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RADIO TELEVISION CABLE SATELLITE

Broadcasting Apr 9

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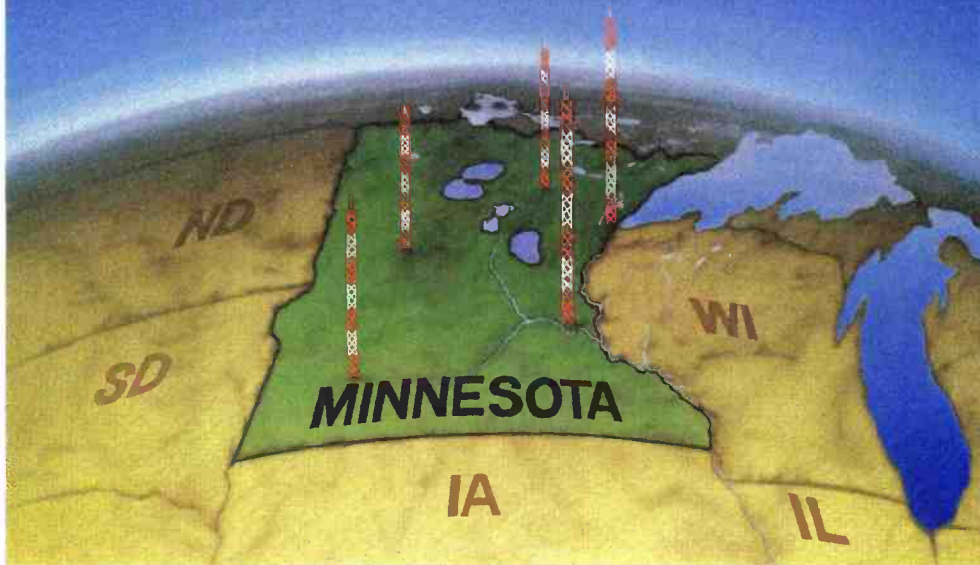
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59th Year 1990
**The NAB, survivability and
dialogue: keystones
of the Atlanta
convention**

Wild

Wild

Portland ME
WGME

Harrisburg
WLYH

Omaha
WOWT

Albuquerque
KOAT

St. Louis
KTVI

Norfolk
WTKR

Shreveport
KSLA

Providence
WLNE

Hartford
WFSB

Baltimore
WBAL

Las Vegas
KVBC

Syracuse
WTVH

Minneapolis
KARE

Rochester
WHEC

Los Angeles
KCOP

Charlotte
WCNC

Amarillo
KFDA

San Francisco
KRON

Philadelphia
KYW

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WPXI

Greenville
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THE JOKERS Wild

APR. 1 1 1990



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CHICAGO
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35/ **NAB '90: highlights from Atlanta**

NAB's annual convention in Atlanta provides forum for discussing competitive challenges facing broadcasters from cable, DBS and telcos; "interference consequences" of TV Marti (page 43);



steps to improve AM band (page 49); opportunities for broadcasters abroad (page 57), and NAB President Eddie Fritts's call to fight for free over-air broadcasting (page 44). FCC Chairman Alfred Sikes tells broadcasters it is in their interest to embrace self-regulation (page 38); President George Bush tells broadcasters to back TV Marti (page 37), and Donald Keough, president of Coca-Cola, says that to survive, TV broadcasters must narrow their focus and adapt to new technologies (page 56).

39/ **TV chiefs on television's future**

Heads of ABC, CBS and NBC agree on issues of fin-syn and if carry/must pay, but diverge on DBS.

62/ **NETWORKS CUT BACK**

In-house production at broadcast networks is off sharply this development season.

62/ **MUSBURGER LEAVES CBS**

CBS Sports does not renew contract of sportscaster Brent Musburger, who later gives his side of story during ABC's *Prime Time Live* (page 96).

65/ **EMMIS IN PARIS**

Emmis Broadcasting agrees in principle to acquire 15% interest in French FM.

65/ **CINCINNATI FM IN CLEAR**

FCC rescinds its underwriting admonition of noncommercial FM.

67/ **TELCO ENTRY**

During hearing on cable TV, Senate Communications

Subcommittee Chairman Daniel Inouye says that based on views of committee members, telephone company entry "may be close call."

66/ **TELCO BAN GOES BACK TO GREENE**

U.S. Court of Appeals in Washington orders Judge Harold Greene to reconsider telco ban, saying he used wrong standard in prohibiting BOC's from offering information services.

68/ **ALCOHOL AD WARNINGS**

Senator Al Gore and Representative Joseph Kennedy II say they will introduce bill requiring that health and/or safety warnings appear within TV, radio, print and outdoor ads for alcoholic beverages.

72/ **CAB MEETS**

Cabletelevision Advertising Bureau's annual gathering focuses on cable's coming



CAB's Robert Alter

of age, its relationship with broadcasting and growing importance of local market.

74/ **MIP-TV '90**

Some 1,700 program buyers are expected to attend oldest of international program fairs—MIP-TV in Cannes, France.

76/ **A LA CARTE CABLE**

TCI President John Malone says company is moving toward unbundling and a la carte pricing of cable services.

95/ **PIONEER ENGINEER**

Hilmer Swanson, senior staff scientist for Harris Corp.'s broadcast division, has



Swanson; NAB's Michael Rau spent most of his professional life perfecting AM transmission. Last week NAB recognized his accomplishments, presenting him with its Engineering Achievement Award (page 49).

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COSBY AND EFFECT

WTHR replaced its 5:00 PM newscast with Cosby and moved from third to first place in the time period while more than doubling women 18-49 ratings.

Women 18-49 Ratings, M-F 5:00 PM

February 1989 Newscenter #3  3.3

February 1990 The Cosby Show #1  6.7

Women 18-49 Ratings, WTHR February 1990

Rank	Program	Time Period	Rtg
1	The Cosby Show	5:00P M-F	6.7
2	People's Court	5:30P M-F	5.3
3	Entertainment Tonight	7:30P M-F	4.7
4	Entertainment This Week	7:00P SAT	4.2
5	Missing/Reward	12:15A SUN	2.0
6	Tuff Trax	1:00A SAT	1.9
7	Crimestoppers 800	11:45P SUN	1.7
8	Secrets & Mysteries	12:45A SUN	1.5
9	Third Degree	4:30P M-F	1.4
10	Love Connection	4:00P M-F	1.3

The Cosby Show is the top syndicated program on WTHR among women 18-49.

The Cosby Show beats all of its competition among women 18-49, including two affiliate newscasts.

Women 18-49 Ratings, February 1990 M-F 5:00 PM

The Cosby Show WTHR  6.7

6 News at 5 WRTV  5.5

News 8 at 5 WISH-TV  2.4

Charles in Charge WXIN  2.3

Punky Brewster WTTV  1.1

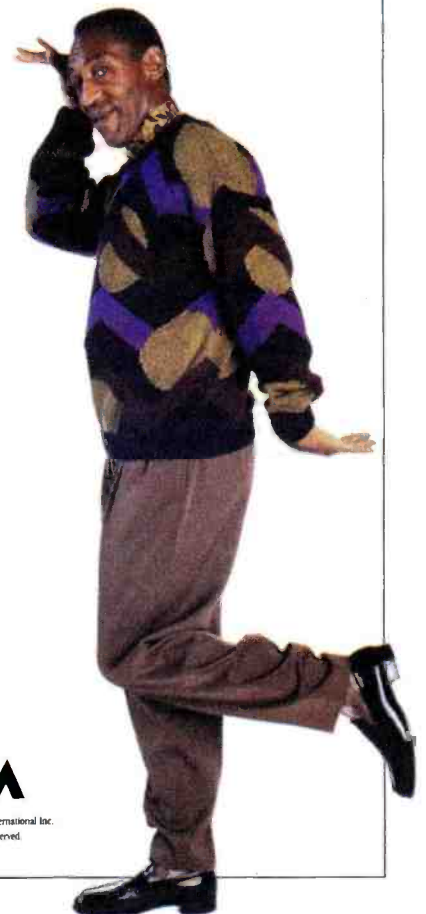
CHIPS WMCC-TV  0.5

World-Disney WHMB-TV  0.5

Source: Nielsen

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WASHINGTON

Waiver talk

FCC looks as though it will accommodate Fox and act on its request for fin-syn waiver in advance of opening of upfront advertising market in late May, early June. Rene Licht, deputy general counsel, has reportedly been assigned task of writing waiver item. Best bet is still that FCC will grant some sort of waiver, but that it will carry various restrictions or conditions and fall short of the 18-month, 30-hour-a-week waiver Fox had requested. However, according to one FCC official, some are "bandying about" permitting Fox to put either network or syndication arm in trust to avoid running afoul of fin-syn's prohibition against such crossownership. Idea, which Capital Cities/ABC proposed as alternative to waiver, is anathema to Fox.

Testing limits

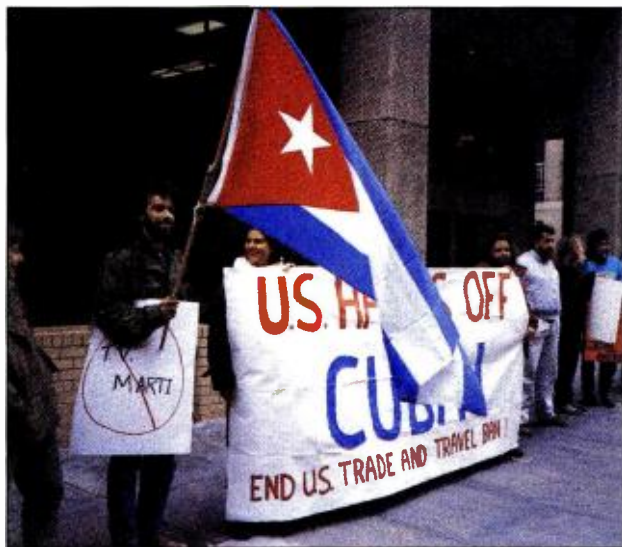
Members of powerful Radio Operators Caucus, coalition of group owners, is considering asking FCC to modify rules that prohibit ownership of more than 12 AM's and 12 FM's by single group. Caucus met in Atlanta during National Association of Broadcasters convention and members would like to put "feelers" out to see if there is any support for idea. It is not clear how far caucus wants to go, although it has been suggested that cap be raised to 15. Group operators have been advised that move to relax ownership cap could result in pressure on industry to accept reimposition of antitrafficking rule.

Setting date

House Telecommunications Subcommittee is said to be eyeing April 19 as date for cable hearing. Subcommittee put hearing on hold while parent Commerce Committee worked on clean air legislation. Issue of competition from telcos will be focus of session.

Thumbs up

Respect for Representative Billy Tauzin (D-La.) was evident



Strange bedfellows. Politics—in particular TV Marti—may have made no more curious allies than the National Association of Broadcasters and the ad hoc U.S. Hands Off Cuba committee. The latter—a collection of pro-socialist, pro-communist and anti-U.S. "imperialism" groups—demonstrated against TV Marti (described in one protest sign as "tele-aggression") outside USIA headquarters in Washington last week. Said one protester, who noted that the NAB also opposed the broadcasts—if for rather different reasons: "We'll take the help wherever we can get it."

by positive response from Hill to his offer to act as mediator between broadcast and cable industries (see "Top of the Week"). Staffers whose members chair relevant committees and subcommittees seemed hopeful that Tauzin can "help advance the ball." Congressman has strong familiarity with broadcast and cable issues; he has been champion of broadcast deregulation legislation and proponent of cable deregulation, although he now favors rewriting law to insure that cable faces competition from other technologies, especially DBS. Tauzin has also told broadcasters their if carry/must pay proposal will not work and that industry cannot have it both ways.

All together

National Association of Media Brokers (NAMB) has decided against renting its own hotel for Radio '90 convention in Boston this September. That decision came after meeting at National Association of Broadcasters convention in

Atlanta last week. NAMB has been upset with NAB's hospitality suite surcharge. No settlement with NAB was reached. Instead, according to one informed source, there was fear that rift would develop between bigger and smaller brokers.

CUBA

Latest line from Castro

Professor John S. Nichols of Penn State returned on Friday from "one-on-one" interview with Fidel Castro on growing tension between Cuba and U.S. over TV Marti broadcasts. Nichols, long-time critic of TV Marti project, said Castro disavowed interest in harming U.S. broadcasting service. But neither was he ending threat of trouble. Nichols said Castro feels that if U.S. insists on broadcasting to Cuba, Cuba should have right to broadcast to U.S. In that event, Nichols said, Castro indicated American broadcasters could "get caught in the middle."

LOS ANGELES

Saturday morning live

While not abandoning animation, NBC will significantly increase its use of "live action" shows. Seven of nine shows said to have made Saturday morning schedule will feature at least some live action. Word on planned Saturday morning National Basketball Association entertainment show (BROADCASTING, March 19) is that it, too, will have appeal to children, but will also carry late Friday game scores.

Turtlemania

Record nonholiday opening week box office gross of \$32 million for live action theatrical "Teenage Mutant Ninja Turtles" has created spillover for Group W's animated strip of same title in syndication. Source close to talks say Group W is considering possible hour-long *Teenage Mutant Ninja Turtles* special, but no word if they plan expansion of franchise with spin-off series or regular hour first-run series. Sources also suggest that animator Murakami Wolf Swenson Inc. is close to deal with CBS for expansion of half-hour Saturday morning network series to one hour. CBS spokeswoman declined comment on any increased *Turtles* role.

Detective delivers

Viacom Enterprises may have created new syndication niche for itself with two-hour *Perry Mason* off-network feature. For week ending March 25, *Perry Mason: Case of the Notorious Nun*, scored 6.4 rating, ranking ninth nationally and finishing just ahead of *Orion Galaxy Network* (6.1) and *Fox Mini Series* (5.1) feature packages.

Viacom spokeswoman says off-network presentation of new *Perry Mason* made-for-TV movies, which Viacom produces for first-run broadcast on NBC, has been cleared on 153 stations (representing 86% coverage of U.S.), and is being offered on two-run barter front end (11 minutes national, 13 minutes local) and cash back end in syndication. She

COS AND EFFECT

The Cosby Show has more than doubled WRAL-TV's women 18-49 ratings since 1988, and moved the station from second place to first in the time period.

Women 18-49 Ratings, WRAL-TV M-F 5:00 PM

February 1988 Sanford & Son #2  3.7

February 1990 The Cosby Show #1  8.6

Women 18-49 Ratings, WRAL-TV February 1990

Rank	Program	Time Period	Rtg
1	The Cosby Show	5:00P M-F	8.6
2	Family Feud	7:30P M-F	7.9
3	Entertainment Tonight	7:00P M-F	7.7
4	Who's The Boss	4:30P M-F	3.8
5	Lifestyles of the Rich and Famous	7:00P SAT	3.8
6	M*A*S*H	11:30P M-F	2.5
7	Small Wonder	4:00P M-F	2.1
8	The Joan Rivers Show	9:00A M-F	1.5
9	Sanford & Son	11:30P SAT	1.3
10	The Andy Griffith Show	11:30P SUN	1.2

The Cosby Show is the top ranked syndicated program on WRAL-TV, as well as the #1 off-network series in Raleigh among women 18-49.

The Cosby Show more than doubles the women 18-49 and women 25-54 share of its lead-in programming.

Women 18-49 Share, WRAL-TV February 1990

Who's The Boss M-F 4:30P  16

The Cosby Show M-F 5:00P  **38**

Women 25-54 Share, WRAL-TV February 1990

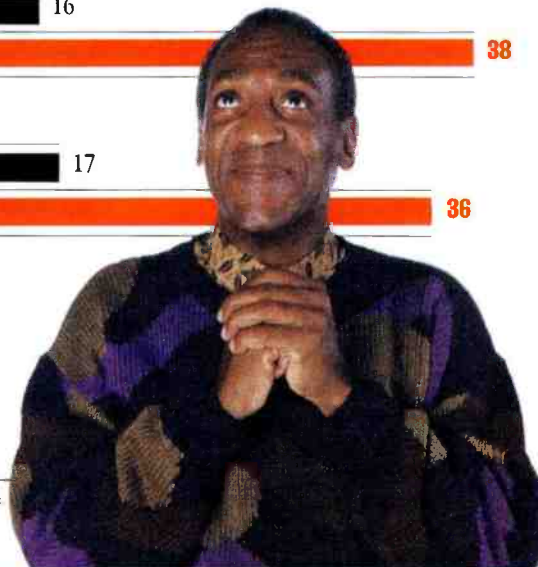
Who's The Boss M-F 4:30P  17

The Cosby Show M-F 5:00P  **36**

Source: Nielsen

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**Houston
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Baltimore
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**These markets have committed to the barter *and* strip runs
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Production confirmed for 72 half-hours.

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**Distributed
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First in first run.



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added that first quarterly broadcast last December earned 6.8 rating. Currently, 15 episodes are planned for distribution, with Group W handling barter sales. NBC has production order for six additional features through 1990-91 season.

Another try

Emmy winner Dick Van Dyke, last seen in ill-fated *The Van Dyke Show*, which had short run on CBS during 1988-89 season, may be returning to network television next season as patriarch of predominantly female family in *Keys to the Kingdom*. One-hour drama project is product of NBC Productions, and is being written by Michelle Gallery, former writer/producer of *L.A. Law*.

Wheel deal

Movietime cable network, about to be renamed E! Entertainment Television (BROADCASTING, March 19), also has new pitch for advertisers—its new format will feature five segments for sponsorship in its new hour-long wheel format. Network, at 14 million homes, is on verge of Nielsen ratings and will relaunch June 1. Five segments each hour—entertainment news at top of hour, entertainment headline at bottom of hour, and gossip, behind-the-scenes and entertainment guide segments—will be pitched to advertisers.

Cost of inflation

USA Network, which instituted nickel rate increases over past two years, raising fees from 13 to 18 to 23 cents, will revert to inflationary increase in 1991. Network plans one cent increase to 24 cents next year. That will be good news to operators who face prospects of continued surcharge for ESPN's NFL package and increased costs for TNT, not to mention programming cost increases for new basic and regional sports services.

NEW YORK

Tax time?

Representatives of American Association of

Advertising Agencies, American Advertising Federation and advertising agencies met with New York state legislators last week. According to source privy to meeting, understanding was that "immediate crisis" of introduction of services tax on advertising had been averted—such a bill had been expected to be introduced within next 10 days. Although battle may have been won, war is apparently still in doubt. Source said that state's billion dollar deficit could grow by some \$300 million when latest quarter report comes out, at which time ad tax could make reappearance.

CHARLOTTE

Wheel dropped

WBTV(TV) Charlotte, N.C., which is losing *Wheel of Fortune* and *Jeopardy* to competing WSOX-TV next fall, is pulling *Wheel* from schedule for duration of license period, effective today (April 9). Show was being beaten in 5:30 p.m. slot by North Carolina-set *Andy Griffith*, for which Charlotte community has particular affinity, and by strong lead-in delivered to it by *Oprah Winfrey*. WBTV asked King World Productions for permission to move *Wheel* to 4:30 p.m., pairing it with

Jeopardy from 4 p.m. to 5 p.m. KWP, which prohibits stations from airing *Wheel* any earlier than 6 p.m. (except for three "grandfathered" situations) denied request. WBTV then pulled *Wheel*, pairing *Jeopardy* with *Family feud* instead. KWP officials said they aren't concerned about lack of exposure for syndicated *Wheel* in Charlotte for next five months. During interim, network version will still continue to play on WBTV at 10 a.m.

CHICAGO

Late, late night

Al Jerome, president, NBC Stations, reports that network-owned WMAQ-TV Chicago and television producer Fred Silverman will produce late night comedy music series to air on WMAQ-TV this spring and summer. Series will be hosted by popular Chicago radio personality Jonathan Brandmeier ("Johnny B" of WLUP-FM). Series, to be produced at new WMAQ-TV studio facilities, has initial eight-week commitment and will air on station after *Saturday Night Live*. NBC officials will then evaluate results, and, should program be renewed, would be so with eye toward rolling it out nationally, either on network, or through distribution agreement with syndicator.

Pathe, Warner close to deal

Inside source with knowledge of ongoing negotiations between Pathé Communications and Warner Bros. Domestic Television for acquisition or licensing agreement granting Warner foreign broadcast and home video distribution of MGM/UA film library says Pathé President and CEO Giancarlo Parretti is readying "letter of agreement," possibly to be released this week upon completion of deal. Timing of announcement, according to source, is coupled with today's (April 9) \$50 million security installment Pathe' is making as part of its \$1.2 billion acquisition of MGM/UA Communications.

Another source close to talks between Turner Broadcasting System and Pathe ("Closed Circuit," April 2) indicated that Turner is close to cable rights deal for library for its basic channels (TBS and TNT). Officials from Pathe' declined comment on status of possible deals with either companies, as did Warner Bros. and TBS senior officials. MGM/UA library consists of 1,000 United Artists titles including James Bond, Pink Panther and Rocky films; MGM library titles include "Rainman" and "Blue Steel."

LONDON

Round robin

In example of global bridge-building that media industry is likely to see much more of in years to come, separate relationships between NBC, Rupert Murdoch and British broadcaster Yorkshire TV may be about to come full circle. Yorkshire, which has formed London-based joint programming venture with NBC, also held talks recently with Murdoch executives about supplying programming to his UK satellite service Sky Television. Murdoch and NBC recently joined forces in the U.S. to plan launch of direct broadcast system Sky Cable.

Passing on purchase

UK Broadcaster Central Television, which for last two years had been considering \$60 million-\$100 million acquisition of U.S. program producer, now considers such buy "unlikely," according to company head Leslie Hill. Hill said Central, which formerly owned Zenith Productions, highly active UK producer now half-held by Paramount, had looked seriously at at least three unnamed U.S. production companies, but found U.S. properties overvalued. While other UK broadcasters have picked up sizable U.S. producers, notably Television South with \$320 million purchase of MTM and Thames TV with \$89 million buy of Reeves, Central has so far focused U.S. activities on start-up of Los Angeles production company Zodiac.

WOODBURY

Re-upping

Despite what National Hockey League Vice President of Broadcasting Joel Nixon described as "difficulties we've had with [cable] clearances" of SportsChannel America, NHL and SCA are perhaps more likely than ever to remarry after current rights package ends in May 1991. Primary reason: Sky Cable direct broadcast satellite plans forwarded by SCA co-owners NBC and Cablevision systems.



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Benson

Too Close for Comfort

Gimme a Break

Facts of Life

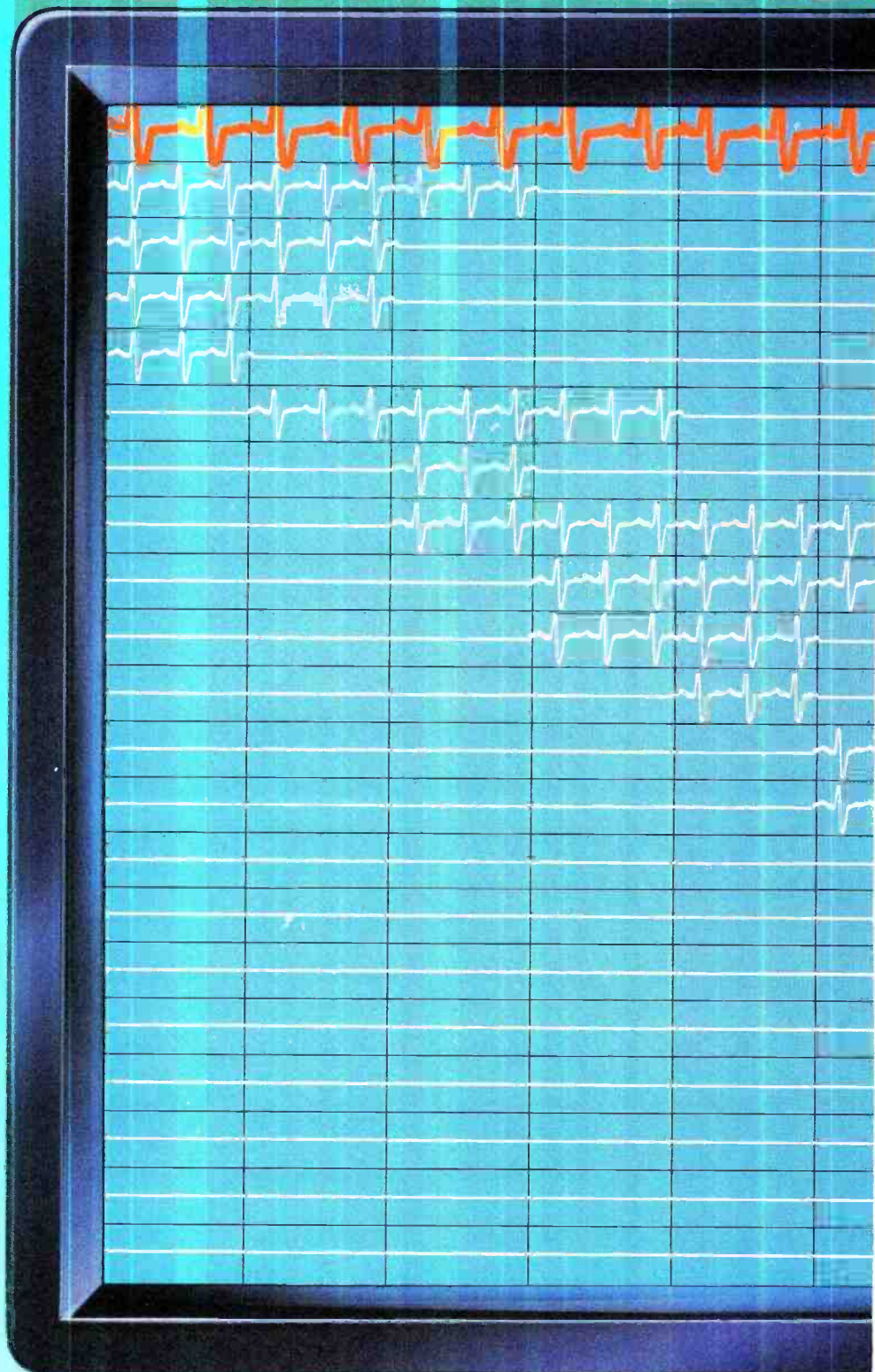
Cheers

Family Ties

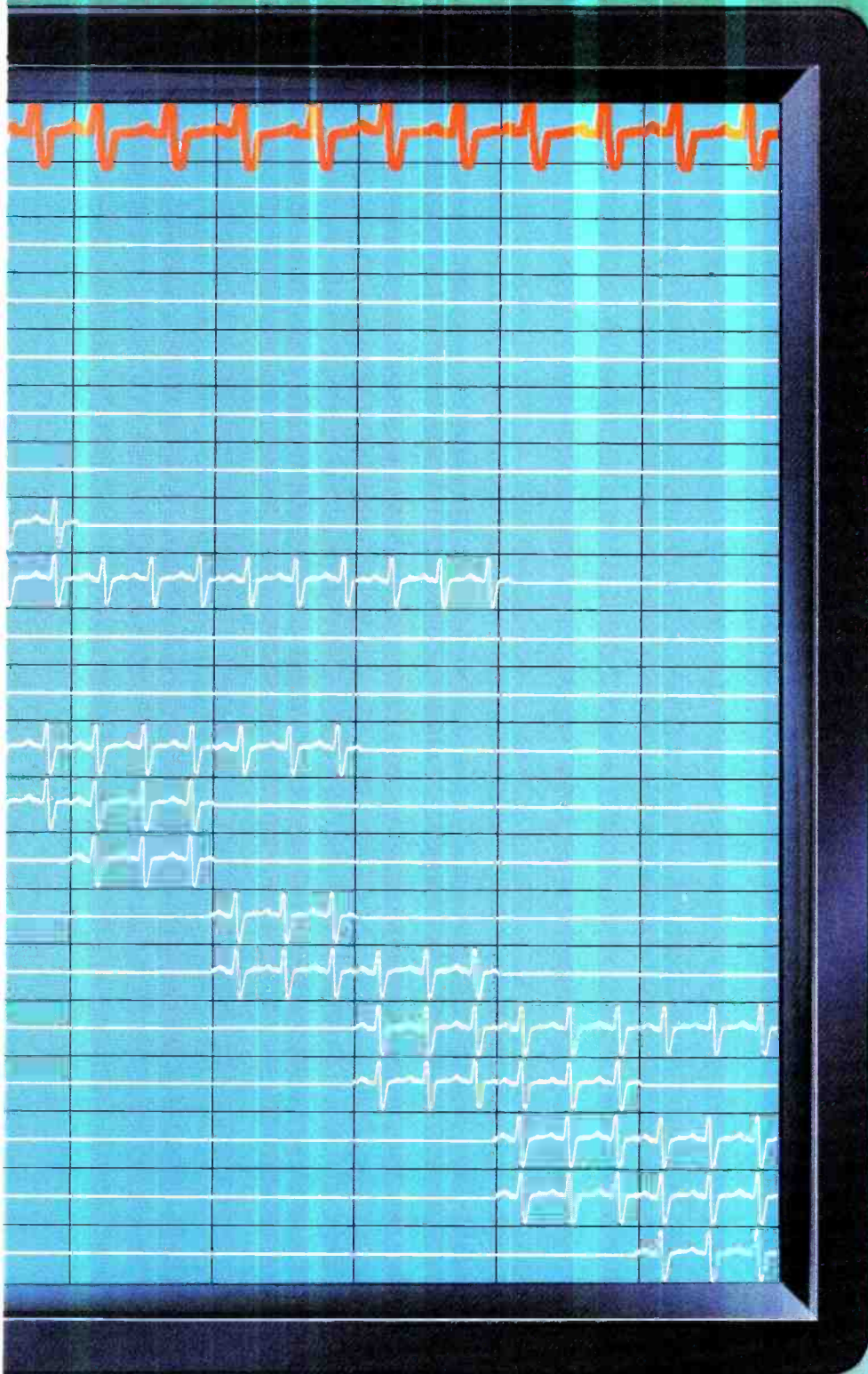
Cosby

Night Court

Who's the Boss?



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**TWENTIETH
TELEVISION
CORPORATION**

BY THE NUMBERS 1

For only the second time this season, NBC lost a week in the prime time ratings, and also for the second time, it was ABC who was first. ABC got a big boost from its telecast of the *62nd Academy Awards*, which delivered a 48 share for the network Monday, March 26. ABC won the night with a 26.6/41, followed by NBC's 10.1/15 and CBS's 8.9/14.

For the week, ended April 1, ABC averaged a 14.8/25, followed by NBC's 13.3/22 and CBS's 11.7/20. Last October, when ABC dethroned NBC



for a week, it also had help from special event programming—the 1989 World Series.

ABC also won Tuesday night and Sunday night, where it has come on strong in the midseason with a lot of help from *America's Funniest Home Videos*. *Videos* easily won its time period once again with a 21.7/36. In a one-time scheduling move designed to help capture the night, ABC led out of *Videos* with a repeat of *Roseanne*, which also won its time period. The network's telecast of "Down

RATINGS ROUNDUP

Rank/rating □ Network □ Show

1	27.9/48	A	Academy Awards
2	▲ 23.8/38	N	Cheers
3	▼ 21.7/36	A	Amer. Funniest Videos
4	▼ 21.4/35	N	Cosby
5	▲ 20.4/34	N	Golden Girls
6	20.3/33	A	Barbara Walters Special
7	▼ 20.0/32	N	A Different World
8	▲ 19.5/32	N	Unsolved Mysteries
9	19.0/32	N	Carol & Company Special
10	▼ 18.4/28	A	Wonder Years
11	▲ 17.7/29	N	Grand
12	▼ 17.5/33	C	60 Minutes
13	17.3/27	A	Roseanne Special
14	▼ 17.0/30	N	L.A. Law
14	▲ 17.0/27	A	Who's the Boss?
16	▲ 16.4/27	A	Sunday Movie: Beverly Hills
16	16.4/26	N	Heat of the Night
18	■ 16.0/27	C	Bagdad Cafe
19	16.3/27	A	Full House
20	▲ 15.2/24	N	Night Court
21	14.8/26	C	D. Copperfield Special
22	14.6/25	C	Knots Landing
23	▼ 14.5/22	N	Matlock
23	▼ 14.5/23	C	Murder, She Wrote
25	▲ 14.3/23	A	Doogie Howser, M.D.
26	14.1/25	C	NCAA Basketball
26	▲ 14.1/22	C	Rescue: 911
28	14.0/24	N	Amen
29	▼ 13.8/23	A	Growing Pains

Rank/rating □ Network □ Show

30	▼ 13.7/26	N	Hunter
31	▼ 13.6/23	A	Family Matters
32	▲ 13.3/24	A	20/20
33	▼ 13.2/21	N	Sunday Movie: The Girl
34	▲ 13.1/21	A	Head of the Class
34	▼ 13.1/22	A	Perfect Strangers
36	▲ 13.0/22	A	Anything But Love
37	12.8/22	A	Equal Justice Special
37	▲ 12.8/21	C	Jake and the Fatman
39	12.7/23	C	Dallas
39	▼ 12.7/20	F	Married...With Children
39	■ 12.7/22	C	Sugar & Spice
42	▼ 12.4/21	A	Just the 10 of Us
43	■ 12.3/22	N	A Family for Joe
44	■ 12.2/23	A	Equal Justice
44	▲ 12.2/20	A	Father Dowling
46	▲ 12.0/22	A	Mystery Movie: Columbo
47	▼ 11.7/17	N	Hogan Family
47	▼ 11.7/21	N	Midnight Caller
49	▼ 11.3/17	C	Major Dad
50	11.2/21	N	Quantum Leap
51	▲ 10.8/18	C	Common Ground, Pt.2
51	■ 10.8/18	N	FM
51	10.8/18	N	Nasty Boys
54	▼ 10.7/17	C	Too Young The Hero

Week 26 □ Mar. 19–Mar. 25

Rank/rating □ Network □ Show

55	10.5/17	C	48 Hours
56	10.3/19	N	Mancuso, FBI
57	▼ 10.1/16	A	Young Riders
58	▼ 9.9/15	C	Designing Women
58	▼ 9.9/15	N	My Two Dads
60	▼ 9.8/14	C	Murphy Brown
60	▼ 9.8/15	N	Monday Movie: Swimsuit
62	▲ 9.5/15	F	America's Most Wanted
62	▼ 9.5/18	N	Baywatch
62	▲ 9.5/18	C	Wiseguy
65	▲ 8.6/15	A	Primetime Live
66	▼ 8.3/13	C	Sydney
67	▼ 8.2/12	C	City
68	▼ 7.9/12	C	Newhart
68	7.9/13	F	Open House
70	7.7/12	C	Island Son
71	▲ 7.4/13	F	Cops
71	▲ 7.4/13	A	H.E.L.P.
71	▼ 7.4/12	C	Normal Life
74	▼ 7.3/13	N	World of Disney: Human II
74	▲ 7.3/15	C	Sat. with Connie Chung
76	▼ 7.0/13	A	Life Goes On
77	▼ 6.3/11	C	His & Hers
78	▼ 6.2/11	F	Totally Hidden Video
79	▼ 5.7/9	F	21 Jump Street
80	▼ 5.0/10	F	Outsiders
81	▼ 4.6/8	F	Booker
82	▼ 4.3/6	F	Alien Nation
83	▼ 3.9/7	F	Reporters

Guide to symbols

▼ —Down in rank from last week



—Up in rank from last week



—Premiere broadcast

Source: Nielsen Media Research

—No ranking change

FREEZE FRAMES: Syndication Scorecard *

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	14.4	230	97
2	Jeopardy! (King World)	12.6	216	95
3	Star Trek: Next Generation (Paramount)	10.2	227	95
4	Wheel of Fortune, wknd. (King World)	9.7	195	91
5	Cosby Show (Viacom)	9.4	202	98
6	Entertainment Tonight (Paramount)	8.7	175	95
6	Oprah Winfrey (King World)	8.7	217	99
8	Current Affair (20th Century Fox TV)	8.4	192	96
9	Case of Notorious Nun (Viacom)	6.4	153	89
10	Mama's Family, syn. (Lorimar)	6.2	172	91

* Nielsen weekly pocketpiece

Week ended Mar. 19

Rank	Program (Syndicator)	Rtg	Stns	Covg
11	Donahue (Multimedia)	6.1	227	99
11	Orion Galaxy Network	6.1	127	89
13	Star Search(TPE)	5.7	161	96
15	Family Feud 2 (LBS)	5.4	136	85
15	People's Court (Warner Bros. Domestic TV)	5.4	181	92

The following shows were rated, but not ranked

Wrestling Network	7.0	173	92
World Wrestling Federation (WWF)	9.9	242	97

Source: Nielsen and Broadcasting's own research.

BY THE NUMBERS 2

Summary of Broadcasting & Cable

BROADCASTING			
SERVICE	ON AIR	CP's ¹	TOTAL ²
Commercial AM	4,981	250	5,231
Commercial FM	4,282	859	5,141
Educational FM	1,425	278	1,703
■ Total Radio	10,674	1,357	12,031
Commercial VHF TV	549	19	568
Commercial UHF TV	550	188	738
Educational VHF TV	124	4	128
Educational UHF TV	225	22	247
■ Total TV	1,446	233	1,679
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,831	301	2,132
VHF translators	2,721	123	2,844
UHF translators	2,211	395	2,606

CABLE†	
Total subscribers	53,238,000
Homes passed	73,900,000
Total systems	9,500
Household penetration†	57.8%
Pay cable penetration	29.7%

* 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.

and Out in Beverly Hills" held the audience fed by *Roseanne*, and won the 9 p.m. to 11 p.m. time period.

NBC's new midseason comedy, *Carol & Company*, debuting Saturday (March 31) at 9:30 p.m., delivered a time period win with a 19/32, and finished 9th overall in the prime time program rankings. Another new NBC comedy, debuting the same night at 8 p.m., *A Family for Joe*, was second with a 12.3/22, behind NCAA basketball on CBS and ahead of ABC's *H.E.L.P.*, which had a 7.4/13.

MarketScope

Leveraged cable MSO stocks were the major movers among last week's relatively stable media stocks. Adelphia Communications continues to be especially hard hit, dropping last week to 13¼, off 12% from prior week and 37% from five weeks ago when *Barron's* wrote critical article. Comcast, which announced year-end results prior week, fell 9%, to 12¼. Cable programmer, QVCN was off 13% to 13¼. Michigan-based MSO, MERCOM, bought at \$11.50 per share just over 13% of outstanding stock from ESOP plan of Michigan Energy Resources, former MERCOM parent company. MERCOM continued to trade at 10 bid, 11½ asked. LIN Broadcasting's fall, to 68%, reflected distribution of shares in McCaw Cellular Communications. MGM, which has \$20 per-share buyout bid on table from Pathé saw stock fall 5% to 16¼. News reports said Naples, Italy, court had sentenced Pathé Chairman Giancarlo Parretti to four-year prison sentence for fraudulent bankruptcy of newspaper. Outlet Communications moved up slightly following reiteration by company that it was looking for ways to "maximize shareholder value," including possible repurchase of up to \$20 million in securities. Karen Firestone, manager of Fidelity's select leisure fund, said that newspaper stocks may again find themselves under selling pressure, in part because some have seen weak first-quarter revenue comparisons in broadcasting divisions.

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.



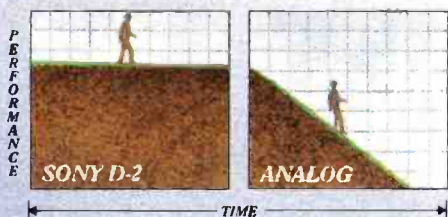
STOCK INDEX 1

BROADCASTING										BROADCASTING WITH OTHER MAJOR INTERESTS									
Closing					Market					Closing					Market				
Closing		Closing		Capitali-		Closing		Closing		Capitali-		Closing		Closing		Capitali-			
Wed	Wed	Ne	Percent	P/E	zation	Wed	Wed	Net	Percent	P/E	zation	Wed	Wed	Net	Percent	P/E	zation		
Apr 4	Mar 28	Change	Change	Ratio	(000,000)	Apr 4	Mar 28	Change	Change	Ratio	(000,000)	Apr 4	Mar 28	Change	Change	Ratio	(000,000)		
N (CCB) Capital Cities/ABC	533	514	1/2	18 1/2	03.59	21	9,593	N (BLC) A.H. Belo	35	1/2	35		1/2	01.42	40	700			
N (CBS) CBS	178	3/4	175	1/4	3 1/2	01.99	16	4,226	N (AFL) American Family	14	1/4	15	1/8	-	7/8	-05.78	14	1,156	
A (CCU) Clear Channel	13	7/8	13	7/8	00.00	-115	54	O (ACCMA) Assoc. Commun.	28	3/4	30		1 1/4	-04.16	-65	535			
O (JCOR) Jacor Commun.	5		5		00.00	-3	49	N (CCN) Chris-Craft	31	3/8	32		5/8	-01.95	1	748			
O (LINB) LIN	68	3/8	80	1/2	-12 1/8	-15.06	36	3,524	O (DUCC) Durham Corp.	31	1/4	29	1/2	1 3/4	05.98	30	263		
O (OBCCC) Olympia Broadcast		1/8		1/8	00.00			N (GCI) Gannett Co.	39	7/8	40		1/8	-00.31	16	6,435			
O (OSBN) Osborn Commun.	10	3/4	11	1/2	3/4	-06.52	-51	75	O (GACC) Great Am. Comm.	7	3/8	7	7/8	-	1/2	-06.34	-1	258	
O (OCOMA) Outlet Commun.	20	19	1/4	3/4	03.89	12	131	TG Heritage Media	4		3	7/8	1/8	03.22	-3	178			
A (PRI) Price Commun.	4	5/8	4	7/8	-	1.4	-05.12	-3	42	N (JP) Jefferson-Pilot	40	1/2	39	1/2	1	02.53	12	1,522	
O (SAGB) Sage Broadcasting	2	1/4	2	1/4	00.00	-2	8	N (LEE) Lee Enterprises	27	1/2	27	5/8	-	1/8	-00.45	15	671		
O (SCRIP) Scripps Howard	60		60		00.00	30	619	N (LIC) Liberty	47		47				00.00	24	396		
O (SUNN) SunGroup Inc.	1	1	1/2	-	1/2	-33.33	-1	2	N (MHP) McGraw-Hill	53		53			00.00	13	2,579		
O (TLMD) Telemundo	5	3/4	5	3/4	00.00	-2	131	A (MEGA) Media General	28	5/8	28	3/4	-	1/8	-00.43	-150	738		
O (TVXGC) TVX Broadcast	4	5/8	5	1/4	-	5/8	-11.90	33	N (MDP) Meredith Corp.	31	5/8	32		3/8	-01.17	18	590		
O (UTVI) United Television	33	1/2	33	1/4	1/4	00.75	5	365	O (MMEDC) Multimedia	78	1/4	80	1/2	2 1/4	-02.79	-26	884		

Not long ago, these facts would have been fiction. Then Sony introduced D-2 composite video.

D-2 takes the amazing possibilities of digital technology and makes them a practical reality.

In fact, revolutionary is the only way to describe it. D-2's digital world is a place where performance is consistently extraordinary. Where every tape copy is as good as the original. Where audio is as



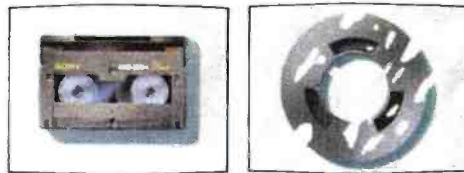
D-2 maintains consistently high performance.

important as video. And where machines operate without the need for constant adjustments.

In the digital world, a D-2 VTR does its job just about perfectly. So you can too.

And it's all a matter of fact.

D-2's picture quality is exceptional from the start, and it stays that way consistently. Here's why:

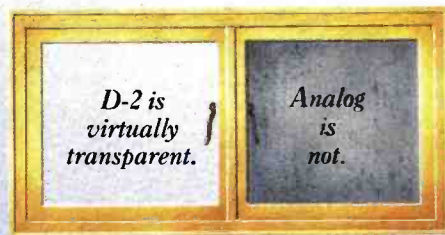


D-2 effectively eliminates dropouts.

To everyone with their video it's time to

D-2's unique error correction and concealment system means you'll never have to worry about dropouts.

D-2's digital transparency is another



clear advantage.

And copies of D-2 tapes aren't dubs.



They're "clones." Digital replications indistinguishable from the original.

As for audio, D-2 VTR's have broadcast sound quality previously unheard of.

who's satisfied tape recorders, face the facts.



*D-2
combines
digital
audio
with
digital
video.*

Four independently editable channels of CD quality digital sound. In stereo that never needs a phase adjustment.

Fact is, no other composite VTR performs as well as D-2. In both video and audio. You might think such a high per-

formance machine would be hard to work with. But in fact, D-2 is quite easy to use.

For example, D-2 shows you pictures-

ANALOG



*D-2
offers
pictures
in-shuttle
2x
faster.*

D-2/DVR-18



in-shuttle faster and in color. So you can

work more quickly and efficiently. And one person can comfortably operate up to eight D-2 VTRs. Which makes it a lot easier to do a lot more.

Given all this intelligence, you'll have to agree: Sony D-2 sets a new standard in recording technology. After all, you can't argue with the facts.

*D-2
lets one
person
easily
operate
up to eight
VTRs.*



For more information call (800) 635-SONY.

SONY

BROADCAST PRODUCTS

STOCK INDEX 2

	Market							Market						
	Closing	Closing				Capitali-		Closing	Closing				Capitali-	
	Wed	Wed	Net	Percent	P/E	zation		Wed	Wed	Net	Percent	P/E	zation	
	Apr 4	Mar 28	Change	Change	Ratio(000,000)			Apr 4	Mar 28	Change	Change	Ratio(000,000)		
A (NYTA) New York Times	23 5/8	23 5/8			00.00	13	1,842	O (OMCM) Omnicom Group	23 1/8	23 5/8	- 1/2	-02.11	13	606
N (NWS) News Corp. Ltd.	15 5/8	17 1/8	+ 1 1/2	-09.75	6	194	N (SAA) Saatchi & Saatchi	6 3/8	6 3/8			00.00	-5	998
O (PARC) Park Commun.	21	22 1/4	+ 1 1/4	-05.61	22	434	O (TLMT) Telemation	2 1/2	2 1/2			00.00	5	11
O (PLTZ) Pulitzer Publishing	27 1/4	27 1/4			00.00	13	A (UNV) Unitel Video	10 1/8	10 1/4	- 1/8	-01.21	16	21	
N (REL) Reliance Group Hold.	5 3/4	5 5/8	1/8	02.22	-7	428								
O (RTSY) Reuters Ltd.	55 7/8	53 1/2	- 2 3/8	04.43	28	25,382								
O (STAUF) Stauffer Commun.	144	144			00.00	48	144							
N (TMC) Times Mirror	33	34 1/2	+ 1 1/2	-04.34	13	4,264								
O (TMCI) TM Communications		1/8	1/8		00.00	-1								
N (TRB) Tribune	43 1/4	42 3/4	- 1/2	01.16	14	3,055	A (ATN) Acton Corp.	12 1/8	12 1/2	+ 3/8	-03.00	2	19	
A (TBSE) Turner Bcstg. 'A'	45 5/8	46 1/2	+ 7/8	-01.88	-59	2,261	O (ATCMA) Am. TV & Comm.	33 1/2	32	- 1 1/2	04.68	41	3,652	
A (TBSB) Turner Bcstg. 'B'	43 1/2	44 5/8	+ 1 1/8	-02.52	-56	1,165	O (CTEX) C-Tec Corp.	17	17 1/2	+ 1/2	-02.85	22	290	
A (WPOB) Washington Post	275	275			00.00	19	3,469	A (CVK) Cablevision Sys. 'A'	23	23 1/8	+ 1/8	-00.54	-3	509
								A (CTY) Century Comm.	8 1/4	8 1/8	- 1/8	01.53	-11	538
								O CMCSA Comcast	12 3/4	14	+ 1 1/4	-08.92	-10	1,430
								A (FAL) Falcon Cable Systems	15 3/4	15 7/8	- 1/8	-00.78	-27	100
								O JOIN Jones Intercable	8 3/4	8 3/8	- 1/8	04.47	-4	108
								N (KRI) Knight-Ridder	52 1/4	51 3/8	- 1/8	01.70	12	2,701
								T (RCIA) Rogers Commun. 'A'	15 5/8*	110		N/A	N/A	N/A
								T (RCLB) Rogers Commun. 'B'	11 1/4*	80 1/4		N/A	N/A	N/A
O (ALLT) All American TV	3 3/8	3 3/8			00.00			O (TCAT) TCA Cable TV	11 7/8	12	+ 1/8	-01.04	24	287
A (CLR) Color Systems	2 3/8	2 3/8			00.00	-1	12	O (TCOMA) Tele-Comm.	13 3/4	13 3/4		00.00	-28	4,852
O (DCPI) disk clark prod.	5 5/8	5 7/8	+ 1/4	-04.25	20	46	N (TWX) Time Warner	95	95 7/8	+ 7/8	-00.91	211	6,110	
N (DIS) Disney	112	113 3/8	+ 1 3/8	-01.21	21	15,069	O (UAE) United Art. Ent. A	12	13	+ 1	07.69	-6	1,671	
O (ENNI) Financial News	6 3/4	7	+ 1/4	-03.57	30	12	O (UAECB) United Art. Ent. B	13 1/4	14	+ 3/4	-05.35	-7	884	
A (FE) Fries Entertain.	2	2			00.00	-1	9	N (VIA) Viacom	50	50 3/4	+ 3/4	-01.47	22	2,668
A (HHH) Heritage Entertain.	1 1/8	1 1/8			00.00	-1	8	N (WU) Western Union	12	9/16	- 1/16	-11.11	-31	
A (HSN) Home Shopping Net.	7	6 7/8	- 1/8	01.81	43	628								
N (KWP) King World	43	43 1/4	+ 1/4	-00.57	14	1,086								
O (KREN) Kings Road Entertain.		3/16	- 1/32	-16.66		0								
N (MCA) MCA	49 3/4	51 1/2	+ 1 3/4	-03.39	18	3,646								
N (MGMM) MGM UA Commun.	16 1/4	17 1/8	+ 7/8	-05.10	-10	828								
A (NNH) Nelson Holdings	8 1/2	8 7/8	+ 3/8	-04.22		36								
O (NNET) Nostalgia Network	7/8	1 1/8	+ 1/4	-22.22	-1	4								
N (OPC) Orion Pictures	21	22 5/8	+ 1 5/8	-07.18	25	378								
N (PCI) Paramount Commun.	44 1/4	44 1/2	+ 1/4	-00.56	14	5,266	N (MMM) 3M	81 1/2	83 5/8	+ 2 1/8	-02.54	14	18,256	
N (PLA) Playboy Ent.	13 1/2	3 3/4	- 1 1/4	-01.81	-150	127	N (ARV) Arvin Industries	16 1/4	17	+ 3/4	-04.41	42	305	
O (QNTQ) Qintex Ent.	1 1/4	1 1/4			00.00	26	O (CCBL) C-Cor Electronics	11 1/8	11 1/2	+ 3/8	-03.26	9	45	
O (QVCN) QVC Network	13 1/4	15 1/4	+ 2	-13.11	28	133	N (CHY) Chyron	2	2			00.00	-14	22
O (RVCC) Reeves Commun.	6 3/4	6 3/4			00.00	-6	85	A (COH) Cohu	9 3/4	9 5/8	1/8	01.29	7	18
O (RPICA) Republic Pic. 'A'	8 1/2	8 1/4	- 1/4	03.03	94	36	N (EK) Eastman Kodak	40 1/4	39 1/8	- 1/8	02.87	14	13,057	
O (RPICB) Republic Pic. 'B'	8	7 3/4	- 1/4	03.22	88	34	N (GRL) Gen. Instrument	30 1/4	31	+ 3/4	-02.41	9	826	
O (SP) Spelling Entertainment	9 3/4	10 5/8	+ 7/8	-08.23	26	322	N (GE) General Electric	64 1/4	64 7/8	+ 5/8	-00.96	15	57,972	
O (JUKE) Video Jukebox Net.	7 7/8	8 1/4	+ 3/8	-04.54	-24	7	N (HRS) Harris Corp.	33 1/8	34	+ 7/8	-02.57	48	1,285	
O (WONE) Westwood One	5 3/4	5 1/2	- 1/4	04.54	-4	83	N (MAI) M/A Com. Inc.	4	4 1/4	+ 1/4	-05.88	400	95	
							N (IV) Mark IV Indus.	12 1/2	12 1/8	- 3/8	03.09	3	183	
							O (MATT) Matthews Equip.	2	1 15/16	- 1/16	03.22	100	11	
							O (MCDY) Microdyne	3 5/8	3 11/16	+ 1/16	-01.59	40	14	
							O (MCOM) Midwest Commun.	3 7/8	4 1/4	+ 3/8	-08.82	1	11	
							N (MOT) Motorola	66 5/8	67 1/8	+ 1/2	-00.74	17	8,674	
							N (OAK) Oak Industries	1	1			00.00	-33	82
							A (PPI) Pico Products	1 1/8	1 3/8	+ 1/4	-18.18		4	
O (AGRP) Andrews Group	3 5/8	3 5/8			00.00	-2	33	N (SFA) Sci-Atlanta	23 1/8	22 1/2	- 5/8	02.77	14	529
O (BSIM) Burnup & Sims	14 5/8	14 1/2	- 1/8	00.66	19	184	N (SNE) Sony Corp.	50 3/8	52 1/4	+ 1 7/8	-03.58	23	14,236	
N (CQ) Comsat	33 1/2	32 3/4	- 3/4	02.29	9	558	N (TEK) Tektronix	13 3/8	13 1/2	+ 1/8	-00.92	148	387	
N (DNI) Dun & Bradstreet	45 3/4	45 3/8	- 3/8	00.82	14	8,553	N (VAR) Varian Assoc.	25 1/2	25 3/8	1/8	00.49	16	514	
N (FCB) Foote Cone & B.	28 7/8	29 1/2	+ 5/8	-02.11	19	246	O (WGNR) Wegener	1 3/4	1 7/8	+ 1/8	-06.66	8	12	
O (GREY) Grey Advertising	154	147	- 7	04.76	13	176	N (WX) Westinghouse	75 1/8	76 1/4	+ 1 1/8	-01.47	12	10,913	
O (IDBX) IDB Communications	8 1/2	9	+ 1/2	-05.55	425	42	N (ZE) Zenith	10	11 1/2	+ 1 1/2	-13.04	-10	267	
N (IPG) Interpublic Group	32 1/2	32 3/4	+ 1/4	-00.76	16	1,122								
* indicates stock split							Standard & Poor's 400	396.02			396.81	- 0.79	-0.20	

CBS RADIO DIVISION

CBS Radio and the staff of KMOX/KLOU St. Louis congratulate Robert Hyland on his 40th anniversary with the company. His contributions to the radio industry are legendary.

CBS Owned AM & FM Stations

CBS Radio Networks

CBS Radio Representatives

Datebook

■ indicates new listing or changed item.

This week

April 9—Deadline for comments on the domestic telecommunications infrastructure to *National Telecommunications and Information Administration*. U.S. Department of Commerce, NTIA, Washington. Information: (202) 377-1551.

April 9—*Pittsburgh Communications Foundation* eighth annual media month luncheon. Speaker: Carole Simpson, ABC News correspondent and anchor. Vista International hotel, Pittsburgh. Information: (412) 244-4528.

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

April 12—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Caroline Jones, founder and president, Caroline Jones Advertising, on "Targeting Minorities: Racism? or Right?" Copacabana, New York. Information: (212) 768-7050.

April 12—Regional cable sports panel, sponsored by *International Radio and Television Society sports division*. Mark Goodson Theater, New York. Information: (212) 867-6650.

