman and CEO, ITC Entertainment Group, resigns "for personal reasons"; no further plans have been announced; **Chris Gorog**, president, ITC Entertainment Group, adds duties of CEO; **Deborah Service**, director of TV development, ITC Productions, to VP of television.

Juli Davidson, VP, creative director, VH-1, New York, named senior VP, programming.

Susan Harbert, VP of network series programming, MGM/UA Television, Culver City, Calif., named senior VP, network series programming. **Marianne Maddalena**, VP of development, Wes Craven Films, Los Angeles, joins MGM/UA as VP of Wes Craven Productions. Craven recently joined MGM/UA in two-year development contract.

Christopher Davidson, director of current programs, CBS Entertainment, Los Angeles, joins Fox Broadcasting Co. there as VP, current programs.



Harris

Donna Harris, VP, program development, Fox Television Stations, Los Angeles, joins Lifetime, New York, as VP of original programming.

Stacey Snider, VP of production, Guber-Peters Entertainment Co., Los Angeles, named executive VP.

Cary Woods, VP, William Morris Agency, Los Angeles,

ative, New York; **Diane Sanfilippo**, account executive, New York.

J. Patrick O'Donnell, national sales manager, WKBD-TV Detroit, joins Petry there as group sales manager.

Appointments at DDB Needham, Chicago: **Timothy Scott**, account supervisor, adds duties of VP, DDB Needham Worldwide; **Carol Hillinger**, art director, to associate creative director; **Douglas Behm**, art director, to associate creative director.

David Moore, writer, Bozell, Omaha, named associate creative director.

Diahann Strickland, Central division manager, HNWH, Chicago, named office manager. **Rachel Elster**, senior buyer, BBDO West, Los Angeles, joins HNWH there as account executive.

Appointments at Seltel: **Jan Thompson**, account executive, KITN-TV Minneapolis, to same capacity there; **James G. Schuessler**, account executive, St. Louis, to sales manager, Los Angeles; **Jane Nathan**, account executive, WGBS-TV Philadelphia, to same capacity there.

Steven Daniloff, national sales manager, WOIO-TV Shaker Heights, Ohio (Cleveland), joins WFLX-TV West Palm Beach, Fla., as general sales manager. **David D'Eu-genio**, account executive, WFLX, named retail sales manager.



Dorsey

Mike Dorsey, general sales manager, WPLG-TV Miami, named VP, sales and marketing, Post-Newsweek Stations Inc., Washington.

Michael Disney, senior VP, director of special sales, Major Market Radio Sales, Chicago, named senior VP, Midwest di-

visional manager. **Brian Knox**, account executive, Major Market Radio Sales, New York, named manager, Detroit.

Andy Kazen, regional manager, Torbet Radio, Houston, named VP, regional manager, Los Angeles.

Craig Bland, local sales manager, KRIV-TV Houston, named VP and general sales manager.

G.L. McDonald, general sales manager, WINA(AM)-WQMZ(FM) Charlottesville, Va., joins KRNT(AM)-KRNQ(FM) Des Moines in same capacity.

David Andrew Billnitzer, account manager, Showtime Networks, Los Angeles, joins Southern California Cable Television Marketing Council there as project manager.

Gary W. Hagerich, general manager, Tele-

joins Columbia Pictures Entertainment there as VP, office of chairman.

Scott Kolber, director, market strategy, Viacom Enterprises, New York, named VP, market strategy. **Nancy Morrison**, contract administrator for international sales and distribution, Cannon International Films, Los Angeles, joins Viacom Enterprises, New York, as director of operations and administration, international theatrical and video sales.

Richard Kelley, senior VP, United Stations Programming Network, New York, named executive VP, sales, Unistar Radio Networks there.



Woodard

there as director of marketing.

Bucky Gunts, studio director, NBC Sports, New York, named director, NBC's *Today*.

Barry Cook, VP, media and affiliate research, NBC, New York, joins USA Network there as VP, research.

Judith Lee Hettler, manager, strategic planning, Showtime, New York, named director, special projects/office of chairman. **Dan Cohen**, director of programming, Viewer's Choice, New York, joins Showtime Networks there as director, film acquisitions.

Marla Cole, regional manager, Western division, Prevue Guide Channel, Tulsa, Okla., named director of affiliate services.

Dawn D. Frisby, marketing manager, Wade Cablevision, Philadelphia, joins Bravo, Woodbury, N.Y., as affiliate marketing manager. **Sheryl Schroeder**, territorial manager, American Movie Classics, New York, named regional sales manager for Bravo. Bravo and American Movie Classics are distributed by Rainbow Program Enterprises.

Thomas J. Ferraro, director of marketing, Prism, Philadelphia, joins Digital Cable Radio, Hatboro, Pa., as director of affiliate relations, Eastern region.

Roxanne Lippel, VP, music, Universal Television, Universal City, Calif., named senior VP, music. **Cheryl Birch**, business affairs coordinator, Universal Television, Universal City, Calif., named director, business affairs.

