

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Apr 16

DIRECT

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Just The Facts.

Fact: Now, also available on a barter basis.

Fact: Starting September '90.

Fact: No repeats—52 weeks of *original* programming.

Fact: Play them as a one-hour block, two half-hours, or as a strip.



The New
ADAM-12

The New
DRAGNET



PREMIER
ADVERTISING SALES
A Paramount Network Company

MCA TV

First in first run.

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59th Year 1990
**AM's big day
at the FCC**
Take 1: NAB
equipment review

THE SWITCH IS

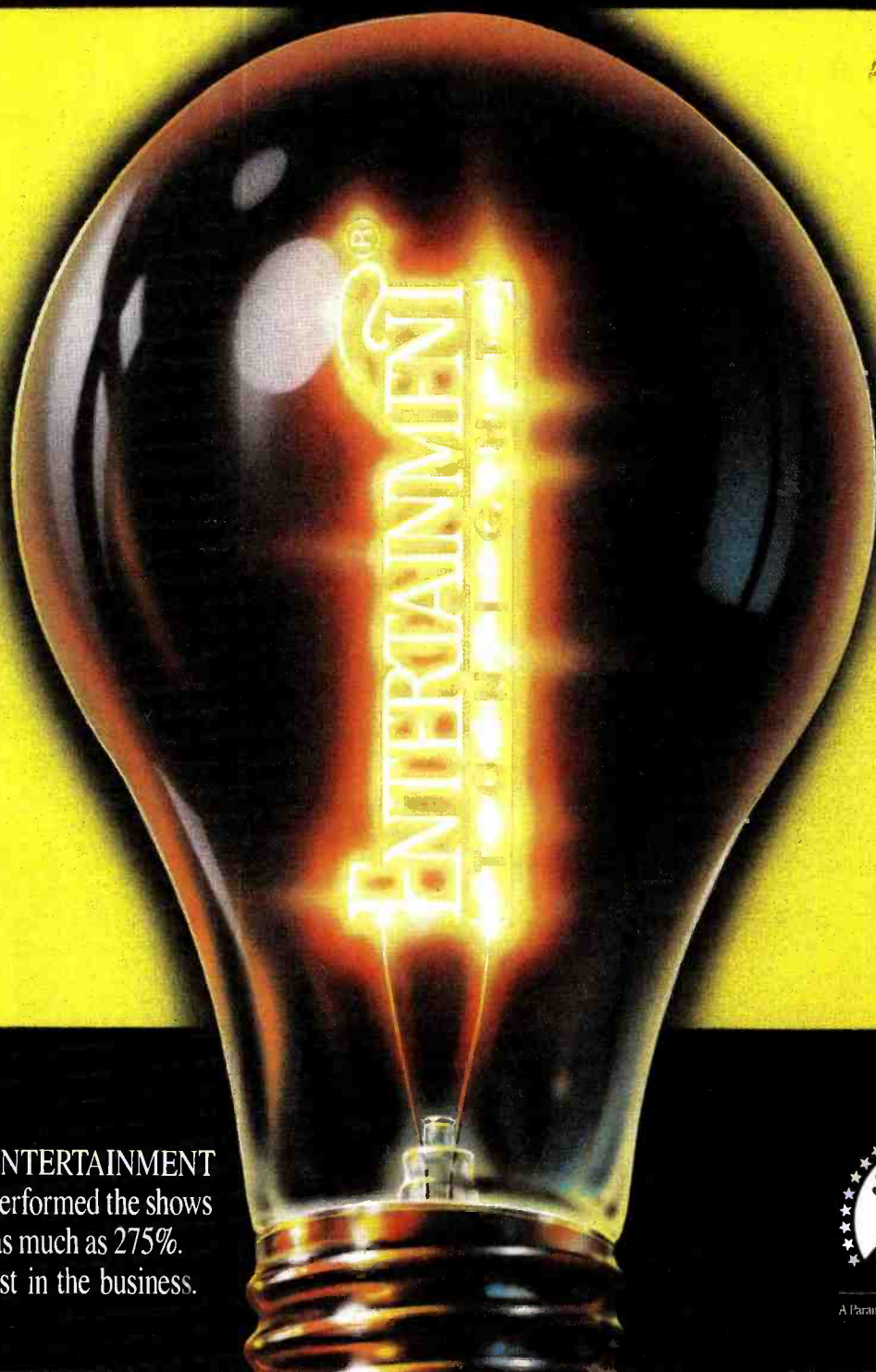
RANK	MARKET	STATION	REPLACED:	INCREASE IN SHARE	
				WOMEN 18-49	WOMEN 25-54
11	HOUSTON	KPRC/N	USA TODAY	+ 15%	+ 7%
14	MINNEAPOLIS	KARE/N	USA TODAY	+ 45%	+ 50%
17	PITTSBURGH*	WTAE/A	WIN LOSE-DRAW	+ 50%	+ 57%
18	ST. LOUIS	KTVI/A	GERALDO	+ 10%	+ 15%
19	DENVER	KUSA/A	WHEEL-FORTUNE	+ 11%	+ 3%
20	PHOENIX	KTVK/A	INSIDE EDITION	+ 31%	+ 53%
28	MILWAUKEE	WITI/C	INSIDE EDITION	+ 45%	+ 46%
41	SALT LAKE CITY*	KUTV/N	PM MAGAZINE	+ 22%	+ 12%
42	SAN ANTONIO*	KSAT/A	USA TODAY	+ 186%	+ 150%
46	WILKES BARRE*	WBRE/N	USA TODAY	+ 38%	+ 58%
51	ALBUQUERQUE	KOAT/A	USA TODAY	+ 11%	+ 15%
56	TULSA*	KOTV/C	WIN LOSE-DRAW	+ 5%	+ 35%
66	GREEN BAY	WLUK/N	INSIDE EDITION	+ 11%	+ 27%
68	ROCHESTER, NY	WROC/C	MASH	+ 15%	+ 32%
70	ROANOKE	WSLS/N	WIN LOSE-DRAW	+ 13%	+ 16%
83	CHATTANOOGA	WDEF/C	WIN LOSE-DRAW	+ 14%	+ 15%
91	MADISON*	WMTV/N	USA TODAY	+ 40%	+ 33%
98	FT. MYERS*	WEVU/A	CHEERS	+ 31%	+ 6%
103	AUGUSTA	WRDWC	JEFFERSONS	+ 43%	+ 17%
107	SIOUX FALLS*	KDLT/N	USA TODAY	+ 50%	+ 100%
113	SANTA BARBARA*	KCOV/C	INSIDE EDITION	+ 70%	+ 40%
119	TALLAHASSEE	WTXL/A	WIN LOSE-DRAW	+ 160%	+ 275%
124	MACON*	WMGT/N	WIN LOSE-DRAW	+ 155%	+ 92%
136	BINGHAMTON	WMGC/A	USA TODAY	+ 83%	+ 120%
143	BLUEFIELD	WVVA/N	USA TODAY	+ 43%	+ 36%
147	WILMINGTON	WJKA/C	USA TODAY	+ 120%	+ 67%
157	ABILENE-SWEETWATER	KTXS/A	FAMILY TIES	+ 21%	+ 42%

To ENTERTAINMENT TONIGHT.

