

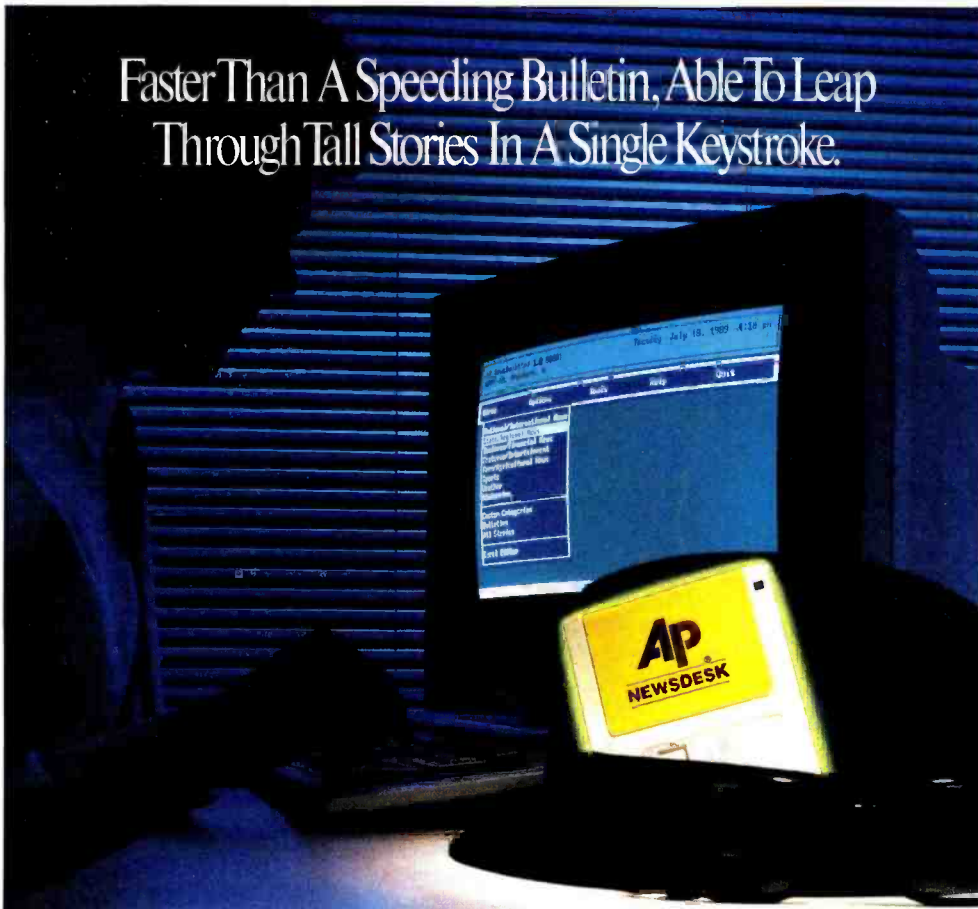
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Feb 26

OTTERBEIN LIBRARY

Faster Than A Speeding Bullet, Able To Leap
Through Tall Stories In A Single Keystroke.



Perform super-human feats of news and information management with AP NewsDesk, the super-powered software system from AP Broadcast Services.

Designed to run on any IBM-compatible personal computer, AP NewsDesk captures the AP news wire, and allows you

to review, edit and print only the information you want.

To find out more about the super-powered software system that puts news management productivity at your fingertips, contact your AP representative, or call Rosie Oakley at 800-821-4747.

AP Associated Press
Broadcast Services

FEB 26 1990

59th Year 1990

Enter Sky Cable
Dynamic new player
on the broadcast/
cable frontier

Thanks to our clients and friends for trusting us to broker over \$868,000,000 in radio station sales in 1989.

KJOI(FM), Los Angeles, CA	}	\$101,500,000	WSOM(AM)-WQXK(FM), Salem-Youngstown, OH	\$5,500,000	
KHOW(AM)-KSYF(FM), Denver, CO			KMPZ(FM), Memphis, TN	\$6,000,000	
WSIX(AM/FM), Nashville, TN		\$16,000,000	WEEX(AM)-WQQQ(FM), Easton - Allentown, PA	\$10,100,000	
KODA(FM), Houston, TX (to Command Comm.)		\$22,000,000	KKBB(FM), Bakersfield, CA	\$3,300,000	
KJQY(FM), San Diego, CA (to Command Comm.)		\$15,000,000	WDAN(AM)-WDNI(FM), Danville, IL	\$2,350,000	
WFBZ(AM)-WLIF(FM), Baltimore, MD		\$32,000,000	WKMI(AM)-WKFR(FM), Kalamazoo, MI	\$11,000,000	
WFOG(FM), Norfolk, VA		\$8,000,000	WYNG(FM), Evansville, IN	}	\$18,600,000
WFTQ(AM)-WAAF(FM), Worcester, MA		\$15,000,000	WFTC(AM)-WRNS(FM), Kinston, NC		
WNEW(FM), New York, NY			WYAV(FM), Conway - Myrtle Beach, SC		
KTWW(FM), Los Angeles, CA	}	\$370,000,000	KJQY(FM), San Diego, CA (to Westwood One)	\$19,000,000	
WMMR(FM), Philadelphia, PA			KTRH(AM)-KLOL(FM), Houston, TX	}	\$70,600,000
WCPT(AM)-WCXR(FM), Washington, DC			KSMG(FM), San Antonio, TX		
KILT(AM/FM), Houston, TX			WMYU(FM), Knoxville, TN	\$11,600,000	
WLLZ(FM), Detroit, MI		\$6,400,000	WSOK(AM)-WAGU(FM), Savannah, GA	}	\$11,000,000
WGKT(AM)-WPHD(FM), Buffalo, NY		\$7,000,000	KNAN(FM), Monroe, LA		
KVKI(AM/FM), Shreveport, LA	}	\$7,700,000	WKXJ(AM)-WTYX(FM), Jackson, MS	}	\$86,500,000
KBFM(FM), McAllen- Brownsville, TX			KRLD(AM)-TSN, Dallas, TX		
KQLH(FM), San Bernardino, CA		\$7,700,000	KODA(FM), Houston, TX (to Evergreen Media)		
WNOE(AM/FM), New Orleans, LA		\$7,250,000			
KZTR(AM/FM), Oxnard-Ventura, CA		\$5,200,000			
			Total 1989 Sales	\$868,600,000	

Call one of us today to confidentially discuss your plans for 1990.



Bill Steding
Top - 25 Markets



Dan Gammon
Northeast and Central



Paul Leonard
Southeast



Peter Handy
West

AMERICOM

Radio's New Breed of Professional Brokerage and Financing Specialists

Sky Cable adds new dimension to broadcast/cable world...

Fifth Estate sizes up plans of four leading media companies—NBC, News Corp., Cablevision and Hughes Communications—to form first high-power direct broadcast satellite service in U.S., one that could eventually deliver up to 108 channels to napkin-sized flat antennas mounted on subscribers' homes. **PAGE 27.** What do Wall Street, Hollywood, broadcasters, cable industry and brokers think? **PAGE 28.** Who are other DBS players? **PAGES 30, 31.** Four that failed. **PAGE 31.**



Sky Cable subscribers will receive programs delivered by receiving dish, shown here mounted on outside windowsill.

Inouye throws fin-syn ball to FCC...

Senator Daniel Inouye tells FCC Chairman Alfred Sikes that it is up to commission to deal with fin-syn issue and speculation about Fox getting at least partial waiver. **PAGE 32.**

33/ CALLING IN THE TROOPS FOR FIN-SYN

Scores of Washington lobbyists, public relations executives and lawyers are called into service for financial interest-syndication battle.

34/ VOA-USIA CONFLICT

U.S. Information Agency's budget problems reveal further evidence of conflict between USIA Director Bruce Gelb and VOAs Richard Carlson.

35/ PRIME TIME NEWS IN L.A.

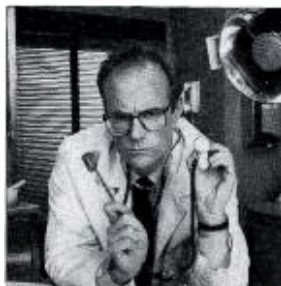
Beginning next month, Walt Disney Co.'s KCAL-TV Los Angeles will feature all-news prime time format.

38/ CUTBACK IN BEER ADS

Anheuser-Busch says it will reduce its radio and TV brewery advertising budget, investing instead in in-store promotions.

35/ NETWORK SCHEDULE CHANGES

ABC and CBS cancel



CBS cuts 'Doctor, Doctor' from its Monday 10:30-11 p.m. slot

shows, shoring up problem areas in their respective schedules.

38/ UNITED CABLE SETTLES SUIT

United Cable TV Corp. agrees to settle suit with two minority shareholders for up to \$100 million.

39/ PLAYBOY TRADEMARK UNDERUSED

Playboy Entertainment Group executive says company hopes to get more out of its famous trademark through "strategic alliances."

40/ NO CAMERAS IN WISCONSIN COURT

Although judge agreed that broadcast coverage of hearing would be beneficial, she decides to abide by rules of federal Judicial Conference and deny cameras court access.

41/ ROAD TO NAB: CAMERAS

Some of leading camera manufacturers will display only CCD products during upcoming National Association of Broadcasters convention.

47/ MORE COMEDY

Two new national comedy

radio services debut this month.

48/ INDECENCY COMMENTERS PAN BAN

FCC hears little support from broadcasters for 24-hour-day ban of broadcast indecency.

71/ UHF BELIEVER

Former FCC lawyer Michael Finkelstein, now CEO of independent UHF station group Renaissance Communications Corp., reaps benefits of UHF spectrum he helped open almost 30 years ago.

DEPARTMENTS

Advertisers Index	70
Business	38
By the Numbers	10
Cablecastings	53
Changing Hands	52
Closed Circuit	4
Datebook	18
Editorials	74
Fates & Fortunes	68
Fifth Estate	71
For the Record	56
In Brief	72
In Sync	42
Journalism	40
Law & Regulation	48
Masthead	24
Monday Memo	25
On Radio	46
Programming	35
Riding Gain	47
Satellite Footprints	39
Stock Index	12
Technology	41

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

WASHINGTON

Jack back

Networks apparently will have Jack Valenti to square off against while longer. Announcement is expected early this week that 68-year-old Valenti, who has been president of Motion Picture Association of America since June 1966, will be given new contract. Duration of contract could not be learned. But one source said it would be "three or four years."

Home delivery

Reports that five of seven Bell operating companies have decided that deploying fiber into home is not way to go and instead will install it to curbside was dismissed last week by BellSouth executive David Markey as "part of the NCTA's [National Cable Television Association's] disinformation campaign." Markey said BellSouth has not changed its plan; company still believes fiber to home is cheaper. "I would be very surprised if anybody [the other BOC's] will do anything different than what we're planning to do."

Channel chat

Back in Washington for second time this month, NBC President Bob Wright called on FCC Chairman Al Sikes and his fellow commissioners last week. Wright came to discuss fin-syn, although in meeting on Capitol Hill with House Energy and Commerce Committee Chairman John Dingell (D-Mich.) he brought up new Sky Cable deal (see page 27). Source said he told chairman he will program 75 to 85 channels. In announcement, Sky Cable said it would be programming up to 108 channels.

NEW YORK

No rush

Many within Capcities/ABC expect Dan Burke to hold onto both chairman and president titles for some time after June 1, when he takes over as chief executive from retiring Thomas Murphy. But

consideration of eventual successor as chief operating officer is nevertheless proceeding, if not apace. Among names noted: TV head John Sias, program chief Robert Iger, ESPN President Roger Werner and general counsel Steve Weiswasser.

Complication

There may already be fallout over General Electric participation in Sky Cable venture (see story, page 27). GE's NBC unit is part of Sky Cable, while GE's satellite division, GE Americom, is partnered with nine large MSO's in K Prime, competitive DBS venture. Cable sources say role of GE Americom could very well be reduced to point of common carrier. Cable operators control venture through 85% ownership. GE Americom's 15% equity interest could well be in jeopardy, cable sources indicate, with participation reduced to satellite-related interests only.

Music and magazine

Look for announcement from Arts & Entertainment cable network in next few weeks regarding new music variety show targeted for prime time and featuring original performances.

ATLANTA

Itinerary

National Cable Television Association has already sent out invitations to members of Congress to be its guest at annual convention in Atlanta May 20-23. NCTA, which pays all expenses on top of honorarium (\$1,500 for House members; \$2,000 for senators), has scheduled variety of activities for guests during first two days of show.

On Sunday (May 20), they will tour CNN headquarters and participate in "public policy roundtables" with cable executives at Marriott Marquis hotel. They will then join members of NCTA board for dinner and later party hosted by Turner Broadcasting System at Omni hotel. On Monday morning, they are due at breakfast fundraiser for NCTA's political action committee at Ritz-Carlton hotel. Afterwards, they are invited to attend opening session and tour exhibit floor.

How sweet it was

National Association of Broadcasters annual convention in Atlanta (March 31-April 3) will see reunion of three surviving members of "Honeymooners" original cast,

who will be inducted into Broadcasting Hall of Fame during television luncheon



April 2. Pictured above, l to r: late Jackie Gleason; Audrey Meadows; Art Carney, and Joyce Randolph.

Planet project

Ted Turner's environmentally conscious cartoon project, half-hour *Captain Planet*, is gaining momentum in syndication market, particularly among network affiliates. John Walden, senior vice president, Turner Program Services, said last week that 18 stations in top 50 markets have made firm commitments to carry show *within* their Saturday morning blocks of network children's programming. Walden declined to identify those stations at this point because of "the affiliate relations problems" that have to be ironed out between those stations and their networks. TPS target is to place show within Saturday morning cartoon blocks, but is considering offers to tag *Planet* to end of Saturday morning block as well. TPS has offers from 48 network affiliates in top 50, said Walden. TPS says cartoon (straight barter, produced by DIC) will feature story lines stressing need to preserve earth's environment. Program comes at time when broadcasters face political pressure to do more to serve educational needs of children.

HOLLYWOOD

No sale

Barter deal with three minutes national time and 11 minutes local looked sweet on paper when MCA TV pitched hour talk strip *Hollywood, Studio 33* recently to Fox O&O station group. However, according to Fox source, cash element may have been stumbling block

Voice of experience

Within hours after Hughes Communications announced that it had found deep pocketed partners to launch its DBS service in 1994 (see "Top of the Week"), Stanley S. Hubbard had filed a request at the FCC to move five of his eight DBS channels from one orbital slot to another—to the one, that is, that is to be occupied by Hughes's Sky Cable. Five of 32 channels at that prime 101 degrees spot have yet to be granted. Within the realm of possibility, he said last week, is his United States Satellite Broadcasting (USSB) system literally riding on Hughes satellites. "I think we'll be in good company," he said, referring to Hughes, NBC, News Corp. and Cablevision Systems.

Declining to identify any particular company, Hubbard said that, following the Sky Cable announcement, "I've had many very interesting calls. There are all kinds of programmers, networks and others, who want to understand what's going on," he said, saying that it will make selling his own DBS plans easier. Hubbard himself had approached NBC about five years ago, before General Electric purchased the network from RCA, which was "not very interested." And as for the lukewarm-to-hostile reactions from cable and broadcast corners, he said, "There's a lot of shock out there. It's like a death; at first there's denial."

◆WINNERS◆

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

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

Flint WEYI
Shreveport KSLA
Richmond WTVR
Syracuse WTVH
Rochester WHEC
Washington WRC
Dallas KDFW
Honolulu KGMB
Cedar Rapids KDUB
Las Vegas KVBC
Amarillo KFDA

—THE JOKER'S WILD is committed to production for Fall 1990, and the winners list is getting longer every day! Play the only game in town that gives you instant recognition and an exciting new format! Now, it's your turn!



A Kline & Friends
Production



**ORBIS
COMMUNICATIONS™**
A CAROLCO PICTURES COMPANY

**A NEW
WAY TO PLAY
THE RATINGS
GAME!**

NEW YORK
(212) 685-6699

LOS ANGELES
(213) 289-7180

CHICAGO
(312) 346-6333

CORBIS COMMUNICATIONS 1990

MASTERPIECE BY RENOIR.



Genius is the secret of this great painting—and of the great images from two remarkable Sony CCD cameras. The BVP-7 and BVP-70.

The heart of both cameras is a CCD sen-

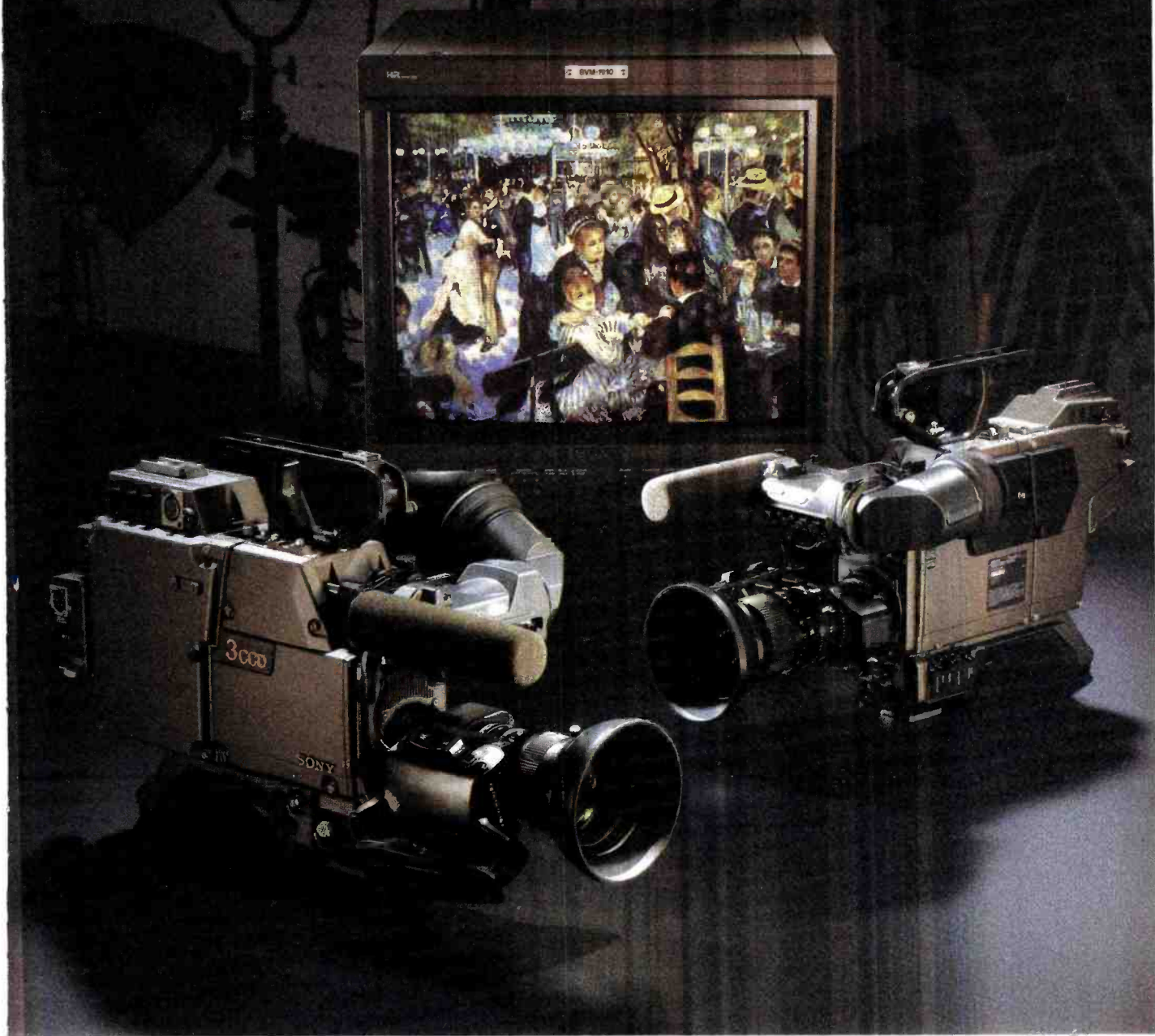
sor that only Sony could design and make: the 768 HAD (Hole Accumulated Diode).

The 768 HAD is from the industry leader in CCD technology. So it produces an astonishing, true-to-life image that you won't believe

until you see it.

The BVP-70 uses the FIT version of the 768 HAD sensor, making it the premier camera for critical EFP applications. With a full 700 lines of resolution and an extremely high

MASTERPIECE BY SONY.



signal-to-noise ratio. And almost no fixed-pattern noise.

Sony's workhorse camera is the BVP-7, which delivers masterpieces in an enormous range of EFP situations. It's virtually identical

to the BVP-70, incorporating the IT version of the 768 HAD sensor.

To see these masterpieces, don't go to a museum. Just contact your Sony Broadcast Sales Engineer. Or call (800) 635-SONY.

Sony Communications Products Company, 1600 Queen Anne Road, Teaneck, NJ 07666.
© 1989 Sony Corporation of America. Sony is a registered trademark of Sony.

SONY®

BROADCAST PRODUCTS

when talks broke off several weeks ago. Source confirmed discussions had taken place with MCA President Shelly Schwab, but he apparently rejected counter-offer Fox had made for Cristina Ferrare and Ron Reagan Jr. vehicle over cash element of deal. MCA spokeswoman said Schwab's only comment was that there was no Fox deal, adding that clearance numbers will be released for program in next few weeks. Deal, which would have been for "significant number" of FBC's seven owned stations, would have given *Studio 33* close to or just over 20% U.S. coverage off top.

Out of blocks

CBS will be first among networks to give its development presentation to advertisers next month in Los Angeles. Advertisers, in turn, will be first group to get look at what networks are developing for fall debuts. CBS and ABC will make their presentations on Wednesday, March 14, and NBC and Fox will make theirs on Thursday, March 15. Only small percentage of development projects will have footage available, so advertisers will get look at story lines and concepts for series. "It's really just talking heads telling us what is in the works," said one advertiser, who expects "about 35 projects from each network." Advertiser said that to stem loss of male viewers, action/adventure series traditionally associated with that segment will experience resurgence, and that prime time soaps "will be phased out."

'Wake' in morning

While kids animation battles in early fringe are being fought between Walt Disney Studios and Fox Broadcasting Company, Worldvision Enterprises has been quietly building clearance level in 7-8 a.m. daytime slots for *Wake, Rattle and Roll*, which just signed deal with Renaissance Station Group, giving half-hour live action/animation strip 54 station clearances and 60% national coverage. Other station group deals have concluded with Tribune

Broadcasting Co. for three of six owned stations (WPIX-TV New York, WGN-TV Chicago and WGNX-TV Atlanta) and four Gaylord Broadcasting Co. stations.

MEXICO

Viva HDTV

Televisa, Mexican broadcasting network, will soon announce plans to test terrestrial transmission of high-definition television signals with eye toward eventual introduction of HDTV subscription television service. Plan calls for tests of Japan Broadcasting Corp.'s (NHK)

price of \$5,000.

In U.S., FCC tentative decision virtually eliminated possibility of transmitting MUSE-E terrestrially. MUSE-E was ruled out because it requires continuous 9 mhz channel and, therefore, is incompatible with current NTSC consumer receivers without set-top downconverter. NHK is currently proposing NTSC receiver-compatible MUSE-6 and simulcast Narrow-MUSE as alternatives for U.S.

HOUSTON

Calling shots

Professional sports



Although Fox has been looking for relief from the rules governing networks until such time as it can be competitive with them, its Simpsons half-hour animated sitcom was doing a pretty convincing imitation of competition last week. In fact, the show (ranked 24th with a 14.6 rating/22 share) was higher rated than any CBS Entertainment offering of the week—not to mention quite a few offerings from the other networks—and that during a sweeps period, when ratings success is counted

even sweeter. The two CBS programs that did better were the news division's 60 Minutes (which even so has slipped several notches in the ratings since the Andy Rooney flap [see box, "Top of the Week"]), and the Sunday night theatrical "The Color Purple." CBS officials declined to comment last week. There were some unusual factors working in The Simpsons' favor, however. First, CBS preempted Murder, She Wrote, usually its first- or second-ranked show, to schedule the long-running "Color Purple." Second, CBS's Monday night schedule, with shows such as Murphy Brown and Designing Women that typically beat The Simpsons, scored lower ratings than usual. NBC programed the so-called "Night of 1000 Laughs" with hits such as Cosby and The Golden Girls, shows not normally seen Monday nights.

MUSE-E system over 12 ghz band, to begin this summer. According to sources close to Televisa, network has been talking with broadcasters and researchers in U.S. and Japan for several years about specifics of MUSE system and its feasibility in terrestrial transmission.

One of Televisa's main concerns at present is obtaining enough MUSE-E receivers for tests this summer. It is currently in negotiations with number of Japanese receiver manufacturers to buy several sets below current

franchises may be getting idea that radio, AM radio at least, cannot live without them. KODA(FM) Houston, only FM in nation with rights to NFL team for past several years, did not even bid for new contract to air 20 Houston Oilers games this year. Michael (Dusty) Black, station vice president and general manager, said team sought "considerably higher" rights fee (reportedly \$1.25-\$1.4 million per season) and "wanted to own a radio station for six months" requiring plethora of ancillary coaches' and analysis shows.

"That's their prerogative, but we're a music station and could not afford it." Oilers new radio flagship in 1990 will be KTRH-AM-KLOL-FM, both Houston.

Other signs of sports muscle include fact that majority of NBA teams have moved to retaining radio advertising sales, and many Major League Baseball teams are looking at San Diego Padres model, where KFMB(AM) not only pays highest fee it has ever paid, but also has lost all ad sales pre-, post- and in games, gaining only in Arbitron book numbers to sell in other programming.

SACRAMENTO

Production presence

Kelly News & Entertainment, two-year-old production arm of station group owner Kelly Broadcasting that is syndicating half-hour weekly magazine, *The West*, has beefed up development slate with two game shows and telefilm for broadcast networks, with intent of establishing production presence on West Coast. *The West*, which originates out of Kelly-owned KCRA-TV Sacramento, has cleared eight stations since being launched for syndication (barter, 3 minutes national, 3½ local) at last January's NATPE convention, according to Kelly News & Entertainment General Manager John Reim.

Reim identified other major production projects as game show and movie of week, each in development for unspecified network. He added that one other network-tailored game show is in concept stages.

SALT LAKE CITY

Time's up

Last loophole to Fox purchasing KSTU-TV Salt Lake City from Farragut Communications and Mountain West Television Corp. for about \$41 million appears to have been removed. Limited Partnership of seller headed by Joe Lee had option to make counter offer to purchase station within 15 days of FCC approval, which are now up.

THE "NEW" THREE'S COMPANY®

STILL A RATINGS CHAMP!

So why do we call it new?... Because every season THREE'S COMPANY's audience completely RE-generates itself! THREE'S COMPANY and MASH are the only two sitcoms to stay on the top 10 syndicated sitcom list for 29 consecutive sweeps!

That's why... For 20 million teenagers, THREE'S COMPANY is this season's newest hit!

For 68 million young adults, it's still their all time favorite program!

For 36 million kids, every episode is first run!

That's why we call it new!

Source: Nielsen Universe estimates, 1989. Cassandra Ranking Reports, 1982-1989.

CONTACT

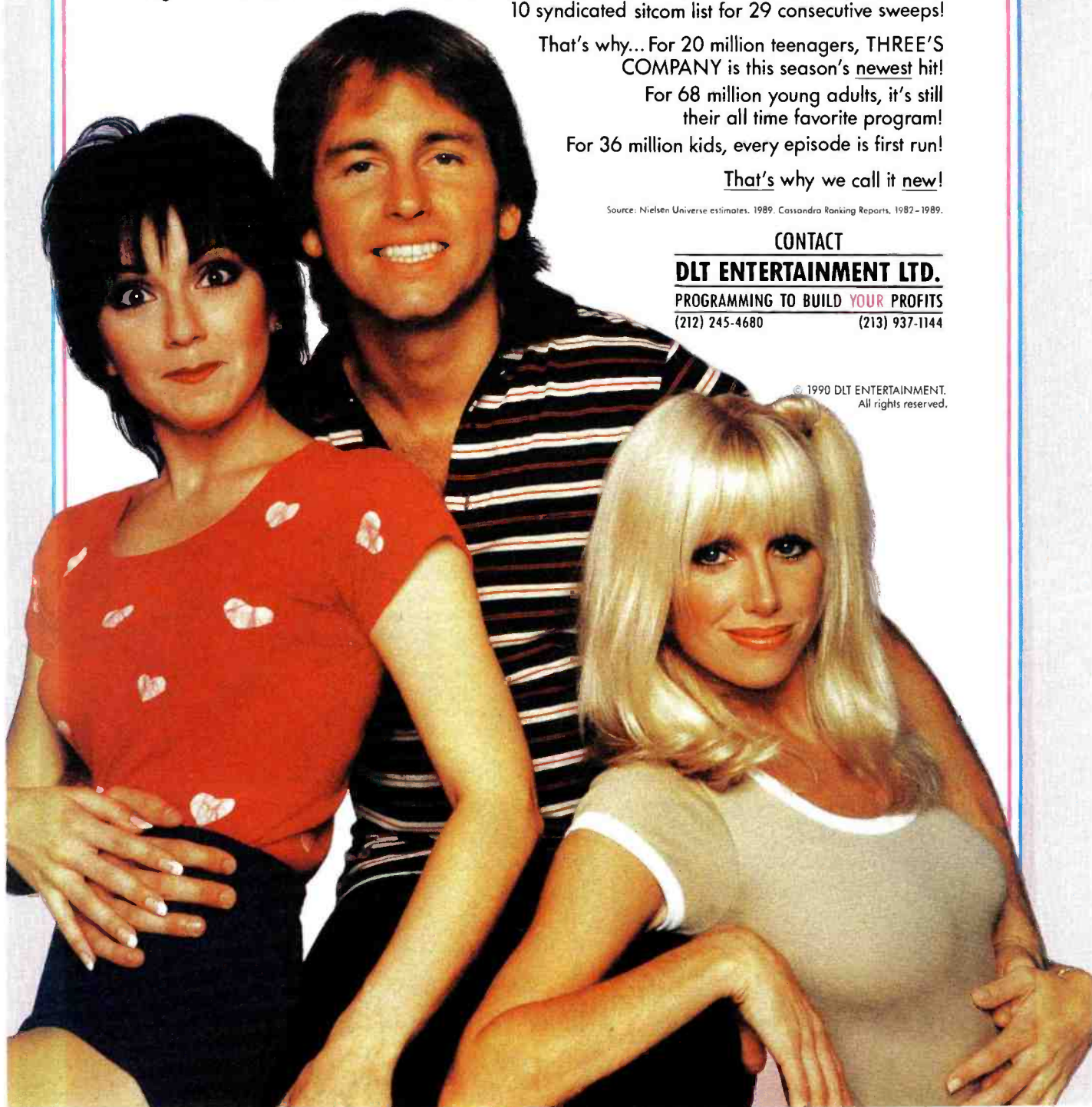
DLT ENTERTAINMENT LTD.

PROGRAMMING TO BUILD **YOUR PROFITS**

(212) 245-4680

(213) 937-1144

© 1990 DLT ENTERTAINMENT.
All rights reserved.



BY THE NUMBERS 1

It was another stellar week for NBC in the prime time ratings race. For the week ended Feb. 18, the network won by its largest margin since premiere week, with a 15.7 rating/26 share. ABC was a distant second, with a 12.6/20, followed by CBS with a 12.1/20. NBC has won 21 of the 22 weeks of this season, and 86 of the last 87 weeks.

In addition to winning Monday, Thursday and Saturday, its strongest nights, NBC also took Tuesday (Feb. 13), usually won by ABC, with the help of



part two of the mini-series, *Blind Faith* (pictured). Part two of *Faith* was tied (with *Cheers*) as the second-ranked program for the week, with a 23.3/36. NBC also won Wednesday night, with its lineup of *Unsolved Mysteries*, *Night Court*, *Dear John* and *Quantum Leap*.

NBC took Monday with a special lineup, billed as "The Night of 1,000 Laughs," featuring special episodes of *The Cosby Show*, *Golden Girls*, *Dear John*, *Empty Nest* and *Amen*. The first three

"By the Numbers" continues on page 12.

RATINGS ROUNDUP

Rank/rating □ Network □ Show

1	23.9/37	N	<i>Cosby Show</i>
2	23.3/35	N	<i>Cheers</i>
2	23.3/36	N	<i>Tuesday Movie: Blind Faith</i>
4	21.9/34	N	<i>A Different World</i>
5	21.6/33	N	<i>Bill Cosby Special</i>
6	▼ 21.2/33	A	<i>Amer. Funniest Home Videos</i>
7	▼ 20.5/29	A	<i>Roseanne</i>
8	▼ 20.4/36	N	<i>Golden Girls</i>
9	▲ 19.9/34	N	<i>Empty Nest</i>
10	▼ 19.4/29	A	<i>Wonder Years</i>
11	▼ 18.8/32	C	<i>60 Minutes</i>
12	18.6/28	N	<i>Golden Girls Special</i>
13	▼ 18.4/30	N	<i>Unsolved Mysteries</i>
14	▼ 18.0/30	N	<i>L.A. Law</i>
15	▲ 17.5/27	N	<i>ALF</i>
16	▲ 17.3/26	N	<i>Marlock</i>
17	▼ 17.2/27	N	<i>Grand</i>
18	17.1/27	C	<i>Sun. Movie: Color Purple</i>
19	▼ 16.9/26	A	<i>Who's the Boss?</i>
20	▲ 15.8/28	A	<i>Full House</i>
20	15.8/24	A	<i>Kennedy/Massachusetts</i>
22	15.5/23	N	<i>Dear John Special</i>
23	▲ 15.3/25	A	<i>Growing Pains</i>
24	14.6/22	N	<i>Sun. Movie: Death of the Hulk</i>
24	▲ 14.6/23	N	<i>Night Court</i>
24	▲ 14.6/22	F	<i>Simpsons</i>
27	14.5/26	N	<i>Amen</i>
27	▲ 14.5/24	C	<i>Knots Landing</i>
29	14.2/23	N	<i>Empty Nest Special</i>

Rank/rating □ Network □ Show

30	14.1/26	N	<i>Bob Hope Special</i>
30	14.1/21	A	<i>Coach</i>
30	▼ 13.8/22	A	<i>Head of the Class</i>
30	▲ 14.1/24	A	<i>Perfect Strangers</i>
30	▼ 14.1/25	A	<i>20/20</i>
35	▲ 13.9/22	C	<i>Jake & Fatman</i>
35	▲ 13.9/20	F	<i>Married...With Children</i>
37	▼ 13.8/24	A	<i>Family Matters</i>
38	13.6/22	C	<i>Monday Movie: Love Boat</i>
39	13.1/20	A	<i>Doogie Howser, M.D.</i>
39	▲ 13.1/22	A	<i>Just the Ten of Us</i>
41	▲ 12.9/21	A	<i>Monday Movie: Jewel of Nile</i>
41	▼ 12.9/20	A	<i>Macgyver</i>
43	▲ 12.5/19	A	<i>Elvis</i>
44	▲ 12.4/19	A	<i>Father Dowling Mysteries</i>
45	▼ 12.3/20	N	<i>Dear John</i>
46	12.2/19	C	<i>Tues. Movie: Dirty Dancing</i>
46	▲ 12.2/21	C	<i>Dallas</i>
48	12.1/10	C	<i>Rescue 911</i>
49	▼ 11.9/22	N	<i>227</i>
50	▲ 11.4/21	C	<i>Wiseguy</i>
51	▲ 11.3/20	N	<i>Mancuso, FBI</i>
52	▼ 11.2/20	N	<i>Quantum Leap</i>
53	11.1/20	N	<i>Amen special</i>
54	11.0/17	C	<i>City</i>
55	10.0/17	A	<i>Young Riders</i>

Rank/rating □ Network □ Show

56	10.5/10	N	<i>True Blue</i>
57	▼ 10.4/16	C	<i>Murphy Brown</i>
58	▲ 10.3/17	A	<i>Anything But Love</i>
58	▲ 10.3/19	A	<i>China Beach</i>
60	▼ 10.1/17	A	<i>Life Goes On</i>
61	▼ 10.0/17	A	<i>Bradys</i>
62	▲ 9.6/17	C	<i>Paradise</i>
62	▼ 9.6/15	A	<i>thirtysomething</i>
64	9.5/17	C	<i>Falcon Crest</i>
64	▲ 9.5/15	C	<i>Island Son</i>
66	8.7/14	N	<i>Sun. Movie: Goonies</i>
67	8.6/15	A	<i>Movie: Christine Cromwell</i>
68	▲ 8.2/14	A	<i>Primetime Live</i>
69	▲ 8.0/12	F	<i>America's Most Wanted</i>
69	▲ 8.0/15	F	<i>Cops</i>
71	▲ 7.9/14	C	<i>Tour of Duty</i>
72	▲ 7/15	A	<i>Connie Chung</i>
73	▼ 7.5/12	C	<i>Grand Slam</i>
74	▲ 7.4/13	F	<i>Totally Hidden Video</i>
75	▼ 7.3/11	C	<i>48 Hours</i>
76	7.1/11	F	<i>Open House</i>
77	▲ 6.5/10	F	<i>Alien Nation</i>
78	▼ 6.2/11	A	<i>Mission: Impossible</i>
79	▲ 5.5/8	F	<i>21 Jump Street</i>
80	▲ 5.3/9	F	<i>Booker</i>
81	5.0/8	F	<i>Fox Night at Movies</i>
82	▲ 4.5/8	F	<i>Reporters</i>
83	4.3/7	F	<i>Tracey Ullman Show</i>
84	▲ 3.2/5	F	<i>Garry Shandling Show</i>

Guide to symbols

▼ —Down in rank from last week

▲ —Up in rank from last week

■ —Premiere broadcast

Source: Nielsen Media Research

FREEZE FRAMES: Syndication Scorecard *

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	15.0	230	99
2	Jeopardy! (King World)	13.2	216	99
3	Star Trek: Next Generation (Paramount)	10.5	236	98
4	Oprah Winfrey Show (King World)	9.7	214	99
4	Wheel of Fortune, wknd. (King World)	9.7	201	92
6	Cosby Show (Viacom)	9.5	204	98
7	Current Affair (20th Century Fox TV)	9.0	191	96
7	Entertainment Tonight (Paramount)	9.0	175	96
9	Cousteau (Turner)	6.5	118	91

* Nielsen weekly pocketpiece

Week ended Feb. 11

Rank	Program (Syndicator)	Rtg	Stns	Covg
9	Star Search (TPE)	6.5	152	95
11	Geraldo (Paramount)	6.4	199	98
12	Donahue (Multimedia)	6.2	228	99
13	Family Feud 2 (LBS)	6.0	140	89
13	Mama's Family, syn. (Lorimar)	6.0	172	90
15	Inside Edition (King World)	5.7	103	81
The following shows were rated, but not ranked				
	Wrestling Network	10.1	173	92
	World Wrestling Federation (WWF)	9.3	244	97

Source: Nielsen and Broadcasting's own research.

SELTEL

Is Pleased To Announce
Their Appointment
As National Representative For:



Watch Us Now!

SELTEL
PERFORMANCE IS THE BOTTOM LINE.



BY THE NUMBERS 2

Summary of Broadcasting & Cable

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

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

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

"By the Numbers" continues from page 10.

shows won their periods easily, while *Nest* tied with a CBS *Love Boat* special, and *Amen* was third behind a movie on ABC and CBS's *Boat* special.

Despite a poor lead-in from *Booker*, which finished fourth, Fox's *Simpsons* finished second Sunday at 8:30, behind "Purple," but ahead of the last half-hour of NBC's "Goonies" and ABC's *Elvis*. The show also beat every regularly scheduled CBS Entertainment series in prime time.

ABC was first again in the evening news race, with an 11.3/21, followed by NBC, 10.1/19, and CBS, 9.9/18.

MarketScope

Quietly making appearance at \$2 a share on over-the-counter market is said to be SCI Television stock issued to bondholders as part of company's recent exchange offer. Shortened trading week produced mostly negative results which were blamed on general marketplace concerns over inflation and interest rates. Capital Cities/ABC (CCB) dropped below 500 for first time in six months with one reason, said portfolio manager, being renewed activity by short sellers. Also suggested was that many of CCB's institutional holders have big profit in stock, making it likely candidate for profit taking to offset losses in other stocks during general market decline. Trading was delayed in CCB on Wednesday morning due to order imbalance which was attributed to prior night's televised remarks recommending CCB as short. Comments at prior week's Goldman Sachs cable conference were said to cause 15% drop in price of General Instrument (GRI), which continued into last week. Another equipment manufacturer, Scientific Atlanta (SFA), was also down following remarks by Tele-Communications Inc. executive who said that MSO would cut back purchase of hardware. Merrill Lynch reportedly downgraded recommendations on both stocks. Orion Pictures (OPC) was up 16% to 21½ following confirmation by Metromedia that its 75% stake in OPC was for sale.

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



STOCK INDEX 1

BROADCASTING											BROADCASTING WITH OTHER MAJOR INTERESTS												
Closing		Closing		Net		Percent		P/E		Market Capitalization		Closing		Closing		Net		Percent		P/E		Market Capitalization	
Wed		Tue		Change		Change		Ratio		(000,000)		Wed		Tue		Change		Change		Ratio		(000,000)	
Feb 21*		Feb 13										Feb 21		Feb 13									
N (CCBL) Capital Cities/ABC	496	1/2	510	1/2	-14	-02.74	19	8,936				N (BLC) A.H. Belo	34	1/4	35	3/4	-1	1/2	-04.19	39			675
N (CBS) CBS	180	3/4	180	1/4	1/2	00.27	16	4,274				N (AFL) American Family	15	3/4	15	3/4			00.00	15			1,278
A (CCU) Clear Channel	12	1/8	11	3/4	3/8	03.19	-101	47				O (ACCM) Assoc. Commun.	31		32	3/8	-1	3/8	-04.24	-70*			577
A (HTG) Heritage Media	3	3/4	3	3/4		00.00	-3	167				N (CCN) Chris-Craft	31	3/4	33	3/8	-1	5/8	-04.86	1			756
O (JCOR) Jacor Commun.	5	5/8		3/8	1/4	04.65	-3	55				O (DUCO) Durham Corp.	30		33		-3		-09.09	29			253
O (LINB) LIN	112		110	1/2	1	01.35	60	5,772				N (GCI) Gannett Co.	39	5/8	39	5/8			00.00	18			6,395
O (OBCCC) Olympia Broadcast		1/4		1/4		00.00						O (GACC) Great Amer.Comm.	7	7/8	8	7/8	-1		-11.26	-2			276
O (OSBN) Osborn Commun.	9	1/4	9	3/4	-1/2	-05.12	-44	64				N (JP) Jefferson-Pilot	40	1/4	38	1/4	2		05.22	12			1,513
O (OCOMA) Outlet Commun.	19	1/4	19	3/4	-1/2	-02.53	12	126				N (KRI) Knight-Ridder	54	1/2	54	1/2			00.00	12			2,823
A (PRI) Price Commun.	5	1/4	5	3/8	-1/8	-02.32	-4	48				N (LEE) Lee Enterprises	28	1/2	28	3/4	-1/4		-00.86	18			695
O (SAGB) Sage Broadcasting	2	3/4	2	3/4		00.00	-2	10				N (LC) Liberty	46	45	7/8	1/8			00.27	23			389
O (SCRIP) Scripps Howard	65	1/2	62		3	05.64	33	676				N (MHP) McGraw-Hill	50	7/8	52	3/8	-1	1/2	-02.86	12			2,476
O (SUNNC) SunGroup Inc.	2		2			00.00	-2	4				A (MEGA) Media General	29	1/8	30				-02.91	-153			751
O (TLMD) Telemundo	5	1/4	5	1/4		00.00	-2	119				N (MDP) Meredith Corp.	30	1/2	30	1/4			00.82	18			569
O (TVXGC) TVX Broadcast	4	1/8	4		1/8	03.12		30				O (MMEDC) Multimedia	77	1/4	78	1/2	-1	1/4	-01.59	26			873
O (UTVI) United Television	33		33	1/4	-1/4	-00.75	5	359				A (NYTA) New York Times	22	7/8	22	3			00.54	12			1,784

BEIJING BERLIN ROMANIA PANAMA MOSCOW SOUTH AFRICA

When Nelson Mandela strode to freedom, Tom Brokaw was on the scene to bring America the story first-hand. Just as he'd been on the scene when the Berlin Wall fell—the only network anchor present at that historic turning point.

To watch NBC News these days is to watch the world changing before your eyes, and it's happening with breathtaking speed. The faster events move, the more you can rely on us.



**NBC Nightly News
with Tom Brokaw**

WHEREVER IT BREAKS. WHATEVER IT TAKES.



STOCK INDEX 2

[illegible]

SPECIAL REPORTS

Exclusively in Broadcasting  Abroad

Direct. From Cannes & Los Angeles.



The World of Programing.

The eyes of the world will focus on the Cannes marketplace in mid-April for MIP-TV 1990. The new products. The new deals. The buyers and the sellers. Future developments...Business co-ventures. Latest technology. The attention shifts to the Los Angeles Screenings a month later where the world's TV buyers gather to survey Hollywood's hottest new shows. Broadcasting  Abroad will be there reporting the events and the issues. Up close. In-depth. In focus. Be a part of these international programing events in two big issues. With bonus circulation of these issues at MIP and the L.A. screenings.

May and June issues of Broadcasting Abroad.

Deadline for ad material is:

May 1990 - April 6 (MIP-TV)

June 1990 - May 14 (Post MIP-TV & L.A. screenings)

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

New York
(212) 599-2830

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

Los Angeles
(213) 463-3148

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

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

Chicago
(312) 679-1100

Los Angeles
(213) 462-2700

Pattis/3M

Hawaii
(808) 545-2700

London
(01) 427-9000

Broadcasting  and Broadcasting  Abroad. Together, a world of news.

Send A Boy To Do A Man's Job.

The search for consistently high ratings in kids' programming can be exhausting. But we've got a kid who never runs out of steam. And he's not alone. *Dennis the Menace* is just



one of the top-ranking shows featured by The Program Exchange. There is also *Woody Woodpecker* and *The Flintstones*, both ranked among the top-ten animated strips for the last



three broadcast seasons. So if you're tired of searching for solid ratings, remember, nobody gets tired of Woody, or Fred, or even Dennis. Except maybe Mr. Wilson.

THE PROGRAM EXCHANGE

A division of Saatchi & Saatchi Advertising, Inc.

Evergreens Are Always In Season.

Datebook

■ indicates new listing or changed item.

This week

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

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**—*FCC* field hearing, for comprehensive study by the FCC of status of cable industry. Orlando City Council chambers, City Hall, Orlando, Fla.

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.

Also in March

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

Major Meetings

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.

Feb. 1-4, 1991—*Radio Advertising Bureau* annual Managing Sales Conference. Loews Anatole, Dallas.