Brian Miller, associate producer, DIC Enterprises, Burbank, Calif., named production supervisor.

Barry Harfenes, manager, HBO Studio Productions, New York, joins Sci-Fi Channel Studios, Orlando, Fla., in same capacity.

Rod Fritz, news director, WMJX(FM) Boston, adds duties of program director for co-owned WMEX(AM) there.

Debra Smith, advertising manager, *The Cir-*

cle, Minneapolis-based Native American newspaper, joins American Public Radio, St. Paul, as marketing specialist.

W. Michael Barsevich, producer/director, WTAE-TV Pittsburgh, joins WFLX(TV) West Palm Beach, Fla., as production manager.

Stacey Schuman, associate producer, ESPN, Bristol, Conn., joins WTAE-TV Pittsburgh in same capacity for *Pittsburgh's Talking*, daily talk show.

Marshall Smith, research director, WMAL(AM)-WRQX(FM) Washington, joins WWRC(AM)-WGAY-FM there in same capacity.

Jeff Silvers, music director/assistant program director, WEST(AM)-WLEV(FM) Easton, Pa., named program/operations director.

News and Public Affairs

Randy Upton, news director, KTUU-TV Anchorage, joins KSBW(TV) Salinas, Calif., as assignment editor. **Marissa Hallare**, reporter/anchor, KTUU-TV, joins KSBW as general assignment reporter.

Clint Bond, assignment editor, KXAS-TV Fort Worth, Tex., joins KWT(TV) Oklahoma City in same capacity.

Susan Saldivar, receptionist, KKJZ(AM)-KKGO-FM Los Angeles, named director of public affairs.



Berry

Chris Berry, executive editor and assistant news director, WBBM(AM) Chicago, named director of news/programming.

Nick Simonette, assistant news director, WAFB(TV) Baton Rouge, named news director.

James P. Sherlock, news director, WAND(TV) Decatur, Ill., joins WOTV(TV) Grand Rapids, Mich., in same capacity.

Veronica McQuillan, health reporter, WBNG-TV Binghamton, N.Y., named features/public affairs director.

Jon Crane, reporter, WTNH-TV New Haven, Conn., named weekend co-anchor. **Mearl Purvis**, director of community affairs, WSMV(TV) Nashville, joins WTNH-TV as weekend co-anchor.

Lisa Flynn, anchor, reporter and news producer, WETM-TV Elmira, N.Y., joins WKBW-TV Buffalo, N.Y., as producer/reporter.

David Molpus, defense correspondent, National Public Radio, Washington, named Southeastern correspondent, Chapel Hill, N.C.

Brenda Blackmon, co-anchor, WTVF(TV) Nashville, joins WWOR-TV Secaucus, N.J.

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(New York), as general assignment reporter.



Grant

Hank Plante, reporter, KPIX(TV) San Francisco, named noon anchor. **Gerry Grant**, general assignment reporter, KPIX, named 6:30 a.m. weekday anchor.

Ken Boddie, business and economics editor, KOIN-TV Portland, Ore., named weekend anchor. **Paul**

Gowen, reporter and weekend anchor, WDEF-TV Chattanooga, joins KOIN-TV as reporter.

Susan Wornick, reporter and noon co-anchor, WCVB-TV Boston, named consumer reporter.

Debi Faubion, weekend anchor, WCCO-TV Minneapolis, joins WSOC-TV Charlotte, N.C., as general assignment reporter.

Keith Taylor, South Carolina bureau chief, WECT(TV) Wilmington, N.C., joins WINK-TV Fort Myers, Fla., as general assignment reporter.

Elaine Houston, weekend anchor and general assignment reporter, WMBD-TV Peoria, Ill., joins WNYT(TV) Albany, N.Y., as general assignment reporter.

Vernon Glenn, weekend sports anchor/weekday sports reporter, WBAL-TV Baltimore, joins KRON-TV San Francisco as weekend sports anchor and sports reporter.

Jack Doles, sports director, WPBN-TV Traverse City, Mich., joins WOTV(TV) Grand Rapids, Mich., as sports reporter/weekend sports anchor.

Jane Velez-Mitchell, general assignment correspondent, WCBS-TV New York, joins KCAL(TV) (formerly KHJ-TV) as anchor/reporter. **Leigh Glaser**, weekend and morning weather anchor, KOMO-TV Seattle, joins KCAL as weathercaster.

Andre Bernier, meteorologist, WJW-TV Cleveland, adds duties of meteorologist, WHLO(AM) Akron, Ohio.

Tom Sherry, program director and air personality, KTRW(AM) Spokane, Wash., adds duties of weekend weather anchor, KREM-TV there.

Technology



Heimbach

Paul A. Heimbach, VP, engineering, HBO, New York, joins Viacom Networks Group there as senior VP, engineering.