In markets all across the country, regardless of size or region, stations that put us back in access were rewarded with major gains in women 18-49 and

ON.

APR. 17 1990



25-54. In fact, ENTERTAINMENT TONIGHT outperformed the shows we replaced by as much as 275%. We're still the best in the business.



A Paramount Communications Company

35/ **AM band booster**

FCC hearing on struggling AM band results in package of rule changes that FCC believes will improve fidelity of AM, making it "competitive" with FM.

37/ **Saturday morning preview**

Saturday morning programming schedules are set,



including addition of three-hour Fox Children's Network block and NBC's inclusion of live action shows.

42/ **NAB 90: Focus on technology**

Part I of BROADCASTING's coverage of National Association of Broadcasters exhibition in Atlanta begins with review of developments in high-definition TV, television station automation, digital radio broadcasting and UHF transmission.

41/ **TAUZIN IN MIDDLE**

Louisiana Democrat, Representative Billy Tauzin, hopes to mediate talks between broadcasting and cable industries.

61/ **TIME WARNER AIDS PATHE**

In exchange for bridge loan to Pathe Communications for MGM/UA takeover, Time Warner will get worldwide distribution rights to film library.

57/ **10-FILM PACKAGE**

CBS gets broadcast rights from Universal Pictures to 10-title film package, which will appear on network prior to any pay cable run.

61/ **KEEPING EYE ON INFOMERCIALS**

Lawmakers watch growing industry of infomercials, concerned some may be misleading. But long-form ads are providing some stations with revenue in otherwise hard-to-sell time slots.



Pat Sajak

57/ **IN PLACE OF SAJAK**

CBS adds off-Fox show to its late night schedule, following cancellation of *The Pat Sajak Show*.

64/ **STATION BUYBACK**

Group of four principals of Unistar Radio Networks re-acquires two AM-FM combinations for \$4 million.

65/ **PUBLIC RADIO CONFERENCE**

Noncommercial radio executives meet in Washington with eye on future and tighter budgets.

67/ **MAN BEHIND TV MARTI**

Cuban-American Jorge Mas Canosa says he welcomes GAO investigation of Marti advisory board he heads.

69/ **BUSINESS IN THE BALTIC**

Naples, Fla., businessman Mark Wodlinger and Washington-based consulting firm sign contracts



Wodlinger (r) with Lithuanian President Vytautas Landsbergis

with governments and private companies in Baltic states.

71/ **COURT SAYS FCC ERRED**

U.S. Court of Appeals in Washington tells FCC it must consider obscenity charges in considering Chicago TV renewal.

95/ **TELCO POINT MAN**

As chief of FCC's Common Carrier Bureau, Rick Firestone will have as much say as anyone—and more than most—in drawing up ground rules under which telcos may compete in delivering video service to American public.

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THE PROBLEM:

NBC, ABC
& CBS
are losing
audience.

MARRIED



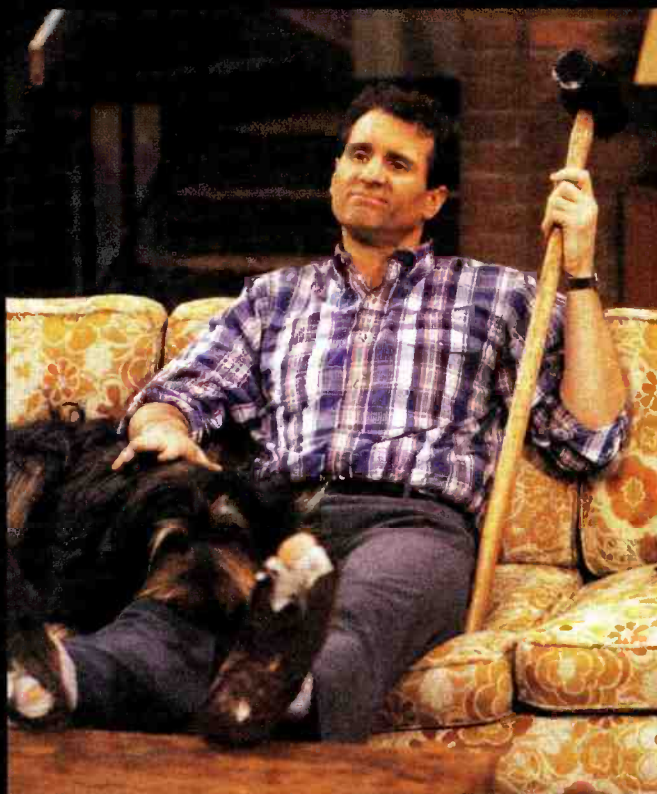
The face of television has changed.



Columbia Pictures Television

A unit of Columbia Pictures Entertainment, Inc.

THE REASON:



Scary, isn't it?

NEW YORK

Cinemax ups the ante

HBO is implementing first ever rate card change for Cinemax, 6% increase as of July 1. New rate card is \$3.39 per subscriber, plus 37% of retail price over \$7. Old rate card was \$3.20 and 35% of retail price over \$7. New rate formula also includes new incentives. Threshold level for volume discounts has been lowered from 5,000 Cinemax subscribers to 500, which means greater number of smaller systems will qualify. Cinemax will also introduce performance standard discount of up to 20%. Systems that achieve 5% Cinemax penetration to basic will receive 2% discount off rate card. Figure increases to 20% discount if operator achieves 75% penetration for Cinemax.