February 1990

This announcement appears as a matter of record only

GRANITE BROADCASTING CORPORATION

has acquired

KNTV (ABC Affiliate)
San Jose, California

from

LANDMARK COMMUNICATIONS, INC.

The undersigned initiated this transaction



Harvey Sandler
Barry Lewis John Kornreich
Michael Marocco

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 11-12—*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. Speaker: Rev. Jesse Jackson. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 14—*Society of Cable Television Engineers, Chattahoochee chapter*, meeting, "Fiber Optics—Hands On Splicing and Testing," Perimeter North Inn, Atlanta. Information: Dick Amell, (404) 394-8837.

March 14—*Society of Broadcast Engineers, chapter 15*, meeting: "T-1 Use in Broadcasting," speech by Roger Shaw of Intraplex; "Satellite Use in Broadcasting," speech by Bill Wormington of CSC Satellite Communications, and "How to Get a Patent," speech by attorney Leo Zucker. New York Times building, New York. Information: David Bialik, (212) 752-3322.

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.

Errata

Feb. 5 "Road to NAB" story on radio and audio processing failed to attribute opinions on C-Quam AM stereo system and current lawsuit battles between Motorola and Kahn Communications Inc. to **Kahn Communications President Leonard Kahn**.

□

One of three Republican seats on Federal Trade Commission is now occupied by Deborah Owen, not by former FTC Chairman Daniel Oliver, as reported in Feb. 5 issue. New Chairwoman Janet Steiger and commissioner Terry Calvani hold other two Republican seats.

□

Andrew Corp. was not formerly Harris Corp., as reported in "On the Road to NAB" in Feb. 12 issue.

□

Cycle Sat, not Cyclecypher, as reported in Dec. 25, 1989, issue, is name of company that offers satellite-delivered television advertising via its Cyclecypher receiver-computer.

March 15—FCC field hearing, for comprehensive study by the FCC of status of cable industry. Moot Courtroom, Washington University Law School, St. Louis.

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 Regulate," symposium co-sponsored by *Cardozo Arts and Entertainment Law Journal* and *Howard M. Squadron Program in Law, Media and Society*. Speakers include John Hanks, director, New York City Bureau of Franchises; Norman Sinel of Arnold & Porter, Washington; Stuart Robinowitz of Paul, Weiss, 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—Sports broadcasting seminar, sponsored by *AP Television-Radio Association of California-Nevada*. Hyatt Regency, Long Beach, Calif. Information: Rachel Ambrose, (213) 746-1200.

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 23-24—"Almost Everything You Need to Know About Being a Journalist in the Nineties," sponsored by *Society of Professional Journalists, region one; Radio-Television News Directors Association, region 11*, and *Yale University, Poynter Fellowship*. Park Plaza hotel, New Haven, Conn. Information: (203) 281-9600.

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.

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

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

April

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

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

April 3—*Caucus for Producers, Writers and Directors* general membership meeting. Los Ange-

APRIL

20-25

PALAI S
DES
FESTI V A L S
C A N N E S
1 9 9 0

THE WORLD ON SCREEN

MIP-TV'90 reaffirms its status as the foremost International Market for television, film, cable and satellite professionals.

As the focal point for the programming industry, MIP-TV is the vital meeting place for the world's producers, distributors, broadcasters, buyers, coproduction executives, feature film exporters, agencies and advertisers.

Decisions are made at the top, which is why top decision makers make it a point to be at MIP-TV - ready to do business, ready to meet the challenges of the fast changing television scene.

REGISTER AS A PARTICIPANT NOW...

to be sure of your place at television's biggest international programme market.

RESERVE YOUR ADVERTISING NOW...

Advertise in the Market Guide and Programme Catalogue, the industry's prime reference books and gain maximum exposure throughout the year.

And, during the market, make sure you hit your target audience with your ad campaign in the MIP-TV Preview and daily News.

Contact Barney BERNHARD now on: (212) 689 42 20 or send the coupon.

I WOULD LIKE TO RECEIVE FURTHER INFORMATION ON MIP-TV'90.

NAME _____
TITLE _____
COMPANY _____
COMPANY ACTIVITY _____
ADDRESS _____
CITY _____ TEL. _____
COUNTRY _____ POSTAL CODE _____

INTERNATIONAL EXHIBITION ORGANISATION, INC. 475 PARK AVENUE SOUTH, 30TH FLOOR
NEW YORK, N.Y. 10016 (USA) - TEL.: (212) 689 42 20 - FAX: (212) 689 43 48

MIP-TV, PRIME TIME FOR BUSINESS

les. 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 6-8**—*AP Television-Radio Association of California-Nevada* 38th annual convention and awards banquet, including seminars on ethics, radio and TV writing and tape editing. Hyatt Regency, Long Beach, Calif. Information: Rachel Ambrose, (213) 746-1200.

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 Jekls, (404) 523-6136.

■ **April 13-14**—*National Association of Hispanic Journalists* job fair, during NAHJ eighth annual conference and expo. San Francisco. Information: (202) 783-6228.

■ **April 15**—Deadline for entries in awards contest for diplomatic correspondence, consumer journalism, newsletter journalism. Washington correspondence and regional reporting, sponsored by *National Press Foundation*. Information: (202) 662-7523.

April 16-19—Supercomm '90, jointly sponsored by *U.S. Telephone Association* and *Telecommuni-*

cations 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**—Digital audio production demonstration by New England Digital, sponsored by *Society of Broadcast Engineers, chapter 15*. New York Times building, New York. Information: David Bialik, (212) 752-3322.

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

■ **April 18-20**—*Virginia Cable Television Association* 24th annual convention. Cavalier hotel, Virginia Beach. Information: (804) 780-1776.

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**—*Society of Cable Television Engineers, Chattahoochee chapter*, meeting, featuring BCT/E testing. Perimeter North Inn, Atlanta. Information: Dick Amell, (404) 394-8837.

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. Panelists: Paul Tagliabue, commissioner, National Football League; Francis Vincent Jr., commissioner, Major League Baseball; David Stern, commissioner, National Basketball Association. Waldorf-Astoria, New York. Information: (212) 867-6650.

■ **April 26**—"Program Promotion/How Are We Doing at Promoting Ourselves?" sponsored by *Cable Television Administration and Marketing Society, New York City chapter*. Warner auditorium, Rockefeller Center, 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 8**—*Society of Cable Television Engineers, Chattahoochee chapter*, annual chapter meeting. Perimeter North Inn, Atlanta. Information: Dick Amell, (404) 394-8837.

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.

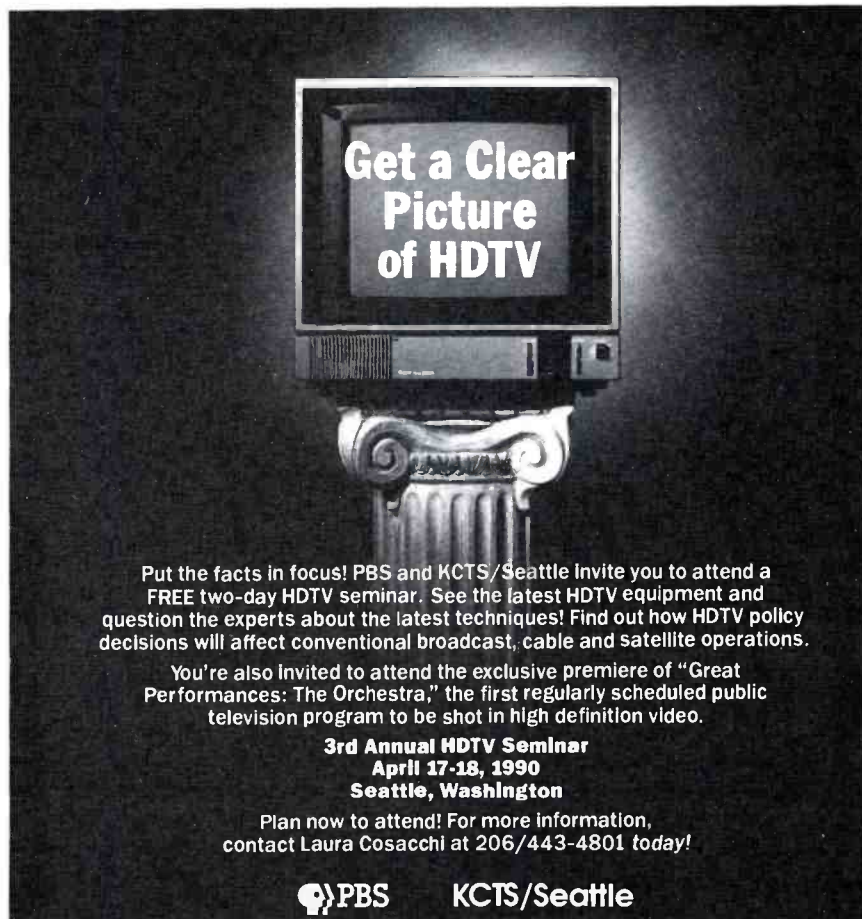
May 13-15—*New Jersey Broadcasters Association* 44th annual convention. Bally's Grand hotel and casino, Atlantic City, N.J. Information: (201) 247-3337.

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



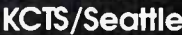
Get a Clear Picture of HDTV

Put the facts in focus! PBS and KCTS/Seattle invite you to attend a FREE two-day HDTV seminar. See the latest HDTV equipment and question the experts about the latest techniques! Find out how HDTV policy decisions will affect conventional broadcast, cable and satellite operations.

You're also invited to attend the exclusive premiere of "Great Performances: The Orchestra," the first regularly scheduled public television program to be shot in high definition video.

3rd Annual HDTV Seminar
April 17-18, 1990
Seattle, Washington

Plan now to attend! For more information, contact Laura Cosacchi at 206/443-4801 today!

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 Sciences*. Information: (818) 953-7575.

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

June

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

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

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

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

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

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

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

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**—"Tape restoration and preservation," speech by John Metarazzo of Agfa-Gevart to *Society of Broadcast Engineers*, chapter 15. New York Times building, New York. Information: David Bialik, (212) 752-3322.

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

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

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

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 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.

VIDEO BROKERS INCORPORATED



BUY SELL TRADE

Broadcast Video Equipment
New / Used / Demo
Warranty on every item sold. Save from
20% to 50% off list.
Package pricing available.

Brand new **Sony BVP-30A** camera system (3 in stock). Fully featured Plumbicon Betacam camcorder with factory warranty.
Includes camera case, tripod adaptor, accessory package. Fujinon 12x9 BERM lens (new).
Special pricing - **\$18,500.00**

Also in stock, all brand new, factory warrantied, available for immediate delivery; Sony **BK806** Time Code cards for BVU series VCR's (20 in stock) **\$1,800.00** ea.
Sony **PCM** Audio Tape Recorders, **DAT** machines, analog **ATR's**, Sony **MXP 21** mixers, call for pricing details.
Sony BVH 2000 VTR's, (2), **\$40,000.00** ea. **Call SOON!**

VIDEO BROKERS -Orlando
800/476-4595, 407/851-4595, Fax 407/851-7497
VIDEO BROKERS CALIFORNIA - Redwood City
415/369-6464, Fax 415/369-7499

September

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

Sept. 13—"Celebrate the Winners—Creative Blockbusting," sponsored by *Cable Television Administration and Marketing Society, New York City chapter*. HBO auditorium, New York.

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. 16—*Women in Cable, Washington chapter*, annual fall gala, honoring Sidney Topol, chairman of Scientific-Atlanta. Grand Hyatt hotel, Washington. Information: (202) 872-9200.

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.

Oct. 18-20—*National Religious Broadcasters, Eastern chapter*, meeting. Sandy Cove Conference Center, Northeast, Md. Information: Sue Bahner. (716) 461-9212.

Oct. 20-23—*North Carolina Association of Broadcasters* annual convention. Adams Mark hotel, Charlotte, N.C. Information: (919) 821-7300.

Oct. 21-24—*Association of National Advertisers* annual convention. Ritz Carlton, Naples, Fla. Information: (212) 697-5950.

Oct. 26-27—*New Hampshire Association of Broadcasters* annual convention. Margate hotel, Laconia, N.H.

Broadcasting Cable

SUBSCRIPTION ORDER CARD

Fill in, sign and mail to:
Circulation Department
Broadcasting/Cable
1705 DeSales St, NW
Washington, DC 20036

☐ **YES**, I want to receive an introductory subscription to **Broadcasting/Cable** at no charge.

Name

Title

Company

Address

City State Zip

Phone No. ()

Date Signature

PLEASE PRINT OR TYPE

BUSINESS CLASSIFICATION:

Please check the category that best describes your firm's primary business (please check only one).

- ☐ 1. Cable TV systems Operations
 - ☐ a. Independent Cable TV System
 - ☐ b. MSO (two or more Systems)
- ☐ 2. Cable TV Contractor
- ☐ 3. Cable TV Program Network
- ☐ 4. SMATV or DBS Operator
- ☐ 5. MDS, STV, or LPTV Operator

- ☐ 6. Microwave or Telephone Company
- ☐ 7. Commercial Television Broadcaster
- ☐ 8. Cable TV Component Manufacturer
- ☐ 9. Cable TV Investor
- ☐ 10. Financial Institution, Broker or Consultant
- ☐ 11. Law Firm or Government Agency
- ☐ 12. Program Producer or Distributor
- ☐ 13. Advertising Agency
- ☐ 14. Educational TV Station, School or Library
- ☐ 15. Other

(Please describe)

The Fifth Estate Broadcasting TELEVISION.

incorporating

Founder and Editor
Sol Taishoff (1904-1982)

1705 DeSales Street, N.W., Washington, D.C. 20036
Phone: 202-659-2340

Editorial department fax: 202-429-0651
Administrative department fax: 202-331-1732

Lawrence B. Taishoff, publisher

Editorial

Donald V. West, managing editor
Mark K. Miller, Harry A. Jessell,
assistant managing editors

Leonard Zeidenberg, chief correspondent
Kira Greene, senior news editor

Matt Stump, Kim McAvoy, John S. Eggerton,
associate editors

Susan Dillon, A. Adam Glenn (international),
assistant editors

Randall M. Sukow (technology), Peter D. Lambert,
Kristina I. Hoyt, staff writers
Janet Sullivan, editorial assistant

Todd F. Bowie, editorial production supervisor
Ed Keltz, production

Broadcasting Cable Yearbook

David Seyler, manager

Joseph A. Esser, associate editor

Deborah Segal, assistant manager

Francesca Tedesco, Michael Greco, Janza L. Woods,
editorial assistants

Advertising

Washington

202-659-2340

Kenneth W. Taishoff, vice president, sales and marketing.
Robert (Skip) Tash, Midwest and Southern regional sales
manager

Doris Kelly, sales service manager

Debra DeZarn, classified advertising manager

New York

212-599-2830

Joseph E. Ondrick, East Coast regional sales manager

Randi B. Tettebaum, sales manager

Yadira Crawford, advertising assistant

Lewis Edge & Associates, (East Coast equipment and
engineering), 609-683-7900, fax: 609-497-0412

Dave Berllyn & Associates: 914-631-6468

Mattilyn Calloway, receptionist

Hollywood

213-463-3148

John R. Russel, West Coast regional sales manager

Sandra Kleusner, editorial advertising assistant

Schiff & Associates (Western equipment
and engineering) 213-393-9285; fax: 213-393-2381

Circulation

Kwentin K. Keenan, circulation manager

Patricia Waldron, data entry manager

Aretha Hall, Maureen Sharp, Thomas Simms, circulation as-
sistants

Production

Harry Stevens, production manager

Julie Gunderson, production assistant

Administration

David N. Whitcombe, vice president/operations

Philippe E. Boucher, controller

Tracy Henry, assistant controller

Albert Anderson, office manager

Nancy Miller, personnel administrator

Rhonda Moore, accounting assistant

Marsha L. Bell, receptionist

Corporate Relations

Patricia A. Vance, director

Catherine F. Friday, secretary to the publisher

Bureaus

New York: 630 Third Avenue, 10017

Phone: 212-599-2830

Fax: 212-599-2837

Geoff Folsie, chief correspondent

Stephen McClellan, chief correspondent (programming)

Rod Granger, Lucia Cobo, Joe Flint, staff writers

Hollywood: 1680 North Vine Street, 90028

Phone: 213-463-3148

Fax: 213-463-3159

Steve Coe, Mike Freeman, staff writers

Advertising Representatives

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

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

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

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

Japan (06) 925-4452; fax: (06) 925-5005

Broadcasting Publications Inc.

A Times Mirror Business Publication

Lawrence B. Taishoff, president

Kenneth W. Taishoff, vice president

Donald V. West, vice president

David N. Whitcombe, vice president

Founded 1931. *Broadcasting-Telecasting* introduced

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

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

Copyright 1990 by Broadcasting Publications Inc.

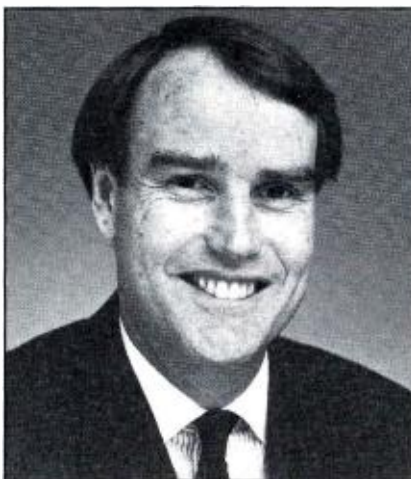
Monday Memo

A cable television programing commentary by Richard H. Beahrs, president, The Comedy Channel, New York

In preparing for the Nov. 15, 1989, launch of The Comedy Channel, I was reminded of an article by Paul Kagan, in which the launching of a new cable network in today's environment was described as a "Herculean challenge." There is no question the challenges are there given limited channel capacity, a myriad of entertainment options, programing price pressure on cable operators, the incumbent basic cable services competing for a limited number of viewers and regulatory uncertainties. And yet for many reasons, this is the optimal time to launch a new cable channel. Indeed, it might even be said that the cable television industry has never been in greater need of new and innovative services.

To appreciate that point, it's helpful to review the cable industry's progress during the past three decades. In the 1960's, improved television reception was the mechanism that served to jump-start the cable industry. The 1970's will be remembered as the time when HBO proved the viability of pay television, leading the way for the increased consumer demand for other innovative cable networks. The 1980's saw the flourishing and exponential growth of basic cable; exciting news services such as ESPN and CNN emerged with vertical formats that focused on a single genre, giving consumers greater convenience than ever before. As a result of all this tremendous growth in programing choice, as well as a proportional strengthening of cable's programing quality, cable has become a prerequisite for incremental programing—not just improved reception. Cable penetration grew from 19% of all television households in 1979 to 54% in 1989, and the aggregate of all viewing of cable services grew from less than a 1 rating nationally to a 9 during the course of the decade. Today, consumers spend over \$13 billion on pay and basic television services, compared to \$2 billion 10 years ago. Clearly, both programers and operators have benefited from the vastly increased strength of the cable industry.

But despite cable's progress and prosperity, we are far from realizing our full potential. We talk of penetration levels of 70% of U.S. households in the 1990's. How is this to be done? Surely better promotion and improved customer service will play an important role in expanding cable penetration. But this is not enough. We will not increase the business merely by relying on existing channels to get cable to 70% penetration and beyond. Despite the doubling in basic cable viewership in just the past three years, it is important to note that most of that increase has come about from the creation of new channels (41%) and the increased distribution of existing channels (54%)—with just 4% of the increase in cable viewership coming from increased



“Cable has become a prerequisite for incremental programing—not just for improved reception.”

viewing of the incumbent services in cable households. Therefore, cable operators will have to invest in adding new services that can generate significant increases in viewership, attract new subscribers, retain their current base and optimize rates.

Up to now, we as an industry have been well served by our programing investments. There is a general awareness that cable programers need their dual revenue stream of advertising and carriage fees. The basic cable networks have done their part by matching programing expenditures dollar-for-dollar with the increased license fees that they have been receiving from cable operators since 1984. On the other hand, cable operators are very concerned—and rightly so—that escalating carriage fees from basic cable networks will force them to charge consumers a higher basic cable fee in a climate where consumers are more price resistant. It is simply counterproductive for cable networks merely to raise the price of programing that is already readily available to consumers on independent broadcast networks—sports and sitcom reruns being egregious examples.

For cable to achieve its potential in the 1990's, we need new, innovative cable-exclusive product that will give consumers

real incremental entertainment options—not more of the same. Cable must continue its mandate of giving consumers more unique and innovative proprietary programing. That is why we have developed the Comedy Channel with a clearly defined vertical-programing format that is both unique and provides new, propriety product. With each of three broadcast networks spending more than \$400 million a year on broadcast promotion, it's imperative for a new cable network to have a unique personality and identity strong enough to make it stand out from the extraordinary clutter and “sameness” on the program dial.

Furthermore, emerging cable networks need to evolve in response to consumers' changing needs and viewing behavior. For example, the prevalence of remote controls (now in 75% of U.S. TV households), coupled with the choices offered by cable, have hastened viewership fragmentation and introduced “grazing,” or the wandering from channel to channel looking for something to watch. Ultimately, the grazing phenomenon places pressures on programers to provide quality product that will instantly capture viewers' attention and hold it. This need to capture and hold viewers is one of The Comedy Channel's primary objectives.

There can be no question that the 1990's will see the creation of many new dynamic services as consumer demand for more television continues to escalate. Yet programers must be disciplined in containing their costs, and must recognize that they cannot look to carriage fees alone to enhance their product. That is why The Comedy Channel is focusing so much attention on ad sales at both the national and local level. In fact, the real story of the 1990's may prove to be local advertising sales. Local ad insertion in cable systems provides the only affordable avenue for many local retailers to capitalize on the powerful medium of television. The Comedy Channel provides three minutes of local advertising avails every hour, giving our affiliates an extremely efficient way to share in the upside of the networks we are jointly building. Indeed, to maximize the local ad sales revenues, operators need high impact services that reach the demographics advertisers want to target. Because this is such a rapidly evolving revenue source, it is incumbent upon cable operators to provide adequate support to their local ad sales efforts so that they are able to turn the assets of each network into ad sales revenues.

This is a tremendously exciting time for the industry. Cable is now setting the pace for all of American television. We are robust and well positioned to chart new territory to tap cable's extraordinary potential for growth. But real growth entails extraordinary efforts by all of us in the industry to support innovation and the creation of new, cable-exclusive programing entities. ■



AT&T
Capital Corporation

AT&T Commercial Finance

announces the opening
of the Media Finance offices of

AT&T Commercial Finance Corporation

with the acquisition of
PacifiCorp Credit, Inc.'s

Media Finance Group

AT&T Commercial Finance Corporation, February 1, 1990.

1200 Ashwood Parkway, Suite 130
Atlanta, Georgia 30338
(404) 393-2310

Warner Center Plaza - Third Floor
21550 Oxnard Street
Woodland Hills, California 91367
(818) 596-2114

Broadcasting Feb 26

Vol. 118 No. 9



NBC's Wright, News Corp.'s Murdoch, Hughes's Petrucci and Cablevision's Dolan

DBS: The Next Generation

The shape of things to come changed dramatically last week as NBC, Cablevision, Rupert Murdoch and Hughes announced plans for a high-power direct broadcast satellite—with 108 channels and HDTV potential—to launch in 1993 (see below). The reaction (page 28) was surprisingly calm, with most terrestrial broadcasters and cable operators professing not to be alarmed by such a celestial overbuild. It's not the only DBS game in town, of course: cable's K Prime will launch a medium-power service this year (page 31). And there are other players in the wings (pages 30 and 31).

Despite the false starts and half starts of satellite broadcasting in the U.S. (see box, pages 30-31), the medium retains its enormous potential and the Sky Cable partners are determined to exploit it.

As they laid it out at a New York press conference last Wednesday (Feb. 21) and in subsequent interviews with BROADCASTING, Sky Cable hopes to broadcast via two or three high-power direct broadcast satellites up to 108 channels to paying subscribers equipped with square flat-plate antennas (roughly 12 inches by 18 inches).

With the plans still sketchy, Sky Cable's most significant attribute at this point is the partners themselves—NBC; Cablevision Systems Corp., Woodbury, N.Y.; Rupert Murdoch's News Corp., and Hughes Communications Inc.

"We've been very lucky in putting together this particular group of players," said Jim Ramo, vice president, video services, Hughes Communications, who has headed Hughes's DBS negotiations for the past year, "all with experience from different media; Cablevision from cable, NBC from cable and broadcasting, and News Corp. from publishing, films and broadcasting."

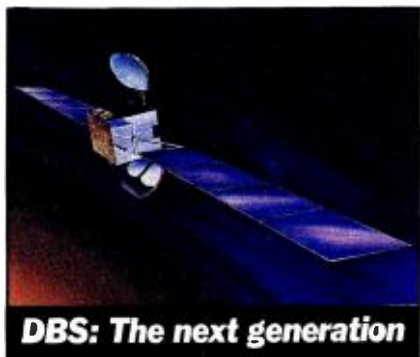
That "broad base" adds up to "capability in terms of programming knowledge and commitment, a good link into distribution through Cablevision and ourselves on technology," Ramo said. "And each of the companies has sufficient resources to put in the necessary equity piece that makes the deal go."

The DBS service envisioned by Sky Cable is a technological stretch not because of the proposed high-power satellites, but because of the still unproved digital transmission technology that it is counting on to squeeze four channels into each of the 27 transponders normally used to transmit one channel.

Assuming it can create the 108 channels (four times 27), Sky Cable will be faced with filling them. And as of last week the only definite programming was the handful of cable services owned by NBC and Cablevision.

The announcement was based on "a memo of understanding," but once that is turned into a contract this spring, the partners will be committed to contributing \$300 million in equity—\$75 million each.

Hughes, which holds the DBS permit and whose co-owned



DBS: The next generation

Hughes Aircraft will build the satellites, has agreed to contribute \$325 million in "non-recourse" debt. Non-recourse means that if the venture flops, Hughes will not be able to recover any of the \$325 million from the other parties, although it will be able to shop the satellites to other would-be satellite broadcasters.

The balance of the \$1 billion in needed start-up capital—\$375 million—will likely come from bank financing, although some sort of private or public offering of equity was not being ruled out.

Sky Cable is also looking for other ventures to share the risk and costs. "We are certainly prepared to have discussions with others," said Wright. "We haven't made any commitment among ourselves as to who or under what circumstances, but we are certainly open to discussions," he said.

News Corp. Chairman Rupert Murdoch said that Sky Cable would need 3 million subscribers for the proposed venture to break even. A similar breakeven level has been estimated for Murdoch's European direct-to-home service, Sky Television (see story, page 55).

At the New York press conference, under pointed questioning from reporters, the Sky Cable principals downplayed the impact their DBS system would have on broadcasting and cable.

They asserted that the service would compete with broadcasting only so far as any other "narrowcast" program service does, and they said it would supplement rather than compete with cable.

Cablevision President Charles Dolan, who described Sky Cable as "the future of cable television," insisted that the proposed venture was not intended to replace the current "wired" cable television business, but, instead, mesh with it to provide viewers with more program choices.

"The future of cable has less to do with cable than with the scope, the attractiveness and the value of the program services that we provide to the home," said Dolan.

"Cable operators aren't all the same," said NBC President Bob Wright. "Some have plants with enormous capacity, but the majority...are operating at capacity." Rebuilding a system is a "frightfully expensive" project, he said. Realistically, Wright said, "many operators may see this as a very attractive way to add capacity without having to rip up every wire, dig up every garden and put trenches all over town" to add 25 or 30 channels.

Cablevision's Dolan also said cable operators could have a role as local distributors, marketing the service and installing and maintaining the satellite reception gear.

It remains to be seen how many cable operators will sign up to market the service locally. In areas where a cable operator declines, said Dolan, other local distributors would be sought.

According to Dolan, the programming on Sky Cable would come from a mix, undetermined at this point, of retransmitted and original programming. "There's no way that we, ourselves, could provide programs for 108 channels," said News Corp. chairman Murdoch. He added that existing services, such as HBO and ESPN, would be "welcomed" on Sky Cable.

All of the Rainbow Program services, owned by Cablevision and NBC, would be put on Sky Cable, including Sportschannel, CNBC and American Movie Classics, said Cablevision Chairman Charles Dolan.

The venture also provides additional outlets for the partners to produce and distribute original programs. Murdoch's 20th Century Fox, for example, has numerous production arms, including its movie studio, a network production division and the recently formed Fox Television Stations Productions.

NBC President Wright has for years talked about the network's aim to tap other distribution outlets for the news, sports and entertainment programming it is capable of producing.

The partners ruled out only two program sources that they currently produce from being transmitted on the DBS bird—NBC-TV and Fox Broadcasting Co.

"Network television in this country has a long and great future ahead of it," said Murdoch of News Corp. "Clearly it is the remaining form of mass media for advertisers and the viewing public in this country." By contrast, he said, the Sky Cable project was aimed at "creating a critical mass for narrowcasting, not broadcasting."

NBC's "fundamental business" is the broadcast network, Wright said. "But we have an interest, we have investments and lots of enthusiasm in non-broadcast services. And we think this [DBS] satellite is a terrific way to enhance those non-broadcast service objectives. They are niches. They are not as broad in tone or texture as the NBC television network, but we think they complement the public's needs and appetites."

The partners acknowledged that Sky Cable will compete with K Prime Partners, a consortium of nine cable operators and GE Americom, which plans to launch a 10-channel medium-power service later this year and step up to a high-power DBS system in 1995 or 1996.

Sky Cable's satellite system, said Hughes President Stephen Petrucci and Ramo, will likely comprise three HS-601 spacecraft co-located in the same orbital slot, each carrying seven to 10 transponders, each transponder with 200 w—"four times more powerful" than K Prime's K-1 bird and three times the maximum 60 w average of proposed next-generation fixed

service birds.

In addition to monthly fees, viewers signing up for the service will have to purchase the receiving equipment, including the flat-plate antenna, a receiver and a descrambler. The entire setup is expected to retail for about \$300.

Sky Cable is like publishing, said Dolan. "The channels become the printing press. If you want to start a magazine or a newspaper, you are not concerned about finding a printing press, you are concerned about having a viable enterprise that will find a supporting readership." —SM, PDL

Cool reception for Sky Cable

If the Sky Cable partners wanted to downplay the impact their proposed high-power DBS system would have on the video marketplace, they succeeded in spades. From one side of the country to the other, reaction ranged from skeptical to unconvinced.

Wall Street

Financial community reaction to Sky Cable was two-sided. Analysts interviewed by BROADCASTING were in agreement that the \$1 billion satellite venture could, by providing competition, help cable delay deregulation. However, there were others who doubted whether Sky Cable would be a threat to MSO's or would be able to come up with enough programming to fill 108 channels. Analysts uniformly agreed that, for the short term, Sky Cable will have little impact on either the market or the industry.

Steve Rattner of Lazard Freres said Sky Cable's prospects are based on uncertain technologies—dishes that do not exist that would receive programming that might not be available sent by satellites that are still on the ground waiting to be tested, he said. The immediate impact is not clear, but in the long term, he said he thinks it could be anywhere from neutral to negative. He feels there is no possibility that any good could result. He said over-the-air broadcasters have less to fear than poorly managed cable systems, unless satellite TV becomes the first HDTV broadcaster.

Similarly skeptical was Oppenheimer & Co. analyst Dennis McAlpine. Programming, he said, could be a major problem. He does not anticipate other cable networks following Cablevision's lead in offering programming for the DBS service. McAlpine doubted whether any of the cable networks would willingly offer programming since their local cable affiliates would object "as strenuously to such carriage as the over-the-air network affiliates would if their networks were put on DBS."

What that leaves for Sky Cable, McAlpine said, is multiple pay-per-view channels, assuming that cable has not already established a strong presence in that medium. Sky could, the Oppenheimer analyst said, take the cable networks to court to try to force them to make their signals available to DBS. However, he added, that

would also "allow them to carry the network feeds and virtually destroy the local TV stations. For once, cable operators and local stations could be in court at the same table."

The real story, according to Chris Dixon of Kidder Peabody & Co., is that several major industry participants have agreed to lock up a very valuable piece of satellite real estate.

Dixon also said, contrary to what people may think, Sky Cable does not mean the death of MSO's. The MSO, according to Dixon, is increasingly becoming a programmer. "We are talking about replacing the wire in the home, not the current infrastructure whereby the cable operator provides up to 35 channels of programming," he said, adding, "The cable operator of tomorrow will serve as the retailer who will sell programming to the individual viewer."

Brokers

Cable system and television station brokers are split on the potential effects on the marketplace by Sky Cable and K Prime Partners, the latest incarnations of direct broadcast satellite TV. Neither service is expected to have an immediate impact on system and station prices, largely because Sky Cable will not be in service for another three years and K Prime does not appear to be in competition with cable or over-the-air broadcasters.

Tim David, executive vice president of Daniels & Associates, said the two services have too many problems to compete head-on with cable operators. He noted that although new technologies are to be deployed, satellite TV, and its inherent problems, is nothing new. The biggest problem, he said, is to prevent people from stealing the signals. Protecting the signals is a must because otherwise there would be cost pressures that could keep the systems from being competitively priced. He said satellite TV programming cost margins might be considerably higher than cable.

In the past, satellite TV failed because of a lack of programming, said Jim Boyle, vice president, Frank Boyle & Co. Sky Cable, because of its high-powered satellites and potential to carry more than 100 channels, will at least have the delivery potential to compete with local cable. The key, he said, will be Cablevision Systems. The company and its chief, Chuck Dolan, have the operational expertise and experience to deliver programming. It is that ability, he said, that could have the greatest negative effect on the future of local stations and systems.

Cable

Time Warner, whose holdings include Home Box Office and two large cable companies, jumped on the news of the Sky Cable service to make the case for not reregulating cable.

In letters to the FCC and key congressional committees, Steven Ross and Richard Munro, co-chairmen and chief executive officers of Time Warner, said the announcement of Sky Cable "is dramatic evidence" that the marketplace is working and that reregulation is unwarranted. Such rere-

gulation "could do serious injury to the entertainment and media sector of our economy," they said.

National Cable Television Association President Jim Mooney said the new venture makes a "more crowded video world in which all margins will get thinner.... That does not apply just to cable but broadcasting too." It is an important event, he said, and one "I have long thought was inevitable. There is no such thing as a static world, especially in the world of television."

But others felt Sky Cable should not slow the push to put reins on cable. Policymakers should not look to Sky Cable to provide competition to cable, said Robert Schmidt, president of the Wireless Cable Association, which wants the government to pressure the cable industry to make programming available to wireless cable operators.

On its face, it sounds like it could be a competitor, he said. But "as you peel back the onion" and take a closer look, he said, there is a "strong suggestion that it's not going to compete. It's four years out" and it is based on technology that is not yet developed, he said.

The only real competitor to cable is wireless cable, he said. If given access to programming, he said, wireless cable operators could be serving three million subscribers in two years. The industry now counts about 300,000 subscribers, he said.

Broadcasters

Eddie Fritts, president of the National Association of Broadcasters, said there is no cause for alarm among broadcasters. View-

ers will continue to tune in to local stations because of the local news and sports they offer, he said. A national DBS service cannot offer such services, he said.

On the other hand, Fritts said, cable operators might be hurt since they offer the same types of services as Sky Cable.

"No," said Jim Siefert, president of Cosmos Broadcasting and chairman of the NBC affiliate group. "The affiliates are not overly concerned with it. They are confident that the consortium will stick to the [services] they have described." If NBC did anything to harm terrestrial broadcasters, Siefert said, it would be harming itself. "We tend to forget they have O and O's that make one hell of a lot of money," he said. "That's kind of like cutting off your nose to spite your face."

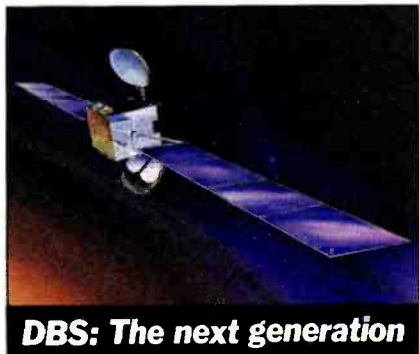
Other network affiliates were not as sanguine. Ben Tucker, executive vice president, Retlaw Broadcasting, and immediate past chairman of the CBS affiliates group, said he is glad CBS is not involved in the DBS venture. If it were, he said, it would not be concentrating its efforts on its primary revenue source—the broadcast network.

Tucker also said a network's involvement in satellite broadcasting raises the spectre of its one day bypassing its affiliates. "Any time a network looks at another distribution medium there is going to be some concern among the affiliates."

"I think I would be concerned if I were an NBC affiliate," said Berry Smith, senior vice president, Schurz Communications, and chairman of the CBS affiliate group. The network cannot concentrate on both

Sky Cable expects eventually to deliver up to 108 services to 'napkin-sized' flat antenna, shown here mounted on subscribers' windowsill.





DBS: The next generation

ventures, he said. "Are they going to be concerned with the network or...the new service?"

Preston Padden, senior vice president, affiliates, Fox Broadcasting, said the Fox affiliates have nothing to fear from Rupert Murdoch's foray into satellite broadcasting. "The overwhelming majority of this company's eggs sit squarely in the basket of free over-the-air terrestrial broadcasting," he said.

According to Padden, Fox has \$2 billion

invested in terrestrial broadcasting, while Murdoch has committed some \$80 million to the DBS venture. Fox is going to acquire a number of major-market stations this year, he said. And given the price of such stations, he said, the total price tag is likely to be far greater than \$80 million.

Hollywood

If there was one sector of the Fifth Estate generally open to the Sky Cable concept it was Hollywood. Reaction in the production community seemed generally favorable. While the prospect of a new DBS competitor on the national market could have some far-reaching consequences for broadcast and cable programmers, the major program producers see a new avenue—or, better yet, a new revenue stream for existing library product and first-run programming.

It can certainly be assumed that Hollywood's major players will be watching from the sidelines to see if cable system operators will pitch the new DBS system to their existing customer base; if cable program services will utilize dual media; if the capital incentive is strong enough to create new DBS channels; and if satellite technol-

ogy can be brought to speed for a capacity of 108 channels. "I think DBS is a further maturation of the delivery systems that have been evolving all over the world during the last 20 years," said Chris Gorog, recently appointed president/CEO, ITC Entertainment Group. "It creates a very diverse menu for the consumer. It's good, all the way around."

In reference to the mixed reception in Britain for News Corp.'s Sky Television, Gorog termed it as temporary, and said DBS "probably has a better shot at immediate success in this country because we are more of a remote control-friendly society."

Dick Askin, president, The Samuel Goldwyn Co., feels "there aren't enough good channels to go around within 40 channels" on cable, and states that if the technology can provide for a 108-channel capacity DBS system, viewers will "dictate their desire for additional entertainment-specific channels." How might Goldwyn position itself in a future DBS market? Said Askin: "We will certainly be doing business with a DBS programmer, but we at Goldwyn have no plans in the future to start a program service. It [DBS] may further

A quick look at the other

All the high-power direct broadcast satellite spectrum is spoken for—or nearly all of it. With a total of 256 channels available—32 channels at eight orbital positions—the FCC last August granted to eight permittees all but 11 channels. Tempo Satellite, owned by Tele-Communications Inc., is a DBS applicant outside those eight companies. Pending the outcome of a petition to deny Tempo on character issues, the FCC has "reserved" for it, but not granted it, 11 channels (BROADCASTING, Aug. 7, 1989). At the time of the grants, the FCC said that those in the group of eight would have first shot at acquiring any channels abandoned over time, and two key factors may predict which companies will actually launch. First, only three of the eight slots—101, 110 and 119—are positioned centrally enough over the U.S. to serve the entire nation from one spot in the sky; as early entrants, Hughes, Hubbard, Advanced and Dominion have already been assigned channels at those optimal slots. (Some permittees, however, plan national service by launching satellites into slots over each half of the nation.) Second, of course, is the fact that the Sky Cable deal has established a \$1 billion start-up cost. Permittees not proving financial capability in the first year forfeit their channels.

Advanced Communications—Owned by former broadcaster Dan Garner of Little Rock, Ark., Advanced has been granted 27 channels, 16 at 110 degrees, one of three orbital positions considered able to beam signals to the entire continent (the other two are at 101 and 119 degrees). With plans to offer entertainment and educational TV programming by early 1994, as well as electronic publishing and business voice and data services, all digital, Advanced has requested that its 11 other granted channels be spread between 110 and 101 degrees.

Continental Satellite Corp.—Anaheim, Calif.-based owner William Welty has operated a computer systems consulting firm and in 1985 briefly held the license for KHOF-TV San Bernardino, Calif. Scheduled to announce contracts with a satellite

builder and New York-based financial institution by mid-April, Continental has been granted 11 channels but, like DBSC and Directsat, has not yet filed financial qualifications for orbital assignment. It will offer "some entertainment programming...not directly competitive with Hughes."

Direct Broadcast Satellite Corp.—Washington-based DBSC is principally owned by Kansas City Southern Industries, which also holds an interest in national fiber network operator Williams Telecommunications and is a holding company for Kansas City Southern Railroad. "It's clear that we're interested in entertainment programming," said Harley Radin, chief executive of DBSC, which was granted 11 channels in the FCC's fifth round of grants last August.

Directsat Corp.—Directsat, also based in Washington, is owned by commercial satellite earth station manufacturer SSE Telecom, founded by Wilbur Pritchard, former director of Comsat Labs, who also founded, and continues to hold a minority interest in, DBSC. It has also been granted 11 channels.

Dominion Satellite Video—A former business college professor, President Robert Johnson briefly headed CBN's Family Channel forerunner, Continental Broadcasting, and has operated a communications and advertising research firm. The Naples, Fla.-based permittee plans to use its eight channels at 119 degrees to target an estimated 400,000 "home schooling families," other educational TV viewers and Christians. Financial difficulties concerning its contract to buy a three-channel bird from GE Astro Space should be resolved in the next several weeks, said Johnson.

EchoStar Satellite Corp.—Solely owned by Charles Ergen, president of EchoSphere, a worldwide distributor of commercial and consumer satellite receiving equipment, Denver-based EchoStar has requested that its 11 granted channels be placed at 119 degrees. Ergen declined to specify plans.

Hughes Communications Inc.—With \$300 million equity from

fractionalize the television universe, but at some point the audience will decide ultimate viewer shares between broadcast and cable."

Al Rush, chairman, MCA Television Group, described the proposed project as a "new highway being created for suppliers." However, he questioned the viability of selling 108 channels to households already wired with cable. "On paper, 108 channels may seem easy, but it would probably require a heck of a lot of product to sustain it," said Rush. "Our vault includes over 3,000 feature films and over 13,000 episodes of television product, but that could be consumed in two months by that many channels. I am not against any major deals with DBS suppliers. If they can deliver DBS at a price comparable to cable, provide enhanced audio and HDTV-quality pictures, they'll have viewers."

John Pike, president, Paramount Television, echoed Rush's sentiments. "I can only speak as a supplier, but producing for any distributor is what we're in business for. Without knowing all the details, one thing that comes to mind is that it's hard enough to fill the channels we have now."

It's NBC, Rupert Murdoch's News Corp., Cablevision Systems and General Motors' Hughes Communications on one side; nine major cable operators and GE Americom on the other.

Alliances among deep-pocketed media companies have been forged for what is promising to be a titanic struggle for dominance of the satellite broadcasting business in the 1990's and beyond.

And it looks like its shaping up to be a good match.

The Sky Cable consortium of NBC, Murdoch, Cablevision and Hughes, which plans to launch a 108-channel high-power service by late 1993, had combined revenues of more than \$10 billion in 1989. (If the parent companies are counted, the figure balloons to \$175 billion.)

The cable operators that control K Prime Partners, which plans to launch a medium power 10-channel this year and possibly step up to a high-power, high-capacity ser-

vice in the mid-1990's, generate annual revenues of nearly \$10 billion. Revenues of the parent companies run into the tens of billions.

The K Prime group is led by Tele-Communications Inc., a \$3-billion-a-year company; American Television & Communications and Warner Cable (owned by Time Warner). Continental Cablevision; Comcast; Cox Cable; Newhouse Broadcasting; Viacom, and United Artists.

"It's a different focus," said NBC President Robert Wright, of the two services. "But I expect they'll be competitive with this project at some point." Wright said the competition doesn't provide a conflict for GE. "I'm not GE Americom. We're a programming company looking for programming options and that is basically a cable [venture] looking to do something immediately" for homes in their franchise areas not

Continues to page 55

players in the DBS spectrum

partners NBC, Rupert Murdoch's News Corp. and Cablevision Systems, General Motors subsidiary Hughes, based in El Segundo, Calif., plans to use digital signal compression to multiply its 27 channels at 101 degrees into as many as 108 services, including cable-like TV programming, as well as other digital services. Co-owned Hughes Aircraft, also based in El Segundo, will build the three-satellite system. The Sky Cable partnership expects to spend \$1 billion before it breaks even in the second or third year of operation, following the launches of the birds in 1993-94.

United States Satellite Broadcasting—One of the first DBS applicants, Hubbard Broadcasting Inc. Chairman and CEO Stanley S. Hubbard has long sought to convince the broadcast television world that its long-term survival depends on direct-to-home service. The owner of nine TV and several radio stations, as well as Conus Satellite News Cooperative—and co-owner with Viacom of home dish service the All News Channel—Hubbard is the only permittee other than Hughes to have won an equity investment from a broadcast interest, Columbus, Ohio-based Nationwide Communications (BROADCASTING, Aug. 14, 1989). USSB plans 8 channels of TV services.

Four that failed at DBS

During the 1980's, Comsat, GE Americom, Home Box Office, Prudential Insurance and even Rupert Murdoch watched their big dreams of satellite broadcasting turn into big losses.

■ **Communications Satellite Corp.**—Comsat, which made its name by helping build the global Intelsat satellite network, began laying its direct broadcast plans in 1979 and came close to making them reality. Over the course of five years, Comsat, through its Satellite Television Corp. subsidiary, spent tens of millions of dollars on the project, going so far as to order two three-transponder satellites from RCA Astro (now GE Astro). Despite its enormous investment, Comsat abandoned the effort in November 1984 after failing to find a

partner or partners to share the enormous cost of going forward. CBS and Paramount were among the companies that almost signed on. Sky Cable and other would-be DBS operators owe Comsat a debt, however. In the early 1980's, Comsat persuaded the FCC to set aside spectrum for DBS and establish regulations for the medium over the strenuous objections of the broadcasting industry.

■ **United Satellite Communications Inc.**—Backed principally by Prudential Insurance, USCI actually launched a medium-power Ku-band service including ESPN in November 1983, using one of Telesat Canada's Anik satellites. It signed up several thousand subscribers but folded in April 1985 after failing to raise capital needed to open new markets and offset severe operating losses. Prudential's losses amounted to nearly \$70 million.