April 12-13—"Newsroom Technology: The Next Generation," technology studies seminar for media professionals sponsored by *Gannett Center for Media Studies*. Gannett Center, New York. Information: (212) 280-8392.

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 13-14—Fourth annual Heart of America Media Conference, sponsored by *United Minority Media Association*, affiliate of National Black Media Association. Allis Plaza hotel, Kansas City, Mo. Information: (816) 444-0926.

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.

Also in April

April 16—Deadline for applications for *BROADCASTING-Taishoff* seminar for mid-career radio and television professionals. Information: Deborah Colky, (312) 922-7424.

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

April 17—Second annual "Upfront '90" conference, sponsored by *Advertiser Syndicated Television Association*, offering advertisers and their agencies look at new fall first-run programming. New York Hilton, New York. Information: (212) 210-0716.

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 17—Third annual Hollywood Cable Forum luncheon, "Basic Cable Programming in the 90's: How Will It Be Financed?" sponsored by *Southern California Cable Association* and *National Academy of Cable Programming*. Speakers: David Salzman, Lorimar Television; David Kenin, USA Network; David Keefe, Continental Cablevision of Southern California, and president, SCCA, and Jack McQueen, FCB/Telecom. Regent Beverly Wilshire hotel, Los Angeles. Information: Kathy Delkos, (213) 398-2553.

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—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: William G. Moll, vice president-general manager, WNBC-TV New York, on "Forecasting the Future of Channel 4: Blue Skies or Cloudy Days and Stormy Nights." Copacabana, New York. Information: (212) 768-7050.

April 18—*Broadcast Pioneers of America, Washington chapter*, reception for new FCC Commissioner Ervin Duggan. National Association of Broadcasters headquarters, Washington. Information: (202) 828-5720.

April 18-19—*Center for Communications* seminar, "Doing the Right Thing: Minorities in the Communications Industries." Center, New York. Infor-

Major Meetings

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 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 17-21—The 1990 PBS meeting, sponsored by *Public Broadcasting Service*. Loews Anatole, Dallas.

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

June 26-29—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

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.

Sept. 25-27—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 Cen-

ter, New York. Future conferences: Oct. 26-30, 1991, Los Angeles; Nov. 11-14, 1992, Metro Toronto Convention Center, Toronto.

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

Oct. 30-Nov. 4—*National Black Media Coalition* annual conference. Hyatt Regency, Bethesda, Md.

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.

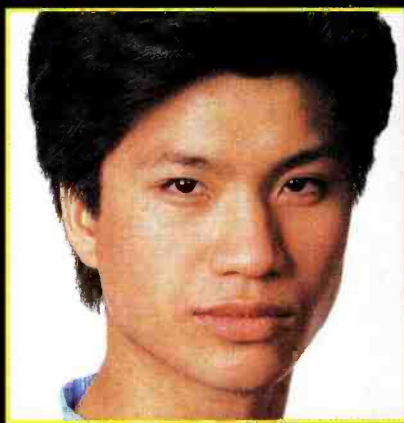
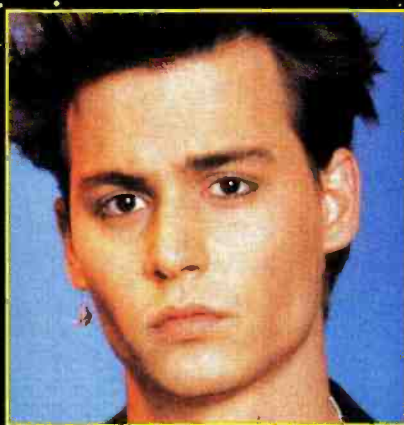
Jan. 7-10, 1991—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles.

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* Managing Sales Conference. Loews Anatole, Dallas.

April 13-16, 1991—*National Association of Broadcasters* 69th annual convention. Las Vegas. Future conventions: Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.



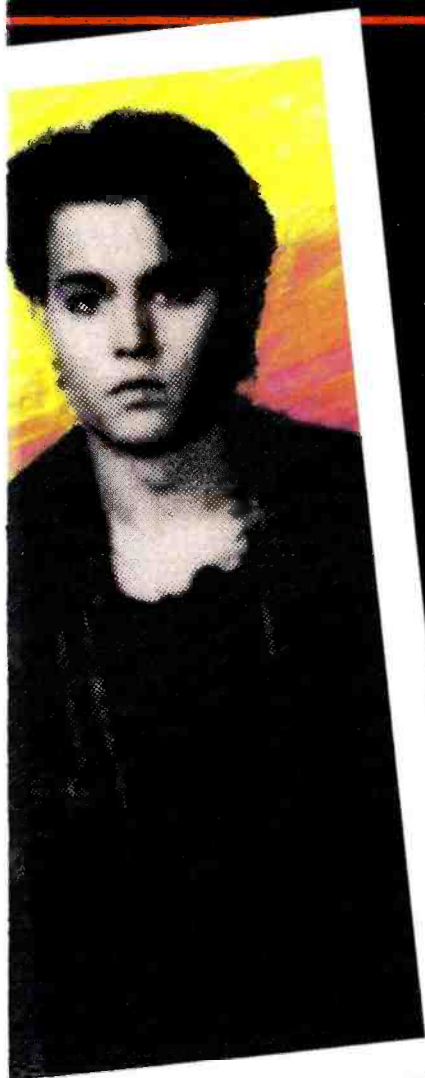
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LOS ANGELES	9	8	89
CHICAGO	6	6	100
PHILADELPHIA	7	7	100
AVG =	9	8	89

*W 18-49 vs. Household

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mation: Lisa Weaver, (212) 836-3050.

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 18-20—Indiana Broadcasters Association spring conference. Holiday Inn, Terre Haute, Ind. Information: (317) 638-1332.

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 ho-

tel, 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 19-21—New Mexico Broadcasters Association annual convention. Ramada Classic hotel, Albuquerque, N.M. Information: (505) 299-6908.

April 20—NATPE Educational Foundation's

fourth annual regional seminar, "Meeting the New Competition for Our Audience." Westin hotel, Chicago. Information: (213) 282-8801.

April 20—Deadline for reply comments in *National Telecommunications and Information Administration* study on use and management of radio frequency spectrum. Information: (202) 377-1551.

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

April 20-21—Radio-Television News Directors Association region six conference. Speakers include Douglas Edwards, formerly of CBS News, and Bob Priddy, past RTNDA chairman. Holiday Inn on the Lake, Lake of the Ozarks, Mo. Information: Nan Siemer, (314) 449-4141.

April 20-21—Florida Associated Press Broadcasters 42nd annual meeting and awards luncheon. Airport Holiday Inn, Orlando, Fla. Information: Chris MacGill, (305) 594-5825.

April 20-22—"Urban Poverty in the 1990's," economics conference for journalists sponsored by *Foundation for American Communications*, *Ford Foundation* and *Los Angeles Times*. Los Angeles Midtown Hilton, Los Angeles. Information: (213) 851-7372.

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

April 21—Radio-Television News Directors Association region two conference. Speakers include RTNDA President David Bartlett. Los Angeles. Information: Bill Yeager, (213) 462-6053.

April 21—13th annual Great Lakes Radio Conference. Central Michigan University, Mount Pleasant, Mich. Information: (517) 774-7173.

April 21—"Press Problems of the 90's: A Project Watchdog Debate," sponsored by *Society of Professional Journalists*, *Washington chapter*, and *National Press Foundation*. National Press Club, Washington. Information: Phil Robbins, (202) 994-6225.

April 21—Communications Day, sponsored by *Washington chapter of American Women in Radio and Television*. Biznet Studio, Chamber of Commerce, Washington. Information: Lisa Tate, (202) 662-7460.

April 22-25—First national pay-per-view convention, sponsored by *Cable Television Administration and Marketing Society*. Theme: "Creating the Reality." Hilton, Walt Disney World Village, Orlando, Fla. Information: (703) 549-4200.

April 23—NATPE Educational Foundation's fourth annual regional seminar, "Meeting the New Competition for Our Audience." Westin hotel, Dallas. Information: (213) 282-8801.

April 23—Royal Television Society Alistair Cooke inaugural lecture, to be delivered by Robert McNeil, of *McNeil-Lehrer NewsHour*, on "The Made-for-TV World." Cooper Union Great Hall New York. Information: (212) 603-6565.

April 24—"Innovation in Telecommunications: Is It Working?" Marconi Fellowship symposium sponsored by *Smithsonian Institution*. National Museum of American History, Carmichael Auditorium, Washington. Information: (718) 260-3280.

April 24—Society of Cable Television Engineers, Chattahoochee chapter, meeting, featuring BCTE 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 25—"Keeping Secrets: Justice on Trial,"

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conference sponsored by *Society of Professional Journalists* and *Association of Trial Lawyers of America*. Westin hotel, Washington. Information: Marsha Hahn, (312) 922-7424.

April 25-26—"Cable Insights," technical seminar for non-technical cable personnel co-sponsored by *General Instrument's Jerrold Communications* and *Cable Television Administration and Marketing Society*. Loews Anatole, Dallas. Information: (215) 674-4800.

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 26—*Radio Advertising Bureau* regional sales training workshop, "dramatizing radio's competitive advantages against other media, and ways radio salespeople can accentuate radio's strengths in a media mix with other media, especially newspapers." Atlanta. Information: (212) 254-4800.

April 26—*National Academy of Television Arts and Sciences*, New York chapter, drop-in luncheon. Speaker: Ian G. Rae, vice president-news director, WNYW(TV) New York, and executive vice president, news, Fox Television Stations, on "1,456 Hours of News Per Year...and Growing." Copacabana, New York. Information: (212) 768-7050.

April 26-27—Manufacturing futures conference, sponsored by *Telecommunications Reports*. Washington. Information: (800) 822-6338.

April 27—*NATPE Educational Foundation's* fourth annual regional seminar, "Meeting the New Competition for Our Audience." Westin Peachtree hotel, Atlanta. Information: (213) 282-8801.

April 27-28—*Nebraska AP Broadcasters Association* convention, including annual awards dinner. Interstate Holiday Inn, Grand Island, Neb. Information: (402) 341-4963.

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

April 27-29—*Radio Advertising Bureau* sales university, designed for salespeople with fewer than two years' sales experience. Orlando, Fla. Information: (212) 254-4800.

May

May 1—Deadline for entries in fifth annual "Service to Children Television Awards," sponsored by *National Association of Broadcasters*. Information: (202) 429-5350.

May 2—*National Academy of Television Arts and Sciences*, New York chapter, drop-in luncheon. Speaker: Ted Turner, Turner Broadcasting System. Copacabana, New York. Information: (212) 758-7050.

May 3-4—*National Association of Telecommunications Officers and Advisors* regional telecommunications conference. Theme: "Telecommunications: Decade of Impact." Loews Annapolis hotel, Annapolis, Md. Information: (202) 626-3170.

May 4—"AM Only Day," sponsored by *Georgia Association of Broadcasters*. Macon College auditorium, Macon, Ga. Information: (404) 993-2200.

May 4—*Sigma Delta Chi* awards conference featuring "How I Did It" seminars from award winners. Westin Williams Center, Tulsa, Okla. Information: (312) 922-7424.

May 7-9—*Women in Cable* and *Denver University* cable management program, "Marketing Policy and Strategy." Marriott Marquis, New York. Information: Nancy Ring, (312) 661-1700.

May 7-9—Media strategy seminar sponsored by *Association of National Advertisers*. Stouffer Westchester hotel, White Plains, N.Y. Information: (212) 697-5950.

Errata

Broadcasting inadvertently omitted the cutline for this picture in "Cablecastings" March 26, which omission is corrected below.



Parents of 'Invention.' The Discovery Channel has signed a deal with Beyond International Group, the Australian television producer, to co-produce a new science and technology series, *Invention*.

On hand to seal the deal at Monte Carlo were (l-r): Russell Kagan, North American consultant to BIG; John Luscombe, executive producer, BIG; Phil Gerlach, chairman and managing director, BIG; Robert Dierker, Smithsonian Institution; Greg Moyer, senior vice president, programming group, Discovery, and Clark Bunting, senior vice president, program enterprises, Discovery.

The half-hour series will be produced in collaboration with the Smithsonian's National Museum of American History, the institute's first such international production collaboration. The initial order is for 13 episodes.

AVIATION JOURNALISM AWARD

The 1990 Max Karant Award for Excellence in Aviation Journalism will be given for fair and insightful coverage of aviation.

- There are two categories of entries: print and broadcast.
- A \$1,000 award will be given in each category based on works published or broadcast in 1989 only.
- Deadline for entries is September 1, 1990.

For more information or to obtain entry forms, call (301) 695-2160 or write:

AOPA Communications Division
421 Aviation Way
Frederick, MD 21701



AIRCRAFT OWNERS AND PILOTS ASSOCIATION

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 9—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speakers: Jack Fentress, VP-director of programming, Petry National Television, and John Von Soosten, VP-director of programming, Katz Television Group, on "The Rep Rap—Two Views on the Upcoming Syndication Season and the Programming Marketplace in General." Copacabana, New York. Information: (212) 768-7050.

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 11—Deadline for comments to *National Telecommunications and Information Administration* on the globalization of mass media. U.S. Chamber of Commerce, NTIA, Washington. Information: (202) 377-1551.

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 Award luncheon. ABC's Hugh Downs to receive award. Waldorf-Astoria, New York. Information: (212) 867-6650.

May 15—Fourth annual Cable Day, sponsored by

Women in Cable, Chicago chapter. Sheraton hotel, Rosemont, Ill. Information: (312) 693-9700.

May 16—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: David Poltrack, senior VP-planning and research, CBS/Broadcast Group, on "Will Reality-Based Programming Take Over Prime Time? A Look Back at the 1989-90 Television Season and a Look Forward to Next Season." Copacabana, New York. Information: (212) 768-7050.

May 17—*Radio Advertising Bureau* regional sales training workshop, "dramatizing radio's competitive advantages against other media, and ways radio salespeople can accentuate radio's strengths in a media mix with other media, especially newspapers." Pittsburgh. Information: (212) 254-4800.

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

May 18-20—*Radio Advertising Bureau* sales university, designed for salespeople with fewer than two years' sales experience. Richmond. Information: (212) 254-4800.

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

May 19—Radio general managers roundtable for small and medium markets, sponsored by *National Association of Broadcasters*. 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.

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Yedra Crawford, advertising assistant.
Lewis Edge & Associates (East Coast equipment and
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Mattilyn Calloway, receptionist.
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Albert Anderson, office manager.
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Catherine F. Friday, secretary to the publisher.

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Rod Granger, Lucia Cobo, Joe Flint, staff writers.
Hollywood: 1680 North Vine Street, 90028
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in 1946. *Television** acquired in 1961. *Cablecasting**
introduced in 1972. □ Reg. U.S. Patent Office. □
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May 20-25—"Teaching Fellowship in Broadcast Journalism," seminar sponsored by *Poynter Institute for Media Studies*. Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

May 21—Entertainment and Sports Conference, sponsored by *Foundation for Accounting Education*, for "accountants, financial officers, industry executives and attorneys involved in entertainment and sports industries." Keynote speaker: Seth Abraham, senior VP, HBO, on TV sports rights. Grand Hyatt hotel, New York. Information: (212) 973-8383.

May 21-24—Tenth Nebraska Videodisk Symposium, "A Decade of Development," sponsored by *Nebraska Videodisk Design/Production Group*, *University of Nebraska-Lincoln* and *KUON-TV*. Nebraska Center for Continuing Education and Cornhusker hotel and conference center, Lincoln, Neb. Information: (402) 472-3611.

May 22-23—*Luxembourg Media Summit*, trans-Atlantic dialogue on financial, economic and policy aspects of television and radio, designed for broadcasters, program producers, bankers and advertisers. European Center, Kirchberg, Luxembourg. Information: (352) 45-84-73.

May 24—Deadline for reply comments to *National Telecommunications and Information Administration* on the domestic telecommunications infrastructure. U.S. Department of Commerce, NTIA, Washington. Information: (202) 377-1551.

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 28-June 2—American Film and Video Festival, sponsored by *American Film and Video Association*. San Francisco. Information: (312) 484-4000.

May 30—*National Academy of Television Arts and Sciences*, New York chapter, drop-in lun-

cheon. Speakers: Phil Beuth, senior VP-ABC Television Network, and Jack Reilly, executive producer, *Good Morning America*, on "Update on Morning Television." Copacabana, New York. Information: (212) 768-7050.

May 31—Deadline for entries in *National Association of Broadcasters* Crystal Radio Awards competition, honoring 10 local radio stations for outstanding contributions to community service. Information: (202) 429-5420.

June

June 1—Deadline for nominations for Business Enterprise Awards, sponsored by *Business Enterprise Trust*, designed to "throw spotlight on those who think long term and demonstrate courage, integrity and social vision in business." Information: (415) 321-5100.

June 1-3—*Chesapeake AP Broadcasters Association* annual convention. Dunes Manor hotel, Ocean City, Md. Information: (301) 539-1772.

June 3-6—*NBC-TV* annual affiliates meeting. J.W. Marriott, Washington.

June 3-6—*Cable Television Association of Maryland, Delaware and the District of Columbia* annual spring meeting. Ocean City, Md. Information: (301) 266-9111.

June 3-6—*Canadian Cable Television Association* 33rd annual convention and "Cablexpo." Theme: "Bringing It All Home." Edmonton Convention Center, Edmonton, Alberta, Canada. Information: (613) 232-2631.

June 3-9—11th *Banff Television Festival*, international competition; conference of producers, broadcasters, directors and writers, and co-pro-

duction marketplace. Banff, Alberta, Canada. Information: (403) 762-3060.

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

June 4—Deadline for nominations for Hugh Hefner First Amendment Awards, designed to "educate the public about First Amendment issues and to honor individuals who have made significant contributions to enhance and protect First Amendment rights for Americans, sponsored by *Playboy Foundation*. Information: (312) 751-8000.

June 5—*Radio Advertising Bureau/Association of National Advertisers* Radio Day workshop. Plaza hotel, New York. Information: (212) 695-5950.

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 7-9—*National Association of Telecommunications Officers and Advisors* regional telecommunications conference. Driskill hotel, Austin, Tex. Information: (202) 626-3170.

June 7-10—*National Association of Radio Talk Show Hosts* second annual conference. Contemporary hotel, Disney World Resort, Orlando, Fla. Information: (617) 247-3627.

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.

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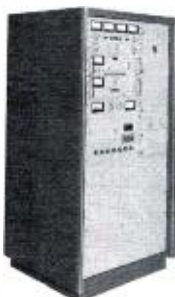
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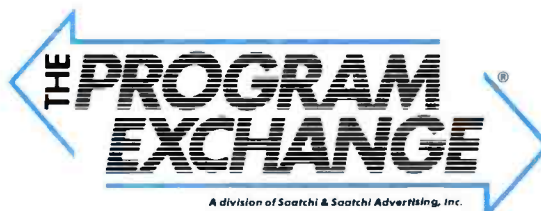
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Over the past three broadcast seasons, 28 animated strips premiered in syndication. By the end of '88-'89, only five of those shows still ranked in the top ten. So it's not unusual to see how long-term

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Evergreens Are Always In Season.

Monday Memo

A cable vs. telco commentary by Dr. John E. Craft, associate professor, Arizona State University, Tempe

Twenty years ago a wired nation was predicted that would revolutionize the way Americans worked, shopped, learned, voted, interacted with their neighbors and received their entertainment. The information age, made possible in part by the abundant channels of broadband cable television, would allow the subscriber to have instant access to the good life without ever leaving the home. All of this would be possible only if cable television were free of the regulatory restraints that had been imposed by the FCC for the economic benefit of the broadcaster.

Time has passed; the information age is here, but most of us still commute to work, still shop in supermarkets and still attend classes in school buildings. From the media consumer's point of view, the communication revolution has been stillborn.

Now we hear the same refrain again. If only the restrictive regulations were lifted, then the American public could bank at home, receive instructional courses in their living rooms, participate in a true democracy by voting at home, and receive quality television programs on demand. The message is the same, but the voices have changed. Now the Bell operating companies want to serve the public by building a fiber optic communication network that would allow innovative electronic communication services to be delivered directly into the home of the consumer. At the moment, however, they are restricted from owning and providing video programming to the public.

The cable television industry, having grown considerably since 1970, wants to keep competition to a minimum. The cable operators claim, with some justification, that competing in the television marketplace with the \$600 billion giant telco industry will not be easy and that competing with the telcos for the right to provide entertainment and information services via fiber optic cable to the public will end in disaster, with cable television being defeated economically. Ultimately, claim the cable interests, the public will be the loser as the single, monopolistic fiber wire into the home brings the continuing saga of the communication revolution at an ever-increasing price.

There are only two arguments for and against the single fiber optic cable into the home. The first is economic and addresses the question of who will be asked to pay for the new communication systems. The second argument concerns sources of information and the public's right to know, to tell, and to discover truth. These are implicit rights contained in the First Amendment.

In terms of the economic question, we now have lived with the unfulfilled services of the impending communication revolution for 20 years because market forces have not



“ If citizens can only receive one wire, either from the cable companies or from the telcos, free speech could be undermined. ”

yet demanded those services. Perhaps the market does not yet justify the \$500 billion investment projected to provide a fully fiber wired nation.

The second, but more important, argument concerns the First Amendment. Our democracy, our capitalistic economy and our libertarian theory of control of the press are all based on the concept of a free marketplace of ideas. If all points of view are presented on a subject, the citizenry should then be able to make informed choices. The continuation of our system demands that the public's First Amendment rights be protected. While the media businesses are the only industries that are specifically given constitutional protection, both the cable industry and the telephone companies are now demanding recognition of their First Amendment rights in the battle to own the single communication wire into the home. But the only justification for the media's First Amendment rights is based on the public's right to know. If cable television is to be a monopolistic medium and have no wired

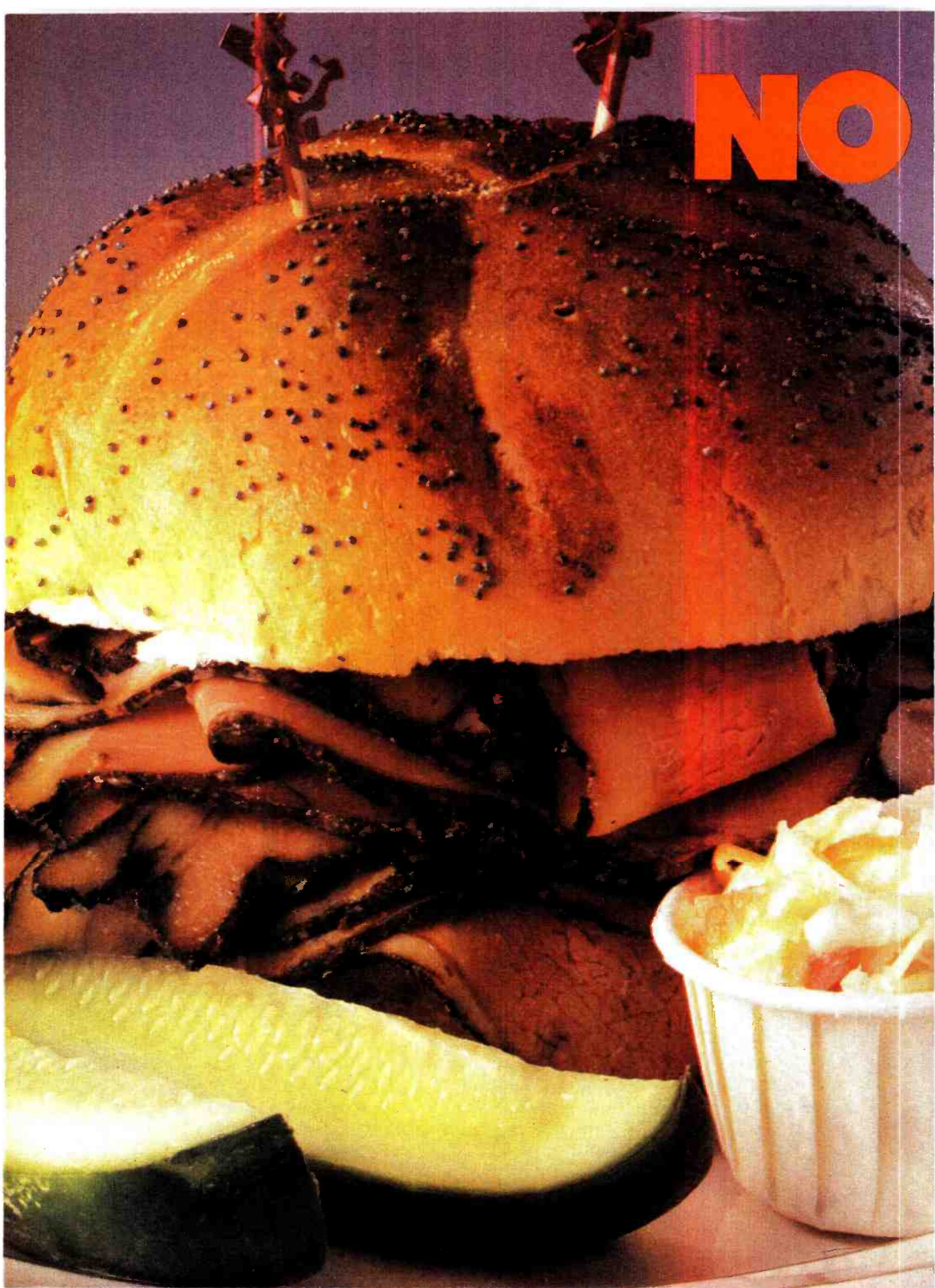
competitors, then it must be willing to carry all voices that speak on every side of a controversial issue. If that requires a return to a fairness doctrine, the elimination of vertical integration, return to rate regulation and the adoption of must carry regulation, so be it. The telcos wish to act like a medium and distribute video programming, but they cannot be allowed to move away from a common carrier model that provides universal interpersonal communication service at a reasonable rate. In neither case should the combatants in this scenario confuse the First Amendment right to free expression with commercial free enterprise.

Currently, many cable television systems that distribute entertainment and information are also the producers and owners of that information. In the late 1930's, we called the movie industry's ownership of both the production and distribution outlets restraint of trade. Now we call it vertical integration, but the effect is the same. That effect is potential control over the information that flows through the wire. The free marketplace of ideas cannot depend upon economic considerations of the communication companies, and the First Amendment cannot be used to protect those economic issues. If citizens can only receive one wire, either from the cable companies or from the telcos, then free speech could be undermined, and the First Amendment rights of the public could be abridged.

The bottom line in this battle may well be that the need to preserve the First Amendment rights of the public may not be the most economical model for the development of our nation's future communication system. There is a philosophical, if not economic, justification to encourage two wires into the American home. In order to preserve a multitude of voices, the phone companies should be allowed to carry video programming as a common carrier, but not to own that product, and the cable companies should be required to operate more in the vein of a common carrier by carrying a multitude of voices and controlling none of them. The two wires may ultimately cost the consumer more, and the phone and cable companies may not make all the money that they would like, but that is a price that may have to be paid to preserve the free marketplace of ideas. The danger of using this dual wire model is that of pricing the average consumer out of the information markets, but market competition between the two wires into the home should negate some of the increased cost to the consumer. In addition, as much as increased regulation is abhorrent in today's society, it may be necessary to guard against the possibility of developing into a discriminatory nation of information rich and information poor created by the monopolistic practices of either the telcos or the cable industry. ■

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NAB 90 Horn of plenty, visions of scarcity

The hustle and bustle of the National Association of Broadcasters annual convention in Atlanta (March 31-April 3) projected the image of a healthy and vibrant industry. NAB President Eddie Fritts was calling the event a "record breaker" and declaring it a "success." But despite that thriving atmosphere, there was an undercurrent of anxiety. Broadcasters feel the future of free, over-the-air television is at risk and are worried about the decline of AM radio.

Industry leaders stopped short of sounding the death knell for either, but it is clear from their statements that broadcasting faces serious competitive challenges from cable now, and perhaps DBS and the telcos later. Telco executives made no secret of their desire to become video services providers (see pages 52 and 53).

Fritts exhorted his membership to step up the fight to preserve the free, over-the-air system of broadcasting (see page 44). NAB has launched a major offensive in the Congress to see cable reregulated and forced to pay for the carriage of local TV signals. Fritts told his membership that he welcomes new competitors, with this caveat: "Let them compete with their own recipes and their own menu. And let them compete without government subsidies or unfair regulatory advantages."

Just whether Congress will move to slow or stop what NAB sees as the evolution of free TV to pay TV is unclear. Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) said little to reassure broadcasters (page 56). Following a speech at the convention, Hollings was asked what he thought Congress could do to preserve free TV. The senator said: "There is very little we could do about it."

Fritts is not discouraged. He thinks the senator may not realize just how important cable reregulation is to improving broadcasters' chances for survival. Also encouraging to NAB was the assurance by four of the five FCC commissioners appearing on a panel that preservation of free TV would guide their regulatory actions, particularly with regard to cable (see page 51).

FCC Chairman Al Sikes provided some good news for radio. He announced that the FCC will soon take a major action aimed at improving the technical quality of AM (see page 38). He also emphasized the need for a terrestrial HDTV transmission standard. But broadcasters were grappling with the idea of spending millions for high definition, which if not spent could result in a further decline in the marketplace to cable and DBS, which are expected to have HDTV by the mid 1990's (see page 49).

Advertisers are also predicting a more uncertain future. If over-the-air broadcasters are to survive, they must focus on a narrower

segment of the audience and use new interactive technologies—the advice from Coca-Cola President Donald R. Keough (see page 56).

The three network chiefs, NBC's Robert Wright, CBS's Laurence Tisch and ABC's Tom Murphy (see page 39), while generally positive about network TV, also believe the industry's survival is incumbent upon legislative and regulatory reforms. "We will be here in 10 years," said Murphy, "but we may not be as healthy and viable." Tisch: "The federal government must decide about the survival of free over-the-air television or allow cable to continue to damage us."

Tisch is a leading proponent of if carry/must pay legislation

that would require cable systems to pay for the carriage of most local signals (see page 41). Wright also believes it is time to develop new revenue streams. NBC affiliates meeting in Washington this June have designated as their chief priorities repeal of the FCC's financial interest and syndication rules and passage of the if carry bill.

Reaction to the if carry/must pay legislation from congressional attendees was generally negative. Hollings said the votes were not there and Representative Al Swift (D-Wash.) called it "one of the craziest ideas" he had heard. "There goes NAB again—one of those industry groups never able to get its shit together," said Swift during a Broadcast Education Association panel prior to the convention (see page 45).

"The cable industry has had two and a half months to present the negatives on this issue. Broadcasters just started selling it," Fritts said.

As for the growing hostility between broadcasters and cable, National Cable Television Association President James Mooney spoke at an AMST meeting in Atlanta and stated his wish to make peace (see page 46). Representative Billy Tauzin (D-La.) has offered to moderate a meeting between the industries (see page 36).

Convention attendance was down slightly—50,443 this year compared to the 50,820 who attended the Las Vegas show last year. There were some complaints that the Georgia World Congress Center was hard to get around. "It is like fishing in a new lake," said Ron Peeler, an engineer with WSPA-TV Spartanburg, S.C. "You just go round and round." But Fritts said, "We really spent a lot of money on a pinpoint locator system. We had people handing out maps. We did everything we could to accommodate attendees," he said. Overall "we have had glowing reports," said Fritts. "Exhibitors seem happy." According to the NAB president, exhibitors said their sales broke all records. And NAB has sold out the exhibit floor for next year's show in Las Vegas.

-KM



NAB President Eddie Fritts in Atlanta command post

Dear Jim:

I'm delighted to know you are willing to join me at the table to discuss matters of mutual concern. As you know, the lines of communication have always been open.

I don't agree with the characterization of our relationship as a "war." My friend, both of us are representing, to the best of our abilities, the legitimate interests of our members. I am sure you understand that we see the pending legislative process as crucial to our future.

We learned a lesson in 1984 when Congress, in considering the Cable Act, told us to stay out of a debate in which we had no stake. In retrospect, we recognize that our involvement in the restructuring of cable's regulatory framework is of vital interest and importance to this nation's broadcasters.

Jim, let me clarify several points which can serve as parameters for what I hope will be early discussions between us. We recognize the current mood of Congress is driven in great part by consumer concerns, and we do not wish in any way to impede or slow down the progress of legislation. Further, if our discussions are to be truly open and honest, we see no point in excluding any issues. Everything should be on the table.

I have received an offer from our mutually respected friend, Representative Billy Tauzin, who is willing to facilitate our discussions. I am ready to seize the

moment and have accepted his kind invitation to meet in his office at the earliest opportunity. I hope you will join me.

Kindest regards,

Eddie Fritts

April 2, 1990

Dear Eddie:

Thank you for your letter, which I take as responding to my remarks on Saturday at the MST meeting.

I have a great deal of respect and affection for Congressman Tauzin, and am happy to meet with him at his convenience to discuss any subject he wishes. If discussions between NAB and NCTA are to be held under congressional auspices, however, I believe the bi-partisan leadership of the House and Senate Commerce Committees as well as their respective subcommittees will also want to be included.

It might be logistically easier for you and me simply to have lunch.

Let me know. I will be in town for the remainder of the month.

Sincerely,

James P. Mooney

April 4, 1990

Ray of hope in broadcaster/cable interface

Tauzin steps in where most would fear to tread, offers to be honest broker in industry disputes; NAB's Fritts ready to talk but wants wide agenda; NCTA's Mooney would rather go to lunch

Lately, relations between broadcasters and cable have been chilly, if not downright hostile. But last week there appeared to be a slight thaw between the two interests, with National Cable Television Association President Jim Mooney offering an olive branch and National Association of Broadcasters President Eddie Fritts appearing somewhat receptive.

And then, Representative Billy Tauzin (D-La.) stepped between the combatants as a mediator. That was made public by Fritts at a convention press conference. He said Tauzin had offered to "facilitate our discussions" by holding a meeting in his office.

Tauzin told BROADCASTING that he suggested to Fritts that the cable and broadcast industries could find common ground. Tauzin, a key member of the House Telecommunications Subcommittee, said he is trying to serve as a "conduit for positive dialogue. I think they have too much in common and too much to lose if they go to war." He said both industries "depend upon one another and need one another. I think they ought to be on the same side of the table; there are a lot of other enemies out there."

But Fritts doesn't want to limit any talks strictly to must carry; he wants to deal with the general issue of cable reregulation, a position with which Mooney disagrees. The latter feels, rather, that any NAB/NCTA talks should be limited to issues involving those industries together. Cable rate reregulation, for example, he feels is not the broadcasting industry's business but should be left to the FCC or Congress. And Mooney questioned whether Fritts's suggestion to put "all the issues" on the table includes "spectrum fees, the fairness doctrine and children's television."

As for Fritts's move to broaden the talks beyond must carry, Tauzin said it was up to the parties. "I don't want to write an agenda for them. I just want to get them together."

The peace initiative began when Mooney told an Association of Maximum Service Telecasters audience in Atlanta that it was time for cable and broadcasters to talk (see page 46). He said he was not there to "point fingers or assign blame."

Fritts, who responded in writing, said he was "delighted" to hear that cable wants to "discuss matters of mutual concern," although Fritts said the "lines of communication have always been open."

Fritts told reporters that NAB believes cable reregulation is crucial to "our future." His letter makes the same point. "We learned a lesson in 1984 when Congress, in considering the Cable Act, told us to stay out of a debate in which we had no

stake. In retrospect, we recognize that our involvement in the restructuring of cable's regulatory framework is of vital interest and importance to this nation's broadcasters."

This time, Fritts said, Congress is not telling broadcasters that "we don't have a legitimate interest." And he said NAB was "glad" to put all issues on the table—including spectrum fees and fairness.

An NCTA source said, "Mooney thinks he made a good faith offer and in response the broadcasters are staging a publicity stunt."

Mooney's response noted that while he has "a great deal of respect" for Tauzin he believes that if Congress is to oversee the discussions, the bi-partisan leadership of the House and Senate Commerce Committees and their respective subcommittees "will also want to be included." Logistically, he thinks it would be "easier for you and me simply to have lunch."

Fritts, in a reply late last Friday, said he was not proposing a "congressional summit" but that "Congressman Tauzin simply offered his good offices, providing an opportunity for constructive dialogue." Fritts has accepted Tauzin's offer and suggested they set a date for the week of April 16. "If you want to follow up with lunch, I'd be delighted," he said.

Mooney's response to that round: "I want an answer. What about Dingell, Markey, Lent, Rinaldo, Hollings, Inouye, Danforth and so on?"

—KM

President pushes TV Marti; ITU pushes back

AT NAB convention, President asks broadcasters to support TV Marti; ITU arm sends letter to State Department asking U.S. to cease interference that Cuba has charged TV Marti with creating

President Bush traveled to the NAB convention in Atlanta last week to urge America's broadcasters to support TV Marti, the government's controversial effort to beam television programs to Cuba. He was aware of broadcasters' concerns about Cuban retaliation in the form of stepped-up interference against American AM stations, he said. But he also said, "You represent the very principle TV Marti exists to serve—the free flow of ideas." So, "Stand by your traditions—the best traditions of America," he said. "I ask you, once again, to stand for TV Marti, to stand for freedom."

The determination reflected in the President's speech is involving the U.S. in a dispute with Cuba over the legality of TV Marti in terms of international law. Initially at least, the Cuban argument seems to be prevailing. Bush said in his speech that the U.S. "will scrupulously adhere to the letter of the law." But on the same day he spoke, the State Department received a message from the International Frequency Registration Board, an arm of the International Telecommunication Union, saying the operation of TV Marti "is in contravention of ...the radio regulation[s]," and requesting that the U.S. eliminate "this harmful interference."

Clearly, the President saw the speech as an opportunity to rally broadcasters to his side in the TV Marti controversy. He cited

the success of America's government-owned broadcasting stations—the Voice of America and Radio Free Europe/Radio Liberty—in serving the populations of Communist-dominated countries, in reminding them of "the truth." He stated his view of America's obligation: "We take free news broadcasts for granted in America. But some people risked death to hear the truth. Some people still do. And we're not going to let them down."

Then there was the reference to efforts to block signals from abroad—as Cuba has been jamming TV Marti's programming since the station went on the air early in the morning of March 27. "In the realm of ideas and ideals, there are no borders," Bush said.

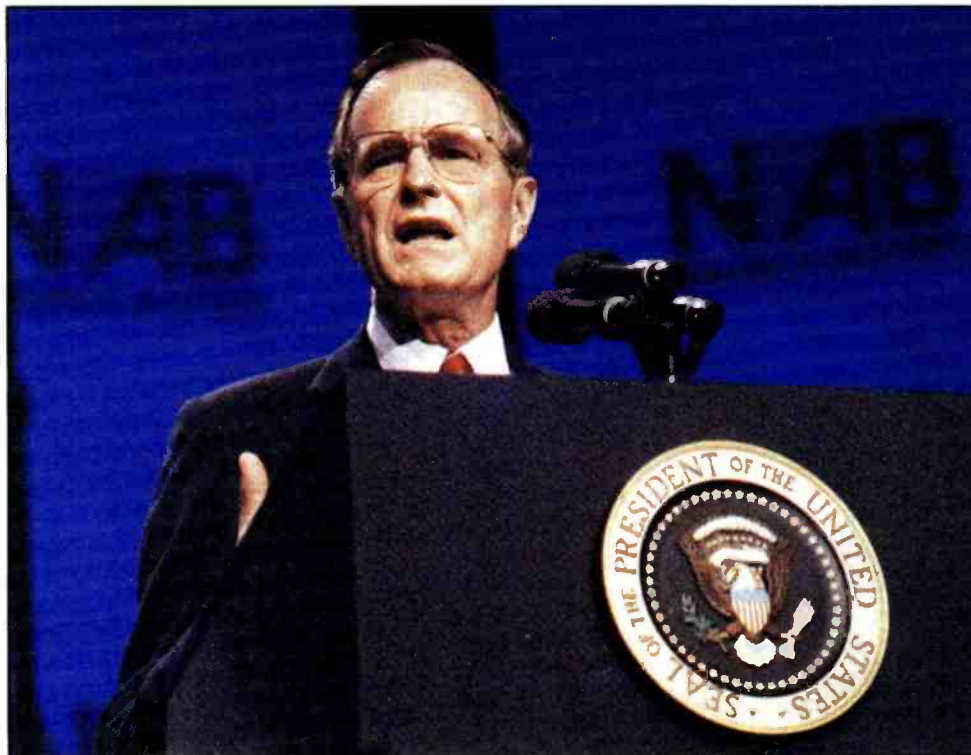
Given broadcasters' concerns about the possible consequences flowing from the TV Marti broadcasts, Bush had a tough audience. Still, some of the applause lines worked. "The voice of freedom will not be stilled as long as there is an America to tell the truth," in fact, worked twice. But one who remained unmoved was NAB President Eddie Fritts.

The NAB issued a statement following the President's speech, in which Fritts said the NAB appreciates the President's appeal, and "wholeheartedly accepts his concept of freedom across frontiers." But he noted that broadcasters are worried both about possible interference from the TV Marti signal to stations in Florida and about "retaliatory interference to AM stations from Cuba." Then he expressed the concern broadcasters have frequently advanced about the structure of the technical test of TV Marti now under way: the fact that

broadcasters are not part of the evaluation team. Fritts said the NAB will continue to seek information regarding the tests from government officials.

The telex from the IFRB was not the only TV Marti-related problem that confronts the State Department. Representative John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, who obtained a copy of the IFRB telex, sent a letter to Secretary of State James Baker III, asking for answers to questions he said the IFRB had raised. The IFRB said it had twice—on Jan. 12 and on Feb. 28—written to the State Department requesting comments on Cuban complaints regarding TV Marti, and was still waiting for an answer. Dingell asked why the IFRB queries have gone unanswered. He also asked for an analysis of the legal issues raised in the IFRB telex, as well as "an analysis of the ramifications for the United States of being found to be in violation of the ITU convention" that was adopted in Nairobi in 1982. Baker was asked to reply by April 12.

A State Department official said a response to the Dingell letter is being prepared. As for the IFRB telex, the State Department says a response is being drafted but that TV Marti will not be shut down. "TV Marti is not causing interference to Cuban stations," the State Department said. State was also playing down the significance of a message from the IFRB. An official said the board's "primary function" is registration of uses of the spectrum, "not adjudication." The official said the U.S. had submitted its "notification of the TV Marti assignment



and is confident the IFRB will process the notification in due course under clearly established provisions of the radio regulations."

According to the IFRB telex, the U.S. filed its TV Marti notification on March 27. The telex said Cuba is operating a station in Havana on a channel 13 assignment which was recorded in the master register on June 22, 1989, and received on July 12, and is complaining of "harmful interference." The U.S. contends that the operations of TV Marti—it is on the air between 3:45 a.m. and 6:45 a.m.—do not interfere with Cuban television. Officials of the Voice, which has responsibility for TV Marti, say Cuban newspaper listings indicate a channel 13 in a Havana suburb is off the air when TV Marti is broadcasting. They say TV Marti is designed to protect a channel 13 operation in Matanzas, about 50 miles from Havana.

The IFRB said the U.S. notification described a station at Cudjoe Key with an effective antenna height of 3,050 meters (or about 10,000 feet) and effective radiated powers of 45.2 dbw and 35.2 dbw for the video and sound carriers, respectively, with the main direction of radiation said to be 207 degrees azimuth. And the board said that, in its view, such a station does not accord "with the intent and spirit" of No. 2666 of the international radio regulations.

That regulation is designed to limit broadcasting in the frequencies involved "to national service of good quality within the frontiers of the country concerned." A station operating with an antenna at the height of the one at Cudjoe Key, the board said, "cannot be considered as efficient use of the radio spectrum in an area which includes other countries." The IFRB called for the U.S.'s prompt action in "eliminating this harmful interference." However, U.S. officials interpret the regulation differently; they say that the provision would not bar TV Marti so long as it does not cause "harmful interference."

Meanwhile, Representative Larry Smith (D-Fla.), a strong supporter of TV Marti, challenged the conventional wisdom that Cuban efforts to block the station's signal are largely effective. On Wednesday (April 4), for instance, *The Washington Post*, in a story out of Havana, reported that, because of the "jamming," "it appears that practically no one in Cuba has seen TV Marti."

But Smith, at a press conference that same day, cited findings of a research effort indicating that TV Marti "is reaching nearly half of the Cuban population," that the interference is concentrated in Old Havana, where most of the embassy personnel, correspondents and foreigners reside. The study was conducted by the Miami research bureau of Radio Marti, which began broadcasting to Cuba five years ago. Researchers interviewed 300 Cubans who arrived in the U.S. between March 28 and March 31.

The VOA has yet to endorse those findings. A spokesman described them as "encouraging," but said they were "preliminary" and "must be evaluated." —LZ

Sikes tells NAB it is in its interest to self-regulate

FCC chairman says public perception that deregulation has led to exploitation of freedom could lead to pressure for reregulation

FCC Chairman Alfred Sikes cautioned broadcasters at the NAB convention that "gratuitous violence" and indecency in programming or "commercial exploitation" of the public could lead to the government compelling them to act "in a more public-spirited fashion."

In a Tuesday morning speech before a few hundred broadcasters, Sikes cited the mounting pressure to reregulate cable television as an example of what can happen. "It is the popular perception that cable...companies have inappropriately exploited their regulatory freedom," he said.

Sikes criticized broadcasters for their



FCC Chairman Sikes at NAB convention

failure to take his earlier advice and embrace self-regulation through adoption of a voluntary code of conduct.

"Each time a story [on a code] appears, somebody is quoted as saying how developing such a...code presents tough choices," Sikes said. "Unfortunately, we all face tough choices. And it is important, however, that all of you realize what the real choice is. The choice is not between having values or not having values in broadcasting. Rather, it is who will act to set them."

According to Sikes, broadcasters' economic freedom as well as their freedom of expression depends on public and government approval. "And because of their potential to erode and compromise their critical national consensus," he said, "certain industry practices pose a potential danger."

If the public perceives that "market-based policies...foster gratuitous violence or obscene or indecent programs, ...[leads] to commercial exploitation, to simply reaping higher and higher profits, without putting anything back...it will pressure officials to act," he said. "Pressure will grow for the government to intervene, to compel the industry to perform in a more public-spirited fashion."

Sikes also reiterated his opposition to the compulsory copyright license, which, as he put it, allows cable systems to carry broadcast signals and pay "just an administrative, not market-determined copyright fee."

The license conflicts with "our marketplace tradition," Sikes said. "There is just no good reason for the government to require UHF independents, for example, to bargain...for programming rights, while cable companies get the special benefit of a compulsory license at an artificially set copyright fee."

"I want to see this system changed," Sikes said, eliciting one of the two rounds of applause that interrupted the speech. "Without this outmoded regime, many broadcasters would find their signals purchased by cable companies. Some might not be paid, but would be pleased to have additional coverage."

(Sikes does not support the so-called shall carry/must pay legislation pending in Congress. It would require cable systems that choose to carry one broadcast signal to carry all local signals and pay a fee to the broadcasters.)

Sikes also pledged to help broadcasters achieve "excellence" by promulgating regulations that preserve the "integrity" of their media.

"Decades ago, the FCC decided to foster the FM medium as it continued packing the AM band, and rejected the parallel promotion of AM stereo," he said. "Years of regulatory neglect brought AM to its knees. I do not want that to happen again," he said, prompting the second round of applause.

Sikes said the FCC has commenced a "comprehensive AM improvement" aimed at correcting the problems created by overpacking of the band in the past and at enhancing the quality of AM sound. "Similarly, in the case of FM translators, we have reoriented our efforts toward helping stations improve their service, not simply broaden their coverage area," he said.

(The next step in the FCC's AM effort is scheduled for this Thursday [April 12] when the agency is expected to launch an omnibus rulemaking aimed at setting new technical standards and eliminating interference in the AM band through a variety of means.)

To foster "individual opportunity" in broadcasting, Sikes endorsed policies and actions aimed at increasing minority participation in the electronic media. "Given the central role broadcasting plays in our economy and society, it is especially important that all Americans have a full and fair chance to participate," he said. "So we need—and will continue aggressively to pursue—strong equal employment opportunity in broadcasting."

Sikes gave a plug for BROADCAST, the NAB-sponsored organization that finances purchases of broadcast stations by minorities. "We need more industry initiatives such as BROADCAST, and we also need more resources for that important program." —HAJ



NBC President-COO Bob Wright, ABC commentator Jeff Greenfield, CBS President-CEO Larry Tisch and ABC Chairman-CEO Tom Murphy

Television's future as viewed by network chiefs

While heads of ABC, CBS and NBC agree on issues of fin-syn and if carry/must pay, they differ in some areas, including DBS

The helmsmen of the three television network parent companies steered different courses in their discussion of strategic issues last week before a Tuesday morning audience at the Atlanta World Congress Center auditorium. Yet on the policy questions of financial interest and syndication and if carry/must pay, the three—NBC President and Chief Operating Officer Bob Wright, CBS President and Chief Executive Officer Laurence Tisch and ABC Chairman and Chief Executive Officer Tom Murphy—managed to agree with and complement each other's discussion.

ABC News commentator Jeff Greenfield moderated the session and asked Murphy, Tisch and Wright if the three networks would still be around 10 years from now. Wright drew an analogy to the survival of movie theaters despite new technologies. He noted that although they survive, the theaters are now just one link in a chain of distribution that also includes foreign revenue, home video and television syndication. Tisch added that it was not just a question of survival for the networks, but of their continuing to be a "vital force."

Restricting the networks from their role, said Tisch, were various regulations that have altered the economics of the television business so that it "no longer follows consumer preference. Despite our overwhelming ratings edge, other competing media have become much more profitable."

As to whether the networks would merge with their opponents in the fin-syn struggle, the studios, Wright said that the current rules against network syndication would largely render a network merger inefficient with all but Disney. Tisch said he had "no news" on an oft-mentioned CBS-Disney merger rumor, but commented: "I don't think owning a studio solves the networks' programming problems. Anyway, we have the ability right now to start our own studio."

Greenfield asked Murphy about *Prime Time Live* and the perception of some that the news show was not living up to advance billing. Said Murphy: "We are thrilled. Last year we had an 11 share at that time period, and now we have a 15 or 16 share. Furthermore, it is a natural lead-in to local stations' late news."

As for the networks' battle with cable, Wright used cable's recent winning of the NFL Sunday night package to illustrate cable's inherent advantage. The NBC chief said the \$225 million annual cost of the four-year package was entirely offset by cable subscriber fees (60 million subscribers paying 32 cents per month). "The advertising revenue is all profit," he said. By contrast, Wright said the networks "have to develop other revenue streams."

As for getting involved in cable programming, Wright noted that many of the existing services are owned by cable operators "which makes it very difficult" for the networks to compete. Tisch said that it would probably be too late to start in that business: "Maybe we missed the boat on getting in on cable.... I don't think we could start now and be profitable with it." The CBS executive said another problem

would be that it would be a "new toy" that would distract CBS executives from their primary task, getting the network out of third place.

Another potential revenue stream, DBS, was discussed, with Tisch being opposed to any involvement: "I don't think it is in my best interest to destroy the system of local affiliate distribution." Murphy said Capital Cities/ABC has "never been hardware people, but that is not to say we wouldn't consider making an investment in DBS along the lines of Sky Cable. We are looking at it with great interest, maybe for our cable networks" (partly owned ESPN, Lifetime and Arts & Entertainment).

Murphy had earlier suggested in prepared remarks that broadcast television would survive DBS: "TV and radio will not be dead in the next 10, 20 or 30 years. I don't foresee a revolution in this area, but, rather, an evolution." Tisch agreed: "Technology is no longer the challenge, or indeed, the answer. The viewer already has a multitude of choices. I believe that the American people, if given the choice, will continue to want television stations that are locally managed and that respond to community needs and concerns."

The CBS President urged the audience to "take the message" about the need for regulatory change "...to our congressmen and senators now, before it is too late." Tisch said that Washington often waited until a crisis, leaving the government facing a situation where, "...the ability to act at all may have passed."

NBC's Wright also used the forum to announce the appointment of Peter Christanopoulos as head of the Network Television Association (see page 76). —GF

Refined HDTV cost estimates less daunting

FCC advisory committee's latest figures show lower price options for switch to simulcast system; worst-case cost for full HDTV conversion same as 1989 snapshot

Now that the FCC has cleared away some of the questions about what form the future high-definition television terrestrial transmission standard will take, broadcasters are taking a closer look at the practical matters of HDTV conversion, especially cost. The latest HDTV conversion cost estimates from the FCC's advisory committee on advanced television service, which were released during the NAB's 44th annual Broadcast Engineering Conference, are not as intimidating as the \$38 million-per-station figure released by the group one year ago, and the prices are expected to continue to go down.

But the estimates also show that there is currently no inexpensive conversion to full HDTV. If a station were to attempt full

conversion today, it could expect the project to reach eight figures before completion.

FCC Chairman Alfred Sikes said during a March 21 meeting of the advisory committee that the commission's goal is to approve a standard based on the most expensive current option, a simulcast HDTV system, by the second quarter of 1993 (BROADCASTING, March 26). Sikes has since said that the FCC plans to standardize a terrestrial system that will be of high enough quality to allow broadcasters to survive in the future telecommunications world, which is likely to include HDTV distribution from alternative distribution media.

The FCC will not decide whether to standardize a lower-quality enhanced-definition system (EDTV) system until after a decision on HDTV is made. But Sikes said that EDTV should undergo the same testing that will be made for simulcast systems to determine "its technical attributes, its consumer

acceptance and cost effectiveness."

Many experts and observers of the HDTV issue at NAB agreed with the commission's emphasis on simulcast systems over EDTV. "Obviously [the \$38 million figure] is not the way it's going to be in the long run. I think the way it's going to happen is that stations will buy a little bit of equipment at a time, the largest stations will convert first and the prices will go way down with the volume," said Margita White, president of the Association of Maximum Service Telecasters.

Broadcast stations have been given something of an advantage by the FCC because of the planning lead time before 1993 that is still available, said Roy Stewart, chief of the FCC's Mass Media Bureau. "I would suggest that you use the time between now and the time that the commission makes a selection on a simulcast system, lest you get left behind competitively in your market," he said.

Others, such as Michael Sherlock, president, NBC operations and technical services, favor approval of an EDTV standard by the commission at the same time that it sets an HDTV standard. Broadcasters would have the option of implementing the EDTV system first as an economical "bridge" to later implementation of HDTV. Sherlock, who is also the chief spokesman for the Advanced Television Research Consortium (ATRC), said that conversion costs for broadcasters are still likely to be too steep in 1993 and that the ATRC's Advanced Compatible Television (ACTV) system "is a logical next step."

One year ago, the \$38 million figure first appeared in a controversial cost analysis report released by an advisory committee subgroup headed by Robert J. Ross, director, broadcast operations and engineering, KYW-TV Philadelphia. At the time, Ross cautioned that the report was a "snapshot" of equipment costs at that time and that \$38 million was a worst-case figure which would probably not be the actual cost of conversion after the approval of an HDTV transmission standard.

The updated snapshot delivered by Ross during this year's NAB was based on the figures and estimates available as of January 1990. It reevaluated the costs based on the conversion costs of each individual EDTV and HDTV approach, the variations in cost depending upon market size and cost savings achievable if full implementation is not done immediately with affiliate stations first spending for the equipment needed to pass the network signal. Considering those factors, the second Ross report estimates that full conversion costs today range from \$1 million for EDTV in a small market to \$38 million for HDTV in a large market. The price of simply passing an EDTV network signal could be as low as \$250,000 while the cost for passing HDTV is estimated to be \$8 million at the highest.