Into the breach

Slack in obtaining acquisition loans for stations and cable systems is partly being taken up by expanded effort on part of Canadian, French and other foreign banks which are not subject to same "highly leveraged transaction (HLT)" reporting requirements as are domestic competitors. Meanwhile, recently started equity funds (see BROADCASTING Nov. 27) are, for most part, meeting with success. Sandler Media Partners L.P. should close this week with roughly \$100 million raised in just few months and Boston-based TA Communications is said to be on verge of starting up new fund.

In works

Veteran actor Ed Asner (*Mary Tyler Moore Show*, *Lou Grant*) is reportedly talking with Paramount about starring in half-hour comedy series, which may find life as mid-season replacement in 1990-1991.

Small world

Seemingly high percentage of New York City political alumni have gravitated toward media. In addition to CBS's Jay Kriegel, other Fifth Estaters who previously

worked in city hall under then mayor John Lindsay include president of Price Communications, Bob Price; president of Time Warner's New York City cable operations, Dick Aurelio; ABC news commentator, Jeff Greenfield; CBS commentator, Leslie Stahl; *New York Newsday* associate publisher, Steve Isenberg, and *American Lawyer* founder, Steven Brill. Lindsay told BROADCASTING that Disney studios executive, Jeff Katzenberg, had been office gofer who earned appellation of "squirt."

Family ties

How large has cable industry become? Large enough that there are 8,000 ex-HBO employees, and 3,500 have received invitations to come to first "official" HBO Alumni Party, May 20, in Atlanta, day before start of NCTA convention. Former presidents Jim Heyworth, now president, Viewer's Choice, and Tony Cox, now president of Showtime Networks, will be there, and organizers are awaiting word from Frank Biondi, president of Viacom. Donations at event will benefit children of Ron Sigel, HBO regional director who died of cancer.

Anchor position

Nostalgia Network is

developing 90-minute, weekday talk variety show with working title *America Alive* to serve as anchor for channel's lifestyle programming aimed at target 45-plus demographic. Slated for fall 1990 debut, show will be live or live-on-tape, and will feature interactive and or participatory elements. *Alive* will have single host, not yet chosen, and air in prime time slot.

SEATTLE

Scouting players

Emmis Broadcasting's investment in Seattle Mariners baseball team is off to auspicious start with first sell-out in Kingdome's history last Friday night. Meanwhile, group owner, which continues to talk with buyers interested in several Emmis radio stations, has begun preliminary discussions about selling piece of company to outside investor(s). Emmis Chairman Jeff Smulyan acknowledges desire of Emmis's several dozen stockholders for some liquidity as one of motivating factors in discussions. He said that while going public has not been ruled out, it is not high on list of current options. Smulyan and president, Stephen Crane, own two-thirds of company.

TOKYO

East meets West Coast

Expect new Japanese giant in Hollywood. Marubeni, \$110 billion Japanese trading company, is said to be readying what will be not only its first entertainment deal, but its first venture of any kind in U.S. Believed in works is multimillion-dollar TV production and distribution deal with Los Angeles-based Ventura Entertainment Group. At least two specific TV projects are already being planned by joint venture. Ventura, independent TV producer, was last in news in March with \$10 million-plus purchase of TV commercial producer Harmony Pictures.

WASHINGTON

International pump priming

Steve Murphy, head of U.S. Information Agency television service, is making major effort to open Eastern Europe to American television, if at some price to American industry. He is talking to Motion Picture Association of America officials, including Jack Valenti, about making programs available to USIA's Worldnet for six to eight months for satellite transmission to Eastern Europe. Idea, he says, would be to whet appetite for American product against day when East Europeans can pay. C-SPAN is already being carried on Worldnet. And public television's *MacNeil/Lehrer NewsHour* joins project this week, with Worldnet carrying edited version of program to most areas of world, at no cost to USIA. Al Vecchione, president of company producing show, sees Worldnet exposure as "good for prestige" and having long-term value. If viewers abroad like show, "we'll market it."

Murphy is not stopping with programming. He has solicited satellite dish for Polish radio and television from Andrews Corp., and hopes

NAB sets its sights on Europe

National Association of Broadcasters' growing interest in Europe, and in international scene generally, could lead in next two or three years to NAB participating with foreign partner in European convention. Project is being driven by Executive Vice President John Abel, who says NAB would expect healthy profit.

Abel said that, because of privatization of European broadcasting, NAB's "primary focus is on improving the visibility, promotion and marketing in Europe and elsewhere of NAB's existing conventions." NAB's Atlanta gathering drew 5,124 foreign visitors, more than estimated 4,750 who attended 1989 convention, but less than NAB's projection on last day of convention of 6,000. Said Abel: "We're looking for opportunities for a joint venture for a show in Europe." It would likely be designed not for Americans but for Europeans, East as well as West.

Proposed European venture is not imminent. Convention opening date, Abel said, would be "two or three years" from time decision is made to do it. Besides sorting out data on halls and hotels and considering possible choices for joint venture, NAB has to concern itself with probable reaction of established trade shows—International Television Symposium in Montreaux, ITU-Com in Geneva, and International Broadcasting Convention in Brighton, England—to competition Americans would offer.

**Contrary to what
you may have heard,
when it comes to Love,
young adults are
extremely faithful.**

to talk American manufacturers into donating as many as 30 more for private and state-owned broadcasters in Eastern Europe. He has even found three in Worldnet's inventory that were expendable and is contributing them to cause. Murphy sees dishes serving second purpose—receiving Voice of America broadcasts on subcarrier frequency.

Black emphasis

National Public Radio has seen future, and it is "cultural diversity," with emphasis on black culture. Two-year-old series *Afropop*, dominated by non-English language African music, has bucked odds and proved successful enough to spawn spinoff *Afropop Worldwide*, also including much black music from Caribbean and elsewhere. Black American music is also subject of *BluesStage*, which, only four months after launch, is carried by more than 90% of NPR member stations.

Now, says Peter Pennekamp, vice president for cultural programming, NPR, it looks like Smithsonian Institute will make "major contribution" to either 13- or 26-part series based on "sacred music of the Afro-American church" in development for early 1993. Bernice Johnson Reagan, curator of African American section of American History Museum, is to be host.