■ **Skyband Inc.**—Skyband was Rupert Murdoch's first and short-lived attempt to crack the satellite broadcasting market in the U.S. In the fall of 1983, Murdoch signed a long-term lease with the now defunct Satellite Business Systems for capacity on a medium-power Ku-band satellite. The plan was to launch a five-channel service. But a few months later, he abruptly announced he was dropping the plans, citing the lack of programming and adequate ground equipment. He paid \$12.7 million to SBS just to get out of the satellite lease.

■ **Crimson Satellite Associates**—A partnership of Home Box Office and GE Americom, formed in 1985, Crimson attempted to persuade popular cable programmers to shift their services from low-power C-band satellites to their co-owned Ku-band Satcom K-3—a move that would enable them to beam programming not only to cable headends, but also to homes equipped with one-meter dishes. But programmers expressed little interest. Crimson bailed out early last year, selling the satellite at a loss to a Luxembourg-based satellite broadcaster, Astra. K Prime Partners, a consortium of cable operators and GE Americom, is now planning to use Satcom K-3's companion satellite, Satcom K-1, to broadcast a 10-channel service, beginning later this year.

Inouye puts fin-syn ball in FCC's court

Senator's letter to Sikes says commission should 'use its expertise' to settle controversy

The FCC has been given what some see as a clear signal that Congress will defer to it on one of the most controversial issues to confront the commission in years—the commission's rules regarding financial interest and syndication. Senator Daniel Inouye (D-Hawaii), chairman of the Senate Communications Subcommittee, said that some 20 years after the commission adopted the rules "to further the public interest," the time has come for it to "use its expertise to determine what the public interest requires." And he said the petition Fox Broadcasting filed with the FCC seeking a waiver and a review of the rules provides "an opportunity for the commission to assert its jurisdiction on this issue."

Inouye delivered that message last week in a letter to FCC Chairman Alfred Sikes. He noted that, in view of the problems the commission had encountered in amending the rules—including the opposition to change expressed by the Reagan White House and the Congress—he had believed that the best approach was to leave it to the parties to negotiate a solution. But the parties—Hollywood producers on the one hand and the major networks on the other—have been at that task for five years, with the end not yet in sight. "With the communications marketplace being so dynamic," Inouye added, "this lack of resolution is most troubling." Accordingly, he suggested, it was time for the commission to apply "its expertise" to the issue. "That, after all, is why the Congress created the FCC," he said.

The letter was dispatched at a time of

increased speculation—on the part of the networks and some commission officials—that the agency would ultimately grant Fox a partial waiver of the rules. Commissioner James Quello said he was reluctant to discuss the matter before the comments that had been invited were filed. The deadline for comments is March 5. But he said, "It's a matter of degree" regarding the waiver request. "I doubt that the request as a whole will be granted. I don't know whether the type of waiver finally agreed on will be enough to give Fox the incentive it needs to go ahead." "The commission will do something for Fox," a network source predicted. "But I'm not certain they'll give Fox the waiver they request."



Senator Daniel Inouye

Fox's petition, filed on Jan. 30, is aimed at helping the fledgling fourth network increase its competitive position. It asks that the commission consider relaxing the fin-syn rules, although it does not suggest any specific changes. And it would not touch the rule with which they had emerged in 1970, one limiting the networks to three hours of prime time programming. But it asks the commission to revise its definition of a network; specifically, it asks that the commission abandon its test of 15 hours of

programming as a sign of network status. Instead, it says, the commission should adopt an economic test. Fox asked the commission to complete the rulemaking within 18 months—and in the meantime to grant it a waiver of the fin-syn and PTAR rules.

The Inouye letter also emerges at a time when—in advance of the date for filing with the commission—positions are emerging, not always in the form that might have been expected. The Association of Independent Television Stations, for instance, has long been one of the principal backers of the fin-syn rules—as well as PTAR. And last week, the INTV board voted to retain its opposition to changes in those rules. But it expressly did not take a position on whether Fox should be granted the waiver it is seeking. That prompted a statement of partial disavowal by a rebellious element of the INTV board consisting of the Chris-Craft/United Television Station group, Gaylord Broadcasting, Tribune Broadcasting, and WPMR-TV Chicago. The group said it will file comments with the FCC opposing the requested waiver, as well as the proposed rulemaking.

The Motion Picture Association of America—probably the chief architect of the defense of the fin-syn rules—will not file comments in the commission proceeding, possibly because Fox is a member of the association. But the Coalition to Preserve the Financial Interest and Syndication Rule—an association of independent producers, television stations, labor organizations and consumer groups—with which MPAA is closely allied, will. And it is expected to oppose all elements of the Fox petition.

While the networks will resume their effort to persuade the commission to repeal the fin-syn rules, they will oppose Fox's request for a waiver. And in that respect, they welcomed Buena Vista's attack on Fox as something more than "a beleaguered David" and as a network that treats its affiliates with something less than loving care (see story, page 34).

The networks were also taking heart last week from word that the Television Operators Caucus, which represents most of the larger group broadcasters, might be backing away from the statement it conveyed to the FCC earlier this month expressing its support for the fin-syn rules. Burton Staniar, the chief executive of Westinghouse Broadcasting who is the TOC's chairman, signed the letter that had surprised and disturbed officials of many of the network affiliates associated with TOC. The affiliate organizations are as one with the networks.

To what degree the letter is intended to give the FCC carte blanche is a matter of some dispute. Some at the commission say the chairman feels the letter assigns the commission the authority it needs to proceed without looking over its shoulder. Others are not so sure. "We have a green light to review the matter, but not to proceed to a final report and order," said one. "Because of the volatile nature of the issue, we have to be careful. Congress will watch carefully." —LZ

Budget fallout over VOA service cuts

The U.S. Information Agency's budget problems have forced to the surface further evidence of conflict between U.S. Information Agency Director Bruce Gelb and the director of the Voice of America, Richard Carlson. Gelb, following complaints from Capitol Hill, backed off plans to eliminate six language services and the consequent loss of 57 positions to save some \$3 million. Last week, he recommended to a House Appropriations subcommittee the transfer of funds earmarked for the VOA's radio modernization program.

Carlson has told the U.S. Advisory Commission on Public Diplomacy that is a bad idea—he called it "a Band-aid"—and said the agency should look elsewhere for the money. The White House talked to both men, separately, two weeks ago, urging them to repair differences. Those differences erupted in what USIA officials said was an attempt by Gelb to "fire" Carlson.

At issue is a shortfall of a little more than \$5 million, \$2.9 million of which was to be saved by eliminating the language services.

But because of the budgetary constraints—construction costs involve a much slower payout than those for salaries and expenses—\$13 million would have to be cut from the modernization account in fiscal 1991 to produce the \$5 million.

Gelb, in his appearance before the Appropriations subcommittee to defend the administration's request of \$987 million for the agency, acknowledged the \$13 million cut would adversely affect the modernization program. But he saw that as preferable to eliminating the foreign language services that Carlson had announced and that Gelb had endorsed.

Representative Neal Smith (D-Iowa), chairman of the subcommittee, was not favorably impressed with the proposal to tap the modernization account. "You're asking that the construction fund be used as a slush fund," he said. Smith's preferred target for a cut is the \$7 million proposed for the government's share of the U.S. pavilion to be built at the 1992 World's Fair in Seville, Spain. □

Heavying up the hitters for fin-syn

Parties on both sides of issue are calling on Washington's lobbying corps to press their point of view at the FCC and in the halls of Congress

Senator Daniel Inouye's letter to the FCC (story at left) paves the way for what is likely to become an epic battle over the FCC's financial interest and syndication rules. It also serves as a call to action for the scores of lobbyists, lawyers and public relations executives already hired by the networks and production community to help argue their cases on the Hill and at the commission.

On one side, ABC, CBS and NBC hope to see fin-syn abolished but do not want Fox to succeed in its effort to avoid having to comply with the rules until it reaches

lory, former FCC general counsel now with Morrison & Foerster. And the MPAA staff are part of the team: Fritz Attaway, Matthew Gerson and Frances Seghers.

The studios also have a stable of lobbyists. Paramount Communications' agenda is carried out by Lawrence Levinson, senior vice president for government relations, and Andrew Paul, director of government relations. Columbia Pictures consults with lobbyist James Free, a former congressional liaison for the Carter White House, now with Charles E. Walker Associates.

Time Warner Inc. also has a stake in the fin-syn debate and relies on its Washington staff, Tim Boggs and Carol Melton. Ken Duberstein, former chief of staff to President Reagan, and Michael S. Berman, former counsel and deputy chief of staff to

a New York-based public relations firm, to help "clarify" its message. Bob Chlopak, director of Sawyer Miller's Washington office, is playing an active role.

And the network has retained Verner, Lipfert, Bernhard, McPherson & Hand's Harry McPherson, a special counsel to President Johnson, and Larry Sidman, former chief counsel and staff director of the House Telecommunications Subcommittee.

NBC also relies on its Washington vice president, Bob Hynes, and his staff, Sallie Forman and Terence Mahony. Moreover, they are utilizing every resource: Phil Peter, vice president for corporate government relations in General Electric's Washington office, has strong ties with the administration and is directly involved in the fin-syn fight.

CBS uses Griffin, Johnson & Associates



Fusiliers in the fin-syn trenches: Wiley for CBS, Sidman for NBC, Duberstein for Time Warner, Merin for Fox

economic parity with them. The Motion Picture Association of America and the Coalition to Preserve FISR support the rules. And it seems likely the coalition and some MPAA members will oppose the Fox initiative.

Many of the players were around seven years ago when the networks tried but failed to repeal fin-syn, but there are some new faces too. Motion Picture Association of America President Jack Valenti, for example, has hired Pete Teeley, former press secretary to then-Vice President George Bush. Teeley runs Teeley & Associates, a public relations and lobbying firm.

Back in the battle again on behalf of MPAA and the coalition: Akin, Gump, Strauss, Hauer & Feld; Laxalt Corp.; Parry and Romani, and Wexler, Reynolds, Fuller, Harrison and Schule. At Akin, Gump, Joel Jankowsky is the key Hill strategist. Jankowsky was an aide to former House Speaker Carl Albert (D-Okla.). Laxalt Corp. is run by Michelle Laxalt, daughter of former Nevada Senator Paul Laxalt. Tom Parry and Romano Romani, with Parry and Romani, are also well connected. Parry was an aide to Senator Orrin Hatch (R-Utah), and Romani was an aide to Senator Dennis DeConcini (D-Ariz.). Working fin-syn from Wexler, Reynolds is Joe Waz, Dale Snape and Bruce Wolpe, also veterans from the last fin-syn fight.

Working on behalf of the coalition at the FCC are Akin, Gump attorneys Michael Gardner and Jim Denvir, and Diane Kil-

berstein Group are working for Warner. (Berman represented Columbia Pictures while at the law firm of Kirkpatrick & Lockhart.)

The Program Producers & Distributors Committee is another advocate of the rules. Chaired by Ralph Baruch, the committee has a strong voice in Washington through member companies such as Group W, represented by Gerald Udwin and the company's outside counsel, John Lane of Wilkes, Artis, Hedrick and Lane.

Fox has hired the lobbying firm of Gold & Liebgood, with Charles Merin heading up that effort. Vernon Clark, the former president of the Outdoor Advertising Association, was brought in by the company. And David Bockorny with Bergner, Boyette & Bockorny is helping the Fox initiative. Burson-Marsteller is handling public relations for them. And Preston Padden, Fox's senior vice president, affiliates, and Tom Herwitz, vice president and general manager of WTTG(TV) Washington, are key players.

The networks are "well manned in this battle," said one Hollywood source, who thinks their "sophistication" in dealing with the fin-syn issue this time is "light years" ahead of their past record. Certainly fin-syn is a priority. Take NBC, for example: President Bob Wright was in Washington twice during this month making the rounds on the Hill and at the FCC. The network is also using Sawyer Miller Group,

and Wiley, Rein & Fielding. At Griffin is Patrick Griffin, former secretary to the minority, U.S. Senate, and David Johnson, former executive director for the Democratic Senatorial Campaign Committee. It is also likely that Michael Kitzmiller, former staff director for the House Commerce Committee, who recently joined Griffin, Johnson, could become active in the fin-syn fight. And Martin Franks, the network's Washington vice president, and John Sturm, vice president, government affairs—along with CBS's top brass, President Laurence Tisch and Senior Vice President Jay Kriegel—can be pressed into service for their contacts on the Hill.

Keeping watch at the FCC is Dick Wiley, former commission chairman. Other Wiley associates, Paul Smith and Mimi Dawson, a former FCC commissioner, are said to be covering the Hill for CBS.

Working for CapCities/ABC are its senior vice president and general counsel, Stephen Weiswasser, Washington Vice President Gene Cowen, and Mark McCarthy, vice president, government affairs, a former aide to House Commerce Committee Chairman John Dingell. Timmons & Co. is on ABC's retainer, including William Timmons, former assistant to Presidents Nixon and Ford, William Cable, former deputy assistant for legislative affairs to President Carter, and Howard Paster, former legislative director for the United Automobile Workers and an aide to former Senator Birch Bayh (D-Ind.).

—KM



Reprieve for Rooney?

Rumors continue to circulate that CBS *60 Minutes* commentator Andy Rooney will return to the program before his three-month suspension is up, maybe as early as the first week in March. A Rooney associate at the show said that Rooney had prepared a segment for the Feb. 25 show and was standing by. No official announcement about Rooney's return has been made by CBS, and a source at the network told BROADCASTING last Friday (Feb. 23) that "nobody expects that anything will be resolved today, tomorrow or the next day."

CBS has come under fire for its suspension of the popular commentator. Articles by former CBS News President Richard Salant and current NBC News President Michael Gartner opposing the suspension appeared in *New York Newsday* and *The Wall Street Journal*, respectively. CBS has also been barraged with letters and phone calls from viewers supporting Rooney, and the show has dropped in the ratings from fifth when Rooney last appeared to 10th two weeks ago and 11th last week, according to Nielsen.

A source at the network confirmed that CBS Executive Producer Don Hewitt has been pressuring CBS News President David Burke to reinstate Rooney. Burke met with Rooney on Feb. 21, presumably to discuss the suspension. The meeting was described by a source at *60 Minutes* as "very friendly."

Turner gets Sunday night NFL package

Second cable network to purchase professional football rights will carry 35 regular, 12 preseason games

Turner Broadcasting caught the first pass in the new NFL television rights negotiations, signing a four-year, 47-game deal that will likely give cable a second NFL package. The Turner games will be on superstation WTBS(TV) Atlanta on Sunday nights in the first half of the season. Turner will carry nine regular season games in the 1990, '92 and '93 seasons and eight games in 1991, for a total of 35 regular season games. It will also carry three preseason games each year. The price TBS is paying for this privilege was not released, but one report pegged it at \$450 million.

The Turner package fills in the Sunday night hole that existed between ESPN's preseason package and its regular season package of the last eight games in the 16-game schedule. The NFL is moving to a longer season—up to 18 weeks—over the next several years, although each team would continue to play only 16 games. It's expected ESPN is in a strong position to renew its Sunday night package, with observers expecting a similar number of games at a similar price to the Turner deal. ESPN is in several million more homes than WTBS, but the two are among the top three cable services in penetration.

ESPN's new Major League Baseball contract calls for Sunday night and afternoon games running into September, which helped to give Turner a window. Also, some operators threw up their arms about paying another surcharge for more ESPN games. Turner confirmed there would be an as yet undetermined surcharge for the games. The arrangement on fees and ad time could be similar to the Goodwill

Games.

Like the ESPN deal, local broadcasters will be able to carry the Sunday night games when their hometown team is playing, while WTBS carries the game in the rest of the country.

The NFL is in discussions with ABC, NBC, CBS and ESPN about renewing their rights agreements, and Fox and HBO have also expressed interest. The NFL owners will meet March 11 to give final approval to the packages. —MS

Buena Vista sues Fox

The children's afternoon programming war was waged on a new front last week—the U.S. District Court in Los Angeles, where Buena Vista Television (BVT) filed an anti-trust suit against Fox Broadcasting Co. BVT, the program syndication arm of the Walt Disney Co., charged Fox with engaging in illegal and anticompetitive behavior by threatening to drop stations as Fox affiliates if they signed on with BVT's *Disney Afternoon* program block. Fox is trying to launch a similar block starting next fall.

BVT attacked Fox on two other fronts. It filed comments at the FCC urging it to reject Fox's requests for: 1) an exemption to the financial interest and syndication rules; 2) resumption of the FCC proceeding reexamining all the network rules, and 3) a request for a waiver of those rules during the proceeding. BVT also sent a so-called "position paper," signed by BVT President Robert Jacquemin, to independent stations, highlighting the issues in the suit and giving its side of the Disney-Fox imbroglio.

The suit charges Fox with trying to monopolize afternoon children's programming by threatening "to refuse or renew the affiliate agreement of any station that agrees to broadcast *The Disney Afternoon*." BVT said that Fox was using similar tactics to get any FBC affiliate who has done a deal for *Disney Afternoon* to renege.

Evidence that Fox's anticompetitive behavior was working, said BVT, was the fact that in the top 100 markets, 81% of non-Fox affiliates already carrying *Disney Afternoon* have renewed through the 1992-93 season. By contrast, only 9% of Fox affiliates in the top 100 markets already carrying the Disney program block have renewed. BVT cited a number of markets where, starting in December 1989, it tried to renew *Disney Afternoon* carriage agreements, only to be rebuffed, due, it said, to coercion from Fox network and affiliate executives. Those markets included Hartford, Conn.; Baltimore; Milwaukee; Seattle; Memphis; Knoxville, and Dayton, Ohio. Fox officials, said BVT, "improperly pressured and compelled" its affiliates to pass on *Disney Afternoon*, "and instead to broadcast Fox animated programming."

And, in the case of Seattle, BVT said KCPQ-TV, the FBC affiliate there, renewed *Disney Afternoon* through the 1992-93 season, only to come under severe public criticism from Kevin O'Brien, vice president and general manager, KTVU(TV) Oakland, Calif., and chairman of the Fox affiliate committee overseeing its Children's Network project.

BVT quoted O'Brien as saying the station "had better get on the phone to Disney and make a new deal." According to BVT, that's just what the station's program director, Bob Kelly, has done.

In its filing with the commission, BVT urged the commission not to be misled by Fox's positioning itself as "a beleaguered David" battling the "gargantuan power of the Goliaths of television." The network rules, as they currently exist, said BVT, were devised to "prevent the type of anticompetitive behavior in which Fox is now engaged." Indeed, BVT alleged that Fox's anticompetitive behavior violated FCC rules, "thereby jeopardizing the licenses of its own affiliates."

BVT charged that Fox was currently violating rules that forbid a "network organization" (which it said Fox clearly is) from hindering its affiliates from airing programs of other network organizations.

As to FBC's competitive position compared to the big three, BVT cited quotes from Fox officials asserting the program service's strength, among them one from Fox Chairman Barry Diller: "We're now ready to take on CBS."

BVT also said it saw no reason why Fox should be exempted from the prime time access rules. "We can well understand why Fox wants such an advantage," said BVT. "So that it can be the only network able to program all 28 hours of prime time. We do not see any [reason] why it needs such favorable treatment."

Fox officials declined to comment on the suit or the FCC filing. —SM

ABC, CBS shake up schedules

Both CBS and ABC have canceled series, as the two networks look to shore up problem areas on their schedules. In changes announced last Thursday, CBS is expanding its comedy presence beyond Monday night with the addition of *Sydney*, starring Valerie Bertinelli, and *Normal Life*, starring Cindy Williams, on Wednesday night, 8-9 p.m., replacing the short-lived *Grand Slam*. The two series will premiere March 21, with *Grand Slam* having its last broadcast in the Wednesday time period on March 14.

Those additions came on the heels of another comedy move, with CBS cutting *Doctor, Doctor* from the 10:30-11 p.m. slot on Monday night. The series was brought onto the schedule when the network canceled *The People Next Door* last November. *His & Hers*, a comedy starring Martin Mull and Stephanie Faracy, will make its debut at 10:30-11 p.m., March 5. The series has a 13-episode commitment from CBS.

ABC's *Mission: Impossible* became just that on Saturday from 8-9 p.m., and the network is replacing the series with *H.E.L.P.*, an action/adventure show about the exploits of an emergency unit made up of New York firefighters, police officers and paramedics. The series will make its debut on Saturday, March 3. *Mission: Impossible*'s last telecast was Feb. 24.

Veteran character actor John Mahoney stars in *H.E.L.P.*, a Universal Television production. *Mission: Impossible* had started the season in the Thursday 8-9 p.m. time slot, but was moved to Saturday night to try

to improve lead-in numbers for ABC's expensive *ABC Saturday Mystery Movie*.

In an effort to better its chances of premiering a successful series on Friday night this season, NBC is launching an extensive promotional campaign for the upcoming debut of *Nasty Boys*, an action/adventure series about a group of crime fighters who protect their identities by wearing black ninja outfits. The series, based on a highly rated made-for-television movie of the same name, which aired last September, was to debut Feb. 23 from 9-10 p.m. The show will replace *True Blue*, which goes on hiatus.

To increase sampling for the show, NBC has produced a music video style on-air promotion that features the show's theme music, a rendition of a popular Janet Jack-

son song. The network has also produced a radio version of the promotion. In addition, the network has sent out more than 1,000 t-shirts and posters and has taken out full-page newspaper advertisements, all bearing the name of the show and the promotional theme of *Nasty Boys*: "We make house calls on Friday nights on NBC."

Nasty Boys is the fifth series to get a tryout on NBC's Friday night schedule this season. *Baywatch*, *Hardball* and *Mancuso, FBI* started the season, but *Hardball* was put on hiatus for creative retooling and *True Blue* took its place. Now the network hopes *Nasty Boys*, the series, which scored a 15.3 rating and 27 share as a movie, will do similar numbers. If it does, it will easily improve that network's performance on a night they consistently finish in third place. —SC

Disney turning nighttime to newstime in L.A.

Beginning March 5, its KCAL-TV will feature all news in prime time

After a two-month delay, Walt Disney Co.-owned independent KCAL-TV Los Angeles will be taking to the airwaves with an unprecedented all-news prime time format March 5. The first-year \$30 million-plus investment is a bold move, with Disney gambling that there is enough viewer appetite for local news to help KCAL-TV establish

a foothold among the six other VHF stations currently serving the Southern California market.

Since luring long-time Los Angeles news anchor Jerry Dunphy from cross-town competitor KABC-TV (BROADCASTING, July 17, 1989), KCAL-TV has seen little change in its ratings since the \$1 million-plus anchor joined the station's 8 and 9 p.m. newscasts last November. Nielsen's November book measured each hour newscast at a 3 rating/4 share, while the most recent weekly overnight average (for the week ending Feb. 9) scored the 8 p.m. telecast with a 2.6/4 and the 9 p.m. news hour improving only slightly with a 3.1/5. Among the six competing stations, KCAL-TV's two news broadcasts rank last in the market, but the station's previously stated goal has been to make inroads on the other three independent stations and develop KCAL-TV's image as a news leader in the market.

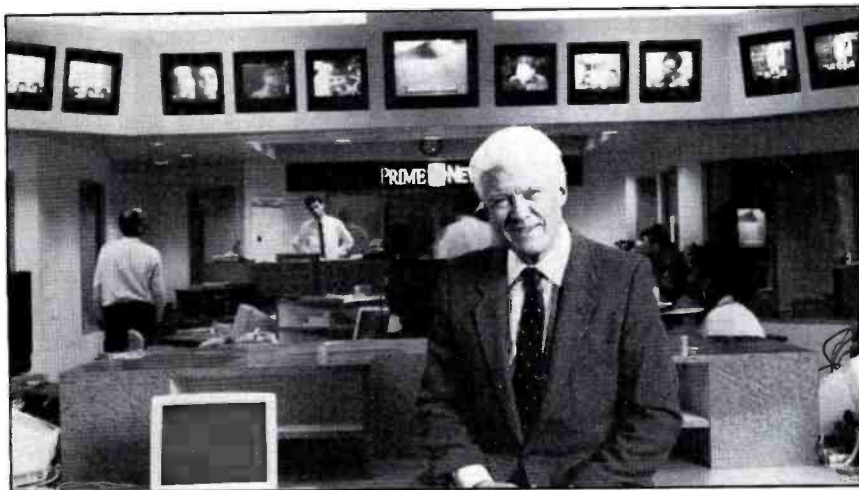
Marshall Hites, KCAL-TV director of advertising and marketing, says the station's "plan by design" had been not to promote Dunphy's entrance in the existing 8 and 9 p.m. broadcasts, explaining that an advertising campaign last November would have been "detrimental" when the station is attempting to have viewers not associate the old news formats with the upcoming *Prime 9 News* format. "Not advertising Dunphy has been a deliberate move on our part," Hites said. "The ratings for the current broadcast haven't been our primary concern. Our launch campaign started Feb. 5, and has been geared as a teaser promoting Jerry's and *Prime 9 News*' premiere March 5."

The most formidable task awaiting *Prime*

Calling it quits



Friday the 13th (l) and *War of the Worlds* (r), two of the series Paramount Domestic Television produces for first-run syndication, will no longer be produced following this season, a company spokeswoman announced last week. "Friday the 13th as a three-year-old series has achieved its goal of generating enough episodes for back-end syndication. *War of the Worlds*, on the air for only two years, did not reach that goal," she said. At the end of this season, *Friday the 13th* will have accumulated 72 hours, and *War of the Worlds* will have 44. Among weekly hour-long syndicated series, both shows ranked in the top six. In season-to-date averages among weekly first-run hours, *Friday the 13th* ranked third with a 4.6, and *War of the Worlds* ranked sixth with a 3.8. *Star Trek: The Next Generation*, also produced by Paramount, is the highest rated of the weekly hours, averaging a 10.4.



KCAL-TV anchor Jerry Dunphy

9 News is the ratings lead competitor Tribune Co.-owned independent KTLA-TV has established for its 10 p.m. newscast. One station rep source, who deals mostly with independent stations, estimated that KTLA-TV's newscast has been averaging 5-6 ratings consistently over the last several years and that any such attempt to overtake KTLA-TV would be an "uphill battle." Based on KCAL-TV's current 3 rating, the source estimated the station earns \$1,500 per 30-second commercial, and if it maintains that rating for the three-hour *Prime 9 News*, it can expect to generate just over \$100,000 a day, or close to breakeven the first year with approximately \$26 million in net ad sales revenue (after agency commissions, etc.).

The station rep felt that a 3 rating is a "realistic" expectation, compared to the station's anticipation of a 5-plus. The source questioned the enormity of the \$30 million figure that station executives have acknowledged for the prime time investment, wondering if capital equipment expenditures had been amortized over a multiyear depreciation plan as one-sixth of the annual budget over the next five years. "If that's the case, the station could realize a better than 25% margin or over \$10 million profit if they can achieve a 4 rating," the source said. "A 5 rating would give them a 50% profit margin at \$30 million. In any event, if they can score better than a 3 rating, they'll be happy. Disney's got deep pockets and such a massive news presence will only help build a reputation for commitment to local news." A KCAL-TV spokeswoman said it is the station's policy not to comment on the station's finances.

KCAL-TV, which directly abuts Paramount Pictures Corp. on the west side of its building, has leased 8,500 square feet of additional office and studio space out of stage 21 at Paramount, and KCAL-TV President and News Director Bob Henry says the production staff has been beefed up from 38 to 145 employees. Supplementing the studio operation are nine microwave vans and one satellite truck, and the station is shopping for a microwave transmission helicopter.

Preferring not to divulge all of his plans for prime time, Henry would only say that the 8 p.m. newscast—which will be an-

chored by Dunphy and latest addition Jane Velez-Mitchell (from WCBS-TV New York)—will be formatted as a "locally oriented" broadcast. The 9 p.m. news hour (anchored by David Jackson and Pat Harvey) will feature national and international news, with Harvey describing it as "a Southern California view of the world," while the 10 p.m. newscast will be a comprehensive overview of local, national and international news. So far, Dunphy has been identified as lead anchor for the 10 p.m. telecast, with either Harvey or Velez-Mitchell serving as his co-anchor. —MF

Turning Saturday morning into newstime in Sacramento

KCRA-TV gets rating boost by substituting local news for cartoons

A fierce blizzard propelled by gale-force winds caused some major mishaps in the Northern California region during the weekend of Feb. 17-18, but Sacramento residents tuned into NBC affiliate KCRA-TV's newly established Saturday and Sunday morning local news to get the latest updates on the calamitous conditions (BROADCASTING, Oct. 23, 30, 1989). Started just over one month ago, KCRA-TV's local news from 6 to 9 a.m. scored a 5.8 rating/27 share, and the Saturday, Feb. 17, block from 9 a.m.-1:30 p.m. registered an 8.5/22 for live remote coverage of the Sierra Mountains highway mess. These numbers have pointed to a steady climb in the Saturday morning lineup that was once filled by NBC's children's programming, and Nielsen overnight averages also show KCRA-TV has made gains since initiating expanded weekday (2-3:30 a.m. and 4-6 a.m.) local news coverage last November.

For comparative purposes, John Kueneke, the station's vice president and general manager, said that during Saturday, Feb. 17, at 8:30-9 a.m., the local news block

segment hit a record high 10.9/29. He added that it was the highest-ranked local news show on Sacramento television that Saturday, beating CBS affiliate KXTX-TV's 6.7 rating for its 11 p.m. newscast. Before the switch to news programming, NBC's animated children's programming averaged a 3.3/18 for the 6-9 a.m. slot and a 5.7/16 for the 9-11 a.m. slot.

The numbers for Sunday morning (Feb. 18) news coverage measured 3.4/47, compared to 2.0/25 for CNN Headline News and public affairs programming in the 6-7 a.m. slot. An additional Sunday news hour at 9 a.m. scored a 6.8/21, up from 5.5/18 for the previous week ending Feb. 11. "The original rationale was that we wanted to go into the Saturday and Sunday news business by building our weekday overnight news first, but I never expected our weekend early morning news to build so fast by itself," Kueneke said.

However, Kueneke conceded it's been a tougher case with the early morning weekday programming. Even with top-ranked numbers for the 2-3:30 a.m. and 4-5:30 a.m. news blocks (1.7/23 and 2.2/39, respectively), Kueneke said there is a shared feeling among advertisers that those hours are "not usually regarded for higher quality rating points." A New York-based station rep source estimated that 30-second commercial spots generally sell for \$50 per unit, and when asked, Kueneke said that was a close figure. The real payoff, Kueneke said, is the lead-in strength the 4-5:30 news block delivers to the year-old *Channel 3 Reports* newscast at 5:30-6 a.m., with that program scoring a 4.6/50 leading into NBC's *The Today Show*.

"This is not something that I would recommend for every station, but it has worked for us," Kueneke said. "Sacramento skews slightly older, and one really has to analyze their market to see if this kind of news emphasis will pay off for them. We have already hit 112% of our annual budget with January's numbers in, so I'm very ecstatic. We made most of our capital expenditures for animated equipment over a year ago, so it just came down to being a matter of shifting existing personnel to different news shifts. The automated equipment [cameras and studio software] helped us save drastically on labor expenses, and made it possible to mount an expansion like this."

Kueneke added that he has received many inquiries from stations and from NBC network officials regarding ratings perfor-

Exclusive deal

ABC confirmed last week that it has signed a production agreement with James Brooks and his production company, Gracie Films. As part of the agreement, all writers and producers in the company will be available to ABC on an exclusive basis, outside of their involvement with *The Simpsons* and *The Tracy Ullman Show*, which the company produces. The deal calls for development of a minimum three comedies, with no time constraints as to their completion.

mance for the 60 hours of expanded local news coverage at the station. One source says NBC has been closely studying the possibility of scrapping part of its Saturday morning children's lineup in favor of a Saturday morning version of *The Today Show*. —MF

Taking 'Break.' According to Multimedia, after just three weeks of selling its proposed new weekly music and talent search show, *Big Break*, 50 stations, covering approximately 40% of country, have picked up the Natalie Cole-hosted program. The station lineup for the one-hour weekly show, which focuses on urban contemporary music and artists, includes KGO-TV San Francisco, WDIV(TV) Detroit, WSB(TV) Atlanta, WCCO(TV) Minneapolis, WPLG(TV) Miami, KSDK(TV) St. Louis and WJLA-TV Washington.

Turner enters news-update genre

'Update' will give stations option of using own anchor for stories

Turner Program Services expects to launch a new weekly news magazine in syndication next fall that will allow stations to use local personalities to anchor the program in their own markets.

The program is entitled *Update*, and is being produced by Turner Entertainment Network's documentary and informational programs unit, headed by Ira Miskin. The program, a weekly half-hour targeted for weekend access, would revisit major news stories, updating events and characters.

For example, in the pilot brought to the NATPE International convention last month, stories included a profile of Imelda Marcos revisiting major events in her life such as an assassination attempt and her days as first lady of the Philippines. The piece also included an interview with Marcos exploring her life after the death of her husband (deposed Philippines dictator Ferdinand Marcos) as she braces for an upcoming criminal trial. Other segments in the pilot profiled Mark Spitz and updated the Love Canal toxic dump story.

Several months ago, Turner executives were unsure about the chances of getting *Update* running by fall. Several weeks before NATPE they were in hot pursuit of a nationally known talent to host the show, but talks dragged on and the deal was not done in time for the convention.

However, station executives who saw the pilot (hosted by executive producer Miskin, who is not a candidate for the on-air job) at NATPE liked what they saw, according to TPS Senior Vice President John Walden. They also suggested that the host role was not nearly as important as story content.

"We got some feedback," said Walden. "[Station executives] said this is fine, and that anybody can do [the host role]. They said it would be a great way of showcasing their own anchors to get more exposure in the marketplace."

Update would rely heavily on footage from the CNN library. The program, if it goes ahead, will be shot so that stations can use either a national or a local host. The role of national host has yet to be filled.

Update is one of several proposed new magazines that will examine past events. However, Turner officials say their offering is not so much "nostalgia" because the program's goal is to update viewers on characters or events that attracted headlines some time ago.

King World Productions is trying to launch a strip for next fall, *Only Yesterday*, to be hosted by John Palmer, that will recount stories from the first-person point of

Try to remember

NBC News Productions has tapped Chuck Scarborough as the male half of the co-anchor team that will host *Memories Then and Now*, a weekly video version of *Memories*, the new magazine from Diamandis Publishing. At deadline last week, NBCNP, which is producing the program, was said to be holding talks with a candidate for the female co-anchor slot, but had not signed her. LBS is distributing the series in syndication for fall 1990. A *Memories Then and Now* special is being produced for air some time in the second quarter. Bill Hillier, who helped develop *P.M. Magazine*, among other programs, is producing the *Memories* pilot. Last year, he produced the pilot for a proposed fall 1990 show from GTG, *Celebrity Update*, which has since been pulled from the market. According to Al Jerome, president, NBC Television Stations, all the network's owned stations were committed to carrying the program in either the weekend access or early fringe dayparts. "They are all on board," Jerome said.

view of a principal character. And NBC News Productions is producing a weekly television version of the popular Diamandis Publications' *Memories* magazine. LBS has been tapped to sell that program in syndica-

tion.

Blair Entertainment is trying to launch *Reunion*, which will present various stories of people reuniting after years of separation. —SM

Redecorated 'House' returns

After taking two-week hiatus, NBC-Group W co-venture goes back into production; show will be more serious, says its executive producer

House Party, the NBC-Group W co-venture magazine strip, which has delivered disappointing ratings since its debut in January, goes back into production this week after a two-week hiatus.

According to the show's executive producer, Barry Sand, he and his staff are planning changes in the show that will "make it more skewed to information than comedy."

And according to one source who has been tracking the show, it's about time. "Comedy in daytime is death," the source said. "And they should know that by now. Between the two companies, they have programmed four daytime shows that went for laughs and failed miserably."

Group W was the first to try, 12 years ago, with a syndication entry called *Everyday*, that was billed by then Group W Productions President David Salzman as "*Saturday Night Live* in daytime." The show lasted about six months before being canceled, sources said.

NBC stepped up to the plate in the early 1980's with a daytime show hosted by David Letterman, which was every bit the failure that the comedian's current late-night show is a success. Letterman's daytime show also lasted just a few months.

His late-night show is in its seventh season.

Two years ago, Group W Productions tried another comedy-talk daytime show with comedian Will Shriner as host. The show didn't last the season. "You'd really think they would learn a lesson," said one observer, who asked not to be identified. "They're programming to a mythical 18-34 daytime audience. It doesn't exist."

House Party has been averaging a seven share nationally. "It's hard to do worse than a seven share," said one programming executive last week.

But for the time being, Sand still has the support of the show's backers. "Absolutely," said Al Jerome, president, NBC Television Stations, a partner in the show. "Barry is the executive producer and we would expect him to remain in that role."

"There isn't a syndicator in America that doesn't want this to fail," Jerome said, because they covet the daytime slot for their own shows. "We just have to stay with it. It may work, it may not work."

Sand said last week that originally the show was planned as a late afternoon vehicle, where it was believed the comedy elements would go over better with what's perceived as a younger audience at that time. "Originally this was supposed to be a work in progress," said Sand. "It was supposed to be a low profile experimental show. Unfortunately we went public very early and it got a tremendous amount of attention." —SM

Bud goes lite on advertising

Top beer manufacturer announces it will cut back TV, radio advertising; estimates of cutback range from \$15 million to \$35 million

Anheuser-Busch, as had been rumored, announced Feb. 21 at a meeting of food and beverage industry analysts in Fort Lauderdale, Fla., that it will slice its radio and TV brewery advertising budget and invest much of it in in-store promotions (all of Anheuser-Busch's beers, which include Budweiser, Michelob and Busch, are included in the ad reductions). No exact figure on how many millions of dollars in television and radio ads will be cut could be determined. Beer and wine industry source estimates ranged from \$15 million to \$35 million. The news came just one month after General Motors announced that it would withdraw \$50 million worth of prime time buys it made in last spring's upfront marketplace (BROADCASTING, Jan. 22).

Last year, according to the Television Bureau of Advertising (TVB) and Arbitron's Broadcast Advertisers Report, Anheuser-Busch spent \$286,316,100 on TV advertising; \$26,299,899 on cable advertising, and \$7,707,300 on network radio advertising. The TV figure was down \$18,548,500 from the \$304,864,600 spent in 1988 (although 1988 was an Olympics year, which may account for the rather large decline). How much of Anheuser-Busch's ad budget was spent solely on beer advertising is not known, but one industry analyst who follows the company estimated it at 90%-95%.

Sales executives for ABC, NBC and CBS did not return phone calls.

Beer industry analysts characterized the move as one of the perks of being the top beer manufacturer. St. Louis-based beer industry consultant Robert Weinberg told BROADCASTING that "any successful company is probably over-advertising because they can afford to." Being the industry leader, there is some concern that other breweries will follow suit. Weinberg said that if he sold TV time, he would be "camped" in Golden, Colo., where Coors Brewery is located. According to Weinberg, Miller Brewery, a subsidiary of the Philip Morris Co., and Coors are the only brewers who could fill in the gap created by the loss of Anheuser-Busch's advertising.

Noel Hankin, Miller Beer director of market relations, said that the brewery has no intention of changing its advertising strategies. In 1989, according to TVB, Coors spent \$102,474,900 on advertising. Figures for Miller were unavailable.

No one within the beer and wine industry, when interviewed by BROADCASTING,



Bud's 'Bud Bowl' ad campaign aired on previous two Super Bowls; Busch spent \$4.5 million on TV ads for Super Bowl XXIV.

thought that recent efforts to ban beer and wine commercials on television had anything to do with Anheuser-Busch's decision to cut back.

One TV group owner executive was not surprised by the news. Michael Finkelstein, chief executive officer of Renaissance

Communications Corp. (owner of four television stations in the top 25 markets), noted that Budweiser had recently decreased its sports sponsorship. Finkelstein speculated that Anheuser-Busch, with its number one share, wants to see how inexpensively it can maintain its top position. —JF

United Cable settles shareholder suit for up to \$100 million

United Cable TV Corp. has agreed to a settlement in a legal dispute with two minority shareholders that could bring the shareholders between \$50 million and \$100 million—depending on whose estimates are taken—in five years. The plaintiffs had claimed they had not received the share of the company's Baltimore franchise to which they were entitled. The settlement, reached two weeks after the case had gone to trial, is believed to be one of the largest in the history of cable television.

The plaintiffs were Clarence Elder, a black school teacher, and Oliver (Patrick) Scott, a black artist. They said in their suit that United Cable Television Corp. of Baltimore had prevented them and other minority stockholders from obtaining the 25% ownership interest in the franchise that the city had directed be set aside for minority ownership. Elder and Scott said United Cable had received the franchise in 1984 after agreeing to the set-aside.

Elder and Scott were two of three founders and members of the board of directors of Universal Telecom Inc., which owned 3.36% of the cable system. United, the suit charges, prevented Elder and Scott from investing individually. The suit also says they were voted out of UTI by the other three partners after complaining of the discrepancy. Stephen Snyder, counsel for Elder and Scott, said his clients had been told they would participate in ownership of the system. But "when time

came for ownership," he said, "they were not permitted to do so."

United Cable was acquired in May 1989 by United Artists Entertainment Co., which is 57% owned by Tele-Communications Inc. John Neal, a spokesman for UAE, said that company was not a party to the dispute, that it simply "inherited" it. But he said the settlement did not constitute an acknowledgement of "wrongdoing." It was "a business dispute," he said, and "we reached an agreement." When the case went to trial three weeks ago, he said, "we decided it could drag on and would be detrimental to the system. We thought we should settle, so we did."

Neal also suggested the suit had grown out of a misunderstanding on the part of United Cable. He said the Baltimore franchise involved the first major new build in which United Cable had been involved. "The terms [of the Request for Proposal]," he said, "were completely different from any" it had known previously.

Elder and Scott will receive \$8.7 million in a cash payment and rights to about \$3.2 million more in about five years. They were also given 22% interest in the system, whose value is expected to increase over time. Snyder estimated that the 22% share would be worth between \$70 million and \$100 million by 1995. Neal said UAE estimates the value of the two plaintiffs' holdings would be far less, under \$50 million. □

Playboy vows to get more out of bunny

Entertainment Group head says trademark has been underused

As the Playboy Entertainment Group enters the 1990s, it hopes to make its famous trademark more contemporary by taking advantage of franchises that come with that trademark and exploring traditional and nontraditional "strategic alliances," according to Bob Friedman, president, Playboy Entertainment Group, Inc.

"When there's too much choice, trademarks can win out and create loyalty," Friedman told a gathering of the New York Television Academy. Playboy stands for "responsible fun and fantasy for men, couples, and women who want insight into men," said Friedman.

Programming projects in the works at Playboy include *Memoirs*, a series of 8-minute vignettes, described by Friedman as "sexy action/adventure fantasies," slated to debut in May. Plans call for distribution through pay-per-view as well as syndication abroad and domestically.

Friedman's plans also call for the repackaging of *Playboy After Dark*, a variety show hosted by Hugh Hefner that aired in 1968-69. Playboy owns 52 hours of the

program. No decision has yet been made on the appropriate vehicle for *Dark*'s distribution.

As for programming franchises to be explored, "Playboy and comedy seems to work, as does Playboy and jazz," Friedman said. Playboy Entertainment will also become involved in the production of original telefilms in the action-romance-adventure genres. Some of these productions will use stories published in *Playboy* magazine as source material, said Friedman, who "hopes to have a movie-of-the-week on the air within a year."

"Strategic alliances" will come via acquisitions in some cases, "and will also help us create new media applications. They are key for our existing business and as a way to get into new businesses," Friedman said.

In the past, the Playboy Channel, now known as *Playboy at Night*, has not capitalized as it should have on its trademark potential, said Friedman, adding that one of his priorities is finding a way to translate *Playboy* magazine to cable. "It will be a balancing act over the next six months," he said. Movies currently make up 50% of the schedule, and that will be cut down to 40%.

Playboy at Night is in the process of switching from pay to pay-per-view status. Currently available in 3 million addressable homes, *Night* also has another 400,000 subscribers still receiving it as a pay subscription service. "Our primary thrust is the pay-per-view business," Playboy's Bill Farley told BROADCASTING.

Playboy is also the third largest national distributor of home video, according to Friedman. He hopes to "broaden" the type of home video product available, and will "look for partners to get nontraditional distribution." For example, he said, liquor stores may be an appropriate place in which to purchase Playboy video product.

Playboy Entertainment is particularly strong in the international distribution area, according to Friedman. *Playboy Late Night*, a magazine-format series produced by Playboy Video Enterprises, has been licensed to Filmmet for pay television service including pay-per-view in Scandinavia, the Netherlands and Belgium. The agreement covers 26 hours of original programming. In addition, *Late Night* is already on broadcast television in France and Italy, and soon to be broadcast in Spain and Germany.

-MF

Satellite Footprints

Dancing with the ones that brought them. In the race to remain a dominant international television carrier in the 1990's, BrightStar Communications last week renewed for another five years its contract with Washington International Teleport, which will continue to handle all of BrightStar's traffic coordination in North America. Eight days earlier, BrightStar announced that it had signed five-year contract extensions with its main providers of ground segment in the United Kingdom and satellite capacity over the Atlantic Ocean—British Telecom International and Comsat, respectively. The new Comsat deal renews BrightStar's leases of two transponders (one West-to-East C-band path and one East-to-West C-band to Ku-band path) aboard Intelsat 332.5; it also adds a third lease—a West-to-East C-band to Ku-band path, also aboard 332.5. In the third year of the contract (1992), BrightStar will move all three of its full-time paths to a new all Ku-band Intelsat-K bird, the dominant band in Europe and often the mode of transmission for U.S. television backhaul. At least two of the three Ku paths will be West-to-East. The BTI deal renews BrightStar's access to earth station and landline facilities in the United Kingdom. "It's clear that the best course is to continue to build our network with the same resources that have served us so well in the past," said Bill Page, BrightStar vice president, North America.

□

Industry encryption standard(s)? CBS expects to have Videocipher I decoders in place at all its affiliates by the end of March, enabling it to begin to scramble its feeds for the first time, said David White, network telecommunications director. And now with the creation of K Prime Partners—a consortium of the nation's top cable operators and GE Americom that will launch a 10-channel Ku-band programming service aboard GE's Satcom K-1 bird (BROADCASTING, Jan. 29)—NBC may also have to look at investing in encrypting its Ku-band feeds, said David Baylor, vice president of broadcast operations, NBC.

Of note is the fact that CBS, K Prime and NBC may all end up adopting encryption systems other than the industry standard Videocipher II. CBS, of course, has already played its hand with VC I. K Prime said it is still taking bids from a variety of vendors including Scientific Atlanta, whose B-MAC system is used widely

outside the U.S. to secure transAtlantic transmissions through BrightStar Communications. Baylor said that NBC—the only network whose distribution is mainly Ku-band—is "very happy" with its Leitch system, which it has used since last year to encrypt its C-band feeds to Alaska and Hawaii. The launch of K Prime (offering seven well-established superstations and up to three pay-per-view signals) by the end of 1990 is expected to boost sales of Ku-band receiving equipment, which is already creeping up to about 20% of the home dish market. With the prospect of millions of Ku-band home satellite systems out there, said Baylor, NBC will now have to consider encrypting its main feeds as well.