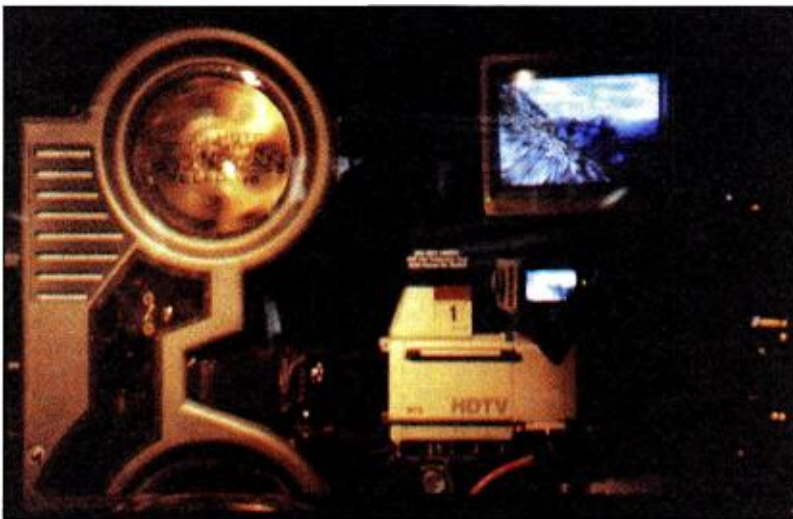
Ross separated the various television transmission systems into five groups, with

High interest in high definition

It is estimated that about half the attendees that registered for this year's NAB convention also went to view the NAB Advanced Television and HDTV Production Exhibit, which was held at the Atlanta Inforum, a few blocks away from the Georgia World Congress Center. The show's organizers were pleased with the turnout. No solid figures had been compiled last week because separate registration for the HDTV show was not required. However, based on the number of brochures handed out at the door, it is believed that between 25,000 and 30,000 attended the four-day event (March 30-April 2).

The 100,000-square-foot exhibition featured the latest in HDTV recording and transmission and display. Cameras, recorders, projectors, direct-view screens and several other pieces of equipment in the 1,125/60 format from 36 different exhibitors were demonstrated, often in interesting new nonbroadcast applications.

Among transmission system exhibits were computer simulations and taped demonstrations of the proposed systems rather than prototype hardware demonstrations. But attendees had a chance to see 787.5-line progressive moving pictures, which is the proposed input format for Zenith's Spectrum Compatible HDTV system. At the Zenith display (below), a telecine by Showscan Production Corp., Culver City, Calif., converts 70mm film shot at 60 frames per second into a Broadcast Television Systems KCH-1000 multiformat HDTV camera to produce the 787.5 pictures.



Group 1 being the current NTSC system. Group 2 is identified as EDTV systems that could pass the signal through stations' current core equipment (routers, master control consoles, etc.) with some modifications (for 16:9 aspect ratio) needed for current studio and transmission equipment. ACTV is considered to fall into that category. The report estimates that the cost of conversion in this group would range from about \$1 million in small markets to about \$5 million in large markets.

Group 3, identified as systems that would require no modification to current core or transmission equipment but requiring the purchase of HDTV (1,050/59.94) cameras, was meant to define Faroudja Laboratories' SuperNTSC system. Because HDTV studio gear is currently the most expensive aspect of station conversion, the SuperNTSC cost estimate is significantly higher than ACTV, ranging from \$5 million to \$20 million.

"It is in error in our case," Yves Faroudja, president of Faroudja Labs, said following release of the report from his display booth on the NAB exhibit floor. HDTV input is not necessary for implementation of his system, and all of the equipment in the booth was displayed without HDTV input, he said.

Ross replied that all of the technical documents submitted to the advisory committee by Faroudja, which were the basis of the report, have called for use of a 1,050-line camera. The cost of passing the network for SuperNTSC and ACTV systems would be the same, he said.

MUSE-6, the NTSC receiver-compatible EDTV system developed by Japan's NHK, falls into the Group 4 category, described as systems requiring full HDTV production studios and modifications to the transmitter. Conversion costs for the system are now estimated to be between \$10 million and \$32 million.

Taiji Nishizawa, director of NHK's advanced TV systems research division at its Science and Technical Research Laboratories in Tokyo, did not dispute the report's findings. He said that MUSE-6 is proposed mainly as an alternative to its simulcast Narrow-MUSE system should additional spectrum for simulcast systems not be made available. "In terms of picture quality, Narrow-MUSE is much better than MUSE-6," Nishizawa said.

Simulcast HDTV systems such as Narrow-MUSE, Zenith Electronics Corp.'s Spectrum Compatible HDTV and the ATRC would fall under Group 5, the most expensive scenario. Full conversion to such systems would require reconstruction of core plant and production facilities, purchase of a second transmitter and, in some cases, construction of a new tower.

Ross emphasized that many of the figures are constantly moving targets and that some have already changed since this year's report was completed. The estimate of the Zenith system may be especially fuzzy, he said. "Today, that [figure] is more expensive than it ought to be. Until I get some feedback from somebody about what the transmitter, transmission line and antenna are going to look like, we're still stabbing in the dark," Ross said. —RMS



NAB panelists Hedlund, INTV; Shooshan, consultant; Vetter, WVLA-TV Baton Rouge; Carp, Turner and Secrest of Wiley, Rein and Fielding

If carriers face must payees

Broadcast and cable industry representatives make their respective cases vis-a-vis if carry/must pay proposal

"I strongly urge the broadcast community to remember how confident you were that the original must carry rules would survive the courts." That was a reminder from Turner Broadcasting's Bert Carp, who was representing the cable industry on an NAB panel dealing with legislation that would not only require cable systems to carry most local signals but to pay for them as well.

An if carry/must pay bill is being pushed by NAB and the Association of Independent Television Stations. "The First Amendment is not going to say that in a pay world, ABC and NBC do not have to compete against each other," said Carp. "No form of must carry has ever been upheld by the courts," he said. "If you can devise a form of must carry and it is upheld by the courts it is not going to be based on this concept. You are taking yourselves into uncharted waters," said Carp.

But Carp's arguments were quickly rebutted by lawyer Larry Secrest of Wiley, Rein & Fielding, which represents CBS, a chief proponent of must pay. Secrest said there is nothing unconstitutional about a bill that recognizes broadcasters' property rights. Furthermore, he said the measure does not have an "absolute" must carry requirement. Cable has an option not to carry any signals, Secrest said.

Under the must pay legislation, cable operators who choose to carry one local signal would ultimately have to carry a complement of stations, up to about one-third of their channel capacity.

Carp said broadcasters might be able to sell the idea to Congress but not to the courts. He thought broadcasters were "kidding" themselves. He said the "window of opportunity" to act on must carry is "very short." But the NAB leadership, he added, "is saying that statutory must carry is not what they want."

Cyril Vetter, one of the chief architects of the must pay proposal and owner of

WVLA-TV Baton Rouge, also appeared on the panel. He said broadcasters are merely attempting to level the playing field. Furthermore, he said he thought the discussion was overlooking the "national interest" at stake. "It is not good to separate access to TV between people who can pay for it and people who can't pay for it," Vetter also believes the future of free TV is at stake. "What we are trying to do is think outside the envelope," he said.

Moderator Jim Hedlund, president of the Association of Independent Television Stations, pointed out that cable argues that the bill would result in higher rates. But according to Secrest, the measure includes provisions that would reintroduce rate regulation. "It takes the air out of a cable system's ability to charge subscribers," he said.

Consultant Harry (Chip) Shooshan with NERA was sympathetic to NAB's efforts to "remedy the imbalance between broadcasters and cable." NAB and the United States Telephone Association are among those that have used Shooshan as a consultant. But he was unsure how "politically achievable" the proposal is in its current form. He said there was no question that cable has monopoly power. But he said that to policymakers it looks like broadcasters don't want to break down that monopoly power, but that "you want to extract your share from the consumer."

Carp said broadcasters have been "exceptionally difficult" to work with on the must carry issue because of their "confused objectives." Said Carp: "You were very close to getting carriage and then moved on to payment. You're trying to kid yourselves that you're going to come up with a world that is going to give you payment, that you won't have to bargain for payment, that you can go to the FCC and they can tell you how much it is and that ABC and NBC aren't going to have to fight with a third party to see who gets the bigger payment. And that you're going to divide it up somehow on the basis of ratings. This proposal is never going to become a governing force." —KM

NBC asking affiliates to kick in for football

Network wants stations in AFC franchise cities to help offset network's rights fee

NBC wants some of its affiliates to help pay \$25 million to \$50 million of the cost of its rights to American Football Conference games. The network first broached the subject to some affiliates in AFC franchise cities while still negotiating its \$752 million four-year deal with the NFL. Those who had not been contacted at that time expressed concern last week that the network had made its bid without consulting them. As of last week, executives representing some of those stations—in AFC cities where NBC does not have O&O's—were discussing the possibility of presenting a joint front to the network.

One of the stations that would be affected is KPRC-TV Houston, owned by H&C Communications. Jon Ruby, general manager of co-owned KVOA-TV Tucson, Ariz., and a member of the NBC affiliate board sports committee, said: "The network said it has an idea of what KPRC-TV gleaned by virtue

of its carrying the Houston Oilers and also an idea of what would be fair over a four-year period. I don't think they are asking for a one-time hit...it would carry through the entire contract." Ruby added: "I hate to see the network agree to a package that has to be negotiated after the package has been agreed to."

NBC TV President Pier Mapes said that all details of the proposal are not yet in place but that NBC would not be asking for all "or even half of the [net] profit." NBC had considered extending the proposal to markets adjacent to franchise cities but decided against it. Mapes said that calls made at the 11th hour to affiliates drew the response, "For that kind of money, let's not lose it."

NBC recently obtained from the affiliates help in paying for the summer Olympics by recapturing \$30 million in "soft" advertising inventory, said Ruby. Mapes discounted suggestions that it would request additional help from all its affiliates. Group W Television President Tom Goodgame was earlier quoted in the *Los Angeles Times* as

saying "NBC's only recourse is to cut it [compensation] across the board." Goodgame was among the more vociferous in opposing the proposal: "NBC went ahead with their bid, and they should pay for it."

Response from the other two networks varied. ABC has already told its affiliates that it will continue the same arrangement for *Monday Night Football*, whereby the network provides one hour of compensation for affiliates in markets 100-plus. Nor is ABC scheduled to ask affiliates for the return of any commercial inventory within games.

Tony Malara, CBS president of affiliate relations, said the network, which pays no compensation, has no current plans for a change. But Malara said there might be conversations with the affiliates leading up to the network's affiliate meeting in late June: "Anybody who is alive out there and breathing knows that the networks need to seriously advance discussions that deal with non-traditional methods. At the same time we have an enormous investment in our affiliate relations and we don't want to mess that up." —GF

'Cosby' moving on in Miami

WTVJ(TV) sells rights to competing WDZL(TV); other switches in works

The Cosby Show, in syndication, switches stations in Miami today (April 9). NBC-owned WTVJ(TV) there in effect sold its rights to the show to independent WDZL(TV), ch. 39. The deal is significant in that it illustrates the unmet expectations of some affiliate stations that ponied up record dollars for the show, which was sold by Viacom as one that would boost entire day-parts, particularly early fringe and evening news, on affiliates.

The transfer is also significant in that it shows *Cosby* distributor Viacom Enterprises' willingness to accommodate, at least in the case of WTVJ, a *Cosby* client who believed its needs were being underserved by the program. Viacom has the contractual right to approve or disapprove a transfer of the show from one station to another. Viacom would not comment on the switch.

It is believed that WTVJ paid in the neighborhood of \$70,000 per week for *Cosby* in its initial run, a purchase that was closed before NBC bought the station in early 1989. Sources in the Miami market say WTVJ had been shopping the show around for about a year, and that WDZL agreed to pay perhaps half the weekly rate that WTVJ paid, for the remaining three and a half years of the first *Cosby* syndication cycle.

Sources also said that WTVJ will make up at least part of the difference between what they agreed to pay initially for the show and what WDZL agreed to pay, in exchange for Viacom's approval of the transfer. WDZL did not pick up second-cycle renewal rights for the show, or for *A Different World*, both of which Viacom is currently selling in



Harvey Cohen of WDZL(TV) Miami with *Cosby*

syndication and offered the station.

Harvey Cohen, vice president and general manager, WDZL, confirmed that talks with WTVJ over the show began last year, but broke off because the initial asking price was too high. "They were suffering with it, and we thought maybe there was an opportunity for us, at the right price, based on the performance of the show on other independents around the country."

Talks resumed about a month ago, said Cohen, and after "a lot of phone calls, NBC and WTVJ were able to work something out with Viacom. It's a good deal for both stations." Cohen said *Cosby* will run at 6 p.m. as part of a two-hour sitcom block.

WTVJ initially ran the show at 5 p.m. as a news lead-in, where it was "totally incompatible," said Richard Lobo, vice president and general manager, WTVJ. "The flow just didn't exist." He then tried it at 4 p.m., leading out of the network soap opera line-up, where the results weren't much better. "Around the country, stations with the best success [playing *Cosby*] are independents," said Lobo. "They have the flexibility to play it anywhere on the schedule; for exam-

ple, in an access sitcom block, which is a much better environment."

It is clear that *Cosby* switches are being considered or proposed in other markets. KPX-TV San Francisco, the *Cosby* station there, has shopped the show around, according to market sources. Station officials have already said they will not renew it.

And in some cases, even where the *Cosby* incumbents say they are happy with the results, independents in the market have made offers to buy the program. St. Louis is one example, and a sensitive one, given that KMOV(TV), the current *Cosby* station in the market, is owned by Viacom.

In St. Louis, *Cosby* is number one in the key men and women demographics, but second in household numbers to *Jeopardy!* on KSDK-TV. Both shows are used as news lead-ins, and KSDK-TV, the NBC affiliate, continues to be the clear winner in evening news, both in households and demographics, while KMOV-TV is second in both households and demos.

Sources in the market confirm that independent KDNL-TV approached KMOV-TV about selling it *Cosby*. A short time later, competing independent KPLR-TV also made an offer. KMOV has not ruled out such a transfer, sources said. "In St. Louis you have a different case than Miami or San Francisco, where clearly there's a performance problem," said one source.

In St. Louis, *Cosby* has helped KMOV-TV maintain a second place position in early fringe and news. "But the station is not a traditional off-network station," said one market observer. "So they have to weigh what kind of dollars another station would pay for the show and how those dollars could be invested in terms of other program possibilities." —SM

Discussion of TV Marti untethers strong reactions

TV Marti director says U.S. will protect American stations from Cuban retaliation; possibility of military action raised

A sample of the passions the debate over Television Marti has generated in the U.S. was evident last week in a meeting room of the Georgia World Congress Center in Atlanta. There was talk of the new service—a TV version of Radio Marti, which has been broadcasting news and entertainment programming to Cuba successfully for five years—leading to increased tensions between the U.S. and Cuba, even, possibly, to “military involvement.” There was talk, too, of American clear-channel broadcasters suffering far more interference from Cuba’s high-power AM stations than they have been reporting. The stated reason for the silence: reluctance to become involved in a “political” issue.

The passions were expressed during a panel session on “the interference consequences” of the government’s project to deliver television signals to Cuba, as a means of providing “uncensored news.” The session, as things developed, served as a backdrop for the speech President Bush delivered to the convention the next day (Monday, April 2), expressing his strong support for TV Marti and calling on the broadcasters to “stand for TV Marti,” which he equated with standing for freedom (see “Top of the Week”).

As the President noted in his speech, broadcasters fear interference problems—from errant signals of TV Marti, which is transmitting from an aerostat tethered 10,000 feet above Cudjoe Key, in Florida, and from a threatened retaliatory effort by Cuba aimed at American AM stations throughout large areas of the country. Cuba, which calls the TV Marti operation aggression against its sovereignty and a violation of international law, has been blocking the TV Marti signal, on ch. 13, since the testing period began, after midnight March 27. Cuba has also warned it is prepared to take retaliatory measures against

Radio Marti as well as American AM stations.

The director of TV Marti, Antonio Navarro, leadoff speaker on the panel, indicated he was aware of what awaited him. “Welcome to our crucifixion,” he said. But he stressed the government’s commitment to protect American TV stations. TV Marti-caused interference “will not be tolerated,” he said. And the FCC’s regional director for the Southeastern U.S., Carl Pyron, who was also on the panel, said a decision on whether TV Marti should be taken off the air because of interference to American stations could be made almost instantaneously. The decision would be FCC Chairman Alfred Sikes’s, and Pyron said the necessary information could be gathered and transmitted to him in “about a minute.” Commission engineers are monitoring the station closely.

But VOA’s TV Marti project director, George Berzins, was not as forthcoming as broadcasters in the audience would have liked in responding to some of the questions. Pat Roberts, president of the Florida Association of Broadcasters, for instance, asked about reports TV Marti was not operating at full power. He was concerned about whether TV stations would be protected in the event TV Marti power was increased. Without offering any details about the station’s power, Berzins said only: “Our concern is to protect U.S. broadcasters. That speaks for itself.”

But what of Cuban-caused interference? What would be the U.S.’s reaction? Navarro said that decision “goes beyond the province of the Voice of America,” under whose jurisdiction TV Marti operates. “It would have to be resolved at a much higher level—The State Department, the National Security Council, the President of the United States. I’m sure they’re prepared to take all these things [into consideration].”

Then he put the situation into this context: “Fidel Castro is a bad boy doing these things to AM stations. TV Marti is not being a bad boy by transmitting on an empty channel at an empty hour.” The TV

Marti testing—which is to continue for a 90-day period—is being conducted in the early morning hours. If the President determines, following the test, that the project is feasible, and TV Marti becomes a permanent part of the VOA operation, it would operate in something closer to prime time.

It was left to Representative Al Swift (D-Wash.), who is becoming one of Congress’s most vocal critics of TV Marti, to say publicly what some others in Washington are bruing about privately—the possibility of military action. “The big question is: If you get to the point where there is major dissatisfaction with Cuban interference to U.S. stations, what do you do then?” He said he would not expect the U.S. to back down. “That’s when it gets scary.” The resulting “radio war,” he said, “could lead to difficult diplomatic, conceivably military, involvement.” Feeding such speculation have been reports out of Havana about military preparations being made to protect the facilities blocking the TV Marti signal.

If the situation leads to military action, Swift said, “this whole thing will be looked back on as a huge, disastrous silliness.” And it would be “a silliness” for which he feels Congress would share a large burden of the guilt. He said TV Marti was authorized—“it slipped through Congress,” was how he phrased it—without the debate he feels should have been held. “It’s Congress’s fault; no one else’s.”

But he also pointed the finger of responsibility at the Cuban American community in Florida, saying the driving force behind the TV Marti project was “a small group of people in one state who are extraordinarily concerned that these services proceed. No one else in the other 49 states gives a damn.”

Among the questions still to be answered about the TV Marti operation in a definitive way are the gains and losses from TV Marti. Swift sees the U.S. gaining nothing from a blocked signal and possibly losing much from interference knocking out Radio Marti—which he regards as a valuable tool



Moderator Ralph Justus, Navarro, Berzins, Pyron, Roberts, Vriesman, Johnson, Swift

in reporting to Cuba—as well as American AM stations. Navarro said that the administration's information is that while TV Marti's signal is being blocked in Havana, it is being received "loud and clear" outside the city. However, the Cuban government last week eased restrictions on journalists' access to the country, presumably to permit them to witness what the government claims to be a successful effort to frustrate U.S. hopes for its new television service.

In any event, Navarro said the U.S. intends to continue broadcasting despite the interference. "If we keep on transmitting the signal," Navarro said, "the Cubans will find a way to receive it."

For all of the talk about threatened retaliation, Wallace Johnson, former chief of what was then called the commission's Broadcast Bureau and who now operates an engineering consulting firm, said in effect that the feared radio war had already begun, but was going unreported. Johnson said FCC monitoring of Cuban stations with power of up to 1500 kw—30 times more powerful than the maximum allowed American AM outlets—indicates they have been eroding much of the distant skywave signal, and even some of the groundwave, of five clear-channel stations. He was referring to WMAQ Chicago (670 khz), WCCO Minneapolis (830 khz), WHO Des Moines (1040

khz), WWWE Cleveland (1100 khz) and KSL Salt Lake City (1160 khz). Johnson also said Cuban outlets with power of between 50 kw and 300 kw have been operating on U.S. regional channels. But, he said, "both the FCC and the State Department are surprised by the lack of complaints they are getting." Indeed, the FCC reported receiving only two complaints when Cuban high-power stations broadcast a three-hour-plus speech by Castro on six clear channels on the night of March 23.

Why so few complaints? Johnson said he has talked to personnel at the stations and found the engineers "upset." "But management," he said, "doesn't want to get into a political fight. That's the price you're paying for Radio Marti, now TV Marti."

Johnson urged broadcasters suffering Cuban interference to contact the FCC or the State Department. So did Wayne Vriesman, of Tribune Broadcasting, who is president of the Clear Channel Broadcasting Service. He said he had written clear-channel stations before TV Marti went on the air, urging them to report incidents of interference. Now he was asking nonclear-channel stations to do the same. "If the government hears nothing," he said, "they assume all is quiet. That is not the case."

Nor was it the case at the panel in Atlanta. —LZ

world. A number of delegations from other countries, including some from brand new democracies, have come to us seeking to learn more about our system of free over-the-air broadcasting."

But the industry still faces some serious challenges and Fritts called on his members to become more active. NAB, he said, needs broadcaster support. "So let us think clearly, be nimble...and true to our heritage of localism and public service. If we do all this, the wave of the 1990's will be a renewed national dedication to local community service through free over-the-air broadcasting...and we will ride the crest of that wave into the 21st Century and beyond." —KM

Chaseman takes aim at trade associations

Post-Newsweek executive questions whether 'hired guns' are looking after industry's interest or involved in power play

Washington trade associations in general and the National Association of Broadcasters in particular were given less than kid-glove treatment at a session of the Broadcast Education Association that preceded the NAB convention in Atlanta.

Joel Chaseman, vice president of the Washington Post Co., questioned whether trade associations—which he called "hired guns"—always served their members' interests or sometimes were more concerned about their own. And Representative Al Swift (D-Wash.) made it painfully clear he does not think the NAB is as well focused as it might be.

The two were on a panel dealing with "The Future of TV and Cable." None of the panelists sought to say what that future will be, although Representative Hal Rogers (R-Ky.), a member of the House Appropriations and Budget Committees, said that technological development is moving at full tilt and that anyone standing in its path "will be run over." He is against government action to slow it down. So is James Robbins, Cox Cable president. Whatever legislation is enacted, he contended, should preserve what he said, without elaboration, are "the incentives that allow broadcasters and cable operators" to offer viewers diversity and choice.

But Chaseman, who is the former president of Post Newsweek Stations and who heads various industry groups, including the Association of Maximum Service Telecasters, offered something close to a cataclysmic view. He sees the broadcasting system as "technology driven" and as having evolved without direction. Now, he said, "it is at a crossroads." "I believe this Congress and the next one, this FCC and the next one, will determine the direction the system will take for the rest of the life of this nation." And he would not like to see the decisions "ad libbed" or left to "the technology-driven concepts of the moment."

Like Robbins, he is interested in promot-

Fritts sounds a call to arms

He exhorts broadcasters to be more aggressive in defending free over-the-air system

Free over-the-air broadcasting is a system worth fighting to preserve and that is what National Association of Broadcasters President Eddie Fritts is asking his membership to do.

Fritts sounded his call for action as the convention got under way last week. Said Fritts: "Free over-the-air broadcasting has a history of dynamic and demonstrable service to society. It is a system we must fight to preserve...not because it is in our self interest—which it is—but because it is the modern manifestation of free media that have served our people well."

He also urged broadcasters to "rededicate" themselves to serving the public interest. Community service is "our lifeline not only to the past but also to the future." He said that no matter how much the communications marketplace changes, "it is our community service commitment that gives broadcasting its unique place in American society."

Moreover, Fritts said he believes it is that commitment that will reinforce broadcaster arguments on Capitol Hill and at the FCC for a more "balanced marketplace."

He warned his members, however, that it will not be easy. "We must be alert to changes in the challenge, because the rules of the game may be about as unstable as those of Alice in Wonderland's croquet match with the Queen of Hearts."

The NAB president said he welcomed new competitors, but "let them compete



Fritts

with their own recipes and their own menu. And let them compete without government subsidies or unfair regulatory advantages."

Fritts said broadcasters have the best system in the world. "Localism and community service are not just buzz words; they are thriving realities. We are truly the only source of local news, information, community service and public affairs programming delivered absolutely free to every person in the country."

Any assertion that broadcasting is in its "twilight year," he said, is wrong. "Be empowered by the already-free nations of Europe which, after decades of following another model of television and radio, have decided that they want to use ours as a guide."

He said foreign broadcasters are looking to the U.S. "Our system is a beacon to the

ing diversity of voices. But, he said, indicating concern about the growing power of cable, "diversity of ownership and of voices breaks down if there is no assurance those voices can reach the public," he said. "If you have to pay for information, we are facing a different country in the years ahead," one, he said, that would be "more compartmentalized."

It was in looking ahead to that bleak prospect that Chaseman expressed concern about trade associations. He said companies "are driven by the bottom line" and local cable and broadcast companies "try to work together." But Washington trade associations, he said, "are at a level of contending over power."

"Sometimes the associations' interests are not always aligned with and do conflict with their members'," he said. "Sometimes their interests are to stay in business." And because of their "articulate-ness," he said, sometimes they battle for the sake of battle. Sometimes those issues are too important to be left to hired guns."

Swift's thesis was that the conflict between television and cable was one between technologies and their different economic needs—and that "government can't determine which will prevail." His concern was that, whatever the outcome, Congress

should make it clear that the public interest provision of the Communications Act of 1934—the provision he said embodies the concept of localism—is preserved. He noted that cable television could provide such service, while other new technologies, like direct broadcast satellite service, could not. Local service, Swift said, "is tremendously important."

Swift offered his assessment of the NAB's ability to keep focused in a discussion of the broadcasters' if carry/must pay proposal now generating considerable controversy. He called it "one of the craziest ideas" he had heard, and an effort by the NAB to accomplish what he considers conflicting goals.

Swift said broadcasters had been close to gaining their goal of must carry when they introduced the concept of requiring cable systems to pay for programs they were obliged to carry. He said that moved everything back to square one, then added: "There goes the NAB again—one of those industry groups never able to get its shit together."

He said FCC Chairman Alfred C. Sikes's proposal to eliminate cable's compulsory license—and require cable to negotiate for the programs it carries is—"a better idea."

—LZ

Swift says campaign reform coming

Congressman tells broadcasters a bill will move by Memorial Day; his legislation would require free air time for candidates; but there appear to be problems between House and Senate versions that may hold up final passage

Campaign reform is one of the most contentious issues pending before Congress. And because it generally holds the threat of a cost for broadcasters, it makes them nervous. So everyone involved can start holding breath and gritting teeth. Representative Al Swift (D-Wash.), chairman of the House Elections Subcommittee, predicts that a reform bill will be "off the floor" by Memorial Day.

Swift made the prediction at the NAB convention. Along with four other members of Congress, he had been on a panel discussing the issue of campaign reform—and, in the process, demonstrating its contentiousness. Still, he said that "the chances of something passing in the House are almost 100%." He made the prediction regarding the Memorial Day deadline in talking with reporters after the session.

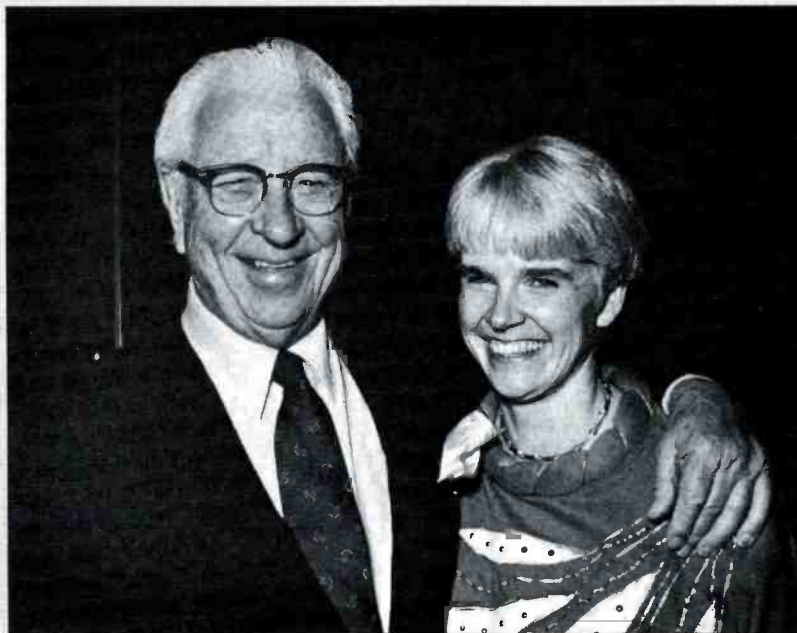
But there was no guarantee campaign reform will be enacted. Senator Trent Lott (R-Miss.), a member of the Senate Commerce Committee, said the Senate is working on legislation—but he expects campaign reform to die in a Senate-House conference. The Senate bill, sponsored by Senators Ernest F. Hollings (D-S.C.), chairman of the Commerce Committee, and John Danforth (R-Mo.), the committee's ranking minority member, deals with broadcasters' lowest unit rate. The House bill on which Swift is working would not. It would involve free time and probably cost broadcasters more.

The problem is not only the difference of approach between Senate and House. In the House, a task force of Democrats and Republicans had been looking for a solution since January 1989, with no agreement yet in sight. Indeed, Congress has been struggling with the campaign reform issue for three years. Swift's plan, on which he evidently expects leadership approval, is to draft a bill and obtain Rules Committee approval to take it directly to the floor, bypassing the House Administration Committee and its Elections Subcommittee.

The Republicans would be expected to try the same strategy with a bill containing their philosophy. That is now reflected in a document listing 25 points and is to be drafted in bill form. The Republican paper does not involve mandated free time. Representative Bill Thomas (R-Calif.), the ranking minority member of the Elections Subcommittee, who was also a member of the panel, said that, unlike the Democrats, who see the problem as one of "too much

DSA winner

"Cable now has the power to break and destroy TV in our market." That is how veteran broadcaster Bill Smullin, chairman and founder of California/Oregon Broadcasting and winner of this year's "Distinguished Service Award," sees it. Smullin is pictured



above with his daughter Patsy Smullin, a former NAB TV director.

Smullin, in accepting the award, also expressed his desire to see the FCC, rather than Congress, regulate the industry. "Yes, I do think overall that the FCC has done a better job. When I pay taxes I don't pay them to help the Democrats or the Republicans. I pay them to support and sustain the U.S. government. If the U.S. Congress had stayed within its budget as well as the FCC has, we would have more money to assist those people who these past few months have demonstrated that there is power in communications in this world in which we are engaged."

With the full FCC in place, Smullin hopes the Congress will let the commission "do the work it is supposed to do and the Congress do the work it is supposed to do, including regaining fiscal responsibility and making Washington safe for visitors and citizens."

money," the Republicans see it as money coming from the wrong source—from outside the district where the campaign is being waged. In the last Congress Thomas introduced legislation that would simply have required that a majority of the money a candidate raises come from within the district. That concept has been incorporated as one of the 25 points in the

Whether in a Democratically controlled House the Rules Committee would permit a Republican bill to reach the floor as an alternative to a Democratic measure is far from clear.

Swift said no final decisions have been made as to what provisions the bill will contain. "But it will impose a limit on campaign spending by House members—\$550,000 is the limit being mentioned." (That would be about half as much as Representative Edward Feighan [D-Ohio], another member of the panel, said he has had to raise "every two years.") And Swift said it will contain some mandated time.

Swift has proposed a buy-two, get-a-third-spot plan: Stations would be obliged to give one free spot for every two a candidate buys. Such a proposal would eliminate the uncertainties over what constitutes the lowest unit. But, said Swift, "it would probably cost more." Another proposal under consideration would require broadcasters to donate eight hours of free time to the national and state parties for apportioning among their candidates. That idea, contained in a bill introduced by Representative Thomas Bliley (R-Va.), grows out of a recommendation of a study group created

by Senate leadership, Senators George Mitchell (D-Maine) and Bob Dole (R-Kan.).

Such proposals are seen as an inducement to persuade House members to accept a spending ceiling. Swift would also offer the inducement of an effective mail subsidy—charging candidates postage at the non-profit rate.

It is not only campaign costs Swift wants to address. His bill will probably contain a provision aimed at curbing negative advertising, which is becoming an increasing source of concern not only for commentators but for members of Congress. They not only deplore it but consider it—as Representative Larry Smith (D-Fla.), a member of the panel, put it—"effective."

Swift said he was impressed with a bill introduced by Representative Bart Gordon (D-Tenn.). It would simply add a line to a disclaimer now carried by political spots identifying the candidate involved. The new line would make it clear the candidate is "responsible" for the content of the spot. Another idea that interests Swift would require candidates to appear in an ad and speak the lines if the opponent is mentioned.

An example of the kind of problems Swift would have in rounding up support for such a bill were several members of the panel. Lott, for instance, would oppose spending limits. As a Republican running in a heavily Democratic state, he said, he could not have won without spending heavily on radio and television. Democrat Smith said spending limits "strike at the

heart of the democratic process—free speech." And Thomas defied legislative draftsmen to write a bill aimed at eliminating negative advertising that campaign consultants could not circumvent.

If the panel was designed to illuminate the chances for action on campaign reform legislation this year, it did something more. A question from Eugene Cowan, Washington vice president for Capital Cities/ABC touched a nerve in a couple of the panelists regarding the media. Cowan had suggested that proposals to require broadcasters to provide free time raised "serious constitutional questions." Then he asked: "Doesn't the public have it up to here? Doesn't something have to be done to give people a feeling of confidence?"

Swift began by saying: "Some things can be done to make negative advertising dangerous." Then he switched gears. "After the election, the media have a role," he said. "If all you hear is the dishonesty of government, how bad it is, soon people will believe it. If the public is not told we do anything right, how should they know we do anything right? The media do an incompetent job of covering government."

Smith weighed in with an entirely different complaint: broadcasting's use of sound-bites. "I think the media have been conditioning people to accept small excerpts.... On commercial stations, you don't have to do a full job, so you get a story in snatches. When you talk issues, people's eyes glaze over. If you have snap answers, you're O.K." —LZ

Mooney ready to 'work something out'

Tells MST it is time to end hostilities between broadcasters and cable

Hoping to put an end to the "escalating state of hostilities" between broadcasters and his industry, National Cable Television Association President James P. Mooney told broadcasters he is ready to "work something out."

Mooney spoke at a meeting of the Association of Maximum Service Telecasters in Atlanta (BROADCASTING, April 2). His olive branch, however, was received with some skepticism and caution.

National Association of Broadcasters President Eddie Fritts said he is "pleased" Mooney wants to sit down and talk. But NAB wants the discussions to go beyond must carry. "We think it is beneficial to include all the issues," said Fritts (see "Top of the Week").

MST Chairman Joel Chaseman of Post-Newsweek said it was "important that Mooney came to Atlanta to talk to broadcasters." Any offer to negotiate, said Chaseman, "is better than a stone wall."

But there were some industry leaders who, while pleased to hear Mooney's call for peace, also blamed him for contributing to the friction. "I think it is good news, but he overreacted to broadcasters in such a negative way that he created a lot of the abrasion," said Lowry Mays, joint board

chairman of the National Association of Broadcasters.

"It is a good beginning and I am glad to hear it," said MST member Jim Lynagh, of Multimedia Broadcasting. But Lynagh thinks Mooney "started the current battle" when he met last year with members of the Television Operators Caucus. He thinks broadcasters are mistrustful, although Lynagh remains hopeful that a compromise can be reached.

Lynagh is referring to a meeting Mooney had with the TOC concerning its must carry and channel positioning proposal (BROADCASTING, Nov. 6, 1989). The session was described as tense, especially between Mooney and George Castrucci of Great American Broadcasting, and it ended on a sour note.

According to Mooney: "The broadcast organizations had been taking the position that local stations should have their cable channel positions permanently frozen. The TOC came in with what they described as a compromise to the effect that only stations qualifying for must carry would get their channel positions permanently frozen. I said that didn't look like too much of a compromise since stations carried and must carries tend to be the same thing. They were vigorous in expressing their disapproval of my response, to the point that Joel Chaseman called me after the meeting to

make sure I hadn't been offended. I think it's interesting that none of the people you are quoting to me as being critical of my actions at the meeting were actually there. I am surprised, too, that some people seem to want to personalize this; I am the guy who's been to five broadcast industry meetings in five years offering the olive branch."

In his remarks to MST, Mooney said while he is willing to work with broadcasters on must carry, he also did not want to raise "false expectations." The if carry/must pay dispute is probably incapable of resolution, said Mooney.

He feels the current situation is "increasingly coming to look like a blood feud." And he believes this "acrimonious situation" does not bode well for either industry. When the fights between industries become increasingly bitter, Congress tends to remember, he said. "The charges and counter-charges tend to be recalled later on, in other battles, on other things, involving other adversaries."

Mooney admitted that cable is in the "hot seat." He expects the industry to take some sort of "legislative or regulatory hit." But in the end, he thinks it will do cable some good because it would "restore political stability to our business."

Since many companies have both cable and broadcast interests, said Mooney, "there is a bit of incongruity in the industry

trade association being so busy doing things which can have the result of undermining the value of assets their own companies hold in the other side's camp." And furthermore, he said, individual stations and cable systems seem to be "stepping up their enthusiasm for cooperation rather than confrontation."

It is time, said Mooney, for the "moderates in both industries to step forward and begin to lead. There is no real reason we cannot find solutions that are mutually tolerable and therefore realistically achievable."

-KM

Congress not high on beer and wine ads

Congress may shy away from banning beer and wine advertising, but there is still a chance for some type of restriction. That seemed to be the assessment of key House members appearing on an NAB panel on the topic.

Several bills are pending in the House that would ban all promotion and advertising of tobacco products. And although tobacco ads have been off the airwaves for almost 20 years, broadcasters are concerned about the precedent that would be set by banning advertising of a legal product such as tobacco. They fear beer and wine ads will be next.

Jim Bates (D-Calif.) seemed to think the political pressure is there. "I think it's inevitable that beer and wine advertising is going to go out. I think you need to adjust to that reality." In the meantime, Bates believes the first step will be legislation requiring advertisers to include warnings on the hazards of alcohol.

Congressman Tom Luken (D-Ohio), the author of one of the tobacco ad bills, made his view clear. "There is no First Amendment right for advertising of drugs, no matter if they are legal or not," said Luken. He said he agreed with broadcasters who say beer and wine is not similar to tobacco. Tobacco, he said, "kills directly."

Congressman Joe Barton (R-Tex.), however, chose to distinguish himself from the others. He let broadcasters know that he opposes any of the ad bans for either alcohol or tobacco.

But what troubles Luken and others is that the beer and wine ads are directed at young people. Republican Rod Chandler of Washington said he thinks the industry needs to "clean up its act. I know you don't produce the ads, but it's your airwaves. If you don't want what these guys are peddling, then work with these people to head them off," said Chandler.

Other members expressed the same frustration with the commercials. Gerry Sikorski (D-Minn.) said Congress is not fooled by the argument that advertisers are merely trying to maintain brand allegiance of alcohol users. He believes they are targeting young people. "We're not idiots. We watch TV and see these commercials with



Back row: Sikorski, Novik, Luken, Chandler. Front: Bates, Barton, Synar

youthful and vigorous people," said Sikorski.

Barton, on the other hand, said he did not blame advertisers for trying to make products as "attractive as possible."

But some of the congressmen also voiced their disappointment with the PSA's on drinking and driving. Luken said the ads condone drinking. "They say you can get drunk just as long as you're not the designated driver." Luken also complained that he doesn't see any anti-smoking PSA's.

Moderator Dick Novik of WKIP(AM) Poughkeepsie, N.Y., asked Democrat Mike Synar of Oklahoma why Congress doesn't just go ahead and ban tobacco products. Synar, who also has a tobacco ad ban bill, said it was not politically feasible. "As long as we have states dependent on tobacco crops, it is politically impossible," said Synar. Moreover, he said it would be "crucial" to ban the product because it is addictive. Synar told the group that there are "ways to do this without friction." -KM

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NAB/ABA: 'Regulation' no longer dirty word

Attendees get assessment of regulatory view from hill and high court as well

The National Association of Broadcasters' 68th annual convention was the first since the arrival at 1919 M Street in Washington of a virtually new lineup of FCC commissioners, four of the five, under the chairmanship of Alfred C. Sikes. Even before Sikes addressed the convention, on Tuesday, speakers at sessions of a satellite meeting reaffirmed reports that the atmosphere regarding regulation has changed. That word is no longer excluded from polite conversation on the eighth floor.

That emerged from the remarks of commission and congressional staffers at the Ninth Annual Legal Forum jointly sponsored by the American Bar Association Forum on Communications Law and the National Association of Broadcasters. The commission's general counsel, Bob Pettit, for instance, said he sees "a fundamental change toward regulation," not only on the part of the commission, but broadcasters as well.

But there is more to Washington than the FCC. So the lawyers also heard an assessment of the prospects of communications legislation in Congress, at least in the Senate. The cable reregulation bill now in the form of a staff draft is likely to emerge from the Senate before the Fourth of July. There was no such forecast, however, for the legislation that is at the top of the NAB's wish list—the if carry/must pay bill introduced by Inouye at the request of CBS Inc. President Laurence Tisch.

The change in the broadcasters' attitude toward regulation is seen by Pettit as a function of their experience with deregulation in the 1980's—the elimination of the must carry rules by the court, for instance. "So you heard more about [broadcasters'] trustee role," he said, referring to the concept that broadcasters serve as trustees of the public's ownership of the airwaves. There is no longer a consensus on deregulation, he said.

Roy Stewart, chief of the commission's Mass Media Bureau, agreed. "We're all

saying there's been a change regarding regulation," he said. But Stewart also said his hope is that regulation would be invoked only in the event competition was found to be failing as a means of protecting the public interest. Even then, he said, he would hope the regulation adopted was "the least intrusive" possible.

If broadcasters are more willing to accept regulation as, in a sense, a cost of doing business, the new FCC chairman—a former broadcaster himself—has indicated he is of the school that believes broadcasters should adhere to a high standard of ethical behavior. Pettit noted that even before Sikes received a letter from Representative John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, complaining about the previous commission's weakening of a 1986 statement on licensee character qualifications, he had directed the staff to repair it. Stewart, who is working on the project with Pettit, said, "The commission in a short time will review the character qualification issue." And Pettit, addressing the audience of lawyers, said, "whether you're outside or in-house counsel, you will be fully employed."

The character qualification issue is not the only one occupying the commission's time that is aimed at tightening procedures. Pettit noted that his office has been given the assignment of proposing reforms of the comparative hearing process. The aim is to eliminate what are considered abuses of the process, including sham applications. These could involve applications seeking a minority or female preference or that were filed for the sake of engineering a buyout by a competing applicant.

Then, too, there is the Sikes commission's campaign against indecency, even if the constitutionality of the law under which the commission is campaigning is being challenged in court. And proof that broadcasters are impressed may be found in the decline in complaints about alleged indecency received on Capitol Hill. "We see a tremendous drop in the number of complaints," said Antoinette D. Cook, counsel

to the Senate Commerce Committee. And that, she said in answer to a question from the moderator of the panel, Richard E. Wiley, has "assuaged" Capitol Hill's harsh feelings on the issue.

The cable regulation bill, backed by Senators Ernest F. Hollings (D-S.C.), chairman of the Commerce Committee; Daniel Inouye (D-Hawaii), chairman of the committee's Communications Subcommittee, and John Danforth (R-Mo.), the committee's ranking minority member, is on a fast track, and is scheduled to emerge from committee this month. Cook's statement regarding Senate action by early July was the first indication as to when Hollings expected the Senate to complete its work. Finishing then, Cook said, would give "the House time to do something" before Congress adjourned.

And Cook said the Senate was not ignoring the commission. She noted that the draft shifts responsibility for much of the work to be done to the commission. The draft gives "broad policy guidelines" in a number of areas—rate regulation, vertical and horizontal integration, among them—for the commission to follow.

The commission is now rushing to complete the study on cable television mandated by the 1984 Cable Act. Lauren J. Belvin, legal assistant to Sikes, said the commission expects to complete that project at about the same time the Senate is expected to finish work on the bill. And, she said, "We could adopt rules independent of but consistent with the draft."

As for the if carry/must pay bill, Cook was less sanguine. "It's hard to say what will happen," she said. She noted that Inouye "introduced the bill by request and sees it as a very important issue. But there is strong opposition by cable. The motion picture industry may be opposed. We'll see in the next couple of weeks."

□

The problems broadcasters foresee for their industry in the years ahead will not be limited to resolution by the commission or Congress. Timothy Dyke, a partner in Jones Day Reavis & Pogue, said during a panel called "Current Content Problems in



Robert Pettit



NAB's Jeff Banmann; Roy Stewart

Broadcasting," that "the decade of the 90s in the Supreme Court will be the decade of the First Amendment and new technologies. The "long list" of prospective issues, he said, includes cable television, the right of telephone companies to enter the cable business and if carry/must pay. The reason for the likely burst of activity in the Supreme Court, he said, is that the roles of the major players involved have changed: Congress is more active, the commission "less rigid" regarding the First Amendment and the industry "more fragmented" (with some elements breaking away from the main body of the industry to challenge rules or laws).

Dyke mentioned two issues he saw as likely to be taken to the Supreme Court. One is the fairness doctrine, assuming Congress enacts a fairness bill. The other is the law banning indecency from the air on a round-the-clock basis.

□

Commissioner Sherrie Marshall, who was the luncheon speaker at the legal forum, offered lawyers several pieces of common sense advice on dealing with commissioners—"the public interest rule: don't refer to every private interest as the public interest;" do not monopolize all of the time of the visit; let your client talk, and "watch the clock: don't waste time on chit chat," among them. But she also offered a behind-the-scenes look at how commission decisions are made, one that offered new perspective on the role of commissioners' staffs.

In response to questions, she said, yes, commissioner staffs do confer on agenda items to resolve differences among their bosses. "There is an organized procedure; staffs are running up and down the halls." That activity stems in part from the "sunshine" rules, which prohibit more than two commissioners from meeting in private.

Asked if the commission would work more efficiently with more "elbow room" than is allowed under sunshine rules, Marshall said: "We work more in the dark than in the sunshine." Because of the limit on the number of commissioners who can confer privately, "we go back and forth" among the offices. "We know the problems, and the staff fixes them. If we could have meetings to discuss items in advance, the staff wouldn't have as much control."

-LZ



FCC Sherrie Marshall



Word from the Hill. Congressional staffers share their views on Capitol Hill's legislative agenda: Gina Kenney, Republican counsel, Senate Communications Subcommittee; Herb Brown, chief counsel and staff director, House Telecommunications Subcommittee; Tom Mooney, Republican counsel, House Copyright Subcommittee; Terry Haines, Republican counsel, House Telecommunications Subcommittee; David Leach, aide to House Energy and Commerce Committee Chairman John Dingell (D-Mich.), and Toni Cook, Democratic counsel, Senate Communications Subcommittee.

Among some of their observations: Kenney is "confident" the Senate will pass a cable bill; if there is a consensus on what needs to be done on cable, Leach says it could "move quickly" in the House; Brown said his boss, Telecommunications Subcommittee Chairman Ed Markey (D-Mass.), is committed to completing the hearing process and putting together a cable bill; Mooney predicted that House Judiciary Committee Chairman Jack Brooks (D-Tex.) will get involved in the if carry/must pay debate. "If there is a hint of copyright or antitrust, it would not surprise me if he holds a hearing or tries to influence it." Haines said broadcasters have a "real selling job" to do on the if carry/must pay proposal, and Cook thinks a children's television advertising bill will pass the Senate.

Technical talk at engineering lunch

FCC Chairman Sikes says FCC will start major action to improve AM band, perhaps this week; EIA's McCloskey urges diligent preparation for HDTV

AM improvement and HDTV were the two technical topics most commonly raised by the speakers at NAB's annual engineering luncheon last Tuesday (April 3). FCC Chairman Alfred Sikes announced during the event that the commission will soon take a major action aimed at improving the technical quality of AM.

At the same time, the chairman amplified his statements on the need for an HDTV terrestrial transmission standard following the FCC's decision to set a simulcast HDTV standard in the spring of 1993 (BROADCASTING, March 26). The featured guest speaker of the afternoon, Peter McCloskey, president of the Electronics Industries Association, endorsed Sikes's views and advised broadcasters to begin planning for implementation of HDTV in their stations.

The main purpose of the annual luncheon, which this year was held as the final event of the five-day NAB technical conference, is the presentation of the association's engineering achievement award. This year's winner was Hilmer Swanson, senior staff scientist for Harris Corp.'s Broadcast Division, Quincy, Ill. (see "Fifth Estater," page 95).

Swanson is best known for his invention of pulse duration modulation, a technique that has saved millions of dollars in electricity costs for AM broadcasters over nearly 20 years. Michael Rau, NAB senior vice president, science and technology, said dur-

ing the presentation that "It is not beyond the realm of possibility to consider that AM broadcasters may have used this money [in saved electrical costs] to invest in FM stations and help build the FM industry in the 1970's."

Swanson reminisced about his early days designing FM transmitters for Collins Radio in the 1960's and about his first visit to an NAB convention in 1962. "After I got over the initial shock and excitement, the thing that really impressed me about the show was being able to talk to people who were going to use the equipment that I helped design. Since that first show, I've gone to more than 20 shows. I still enjoy listening to people who purchase and operate broadcast equipment," Swanson said.

Sikes said that by this week, the commission will "be announcing a major initiative on the AM radio service. The intent of this initiative is to put AM broadcasters in a position to optimize" its medium. He did not say what that initiative will be, but for several months broadcasters have been expecting the start-up of an FCC proceeding to expand the AM band from 1605 khz to 1705 khz.

By international treaty, spectrum on the new band in the Western hemisphere will become available July 1. However, the FCC has been slow to begin proceedings allocating U.S. stations to those frequencies. Several groups have petitioned for preference in the assignment of those channels, including minority and noncommercial broadcasters.

The NAB has supported relief of daytime-only stations in the expanded band. Those stations would simulcast in the con-



McCloskey



Sikes

If it's April, it must be tax time

A very timely Saturday morning seminar in Atlanta was "Tax Management for the Broadcaster." Moderator Mark Fratrik, vice president and economist for the National Association of Broadcasters, said that so far broadcasters have been successful at preventing state governments from either removing the exemption advertising has enjoyed from sales taxes or other attempts to tax it directly. But, he noted, some government proponents are getting "crafty" by tying the tax proposals directly to "worthwhile causes" such as education or drug treatment.

As for the federal government, Fratrik said that 1991 might see further attempts to remove advertising as a tax deductible expense or to challenge the tax treatment of intangibles.

New opportunities that reduce taxable income through the amortization of intangibles was discussed by J. Michael Hines, a partner with Dow, Lohnes & Albertson. Hines focused on Section 1253 of the tax code, which permits the amortization of "franchises." He said the question of whether intangibles such as network affiliation agreements, FCC licenses and cable franchises qualify as a franchise is currently under litigation in tax court. The prospects of a favorable ruling in the two cases, one involving Jefferson-Pilot, the other Tele-Communications Inc., are good, he said, but added that an appeal is certain, "whatever the result."

Even absent case law on the matter, Hines said that even though IRS auditors have denied "franchise" treatment for FCC licenses or network affiliation agreements, IRS appeals administrators have often subsequently settled the dispute "on a favorable basis" for broadcasters. Therefore, broadcasters, especially those planning a purchase or sale, should factor in such tax deductions in their calculations. There is a lot of "upside," said Hines, and the only downside is that, for those who wanted to go back and amend previous returns, there would be an increased risk of audit.

The subject of audit was reviewed by Christopher H. Baldwin, director of taxes for Gannett. Baldwin said that preparation was the key for a successful audit: "I can't stress too much that you have to plan for it." Such planning should include, he said, trying to anticipate what the IRS's "audit strategy" is; making sure all communication with the service is carefully documented, and even rehearsing the audit itself. Baldwin said it is best to get service objections "knocked out at the agent level...that way there is no trail."

The service recently has looked into travel and entertainment expenses, and at asset dispositions and acquisitions. In the latter area not only has it challenged the taxpayer's treatment of intangibles, but also has said that tangible assets have been "overvalued.... They are looking to overturn *Miami Valley* (a tax case); specifically, what

ventional expanded bands for a number of years with night service in the expanded band. Eventually the licenses in the conventional band would be turned in to the FCC and not reassigned, so that congestion on AM would be reduced.

"Whether it's taking on directly some of the difficulties of AM or it's facilitating new services like high-definition television, I simply want you to know that this is an FCC that I think is sensitive to the advice [broadcasters] have given us," Sikes said.

On HDTV, the chairman said the FCC is placing high priority on choosing a broadcast HDTV simulcast standard in 1993 because "we think in a high-tech world, being second best is not good enough." The simulcast approach also was chosen because the FCC considers it more spectrum

efficient, he said.

McCloskey, who is the head of the U.S. trade association representing consumer electronics manufacturers and marketers, told the audience of broadcast engineers that "HDTV is coming and broadcasters must plan for it. Americans want top quality pictures and they are willing to pay for them."

When the FCC sets an HDTV standard, McCloskey predicted, programming and advertisers for the new medium will appear "targeted at upscale HDTV purchasers.... The danger for broadcasters is that a failure to plan and adjust to these events may result in a steepened erosion of viewing audience to other media. In short, broadcasters must embrace HDTV or risk the AM-ization of the local TV broadcaster." —RMS



Washington point of view. Veteran ABC lobbyist Gene Cowen (l) was honored by his industry last week when he received the NAB's Gover C. Cobb award. NAB President Eddie Fritts presented the award, which recognizes the contributions broadcasters or public officials have made toward improving broadcaster relations with Congress.

Cowen's golden rules of lobbying: "Rule number one is always tell the truth. Rules two and three are never forget rule number one." Cowen, who retires May 31 after 19 years as ABC's Washington vice president, made some brief remarks concerning the special responsibility of lobbying for a broadcast organization. "A responsibility that someone lobbying for widgets doesn't have. We have that responsibility because of the underlying tension that exists between those who govern society and those who inform society," he said.

While there is tension between the two, Cowen also believes they have much in common. "For instance, the people whom members of Congress call their constituents are the people we in broadcasting call our audiences. They are the same people." Moreover, "both of us would like to make our society a little better," he said. This common bond should lead to a dialogue. "That dialogue needs to be conducted on the basis of mutual consideration and respect, with sensitivity to the integrity of both institutions," Cowen said.

And he suggested that broadcasters always do their homework and keep their tempers. He said NAB's grassroots is key to a successful lobby and it can become even more successful if in the "recent past you had him [your congressman] on the air in something other than a scandal. But strongest of all is if you've contributed to his election campaign."

they feel is excessive 'going concern' value."

Taxes have a significant effect on how mergers are structured, said Frank Higney, chief operating officer of Broadcast Investment Analysts/Frazier, Gross & Kadlec. He said that sales of stock are on the increase, versus sales of assets, because they are generally more favorable to the seller. Buyers on the other hand, noted Higney, prefer asset sales because they can write up the assets, enabling them to shield future income with greater depreciation, because they have a higher tax basis, thereby reducing gain on a later sale, and because they are more easily protected against contingent liabilities to which they would more likely be subject if they purchased stock. Higney also ran through a detailed example of the calculations which buyer and seller would go through in comparing an asset versus a stock transaction.

-GF

The tale of tight money

Brokers say lenders are not as free with funds, more equity needed

Financing in the station trading market for the short term will be based on trailing numbers that may extend beyond 12 months. That's the consensus that emerged from the NAB's "Station Trading in Today's Changing Environment" panel discussion Monday afternoon.