Michael P. Smith, technical supervisor, KNX(AM)-KODJ(FM) Los Angeles, named director, technical operations, West Coast, CBS Owned Radio Stations there.

Robert Ross, director of broadcast operations and engineering, WJZ-TV Baltimore, joins co-owned KYW-TV Philadelphia in same capacity.

Bill Hayes, director of engineering, KHON-TV Honolulu, joins WSAZ-TV Huntington, W.Va., as manager of engineering.

Donald J. Cuminale, chief technical engineer, Sigma Sound Studios, New York, joins Editel there as chief audio technical engineer.

Promotion and PR



Rutledge

Joseph Rutledge, director of corporate communications, NBC, New York, named VP, corporate communications.

Leslye Shaefer, VP, marketing and promotion, VH-1, New York, named VP, marketing and promotion, HA!

Marina Mitrione Capurro, director of publicity, Multimedia Entertainment, New York, joins Showtime Networks there as director, consumer public relations.

Scott Richardson, press representative, *World News Tonight with Peter Jennings*, ABC News, New York, named manager of news information. **Arnot Walker**, press secretary for John Brademas, president, New York University, New York, succeeds Richardson.

Paul Heffner, promotion assistant, WNSR(FM) New York, named promotion director.

Beatriz Olvera Stotzer, government affairs representative, Department of Water and Power, Los Angeles, joins noncommercial KCET(TV) there as VP of community rela-

tions.

Peter M. Holmes, director of promotions and special projects, WICS(TV) Springfield, Ill., joins KXTV(TV) Sacramento, Calif., as promotion manager.

Allied Fields

James L. Whyte, former VP and general manager, *The Florida Times-Union*, Jacksonville, Fla., joins United Press International, Washington, as executive VP, news.

Barbara Goodman, senior managing associate, Korn Ferry, New York, joins Brad Marks International there as senior VP.

Jim Lyons, investigative producer, WJW-TV Cleveland, joins PICA Corp., Tampa, Fla.-based copyright infringement and counterfeiting investigators, as private investigator.

Beth Courney, executive director, Louisiana Public Broadcasting, Baton Rouge, elected vice chair of Southern Educational Communications Association, Columbia, S.C.

Helena Mitchell Greene, VP of corporate development, Systems Associates Canada Ltd., Toronto, joins Rutgers University Office of Television and Radio, New Brunswick, N.J., as director. **Linda Bassett**, Loeb Fellow, graduate school of design, Harvard University, Cambridge, Mass., joins Rutgers' Office of Television and Radio as program director.

Deaths

Stan Egbert, 68, former engineer, WJLA-TV (formerly WMAL-TV) Washington, died Jan. 27 of complications from diabetes and two broken hips at nursing home in Greensprings, Ohio. Egbert began his broadcasting career with WMAL(AM) Washington in 1947 as vacation relief engineer. When WMAL-TV signed on in October 1947 he became audio operator. He served in various capacities in station's engineering department until his retirement in 1982.

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IDB's Jeffrey Sudikoff: Opening 'channel D'

Two facts dominate a first impression of Jeffrey Sudikoff's Los Angeles office. First, the person occupying it is very young—34—to be founder and chairman of a company that has come to dominate satellite services in the U.S., having acquired the assets of most of its major competitors and positioned itself to take off internationally. Second, and a key to the first, is a green neon object d'art that announces: "No [expletive deleted] problem."

It was that philosophy that led to the nickname "Major General," given to him by a friend's father who noted Sudikoff's early penchant for rallying his Newton, Mass., junior high school gang for special events—ice skating parties after dark, lit by the headlights of their parents' cars, and ski club forays more ambitious than to nearby Vermont—say, to the French Alps.

"I was the guy with the ideas for things to do," he says. "Maybe a little bit bossy," but, at the same time, "sharing the notion that if you pay attention and circle yourself with the right troops, you can accomplish certain things, things that other people dismiss"—a battery-powered private telephone system, for example, consisting of yards of speaker wire draped over telephone poles across streets, hidden in shallow trenches along property lines and snaked into the bedroom windows of pals with pilfered headsets and microphones, up gabbing after family curfew hours.

Recalling this, he remembers the television series *The Man from U.N.C.L.E.* and "the idea that, any time, anywhere, you could break this pen open and say [as Robert Vaughn's secret agent character did], 'Open Channel D.'"

Sudikoff was still pursuing that once easily dismissed idea when, in 1981, he founded IDB Communications Inc., a one-man operation that scraped together ground facilities and satellite capacity for live ad hoc radio network carriage of rock and roll concerts. It was a natural marriage of his three years producing world tours of acts such as Fleetwood Mac and Neil Diamond, and his experience breaking open pay phones in Jerusalem to send tape recorded stories for the Associated Press.