□

Galactic programmers. Although Hughes Communications last week announced a major step forward in its high power Ku-band direct broadcast satellite plans (see "Top of the Week"), its established future in C-band delivery has continued to solidify with the sale of two transponders aboard Galaxy V and Galaxy IR to Group W Satellite Communications and of another aboard Galaxy IR to Univision. Galaxy V is to be launched in late 1991, and Galaxy V in late 1993, both to serve as home for the next 12 years to HBO, Cinemax, Turner Broadcasting and other cable TV services. Group W, which now uplinks the Nashville Network, purchased the second Galaxy transponder and options on two more for the purposes of expansion. Univision's Spanish-language television programming is carried to approximately 5.6 million U.S. homes by more than 500 broadcast and cable affiliates.

□

Radio, TV and private data satellite transmission services company **IDB Communications Group** has entered 50-50 joint venture with Teleglobe International U.S. to create IDB Aeronautical Communications. IDB, which last month sold 20% of its equity to Canada-based Teleglobe in common stock, expects to launch worldwide in-flight telephone, data and air traffic control services by end of 1990, with initial \$5 million investment this year. Two companies will build and operate two of six earth stations to be coordinated through consortium involving France Telecom, OTC-Australia and nonprofit group of 350 commercial airlines, Societe Internationale de Telecommunications Aeronautiques.

Judge rules out cameras in Wisconsin court

Although conceding coverage would be beneficial, judge says she will abide by rules of federal Judicial Conference, which prevent cameras

Wisconsin broadcasters won the judge's sympathy but not the verdict they wanted. They and other media groups had petitioned the U.S. district court in Madison for permission to use a television camera and a still camera to cover a hearing on the treaty rights of Chippewa Indians to hunt and fish and cut timber on public land in northern Wisconsin. The case is said to involve issues of consuming interest in the state. The presiding judge, Barbara Crabb, agreed that the requested camera coverage would be beneficial, but she said the rules of the federal Judicial Conference left her no choice but to deny the request.

The Wisconsin Broadcasters Association, backed by seven television stations, the Wisconsin Newspaper Association, the State Bar, and the Wisconsin Freedom of Information Council, had argued that the litigation—involving Indian rights in a vast area of the state ceded to the federal government in the 19th century—will have substantial consequences affecting millions of people in the state. They added that broadcast coverage would provide the only access to the trial for most of the public. And the state attorney general supported the media's request, saying coverage would improve chances of a negotiated settlement. Specifically at issue was a request for suspension of a local rule banning cameras from the courtroom.

Crabb did not disagree with the broadcasters. She said televising the hearing would be "beneficial for the public and for the judicial system." She also expressed confidence the presence of cameras "would not interfere with the court proceedings." She noted that the state of Wisconsin had demonstrated over the past 10 years that the photographing of state court trials "does not impair the fair and orderly administration of justice." She said 43 states now permit such coverage under rules "designed to insure that it does not lead to the kind of circus atmosphere that was the basis for earlier prohibitions on cameras." And she said the trials involved in the Indians' case "are particularly well suited to television coverage." Among other things, they are not criminal trials, so raise no concern for the due process rights of a defendant.

"If the decision were solely mine to make," Crabb said, "I would not hesitate to grant the motion to suspend the local rule." But she noted she had already asked the Judicial Conference of the U.S., through its Ad Hoc Committee on Cameras in the Courtroom, to permit televising of

the proceedings in the case on an experimental basis. She said she had cited "the intense statewide interest in the case" and her belief that opening the courtroom to the public "would promote greater understanding of the complex and divisive issues" involved. But, she said, the committee had denied her request, and the Judicial Conference had taken no further action. She added: "I consider that, however strongly I may disagree with the Judicial Conference's position on this question, I am not free to disregard it."

She would not be violating a law, she acknowledged, in suspending the rule. But she said she would be violating "the general understanding that federal judges operate subject to the supervisory authority of the Judicial Conference...."

The hearing began on Feb. 5.

The broadcasters that were involved in the effort to open the courtroom to cameras were WQOW-TV and WEAU-TV, both Eau Claire; WAOW-TV and WSAW-TV, both Wausau; and WKOW-TV, WISC-TV and WMTV-TV, all Madison.

-LZ

Dissecting network news

Study finds white men dominate, with more women anchors than reporters and few minorities

Network evening news is largely a man's world, and a white man's, at that. A study released last week found that only four women were among the 50 reporters who appeared most frequently on the nightly news. It also found that women were more successful in gaining air time as anchors than as reporters—while few minority group members appeared often in either category.

The survey, by the Center for Media and Public Affairs in Washington, recorded the race and sex of every reporter who filed a story on the ABC, CBS and NBC evening newscasts during 1989. Researchers computed the proportion of stories filed by women and minorities, and ranked reporters and anchors in terms of stories filed.

The four women who appeared among the 50 seen on the air most frequently included three who made the top 10—CBS's Lesley Stahl (number three), with 115 reports; NBC's Andrea Mitchell (number four), with 111, and CBS's Rita Braver (number eight), with 93. The other woman in the top 50 was CBS's Martha Teichner (tied with two men for number 42), with 48 reports.

Class TV

According to Whittle Communications, it has signed up 2,500 schools for its Channel One 12-minute news program, which launches March 5. Whittle said it will reach 1.7 million teen-agers with show and has sold \$200 million in advertising time. Turner Broadcasting System issued release last week stating its CNN Newsroom was in 7,000 schools.

The survey found that seven of the 17 evening news anchors were women—Connie Chung and Susan Spencer on CBS; Carole Simpson and Diane Sawyer on ABC, and Maria Shriver, Mary Alice Williams and Deborah Norville on NBC. So while only 8% of the top 50 reporters were women, women account for 41% of the evening network anchors.

Minorities were significantly less visible than women on the network evening newscasts. The survey found that there were no blacks or Asians and only two Hispanics—CBS's Juan Vasquez (tied with two white men for number 15), with 68 stories, and ABC's John Quinones (tied with one white male for number 36), with 53—among the top 50 reporters. The only minority group members among the anchors were two women—Chung and Simpson.

Overall, whites filed 91% of all stories aired on the network evening news, and women, 14%. The survey found that blacks filed 5% of the stories, Asians 3% and Hispanics 1%.

Not surprisingly, the networks' chief White House correspondents were on the newscasts most often. NBC's John Cochran ranked first in the number of stories, with 156, followed by ABC's Brit Hume with 143, and Stahl. Five of the others in the top 10 have Washington beats—Mitchell; CBS's David Martin, with 101 stories; ABC's John McWethy, with 94; Braver, and CBS's Wyatt Andrews, with 80. The two non-Washington hands in the top 10 were both NBC correspondents—Robert Hager, with 94 stories, and George Lewis, with 86.

The study also broke out the number of stories contributed by the network anchors. It found that NBC's Tom Brokaw did the most pieces—1,584, followed by ABC's Peter Jennings, with 1,456, and Dan Rather, with 1,165. The study said Rather's numbers probably suffered from CBS's tendency to run fewer but longer items than its competitors.

-LZ

Focusing on cameras: CCD's making tubes obsolete

The era of the tubeless NAB convention is rapidly approaching. Some of the leading camera manufacturers will be displaying only CCD (charge-coupled device) products at their booths during the National Association of Broadcasters equipment exhibition in Atlanta, March 31-April 3.

"This is the first year there's no tube cameras in our booth. That was a five-year transition," said Peter Dare, vice president, product management, Sony Broadcast Products Co., Teaneck, N.J.

Panasonic Broadcast Systems, Secaucus, N.J., a subsidiary of Japan's Matsushita, showed only CCD cameras at NAB 1989. "I think the era of tube cameras is history," said Panasonic marketing manager Jerry Spencer.

On display will be some cameras with the now well-established FIT (frame-interline transfer) CCD chips and some with the low-priced IT (interline transfer) chips. Solid state is making it possible to build much smaller and lighter broadcast-quality camcorders. At the same time, the chip technology is improving to the point that some manufacturers are taking their established tube cameras for the studio and field production off the exhibit floor and replacing them with CCD's with equivalent quality.

One step beyond CCD's is the introduction of all-digitally processed cameras. Panasonic was the first to show a digital camera last year and will have a new digital product this year. It will also demonstrate a prototype digital camcorder docking to a recorder in Matsushita's half-inch composite digital format. But other manufacturers do not seem to be following suit with Panasonic. They claim that images shot on the current Betacam SP and MII camcorders and dubbed onto D-2 (three-quarter-inch composite digital) recorders will produce equal quality.

Robotic control of studio cameras attracted a great deal of attention at last year's NAB exhibition as the first robotic pedestals, capable of moving across studios without rails, were introduced by two companies. Refined versions of those products will be back this year.

Panasonic is introducing the AQ-11, its second all-digital processing camera, following the introduction last year of the AQ-20. The AQ-11 is aimed at a broader, low-end market and should be lower-priced than the AQ-20 because it employs three IT rather than FIT chips. No price for the new camera has been set, but it is targeted for less than \$15,000.

"The things you can say about the AQ-11 are about the same things you can say about the AQ-20," Spencer said. Both digital cameras have been programmed to filter out video cross-color artifacts. They are smaller and lighter (less than 10 pounds) than analog units. Also, because they have fewer moving parts, digitally processed cameras should be more durable and easier to maintain, Spencer said. Less tweaking is needed, and when adjustments are necessary, software within the camera can be accessed to handle it automatically. Deliveries of the AQ-11 are expected to begin in the third quarter of 1990.

At past NAB and Society of Motion Picture and Television Engineers exhibitions, Panasonic has displayed mock-ups of its coming half-inch digital camcorder. At this year's NAB, it will show a working prototype for the first time. The company hopes to begin deliveries of the half-inch digital tape decks by this year. When the camcorder is released, Panasonic hopes to keep the price below \$40,000. "That's a market target. The product itself will not be introduced until a year from now and a lot can happen in 12 months," Spencer said. The 1991 product introduction is on target with

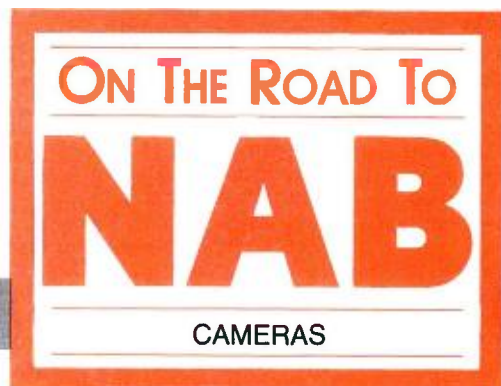
the goal Panasonic set last year.

The most highly featured new cameras at the Sony booth will be the BVP-270 and BVP-370 featuring Sony's new HAD (hole accumulated diode) sensor, which is designed to increase the camera's horizontal resolution and improve color. Both cameras feature high sensitivity, 62 dB signal-to-noise ratio, an electronic shutter with speeds from 1/1000 to 1/2000 and automatic color balance setup. The BVP-370, designed for mobile van applications, contains three FIT chips and provides 700 lines of horizontal resolution. The BVP-270 is an IT unit developed for general studio use.

Since Feb. 8, Duane Dahlberg, Sony's marketing manager for imaging products, has been on an eight-city "product showcase" tour, demonstrating the BVP-270 and BVP-370. Cities that remain on the schedule before the NAB exhibition are Irving, Tex. (March 1); Boulder, Colo. (March 15), and Paramus, N.J. (March 22).

Broadcast Television Systems, Salt Lake City, will have one new camera to show, the LDK 391 one-piece for ENG. Sony introduced the first one-piece cameras to the broadcast market during NAB 1988 and today is selling two different models, the BVW-300 and BVW-400. "We will go head-to-head with the 400," BTS's Greg Pine said. The LDK 391 weighs 14 pounds and uses BTS's FT-5 sensor to provide smear prevention when shooting directly at light. It records over 700 lines of horizontal resolution on the built-in Betacam SP VTR. Features include a 1.5-inch viewfinder that displays diagnostic messages and camera setup information and an optional battery supply for up to 150 minutes of continuous operation. It sells for \$8,500 and delivery will begin in July.

BTS is another camera manufacturer that will be featuring only CCD cameras. It will display four established CCD cameras, the



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: cameras.



The BTS LDK 391

LDK 90 and LDK 91 ENG/EFP cameras, and two studio models, the LDK 900 and LDK 910.

One company, Ikegami Electronics (USA), Maywood, N.J., is not following the all-CCD trend. Although it will not have any new tube cameras to show, established products such as the HK-327 and HK-323 high-end studio cameras will be prominently displayed. "We're not getting out of the studio tube camera market because it's still a viable market. There are still stations that prefer tube cameras," said Bob Estony, Ikegami communications manager.

Executives at Ikegami in Japan have still not decided which camera products to introduce at NAB, but there will be several new ones shown, Estony said. Regardless of the new products, however, the biggest draw at the Ikegami booth is expected to be the HK-355 3-CCD camera that was introduced at NAB 1989. The first deliveries of the camera to two stations on the West Coast are expected to coincide with the convention. The HK-355 uses FIT CCD's for 700 lines of resolution (450,000 pixels) and signal-to-noise ratio of 62 dB. It has a computer-controlled CCU which operates in a triax or multicore mode.

Few details were available last week on the camera products from Ampex Corp., Redwood City, Calif.; JVC Professional Products Co., Elmwood Park, N.J., and Hitachi Denshi America, Woodbury, N.Y. Ampex is licensed by Sony to manufacture Betacam SP camera equipment out of its Colorado Springs plant. Because of the contract agreement between the companies, Ampex cannot reveal its camera introductions until the NAB show. However, an Ampex spokesman said that any new Sony introductions will eventually be a part of the Ampex inventory as well.

JVC's policy is to hold the technical details of its introductions until the exhibition. It did, however, release a list of the products it intends to introduce. They include a 3-FIT-CCD camera, a 3-IT-CCD camera, a complete S-VHS-C (8 mm) ENG system and the TK-1070U RGB frame capture camera.

Only one of the three major robotic camera system manufacturers, Vinten Broadcast Inc., Hauppauge, N.Y., did not show a free-navigation pedestal at last year's NAB. Its MICROSWIFT system was instead navigated with metallic strips on the studio



Mock-up of Panasonic half-inch digital camcorder at SMPTE. A working prototype will be demonstrated at NAB.

floor. But this year, Vinten has incorporated free-navigation software to a completely remodeled robotic pedestal. The software has special anti-collision commands incorporated, but the ability to read metallic tape guidance has been retained in the system. "If you want to have absolute accuracy, the tape is obviously the most accurate way to reposition," said Vinten's Bob Polan. The first deliveries of the new pedestal will be after NAB.

A.F. Associates, Northvale, N.J., which is the U.S. dealer for British-built Radamec EPO robotic camera systems, introduced its proprietary RoboPed free-navigation pedestal for use with the Radamec cameras at last year's NAB show. Since then it has installed a RoboPed at CNN studios in Atlanta. No new enhancements to the Radamec or RoboPed systems will be introduced this year. But A.F. is planning to change the demonstration. In the past, robotic cameras have been suitable for only "talking head" TV news applications. "The problem with game shows and talk shows is that it is much more in the control of the director who may just see something he wants to get.... We now feel that the Radamec and the other robotics with the touchscreen con-

trol now allow for selling into that environment," said an A.F. spokesman.

Details on the products to be shown by the third major robotic camera company, Total Spectrum Manufacturing (TSM), Valley Cottage, N.Y., were not available last week.

Vinten will also introduce a new non-robotic pedestal, a low-cost version of its Osprey pedestal designed for small studio applications. It can hold up to 120 pounds and has a height range of 26 inches to 56 inches. It sells for \$10,500 and will be available for deliveries a few weeks before the opening of NAB.

In recent years, film and TV producers have used the Steadicam camera mounting system manufactured by Cinema Products Corp., Los Angeles. The Steadicam is designed to eliminate shaking on images from hand-held cameras. At NAB, Cinema Products will introduce a two-pound, low-end version, the Steadicam Jr., designed for mounting on consumer-format Hi-8 and VHS-C camcorders. It retails for \$579 and will be available for delivery in March.

-RMS

Next week: HDTV

In Sync

New HDTV test date

The start-up of tests of the proposed high-definition and enhanced-definition transmission systems by the Advanced Television Test Center has officially been postponed by the FCC's advisory committee on advanced television service. In a letter to the members of the advisory committee and the system proponents, ATS committee chairman Richard Wiley of the Washington law firm of Wiley, Rein & Fielding, said that the May 1990 start-up that he set last fall has been postponed until "early fall." A more exact date is expected to be announced when the advisory committee meets in Washington on March 21. The postponement had been expected for several months due to problems in producing test images that would be fair to all of the systems

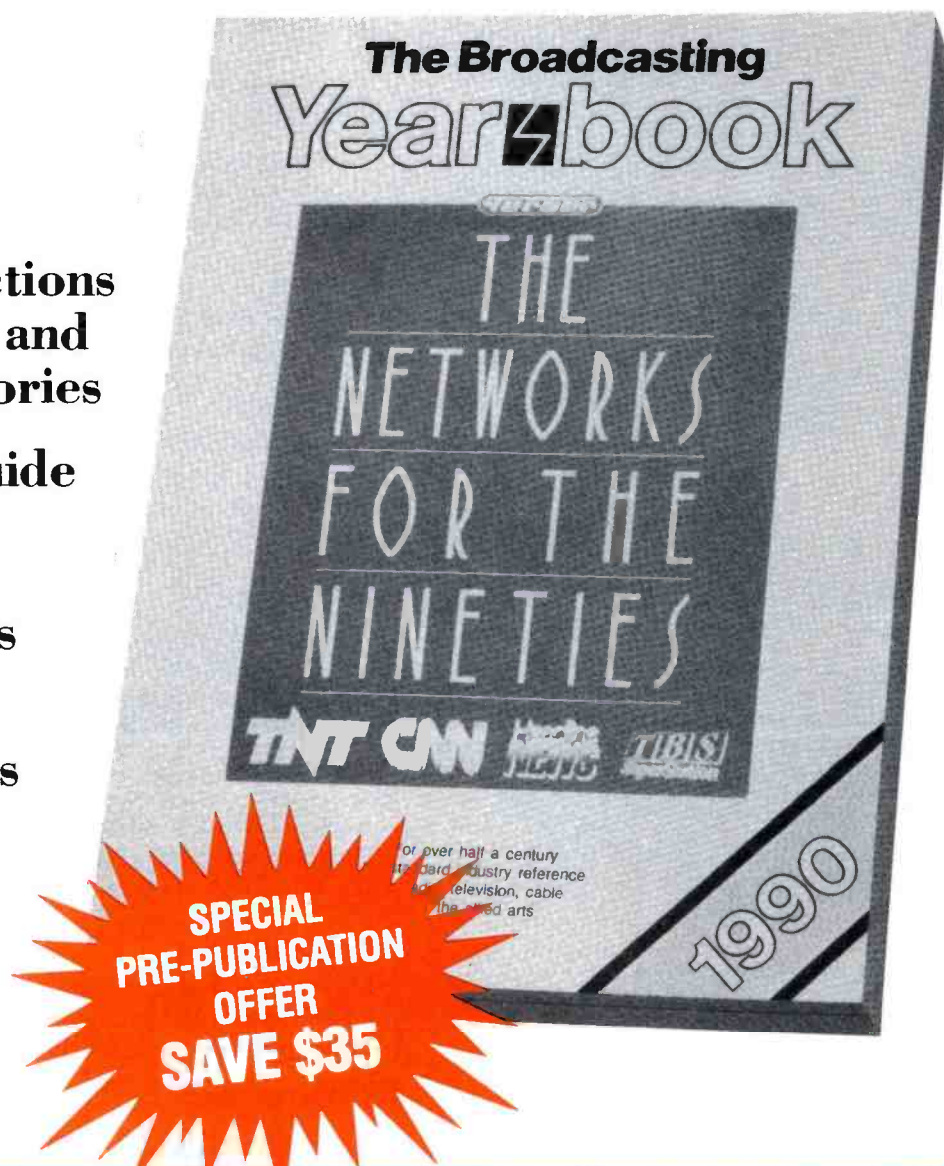
(BROADCASTING, Dec. 4, 1989).

Because of the schedule delay, ATTC has also moved the due date for all fees to be sent to the test center by proponents. Last fall, the ATTC set March 1 as the deadline for payment of \$175,000 by each proponent as a form of "earnest money" to be certain that each seriously intended to take part in the testing. That deadline has been moved to June 1. Proponents have also been given the option of paying half of the fees on June 1 and the other half on Sept. 1.

Also last fall, proponents were given the opportunity to file for waiver of fees. Waivers were to be given to nonprofit organizations that demonstrated financial need. According to Peter Fannon, ATTC executive director, all requests for waivers submitted so far have been denied, except for the request filed by the

THE INDUSTRY'S **FAST-ACCESS,** COMPREHENSIVE DIRECTORY AND SOURCEBOOK

- Nine major sections of information and detailed directories
- The Buyers Guide
- New features
- New directories
- Thousands of Updated entries for 1990



Money back guarantee if *The Broadcasting Yearbook 1990* is not all you expected.

OVER 30,000 COMPLETE LISTINGS

Representative Entries Radio Station Directory

Texas Radio

Orange

K000(FM)—June 23, 1947; 102.5 mhz; 50 kw. Ant 500 ft. Stereo. 1250 Radio Lane (77809). (713) 422-9866. FAX: (713) 422-3227. Breaker Broadcasting Co. (group owner: acq 11-25-78). Net: MBS. Rep: Republic. Format: Adult contemp. ■ John McLaughlin, pres; Jan Hammer, gen mgr; Billy Cobham, gensls mgr; Rick Laird, prog & mus dir; Jean Ponty, news dir; Jerry Goodman, chief engr. ■ Rates: \$55; 40; 55; 30.

Television Station Directory

Florida Television

Sarasota

ADI No. 14; see Tampa-St. Petersburg (Lakeland & Sarasota Market)

WDDW—ch 6. 100 kw. vis. 20 kw. aur. ant 910t/1,030g. Jan 14, 1966. Box 6, 822 Security Blvd. 34480. (814) 252-4000. FAX: (814) 252-5341. Licensee: Keenan Bcstg of Sarasota. Ownership: Keenan Station Group, 100% (see group owners). ■ ABC. Rep: Katz Continental. Wash atty: Segal, Tedesco, Greco & Woods. ■ Mike Epstein, pres; Candace Robertson, gen sls mgr; Del Unser, prog dir; Kim Sundberg, film buyer; Ken McMullen, news dir; Camilo Pascual, chief engr. ■ On 18 CATV's—125,000 subs. ■ Rates: \$550; 225; 60.

Cable Systems Directory

Michigan Cable

Clinton. Clinton Cableview Inc. 5524 Clayton St. 49002. (319) 545-6230. Frank Howard, mgr; Tim Cullen, chief tech. ■ Services Clinton, Allentown, Delphia. Polk county. Top 100 TV market. ■ Subs: 24,227; homes passed: 28,000; total homes in franchised area: 30,000. Started 8/76. Length 115 mi. Charges: install \$30; \$15/mo. Franchise fee 3%. ■ Channel usage: total ch capacity 40; TV 12; available unused 6. Allband FM. Pay cable: 2 chs (HBO; 17,250 subs; \$12/mo.); (Showtime; 17,250 subs; \$12/mo.). Basic cable: 18 chs (A&E, BET, CBN, CNN, Discovery, ESPN, FNN, Headline News, HSN, MTV, Nickelodeon, TNN, TNT, USA, WGN-TV, WWOR-TV, WTBS). Origination—automated: one ch (time/weather); access: one ch (govt). ■ Ownership: Cableview Systems Inc., 100% (see MSO).

Group Ownership Directory

Group Ownership

Esser Communications Group Ltd. Stns: 3 AM, 4 FM, 2 TV. WECR-AM-FM Birmingham, Ala.; WTOG-TV Hartford; WMMX (FM) Middleton, both Conn.; KUBU (AM)/KUBQ (FM) Santa Fe, N.M.; WSEY-AM-FM Avis, Pa. (67%); KJJR (TV) Lubbock, Tex. Note: interest in WSEY-AM-FM has been sold subject to FCC approval. Executives: Joseph A. Esser, chmn & CEO; Richard McAuliffe, pres & chief operating off; William Horton, sr VP admin; James Northrup, VP engrg; Frederick Gladding, VP & controller. Ownership: Joseph A. Esser, 67%; Richard McAuliffe, 33%. Hqs: 2000 Main St., Suite 800, Hartford, Conn. 06404. (203) 844-7676.

It's All in The Yearbook

*Nine Major Sections of Information and Directories
Plus The Buyers Guide*

THE FIFTH ESTATE

A history of broadcasting, cable and new technologies • A guide to law and regulation • The FCC, its rules and regulations • Directories of government agencies, group ownership and media crossownership • And more.

RADIO

Detailed directories of AM and FM stations in the U.S., U.S. territories and Canada • Guide to Arbitron's 260 radio markets • International radio • FM allotments • And more.

TELEVISION

Detailed directories of U.S. and Canadian TV stations • Pending TV station applications • Low power TV listings • An atlas of Arbitron's Television ADI markets • Market rankings by Nielsen Marketing Research • Independent TV stations • And more.

CABLE

Detailed directories of cable systems and multiple system operators • Cable regulation • Charts of cable penetration by market • And more.

SATELLITE

Listing of satellites used by North American operators, including satellite owners and operators, resale and common carriers, teleports, direct broadcast satellites and cable satellite program services • And more.

PROGRAMING

Directories of producers, distributors and production services • International program producers • Music licensing groups • Closed circuit TV • Directories of U.S. and Canadian networks and programing services • News services • Radio format services • Special programing • And more.

ADVERTISING AND MARKETING

Directories of advertising agencies • U.S. and Canadian station representatives • Media buying services • NAB Radio TV Code • And more.

TECHNOLOGY

Listing of U.S. and International equipment manufacturers and distributors • Mobile production units • Broadcasting automation systems • Common carriers-microwave • Multipoint distribution services • And more.

PROFESSIONAL SERVICES

Directories of brokers and financial firms • Law firms • Talent agents • Separate listings for associations and broadcast education • And more.

THE BUYERS GUIDE

A fast-access source for a wide range of products and services • And more.

THE BROADCASTING YEARBOOK 1990

OFF PRESS MARCH, 1990

FAST-ACCESS

With the YEARBOOK at your fingertips, you'll never have to spend too much time finding the contacts and facts you need. The information is yours — FAST — in the YEARBOOK. Complete indexing, cross-reference and key word headings make it easy to use the YEARBOOK.

RELIABLE

YEARBOOK 1990 is published by Broadcasting Publications, the industry's authority for 58 years. On an ongoing basis, editors and researchers verify YEARBOOK information so that you will have the most reliable information possible.

COMPREHENSIVE

YEARBOOK 1990 offers almost 1500 pages of directories, listings, market data, charts, tables, plus a mini-encyclopedia on all aspects of how the industry works and how it evolved. YEARBOOK 1990 is the only comprehensive, single source for industry information.

CURRENT

To provide the most up-to-date information possible, editors and researchers have carefully reviewed each section, updating thousands of entries, expanding listings and adding features.

MONEY BACK GUARANTEE

If the BROADCASTING YEARBOOK 1990 is not all you expected it to be, you may return it within 15 days and your money will be refunded

**SEND YOUR
ORDER NOW
WITH A CHECK
FOR \$80.00 AND
SAVE \$35.00 OFF
THE COVER
PRICE.**

**ORDER TOLL-
FREE USING VISA
OR MASTERCARD
1-800-638-7827**

SPECIAL PRE-PUBLICATION PRICE FOR PAYMENT BY MARCH 31, 1990

YES, I want to order the **BROADCASTING YEARBOOK 1990** published in March 1990, at the special pre-publication price

Send me _____ copies at \$80.00 each. I understand that I may return the book(s) in new condition within 15 days and receive a full refund. (D.C. and California orders add 6% sales tax.)

Enclosed is my payment in the amount of _____

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Charge to: ☐ VISA ☐ MASTERCARD

Card No. _____ Exp. _____

Signature _____

Billable orders must be accompanied by company purchase order.

SEND ALL ORDERS TO: Circulation Dept.
Broadcasting Yearbook
1705 DeSales St. NW, Washington, DC 20036-4480

Massachusetts Institute of Technology, which is still under review.

Ampex retirements

Ampex Corp., Redwood City, Calif., announced last week that it is offering an early retirement plan to 400 of its U.S. employees. The offer comes after the company cut back 5% of its workforce and inventory late last year due to unexpectedly low growth in revenues (BROADCASTING, Dec. 11, 1989). About 360 Ampex workers were affected by that lay-off.

Those eligible for the early retirement plan must be 50 or older must have served at least five years with Ampex. Ampex employs 6,000 worldwide.

Robotic data storage

Broadcast robotics is being blended with digital data storage for a new application by Honeywell Inc.'s Test Instruments Division, Denver. Honeywell is buying more than \$20 million of robotics in several different configurations from Asaca/Shibasaku Corp. America, Los Angeles, to build a random-access data storage system. Asaca builds robotics for videotape library systems for television broadcasters. Those systems will be integrated with Honeywell digital tape and control software to create a compact (about the size of an office desk) data archiving system.

Helping hand

Ampex Corp. has contributed to the rebuilding of the Romanian broadcasting service with a donation of an Ampex studio recorder and other equipment to Romania's state television system. The Romanian network, now called Free Romanian Television, was heavily damaged in the December 1989 revolution that led to the overthrow of the Ceausescu regime. The Ampex gift, which the company says is worth \$75,000, was said to have been made in response to a request from U.S. Information Agency Director Bruce Gelb.

Ampex President and Chief Executive Officer Ron Ritchie said the company has had a relationship with FRT's deputy general manager, Dr. Nicolae Stanciu, since 1971. And, Ritchie said, "we realized we had equipment that could help FRT resume normal operations." Gelb wrote to thank Ampex for its quick response: "Your efforts to help your country make an immediate contribution to the 'televised revolution' will be long remembered and appreciated in Bucharest as well as in Washington."

Deadline delay

In response to a request by the Society of Broadcast Engineers, the FCC has delayed the deadline for radio station compliance with new aural STL's (studio to transmitter link) type-acceptance rules for three years. SBE filed the request after surveying STL manufacturers and finding that retrofits of approximately 4,200 STL's now in

use by the original deadline of July 1 would be impossible (BROADCASTING, Jan. 29). Before the new deadline—July 1, 1993—it is expected that new digital STL technology will be developed providing an improved signal with less potential for interference.

Soured on Big Apple

The Society of Motion Picture and Television Engineers (SMPTE) will hold its 1992 fall conference and equipment exhibition at the Metro Toronto Convention Center, bypassing the conference's regular New York site. SMPTE's annual fall conferences have traditionally alternated

between the Los Angeles Convention Center and the Jacob Javits Convention Center in New York, but equipment exhibitors in recent years have complained of difficulties in dealing with the electricians' unions in New York.

Toronto in 1992 (Nov. 10-14) will be a test show. If all goes well, it could become a permanent alternative to New York. In the meantime, SMPTE's 1990 conference will be held in New York as scheduled, Oct. 26-30. In spite of heavy exhibitor complaints that the last Los Angeles conference drew poor attendance (BROADCASTING, Nov. 6, 1989), there has been no move by SMPTE to replace it. SMPTE will next meet at the Los Angeles Convention Center Oct. 26-30, 1991.



Los Angeles station takes on urban sound

Evergreen Media's KKBT(FM) Los Angeles began broadcasting with an urban contemporary format last week, only a few months after switching from a classical music sound to a rock format. The station posted a disappointing 0.4 rating with the rock format in the Arbitron Fall 1989 radio local market report (total persons, age 12-plus, average quarter hour share, Monday-Sunday, 6 a.m.-midnight). Scott Ginsburg, chairman of Evergreen Media Corp., which purchased the station last year ("Changing Hands," Jan. 23, 1989), said the move came after "hundreds of hours of telephone research" and "input from industry consultants and specialists."

Mike Barnhard, assistant to the program director, says the station is targeting the 18-54 audience, "slightly more female, ethnically diverse." The station playlist includes artists such as Paula Abdul, Jody Watley, Janet Jackson, Milli Vanilli, Bobby Brown, Anita Baker and Luther Vandross.

Ginsburg said that although he is not setting a turnaround deadline for the sta-

tion, "indications are that urban-oriented stations tend to be a fairly quick build-up." Ginsburg also said that there are no full market signals in Los Angeles carrying the urban format.

But there is stiff competition for KKBT from smaller, but well established stations such as KJHL(FM) Compton, Calif. (Los Angeles). Cliff Winston, program director, believes the market can support another urban station. Said Winston: "The pie might be sliced a little bit thinner, but we can all thrive."

Winston is probably right. The Los Angeles radio pie is growing larger. Recently released figures from the Southern California Broadcasters Association (SCBA) indicate the market grew by 13% in 1989 to an estimated \$414.8 million. SCBA numbers indicate that local sales increased by 11% to \$279 million in Los Angeles (versus an estimated 8.5% for the entire industry). National sales in the Los Angeles area jumped 17% in 1989, to \$97 million, according to the SCBA.

As far as KKBT's success in programing an urban station on a full signal goes, Winston is adopting a wait-and-see attitude. KKBT broadcasts on 92.3 mhz with 43 kw. "It remains to be seen whether they will pull it off," he said. "It has never been done before." KJHL broadcasts on 102.3 mhz with 3 kw.

As for his own station, Winston believes KJHL can hold on to its audience. "Competition is king," he said. "We will have to be better to survive—and we will." In addition, Winston said that KJHL is looking forward to the challenge. "I am glad to see the format on a larger scale," he said. "I think the market deserves a full signal urban format."

Other stations programing against KKBT



include KACE(FM) Inglewood (103.9 mhz, 1.65 kw), KDAY(AM) Santa Monica (1580 khz, 50 kw unlimited), and KGFJ(AM) Los Angeles (1230 khz, 1 kw unlimited).

Two new comedy services debut

Stations looking for comedy to enhance their on-air presentations now have two new services to add to their programming library. Los Angeles-based radio program distributors Premiere Radio Networks and Olympia Networks have each launched comedy services: the *Country Comedy Network* and *Comedyline*, respectively.

Premiere's *Country Comedy Network* debuted earlier this month with a roster of 175 affiliates. According to Steve Lehman, Premiere president, the country-oriented ser-



vice "mirrors the Comedy Network [which is also produced by Premiere and which was launched last year]—we provide stations with 15 to 20 comedy bits per week."

The bits are designed to air during morning drive time on country-formatted stations. The weekly bits include interactive characters such as "J.D. Deerlocker"; "Dollars Deboskey," a local entrepreneur; "Buck Naked," spokesperson for "Big Fat Herb's Diesel Cafe and Firing Range"; "Mr. Fred," the talking pit bull, and "Bag O. Chips," your local convenience store owner and aspiring comedian. In addition to the interactive characters, *Country Comedy* features parody songs, parody commercials and, said Lehman, "a cast of thousands."

Ira Lawson, a former producer and writer with KLSX-FM and KLOS(FM), both Los Angeles, and director of operations and audio marketing at IDB Communications in Los Angeles, has been appointed to oversee the new service, which is available on a barter basis. For the last two years, Lawson has been writing for Premiere's *Fraze at the Flicks*.

Comedyline, Olympia Network's offering, is a live weekly comedy hour, broadcast from the Great Scott Studios in Holly-

wood. The program debuted this month with more than 30 affiliates.

The *Comedyline* format, according to Olympia, is reminiscent of the heyday of live radio. The program will be hosted each week by a guest comedian. Scheduled comics include Bobcat Goldthwait, Jerry Seinfeld, Judy Tenuta, Emo Philips, Yakov Smirnoff, Gilbert Gottfried and Dom Irrera. Audience participation is encouraged, both from the studio and affiliate listeners, and a

toll-free number has been set up, along with a facsimile machine for commentaries and questions.

Comedyline airs on Sunday nights, at 10 p.m. ET, and is produced by Roger Wilko.

Comedyline is sponsoring a promotion in conjunction with TWA that will also feature a random drawing. The winner will become a nationally syndicated comedy critic for 10 weeks (90 seconds a week), in addition to winning a seven-day cruise. □

Riding Gain

Counting country

TNNR, the Nashville-based country radio network, will be syndicating its weekly countdown program, *The Nashville Record Review*, beginning April 7. The program is hosted by entertainment reporters Lorianne Crook and Charlie Chase, and is a four-hour countdown of the week's top 30 country music hits. It will continue to air on the network in its regular Saturday, 2-6 p.m. ET time slot, but will now be available on a market-exclusive basis. The program contains six minutes of local avals and six minutes of network commercial time per hour.

Post script

USA Today Radio and ABC Radio Networks launched a morning script service last week, geared at radio stations that program to an 18-34 target audience. The announcement was made concurrently with the four-year renewal of the service USA currently provides to the 1,200 ABC Radio Network affiliates.

USA Today Radio is a script service that contains lifestyle, trend and entertainment stories from *USA Today* and an audio service—15 second stories from the newspaper—prior to the paper hitting the stands.

RAB game plans

Carl Wagner, president of the broadcast group at Great American Broadcasting and chairman of the board of the Radio Advertising Bureau, delivered his annual "Report from the Chairman" last Wednesday, Feb. 21.

Wagner focused on new RAB programs and on improvements in existing programs. Among the upcoming RAB activities he noted in his report were an increased schedule of appearances at trade shows and conventions for national and retail advertisers; the two new RAB task forces, urban radio and Spanish language; the reorganization of the RAB's sales staff to allow for increased sales calls on local and regional targets, and the bureau's ongoing plans for a market-wide training program involving industry leaders as well as academics.

The full text of Wagner's report will appear in the March issue of RAB's *Sound Management*.

In other news, Paul Fiddick, executive vice president of Heritage Media Corp., has been named chairman of RAB's finance committee. Fiddick will replace Rick Buckley, president, Buckley Broadcasting, who was named vice chairman of the RAB board ("In Brief," Feb. 5).



Comedyline host Tawn Mastry (1) with comedian Jim Morris at Great Scott Studios.

In Search of the LPTV Marketplace?

Call
The LPTV Report
(414) 781-0188

Advertisers & Subscribers — Call Collect

FCC hears little support for 24-hour broadcasting indecency ban

Only Bonneville submits comments that commission can use to build record supporting full day ban

The FCC got little help in building a record supporting its 24-hour-a-day ban of broadcast indecency.

In a proceeding aimed at building such a record, only one party—group broadcaster Bonneville International Corp.—submitted comments last week that the FCC could use in the effort.

The rest of the commenters representing major commercial and noncommercial broadcasters presented arguments against a total ban.

The best solution to controlling indecent broadcasting would be a voluntary industry code of conduct, said Bonneville, which is controlled by the Mormon Church. But recognizing that such a code may not be feasible for legal reasons, it said, the FCC must fulfill its statutory responsibility and prohibit indecency around the clock.

Given broadcasting's pervasiveness and its unique access to children, Bonneville said, "indecency can be regulated on a 24-hour basis—particularly if a record is developed by the commission which demonstrates that such a prohibition advances the governmental interests of protecting children and preserving the rights and responsibilities of parents to rear their children."

The FCC adopted a 24-hour ban on broadcast indecency in December 1988, a couple of months after Congress, led by Senator Jesse Helms (R-N.C.), passed a law requiring the FCC to impose a total ban. Under a challenge by broadcasters and others, the total ban was stayed by the U.S. Court of Appeals in Washington in January 1989. And at the FCC's request, the court remanded the case to the FCC last September to give it an opportunity to build a supporting record.

The FCC is continuing to take action against broadcasters for indecency, but only for programming aired during times when children are presumed to be in the audience. The court has upheld prohibiting indecency to protect children at certain times,

but not a total ban.

The opposition to a total ban in the FCC proceeding was led by a group of 17 media organizations, including the National Association of Broadcasters and the three major broadcast networks. "The complete suppression of indecency cannot be justified in any medium," it said.

The group argued that the FCC's total ban fails to meet the constitutional test of being the "least restrictive" means of advancing a "compelling" governmental interest.

"There is no compelling government interest in substituting governmental for parental decisionmaking," it said. Contrary to the FCC's "unsupported assertion," it said, the FCC has not established that children in fact suffer harm from exposure to indecent broadcasts."

"Nor has the [FCC] shown that a flat ban is the least restrictive means to further the asserted government interest in view of the availability of channeling," it said.

According to the group, the "sole legitimate governmental interest in regulating indecency in any medium is promoting parental, rather than governmental, decision-making."

In other media, that governmental interest is advanced by cable lockboxes, prohibition of the sale of certain books and magazines to minors and "blocking devices" of dial-up services, it said. "In the broadcast medium, channeling indecent material to times of the day when parents have an opportunity to supervise their children gives parents who do not want their children to be exposed to indecent broadcasts a meaningful opportunity to insure that their children will not have access to them, and insures that the government does not substitute itself in the parental role."

Also opposing the 24-hour ban were three individual broadcasting companies, two of which were also parties to the joint filing, and two groups of noncommercial broadcasters.

The noncommercial group led by the Pacifica Foundation charged that the FCC's ban is "not about children or the protection of children, but politics and the protection

of the FCC from congressional criticism."

The group, which also includes the PEN American Center, a writers' organization, and poet Allen Ginsberg, said the FCC is promulgating the ban "to improve relations between the FCC and Congress. The First Amendment forbids such a result."

Post-Newsweek Stations argued that the 24-hour ban would "impose substantial uncertainties and costs and thus intimidate television broadcasters when they make important programming decisions."

By eliminating the "safe harbor"—times when few children are tuning in and indecent programming is permitted—the FCC would "deter broadcasters from presenting many forms of programming that, far from being indecent, would constitute speech entitled to the full protection of the First Amendment."

Many of the commenters went beyond the question of a total ban to criticize the FCC's overall enforcement of the anti-broadcast indecency statute.

Capital Cities/ABC said the FCC's "new manner of regulating indecent broadcasting is bad policy and bad law." Due to the vagueness of the FCC evolving definition of "indecency," it said, "there is a very real danger that broadcast matter is being found indecent, not because of the language it uses, but because of the ideas it expresses."

Cox said it recognizes the difficulties the FCC faces in trying to balance the conflicting concerns of protecting children and not intruding on the First Amendment rights of broadcasters. "It submits, however, that the commission's regulation of indecency, and specifically the current definition of the term and the procedures used in administering statutory requirements, have tipped the scales too heavily on the side of regulation."

The group of noncommercial broadcasters led by the Arizona Board of Regents also found the FCC's definition of indecency wanting. It fails to "permit evaluation of the literary, artistic, political, scientific or educational merit of particular broadcast material."

The FCC should develop "objective standards" of indecency. "Moreover, because application of these standards will necessarily involve exceptionally difficult judgments as to program content, the commission must rely on the good faith programming discretion of broadcast licensees in all but extreme cases..."

Even the United States Catholic Conference, which represents the nation's Roman Catholic bishops, was not enthusiastic about a 24-hour ban. Such a ban is "preferable," it said. But because of the uncertainty about a total ban's constitutionality and its effectiveness—"Rampant indecent

Fritts defends 'if carry/must pay'

"We have spent a great deal of time developing this compensation proposal, and I can assure you that we intend to pursue this as a valid legislative proposal and not something advanced for 'other' reasons," said National Association of Broadcasters President Eddie Fritts, of the NAB's if carry/must pay proposal. He was responding formally to a legal memo from Turner Broadcasting System sent to NAB and warning that the concept would not survive constitutional challenge (BROADCASTING, Feb. 12). Fritts said the memo was "off the mark." Moreover, he argued that "when Congress enacts our proposal, you can rest assured that both elements, compensation and local carriage, will be fully supported by Congressional findings."

broadcast is not as much the problem as the symptom of social circumstances that go much deeper into contemporary life"—it said that the FCC should opt for controlling indecency by channeling—limiting it to times of days when few children are in the audiences—and by requiring broadcasters to air disclaimers before questionable material.

—HAJ

Hollings offers hope to Sikes for FCC budget

Senator tells chairman there should be no problem getting agency requested \$118 million

The FCC is seeking \$117.9 million for fiscal 1991, an increase of \$10.4 million over its 1990 budget, but it looks like the agency will receive that amount and possibly more. That was the impression left by Senator Ernest Hollings (D-S.C.), who chairs the appropriations subcommittee which oversees the commission.

Last week, Hollings told FCC Chairman Al Sikes that the FCC should not have any "trouble" getting that amount and perhaps more. He said the agency might need it in the common carrier area when the FCC gets back in the business of regulating the Bell

operating companies.

He also indicated his enthusiasm for the Sikes FCC. Hollings is hopeful this commission will administer the policies established by Congress. He was critical of the previous FCC for pursuing a deregulatory agenda.

Despite his generally hospitable mood, the senator grilled Sikes. He wanted to know what the agency planned to do in the area of "pornography and violence." The FCC has "acted swiftly," reported Sikes. He said the agency had completed its work on a two-and-a-half-year backlog of indecency complaints. And the actions it has taken to date have resulted in a "lessening" of indecent broadcasts, Sikes said. (Since he took office last August, the Sikes FCC has fined six stations for indecency and sent letters of inquiry that could lead to fines to six others.) He said they were developing a record in support of the congressionally proposed 24-hour ban on indecency.

Hollings also expressed concern about the trafficking of broadcast stations and "commercial clutter." He asked Sikes if something couldn't be done. The chairman explained that as a former radio broadcaster, he favored repeal of the commission's antitrafficking rule. He felt the rule was an impediment to obtaining financing from banks. And Sikes said he thought the turnover in stations has peaked.

But Hollings was not persuaded. "I don't know what bank you went to," said Hollings. The "legitimate broadcasters" are complaining about trafficking; they say it



Senator Ernest Hollings

has "not peaked but increased," he said.

The senator also seemed perturbed by proposed budget expenses for moving furniture at the agency. There is more money for moving furniture than for rulemakings, he complained. The commission has a number of rulemakings under way, said Sikes. Moreover, he explained that the agency's lease is up in 1993 and that the commission was told to buy furniture a year in advance before the move takes place.

In making his presentation, the FCC chairman said the request represents a 9.7% increase. "Even with the modest, restorative increases provided in fiscal 1990, and proposed in our current budget request, the FCC will still embark upon this last decade of the 20th century with 20% less in revenue and human resources than it enjoyed in 1981," Sikes said. Such shortfalls affect

COMPREHENSIVE MARKET DEMOGRAPHICS FOR THE 1990s!

The results of the decennial census will be an important tool for your market planning well into the 21st century.

You can help the Census Bureau get a full count of the people in your market on Census Day, April 1, 1990.

- Plan now for a saturation campaign promoting 100% response to the census.
- Develop your own programs and promos and use the Ad Council's public service advertisements.
- Schedule your campaign to run from March 15 to April 15, 1990.

You'll be hearing from your local Broadcasters Census Committee of '90... a joint undertaking of the U.S. Census Bureau and the NAB

Answer the Census by April 1, 1990.