Evergreen Media President Scott Ginsburg said that lenders may look as far back as 24 months of cash flow before deciding to lend. He added that today's market most closely resembles the market of 1983-84. Buyers today "will need significantly more equity" than in the boom of the late 80's to see a deal work.

Moderator Dan Gammon of Americom Brokers pointed out that the net effect of the changing environment is that lenders have decreased by roughly 15% the amount of capital they are willing to put into a station deal. He said working in today's market is "high stress time."

To make up for a reduction in financing or a lack of large equity, Ginsburg said the extra money would have to come from

seller financing or the buyer having substantial cash flow available from other properties. He said expanding the number of properties one could own from 12 to 14 might help.

Richard F. Blackburn, Blackburn and Co., thought that properties outside the top 50 could still be sold if a "reasonable story" of cash flow, competitive abilities of management, and local market factors was presented to "a reasonable lender." Deals can be done, he said, but the dynamics have changed considerably in the past six months, chiefly because senior financing is more restricted and mezzanine financing has virtually disappeared. The break will come when sellers agree to subordinate some of the financing themselves, he said.

Paul Fiddick of Heritage Media said that aside from liquidation values, stations have "no real value," but rather are determined by a host of "outside forces." Prices are therefore rather elastic and should not be expected to always increase.

Gammon believes this is the first true buyer's market since the early 1980's because of relative price reductions from past years. Fiddick thinks the slump is temporary.

The best buy might be from owners who are looking to sell a "turnaround" and are willing to take what they can get, said Gammon. Blackburn added that those sellers are not in a position to subordinate any of the financing, which could force the price even lower.

Also, stations in financial trouble will go on the market because "the financial institutions are forcing the issue" and willing to recover what they can, said Doug Zylstra of Heller Financial Inc., who added that the regulatory environment is chiefly responsible for preventing an adequate supply of money being lent. He said that financing is readily available for stations that have strong historic cash flows, but lenders are far "less willing" to lend on properties that exist on marginal profits.

There was, however, some debate between members of the audience and the panelists on whether or not there is a shortage of buyers, or whether the lack of available financing is keeping buyers from being able to even look at properties. The panelists maintained that there was a shortage of buyers. Questions and comments from the crowd indicated that many believed that financing is so tight that it is not worth the time, energy and money to make offers. A consensus was not reached.

The biggest adjustment, all agreed, is that owners and lenders are going to have to reacquire themselves with a market that will be based, for a while at least, on single-digit revenue growth, and is much less resilient to external forces. Ginsburg said that the dynamics vary depending on market size and station position. The top 15 have always been, and will continue to be, insulated from overall market conditions and will resist "suffering a reduction in pricing," he said.

Prices are not likely to go down any further, said Gammon, and the upswing may come sooner than most people think. -PJS

FCC casts vote for 'free' TV

Four out of five commissioners agree that preserving universal free television service is a must

Broadcasters who got up early on the second day of the NAB convention to attend a breakfast session with government officials were rewarded with assurances from the four FCC commissioners on hand (all but Chairman Alfred Sikes) that preservation of "free" broadcasting would guide their regulatory actions, particularly with regard to cable.

"As far as I'm concerned, we have to keep uppermost in mind [in reeregulating cable] that our main drive should be maintenance of universal, free over-the-air television," said Commissioner James Quello, drawing applause from the crowd.

"Universal free TV is what we have got to keep as the touchstone for anything we do in terms of recommendations for cable [reeregulation], said Commissioner Sherrie Marshall. "It serves a unique purpose," she said. "It's something that should be incontrovertible."

Commissioner Ervin Duggan elicited another round of applause: "Broadcasting is how we know who we are as a people," he said. If New York Governor Mario Cuomo's metaphor of the nation as a family has any meaning, he said, it is, in part, due "to the moments we have lived through together...through broadcasting."

"When a thousand different opinions compete...on every issue, there needs to be some core of value, core of unity, core of feeling," Duggan said. "It is broadcasting that gives us the potential to have the core of unity as a nation."

"It is not only important for business and competitive reasons that free broadcasting be preserved and defended and protected, it is because we will no longer be a national family if we lose it."

Commissioner Andrew Barrett and Janice Obuchowski, head of the National Telecommunications and Information Administration, the only non-FCC official on the panel, concurred. "We have to concern ourselves...with a commitment to free over-the-air television," Obuchowski said. "These services are unique."

With Jeff Baumann, NAB general counsel, asking most of the questions as moderator, the four commissioners touched on a number of issues soon to be before the agency.

Quello said he believes that any cable system that does not compete against another multichannel medium should be subject to rate regulation. Currently, only systems faced with competition from three or fewer broadcast stations must submit to regulation.

Quello said he voted for the three-signal standard after passage of the Cable Act of 1984 not because he liked it, but because he had cast a series of dissenting votes in other proceedings at the time and did not want to

AMST's new slate

The Association of Maximum Service Telecasters held its annual election for board members in Atlanta during the National Association of Broadcasters convention. Also elected were new officers: Joel Chaseman, Washington Post Co., chairman; Ward L. Huey Jr., A.H. Belo Corp., vice chairman; Dudley S. Taft, Taft Broadcasting Co., vice chairman; Cecil L. Walker, Gannett Broadcasting, secretary-treasurer; Margita E. White, AMST, president, and Victor Tawil, AMST, vice president.



Baumann, Quello, Marshall, Duggan, Barrett, J. Obuchowski

be tagged an "obstructionist."

Quello also defended the FCC's proposal last month to deny FM translators the right to originate programming. "We did not need another two or three thousand low-power FM radio stations out there," he said.

The commissioner would not discuss details of an omnibus AM rulemaking aimed at improving the quality of AM radio that the FCC is expected to launch at its April 12 meeting.

However, Duggan hinted that the gain would not come without some pain. "This is an effort to deal with the problem at the center and not just nibble at the margins," he said. "As such, it will require a high degree of public spiritedness on the part of people in the industry. It is the essence of public spiritedness...that individuals are sometimes asked to make sacrifices on behalf of the common good. And I must tell you that there are some aspects of this proposal that will require such sacrifice in the public interest."

Quello and Duggan defended the FCC crackdown on broadcast indecency that picked up steam last fall.

"We are not on any Salem witch hunt," said Quello, noting that the FCC has dismissed most of the complaints of indecency filed with the agency. "You do not see here a group of Carrie Nations with hatchets who are out to dismantle the First Amendment or to seriously curtail the responsibility of serious broadcasters," he said.

Duggan also said he supported a 24-hour-a-day ban against broadcast indecency. "It is not just children we need to be concerned about in this issue," he said, but also protecting one another and our national culture from a subtle, but terrible pollution. "Some restraint is necessary, he said. "A society in which everything goes is not the kind of society that we want to build."

Barrett, who has supported each of the FCC's indecency actions since taking office last September, indicated that he is not fully comfortable with the FCC role.

"I suggest to you that our role may not be to be the parents of America's children," he said. "I am always disturbed where we are asked to substitute our values for those of America's parents."

Asked about the FCC's warm relations with the key communications lawmakers on Capitol Hill, Marshall said, "At first I thought it was a honeymoon period...but it seems to have developed into more of a relationship of mutual trust and understanding."

It has been a "pleasant surprise" to find Congress looking to the FCC to implement changes in policies toward the telephone

and cable industries, she said.

Barrett cautioned that the "honeymoon" may not last forever. The FCC "ought to do what is right," even if it offends some members of Congress. He added that he hopes the FCC's desire to maintain good relations "does not make us become a dependent agency."

Quello and Duggan had some fun with the question of congressional relations.

Quello said he and John Dingell (D-Mich.), the powerful chairman of the House Energy and Commerce Committee, have their disagreements, but their relationship is sound because they have an "all-encompassing agreement"—that is, Quello supports Dingell whenever he is up for reelection and Dingell supports Quello whenever he is up for reappointment. "Anything else is relatively minor compared to that," Quello said.

When he went to see Senator Ernest Hollings (D-S.C.) prior to his confirmation hearing before Hollings's Commerce Committee, Duggan said he sat virtually silent for a 45-minute lecture by Hollings on communications policy, acknowledging the senator's points with an occasional "Yes, Senator." At the end, he said, he received the senator's blessing: "You're a mighty smart boy." Without trying, I had learned the secret of congressional relations," he said. —HAJ

Telco entry inevitable as tide, suggests phone executive

Ameritech vice president sees partnership possibilities with broadcasters in delivering video services to home; but delivers bottom line that telco entry is 'when' not 'if'

Ormand J. Wade, the vice chairman of Ameritech, of Chicago, dropped in at the National Association of Broadcasters convention in Atlanta last week to offer broadcasters a deal. Whether it was one broadcaster could not refuse was another matter.

Wade argued the telephone companies' case for entry into the cable television business, arguing it in the context of the benefits it would bring to broadcasting as well as the public. "I believe there are rich opportunities in seeing ourselves as partners with you in addressing change," he said.

Wade also made it clear he knew he was addressing an industry feeling hard pressed from the rising tide of competition it was facing, particularly from cable television (the industry most interested in thwarting the telephone companies' expansionist ambitions). He cited broadcasters' loss of must carry, the problems with negotiating syndicated exclusivity, and issues of channel positioning and "receiving adequate compensation for signal carriage."

Broadcasters need not fear such problems from the telephone company, he said, in effect. "Our businesses are far more complementary than competing."

However, Wade said Ameritech wants to deliver entertainment programming—in fact, feels it must if it is to finance the deployment of the broadband transmission facilities to the home that it has in mind. He was talking of facilities that would be a combination of coaxial, fiber and digital radio technologies. And that, he said, "argues for a partnership of sorts between our industry and yours—at least from the per-

spective of the telephone companies' interests."

But it was the reference to provision of program services that set alarm bells ringing in the minds of some in his audience. "You're asking us to say we should trust you, as cable did," said Gary N. Schmedding, of Lee Enterprises Inc., Davenport, Iowa, during the question-and-answer period following the talk. "As long as the incentive is there, the BOC's will be in programming." And he, Schmedding said, would not agree to that. "We don't trust you. You have more resources."

Wade's description of the partnership between the telephone company and broadcasters sounded appealing. He did not say carriage of broadcast signals would be free—but he did say it would be the customer, not the broadcaster, who would pay the cost (as, he said, customers do in using 800 service and collect calling). Beyond that, he said, broadcasters would benefit from the telephone company's "unmatched tradition of customer service and transmission reliability."

What's more, Wade said that "when [not



Ameritech's Wade

"if"] the telephone companies do begin to transmit broadband signals," the commission's doctrine of open network architecture will require them to transport the signals of all content providers "without discrimination or self-preference." He said that means that, "unlike the cable companies, the telephone companies won't be picking and choosing whose signals get transmitted."

Wade also painted the telephone company as an answer to the spectrum and quality problems broadcasters confront in considering high-definition television. "Telephone companies providing broadband transmission could allow for HDTV signals by separate feed directly from the studio to the early-adopter high tech segment of your audience, while allowing your industry to introduce HDTV gradually," he said. The customer, he explained, would have a choice of HDTV or NTSC signals during the transition period.

But in the course of that description of the partnership, Wade said that customers would be able to purchase from the telephone carrier "whatever packages of services they choose, and telephone companies may be among the 'packages'—and I am sure that every local broadcast signal will be at the core of any offerings to the customer." Later, in response to a question, Wade left no doubt as to the telephone companies' ambitions. "There is no reason we shouldn't be allowed in the full spec-

trum of activities," he said. "Why is the American consumer better served by seven [BOC's] not being in all activities."

With telephone companies carrying signals of broadcasters and the programming of any packager interested in using the companies' facilities, and even becoming packagers themselves, what would be left for over-the-air broadcasting? Wade said programming would have three paths to the home—the telephone company's, cable's and over the air. He also foresaw the possibility of broadcasters entering "alliances and partnerships" with telephone companies. He did not think broadcasters would become "obsolete."

But such considerations aside, Wade indicated he feels the telephone companies' involvement in the cable business is inevitable. He noted there are obstacles ahead—the Modified Final Judgment of the consent decree ending the Justice Department's antitrust suit against AT&T, FCC rules and the Cable Act of 1984. They all bar the BOC's entry into cable. But the title of his talk was "Riding the Tide." And he likened the changes in the telecommunications industry to "the inexorable advance of the tide."

Then, driving home his point, he said, "The telephone industry is learning, and I think the broadcast industry is learning as well, that we will not pave the road to the future by fighting rearguard regulatory and legal actions." —LZ

ahead with must carry. Congressman Hamilton Fish (R-N.Y.), the ranking Republican on the Judiciary Committee suggested broadcasters go for either must carry or must pay. He thinks it would be "quite difficult" to get both. —KM

Telcos are knocking at the door

BOC's say they will be in video business by year 2000

The telephone industry was making no bones about its desire to become a full-fledged video provider. Appearing on an NAB panel were representatives of the Bell operating companies: Allan Arlow, Ameritech, Chicago; Grey Collins, Bell Atlantic, Arlington, Va.; Robert Glaser, Southwestern Bell, St. Louis, and Colin Watson, Nynex, New York.

Each company expects to be in the video business by the year 2000, they told moderator Jim Lynagh of Multimedia. Whether or not they would actually be permitted to operate as more than a common carrier is unclear. It was obvious the BOC's want to be in the content business. Arlow said he thought the telcos would enter the business in a "variety of ways." He thought it was most likely that they would have to operate the video service as a separate subsidiary. Glaser predicted they would be regulated in the common carrier tradition.

The BOC's said they would continue to deploy fiber as the costs drop and hoped to install a switched broadband interactive network as soon as possible.

The group also made clear their view that broadcasters would get a better deal with them than with cable. "We're interested in a dialogue," said Watson. Furthermore, "quality and customer service are something we're known for," said Arlow. One broadcaster asked the BOC representatives if they would accept a must carry requirement for radio and television. Southwestern Bell's Glaser said yes. "That is the very nature of a common carrier network—it's available to everyone."

"I am a little puzzled that the broadcasters don't use us as a partner," said Collins. "We offer additional channels on a common carrier basis. Another channel would give you advertising opportunities. The technology is going to be there."

Asked if they would live with a public interest standard like broadcasters, Glaser said he thought it would be appropriate. After all, he said, the BOC's live under a public interest standard.

One broadcaster listening to their pitch said he thought the call for cooperation was interesting. But he suggested that if the phone companies agreed not to get into the content business, broadcasters would be less reluctant to work with them.

The BOC panelists were also asked to

Congress-eye view of cable

Legislators disagree on chances for cable reregulation bill

There were some lawmakers attending last week's NAB convention who are skeptical about the chances of Congress enacting a cable reregulation bill this year. And strong doubts were expressed about the likelihood that Capitol Hill would remove legal barriers and let the telcos provide video services.

"I don't see telco entry in the near term," said Tom Tauke (R-Iowa), a member of the House Telecommunications Subcommittee. Members, he said, have not "figured out what it will mean to let the telcos into cable," said Tauke. And, he added, if they pass an MFJ bill, it will delay telco cable for some time.

Tauke also expressed his doubts that a cable reregulation bill would become law in this Congress, or in the next. "I don't see it," he said. Tauke believes rates are the issue driving the cable reregulation debate. He expects the FCC will solve that problem. The FCC has the authority to set rates under the Cable Act and he thinks the "current FCC is willing to exercise its authority."

Senator Dennis DeConcini (D-Ariz.), chairman of the Senate Copyright Subcommittee, believes a must-carry bill could move this year. But he does not see cable rate regulation having as much success. The senator feels there are enough reservations about turning rate regulation back to the cities that "until someone comes up with a solution," nothing will happen.

Senator Larry Pressler (R-S.D.) predicted there is a "good chance" the Commerce Committee (he is a member) will pass a cable bill. But whether the full Senate will follow suit is "somewhat doubtful," he said.

But House Telecommunications Subcommittee members Cardiss Collins (D-Ill.) and Billy Tauzin (D-La.) disagreed with their colleagues. They think there is enough dissatisfaction with cable that something could move. Collins said the "depth and scope [of a bill] is still to be determined."

"I don't think Congress can keep saying we can't do anything," said Tauzin. He is preparing to offer legislation that would give cable some competition, but not from the telcos. He wants to see the DBS market develop. "The consumer would have a choice," said Tauzin.

While Tauzin thought something needs to be done about cable's "arrogant" practices, he also praised the industry. "Cable has done some remarkable things for America. It has provided programming that the networks were too timid to provide. It has introduced entirely new concepts," he said.

Asked what they thought about NAB's if carry/must pay proposal, the congressmen were not terribly enthusiastic. Tauke called it "intriguing." But he advised the broadcasters not to "hold your breath for it to pass Congress." Tauzin did not feel it was the "right remedy" and suggested instead that the broadcasters tie must carry to the compulsory license.

"I can't see where you benefit," said DeConcini. He feels they should move

Making AM radio prosper

AM is subject of two panels, one on steps already being taken to improve band, other on ways to help it grow

If the overriding issue at the convention last week was the future of television, and the most volatile was the future of TV Marti, the complementary issues on the radio side were the survival of AM and the strengthening of FM.

The service needing most of the help is AM radio. And one of the panels dealt with steps being taken by the FCC and Congress to strengthen its competitive position. Even one with a more general focus—on media crossownership—had information helpful to AM broadcasters looking for ways to help them survive and prosper.

The panel, "AM Action," served as a vehicle for reminding broadcasters of steps already taken to help AM. Barry Umansky, the NAB's deputy general counsel, said the FCC has eliminated rules that prevented broadcasters from buying competitors or from offering combination rates and engaging in joint sales. And Larry Eads, chief of the FCC's Audio Services Division, cited the commission's adoption of the National Radio Systems Committee standards designed to help clean up the AM band. The standards are to become effective June 30.

But bigger things are just ahead. Umansky said that the bill introduced by Representative Matthew Rinaldo (R-N.J.), ranking minority member of the House Telecommunications Subcommittee, to strengthen the AM service soon will begin moving through the legislative process. And the FCC this week is scheduled to issue a comprehensive notice of proposed rulemaking aiming to improve the technical quality of the AM service. It was in anticipation of the rulemaking that the commission two weeks ago imposed a freeze on applications for new AM stations and for modifications of existing ones.

Among other things, the Rinaldo bill (H.R. 2714) would require radio receiver manufacturers to build sets capable of receiving both AM and FM signals, including those emanating from stations broadcasting on the 10 channels to be carved out of the expanded AM band (1605 mhz-1705 mhz). Both the bill and the FCC rulemaking address proposals to ease congestion in the existing AM band by moving daytimers into the new band and permitting their old frequencies to lie fallow.

So if the AM service does not prosper, it will not be for lack of trying. The NAB has made AM improvement a high priority. Eads said that FCC Chairman Alfred Sikes "has made AM one of his priorities." And the panel's moderator, Ted Snider, Snider Communications Corp., who is a member of the NAB liaison committee with the Electronic Industries Association, said that the two associations are now cooperating in the effort (although EIA does not support the AM-FM receiver bill).

But Snider also said the AM broadcasters can help their cause. He urged them to help



Okun, Quinn, Eads, Salek, Snyder, Umansky

"police" fellow broadcasters' adherence to the NRSC standards. "We must do that," he said. "If we don't, who does?"

The panel on cross-ownership was not aimed specifically at AM broadcasters. But members of the panel indicated there are opportunities for crossownership that might appeal to AM broadcasters looking for a crutch. AM crossownership with FM operations is an old story. And radio can be combined with TV ownership in the top 25 markets under certain conditions.

But Ramsey L. Woodworth, of Wilkes Artis Hedrick & Lane, said the new technologies give broadcasters a variety of opportunities for expanding their participation in commonly owned media. He cited low-power television, electronic media publishing, wireless cable (MMDS), paging and data transmission. The commission has not imposed crossownership restrictions on those media. There are dangers of antitrust law violations, however. Woodworth said licensees using one media property to promote another might be inviting trouble.

Nor is that all. Alan Brill, of Brill Media,

said there were even more possibilities of crossownership—from background music to Yellow Pages, shoppers and printing operations (although he warned that expecting "a perfect fit" with a broadcast property in every case is a mistake). And Herbert McCord, who is forming Granite Communications, a media acquisition company, reported on a new development in the simultaneous transmission of programming—television stations simulcasting on radio. "You don't always need video to enjoy radio."

For all of that, some broadcasters remain unconvinced that the actions being taken by the government and the NAB have yet done much to help AM. Said Alan S. Okun, owner and general manager of WGFP(AM) Worcester, Mass.: "My feeling is that the situation for AM broadcasters is slightly worse than when we started several years ago." However, he said he sees "improvements on the horizon." So it "may not be too little as far as the help is concerned," he said. "But it's too late for some broadcasters." His advice: "Hang on." —LC

Morning drive: navigating the slippery slope of indecency

Radio broadcasters get advice but little guidance

Broadcasters looking for guidance on how outrageous they can be on the air found few answers last week at the NAB panel, "Avoiding Accidents in Morning Drive." The panelists included Dennis Corbett, attorney with the Washington law firm of Leventhal, Senter & Lerman; Tim Dyk, of Jones, Day, Reavis & Pogue, Washington; Daniel Waggoner, Davis Wright Tremaine, Washington, and Lauren J. Belvin of the FCC.

What advice was forthcoming centered on caution and much consideration. "When in doubt, leave it out," said Corbett. "This is the prudent course," he said. In his opinion, any "meaningful guidance" could not be had because the definition of what is indecent is still not clear. However, he recommended that station managers and owners establish a written policy of guidelines for station talent to follow. The guidelines should include copies of current FCC poli-

cies on indecency and examples of cases of programing that had provoked complaints from listeners and action from the commission.

Corbett extended that advice as the course of action for situations dealing with taping phone conversations for broadcast (notify listeners they are being taped) and in using copyrighted material on the air. "If you get the urge to read the morning newspaper on the air," he said, "resist it." Corbett said, "Get permission first."

Belvin offered the gathering the FCC's perspective: "The rules of the road," she said, "mean that not only indecency is being targeted." The two basic tenets behind the stricter FCC, she said, are as follows: In the era of deregulation, the rules that remain on the books must mean something and therefore should be enforced, and Chairman Sikes believes that broadcasting is a privilege and broadcasters need to take seriously their role as molders and reflectors of society.

Areas where trouble seems to crop up



Hall of famers. Radio air personality Hal Jackson (l) and CBS News Correspondent Charles Osgood were inducted into the National Association of Broadcasters Hall of Fame at a Sunday, April 1, "Radio Leadership Brunch" in Atlanta. Bill Sanders, NAB Radio Board chairman, hosted the presentation of the awards.

The leadership brunch also featured a keynote address by John Naisbitt, co-author of *Megatrends 2000* and author of *Megatrends*.

and where operators could act to anticipate and prevent incidents include: contests, sponsorship identifications and political candidates' appearances on the air. Belvins advised the broadcasters to disclose all contest rules up front, to stick to them and to keep all entries received. She also advised station operators to learn the state laws about lotteries, observe the sponsorship rules and, most importantly, "If you mess up, come clean with the FCC," she said.

Dyk told the audience: "We don't know what can or cannot be done on the air." He recommended that broadcasters keep three things in mind before they start pushing the edge of the First Amendment envelope. One, he said, is to note that the audience listening to the program is not relevant to FCC purposes. Secondly, he warned, FCC enforcement can be limited to small segments of programming—even as short as 30 seconds. Lastly, he observed that the standard for indecency was much more of a problem for humor material.

Dyk also warned broadcasters that it is not local standards that they will be judged by, but rather the "average community standard."

Waggoner brought a different perspective to the panel, discussing what he termed "the talk torts." Generally speaking, he said, those torts fell under three general categories: privacy, misappropriation and the "reach out and touch someone" cases.

Waggoner advised operators to follow the general guidelines he enumerated. To begin, he said, on-air personalities should avoid specific statements of fact and personal statements (e.g. about someone's drug, alcohol or sex problems). He suggested installing some sort of tape delay device and reviewing material to be broadcast, or reviewing talent ideas before they go on the air. Lastly, Waggoner cautioned broadcasters to think about how a jury would consider a station's actions.

—LC

Station executives share secrets of success

Radio station operators, with turnaround success stories, shared some of their tactics and guidelines with other broadcasters at the NAB's "Turnaround Tactics" session. Panel moderator was Mark Driscoll, general manager of WIOQ-FM Philadelphia, and panelists were Scott Meier, vice president and general manager WFAN(AM) New York; Steve Sinicropi, vice president and general manager WLUM-FM Milwaukee, and Bill Wells, general manager and part owner, WDJX-FM Louisville, Ky.

"The first thing to look for is setting a goal you can achieve," said Sinicropi, "whether it is revenue, ratings or profit." Sinicropi said that it is important to set goals for personal and staff satisfaction. "You have to use a tactic that you have the ability to execute. You can't say you are the money station if you can't give away the most money," he said.

At WLUM-FM the tactic was promotions. The reasons the station chose promotions, said Sinicropi, were varied. Among those he enumerated: promotions bring in revenue; promotions bring in ratings; promotions build street talk and visibility for the radio station and build morale for the staff.

Sinicropi said it was important to assemble a reasonable, achievable game plan. "You want to be able to defend that position from a competitor," he said. Another important strategy, said Sinicropi, is to make the competition react to your station. "It legitimizes the efforts of your radio station and causes people to stand up and take notice of your efforts," he said.

According to Sinicropi, it is important to assemble a team within the radio station.

"It is important that all the players on your team understand the game plan and do not have their own agendas," he said. For teamwork to exist, he said, everyone must be committed to the plan. Said Sinicropi: "We need people who want a mission, not just a job."

The initial strategy at WDJX-FM was to define the target audience and try to involve them with the station. Wells said the station began a campaign with the slogan "Show us your DJX." Response from the audience was higher than expected, he said, people were painting DJX on the sides of cows and on rooftops.

Another important strategy, said Wells, was the sales approach adopted by the station. "We walked away from business when we first put the station on the air," he said. Up until that time, he explained, there seemed to exist a "good old boy network" that resisted higher rates. Concurrently, Wells said the station offered rating book incentives to the sales staff.

The emphasis was on improving morale, according to Wells, and included "a lot of out-of-station meetings." Said Wells: "We did all this with essentially the same people that were there before we bought the station," he said. "We built the morale and built the momentum."

"AM's can be turned around," said Meier. "AM's can center around specific formats and you can still have a lot of fun." Meier reassured the gathering, however, that success comes with mistakes, especially in turnaround situations. "The original plan for our station had us generating far more dollars than we ever could dream that first year," he said, "and spending far less dollars than we ever could dream that first year." According to Meier, the station billed about \$500,000 a month during its first year, versus projections of \$1 million a month.

—LC

Bipartisan AM improvement bill to be introduced

Legislation also includes language guarding against abuse of process

The House Telecommunications Subcommittee wants to save AM radio. Subcommittee Chairman Ed Markey (D-Mass.) has already committed to moving an AM improvement bill with language codifying the FCC's rules prohibiting abuse of process. But last week at the NAB convention, Matthew Rinaldo of New Jersey, the subcommittee's ranking Republican, said he and Markey are actually preparing to introduce such a bill. He was hopeful that it might surface by the time Congress returns from its April recess next week.

"I can assure you right after that I am going to push as hard as I can to get it before the committee for a vote so we can have it ready for action on the floor," promised Rinaldo. Rinaldo, who is the au-



May, Rinaldo, Bryant, Fields

thor of an AM bill, said he and Markey were working on a compromise, although most of the elements of Rinaldo's original bill would remain intact. The Rinaldo measure would mandate that all radio receivers be capable of receiving AM stereo signals if they can receive FM stereo. It restricts the use of FM translators and requires a report from the Congress on nonbroadcast causes of radio interference. And it would require FCC rules to allow existing daytimers voluntary "homesteading" of much of the expanded AM band.

Joining Rinaldo on the NAB panel was Jack Fields (R-Tex.). Fields made the same pitch he has made at previous conventions. He complained that he never hears from his local broadcasters. "I have not personally heard from anyone on either one of these pieces of very important legislation," said Fields. He did not blame NAB's Washington staff. "I really feel there needs to be a greater grassroots network of people contacting us. It [passage] is more assured if we're hearing from people back home."

John Bryant (D-Tex.) also said he never hears from radio station owners. However, he said the stations are not "shy about

expressing their point of view about politics." Bryant criticized radio talk show hosts for berating Congress in an effort to get ratings. "It's outrageous."

He said he hesitates to support any initiative to reform the licensing process when "I know those abuses are taking place." He said he thought the technical bill was on a "fast track." But if radio wants to move a licensing bill, "I don't think that is going to happen until you get some reform in the industry and you get some of these people that run these talk shows to be more responsible."

Rinaldo agreed with Fields and Bryant. The congressman said he hears from his local broadcasters but when he talks with other members about his bill they often haven't "received a letter, a phone call, or a visit." Furthermore, Rinaldo also said his colleagues frequently resist supporting radio because of the talk show hosts' activities. "Why should I do those people any favors?" is the most common reaction Rinaldo gets. He said they refer specifically to talk show hosts in their area who they feel are "guilty of Congress-bashing, unjustifiably...and do it almost as a sport."—KM

look for "the outlet that has its own personality," said Keough. The Coca-Cola president offered the audience some possible marketing innovations that might meet future requirements: "advertising in malls, moving billboards...pay-per-view TV...interactive television that permits each family member to tailor his own broadcasting with the resulting ability of the advertiser to tailor specific messages to specific audiences." Keough reiterated that he was "fairly certain" that TV sets of the future will be interactive.

He said that next year 5% of Coca-Cola's media budget would be spent on cable—information from Leading National Advertisers showed that in 1988, just over 1% of Coca-Cola's media spending, both measured and unmeasured, was on cable networks. Keough also noted that since 1980, broadcast television's share went from 46% to 31%.

Keough softened the implication of his remarks by saying that change does not mean throwing everything out, and he noted that Coca-Cola itself has been around for 104 years. But he concluded that those who resist change pay a price for doing so.—GF

Hollings says move of free TV to pay is not Congress's fight

Don't count on Congress to come to the rescue of free over-the-air TV. At least that is what Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) seemed to indicate in his remarks to broadcasters attending last week's NAB convention.

Hollings said he did not particularly like to see the evolution of free TV to pay TV. However, he said "there is very little we [Congress] could do about it." People are willing to pay for television, he said. And as long as it provides "versatility and viability and a choice to viewers," Hollings did not think Congress should interfere.

He also told the broadcasters that he thought they could not get the votes for their if carry/must pay proposal. "The mood is not there," said Hollings. However, he said there was ample support for must carry legislation, although he later told BROADCASTING he thought the if carry proposal could "snarl the whole thing up."

Despite those not so encouraging remarks, the senator did have some good news for broadcasters. He said there was "no chance" of the Senate adopting spectrum fees. The support is not there, said Hollings.

He predicted the Senate would pass a cable reregulation bill this year. He did, however, express his reservations about a provision in the staff draft on cable that would require "video programmers" to make their product available on a nonexclusive basis. The language, although aimed at cable programmers, has the three networks concerned, and a Hollings staffer indicated there would be revisions. Hollings said the legislation should regulate rates, but "we

Classic TV versus the 'new' TV

Coca-Cola president says TV stations will be forced to narrow focus and adapt to new technologies if they are to survive

Donald R. Keough, president of Coca-Cola, told television broadcasters they will have to start focusing on a narrower segment of the audience and use new interactive technologies if they are going to keep their share of the food company's media budget. "Think in different terms," he exhorted Monday's NAB television luncheon crowd in Atlanta.

The reasons broadcasters will have to change, Keough said, are the result of a "revolution" that is forcing Coca-Cola itself to change: "a consumer audience that has more choice, is more fragmented and is subject to more clutter."

He noted that traditional forms of measurement already are being augmented with single-source data and other ways to measure "what was once referred to as 'the unmeasurables'...the 'value added' segment of the media package." He said Coca-Cola itself is "at work on our own model that accounts for advertising pres-

sure, sales, price-competitive ads and a whole host of variables."

Keough said Coca-Cola wants to target demographics or lifestyle segments more accurately: "Marketers will look more and more at the quality of the audience than the quantity of the audience," he said, adding that the goal was no longer just to "reach" consumers but to "bond" them to the company.

To help achieve that goal, marketers will



Keough



Hollings

should not try to regulate programs."

The chairman also stated his confidence in the Sikes FCC and its handling of the fin-syn issue. He said all the top network and Hollywood executives have been in to lobby on fin-syn, but that the winner is "Jack Valenti.... You should see him jump up on the table—it's one of the best Broadway shows."

The chairman also voiced concern about the trafficking of broadcast licenses and advertising "clutter." But he did not indicate whether lawmakers would address those issues.

In taking questions, one broadcaster expressed his frustration with congressional attempts to regulate political advertising. "I resent the fact that Congress beats the hell out of broadcasters and lets the newspapers go free. Why don't you go after them?" he asked.

To which Hollings said there was a "simple reason": broadcasters are using the public spectrum, a scarce resource. "You can start a newspaper but you can't start a broadcast station. It so happens that you [broadcasters] asked for regulation. By giving you a monopoly, we say there's a public duty. We have not beaten you up," said Hollings. "You all don't look beaten up to me."

—KM

Radio: key player in ad campaigns

Representatives from Delta and Coke praise medium for its flexibility and defined audience reach

Whitley Hawkins, senior vice president of marketing, Delta Airlines, urged radio station operators to think of their medium as a "key role player" in major advertising campaigns. Hawkins was speaking at the panel "Marketing Magic," which also featured Mike Beindorff, vice president and director, marketing planning, Coca-Cola U.S.A. Hawkins and Beindorff outlined how their respective companies market their products.

Hawkins encouraged his audience to sell their medium as "a focal point of mixed media campaigns." He outlined how Delta has used radio over the years to create a "musical personality for the company," adding dimension to the airline's

image.

According to Hawkins, Delta advertises on more than 900 radio stations and is involved in more than 2,000 promotions a year. "We have very solid reasons for using radio," he said. The first, he said, is the audience measurement data available from Birch and Arbitron. Such measurement opportunities, he said, allow the company to return to a market after a campaign and do effective research and follow-up campaigns. Second, Hawkins stressed the flexibility of the medium, both in the short turnaround time for producing spots and for targeting very defined niches of the population. Lastly, said Hawkins, Delta uses radio because "it can work alone or in combination with other media."

Beindorff praised many of the same qualities in radio that Hawkins enumerated. He explained that Coca-Cola has a two-tiered approach. "To effectively manage consumer behavior and perception," he said, "we have to be good macro and micro market-

ers—we need both a global and a regional approach."

At Coca-Cola, said Beindorff, they are "great believers in a big idea. We look for one truth and use it to thematize our campaigns," he said. It was such thinking that led to the creation of "The Real Thing" campaign and the slogan: "Can't Beat the Feeling." Coca-Cola has currently revived that idea and updated it by changing the slogan to: "Can't Beat the Real Thing." According to Beindorff, the radio spot for that campaign became the basis for the television campaign.

Another TV campaign that came out of a radio spot was the television spot featuring country singer Randy Travis. Said Beindorff: "The music for the radio spot led to the television."

Beindorff also praised radio for its ability to allow "sharp targeting." Said Beindorff: "While we do a lot of different things to promote our product, radio gives us the frequency, precision and flexibility to make an impact." □

Europe: broadcasting's New World

Attendees hear of fertile fields in newly privatized nations; session is part of NAB's increased attention to international marketplace

To hear members of the panel on "International Television...The New Frontier/Old World Markets" tell it, the time for U.S. television companies to take the plunge into the European market is now. Opportunities are blossoming as privatization and competition take hold. And while mistakes can be made, the environment is a forgiving one.

The panel, at the National Association of Broadcasters convention in Atlanta last week, was one element of the increased attention the NAB is paying to international issues. On Saturday, there were five workshops designed for the 6,000 foreign guests, capped by an international reception. Those events followed a dinner on Friday that NAB president Eddie Fritts held for 85 broadcast industry representatives from Western and Eastern Europe. And on Sunday, a panel discussed TV Marti.

But the panel on "International Television" was of the old-fashioned variety: How Americans can make money. And Michael Solomon, president of International Television for Warner Brothers, was ready to tell them. "The competitive environment has been established, so there is an increase in advertising revenue. That leads to more stations wanting to program. That benefits American producers. Europeans, too. There has been an enormous growth of local programming, a lot of co-productions not seen before—Americans with Europeans and Europeans with Americans. In Europe, there has been a growth of private television, cable television, pay cable and DBS."

With the growth of a competitive market, Solomon said, the day when a state network could offer a price, on virtually a take-it-or-

leave-it basis is over. With private television coming to Greece, Solomon said, his company's business jumped from \$500,000 to more than \$2 million this year.

The panel's operator, Michael Garin, of Furman Selz, a New York brokerage firm, had said that "the growth of advertising is driving television," which is not state-controlled to the extent it once was. Where content once was dictated by the government's view of what was best for the public—and advertising was limited or nonexistent—Garin said, now programming is a function of what the public wants.

Europe, no more than the U.S., welcomes foreign ownership. Garin said ownership limits vary according to country, but Garin said it ranges from 20% to 40%. (In the U.S., foreign corporations of broadcast stations is limited to 20% or 25%, depending on whether the ownership is direct or through a subsidiary.) Still, the opportunity for investment is there. Bryan Wood, of Alta Berkley Associates, a venture capital firm based in London, said that movement "of a positive nature—from regulated to a less regulated economy"—provides a congenial setting for investment. He also said that there is "an enormous gap" in the amount spent on advertising in the U.S. and Europe. But since advertising is "one of the two fastest growing sectors in the U.S.," he said, "it must be the fastest growing in Europe."

Of course, investment in broadcasting in Europe poses some problems. Wood said there are not many people in Europe with experience to run a free-market network. "Mistakes will be made," he said. "But people will learn. This will be a dynamic situation over the years to come.... This is a forgiving environment."

Europeans are not waiting for the Americans to show them how to do things. After getting along with two state-owned net-



Going international. NAB estimates that 6,000 representatives of European broadcasting attended the convention in Atlanta, up from 4,775 last year. For their benefit NAB held its first international seminar, featuring five sessions covering programing, advertising and technology. Pictured at the reception following the workshops are discussion leaders Charles Bonan, Super Channel, London, who headed a television session on "Establishing Your Local Identity in the 90's"; Simon Cole, Unique Broadcasting, London, leading a radio session, "Defining Your Image: Programing, Marketing and Promotions"; Alexander Zeitelhack, Broadcast Consulting International, West Germany, and Robert Dodds, Broadcast Innovations, London, who headed a joint radio-TV session, "Advertising: Who's Buying Commercial Radio and TV in Europe?" and David Wood and George Waters, both with European Broadcasting Union, Geneva, for "Managing New Television Technologies." There was also a session on "Managing New Radio Technologies."

works, Ireland decided to add a third, the privately owned and advertising-supported TV 3. James Morris, who runs it, said the network is focusing its efforts on domestic programing. "Nine of the top 10 programs are home provided," he said.

The reasons Ireland decided to license the third channel would not be unfamiliar in the U.S. For one thing, the third channel was urged "by politicians who were beaten up by one channel." For another, there is the desire for choice. "Everybody likes choice," he said.

And if Warner Brothers is any guide, the Americans want to help provide it. Solomon said Warner recently bought one third interest in a pay service in Sweden with two Swedish companies—Bonier and Svensk. "We thought the combination could compete with two other Swedish companies," said Solomon. More than that, the entry into Sweden, he added, was viewed as a springboard for investment into the Benelux countries—"a start of international investment that Time Warner [Warner's parent] intends to make."

The bullish talk about opportunities for broadcasters in Europe left no room for complaints about the European Broadcast Directive until it figured in a question to the panel. The directive requires the 12 members of the European Community to reserve a majority of the time on their broadcasting properties, "where practicable," for European-produced programing. The U.S. and the Motion Picture Association of America have complained bitterly about the directive, calling it anti-free trade and saying it sets a dangerous precedent regarding trade in other areas.

Solomon, in response to the question, made those arguments: "Many of us believe in the free market," he said. "And once restrictions are imposed in one area, the door opens to imposing them in oth-

ers." But he then offered figures to indicate that the directive may not be as harmful as some in the U.S. believe. He noted that although the directive grows out of fears that American product will dominate the European market, polls indicate that American programs are not among the top 10 to 15 seen in Europe and that "only about 30% of the programing in Europe is American."

Morris offered a European's perspective. "It's not a big issue," he said of the directive. "Fifty percent is way in excess of the programing seen in Europe. The driving force will be European programing, and may be for some time...I don't think you have a lot to worry about." —LZ

TV financiers talk of tighter money market

"Banking on TV" proved both accurate and ironic as the title for a Saturday morning NAB panel session in Atlanta. Moderated by Ray Timothy, with the New York-based investment banking firm Furman Selz, the panelists spent much of their time talking about the reduction of bank financing.

The implication of the bank pullback was spelled out by Elizabeth Ferree, senior broadcast lender for the Bank of Boston. She said that banks today are more likely to challenge revenue assumptions; to lend at multiples to trailing cash flow rather than next year's cash flow, and to expect a complete payout in seven or eight years rather than a refinancing after three or four years.

Banks are being pressured to reduce their broadcast exposure because of government reporting requirements on "highly leveraged transactions" (HLT's) a definition that includes "just about every broadcast loan," said Ferree. Bruce Bishop Cheen of Paul Kagan Associates said the regulations worked in favor of asset-based industries, and to the disfavor of cash flow-based industries, such as television.

As for the secondary trading market in subordinated securities, Cory said it had "death spiral potential." At the time of the Campeau Corp. debt troubles the market made a distinction between "good junk" and "bad junk" and investment banks were making a market (willing to buy and sell securities) in about 200 of the 1,200 debt issues. Now, said Cory, markets are being made in only about 50 or 75 such issues.

Privately placed subordinated debt is still available, said Cory, but subordinated lenders will also want equity enabling them to participate in any appreciation. The public equity marketplace is also a possibility, he added, but the stock market currently "emphasizes programing...delivery systems, including cable, are out of favor."

Brian Cobb of Media Venture Partners noted that credit firms, because of fewer regulations, were partly replacing other sources of credit.

Other media are having some of the same problems as television, said Elliot Stein of Commonwealth Capital Partners. He said the New York-based firm is about to purchase television stations and considers it a good business. But television, he said, has less control over its sole revenue source, advertising, while at the same time most stations have "cut costs as far as they can go."

Disagreeing was Robert Sutton, president and chief operating officer of Media General Broadcast Group, who said that TV station operators have some control over local advertising, which he called a "terrific business." He said the reason some TV station acquisitions had gone sour was simply overpaying: "There is no way that a CBS affiliate in Charleston, S.C., was worth \$62 million to \$64 million three years ago." Commonwealth Capital Partners' Stein agreed that overpaying was the chief problem of deals that now needed refinancing, or "workout."

As for whether such "workout" situations presented opportunities, Morgan Stanley's Cory said they typically require "re-equitization." Cobb added that despite some acquisition or re-equitization opportunities, the existing senior creditors would not let a new operator "steal" such stations.

Asked by Timothy to predict the future of the TV station trading marketplace, Cobb said that the current lull still had another year and a half to work its way through and that it would "then edge its way back up. But there will not be another frenzy, he said; "not all the factors that contributed to the last one will still be here." Cobb added that it appeared there would not be many transactions in 1990 because sellers will remain on the sidelines. —GF

Panelists discuss future of DBS

Full capacity crowd listens to discussion of Sky Cable DBS service, start of BSB service and FCC's decision on advanced-definition TV

Recent DBS developments drew an overflow crowd to a Sunday afternoon panel session in Atlanta: "DBS: Prospects for Success." Moderated by Marcia L. De Sonne, the NAB's director of technology assessment, the discussion included reaction to the Sky Cable consortium announcement to start a U.S. DBS service, last week's start of the British Satellite Broadcasting service, and the FCC's recent decision on advanced-definition TV.

NBC's and Fox's participation in Sky Cable, said Clay Whitehead, president of Clay Whitehead Associates, showed that broadcasters faced a choice: "Either become a part in a multichannel system such as DBS, or remain a single channel system and watch your market share wither away."

The Sky Cable announcement also has raised the credibility of DBS in the eyes of programmers, said Stan Hubbard, president of Hubbard Broadcasting.

Tom Rogers, president of NBC cable and business development, and Jim Ramo, Hughes vice president, video services, both participants in the four-company Sky Cable consortium, elaborated on the proposed DBS service's plans. Rogers said there has been a lot of response from cable operators, "some not worth repeating in polite company." By comparison, broadcasting response has been muted compared to the early 1980's: "In fact, a number of broadcasters have talked to us about participating as investors." The FCC's current timetable for advanced-definition TV currently foresees an introduction at about the same time Sky Cable is planned to start and Rogers said there is no doubt the DBS service would make at least partial use of the new technology.

Peter Marshall, president of Schaefer & Associates, noted that British Satellite Broadcasting had started up within the past week: "By the time any of the U.S. systems begins, there will have been systems in Europe and Japan operating for four or five years.... That experience will be useful to draw on." One of those systems, News Corp.'s Sky Television, was represented by its director of telecommunications policy, Roy Gallagher. Sky, operating for just over a year, has undertaken a change in marketing to help build its penetration. Whereas dishes were previously sold through distributors, last August Sky began offering a "direct subscription package," including the dish and installation, at roughly \$38 per month at the current exchange rate. Gallagher said that because British cable penetration is still relatively low, "...we have to build our own marketing network." Over half the new subscribers have taken advantage of the rental option since it was introduced, he said. For broadcasters the mes-



This year's NAB Broadcasting Hall of Fame Awards honored the original cast of *The Honeymooners* and Sylvester (Pat) Weaver, president of NBC in the 1950's. In photo, co-hosts Tom Goodgame, Westinghouse Broadcasting, and Ben McKeel, Nationwide Communications, flank *Honeymooners'* Joyce Randolph and Art Carney and Weaver.

sage was not necessarily negative, said Hubbard: "I have been promoting DBS for eight and a half years, during which time I have also added four TV stations...and I'm not selling." Discussing whether fiber optic cable would add yet another multi-channel

network to the video marketplace, Whitehead said it was a long way off: "Fiber may have advantages on an interactive basis, but in general the advantages over satellites are pretty marginal. Also, significant regulatory changes are still required." —GF

Sports on TV: a changing playing field

A Monday afternoon seminar, "Sports on Television: A New Game for Broadcasters," suggested that confusion about the rules and purpose of the "game" reigned among the players, including broadcasters, cable, teams and the leagues. The panel, moderated by Jim Trautman of Paul Bortz & Co., provided differing views on why television rights fees for sports were escalating, and on whether sports would continue to be televised by broadcasters.

Trautman's colleague, Mark Wyche, presented a study Bortz & Co. recently completed for the NAB. He enumerated the reasons broadcasters are so interested in sports telecasts, including enhancing a station's local identity with viewers, advertising opportunities and using the telecasts to promote the station.

Wyche presented numbers showing the increase in cable carriage of baseball and basketball games. But Russell Granik, deputy commissioner of the National Basketball Association, said that much of cable's increase in recent years was due to the introduction of new cable channels. Excluding the addition of new channels, Granik said the split between cable and broadcasting has been roughly the same. In fact, carriage of NBA games on basic cable has decreased from 80 regular season games on ESPN several years ago to 50 games now on TNT, he said.

Granik said that the NBA was "not thrilled by the additional" games carried on superstations: "We may, in fact, modify the rules even more [to further limit the superstations]." One reason the NBA wants to keep games on broadcast TV, said the league's deputy commissioner, is that the NBA has other revenue sources that are dependent on as big a market for the sport

as possible. Such a market is currently best reached by broadcast television, said Granik.

Dennis Swanson, president of ABC Sports, said that when Major League Baseball dropped its Saturday network sports package, "it gave up an opportunity to have its product marketed on a weekly basis from the start of the season to the finish."

Ed Frazier, chief executive officer of Prime Network, said the regional sports service had differing experiences trying to structure joint bids for sports rights with local broadcasters. Cooperation in Minneapolis and Houston was not duplicated in Dallas, he said.

Sometimes the departure of sports from broadcasting may be due to broadcasters' greed, said Granik. He cited New York, where the Knicks had formerly been on WWOR-TV. Granik said that the station's success with entertainment programming led it to be more aggressive in demanding money from the Knicks—who paid for the air time—and to offer less attractive time slots.

As for those instances where cable competition had raised sports rights fees, the broadcasters on the panel said that the future of free sports viewing was in danger. ABC's Swanson said that by next year the three broadcast networks would begin to know if they had overpaid in the most recent rounds of rights negotiations: "If the rights fee exceeds our revenue, we are all publicly held companies and will have to ask ourselves if we want to stay in this business."

Ted Koplar, president of Koplar Communications, said that advertising levels for sportscasts in Sacramento, Calif., and St. Louis, where Koplar stations have sports franchises, have "reached the saturation

level.... We are frustrated trying to figure out how we can enhance our package." Koplar said that as a result, it is increasingly important for team owners and broadcasters to cooperate.

Koplar also talked about the political implications of pay sports television: "It would be scary if only a small fraction of the country were able to watch an event like the Super Bowl." —GF

New opportunities for synergy between cable and broadcasters

Cooperation between cable operators and broadcasters is becoming more frequent as both realize more fully how much they need each other. For such cooperation to work, both "have to overcome the tremendous fears everyone has," said Joe Duke, news director of WWL-TV New Orleans.

The Sunday morning panel, "Building Bridges Through Cable," focused on a report prepared by NAB in conjunction with the National Association of Public Television Stations which surveyed 20 MSO's and 200 system operators on a wide variety of subjects. The report was endorsed by the National Cable Television Association. Along with Duke, the panel consisted of David Kantor of Atlanta's Cox Cable; Arnold Reymer, Reymer, Reymer & Gersin, Southfield, Mich.; George Miles, general manager of WNET(TV) New York, and moderator Richard V. Ducey of the NAB.

Despite a general lowering of viewer share for broadcast programs in the past few years, Kantor said, "cable channels exist on a very small viewership" and even in the unlikely event that "a cable show pulled a 1" rating share, it would "dilute local ratings by 0.1 or 0.2 at the most."

Said Miles: "Broadcasters and cable operators don't understand one another." He added that each "do a terrific job of communicating to the public" but do such "a poor job of communicating with ourselves" that they lose many opportunities to engage in mutually beneficial projects.

The survey examined the extent of communication between the two on syndex, channel carriage, channel positioning and potential and current joint ventures in programing, production, and public service areas. The survey found that 55% of the cable operators have met with radio or television broadcasters in the past six months and generally talked about syndex, broadcast signal quality, cross promotions and carriage. The study found that there is great interest in joint productions in sport productions and local public affairs shows.

Cable operators reported that broadcasters should provide advanced notification of program protection requests. Over a third of the operators said that the blacked-out station should provide feeds that fill the time.

Getting the most out of research

Research tools that can help radio stations increase sales were explored by the Radio Advertising Bureau at the panel session "Selling Towards a New Century." Warren Potash, RAB president, opened the session with a rallying speech for radio to go after the dollars that are currently being spent in the newspapers. Said Potash: "Radio is going to be the strategic sales medium for the 90's."

The second part of the session featured a presentation by Lawrence Norjean, RAB vice president of marketing. "Mass advertising is giving way to selected targetability," said Norjean, "and radio can deliver both niche marketing and maxi marketing."

In the new century, said Norjean, operators must learn not only "the where and



RAB's Bob Weed, Potash, Norjean and Hyde

when" of a buy, but also "the who." Said Norjean: "Marketing must be matched to consumer habits and patterns."

Other factors influencing the future marketplace, he added, include rapidly changing consumer habits. According to figures supplied by Norjean, in 1979 the brand loyalty factor was 80%, in 1989, only 19%. Said Norjean: "This means that 80% of consumers decide what they buy as they go along." The key to success, said Norjean, was to know consumer calendars "down to the hourly, daily and weekly cycles." Once those patterns are determined, he said, strategies can be designed to target "most receptive" hours. The flexibility of radio said Norjean, makes it strategically important in campaigns to target specific "apertures."

The panelists presentation ended with a hands-on demonstration of the RAB's "On Line Express" database and its various features by George Hyde, RAB vice president.

MSO operators were most interested in joint ventures on news production and programing projects. The joint ventures can work, but it depends on better "internal communication," said Miles, adding that individual broadcasters have been "forced to be more entrepreneurial." Duke said it starts from the top and "the key person is the general manager." With the issue likely to be decided by government regulators, many broadcasters and cable operators have already started working together. The early response, according to both the survey and the panelists, is that it's been a success for operators, broadcasters and viewers. However, Duke cautioned that simple joint promotions might not be so easy because of legal considerations. Clearer state and federal laws regarding joint promotions and resolution to syndex would help because when lawyers get involved, said Duke, they can turn "a two-page proposal into a 110-page document" that no one really understands. —PJS

Low-power TV: Coming of age in uncertain times

At a time when traditional over-the-air broadcasting feels itself threatened, Low Power Television (LPTV) has come of age. Unfortunately, according to participants of "LPTV...It's Here and There and Just About Everywhere," that means big problems for low power. However, successfully overcoming those problems could make LPTV a big winner when the must carry and HDTV dust finally settles.

LPTV has, in many areas where cable penetration is high, become desperate for carriage by local cable operators. FCC Mass Media Chief Roy Stewart doubted that congressional action on must carry was going to include LPTV. Consequently, he

The tricky world of investing in European radio

A Sunday morning panel session, "European Radio: Getting Your Foot in the Door Before '92," served indirectly as testimony to the benefits broadcasters have doing business in the United States. Bob Richer, a consultant to the first English-language radio station in France said that the lack of a "firm base of regulatory law" allowed the government to physically remove the transmitter from the big band and jazz formatted station after it had already gone on air. By the time the station's owners had won their fight in the courts the station's FM frequency had been granted to another company.

Similar stories were told by Eric Hompe who operates a station near Venice, Italy. "There is still no Italian FCC," said Hompe, who described the method of frequency allocation as "pretty much who was there first." He just managed to get in at the top of the FM band at 107.5. Competition among radio stations was sometimes a "warlike situation" with transmitters being sabotaged or stolen.

Nonetheless, all the panelists, including moderator Peter S. Stromquist, managing director of Montreux Companies, were enthusiastic about the prospects for participating in European radio. They cited numbers showing that Western Europe currently has 30% fewer radio stations than the U.S. but roughly 50% greater population. And Eastern Europe, they noted, is even less developed.

The opportunities vary considerably among countries. In Great Britain, the relative scarcity of radio stations was even

greater, with 300 stations serving a population of 55 million. Group W Radio recently bought a minority interest in one of those stations, said Dick Harris, chairman. He said that, unlike the United States, the British government controls the transmitter and that in obtaining a license an applicant specifies a format that cannot be changed without government approval.

In Italy, said Hompe, stations are even more dependant on local sales. "National rates are hardly worthwhile," he said.

Stations in certain countries, such as Italy and France, can be bought and sold with relatively ease said the panelists. Harris said that broadcasters who invested in Europe should not count on capital gains from the trading marketplace, but rather should expect to stay in and realize long-term gains, perhaps when the European operations go public.

Other opportunities for U.S. broadcasters include supplying programming, however, Harris said that music licensing arrangements with some foreign countries have yet to be reached.

Richard Allen, of Dallas-based Firstcom, discussed different ways of getting into the European market. One approach he mentioned said was to attempt direct contact through "telemarketing." But that approach required finding people with language skills, and also required knowing who the right people were to call. A preferred approach, said Allen, was to work through a representative familiar with the particular country.

-GF

said, LPTV operators should "strike a deal" with local operators to insure carriage.