Reorganized in 1983 as IDB Communications Group, the company hired staff and visited the bank for \$15,000 to buy its first satellite uplink mounted on a trailer—a concept the bank could understand only as an automobile loan—a sum that carried IDB through a series of rock radio network specials during its first months. "It's important that we didn't have any money when we started," says Sudikoff. "We didn't have any to lose." In California, he says, "there is a willingness to let everybody take their own stab at it. Hence, the movie business,"



JEFFREY PAUL SUDIKOFF—chairman and chief executive officer, IDB Communications Group Inc.; b. Aug. 14, 1955, Boston; BA, mathematics and English, Dartmouth College, Hanover, N.H., 1977; reporter, news director, sales manager, WDCR(AM)-WFRD(FM) Hanover, 1974-77; correspondent, Associated Press Radio Network, Jerusalem, 1977; production manager, Consolidated Productions Inc., concert tour management firm, 1977-81; founder and president, IDB Communications Group Inc., Culver City, Calif.-based technical consultant to ABC Radio Enterprises, NBC, RKO and other radio networks, 1981-83; president, IDB, 1983-89; present position since March 1989; m. Joyce Marian Nagel, Aug. 4, 1985; children—Sascha Isek, 16 months.

he says, laughing, then remembering his own stabs at programing. "We learned real quick that it's better to own the pipe than the programs. And others," he laughs again, "do programing better than I."

The pipe opened dramatically in early 1984, thanks to the deregulation of AT&T, which drove the radio networks to satellite delivery and to, among a few others, Sudikoff and IDB. The radio networks' first satellite-delivered coverage of the political conventions and campaigns created a flood of business. "The phone started ringing. One-stop shopping was immediately valuable." Staff, anxious over half a dozen clients needing the company's limited facilities at the same time, would learn to trust Sudikoff's "No problem" response. "Usually, the solution would come from something that wasn't in the equation at the time. That's why it wasn't evident to them." Nor to himself, he concedes.

His route to mathematics and English degrees at Dartmouth College had been, he says, "the path of least resistance" through curricula that came naturally. But, as a 15-year-old hopping among New England landing strips to gain solo hours on his way to a pilot's license, he had learned to mix

the path of least resistance with some detours. When a huge field of candidates swarmed the state for the 1976 Presidential primary, he helped Dartmouth student-run commercial radio stations WDCR(AM)-WFRD(FM) Hanover, N.H.—where he served as on-air talent, sales manager and news director—sell a regional sponsor on live campaign coverage and to mobilize students for state coverage that was cherry picked by Boston stations and by the newly formed Associated Press Radio Network, for which he worked briefly after graduation as a stringer in Israel.

After failing to find work among California broadcasters, and after his "detour" as concert tour manager, Sudikoff says, "I started selling what I knew: how technology could help radio."

Before the end of 1984, aided by a glut of satellite capacity and attendant low prices, IDB had begun what would become a policy of outspending competitors on ground facilities, and Sudikoff had targeted Major League Baseball for the beginnings of a network of fixed satellite radio uplinks. By the time the market had matured in the late 1980's, IDB had amassed the largest collection of fixed and mobile uplinks for radio and TV in the nation and was healthy enough in 1988 to acquire Hughes Television Network—a "Cinderella marriage," since IDB had so much on the ground and HTN so much in the sky: 15 long-term transponder leases, as well as the position as Major League Baseball's number one provider of TV satellite interconnection.

Out to tackle the "pain in the neck" special satellite services, IDB's drawing card, Sudikoff says, is not the technology, but the way it is put together. The key, he says, is "hanging around with the customers and listening to what they wish they could do, and then saying: 'Well, wait a minute. We could do that, if we tied a string to it and bent it this way.'"

Last year the company purchased the world's largest international satellite data gateway, and this year it agreed to sell 20% of its stock to Teleglobe Canada. Both are investments in steady revenue streams that stand in stark contrast to—but which subsidize, he notes—"economically thin...rock and roll TV deployments," such as ABC's 1989 coverage of the first transAntarctic crossing. "You want to be able to do them at relatively thin or no margin," he says, "because they're important services, and they can't be looked at as just a profit center, or nobody would be doing them."

Used to being backstage at remarkable events, or "out in the muck, under a truck to fix something," Sudikoff stays home now, listening to customer wishes, driving his company "toward the ease of global communications...the small world that's created by what we do. The 'Open Channel D' concept, everywhere."

NBC said last week its Monday night lead-off program, *ALF*, would move to Saturday at 8 p.m., bouncing 227 into hiatus, effective March 3. *My Two Dads*, returning from hiatus, slips into Monday 8 p.m. slot effective March 5. NBC Entertainment President Brandon Tartikoff said last week that over next two months "close to a dozen" new and returning programs would be scheduled in prime time, forcing "temporary hiatus" of some of network's more successful shows. Upcoming new hour-long programs include: *Nasty Boys* and *Shannon's Deal*, spun off from widely-viewed made-for-TV movies from season. Upcoming new half-hours include: *A Family For Joe* (starring Robert Mitchum), *Wings*, *Working Girl*, *Down Home, FM* and *Carol* [Burnett] & *Company*. Programs returning from hiatus include, *Ann Jillian*, *Hardball* and *13 East*, sitcom from last summer about nurses at work and play.