Globe trotter

Michael Rau, National Association of Broadcasters' vice president for science and technology, leaves April 16 for three-week visit to Europe. One purpose will be to investigate digital audio broadcast technology, becoming hot topic among engineers and broadcasters who see it as offering high quality audio. He will hold extensive meetings in France, and later will travel to Munich for talks with representatives of IRT, German government research facility, on German side of EBU-Eureka DAB project. Rau also will attend week-long meeting of EBU technical committee in Stockholm.

That's entertainment

Look for moderate forms of "glitz"—live exhibitions, food and drink spreads—to make a return to exhibitors' booths at NATPE's 1991 Program Conference in New Orleans next year. That's according to recently elected Program Chair Vicky Gregorian. After backlash from distributors over "stringent, businesslike rules" at last January's convention in New Orleans, Gregorian says NATPE International board will "loosen control" on rules to allow exhibitors to serve food from "set menu options" entertain station clients with cocktails in their own booths. Gregorian says change in policy is due to distributor complaints about customers who left exhibit floor to eat in designated areas or left convention hall outright.

NATPE canvas of distributors following convention has precipitated vote on new rules at NATPE board meeting May 3-5 in Miami, said Gregorian, who also serves as vice president and operations manager of wsvn-tv Miami.

Among other possible changes: Camera crews will be allowed on exhibit floor, but will be "escorted" by Lippin Group officials (NATPE's public relations agency), and distributors could be given more convention passes—they were at premium at last convention—but Gregorian said effort will be maintained to keep "freeloaders" off the floor.

King's subject

Larry King will put PBS President Bruce Christensen on hot seat for full two hours of his live national radio show next Monday (April 23, 11 p.m. ET), providing first extended forum for Christensen to spell out his vision for how more highly centralized funds and power should be used at PBS beginning next Oct. 1 (BROADCASTING, April 2).

Larry King Show producer Pat Piper said questioning will likely focus on low ratings in first quarter 1990 and public TV's position in crowded multichannel marketplace. "Maybe [PBS] is losing interest or contributions from viewers who can just pay \$30 and get cable," he said, adding King is sure to ask whether public TV survival will require more commercial-TV-like programming.

NEW ORLEANS

No sale

One cable industry/MSO attempt to persuade National Conference of Black Mayors to modify its position on telco entry came a'cropper in New Orleans. Mayors were asked at NCBM conference two weeks ago to support new policy that would permit telco competition with cable only on common carrier basis. Believed to be behind initiative was Tele-

Communications lobbyist Bob Thomson and Dr. Leon Dingle, who is minority business partner with TCI based in Chicago. Thomson said he was there for "couple of hours" and that TCI was "aware" that group of mayors sought to modify telco resolution and that amendment lost "narrowly" by voice vote. Conference's first vice president, Riley Owens, mayor of Centerville, Ill., said it was "solid defeat." TCI also co-sponsored dinner for about 60 mayors at New Orleans restaurant, Dooky Chase, with entertainment by singer Freddie Cole (Nat King Cole's brother).

HOLLYWOOD

What's in a name?

"GaGa" and "Wowow" are not baby's first words, but unusual company names imported into Hollywood from Far East. When Japan's Tetsu Fujimura, who recently closed deal for majority stake in Los Angeles distribution company Fox/Lorber, formed his company four years ago, he turned to American dictionary for its name and in bow to that country's giant entertainment concerns was said to have chosen GaGa as word closest to infant's first. Also, Jeff Reiss's new joint venture with Japanese to buy Hollywood theatricals for

that country's planned pay TV satellite channel announced its name—Wowow. Programming—citing derivation from American interjection "Wow!" chosen for "its sound, its visual impact and its clear message."

There she is

Former *CBS Morning News* anchor Phyllis George could be returning to network in pilot order by network for potential 1990-91 talk show, CBS spokesman confirmed. Source within Ohlmeyer Communications, which will be producing pilot, indicated CBS is looking at show as daytime entry. George, who is former Miss America winner and is married to former Kentucky Gov. John Y. Brown, has been absent from network television since her departure from *CBS Morning News* in September 1985.

VAIL

Best laid plans

Financing problems are said to be behind recent collapse of former Fox Broadcasting executive David Johnson's \$57.5 million purchase of WOKR-TV Rochester, announced several months ago ("In Brief," Dec. 4). Word now is that station's 40% owner Ed Karrels, president of Gillett Holdings, will attempt to buy out George Gillett's 60% share in WOKR-TV. Two bought ABC affiliate in 1987 from Gillett Holdings for roughly \$50 million. Transaction would probably result in Karrels giving up executive position within Gillett organization.

SPOKANE

Bonus buys

Coke will apparently add some life to Spokane, Wash., media market. No. 77 ADI will get unexpected boost from Coca-Cola Co.'s test marketing of its "Coke II" brand. Ads should bring, according to station operators in market, additional \$40,000 in advertising for TV and cable over next few months.

They come back to Love Connection night after night.

When it comes to television, young adults know what they like. And according to the latest ratings, they like LOVE CONNECTION. Among adults 18-49, LOVE CONNECTION experienced growth in it's time period over last year's programming and even over itself in markets across the country. So if you're trying to win the hearts of young demos in your market, try a little LOVE. It could be the start of a beautiful relationship.

CITY	STATION	TIME PERIOD	HH	Share Increase February '90 vs. February '89		
				A 18-49	W 18-49	M 18-49
DETROIT	WXON	11:30PM	11%	12%	25%	29%
DALLAS	KXAS	11:30PM*	47%	20%	4%	56%
HOUSTON	KTXH	12:00AM*	67%	233%	275%	175%
ATLANTA	WSB	1:00AM*	40%	72%	4%	200%
TAMPA	WTOG	12:00AM	450%	80%	211%	42%
MINNEAPOLIS	KMSP	11:30PM*	89%	87%	55%	140%
MIAMI	WDZL	12:30AM	80%	200%	600%	80%
ST. LOUIS	KMOV	10:30PM*	88%	115%	138%	85%
PHOENIX	KPNX	11:30PM	5%	32%	38%	36%
SAN DIEGO	XETV	12:30AM*	233%	83%	233%	33%
CHARLOTTE	WJZY	12:00AM*	160%	150%	93%	312%
NASHVILLE	WZTV	11:30PM	267%	143%	250%	50%
NEW ORLEANS	WNOL	11:00PM	167%	156%	189%	111%
MEMPHIS	WPTY	10:30PM	500%	200%	200%	100%
NORFOLK	WTVZ	12:00AM	200%	225%	225%	238%
DAYTON	WRGT	12:00AM	60%	106%	118%	100%
ALBANY, NY	WRGB	1:00AM	38%	76%	18%	135%
CHAMPAIGN	WAND	10:30PM*	11%	39%	18%	85%
PADUCAH	KBSI	10:00PM	67%	50%	75%	50%
DAVENPORT	KLJB	11:00PM	500%	233%	520%	33%
TUCSON	KVOA	11:30PM	48%	19%	26%	14%
EVANSVILLE	WEVV	10:30PM	33%	31%	44%	7%
ODESSA	KPEJ	10:00PM	250%	133%	200%	67%



An Eric Lieber Production

SOURCE: Markeron \ * NSI and ARB as dated.