Other panelists disagreed, however, saying that it was politically unlikely that Congress would allow distant signals to take preference over fundamentally local program providers. Moderator John Kompas, president of Community Broadcasters Association, said that although the popular misconception of LPTV is small scale and low budget, LPTV has in fact become a commercially viable program of alternative, diverse and local programming in a wide range of rural and urban markets, including New York City and Los Angeles.

Peter Tannewald, a partner at Arent, Fox, Kintner, Plotkin & Kahn, said that proponents for LPTV being included in must carry are increasing. He said he is encouraged that Senate Communications Subcommittee staffers are at least discussing LPTV carriage of some sort (see page 67).

Guaranteed delivery could conceivably deliver LPTV programs to far more homes than the usual five- to 20-mile LPTV signal radius, which would have tremendous impact on the value of stations, conceded Kompas. Without carriage, urban LPTV may be dead because signal interference and signal shielding already plague those systems and are only going to get worse with a more crowded spectrum when HDTV goes on air, he said.

Pan Asian Communications, which purchased W53AA New York (ch. 53) in October 1989 for \$1.8 million (BROADCASTING, Jan. 8), is symptomatic of the problems facing LPTV in general and urban stations in particular. Pan Asian president Peter Ohm addressed the panel and said "it is very lonely" not being able to get its signal through to the area's Asian-Ameri-

can population that Pan Asian programs exclusively for.

Panelist Martin Rubenstein, a communications consultant in Washington, said that Pan Asian's commitment to local and specialized programming is exactly why the CBA is fighting for must carry.

Said Eddie Barker, Eddie Barker & Associates, the key is for LPTV to find its niche and do it well. Stewart reiterated the long-standing FCC philosophy of localism, and added that the commission has always supported LPTV. He told the standing-room-only crowd that in 1984 there was an application backlog of 37,000, due to what he called the "gold rush mentality" of people who thought LPTV was "money being printed." The problem was solved, he said, by initiating filing fees and eliminating cut-off lists.

Kompas said there are currently more than 250 commercial LPTV stations in the lower 48 states (Alaska has an extensive LPTV educational network), many of which have been in operation for more than three years. "You don't stay in business for three years if you're not making any money," he said. Of the more than 250 commercial stations in the U.S., 90 operate as Public Broadcasting Service affiliates, while 15 survive as pay-per-view outlets, Kompas said, and added that minorities own 20% of all the stations, with the greatest concentration being native Americans in Alaska. Additionally, 17 stations broadcast in stereo, he said.

Kompas agreed with Stewart that LPTV should be striking deals to make the medium too attractive not to be carried. He suggested that LPTV's provide local programming, offer joint productions or work together in marketing. LPTV is analogous to radio with pictures, said Kompas, especially regarding ad spots, and so may be

able to offer some expertise in surviving on low dollar rate cards.

Stewart reminded the audience that broadcast or cable channel success has always depended on attention to local affairs and needs. Fiber optic networks, DBS and the like are just future incarnations of past attempts to nationalize programming. If it excludes substantial local programming, Stewart said, it is doomed to failure.

HDTV is the other big problem facing LPTV. Spectrum allotment for HDTV may come at LPTV's expense, noted Kompas, although Stewart promised to "do what I can to get another window and make it as broad as possible geographically," since rural markets don't have the same spectrum squeeze as urban markets. Though many believe that HDTV spells death for LPTV, Stewart hoped LPTV was around and healthy enough to one day transmit HDTV. Tannewald said that between simulcasting and augmentation, LPTV is better served with simulcast because it uses less overall power. Less power means less interference. Also, NTSC channels currently in use will go off the air, effectively freeing up additional spectrum. Furthermore, if cable becomes the sole carrier of all broadcast entities, then developing successful programming and market niches will determine who stays on.

However, the FCC, Stewart said, is committed to seeing a broadcast competitor to cable become a reality, and whether or not MMDS succeeds, multi-channel systems need programming. Because by nature LPTV is entirely local, Kompas thought it would be ludicrous and politically dangerous to expect local signals to be excluded so cable operators can carry distant signals. If he's wrong, LPTV is in big trouble. If he's right, an already healthy LPTV industry could win big.

-PJS

Networks downscale in-house production

Production is down from last year, with NBC down from 10 to 2, CBS from 3 to one, Fox from 5 to 2

In-house production at the networks was off sharply this development season, with the three networks and Fox together producing fewer than half the pilot projects developed for last season—down from 18 to 8. The network showing the greatest decline in potential series was NBC, which produced 10 pilots last year, but sent only two projects up for consideration this year, *Have a Nice Day* and *G-Men*.

The decline overall in development projects from the networks is in spite of ABC getting its in-house production division up and running in time to place three projects on the development slate this year. Last year, when the network's projects were announced, the division had not been formed, and it was not until after Brandon Stoddard, then president, ABC Entertainment, resigned that the production arm formed under his leadership.

One studio executive said a possible reason for the decline in network in-house production stemmed from the shrinking pool of available talent in the marketplace from which to draw.

However, Norman Powell, vice president, CBS Entertainment Productions, dismisses the idea that there is less talent available now than last year. "It's the same talent pool out there, it just depends on what you want to spend," he said. "In our case, part of the situation comes from having a new boss in Jeff Sagansky, who came in and he went through and looked at everything." In addition, Powell said that, qualitatively, "the projects have to speak for themselves; we were very selective in terms of development this year."

Last year, CBS Productions had three projects in development, all dramas, two of which debuted on the fall schedule. *Rescue: 911* has provided the network with the highest ratings in the Tuesday 8-9 time slot since 1984-85, and is the highest-rated first-year drama this season.

The other side of the coin is *Wolf*, the action series that was pulled from the schedule in November 1989 after nine episodes under the guise of reworking and has yet to return.

Powell couldn't say how many in-house projects would have been on the development slate had there not been a shakeup at CBS Entertainment, but the sole project announced to advertisers (the half-hour musical *Shangri-La Plaza*) was developed after Sagansky was hired.

Powell also mentioned several other development projects CBS Productions is involved in. *Sporting Chance* is a co-production with MTM about a football player who

is thrown out of the game for shaving points and brought back to investigate wrongdoing in sports. Michael Gleason is the executive producer for the project, which, if picked up, would be available for the fall. *Manhattan Arms*, a drama, is a project in development for a possible summer run. Doug Cramer is the executive producer of the "semi-anthological series." Another project in the works is a pilot by CBS and Grosso-Jacobson Productions.

Of the 10 development projects that made up NBC's slate last year, five have made it onto the schedule (*Mancuso, FBI, Hardball, True Blue, A Family for Joe* and *Shannon's Deal*), two are still in the works, and three were not picked up. The success of last year's projects is the reason for NBC Productions' reduced output this year, said John Agolia, executive vice president, business affairs, NBC TV and NBC Productions. "We've got a lot on the air and we don't know what's happening with those series yet," he said.

"I think that when Brandon [Tartikoff] makes the schedule announcement, NBC Productions will certainly be represented," he said. Agolia said that in addition to the projects from last year, and the two announced development projects this year, NBC Productions also has at least four other projects in the works for next season.

ABC Productions, after a year in operation, has three projects in development under consideration for next season, one comedy and two dramas. *An Adult Comedy* is described as a sophisticated 9 p.m. comedy

focusing on the humorous aspects of love and marriage in the 1990's. The one-hour *Ladies on Sweet Street* is about two elderly women who spend their time engaging in amateur sleuthing. One of the most talked about projects, in-house produced or not, was *My Life and Times*, a half-hour drama about an 85-year-old man in the year 2035 who entertains his friends with stories of his life, with most of the stories occurring in the 1970's, 1980's, and 1990's.

Perhaps the network in-house produced show that made the biggest splash this season is Fox's *The Simpsons*, which premiered in January and has built quickly into a hit. Averaging a 14.5 rating and 21 share for the season, the series, for the season, is ranked 32nd of all programs, with its rankings most recently in the top 20.

Not all of Fox's in-house produced projects have performed as well as *The Simpsons*, however. Of the five projects that made up Fox's development slate last year, three made it onto the schedule, including *The Simpsons*, *Alien Nation* and the recently premiered *The Outsiders*. For the season, *Alien Nation* is averaging a 5.8/9 and is ranked 109th of all series for the season.

This year Fox has two projects under consideration, one of which, *Babes*, was on the development lineup last year. The comedy is about three overweight sisters who are trying to make it as models in New York City. It's described as *Roseanne* times three. The other project on Fox's slate is *True Colors*, another comedy, described as an interracial comedy for the 1990's. —sc

Musburger out; CBS will look within for replacement

CBS Sports said it will not go outside the network to replace Brent Musburger, the voice of CBS Sports for the last 15 years, who was out of a job last week when CBS decided not to renew his contract. Susan Kerr, spokeswoman for CBS Sports, told BROADCASTING that the network has a "talented group of broadcasters that deserve an opportunity to be part of the major events that we cover."

That group includes Greg Gumbel (Bryant's older brother), James Brown, Jim Nantz and possibly former *CBS This Morning* co-anchor Kathleen Sullivan, who has been mentioned as a host for CBS's Olympics coverage.

"We had relied upon Brent, who was the signature of CBS Sports, throughout the 1980's; we were very proud of him carrying the mantle. For the 1990's we'd like a little



Musburger

more representation on the air," Kerr said.

Musburger's current contract, a five-year deal reportedly worth close to \$10 million, expires in a few months. The news came last Sunday, April 1, on the eve of the NCAA basketball championship game which turned out to be Musburger's final event with the network.

The timing of the announcement was something of a surprise. Besides being on the eve of one of the biggest sports events of the year, the 50-year-old broadcaster was also scheduled to become the lead man for CBS's baseball coverage, which starts April 14. CBS would not elaborate on why the network declined to keep Musburger, except to say that it was a "philosophical difference" on just how much Musburger would cover. "My guess," said one CBS affiliate advisory board member, "is that [CBS Sports President] Neil Pilson and [CBS Broadcast President] Howard Stringer felt that it was time to stop keeping all the eggs in one basket." There was some concern from the affiliates (and the network) about overexposure, the advisory board member said.

Musburger's responsibilities with the network had grown from host of *The NFL Today* to anchoring *CBS Sports Saturday/Sunday*, The U.S. Open, the National Basketball Association finals, the National Collegiate Athletic Association basketball finals, tennis coverage and the Pan-Am games. He has also served as play-by-play announcer for college football and the NBA playoffs and as radio play-by-play announcer for Major League Baseball. Long-time CBS broadcaster Jim Hunter will replace Musburger as host of *Inside Pitch*, CBS Radio Sports' new weekly talk show preceding each Sunday night baseball broadcast.

The two things Musburger had not done on network TV were baseball and the winter Olympics, which CBS Sports now has the rights to.

The removal of Musburger opened the door to speculation about ABC announcer Al Michaels joining Tim McCarver (who left ABC last year) in the CBS broadcast booth. Michaels, who reportedly is dissatisfied with his relationship with ABC Sports President Dennis Swanson, has three years left on his contract.

One reason for the tiff, according to a source close to Michaels, is that Swanson allegedly suspended Michaels for violating the ABC policy against nepotism. (Michaels's daughter worked at an ice skating event.) However, the source said that it was unlikely that Michaels would leave ABC and said that rumors about Michaels considering a breach-of-contract suit against ABC "epitomize the absurd." ABC declined to comment about the alleged suspension or Michaels's future with the network.

There has also been speculation about where Musburger might go. A job at one of the other networks seems unlikely. NBC, with Bob Costas and Marv Albert, has a formidable pool of talent. Also a former CBS Sports producer, Terry O'Neil, works at NBC, and he and Musburger reportedly do not get along. And

Fox fights back

Fox Broadcasting Company filed its official "answer" to Buena Vista Television's antitrust suit (BROADCASTING, Feb. 26) in U.S. District court March 28, charging that Disney Studio's BVT syndication arm is engaged in "anti-competitive, predatory and coercive practices" in attempting to clear its slated two-hour children's animated block, *The Disney Afternoon*, on FBC affiliate stations for the 1990-91 season.

Squaring off against FBC and Fox TV Affiliates Association's plan to mount the two-hour *Fox Children's Network* block weekdays from 3-5 p.m., BVT, according to FBC, has sought the coveted kids time period as a "single continuous block, regardless of the desires and conflicting contracts of the independent stations to whom it supplied its programing, thereby seeking to decrease, if not eliminate totally, said stations' ability to accept and broadcast the animated product of FBC or other suppliers."

With *The Never Told Tales of Peter Pan* the only half-hour program slated for FCN's weekday block for 1990-91, Fox denied that it "insisted" affiliates broadcast the cartoon at 4:30-5 p.m., backing that assertion with a March 8 letter from FBC President Jamie Kellner to stations in which he said that Fox had "granted two-year renewals to virtually every affiliate up for renewal...unequivocally demonstrating that affiliation agreements have not been determined by clearance decisions on our children's programs."

neither ABC nor NBC have the sports lineup of CBS, which includes Major League Baseball, the winter Olympics, the National Football Conference and the NCAA basketball tournament. The network was outbid for the rights to the NBA and the College Football Association by NBC.

Some industry sources have speculated that Musburger could go to cable. Both ESPN and Turner Network Television offer professional baseball and football. Turner also has professional basketball. Musburger's high salary could also be a problem. A spokesperson for Turner said

that the cable network "thinks very highly of Brent, but the question of economics would have to be addressed." Another scenario has Musburger going to Chicago superstation WGN-TV to cover the Cubs with Harry Caray. Musburger was a reporter for the *Chicago American* before joining CBS-owned WBBM-AM-FM there in 1968.

Musburger was upbeat during his final broadcast. At the conclusion of the NCAA championship game, Musburger told viewers that for the last 22 years "I've had the best seat in the house. Thanks for sharing it. I'll see you down the road."—JF

Premier makes 'Super' barter buys

Paramount-MCA partnership to sell time in 'Superboy' and 'Super Cop'

Premier Advertiser Sales, a joint barter advertising sales partnership of Paramount Pictures Domestic Television and MCA TV, has entered into an agreement with Viacom Enterprises to pay a cash advance fee for the right to sell national barter advertising time for Viacom's weekly half-hours, *Superboy* and *Super Cop*, for the 1990-91 upfront sales season. Premier, according to published reports, offered a guarantee of \$12 million in advertising revenues to secure the deal with Viacom, but Premier President Marc Hirsch stated flatly that Premier "doesn't guarantee a single penny...not for any product."

Michael Gerber, president, first-run programming, Viacom Enterprises, said "pure and simple" that the Viacom-Premier arrangement was made on a cash advance after Viacom circulated word that it was seeking an outside barter company to handle *Super Cop* and *Superboy* upfront advertising sales (in May-July) for the fall 1990 season, rather than relying entirely on its in-house MTV Networks Advertising Sales unit. Neither Hirsch nor Gerber would elaborate on what type of additional compensation or commission Premier would realize from both shows.

Viacom's Gerber said the deal is "not

part of a long-term strategy," rather it is a "one-time, one-year deal" for Premier's services. He said that MTV Networks Ad Sales will continue to handle national barter sales for Viacom's other syndicated shows including *Super Mario Bros. Super Show*, *Remote Control* and *Mighty Mouse and Friends* (for fall 1990). MTV Networks, which handled the sales for the second year of *Superboy*, sold out its inventory this season, according to Gerber, who said the decision was "purely financial" to combine it with *Super Cop*.

"We'll take a look at how upfront sales go, and then we'll make an evaluation after that time to see how effective the arrangement has been," Gerber said of the Premier deal. Since Premier was formed last fall (BROADCASTING, Sept. 25, 1989), almost two months past last season's upfront advertising sales season, the Paramount-MCA joint venture has not yet established an upfront sales record, but Gerber seems sold on the possibilities of increasing Viacom's revenues.

A New York media buyer, who deals with syndicated upfront buying, said *Superboy* garnered upfront prices in the \$30,000-\$40,000 range for its sophomore season, and with six 30-spots per episode, generating \$9.3 million-\$12.4 million for the half-hour adventure this season. While Viacom's Gerber estimated that the production

Syndication Marketplace

MCA TV has signed Renaissance and ABRY station groups for its new 1991 weekly offering, *Harry and the Hendersons*. Renaissance stations WDLZ(TV) Miami, KTXL(TV) Sacramento and WTXN(TV) Hartford join ABRY's WNUV-TV Baltimore and WIII(TV) Cincinnati. Included with the previous major clearance deal with Fox Broadcasting Co.'s six O&O stations (BROADCASTING, March 19), and other signings with WGBS-TV Philadelphia and WFXT-TV Boston, *Harry* has cleared 14 stations, representing over 30% national clearance in less than three weeks after launch announcement.

MTM Television Group, through New York agency Saatchi & Saatchi Advertising, has sold all of its available national barter time for the daytime cooking strip *Graham Kerr* to Procter & Gamble and General Mills. Both consumer product giants will split one minute of national barter time for the 1990-91 half-hour programing offering, while local stations will retain five minutes of advertising time. Stations will also pay an undisclosed cash license fee for Kerr, but will receive, in addition to 170 half-hour episodes, 130 two-minute cooking vignettes to promote the show (BROADCASTING, March 26).

Worldvision Enterprises is now offering a one-hour version of the late fringe half-hour strip *After Hours* to air on weekends, following the results of a test last December on Saturday evenings. However, a company spokesman confirmed that Worldvision will make the decision after the upcoming May sweeps if the ratings warrant continuance of the show on a strip basis. In the latest national Nielsen barter ratings (the week ending March 25), *After Hours* scored a 1.3 NTI rating (ranking 77th nationally among 103 syndicated barter programs). The decision to expand with the weekend offering, according to a Worldvision spokesman, was a 30% increase in the household share over November 1989 during a December test, and further indication that the Friday night airing of *After Hours* is 20% higher than the rest of the weekday strip. *After Hours* is cleared in 125 markets, representing 86% coverage of the U.S.

Blair Entertainment has cleared its 1990-91 weekly half-hour *Reunion* in 53 markets and six of the top 10 station markets, representing 55% total coverage domestically. Key market clearances include WCBS-TV New York, KCAL-TV Los Angeles, WPHL-TV Philadelphia, KTVU(TV) San Francisco, WXON(TV) Detroit, KDAF(TV) Dallas, KHTV(TV) Houston, WSB-TV Atlanta, WSVN(TV) Miami and KTVI(TV) St. Louis. Michael Weiser, senior vice president and general sales manager, Blair Entertainment, says that majority of *Reunion's* clearance commitments have been set for early fringe and access slots. The program, which is hosted by Michael Gold, centers on reuniting friends and long-lost relatives. Blair will also handle barter sales, with stations being offered three and a half minutes of ad time and the syndicator retaining three minutes of national barter time.

In other Blair news, the syndicator has sold the first-run weekly *Dracula* series in 52 markets (55% coverage). The weekly adventure has cleared seven of the top 10 markets.

First Business, a **BizNet** production, has signed a deal with Post-Newsweek's WPLG(TV) Miami, making the southern Florida ABC affiliate the 54th station to clear the weekly half-hour news program. Domestic market coverage has reached 47%, with top markets WNBC-TV New York, KCAL-TV Los Angeles, KRON-TV San Francisco, WFXT-TV Boston and WJLA-TV Washington joining the carriage list. BizNet, a broadcast service of the U.S. Chamber of Commerce, launched *First Business* last September.

cost for *Superboy* and *Super Cop* will be in the \$20 million-\$25 million range this season, profit margins could be slim until they enter stripping after three or four years into their first cycles. *Superboy* has averaged close to a 5 rating over the last two seasons, and rating guarantees are expected to be about the same for *Super Cop*. Not taken into account, according to a Viacom spokeswoman, is potential revenue both shows will reap from international distribution. She added that *Super Cop* is close to completing deals with several foreign networks. Almost all American programs are sold in straight cash license arrangements.

An industry source who keeps a close watch on the barter market said Viacom has had a "habit" of taking outside bids on its programing, citing the \$50 million-\$90 million guarantee Group W promised to represent the highly rated off-network *The Cosby Show* for the one-minute of barter time in each episode. An advertising source said that Viacom International, the parent of the distribution arm, is "highly leveraged" in other corporate sectors such as television station ownership and cable television operations, putting further emphasis on higher profits from the syndication arm. —MF

FCB tabs development season best in years

Advertising agency sees spurs of home video and cable competition in "aggressive" network slate

Foote, Cone & Belding, the advertising agency that characterized last season's network development slate as "the dreariest in recent memory," describes this year's recently announced lineup from the networks as "the season of anything to be different," in its 1990-91 report on the networks and Fox's development slate.

Saying "there's a distinct possibility that screens all over America are going to be powered back up by the network entertainment divisions," the report characterized this year's group of 112 projects as, "on balance, the best and most aggressive development crop of recent years."

The report credits the networks' fight for survival against cable and home video as motivating the improvement in their development lineups, and lists "better planning, well-nurtured relationships with the creative community and enhanced support from their bottom-line-focused managements" as the reasons for their improvement over last year.

As for innovation, which many observers said was woefully lacking in last year's development pack, FCBTelecom said the networks "sense they must offer truly new and innovative ideas, not just Xeroxed memories with cute titles and retreaded scripts and actors."

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Of ABC, the report states, "They may be number two in overall ratings performance, but ABC's present schedule is the outright winner with the younger demographics." Because of the success ABC has had with many of its current series, the report notes the network is able to target its development to specific time periods: comedies at 8:30 and 9:30 during mid-week, and "high concept, youth-driven" dramas at 8. The report also mentions ABC's series commitments with such proven producers as Steven Bochco, Carsey-Werner, and Miller-Boyett, while taking note that the network says it is also on the lookout for young, unproven talent, in search of "the ever-elusive innovative idea." As for ABC overall, the report states "ABC may very well be the best positioned for success in the upcoming season."

"What a difference a television year makes," the report states in regard to CBS, whose development slate last year they said "seemed long on rah-rah and short on substance, with comedy development" being "particularly weak." This year, FCBTelecom says "even the most jaundiced members of the advertiser, agency, and press fraternities had to be impressed recently with the palpable turnaround in the development product of CBS. CBS's well-produced presentation put them firmly back into the competitive ring rejuvenated and ready to do battle." The report says that CBS Entertainment management is aware of their older audience profile, but their "new development slate appears to be a giant first step toward countering this situation."

NBC's objectives, according to the report, are to "develop a schedule that is innovative, produce shows with obvious quality, and make a greater tilt to the young audience." Quoting Warren Littlefield, executive vice president, prime time programs, NBC Entertainment, who said NBC was "charged up and anxious" to get new, young, fresh blood into the schedule, the report states NBC is anxious to "attack Sunday at 8 p.m. with three possible solutions, a young, smart, sophisticated adult comedy, a male action-oriented drama, or a reality program." As for NBC's outlook this fall, the report says "NBC looks at the fall schedule as a real challenge to move forward and capture audiences, especially on Sundays."

Last year, FCBTelecom said Fox's development "was probably, in general, the most impressive of any of the networks." However, the report notes, "we're not quite as enthusiastic this time around. Although the overall Fox offerings seem to be properly targeted, we felt that many of them lack the innovation and excitement of last year." The report offers up Fox's avowed intentions to broaden its audience base as having a possible effect on this year's development slate. Despite its stated disappointment, FCB adds, "We're counting on the fact that [Jamie] Kellner, [president, Fox Broadcasting], [Peter] Chermín, [president, Fox Entertainment], and their programmers won't let Fox become mired in attempting to ape the big three in any way. Fox's appeal to advertisers and the television audience is the exciting alternative fare they've served up so well recently." —sc

On Radio

Vive la FM

An example of the growing participation in Europe by the U.S.-based radio industry was last week's announcement at the NAB convention in Atlanta that Emmis Broadcasting had agreed in principle to acquire a 15% interest in MAXXIMUM, an FM radio station in Paris, with plans to build a network throughout France. Emmis would have an option to increase its investment to 20%, the maximum ownership permitted to a foreigner by the French government, whose approval of the proposed deal is required.

MAXXIMUM, started by Compagnie Luxembourgeoise de Telediffusion (CLT), began broadcasting a "dance-oriented CHR" format last October. Emmis said its December ratings were a 2.3 cume for demographics 15-plus. Emmis President Steve Crane described the facility as the "equivalent of a class B FM" operating on 105.9 of the FM band.

Crane said the network will consist of at least a dozen "repeaters" around the country, and that Emmis would make between 15% and 20% of additional investments as required. He said that Emmis was first approached by CLT last year to do consulting and that the company's involvement would continue to be "an advisory one," despite the investment.

FCC rescinds its underwriting admonition of Cincinnati FM

On-air credits in question are determined to identify, but not promote, corporate underwriters

Noncommercial radio can look to one more precedent in determining just when its on-air credits might cross the line from legally identifying an underwriter to illegally promoting an underwriter's products or services.

The latest case of alleged airing of promotional material by a public station ended the last working day of March, when the FCC found that noncommercial WVXU(FM) Cincinnati had exercised "reasonable, good faith judgments" in clearing five of six credits it aired, and that the station had taken immediate action to correct a sixth "isolated lapse."

The bottom line for WVXU: its petition to reconsider was granted, and the FCC rescinded the letter of admonition it had is-

sued to the station last November. For non-commercial radio broadcasters, the ruling also established that underwriting credits that include current discounts on products or services offered by underwriters violate FCC rules.

The commission found, at least indirectly, that WVXU did not exercise "reasonable, good faith judgment" when it aired an announcement that read: "This traffic watch update is brought to you by Jiffy Lube, now offering a discount on air conditioner recharge with a Pennzoil oil change and 14-point lube check." Nevertheless, although the FCC commissioners found that the Jiffy Lube credit "appears to cross the line established by our rules," they also found that licensee Xavier University had not only pulled the credit as a violation of the station's underwriting guidelines, but that Xavier had also instituted a screening committee, taking both actions "well before the

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initiation of any commission action."

The commission also found that the Jiffy Lube credit "certainly is not as egregious as the promotional announcements that triggered previous enforcement actions" in 1986. At that time, finding that some non-commercial broadcasters had "aired outright commercial messages on behalf of profit-making entities," the FCC said that announcements, including price information (for example: "seven-point, 7% interest rate available now"), calls to action ("stop by our showroom to see a model"), or inducements to buy, sell, rent or lease ("special gift for the first 50 visitors), "would clearly violate" commission rules.

Passing muster was language in five other announcements aired on WYXU—language identified in the original letter of admonition as "inconsistent" with FCC rules. The commission agreed with Xavier's claim that the following on-air descriptions did not go beyond identifying underwriter products or services: "...offering creative services for advertising, marketing and training"; "fresh and original food are the specialty"; "...featuring art expressing timeless traditional truths in contemporary visual vocabulary"; "serving accounting and audit, tax and management information consulting needs for over 75 years" and "a Cincinnati-based law firm in its 36th year." Those phrases, said the commission, were "not clearly promotional." —PDL

February radio revenue

Network radio revenue for February was 6.9% over the same period last year, up to \$29.9 million, according to unaudited figures compiled by Ernst & Young versus \$27.7 million for the same period in 1989.

Market-by-market comparisons show the largest gains being posted in Chicago, where network revenue increased 40.2% over last year's \$6.04 million, to \$8.46 million. Year-to-date, the increase was 3.4% over 1989, totaling \$15 million. New York revenue growth jumped 12.6% to \$18.3 million, versus \$16.27 million for 1989. Year-to-date, New York is increasing 9.5% over last year's \$30.39 million. Los Angeles figures for February 1990 continue on a downward trend. The month finished with \$1.45 million, down 16.2% from last year's \$1.7 million for the same period.

□

National spot

National spot radio billings were \$65,757,800 for February 1990, an increase of 2.5% over February 1989's \$64,159,100 figure. The year-to-date figure for 1990 is \$118,849,500, a decrease of 6.5% over 1989's unadjusted figure of \$127,178,900, and a 1.2% increase over the adjusted total of \$117,395,900. All figures are based on information provided by Radio Expenditure Reports Inc., based on information collected from the top 15 rep agencies.

Law & Regulation

Court sends telco ban back to Judge Greene

It says he used wrong standard when he barred BOC's from providing information services, including cable TV services, and orders him to reconsider

The door blocking the entry of the regional Bell operating companies into the cable television business was knocked ajar last week by a decision of the U.S. Court of Appeals in Washington. The court ruled that U.S. Judge Harold Greene—in his role of overseeing the breakup of AT&T—had used the wrong standard in prohibiting the BOC's from offering information services, from Yellow Pages to stock quotes to cable television. But the door that had been knocked ajar could be slammed shut again. Greene, who was directed to reconsider his ruling in light of the appeals court's opinion, is free to reach the same conclusion.

The ambiguity of that result is mirrored in the comments of the contending parties. Ameritech, for instance, is anxious to enter cable television, as its vice chairman, Ormand J. Wade, made clear in an appearance at the National Association of Broadcasters convention in Atlanta last week (see page 52.) And in a statement on the appeals court decision, Wade described it as "a welcome step forward." But, he added, "we are disappointed restrictions on Ameritech's business activities still remain."

He made it clear Ameritech will continue "to pursue relief to remove limits on [its] freedom to meet customer needs." And like officials at other BOC's, he indicated they will seek that relief from Congress.

Representatives of interests that provide information and are supporting retention of the restrictions were not pleased with the opinion. But as one lawyer indicated, they are far from feeling defeated. "We expect Judge Greene to come to the same conclusion" on reconsideration, said one lawyer. The American Newspaper Association contends that the ban on BOC entry into the information services has achieved the goal of making it possible for many new companies to enter that field. And Jerry W. Friedman, president of the ANPA, said the appeals court decision has not undermined "the policy basis" for the ban.

Certainly, the National Cable Television Association—which fears the emergence of the powerful BOC's as competitors—takes that position. "It's entirely possible that the substantive issue will remain the same," said a spokesman, John Wolfe. What's more, Wolfe said that Greene is not the

only barrier to telco entry into the cable business. He noted that a provision of the Cable Communications Policy Act of 1984 bars telephone companies from engaging in the cable business in areas they serve. So does an FCC rule.

However, it is only the position of the district judge in Washington that prevents the BOC's from entering the cable business in areas they do not serve. And Pacific Telesis is now seeking a waiver of the ban to enable it to purchase a majority interest in a Group W cable system in Chicago. In view of the appeals court decision, said a spokeswoman for Pactel, Diane Olberg, "we might not have to seek a waiver." The other BOC's, too, would be free to enter the cable business in areas they do not serve.

The appeals court decision generated new calls on Capitol Hill for legislation to take regulatory control of the BOC's from the courts. Representative John Dingell (D-Mich), chairman of the House Energy and Commerce Committee, said the decision "underscores the need for Congress to return telecommunications regulation to the Federal Communications Commission." He said the decision adds to the uncertainty he contends is already facing the BOC's. And Edward J. Markey (D-Mass.), chairman of the committee's Telecommunications subcommittee, said the country "cannot afford to have the nation's telecommunications future volleyed back and forth in the courts while our industries sit on the sidelines...." His subcommittee will hold a hearing on the issues raised by the decision on April 18.

The BOC's have long battled to free themselves of the restrictions on their businesses that Greene has imposed in his role of administering the consent decree that in 1984 ended the Justice Department's antitrust case against AT&T. They contend their opponents—and they are fighting on more than the information-services front—simply fear competition. Three years ago, Greene eased the ban on their entry into information services to the extent of permitting the BOC's to provide customers with access to different computer databases. But he ruled that, since the BOC's still controlled the local exchange bottlenecks, there remained a risk they would engage in anticompetitive practices if they entered the market by originating information.

The appeals court, in an unsigned opinion written by Judges Abner Mikva, Harry Edwards and Laurence Silberman, said Greene had erred in basing his decision on a section of the final version of the consent decree—the modified final judgment—that

requires a BOC seeking relief from the business restrictions to prove its ability to impede competition was no longer present. The opinion said that when the parties involved agree to a particular modification—and the Department of Justice and AT&T agreed to the modification sought by the BOC's—the district court must apply a broader standard: Would the result be in the "public interest?"

"Because we are unable to say that the district court would have reached the same result had it applied the proper legal standard," the court said, "we reverse the court's decision and remand the case for further proceedings." And in reconsidering the BOC's motion, the opinion said, in language satisfying to the BOC's, the district court should determine whether removal of the information-services restriction "would be anticompetitive under present conditions." What's more, the opinion said the district court is to keep in mind "the flexibility of the public interest inquiry: its function is not to determine whether the result is the one that will best serve society, but only to confirm that it is 'within the reaches of the public interest,'" as the Supreme Court said in an earlier case.

One aspect of the opinion that struck

some parties and lawyers as surprising was that nowhere in the 59 pages did the court address the First Amendment arguments made by several of the parties. Lawyers for the BOC's—including such First Amendment experts as Laurence H. Tribe of the Harvard Law School and Floyd Abrams—said the information-services ban was a clear violation of the First Amendment unless the parties subject to it agreed to it. And, the BOC's said, they did not. The Media Institute—a nonprofit, tax-exempt research organization—made similar First Amendment arguments. In 1987 the institute established the First Amendment Center to study speech rights connected with the development of new information services.

The institute's president, Patrick Maines, made it a point to express disappointment at the court's failure to resolve the First Amendment issue as the BOC's and the Institute had urged. "We're happy the BOC's have a better chance to get into the information-services business, but we're also unhappy that important First Amendment issues were not addressed in the opinion," said Maines. "Prior restraint is still in effect—it should be addressed right now."

—LZ

Kerry said allowing telcos into programing would make the cross-subsidy automatic. Collins disagreed, saying the Nynex example showed precisely that FCC and public service commissions oversight works to police cross subsidization.

If telephone ratepayers won't be paying for telco entry into unregulated business, Kerry asked if the separate subsidiary would borrow money to launch such services. Collins said Bell Atlantic was not yet able to determine where the start-up funding for the separate company would come from. But Collins said once ratepayers pay for the service provided, the money belongs to the company and its shareholders to use as they see fit. Foster said: "If we make investments, our shareholders eat it."

Richard Hunt, vice president of HunTel Systems, a small Nebraska telephone company with some cable interests, reported how several years ago he was invited to overbuild the existing operator in Kearney, Neb. But the operator, using the cross-subsidy of other area cable operations, dropped his prices in Kearney, said Hunt, and ran him out of business. Senator Robert Packwood (R-Ore.) then asked rhetorically: Is it not the natural tendency for businesses to cross subsidize, making the point that the telcos would likely follow the same behavior if allowed into the video business.

In response to Kerry's question about telcos paying no franchise fee, Collins said the telcos, through gross receipts taxes, special permit fees and regulation fees,

Senators get the line on telco entry

Hearing features representatives of phone companies explaining why they should be allowed to provide cable services; Inouye says that issue 'may be a close call'

The Senate Communications Subcommittee completed its hearings on cable television last week with the spotlight on telephone company entry, which found subcommittee Chairman Daniel Inouye (D-Hawaii) saying that based on the views of committee members, telco entry "may be a close call." Various senators were all over the lot, with some viewing telco with sympathy, while others viewed it with concern.

The hearing provided another forum for telco interests, represented by Gray Collins, executive vice president, Bell Atlantic, and Kent Foster, GTE Telephone Operations president, to explain why they should be allowed into the video business, and for cable interests (Tom Gillett, vice president, CableLabs, and Phil Verveer, a Willkie Farr & Gallagher attorney representing NCTA) to explain why they should not.

The staff draft would allow telcos to lease access to video providers without being subject to franchise authority regulations. Inouye pointed out that neither cable, telco nor city officials like the provisions. Cable and the cities say it goes to far, while the telcos contend they need to be allowed to participate in video programing to help finance the information services that fiber optics can deliver.

Many of the senators present—Conrad Burns (R-Mont.), Larry Pressler (D-S.D.) and Wendell Ford (D-Ky.)—were intrigued with the possibilities that an interconnected,

broadband, two-way interactive system could afford for the educational and medical communities, or information distribution.

Inouye asked if the bill were amended to allow telcos to provide those services, but not traditional video, would the telcos be agreeable. Collins said that would create another set of disputes over what services were considered "video programing" versus those which were not. He agreed with Inouye that the FCC could make such determinations, but he said the telcos would not be satisfied with such a provision because it would prevent technology from fully developing. It is not assured, he said, "that the information services available" could only sustain the fiber investment.

Collins said the telcos will rewire the U.S. with fiber, regardless of whether they are allowed into video, but the pace of that several hundred billion dollar investment would be quickened, and the cost reduced, if they could provide video programing. Otherwise, he told John Kerry (D-Mass.), it would take 50 years to fiber the U.S. and the "nation needs it sooner."

Kerry expressed concern that while the bill would reregulate the cable industry, it would bring in the telcos, creating "a government imposed imbalance." Kerry asked what new programing the telcos planned to deliver. Collins said the telcos were interested in making sure all programers could reach viewers, and telco entry would mean more diverse and lower cost programing.

Kerry remained skeptical that safeguards could be developed to prevent cross-subsidy, pointing to the recent Nynex case that resulted in a fine of more than \$36 million.

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probably carry a larger tax burden than cable companies.

In contrast to Kerry's skepticism, Al Gore (D-Tenn.) and Ford voiced strong support for telco entry, with Gore saying he believes effective cross-subsidy safeguards could be developed. Gore said an over-builder to Multivision in Tennessee has provided cable service free for the past three months. That cable systems sell for three and four times the price to build them proves the industry is a natural monopoly and needs competition, he said. "The benefits of [telco entry] are so great, we have to do this," Gore said.

Gore also took issue with Verveer's claim that if the telcos spent hundreds of billions of dollars on deploying fiber and could not earn back a return, the telcos would go to Congress for an S&L-type bailout. "I don't believe Congress would bail out the telcos," Gore said, adding that plenty of other telephone company competitors would step into the void.

Ford said: "We're restraining competition" by blocking telco entry, as he lashed out at the cable industry for scrambling services and charging TVRO customers a monthly fee on top of the \$3,000 some paid for dishes. Verveer responded to a Ford question on the constitutionality of restricting the speech of the telcos, saying the Supreme Court, in matters of crossownership, said restricting speech, such as newspaper-broadcast crossownership, was not unconstitutional.

Both Foster and Collins said they would double fiber investment if allowed into the video business. Cable panelists pointed out that the cable industry had \$13 billion in revenue in 1988, while fiber outlay could reach \$450 billion. Collins told Inouye he believes revenues from the services offered would cover the cost of the investment, and that the costs of fiber would drop if the telcos were allowed into the video business.

Exon said he was disturbed by the Los Angeles billboard he saw: "No cable. No Gretzky. No Magic." "That's terrible PR," he said. But he also said, "We have got to be careful in areas which we move" concerning telcos, saying fiber optics "flirts with the possibility of partial reregulation."

Burns said he supports telco entry "with safeguards and restrictions."

A second panel addressed a number of other cable-related issues. John Kompas, president of the Community Broadcasters Association, said S. 1880's must carry provisions fail to recognize that many LPTV stations are active, rather than passive broadcasters. Kompas said rules are needed to protect LPTV stations, who have found it difficult to gain cable carriage and find the price operators want to exact too exorbitant.

Lila Cockrell, mayor of San Antonio, Tex., said the draft curtails certain provisions in S. 1880, giving the FCC greater, and the cities lesser, authority over rates, leased access and immunity provisions. Many of cable's current problems, she said, "such as dramatic rate increases and inadequate technical signal quality, can be attributed in part to actions and inaction by the FCC."

—MS

Gore, Kennedy to introduce alcohol ad warning bill



Al Gore



Joseph Kennedy

Senator Al Gore (D-Tenn.) and Representative Joseph Kennedy II (D-Mass.) met with the news media last Wednesday (April 4) to announce they will introduce in the Senate and House The Sensible Advertising and Family Education Act of 1990, requiring that health and/or safety warnings appear in rotation within television, radio, print and outdoor advertising for alcoholic beverages.

Within hours after the press conference, the National Association of Broadcasters, the American Association of Advertising Agencies and the Association of National Advertisers criticized the bill as likely to force beer, wine and spirits advertisers out of the 15-second, and possibly the 30-second, broadcast ad markets.

In a fashion similar to cigarette package labeling, one of the five proscribed warnings—which address drinking when driving or operating machinery, drinking during pregnancy, underage drinking, potential addiction to alcohol and the dangers of mixing alcohol with other medications—would be read over the air within each radio or TV ad and also appear on the TV screen in label form. The Federal Trade Commission would be charged with drawing up specific rules and enacting the law.

Citing statistics on alcohol-related birth defects, addiction and auto accidents, Gore described the bill as "specifically designed

to counter the massive amount of advertising used to promote alcoholic beverages"—\$819.7 million in TV ads, \$161.3 million in radio ads and \$1.26 billion overall, according to figures cited by the Center for Science in the Public Interest. "I'm sure," he said, "there will be opposition from the broadcasters."

Indeed James May, executive vice president, government relations for the National Association of Broadcasters, said in a prepared statement that the association "cannot support the concept. Such a labeling system for broadcasters will," he said, "discourage advertising [and] is likely to lead to all such ads ultimately being removed from radio and seriously impairing television advertising as well." Both May and the advertising associations pointed out that former Surgeon General C. Everett Koop's 1989 report on drunk driving found no evidence that, in May's words, "advertising causes alcohol abuse."

And according to AAAA Vice President John Kamp, the bill, if enacted, would "virtually eliminate 15-second spots." And, since oral readings of the warnings have taken 13 seconds, he said, the requirements would also "seriously impair the use of 30-second spots" on radio and TV. According to ANA Executive Vice President Daniel Jaffe, the use of 15-second spots has risen sharply over the past four years. The bill, he said, "will result either in fewer alcohol ads or in only longer ads and have a major effect on the financial structure" of broadcast advertising today.

Additionally, argued Kamp, the warnings would "not target those at risk," since the nine out of 10 consumers that use alcohol safely are the targets of beverage ads. Also, he said, beverage manufacturers should not be required "to give medical advice."

Saying that opposition can be expected to block "any meaningful legislation," Kennedy conceded that the alcoholic beverage industry "has done a tremendous job, in a small way, warning people with [the Anheuser-Busch slogan] 'Know when to say

Talk time

Under pressure from Congress and the FCC to strike a deal on revamping the FCC's financial interest and syndication rules, negotiators for Hollywood producers and the broadcast networks have set the time and place for the next set of talks: April 11-12 at Warner Bros. offices in Los Angeles. The FCC has given the parties until June 4 to come up with an agreement. After that, the FCC will proceed with a rulemaking to reform the rules.

when.' I don't think it can be argued that that has not been effective.' Nevertheless, he said, "With an informed public, we can get legislation that isn't onerous and a balanced view of alcohol use in this nation."

"Can [the bill] pass despite opposition?" Gore asked. "I think that depends on how attitudes change. We hope that the dialogue we've begun here today will start that process." —PDL

Justice suggests hands-off cable policy

In comments to FCC, Justice Department questions utility of ownership restrictions or making cable programing available to other media

The cable industry got some good news last week in the form of the Justice Department's reply comments in the FCC's notice of inquiry into cable.

While the department said cable possesses "strong natural monopoly characteristics," it said the FCC should look to alternative technologies, such as MMDS, if it wants to provide competition. Determining whether cable has local market power is in the purview of the FCC, Justice said, but it is not clear that horizontal ownership limits would reduce local market power. Justice also said it "doubted the utility" of vertical integration limits, saying there was no "clear evidence" it has hurt nonintegrated program suppliers. Justice also said it doubted the utility of forcing programmers to sell to competing delivery systems.

Additionally, it said if cable was deemed to have too much market power at the local level, it suggested the FCC postpone action for another three years, to see if potential entrants can succeed, or consider greater local regulation. Justice said curbs needed in some markets may not be necessary in others, making federal regulation problematic. Such local regulation, it said, would not be inconsistent with federal antitrust policy.

Justice's comments represented just one of a variety of positions represented in the reply comments.

NAB asked the FCC to support its "if carry/shall pay" plan, presenting evidence that carriage of local broadcast stations helps subsidize cable operations. It also put forth a Davis Wright Tremaine study, which it said showed a must carry law could be crafted and withstand a constitutional test because it would be based on economical regulation of First Amendment entities. NAB also suggested tighter technical standards for cable signals. NAB's position was endorsed by the Network Affiliated Stations Initiative, which filed separate comments.

The Association of Independent Television Stations reiterated that must carry and channel repositioning rules do not infringe

upon cable operator First Amendment rights, and are needed to protect independent stations from anticompetitive practices. INTV said NCTA's study on the positive effects of vertical integration was based on faulty analysis and failed to deal with operator behavior toward broadcasters. It also said cable was not subject to effective competition, either from five broadcast stations (as NCTA suggested should be the benchmark of competition in a market) or any other existing or developing technology.

NBC, with interest in both camps, sought to steer a middle ground. It said: "In general we do not favor reregulation of cable," but it expressed concern in three areas. It backed the "if carry/must pay" plan which it said would not necessarily mean higher subscriber rates, but rather a reallocation of revenue. It said programs should be allowed access to distribution outlets, and said the FCC could monitor CNBC and use it as a template. "There are certain vertically integrated companies that have not yet given carriage to CNBC, and access to such companies' systems may be a problem in the future," it said. NBC said it was too early to tell whether CNBC will ultimately fail to reach the subscriber levels needed for long-term viability. NBC also expressed concern that rate regulation would stifle program development.

According to the NCTA, "none of the legislative and regulatory 'solutions' proposed...will enhance competition.... The various measures are designed not to promote competition but to promote the competitors who propose them." NCTA said the Cable Act had stimulated program development and facilities, and that the proposed measures would reverse those benefits.

Tele-Communications Inc. said "reregulation is unnecessary and undesirable." It said proposals to cap horizontal concentration at 10%, 12% or 25% are "equally unprincipled." Even excluding TCI and Time Warner numbers, the top 10 cable services have between 26.9 million and 35.6 million subscribers, a pool larger than existed in 1985 and sufficient to launch new services, TCI said.

Attacks on cable programmers' exclusivity rights "contradicts the commission's endorsement of exclusivity" in its syndex proceeding. And it said there was no need for cable-DBS crossownership restrictions, pointing to a large amount of medium- and high-power channel capacity available and to the commission's own determination eight months ago that no restrictions were needed.

Time Warner said rate and conduct regulation will harm consumer welfare. "Proposals for mandated access to programing, retransmission consent and unbundling requirements...could not be factually or legally justified," it said, and would impose costs on the industry that would only benefit competitors and not consumers. Time Warner said unbundling "is not feasible and potentially detrimental to industry and consumer interests."

Turner Broadcasting suggested the FCC establish a schedule to reopen the proceeding at a later time for parties to comment on

SOLD!

KGRX-FM, Globe/Phoenix, Arizona has been sold by Daytona Group of Arizona, Inc., Norman S. Drubner, Principal to Allison Broadcast Group, Inc., Stephen G. Allison, President for \$2,000,000.

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WGYL-FM & WTTB, Vero Beach, FL
Price **\$14,500,000**

Station & Market

WTCR-AM & FM, Huntington, WV
Price **\$7,650,000**

Station & Market

WDBR-FM & WTAX*, Springfield, IL
Price **\$4,000,000**

Station & Market

WCKN-FM & WAIM*,
Greenville-Spartanburg, SC
Price **\$6,000,000**

Station & Market

WOAY-TV, Beckley, WV
WVMA-FM & WOAY, Beckley, WV
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the options or decisions the commission has made before it makes a final decision.

Turner defended its use of partial exclusivity of TNT, saying it was used the way FCC intended program exclusivity "to foster the widespread availability of new programming." Turner said TNT is available to SMATV (15,000 subscribers) and TVRO (44,000 subscribers), but not to MMDS or cable overbuilders. That strengthens both TNT and the company, Turner said, making it better able to compete against other

cable and broadcast networks. Turner said it will receive \$300 million from cable systems during the first three years of TNT, which will help offset the \$400 million in programming costs over that time.

Additionally, Turner said mandatory access to its programming by DBS venturers, such as Sky Cable, would make its programming less valuable to Sky Cable's competitors while at the same time preventing TBS from gaining "financial rewards of participation in the new venture." —MS

Hughes, News Corp. call for program access

Two of the four participants in Sky Cable—News Corp. and Hughes—urged the FCC to insure fair access to programming in cable NOI reply comments. Hughes said that although vertical integration wasn't necessarily bad, "special problems may arise. Abuses made possible by concentration may result in restricted access to programming which is critical to the success of DBS." It asked the FCC to consider a mechanism to monitor and prevent abuses. News Corp. said it was important "to have fair access to established quality programming services" on the same terms and conditions as operators receive. NBC didn't touch on DBS program access in its filing, although it argued that some vertically integrated cable operators have refused to carry CNBC (see above).

Cablevision Systems, the fourth Sky Cable participant, did not address directly program access. It did say that "by removing programmer-imposed restraints on the competitive offering of cable services, the FCC can further enhance diversity and consumer choice." It said "consumer sovereignty will more effectively secure the benefits of competition than any set of government directors to cable operators ever could."

Cablevision took a swipe at ESPN's stand on unbundling, saying its comments reveal it is motivated "not by a concern for consumer welfare, but by its own bottom line." Any increased marketing costs, it said, would be outweighed by savings to consumers who don't want high-cost programming. Cablevision said vertical integration limits would stifle new program development.

Changing Hands

WIRA(AM) Fort Pierce and wovv(FM) West Palm Beach, both Florida. □ Sold by Roth Communications Inc. to Ardman Broadcasting Corp. for \$8.9 million. **Seller** is headed by David A. Roth and owns WCHY-AM-FM Savannah, Ga.; WKBF(AM)-WPXR(FM) Rock Island, Ill.; WKPE-AM-FM Orleans, Mass.; KRNO-AM-FM Reno, and WEEZ(AM)-WHXT(FM) Allentown, Pa. **Buyer** is headed by Myer Feldman and owns WZOU(FM) Boston; WPHR(FM) Cleveland; WEZI-AM-FM Memphis; WWSR-AM-FM Charleston, W.Va.; KCKN(AM)-KBCQ(FM) Roswell, N.M., and WCIJ(FM) Falmouth, Mass. WIRA is fulltime on 1400 khz with 1 kw. Wovv(FM) is on 95.5 mhz with 1 kw and antenna 1,000 feet. **Broker:** Cecil L. Richards.

WBVP(AM)-WWKS(FM) Beaver Falls (Pittsburg), Pa. □ Sold by MT Communications Inc. to Baltimore Radio Show Inc. for \$2.9 million cash. **Seller** is headed by Ted and Marilee Ruscitti and has no other broadcast interests. **Buyer** is headed by Harry T. Shriver and owns WKHI(FM) Ocean City, Md., and was owner-operator of WFBP(AM) Baltimore for over 60 years prior to selling it to Jag Inc. in 1988. WBVP is fulltime on 1230 khz with 1 kw. WWKS(FM) is on 106.7 mhz with 47 kw and antenna 520 feet. **Broker:** Richard A. Foreman Associates Inc.

WMSR(FM) Manchester, Tenn. □ Sold by American General Media-Nashville to Dickerson Associates for \$2.5 million. **Seller** is headed by Ray Spivey and has no other broadcast interests. **Buyer** is headed by Gerald Roberts, Arthur Payne and Ruth Carmen. Roberts has interests in First Media of Monterey Inc., licensee

of WJRT(FM) Monterey, Tenn. (which has application for CP pending). Payne is director of WNAB-Channel 58 Nashville Inc., permittee of WNAB(TV) Nashville. Carmen is president and 100% shareholder of WNAB-Channel 58 Nashville Inc. WMSR(FM) is on 99.7 mhz with 30 kw and antenna 200 feet.

WKOS-AM-FM Rochester, N.H. □ Sold by Bear Broadcasting Co. to Salmanson Communications Inc. for \$1.8 million. **Seller** is headed by James Salmanson and has no other broadcast interests. **Buyer** is headed by Nat Urso and has interest in WERI(AM) Westerly and WWRX(FM)-WHIM(AM) Providence, both Rhode Island. WKOS is on 930 Khz with 5 kw days and 5 kw nights. WKOS(FM) is on 96.7 mhz with 3 kw and antenna 280 feet above average terrain. **Broker:** Chapman Associates Inc.

KCFI-AM Cedar Falls, Iowa □ Sold by Radio Cedar Falls Inc. to Heartland Broadcasting Inc. for \$746,444. **Seller** is headed by Ronald R. Hamilton and has no other broadcast interests. **Buyer** is headed by Ronald R. Hamilton, Farnell I. O'Quinn, C. Edward Hancock and Alan L. Beck. Hamilton is officer and 73% shareholder of Radio Cedar Falls Inc., licensee of KCFI(AM) Cedar Falls, Iowa. Hancock is 4% shareholder in Radio Cedar Falls Inc. O'Quinn is sole proprietor of WUFF-AM-FM Eastman, Ga. KCFI is daytimer on 1250 khz with .50 kw.

WILY(AM)-WRXX(FM) Centralia, Ill. □ Sold by PrairieLand Broadcasters Inc. to Heartland Broadcasting Inc. for \$723,000. **Seller** is head-

ed by Joel Townsend and has no other broadcast interests. **Buyer** is headed by Ronald Hamilton and Farnell O'Quinn (see KCFI(AM) Cedar Falls, Iowa, above). WILY is daytimer on 1210 khz with 1 kw. WRXX(FM) is on 95.3 mhz with 3 kw and antenna 217 feet above average terrain.

WSEV(AM) Sevierville and WSEV(FM) Gatlinburg, both Tennessee □ Sold by Smoky Mountains Broadcasting Inc. to DollyWood Productions for \$640,000. **Seller** is headed by Charles Ketrone and Conrad Jett and has no other broadcast interests. **Buyer** is headed by singer Dolly Parton in partnership with Silver Dollar City Corp. and Orr and Earls Broadcasting Inc. Parton's hometown is Sevierville and she taped her first song at WSEV(AM) at age 10. Silver Dollar City Corp. is headed by brothers Jack and Pete Herschend. Orr and Earls Broadcasting will be managing partner and is headed by Rod Orr and former group owner Charlie Earls. Orr was part owner of KRMS(AM)-KYLQ(FM) Osage Beach, Mo. with FCC Chairman Al Sikes. Buyers intend to move stations to Dollywood theme park in Sevierville. WSEV(AM) is on 930 khz with 5 kw. WSEV(FM) is on 105.5 mhz with 225 watts antenna 3,014 feet above average terrain.

KARQ(FM) Ashdown, Ark. □ Sold by KARQ Radio Inc. to Bunyard Broadcasting for \$380,000. **Seller** is headed by Floyd and Betty White, husband and wife, and has no other broadcast interests. **Buyer** is headed by Jay and Ann Bunyard, husband and wife, and owns KQDN-AM-FM DeQueen, Ark. KARQ(FM) is on 100.1 mhz with 3 kw and antenna 287 feet above average terrain.

KHEI(AM) Kihei and KVIB(FM) Makawao, Hawaii. □ Sold by Encantada Broadcasting Corp. to Visionary Related Entertainment Inc. for \$350,000. Both stations are authorized to be silent. **Seller** is headed by William Sanders and has no other broadcast interests. **Buyer** is headed by John Detz and has no other broadcast interests. KHEI was on 1110 khz with 5 kw. KVIB(FM) was on 94.3 mhz with 3 kw and antenna 22 feet below average terrain. **Brokers:** Blackburn and Co. for seller and William A. Exline Inc. for buyer.

KBBQ(AM) Santa Barbara, Calif. □ Sold by Anacapa Broadcasters Inc. to Cutler Productions Inc. for \$335,000. **Seller** is headed by Allen J. Potts and Fred M. Hall. Potts has 95% and Hall 5% interest in Communications Investment Co., licensee of KTEE(AM) Idaho Falls, Idaho. **Buyer** is headed by Ron and Lori Cutler, and has no other broadcast interests. KBBQ is daytimer on 990 khz with 1 kw.