CENSUS '90



the commission's business, but Sikes has stepped up the agency's application processing.

Despite the financial difficulties, Sikes said he is dedicated to "maintaining the effectiveness and integrity of the overall regulatory process." There are three areas on which the commission will concentrate: high-definition television, common carrier and radio spectrum management.

As for HDTV, the budget request contains a proposal for six additional engineers to work on HDTV, reported Sikes. And there is a proposal for \$500,000 in further equipment, research and contract efforts needed to support the FCC's overall HDTV effort.

On the matter of radio spectrum management, Sikes said the budget calls for funding to upgrade the FCC's computer

and technical facilities and hire more engineers. "We are proposing, for example, to expand our fleet of radio monitoring vehicles, in order to more effectively measure and police use and misuse of the airwaves." And he suggested that the budget include funding for participation in the World Administrative Radio Conference which the International Telecommunication Union will hold in 1992. —KM

NAB urges FCC to oppose frequency proposals at WARC '92

Association is concerned about the effect the proposals would have on terrestrial broadcasting

The National Association of Broadcasters is making it clear it is uneasy about the upcoming International Telecommunication Union's World Administrative Radio Conference in 1992. It has asked the FCC, in helping to prepare the U.S. position, to take a negative position on a number of the proposals for frequency allocations that will be under consideration. The NAB is concerned about the impact of the proposals on U.S. terrestrial broadcast services.

The areas of concern are the proposed allocation for mobile services in the 500-3,000 mhz range, the concept of offering, in the same frequency band, a satellite sound broadcasting service, and the options and policy considerations surrounding an allocation of frequencies for a wide RF bandwidth high-definition television service

by satellite.

The NAB, in a filing with the commission, urged it to develop positions that determine "whether there is any demonstrated need for the suggested services, especially in light of the intense use of these frequency ranges for conventional broadcast and broadcast auxiliary services." The NAB also asked that the positions "be consistent with long-standing statutorily mandated broadcast localism policies in spectrum allocation—policies which stress the use of terrestrial, local stations to provide responsive programming in the local public interest."

As for the mobile satellite issue, the NAB notes that the frequencies under study include the UHF television band and broadcast auxiliary services. "These frequencies have already been subjected to extensive sharing as a result of various other commission proceedings," the NAB says, adding that it "is squarely opposed to any further

sharing within these frequencies—frequencies already used extensively for day-to-day broadcast operation." If the commission disregards that advice and proposes sharing, the NAB says, it "should do so only on the condition of implementing satisfactory safeguards against interference to existing users."

The NAB's opposition to the allocation of frequencies for satellite sound broadcasting is based on its view that "there is no demonstration of domestic need" for such a service, a point it made in comments filed with the commission as it was preparing for the ITU's plenipotentiary conference last year. The NAB now cites "the extensive service provided by broadcast radio stations" and "the developing technology in terrestrial digital audio broadcasting [DAB] which could be implemented in a terrestrial service." Accordingly, NAB says it questions "strongly the spectrum priority of BSS [sound] in the U.S." Furthermore, it says, terrestrial broadcasting "would better promote the statutory goal of advancing broadcast localism than would a satellite service."

The NAB makes a similar argument with respect to wide RF bandwidth satellite HDTV broadcast service. The HDTV proposals involve the 12.7-23 ghz frequency range. Satellite delivery of HDTV programming for rebroadcast by stations and cable systems is one thing, the NAB says. But it would be firmly opposed if WARC-92 intends to establish a direct-to-home HDTV broadcast service by satellite. "Serious doubts exist about the need for such a service in the U.S." it says. "The existing direct broadcast satellite [DBS] service has yet to be implemented domestically," it adds, even eight years after the commission adopted the service. "Even so," NAB says, the DBS service is capable of providing HDTV programming to the home through home bandwidth compression schemes, such as NHK's MUSE-E system. —LZ

"QUESTCOM'S PROFESSIONALS ARE COMPETENT IN EVERY ASPECT OF THE BUY/SELL PROCESS."

ALLEN B. SHAW, FORMER EXECUTIVE VICE PRESIDENT
BEASLEY BROADCAST GROUP

"WITH THE STAKES AS HIGH AS THEY ARE IN RADIO STATION TRANSACTIONS, WE KNOW QUESTCOM WILL PERFORM. FROM OUR PERSPECTIVE, THEY ARE THE BEST IN THE BROKERAGE BUSINESS."

GEORGE JOHNS, PRESIDENT
FAIRWEST ENTERPRISES, INC.

QUESTCOM

Radio Station Brokerage & Financing Services

Don Bussell
Gaithersburg, MD / (301) 963-3000

Marc Hand
Denver, CO / (303) 297-3545

Judge bans Northrop ads to preserve jurors' impartiality

How far can a judge go in the interest of preserving the impartiality of jurors? Banish commercials for a company or product from the air? U.S. District Judge Pamela Rymer in Los Angeles thinks so. She ordered off the air all commercials promoting the workmanship and personnel of Northrop Corp. that were running in the Los

Angeles area. Northrop faces criminal charges in a trial scheduled to start today, and Rymer was concerned that the spots might prejudice jurors against the prosecutor's case.

But the U.S. Court of Appeals for the Ninth Circuit was not sure the order was proper. It stayed the order—although by that time Northrop had withdrawn the spots: it denied the government's motion for reconsideration on the stay order, and it ordered a hearing on the issue today (Feb. 26).

The issue raises a new question regarding the balance to be struck between the rights protected by the First Amendment and the court's interest in insuring the integrity of the judicial process. And the fact that the commercials do not address the case at issue does not save them, in Rymer's view. "These spots are particularly sophisticated and, like all advertisements, have the ability to influence on a subconscious level and to plant in the minds of the jurors before they have heard any evidence at all, the idea of how Northrop people think."

The spots, produced by Northrop in-house and introduced by famed test pilot Chuck Yeager, are headed "Hard Work."

They spotlight 11 different employees praising the quality of the work they do and are an extension of the theme the company has used for 15 years—"Making Advanced Technology Work."

Northrop spokesman Les Daly says the commercials are not intended to influence jurors. He said they were directed at the 32,000 Northrop workers—three quarters of the company's workforce—who live in the Los Angeles area, and local suppliers. They were designed, Daly said, to "show how hard" Northrop employees work "to give them the credit they deserve." The spots made their first appearance Jan. 22, about a week before jury selection was about to begin.

Whatever the intent of the commercials, Northrop would appear to have an image problem. It is being tried on charges of having falsified tests on parts for the Harrier jet and the air-launched cruise missile. In addition, Northrop has had to deal with charges it illegally paid off South Korean officials in an attempt to sell F-20 fighters to Seoul, overcharged the government for MX missile parts and mismanaged a Customs Service contract to dispose of assets taken from drug dealers. □

Congress questions cable on rural impact

Cable television in rural America came under congressional scrutiny at a House hearing. A key issue was whether rural telephone companies should be given greater freedom to compete with cable.

West Virginia Democrat Bob Wise, who chairs the subcommittee on government information, justice, and agriculture, convened the hearing in an effort to determine whether reregulating cable rates would benefit "small-town America," and whether "lifting the obstacles to telephone-cable crossownership [would] speed the advent of new telecommunications technologies in rural America."

Much of the testimony was not particularly favorable to cable. Billy Jack Gregg, director, consumer advocate division, West Virginia Public Service Commission, presented the results of a cable rate survey conducted by his agency. It showed that from 1986 through 1989 the average number of basic service channels offered in West Virginia went up 41%, from 17 to 24 channels, while average monthly rates (excluding franchise fees and taxes) climbed by 45%, from \$10.20 to \$14.84. While inflation during the same time was 14.2%, rates for utilities (electric, gas and telephone) in West Virginia actually declined, he said. Gregg said consumer dissatisfaction with the quality of cable service and with rate increases has stimulated attempts to regulate cable in the West Virginia state house. But because the state cannot regulate rates, he urged passage of legislation that would permit state control over basic cable rates.

The telephone industry made its case for removing the crossownership prohibitions. Kenneth Lein of the Winnebago Cooperative Telephone Association in Lake Mills, Iowa, said it was time to liberalize the rural exemption permitting more rural telcos to get into the cable business. He testified on behalf of the Organization for the Protection and Advancement of Small Telephone Companies. Gene South, with the Panhandle Telephone Cooperative in Guymon, Okla., spoke on behalf of the United States Telephone Association. South argued that if the telephone companies enter the video services market, "they will be able to bring their greater research and development capability to bear as well as attracting other manufacturers and service providers."

Gene Kimmelman of the Consumer Federation of America advanced the concept of rate reregulation rather than lifting the crossownership ban. But testimony from William Maher with the National Telecommunications and Information Administration cautioned against regulation and warned it could have an adverse impact on rural cable systems. If regulators set rates that were too low, he said cable operators could lack the funds necessary to add new programming services. Maher said NTIA believes increased competition is the "best mechanism for improving cable service to rural subscribers in the long term."

Defending cable against the telcos was William J. Bresnan, president of cable MSO Bresnan Communications. "Despite all of the lofty rhetoric floated by telephone companies about the threshold of the 'information age,' there is not a single service for residential consumers that could be provided over the fiber optic network of the future that cannot already be provided today using the copper plant of the telephone companies and the coaxial plant of cable operators. No new services," he said. —KM

PROVIDING
THE BROADCAST
INDUSTRY WITH
BROKERAGE
SERVICES
BASED STRICTLY ON
INTEGRITY,
DISCRETION
AND RESULTS

RANDALL E. JEFFERY
407-295-2572

ELLIOT B. EVERS
415-391-4877

CHARLES E. GIDDENS
BRIAN E. COBB
703-827-2727

RADIO and TELEVISION BROKERAGE
FINANCING • APPRAISALS



MEDIA VENTURE
PARTNERS

WASHINGTON, DC
ORLANDO
SAN FRANCISCO



**AFTER
DEALING
WITH
BLACKBURN
OTHER
BROKERAGE
FIRMS JUST
DON'T
STACK UP**



BLACKBURN & COMPANY
INCORPORATED

Media Brokers & Appraisers Since 1947

WE BROKER BROADCASTING'S BEST

Washington New York Atlanta
202.331.9270 212.832.9191 404.892.4655

Chicago Beverly Hills
312.346.6460 213.274.8151

Changing Hands

WPMT-TV York, Pa. □ Sold by WYLP License Inc. to Channel 43 Licensee Inc. for \$13.475 million. **Seller** is headed by Jonathan S. Hayes, Michael J. Rosenthal and William J. Phillips and has no other broadcast interests. **Buyer** is headed by Michael Finkelstein, Sidney Lapidus, Joanne R. Wenig, Geoffrey Rose and John C. Ferrara. Channel 43 Licensee Inc. is subsidiary of Rencom which owns KTXL(TV) Sacramento, Calif.; WQZL(TV) Miami; WPGH-TV Pittsburgh, and WTXN(TV) Waterbury, Conn. WPMT-TV is on ch. 43 with 2,159 kw visual, 215.9 kw aural with antenna 1,360 feet above average terrain.

KKAT-FM Ogden, Utah □ Sold by Brown Broadcasting Co. to Apollo Radio Ltd. for \$12 million. **Seller** comprises Pacific States Investment Corp., 12 Plus Corp., Ten Years After Corp. and PRB Broadcasting Inc., which are headed by Willet H. Brown, his sons Michael J. and Peter R. Brown, and Philip A. Melrose. Willet H. Brown and Michael H. Brown have interests in KPOR(AM)-KGB-FM San Diego, KYNO-AM-FM Fresno, KXOA-AM-FM Sacramento and KLOK(FM) San Francisco, all California. Melrose has interest in KYNO-AM-FM Fresno, Calif. **Buyer** is headed by Terrance A. Elkes, Kenneth F. Gorman, George C. Castell and former Radio Advertising Bureau president William L. Stakelin, and has 33.3% interests KJRB(AM)-KEZE-FM Spokane, Wash.; and in Apollo Radio of Kansas City Inc., proposed assignee of KLSI(FM) Kansas City, Mo. KKAT-FM is on 101.9 mhz with 26 kw and antenna 680 feet above average terrain.

WTCR-AM-FM Huntington, W.V. □ Sold by CRB Broadcasting Corp. to Alpine Media Inc. for \$7.65 million. **Seller** is headed by Edward G. Rogoff and owns WAEB-AM-FM Allentown, Pa.; WJBR-AM-FM Wilmington, Del.; WZZR(FM) Stuart, Fla.; WFAS-AM-FM White Plains, N.Y., and WNLK(AM)-WEFX(FM) Norwalk, Conn. **Buyer** is headed by Michael Nigris Jr. and Dean Landsman who formerly owned WDKS-FM Dunn, N.C. WTCR(AM) is on 1420 khz with 5 kw days, 500 w nights. WTCR-FM is on 103.3 mhz with 50 kw and antenna 492 feet above average terrain. **Broker: Blackburn and Co.**

KTOM-AM-FM Salinas, Calif. □ Sold by Community Salinas Broadcasting Corp. to California Broadcasting Co. for \$6.25 million. **Seller** is headed by David J. Benjamin and is subsidiary of Community Pacific Broadcasting Corp., which owns KEED(AM)-KSND(FM) Eugene, Ore.; KASH(AM)-KJSN(FM) Modesto, Calif. and KKSD(AM)-KASH(FM) Anchorage. **Buyer** is headed by Donald G. McCoy and Douglas M. Grimm who have interests in WDEB-AM-FM Macon, Ga., and WSYA-AM-FM Montgomery, Ala. KTOM(AM) is on 1380 khz with 5 kw full time. KTOM-FM is on 100.7 mhz with 910 w and antenna 2,575 feet above average terrain.

WHRC-TV Norwell, Mass. □ Sold by Massachusetts Channel 46 Corp. to Rogue Television Corp. for \$4,250,001. **Seller** is headed by Alan Lidow and Nikita Maggos. Maggos is 75% stockholder of Horizon Broadcasting Corp., licensee of WRYT(AM) Edwardsville, Ill. **Buyer** is headed by Stephen Mindich, Bruce P. Mindich and Michael C. Mooney. Stephen Mindich is 75% shareholder of Rogue Television Corp. and also owns WFNX(FM) Lynn, Mass. WHRC-TV is on ch. 46 with 5.89 kw visual, 293.76 kw aural

and antenna 246 feet above average terrain.

WSUN(AM) Tampa, Fla. □ Sold by CBS Radio Division to Cox Enterprises Inc. for \$4.1 million. **Seller** also owns WCBM-AM-FM New York; WBBM-AM-FM Chicago; KNX(AM)-KODJ(FM) Los Angeles; WCAU(AM)-WOGL(FM) Philadelphia; WWJ(AM)-WJOL(FM) Detroit; KCBS(AM)-KROR(FM) San Francisco; KMOX(AM)-KLOU(FM) St. Louis; WODS(FM) Boston; KLTR(FM) Houston; KTXQ(FM) Dallas; WYNF(FM) Tampa, Fla., and WLTT(FM) Washington. **Buyer**, headed by Michael Flaherty, is Atlanta-based publishing company that owns five AM's, seven FM's and eight TV's. WSun is fulltimer on 620 khz with 10 kw. **Broker: Gary Stevens.**

KSLO(TV) Riverside, Calif. □ Sold by Sunland Broadcasting Co. to Fouce Amusement Enterprises Inc. for \$3.575 million. **Seller** is headed by Jack M. Hodin and Andres Luis Soto and has no other broadcast interests. **Buyer** is headed by Frank and Betty Fouce, husband and wife, and has no other broadcast interests. KSLO is on ch. 62 with 2,366 kw visual, 237 kw aural and antenna 2,258 feet above average terrain.

KEBE(AM)-KOOK(FM) Jacksonville, Tex. □ Sold by Waller Broadcasting Inc. to Broad Based Communications Inc. for \$3.25 million. **Seller** is headed by Dorothy Reid Waller and has no other broadcast interests. **Buyer** is headed by Vincent A. Henry, son of Ragan Henry, and has no other broadcast interests. KEBE is daytime on 1400 khz with 1 kw. KOOI is on 106.5 mhz with 100 kw and antenna 700 feet above average terrain.

WLFN(AM)-WLXR(FM) La Crosse, Wis. □ Sold by Vaughn Broadcasting Group to Broadcast Properties of Lacrosse Inc. for \$2.7 million. **Seller** is headed by Duane Cariveau and owns KKFN(AM)-KKRC(FM) Sioux Falls S.D. **Buyer** is headed by Charles J. Burns, Philip T. Kelly and John Morrison. Burns owns 50% of KTRK-FM Topeka, Kan. Kelly owns 79% of WDBQ(AM)-KLYV(FM) Dubuque, Iowa and KATE(AM)-KCPJ(FM) Albert Lea, Minn. Morrison has 12.5% interest in WGTU(FM) Traverse City, Mich. WLFN is fulltimer on 1490 khz with 1 kw. WLXR is on 104.9 mhz with 1.35 kw and antenna 131 feet above average terrain.

WJSP(AM)-WBLN(FM) Murray, Ken. □ Sold by Jackson Purchase Broadcasting to Starlight Communications for \$2.2 million. **Seller** is headed by Sam Parker and has no other broadcast interests. **Buyer** is headed by Michael Karem, who is a Washington, D.C. political consultant. WJSP is fulltimer on 1130 khz with 1 kw. WBLN is on 103.7 mhz with 100 kw and antenna 661 feet above average terrain. **Broker: Media Venture Partners**

WSOS-FM St. Augustine, Fla. □ Sold by Rowland First City Radio Inc. to WSOS-FM Inc. for \$1.62 million. **Seller**, headed by Marshall W. and Carol C. Rowland, husband and wife, and also owns WGUF(FM) Marco, Fla., and WBGA(FM) Waycross, Ga. **Buyer** is headed by Luis Diaz-Albertini who has interests in WTIS(AM) Tampa, Fla. WSOS-FM is on 105.5 mhz with 2.3 kw and antenna 378 feet above average terrain. **Broker: Chapman Assoc.**

For other proposed and approved sales see "For the Record," page 56.

Cablecastings

First HA! affiliate

Prime Cable in Atlanta has become the first to announce affiliation with Viacom's new comedy service, HA!, which launches April 1. The cable operator serves 175,000 subscribers in Atlanta and plans to replace the alphanumeric AP Business News, whose contract expired in January, with HA!.

In related news, Consolidated Entertainment is producing *Live from Paramount City* for both BBC1 and HA!. The show will feature comedy and musical acts from the U.S and UK, produced in central London for broadcast by the BBC that day. Trevor Hopkins and Juliet Blake will produce.

Cable wins Penn. tax case

Pennsylvania cable operators have won a \$10 million tax case in state court. Commonwealth Court ruled that the state's decision to exempt broadcasters from paying state sales tax on equipment and imposing capital stock tax on assets should also apply to cable operators. It is estimated that operators have \$10 million coming to them. Operators who have been filing statements since the case began 10 years ago can get money for that period. Even if the systems weren't filing with the state, operators can get remittance for the past three years. The state cable association said the numbers were too small for any one-time rebate to subscribers, but did say money would likely show up in new programming ventures, better customer service or the postponement of pending rate increases. The state could appeal, but the court's strong vote, 7-0, may prevent that.

Talk television

"The time has come to quit talking about cable and broadcasting; we should just talk about television," according to Ted Turner. Speaking before a gathering of the Association of National Advertisers last week, Turner shared his thoughts on a variety of different subjects relating to TV.

He said that in the next 24 months, over two-thirds of U.S. homes with television will be wired for cable. He also stated his belief that programming will remain basically the same in the future, and that the broadcast networks "will continue with their lowest common denominator series." There will be more original programming on cable, while broadcast network shares will continue to erode.

Asked about CBS President Laurence Tisch and the potential for his entry into the cable business, Turner joked, "Tisch probably couldn't enter the soap business now." He went on to say it is not Tisch's fault, as he has not been around that long. "It's hard to enter the cable business now," Turner said. "It's 10 years too late."

PPV powwow

The Cable Television Administration and Marketing Society, in the midst of several regional seminars on PPV, is expanding its April Orlando, Fla., meeting into a full-fledged, three-day conference.

The Orlando meeting, April 22-25 at the Hilton at Walt Disney World Village, is the first of what CTAM expects will be an annual conference on PPV.

The conference officially begins Monday, April 23, with an opening session, followed by a roundtable of six MSO and system executives, "The Realities of Operating Pay-Per-View." After lunch, the conference will be divided into several workshops in which participants will draw up PPV marketing plans for movies about to be released by Hollywood studios.

After an opening session on Tuesday, the conference will again break up into smaller strategy meetings, with attendees working on the marketing of a PPV event. At lunch, CTAM will present its PPV case study winners. In the afternoon, there will be five technology sessions, each offered twice.

Wednesday begins with a general session, "Consumer Myths and Realities in

the PPV Marketplace," followed by a workshop on product promotion to close the conference.

CTAM slate

CTAM has announced that Lowell Hussey, senior vice president, marketing and programming, Warner Cable, is this year's chairman of CTAM's annual conference, July 15-18 in San Diego, which will focus on strategic industry planning.

"The cable business is about to get a lot tougher," said Hussey, and as existing product lines mature, the industry "needs a clear consensus on what new lines of business will supplement our slowing growth. Now is the time for strategic planning."

Joining Hussey on the planning committee are John Cooke, president, Disney Channel; Margaret Durborow, president and chief operating officer, CTAM; Chris Forgy, senior vice president, national marketing and programming, Times Mirror Cable; Randy Luety, vice president, marketing, CTAM; Karen Maisa, corporate manager, advertising and

Class C FM TOP TEN MARKET

CP to upgrade to
100 kw / 1600' + HAAT
Asking \$15,000,000 cash

For additional information
contact Ted or Todd Hepburn

THE
TED HEPBURN
COMPANY

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

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



They're getting their MTV behind the Iron Curtain. East German border guards display an MTV umbrella atop the crumbling Berlin Wall, which is coming down as MTV Europe continues to spread across the continent. This month MTV launched in Czechoslovakia (20,000 subscribers) and Poland (5,000 subscribers). MTV also has subscribers in Hungary and Yugoslavia, and has 12.3 million subscribers across Europe.

promotions, Warner Cable; Ewan Mirylees, vice president and assistant to the president, MultiVision Cable; Chris Nelson, director, education services, CTAM; Terry Rich, vice president, sales and promotion, Heritage Cable; Mike Ritter, executive vice president, Continental, and Dwight Tierney, senior vice president, administration, MTV Networks.

BOC's blast MFJ

The seven regional Bell operating companies have launched a multimillion advertising drive to sway Congress to lift the modified final judgment. The ads have appeared in the *National Journal* and *Roll Call*, and individual BOC's are placing ads in local papers in their operating territory. Bell Atlantic, for instance, has placed ads in the *Richmond* (Va.) *Leader and Times Dispatch*, the *Roanoke* (Va.)

Times and World News, the *Allentown* (Pa.) *Morning Call* and the *Union*, N.J., *Star Ledger*.

The ads address specific topics, such as small business or education. An example of the latter is headlined: "Can you imagine living in a country that limits the flow of information to its students? You do." The ad goes on to describe a student who lives in Carmel, Ind., where "Bell telephone companies aren't allowed to work closely with educators to create and offer information services...that can help students learn." The ad argues if the telcos were freed from restrictions, it could provide more educational services at a cheaper price than exists today.

The ad ends by suggesting readers write their congressmen and ask that such restrictions be lifted. The education of millions of U.S. children "is too important to put on hold," the ad ends. The ads do not

mention television, cable or the provision of video services.

New York ad sales

Time Warner's New York cable operations have formed a new local advertising sales division, Time Warner Citycable Advertising. The combined operations—Manhattan Cable, Paragon Cable, American Cablevision of Queens, Brooklyn-Queens Cable and Queens Inner City Unity—serve more than a million subscribers.

The new division will be headed by Larry Fischer, president, who formerly headed ATC's Manhattan cable advertising unit. Drew Flynt, cable advertising director at Warner's Brooklyn Queens systems, will be senior vice president.

Fischer said the system will be inserting on 14 local networks and will be headquartered at 141 Fifth Avenue in New York.

Cable numbers

According to the Cabletelevision Advertising Bureau, ratings for cable rose from 11.8 to 12.5 in the fourth quarter 1989 over fourth quarter 1988, while the ratings for the broadcast network affiliates and public stations dropped and independents remained the same. The figures are total day, average weekly ratings in cable households.

According to CAB, the basic networks ratings rose from an 8.4 to a 9.6, while the pay services dropped from a 3.3 to a 3.0. The combined network affiliates rating dropped from a 16.9 to a 16.1, public stations from a 0.9 to a 0.8, while independents remained flat at 5.1.

In prime time in cable homes, CAB said cable ratings rose from a 14.9 to a 16.4, while network affiliates ratings dropped from a 37.5 to a 39.2. Independents in prime remained at 15, while public stations dropped from a 9.4 to a 9.5, over the year earlier.

In total U.S. television homes, CAB said cable ratings rose from an 8.8 to a 9.9, while the affiliates rating dropped from a 42.1 to a 40.4. Independents share remained unchanged at 10.4.

New York cable bill

Several weeks after vetoing a cable bill of rights, New York Governor Mario Cuomo and state legislators have reached agreement on a new bill that the governor is expected to sign.

The bill mandates that subscribers be notified of significant programing changes rebates for removal of programing that has been substantially advertised and authorizes a consumer rights information brochure and criminal and civil sanctions for cable companies that violate the law.

Winning Derby

PacTel and cable MSO Masada said they have won the cable franchise for Derby, England's 90,000 homes. Pactel is also forming PacTel Cable, a new subsidiary to manage its foreign and domestic cable interests.

Investing in Radio 1990

Now Available!

The *premier* investment guide to the radio industry, covering all 260 Arbitron-rated markets.



BIA Publications, Inc.

For free brochure, call (800) 323-1781
or (703) 478-5873

Continued from page 31

passed by cable.

K Prime cable operators also see it as likely cable and DBS competition. Robert Sachs, senior vice president, Continental Cablevision, said the deal "poses the potential of very real competition." With the backing involved, said Sachs, it creates "the potential for a national overbuild."

But it also, said Sachs, severely hurts the credibility of GE and NBC in the cable industry. "Bob Wright and Tom Rogers enjoy zero credibility with the people they have been dealing with" in cable, said Sachs. GE was privy to the K Prime partners business plans at the same time GE was talking to GM, News Corp. and Cablevision, he said. The argument that NBC can have one agenda and GE Americom another doesn't wash, he said. "In the end it's GE," said Sachs. "They are not to be trusted...The only question is the GE role, working both sides of the street," said Sachs, "and there is nothing they can say to reassure us."

Conceding that formation of Sky Cable makes more clear the fact that "K Prime needs to stare into a successor decision, whether high power or not," John Cusick, vice president, business development for GE Americom, said his company "did not reveal anything of a proprietary, confidential or good faith nature to NBC. Certain members of [Sky Cable] had been offered an interest in K Prime. They had access to other K Prime Partners," he said, "but they did not get it from Americom." The K Prime agreement remains "in good standing," he said. "GE Americom is a partner, and we're working with the other partners to move forward with the business."

John Sie, senior vice president, TCI, said "we continue to feel we have a three to four-year lead time for us to roll out DBS on our own." And he questioned whether the digital compression Sky Cable talked about would be economical. Decoder and descrambling costs would far exceed the \$300 suggested by Sky Cable, he said. "There is the question of cost versus the technological curve," he said.

Both sides have a powerful array of product at their fingertips.

One key question is whether Sky Cable will seek and get access to cable programming it does not own, such as CNN, HBO and MTV, which are more closely aligned with the K Prime camp. It's too early to say, K Prime cable sources say, how all that will shake out. But access by third-party packagers to cable services has been a sore spot among cable's critics in Washington, and is a part of several reregulation bills. The access debate now has another major element—DBS.

It's presumed that K Prime's lower-power service would give it a foot in the DBS door and create a natural step to move to high-power later in the decade. TCI has a high-power DBS application, through Tempo, on file at the FCC, but doesn't plan to activate the bird until 1995, although that could change with the Sky Cable announcement. The Tempo application is under challenge at the FCC. If the K Prime partners

chose not to wait until 1996, or need a vehicle other than the Tempo application, they do have options. A number of other high-power DBS applicants have the will but not the money to launch. —MS, HAJ

Murdoch takes big hit on Britain's Sky TV

Rupert Murdoch may be about to place a big bet on the U.S. direct broadcast satellite business, but by far his most substantial satellite TV gamble has been in Great Britain.

His four-channel Sky Television service there has already accumulated losses of nearly \$340 million, including approximately \$210 million in losses during the last fiscal year and \$128 million in pre-launch costs.

Another \$55 million-\$60 million had already been written off on the service's precursor, Sky Channel, a pan-European satellite entertainment program Murdoch eventually reformatted into the flagship for the UK-targeted Sky TV package launched last February.

Murdoch, who highlighted the importance of the UK venture recently by taking over day-to-day management himself, has said publicly he would stay with the business for five years before pulling the plug if losses continued.

Of the four channels—general entertainment Sky One, Sky Movies, the 24-hour Sky News and joint venture sports service Eurosport—Sky Movies and Sky News represent the biggest fiscal drains.

Sky Movies, just now putting its scrambling system into place a year after launch, has sunk hundreds of millions of dollars into a future supply of Hollywood films,

and Sky News has only slightly lessened its substantial operating costs by relying on news footage and programming gained in agreements with Visnews, WTN and CBS.

Although Sky executives point proudly to the high rate of acceptance of home satellite dishes by UK consumers, compared to past growth of color TV and videocassette recorders there, the rolls remain limited, now totaling just 1.24 million UK homes for one or more of the channels.

A company executive recently forecast Sky would reach 2.5 million homes by the end of 1990, largely through satellite dishes. An estimated 3 million subscribers are needed for breakeven.

Viewers watch Sky from a number of different sources. Approximately 585,000 satellite dish-equipped UK homes receive all four channels, as do 50,000 SMATV homes, while the majority of 609,000 UK and Ireland cable viewers get one or more of the four channels. The channels are telecast on the Luxembourg medium-power broadcast satellite Astra, which also carries other English-language, German and Scandinavian TV services.

Adding to Sky's UK challenge is the pending launch April 29 of a highly bankrolled rival, British Satellite Broadcasting. BSB has a five-channel package with general entertainment, sports, news, music and lifestyle programming, and like Sky, has spent a half-billion dollars securing rights to film libraries and future studio output for its movie channel. □

Filed.

**Bill & Kent
Kirkman**
Kirkman Group, Inc.

is acquiring

KHLB AM/FM
Burnet / Marble Falls

from

Janette Hawkins
Hawkins Broadcasting,
Inc.

John Barger
Broadcast
Brokerage

2819 Woodcliffe, Suite 204
San Antonio, Texas 78230
Phone 512 / 340-7080
Fax 512 / 340-7085

Japanese DBS bird destroyed

Not quite 48 hours after NBC, News Corp., Cablevision Systems and Hughes Communications announced plans to launch the first true direct broadcast satellite system for U.S. consumers, Japan's second DBS bird, BS2X, disintegrated when, shortly after its Feb. 22 liftoff from French Guiana, an Arianespace rocket experienced engine pressure drop and exploded in the stratosphere, ending Arianespace's string of 17 successful launches since a similar explosion May 31, 1986. Japan's state-owned broadcaster, NHK, which already operates BS2B, had refurbished a never-launched Comsat direct broadcast satellite to provide three 200 w TV channels in Japan. Also aboard the rocket (and destroyed) was Superbird B, a medium-power Japanese bird owned by Mitsubishi.

For the Record

As compiled by BROADCASTING from Feb. 15 through Feb. 21 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

■ **KLFF(AM)** Glendale and **KONC(FM)** Sun City, both Arizona (AM: BTC900117EC; 1360 khz; 5 kw-D; 1 kw-N; FM: BTCH900117ED; 106.3 mhz; 3.5 kw; ant. 400 ft.)—Seeks assignment of license from Resource Media Inc. to Resource Media Inc. for \$625,000. Sale is transfer of shares within company. Seller and buyer are headed by Steven M. Taslitz. Filed Jan. 17.

■ **KDAN(AM)** Williams, AZ (BAL900129EA; 1180 khz; 5 kw-D)—Seeks assignment of license from Soho Broadcasting to Sozoelloesi Broadcasting Co. for \$70,000. Seller is headed by Benita Soho and Stanley Soho and has interests in KGUS(AM) Florence, AZ and KPUB-AM-FM Winters, TX. Buyer is headed by Crystal A. Sozoelloesi and has no other broadcast interests. Filed Jan. 29.

■ **KPHN** Barling, AR (BALH900122HC; 94.5 mhz; 3 kw; ant. 193.52 ft.)—Seeks assignment of license from Teresa Brown to RLPD Inc. for \$350,000. Seller has no other broadcast interests. Buyer is headed by Levo Patrick Demaree who is also 88.35% shareholder of Demaree Media Inc. (DMI). DMI is licensee of KFAY(AM) Farmington and KKEG-FM Fayetteville. KZNG(AM)-KQUS-FM Hot Springs, KFAY-FM Huntsville, all Arkansas; KXUS(FM) Springfield WMBH(AM)-KKUZ-FM Joplin, both Missouri. Demaree is 65% shareholder of Class Inc., licensee of KWCK-AM-FM Searcy, AR. Filed Jan. 22.

■ **KSLD(TV)** Riverside, CA (BALCT900126KF; ch. 62; 2366 kw vis.; 237 kw aur.; ant. 2,258 ft.)—Seeks assignment of license from Sunland Broadcasting Co. to Fouce Amusement Enterprises Inc. for \$3,575 million. Seller is headed by Jack M. Hodin and Andres Luis Soto and has no other broadcast interests. Buyer is headed by Frank and Betty Fouce, husband and wife, and has no other broadcast interests. Filed Jan. 26.

■ **WDKC-AM** Ft. Pierce, FL (BAL900123EA; 1330 khz; 5 kw-D, 1 kw-N)—Seeks assignment of license from Chaplin-Delaplaine Broadcasting Inc. to Harbor Federal Savings and Loan Association for \$824,266. Seller is headed by Gwen Rowland, receiver, who has 50% interest in WITS-(AM)-WCAC(FM) Sebring, FL. Buyer is headed by Edward G. Enns, Bruce R. Abemethy, Michael J. Brown, Richard K. Davis, Maltby F. Watkins, Frank H. Fee III and Richard B. Hellstrom, and has no other broadcast interests. Filed Jan. 23.

■ **WELE(AM)** Ormond Beach, FL (BAL900123ED; 1380 khz; 5 kw-D, 2.5-N)—Seeks assignment of license from Eugene T. McMahon, receiver, to Wings Communications Inc. for \$136,000. Seller is headed by Thomas E. Hale, Elmer T. Hale and Emily E. Hale and has interest in WDAT(FM) Ormond Beach, FL. Buyer is headed by Douglas Wilhite, J.P. Jordan, Ted Lamar Griffin and James C. Chapo. Wilhite and Jordan are stockholders of Wings Radio Co., licensee of WSSA(AM) Morrow, GA. Filed Jan. 23.

■ **WSPZ(AM)** Douglasville, GA (BAPL900123EE; 1520 khz; 1 kw-D, 500 w-CH)—Seeks assignment of license

from Water Of Life Christian Center Inc. to William C. Dunn for \$70,000. Seller is headed by Perry Sheller, Donald W. Brown and Clair Eskew and has no other broadcast interests. Buyer has no other broadcast interests. Filed Jan. 23.

■ **WQBZ-FM** Ft. Valley, GA (BALH900124HB; 106.3 mhz; 3 kw; ant. 415 ft.)—Seeks assignment of license from Fox Valley Broadcasting Corp. to Taylor Broadcasting of Macon Inc. for \$3 million ("Changing Hands," Jan. 29). Seller is headed by Buddy Barton and has no other broadcast interests. Buyer is headed by Stephen J. Taylor and owns 51% of WTL Inc., licensee of WTLZ(FM) Saginaw, MI. Taylor is 24% shareholder of WIKS Inc., licensee of WIKS(FM) New Bern, NC, and New South Radio Inc., licensee of WACT-AM-FM Tuscaloosa, AL. Filed Jan. 24.

■ **WBPA-AM-FM** Elkhorn City, KY (AM: BTC900122EE; 1460 khz; 5 kw-D; FM: BTCH900122EF; 103.1 mhz; 3 kw; ant. 1,530 ft.)—Seeks assignment of license from White Water Broadcasting Inc. to Gary K. Justice for \$268,303. Seller is headed by Allen Epling and has no other broadcast interests. Buyer is 75% shareholder of Cumberland Publishing Co., licensee of WLSI(AM) Pikeville, KY. Filed Jan. 12.

■ **WTCA(AM)-WNZE(FM)** Plymouth, IN (AM: BAL900125HN; 1050 khz; 250 w-D; FM: BALH900125HO; 104.3 mhz; 3 kw; ant. 240 ft.)—Seeks assignment of license from Community Service Broadcasters Inc. to Nova Broadcasting Inc. for \$600,000. Seller is headed by Kenneth E. Kunze, Jeanne C. Kunze and James C. Kunze and has no other broadcast interests. Buyer is headed by William L. and Carol A. Yde III, husband and wife; Russell W. Craig; Robert Q. Stanton; Robert Marquitz, and Scott G. Mahalick, and has interests in Kaneohe Partners Ltd. (KPL), 100% owner of Kaneohe Radio Inc. (KRI), permittee of KANY(FM) Kaneohe, HI. Filed Jan. 25.

■ **WTKL-AM** Baton Rouge, LA (BAL900123EC; 1260 khz; 1 kw-D)—Seeks assignment of license from Terry Ford Hessick, trustee, to Leader Group Inc. for \$10,000. Seller is headed by George L. Clauer III and has no other broadcast interests. Buyer is headed by Louis Bathen and Richard L. Preis, and has no other broadcast interests. Filed Jan. 23.

■ **WHRC-TV** Norwell, MA (BALCT900124KG; ch. 46; 5.89 kw vis.; 293 kw aur.; ant. 246 ft.)—Seeks assignment of license from Massachusetts Channel 46 Corp. to Rogue Television Corp. for \$4,250,001. Seller is headed by Alan Lidow and Nikita Maggos. Maggos is 75% stockholder of Horizon Broadcasting Corp., licensee of WRYT(AM) Edwardsville, IL. Buyer is headed by Stephen Mindich, Bruce P. Mindich and Michael C. Mooney. Stephen M. Mindich is 75% shareholder of Rogue Television Corp. is 100% shareholder of MCC Broadcasting Co., licensee of WFNX(FM) Lynn, MA. Filed Jan. 24.

■ **KODE(TV)** Joplin, MO (BALCT900124KH; ch. 12; 316 kw vis.; 63.2 kw aur.; ant. 1,020 ft.)—Seeks assignment of license from Gilmore Broadcasting Corp. to Roger A. Neuhoof \$10.75 million ("Changing Hands," Feb. 12). Seller is headed by Jim Gilmore Jr. and has interests in WEHT(TV) Evansville, IN; WLVE(FM) Miami Beach, FL, and KDBN(AM)-KMEZ(FM) Dallas-Fort Worth. Buyer has no other broadcast interests. Filed Jan. 24.

■ **WPMT-TV** York, PA (BALCT900129KG; ch. 43; 2,159 kw vis.; 215.9 kw aur.; ant. 1,360 ft.)—Seeks assignment of license from WYLP License Inc. to Channel 43 Licensee Inc. for \$13,475 million. Seller is headed by Jonathan S. Hayes, Michael J. Rosenthal and William J. Phillips and has no other broadcast interests. Buyer is headed by Michael Finkelstein, Sidney Lapidus, Joanne R. Wenig, Geoffrey Rose and John C. Ferrara. Channel 43 Licensee Inc. is subsidiary of Rencom. Rencom wholly owns Channel 40 Inc., which owns licensee of KTXL(TV) Sacramento, CA; Channel 39 Inc., which owns licensee of WDLZ(TV) Miami; Channel 53 Inc., which owns licensee of WPGH-TV Pittsburgh; Channel 20 Inc., which owns licensee of WTXN(TV) Waterbury, CT. Filed Jan. 29.

■ **WEZL(FM)** Charleston, SC (BALH900124HJ; 103.5 mhz; 100 kw; ant. 700 ft.)—Seeks assignment of license from Price Broadcasting Co. to Apollo Radio of Charleston Inc. for \$8.1 million ("Changing Hands," Jan. 22). Seller is headed by Jim Price and has interests in four AM's and four FM's. Buyer is headed by Terrance A. Elkes, Kenneth F. Gorman, George C. Castell, William L. Stakelin, Terrance A. Elkes, Kenneth F. Gorman and George C. Castell,

and have interests in Apollo Radio of Spokane Inc., licensee of KJRB(AM) and KEZE-FM Spokane, WA and Apollo Radio of Kansas City Inc., proposed assignee of KLSI(FM) Kansas City, MO. Filed Jan. 24.

■ **KFXJ(FM)** Abilene, TX (BAPH900122HD; 92.5 mhz; 16.72 kw; ant. 262 ft.)—Seeks assignment of license from CVC Broadcasting Corp. to American Indian Broadcasting Group for \$50,000. Seller is headed by David J. and Mary Helen Cunningham, husband and wife, and has no other broadcast interests. Buyer is headed by Jack W. Bursack and Lynwood H. Eaton, and is licensee of KPOS(AM) Post, TX and is permittee of CP for new FM at San Angelo, TX on ch. 270C1. American Indian Broadcasting Group is partner in Boles-American Indian, which is permittee of KKNC(FM) Post, TX. Filed Jan. 22.

■ **KEBE(AM)-KOOI(FM)** Jacksonville, TX (AM: BAPL900124EA; 1400 khz; 1 kw; FM: BALH900124EB; 106.5 mhz; 100 kw; ant. 700 ft.)—Seeks assignment of license from Waller Broadcasting Inc. to Broad Based Communications Inc. for \$3.25 million. Seller is headed by Dorothy Reid Waller and has no other broadcast interests. Buyer is headed by Vincent A. Henry, son of Ragan Henry, and has no other broadcast interests. Filed Jan. 24.

■ **KYKM** Winfield, TX (BALH900124HI; 97.7 mhz; 3 kw; ant. 66 ft.)—Seeks assignment of license from North-east Texas Broadcasting Inc. to CMS Media Group Inc. for \$85,001. Seller is headed by Dale Palmer and Richard M. Reynolds and has no other broadcast interests. Buyer is headed by Gene G. Holmes, Donald E. Rohde, J. Leon Smith and James T. Carter, and has no other broadcast interests. Filed Jan. 24.

■ **KKAT-FM** Ogden, UT (BALH900125HR; 101.9 mhz; 26 kw; ant. 680 ft.)—Seeks assignment of license from Brown Broadcasting Co. to Apollo Radio Ltd. for \$12 million. Seller is comprised of Pacific States Investment Corp., 12 Plus Corp., Ten Years After Corp. and PRB Broadcasting Inc., which are headed by Willet H. Brown, Michael J. Brown, Philip A. Melrose and Peter R. Brown, respectively. Willet H. Brown and Michael H. Brown have interests in KPOP(AM)-KGB(FM) San Diego, KYNO-AM-FM Fresno, KXOA-AM-FM Sacramento and KLOK(FM) San Francisco, all California. Melrose has interest in KYNO-AM-FM Fresno, CA. Buyer is headed by Terrance A. Elkes, Kenneth F. Gorman, George C. Castell and William L. Stakelin, and have 33.3% interests in Apollo Radio of Spokane Inc., licensee of KJRB(AM)-KEZE-FM Spokane, WA; and 33.3% interest in Apollo Radio of Kansas City Inc., proposed assignee of KLSI(FM) Kansas City, MO. Filed Jan. 25.

■ **KBAM(AM)** Longview, WA (BTC900122EC; 1270 khz; 5 kw-D)—Seeks assignment of license from Nancy L. Kynaston, executrix, to Howard T. Kynaston for \$166,719. Sale is transfer of shares between stockholders of Armak Broadcasting Inc., licensee of KBAM(AM). Seller is executrix for her father, Arne G. Peterson, deceased. Buyer is headed by Howard T. and Nancy L. Kynaston, husband and wife, Robert Muchow, Harold L. Mahnke and Maurine Peterson, wife of Arne G. Peterson. Filed Jan. 22.

■ **WLFN(AM)-WLXR(FM)** La Crosse, WI (AM: BAL900125HP; 1490 khz; 1 kw-U; FM: BALH900125HQ; 104.9 mhz; 1.35 kw; HAAT: ant. 131 ft.)—Seeks assignment of license from Vaughn Broadcasting Group to Broadcast Properties of Lacrosse Inc. for \$2.7 million. Seller is headed by Duane Cariveau, who owns KKFN(AM)-KKRC(FM) Sioux Falls, SD. Buyer is headed by Charles J. Burns, Philip T. Kelly and John Morrison. Burns is 50% shareholder of Topeka Broadcomm Inc., which owns KTPK-FM Topeka, KS. Kelly is 79% shareholder of Communications Properties Inc., which owns WDBQ(AM)-KLYV(FM) Dubuque, IA and KATE(AM)-KCPi(FM) Albert Lea, MN. Morrison has 12.5% interests in Michigan Center Broadcasting, licensee of WGTW(FM) Traverse City, MI. Filed Jan. 25.

Actions

■ **KYXZ(AM)-KVQB(FM)** Cabot, AR (AM: BAL890925EA; 1350 khz; 2.5 kw-D; FM: BAPH890925EB; 102.5 mhz; 3 kw; ant. 100 ft.)—Dismissed app. of assignment of license from KBOT Inc. to Texar Communications Inc. for \$327,216. Seller is headed by Douglas Schneider and has no other broadcast interests. Buyer is headed by Terry Bettis, Sarah Harville, Larry Marino, George Chambers, Scott Taliaferro Sr., Scott Taliaferro Jr., Tom Allen and George Chambers, and is licensee of KKHR(FM)

Anson, TX. Action Jan. 31.

■ **KJQY-FM** San Diego (BALH891130HY; 103.7 mhz; 36 kw; ant. 580 ft.)—Dismissed app. of assignment of license from Command Communications Inc. to Westwood One Stations Inc. for \$19 million. Seller is headed by Carl Brazell. Command Communications Inc. (Command) wholly owns Metropolitan Broadcasting Corp. of Dallas, licensee of KRLD(AM) Dallas, KHOW(AM)-KSY(AM) Denver, KPKE Acquisition Corp., and Regency Broadcasting Co., licensee of KJOI(FM) Los Angeles. Command also wholly owns Metropolitan Broadcasting Corp. of Texas, licensee of Earth Station E7900 and holder of permit to deliver programs to foreign broadcast stations. Buyer is headed by Norman J. Pattiz and has interest in WNEW(AM) New York and WYNY-FM Lake Success, both New York. Action Feb. 8.

■ **KXPT-FM** Santa Paula, CA (BALH891201GQ; 96.7 mhz; .087 kw; ant. 457 ft.)—Seeks assignment of license from Radio Ventura Inc. to Edward A. Krampf for \$2 million. Seller is headed by Alex Sheffell, Burke Kaplan and James Olerich and also owns KAM(AM) Fresno, KMGQ(FM) Goleta, KIST(AM) Santa Barbara and KBOS(FM) Tulare, all California. Buyer has no other broadcast interests. Action Feb. 1.