WARNER BROS.
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BY THE NUMBERS 1

ABC's two-hour premiere of David Lynch's *Twin Peaks* captured the hearts and minds of viewers across America Sunday, April 8. The show had a healthy lead-in from a special one-hour *America's Funniest Home Videos*, and trounced the competition with an average 21.7/33. ABC won the night with an 18/29.

ABC also won Friday night, but NBC was back on the winning track, winning the 29th week of the prime time season (ending April 8), with an average 13.7/23. ABC, which won the week before for only its



second win this season, was back in second with a 12.8/22, and CBS was third with an 11.6/20.

With one week to go in the season, NBC leads in prime time with a 14.6/24 to date, followed by ABC, 12.9/22, and CBS, 12.2/20.

CBS's only win of the week came Monday (April 9) with its special coverage of the NCAA championship basketball game, which averaged a 20/31.

NBC won Tuesday, Wednesday, Thursday and Saturday, primarily with regularly scheduled pro-

"By the Numbers" continues on page 11.

RATINGS ROUNDUP

Rank/rating □ Network □ Show

1	▲	22.3/35	A	Amer. Funniest Videos
2		21.9/32	A	Funniest Videos Special
2		21.9/35	N	Cheers
4		21.8/38	N	Cosby
5		21.7/33	A	Twin Peaks Special
6		20.0/31	C	NCAA Championship
7		19.7/33	N	A Different World
8		18.6/32	N	Unsolved Mysteries
9		18.4/28	A	Roseanne
10		17.5/31	N	Carol & Company Special
11	▼	17.2/30	N	Golden Girls
12	▼	17.0/27	N	Grand
13	▲	16.7/28	N	L.A. Law
14	▼	16.1/27	C	60 Minutes
15	▲	16.0/26	N	Matlock
16	▲	15.5/25	A	Doogie Howser, M.D.
16	▼	15.5/25	A	Wonder Years
18		15.4/24	A	Coach
19	▲	14.7/23	N	Monday Movie: Your Heart
20	▲	14.6/26	A	Growing Pains
21	▲	14.5/24	C	Knots Landing
21	▲	14.5/21	F	Married...With Children
23		14.4/21	C	Murder, She Wrote
24	▼	14.3/24	A	Who's the Boss?
25	▲	14.0/24	A	Head of the Class
26	■	13.9/23	A	Marshall Chronicles
27	▼	13.7/26	A	Full House
27	▼	13.7/23	N	Night Court
29	▲	13.5/22	C	Jake and the Fatman

Rank/rating □ Network □ Show

30	▲	13.3/21	N	Hogan Family
31		13.2/20	F	Simpsons
32	▼	13.1/25	N	Hunter
32	▲	13.1/23	N	Midnight Caller
34	▼	13.0/24	A	Family Matters
34	▼	13.0/24	A	20/20
36	▼	12.7/23	C	Bagdad Cafe
36	▼	12.7/21	C	Rescue: 911
38		12.1/19	A	Monday Movie: Last Fling
38	▼	12.1/22	N	Amen
40	▲	11.9/22	A	Equal Justice
40	▲	11.9/22	N	Quantum Leap
42		11.7/22	C	Candid Camera Vacat.
42	▼	11.7/21	A	Perfect Strangers
42		11.7/21	N	Super Bloopers
45	▼	11.5/21	C	Dallas
45		11.5/20	A	thirtysomething
47	▲	11.3/18	C	Major Dad
48	▲	11.2/18	N	My Two Dads
48	▲	11.2/18	A	Young Riders
50	▼	11.0/20	A	Just the 10 of Us
51	▼	10.7/16	N	Sunday Movie: Jesus, Pt. I
52	▼	10.5/17	C	Tuesday Movie: Laker Girls
53	▼	10.4/17	N	FM
53	▼	10.4/19	C	Sugar & Spice

Week 28 □ Apr. 2-Apr. 8

Rank/rating □ Network □ Show

55	▼	10.3/17	C	Sunday Movie: Freed
56	▼	10.2/18	N	Nasty Boys
57	▲	10.1/19	N	Baywatch
57	▼	10.1/17	A	Father Dowling
57	▲	10.1/17	A	Primetime Live
60	▼	10.0/20	N	A Family for Joe
61	▼	9.8/18	N	Mancuso, FBI
62	▲	9.4/15	C	City
63	▼	9.2/17	A	Mystery Movie: Kojak
64	▲	8.9/13	F	Open House
65		8.6/16	C	Paradise
66	▼	8.4/14	C	48 Hours
66	▲	8.4/16	C	Sat. with Connie Chung
68	■	8.1/13	C	Max Monroe: Cannon
69		8.0/13	A	Koppel Report
70	▼	7.6/12	F	America's Most Wanted
71	▼	7.5/13	C	Sydney
71	▼	7.5/14	C	Wiseguy
73		7.4/13	C	Tour of Duty
74	▼	7.0/13	F	Cops
75	▲	6.8/12	A	Life Goes On
76		6.3/12	A	Unclaimed Fortunes II
77	▲	6.0/11	F	Totally Hidden Video
78	▲	5.5/9	F	Booker
79	▲	5.4/8	F	Alien Nation
79	▼	5.4/10	C	Normal Life
81	▼	5.2/8	F	21 Jump Street
82	▼	4.7/8	F	Outsiders
83		3.4/6	F	Tracey Ullman

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)	14.7	232	98
2	Jeopardy! (King World)	12.6	217	98
3	Star Trek: Next Generation (Paramount)	11.1	233	98
4	Cosby Show (Viacom)	9.2	203	97
5	Oprah Winfrey (King World)	9.2	215	98
6	Entertainment Tonight (Paramount)	8.7	177	96
7	Current Affair (20th Century Fox TV)	8.5	192	96
8	TV Net Movie (Tribune)	7.6	179	94
9	Donahue (Multimedia)	6.5	226	99
10	Mary Hart special (Paramount)	6.2	173	95