KLCU(FM) Brownfield, Tex. □ Sold by Brownfield Broadcasting Corp. to Southwestern Broadcasting Corp. for \$250,000. **Seller** is headed by James D. Denison and has no other broadcast interests. **Buyer** is headed by Thomas Joseph Crane and is licensee of KMUL-AM-FM Muleshoe, Tex. KLCU is on 103.9 mhz with 3 kw and antenna 320 feet.

CABLE

System serving city of Abbeville, S.C., and surrounding communities □ Sold by Abbeville Cablevision to Cencom Cable Television Inc. for undisclosed amount. **Seller** is headed by Richard W. Condon, who has other systems in S.C. **Buyer** is headed by Howard Wood and Jerry Kent and operates systems in 11 states and serves 420,000 basic subscribers. It recently purchased system from Insight Communications ("Changing Hands," April 2). System passes 3,500 homes and serves 2,200 basic subscribers.

VSC to build international broadcast center in Moscow

Consortium will be formed to build 20-25-story, multi-purpose facility with office space, hotel and broadcast production and transmission center

Video Services Corp. (VSC), Northvale, N.J., has signed a \$250 million deal to build an international broadcast center outside Moscow. VSC signed a letter of agreement with VIDEOFILM, a Soviet television production organization, to form a consortium to build the facility. The group hopes to have the center open by mid-1992.

The "protocol agreement" was signed by Oleg V. Uralov, deputy chairman of the USSR's State Committee for Cinematography and the director general of VIDEOFILM, and Louis H. Siracusano, VSC chairman, president and chief executive officer. Although VIDEOFILM was "assigned" by the Soviet government to form the consortium, the project "is absolutely a capitalistic venture," Siracusano said following the announcement. It is to be funded entirely by private interests. Within 30-60 days, VSC and VIDEOFILM expect to finalize a contract for the project.

"The concept is to bring the whole international broadcast community together" in one state-of-the-art facility, Siracusano said. Currently, broadcasters visiting the

USSR must work out of hotel rooms and often cannot gain access to adequate facilities, he said. Preliminary VIDEOFILM plans call for building a 20-25-story building to function as an office building, hotel and broadcast production and transmission center located about 15 minutes' drive from the center of Moscow. "A major hotel chain," restaurants and other American companies will also be sought to participate in the project, Siracusano said.

A.F. Associates, a Northvale-based VSC subsidiary that specializes in turnkey construction of broadcast facilities, will design and build the broadcast systems to be installed at the center. "The tenants will dictate what kinds of [equipment] will be there," Siracusano said. An equipment training center, editing suites, mobile news-gathering systems, dubbing and standard conversion equipment are among the systems planned for the center.

Major broadcast organizations around the world will be approached for inclusion as permanent tenants of the center. Pre-leasing negotiations have already begun with all three U.S. commercial broadcast networks and CNN, the group said.

VIDEOFILM had been seeking potential partners for the project for the past year, working through International Consolidated

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Trading Co., a Los Angeles firm which specializes in negotiating deals for American companies doing business with the Soviet Union. VSC invited Uralov and his

delegation to Atlanta to view the A.F. Associates technical demonstrations on the NAB exhibit floor and discuss the deal. "We thought this was going to be just

another meeting," Siracusano said. He was pleasantly surprised when Uralov presented the offer to VSC on the second day of the show (April 1).
—RMS

Business

Cable in the '90s: Poised for takeoff

CAB meeting focuses on upcoming reregulation, continued growth in advertising, uncertainty over future relationship with broadcasting

The growing importance of the local market, the increasing individualization of television viewing and cable's coming-of-age as an advertising medium were among the major themes to emerge from the Cabletelevision Advertising Bureau's ninth annual conference, held last week in New York.

More than 2,000 cable and advertising professionals registered for the event, said Robert Alter, CAB president. The theme of the three-day conference was "\$4 Billion on the Horizon," referring to the expected amount of cable advertising in 1994.

In 1980, revenue generated by the cable industry totaled approximately \$2.6 billion, said Fred Vierra, CAB chairman. In 1990, cable advertising revenue alone will approach \$2.5 billion, according to Alter, and viewers will spend \$16 billion subscribing to cable.

"It is perhaps symbolic as we talk about the '90s," he said, "that in the first month of this decade, there were more households in the total U.S. tuned to basic cable programming in the average minute on a 24-hour basis than to the affiliates of either ABC, CBS, NBC or the indies."

Issues facing the cable industry during the coming decade were the subject of "Understanding the Forces Shaping Cable

in the 1990's," the CAB conference's keynote session. Perspectives from the areas of cable operations, programming, regulation, Wall Street and advertising were provided by Stewart Blair, chairman, UA Entertainment; Thomas Burchill, president, Lifetime; James Mooney, president, NCTA; Dennis McAlpine, senior vice president, Oppenheimer & Co.; Michael Drexler, senior vice president, national media director, Bozell, and Marvin Koslow, senior vice president, marketing services, Bristol-Myers Squibb.

The cable industry is currently going through "troubled times," said Blair, who characterized UA's current position as "very much sitting inside our own battleship." Inside, things are going well, he said. Outside, "we are subject to scrutiny."

According to Mooney, the uncertainty currently surrounding the issue of regulation is causing the cable industry to watch Washington "as a sailor watches a line of squalls." By early summer, he said, some sort of "regulatory outlines" should be discernible, and "I think they'll be somewhat less grim than some people have feared, or some of our detractors have hoped for."

Mooney anticipates some antitrafficking legislation as well as some rate restraint, and believes that some more "traditional issues, such as must carry," will also be invoked. There won't be significant new regulatory authority invested in local governments, said Mooney, who

also does not envision the government "letting the telephone companies into the television business." Whatever happens, he said, the results will leave the cable industry more careful and more aggressive, and "we'll come out of this better competitors."

From the advertising perspective, Drexler said Bozell had been increasing its investment in cable 20%-25% annually. He warned against slicing viewership too thin, and talked about turning "the negative aspects of fragmentation into the benefits of segmentation" by targeting specific cable networks.

Drexler had two specific suggestions for the cable industry: "Stop bragging," he said, that in three years cost per thousand charges will be comparable to broadcast networks. "There's a big difference between being aggressive and being arrogant," he said. As fiber optics and rebuilding become part of the industry's new goals, "don't fill new channels with junk or reruns," Drexler suggested, for the medium needs "fresh ideas." Subscriber counts "don't solve problems anymore," he said. Now, "ratings are necessary."

McAlpine said Wall Street remains "bullish" on the cable industry, despite such concerns as regulation and fear of competition. Subscriber growth must come from increased diversity, meaning more channels and more penetration, he said.

Cable's per-subscriber fee, one of its dual revenue streams, is "running a little dry right now," McAlpine said, "and [the industry] may have reached the bottom of that well." Advertising will have to play a bigger role in the future, he said. McAlpine also expects an increase in pay-per-view, which may provide a new source of revenue.

Burchill, discussing the programming area, emphasized the importance of partnerships as the decade progresses. He sees marketing partnerships between cable operators and MSO's to promote local ad sales, opportunities for networks to work with advertisers in a number of areas, and cable alliances with other media, such as magazines. All of this should ultimately lead to having the cable customer as a "satisfied partner," Burchill said.

On the subject of DBS, McAlpine said his view of it depends on whether it is

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"competitive or supplementive" to cable. "As a supplement to cable, DBS is fine," he said, but "one concern we have is if cable networks must be sold to DBS." Blair agreed that the basic issue is one of complement vs. competition. Burchill said Lifetime has a policy of "selling to everybody, and reaching as many eyeballs as possible." They may have to look to DBS more aggressively, he said, if "we're going to be put in package clusters which would limit viewership."

Drexler said he felt that by the year 2000, there would be less of a distinction between cable and broadcast television, from the viewpoint of both viewers and advertisers. Blair said the chief "imponderable" for the future was the relationship between the broadcast networks and their affiliates. According to Koslow, compromises are going to have to be made with European programmers. Burchill's advice was to "be nice to your fiercest competitor, because [they] will probably be your business partner."

"Cable is increasingly well-positioned to grab a piece of the advertising pie, particularly locally," according to Jonathan Copulsky, principal, Booz Allen & Hamilton. "Local cable advertising will become the engine of growth through the mid-'90s," he said.

Speaking as a panelist exploring "Revenue Growth Strategies," Copulsky suggested six programs as key to generating cable revenue: (1) maintain strong brand identity, (2) expand the definition of advertising time, (3) leverage the subscriber connection, (4) focus on market development, (5) invest in measurement of audience, (6) install the second and third boxes for free.

According to Gordon Herring, senior executive vice president, Telecable Corp., "The future of the cable business

will be the search for incremental revenues and profits." The growth of basic cable will slow by 1995, he said, with pay-per-view and ad sales representing two new growth potentials for the industry. The local client should "provide the foundation for our business," Herring said.

Jerry Maglio, senior vice president, marketing and programming, UA Cablesystems, said that "sometimes our biggest enemy can be our traditions, because we keep our feet in them." United Artists also expects pay per view to grow, and is projecting \$81 million in pay-per-view revenues for 1994. "Our battle cry for the 1990's," Maglio said, "is 'we want our fair share.'"

"Mastering the Television Marketplace" explored the growing number of options available to advertisers. Panelist Ira Carlin, executive vice president, national media director, McCann-Erickson, said that cable's spending in programming parallels its share gains, while as broadcast networks' share in programming declined, so did its audience share. The old theory of "least objectionable programming" or keeping viewers tuned to one station all night is dead and buried, Carlin said.

Television is turning from a family to a more personal medium, said Gene DeWitt, president, DeWitt Media, and the challenge to advertisers is figuring out how to target this fragmented audience. Steve Kubinski, director of advertising, Nestle Foods, agreed with DeWitt, comparing television to radio as a personal medium.

"Where cable penetration goes, viewing shares follow," said Jonathan Sims, vice president, research, CAB, summing up the essentially positive note sounded by the conference. —RG

Baruch argues against some network 'myths'

Ralph Baruch, chairman of the Program Producers and Distributors Committee, last week accused the broadcast networks of "telling a tale of woe in Washington [but] telling a tale of 'wow!' on Wall Street." Defending the financial interest and prime time access rules before a gathering of the National Academy of Television Arts and Sciences, Baruch said: "If the system ain't broke, why fix it?"

The networks say they want a level playing field, but, said Baruch, they really "want control of the ball and referee. My stance is not anti-network," he said, but "on the other hand, there must be some restraints on the powers they exert on our industry."

Baruch labeled as "sheer myth" some of the network arguments for changing the rules. He cited as "not true" the following claims: that the networks' financial fortunes are declining; that the rule will prevent them from remaining a "viable medium"; that the rule "unfairly forces them to promote and advertise the programming of others;" that the rule prohibits them from competing against foreign-owned studios, and that the networks cannot diversify.

Beyond these "five myths," said Baruch, "I believe there is another issue at work here. And I believe it is an issue with a ring of truth. That issue is greed.... I have no quarrel with fatter profits, as long as they are not at the expense of independent producers or the viewing public."

The networks have no allies in their fight, Baruch said, except for "nominal support from affiliates who, undoubtedly, caved in to great pressure. Still, those of us who want to see the rule continued must be just as vigilant."

Should the networks be successful, said Baruch, "other vital rules also would soon disappear," such as the rep rule, the cable crossownership rule, "and many others which inhibit network power and are important to our industry." Such changes would cause the "regulatory and competitive structure of electronic communications in this country" to be rendered "unrecognizable in just a few short years," said Baruch.



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What's in the can for Cannes

MIP-TV festival to feature a host of product despite absence of some U.S. majors

More than 7,000 international media executives will gather in Cannes, France, next week for what remains, despite complaints over poor timing, the largest global TV program market—MIP-TV.

The April 20-25 market, dominated by French, British and American firms, expects to draw representatives from well over 1,500 companies, with nearly 400 taking exhibition space in the French Riviera city's multilevel Palais des Festival. Some 1,700 program buyers are expected to attend the oldest of the international program fairs. Last year's market drew under 1,400.

Despite its size, the market is criticized by some because of its proximity to screenings held later this spring by the Hollywood studios following next month's fall schedule decisions by the U.S. commercial networks, which largely determine which shows will be made available to the international market.

Several of the major studios do not exhibit at the market, although Warner Bros., Paramount, Walt Disney Co. and MCA have extensive stands, as will Turner International and Orion.

Warner Bros. this year, in fact, will double the size of its stand as it becomes the first of the majors to move from the convention center's main basement floor to the first floor. On its program roster are a record 14 TV pilots for the U.S. networks, along with the company's animation stable, half-hour and hour series currently on U.S. networks, U.S. syndicated series and 14 two-hour TV movies, five pay-TV movies, the mini-series *Common Ground* and 10 specials.

The company will also introduce entertainment news programming from its U.S.



Site of MIP-TV in Cannes

MIPTV

cable service E! International Entertainment Television (formerly Movietime), in a 52-week package of one-hour-per-week programming.

Walt Disney's Buena Vista International will be at the market representing its own programming, as well as that from Jim Henson Productions, which it acquired last year, and King World.

Orion Pictures, headed by new International President John Laing, will have the one-hour ABC-TV drama *Equal Justice*, the mini-series *The Kennedys of Massachusetts* and *And the Violins Stopped Playing*, and TV movies *Return to Green Acres* and *No Place Like Home*.

The hit U.S. series *America's Funniest Home Videos* will be offered by Capcities/ABC Video Enterprises, with 15 half-hours and an hour pilot, along with other ABC-distributed series and TV movies.

Worldvision has acquired TV distribu-

tion rights to, and will be offering at MIP, the two-hour documentary *Hollywood Mavericks*, a coproduction with Japan's NHK and the American Film Institute focusing on Hollywood directors.

One highlight of the market is likely to be the world premiere of the four-hour, \$10.7 million mini-series *Voyage of Terror—The Achille Lauro Affair*, with Burt Lancaster and Eva-Marie Saint. Germany's BetaFilm is offering the program, which was produced together with Tribune Entertainment, Italy's RAI Due and France's TF1. The program will air in the U.S. during the May sweeps and in Europe this fall.

Other leading European producers offering programs include Silvio Berlusconi Communications, with the mini-series *Children in the Shadows* and *The Lion of the Desert* with Elliot Gould, Omar Sharif and Rutger Hauer.

France's Pandora International Entertainment, following a long-term agreement with Gaylord Production Co., has also added that producer's catalogue to its worldwide offerings. Among the new programs are the Shelly Duvall series *Faerie Tale Theatre* and *Tall Tales and Legends*, along with six TV movies. Pandora is also arranging the development of a coproduction, *Paris One*, set in the world of the Paris perfume industry.

Other American exhibitors on hand:

- New World International, which will have new TV movies, movie series?? and the half-hour series *Bagdad Cafe*.

- Sunbow Productions, which will have the half-hour series *Youthquake*, as well as two, one-hour family specials, and a range of animated and live action children's series.

- Westinghouse Broadcasting, which will be on hand with *On Scene*, a reality series focusing on worldwide rescue missions, along with other series, news services and specials.

- Public Television International, which will have new episodes from *National Geographic Specials* and science series *Infinite Voyage*.

- Harmony Gold, whose new titles include mini-series *King of Patagonia*, as well as other mini-series and hour documentaries.

- Protele, which will have four new half-hours and a new hour-long novella, and DSL Entertainment, which will offer three TV series coproductions recently agreed on in a joint venture with Lynch Entertainment—the half-hour series *Shadow Theatre*, already airing on U.S. cable service USA Network; the half-hour *Hollywood Fall Guys*, and the half-hour *Mystery Theatre*.

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the market:

■ Multimedia Group is offering the second series of *Omni—The Science Show* in 18 half-hours and a series of animated half-hour specials, *The Tale of the Wonderful*, including one in production on hats and the other on the Old Testament.

■ Atlantis Releasing is offering new TV movies *Newshounds*, *Firing Squad*, *Lost in the Barrens* and *Tom Alone*, along with a handful of hour-long series.

■ Producers Group International of Canada is moving into feature film distribution with 15 new, mostly American, theatrical and TV movie titles. The company has already acquired worldwide TV rights for TV movie *Sylvan Lake Summer*, which aired recently on Canada's CTV network.

■ Canamedia will be on hand developing coproduced series *The History of the Documentary* and a pilot for a half-hour children's drama, *Take Off "Time,"* and Filmoption will have new entertainment, fiction, family, wildlife and documentary programming.

■ Among other participants are Britain's Granada TV International, which is offering the TV docudrama *Who Bombed Birmingham?* on the 1974 IRA bombing of two Birmingham pubs, five-hour miniseries *Jeeves and Wooster*, drama series, TV movies and documentaries.

■ The UK's Telso International will have hour series *Perfect Scoundrels* and miniseries *The Magistrate* and *The Veiled One*, along with new family programming and documentaries.

■ Britain's HIT Communications, formed last year after the sale of Henson TV to Disney, will have the Harvey library of classic cartoons, including Casper the Friendly Ghost, along with other new series (see story, this page). Grundy will bring to MIP-TV its hour adventure series *Embassy*, which recently received a 13-hour commitment from the Australian Broadcasting Corp., and is being produced in association with ABC, TV New Zealand and Film Victoria.

■ Japanese firm TMS, which recently moved to expand its Hollywood presence and is fresh from major animated series sales to Silvio Berlusconi-affiliated stations in France, Italy, Spain and Germany, has added five animated feature films to its library, and is now preparing for worldwide theatrical release of its full-length animated feature "Little Nemo." The company has also sold its *Galaxy High School* series, already airing on Britain's TV-am network and cable network The Children's Channel, to Japan's NHK satellite service, other Asian markets and Italy.

■ FoxLorber, attending its first market since the company joined forces with Japan's GaGa Communications, will offer a number of new programs, including the mini-series *Cassidy*, the documentary in production *Hunters in the Sky* and a package of Hollywood films from the Kings Road Library.

■ Debuting at the market this year is the recently formed TV Sales Company, with programming from founding partners SelectTV, a group of independent production companies including Witzend Productions,

and Palace Television Productions. In addition to a group of series already in the library, programs in development include the Palace TV mini-series *A Woman at War*, Clement La Frenais Productions' half-hour series *Freddie & Max*, Palace-Teleimage mini-series coproduction *Sour Grapes*, Witzend/HTV half-hour series *Scary Tales* and a Witzend TV movie for U.S. cable service Disney Channel, *The Adventures of Mr. Donald Quixote*.

■ Also for the first time at MIP-TV will be Sovereign Pictures, with Academy Award-winning films "My Left Foot" and "Cinema Paradiso," the eight-hour, \$50

million mini-series *The French Revolution*, the Oliver Stone-Ed Pressman production "Reversal of Fortune," and Paul Schrader's "The Comfort of Stranger" and "Stanno Tutti Bene" with Marcello Mastroianni.

Other new product is available from Radio Vision, with new music programming; Fries Entertainment, with new theatrical releases; Canadian firm Ideal-Opix, with a new series, a music special and sports programs; Triple Gem Distribution, with music and variety series, and Tapestry International, with a series of documentary programs. —AAG

Growing HIT list for new UK firm

New company, headed by Peter Orton, is active in European cable, distribution and coproductions

Peter Orton has a hit.

The former Henson TV executive, who launched the London-based company HIT Communications last October in the wake of Henson's buyout by the Walt Disney Co., six months later is well on his way to building a multifaceted media firm.

Orton aims to boost the company to \$30 million-plus in annual revenue.

Among Orton's latest HIT deals are a worldwide distribution agreement with U.S.-based Harvey Comic Books, a partnership to explore European business opportunities with Comsat Video Enterprises, a pair of UK cable franchise applications and a handful of coproduction projects.

HIT also expects soon to be Europe's dominant distribution company for children's and family programming.

In a recent interview with BROADCASTING, Orton said his intention was "to build a broadly based communications company in a vigorous communications marketplace." On the business agenda for HIT are program sales, product merchandising, production financing, video distribution, music licensing and publishing, as well as investment in cable franchises through a separate partnership.

Last January Orton found the backing that could help him to accomplish all that, when UK oil services company Flextech bought a 30% stake in HIT, valued at \$2.2 million. Orton aims to boost the company within three years to \$30 million-plus in annual revenue.

HIT has already made a push into the cable TV business. In its Metro Network partnership with Flextech and UK media expert Cento Vejanovski, the company has filed applications for two franchises, in-

cluding one partly in London representing 330,000 homes.

Another partner with HIT in the European TV programming and distribution business is the U.S. firm Comsat Video Enterprises, a subsidiary of U.S. satellite firm Comsat headed by former Turner Broadcasting Executive Robert J. Wussler. Orton said HIT would represent Comsat in Europe, presenting CVE with media opportunities, including those involving possible partnerships with HIT itself.

Programming, however, remains the central business of HIT. Expected to bring the company additional library is the new deal with Harvey Comics. The seven-year arrangement gives HIT international licensing and merchandising rights to characters, most from the company's heyday in the 1940's, 1950's and 1960's, and including Casper the Friendly Ghost.

Also part of the Harvey deal is a large library of theatrical cartoon shorts created in the 1950's and 1960's by Paramount. Orton said HIT would repackage the 35mm cartoons with new openings into two series of 26 half-hours and distribute them to TV and video worldwide outside of North America.

Program coproduction, one of Orton's principal activities as former managing director of Henson International TV in London, remains a key ingredient of the new company's growth.

HIT is now working on four coproductions. *Black Stallion* will be a live-action series of 26 half-hours coproduced with former Henson agent Steve Waterman of Los Angeles, Alliance Group of Canada and a French partner still under negotiation. The series will be telecast in the U.S. on The Family Channel cable service. A second project is *The Winjin' Pom*, a 13-episode half-hour series coproduced with British puppeteers Spitting Image, and the participation of Britain's Central TV, Canal Plus of France, and a U.S. cable or network partner now under negotiation.

The third project is the animated half-hour *Dream Patrol*. A 13-episode commitment to the series has come from U.S. public broadcaster WGBH-TV of Boston, with Scottish TV as a partner.

Also in advanced stages of development with partners DIC and BBC are 25 animated half-hours of *Maid Marian*. —AAG

Malone says TCI moving toward a la carte service

Tele-Communications Inc. President John Malone told securities analysts in Denver that TCI was moving toward unbundling and even a la carte pricing of cable service.

In the 1990's "you'll see more unit pricing, a la carte programming, where subscribers take only the services they want," Malone said. "You pay for a converter box if you need it and only buy the channels you want," he said.

One of the reasons for such a move, he said, is the unpredictable rising costs of programming. He noted cable networks have bid aggressively for major-league sports packages in recent years and are increasingly producing their own movies and shows.

Malone acknowledged that tiering will initially lead to a "grinding between cable system owners and programmers," but said the outcome is "politically inevitable." Some observers have said tiering could help cable operators skirt reregulation from Congress because they are raising rates for higher-cost channels instead of raising prices across-the-board for all subscribers.

TCI already has moved to a negative option tier. The company has placed five basic channels—USA Network, Turner Network Television, American Movie Classics, ESPN and a regional sports network—on a separate tier of service. Subscribers will pay between 40 cents a month and \$1.40 for the new tier, in addition to their basic fee.

On the financial side, TCI said it posted a loss of \$257 million, or 73 cents per share, in 1989, compared to profits of \$56 million, or 15 cents per share, in 1988. The company blamed the \$313 million loss largely on the increased cost of financing purchases of cable systems.

Feeling pressure from Washington, TCI reiterated that it will curtail purchases of cable systems in 1990, but still expects to maintain a 12% to 15% growth in cash flow from its existing operations, senior management said.

"The fundamental goal this year is to provide funds to support the ongoing operations and still provide a high return for investors," said Don Fisher, TCI's senior vice president and chief financial officer.

TCI also is cutting interest payments on the high-yield debt it issued to help finance cable system purchases in the 1980's. Last year, officials said the company retired \$550 million in 11.5% debt, saving more than \$15 million in interest payments. The company is contemplating more of that, financing buybacks through private placements of stock and borrowing from foreign lenders, particularly in Canada and Japan. □



Mark Mandela, ABC; Pierson Mapes, NBC; Thomas Leahy, CBS, and Peter Chrisanthopoulos

Chrisanthopoulos named CEO of Network Television Association

The three broadcast television networks were one step closer to beginning their Network Television Association (NTA) with the appointment last week of Peter Chrisanthopoulos, who was named president and chief executive officer. Chrisanthopoulos had been president and chief operating officer of RJR Nabisco Broadcast, which handled the consumer product company's advertising buys on network, cable and spot TV, as well as promotional spending on direct mail, coupons and free-standing inserts.

With last week's announcement, made by NBC President Robert Wright at the National Association of Broadcasters convention, ABC, CBS and NBC also decided on a 10-person NTA board, composed of three executives from each network. "More direct oversight" is to come from a three-member board executive committee, to be composed of Tom Leahy, president CBS marketing; Pierson Mapes, president NBC television network, and Mark Mandala, president, ABC television network. Chrisanthopoulos will report directly to Leahy, who will be the executive committee's chairman, a post that will rotate annually among the three members.

The NTA's purpose, said the announcement, is to "...build greater awareness of network television's attributes as an advertising medium." Said Chrisanthopoulos: "Network television is a wonderful medium to introduce campaigns on hiatus, to do a sweepstakes contest or promotion, to announce a sales incentive or to introduce a new product."

He said his experience at RJR Nabisco helped him "...understand diverse media and know their limitations.... I believe I speak their [advertisers' and agencies'] language. The proportion of advertising RJR

Nabisco has placed on network TV over the past few years has varied, depending in part on the company's changing composition of businesses.

During the next few months the NTA will be housed at 1633 Broadway, New York (telephone: 212-664-6068) in space donated by NBC, before moving to 825 7th Avenue in June. Chrisanthopoulos said he will hire an eight- to 10-person staff. He added that Fox Broadcasting would not be invited to become a member until its meets the FCC definitions of a network. □

Turner: taking the pulse of the media and the planet

Turner Broadcasting chairman offers his views on variety of subjects, from TV Marti to women's rights, during Center for Communication breakfast

In a wide-ranging assessment of the television media and of the planet itself, Turner Broadcasting Chairman Ted Turner declared himself dissatisfied on both counts. "I don't like cable being on the defensive," he said. "You put points on the board when you're on the offensive." And: "All [our media considerations] are overshadowed by the threats to our species."

Turner addressed a breakfast in New York sponsored by the Center for Communication and attended by a number of communications executives (including CBS's Larry Tisch and the Washington Post Co.'s Katharine Graham). The session was chaired by Burton Staniar, chairman of

Westinghouse Broadcasting, who also heads the center.

Turner was optimistic about the survivability of broadcast television, whether of the network or station variety. While they will be less profitable in the future, they will nevertheless survive, he said, citing as proof the success of the Fox network, both for itself and affiliates. Major newspapers and magazines will continue to decline, he said, victims of a society increasingly reluctant and/or unable to read.

Among his mentions:

□ TV Marti: "It's just asinine. When you try to jam things down someone's throat you just encounter stiffer resistance."

□ DBS: "It's far from me to say something won't make it [but] it will be primarily a battle over programing [and] I cannot imagine that the Congress or the FCC can force cable to sell programing to competing technologies."

□ HDTV: "Half the world doesn't have electricity and here we are, pigging out on HDTV. It's a little better [than the TV we have now] but not much. And then the Japanese will really take over the balance of trade."

□ State of the planet: "There will not be a totalitarian state on this planet in 10 years, due to communications."

□ Telco entry: "I'm personally against the phone companies in the TV business. They already have a monopoly in phones. The number of channels we have now are about all we can deal with. Anyone can lay fiber optics."

□ CPM's: "The gap in ad value [between the big three networks and CNN] is mainly our fault; we've sold so cheaply."

□ Public broadcasting: "I'm sorry we did not give it more emphasis in the early years. Commercial broadcasting exists for the benefit of advertisers, networks and sta-

tions—the public comes in fourth. It's probably too late to do anything about that."

□ On women's rights: "I'm going with Jane Fonda and I'm for women's rights right down the line."

□ On running for office: "I've given no thought of running for public office. I'm more concerned with problems of the planet than a state." On running for President: "I don't have any interest in that—at the current time."

□ On what comes next: "I'm at my best when my back's against the wall. I don't like it when things are going too well. I'd like to [buy something or start something new] but my partners won't let me."

□ On the cable/broadcast relationship: "I brought the must carry rules down. I thought they discriminated against cable programers. Must pay is wrong too. I don't guess there will ever be true peace."—DW

April Fool's punchline: HA! takes off

New MTV service debuts on 45 MSO's; original programing to start in May

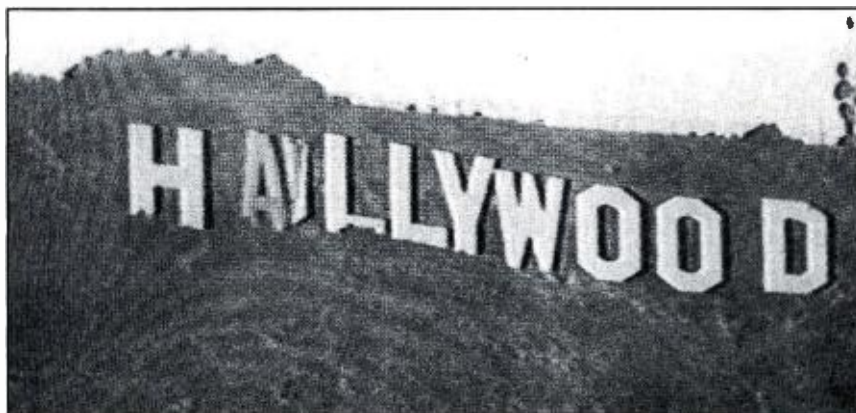
MTV Networks launched HA! The TV Comedy Network on April 1, providing its own April Fool's Day joke by simulcasting the first four hours of the network (7-11 p.m.) on its co-owned networks—MTV, VH-1 and Nickelodeon.

The new network, with heavy reliance on off-network sitcoms, debuted in several million homes. MTV, which keeps its affiliation agreements close to the vest, announced last week it had signed 45 MSO's to some form of HA! commitment, which will give it four million homes by the end of April, another one million in early May and six million by the end of the first year. In total, the overall commitments are for eight million homes, with one million coming from co-owned cable MSO Viacom Cable.

Those MSO's signed include Prime Cable, Adelphia, Media General, TKR, Post-Newsweek, KBLCOM, Rifkin, Tele-Media, Century and Viacom. HA! said April launches will include Los Angeles (Century), San Francisco, Nashville, Milwaukee and Seattle (Viacom), Atlanta (Prime), Providence, R.I. (Times Mirror), Washington (Media General) and Minneapolis (KBLCOM).

In further launches, Adelphia will carry the service in its southern Florida systems; Prime in Las Vegas; TKR Cable in Wildwood, N.J.; Post-Newsweek in Modesto and Santa Rosa, Calif.; KBLCOM in San Antonio, Tex., Portland, Ore., and Orange County, Calif.; Buckeye Cable in Toledo, Ohio; Summitt Cable in Winston-Salem, N.C., and Marietta, Ga., and Twin County Trans Video in Allentown, Pa. Other small MSO signings include United Video Management, Blue Ridge Cable, Sonic Cable, Coaxial, Omega Cablevision, Rock and Associates, Raystay, Cable America, Vista, Benchmark, Bismark-Manden, Boulder Ridge, Americable and Marcus.

HA! is allowing operators to preempt VH-1 for 12 hours for the launch of HA!



Fool on the hill. The famed Hollywood sign in Southern California was altered to HA!llywood by unknown perpetrators. MTV said it had no knowledge of who was responsible, but they weren't shunning the extra publicity for the launch of their new network April 1.

Cable operators can preempt VH-1 for two years, at which time they are required to return VH-1 to full channel status. The HA! rate card, which is in the single penny digits, increases 40% in cases of VH-1 preemptions.

The dates operators will launch the service and the number preempting VH-1 vary, but a HA! spokesman said VH-1 preemptions were in the minority. Prime Cable in Atlanta will launch the service April 24 as a separate channel. Post-Newsweek's vice president of marketing, Harvey Boyd, said the MSO signed a charter affiliation agreement, calling for 25% carriage of its base by the end of April. To meet that, Post-Newsweek will carry HA! full time in Modesto and part-time on VH-1 in Santa Rosa. KBLCOM will likely carry HA! full time in Portland and Minneapolis, and part time on VH-1 in San Antonio and Orange County, it said. Viacom said it will launch HA! divisionwide by the end of April.

In contrast to HA! numbers, HBO is saying its Comedy Channel reaches 6 million homes, and it has commitments for 15 million. The major backers are co-owned cable companies ATC and Warner Cable, as well as Cablevision Industries and TeleCable.

Although the battle is now joined, the answer to whether none, one or both can survive remains unanswered, largely because of the major MSO's who remain on the sidelines. All top 10 MSO's without co-owned company relationships have not signed for either, including TCI, Continental, Comcast, Cox, Newhouse, Jones and Cablevision Systems. In addition, only one Times Mirror system has signed.

HA!'s programing includes *Saturday Night Live*, *SCTV*, *Mary Tyler Moore*, *Rhoda*, *Bob Newhart*, *Dick Van Dyke*, *Phyllis*, *The Tony Randall Show*, *The Betty White Show*, *That Girl*, *The Lucy Show*, *Love American Style*, *Car 54*, *McHale's Navy* and *Mork and Mindy*. A slate of original programs will premiere in May, including *The Storytellers*, *Clash*, *London Underground*, *The Big Room*, *The Unnaturals*, *The Talent Pool*, *Whose Line is it Anyway?* and *Open Audience*.

HA! sponsors include Columbia Pictures, Warner Brothers, Bristol Myers, Anheuser-Busch, Coca-Cola USA, Pepsi, Coleman, Wrigley's, L.A. Gear, Disney, Lee Jeans, Hoover, Alberto-Culver, Paramount, International Games, Timex, Universal and Stouffer's Lean Cuisine. —MS

Senate confirms two CPB board nominees

Henry Cauthen and Lloyd Kaiser become newest members; Sharon Rockefeller rumored to be likely choice for last seat

Only Senators Ernest Hollings (D-S.C.) and Daniel Inouye (D-Hawaii) attended an April 2 Senate Commerce Committee hearing on President George Bush's nominations for two Corporation for Public Broadcasting directorships. Thumbs up votes from the two congressmen, however, were sufficient to confirm Henry Cauthen, president of the South Carolina Educational Television Commission and Lloyd Kaiser, president of QED Communications, as fit to take seats on the CPB board as soon as this week.

By April 3, the confirmations of Cauthen and Kaiser—both veteran professionals in noncommercial broadcasting—had been successfully marked up by the committee and, by the end of the week, had passed on the Senate floor. Sharon Rockefeller, president of noncommercial WETA-FM-TV Washington, former board chairman and wife of Senator Jay Rockefeller (D-W.Va.), is a rumored candidate to fill the remaining CPB board seat.

"I will not insult you with questions," said Communications Subcommittee Chairman Inouye, who chaired the hearing. "Your records speak for themselves."

Indeed, except for their answers to a single question put to the nominees by Hollings—"What is public broadcasting's greatest need?"—the two men's records and written testimony did most of the talking.

Kaiser, 62, a current CPB board member whose term began in September 1984 and officially expired in March 1989, was a private school and college instructor and professor until 1958, when he joined the Rochester (New York) Educational Television Association. He founded noncommercial WITF-TV Harrisburg, Pa., in 1963, and managed the station until 1970, when he entered his present position. QED's WQED(TV) Pittsburgh, in addition to being one of public television's best known producers of national programs—particularly PBS's *National Geographic Specials* and *WonderWorks*—is also home to the National Media Outreach Center, whose participation in Project Literacy U.S. won Kaiser the President's Volunteer Award in 1987.

Noting that "people who don't have to contribute" to public broadcasting have a record of doing so voluntarily, Kaiser told the senators, and a nearly empty gallery, "Television can motivate...[and] the power of TV should be used to inform and to change minds." Coordinating public TV programming and public outreach efforts "before and after" the programs air, he said, has proved an effective way to address "the nation's major problems: drugs, literacy, the environment, unemployment, the homeless."

Cauthen, who was lauded at length by fellow South Carolinian Hollings for his success in creating national showcase edu-

cational TV facilities in that state, emphasized public broadcasting's potential role in education. "If we in South Carolina can afford to build a 12-channel TV system that goes into schools across our state, then this nation can afford to do the same thing nationwide."

The South Carolina Educational Television Commission, with which Cauthen has been associated since 1958 (he has been its president since 1965), is a founding member of the Satellite Educational Resources Consortium which, he said, is delivering live, interactive educational telecourses via satellite to more than 3,000 students in rural and inner city secondary schools in 22 states at a cost of \$9 million in its first year of operation. Filling teaching staff and material voids with classes in higher math, economics, geography and languages, SERC, claimed Cauthen, could reach "every school in the nation in five years" with an investment of "1% of what we're spending" on education nationally. The interactive satellite technology, he said, is allowing noncommercial TV "for the first time to extend equal opportunity in education to

every classroom in the nation."

In written responses to prehearing questions prepared by committee staff, Cauthen and Kaiser agreed that the CPB board does not, and must not, indulge in controlling public broadcasting program content and that public TV and radio can enlarge on its effective role in educating the public. And although both noted the continuing need for federal and private funding of public broadcasting, their opinions diverged slightly on how to increase nongovernment fundraising, particularly concerning "enhanced underwriting"—controversial for its potential for allowing on-air credit for corporate sponsors to look more similar to commercial advertising (see page 65).

In contrast to Kaiser's description of enhanced underwriting as "essential" and "an appropriate part of our American approach," Cauthen emphasized that he is "opposed to anything that would blur the distinction between public and commercial broadcasting. I believe some of the enhanced underwriting that has been resorted to by some stations...has gone too far in that direction."

—PDL



As compiled by BROADCASTING from March 29 through April 4 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

■ KCVR(AM)-KWIN(FM) Lodi, CA (AM: BAL900223EA; 1570 khz; 5 kw-D; FM: BALH900223EB; 97.7 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Turnbaugh Communications Ltd. to Turnbaugh Communications Ltd. for no financial considerations. Seller is headed by Eugene B. Johnson and John P. Crowley and has no other broadcast interests. Buyer is headed by JCA Investments Ltd., Keith N. Cripps and Roger L. Turnbaugh Sr. Turnbaugh owns 6% of stock of Four W Broadcasting, licensee of KHSS(FM) Walla Walla, WA. Filed Feb. 23.

■ KTOM-AM-FM Salinas, CA (AM: BAL900226ED; 1380 khz; 5 kw-U; FM: BALH900226EE; 100.7 mhz; 910W; ant. 2,575 ft.)—Seeks assignment of license from Community Salinas Broadcasting Corp. to California Broadcasting Co. for \$6.25 million. ("Changing Hands," Feb. 26). Seller is headed by David J. Benjamin and is

subsidiary of Community Pacific Broadcasting Corp., which owns KEED(AM)-KSND(FM) Eugene, OR. KA-SH(AM)-KJSN(FM) Modesto, CA, and KKSD(AM)-KASH(FM) Anchorage. Buyer is headed by Donald G. McCoy and Douglas M. Grimm, who have interests in WDEW-AM-FM Macon, GA, and WSYA-AM-FM Montgomery, AL. Filed Feb. 26.

■ KBBQ(AM) Santa Barbara, CA (BAL900221EH; 990 khz; 1 kw-D)—Seeks assignment of license from Anapaca Broadcasters Inc. to Cutler Productions Inc. for \$335,000. Seller is headed by Allen J. Potts and Fred M. Hall. Potts has 95% and Hall 5% interest in Communications Investment Co., licensee of KTEE(AM) Idaho Falls, ID. Buyer is headed by Ron and Lori Cutler, and has no other broadcast interests. Filed Feb. 21.

■ KZTR(AM) Santa Paula and KZTR(FM) Camarillo, both California (AM: BT900222EG; 1400 khz; 1 kw; FM: BTCH900222EH; 95.9 mhz; 3 kw; ant. 1,320 ft.)—Seeks transfer of 85 shares of ownership stock from Adcomm of Great Falls Inc. to Stephen Marriott for \$1,000. Stock includes interest in KORQ-AM-FM Abilene, KLSF(FM) Amarillo and KMND(AM)-KLSF(FM) Midland, all Texas; KEIN(AM)-KLFM(FM) Great Falls, MT, and KZHT(FM) Provo, UT. Seller is subsidiary of AdComm IV Inc., which is headed by Stephen M. Adams. Adams owns 73.91% of AdComm IV Inc. Remaining 26.09% is headed by Andris Baltins. AdComm IV Inc. is proposed assignee of KZTR-FM Camarillo, CA, and KZHT-FM Provo, UT. Stephen M. Adams is son of group owner Stephen Adams, owns KMBY-FM Seaside and KLAU-AM Capitola, both California, and owns 25% of WGTO-TV Sault Ste. Marie, MI. Buyer has 44% interest in California Radio Inc., licensee of KDJQ(FM) Red Bluff, CA, and 44% interest in Golden Bear-1 Broadcasting Inc., proposed assignor of KZHT-FM Provo, UT. Filed Feb. 22.

■ WSOS-FM St. Augustine, FL (BALH900216HB; 105.5 mhz; 2.25 kw; ant. 380 ft.)—Seeks assignment of license from Rowland First City Radio Inc. to WSOS-FM Inc. for \$1.62 million. Seller is headed by Marshall W. and Carol C. Rowland, husband and wife, and has interest in WGUF(FM) Marco, FL. Buyer is headed by Luis Albertini, and has interest in WTIS-AM Inc., licensee of WTI-S(AM) Tampa, FL. Filed Feb. 16.

■ KCFI-AM Cedar Falls, IA (BAL900228EA; 1250 khz; .50 kw-D)—Seeks assignment of license from Radio Cedar Falls Inc. to Heartland Broadcasting Inc. for \$746,444.

Seller is headed by Ronald R. Hamilton has no other broadcast interests. Buyer is headed by Ronald R. Hamilton. Farnell I. O'Quinn, C. Edward Hancock and Alan L. Beck. Hamilton is officer and 73% shareholder in Radio Cedar Falls Inc., licensee of KCFI(AM) Cedar Falls, IA. Hancock is 4% shareholder in Radio Cedar Falls Inc. O'Quinn is sole proprietor of WUFF-AM-FM Eastman, GA. Filed Feb. 28.

■ WSLI-AM-FM Jackson, MS (AM: BAL900306GU; 930 kHz; 5 kw-U; FM: BALH900306GV; 96.3 mhz; 100 kw; ant. 1,450 ft.)—Seeks assignment of license from WYN-WSLI Inc. to Spur Jackson Ltd. for \$3.375 million. Seller is headed by Dick Osburn and Rusty Reynolds, who also own KYKS(FM) Lufkin, KXEU(FM) Victoria and KAGG(FM) Madisonville, all Texas. Buyer is headed by Don R. Kuykendall and has no other broadcast interests. Filed March 6.

■ WTBL(AM) Central City, KY (BAL900302EA; 1380 kHz; 50 kw-D)—Seeks assignment of license from Central City to SOZO Inc. for \$28,500. Seller is headed by Amos E. Slone and has no other broadcast interests. Buyer is headed by Curtis Staggs and has no other broadcast interests. Filed March 2.

■ KVSH(FM) Valentine, NE (BAL900301EA; 940 kHz; 5 kw-D)—Seeks assignment of license from Beef Country Co., to Heart City Radio Co. for \$235,000. Seller is headed by Donald E. Jones and Deloris M. Kath. Jones has interest in Jones Big Sky Co., licensee of KCSR(AM)-KQSK(FM) Chadron, NE; Jackalope Radio Inc., licensee of KWIV(AM) Douglas, WY and Radio Broadcasters Inc., licensee of KASL(FM) Newcastle, WY. Kath has interest in FM Broadcasters, licensee of KATH(FM) Douglas, WY; Kath Broadcasting, licensee of KGOS(AM)-KERM(FM) Torrington, WY, and FM translator K244R Pine Bluff, WY, and Jackalope Radio Inc. Buyer is headed by David Otradovsky, Charles Lloyd Weis, Vickie Cahill, Wally Bazyn, Rosella Nieuwenhuis and Don Peterson. Filed March 1.

■ WRMT(AM) Rocky Mount, NC (BTC900202EH; 1490 kHz; 1 kw-U)—Seeks assignment of license from Shareholders of WRMT Inc. to E. Wayne Gibson for no financial considerations. Seller is headed by Robert G. Finney. WRMT Inc. is amending its articles of incorporation that will convert stock from class B to class A. As result, E. Wayne Gibson will have 80% while Robert G. and Barbara Finney, husband and wife, will each own 10%. Filed Feb. 20.

■ WOSE(FM) Port Clinton, OH (BALH900226GW; 94.5 mhz; 3 kw; ant. 630 ft.)—Seeks assignment of license from WRWR Inc. to Venice and Donald L. Michel for \$2,370,238. ("Changing Hands," Apr. 2) Seller is headed by Wendall A. Triplett, who has interest in Triplett Broadcasting Co., licensee of WWAT(TV) Chillicothe, OH. Buyers have no other broadcast interests. Filed Feb. 26.

■ WLEC(AM)-WCPZ(FM) Sandusky, OH (AM: BAL900306GS; 1450 kHz; 1 kw-D, 250 w-N; FM: BALH900306GT; 102.7 mhz; 10 kw; ant. 120 ft.)—Seeks assignment of license from Signal One Communications Inc. to Erie Broadcasting Corp. for \$1.5 million. ("Changing Hands," April 2.) Seller is headed by Kim E. Colebrook and recently sold WADC(AM)-WMPF(FM) Parkersburg, WV. Buyer is headed by James T. Embrescia and Martin H. Elrad who are shareholders of Canton-Akron Radio Inc., licensee of WINW(AM)-WRQK(FM) Canton, OH. Thomas Embrescia, brother of James, has interest in Toledo Television Ltd., licensee of WUPW(TV) Toledo, OH, and is 33.5% shareholder of Independent Group Inc., which has interest in licensee of WWWE(AM)-WDOK(FM) Cleveland. Filed March 6.

■ WMSR(FM) Manchester, TN (BAPL900223GR; 99.7 mhz; 30 kw; ant. 200 ft.)—Seeks assignment of license from American General Media-Nashville to Dickerson Associates for \$2.5 million. Seller is headed by Ray Spivey and has no other broadcast interests. Buyer is headed by Gerald Roberts, Arthur Payne and Ruth Carmen. Roberts has interests in First Media of Monterey Inc., licensee of WRJT(FM) Monterey, TN (which has application for CP pending). Payne is director of WNAB-Channel 58 Nashville Inc., permittee of WNAB(TV) Nashville. Carmen is president and 100% shareholder of WNAB-Channel 58 Nashville Inc. Filed Feb. 23.

■ KLCU(FM) Brownfield, TX (BALH900223HF; 103.9 mhz; 3 kw; ant. 320 ft.)—Seeks assignment of license from Brownfield Broadcasting Corp. to Southwestern Broadcasting Corp. for \$250,000. Seller is headed by James D. Denison has no other broadcast interests. Buyer is headed by Thomas Joseph Crane and is licensee of KMUL-AM-FM Muleshoe, TX. Filed Feb. 23.

■ KZHT-FM Provo, UT (BTCH900222GP; 94.9 mhz; 48 kw-V; HAAT: ant. 853 ft.)—Seeks transfer of 85 shares of ownership stock from Adcom of Great Falls Inc. to Stephen Marriott for \$1,000. See KZTRI(AM) Santa Paula and KZTR(FM) Camarillo, both California, above. Filed Feb. 22.

■ WXXX(FM) South Burlington, VT (BALH900222GQ; 95.3 mhz; 3 kw; ant. 225 ft.)—Seeks assignment of license from Atlantic Ventures Of Vermont Ltd. to James Broadcasting Co Inc. for \$3.95 million. ("Changing Hands," March 5.) Seller is headed by Steve Dodge who has interests in WRKO(AM)-WROR(FM) Boston, WEZO(AM)-WRMM(FM) Rochester and WAQX(FM) Syracuse, both New York. Buyer is headed by Simon and Paul Goldman, father and son, and is licensee of WVMT-AM Burlington, VT, and WJTN(AM)-WWSE(FM) Jamestown, NY. Filed Feb. 22.

■ WPAJ(TV) Danville, VA (BAPCT900302KH; ch. 24; 5,000 kw-V; 500 kw-A; ant. 30 ft.)—Seeks assignment of license from Danville Communications to Thomas Eaton for no financial considerations. Seller is headed by William R. Mouer and has no other broadcast interests. Eaton is president of Lynchburg Roanoke Television Corp., which has interest in Lynchburg-Roanoke Television Partners, debtor-in-possession, licensee of WJPR-TV Lynchburg, VA. Filed March 2.

■ KOMW-AM-FM Omak, WA (AM: BAL900221EF; 680 kHz; 5 kw-D; FM: BALH900201EG; 92.7 mhz; 3 kw; ant. 836 ft.)—Seeks assignment of license from Andrist Telecommunications Enterprises to North Cascades Broadcasting for no financial considerations. Sale is reorganization and renaming of company. Principals are same for both seller and buyer and are headed by John P. Andrist and Russell Brantner. Andrist owns 20% of stock in LPTV K31AH Omak, WA, and 20% of stock in LPTV K35BJ Ellisford, WA. Filed Feb. 21.

■ KYXE-AM Selah and KHYT(FM) Toppenish, both Washington (AM: BALH900301EB; 1020 kHz; 5 kw-D, 500 w-N; FM: BALH900301EC; 92.9 mhz; 21.4 kw; ant. 750 ft.)—Seeks assignment of license from Sunshine Valley Inc. to Tad Broadcasting Inc. for no financial considerations. Tad Broadcasting has replaced Bank of California as lender and is declaring Sunshine Valley in default. Seller is headed by Martin Hamstra and has no other broadcast interests. Buyer is headed by Donald Triezenberg and has no other broadcast interests. Filed March 1.

■ WBES(FM) Dunbar, WV (BAPH900301GX; 94.5 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Mills Broadcasting Inc. to Thomas Communications Corp. for \$1.1 million. Seller is headed by Donald Mills and holds CP for WKKI(FM) New Salem, WV. Buyer is headed by Wayne and Patricia Thomas, husband and wife, her parents Pat and Helen Hamilton, and Philip D. Mooney, and has interests in WETS(AM)-WATQ(FM) New Martinsville, WKKW(FM) Clarksburg and WCEF(FM) Ripley, all West Virginia. Filed March 1.

Actions

■ KSLD(TV) Riverside, CA (BALCT900126KF; ch. 62; 2366 kw-V; 237 kw-A; ant. 2,258 ft.)—Granted app. of 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. Action March 23.

■ KDMN(AM) Bucna Vista, CO. (BAPL891201EB; 1450 kHz; 250 w-U)—Granted app. of assignment of license from Robert D. and Marjorie M. Zellmer, husband and wife, to Alpine Broadcasting Corp. for \$32,000. Sellers have interest in KRDI(AM)-KATR-FM Wray, CO. Marjorie Zellmer is licensee of KGCA(AM) Del Norte, CO. Buyer is headed by R. Don Taylor and has no other broadcast interests. Action March 21.

■ WECM-AM Milton, FL (BAL900122EB; 1490 kHz; 1.00 kw; HAAT:—)—Granted app. of assignment of license from Sims Enterprises to Faith Communications for \$75,000. Seller is headed by Louis R. Sims and has no other broadcast interests. Buyer is headed by E.M. Johnson, Kenneth M. Johnson and Kenneth N. Anderson and has no other broadcast interests. Action March 20.

■ WELE-AM Ormond Beach, FL (BAL900123ED; 1380 kHz; 5 kw-D, 2.5 kw-N)—Granted app. of 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) Amory, MS. Buyer is headed by Douglas Wilhite, J.P. Jordan, Ted Lamar Griffin and James C. Chappo. Wilhite and Jordan are stockholders of Wings Radio Co., licensee of WSSA(AM) Morrow, GA. Action March 20.

■ WSPZ(FM) Douglasville, GA (BAPL900123EE; 1520 kHz; 1 kw-D, 500 w-CH)—Granted app. of 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. Action March 20.

■ WTKL-AM Baton Rouge, LA (BAL900123EC; 1260 kHz; 1 kw-D)—Granted app. of 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 Batten and Richard L. Preis, and has no other broadcast interests. Action March 21.

■ WBSM(AM) New Bedford, MA (BAL900116EI; 1420 kHz; 5 kw-D, 1 kw-N)—Granted app. of assignment of license from Sage Broadcasting Corp. of New Bedford to Dover Broadcasting Inc. for \$4 million (sale includes WHFN(FM) Fairhaven, MA; see "In Brief" Jan. 22). Seller is subsidiary of Sage Broadcasting Corp. and is headed by Leonard Fassler and Gerald Poch. Sage Broadcasting Corp. is headed by Poch, Josef A. Bauer, Gerald M. Lebow, Leonard J. Fassler, Kcnny Karen and McDevitt, and has interest in WFNW(AM) Naugatuck, CT; WKOL(AM) Amsterdam, NY; KMNS(AM)-KSEZ(FM) Sioux City, IA; WTAX(AM)-WDBR(FM) Springfield, IL; WLWH(FM) Hartford, CT; WCDL(AM)-WSGD-FM Carbondale, PA, and WRFB(FM) Stowe, VT. Buyer is headed by Joel Hartstone and Barry Dickstein, who have interests in WQGN-FM Groton, CT; WFGP-AM-FM Atlantic City and WKRS(AM)-WXLC(FM) Waukegan, IL. Action March 14.

■ KODE Joplin, MO (BALCT900124KH; CH. 12; 316kW-V; ant. 1,020ft)—Granted app. of assignment of license from Gilmore Broadcasting Corp. to Roger A. Neuhoff \$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, TX. Buyer has no other broadcast interests. Action March 23.

■ KOTS(AM)-KDEM(FM) Deming, NM (AM: BAL900103EB; 1230 kHz; 1 kw-D, 250 w-N; FM: BALH900103EC; 94.3 mhz; 3 kw; ant. 195 ft.)—Granted app. of assignment license from Edwin E. Merriman and Robert W. Tobey, d.b.a Luna County Broadcasting to Luna County Broadcasting. Sale includes all station assets and co. name. Seller has no other broadcast interests. Buyers are Ernest and Tamara Hurt, husband and wife (30% each); Candie Garner, sister of Tamara Hurt (10%). William Hurt, brother of Ernest (10%). Lawrence and Kelly Hurt, husband and wife (5% each), and Avery Hurt, brother (10%). Action March 14.

■ WWAS(FM) Williamsport, PA (BALED900105GX; 88.1 mhz; 100 w; ant. -58 ft.)—Granted app. of license from Williamsport Area Community College to Pennsylvania College of Technology for no financial considerations. Deal is reorganization and renaming of college, which is headed by John A. Brighton, Alvin C. Bush, J. Doyle Corman, William D. Davis, Steve A. Garban, Richard E. Grubb, Carol Herrmann, Gregory Knight, Russell P. Lettermann, Kathryn W. Lumley and William Richardson and has no other broadcast interests. Action March 14.

■ WJKZ(AM) White Bluff, TN (BAL890608EC; 1030 kHz; 10 kw-D)—Dismissed app. of assignment of license from Bernie Bishop Broadcasting & Advertising Co. to John E. Bozeman for \$200,000. Seller is owned by Bernie Bishop, who has no other broadcast interests. Buyer has no other broadcast interests. Action March 6.

■ KEBE(AM)-KOOI(FM) Jacksonville, TX (AM: BAPL900124EA; 1400 kHz; 1 kw; FM: BALH900124EB; 106.5 mhz; 100 kw; ant. 700 ft.)—Granted app. of 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. Action March 20.