□

Fox television network revenue doubled during six months ending Dec. 31, 1989, over same period year earlier, according to just-released financial results of parent company News Corp. Company's director of investor relations, Don Galletly, said reason for doubling included fact that "ratings across the schedule were generally higher and we had a lot better [ratings] momentum going into the last upfront selling season than we did during the previous upfront." Galletly also said that company introduced Monday night schedule in September. News Corp. said Fox-owned TV stations showed "considerable improvement particularly in New York, Los Angeles and Washington."

□

Just day after being named president-CEO of **ITC Entertainment Group** on Feb. 14, **Chris Gorog**, who moves into position after resignation of Jerry Leider, **announced that studio's long-form production unit is for sale** to allow ITC to concentrate capital resources on syndication and theatrical acquisition businesses. ITC spokesman conceded that Marble Arch Television unit was losing money producing telefilms and miniseries, stating "these days, studios produce made-for more for prestige than profit." He added that Leider's "amicable departure" was not related to ITC's situation in long-form production business.

The little Foxes

Fox Broadcasting Company affiliates will be returning contracts this week for carriage of Fox Children's Network, two-hour weekday and three-hour Saturday morning block of animated programming. Seeking to clarify how Seattle affiliate KCPQ-TV (BROADCASTING, Feb. 12) is going to schedule Children's Net while meeting a contractual obligation to carry Buena Vista Television's Disney Afternoon two-hour package next season, Preston Padden, senior vice president, affiliates, reaffirmed that it is FBC's position to allow KCPQ "flexibility" to air at least half of The Disney Afternoon at 4-5 p.m.

Peter Pan, in all probability, will be the only half-hour ready next season for Children's Net, so KCPQ (as is the case with other Disney incumbents) will have time slot availabilities for Disney's established half-hour strips Chip 'n' Dale's Rescue Rangers and Ducktales. In a letter to FBC President Jamie Kellner, KCPQ Co-owner and Program Director Bob Kelly did not specify how the remaining Disney Afternoon programming (Gummi Bears and Talespin) would be inserted in the early fringe slots for 1990-91, although writing, "I assume that our broadcast of this year's Fox half-hour at 3-4 p.m. will present no problem. Kelly and KCPQ General Manager Roger Ottenbach did not return calls to further clarify schedule plans for next season.

Production addition at Television City

CBS is looking to expand its in-house production presence. Last week it announced plans to add two state-of-the-art studios to its Television City production facilities in Los Angeles. The studios, which will cost more than \$15 million, will be used primarily to produce comedies and, to a lesser extent, for daytime production on weekends and during hiatus periods. The network expects the studios to be ready in 18 months.

The announcement of the expansion comes during a time when the future of the financial interest and syndication rules is in question, and repeal of the rules would allow networks to produce for and participate in syndication.

The new facilities will be 50% bigger than the existing studios, and will employ an additional 70 people. In addition to the studios, there will be office space for two production companies.

CBS has not produced a prime time series in the Television City studio since Archie Bunker's Place in 1983.

Published reports and industry rumors that billionaire John Kluge and his Metromedia Inc. partner Stuart Subotnick, are trying to sell their controlling interest in **Orion Pictures Corp.** to oil magnate and former studio owner Marvin Davis have fueled **surging New York Stock Exchange prices for independent Hollywood studio.** Price of Orion stock closed last Wednesday (Feb. 14) at \$18 7/8 per share, but as of last Thursday had jumped 2% to \$21.75 on heavy trading of 89,200 shares. Kluge and Subotnik (through Metromedia) currently hold 15.3 million shares of common stock (valued at over \$320 million) or 71% controlling interest in Orion Pictures. Orion spokesman only issued this statement: "At the request of the New York Stock Exchange, Orion Pictures Corp. [OPC]...does not know of any corporate development that would account for the unusual activity in the company's common stock." Spokesman added that he had no knowledge of reports that Wall Street investment firm Goldman, Sachs & Co. has been retained to handle purported sale to Davis. Kluge and Davis were unavailable for comment.

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FCC denied request by three petitioners to reverse its decision of last year to mandate implementation of National Radio Systems Committee (NRSC) AM radio emission standard. In spring 1989, commission ordered all AM stations to convert to emission standard by June 30, 1989. At same time, it said that stations that converted to less expensive NRSC audio standard by deadline would be considered in compliance with emission standard until June 30, 1994. FCC denied request, it said, because petitioners provided no new evidence to their claims that there has been insufficient research of interference on AM band.

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Council of Better Business Bureaus Inc. has dismissed Community Antenna Television Association's complaint that broadcasting industry's Free TV advertising campaign is "false and misleading." In Feb. 2 letter to CATA President Steve Effros, Mary-Jane Raphael, senior VP, national advertising division, CBBB, said broadcasting campaign is outside purview of organization. She did not address substance of complaint. CBBB's guidelines bar it from handling cases involving noncommercial advertising and political and issue advertising, Raphael said.