■ **WNL(AM)-WTYD(FM)** New London, CT (AM: BTC891206GT; 1510 khz; 10 kw-D; 5 kw-N; FM: BTCH891206GU; 100.9 mhz; 3 kw; ant. 328 ft.)—Granted app. of assignment of license from Druher Broadcasting to Andross Communications for \$5.2 million ("Changing Hands," Nov. 7). Seller is Waterbury, CT-based group owned by Norman S. Druher. It also owns WPAP-FM Panama City and WCOA(AM)-WJLQ(FM) Pensacola, both Florida, and 75% of The Daytuna Group, owner of three AM's and four FM's. Buyer is newly formed company principally owned by Ross W. Elder and William Deveraux. It has no other broadcast interests. Action Feb. 5.

■ **WSRX(FM)** Ft. Myers, FL (BAPED891212GK; 91.5 mhz; 3 kw; ant. 287 ft.)—Granted app. of assignment of license from National Christian Network Inc. to Youth Foundation of America Inc. for \$550,000. Seller is headed by Raymond A. Kassis and is licensee of WNBC(AM) Cocoa and WJEA(AM) Palm City, both Florida. Buyer is headed by Lloyd G. Sheehan and has no other broadcast interests. Action Jan. 31.

■ **KEZQ-FM** Jacksonville, AR (BALH891205ED; 100.3 mhz; 44.2 kw; ant. 1,369 ft.)—Granted app. of assignment of license from KEZQ LP to Galaxy Broadcasting Ltd. for \$3.25 million. Seller is headed by Robert Understein and is licensee of KEZQ(AM) North Little Rock, AR. Understein has interest in Richmond Radio Ltd., licensee of WQSF(FM) Williamsburg, VA, and Toledo Television Ltd., licensee of WUPW(TV) Toledo, OH. Buyer is headed by Walter S. Tucker. He owns 10% interest in seller. Action Feb. 5.

■ **WQBA-AM-FM** Miami, FL (BAL890823HG; 1140 khz; 50 kw-D, 10 kw-N; FM: BAPLH890823GN; 107.5 mhz; 100 kw H&V; ant. 500 ft.)—Granted app. of assignment of license from Radio De Miami Inc. to Spanish Radio Network for \$25,750,000 ("Changing Hands," Aug. 14). Purchase includes WQBA(AM) Miami. Seller is subsidiary of Susquehanna Broadcasting Co., York, Pa.-based group owner of KFOG(FM) San Francisco, CA; WTKN(AM) Pinellas Park and WHVE(FM) Sarasota, both Florida; WAPW(FM) Atlanta, GA; WFM5(FM) Indianapolis, IN; WRRM(FM) Cincinnati, OH; WARM(AM) Scranton, WMSG(FM) Wilkes-Barre and WSBA(AM)-WARM-FM York, all Pennsylvania; KLIF(AM) Dallas, KPLX(FM) Fort Worth and KKZR(AM)-KRBE-FM Houston, all Texas, and WGH-AM-FM Newport News, VA. It is headed by Louis J. Appell Jr. and Arthur W. Carlson. Buyers are Radio WADO Inc. and Tichenor Media Inc. Radio WADO owns WADO(AM) New York and is headed by Herbert Levine. Tichenor Media Systems is headed by McHenry Tichenor, and owns WIND(AM) Chicago and WOJO(FM) Evanston, both Illinois; KUNO(AM) Corpus Christi (part owners), KBNA-AM-FM El Paso, KGBT(AM)-KIWW(AM) Harlingen, KLAT(AM) Houston and KCOR(FM) San Antonio, all Texas. Action Feb. 6.

■ **WTTB(AM)-WGYL(FM)** Vero Beach, FL (AM: BAL891204HH; 1490 khz; 1 kw-D, 250 w-N; FM: BALH891204HI; 93.5 mhz; 3 kw; HAAT: ant. 300 ft.)—Granted app. of assignment of license from Treasure Coast Broadcasting Co. to Sea Coast Broadcasting Co. for \$14.5 million (deal includes WQRC-FM Barnstable, MA, and is a transfer of partner; see "Changing Hands," Jan. 8, 1989). Seller is headed by Gregory D. Bone and Thomas A. LaTanzi. Buyer is headed by Gregory D. Bone, Michael F. Starr and Jay Arnold Schorr. Starr has interest in WDSI(TV) Chattanooga, TN. Bone has 73% interest in Cape Cod Broadcasting, licensee of WQRC-FM Barnstable, MA, and 83% interest in Treasure Coast Broadcasting Co. Action Feb. 7.

■ **WGRG(FM)** Greensboro, GA (BALH891213GN; 103.9 mhz; 3 kw; ant. 320 ft.)—Granted app. of assignment of

license from Andrew Boswell to Briarpatch Radio Inc. for \$300,000. Seller is headed by Andrew Boswell and has no other broadcast interests. Buyer is headed by Sandra J. Gwyn and Hugh Christian and is owner of AM 96 Inc., licensee of WRFC(AM) Athens and WBLW(AM)-WBIC(FM) Royston, all Georgia. Action Feb. 7.

■ **WYLL-FM** Des Plaines, IL (BALH890905HK; 106.7 mhz; 50 kw; HAAT: ant. 91 ft.)—Granted app. of assignment of license from New Age Broadcasting Inc. to Greater Chicago Radio Inc. for \$9,250,000 ("Changing Hands," Sept. 11). Seller is headed by Vernon Merritt, and has no other broadcast interests. Buyer is subsidiary of Salem Communications. Salem owns KGER(AM) Long Beach, KDFR(FM) Oxnard, KPRC(FM) Rosamond, KLF(AM) San Bernardino and KPRZ(AM) San Marcos, all California; KHAA(FM) Port Sulphur, LA; WEZE(AM) Boston; WRFD(AM) Columbus-Worthington, OH; KCF(AM) Tulsa, OK; KPDQ-AM-FM Portland, OR, and KGNW(AM) Burien-Seattle, WA. Action Feb. 6.

■ **WZZT(FM)** Morrison, IL (BAPH891201HO; 95.1 mhz; 3 kw; ant. 100 ft.) Dismissed app. of assignment of license from Morrison Broadcast Associates to Whiteside Communications Inc. for no financial considerations. Seller is headed by Janet P. Bro and has no other broadcast interests. Buyer is headed by Arlen G. Horn and Kevin B. Bunney and has no other broadcast interests. Action Feb. 7.

■ **WXTR(FM)** Waldorf, MD (BAPLH891215HJ; 104.1 mhz; 50 kw; ant. 500 ft.)—Granted app. of assignment of license from Communications Management National to Radio Ventures I for \$33 million. Seller is Ragan Henry. Henry is sole general partner of Ragan Henry Communications Group (RHCG), Ragan Henry National Radio LP (National Radio) and Communications Management National (CMN). RHCG is licensee of WMXB(FM) Richmond, VA, and WDIA(AM)-WRHK(FM) Memphis. National Radio is licensee of WKSG(FM) Mt. Clemens, MI. CMN is licensee of WWIN-AM-FM Baltimore. Henry also has interest in KDIA(AM) Oakland, CA; WCMC(AM)-WZXL(FM) Wildwood, NJ; WXLE(FM) Columbus, OH, and WQOK(FM) Raleigh, NC. WRAW(AM)-WRFY(FM) Reading, PA; WCO5-AM-FM Columbia, SC, and KCCV(AM) Independence, MO. Buyer is headed by William E. Conway, Stephen L. Norris, David M. Rubenstein and Daniel A. D'Aniello. (FCC granted applications to assign licenses of WWIN(AM) and WKSF(FM) Asheville, NC, from Pine Trails Broadcasting Co. Inc. and of WMXB(FM) Richmond, VA, from Ragan Henry Communications Group to Radio Ventures I. Action Feb. 6.

■ **WLVC(AM)** Fort Kent, ME (BAL891122EI; 1340 khz; 250 w-U)—Seeks assignment of license from Melvoc Inc. to Lamolite Broadcasting and Communications for \$82,500 (sale includes WSJR(AM) Madawaska, ME, see below). Seller is headed by Michael Currier and has no other broadcast interests. Buyer is headed by Christopher G. Barbieri and has no other broadcast interests. Action Feb. 6.

■ **WSJR(AM)** Madawaska, ME (BAL891122EH; 1230 khz; 1 kw-U)—Seeks assignment of license from Melvoc Inc. to Lamolite Broadcasting and Communications for \$82,500 (sale includes WLVC(AM) Fort Kent, ME; see above). Seller is headed by Michael Currier and has no other broadcast interests. Buyer is headed by Christopher G. Barbieri and has no other broadcast interests. Action Feb. 6.

■ **WBSJ(FM)** Ellenville, MS (BALH891204HC; 102.3 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from South Jones Broadcasters Inc. to KZ Radio for \$580,000. Seller is headed by Lynn E. and Lorene Holland, husband and wife, and Herbert D. and Barbara L. Knotts, husband and wife. Buyer is headed by Billy H. Thomas, Jerry E. Morris, Louis E. Schaaf, and Larry B. and Patricia S. Morrison, husband and wife, and is licensee of KDEZ(FM) Jonesboro and KZKZ-AM-FM Greenwood, both Arkansas, and WMTX(AM) Biloxi and WXL5-FM Gulfport, both Mississippi. Action Feb. 5.

■ **KROL** Laughlin, NV (BTC891128EA; 870 khz; 10 kw-D, 1 kw-N)—Seeks assignment of license from Sigmund A. Rogich to Sigmund Rogich Trust, company as trustee, for no financial considerations. Rogich has no other broadcast interests. Action Jan. 31.

■ **KBOM(FM)** Los Alamos, NM (BALH891212HU; 107.1 mhz; 3 kw; ant. 142 ft.)—Granted app. of assignment of license from KBOM Ltd. to TELCO. Entertainment Inc. for \$1,000,000. Seller is headed by Kathleen McKee and Lance Armer and has no other broadcast interests. Buyer is headed by Rudy F. Tellez and Anthony L. Maisel. Maisel holds 55% of stock of Sun Media Corp., parent of Spanish Community Radio Inc., licensee of KALY(AM) Los Ranchos de Albuquerque, NM. Action Jan. 23.

■ **WOKR(TV)** Rochester, NY (BTC891208KK; ch. 13; 316 kw vis.; 47.9 kw aur.; ant. 500 ft.)—Granted app. of assignment of license from WOKR Partners to Falmouth Broadcasting Corp. and Falmouth Communication Inc. for \$57.5 million (includes a covenant not to compete, valued

at \$5 million). Sellers are headed by George N. Gillett Jr. and Edward W. Karrel. Gillett has interests in Gillett Holdings Inc. and SCI Holdings Inc., which together own six TV stations. Buyer is headed by David Johnson and Thomas V. Jahl. Johnson was one founder of Fox Broadcasting Co., which operates Fox Television network, and served as Fox senior VP from 1986-88. Fox Television Stations Inc. is licensee of KTTV(TV) Los Angeles; WTTG(TV) Washington; WFLD(TV) Chicago; WFXT(TV) Boston; WNYW(TV) New York; KDFR(TV) Dallas, and KRIV(TV) Houston. Action Feb. 8.

■ **WFXI(TV)** Morehead City, NC (BTC891212KK; ch. 8; 316 kw vis.; 31.6 kw aur.; ant. 1,950 ft.)—Granted app. of assignment of license from John W. Gainey III and Frederick J. McCune to Ramon N. Redford Jr. and Ann T. Munden for \$43,636. Sellers, John W. Gainey III and Frederick J. McCune, are each selling 400 shares valued at \$21,818. Buyers are part of licensees and are acquiring more stock. Stockholders include Gainey, 18.545%; McCune, 17.54%; Robert R. Hilker, 15%; William R. Rollins, 15%; Walter Phillips, 7%; Lockwood Phillips, 15.915%; Ann T. Munden, 15.915%; and Redford, 4%. Hilker and Rollins have interest in WJII(AM) Christiansburg and WVVV(FM) Blacksburg, both Virginia. Rollins is president, chief operating officer, director and 38.8% shareholder of WYNR(AM)-WPIQ(FM) Brunswick, GA. 37.83%; shareholder of WDIX(AM)-WORG(AM) Orangeburg, SC; 37.83% shareholder of WSTX-AM-FM Christiansted, St. Croix, VI; 33.3% shareholder of WABZ(FM) Albemarle and WEGO(AM) Concord, both North Carolina, and 35% stockholder of WJOT(AM)-WGFG(FM) Lake City, SC. Action Feb. 6.

■ **WVAB(AM)** Virginia Beach and WKSJ-FM Cape Charles, both Virginia (AM: BAL891121EA; 1550 khz; 5 kw-D; FM: BALH891121GI; 96.1 mhz; 50 kw; ant. 149 ft.)—Granted app. of assignment of license from Holmes P. Harden, trustee in bankruptcy to Willis Broadcasting Corp., for \$1,800,101. Seller has no other broadcast interests. Buyer is owned by L.E. Willis, who has interest in Crusade Broadcasting Corp., licensee of WIMG(AM) Ewing, NJ; Christian Broadcasting Corp., licensee of WBO-K(AM) New Orleans; Big Ben Communications Inc., licensee of KFTH(FM) Marion, AK; Charlotte Christian Radio Inc., licensee of WGSF(AM) Charlotte, NC; Edenton Christian Radio Inc., licensee of WBXB(FM) Edenton, NC; Columbia Christian Radio Inc., licensee of WKWQ(FM) Batesburg, NC; Durham Christian Radio Inc., licensee of WSR(AM) Durham, NC; Birmingham Christian Radio Inc., licensee of WAYE(AM) Birmingham, AL; Gospel Broadcasting Corp., licensee of WSFU-FM Union Springs, AL; FM 96 Corp., licensee of WPZZ(FM) Franklin, IN; Marshall Broadcasting Corp., licensee, KSNE(FM) Marshall, AK; Philadelphia Christian Radio Inc., licensee of WURD(AM) Philadelphia; Warren Broadcasting Corp., permittee of unbuilt WVR5(FM) Warren, NC, and Belhaven Christian Radio, licensee of WKJA(FM) Belhaven, NC. Willis also has interest in WTNC(AM) Thomasville, NC. Willis Broadcasting Corp. holds 100% of voting stock in Tidewater Radio Show Inc., licensee of WPCE(AM) Portsmouth and WFTH(AM) Richmond, both Virginia; Willis & Sons Inc., licensee of WSVE(AM) Jacksonville and WPDQ(FM) Green Cove Springs, both Florida; Metro Communications Inc., licensee of WWSA(AM) Gary, IN; Gateway Communications Corp., licensee of WESL(AM) East St. Louis, IL; Inspirational Broadcasting Corp., licensee of WTHJ(AM) East Point, GA. Levi Willis, son of L.E. Willis, has interest in WTNC(AM) Thomasville, NC. Action Feb. 1.

■ **WADC(AM)-WMGP(FM)** Parkersburg, WV (AM: BAL891005EC; 1050 khz; 5 kw-D; FM: BAPLH891005ED; 99.3 mhz; 3 kw; ant. 210 ft.)—Granted app. of assignment of license from Signal One Communications Inc. to Dailey Corp. for \$670,000. Seller is headed by Kim E. Colebrook and also owns WLEC(AM)-WCPZ(FM) Sandusky, OH. Buyer is headed by Calvin Dailey and is licensee of WFGM(FM) Fairmont, WV. Dailey is also president, director and 50% stockholder of Randy Jay Communications Corp., licensee of WRZZ(FM) Ravenswood, WV; 50% general partner of Dailey and Reich, licensee of WDXY(AM) Sumter, SC, and 25.5% general partner of Wedgefield Communications, licensee of WIBZ(FM) Wedgefield, SC. Action Feb. 7.

New Stations

Applications

■ **Warrior, AL** (BPH891214MJ)—Teresa B. Lowry seeks 98.7 mhz; 6 kw; 328 ft. Address: Fifth Ave., West Oneonta, AL 35121. Lowry has no other broadcast interests. Filed Dec. 14, 1989.

■ **Warrior, AL** (BPH891215MO)—G. Dean Pearce seeks

98.7 mhz; 6 kw; 328 ft. Address: 1169 Northwood Lake, Northport, AL 35476. Dean is general manager of WJDQ(AM) Marion and WJDQ(FM) Meridian, both Mississippi. Filed 891215

■ **Talkeetna, AK (BPED900117MD)**—Talkeetna Community Radio Inc. seeks 88.5 mhz; 1.9 kw; Address: P.O. Box 300, Talkeetna, AK 99676. Principal is headed by Krista Maciolek, Jim Sykes, Kathy Siverson, Michael Vaughan, Shoo Salasky, Don Lee, Ollie Hudson, Laura Kardash and Mark Stasik. and has no other broadcast interests. Filed Jan. 17.

■ **Big Pine, CA (BPH891228MF)**—Roy William Mayhugh seeks 93.3 mhz; .83 kw; 2.968 ft. Address: 701 W. Perdew Ave., Ridgecrest, CA 93555. Mayhugh is licensee of KLOA-AM-FM Ridgecrest, CA. Filed Dec. 28, 1989.

■ **Big Pine, CA (BPH891228ML)**—Janice D. and Jonathan Levin seek 93.3 mhz; 50 kw; 1.049 ft. Address: 1447 Stavanger Loop, Northeast Poulsoo, WA 98370. Principal has no other broadcast interests. Filed Dec. 28, 1989.

■ **Big Pine, CA (BPH891228MI)**—David A. and Mary Ann Digemess seeks 93.30; .853 kw; 2.925 ft. Address: P.O. Box 1284 Mammoth Mtn, CA 93546. David A. Digemess owns 100% of Mammoth Mountain FM Associates Inc., licensee of KMMT(FM). Filed Dec. 28, 1989.

■ **Groveland, CA (BPED900116MC)**—California State University, Sacramento seeks 91.7 mhz; 6.9 kw; 1.026 ft. Address: 3416 American Rive, Dr., Suite B. Principal is headed by Roland E. Amall, Marian Bagdasarian, William D. Campbell, Martha C. Fallgater, Lee A. Grissom, Dixon R. Harwin, Lyman H. Heine and Gloria S. Horn, and is licensee of KXPR(FM) Sacramento, CA. Filed Jan. 16.

■ **Pismo Beach, CA (BP891204AD)**—J & K Broadcasters seeks 1200 khz. Address: 613 South La Grange Rd., La Grange, IL 60525. Principal is headed by Robert A. Jones and Patricia A. Jones. Filed Dec. 4.

■ **Yermo, CA (BPH891228MK)**—Antelope Broadcasting Co. seeks 105.3 mhz; .56 kw; 1.036 ft. Address: 2501 W. Avenue I, Lancaster, CA 93534. Principal is headed by Ronald H. Carter, Kathleen Campbell, Susan Souveroff, James B. French and James A. Carter, and is licensee of KAVL(AM) Lancaster and KAVS(FM) Mojave, both California. Filed Dec. 28, 1989.

■ **Yermo, CA (BPH891228MM)**—Castillo Broadcasting Ltd. seeks 105.3 mhz; 3 kw; Address: 33684 First St., Daggett, CA 93227. Principal is headed by Michael Sirkis, Daniel Braverman and Robin Rothschild. Rothschild is 89% equity owner of WVAY(FM) Wilmington, VT. Filed Dec. 28, 1989.

■ **Strasburg, CO (BPH900102MI)**—Lenora Alexander seeks 102.3 mhz; 6 kw; 328 ft. Address: 2349 Paris St., Aurora, CO 80010. Principal has no other broadcast interests. Filed Jan. 2.

■ **Strasburg, CO (BPH900102MJ)**—MYM Communications Ltd. seeks 102.3 mhz; 3 kw; 328 ft. Address: 1412 Washington St., Huntingdon, PA 16652. Principal is headed by Marie Y. Maldonado, Peter B. Knobel and Robin M. Rothschild. Robin M. Rothschild is 89% owner of WVAY(FM) Wilmington, VT. Filed Jan. 2.

■ **Litchfield, CT (BPED900108MA)**—Fine Arts Radio Inc. seeks 89.9 mhz; .1 kw. Address: 1 Eliot Pl., Fairfield, CT 06430. Principal is headed by Kurt A. Anderson, Carol Ann Babina, John Babina Jr., Arthur D. Friedman, Robert Cooley and James Morley Jr. Morley has interest in WEZN(FM) Bridgeport, CT; WZZK-AM-FM Birmingham, AL; WDBO(AM)-WWKA(FM) Orlando, FL; KKYX(AM)-KCYF(FM) San Antonio, TX; KRMG(AM)-KWEN(FM) Tulsa, OK; WSYR(AM)-WYYY(FM) Syracuse, NY, and WYAI(AM) La Grange and WVAY(FM) Gainesville, both Georgia. Filed Jan. 8.

■ **Dover, DE (BPED900116MF)**—Temple University of the Commonwealth seeks 91.7 mhz; 0.708 kw vis. Address: System of Higher Education, Broad and Montgomery Sts. Principal is headed by Harry P. Begier Jr., Francis J. Catania, Nicholas A. Cipriani, John J. Contoudis, Bill Cosby, Paul A. Dandridge, Peter D. DePaul and Louis J. Esposito, and has interests in WRTI(FM) Philadelphia and WUCP(FM) Summerville, both Pennsylvania. Filed Jan. 16.

■ **Baldwin, FL (BPH891214MN)**—Peaches Broadcasting Ltd. seeks 105.7 mhz; 6 kw; 328 ft. Address: 330 W. State St., Jacksonville, FL, 32202. Principal is headed by Frederick Matthews, Anna Matthews and Stephan Weissman, and has no other broadcast interests. Filed Dec. 14, 1989.

■ **Panama City, FL (BPED900112ME)**—Florida State University seeks 89.1 mhz; 100 kw; 403 ft. Address: 2561 Pottsdamer St. Principal is headed by Charles B. Edwards Sr., J. Clint Brown, Dubose Ausley, Betty Castor, Alec P. Courtelis, Robert A. Dressler, Pat N. Groner, Cecil B. Keene, Raul P. Masvidal, Thomas F. Petway III, Carolyn

K. Roberts and Joan Ruffier. The Board of Regents of the State of Florida, on behalf of various universities within state of Florida higher educational system, has interests in WUFT-TV Gainesville. WUSF-TV Tampa. WSFP-TV Fort Meyers, WFSG-TV Panama City, WFSU-TV Tallahassee. WFSU-FM Tallahassee, WUFT-FM Gainesville and WUSF-FM Tampa, all Florida. Filed Jan. 12.

■ **Lumpkin, GA (BPH891214MP)**—Patricia C. Cannington seeks 99.3 mhz; 50 kw; 492 ft. Address: 1 Patterson St., Lumpkin, GA 31815. Cannington has no other broadcast interests. Filed Dec. 14, 1989.

■ **Hillsboro, IL (BPH891228MG)**—Benjamin L. Stratemeyer seeks 99.7 mhz; 50 kw; ant.: 492 ft. Address: Route 5, Box 110, Centralia IL. 62801. Stratemeyer is 51% shareholder of Union Broadcasting Inc., licensee of WRAJ-AM-FM Ania, IL. Filed Dec. 28, 1989.

■ **Hillsboro, IL (BPH891227MH)**—Saga Communications of Illinois Inc. seeks 99.7 mhz; 50 kw; ant.: 492 ft. Address: 400 Renaissance Center, Detroit 48243. Principal is headed by Edward K. Christian, Patricia M. Donsbach, James E. Brooker, Norman L. McKee and Marcia K. Lobaito, and is licensee of WLWR(FM) Champaign and WYMG(FM) Jacksonville, both Illinois. Saga Communications, parent of Saga Communications of Illinois, has interests in WVKO(AM) WSNY(FM) Columbus, OH; WNOR-AM-FM Norfolk, VA; WKLH(FM) Milwaukee, WI, and KRNT(AM)-KRNT(FM) Des Moines, IA. Filed Dec. 27, 1989.

■ **Hillsboro, IL (BPH891228MN)**—Hillsboro Broadcasting Co. seeks 99.7 mhz; 50 kw; ant.: 492 ft. Address: P.O. Box 1508, Mt. Vernon, IL 62864. Principal is headed by Dana R. Withers and W. Russell Withers Jr., daughter and father, respectively. W. Russell Withers Jr. is licensee of WMIX-AM-FM Mt. Vernon, IL; KAPE(AM)-KGMQ(FM) Cape Girardeau, MO; KOKX-AM-FM Keokuk, IA; KREX-TV Grand Junction, KREY-TV Montrose, KREZ-TV Durango and KREG-TV Glenwood Springs, all Colorado, and WDTV(TV) Weston, WV. Filed Dec. 28, 1989.

■ **Salem, IN (BPH900104ME)**—Rebecca L. Coomer seeks 97.9 mhz; 3 kw; 328 ft. Address: 508 Tucker St., Salem IN 47167. Coomer is permittee of LPTV ch. 17 in Salem, IN. Filed Jan. 4.

■ **Des Moines, IA (BPED900116MA)**—Minority Communications Inc. seeks 89.3 mhz; 9 kw. Address: 1509 Forest Ave., Des Moines, IA 50314. Principal is headed by Larry D. Nevilles, Alex Crawford Jr. and Dewayne Long. Filed Jan. 16.

■ **Keokuk, IA (BPH891227MF)**—David M. Lister seeks 105.9 mhz; 50 kw; 492 ft. Address: 847 Todd Preis Dr., Nashville TN, 37221. Lister has no other broadcast interests. Filed Dec. 27, 1989.

■ **Paintsville, KY (BPH891220MH)**—B&G Broadcasting Inc. seeks 94.7; 6.7 kw; 626 ft. Address: P.O. Box 1407, Paintsville, KY 41240. Principal is headed by Alan Burton and William D. Gibson, and is licensee of WKLW(AM) Paintsville, KY. Filed Dec. 20, 1989.

■ **Paintsville, KY (BPH891220MI)**—Ray Edmund Preston II seeks 94.7; 25 kw; 328 ft. Address: P.O. Box 1334 Paintsville, KY 41240. Principal has no other broadcast interests. Filed Dec. 20, 1989.

■ **Virgie, KY (BPH891227MG)**—Hobart C. Johnson seeks 107.5 mhz; 50 kw; 708 ft. Address: 310 Main St., Pikeville, KY 41501. Johnson has no other broadcast interests. Filed Dec. 27, 1989.

■ **West Liberty, KY (BPH891227ME)**—Woodford F. May seeks 102.9 mhz; 6 kw; 328 ft. Address: RT 1, Box 736, West Liberty, KY 41472. Principal has no other broadcast interests. Filed Dec. 27, 1989.

■ **West Liberty, KY (BPH891222MG)**—Morgan County Industries Inc. seeks 102.9 mhz; 6 kw; 328 ft. Address: 129 College St., West Liberty, KY 41472. Principal is headed by Clifford C. Smith, and is licensee of WLKS(AM) West Liberty, KY. Filed Dec. 22, 1989.

■ **Stephenson, MI (BPH891227MI)**—Pager Radio of the Near-North seeks 102.3 mhz; 3 kw. Address: P.O. Box 52, Mayville, WI 54304. Principal is headed by Lyle Robert Evans, who owns 100% Brillion Radio Co., permittee of new FM ch. 242 at Brillion, WI. Evans is 50% owner of Pacer TV of Huron Inc., permittee of KIID(TV) Huron, SD. Filed Dec. 27.

■ **Stephenson, MI (BPH900102MK)**—Pacer Radio of the Near-North seeks 102.3 mhz; 3 kw. Address: P.O. Box 52, Mayville, WI 54304. Principal is headed by Lyle R. Evans, who owns 100% Brillion Radio Co., permittee of WLWR(FM) Brillion, WI. Evans is 50% owner of Pacer TV of Huron Inc., permittee of KIID(TV) Huron, SD. Filed Jan. 2.

■ **Faribault, MN (BPH891222MH)**—Radio Ingstad Minnesota Inc. seeks 107.5 mhz; 50 kw; ant.: 492 ft. Address: 232 Third Street, Valley City, ND 58072. Principal is

headed by Robert E. Ingstad and Jan Ingstad, and is licensee of KDHL(AM)KQCL(FM) Faribault, MN. Filed Dec. 22, 1989.

■ **Faribault, MN (BPH891228MH)**—Faribault Broadcasting, Inc. seeks 107.5 mhz; 34 kw; ant.: 590 ft. Address: 504 2nd St. NW, Faribault, MN 55021. Principal is headed by Judith S. Willis and Tom Linder. Linder owns 4.7% of Minnesota Valley Broadcasting Inc., licensee of KTOE(AM) Mankato; owner of Riverbend Radio Inc., licensee of KDOG(FM) North Mankato, MN; owner of KMHL Broadcasting Co., licensee of KMHL(AM) and KKCK(FM) Marshall, MN. Filed Dec. 28, 1989.

■ **Faribault, MN (BPH891228MJ)**—KYMN Inc. seeks 107.5 mhz; 50 kw; ant.: 492 ft. Address: P.O. Box 201, Northfield, MN 55057. Principal is headed by Wayne Eddy, Stan Stydnicki, Don and Marilyn McRae, joint tenant, and Janice Menge. McRae and Menge form M&M Associates, which is 50% of applicant. KYMN Inc. is licensee of KYMN(AM) Northfield, MN. Filed Dec. 28, 1989.

■ **Faribault, MN (BPH891228MO)**—Johnson Broadcasting seeks 107.5 mhz; 50 kw; ant.: 492 ft. Address: 1044 Westwood Dr. Principal is headed by Dick and Kathy Johnson, and has no other broadcast interests. Filed Dec. 28, 1989.

■ **Faribault, MN (BPH891228MP)**—Judith M. Clarine seeks 107.5 mhz; 50 kw; ant.: 492 ft. Address: 21644 Evans Trail, Faribault, MN 55021. Clarine has no other broadcast interests. Filed Dec. 28, 1989.

■ **Faribault, MN (BPH891228MQ)**—Howard G. Bill seeks 107.5 mhz; 50 kw; ant.: 492 ft. Address: 625 19th St., NW, Rochester, MN 55901. Bill owns Olmstead County Broadcasting Co., licensee of KOLM(AM)-KWWK(FM) Rochester, MN. Filed Dec. 28, 1989.

■ **Faribault, MN (BPH891228MR)**—Alan R. Quarnstrom seeks 107.5 mhz; 50 kw; ant.: 492 ft. Address: 1104 Oak St., Red Wing, MN 55066. Quarnstrom has no other broadcast interests. Filed Dec. 28, 1989.

■ **Potosi, MO (BPH891222MF)**—Prime Time Radio Inc. seeks 97.7; 6 kw; ant.: 328 ft. Address: 102 Elm St., #203, Washington, MO 63090. Principal is headed by Linda K. Kuenzie, Edith J. Kuenzie, Frank K. Kuenzie and Kenneth W. Kuenzie, and is licensee of KSLQ-AM-FM Washington, MO. Kenneth W. Kuenzie owns 12.5% of Lake Broadcasting, licensee of KFEX(AM) Camdenton and KBMX(FM) Eldon, both Missouri. Filed Dec. 22, 1989.

■ **Helena, MT (BPCT891221KG)**—KFBB Corp. seeks ch. 10; 5 kw-V; 731 ft. Address: 212 East Liberty St., Wooster, OH 44691. Principal is subsidiary of MDM Broadcasting Inc., and is headed by Robert C. Dix Jr., Gordon C. Dix II, Albert E. Dix, David E. Dix and Stan Whitman. Through various companies, applicant has applications pending for WMMZ-FM Ocala, FL; WRAD(AM) Radford and WRIQ(FM) Radford, both Virginia. Filed Jan. 24.

■ **Ocean City, NJ (BPED900108MD)**—Temple University of the Commonwealth seeks 91.3 mhz; 1.68 kw-H 10.5 kw-V; 383 ft. Address: System of Higher Education, Broad and Montgomery Sts. Principal is headed by Richard J. Fox, Henry H. Nichols, Peter J. Liacouras, H. Patrick Swygert, Laurent J. Remillard and William C. Seyler, and has interests in WRTI(FM) Philadelphia and WUCP(FM) Summerville, both Pennsylvania. Filed Jan. 8.

■ **Gallup, NM (BPED900117MC)**—Gallup Public Radio seeks 91.7 mhz; .1 kw; 1,121 ft. Address: 910 Montgomery Court, Gallup, NM 87301. Principal is headed by Roger Des Prez, Octavia Fellin and John Milligan, and has no other broadcast interests. Filed Jan. 17.

■ **North Creek, NJ (BPED900117MA)**—The St. Lawrence University seeks 89.9; .2 kw; 1,994 ft. Address: Romoda Drive, Canton, NY 13617. Principal is headed by Carole L. Ashkinaze, Bruce W. Benedict, Martin F. Richman, Frank A. Augsbury, James N. Benedict, Mary Bijur and Karen D. Bruett, and has no other broadcast interests. Filed Jan. 17.

■ **Portsmouth, OH (BPED900111MA)**—The Cedarville College seeks 88.3 mhz; 1 kw; ant.: 642 ft. Address: 251 N. Main St., Cedarville, OH 45314. Principal is headed by Paul Gathary and has interest in WCDR-FM Cedarville, LPTV W219AJ Chillicothe, LPTV W202AI Portsmouth, W252AP Wheelersburg, and W220AL Washington Court House, all Ohio; and LPTV W219AB Richmond, IN. Filed Jan. 11.

■ **Forney, TX (BP900130AD)**—North Texas Broadcasters seeks 700 khz. Address: 3610 Briarwood Dr., Sacramento, CA 95821. Principal is headed by Charles S. Grattner, Robert A. Jones and Carl J. Auel and has no other broadcast interests. Filed Jan. 30.

■ **Yakima, WA (BPED900116MD)**—KWSU Radio-TV

Service. Murrow Center seeks 90.3 mhz; 5 kw; 842 ft. Address: Pullman, WA 99164. Principal is headed by Scott B. Lukins, Belinda K. Pearson, Richard R. Albrecht, R.M. Crow, Edwin J. McWilliams, Louis H. Pepper, Frances L. Scott, Kate B. Webster and William R. Wiley and has no other broadcast interests. Filed Jan. 16.

■ Fisher, WV (BPED900103MD)—Bible Broadcasting Network Inc. seeks 103.7 mhz; 6 kw; ant.: 328 ft. Address: P.O. Box 1818, 130, N. Battlefield Blvd. Principal is headed by Lowell L. Davey, Georgeanna Davey, Keith Wohlenhaus, H. Ron White and R. Lindsay Poteat, and has interests in KCEV-FM Wichita, KS; WAVO(AM) Decatur, WYFA(FM) Waynesboro, WYFS(FM) Savannah and WYFK(FM) Columbus, all Georgia; WFCE(FM) Tarpon Springs, WHPE(FM) High Point and WYFL(FM) Henderson, all North Carolina; WHGG(FM) Knoxville and WYFC(FM) Clinton, both Tennessee; WYFB(FM) Gainesville and WYFO(FM) Lakeland, both Florida; WYFG(FM) Gaffney and WYFH(FM) North Charleston, both South Carolina; WYFT(FM) Luray, WYFI(FM) Norfolk and WYFJ(FM) Ashland, all Virginia. Filed Jan. 3.

■ Montgomery, WV (BPHG891220MG)—Upper Kanawha Valley Broadcasters Inc. seeks 93.3; 4 kw; ant.: 715 ft. Address: P.O. Box 750, Montgomery, WV 25136. Principal is headed by Arthur Clark, George Waters, Ted Julian and Jeffrey R. Batten, and is licensee of WMON(AM) Montgomery, WV. Julian is 18.75% shareholder of Metrocomco, licensee of WBRL(AM) Berlin, NH. Filed Dec. 20, 1989.

■ Jackson, WY (BPED900116MB)—Teton County School District #1 seeks 90.3 mhz; 3 kw; ant.: 1,105 ft. Address: P.O. Box 568, Jackson, WY 83001. Principal is headed by Harold Turner, Marshall Gingery, Sharon Nethercott, Linda Williams, Carolyn Hawtin, Steve Harrington and George Thompson, and has no other broadcast interests. Filed Jan. 16.

Actions

■ Cortaro, AZ (BP890106AB)—Granted app. of Cortaro Broadcasting Corp. seeks 1030 khz. Address: 4547 E. Malvern St., Tucson, AZ 85711. Principal is headed by Roberto B. Campos and Gloria A. Rodriguez. Action Jan. 31.

■ Mendota, CA (BPED881021ME)—Returned app. of Fresno-Merced Educational Foundation Inc. for 102.3 mhz; 3 kw; 328 ft. Address: 12550 Brookhurst St., Ste. A, Garden Grove, CA 92640. Principal is headed by Linda Ross and has no other broadcast interests. Action Jan. 31.

■ Rosamond, CA (BPH860328AH)—Granted app. of Desert Broadcasters for 890 khz. Address: P.O. Box 2233, Citrus Heights, CA 95611. Principal is headed by Donald P. Harris and has no other broadcast interests. Action Feb. 8.

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

■ Vero Beach, FL (BPH880523NB)—Dismissed app. of Helen V. Millar for 99.7 mhz; 50 kw; ant.: 492 ft. Address: 2710 Dove St., Fort Pierce, FL 33482. Principal is 100% stockholder of Hills Broadcasting Inc., licensee of WXXR(AM) Cullman, AL. Action Jan. 23.

■ Vero Beach, FL (BPH880520MC)—Dismissed app. of Christine Harvel for 99.7 mhz; 50 kw. Address: 2710 18th Ave. S.E., Cape Coral, FL 33904. Harvel has no other broadcast interests. Action Jan. 25.

■ Pearl City, HI (BPH850531NX)—Granted app. of Carmen D. Dwight for 101.9 mhz; 100 kw; 1,807 ft. Address: 6125 Horner St., Apt. 11, Los Angeles 90035. Principal is headed by Carmen D. Dwight. Action Feb. 8.

■ Madisonville, KY (BPCT870121KE)—Canceled app. of Madisonville Media Inc. for 728 khz; 5,000 kw vis.; 1,000 kw aural; 3,893 ft. Address: 1625 N. 12th St., Paducah, KY 42001. Principal is headed by Jacqueline J. Saunders and Sandra Depriest and has no other broadcast interests. Action Feb. 13.

■ Monticello, KY (BPH880112ME)—Granted app. of Monticello-Wayne County Media Inc. for 93.1 mhz; 1.05 kw; 551 ft. Address: Rt. 1, Box 243B, Monticello, KY 42633. Principal is headed by Jill A. Mason and I. Wade Mason and has no other broadcast interests. Action Dec. 26, 1989.

■ Valley Station, KY (BPH881201ME)—Returned app. of Ramcomm for 105.9 mhz; 3 kw; 328 ft. Address: 6200 Gabriel St., Bowie, MD 20715. Principal is headed by Redge A. Mahaffey and Randall A. Mahaffey, and has no other broadcast interests. Action Jan. 31.

■ Pittsville, MD (BP880927AE)—Granted app. of Radio 650 for 650 khz. Address: Windsor View Dr., Potomac, MD 20854. Principal is headed by Michael A. Gureckis,

Steven P. Gureckis, Elizabeth A. Theodoulou, Daniel S. Lee and Erika M. Perkins. Michael A. Gureckis, Steven P. Gureckis and Elizabeth A. Theodoulou are stockholders of WBZE Inc., licensee of WBZE(AM) Indian Head, MD. Daniel S. Lee is permittee of WDAW(AM) Heymarket, VA. Action Jan. 31.

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

■ Irondequoit, NY (BPH861125MJ)—Granted app. of Silver Broadcasting Ltd. for 106.7 mhz; 3 kw; ant.: 328 ft. Address: 5 Silver Ave., Auburn, NY 13021. Principal is headed by Richard E. Morgan and has no other broadcast interests. Action Feb. 6.

■ Sellersville, PA (BPED870514MN)—Granted app. of Bux-Mont Educational Radio Assoc. for 88.7 mhz; 1 kw V; 436 ft. Address: P.O. Box 2012, Warminster, PA 18974. Principal is headed by Charles W. Loughery, Kenneth S. Crowther, Vicki A. Bailey, Frank W. Napurano, Ronald M. Rysztogi and Charles H. Gainer and has no other broadcast interests. Filed Jan. 16.

■ Villanova, PA (BPED870402KA)—Granted app. of Villanova University for 88.5 mhz; 7 kw V; 734 ft. Address: Villanova, PA 19085. Principal is headed by Rev. John R. Aherne and has no other broadcast interests. Action Jan. 16.

■ Rockwood, TN (BPH871203MZ)—Granted app. of Roane Broadcasting Co. for 105.7 mhz; .6 kw; 728 ft. Address: P.O. Box 387, Rockwood, TN 37854. Principal is headed by David R. Ledford and Wilma J. Eblen, and is licensee of WOFE(AM) Rockwood, TN. Action Feb. 7.

■ Pasco, WA (BPH890420MI)—Granted app. of West Pasco Fine Arts Studio for 101.3 mhz; 3 kw; -95 ft. Address: Box 8238, Spokane, WA 99203. Principal is headed by Thomas W. Read and has no other broadcast interests. Action Feb. 6.

Facilities Changes

Applications

AM's

■ Mount Vernon, IL WMIX(AM) 940 khz—Jan. 25 application for Mod of CP (BP860627AC) to augment standard pattern.

■ Manchester, NH WFEA(AM) 1370 khz—Jan. 22 application for CP to change TL: .8 meters N. of intersection of High Range and Hall Rds., Londonderry, NH, and make changes in ant. system: 42 54 37N 71 24 42W.

■ Portland, OR KBNP(AM) 1410 khz—Jan. 17 application for CP to change TL to Oaks Park. Foot of SE Spokane St., Portland, OR; 45 28 24N 122 39 36W.

■ Hughesville, PA WHUM(AM) 1190 khz—Jan. 26 application for CP to change freq: 1200 khz; add night service with 250 w; increase day power to 10 kw; DA-2 and make changes in ant. system.

■ Pleasanton, TX KBOP(AM) 1380 khz—Jan. 24 application for CP to increase day power to 4 kw; make changes in ant. system and change to DA-D.

■ Rosenberg-Richmond, TX KFRD(AM) 980 khz—Jan. 24 application for CP to add night service with 5 kw; increase day power to 5 kw; install DA-2 and make changes in ant. system.

FM's

■ Russellville, AL WZMX(FM) 97.7 mhz—Jan. 22 application for CP to change ERP: 3.5 kw H&V; ant.: 429 ft. H&V; TL: just off Hwy. 43 inside city limits of Littleville, AL.

■ Quincy, CA KQNC(FM) 101.9 mhz—Jan. 22 application for Mod of CP (BPH890201IC) to change frequency to channel 271C2 (per docket #89-62).

■ Shingle Springs, CA KLIQ(FM) 102.1 mhz—Jan. 22 application for CP to change ERP: 4.07 kw H&V; ant.: 826 ft. H&V; change TL: .35 km W. of Hwy. 49, 5.9 km S. of the Town of El Dorado, CA; freq: 101.9 mhz; class: B1 (per docket #89-62).

■ Ventura, CA KBBY(FM) 95.1 mhz—Jan. 18 application for CP to change ERP: 10.8 kw H&V; ant.: 924 ft. H&V; change TL: located atop Laguna Peak near Point Magu 30 km SE of Ventura at 135 degrees (T).

■ Carbondale, CO KDNC(FM) 90.5 mhz—Jan. 17 application for CP to change ERP: 220 kw H&V; ant.: 2,797 ft. H&V; and to change TL: at 129 degrees (T), three miles

from proposed transmitter location in Sunlight Ski Area.

■ Fairfield, CT WSHU(FM) 91.1 mhz—Jan. 26 application for CP to change ERP: 20 kw H&V; ant.: 619 ft. H&V; change DA pattern.

■ Watertown, FL WQLC(FM) 102.1 mhz—Jan. 17 application for Mod of CP (BPH871202MF) to change ERP: 2.6 kw H&V; change ant.: 498 ft. H&V; TL: SW corner of intersection of I-10 and US 441, 9.0 km N. of Lake City, FL.

■ Port Huron, MI WSAQ(FM) 107.1 mhz—Jan. 12 application for CP to change ERP: 6 kw H&V.

■ Kirksville, MO KRXL(FM) 94.5—Jan. 23 application for CP to change ERP: 90.4 kw H&V; change to class C (per docket #88-574).

■ Lebanon, MO KLWT-FM 92.1 mhz—Jan. 22 application for CP to change ERP: 50 kw H&V; to change ant.: 383 ft. m H&V; freq: 107.9 mhz; class: C2 (per docket #86-278).

■ Dover Township, NJ WKTW(FM) 91.1 mhz—Feb. 2 application for CP to change ERP: 50 kw H&V; class: B1; modify existing directional ant. pattern.

■ Amsterdam, NY WKOL-FM 97.7 mhz—Jan. 23 application for CP to change ERP: 3 kw H&V; ant.: 134 ft. H&V; TL: Midland Rd., Amsterdam, Montgomery, NY; 42 57 40N 74 10 35W and to relocate to existing WCSS(AM) tower.

■ Hudson Falls, NY WENU(FM) 101.7 mhz—Jan. 23 application for CP to change ERP: 4.6 kw H&V.

■ Youngstown, OH WYTN(FM) 91.7 mhz—Jan. 30 application for Mod of CP (BPED850613MA) to change ERP: .9 kw H&V; change ant.: 593 ft. H&V.

■ Stillwater, OK KSPI-FM 93.9 mhz—Jan. 16 application for Mod of CP (BPH870225MI as Mod) to change ERP: 16 kw H&V; ant.: 885 ft. H&V.

■ Creswell, OR KZAM-FM, 95.3 mhz—Jan. 22 application for CP to change ERP: 4 kw H&V; ant.: 1,207 ft. H&V; change TL: Blanton Heights, approximately 10.6 km N. of Creswell.

■ Texarkana, TX KTXK(FM) 91.5 mhz—Jan. 29 application for CP to change ERP: 5.2 kw H&V.

■ Danville, VT WSNQ(FM) 95.7 mhz—Jan. 19 application for CP to change ERP: 230 kw H&V; ant.: 1,174 ft. H&V; change TL: Cow Hill, 4 km SW of W. Danville, VT.

Actions

FM's

■ Lawrence, KS KANU(FM) 91.5 mhz—Jan. 16 application (BPED891027IA) granted for CP to make changes; ERP: 100 kw H&V; ant.: 698 ft. H&V; TL: 16th and Iowa Sts., Lawrence, KS; change to class C1.

■ Sartell, MN KKSRR(FM) 96.1 mhz—Jan. 11 application (BPH890627IE) granted for MP (BPH860929MB) to make changes; freq: 96.7 mhz; ERP: 15.5 kw H&V; ant.: 908 ft. H&V; TL: 5.5KM SE of Little Rock, Benton County, MN; change class to C2 (per MM docket #89-83).