■ KVCT(TV) Victoria, TX (BALCT891115KF; ch. 19; 155 kw-V; 15.5 kw-A; ant. 490 ft.)—Dismissed app. of assignment of license from Victoria Communications Corp. to W. Russell Withers Jr. for \$1,504,978. Seller is headed by William M. Murphy, Betty Grimsinger, O.F. Jones, Philip A. Sims and Raymond E. Uherek, and has no other broadcast interests. Withers is licensee of WMIX-AM-FM Mount Vernon, IL; KAPE(AM)-KGMO(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. Action March 22.

■ KKFN(AM)-KKRC(FM) Sioux Falls, SD (AM: BAL900116EC; 1230 kHz; 1 kw; FM: BAPL900116ED; 93.5 mhz; 3 kw; ant. 120 ft.)—Granted app. of assignment of license from Vaughn Broadcasting Group to XMT Group Inc. for \$1.5 million (see "Changing Hands," Feb. 5). Seller is headed by E. David Willette who has interests in WLXR-AM-FM La Crosse, WI; KKKL-AM-FM Grand Forks, ND; and WMSR(FM) Manchester, TN. Buyer is headed by Barry M. Schloss, Richard L. Stastny and Larry W. Edwards, who have interests in WMT-AM-FM Cedar

Rapids, IA, and KQAO Austin, MN. Action March 21.

■ **KFMY(AM)-KZOL(FM)** Provo, UT (AM: BA-L900119EA; 960 khz; 5 kw-D 1 kw-N; FM: BAL-H900119EB; 96.1 mhz; 55 kw 2,620 ft.)—Granted app. of assignment of license from Cook Inlet Radio Partners to The Great Stock Co. for \$972,000. (See "Changing Hands," Feb. 19.) Seller is headed by Dan Mason and has interests in WPGC-AM-FM Washington; WZGC(FM) Atlanta; KFMK(FM) Houston; KOPA(AM)-KSLX(FM) Phoenix; KUBE(FM) Seattle; WUSN(FM) Chicago; and WZLX(FM) Boston. Buyer is headed by J.W. Grow, L.V. Bell, B.E. Upton, G.T. Upton, K.S. Grow and A.D. Grow and has no other broadcast interests. Action March 13.

New Stations

■ **Holly Pond, AL (BPH900122NT)**—Good Earth Broadcasting Inc. seeks 95.5 mhz; 3 kw; 328 ft. Address: P.O. Box 968 Cullman, AL 35056. Principal is headed by Roger O. Myers, Larry L. Baker, Glenn L. Baker and Charles L. Baker, and is licensee of WXXR(AM) Cullman, AL. Filed Jan. 22.

■ **Sun City, CA (BPH900122MW)**—Ramona Broadcasting Co. seeks 92.9 mhz; 1.1 kw; 495 ft. Address: 1280 Sequoia Circle, Hemet, CA 92343. Principal is headed by William T. and Frances T. Jones, and has no other broadcast interests. Filed Jan. 22.

■ **Sun City, CA (BPH900122NB)**—Sun City Broadcasters

seeks 92.9 mhz; 2.1 kw; 350 ft. Address: 41 Oceanaire Dr., Rancho Palos Verdes, CA 90274. Principal is headed by Ann McCullom and Duane Davis. McCullom has interest in All Pro Broadcasting Inc., licensee of KACE(FM) Inglewood, CA; WMVP(AM) Greenfield and WLUM-FM Milwaukee, both Wisconsin; and KYOK(AM) Houston. Filed Jan. 22.

■ **Temecula, CA (BPH900119MM)**—Temecula Broadcasting Co. seeks 94.5 mhz; .407 kw; 803 ft. Address: 27492 Dandelion Ct., Temecula, CA 92390. Principal is headed by Joseph and Kathryn Martin, Derek and Julie Thomas, Barry and Julie Lattie, Melvin and Ernestine Cratsley, each of whom owns 12.5% of applicant. Filed Jan. 19.

■ **Martinez, GA (BPH900125MQ)**—Kennedy Broadcasting Inc. seeks 107.7 mhz; 5 kw; 475 ft. Address: 18 Bristlecone Way, Augusta, GA 30909. Principal is headed by Jacqueline P. Kennedy and Frederick Kennedy Jr., and has no other broadcast interests. Filed Jan. 25.

■ **Martinez, GA (BPH900125MR)**—Global Media Inc. seeks 107.7 mhz; 5 kw; 492 ft. Address: 302 Joshua Tree Dr., Martinez, GA 30907. Principal is headed by Dennis F. Jones Jr. and Jill A. Dromsky, and has no other broadcast interests. Filed Jan. 25.

■ **Decorah, IA (BPED900129MI)**—Minnesota Public Radio Inc. seeks 88.7 mhz; .1 kw; -37 ft. Address: 45 E. 8th St., St. Paul, MN 55101. Principal is headed by Addison L. Piper, Joanne Von Blon, William H. Kling, Robert Auritt and John A. Rollwagen, and has interest in KBPR-FM Brainerd, KCCM-FM Moorhead, KCRB-FM Bemidji, KGAC-FM Saint Peter, KLSE-FM and KZSE-FM Rochester, KRSU-FM Appleton, KNSR-FM and KSJR-FM Collegeville, KRSW-FM Worthington-Marshall, KNOW(AM)-KSJN(FM) Minneapolis-Saint Paul, WIRR-FM Virginia-

Hibbing, WSCD-FM Duluth, WSCN-FM Cloquet, all Minnesota; WGGL-FM Houghton, MI; KLCD-FM Decorah, IA, and KRSD-FM Sioux Falls, SD. Filed Jan. 29.

■ **Manahawkin, NJ (BPH900117NA)**—LD Broadcasting Ltd. seeks 105.7 mhz; 25 kw. Address: P.O. Box 7664, Atlantic City, NJ 08404. Principal is headed by Deborah A. Rollins, Peter Knobel and Robin Marlene Rothschild, and has no other broadcast interests. Filed Jan. 17.

■ **Texico, NM (BPH900125MO)**—North Plains Broadcasting Corp. seeks 96.5 mhz; 4 kw; 390 ft. Address: 4501 Tamiami Trail, Naples, FL 33940. Principal is headed by Thomas E. Maloney. Filed Jan. 25.

■ **Hubbard, OH (BPH900122NZ)**—WN Broadcasting Inc. seeks 101.9 mhz; 3 kw; 328 ft. Address: P.O. Box 625, Niles, OH 44446. Principal is headed by Robert Doane, Dominic Baragona, Gary Zocolo, Stanley Doane and Louis Mcquaid, and is licensee of WNIO(AM)-WNCD(FM). Filed Jan. 22.

Actions

■ **Poquonock, CT (BP881128AI)**—Granted app. of Thomas Kron for 870 khz. Address: 41 Old Oaks Rd., Fairfield, CT 06430. Kron has no other broadcast interests. Action March 21.

■ **Huntsville, TX (BPH890119ME)**—Dismissed app. of Divcon Associates Inc. for 103.5 mhz; 3 kw; 328 ft. Address: P.O. Box 7525, Huntsville, TX 77340. Principal is headed by Bob D. Bell and Judith Swindall Bell, and owns KAGC-AM Bryan and KKNX-AM Huntsville, both Texas. Action March 13.

■ **Huntsville, TX (BPH890117MF)**—Dismissed app. of DLB Broadcasting for 103.5 mhz; 3 kw; 328 ft. Address: P.O. Box 961, Vinita, OK 74301. Principal is headed by

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David L. Boyd, William E. Davis and Leona Boyd, and has no other broadcast interests. Action March 13.

■ Los Ybanez, TX (BPH890712MK)—Granted app. of Israel Ybanez for 107.9 mhz; 50 kw; 459 ft. Address: HCR-7, Box 52, Los Ybanez, TX 79331. Ybanez has no other broadcast interests. Action March 8.

■ Richfield, UT (BPH890307MA)—Granted app. of Richfield FM Partnership for 97.5 mhz; 24 kw; 3,545 ft. Address: P.O. Box 3, Columbus, GA 31902. Principal is headed by Victoria P. Stuart and has no other broadcast interests. Action Jan. 27.

Facilities Changes

Applications

AM's

■ Fresno, CA KEYQ(AM) 980 khz—March 2 application for CP to increase night power to 250 watts and make changes in ant. system.

■ San Francisco, CA KIQI(AM) 1010 khz—Feb. 26 application for Mod of CP (BP880617AA) to increase nighttime power to 5 kw and move nighttime TL: to daytime site at: Hayward Landing, N. of Winton St., Hayward, CA: 37 39 02N 122 09 02W.

■ San Mateo, CA KOFY(AM) 1050 khz—Feb. 26 application for CP to change TL: .28 km NE of San Francisco-Oakland Bay Bridge Toll Plaza, Oakland, CA, and make changes in ant. system: 37 49 34N 122 18 38W.

■ St. Cloud, FL WNZQ(AM) 1500 khz—March 2 application for Mod of CP (BP850701AH) to change freq: 830 khz; add night service with 250 watts; reduce day power to 400 watts and change TL: to approximately .3 miles E. of junction of Rte. #525 and Old Canoe Creek Rd., near St. Cloud, FL, and make changes in ant. system: 28 13 51N 81 18 42W.

■ Statesboro, GA WWNS(AM) 1240 khz—March 1 application for CP to make changes in ant. system.

■ Knoxville, TN WHGG(AM) 88.3 khz—Feb. 20 application for CP to change ant.: 1,164 ft.; TL: Sharp Ridge, on WATE-TV tower, Knoxville, TN.

■ Wichita, KS KNSS(AM) 1240 khz—Feb. 26 application for CP to reduce power and make changes in ant. system.

FM's

■ Palm Springs, CA KPSI-FM 100.9 mhz—March 15 application for Mod of CP (BPH881021D) to change TL: Little San Bernardino Mountain, Desert Hot Springs Township, Riverside County, approximately 1.5 km W. of W. Wide Canyon and 3 km N. of Dillion Rd.

■ Goodland, KS KKCI(FM) 102.5 mhz—Feb. 23 application for CP to change ant.: 711 ft.; class: C1.

■ Novi, MI WOVI(FM) 89.5 mhz—Feb. 21 application for CP to change ERP: .1 kw H&V; class: A.

■ Pascagoula, MS WGUD-FM 106.3 mhz—Feb. 23 application for CP to change freq: 105.9 mhz; ERP: 25 kw H&V; change ant.: 328 ft.; TL: located in township 8 S, range 7 W, section 7 of Jackson County, MS; class: C3 (per docket #86-55).

■ Vicksburg, MS WIIN(FM) 98.7 mhz—Feb. 21 application for Mod of CP (BPH870227IE) to change ant.: 944 ft.; change TL: 6 km on bearing N. 164 degrees E. of Raymond, MS.

TV

■ Nashville, TN WNAB(TV) ch. 58—March 1 application for Mod of CP (BPT840402KC) to change ant.: 1,249 ft.; change TL: 1.29 km at 307 degrees (T) intersection of Salem Rd. and Kingwood Ln., W. of Murfreesboro, TN; ant.: BognerBUH32A(DA)(BT); 35 49 03N 86 31 24W.

Actions

AM's

■ Brandon, FL WEND(AM) 760 khz—March 19 application (BP880825A1) granted for CP to increase daytime power to 10 kw and change ant. parameters: 28 01 30N 82 17 01W.

■ Dakota City, NE KTFJ(AM) 1250 khz—March 20 application (BMP891204AG) granted for Mod of CP (BPH870721AF) to correct coordinates to 42 26 33N 96 15 41W.

■ Apopka, FL WTLN(AM) 1520 khz—March 21 application (BP891027AF) returned for CP to change freq: 700 khz; increase power to 10,000 watts and make changes in ant. system.

■ Great Barrington, MA WSBS(AM) 860 khz—March 21 application (BP880808AG) granted for CP to increase day power to 2.7 kw.

FM's

■ Nags Head, NC WNHV(FM) 92.3 mhz—March 12 application (BMPH900130II) granted for Mod of CP (BPH861014TE) to change ant.: 219 ft.

■ Davidson, NC WDAV(FM) 89.9 mhz—March 8 application (BPED891107IA) granted for CP to modify DA.

■ Omaha, NE 105.9 mhz—March 9 application (BMPH891218ID) granted for Mod of CP (BPH870918MP) to change ERP: 6 kw H&V; change TL: .8 km NW of intersection of 72nd St. and Military Ave., Omaha, NE.

■ Taos, NM KTAO(FM) 101.7 mhz—March 14 application (BPH891128IF) granted for CP to change ERP: 1 kw H&V; ant. 2,873 ft.; freq: 101.5 mhz; change class A to C2; TL: Picuris Peak, NM; ant. is N. peak 20 Mts. S. of Ranger lookout station. 6.5 km in direction of 17 degree FTN from Vadito.

■ Sweet Home, OR KSKD(FM) 107.1 mhz—March 12 application (BMPH901010IE) granted for Mod of CP (BPH861205MD) to change ERP: 2 kw H&V; ant. 393 ft.

■ Gibsonburg, OH WRED(FM) 95.7 mhz—March 7 application (BPH890925IE) granted for CP to change ERP: 1.74 kw H&V; ant. 432 ft.; TL: U.S. 20 W. of St. Rd. 23. 3.5 km NW of Woodville.

■ Wellston, OH WKOV-FM 96.7 mhz—March 5 application (BPH891113IB) granted for CP to change ERP: 16 kw H&V; change class to B1; increase ERP (per docket #88-610).

■ Lewistown, PA WCHX(FM) 105.5 mhz—March 5 application (BPH891115IB) granted for CP to change ERP: 0.465 kw H&V; ant. 816 ft.

■ Olyphant, PA WAXH(FM) 95.7 mhz—March 12 application (BMPH890608IA) granted for Mod of CP (BPH871023MG) to change ERP: .3 kw H&V; ant. 1,010 ft.; TL: W. Mountain Rd., Ranson, PA.

■ Erie, PA WJET(FM) 102.3 mhz—March 13 application (BPH891003IE) dismissed for CP to change ERP: 6.0 kw H&V; ant. 328 ft.

■ Bedford, PA WAYC-FM 107.5 mhz—March 14 application (BPH900104IE) granted for CP to change ERP: .34 kw H&V.

■ Mount Union, PA WXMJ(FM) 99.5 mhz—March 9 application (BPH891128IE) granted for CP to change ERP: .30 kw H&V.

■ Maricao, PR WAEL-FM 96.1 mhz—March 6 application (BPH890831IA) granted for CP to change ERP: 24.2 kw H&V.

■ Chester, SC WDZK(FM) 99.3 mhz—Jan. 28 application (BPH891002IB) granted for CP to change ERP: 1.82 kw H&V; ant.: 603 ft.; TL: 460 meters SW of intersection of State Rds. 29 and 142. 6.4 km W. of Chester Municipal Airport; change main site and increase power to new class "A" ERP of 6 kw.

■ Nenana, AK KIAM(AM) 1270 khz—March 21 application (BMP891227AE) dismissed for Mod of CP (BP890601AD) to change night power to 5 kw.

■ Bridgeport, TX KWCS(FM) 96.7 mhz—March 2 application (BPH891025IF) granted for CP to change ant.: 226 ft.

■ Odessa, TX KKKK(FM) 99.1 mhz—Feb. 28 application (BPH890928IE) dismissed for CP to change TL: 21 km NW of Midland, TX.

■ Clifton Forge, VA WXCF-FM 103.9 mhz—March 7 application (BPH891002IG) granted for CP to change ERP: .150 kw H&V; ant. 1,908 ft.; change TL: near Bald Knob, VA. 4.2 miles S. of Healings Springs.

■ Morgantown, WV WVPM(FM) 90.9 mhz—March 12 application (BPED870403IE) granted for CP to change ERP: 5.2 kw H&V.

■ Superior, WI KUWS(FM) 91.3 mhz—March 2 application (BPED881205MK) granted for CP to change ERP: 83 kw H&V; ant.: 646 ft.; TL: 410 W. 10th St., Duluth, MN.

■ Milwaukee, WI WLUM-FM 102.1 mhz—March 14 application (BPH891026IA) granted for CP to change ERP: 20 kw H&V; ant. 760 ft.; TL: .5 miles N. of E. Capitol Drive on N. Humboldt Ave. extended. City of Milwaukee, WI.

■ Luray, VA WYFT(FM) 103.9 mhz—March 14 application (BPED900112IA) dismissed for CP to change ERP: 6.0 kw H&V.

■ Menomonee Falls, WI WFMR(FM) 98.3 mhz—March 14 application (BPH891201IB) granted for CP to increase ERP: 6 kw H&V; change from non-directional to directional ant.

TV's

■ Huntington Beach, CA KOCE-TV ch. 50—March 14 application (BPET900117KE) granted for CP to change

ERP: 5.010 kw-V; ant. 1,082 ft.; TL: Skyline Dr. in Puente Hills, 5 km N. of La Habra, CA; ant.: Harris Corp.TWSC-25NC(DA)(BT); 33 58 19N 117 56 57W.

■ Stockton, CA KFTL(TV) ch. 64—March 23 application (BPET890905KE) granted for CP to change ERP: 1,950 kw-V; ant. 2,866 ft.; TL: N. Peak of Mount Diablo, 9 miles SE of Concord, CA; ant.: SWRTM-30 Omni(BT); 37 53 35N 121 53 58W.

■ Panama City, FL WMBB(TV) ch. 13—March 14 application (BPCT900129KH) granted for CP to change ant.: 1,433 ft.; change TL: 1.5 km E. NW of intersection of Scotts Ferry Rd. and McGill Rd. and 4.9 km ESW of Yountstown Bay County, FL; ant.: Andrew Corp./ATW12V3-HTO-13.

■ Lawrence, KS KMCI(TV) ch. 38—March 23 application (BMPCT891228KF) granted for Mod of CP to change ERP: 4743.8 kw; ant. 1,082 ft.; TL: 5.77 miles at N143.5E from Lawrence, KS; ref. point (NAT'L ATLAS): 38 53 46N 95 10 29W; ant.: Bogner BUI-32N. (DA)(BT).

■ St. Paul, MN KTCI-TV ch. 17—March 23 application (BPET900104KE) granted for CP to change ERP: 333 kw-V; ant.: AndrewATW30H4-DSC3-17S(DA)(BT).

■ Fajardo, PR WPRV-TV ch. 13—March 23 application (BPCT900208KG) granted for CP to change ERP: 140.2 kw-V.

■ Seattle, WA KTZZ-TV ch. 22—March 23 application (BPCT890821KE) granted for CP to change ERP: 5,000 kw-V; ant. 1,200 ft.; TL: 1620 18th Ave. Seattle, WA; ant.: AndrewATW-25EN3-VSP-22; 47 36 57N 122 18 26W.

Call Letters

Applications

Existing AM's

KECR(AM)	KMJC Family Stations Inc., El Cajon, CA
KGGR(AM)	KPBC Jack M. Mortenson, Dallas
KHNN(AM)	KZAM JED Broadcasting Co. of Oregon, Springfield, OR
KLNT(AM)	KCLN K to Z Ltd., Clinton, IA
KTRN(AM)	KDAN Soelloesi Broadcasting Co., Williams, AZ
KWXT(AM)	KZAO Johnson Communications Inc., Dardanelle, AR
WABH(AM)	WIN Pembroke Pines Mass Media N.A. Corp., Bath, NY
WHNR(AM)	WXYX Florida Community Radio Inc., Cypress Gardens, FL
WQWQ(AM)	WKJR Pathfinder Communications Corp., Muskegon Heights, MI
WWOL(AM)	WBBO Holly Springs Baptist Church, Forest City, NC
WZCT(AM)	WSGG Bonner and Carlisle Enterprises, Scottsboro, AL

Existing FM's

KCJC(FM)	KAJO-FM Johnson Communications Inc., Russellville, AR
KIUS(FM)	KQHK Great American Broadcasting Co., Hutchinson, KS
KJLT-FM	KSRZ-FM Tri-State Broadcasting Association Inc., North Platte, NE
KLAA(FM)	KISY KZ Radio Ltd., Tioga, LA
KNGV(FM)	KODK Ruben Cavazos, receiver, Kingsville, TX
KOLX(FM)	KPHN Demaree Media Inc., Barling, AR
KWHN-FM	KLUV-FM Hawkins Broadcasting Co., Haynesville, LA
KZUS(FM)	KTDO-FM Agpal Broadcasting Inc., Toledo, OH
WAIA(FM)	WLKC Rowland First City Radio Inc., St. Mary's, GA
WQFN(FM)	WQWQ Pathfinder Communications Corp., Muskegon Heights, MI
WTLT(FM)	WLRO M.M. Group Inc., Circleville, OH
WYGL-FM	WLIZ David Bernstein, Elizabethtown, PA

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details

RADIO

HELP WANTED MANAGEMENT

GM wanted: Looking for GSM to promote to GM of medium market Northern Urban station. Inquires confidential. E.O.E. Box F-1.

The Bulmer Communications Group seeks a general manager at one of our Ohio FM stations due to the addition of our third FM station in Findlay, Ohio, on the air shortly. This highly self-motivated person should have a strong sales background and a thirst for winning. We've written a new chapter in broadcasting by constructing an entire chain of stand alone FM's in excellent small markets and have taken them from CP's to market dominance in a matter of months. Last year alone, we built two new FM's and this year, we are building two more. Base salary, monthly percentage of profits and equity in the station over time is what we offer. Our entire debt per station is often less than a competitor's annual interest payment. This is an unparalleled opportunity for someone with "vision." Send your resume in confidence to: John A. Bulmer, WZOO-FM, PO Box 102, Ashtabula, OH 44004. No calls, please. An equal opportunity employer.

General manager for Southwest top 75 market FM. Strong sales background. If you are an experienced aggressive leader -- send resume and references to Box F-9. EOE.

Selling sales manager. WKOB/Q107, Charleston, South Carolina, has a rare opening for an experienced sales manager to move to the top CHR in one of America's great cities. Send a resume with references and a cover letter outlining earnings history to Chris Johnson, Pres/GM, Q107, 4995 La Cross, Suite 1600, North Charleston, SC 29418. EOE, M/F.

Operations manager: Responsible for daily studio and on-air operations for public radio station. Duties include training and supervising announcing staff; coordinating local productions; preparing logs and all program materials for broadcast in accordance with FCC regulations; assisting chief engineer with routine maintenance and repair of audio equipment; occasional announcing, production, and other duties as assigned. Qualifications: Bachelor's degree in Communications or related field, or equivalent broadcasting experience; familiarity with National Public Radio satellite system, classical music and news announcing, and radio program production; strong organizational ability. Desired experience in training announcers and using personal computer. Salary: \$18,000 to \$22,000. Benefits. Send letter of application and resume to John S. Batson, General Manager, WWOV-FM, University of New Orleans, New Orleans, LA 70148. Deadline: April 23, 1990. UNO is an equal opportunity, affirmative action employer.

Regional/national sales manager wanted for Combo in Wisconsin's fastest growing market. Looking for an aggressive and mature individual who is willing to work hard. Experience a must with knowledge of "How to get it done" with agencies. We are a small group looking for upward bound people. Send resume, income requirements, and all details to Box F-22. EOE.

Emergency! South Bend market's only Black/AC is going dark unless you are the person who can generate sales fast. We are willing to cut a deal, give us a try. We need a special kind of person for the long haul who can generate his/her own income. Background in heavy retail a plus. Resume and requirements to Larry Langford, WLJJ, c/c WMAQ, 1900 Mart Plaza, Chicago, IL 60654. HURRY! EOE.

General manager: 100,000 watt FM in beautiful San Angelo, Texas. 100,000+ market. Need self starter with proven sales and management track record. Reply to Jack Bursack, PO Box 549, Lebanon, TN 37088. EOE.

Recruiting a winning team to build the best radio station in Omaha. Expected sign-on for new FM station is mid-Summer. Applications now being taken for station manager, sales manager, program director, chief engineer. Send resume, references and salary requirements to Box F-29. EOE.

HELP WANTED SALES

Sales manager. Small market radio with big opportunity. Lead a staff of four salespeople, plus telemarketing salesperson. Full time NBC affiliated AM and Class A (soon to be a Class B-1) FM. Station under same ownership over 40 years. We have a history of strong performance and need you to help carry on the tradition. Send resume to Joyce McCullough, WLPO/WAJK, PO Box 215, LaSalle, IL 61301. EOE.

Brand new FM in dynamic Melbourne-Cocoa Beach, FL market, looking for heavy hitter in local sales w/great list. Possible sales management down the road. 2 yrs. or more experience. WHKR, PO Box 7010, Rockledge, FL 32955. EOE.

Georgia Coastal AC FM has opening for account representative. History to GSM, WKBX, Box 2525, Kingsland, GA 31548. EOE.

Account exec needed for Hudson Valley's fastest growing FM radio station. Only individuals with strong desire to succeed and confidence in their own ability need apply. All inquiries kept in strictest confidence. Send resume to Sales Mgr, WRWD, PO Box 1073, Highland, NY 12528. EOE.

Account executives wanted. Must be aggressive, sales and promotionally oriented and client focused. Sell me with resume plus your own sales promotion or idea. Lynne Lessin, Sales Manager, WCHV Radio, 1140 Rose Hill Dr., Charlottesville, VA 22901. EOE.

Q-100, Pensacola's high-energy CHR seeks account executive. You'll receive competitive pay, fringes, established list, on-going training and Florida Gulf Coast living. Applicants should possess radio sales experience, excellent written, verbal and presentation skills, strong references and the desire to excel. Letter, resume, references to Kurt Miste, GSM, PO Box 12487, Pensacola, FL 32573. EOE.

Sales manager: WDIZ, Orlando, Heritage AOR in top three growth market. Shamrock Communications promotes from within. 3 sales managers to GMs recently. New facility, hot product, good sales staff, needs strong experienced, leadership with proven track record. No background calls without your approval. I promise confidentiality. Send resume, presentation, detailed track record to: Tom Owens, GM, 2180 Sanlando Center, #2150, West State Rd. 434, Longwood, FL 32779. EOE.

We're growing! With recent broadcast acquisitions, Chase Communications has a sales opening at one of the country's most respected radio stations, WTIC-AM-1080, Hartford, CT. You must be experienced, street smart, and hard working. Also, you must be skilled in both direct and agency selling and have the desire to learn, earn and grow. If you're willing to be challenged and reap the rewards of working for Chase Communications, contact Sales Managers Jim Simonetti or Kevin Bauer at WTIC-AM-1080, 1 Financial Plaza, Hartford, CT 06103. 203-522-1080. EOE.

WHP-AM and B-97.3 want only the best radio sales people. Benefits, continual training and management support. Resumes only to Russ Whitnah, WHP, PO Box 1507, Harrisburg, PA 17105. EOE.

HELP WANTED TECHNICAL

Chief operator for small Northern California market. One Kw AM & Class "C" FM. Knowledge of automation, experience with high power FM, translators and strong studio background. Familiarity with FCC compliance. EOE. Box F-18.

HELP WANTED NEWS

News director and morning talk personality needed as a co-host on a News/Talk morning show. T/R and salary requirements to Walter Maxwell, WGHO, 82 John St., Kingston, NY 12401. EOE.

Bureau chief, South Bay. KQED-FM, San Francisco's News/Information public radio station, is establishing a South Bay bureau. We're looking for a self-starter who can report on high-tech industry, San Jose and other local governments, and multi-cultural communities as a one-person bureau. Must know Silicon Valley issues, be able to produce both spot news and longer, NPR-style stories. Will contribute to network shows. Tape and resume by 04/30/90 to: Theresa Timpson, Employment Specialist, KQED, 500 - 8th St., San Francisco, CA 94103. EOE.

Award winning 50 Kw, ABC affiliate station, KOMO Radio is seeking an experienced anchor/reporter. This great station in the great city of Seattle needs that special newperson with good writing, voice and team spirit. Send tape and resume to KOMO Radio, Personnel Department, 100 Fourth Ave. North, Seattle, WA 98109. No telephone inquiries, please. KOMO is an equal opportunity employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Production manager/announcer for commercial Classical music station. Must have working knowledge of radio production and thorough understanding of Classical music with ability to host Classical music programs on relief basis. Send tapes and resumes to Dave Conant, WFLN, 8200 Ridge Ave., Philadelphia, PA 19128, by April 15th. EOE.

Christian ministry looking for experienced radio producer/writer to assist in the production of two award winning programs. News and public affairs background helpful with demonstrated skills in writing and production. Send demo tape and resume to: Steve Moore, Christian Financial Concepts, 601 Broad St., SE, Gainesville, GA 30501. EOE.

Announcers/producers needed at full-service Public Radio stations KUN/KUNY/KHKE. RADIO ANNOUNCERS: Host popular Jazz-based music programs; gather and report news; gather audio inserts; and host special live broadcasts. Broad liberal-arts background and solid knowledge of current music required. Ability to project a bright, informed image in ad-lib situations. Requires Bachelor's degree in Broadcasting, Communications, related field, 1-2 years experience on-air. Salary \$16,100 - \$18,530. Deadline: May 1, 1990. SENIOR PRODUCER - FINE ARTS: Host key format Classical music program; do interviews; host live events broadcasts; and produce regional symphony broadcasts. Excellent speaking manner, voice quality, professional production and interview skills. Must project bright, informed image in ad-lib situations. Broad liberal-arts background. Bachelor's degree in Communications or related field. 3 to 6 years professional experience as a producer/on-air host required. Salary range to \$24,590 or higher commensurate with experience. Deadline: June 15, 1990. Send letter, resume and recent audition tape which includes examples of interviews, reading news and production to: Carl R. Jenkins, KUN/KUNY/KHKE, University of Northern Iowa, Cedar Falls, IA 50614-0359. An affirmative action/equal opportunity educator and employer.

SITUATIONS WANTED MANAGEMENT

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.

Take charge general manager available. Successful in medium and major markets. Love turnarounds and rebuilds. Group management and acquisitions experience. Excellent background and references. Relocate for quality opportunity in top 75 markets. Dean Johnson 503-472-1221.

Programmer: Solid management. Take-charge operations, research, ratings-analysis. A/C/CHR/Urban. Box 8144, Cincinnati, OH 45208.

Owners/group heads: Are you looking for an experienced GM/GSM to relieve the pressure and take charge? I have excellent background, reputation and credentials for large or medium market. "I'll share expense for personal interview. Prefer Eastern U.S. Box F-23.

Aggressive GM. Dedicated, Experienced, Effective, Energetic, Proven. (Humble.) Results guaranteed. Discover the difference at your bottom line. All markets considered. Confidentially assured. Box F-24.

SITUATIONS WANTED ANNOUNCERS

Easy Listening, Big Band only. 28 years experience. Deep pipes. Final career move. 717-675-6982. PA.

5 yrs. experience. Professional sound. Currently working part-time for Daytona Beach's #1 Adult Contemporary FM station. Seeking full time. Willing to relocate. Call anytime! 407-352-4658.

SITUATIONS WANTED TECHNICAL

Engineer/businessman: Engineering, technical sales, field engineer, paging and two way sales/service, regional manager, teacher, well-versed in multiple fields looking for new challenge. Expensive and worth it. Presently director of engineering for nine station radio group. Marvin Beasley, 1319 Heritage, Moberly, MO 65270. 816-263-5800 or 816-263-5605.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Program director, 12 yrs. experience. Looking for new challenge in medium market. Great track record/references. Ready to take your station to #1. 303-493-1788.

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.

WLVA is 60 years old! Please send audio congratulation messages to WLVA, PO Box 2179, Lynchburg, VA 24501.

TELEVISION

HELP WANTED MANAGEMENT

TV/radio regional manager. Career entrance position with broadcasting's oldest (35 years) media-merchandising promotion. TV/radio experience required. Full-time (Mon./Fri.) Travel required. Substantial draw against commission. Resume and recent picture to John Gilmore, President, CCA, Inc., PO Box 151, Westport, CT 06881. 203-226-3377. EOE.

Local/regional sales manager. Growth opportunity with NBC affiliate for Lower Rio Grand Valley, Texas. KVEO-TV seeks a sales leader to direct and motivate our well-established sales staff. Strong local direct development experience a must. Our goal is for this individual to be GSM in one year. Send resume to Sandy Nevarez, Human Resources Director, 394 N. Expressway, Brownsville, TX 78521. KVEO is an EOE, M/F employer.

General sales manager. Prefer candidates with 2-4 years in sales management. Candidates should be proficient in national sales with considerable strength in local. Looking for creative and marketing skills. Budgeting skills an asset. Send resume to: GM, WROC-TV(CBS), 201 Humboldt St., Rochester, NY 14610. EOE. M/F.

National sales manager. Prefer candidates with 2-3 years experience in sales management. Direct exp. in handling national sales a plus. Looking for creative and/or sales promotion minded people. Budgeting skills preferred. Send resume to: GM, WROC-TV(CBS), 201 Humboldt St., Rochester, NY 14610. EOE, M/F.

GSM: Top 100 SE market FOX affiliate seeks LSM/NSM who wants to move up. Motivation, inventory control, leadership and other skills to guide and build local staff are priorities. Excellent comp. package for right person. Box F-25. EOE.

Unit manager: Minimum 5 years experience in meeting stringent budget requirements. Strong financial management skills. Spanish/English bi-linguality a plus. TV Marti newscast. 301-585-1118. EOE.

HELP WANTED SALES

Experienced TV sales account executive needed for network affiliate in prime Southeast city. We seek an enthusiastic, aggressive individual with a strong desire to succeed. Must have knowledge of TV and understanding of customer needs. Two years TV sales experience along with excellent communication and presentation skills required. Degree preferred. EOE. Send resume to Box F-3.

National sales manager: WKRN-TV, The ABC affiliate in Nashville, Tennessee and a division of Young Broadcasting - one of America's fastest growing broadcast companies - is seeking a national sales manager. Two years experience as a national sales manager at a television station or two years as a rep manager required. Send a complete resume with references to: Dave Sankovich, General Sales Manager, WKRN-TV, 441 Muftreesboro Rd., Nashville, TN 37210. No phone calls, please. EEOC.

CBS affiliate, top 50 market in Southeast! Major broadcast group looking for assertive local salesperson to handle major agency list position available immediately. Salary and commission \$40,000 - \$45,000. Major medical and dental coverage available. Send resume with references. EOE. Box F-31.

HELP WANTED TECHNICAL

Maintenance engineer wanted for VHF ABC affiliate in Columbus, GA. Individual should have minimum 2 years formal training in electronics and 3 years experience in broadcast related field. FCC General Class license or SBE certified preferred. Salary negotiable. Send resume to: Chief Engineer, WTVM-TV, PO Box 1848, Columbus, GA 31994. EOE.

Mtce engr: Need engr. to maintain 300/Kscope, Digital F/200, 141 post prod., Harris 9100 AM-FM-TV remote control. VPR-2's, ACR's, 3's, 80's FM, 2 SCA's, AM stereo, 5 ENG remote sites, transmitter sites. Not an entry level position. Experienced in all areas desirable. CMML lic or SBE certificate. Contact KFMB, John Weigand, AM-FM-TV, PO Box 85888, San Diego, CA 92138. EOE.

Television maintenance engineer: Aggressive, East Coast UHF Independent has an immediate opening for a maintenance engineer in its' new, state-of-the-art production facilities. If you have proven experience with Betacam, Ampex 1" and BVU tape machines, and proven component level trouble-shooting skills, we want you to join our team. Please send your resume to: Personnel Department, WNUV-TV54, 3001 Druid Park Dr., Baltimore, MD 21215. EOE.

Do you know Betacam? LA video repair facility needs experienced component-level bench technician to repair broadcast 1/2" and 3/4" recorders, and cameras. Customer skills important. Send resume to Box F-17. EOE, M/F

Television broadcast engineer responsible for master control operation and transmitter. Two-year electronics degree, three years electronic equipment maintenance experience, and FCC General license or SBE certification. Salary range: \$19,373-\$23,880. Send resume to Personnel, WTVI, 42 Coliseum Dr., Charlotte, NC 28205. Closing date: 4/15/90. EOE.

Operations manager: A management position with responsibility for all station technical operations. Duties will include the preparation and administration of capital budget and the supervision of the installation, training and use of all personal computers within departments. Person will ensure compliance with FCC technical standards and will oversee the development of new transmitting facility. Requirements should include 15 years of television technical and production experience with at least 10 years in a major market in a managerial role. A degree in Electrical or Mechanical Engineering, or (preferably) both is desired. Please send resumes to: Sandra Kelly, Personnel Director, WFTX-TV, 100 Second Ave., Needham Heights, MA 02194. EOE.

Chyron operator: Career opportunity in live TV. The Consumer News and Business Channel, a cable news service based in Ft. Lee, NJ, has an exciting position open for an experienced, highly motivated individual to operate Chyron Super Scribe for live TV programs. To qualify, you must have 6 months previous experience working in a live TV environment. CNBC offers the successful candidate an excellent salary and benefits package. Please send resume to: Manager, Personnel, CNBC, 2200 Fletcher Ave., Ft. Lee, NJ 02024. Equal opportunity employer.

WRDW-TV has an immediate opening for studio maintenance engineer. Minimum three years hands-on experience with VHF transmitter background a plus. General class FCC license and/or SBE certification required. Please send resume to: C. Lee Davis, Chief Engineer, WRDW-TV, Drawer 1212, Augusta, GA 30913-1212. EOE.

Maintenance engineer: Christian TV station seeks full time maintenance engineer. Experience repairing and maintaining broadcast equipment a must. UHF transmitter experience helpful. Send resume and salary requirements to: Trinity Broadcasting Network, WDLI Ch-17, 6600 Atlantic Blvd., NE, Louisville, OH 44641. EOE.

WNYC-TV seeks a TV maintenance engineer with minimum two years hands-on experience in the following areas: Ampex 1", Sony 1", 3/4", Beta SP, Beta Cart, Chyron, Dubner, GVG switcher and Ikegami camera. Salary: \$35,000+ a complete benefits package including 3 weeks vacation. If interested, please send resume to WNYC, 1 Centre St., 32nd Floor, New York, NY 10007. EOE.

HELP WANTED NEWS

MotorWeek Illustrated, a weekly motorsport show on ESPN is looking for motor racing reporters. We need people who cover racing in their local markets and know how to write highlight and personality stories. Send resume to MotorWeek Illustrated, 1281 Fowler St., NW, Atlanta, GA 30318. No phone calls, please. EOE.

Producers & assignment editor: #1 news department in Northeast is expanding. Top 60 market. CBS affiliate. Must be the best at what you do. Two years experience. Include resume and salary requirement. EOE. Box F-4. No tapes.

Wanted: Weekend anchor/producer. 2 years reporting experience, solid news judgement, strong writing skills, enterprising journalist. No phone calls, please. EOE. Send tape and resume to: Gary Smith, News Director, PO Box TV3, Harrisonburg, VA 22801.

General assignment reporter: NBC affiliate in Charlotte, NC seeks a talented reporter with a minimum of four years experience to join our news team. Must be a creative individual with strong writing skills and the ability to produce reports. Live reporting abilities are mandatory. College degree required. EOE. Send resume and non-returnable tape with live reporting examples to Ken Middleton, WCNC-TV, PO Box 18665, Charlotte, NC 28218-0665.

News anchor: WSAV-TV, Savannah's NBC affiliate, is looking for just the right person to co-anchor our primary newscasts. Tapes and resumes only to: Keith Young, News Director, Box 2429, Savannah, GA 31402. No phone calls. EOE.

Editor/producer: Experienced videotape editor wanted for Washington news service. This is a six-month temporary position. We're looking for someone with strong editorial sense, not just a button-pusher. Responsibilities include package editing, assisting in feed coordination, and maintenance of growing videotape library. Minimum of three years experience in producing and editing news. If deadlines don't scare you and you're looking for professional growth, we'd like to hear from you. Letter and resume to Box F-10. EOE. No tapes.

Reporter/weathercaster: Bright, energetic person for weather on weekends, general assignment reporting 3 days per week. NBC affiliate with Live Line III weather computer. Tape, resume to Jack Keele, WICD-TV, Box 3750, Champaign, IL 61821. EOE, M/F.

Medical reporter for nationally syndicated medical news and health information program. Minimum of three years experience as general assignment or medical reporter. Excellent writing and story telling ability required. Send resume and salary history (no phone calls, please) to: Personnel Assistant, Medstar Communications, Inc., 5920 Hamilton Blvd., Allentown, PA 18106. EOE.

Free lance writer: Seeking New York based free-lance writer for the nationally syndicated "Catch the Spirit" weekly television magazine. Television writing experience and knowledge of the United Methodist Church essential. Send resume and demo reel to: Kathleen LaCamera, UMC-OM, 475 Riverside Dr., Suite 1901, New York, NY 10115. No calls.

Assistant producer wanted for number one newscasts in the country. Individual must be able to write copy, edit videotape and operate a vidfont machine. Experience preferred. Women and minorities are encouraged to apply. Send letter, resume and demo tape to Veronica Bilbo, EEO Officer, KPLC-TV, PO Box 1488, Lake Charles, LA 70602. EOE.

Strong reporter with good writing skills and anchor possibilities, SNG and ENG experience desirable. EOE. Tapes and resumes to WJTV-TV News, PO Box 8887, Jackson, MS 39204.

Reporter/anchor: Dominant Great Lakes station is searching for a person with anchor experience and at least three years in television news reporting. College degree helpful but not required. Send resume and non-returnable tape (including air-check) to Bill Knupp, News Director, WICU-TV, Box 860, Erie, PA 16512. Please, no phone calls. EOE.

WNWO-TV seeks a weathercaster. Two years experience required. AMS seal preferred. Send non-returnable tape and resume to George Noleff, News Director, WNWO-TV, 300 South Byrne Rd., Toledo, OH 43615. Deadline: May 1, 1990. WNWO-TV is an equal opportunity employer.

WPTA-TV is looking for an early morning/noon weathercaster with a minimum one year TV weather experience. Familiarity with computers, radar and state of the art weather graphics is a must. Send non-returnable tapes and resumes to: Wayne Ludkey, PO Box 2121, Fort Wayne, IN 46801. EOE.

Weekend anchor/producer. One to two years experience as anchor/producer and ability to direct a young staff. Three days a week will be reporting general assignment stories. Send tape and resume to Mike DiSilvestro, KSNT-TV, PO Box 2700, Topeka, KS 66601. EOE.

Sunny, Southwest, superb! That's our market. Medium market VHF affiliate is looking for a strong weathercaster. If you have the experience and style to continue a winning weather tradition, send your resume and salary requirements to Box F-27. EOE. No tapes.

News director for aggressive Midwest affiliate. Proven track record in news a must. Send resume and salary requirements to Box F-28. EOE, M/F. No tapes.

Strong, small market newsroom wants a personality who makes a difference, a smart, creative person who can be a reliable member of a terrific news team. The market is small, but the salary doesn't have to be, and the quality of life is excellent. Apply only if you can demonstrate what is special and promotable in your work. Letter and resume Box F-30. EOE. No tapes.

News director: WSLV-TV seeks experienced professional. Send resumes only to James DeSchepper, VP/GM, WSLV-TV, PO Box 2161, Roanoke, VA 24009. EOE, M/F.

Photographer: Are you a skilled news photographer who's looking for a change? The Sharper Image, the premier retailer of high-tech products, has an immediate opening for an experienced videographer to shoot/edit programs for various cable networks as well as in-house projects. This is a great opportunity to showcase your work in an exciting company that recognizes and promotes high achievers. Prefer 2 years experience as a news photographer. Must be willing to relocate to San Francisco. Rush resume and tape to: Human Resources Manager, The Sharper Image, 650 Davis St., San Francisco, CA 94111. EOE, M/F.

News graphic designer: KCRA-TV seeks a full-time news graphic designer with two to five years broadcast news experience; and who possesses a degree in either commercial or graphic design. Working knowledge of electronic draw and paint systems, preferred ArtStar, ESS Still Store, Chyron Scribe character generator, video production, and Macintosh desktop publishing. Send resume, 3/4" tape, and salary requirement to: Judi Decker, Graphics Director, KCRA-TV, 3 Television Ct., Sacramento, CA 95814-0794. No calls, please. EOE, M/F. NOTE: Any offer of employment is contingent upon passing a medical test for drug and alcohol use.

TV reporter: May also do weekend weather. Experience preferred. Full-time. Excellent pay and benefits. Prefer Bachelor's degree in Communications with some reporting experience and above average writing skills. Send tape and resume to Ralph Bristol, News Director, WGEM-TV, 513 Hampshire, Quincy, IL 62301. Tapes will not be returned. EOE, M/F.

Reporter: Nightly news program serving 45th market is looking for television reporter with at least two years experience. Political reporting and the ability to do substantial multi-part series desirable. Send resume and tape to: Personnel, WITF-TV, Box 2954, Harrisburg, PA 17105. EOE.

News producers and reporters: Strong, experienced in national and international coverage. Native Spanish speaking a must. Staff and stringer positions available in Washington, DC and other cities. TV Marti newscast. 301-585-1118. EOE.

Major travel industry corporation needs motivated photographer/editor for employ video news magazine, marketing and training production. Latest equipment and new facilities. Extensive travel and competitive benefits program. Send resume to Box F-33. Tapes upon request. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Promotion writer/producer: Top 20 affiliate is looking for someone who wants to do breakthrough work. If you have excellent creative writing skills, at least two yrs. experience in advertising or broadcast promotion and want to work for an innovative station where promotion really counts, send us a reel. Big budget, competitive market with a great lifestyle. Send tape and resume to Creative Services Manager, KTVK-TV, 3435 N. 16th St., Phoenix, AZ 85016. Tapes will not be returned. EOE.

Producer/director: The NBC affiliate in Baton Rouge, LA is hiring a creative commercial director with at least 2-3 years directing experience. If you're skilled, motivated and ambitious, send your tape and resume to Bob Davidge, Production Coordinator, WVLA-TV, PO Box 14685, Baton Rouge, LA 70898. EOE.

Creative services coordinator needed for super-strong Busse Broadcasting CBS affiliate in the Midwest. Promotion/program manager is looking for a number two. Successful candidate must have strong writing, creative, organizational, and technical skills. No beginners, please. You will be a hands-on commercial and promotion writer/producer supervising others. Work at a great station with great people and establish yourself as a promotion pro. Send tape and resume (no phone calls, please) to Ms. Charlie Weber, Program/Promotion Manager, KOLN/KGIN-TV, PO Box 30350, Lincoln, NE 68503. EOE.

Chyron graphics artist needed to operate state-of-the-art system. 2-3 years keyboard and palette experience with Chyron 4200 and/or Super Scribe. Will be working with Chyron Super Scribe, and 4. Resume and demo tape to: Morris Cerullo World Evangelism, Attn: Vic Everett, PO Box 700, San Diego, CA 92138. EOE.

Associate producer position: Seeking full-time Associate Producer based in New York City for the nationally syndicated "Catch the Spirit" weekly television magazine. 3-5 years television experience. Knowledge of and experience with the United Methodist Church essential. \$34,000 - \$38,000. Send resume and demo reel to: Kathleen LaCamera, UMCOW, 475 Riverside Dr., Suite 1901, New York, NY 10115. No calls.

Production operations manager: Key leadership position available now for creative and skilled on-air and commercial production whiz. Exceptional production facility and team at KTKA-TV 49, ABC, Topeka. Cover letter and resume to Jack Donahue, KTKA-TV 49, Box 2229, Topeka, KS 66601. Equal opportunity employer.

Traffic manager: For Midwest FOX affiliate. 2 years minimum Columbia experience required. Top salary. EOE. Call in confidence - Bill Harper, 313-767-8866.

Director wanted: Southwest network affiliate needs commercial and news director. Must be familiar with DVE, editing with BVE-800 controller & character generator operation. Must work well with clients and station personnel. Resume and salary history to Box F-26. EOE. No tapes.

Television producer/director: Bradley University. Duties include research, writing, videography, and editing of programs to support the recruiting, training, development, and public relations needs of the University. Strong interpersonal skills a necessity to work compatibly with a variety of campus clients. 1 to 2 years fulltime experience with broadcast quality cameras, recorders, and editors strongly desirable. Experience with 1" A-B roll editing a plus. Strong writing skills required. Work samples will be requested from finalists. BS in Communications, Broadcasting, or Television Production required. Resumes only to Guy Serumgard, Manager, Television Production Unit, Bradley University, 1501 W. Bradley Ave., Peoria, IL 61625. No phone calls, please. Application screening will begin on April 27 and continue until position is filled. Position available June 1, 1990. Bradley University is an affirmative action/equal opportunity employer.

Promotion director: Minimum one year experience in television promotion department. Good writing and creative skills are necessary. Ability to shoot and edit videotape is desirable. Send resume to Perry Chester, KSNT-TV, PO Box 2700, Topeka, KS 66601. EOE.

Wanted: Experienced promotion director to live on Florida beach. Send resume and tape to General Manager, WJTC, 700 S. Palaflo St., Pensacola, FL 32501. EOE.

Commercial producer/copywriter: Affiliate in NE seeks individual to write and produce local commercials. 1 year experience in broadcast commercial production. Box F-32. EOE. No tapes.

Producer/on-air talent: WSHS-TV 66 seeks a highly motivated, hard-working individual to produce and report news and public affairs programming. One year on-air experience preferred. Send tape and resume to: General Manager, WSHS, 71 Parmenter Rd., Hudson, MA 01749. Women and minorities encouraged to apply. Equal opportunity employer.

SITUATIONS WANTED SALES

Oversell/inventory problems? Sales & traffic in constant conflict? Barter preempts & makegoods troublesome? Looking for a solution? Call Creative Consulting. Five years experience in all aspects of Columbine traffic, reconciliation, programming, & trouble shooting. Reasonable rates: 508-676-3389.

SITUATIONS WANTED NEWS

Excellent, experienced sportscaster looking for a fine station in which to work, also a most knowledgeable news person. 216-929-0131.

Meteorologist. 2 years on-air. Accurate and computer friendly. Available now! Call John at 419-224-6463.

Bright enthusiastic go-getter looking for assistant producer/news writing position. Formerly worked at ABC O&O. Have talent, will travel. Marshall Fish, 225 Louise Ln., San Mateo, CA 94403. 415-349-7467

Reporter/anchor: Black female seeks entry level position. 9 years major TV production, 6 months on-air community experience. Call Kathy, 718-816-6818.

Experienced, versatile writer: Editorial features, advertising, radio. Seeks growth opportunity in news/public affairs. Will consider all markets. 213-392-6525.

Meteorologist: Degree in Broadcast Meteorology. AMS and NWA seals. 18 years experience in weather. Computer graphics capable. Personable. Age 43 with some grey hair. If you want someone who is dedicated to doing the best job possible and can communicate complicated weather information in terms the audience can understand, call Tim Chuey, 901-382-6168. Available immediately!

General assignment reporter. Seeking position in small to medium market. 2 years production assistance exp. in no. 2 market, 6 months reporting exp. Strong writer. Willing to relocate immediately. Call: Ernael, 213-552-9349.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Commercial/promotion producer: Very creative. Extensive experience in writing, directing, editing and managing people. Looking for top company to work with. Carl, 904-388-0073.

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.

Seeking America's sexiest home made videos: No hardcore. R-rated only! New cable program seeks funny, sexy amateur videos. Fee paid for videos chosen. Include name/phone #. Tapes not returned. Dina Gold, Suite 1146, 60 E. 42nd St., New York, NY 10165.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Graduate assistantships available to qualified students studying in our MA program designed to develop advanced skills and knowledge for professional communication fields and/or prepare students for doctoral study. Assistantships assignments may involve teaching, production, or research assistance in Broadcasting, Journalism, Photography, or Communication. Write to: Dr. Joe Oliver, Graduate Program Advisor, Department of Communication, Stephen F. Austin State University, Nacogdoches, TX 75962. EOE.

Visiting assistant professor to teach a wide range of undergraduate courses in radio, television, and film, and graduate courses in Media Studies, beginning August, 1990. This one year appointment in a department with 250 majors and 7 full-time faculty requires a PhD. (ABD considered). Teaching experience and commercial broadcasting experience highly desirable. Send letter of interest, current vita, and names of three references to: Dr. Terry Ellmore, Chairman, Department of Radio-TV-Film, Box 30793, Texas Christian University, Fort Worth, TX 76129. TCU is an EOE/AA employer.

Cameron University is accepting applications for a Communications/Broadcast instructor. Rank: Assistant Professor, tenure track position, MA required. PhD preferred. Responsibilities include teaching both general communication courses, broadcasting courses, and producing radio programming for a National Public Radio station. Salary: \$25,000. Send application to: Tony Allison, Chair of Search Committee, Cameron University, PO Box 16356, Lawton, OK 73505. Deadline: June 20, 1990. EOE/AA.

EMPLOYMENT SERVICES

Attention - hiring! Government jobs - your area. \$17,840 - \$69,485. Call 1-602-838-8885, Ext. R. 8435.

Attention: Earn money reading books! \$32,000/year income potential. Details. 1-602-838-8885, Ext. BK 8435.

Attention: Postal jobs! Start \$11.41/hour! For application info call 1-602-838-8885, Ext. M-8435. 6am - 10pm, 7 days.

Government jobs \$16,040 - \$59,230/yr. Now hiring. Call 1-805-687-6000 Ext. R-7833 for current federal list.

EDUCATIONAL SERVICES

Syracuse University Sportscasting Academy, June 22-26. Performance-oriented. Get both TV & radio play-by-play experience daily. Do simulated live broadcasts at the Carrier Dome (Big Orange Basketball camp) & MacArthur Stadium (Syracuse Chiefs Baseball). Create audio & video tapes of your performances. Work with veteran network sportscasters. For more info, call Syracuse University, 315-443-5296, or write the Div. of Summer Sessions, Suite 230, 111 Waverly Ave., Syracuse, NY 13244-2320.

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, 619-270-6808.

WANTED TO BUY EQUIPMENT

Wanted: 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Used 1", 3/4", VHS videotape. Looking for large quantities. No minis or Beta. Will pay shipping. Call Carpel Video, 301-694-3500.

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: Harris FM20K (1979), RCA BTF20E (1976), Harris/Gates FM20H3 (1970), RCA 5D (1967), Collins 831D1 (1973), Harris FM2.5K (1983). Transcom Corp., 215-884-0888. Fax: 215-884-0738.

5/10 AM transmitters: Collins 828E-1 (1978), RCA BTA-5L (1977), Harris BC10H (1972), Gates BC-5P2 (1967), McMartin BA2.5K (1981). Transcom Corp., 215-884-0888. Fax: 215-884-0738.

1KW AM transmitters: Harris BC1H1 (1974), Collins 820D1 (1970), Sparta SS1000 (1981). CSI T-1-A (1981). Transcom Corp., 215-884-0888. Fax: 215-884-0738.

New UHF TV transmitters: Klystron, MSDC Klystron, Klystron, all power levels 10kw to 240kw. Call TTC. 303-665-8000.

RCA UHF transmitter: 30 or 60Kw. available as is, or converted to MSDC Klystrons with new TTC warranty. Call TTC. 303-665-8000.

New LPTV transmitters: UHF and VHF, all power levels. Turn-key installation available. Call TTC. 303-665-8000.

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.

Equipment financing: New or used, 36-60 months, no down payment, no financials required under \$25,000. Refinance existing equipment. Exchange National Funding. 800-342-2093.

Equipment sale. Microwave, transmitters, studio, and production. America's oldest used equipment broker. Maze Broadcast 205-956-2227. Fax 205-956-5027.

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.

No money down on rental towers. OMPOWER Towers. Phone: 504-521-8862. Fax: 504-522-2662.

Super towers financed. 2000 ft. 13 ft., face. 200 mph wind load with T-Bar. Approx. \$3 million installed with elevator + strobes. Approx. 5% down in escrow. Terms negotiable. Other size towers available. Ten yr. warranties. "Free tattoo, and Range Rover with next three orders over 1500 ft." OMPOWER Towers. Phone: 504-521-8862. Fax: 504-522-2662.

Used transmitters, 1" 3/4" Betacam VTR's, cameras, DVE's, switchers, satellite, microwave. We buy, sell broker fair rates, best service. Jaymen Broadcast, 818-994-5265.