* Nielsen weekly pocketpiece

Week ended Apr. 2

Rank	Program (Syndicator)	Rtg	Stns	Covg
11	Orbis Showcase	5.7	122	91
12	Geraldo (Tribune)	5.6	193	97
13	Family Feud 2 (LBS)	5.3	137	88
13	Hard Copy (Paramount)	5.3	157	91
13	People's Court (Warner Bros. Domestic TV)	5.3	182	92

The following shows were rated, but not ranked

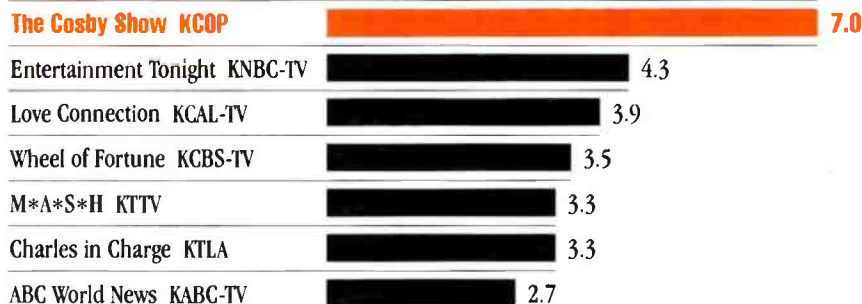
Wrestling Network	6.2	174	92
World Wrestling Federation (WWF)	9.6	250	97

Source: Nielsen and Broadcasting's own research.

COS AND EFFECT

With the Cosby Show, KCOP dominates its access time period among women 18-49, outdelivering its closest rival by 63%.

Women 18-49 Ratings, February 1990 M-F 7:00-7:30 PM



Women 18-49 Ratings, February 1990

Rank	Program	Station	Time Period	Rtg
1	The Cosby Show	KCOP	7:00P M-F	7.0
2	The Oprah Winfrey Show	KABC-TV	3:00P M-F	6.8
3	Star Trek—The Next Generation	KCOP	5:00P SUN	6.5
4	Family Ties	KTTV	7:30P SAT	6.3
5	Night Court	KCOP	7:30P M-F	6.0
6	World of Disney	KTTV	6:00P SAT	5.7
7	Big Spin	KTTV	7:00P SAT	5.7
8	I Love Lucy 1	KTTV	4:00P SAT	5.3
9	Growing Pains 2	KCOP	6:30P M-F	5.2
10	World of Disney	KTTV	6:00P SUN	5.2
11	I Love Lucy 2	KTTV	4:30P SAT	5.2

The Cosby Show is the top syndicated program in Los Angeles among women 18-49.

When KCOP replaced Wheel of Fortune at 7:00 PM with The Cosby Show, its women 18-49 ratings and rank increased dramatically.

Women 18-49 Ratings, M-F 7:00 PM



Source: Arbitron

VIACOM

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Summary of Broadcasting & Cable

B R O A D C A S T I N G			
SERVICE	ON AIR	CP's ¹	TOTAL ²
Commercial AM	4,977	253	5,230
Commercial FM	4,273	834	5,107
Educational FM	1,424	270	1,694
■ Total Radio	10,674	1,357	12,031
Commercial VHF TV	549	19	568
Commercial UHF TV	550	186	736
Educational VHF TV	123	5	128
Educational UHF TV	224	23	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	1,815	318	2,133
VHF translators	2,722	125	2,847
UHF translators	2,205	403	2,608

C A B L E †	
Total subscribers	53,238,000
Homes passed	73,900,000
Total systems	9,500
Household penetration†	57.8%
Pay cable penetration	29.4%

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

"By the Numbers" continues from page 12.

graming. The new Robert Mitchum sitcom, *A Family for Joe*, led off NBC's Saturday prime time at 8 p.m. and won the time period with a 10/20. The network's *Carol & Co.* also fared well in its second outing, Saturday at 9:30 p.m., placing first with a 17.5/31.

ABC's usually strong Tuesday night was weakened by a lineup of reruns, while NBC gave viewers a rerun of a two-hour *Matlock*, which helped the network win the night with an average 15/25.

MarketScope

Cable stocks were mixed, with six of 11 major MSO issues increasing, including TCA Cable TV, up 12% to \$13.25. Meanwhile, American Television & Communications fell to near 52-week low at 31½, down 6%. Westwood One, which last week introduced new network, fell to 52-week low, closing last Wednesday at 4¼. Great American Communications (GACC) also declined to near 52-week low, at 7½. Company recently announced it would sell ownership in Chiquita Brand. Another GACC ownership stake, 46% of Spelling Entertainment, declined in value as programing stock fell to 9½. MGM shares traded up 13%, to 18½, apparently on news that interested \$20-per-share bidder, Pathé Communications, had received financial backing from Time Warner. Among broadcasting stocks showing increases were A.H. Belo, McGraw-Hill and Heritage Media, which last week announced sale, subject to FCC approval, of KDAY(AM) Santa Monica. Heritage also announced introduction of coupon-dispensing machine. Times Mirror continued month-long slide and closed at 32¼, down 16% from four weeks ago. Recent SEC filings indicated company executives have been sellers. Another long-term slider, QVCN, fell to 11½, down 30% from four weeks ago. Home shopping company recently announced collapse of attempt to sell subsidiary. Options of group owner, BHC Communications, recently began trading on Chicago Board Options Exchange.