■ Thief River Falls, MN KMGK(FM) 102.7 mhz—Jan. 10 application (BMPH891120IE) returned for Mod of CP (BPH861002SY as Mod) to change transmitter location.

■ Steelville, MO KNSX(FM) 96.7 mhz—Jan. 16 application (BPH881011IJ) granted for CP to make changes; ERP: 7.73 kw H&V; ant.: 1,138 ft. H&V; freq: 93.3 mhz; class: from A to C-2; TL: Land Sec. 30, Town #40-N., Range #2-W., 3.2 miles NE of Bourbon, MO; 38 10 22N 91 11 04W

■ Philadelphia, PA WXPB(FM) 88.9 mhz—Jan. 16 application (BPED870510SE) granted for CP to make changes; freq: 88.5 mhz #203B; ERP: 3.1 kw; ant.: 1,089 ft.; TL: Culp St., Philadelphia, PA; 40 02 38.5N 75 14 25.5W

■ Brookings, SD KGKG(FM) 94.3 mhz—Jan. 16 application (BPH890321IF) granted for CP to change ERP: 31 kw H&V; ant.: 492 ft. H&V; TL: County Hwy. 9, 2.8 km N. of US 14, Brookings, SD; freq: 93.7; class: C2.

■ Stephenville, TX KVQC(FM) 98.3 mhz—Jan. 4 application granted for Mod of CP (BPH850711PS) to change TL: .83 km NNW of Hwy. 67, 2.6 km W. of Stephenville, TX.

■ Ellensburg, WA KXLE-FM 95.3 mhz—Jan. 9 application (BPH890808IE) granted for CP to make changes; ERP: 1.92 kw H&V; ant.: 1,344 ft. H&V; TL: 13 km SE of Ellensburg at 147 degrees True; class C2; upgrade to C2 per MM Docket 88-177.

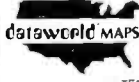
Actions

■ Avalon, CA. Remanded proceeding to presiding Administrative Law Judge for further hearing and issuance of

Services

BROADCAST DATABASE
dataworld
MAPS
 Coverage-Terrain Shadowing
 Allocation Studies • Directories
 P.O. Box 30730 301-652-8822
 Bethesda, MD 20814 800-368-5754

UNUSED CALL LETTERS
MAILING LABELS
 AM • FM • TV
dataworld
 301-652-8822 800-368-5754

dataworld MAPS

 • TERRAIN SHADOWING
 • POPULATION DENSITY
 • CONTOUR COVERAGE
 (301) 652-8822 (800) 368-5754

DSI
 COMMUNICATIONS, INC.
 • Radio and Television System Design
 • Transmitter and Studio Installation
 • Microwave and Satellite Engineering and Installation
 627 Boulevard
 201-245-4833 Kenilworth, NJ 07033

Shoolbred Engineers, Inc.
 Structural Consultants
 Towers and Antenna Structures
 Robert A. Shoolbred, P.E.
 1049 Morrison Drive
 Charleston, S.C. 29403 • (803) 577-4681

Sub-C Segment
 • Turn Arounds
 Fixed and Remote
 Unlinking

Pittsburgh International Teleport
800-634-6530

LDL
 COMMUNICATIONS, Inc.
 RF DESIGN & INSTALLATION SPECIALISTS
 LARCAN SOLID STATE TRANSMITTERS
 ALAN DICK ANTENNAS & COMBINERS
 LEBLANC & ROYLE TOWER SYSTEMS
 14440 CHERRY LANE CT. LAUREL MD 20707
 TEL: 301-498-2200 FAX: 301-498-7952

TRANSMISSION STRUCTURES LTD.
TOWER ENGINEERING SERVICES
 "Registered Professional Engineers"
 INSPECTIONS • ANALYSIS • MODIFICATIONS
 P. O. Box 907 • Vinita, OK 74301
 (918) 256-7883 • FAX (918) 256-2558

STARLINER ★ ★ ★
 MOBILE VIDEO PRODUCTION UNIT
 MULTI CAMERA CAPABILITY
 32 AUDIO INPUTS • STEREO SOUND
 PROGRAMMING • SPORTS • CONCERTS
 VIDEO CONFERENCES • MEETINGS
 CONTACT: ERIC ADDRESS
 (215) 626-6500

BROADCAST DATA SERVICES
 Computerized Broadcast Service
 Including
 Data Base Allocation Studies
 Terrain Profiles
 A Div. of Maffett, Larson & Johnson, Inc.
 703 824-5666
 FAX: 703-824-5672

Teletech, Inc.
 BROADCAST CONSULTANTS AND ENGINEERS
 • FCC Applications and Field Engineering
 • Frequency Searches and Coordination
 • Tower Erection and Maintenance
 • Facility Design and Construction
 Contact: KENNETH W. MOEHN 23400 Mich. Ave.
 (313) 562-6873 Dearborn, MI 48124

SOFTWARE
FM & TV CHANNEL SEARCH
 FCC databases for MS-DOS
 Broadcast Technical Consulting

 Doug Vernier
 Broadcast Consultant
 1800 Pictureque Drive
 Cedar Falls, Iowa 50613
 319 266-7435

Stainless, Inc.
 New Towers, Antenna Structures
 Engineering Studies, Modifications
 Inspections, Erection, Appraisals
 North Wales, PA 19454
 215 699-4871 FAX 699-9597

SG Communications, Inc.
 TV/FM RF Systems Specialists
 RF System Measurements
 Tower Erection & Maintenance
 1-800-824-7865 Tucson, AZ
 1-800-874-5449 Tampa, FL

KLINE TOWERS
 Towers, Antenna Structures
 Engineering & Installation
 P.O. Box 1013
 Columbia, S.C. 29202
 Tel: 803 251-8000 - FAX 251-8080

PIROD INC.
 ENGINEERS & MANUFACTURERS OF
 SOLID STEEL TOWER STRUCTURES
 PHONE 219-936-4221
 FAX 219-936-6796
 P.O. Box 128, 1200 N. Oak Rd.
 Plymouth, IN 46563

New towers, transmitter buildings, earth
 stations, turnkey site development.

Tower Structures, Inc.
 1969 Nirvana Avenue
 Chula Vista, CA 92011
 619-421-1181
 Fax: 619-421-0533 Lic. No. 254513

Utility Tower
 COMPANY
 SERVING BROADCASTERS
 FOR OVER FORTY YEARS
 (405) 946-5551

supplemental initial decision to determine whether Christine E. Shaw is financially qualified. (MM Docket 86-173 by MO&O [FCC 90R-10] adopted Jan. 30 by Review Board.)

■ Morgan Hill, CA. Denied Morgan Hill Ltd. review of ALJ decision to dismiss Morgan Hill's application in proceeding involving eight competing applicants for new FM station on channel 241A (96.1 mhz) at Morgan Hill. (NM docket 88-205, by order [FCC 90-22] adopted Jan. 11 by commission.)

■ Palm Desert, CA. Denied City of Palm Desert reconsideration of previous ruling denying its request for waiver of cable TV rules. (By MO&O [DA 90-112] adopted Jan. 26 by chief, Mass Media Bureau.)

■ Bradenton, FL. Granted application of Bradenton Broadcast Television Company Ltd. for new commercial UHF television station on Channel 66 at Bradenton; denied competing applications of Renee Marie Kramer, McDaniel Broadcasting Partners, Manatee Television Inc., Joyner Communications Limited Partnership, and Gulf Coast Telecasters Limited Partnership; and dismissed application of Skylight Broadcasting Inc. (MM Docket 87-532 by decision [FCC 90R-7] adopted Jan. 22 by Review Board.)

■ Fort Lauderdale, FL. Approved RKO settlement agreement for WAXY-FM, Fort Lauderdale, FL. (MM Dockets 84-1112, et al., by MO&O [FCC 90-18] adopted Jan. 11 by commission.)

■ Fort Walton Beach, FL. Upheld grant of application of Juanina Inc., for new FM station on channel 243C (96.5 mhz); denied three competing applications. (BC docket 81-856, et al., by MO&O [FCC 90-21] adopted Jan. 11 by commission.)

■ Orlando-Daytona Beach-Melbourne-Cocoa television market. Granted request by Press Television Corporation and extended until Jan. 29 and Feb. 5, respectively, time for filing oppositions and replies concerning memorandum opinion and order granting Press's request to include station WKCF(TV) in Orlando-Daytona Beach-Melbourne-Cocoa television market. (By Order Granting Extension of Time [DA 90-100] adopted Jan. 25 by acting chief, Policy and Rules Division, Mass Media Bureau.)

■ Silver Springs, FL. Granted application of Silver Springs Communications for new FM station on channel 238A (95.5 mhz) in Silver Springs; denied competing applications of A.P. Walter Jr., Silver Springs Radio Communications Ltd., and Silver Radio Partners. (MM docket 88-119 by Initial Decision [FCC 90D-4] issued Jan. 16 by ALJ Joseph Stirmer.)

■ Cussetta, GA. Denied Kenny D. Hopkins review of return of his application for new AM station at Cussetta. (By MO&O [FCC 90-26] adopted Jan. 18 by commission.)

■ Fort Valley and Wrightsville, GA. Dismissed contingent petition by Kirby Broadcasting Company for reconsideration of Order granting Fox Valley Broadcasting Corporation's request to substitute channel 292C2 (106.3 mhz) full time with channel 292A at Fort Valley, and modifying license of WQBZ(FM) accordingly. (MM docket 88-221 by MO&O [DA 90-173] adopted Dec. 29 by chief, Allocations Branch, Mass Media Bureau.)

■ Las Vegas, NV. Denied application of William R. Herndstadt et al. for review of Review Board decision granting application of Valley Broadcasting Co. for renewal of its license for KVBC(TV) Las Vegas, and denial of Herndstadt's mutually exclusive application for CP. (MM docket 85-228, by order [FCC 90-23] adopted Jan. 11 by commission.)

■ Columbus, OH. Conditionally granted application of Horace E. Perkins for new FM station on channel 298A (107.5 mhz) in Columbus; denied competing applications of Mid-Ohio/Capitol Communications Ltd.; Scioto Broadcasters Ltd.; Mid-Ohio Radio Ltd.; and Clear Channel Communications Inc. (MM Docket 88-421 by Initial Decision [FCC 90D-2] issued Jan. 12 by ALJ Edward J. Kuhlmann.)

■ Delaware, OH. Dismissed motion by Radio Delaware for clarification in proceeding involving competing applications of Radio Delaware Inc., and Adams Broadcasting Corp. for new FM station at Delaware. (MM Docket 88-422, by order [FCC 90R-2] adopted Jan. 3 by Review Board.)

■ Harrison, OH. Denied request by BroadStar Communications Inc., debtor-in-possession, for reconsideration of a Review Board decision denying its application for new FM station on channel 282A (104.3 mhz) at Harrison. (MM docket 88-535 by MO&O [FCC 90R-4] adopted Jan. 9 by Review Board.)

■ Altus, OK. Denied Robert M. Kerr review of staff return of his application for new FM station on channel 300A (107.9 mhz). (By MO&O [DA 90-20] adopted Jan. 11 by commission.)

Professional Cards

du Treil, Lundin & Rackley, Inc.

A Subsidiary of A.D. Ring, P.C.

1019 19th Street, N.W., Suite 300
Washington, D.C. 20036
Telephone: 202-223-6700
Member AFCEE



Carl T. James
Corporation
A Subsidiary of Science Applications International Corporation

CONSULTING ENGINEERS
7901 VARNWOOD COURT
SPRINGFIELD, VA. 22153
(703) 588-7704
MEMBER AFCEE

LOHNES & CULVER

Consulting Radio-TV Engineers
1156 15th. St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722



Member AFCEE

COHEN, DIPPELL and EVERIST, P.C.

CONSULTING ENGINEERS
1300 "L" STREET, N.W. SUITE 1100
Washington, D.C. 20005
(202) 898-0111
Member AFCEE

SILLIMAN AND SILLIMAN

8121 Georgia Ave. #700
Silver Spring, MD 20910
ROBERT M. SILLIMAN, P.E.
(301) 589-8288
THOMAS B. SILLIMAN, P.E.
(812) 853-9754
Member AFCEE

Moffet, Larson & Johnson, Inc.

Consulting Telecommunications Engineers
Two Skyline Place, Suite 800
5203 Leesburg Pike
Falls Church, VA 22041
703 824-5660
FAX: 703-824-5672
Member AFCEE

ANDRUS AND ASSOCIATES, INC.

ALVIN H. ANDRUS, P.E.

351 SCOTT DRIVE
SILVER SPRING, MD 20904



301 384-5374

Member AFCEE

HAMMETT & EDISON, INC.

CONSULTING ENGINEERS
Box 280068
San Francisco, California 94128



(415) 342-5200
(202) 396-5200

Member AFCEE

Jules Cohen & Associates, P.C.

Consulting Electronics Engineers
Suite 600
1725 DeSales, N.W.
Washington, D.C. 20036
Telephone: (202) 659-3707
Teletype: (202) 659-0360
Member AFCEE

CARL E. SMITH CONSULTING ENGINEERS

AM-FM-TV Engineering Consultants
Complete Tower and Rigging Services
"Serving the Broadcast Industry
for over 38 Years"
Box 807 Bath, Ohio 44210
(216) 659-4440

VIR JAMES

CONSULTING ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
3137 W. Kentucky Ave. - 80219
(303) 937-1900
DENVER, COLORADO
Member AFCEE & NAB

E. Harold Munn, Jr., & Associates, Inc.

Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

ROSNER TELEVISION SYSTEMS

CONSULTING & ENGINEERING
250 West 57 Street
New York, N.Y. 10107
(212) 246-2850

Mullaney Engineering, Inc.

Consulting Telecommunications Engineers
9049 Shady Grove Court
Gaithersburg, MD 20877
301-921-0115
Member AFCEE

HATFIELD & DAWSON

CONSULTING ENGINEERS
4226 SIXTH AVE. N.W.
SEATTLE, WASHINGTON 98107
(206) 783-9151; Facsimile: (206) 789-9834
MEMBER AFCEE

ENTERPRISE ENGINEERING P.C.

Consulting Engineers
FW HANNEL PE
PO Box 9001 Peoria, IL 61614
(309) 691-4155
Member AFCEE

STRUCTURAL SYSTEMS TECHNOLOGY, INC.

J. Cabot Goudy, P.E.
PRESIDENT
TOWERS, ANTENNAS, STRUCTURES
New Tall Towers, Existing Towers
Studies, Analysis, Design Modifications,
Inspections, Erection, Etc
6867 Elm St., McLean, VA 22101 (703) 356-9765

C. P. CROSSNO & ASSOCIATES

Consulting Engineers
P.O. Box 18312
Dallas, Texas 75218
(214) 669-0294
Member AFCEE

JOHN F.X. BROWNE & ASSOCIATES, P.C.

525 Woodward Ave.
Bloomfield Hills, MI 48013
(313) 642-6226
Washington Office
(202) 293-2020
Member AFCEE

D.C. WILLIAMS & ASSOCIATES, INC.

Consulting Engineers
AM-FM-TV-LPTV-CATV
POST OFFICE BOX 700
FOLSOM, CALIFORNIA 95630
(916) 933-5000



COMMUNICATIONS TECHNOLOGIES INC.
BROADCAST ENGINEERING CONSULTANTS

CLARENCE M. BEVERAGE
LAURA M. MEZRAHI
(609) 985-0077

P.O. BOX 41130
MARLTON, NJ 08053
FAX: (609) 985-8124



LAWRENCE L. MORTON
ASSOCIATES
1231 MESA OAKS LANE
MESA OAKS, CALIFORNIA 93434

LAWRENCE L. MORTON, P.E.
AM - FM - TV
APPLICATIONS • FIELD ENGINEERING
MEMBER AFCEE
(805) 733-4275 / FAX (805) 733-4793

SELLMEYER ENGINEERING

Consulting Engineers
P.O. Box 356
McKinney, Texas 75069
(214) 542-2056
Member AFCEE

PAUL DEAN FORD, P.E.

BROADCAST ENGINEERING CONSULTANT
R.R. 12, Box 351
WEST TERRE HAUTE, INDIANA 47885
812-535-3831
Member AFCEE



• FCC Data Bases
• FCC Applications and Field Engineering
• Frequency Searches and Coordination
• AM-FM-CATV-ITFS-LPTV

OWL ENGINEERING, INC.

Consulting Communications Engineers
1306 W. County Road F, St. Paul, MN 55112
(612) 631-1338 "Member AFCEE"

Datel Corporation

BROADCAST CONSULTANTS
Applications • Inspections

Call Toll-Free
(800) 969-3900
1515 N Court House Rd, Arlington, VA 22201

RADIO SYSTEMS ENGINEERING

FCC Applications • Design • Installation
Field Service

Experienced & Affordable

4250 East Powell Avenue • Las Vegas, Nevada 89121
24 Hr. (702) 454-2085

DON'T BE A STRANGER

To Broadcasting's 117,323 Readers - Display
your Professional or Service Card here. It will be
seen by station and cable TV system owners
and decision makers.

* 1989 Readership Survey showing 37 readers
per copy

contact
BROADCASTING MAGAZINE
1705 DeSales St., N.W.
Washington, D.C. 20036
for availabilities
Phone: (202) 659-2340

AFCEE
Association of
Federal Communications
Consulting Engineers
P.O. Box 19333
20th Street Station
Washington, DC 20036
(703) 534-7880

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details

RADIO

HELP WANTED MANAGEMENT

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: 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.

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

Turn-around general manager: For small market FM stations located in very attractive Sunbelt region of the Northwest. Must have prior experience in successful turn-around operations of small to medium size market radio stations. Competitive base compensation plus incentives for successful completion of turnaround. Send resumes to Box B-47. EOE.

We're JOY 108 FM on Hilton Head Island, looking for that special radio consultant. Rush letter telling us why you'd like to join our team. Include resume with references and earning history. GM, PO Box 6988, Hilton Head Island, SC 29938. EOE.

HELP WANTED SALES

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.

If you're a recent broadcasting/marketing graduate or have experience in radio sales and are interested in related 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.

Are you working in a small, upstate NY market? Interested in moving to Buffalo? WECK, sister station to WJYE, has local sales positions open. Good guarantee + benefits. Excellent training. Growth situation. Call Greg Ried, 716-856-3550. EOE.

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 Brendenwood Rd., Rockford, IL 61107. Nolte Communications, an equal opportunity employer.

Chief engineer: New England's premiere broadcast facility, WAAF/WFTQ has a rare opening for a chief engineer. Individual will have a minimum of 2 years experience in a top 50 market. Thorough knowledge of FCC regulations, and state of the art electronics mandatory. Strong organization and interpersonal skills required. Send resume to John Sutherland, Gen Mgr., WAAF/WFTQ, 19 Norwich St., Worcester, MA 01608. EOE, M/F.

HELP WANTED NEWS

Full-service News/Talk station seeks experienced news professional to host important news intensive drive time show. Excellent air-work a must. Knowledge of current events and ability to banter with other show members important. Great warm weather market! Send resume to: Box B-54. No tapes. EOE.

SITUATIONS WANTED MANAGEMENT

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.

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.

Position your station where it counts! Professional broadcaster with over 26 years experience in sales, programming and engineering can dominate your market. Everything I touch can turn to gold. Possible fulltime or consultant basis. Bill Elliott, 413-442-1283.

Radio consultant! Specialist in sales, programming, station acquisitions, inventory & cost control, financial management and more. Experienced in both group and individual ownership situations. Turnaround pro, bottom line oriented. Call R.P.M. Assoc., 804-232-5197.

SITUATIONS WANTED ANNOUNCERS

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.

Hard-working, intelligent A/T with two years S/M market experience seeks bigger and greener pastures. Willing to relocate. Todd: 814-662-2044.

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

News anchor, excellent background with WNEW, KFI, KGO, KFWB seeks major market anchor opening. Call 619-325-6642.

MISCELLANEOUS

Make money in voiceovers. Cassette course offers marketing and technique for success in commercials and industrials. Money-back guarantee. Call for info: Susan Berkley, 1-800-333-8108.

Wanted: Broadcasting Yearbooks prior to 1968. And magazine sets any year. Ronald, 4800 Beaconsfield, Baltimore, MD 21236.

Find out how you compare to the national sample of local radio sales people. Take the NCI-test, National Comparison Index. Get back the critical review of your personal strengths, suggestions to improve your weakness. 4-hour exam only \$99. Results dispatched within 48-hours of return. Satisfaction guaranteed by one of America's best known radio broadcast consultants, David Green, President of Impax, Inc., Box 1161, Hunt Valley, MD 21030. 301-472-9100.

TELEVISION

HELP WANTED MANAGEMENT

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.

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.

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.

Marketing/promotion manager for Midwest top 50 affiliate. Creative, take-charge professional, must understand difference between advertising and promotion. Experienced candidates only. Box B-50. EOE, M/F.

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, WVVA-TV, PO Box 1930, Bluefield, WV 24701. 304-325-5487. We are an equal opportunity employer.

HELP WANTED SALES

Account executive: Connecticut's classic station is growing. We're looking for experienced broadcast sales persons with retail and coop development experience. Respond to Bruce Fox, WTWS-TV 26, 216 Broad St., New London, CT 06320. EEOC.

Account executive: Aggressive self starter for career opportunity with major market Indy. Must have minimum 2 years broadcast selling experience with exceptional track record. Send resume to Vivian Serrano, KICU-TV36, PO Box 36, San Jose, CA 95109. EOE, M/F/H/V

Sales/marketing rep: Corporation seeking energetic, dedicated person-oriented individual willing and able to work hard. Knowledge of radio and/or TV operations a must. Moderate travel. Salary commensurate with experience. Send resume and salary history to Box A-57. EOE.

HELP WANTED TECHNICAL

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 Altn: 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.

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.

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.

TV maintenance engineer needed for a national Christian studio post production satellite uplink facility. Three years component level maintenance experience. Ampex, AVC, ADO, VPR-3, Beta, Scientific Atlanta uplink. Positions available in San Diego and Dallas. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

CMX editor: KEY-TV is receiving applications for a full time CMX editor. Commercial promotion, and industrial projects, w/w supervision, 2-3 years CMX based editing experience, strong technical background, and strong client/communication skills required. Send resume and demo tape to: KEY-TV, Box 729, Santa Barbara, CA 93102-0729. Attn: Don Kalich EOE

Video engineer: For Northeastern Ohio cable television station. Responsible for repair and maintenance of all video equipment; functions as technical director. Applicant should have experience in all phases of audio and multi-format video recording and editing; operational knowledge of production equipment, and possess a 2-year degree in broadcast video or electronics. Send resume and salary history to, North Coast Cable, 3300 Lakeside Ave., Cleveland, OH 44114. Equal opportunity employer.

Maintenance engineer: NBC affiliate in NW Arkansas needs a self starter: skilled in 3/4 tape, microwave and all studio equipment, FCC General class, SBE Engineer certification, minimum 2 years strong hands on experience. Apply to: Engineering Manager, KPOM/KFAA-TV, PO Box 4610, Fort Smith, AR 72914 501-785-2400 EOE. M/F

Chief engineer: UHF KZIA-Las Cruces, NM Contact Robert Munoz, 505-526-4848. EOE.

Maintenance technician: Requires self starter having experience with Sony 3/4" and Beta, Ikegami, TK-47 and VPR-3 equipment maintenance. Experience with microwave, D2, satellite and VHF transmitters as well as an FCC General Class license is preferred. Contact Marty Peshka, Maintenance Supervisor, WTNH, PO Box 1859, New Haven, CT 06508 or call 203-784-8888 EOE

Post production eng. Come to Florida! Post house needs full spectrum engineer. Computer time code editing with RS170A specs experience a must. Responsible for all phases of engineering including field and studio equipment. Experience with GVG switchers and editors. Sony 1" and Betacam, NEC DVE, Chyron SuperScribe helpful. Send resume to: Gulf Power Employment Office, PO Box 1151, Pensacola, FL 32520. EOE

Chief engineer: Chicago, Illinois, WSNS-TV Channel 44, 21-year-old station. New transmitter this year. New studio facility being built. Job requires experience, technical ability and people skills. Salary open. Send resumes to Burt I. Harris, 10920 Wilshire Blvd., Suite 1420, Los Angeles, CA 90024, or call collect 213-208-6118. All replies confidential. Equal opportunity employer

Mobile production maintenance person: F & F Productions, Inc. is looking for someone with a minimum of 3-5 years experience in broadcast equipment maintenance to fill an immediate opening in our engineering department. The ideal candidate will have a background in digital and solid state engineering with an emphasis on mobile production systems and techniques. Please send resume and salary requirements to: Bill McKechney, Director of Engineering, F & F Productions, Inc., 10393 Gandy Blvd., St. Petersburg, FL 33702. A division of Hubbard Broadcasting, Inc. EOE. M/F

#1 rated CBS/NBC VHF affiliate seeking qualified, innovative chief for TV/radio Combo in Alaska's second largest city. Modern facilities with new Harris TV-10H and MW-50B transmitters, Pinnacle graphics system, VPR-2B's, AVR-2's, Grass Valley switcher and U-Matic field equipment. New studio plant in planning stage. Looking for individual with strong maintenance and communication skills. Attractive compensation and benefits package. Please provide complete earnings and job history to: H. Hove, President, KTVF/KCBF, PO Box 950, Fairbanks, AK 99707. An EOE.

Minimum three years experience in electronics diagnostics and repair in broadcast industry facility. FCC General Class license or SBE certification. Must have strong background in Sony U-Matic and Type C one inch formats. Contact: Engineering Department, KTVF/KCBF, PO Box 950, Fairbanks, AK 99707. An EOE employer.

HELP WANTED NEWS

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 Midwestern audience. Great opportunity. Tape and resume to: KMIZ-TV, 501 Business Loop 70 E., Columbia, MO 65201. EOE.

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

Weathercaster: FOX Television, KRIV in Houston is seeking a qualified weathercaster. Must have excellent credentials in meteorology, strong skills in forecasting and a minimum of 3 years as a main weather forecaster at a TV station. Appearance and delivery must meet major market standards. Send tapes and resumes to: Will Wright, VP News Director, FOX Television, PO Box 22810, Houston, TX 77227. No phone calls. EOE.

Network affiliate needs co-anchor for 6:00 and 10:00 pm newscast. Medium-size market. Outgoing person with solid credentials, community minded and polished anchoring skills. Send resume and salary requirements to: Box B-46. EOE. No tapes

Weekend weather/reporter: Produce/present three weather segments for weekend. Should be familiar with advanced ESD graphics system. Other three days serve as night reporter. #1 station in four station market. Contact: Dale Cerbin, WTVM, PO Box 1848, Columbus, GA 31994 EOE.

News writer/producer: Visnews, an international television news service agency, is looking for freelance writer-producers with experience in script writing, news coordinating and story production. Varied shift schedules including weekends. Send resume to: Personnel Dept., Visnews International, Suite 700, 630 Fifth Ave., New York, NY 10111. EOE.

News photographer, experienced shooting and editing. Microwave and SNG experience preferred. Assigned gear and car. Send creative resume tape to Richard Simms, WTVG-TV, 410 West 6th St., Chattanooga, TN 37402. EOE.

Producer needed. #1 Southeast mid-market with top 20 look. Strong writing a must. Computer literacy a plus. EOE. Resume to: Box B-52.

Photojournalist: Shoot and edit video for news and special news programs. Demonstrated success as television news photojournalist. Working knowledge of Sony live ENG and SNG equipment. Prefer college degree in journalism plus two years experience as news photojournalist. Send resume and tape to: Martin Reiman, Chief Photographer, KTUL-TV, PO Box 8, Tulsa, OK 74101. EOE, M/F.

Two positions. Immediate openings for two aggressive reporters. Hard news orientation with ability to cover it all. Work for award winning, dominant news team. Must be able to shoot/edit on occasion. Application deadline: March 5. T & R to Bill Huffman, ND, WVVA-TV, PO Box 99, Bluefield, WV 24701. EOE, M/F.

KCRA-TV seeks an experienced executive producer. Previous experience as an EP and show producer mandatory. We're looking for someone who can add sizzle to our steak. Send resume and non-returnable 3/4" tape to: Bob Jordan, KCRA-TV, 3 Television Circle, Sacramento, CA 95814-0794. Please, no calls. Note: Any offer of employment is contingent upon passing a medical test for drug and alcohol use. EOE, M/F.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

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.

Graphic artist needed for a national TV program. Two years experience with state-of-the-art 3D computer graphics, animation, and video post production. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical & dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word Of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

Creative producer w/strong writing, directing and production skills needed for a national Christian TV program. Three years spot and feature production a must. Competitive salary and benefits (paid vacation, holidays, incentive programs, medical & dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

Production/creative services manager: Midwest Independent in the top 30 looking for talented individual who wants to lead the charge. Must be excellent hands on producer/director or talented writer/editor who is interested in helping sell the creative tone for station clients and on-air and supervise others. Resumes only to: Box B-48. Confidential. EOE.

Chicago post house needs another creative, experienced (three years, minimum) online editor with Grass Valley/Sony/Abekas/Chyron experience. If you're ready for the challenges - and rewards - of working in a top market, here's an outstanding opportunity for a resourceful, personable, team player. Send (confidential) resume and salary requirements. Box B-49. EOE.

Production manager, WXGA. ABC affiliate in historic Macon, Georgia. Must be versatile on equipment; a good manager of time and people. New equipment, beautiful studios. Send resumes/letters to Kim Bene', WXGA-TV, PO Box 340, Macon, GA 31297. 912-745-2424. EOE.

Wanted: Producers/bookers/researchers. Nationally syndicated talk show. Reply Box B-51. All replies confidential. EOE.

Field production supervisor: Performs and supervises video or film production services for programs produced at statewide public television network for local, regional and national distribution. Bachelor's in Communication with emphasis in television production and three years video/film experience required. Equivalency considered. \$23,571 minimum. Apply with letter of application and resume by March 16 to Personnel Coordinator, University Television, Box 83111, Lincoln, NE 68501. EOE, AA.

Chyron operator: KVIL-TV, the top rated station in Amarillo, Texas is seeking a Chyron operator with a minimum of two years experience with Chyron IV or other computer graphics system. Excellent typing/spelling skills a must. Responsibilities include graphics, CG and Still Store for news and commercial production. Will also operate computerized election system. Please send resume to Jackie Smith, Production Manager, KVIL-TV, One Broadcast Center, Amarillo, TX 79101. EOE.

SITUATIONS WANTED MANAGEMENT

Start-up expert can build your facility from ground up. 8 years experience. Degree in radio/television and film. Proven track record. 904-234-8777.

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.

Make my day. News photographer position wanted. 5+ years combined experience. Whatever your market demands, I will deliver more. Call 401-353-4918.

Feature reporter: Dynamic, 4 yrs experience. I've paid my dues, now your station can reap the benefits. Reply Box B-30.

Master weathercaster. Warm. Animated. Friendly. Conversational. Entertaining. Enthusiastic. pro. Authoritative. Informative. Innovative. Energetic. Computer literate. Community-involved. Experienced. Believable. Likeable. Available. Allo, 208-734-0975.

Minority female anchor. Network experience. Superb writing skills. Known to take station to top. Call 804-379-0991.

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.

Free job listings! Just send us your resume and a self-addressed stamped envelope. We'll mail you a generous sample of our current leads, plus subscription information on The Hot Sheet--Broadcasting's most comprehensive employment publication! Media Marketing, PO Box 1476--XFB, Palm Harbor, FL 34682-1476. 813-786-3603.

ALLIED FIELDS

HELP WANTED INSTRUCTION

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.

Communication/Journalism: Webster University invites applications for a new faculty position in Broadcast Journalism beginning August, 1990. Candidate must possess broad academic and professional expertise. International perspective also desired. Candidate must be able to teach undergraduate and graduate courses in a variety of areas, including: basic reporting, broadcast journalism writing, and broadcast news production. Also additional responsibilities supervising student-produced news programs for radio and television. Position is contingent on funding. Status-track appointment at the rank of Assistant Professor. Doctorate and teaching experience preferred. Review of completed applications will begin on March 19, 1990, and will continue until the position is filled. A letter of application with supporting materials (resume, transcripts, and references) should be sent to: Director of Personnel, Ref: Broadcast JRN Position, Webster University, 470 East Lockwood Ave., St. Louis, MO 63119. Affirmative Action/Equal opportunity employer.

EMPLOYMENT SERVICES

Government jobs \$16,040 - \$59,230/yr. Now hiring. Call 1-805-687-6000 ext. R-7833 for current federal list.

Attention - hiring! Government jobs - your area. \$17,840 - \$69,485. Call 1-602-838-8885. Ext. R8435.

EDUCATIONAL SERVICES

On-camera coaching: For TV reporters. Polish anchoring, standups, interviewing, writing. Teleprompter. Learn from former ABC Network News Correspondent; New York local reporter. Demo tapes. Critiquing. Private lessons. 212-921-0774. Eckhart Special Productions (ESP).

Entry level reporters: One-on-one on-camera coaching. 2 day program and/or demo tape. Call The Media Training Center, 602-285-1143.

MISCELLANEOUS

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.

Decision, Inc., the leader in broadcast computer technology, seeks energetic, motivated individuals with radio/TV traffic, A/R or business management experience to join our expanding support staff. Several openings available, some with extensive short term travel. Send resume and cover letter to Support, Decision, Inc., 402 S. Ragsdale, Jacksonville, TX 75766. EOE.

WANTED TO BUY EQUIPMENT

Wanted: 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Turbide 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.

Equipment wanted: Two each 3 1/8 inch four-port coaxial switches. Any condition. Contact Shawn Ketchum, KTVH, Helena, MT. 406-443-5050.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. FAX 215-884-0738.

50KW AM: CCA-AM 50,000 (1976), excellent condition. Transcom Corp., 215-884-0888. Fax: 215-884-0738.

FM transmitters: 28,500 (1980), Harris FM20K (1980), RCA BTF20E (1976), 3.5KW McMartin (1985), RCA 5D(1967). Transcom Corp., 215-884-0888. Fax: 215-884-0738.

5/10 AM transmitters: Collins 828E-1 (1978), RCA BTA-5L (1975), CCA AM 10,000 (1970), Harris BC10H (1972), Gates BC-5P2 (1967), McMartin BA2.5K (1981). Transcom Corp., 215-884-0888. Fax: 215-884-0738.

1KW AM transmitters: Nautel AMFET-1 (1985), Harris BC1H1 (1974), Sparta S51000 (1981), CSI T-1-A (1981), Collins 20V3 (1968). Transcom Corp., 215-884-0888. Fax: 215-884-0738.

New UHF TV transmitters: Klystron, MSDC Klystron, Klystron, all power levels 10kw to 240kw. Call TTC. 303-665-8000.

RCA UHF transmitter: 30 or 60Kw, available as is, or converted to MSDC Klystrons with new TTC warranty. Call TTC. 303-665-8000.

New LPTV transmitters: UHF and VHF, all power levels. Turn-key installation available. Call TTC. 303-665-8000.

FM antennas. CP antennas, excellent price quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

Blank videotape: Betacam, 3/4" & 1". Broadcast quality guaranteed and evaluated. Betacam \$4.99, 3/4" - 20 minutes \$5.99, 3/4" - 60 minutes \$8.99, 1" - 60 minutes \$24.99 in quantity. Magnetically examined, cleaned and packaged. Guaranteed to perform as new. Sony, 3M, Fuji, or Ampex. Free shipping. For more info, call Carpel Video toll free, 1-800-238-4300.

Sony BVU-800s and 820s. BVH-2500 with 2000 TBC. 20' fully equipped remote truck with HL-79s, 1" and 3/4" VTRs, DVE, Ikegami HL-79D cameras \$3,500 each, NEC Eflex DVE, \$4950. Also, rent production trucks, mobile uplinks, and portable microwave systems. Media Concepts. 919-977-3600.

43' Gertenslager trailer with Peterbuilt Cab/over (with sleeper) and all equipment for full line TV Production. \$275,000. Call 813-635-5622.

Transmission line: 5" Helix 750' less than one year. Operation spooled. Dave Bischoff, 503-643-5103.

Save on videotape stock. We have 3/4" & 1" evaluated broadcast quality videotape. Available in all time lengths. Call for best prices. IVC, 800-726-0241.

For sale: Used guyed towers. Standing & dismantled. Microwave dishes & line. Swager Communications, 219-495-4065.

Broadcast quality videotape: 1" and 3/4" professionally evaluated. Guaranteed. Introductory prices: 1"-30 min. - \$8.00. 1"-60 min. - \$22.00. KCS20 - \$3.50. KCS10 - \$3.00. For quantity discounts call today. VSI/NJ. 516-324-2290.

1977 Hughes 500D, ENG aircraft available May 1990, BMS equipped, "T" panel, shooting window, high skids w/floats. Wire strike protection kit. This aircraft is loaded. \$350,000. 206-448-3863.

93 AM/FM trans. All powers, all books, all complete. Delivery now! World leader in AM/FM transmitters. Besco International, 5946 Club Oaks Dr., Dallas, TX 75248. Robert Malany, 214-630-3600. Fax #214-226-9416.

Equipment financing: New or used 36-60 months, no down payment, no financials required under \$25,000. Re-finance existing equipment. Exchange National Funding. 214-422-5487.

Equipment sale. Microwave, transmitters, studio, and production. America's oldest used equipment broker. Maze Broadcast. 205-956-2227. Fax 956-5027.

500 feet, 6 1/8, 50 Ohm transmission line. Contact Robert Munoz, 505-526-4848.

Complete satellite automation system. Adcom analog sat. receiver and cue cards. Absolute Broadcast automation model 100 metal tape. Dolby B-C cassette automation system with matching TRS-80 model 4 computer for brain. Includes spot processor and 7 Nakamichi record-play-back decks plus all manuals. Electronics in new condition. Was using system for Transtar AC-II programming. In service 10 months. For more information call Ed Sherlock or Tom Stevens at WBXQ-FM, Altoona, PA 814-944-9320. \$25,000 for entire system.

RADIO

Help Wanted Technical

SENIOR AUDIO ENGINEER

Applicant must have a strong background in troubleshooting and preventive maintenance in all types of audio production equipment. Prior effectiveness in motivating workers a +. We are a dynamic trade school that offers a competitive salary and attractive bfts. pkg. Send resume & salary history to:

BMA

Box No. 179, 171 Madison Ave.

New York, NY 10016

EOE

Help Wanted Announcers

WE'RE LOOKING FOR

a top morning show for a legendary dominant Midwest FM flagship. If you are the best can take us to even greater heights, let's talk. All replies held in strictest confidence. **Box B-44.** EOE, M/F. No tapes yet.

Help Wanted Programing Production & Others

WFNX 1017 PROMOTIONS DIRECTOR

Cutting edge radio station in Boston, part of fast growing communications group, needs best Promotions Director available. Radio promotions experience necessary; imagination and drive essential. Send cover letter, with salary history to Susan M. Kelley.

WFNX-FM 25 EXCHANGE ST, LYNN MA 01901

Situations Wanted Management

FULL CHARGE GENERAL MANAGER AVAILABLE

Extensive background as successful take charge General Manager in medium and major markets. Group management experience. Start-ups and turnarounds welcomed. Excellent references. Relocate for quality opportunity in top 75 markets. Phone for complete resume.

Deane Johnson (503) 472-1221

Miscellaneous

Radio Audience Surveys

STARTING AT ONLY

180 \$595

COMPLETED \$199 COWN INTERVIEWS

HICD ampro pmpro country

"I'm sold on PRS...having subscribed to their surveys 16 times in 10 years. I highly recommend their services."

*Bill Sanders, Owner, KICD, Spencer, Iowa
Chairman of the Radio Board of NAB*

Honesty • Integrity • Reliability for 21 years.

PRS

PROFESSIONAL RESEARCH SERVICES

6806 S. Terrace Rd. Tempe, AZ 85283
PH: (602) 839-4003 • FAX: (602) 839-1505

Miscellaneous Continued

THE WEATHER SOLUTION

Edward St. Pe' & National Weather Networks

The 1988 National Weather Association
Radio contributor of the year.
AMS Seal Certified customized weathercasts...
complete barter

CALL 1-800-722-9847

TELEVISION

Help Wanted Technical

MAINTENANCE ENGINEER

Lifetime Television seeks a Maintenance Engineer for its new Broadcast facility in Astoria Queens, NY. Knowledge of Sony 1", 3/4", Beta SP and LMS desired. Familiarity with GVG Switchers, Editors and FX a plus. Position will involve custom construction and routine maintenance. Available to work evenings. Salary commensurate with experience. Full benefits, 401K savings plan, discounts. Interested candidates please send resume to Human Resource Department:

**LIFETIME
TELEVISION**
36-12 35th Avenue
Astoria, NY 11106
Equal Opportunity Employer



Director of Engineering

Major University Telecommunications Center.

Search Extended

Responsible for the design and implementation of all technical facilities and compliance with all applicable FCC rules and regulations. Will supervise Center maintenance, capital expansion and management of technical personnel and budgets. Experience in "C" and "Ku" satellite systems maintenance and operation required. Minimum requirements: BSEE or related degree plus 5 years of progressive and related technical experience with 2 years additional experience in an administrative capacity. Equivalent combinations of education and experience may substitute for stated qualifications. For full consideration resume must be received by May 18, 1990.

Send to: Director of Engineering Search,
Educational Television Services,
Oklahoma State University, Stillwater, OK
74078-0585.

OSU IS AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY
EMPLOYER. Must meet IRCA Requirements.

Help Wanted Management

NATIONAL SALES MANAGER WXIX-TV

19XIX, Cincinnati,
a leading Independent/Fox affiliate,
has immediate opening for a
national sales manager.
We seek an individual
with extensive experience in national sales,
in-depth knowledge of the kids market
and, in addition to technical selling skills,
the creative ability to utilize
a variety of research sources
and locally originated merchandising plans
with national advertisers.
Excellent compensation package available.
All inquiries held in strictest confidence.

PLEASE SEND RESUMES TO:

BOB BEE, GSM,
WXIX-TV
10490 TACONIC TERRACE
CINCINNATI, OH 45215.
A Malrite Communications
Group Station. EOE



CABLE

Help Wanted Management

MANAGER OF PROGRAM PROMOTION

Showtime Networks Inc., a leader in the pay cable television industry has an immediate opening for an experienced Manager of Program Promotion, who will be responsible for overseeing the writing and producing of high volume, highly creative on-air promotion. Candidates must possess creative management experience including 3-5 years writer/producer experience, solid knowledge of TV promotion principles, excellent organizational and writing skills and ability to elicit high quality work from creative staff.

Showtime Networks Inc. provides excellent benefits including medical, dental and 100% tuition reimbursement.

Please send resume which MUST include salary requirement to: Faith Grobman, Showtime Networks Inc., 1633 Broadway, New York, NY 10019. An Equal Opportunity Employer M/F.

SHOWTIME NETWORKS INC.

ALLIED FIELDS Help Wanted Management

DIRECTOR GLOBAL LIBRARY PROJECT THE LIBRARY OF CONGRESS

GS-14 (\$50,342 - \$65,444) OR GS-15 (\$59,216 - \$76,982)

Coordinates joint venture of the Library of Congress and Jones International Ltd. to produce informational/instructional programming for cablecasting on Mind Extension University. Manages production, planning, budgeting and fundraising. Call 202-707-5620 for Vacancy Announcement 00009 and required forms. Applications must be received by March 19.

The Library of Congress, Human Resources Operations, Washington, DC 20540
EOE

Help Wanted Sales

ACCOUNT EXECUTIVE

IF YOU HAVE A REPUTATION
FOR BEING THE BEST IN YOUR MARKET
FOR DEVELOPING NEW BUSINESS,
HAVE TV SALES EXPERIENCE
AND ARE LOOKING TO MAKE A MOVE UP,
THINK ABOUT A CAREER WITH
HEARST BROADCASTING
PLEASE SEND RESUME TO
LOCAL SALES MANAGER,
WTAE-TV,
400 ARDMORE BLVD.,
PITTSBURGH, PA 15221.

EOE, M/F



Help Wanted Programing

PROGRAM/OPERATIONS MANAGER

WDCA Television is looking
for a program/operations manager
with at least 3-5 years experience
working in a Top 25 market.
Candidate must have a strong background
in features, thorough knowledge in
first-run product, and computer skills.
Serious consideration given
to candidates experienced in
working with local sports franchise.
We are an equal opportunity employer
located in Washington, DC.

Send work history, reference list
and salary requirements to

Dick Williams, VP/GM,
WDCA-TV
5202 River Rd.,
Washington, DC 20816



Product Manager

Broadcast Routers & Still Store

SONY Communications Products Company is looking for a dynamic Broadcast Professional to assume product management responsibilities for our Routers and Still Store product lines.

You will be responsible for directing communication between factory, sales, marketing teams, and technical training of salespeople. You will also prepare for and participate in trade shows and sales presentations to address customer concerns and inquiries.

We seek an energetic self-starter with a thorough knowledge of routers and switchers gained through 3-5 years experience in a broadcast environment. A related technical degree and/or equivalent training is required. Excellent writing and presentation skills and a willingness to travel 30% are also needed.

We offer the opportunity to work for an industry leader on state-of-the-art equipment, and the challenge of continuous innovation.

SONY provides a comprehensive benefits and salary package. For confidential consideration, please send your resume and salary history to: SONY COMMUNICATIONS PRODUCTS COMPANY, HUMAN RESOURCES/DEPT SS, 1600 QUEEN ANNE ROAD, TEANECK, NEW JERSEY 07666.

We are proud to be an EEO/AA employer M/F/H/V. Also, we maintain a drug free workplace and perform pre-employment substance abuse testing.

SONY®

Employment Services

JOBPHONE

1-900-234-INFO ext. TV (00)

- Inside Job Listings
- No upfront membership fees
- Small Stations to Networks
- Continuously Updated

\$2 per minute

From any touch tone phone

California

Broadcast Job Bank

For application information call

(916) 444-2237

California Broadcasters Association

\$1.42 =

a 5-minute job report

Every business day MediaLine reports the job openings in television news, sports, weather, videography, management, production, programming and promotion. Our subscription rate comes to just \$1.42 per day (plus your telephone charges). Hundreds of jobs per month for less than lunch per day.

MEDIA LINE — nobody does it better!

1-800-237-8073

In CA: 1-408-648-5200

MediaLine

THE BEST JOBS ARE ON THE LINE
PO Box 51908, Pacific Grove, CA 93950

Business Opportunities

TOWER SPACE

Available for lease on 1,865-foot tower to UHF-TV, LPTV, FM and auxiliary services in Des Moines, Iowa.

REPLY TO BOX B-5

FIRST TIME EVER!

Available for immediate lease.

100,000 watt,

#1 rated FM station.

Reply to Box B-35.

For Sale Stations

MEDIA BROKERS • APPRAISERS

RADIO • TV • LPTV
A Confidential & Personal Service

BURT

SHERWOOD INC

4171 Dundee Rd., Suite 289, Northbrook, IL 60062

708-272-4970



HIGH POWER TV STATION

36th Market

Priced to sell at \$950,000

Terms

1-800-444-9233

MID-SIZE TENNESSEE

AM/FM Combo

with positive cash flow and C-2 upgrade.