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News media and public were barred by court order from attending former President Reagan's videotaped deposition given in U.S. district court in Los Angeles on Friday (Feb. 16) in Iran contra trial of John Poindexter. Reagan's national security adviser, U.S. District Judge Harold Greene, in response

to application by 12 news organizations, said that, "because top secret and extremely sensitive information will pervade the deposition," Reagan will give his testimony in closed proceeding. However, he said copy of deposition could be released as soon as sensitive material has been edited out of it. And Greene said that, "in the absence of extraordinary disputes between the parties regarding classified materials," that would not require "more than two or three working days." Early release of edited deposition—even ahead of start of trial on March 5—was made possible by Poindexter's support of "broad access of the press" to Reagan's testimony.

Academy of Television Arts & Sciences and Fox Broadcasting Co. have reportedly come to agreement, **giving Fox rights to air Emmy awards for another three years.** It is expected new rights fees will easily eclipse current \$1.5 million per year that Fox paid for 1987-89 pact.

EZ Communications' wazz(FM) Pittsburgh was found guilty of defamation of character, intentional infliction of emotional distress and invasion of privacy and was ordered by Court of Common Pleas for Allegheny County, Pa., to pay \$694,204 in damages to Liz Randolph, former wazz news director. Case revolved around sexual jokes made by station's morning team of Jim Quinn and (Banana) Don Jefferson at Randolph's expense. As result of jokes, Randolph said she suffered anxiety attacks before delivering news.

PBS last week filed suit in U.S. District Court of Central California charging Hughes Aircraft with "negligent misrepresentations" of fuel capacity and design life of Westar IV satellite, which has carried PBS programming via four transponders since April 1982. Current estimate that bird will expire around May 1991 falls 15 months short of Hughes's "express warranties," said PBS complaint, which seeks damages to mitigate amount it spent on replacement capacity it purchased for January 1991 through March 1992, as well as "other consequential damages."

Despite optimism going in, **networks and Hollywood representatives made little, if any, progress in talks in Los Angeles last Thursday (Feb. 15)** aimed at reaching compromise on relaxing FCC's financial interest and syndication rules. Following talks, both sides expressed disappointment. Accord-

ing to network sources, networks offered new proposal to respond to concerns of independent producers only to have it rejected. Network sources also said Hollywood representatives failed to offer concession on networks' overseas syndication as they were supposed to. Jerry Leider, former head of ITC Entertainment Group, one of Hollywood negotiators, dismissed networks' independent-producer proposal as wedge to split Hollywood on fin-syn. Asked about overseas syndication proposal that Hollywood allegedly failed to produce, Leider said: "I really don't want to go into detail on the proposals; there are 10 or 12 on the table and they are intermixed." All is not lost. Some of negotiators will meet in New York this week in attempt to get talks back on track, Leider said.

ESPN and Cablevision Systems said last week two sides had reached agreement in principle on carriage dispute, details of which would likely be revealed this week. Two sides said there will be no interruption in carriage.

Timothy Dyk is leaving Washington law firm Wilmer Cutler & Picking after more than 25 years to join Jones Day Reavis & Pogue there. Dyk, who has become prominent as First Amendment lawyer, will assume responsibility at Jones Day for helping build appellate practice, filling gap created when Don Ayers left firm to become deputy attorney general. In another personnel move, Arter & Hadden announced addition of Charles H. Helein as new partner. Helein moves over from Dow, Lohnes & Albertson, where he was senior partner and principal regulatory counsel.

FCC Commissioner-designate **Ervin S. Duggan will be sworn in as member of commission on Feb. 28 at 10:30 a.m.** Ceremony, to be held on Capitol Hill, is being organized by Duggan's long-time friend, Senator Wyche Fowler Jr. (D-Ga.), and will be followed by brief reception for family, friends and associates.

Bank of New England (NEB) said it is selling at par value roughly \$1 billion in media and communications loans to Canadian Imperial Bank of Commerce. NEB reportedly is selling loans in order to compensate for problem real estate and other loans.

League of cities proposes autonomy for its cable arm

The National League of Cities has begun to sever its relationship with the National Association of Telecommunications Officers and Advisors, an affiliate organization representing municipal and county cable regulators. The NLC leadership thinks it is time for NATOA to become an independent entity, but just when and how that will occur is in question. Moreover, it is unclear whether NATOA wants its freedom. It is also uncertain what impact such a breakup will have on city efforts to pass cable reregulation legislation.

It all began with a letter on Jan. 26 to NATOA members from NLC President Robert Bolen, mayor of Fort Worth, suggesting NATOA "operate as a closely allied but independent organization." According to NATOA sources, Bolen's letter was a "shock," especially since the two had signed a "Memorandum of Understanding" last May that clarified their respective roles. And NATOA President Paul Berra, city cable communications manager, St. Louis, in a letter to Bolen, expressed concern that Bolen's timetable for the spinoff (sometime in May) is too soon. He is asking NLC to sit down with the NATOA board in early March to "discuss our future relationship."