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

N (CCB) Capital Cities/ABC	226 1/4	533	- 6 3/4	-01.26	21	9,471	N (BLC) A.H. Belo	35 3/4	35 1/2	1/4	00.70	41	705	
N (CBS) CBS	180 1/8	178	3/4	1 3/4	00.76	16	4,259	N (AFL) American Family	14	14 1/4	- 1/4	-01.75	13	1,135
A (CCU) Clear Channel	13 7/8	13 7/8			00.00	-115	54	O (ACOMA) Assoc. Commun.	28	28 3/4	- 3/4	-02.60	-63	521
O (JCOR) Jacor Commun.	5 1/8	5		1/8	02.50	-3	50	N (CCN) Chris-Craft	31 5/8	31 3/8	1/4	00.79	1	753
O (LINB) LIN	68	68	3/8	- 3/8	-00.54	36	3,504	O (DUCO) Durham Corp.	32	31 1/4	3/4	02.40	31	270
O (OBCCC) Olympia Broadcast	1/8	-1/8			00.00			N (GCI) Gannett Co.	39 1/8	39 7/8	- 3/4	-01.88	16	6,314
O (OSBN) Osborn Commun.	10 3/4	10 3/4			00.00	-51	75	O (GACC) Great Am. Comm.	7 1/8	7 3/8	- 1/4	-03.38	1	249
O (OCOMA) Outlet Commun.	21	20		1	05.00	13	137	A (HTG) Heritage Media	4 1/8	4	1/8	03.12	-3	184
A (PR) Price Commun.	4 5/8	4 5/8			00.00	-3	42	N (UP) Jefferson-Pilot	40	40 1/2	- 1/2	-01.23	12	1,504
O (SAGB) Sage Broadcasting	2 1/4	2 1/4			00.00	-2	8	N (LEE) Lee Enterprises	28 1/8	27 1/2	5/8	02.27	16	686
O (SCRIP) Scripps Howard	62 1/2	60		2 1/2	04.16	31	645	N (LC) Liberty	46 3/4	47	- 1/4	-00.53	24	396
O (SUNNC) SunGroup Inc.	1	1			00.00	-1	2	N (MHP) McGraw-Hill	55 7/8	53	2 7/8	05.42	14	2,719
O (TLMD) Telemundo	5 3/4	5 3/4			00.00	-2	131	A (MEGA) Media General	28 3/4	28 5/8	1/8	00.43	-151	741
O (TVXGC) TVX Broadcast	4 1/8	4 5/8	- 1/2	-10.81			30	N (MDP) Meredith Corp.	31 3/4	31 5/8	1/8	00.39	18	592
O (UTV) United Television	33 1/2	33 1/2			00.00	5	365	O (MMEDC) Multimedia	77	78 1/4	- 1 1/4	-01.39	26	870

COSBY AND EFFECT

With The Cosby Show, KTBC-TV dominates its access time period among women 18-49, delivering more than double the ratings of second place Wheel of Fortune.

Women 18-49 Ratings, February 1990 M-F 6:30 PM

The Cosby Show	KTBC-TV	10.6
Wheel of Fortune	KXAN-TV	5.2
Growing Pains	KVUE-TV	5.1
Night Court	KBVO-TV	4.4

Household Ratings, February 1990

Rank	Program	Station	Time Period	Rating
1	The Cosby Show	KTBC-TV	M-F 6:30P	12.4
2	Wheel of Fortune	KXAN-TV	M-F 6:30P	12.1
3	Cheers	KTBC-TV	M-F 10:30P	11.2
4	Jeopardy	KXAN-TV	M-F 5:00P	9.8
5	Star Trek—The Next Generation	KBVO-TV	SAT 6:00P	9.2
6	Growing Pains	KVUE-TV	M-F 6:30P	8.4
7	Arsenio Hall	KBVO-TV	M-F 10:00P	7.5
8	Who's the Boss?	KBVO-TV	M-F 6:00P	6.6
9	Night Court	KBVO-TV	M-F 6:30P	6.3
10	Wheel of Fortune-Weekend	KXAN-TV	SAT 6:30P	6.1

The Cosby Show is Austin's #1 syndicated program.

The Cosby Show increases the women 18-49 share of its number one affiliate news lead-in by 40%.

Women 18-49 Share, KTBC-TV February 1990

Channel 7 Report M-F 6:00PM #1	25
The Cosby Show M-F 6:30PM #1	35



VIACOM

Source: Arbitron

*Amblin Television,
& the Fox Television*

HARRY and the

**Produced
By**



In Association With



*Universal Television
Stations Present...*

HENDERSONS

AN UNPRECEDENTED PROGRAMMING COMMITMENT

**Already sold to the Fox, Renaissance, Act III, Gaylord and
ABRY-owned stations—including the following markets:**

New York
Los Angeles
Chicago
Philadelphia
Boston
Washington, D.C.

Dallas
Cleveland
Houston
Seattle
Miami
Pittsburgh
Sacramento

Baltimore
Hartford
Milwaukee
Cincinnati
Nashville
Greensboro
Albuquerque

Dayton
Charleston, WV
Richmond, VA
Rochester
Charleston, SC

**These markets have committed to the barter *and* strip
runs of this situation comedy based on the hit family movie.**

Production confirmed for 72 half-hours.

Premiering January '91.

Distributed
exclusively by

MCA TV
First in first run.