\$800,000 of favorable assumable debt.

\$1,150,000.

Reply Box B-53.

MICHIGAN CAPITAL CITY "A"

2.5M

BOX B-45

FOR SALE

5000W AM/6000W FM COMBO

EASTERN NC

585K-FINANCING AVAILABLE

919-965-4906 AFTER 6PM

ASK FOR WAYNE

ONE OF THE FASTEST GROWING AREAS IN CALIF.

CLASS B FM/120K+ CASH FLOW

W/ROOM FOR A LOT MORE!

+ REAL ESTATE!

8-10 X CASH FLOW.

REPLY ON LETTER HEAD TO:

Box B-55.

PAUL E. REID COMPANY

C. MAJOR MKT.

C & A

2.3M

2.3 to 300K

TIDEWATER AREA

FM CP W/UPGRADE

AM W/FM CP

WANTED TO BUY AM/FM IN SE

PAUL E. REID, 404-882-1214

BOX 2669, LAGRANGE, GA 30240

For Sale Stations

**WASH DC/CAPITOL HILL
TURNKEY TV STUDIO
SATELLITE DISH & UPLINKS
LIVE ROOF SHOT OF US CAPITOL
BELOW MARKET TERMS
6000-12,000 sq ft. LEASE/SALE
JAMIE 202-775-9516**

**TV
Fort Collins, CO
CH. 22 5 million WATT CP
Paul Meacham, 223 Linden St., #204,
Fort Collins, CO 80524. 303-484-4736**

**6.5 X CASH FLOW
FULLTIME POWERFUL AM
TOP 5 MKT.
GOOD GROWTH OPPORTUNITY
\$3,750,000
BOX B-43**

IN	COMBO	2.8M
SC	C2 UPGRADE	2.0M
GA	CLASS A	1.4M
FL	C2 UPGRADE	1.0M
IA	CLASS A	1.0M
WI	CLASS A	1.0M
AL	C2 UPGRADE	900K
SC	CLASS A	600K
MS	CLASS A	450K
AL	CLASS A	325K
ND	CLASS C UPGRADE	60K

Bob Thorburn, President
The Thorburn Company,
314 Bay Circle, Cumming, GA 30130
Phone (404) 781-8740

CBS	TV SE	\$2.9M
FM	S. FL. 50 KW	\$4.5M
AM/FM	N. FL. 50 KW	\$1.8M
FM	N. FL. \$200 DN.	\$700K
AM/FM	FL. COASTAL	\$2.8M
AM/FM	IO. TERMS	\$783K
AM/FM	VA "SUPER"	\$285K
AM/FM	NC C/F	\$1.2M

HADDEN & ASSOC.
• ORLANDO •
1-407-365-7832

Writing BROADCAST NEWS

**Shorter,
Sharper,
Stronger**

A professional
handbook

MERVIN BLOCK

This lively book is becoming the 'bible' for radio and TV newswriters. Mervin Block has written award-winning copy for CBS Evening News, ABC Evening News and WNBC-TV, and worked as executive producer at WBBM-TV in Chicago. He speaks to newswriters in the same way they're supposed to write—clearly, simply, directly.

Block's practical tips and rules are backed up with hundreds of examples from network and local newscasts. **WRITING BROADCAST NEWS** gives very specific guidelines (both do's and don'ts) for writing news that captures the audience's attention and holds it. The book covers:

- The Dozen Deadly Sins and other common mistakes
- Ways to deal with problems writers face
- Thousands of asides and pointers on usage
- Tips to make you more adept at writing for the ear

Says Charles Kuralt, "Mervin Block is an old pro at television newswriting from whom anyone could learn a lot. I know. I have. His clinic, criticism and instruction offer the writer of news a wonderful opportunity for improvement." Bibliography and index.

WRITING BROADCAST NEWS (230 pp, hardcover) will help you write more effective copy. To order, send just **\$22.95** to:

Broadcasting Book Division
1705 DeSales St., N.W.
Washington, D.C. 20036.
Or call 1-800-638-7827 to use
VISA or MasterCard.

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.20 per word, \$22 weekly minimum. Situations Wanted: 60¢ per word, \$11 weekly minimum. All other classifications: \$1.30 per word, \$24 weekly minimum.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$90 per inch. Situations Wanted: \$50 per inch. All other classifications: \$120 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Blind Box Service: (In addition to basic advertising costs) Situations wanted: \$5 per ad per issue. All other classifications: \$10 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like.

Replies to ads with Blind Box numbers should be addressed to: Box (letter & number), c/o BROADCASTING, 1705 DeSales St., NW, Washington, DC 20036.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. A phone number with area code and the zip code count as one word each.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Fates & Fortunes

Media

Rafael Pastor, president, CBS/FOX Video International, New York, joins News Corporation Limited there as executive VP, international.

Fran Macrae, coordinator, media services, NBC-TV, New York, named manager, media services, and **Barry S. Goodman**, manager, marketing presentation, named prime time marketing director there.

J. Peter Bardwick, VP, Salomon Brothers Inc., New York, joins Westwood One Inc., Los Angeles, as VP, assistant to president.



Gigliotti

Steven Gigliotti, director of sales, KCBS-TV Los Angeles, named VP and station manager.

Robert Gluck, general sales manager, WTIC-TV Hartford, Conn., named VP, station manager.

William E. LaMere, sales manager, WGER-FM Saginaw, Mich.,

named general manager.

Michael Ghibaudi, operations manager, SportsChannel America, Woodbury, N.Y., named business manager. **Gary Krivin**, associate producer, named manager of program operations.

E. Robert Lupone, senior associate, Fried, Frank, Harris, Shriver & Jacobson, New York, joins Price Communications Corp., New York, as VP, general counsel and secretary.

Theodore May, director of strategic planning, Rainbow Programing Holdings Inc., Woodbury, N.Y., named director of new business development for parent Cablevision Systems Inc. there.

Michael S. Packer, VP of AM operations, Noble Broadcast Group, San Diego, joins WXYT(AM) Detroit as operations director and VP of licensee, Fritz Broadcasting Inc.

Sandy Upchurch, personnel administrator, Turner Broadcasting System Inc., Atlanta, named personnel manager.

Cynthia M. Richards, assistant controller and business manager, WRDU(FM) Wilson, N.C. (Raleigh), named controller.

Patrick Reedy, general sales manager, KKCW(FM) Portland, Ore., joins WLVK(FM) Statesville, N.C. (Charlotte), as VP, general manager.

Sales and Marketing

Peter Levitan and **Joseph McCarthy**, senior VP's and management supervisors, Saatchi

& Saatchi Advertising, New York, named management directors and members of operating committee.

Steve Herson, vice president and director of operations, TeleRep Inc., New York, named president and general manager, sta-



Herson



Monahan

tion representation division. **Jim Monahan**, director, special projects and audience development, named vice president.

Patrick Furey, senior vice president, group management supervisor and director of new business, The Bloom Agency, New York, joins W.B. Doner & Co., Detroit, as senior vice president and group management supervisor.

Jan Collins, vice president and senior producer, Young & Rubicam, Chicago, joins BBDO there in same capacity.

Terry Yormark, vice president and associate creative director, D'Arcy Masius Benton & Bowles, St. Louis, named vice president and creative director. **Kerry Leiser**, account research manager, named associate director, strategic planning and research.

Bob Cesa, vice president, advertiser sales, Tribune Entertainment, New York, joins Twentieth Television there as vice president, advertiser sales.

Martin Z. Rolnick, account executive, Capital Cities/ABC National Television Sales, Chicago, named national sales manager, Charlotte, N.C.

Al Lipson, research analyst, Petry National Television Sales, New York, named group

research manager. **Elaine Linker**, vice president and sales training director, MMT Sales, New York, joins Petry Television there as account executive.

Appointments at Katz: **Leslie Skaff**, national sales manager, WSPD(AM)-WLQR(FM) Toledo, Ohio, joins Katz's Christal Radio, Detroit, as account executive. **Leigh Ann Auser**, account executive, Telecable Targeting, Dallas, to same capacity, Katz's Banner Radio, Dallas. **Kirt Hayes**, account executive, KHYI(FM) Arlington, Tex. (Dallas), to same capacity, Katz's Republic Radio, Dallas. **Thomas Culligan**, account executive, KOLD-TV Tucson, Ariz., joins Katz Continental Television, New York, as sales executive.

Eli Math, local sales manager, WBFS-TV Miami, named general sales manager.

Bob Scherner, general sales manager, KKSJ-AM-FM Portland, Ore., joins KKCW(FM) Beaverton, Ore. (Portland), in same capacity.

Steven Schwarz, VP, sales manager, John Blair & Co., New York, joins WKBD(TV) Detroit as national sales manager.

Essie Garfinkel, account executive, Seltel, Los Angeles, named sales manager.

Gary Zenobi, local sales manager, WTIC-TV Hartford, Conn., named general sales manager. **Rob Branham**, account executive, WTIC-TV, named local sales manager.

Sophia Ludeman, sales representative, Northwest Cable Advertising, Tacoma, Wash., named regional sales representative.

Mark Keefe, account executive, Capital Cablevision, Albany, N.Y., joins WXXA-TV there in same capacity.

Lucretia Langham, general sales manager, KMZQ-FM Henderson, Nev. (Las Vegas), joins KOY-AM-FM Phoenix as account executive.

Elizabeth Davis, general sales manager, KJOY(FM) Stockton, Calif., joins KDBN(AM) Dallas-KMEZ(FM) Fort Worth as general sales manager.

Blair syndication boost

Blair Entertainment, syndication and barter advertising sales arm of Blair Communications, has named Kenneth N. DuBow VP and director of eastern sales division in company effort to boost ranks of syndication sales force. In conjunction with DuBow's New York appointment, Gayle Dickie was also named as western division manager in Blair's Los Angeles office. DuBow joined Blair in June 1988 and served as VP-northeastern regional sales manager since February 1988. Dickie joins Blair after serving as southwestern regional sales manager for Viacom Enterprises. Blair spokeswoman said company is looking to develop outside barter deals like ones for Republic Pictures Domestic Television product and with Fox/Lorber for *Michelob Presents Night Music*. Outside distribution deals similar to one with Action Media Group for *Dracula* and renewed syndicated sales efforts for inside product (*Reunion* and *Divorce Court*) are primary goals in expansion. Blair Entertainment currently employs 30 people, but Blair Entertainment President Alan Berkowitz has said more salespeople will be hired as departments expand.

Programing

Juli Davidson, VP, creative director, MTV Networks' VH-1, New York, named senior VP, programing.

Cis Wilson, director, documentary development, HBO and Cinemax, New York, named VP, Cinemax original programing. **Robert Golden**, director, original programing, HBO and Cinemax, named director, program planning, HBO's Comedy Channel.

Rob Word, senior VP, creative affairs, Qintex Entertainment, Los Angeles, joins ITC Distribution, Studio City, Calif., as senior VP, business development.

Appointments at Viacom Enterprises, New York: **Tony Guido**, VP, business affairs, to senior VP, business affairs and acquisitions; **Scott Kolber**, director, market strategy, to VP, market strategy; **Cecelia Holloway**, director, human resources, Viacom Entertainment Group, and associate director, staffing and employee relations, Viacom International Inc., to VP, human resources and administration. **Robert Greenfield**, director of business affairs, Viacom Productions, Universal City, Calif., to senior VP, business administration.

Richard Kelley, senior VP, sales, United Stations Programing Network, New York, named executive VP, sales, of Unistar Radio Networks, formed from merger of United Stations and Transtar. **David Graupner**, partner, Marathon Communications, Dallas, joins Unistar Radio Networks, Colorado Springs, as director of major market affiliations.

News and Public Affairs

Margaret Burkhardt, news director, KTTV(TV) Los Angeles, and **Fred Elsenthal**, news director, KPIX(TV) San Francisco, join KCAL-TV Norwalk, Calif. (Los Angeles), in same capacity. **Bill Gephardt**, reporter, anchor, WTHR(TV) Indianapolis, joins KCAL-TV as a consumer reporter.



Payne

Allison Payne, anchor, WNEM-TV Bay City, Mich., joins WGN-TV Chicago as reporter and anchor.

Phillip B. Skender, producer/director, WTNH-TV New Haven, Conn., joins WTAE-TV Pittsburgh in same capacity.

Clifton Webb, reporter, Media General Cable, Fairfax, Va., named director and anchor. **Lisa Engstrom**, field reporter, named co-anchor, 6 p.m. news.

Charlotte V.M. Ottley, director of community affairs, KMOV(TV) St. Louis, joins WNBC-TV New York as director, public affairs.

Peter Arnett, national/international security correspondent, CNN, Washington, named

Jerusalem correspondent.

Andy Barton, news director, WLKY-TV Louisville, Ky., joins co-owned WDSU-TV New Orleans in same capacity. **Steve Sabato**, executive producer, WPXI(TV) Pittsburgh, joins WLKY-TV succeeding Barton.

Helen Howard, managing editor/producer, KTUL-TV Tulsa, Okla., joins KPNX-TV Mesa, Ariz. (Phoenix), as executive producer.

Appointments at KAKE-TV Wichita, Kan.: **Jan McDaniel**, executive news director, named VP for news and operations; **Mike Iuen**, assignment manager, named executive news director; **Tim Ryan**, general assignment reporter and aviation reporter, named assignment manager, and **Matthew Zelkind**, producer, KCAL-TV Norwalk, Calif. (Los Angeles), joins KAKE as assistant news director.

David Sullivan, owner, Sullivan Productions, Lexington, Ky., joins WDRB-TV Louisville, Ky., as sports director, and **Tammy Garrison**, meteorologist, WBKO(TV) Bowling Green, Ky., joins WDRB-TV in same capacity.

Paul Jackson, producer, WSPA-TV Spartanburg, S.C., named sports director.

Maurice Brown, weekend anchor, WFMY-TV Greensboro, N.C., and **Richard Noonan**, weekend reporter, WBRE-TV Wilkes-Barre, Pa., join WTXF-TV Philadelphia as general assignment reporters.

Shawn Keller, reporter, KGNS-TV Laredo, Tex., joins WOAI(AM) San Antonio in same capacity.

Technology



Hindle

Tom Hindle, product manager, Vidfont character generators, BTS Broadcast Television Systems, Salt Lake City, adds duties as key accounts manager for New York City.

Jeff Baker, independent technical consultant, Rochester, N.Y., joins Harris Corp., Broadcast Division, as RF radio sales representative for Northeast U.S.

Kenneth G. Bradford, senior account manager, General Instrument Corp.'s Jerrold Division, Hatboro, Pa., named international account manager. He will be stationed in Slough, England.

Tom Newsom, market development manager, Hewlett Packard, manufacturing test division, Colorado Springs, joins John Fluke Manufacturing Co., Everett, Wash., as market manager, board test products in manufacturing, research and development group.

Promotion and PR

Nancy Glauberman, director of corporate and industry relations, Showtime Networks

Broadcasting

The News Magazine of the Fifth Estate

1705 DeSales St., N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

☐ **Broadcasting Magazine**

☐ 3 years \$190 ☐ 2 years \$135 ☐ 1 year \$70 ☐ 6 mos. \$35

(International subscribers add \$20 per year)

(6 mos. term must be prepaid)

☐ **Yearbook '89** (SAVE \$50 off cover price)

The complete guide to radio, television, cable and satellite facts and figures--\$65 (prepaid orders only) while supplies last. Please give street address for delivery.

To order by MASTERCARD or VISA, phone toll free 1-800-638-7827

Name _____ ☐ Payment enclosed

Company _____ ☐ Bill me

Address _____ Home? Yes ☐ No ☐

City _____ State _____ Zip _____

Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations ☐ Yes ☐ No (required)

For renewal or address change place most recent label here

Inc., New York, named VP, corporate communications. **Lori Ogden**, VP, account supervisor, Ammirati & Puris, New York, joins Showtime as VP, advertising and promotion.

Carrie L. Fiducci, creative services coordinator, Tribune Entertainment Co., Chicago, named creative services production manager.

Katherine Stein, assistant, corporate affairs department, Showtime Networks Inc., New York, named publicist, consumer public relations.

Kimberly Wilder, account executive, television department, Guttman and Pam Public Relations, Beverly Hills, Calif., joins Bender, Goldman & Helper Public Relations, Los Angeles, as account executive, consumer television division. **Kris Hudson**, junior publicist, The Lippin Group, Los Angeles, joins Bender, Goldman & Helper as publicist.

Rich Crombie, promotion director, WSUB(AM)-WQGN-FM Groton, Conn., joins WKSS(FM) Hartford, Conn., in same capacity.

Bob St. Charles, promotion producer, WTOG(TV) St. Petersburg, Fla., joins KOLD-TV Tucson, Ariz., as promotion manager.

Penny Ellis, public relations account executive, Charles Ryan Associates, Charleston, W.Va., public relations-ad agency, joins Midwest Corp. there as director, corporate communications.

Judith Lemoncelli, director of community support, WXXI-TV Rochester, New York, joins KPBS-FM-TV San Diego as corporate development director.

Allied Fields

Appointments at NATPE International, Los Angeles: **Nick Orfanopoulos**, conference director, to VP, conferences and special events; **Ron Gold**, director of marketing, to VP of marketing, and **Ron Scott**, business manager, to chief financial officer.

Houston Pearce, president, WTUG(FM) Tuscaloosa, Ala., appointed to National Association of Broadcasters Radio Board of Directors, succeeding the late **D. Mitchell Self** ("Fates & Fortunes," Jan. 15). **W. Russell Withers Jr.**, president, owner, KREX-TV

Zahn joins 'CBS This Morning'



Today (Feb. 26) was to be Paula Zahn's first day as co-anchor with Harry Smith of *CBS This Morning*, having officially replaced Kathleen Sullivan (BROADCASTING, Feb. 12), whose last broadcast was Feb. 16. A Naperville, Ill., native, Zahn returns to CBS (she was an anchor and reporter at network's KCBS-TV Los Angeles in 1986-87) after working at ABC News, where she had co-anchored *World News This Morning* and news segments of *Good Morning, America* since May 1988. "Paula Zahn's impeccable credentials make her the ideal choice for this important role," said CBS News President David Burke.

Grand Junction, Colo., and Withers Broadcasting Companies, Mt. Vernon, Ill., joins eleven other candidates for NAB television board of director opening, replacing **Stuart Powell**, WFLD(TV) Chicago.

Elected board members, International Council of National Academy of Television Arts and Sciences, New York: **Leo Chaloukian**, president, ATAS; **Bert Cohen**, executive VP, chief operating officer, Worldvision Enterprises; **Howard Stringer**, president, CBS/Broadcast Group; **Ted Turner**, chairman of board and president, Turner Broadcasting Systems; **Robert C. Wright**, president, CEO, NBC; **Patrick Watson**, chairman, CBC, Canada; **Phillippe Guilhaume**, president, French Public Television; **Shiv Sharma**, director general, Indian Television; **Norman Horowitz**, former presi-

dent, MGM/UA Telecommunications, elected fellow for life. **Carleen Cappelletti**, director of membership, Academy of Television Arts & Sciences, Burbank, Calif., adds duties of director of special events, and **Linda Loe**, director of anti-substance abuse programs, adds duties of director, activities.

Elected 1990 officers, Massachusetts Broadcasters Association Inc.: president, **William L. Mockbee**, consultant, WSRO(AM) Marlboro; VP, television, **Karl Renwanz**, WNEV-TV Boston; VP, radio, **William Sebet**, WBET(AM)-WCAV(FM) Brockton; secretary, treasurer, **Ike Cohen**, WCAP(AM) Lowell; past president, **John Bassett**, WCCM(AM)-WCGY(FM) Lawrence.

David C. Chang, professor, University of Colorado, Boulder, appointed member, Cable TV Laboratories Technical Advisory Committee Steering Subcommittee.

Deborah Colleen Costlow, partner, Piper & Marbury, Washington, and **Stephen Kaffee**, senior associate, Skadden, Arps, Slate, Meagher & Flom, Washington, join Winston & Strawn, Washington, as communications law attorneys.

Roger M. Arar and **Robert Thorne** named partners in entertainment law, Loeb and Loeb, Century City, Calif.

Deaths

David Palmer Newman, 45, former producer, ABC News, Washington, and most recently internal communications director with National Aeronautics and Space Administration there, died of heart attack at his home in Arlington, Va., Feb. 19. Newman began his broadcasting career in 1963 when he joined ABC News in Washington as news writer, becoming producer of ABC's *Evening News with Frank Reynolds* in New York in mid-60's, and later returning to Washington as executive producer for ABC's *Weekend News* and oversaw coverage of the White House. In 1980, he left ABC to work as special events producer for CNN, later returning to ABC, again as weekend news producer. He joined NASA's office of communications in 1987 as editor of *Daily News in Brief* and producer-writer of *NASA Update*. Newman was born in Arlington and attended Yorktown High School. He is survived by his wife, Carol, and daughter, Amanda, both of Arlington, and two brothers, Edward and Steven.

Daniel R. Brewer, 64, director of engineering and technical services, Paramount Pictures Video Operations, Los Angeles, died Feb. 11 at La Canada/Flintridge hospital, LaCanada, Calif., after suffering heart attack while playing tennis. Prior to joining Paramount in 1983, Brewer served in various engineering positions with Universal, Burbank Studios, NBC and as member of RCA service engineer group that helped develop color television. Active in many engineering societies, he was past president of Society of Motion Picture and Television Engineers and governor of National Academy of Television Arts and Sciences. He is survived by his wife, Leona, a son and two daughters.

INDEX TO ADVERTISERS

Americom/Cover 2 ■ Associated Press/Front Cover ■ AT&T Commercial Finance Corp. 26 ■ John Barger Broadcast Brokerage 55 ■ BIA Publications 54 ■ Blackburn & Co. 52 ■ Broadcast Television Systems/Cover 4 ■ Census Bureau 49 ■ Classified Ads 62-66 ■ DLT Entertainment Ltd. 9 ■ Ted Hepburn Co. 53 ■ LPTV Report 47 ■ Media Venture Partners 51 ■ MIP-TV 21 ■ NBC Nightly News 13 ■ Orbis Communications 5 ■ PBS 22 ■ Professional Cards 61 ■ Program Exchange 16-17 ■ Questcom 50 ■ Sandler Media Group 19 ■ Seltel 11 ■ Services Directory 60 ■ SONY 6-7 ■ Video Brokers 23

Michael Finkelstein: Independent thinker

Michael Finkelstein left a successful communications law practice to acquire and operate UHF independents. But there was method in that move. Finkelstein knew the score, having worked at the FCC during the opening of the UHF spectrum, and later serving as counsel to the All Channel Television Society, an early UHF trade association/support group.

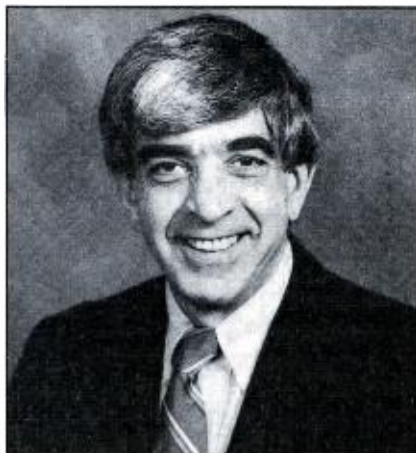
Currently CEO of Renaissance Communications Corp., the 54-year-old group owner, who began his communication career in 1961 as an attorney in Newton Minow's FCC, now heads up a successful independent UHF station group with properties in Miami, Pittsburgh, Sacramento and Hartford-New Haven, Conn., and plans to purchase yet another UHF.

Finkelstein studied journalism at Indiana University where his classmates included 60's activist Jerry Rubin and *Rolling Stone* columnist William Greider. Finkelstein, editor of the school's daily newspaper, almost went the same route as Greider, and even interned at the *Cincinnati Post*. "I was a real 'newsie,'" recalled Finkelstein. While attending law school, journalism still attracted Finkelstein. "I still was not sure whether I would practice law. A law degree is very useful as a journalist." After graduating from Columbia's law school, he interviewed with *The New York Times*. "I was tempted, but in the end the FCC seemed very exciting.... We were the new frontier in the 'vast wasteland.' If you were a young, somewhat idealistic law graduate with a great belief in government's ability to improve markets in a lot of bad times, that was the place to be."

While at the FCC, Finkelstein worked on cable regulation and the opening up of the UHF spectrum. In 1965, he left the FCC and set up his own practice in Washington, where he became general counsel to the All Channel Television Society, a now-defunct UHF trade association. The first round of UHF's, Finkelstein recalls, didn't work. "I learned more about bankruptcy [with the All Channel Television Society] than FCC regulations."

Finkelstein continued in his own firm until 1980, when he joined the D.C. office of Nixon, Hargrave, Devins & Doyle as senior communications partner. It was there that he began toying with the idea of owning a station.

In 1981, the owner of UHF station WTXN(TV) Waterbury (Hartford), Conn., a Finkelstein client, asked the lawyer to represent him in the station's sale. Finkelstein saw what his client was asking and said: "I don't understand this; it doesn't look like you're going to get very much out of this." So Finkelstein decided it was time for him to own his own UHF station. He went to



MICHAEL FINKELSTEIN—chief executive officer, Renaissance Communications Corp., New York; b. Feb. 19, 1936, Monticello, N.Y.; BA, journalism and political science, Indiana University, Bloomington, 1957; JD, Columbia Law School, New York, 1960; attorney, FCC, Washington, 1961-65; partner, Finkelstein & Firestone, Washington, 1965-80; general counsel, All Channel Television Society, Washington, 1965-68; partner, Nixon, Hargrave, Devans & Doyle, Washington, 1980-83; CEO, Odyssey Partners, New York, 1983-89; present position since January 1989; children from previous marriages—Alix, 26; Leslie, 22; David, 16; Elizabeth, 11.

Wall Street looking for financing. "I went to Oppenheimer & Co. They had a reputation for doing the kind of nutty things that I was proposing." One of the things he was proposing was to drop the station's NBC affiliation (that was before that network's resurgence) and go the independent route. The station's revenues at the time of the purchase, according to Finkelstein, were \$600,000, a third of which came from NBC, and his first-year projections called for first-year revenues of \$3.5 million. Looking back on Oppenheimer's willingness to invest in him, Finkelstein says: "It either takes vision or blindness."

In Finkelstein's case, it must have been vision. Relying on movies, sports and sitcoms, Finkelstein's independent, the only one in the market, started to make gains. His dream was short-lived, though. "Before you knew it, there was money available everywhere and Hartford wound up with two more independents by the end of the year." Suddenly Finkelstein was competing for programming with two other stations and the prices just kept going up. If that wasn't enough, Finkelstein lost the rights to the popular Boston Celtics basketball games, and watched the fees skyrocket some 400%. "I didn't have the bullets I

needed to compete effectively," Finkelstein said.

Fortunately for Finkelstein, he decided that "if I couldn't pay the price, no one else could either." Eventually the market shook out—one of the independents went bankrupt and the other had to be reorganized. Programming prices dropped, the station regained audience share and he got the Celtics back.

Having ridden the ups and downs of station management, Finkelstein decided to take on the task full time. Finkelstein gave up his legal practice and joined Odyssey Partners, a New York investment partnership, as CEO of its TV stations. In 1984, he acquired WDWL(TV) Miami and relived his Hartford experience. But once again Finkelstein stuck it out and once again the market came back to him.

In 1989, he left Odyssey to form Renaissance Communications with New York-based venture capital firm Warburg Pincus Capital Co., Finkelstein's principal investor, and purchased WPGH(TV) Pittsburgh for \$32 million and KTXL(TV) Sacramento for \$56 million.

Finkelstein managed to convince Sid Lapidus, Finkelstein's partner at Warburg Pincus, that independents were the way to go. Lapidus said that he's much more positive on independent television than he was at first. "In Renaissance," said Lapidus, "we have excellent management and one of the best TV executives I ever met."

Now with the perspective of an owner-operator, Finkelstein is not sure whether, looking back on the FCC, he would "do it the way he did it then."

Finkelstein describes himself as a "maverick" on the financial interest and syndication rules that have limited the networks' participation in program production. "I think that the reasons to keep the networks out are not valid anymore and there are some valid reasons to let them back in—principally, to make sure the networks continue to invest in quality programming."

One rule that Finkelstein would keep is prime time access. "It's one of the most efficient government regulations that has come down. As an example of the success of prime time access, Finkelstein points to Fox's *A Current Affair*. "It's a perfect example of how prime time access works. It was a show created by and for Fox and for local stations. There was an opportunity to syndicate it and a few stations took a chance on it. That's the way it's supposed to work."

As for the state of the independent industry, Finkelstein described it as "still maturing." "We're still growing. We have not been able to sell our audiences at full value. As long as independents discount the value of the audience, it's a growth industry. Even though the pie might be shrinking, our share is increasing."

President George Bush is slated to appear at NAB's annual convention on April 2. NAB announced last week that Bush officially accepted invitation to address broadcasters in Atlanta.

Rumors and published reports have **Qintex Entertainment** being placed on **"for sale" block** today (Feb. 26), when investment banking firm Donaldson, Lufkin & Jenrette will field bids from prospective suitors looking to salvage company now in Chapter 11 bankruptcy (BROADCASTING, Oct. 23, 1989). Reorganization of company will continue under specifications of bankruptcy court, even if suitor is not found this spring, according to company spokesman.

Congressman Rick Boucher (D-Va.) escalated his crusade to see telephone industry become full-fledged provider of cable services. Boucher, member of House Telecommunications Subcommittee and author of bill that would remove telco-cable crossownership prohibitions, issued "white paper" last week aimed at driving home his point that competition from telcos is far better approach to dealing with cable's market power than reregulation. Boucher introduced paper in anticipation of subcommittee's upcoming hearings (March 1 and 14) on cable and has circulated document among his colleagues. According to document: "Telephone companies operate in every market that cable systems do and their fiber systems will not be encumbered by any radio reception problems that would interfere with over-the-air video transmission. Moreover, unlike cable, telephone companies would have incentive to deploy new technologies and to develop new services in addition to their existing voice and data service offerings and could bring video services to rural consumers currently unserved by cable. Telephone companies also have a long track record of providing reliable quality service." Boucher told reporters he thinks subcommittee will move cable legislation in late spring or early summer. He also said measure has 65 co-sponsors and that members continue to hear complaints from consumers about cable.

Ervin Duggan, due to be sworn in Wednesday (Feb. 28) as FCC's fifth commissioner, **is expected to be on hand** two days later **for second of three agency field hearings on cable** in Orlando, Fla. Hearings are part of comprehensive overview of cable since it was effectively deregulated in 1984. The Orlando hearing will focus on competition from other cable systems, wireless cable and broadcasters. Hearing will be held at Orlando City Council Chambers. Among scheduled witnesses: John Sie of Tele-Communications Inc.; Reese Schonfeld of OPT IN America; Alan Gerry, Cablevision Industries; William E. Johnson, Scientific-Atlanta; James Chiddix, ATC; Thomas Gillet, Cable Television Laboratories Inc.; Thomas Edwards, GTE; Harry P. Cushing III, Telesat Cablevision Inc.; William Ray, Glasgow (Ky.); Charles Strickland, mayor of Leesburg, Fla.; James R. Siefert, Cosmos Broadcasting; Don MacCullough, WLRN-FM-TV Miami; Richard A. Lehner, WUFT-FM-TV Gainesville, Fla.; W. Gary McBride, Telemundo Group Inc.; Doug Barker, Southern Broadcasting Corp.; John Siegel, KBHK-TV San Francisco; and Harvey Cohen, WDLZ-TV Miami. Third hearing is slated for March 15 in St. Louis.

Susquehanna Radio Corp., Sandy Goldberg, general manager of Susquehanna's WGH-AM-FM Newport News, Va., Tony Macrini, stations' program director and Roy Jaynes, former on-air personality there, were **ordered** by Virginia Beach Circuit Court **to pay \$275,000 in compensatory damages** to Todd A. Schnitt, former on-air personality at WNVZ(FM) Norfolk, Va., for damages Schnitt suffered as result of on-air remarks (including

ethnic slur and sexual innuendo) made about him by Jaynes in 1988. Schnitt was also awarded \$35,000 in punitive damages from Jaynes, Goldberg and Macrini. Goldberg resigned from stations last Thursday, Feb. 22. Schnitt is currently assistant program director at KQLZ(FM) Los Angeles.

U.S. pay TV veteran **Jeffrey Reiss will take his expertise to Japan in deal to help direct satellite broadcaster there launch pay TV channel** in March 1991. Joint venture of Reiss Media Enterprises and Japan Satellite Broadcasting will acquire 250-300 movies each year and develop live entertainment and sports programming. Movie acquisition budget will be \$10 million or more in first year and similar budget will also be established for developing other programming. Reiss, who runs PPV service Request TV and hotel channel Guest Cinema, will also consult with JSB on program scheduling, on-air promotion, audience research and marketing. Pay service will be one of three channels on Japan's BS-3A high-power direct broadcast satellite to be launched next August. Pay service expects between one and two million subscribers within two years and estimates breakeven in about four to five years with about six million viewers.

The Grammy Awards, which aired last Wednesday (Feb. 21) on CBS, **won every half-hour in prime time.** Estimated audience of 65 million U.S. viewers was up 18% over last year's telecast. Between 8 and 11 p.m., program received 19.7 rating/30 share, and total broadcast (8-11:36 p.m.) posted 18.9/31. Program beat ABC's *The Kennedys of Massachusetts* mini-series and NBC's regular schedule.

Tektronix Inc., Beaverton, Ore., manufacturer of broadcast test equipment, announced last week that due to low earnings in company's third quarter (ending March 3), it **will lay off 600 employees by end of fiscal year on May 26.** Those layoffs are to be in addition to 600 employees that have been released since beginning of current fiscal year and 200 layoffs that will occur due to planned close of manufacturing plant on British island of Guernsey. Company expects to have net loss for third quarter with sales below last year's total of \$434.1 million when new figures are announced on March 23. According to Tektronix spokesman, Fletcher Chamberlin, broadcast test measurement business and video graphics subsidiary, Grass Valley Group, remain as profitable divisions of company. Losses are blamed on weaknesses in defense, computer and semiconductor business.

David Lewis has been named correspondent and **Mary Whittington** producer for **CNN's new in-depth reporting and investigative unit.** Lewis will be based in New York, Whittington in Washington, and both come to CNN from ABC News.

Video news releases appear to have become staple of local TV newscasts. More than 78% of stations polled by Nielsen Research said they use VNR's in their newscasts on average of once each week; 32% of them, on average of at least twice weekly. Survey, conducted in January for Medialink, The Video News Release Network, polled 121 TV news directors from large, medium and small markets.

Two U.S.-led consortia have won new UK cable franchises. Britannia Cablesystems, whose investors include U.S. operators Falcon Communications, First Carolina Communications and Camelot Cable, beat out five other U.S.-backed bidders for the 200,000-home Portsmouth franchise area. Britannia also has applications pending in four other UK markets covering more than 500,000 homes. In separate award, joint venture of Pacific Telesis and cable operator



Brinkley honored by NPF. David Brinkley received the seventh National Press Foundation Sol Taishoff Award for Excellence in Broadcast Journalism last Wednesday (Feb. 21). The award, established in 1983, recognizes a lifetime of distinguished service to broadcast journalism. Brinkley has been covering presidents since Franklin Roosevelt, and has been in the national network spotlight since joining with Chet Huntley on NBC's *The Huntley-Brinkley Report* in 1956. In 1981 he joined ABC News to host *This Week With David Brinkley*. He has won 10 Emmys and two Peabodys, and his book, *"Washington Goes to War,"* was a best-seller.

The National Press Foundation also honored Robert C. and Nancy Hicks Maynard, husband and wife, with the Distinguished Contributions to Journalism Award. Robert Maynard is editor and president, and Nancy Hicks Maynard is vice president, of *The Tribune* in Oakland, Calif. The Editor of the Year Award was presented to Norman Pearlstine, managing editor of *The Wall Street Journal*.

The Taishoff Award is named for the late Sol Taishoff, founder and editor of *BROADCASTING* magazine. Past recipients of the award are Ted Koppel, John Chancellor, Don Hewitt, Robert MacNeil and Jim Lehrer, Ted Turner and Brian Lamb.

Masada have been granted franchise for Derby area covering 90,000 homes. Pactel and partners now have seven UK cable licenses covering almost 830,000 UK homes and have applications in for another 11 franchises covering more than 1.5 million homes.

WKCN(AM) Dorchester Terrace-WDXZ(FM) Mt. Pleasant (North Charleston), both S.C., was sold by Tomlin & Co. to Silver Star for \$1.6 million. Station was recently acquired along with WIOU(AM)-WZVZ(FM) Kokomo, Ind.; WSFL-AM-FM New Bern, N.C., and WJHR(FM) Rutland, Vt., by Tomlin from Caravelle Broadcast Group ("For the Record," Feb. 12). Tomlin & Co. is headed by brothers Donald R. Tomlin Jr. and Patrick L. Tomlin. Silver Star is headed by Robert E. Lee and Willie J. Martin. Lee is 51% owner of WMJM(AM)-WFAV-FM Cordele and WJZ-FM Albany, both Georgia. Martin is 50.5% owner of WBZS(FM) Eatonville, Fla.; 51% owner of WTWF(AM) Woodville, Fla., and 100% of WBZR(AM) Destin, Fla. WKCN is on 910 khz with 500 w full time. WDXZ is on 104.5 mhz with 28 kw and antenna 656 feet above average terrain. Thorburn Co. brokered for seller.

Telesat Cablevision has filed antitrust lawsuit against Opryland USA, owners of The Nashville Network, alleging network has refused to enter into new affiliation agreement with Telesat. Florida cable operator said TNN refused to allow carriage agreement for new Telesat systems in Cape Coral and Deltona, Fla., where Cablevision Industries operates and is affiliated with TNN. Group W Satellite, which markets TNN, said it has determined that "we do not require additional distribution in the areas served by these systems at the present time. We feel this is a sound, reasonable, independent business decision and we are confident that GWSC and TNN are correct and within their legal limits in this action."

WSTE-TV Ponce, P.R., has signed agreement to broadcast Goodwill Games. Coverage will include excerpts from Turner Broadcasting System's 86 hours of event activities and daily, one-hour Spanish-language program focusing on Latin American athletes. Turner Program Services also announced television agreements with Dominican Republic (Canal 6) and with Guatemala's Prolasa (Channels 3&7).

Broadcast Capital Fund Inc. (BROADCASTCAP) is sponsoring minority ownership forum and its first annual dinner, March 1, at Washington's Mayflower hotel. Forum is designed as blueprint for action in 1990's, offering overview of minority ownership and economic outlook for decade. Speakers will include FCC Chairman Al Sikes; FCC Commissioner Andrew Barrett; former FCC Commissioner Tyrone Brown; James Winston, executive director of National Association of Black Owned Broadcasters (NABOB); Pluria Marshall, chairman of National Black Media Coalition, and members of legal and financial professions.

Joint venture involving U.S. firm will bring commercial TV to Poland, with details of arrangement expected at Los Angeles press conference today (Feb. 26). Deal, involving Annapolis, Md.-based firm Conduit Internationale Films, will bring U.S. series, specials and movies to channel, along with American advertising, according to companies.

U.S. and Soviet delegations will meet in Washington this week for third in series of bilateral information talks, under sponsorship of U.S. Information Agency. Soviet Deputy Foreign Minister Vladimir F. Petrovsky will head delegation of Soviet government and media officials in meetings with USIA Director Bruce Gelb and top representatives of American broadcasting, newspaper, magazine and book publishing industries and U.S. government. Meetings begin today (Feb. 26) and conclude Feb. 28. Members of U.S. delegation include NAB President Eddie Fritts; Jack Clements, Mutual Broadcasting System; Richard Harris, Group W Radio; William Reed, PBS, and Norman Wain, Metroplex Communications. First two rounds of talks were held in April and September of 1988, and those talks, USIA said, have begun to bear fruit. USIA said access of official U.S. spokesmen to Soviet media has increased and that Soviet disinformation has diminished. Among issues to be discussed this week is restriction U.S. and Soviet Union imposed 40 years ago on freedom of other country's journalists to move freely within their respective borders.

Viacom Pictures has announced first movie project, "Fourth Story," murder mystery to be produced by Konigsberg/Sanitsky Co. Picture is set for carriage on Showtime.

Editorials

Brave new world in broadcasting

In considering the difference between broadcasting and all other media, we have often resorted to the word "magic." It has always seemed magical that sounds and images could speed invisibly through the air to be made whole again in the radio receiver or the television set. The broadcaster need only transmit; his signal could touch as many as moved within his reach.

Newspapers can't do that; they must produce one copy per customer, and deliver them, often at great difficulty, over the publishing area. Cable can't do that either; it has had to wire its universe laboriously, and still falls far short of matching broadcasting's magic reach.

All this as prologue to remarking that a big jolt of magic went back into the Fifth Estate last week. The announcement by NBC, Cablevision, News Corp. and Hughes that they will joint venture \$1 billion to produce the world's most powerful direct broadcast satellite service holds out the promise of a new generation in through-the-air communications.

The reaction to that announcement, captured in this issue's lead story, was surprisingly—although perhaps understandably—blasé. DBS has indeed been a long time in coming, and in deed isn't here yet. Cable's march into the video marketplace has already extended the medium's breadth, if not its reach, beyond the imagining of only a decade ago. Two questions remain paramount: where will all that programing come from and how much programing can the audience take?

In our experience, technology is inexorable and audiences are insatiable. If a better way (or program) shows up, the old ways (or programs) are rapidly endangered.

This page and countless others of this magazine will be intrigued by and involved with this new DBS generation—and the perhaps earlier starting medium-power DBS generation represented by cable's K Prime consortium—for years to come. But for the moment we simply reflect upon and rejoice in how many more magical electronic possibilities the entrepreneurs are creating for the communicators to take advantage of.

Voice vote

The deadline for comments on the FCC's 24-hours-a-day ban on indecency has passed, and a reading of the submissions available at press time (see story, page 48) reveals an overwhelming opposition to the ban. The commission had sought to build a record in support of its policy, which had been adopted at the instruction of Congress but later stayed by a U.S. Court of Appeals after broadcaster challenge. What the commission received instead was page after page (after page) of criticism of the ban and of the FCC's vague and chilling policy for determining what should be penalized after the fact—there being no clear definition.

Bedfellows who were joined by their opposition included the commercial networks, PBS, the Association of Independent Television Stations, the Intercollegiate Broadcasting System, Post-Newsweek Stations, poet Allen Ginsberg, the Recording Industry of America, Alaska Public Radio, People for the American Way, the Motion Picture Association of America, the American Civil Liberties Union and Action for Children's Television, as well as the proverbial host of others.

Although the reply comment period gives another 30 days for the ban backers to show their colors (blindness on a field of blue would be appropriate)—and there could conceivably be a com-

ment or two waylaid temporarily in an FCC stack—so far, only Bonneville Broadcasting, with strong ties to the Mormon church, and Morality in Media and American Family Association, also powered by strong church influence, have weighed in for the FCC action. That suggests the ban represents the furthering of a religious interest, from which the state is duty bound to maintain its distance. (That suggestion seemed to be supported by the organization representing the nation's Roman Catholic bishops, which, while conceding that it likes the idea of a ban, also believes that the questions about such a ban's constitutionality [and effectiveness] make the FCC action inadvisable.)

Since the FCC has made the defense of children's sensibilities a keystone of its get-tough policy, the opposition by Action for Children's Television in concert with most of the above-mentioned commenters—with which it joined in the challenge that prompted the court stay—should be particularly persuasive, ACT being notoriously aggressive in opposing anything it believes disserves young viewers. In the comments to which ACT is party, a heading and subheading from the table of contents are particularly noteworthy: "It has not been established that exposure of children to indecent material causes harm" and "The complete suppression of protected speech is impermissible in any medium."

The FCC wanted comment. It has it.

Rooney redux

The speculation last week was that Andy Rooney, after a meeting with CBS News President David Burke, would likely make an early return to CBS's *60 Minutes*.

Initially banished by the network for three months for racially derogatory statements he denied making, Rooney became the focus of national attention, with the majority of viewer mail and journalistic comment—this page included—expressing disappointment with CBS's rush to muzzle its veteran commentator. That overwhelming support for Rooney will likely have had something to do with a CBS rethinking of the ban. The fact that *60 Minutes*, the third-placed network's top performer, dropped from fifth to 10th place in the ratings following the Rooney suspension (and to 11th place a week later) may have added to the persuasive commentary of the vox populi.

In either case, we encourage CBS to quickly undo the damage to its journalistic reputation.



Drawn for BROADCASTING by Jack Schmidt

"When your sales improve, you'll get a company car."

SPECIAL REPORTS

Exclusively in Broadcasting

Seven weeks that can pretty much make your whole year.

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

- March 26 - Pre-NAB.
- April 2 - NAB Convention.
- April 9 - NAB Wrap-up.
- April 16 - Broadcast Technology.
- Sept. 24 - State of the Art: Radio Equipment.
Pre-SBE.
- October 8 - State of the Art: TV Equipment.
Pre-SMPTE.
- October 15 - SMPTE Convention/SBE Wrap-up.

Broadcasting

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

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

New York
(212) 599-2830

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

Los Angeles
(213) 463-3148

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

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

Chicago
(312) 679-1100

Los Angeles
(213) 462-2700

Pattis/3M

Hawaii
(808) 545-2700

London
(01) 427-9000

Broadcasting . Over 115,000 readers every week.

Everything you always wanted in a tube camera. Except tubes.



LDK 910 CCD Studio Camera

What you've always wanted in a tube camera is the best picture possible. But now you get the best picture in a CCD Camera — the new BTS LDK 910. And you'll never miss the tubes. Because the LDK 910 meets or beats the picture quality of tube cameras with a new CCD sensor that employs over 800 pixels per line, and over 406,000 total picture elements.

In addition to excellent resolution, the LDK 910 has a high signal-to-noise ratio, high sensitivity and accurate colorimetry. Along with a few other things you don't get with tubes. Such as BTS's frame-transfer technology, which eliminates smear. A high dynamic contrast range without blooming or burn-in. And excellent dynamic resolution enhanced



LDK 91 CCD Portable Camera

by advanced electronic shutter control. It's also ready to shoot when you are — no waiting for warm up.

And here's another reason you won't miss the missing tubes. Not only is the LDK 910 priced competitively with tube cameras, but it costs less than you'd probably spend replacing worn out tubes over the life of a studio camera.

But of course, big ideas also come in small packages. The LDK 91, a lightweight, easy-to-handle ENG/EFP camera, is the LDK 910's portable companion.

Also available are the LDK-900 and LDK-90 as a more economical alternative. These cameras offer the best price/performance ratio in the industry.

Together, these fully compatible CCD cameras will make your old ideas about picture quality go right down the tubes. For complete information on the new line of BTS cameras call today **1-800-962-4BTS.**

BTS

The name behind what's ahead.