Berra, in a letter to his membership on the matter, said the prospects of autonomy are exciting. But, he said, "it is equally important that city organizations remain united in order to achieve cable legislation which is consistent with the NLC communications policy." Some of Berra's members feel NATOA could be a more effective advocate on its own.

It seems that money is an issue, although it has been suggested that NATOA might affiliate with another organization such as the U.S. Conference of Mayors. And the cable regulators want to be assured of some kind of transitional support from the league. The NLC has serious financial problems, which is believed to be another contributing factor leading to its decision to cut NATOA loose.

There is no doubt that at times relations between NLC and NATOA have been strained. As Bolen pointed out in his letter: "NLC and NATOA have in recent months been unable to work out a mutually acceptable delineation of their respective roles and responsibilities in several spheres, most notably leadership in the areas of lobbying, direction of support personnel and policy development."

Editorials

Rush to judgment

CBS commentator Andy Rooney has been found guilty of nothing, yet a distinguished 40-plus-year career may have been damaged beyond repair, and has certainly been tarnished. CBS yanked him from the air—a three-month suspension without pay, and an uncertain future with the network thereafter—for racially derogatory comments he did not make on CBS's airwaves, and which he says he did not make at all. The reason CBS gives is that Rooney's personal views were intolerable because they did not reflect the views of the network. That suggests that such a lockstep mindset is a prerequisite to employment at CBS News in the first place. That seems extreme, particularly for a commentator whose stock in trade is his own, sometimes quixotic, perspective on life. A more accurate reading would be that the image-conscious network was practicing damage control, at the expense of additional damage to the Rooney reputation. A politic trade-off? Certainly, but at what price?

We were not privy to the conversation between CBS News President David Burke and Rooney, but given the latter's public denial, the network's swift vote of no confidence seemed premature. Radio-Television News Directors Association President David Bartlett put it a bit more strongly. CBS, he said, "caved in to special interest groups...having chosen to take their word over that of an employee, in the absence of any evidence."

This page is inclined to give ear to the advice of a man who knows something about journalistic integrity, veteran CBS anchor Walter Cronkite, who said of Rooney: "[He is] an independent thinker and courageous social critic. His more outrageous comments are bound to offend one element or another of the population... [A]ny suggestion that such a rare journalistic voice should be silenced indicates a dangerous weakness in our pluralistic, democratic society."

CBS has contributed not only to stilling one of television's most literate voices but to narrowing the range of acceptable public discourse. A few more actions like this one and the government won't need a fairness doctrine to keep broadcasters in line.

Closing time

The news of Drexel Burnham Lambert's bankruptcy (see story, page 28) serves as an exclamation point to the editorial of two weeks ago (Feb. 5). That piece pointed to the potential for financial instability in the Fifth Estate posed by the Wall Street-orchestrated gambling of large amounts of paper on future cash flows high enough to cover the interest on the debt. (It seems a telling coincidence that while preparing this editorial, the writer fielded a phone call from a lawyer excited by his firm's recently booming—or should that be 'busting'—business in structuring communications bankruptcies.)

The last decade was characterized by a financial giddiness abetted by Drexel Burnham, which matched clients willing to buy the paper with clients willing to spend the cash, minus a few billion dollars to the matchmaker. There was a name familiar to the Fifth Estate, having managed a healthy—perhaps the wrong word—portion of the money raised by the media during Wall Street's hottest and heaviest courtship of the Fifth Estate. (Its client list included Turner, TCI, Cablevision, SCI Television, Grant Broadcasting, Univision, Telemundo, MGM/UA, Orion and others.)

In essence, Drexel and its clients were gambling on growth. When they were right, as was the case with some cable companies on the rise, the wager paid off. When they weren't, and those returns are still coming in, the results could be disastrous (although as a go-between, Drexel often benefited from deals sweet and sour).

To some, bankruptcy will seem a fitting fate for the major force behind junk bond financing. Others, particularly in the cable field, will likely mourn a company that went beyond traditional financing avenues to give them the wherewithal to capitalize their confidence in the medium. But those comments will likely line up along the lines of winners and losers in what was in essence a complicated crap shoot. In either case, Drexel's table is now closed.

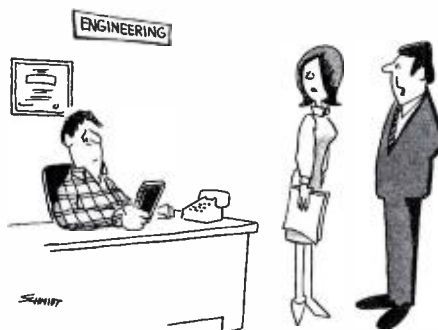
Good cause

This page was glad to see the cable, broadcast and production communities all on the same page—or more accurately, cel—for a change. Politics have been put aside, temporarily at least, in an effort to educate children on the dangers of drug abuse through the animated anti-drug special, *Cartoon All-Stars to the Rescue*.