1200 feet of 6 1/18 inch, 50 Ohm, coaxial transmission line, 20 foot sections. Contact John Gordon, KTBO-TV, 3705 NW 63rd St., Oklahoma City, OK 73116. 405-848-1414.

Switchers, must sell! Production switcher: American Data 2104-16, 16 inputs, \$2,500. Television master control switcher: American Data 3110 complete with rack and DA's \$5,000. Both units for \$6,000. Each has audio follow video and was working when removed from service. Pin-nacle Productions, 804-270-4288.

5Kw AM RCA-BTA-5LI ampliphase daytimer nighttime kit. Minor work to make operational. Call WSPF 919-633-2406.

Systemation automation system, 2 on air units, 1 production unit, with cassette decks, Commodore computers, and Transtar receiver. \$9,500.00. 501-636-4611.

RADIO

Situations Wanted Management

TAKE CHARGE GENERAL MANAGER AVAILABLE

Extensive & stable background as successful full charge General Manager in medium and major markets. Group management and acquisitions experience. Excellent references. Relocate for quality opportunity in top 75 markets. Phone for complete resume.

Dean Johnson (503) 472-1221

Help Wanted Management

General Manager Search Re-Opened

WYMG 100.5

This is an outstanding opportunity. Our manager at this historic number one rated AOR has been promoted to manage another Saga Communications, Inc. station. WYMG is located in Springfield, the state capital of Illinois and offers an excellent quality of life. Our physical plant is probably the finest in Illinois outside of Chicago. The sales staff and GSM are CRMC qualified. The station sounds great and has been superbly marketed. The new manager's main responsibility is to keep the station on course and develop a plan to move WYMG to the next plateau.

We are seeking a candidate who is a leader, motivator and listener. If you are organized, disciplined, and possess high verbal, written and analytical skills, we need to hear from you. We promise complete confidentiality. No background calls will be made without your prior approval.

Send your presentation letter and resume ASAP to
Ed Christian, President/C.E.O.,
Saga Communications, Inc.,
73 Kercheval Avenue,
Grosse Pointe Farms, MI 48236.

EOE

Help Wanted Sales

93.5 KNTF

RADIO SALES!

KNTF RADIO (LA Suburbs) is seeking experienced individuals with retail sales experience. Benefits include health/dental plan. Salary against commission commensurate with experience. Account list to start.

Send resume to:
PO Box 3520, Ontario, CA 91761
Attn: General Manager
EOE

Programing Services

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 Sales

Attention College Graduates With Career Goals In ADVERTISING -PROMOTION COPYWRITING

Tribune Broadcasting Company has a limited number of entry level training positions available in advertising and promotion. You must have demonstrable creative ability, writing skills, and a willingness to relocate. College degree required. Send resume and non-returnable samples to:

TRIBUNE CREATIVE SERVICES GROUP
Associates Program
500 Plasters Drive
Atlanta, Georgia 30324
NO PHONE CALLS PLEASE

Tribune Broadcasting
is an equal opportunity employer.



Make Tracks...

...to your nearest mailbox and send for the latest copy of the free Consumer Information Catalog. It lists about 200 free or low-cost government publications. Just send your name and address to:

Consumer Information Center, Department MT, Pueblo, Colorado 81009

**ASSISTANT
TO THE PRESIDENT**

**BROADCASTING
GROUP
CONTROLLER**

Immediate opening in New York corporate headquarters office. Individual selected will be a CPA with broad finance and accounting experience, preferably as a controller or assistant controller in a medium to large size communications company. Broadcasting experience a plus. Some travel required. Assist subsidiaries in all financial and administrative areas. Ability to communicate with all levels of management a must.

**Excellent salary,
outstanding benefits package.
Submit resume,
including salary history
in confidence to:
BOX F-34**

An Equal Opportunity Employer, M/F.

**DIRECTOR OF SALES
AND MARKETING**

One of the country's leading independent VHF television stations is looking for an experienced manager to lead our sales effort.

If you have a successful track record as an independent sales manager, let us hear from you.

All replies confidential. EOE.

Send resumes to:

Fred Barber

TTV4

3490 Bluff Road

Indianapolis, IN 46217



**Lifestyle/Consumer Affairs
Reporter**

Part-time spokesperson sought for media program targeting upscale women aged 25-49.

Ideal candidate has on-camera experience as lifestyle or consumer affairs reporter. Interest in gift giving, etiquette, shopping a plus. Send resume, relevant information (tapes) to:

Oglivy & Mather,
1901 L St., NW, Suite 300,
Washington, DC 20036,
Attn. Lucy Flinn/Jenifer Shockle
or call 202-466-7590.

Please respond ASAP. EOE.

Help Wanted Programing, Production & Others Continued

VIDEOTAPE EDITOR

The Christian Broadcasting Network, Inc. has an immediate opening for an experienced videotape editor. Must professionally operate a Grass Valley Switcher and Abekas A53D. CMX editing experience preferred; familiarity with BetaCam SP & D2 helpful. If you have at least 5 years editing experience at a major production or broadcast facility and would like to be a part of this national Christian ministry, please send resume to:

The Christian Broadcasting Network, Inc.
Employment Department, Box V-1
CBN Center
Virginia Beach, VA 23463



**Help Wanted Programing
Production & Others**



**ON-AIR
PROMOTIONS
PRODUCER**

The nation's premier news network is seeking a top-of-the-line promotions producer with fresh ideas! Strong background in film, tape and graphic production with solid writing skills a must. Two years experience in major market on-air promotions gets you consideration.

**Resumes & 3/4" Tape to:
Randall Tatum
Manager News Promotions
One CNN Center
9th Floor, South Tower
Box 105366
Atlanta, GA 30348-5366
Equal Opportunity Employer**



The nation's leading supplier of television programming for basic cable is expanding its Atlanta-based research group. Positions are available now in the following areas:

- **DIRECTOR OF RESEARCH, TURNER NETWORK TELEVISION (TNT):**
Direct programming research for cable's fastest growing network. The qualified candidate will have a strong background in television research, including broad experience with television ratings (NTI/NSI/NSS/NHI) and the design of attitudinal surveys (custom and syndicated). Superior oral and written communication skills are essential and PC knowledge is a real plus. Managerial/supervisory experience is required.
- **RESEARCH ANALYSTS FOR NEWS, ENTERTAINMENT AND CORPORATE:**
Responsibilities include the analysis of television ratings and other programming-based information for Turner and competitive networks. Television research experience preferred. Candidate must have excellent PC skills, quantitative analytical skills and solid oral and written communication skills.

Send Resume and Salary Requirements to:

Robert P. Sieber
Vice President, Research
Turner Broadcasting System, Inc. (B)
One CNN Center
Box 105366
Atlanta, GA 30348-5366

NO PHONE CALLS PLEASE!!

EQUAL OPPORTUNITY EMPLOYER

Help Wanted Programing Production & Others Continued

INNOVATIVE - CREATIVE DYNAMIC - EXCITING

You know...all the cliché's.
But, here's what we're looking for:
An EXECUTIVE PRODUCER, PROGRAMMING.

Someone who has come up
through the ranks.
Who knows that the definition
of "producer"
is "whatever it takes."
Who knows the difference between
a "Director" and a "Shot-caller".
Who doesn't go to the photocopy
machine to get "good copy."
All that and the ability to excite
and lead our production staff.

If this is you,
then send your tape and resume to:



Bob Brooks,
Director of Programming,
KTVV,
500 East Britton Road,
Oklahoma City, OK 73114.
EOE

PLAN AHEAD!

EVENT	ISSUE DATE
MIP coverage	April 30
Pre-NCTA	May 21
NCTA coverage	May 28

Help Wanted Technical

MAINTENANCE ENGINEER PBS

The Public Broadcasting Service
has an immediate opening for a person
to service, maintain and troubleshoot
broadcast electronic equipment
down to the component level.

Qualifications are: A.A.S. degree in
Electronics Technology, or equivalent training;
minimum two years full-time
successful work experience
in electronic maintenance
of broadcast equipment.

Must be current and competent
in the operation, troubleshooting,
general repair, and

installation/construction of
state-of-the-art broadcast equipment.

Must have experience with
1 inch tape machines: VPR-3 or BVH-2000.

Other areas of responsibilities:

Sony VTRs 800, 200, 5600;

Editors ACE, BVE 5000, 800;

Bosch router, automation systems,
and production switchers,

PBS offers a salary
commensurate with experience and
an excellent benefits package.

Please send letter of interest, resume,
and salary requirements to:

PBS

Attn: Carla A. Gibson
1320 Braddock Place
Alexandria, VA 22314

PBS is an equal opportunity employer



Help Wanted Technical Continued



The University of Mississippi

Coordinator of Engineering Services

Responsible for the design and implementation of all
technical facilities and compliance with all applicable
FCC rules and regulations of University communica-
tions center. Will supervise center maintenance,
capital expansion and management of technical per-
sonnel and budgets. Experience in satellite systems
maintenance and operation required. Requirements:
EE degree or related degree plus 7-10 years progres-
sive and related technical experience with 3 years
additional experience in an administrative capacity
preferred. Equivalent combinations of education and
experience may substitute for stated qualifications.
Deadline: May 15 or until filled. Starting Date: June
15 or by agreement.

Send resumes to:

Marie Antoon
Communication and Resource Center
University, MS 38677
(601) 232-5917
Phone calls welcome.

The University of Mississippi is an AA/EEO Employer

CABLE

Help Wanted News



**Cable News Network
Business News
seeks two experienced on-air
business reporters**

Positions open in New York
and Chicago.

Applicants should have five
years of experience reporting
business news in print or
television, including on-air
experience. Both positions
require strong reporting skills to
cover financial and commodity
markets.

Send tape and resume to W.D.
Hartley, news editor, CNN Business
News, 5 Penn Plaza, New York, N.Y.
10001.

CNN is an Equal Opportunity Employer

MAINTENANCE ENGINEER

Broadcast maintenance engineer.
minimum 5 years experience in
maintenance of VHF and microwave
equipment as well as state-of-the-art
videotape machines, cameras and
switchers. Familiarity with Harris
transmitters and terrestrial
microwave a plus. Should be highly
motivated and require little direction.

Send resume to:

**Human Resources Department
KTLA Television
5800 Sunset Blvd. • P.O. Box 500
Los Angeles, CA 90078**



Help Wanted Sales

ACCOUNT EXECUTIVE SALES NCA

National Cable Advertising,
Cable's largest spot representative firm,
seeks an experienced sales person
for its New York office
to represent major market systems.
Proven track record in
advertising sales required.
Please send resume and
salary requirements in confidence to:

Sue Schmalzbach
Sales Director
cc: Peter Murray
Vice President of Sales
National Cable Advertising
575 Fifth Avenue (20th Floor)
New York, NY 10017 EOE

ALLIED FIELDS

Help Wanted Management

CORPORATE DIRECTOR OF HUMAN RESOURCES

Major Midwest-based broadcast group
(TV/radio/entertainment) seeking
Corporate Director of Human Resources.
Reporting to the VP/Operations,
this newly created position
will be responsible for
implementing corporate H.R. strategies
within the broadcast group,
providing H.R. assistance and direction
to our operating companies
and insuring FCC compliance of our stations.

Qualified individual must have a Bachelor's
degree (Master's preferred) with 10+ years of
human resource management experience within
the broadcast industry.

**INTERESTED CANDIDATES
SHOULD SUBMIT THEIR RESUMES
ALONG WITH SALARY HISTORY
AND REQUIREMENTS TO:
BOX F-21
EOE**

CANADA - JULY/AUGUST

RADIO BROADCASTING INSTRUCTORS REQUIRED.
TOP ARTS CAMP — 150 MILES NORTH OF TORONTO
ON BEAUTIFUL LAKE SETTING.

MUST BE EXPERIENCED, DYNAMIC, ABLE TO RUN
RADIO PRODUCTION PROGRAMS AND
ENJOY WORKING WITH 12-17 YEAR OLDS.
SEND RESUME AND PHOTO AT ONCE:

251 DAVENPORT RD., TORONTO, ONTARIO M5R 1J9
TV/VIDEO INSTRUCTORS ALSO REQUIRED.

FOR SALE FM RADIO STATIONS

Md.-N.Y.-Ohio-Pa.-W.Va.

Ray H. Rosenblum
Phone: 412/963-6311

Gordon P. Moul
Phone: 717/266-4212

Employment Services

California

Broadcast Job Bank

For application information call
(916) 444-2237

California Broadcasters Association

Business Opportunities Continued

FLORIDA OPPORTUNITY

COLUMBIA SCHOOL OF BROADCASTING

COMPUTER SCIENCES
Call Sid Nadler 1-800-288-5858
THIS IS A FREE CALL

CASH FLOW FINANCING

We purchase Accounts Receivable
National and Local

MFR FINANCIAL (714) 544-7131

JOBPHONE

1-900-234-INFO ext. TV (88)

- Inside Job Listings
- No upfront membership fees
- Small Stations to Networks
- Continuously Updated

\$2 per minute

From any touch tone phone

ENTREPRENEURS

FREE TATTOO, "INSPIRED TALKS" & RANGE ROVER

with next 3 orders over 900'.
You secure good site for
rental tower and we'll furnish and
install the tower with no money
down—this gives you life time income
and we'll throw in a new Range Rover.

OMPOWER TOWERS,
One Canal Place,
Suite 2300, New Orleans, LA 70130,
Phone 504/521-8662
Fax 504/522-2662

RADIO STATIONS

Authors of new NAB book, *Radio Financing*, present
a full-day, private seminar designed just for you and
your associates. Consultant/group CEO with 20 years
experience and ex-NAB Gen Counsel explain property
selection, negotiation, financing and many other
topics you choose.

Call Robin Martin or Erwin Krasnow, Deer River
Group, Washington. 202-659-3331.

S.W. MOUNTAIN RESORT AM/FM CLASS A

\$195K TERMS/\$170K CASH.
GROWING BUSINESS
FINANCIAL QUALIFICATION
WITH INQUIRY
BOX F-20

NEWSCAST PRODUCERS

Great jobs are available...but do you
know about them? The MediaLine daily
telephone report puts you in touch with
the best jobs. MediaLine has jobs for re-
porters, anchors, sportscasters, weather-
casters, producers, assignment editors,
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Pursuant to a Stock Pledge Amendment executed on or about December 4, 1987,
by Anthony J. Ciano and First Tennessee Bank National Association ("FTBNA"),
FTBNA will sell 2000 shares of Common Stock of Key Broadcasting of Tennessee, Inc.,
the operators and owners of WKNF-FM
serving the Knoxville, Tennessee market (the "Shares").

FTBNA will sell the shares at a public sale
to the highest qualified bidder
for cash at 9:30 a.m. on April 25, 1990,
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TO THE ABOVE ADDRESS NO LATER THAN APRIL 23, 1990.
THIS NOTICE IS NOT AN OFFER TO SELL
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THE FOLLOWING ARE THE EARLY DEADLINES FOR 1990:

Issue Date	Deadline	Issue Date	Deadline	Issue Date	Deadline
5/21	5/11	8/27	8/17	9/10	8/31

Broadcasting

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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.

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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

Glenn A. Britt, senior VP and treasurer, Time Warner Cable Group, New York, named executive VP. **David E. O'Hayre**, senior VP, investments, ATC, Stamford, Conn., joins Time Warner Cable in same capacity.



Patrick

Sharon L. Patrick, president, Rainbow Program Holdings Inc., Woodbury, N.Y., named board member, Cablevision Systems Corp. board of directors.

Joseph H. Grenuk, VP, operations-cellular, LIN Broadcasting Corp., New York, joins Comcast Corp.,

Philadelphia, as VP, and Comcast Cellular Communications Inc. as president.

Ronald St. Pierre, operations manager, WPRO(AM) Providence, R.I., named president and general manager there. **Karen J. Woodbine**, general sales manager, WPRO-AM-FM, named president and general manager, WPRO-FM, succeeding John Mitchell Dolan ("Fates and Fortunes," March 26).

Marc Berman, director of research, GTG Marketing, New York, joins NBC Network there as manager of affiliate research.

Bill Camfield, cable relations director, Fox Broadcasting-owned KDAF(TV) Dallas, named director of cable marketing, Fox Broadcasting Co. there.

Alex D. Kelemen, corporate manager, Regional Reps Corp., Cleveland, named VP.

Kirk McAlexander, executive VP, United States Business and Industry Council, Washington, joins Public Broadcasting Service, Alexandria, Va., as director of development.

Kirsten Beck, senior editor, *Television Business International and Channels*, New York, joins Daniels & Associates, Denver, as VP, international development.



Kotlowitz

Robert Kotlowitz, VP, director of arts and humanities programming, WNET(TV) New York, named chairman of editorial council and editorial advisor.

E. R. Medina, marketing, research and cable relations manager, WSVN(TV) Miami, named director of

broadcast operations.

Karen Faulkner, VP, marketing, Business

Radio Network, Colorado Springs, named executive VP.

Sales and Marketing

B.J. Arnold, manager, marketing, NBC Network, New York, joins Fox there as director, sales research. **Dennis Ray**, account executive, television sales, NBC Network, New York, joins Fox in same capacity.

William Koenigsberg, president and chief operating officer, Horizon Media Inc. media buying company, New York, named CEO. **Ruby Gottlieb**, senior VP, media director, Ephron Raboy & Tsao Advertising, New York, joins Horizon Media Inc., there as VP, director of strategic planning

Senior VP's, associate creative directors **Joel Levinson**, **Lance Mald** and **Roger Rowe**, Saatchi & Saatchi Advertising, New York, named creative directors.

Account directors, **Michael Dabrowski** and **Doug Foster**, J. Walter Thompson, New York, named senior VP's.

John W. Turner, VP, Strategic Testing Research, Atlanta, joins Cox Enterprises Inc.,

broadcasting division, there as marketing research manager.

William T. Knudsen, VP, sales and marketing, Seattle Mariners baseball club, Seattle, joins KIRO-TV there as general manager, KIRO Direct.

Pam Van Der Lee, promotions coordinator, Nickelodeon, Los Angeles, named director, marketing, Nickelodeon/Nick at Nite.

Vicki Mann, senior VP, marketing director, Supershots, video production firm, Chicago, joins Paragon Research, Denver, as director of marketing and national sales.

Stuart J. Rotman, design director, WJW-TV Cleveland, joins WFXT(TV) Boston, in same capacity.

Diane Hampton, marketing director, NewMarket Media Corp.-owned WREC(AM)-WEGR(FM) Memphis, named corporate director of marketing, NewMarket Media Corp. there.

Appointments at Petry Inc., New York: **Bill Fagan**, president, Petry Television, named executive VP; **John Heise**, VP, general sales manager, Petry National, named president, Petry Television, succeeded by **Bill Shaw**, VP, group sales manager, Hawks team, Petry National; **Kevin Nugent**, VP,

Broadcasting

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group sales manager, Petry Television, named VP, director of sales. **Joan Lascari**, account executive, Petry Television, named group sales manager, Roadrunners team and **Fran Gennarelli**, account executive, Hawks team, named sales manager.



Sando

Arthur Sando, VP, marketing and communications, Turner Broadcasting System Inc., Atlanta, joins Comsat Video Enterprises, Washington, in same capacity. Before joining TBS he was congressional press secretary, and worked with broadcast stations in New York State and Philadelphia. Comsat Video, headed by ex-CBS and TBS executive Robert Wussler, is in pay-per-view business to hotels and is expanding DBS options.

Jean Rossi, VP, sales development and marketing, Fox Broadcasting Co., New York, named VP, national sales, succeeded by **Hank Close**, national sales account executive.



Rossi



Close

Tim Pohlman, general sales manager, WWMG(FM) Shelby, N.C. (Charlotte), joins WCPT-AM-WCXR-FM Alexandria, Va. (Washington), Alexandria, Va., in same capacity.

Programing

Roger Lefkon, executive VP, Ventura Entertainment Group Ltd., Los Angeles, adds duties as executive VP, Ventura Motion Picture Group.



Lefkon



Spooner

Dighton Spooner, director, mini-series, CBS Entertainment, Los Angeles, joins Granada Television, London, as executive VP.

Susan Kolar, assistant treasurer, Viacom International, New York, named VP. **Hal Har-**

rison, director of post-production, Viacom Productions, Universal City, Calif., named VP.

Paul S. Levine, attorney, Warner Bros. Television, Burbank, named associate director, legal affairs. **Rob Harland**, head of location department, Warner Bros. Television, named production executive.

Andy Spitzer, VP, first run sales, Viacom Enterprises, New York, joins Zodiac Entertainment there as director of U.S. distribution.

William W. Doyle, president, Premiere Film and Marketing Inc., Los Angeles, joins Triple Gem Distribution Ltd., new television programming distributor there, as CEO and managing director.



Doyle



Tracy

Marta Tracy, executive producer of talent and entertainment features, HBO, New York, joins E! Entertainment Television (formerly Movietime), Los Angeles, as VP, talent and development.

Russ Paris, freelance post-production supervisor, Los Angeles, joins Columbia Pictures, Burbank, Calif., as director, post-production/features.

Mark Forgea, divisional senior operations administration manager, TRW Space and Technology Group, Los Angeles, joins MCA TV there as sales executive, Western Region. **Michael Howard**, local salesman, WBBM(AM) Chicago, joins MCA TV there as sales executive, Midwest Region.

Producers named, *Preview—The Best of the New*, New York: **John E. Goldhammer**, partner, Fein/Goldhammer Productions, Los Angeles, joins Television Program Enterprises, production division of TeleRep

Inc. there, as supervising executive producer; **Robert Hess**, producer, TPE's *Lifestyles of the Rich and Famous*, Los Angeles, in same capacity, and **John Kalish**, senior segment director/producer, *Lifestyles of the Rich and Famous*, Los Angeles, named supervising producer.

Daryl Jamison, manager, Gelfand Rennett & Feldman, entertainment business management firm, Los Angeles, joins Deloitte & Touche there as director, entertainment royalties investigative services department, entertainment industry group.

Gayle Loeber, assistant program manager, WLIV(TV) Garden City, N.J. (Long Island), named program manager.

Mike Roberts, program director, WABK-AM-FM Gardiner, Me., joins WFSB(AM)-WBPW(FM) Caribou, Me., in same capacity.

Pamela K. Stewart, regional sales coordinator, USA Network, New York, named regional affiliate manager.

Dennis Dent, VP and general manager, Television Group Inc., Austin, Tex., adds duties in same capacity, Television Group's Sports and Entertainment division.

John D. DiFronzo, director, Group W Information Systems, New York, named VP.

Wendy M. Burrow, director, television, radio and film services division, American Medical Television, Chicago, named VP. **Robert C. Mesaros**, VP, marketing, Falcone Marketing Communications, Chatham, N.J., joins American Medical Television there as marketing representative.

News and Public Affairs

Wolf Blitzer, Washington bureau chief, *Jerusalem Post*, Washington, joins CNN there as correspondent. **Stephen Louis Cook**, assignment editor, CNN, New York, joins Los Angeles bureau in same capacity.

John Lansing, assistant news director, KARE(TV) Minneapolis, joins WCCO-TV there in same capacity.

Steven Ference, assistant news director and executive producer, WJAR(TV) Providence, R.I., joins KDFW(TV) Dallas as executive

New project for Powell. Following a two-and-a-half-year stint as National Public Radio vice president for news and information, which ended last month (BROADCASTING, Jan. 22), Adam Powell III said he was most interested in applying his national experience with NPR, CBS Radio news and CBS TV to some local venture. Last week, he did just that as he became primary consultant to Minority Television Project (MTP), conditional licensee to channel 32 in San Francisco. That frequency became available Feb. 8 when the FCC denied license renewal to KQED Inc. (BROADCASTING, Feb. 12), which will continue to operate KQEC-TV on that frequency until late June, when the window to appeal the award of channel 32 to MTP closes. "I'm basically helping to coordinate all the operational elements needed to make plans into reality," said Powell, who will split his time this year between the new station and his commitments to participate in broadcast technology projects and seminars held by New York-based Gannett Center for Media Studies. Facilities and programming will come under his purview at MTP, he said. William Buzenberg continues as acting vice president for news and information at NPR.



news producer.

South Carolina ETV, Columbia, S.C. names VP's: **Bryanne Curry**, production manager and **Tom Fowler**, director of news and public affairs.

Timm Matthews, weekend sports reporter, KXAS-TV Fort Worth, joins KTVT(TV) there as sports reporter.

Tim Foty, editor, Unistar Radio Networks, New York, named manager.

Richard J. Forney, producer, *Business Up-date*, CBS News, Radio, New York, joins Minnesota Public Radio, St. Paul, as manager, news and information service.

Peter Ronick, director of creative services, Broadway Video Graphics, New York, named executive producer.

Mike Schuh, consumer reporter, WLKY-TV Louisville, Ky., joins WTHR(TV) Indianapolis as general assignment reporter.

Elisa Kayser, anchor and reporter, WBRE-TV Wilkes-Barre, Pa. (Scranton), joins KOIN-TV Portland, Ore., as general assignment reporter.

Wendy MacNeill, managing editor and acting news director, KTTV(TV) Los Angeles, joins KIRO-TV Seattle as managing editor.

Pat Witt, promotion assistant, KIRO(AM) Seattle, joins KIRO-TV as associate producer.

Daniel Weiser, senior producer, WFSB(TV) Hartford, Conn., joins WGAL-TV Lancaster, Pa., as executive producer. **Patricia Lee**, reporter, WLVI-TV-WBZ-TV Boston, joins WGAL-TV as Harrisburg bureau reporter, and **Eric Horst**, meteorologist, Millersville University, joins WGAL-TV as weekend meteorologist.

Appointments at WSTM-TV Syracuse, N.Y.: **Mark V. Carros**, news director, WETM-TV Elmira, N.Y., named in same capacity; **Tony Zarella**, sports reporter, WJAR(TV) Providence, R.I., named weekend anchor and sports reporter, and **Matt Mulcahy**, news anchor and reporter, WBNG-TV Binghamton, N.Y., joins as general assignment reporter.

Thelma Gutierrez, co-host and producer, KUAT-TV Tucson, Ariz., joins KOVR-TV Stockton, Calif. (Sacramento), as general assignment reporter. **Carla Chandler**, writer, Chyron operator and fill-in producer, KOVR-TV, named associate producer. **Todd Howard**, news producer, WJAR(TV) Providence, R.I., named weekend news reporter, KOVR-TV.

Malcolm Poindexter, editorial spokesperson, KYW-TV Philadelphia, named reporter.

Lucy Himstedt, executive producer, KTHV(TV) Little Rock, Ark., joins KAIT-TV Jonesboro, Ark., as news director.

Ove Tilling, freelance director, San Francisco, joins KFTY(TV) Santa Rosa, Calif., as commercial producer. **David Miller**, director, KFCB(TV) Concord, Calif., joins KFTY(TV) as director, production department.

Ruth Spencer, 6 and 10 p.m. anchor, KSTP-TV St. Paul, Minn. (Minneapolis), joins WDIV(TV) Detroit as 4 and 5:30 p.m. co-anchor.

Appointments at WTWS(TV) New London, Conn.: **Lisa Marie Longo**, reporter,

WWLP(TV) Springfield, named reporter and anchor; **Lauren Collier**, anchor, WOI-TV Ames, Iowa (Des Moines), joins as reporter and anchor; **Gene D. Valicenti**, producer, WTNH-TV New Haven, named anchor and investigative reporter; **Steve Schiff**, regional sales manager, WCAY-TV and WMKW-TV, both Nashville, named national sales manager, and **Thomas J. Zappala**, program director, WNDS(TV) Derry, N.H., to same capacity.

Debby Davison, co-anchor, KOLD-TV Tucson, Ariz., joins KEYT-TV Santa Barbara, Calif., as weeknight co-anchor.

John Malos, anchor and sports reporter, KCRA-TV Sacramento, Calif., joins Mizlou Sports News Network, New York, as studio anchor.

Dan Rapkoch, capital bureau chief, KUFM(FM)-KEMC(FM) Missoula, Mont., joins KTVQ(TV) Billings, Mont., as state capital correspondent. **Laura Hendrickson**, weekend news anchor, WFGX(TV) Fort Walton Beach, Fla., joins KTVQ as reporter and weekend weather anchor.

Marianne Matthews, anchor, WBMG(TV) Birmingham, Ala., joins WAPI-FM there as news director.

Brenda Horwitz Stuart, reporter, KSNW(TV) Wichita, Kan., joins KAKE-TV there in same capacity.

Lucia Madrid, community relations manager, KAET(TV) Phoenix, joins KPNX-TV Mesa, Ariz. (Phoenix), as community affairs director.

Fred DeSousa, reporter, WWMT(TV) Kalamazoo, Mich. (Grand Rapids), joins WKBW-TV Buffalo, N.Y., as general assignment reporter.

Dave West, host, WNNJ(AM) Newton, N.J., named sports director. **Paul Mencher**, reporter, Medill News Service, Washington, joins WNNJ as anchor.

Kohr Harlan, reporter and anchor, KNDU(TV) Richland, Wash. (Kennewick), joins KEZI-TV Eugene, Ore., in same capacity.

Donna Terrell, reporter, WSBT-TV South Bend, Ind., named anchor.

Robert Connell Jr., producer and director, WGRZ-TV Buffalo, N.Y., named production manager.

Jim Sinkovitz, Harrisburg bureau chief, WGAL-TV Lancaster, Pa., named weekend anchor, succeeded by **Ed Weinstock**, general assignment reporter.

Steve Bitker, sports anchor and reporter, KNBR(AM) San Francisco, named sports director.

Lee Keller Reis, director of communications, National Wildlife Federation, Washington, joins Rockey Co. public relations, Seattle, as public affairs consultant.

Ed Scripps, assistant news director, KJRH(TV) Tulsa, Okla., named news director.

Paul Fioravanti, editor and reporter, KYW(AM) Philadelphia, joins Group W Radio news bureau, Washington, as correspondent.

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Technology

Akio Kobayashi, president, Hitachi Denshi Ltd. Canada, named president, Hitachi Denshi America Ltd., Woodbury, New York.



Suzuki

Peter Suzuki, executive VP, Yamaha Corp. of America, Buena Park, Calif., named president, succeeding **Masahiko Arimoto**, who is returning to Japan for new assignment.

Warren T. Reeves, manager, Heath/Zenith Computers and Electronics Center,

Plantation, Fla., joins Video Jukebox Network Inc., Miami, as LPTV chief engineer.

Chuck Fester, president, Spectronics, Chicago, joins Shaffer Communications Group, antenna site acquisition and management company, Houston, as VP, operations.

Kevin J. Breen, and **William F. Lyons**, communications coordinators, Hughes Television Network, New York, named senior communications services coordinators.

Courtney Spencer, VP, sales, Waveframe Corp., Boulder, Colo., joins Sony Communications Products Co., New York, as VP, professional audio division.

Greg Kuehl, production apprentice, WMC-TV Memphis, named electronic field production director.

Hugh R. Heinsohn, director of corporate development, Gentner Electronics Corp., Salt Lake City, named director of marketing.

Joseph N. Phirman, transmitter supervisor and assistant studio supervisor, WCET-TV Cincinnati, joins WLWT(TV) there as transmitter supervisor.

J. Michael Russell, independent producer and director, Denver, joins KCNC-TV there as technical producer in promotion.

James D. Benham, marketing manager, electro optical sensors division, Varian Associates Inc., Palo Alto, Calif., named gen-

North Carolina tribute to Charles Kuralt

Veteran CBS correspondent

Charles Kuralt will be honored as one of North Carolina's "great native sons" at an April 20th dinner, whose proceeds will be used to fund the **Wallace Kuralt Professorship** at the school of social work, University of North Carolina, Chapel Hill. A native of Wilmington, N.C., and a UNC alumnus, **Charles Kuralt** began his journalism career at the **Charlotte News** before joining CBS affiliate **WBT(AM)**, and later the network. The scholarship is named for Kuralt's father, also an alumnus and a longtime social worker for the state.

eral manager.

Joe P. Wellman, sales manager, Eastern region, CMX division, Chyron Corp., Bel Air, Md., joins Microtime Inc., Bloomfield, Conn., as marketing manager.

Roxane Kerr, manager of field operations, C-Span, Washington, named director.

Promotion and PR

Kathryn Salensky, senior account executive, Softness Group, New York, joins Lippin Group there in same capacity.

Appointments at Showtime Networks Inc., New York: **Lynn Rutledge**, manager, national affiliate promotions, named director, affiliate promotions; **Lisa Resnick**, copy manager, design services, named director, design services, and **Kate Matthius**, senior graphic designer, named art director, design services.

Mary Ellen Holden, management supervisor, HMG Sports, events and licensing, division of Saatchi & Saatchi, New York, joins Hamilton Projects Inc. there as VP, promotion services group.

Linda Lipman, director of communications, WNBC-TV New York, joins Erdel Public Relations Corp. there as VP.

Marian Ward-Lent, cable relations director, WFXT(TV) Boston, named director of sales promotion.

Catherine O'R. Schmidt, director of public relations and publications, University Liggett School, Grosse Pointe, Mich., joins Prism, Bala Cynwyd, Pa., as director of public relations. **Suzanne Rioux**, marketing assistant, Prism, named advertising and promotions coordinator.

Allied Fields



Israel

Dennis R. Israel, president and CEO, Empire Radio Partners Ltd., Schenectady, N.Y., named to broadcast advisory committee, Voice of America.

Appointments at Arbitron Co., television station services, New York: **Chris Werner**, account executive,

television station division, named Southeastern manager; **Lynn Fava**, sales assistant, named client service representative.

Joyce Belmonte, producer, WBNS-TV Columbus, Ohio, joins Associated Press, Philadelphia, as broadcast executive for Delaware, New Jersey and Pennsylvania.

Maria Elena Flood, project director, Texas School of Medicine Area Health Education, El Paso, Tex., named PBS Board of Directors board member there.

Appointments at Television Bureau of Advertising, New York: **Len Feldman**, director, survey research, named director, sales and market research; **Philip Bufalo**, research analyst, named manager, research services; **Natalie O'Connell**, market development coordinator, named senior research analyst and **Sheryl Santiago**, creative associate, named senior writer.

National Captioning Institute honors broadcast television industry executives: **Lynne Williams**, director of Extravision and captioning, CBS Inc., New York; **John Sias**, president, ABC Television Network Group, Capital Cities/ABC, New York; **Daniel E. Ludwig**, president and CEO, Corp. for Public Broadcasting, Washington; **Vera F. Wells**, director of corporate relations and audience services, NBC, New York, and **Bruce Christensen**, president and CEO, Public Broadcasting Service, Alexandria, Va.

Deaths

John Sharkey, 35, writer, producer and director, died of pneumonia at New York Hospital, New York, March 28. Most recently, Sharkey was on-air writer-producer in creative services department for WWOR-TV Secaucus, N.J. He freelanced for clients including HBO, Travel Channel and Nickelodeon. Sharkey is survived by his wife, Michelle.

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Hilmer Swanson: Giving AM more band for the buck

The Broadcast Division of Harris Corp. estimates that Hilmer Swanson has saved AM broadcasters worldwide about \$50 million over the past 18 years. Pulse duration modulation (PDM), Swanson's invention that reduced the needed electricity to power an AM transmitter, "just sort of came to me from things I had heard," he says, in the mid-1960's soon before he joined Gates Radio (which later became Harris's Broadcast Division), Quincy, Ill.

Swanson has spent most of his professional life advancing the technology of AM broadcasting, a band currently in need of improved techniques. The one bit of advice he would give AM broadcasters is to invest in the medium.

"I think they have to have enough courage to do the job right," and to do that, one must have the right equipment, he says. Swanson estimates that between 10% and 20% of the AM transmitters operating in the U.S. today are over 20 years old and, therefore, are not equipped with PDM or other modifications for better sound quality and energy efficiency that have been developed. "If a station's not making a lot of money and they're concerned about it, I feel they would be better off getting rid of their old transmitters and getting a modern solid-state transmitter," he says. "I think their profits would improve and operating expenses would drop."

PDM is a standard technique built into all modern AM transmitters, and the latest Harris AM transmitters continue to include innovations developed by Swanson, who is now senior staff scientist for Harris. He was honored by his peers last Monday for PDM and other accomplishments when the National Association of Broadcasters awarded him its annual Engineering Achievement Award.

Swanson first discussed his ideas for PDM while working as an engineer for Collins Radio Co., Cedar Rapids, Iowa, which at the time was building low-power (1 kw and below) broadcast transmitters. He had little luck in persuading the company to fund the development of the technique. "I think one problem was that once you start making one power level, you make obsolete all the other transmitters and you have to produce a new line. Maybe they were a little bit reluctant to commit a lot of resources and years to develop those lines," he says. "And maybe they didn't think [PDM] would work that well either.... At that time, it was just an idea."

When he joined Gates in 1965, executives there, including its president, Parker Gates, and Dave Ayers, a former associate at Collins, gave PDM more serious consideration. The company had received an order



HILMER IRVIN SWANSON—senior staff scientist, broadcast division, Harris Corp., Quincy, Ill.; b. July 25, 1932, Davenport, Iowa; BS, electrical engineering, Valparaiso Technical Institute, Valparaiso, Ind., 1959; MS, electrical engineering, University of Iowa, Iowa City, 1961; U.S. Army Signal Corps, 1953-55; engineer, Bendix Aviation, Davenport, Iowa, 1956-60; senior engineer, Collins Radio Co., Cedar Rapids, Iowa, 1960-65; senior engineer, lead engineer, principal engineer, consultant engineer, Harris Corp., Broadcast Division, 1965-85; present position since 1985; m. Carolyn Chrissinger, June 22, 1957; children—Timothy, 31; John, 28; Peter, 26; Elizabeth, 17.

for a 100 kw shortwave transmitter from the Voice of America. At the time, the highest powered Gates model was a 50 kw unit. Efforts to convert the 50 kw transmitter to 100 kw using conventional technology were unsuccessful, so the decision was made to take a chance on PDM. As a result, the first PDM transmitter was put into operation by VOA in Thailand in 1967.

In 1969, Gates added a shortwave PDM unit to its product line, and Swanson received a patent for the technique that same year. It was not until the 1972 NAB convention in Chicago that the first PDM transmitter for AM broadcasters, a 50 kw unit selling for \$89,000, was introduced (BROADCASTING, April 17, 1972).

The first commercial unit was installed at KDKA(AM) Pittsburgh. Years later the station replaced it in a trade-in. The unit was refitted, resold and is now in operation. To the best of Swanson's knowledge, all of the Harris/Gates PDM transmitters sold over the years are still in operation.

The transmitter was an almost immediate hit. It provided 60% power efficiency compared to 45% for the conventional transmitters. The distortion and loudness were also improved.

Later on, Swanson was awarded several

more patents, including some that dealt with improvements to the PDM technique. A patent on a polyphase PDM amplifier was awarded in 1975 and then another on an improved version polyphase PDM amplifier in 1984. "It helped the [sound] quality of the transmitter. It gave us more bandwidth, a chance to have less overshoot and lower distortion," he says.

"The timing was right" for the PDM transmitter, he says. "The old ones were obsolete and worn out so it took off a lot quicker than we expected. I think the new DX's are a little bit that way too." One of Swanson's latest patents, awarded in 1986, describes a technique for "amplitude modulation employing digitally selected carrier amplifiers." It led to the development of Harris's DX series of digital solid-state AM transmitters. DX units with power of up to 50 kw and 100 kw models built for the international market were displayed at this year's NAB convention. Even more powerful DX transmitters are planned.

DX transmitters are "much better in all respects" than PDM, he says. "The overall efficiency is now around 85%. Signal quality is much better. Distortions are approaching zero." The transistors in DX transmitters should have a life of between 10 and 20 years, he said. Although he says no one ever knows what the next invention will be, Swanson does not see AM transmission technology getting better than DX anytime soon. "Probably the next change will be driven by some new technology. Even if something was better, you get to a point of diminishing returns in efficiency."

Swanson's interest in electronics began during high school in Davenport, Iowa. After graduating from high school and an 18-month stint at Valparaiso Technical Institute, he worked for Bendix Aviation for two months before being drafted into the Army. By the time he completed basic training, the fighting in Korea had just ended, so instead of combat duty he was sent to the Signal Corps' school in New Jersey.

In the Signal Corps, he specialized in high-powered fixed-station radio equipment and was impressed by the Collins equipment he used there. "I often had hoped that I could go to work for Collins." He eventually joined Collins in 1960, after returning to Bendix and completing a degree at Valparaiso at night. "My first experience in broadcast was at Collins in FM. We developed a new line of FM transmitters just as FM was beginning to come about in 1960."

He left Collins in 1965 soon before that company left the broadcast equipment business. He went to Harris-Gates, where he has spent most of his professional life perfecting AM transmission. He had not planned to spend most of his time working on AM. It's just the way things turned out. "It seems that the last 10 years I keep coming up with new ideas for AM." ■

FCC Commissioner Andrew Barrett said he will insist next meeting on fin-syn will be public. "Anybody who wants to talk to me will have to do so in front of the press," he told Public Radio Conference in Washington. Barrett also said he believes noncommercial radio broadcasters should "press [FCC] to the wall to find out...what the system will tolerate" on line between enhanced underwriting credit and promotion. Fellow Commissioner Ervin Duggan "strongly dissent[ed]" from that view.

NAB filed comments with FCC on April 2 opposing Tom Gammon's Emerald Broadcasting of the South's application to relocate WHMA-FM Anniston, Ala., to Sandy Springs, Ga. (Atlanta) (BROADCASTING, March 12). NAB said it "urges commission to reject Emerald's counterproposals." NAB stated in comments that "counterproposals represent nothing more than an attempt by Emerald to increase the audience size of its station at the expense of the community it was licensed to serve." On April 4, Emerald filed reply comments that said: "Emerald has no trouble devining [sic] the real purpose of any opposition. The commission, too, should have no problem recognizing anticompetitive urges under the guise of 'public interest.' The commission will do well to keep in mind that sort of thinking when evaluating the reply comments of Emerald's opponents."

NBC executive vice president, Al Barber, acknowledged last week that **television network has experienced some revenue shortfall but said it has not resulted in compensation cutbacks.**

Musburger points finger at Pilson, Shaker

Former CBS Sports broadcaster Brent Musburger (see page 62) lashed out at CBS Sports President Neil Pilson and Executive Producer Ted Shaker last Thursday, April 5, on ABC's *Prime Time Live*. Musburger, who decided to appear on the show when he "started reading all of these quotes from unnamed CBS executives that I'm some kind of ogre and a terrible guy to work with," said that Pilson and Shaker "conspired" to get him out of CBS and that the contract negotiations were a "sham." CBS, Musburger said, never intended to sign him. "It was a set-up all the way, a charade," Musburger said.

As for his relationship with Shaker, Musburger told Sam Donaldson that Shaker "wants puppets for announcers, not people who think for themselves." Musburger said that Shaker, through a producer, told him not to mention Hank Gathers (the Loyola-Marymount College basketball star who died on the court last month) on the air anymore. Musburger also told Donaldson that the reason he covered so many events for CBS Sports was because "they asked me to do everything."

On his future, Musburger said that he will be back on the air and that he does not have to be paid \$2 million a year (his salary at CBS). On what will happen at CBS, Musburger said he feels "sorry for all the friends and the people that I have left behind over there who are involved in this now and are going to have tremendous problems economically, because of what they spent for baseball.... It's going to be a tough place."

Through a CBS spokesperson, Shaker said that he wishes to "remember Brent the way he was Monday night, gracious and professional." Pilson said that Musburger's appearance on *Prime Time Live* was "disappointing to watch."

CBS announced late last week that Jack Buck will be Tim McCarver's partner in the broadcast booth when CBS's baseball coverage starts April 14.

-JF

Barber noted that NBC has "spent a lot of time decentralizing," and that some division managers may have responded to situation by imposing hiring freezes: "...there is no corporate edict." He said decision not to spend some discretionary money is among other responses to revenue shortfall, caused largely by declines in *Today* ratings, prime time demographics, as well as some advertiser retrenchment.

Schedule shuffling continues at CBS, with changes in its Monday and Wednesday lineups. *City* (Monday 8:30-9), starring Valerie Harper, gets pulled from schedule April 16 to be replaced by *Newhart*, which moves from Monday 10-10:30 slot effective April 30, for its final four episodes. Network said it will soon announce replacement for *Newhart's* old slot. *City* leaves schedule after 10-episode run, and season-to-date average of 10.7/16 as of April 2. Other changes include switching Wednesday time periods for *Sydney* and *Normal Life*, currently airing in 8 p.m. and 8:30 slots. Switch will take effect Wednesday, April 11.

Representative John Dingell (D-Mich.) has asked General Accounting Office to conduct two investigations in connections with TV Marti. In one letter to Charles A. Bowsher, comptroller general, Dingell asked for audit of "expenditures and activities" of Presidential Advisory Board for Radio Marti and TV Marti. Dingell, who made both requests as chairman of Subcommittee on Oversight and Investigations, said press reports have raised questions regarding those expenditures and activities. He also asked GAO to determine "nature and extent, if any," of relationship between advisory board and Cuban American National Foundation, organization that was instrumental in security congressional authorization of Radio and TV Marti. Miami businessman Jorge Mas Canosa heads both. In second letter, Dingell asked for audit of process that U.S. Information Agency employees used in finding that, despite jamming, TV Marti was being received in significant number of municipalities outside of Havana.

Combined cable network ratings in prime time for 12 cable networks in first quarter was off slightly from previous year, dropping from 14.8 to 14.5. According to Group W Satellite Communications research, based on Nielsen tracking numbers, USA rose from 2.2 to 2.4, CNN-Headline News from 1.5 to 1.6, TNT from 1.4 to 1.5 and Discovery from 0.9 to 1.0. Lifetime and Nick at Nite remained flat at 0.9. Showing drops were ESPN, from 2.2 to 2.0; WTBS(TV) Atlanta, from 2.6 to 2.5; Nashville Network from 1.0 to 0.9; MTV, from 0.9 to 0.6, and VH-1, from 0.3 to 0.2.

House Energy and Commerce Committee Chairman **John Dingell (D-Mich.) has told House Budget Committee Chairman Leon Panetta (D-Calif.) that spectrum fees present "political problems,"** and could not pass his committee. Dingell wrote Panetta as Budget Committee begins hunt for revenue to help pay off deficit.

Jacor Communications Inc. sold WOIK-AM-FM Jacksonville, Fla.; WMJ(FM) Cleveland and WYHY(FM) Nashville for \$45 million. Jacksonville stations were bought by Capstar Communications, headed by Steven Hicks and Robert F.X. Sillerman, for \$13 million cash. Cleveland and Nashville stations were sold to LBI Holdings, headed by Sillerman and Carl Hirsch, for \$32 million. Jacor is headed by Terry Robinson and owns WGST(AM)-WPCH(FM) Atlanta, WLW(AM)-WEBN(FM) Cincinnati, WMYU(FM) Sevierville, Tenn. (Nashville), KOA(AM)-KRF(FM) Denver and WFLZ(FM) Tampa, Fla. WOIK(AM) is fulltimer on 1320 khz with 5 kw. WOIK(FM) is on 99.1 mhz with 100 kw

Peabody Awards: Best in the broadcast business



University of Georgia College of Journalism and Mass Communication's 50th annual George Foster Peabody Awards ("In Brief," March 19) was held last night of NAB convention, April 3, at Georgia World Congress Center in Atlanta. Top row, left to right: University President Charles B. Knapp with John Sacret Young, executive producer of *China Beach*, for episode "Vets." Knapp with Pat Faulstich, CBS-TV vice president, motion pictures for television, for *Lonesome Dove*. CNN President Burt Reinhardt, shown with NBC News commentator John Chancellor, for CNN's coverage of China crisis. NBC News anchor Tom Brokaw, shown with dean of College of Journalism, J. Thomas Russell, accepting for *NBC News Special: To Be an American*.

Bottom row, left to right: David Brinkley was presented with individual award for "distinguished broadcasting" by Chancellor



lor. J. Leonard Reinsch, retired head of Cox Broadcasting, also received individual honor. It was accepted on Reinsch's behalf by Cliff Kirtland, Cox board chairman, and presented by Peabody Awards director Worth McDougald.

TBS readies new TNT rate card; pulls back local NBA avails

Turner Broadcasting Systems plans to take its new rate card for TNT to cable affiliates over the next few weeks, in concert with its marketing and promotion plans for the NFL.

Because of its new NFL package, TNT's 20-cent rate card for 1990 will rise 12 cents, but the exact date has not been determined. Unlike ESPN's 14-cent surcharge that takes effect July 1, for those operators who sign, the Turner deal will allow some grace period for operators, who may not begin paying the new 32-cent rate for TNT until September or October, after the season starts. Many operators budgeted last year for a new ESPN rate, but the Turner deal caught most by surprise, and the additional TNT costs were not reflected in operators' 1990 budgets.

To balance that increase, Turner will be offering cable operators 24 30-second spots in each NFL contest, 21 during the game and three at halftime. Turner calculates that cable operators can earn \$1.40 per subscriber in local ad revenue from its package, which would roughly equal a 12-cent-per-month rate card jump over 12 months. The ad split will be roughly 60% national, 40% local. Turner is guaranteeing a regular season rating close to a 10, the company confirmed.

To support the NFL, Turner plans to spend \$18 million in cross-channel promotion across its networks, which between them hit every major advertising demographic, Turner said. The company will spend about another \$3 million in consumer advertising and \$1 million in affiliate advertising support.

In addition to the game, there will be a one-hour pre-game

program on TNT, as well as new NFL programming on CNN. Turner plans to announce its NFL schedule April 15.

Turner also disclosed last week it was reducing the local operator ad inventory in the NBA next year, from eight 30-second spots to four. The new spots will be of higher value because they will be within the game itself, Turner said. But the overall reduction is the tradeoff for keeping TNT rate increases as low as possible. The cost of TNT's program and sports rights acquisition and the considerable pressure on operators to hold down rate increases has caused Turner to choose to take back some NBA inventory, rather than increase its TNT rate card any further than it anticipates. Turner has already had some informal talks with its larger affiliates about the changes, it said.

It's expected that TNT's 1991 rate, now 25 cents, will rise to the upper 30-cent range, with the inclusion of the NFL and continued expansion of TNT's original programming. Before TNT's major sports rights acquisitions, the company contemplated a less than five-cent-per-year rate increase beyond 1991. It would appear that the 1992 rate card will be in the mid-40-cent range while the 1993 card will be in the upper 40-cent range. Those increases will not only reflect the sports acquisitions, but inflationary costs and the commitment to expanded original production. Although the prices may appear steep to operators, Turner said the plan is cable friendly and reflects the investment needed to lift TNT, one of the highest-rated cable networks, to the level of ABC, NBC or CBS. —MS

and antenna 1,014 feet above average terrain. WMJ(FM) is on 105.7 mhz with 27 kw and antenna 900 feet above average terrain. WYHY(FM) is on 107.5 mhz with 58 kw and antenna 1,234 feet above average terrain. Broker: Americom.

□

Joan Rivers's nationally syndicated talk show will become live broadcast from New York, beginning April 30. Any of program's 146 affiliates unable to carry live feed are expected to air show on one-day delay.

Producer Tom Werner, half of Carsey-Werner Productions team, joined with nine other Southern California investors in signing letter of intent to purchase San Diego Padres from owner Joan Kroc for approximately \$75 million.

□

CBS Inc. will pool technicians who formerly worked exclusively for CBS News division. Of about 2,000 technicians employed by CBS Inc., approximately 200 are allocated to news division, said CBS Senior VP George Schweitzer.

Editorials

Tauzin to the rescue?

Representative Billy Tauzin (D-La.) is a remarkably able politician to have in your corner. Imagine having him in two corners.

That's what may happen in upcoming weeks if Tauzin's offer to mediate the mess between broadcasting and cable is accepted by both sides. Eddie Fritts, representing his National Association of Broadcasters, has already signed on. Jim Mooney, for the National Cable Television Association, has reservations but hasn't said no.

This page, which just last week called for a dialogue* between our two Fifth Estate constituents, hopes cable will come to the table. That industry is concerned that broadcasters will claim standing in a number of issues cable feels are not a matter for negotiation between them—cable rate reregulation, for example. We like Congressman Tauzin's view that "I don't want to write an agenda for them; I just want them to get together."

If a journey of a thousand miles begins with a single step, agreement begins with a single word.

**What we didn't call for, unfortunately, was a cessation of hostilities. That may be even harder to effect. The bad blood between these industries runs so deep, and so wide, that it makes professional dialogue almost impossible. A principal—if unwritten—component of an ultimate agreement should be a recognition that both are legitimate media occupying lawful territory within the Fifth Estate.*

Up, up and awry

TV Marti began test operation two weeks ago (BROADCASTING, April 2). Within minutes of its start-up, retaliatory jamming from the Cubans—as promised—had produced serious interference to the signal. The following day jamming began within three minutes of start-up. The third day, jamming began within minutes again, but it was overkill since a thunderstorm and "unspecified" technical difficulties had already forced the station off the air. The VOA also reported that Havana television stations had suffered interference to at least four channels beginning 10 minutes after the station went on the air, although there was no word on the source of the interference. An inauspicious start, indeed, and one that helped vault TV Marti into the national media spotlight, where its flaws were getting wider scrutiny and the plot continued to thicken.

One place the spotlight hit was the NAB convention last week, where President Bush wrapped TV Marti in a flag of patriotism, trying to solicit broadcaster support and equating that support with a vote for freedom. Representative Al Swift (D-Wash.), who was also in attendance at the convention (and who headed a delegation to Havana last year to discuss the issue), saw it differently. He suggested that it was a misguided effort that, in the worst case, might escalate into armed conflict, after which it would be rightly viewed as "huge, disastrous silliness."

As this magazine went to press last week, TV Marti continued to be buffeted by events. Perhaps most damaging, the State Department had received a letter from an arm of the International Telecommunications Union saying that, in response to a Cuban complaint of interference from TV Marti, it seemed to feel the U.S. was in treaty violation and asked for "prompt action in eliminating this harmful interference."

Let's recap for a moment: TV Marti launched, and almost immediately was jammed. Its third day up, it was knocked off by weather and "unspecified" problems. The ITU seems to think it is in violation of an international treaty. Retaliatory high-power broadcasts from Cuba are apparently causing serious interference to U.S. clear channels and regionals. TV Marti may be causing interference to Cuban TV stations. And a war of waves, already an unsettling prospect, could conceivably balloon into another kind of war.

Huge, disastrous silliness just about sums it up.

Like a bad penny

Another ad tax has cropped up, this time in Madison Avenue's back yard. Two New York state assemblymen, Edward Sullivan and Alexander Grannis—both from Manhattan—circulated a "dear colleague" letter suggesting various revenue raising options, including a services tax on advertising. Such a tax was passed a couple of years ago in Florida, where what it mostly raised was the ire of broadcasters and advertisers. It proved a political and economic nightmare and was eventually withdrawn. A similar tax was proposed recently in Kentucky, but later dropped, thanks in part to the lobbying efforts of Fifth Estaters.

As was pointed out during Florida's recent unpleasantness, these revenue raising schemes have a habit of cropping up like crabgrass in state legislatures separated by great distances but linked by a common need to make dents in deficits. That is why they must be fought hard and early wherever they sprout. It is still early in New York. Although Assemblyman Sullivan had taken steps to draft legislation including the ad taxes, representatives of the major advertising associations met with New York state legislators last week and came away with the impression that the "immediate crisis" is over (see "Closed Circuit") and that legislation would not be introduced, at least in the near term. But, New York's billion-dollar-plus shortfall, which is expected to have grown several hundred million dollars by its next quarterly reckoning, may well force the issue's return.

The advertising industry still believes the ad tax in New York to be a clear and present danger.

Fifth Estaters are forewarned.

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