The half-hour program, scheduled for Saturday morning, April 21, is being carried by broadcasters and cablecasters, and co-produced by a number of studios, who are lending some of their most popular animated characters for an unusual gathering of normally competitive bears, bunnies, cats, dogs, ducks, turtles, aliens and others (BROADCASTING, Sept. 18, et seq.).

According to the Academy of Television Arts and Sciences, which is spearheading the project, the networks have agreed to simulcast the program and several cable networks and 200 independents have also signed up to carry it. (The program will also be carried in Canada through the efforts of the Canadian Broadcasting Company and Canadian Public Television, and in Mexico via Spanish language networks Univision and Telemundo.)

We applaud the efforts of the animated stars, made possible by their creators and friends, and encourage the participation of all Fifth Estaters.



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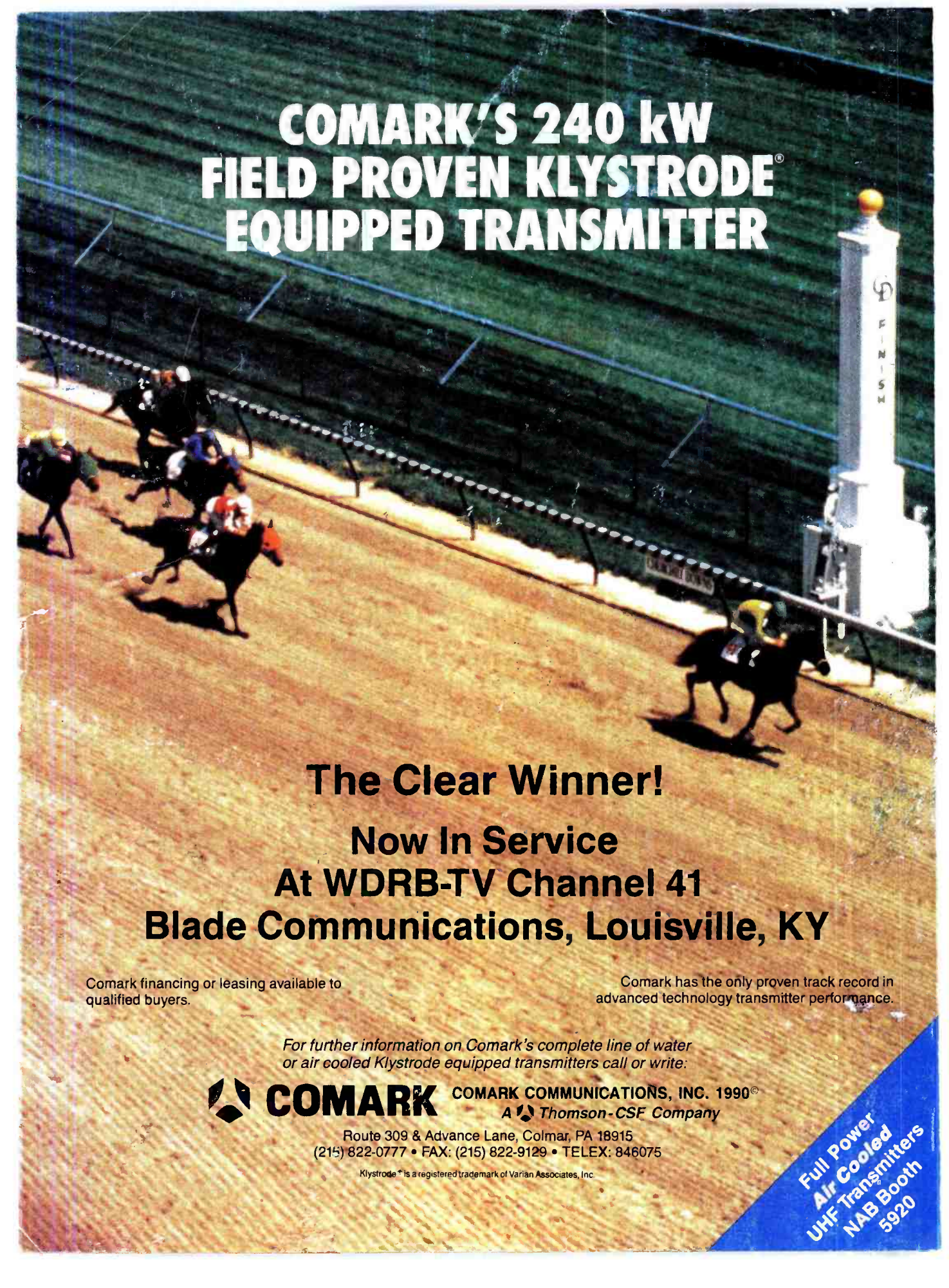
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