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STOCK INDEX 2

	Market						Market						
	Closing		Net	Percent	P/E	Capitalization	Closing		Net	Percent	P/E	Capitalization	
	Wed	Wed					Wed	Wed					
	Apr 11	Apr 4	Change	Change	Ratio(000,000)	Apr 11	Apr 4	Change	Change	Ratio(000,000)			
A (NYT) New York Times	23 1/2	23 5/8	- 1/8	-00.52	12	1,832	N (SAA) Saatchi & Saatchi	6 1/8	6 3/8	- 1/4	-03.92	5	958
N (NWS) News Corp. Ltd.	1 1/2	15 5/8	8	05.60	6	4,429	O (TLMT) Telemation	2 1/2	2 1/2		00.00	5	11
D (PARC) Park Commun.	21 1/4	21	1/4	01.19	23	439	A (UNV) Unitel Video	9 5/8	10 1/8	- 1/2	-04.93	15	20
O (PLT) Pulitzer Publishing	27 1/4	27 1/4		00.00	13	285							
N (REL) Reliance Group Hold.	5 3/4	5 3/4		00.00	-7	428							
O (RTSY) Reuters Ltd.	56 1/8	55 7/8	1/4	00.44	29	25,495							
O (STAUF) Stauffer Commun.	144	144		00.00	48	144							
N (TMC) Times Mirror	32 1/4	33	- 3/4	-02.27	12	4,167							
O (TMC) TM Communications	1 1/8	1 1/8		00.00	-1								
N (TRB) Tribune	42 1/2	43 1/4	- 3/4	-01.73	13	3,002	A (ATN) Acton Corp.	12 1/8	12 1/8		00.00	2	12
A (TBSA) Turner Bcstg. 'A'	44 3/4	45 5/8	- 7/8	-01.91	58	2,218	O (ATCMA) Am. TV & Comm.	31 1/2	33 1/2	- 2	-05.97	38	3,434
A (TBSB) Turner Bcstg. 'B'	42 3/8	43 1/2	- 1 1/8	-02.58	55	1,135	O (CTEX) C-Tec Corp.	18	17	1	05.88	24	307
A (WPOB) Washington Post	275	275		00.00	19	3,469	A (CVC) Cablevision Sys. 'A'	23	23		00.00	-3	509
							A (CTY) Century Comm.	8 3/8	8 1/4	1/8	01.51	-11	546
							O (CMCSA) Comcast	13 1/8	12 3/4	3/8	02.94	-10	1,472
							A (FAL) Falcon Cable Systems	15 5/8	15 3/4	1/8	-00.79	-27	99
							O (JOIN) Jones Intercable	9 1/8	8 3/4	3/8	04.28	-4	113
							N (KRI) Knight-Ridder	53 5/8	52 1/4	1 3/8	02.63	12	2,778
							T (RCIA) Rogers Commun. 'A'	15 3/8	15 5/8	- 1/4	NA	NA	NA
							T (RCIB) Rogers Commun. 'B'	10 1/4	11 1/4	- 1	NA	NA	NA
O (ALLT) All American TV	3 3/4	3 3/8	3/8	11.11	4		O (TCAT) TCA Cable TV	13 1/4	11 7/8	1 3/8	11.57	27	320
A (CLR) Color Systems	2 1/2	2 3/8	1/8	05.26	-2	13	O (TCOMA) Tele-Commun.	13 3/4	13 3/4		00.00	-28	4,852
O (DCPI) dick clark prod.	5 1/2	5 5/8	- 1/8	-02.22	20	45	N (TWX) Time Warner	96 1/2	95	1 1/2	01.57	214	6,207
N (DIS) Disney	115	112	3	02.67	22	15,473	O (UAECA) United Art. Ent.A	13 1/8	12	1 1/8	09.37	-7	1,828
O (FNNI) Financial News	6 3/4	6 3/4		00.00	30	12	O (UAEGB) United Art. Ent.B	13 1/2	13 1/4	1/4	01.88	-7	901
A (FE) Fries Entertain.	2	2		00.00	-1	9	N (VIA) Viacom	49 3/4	50	- 1/4	-00.50	22	2,854
A (HHN) Heritage Entertain.	1	1 1/8	- 1/8	-11.11	7		N (WU) Western Union	5 1/8	1/2	1/8	25.00		38
A (HSN) Home Shopping Net.	7	7		00.00	43	628							
N (KWP) King World	43 3/8	43	3/8	00.87	14	1,095							
O (KREN) Kings Road Entertain.	1 1/8		1/32	-20.00		0							
N (MCA) MCA	52 5/8	49 3/4	2 7/8	05.77	19	3,856							
N (MGMI) MGM UA Commun.	18 3/8	16 1/4	2 1/8	13.07	-12	937							
A (NNH) Nelson Holdings	7 7/8	8 1/2	- 5/8	-07.35		33							
O (NNET) Nostalgia Network	15 1/8	7 1/8	1 1/8	07.14	-1	5							
N (OPC) Orion Pictures	20 7/8	21	- 1/8	-00.59	25	376							
N (PCI) Paramount Commun.	46	44 1/4	1 3/4	03.95	14	5,475	N (MMM) 3M	82 1/4	81 1/2	3/4	00.92	14	18,424
N (PLA) Playboy Ent.	13 1/2	13 1/2		00.00	150	127	N (ARV) Arvin Industries	16 1/4	16 1/4		00.00	42	305
O (QNTQE) Quintex Ent.	1 1/4	1 1/4		00.00		26	O (CCBL) C-Cor Electronics	11	11 1/8	- 1/8	-01.12	9	45
O (QVCN) QVC Network	11 7/8	13 1/4	- 1 3/8	-10.37	25	119	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 7/8	9 3/4	1/8	01.28	7	19
O (RPICA) Republic Pic. 'A'	8 1/4	8 1/2	- 1/4	-02.94	91	35	N (EKT) Eastman Kodak	39 7/8	40 1/4	- 3/8	-00.93	14	12,936
O (RPICB) Republic Pic. 'B'	8	8		00.00	88	34	N (GRL) Gen. Instrument	30 3/8	30 1/4	1/8	00.41	9	829
O (SP) Spelling Entertainment	9 1/2	9 3/4	- 1/4	-02.56	25	314	N (GE) General Electric	64 7/8	64 1/4	5/8	00.97	15	58,536
O (JUKE) Video Jukebox Net.	7 7/8	7 7/8		00.00	-24	73	N (HRS) Harris Corp.	32 1/2	33 1/8	- 5/8	-01.88	47	1,261
O (WONE) Westwood One	4 3/4	5 3/4	- 1	-17.39	-3	68	N (MAI) M A Com. Inc.	3 7/8	4	- 1/8	-03.12	387	92
							N (IV) Mark IV Indus.	12 1/4	12 1/2	- 1/4	-02.00	3	180
							D (MATI) Matthews Equip.	2	2		00.00	100	11
							O (MCDY) Microdyne	3 5/8	3 5/8		00.00	40	14
							O (MCOM) Midwest Commun.	3 5/8	3 7/8	- 1/4	-06.45	10	10
							N (MOT) Motorola	69	66 5/8	2 3/8	03.56	18	8,994
							N (OAK) Oak Industries	1	1		00.00	-33	82
							A (PPI) Pico Products	1 1/8	1 1/8		00.00		4
O (AGRP) Andrews Group	3 5/8	3 5/8		00.00	-2	33	N (SFA) Sci-Atlanta	21 5/8	23 1/8	- 1 1/2	-06.48	13	495
O (BSIM) Burnup & Sims	15	14 5/8	3/8	02.56	20	188	N (SNE) Sony Corp.	54 5/8	50 3/8	4 1/4	08.43	2	11
N (CO) Comsat	32 1/2	33 1/2	1	-02.98	8	541	N (TEK) Tektronix	13 1/8	13 3/8	- 3/4	-01.86	145	379
N (DNB) Dun & Bradstreet	46 3/8	45 3/4	5/8	01.36	15	8,670	N (VAR) Varian Ass.	24 3/4	25 1/2	- 3/4	-02.94	16	498
N (FCB) Foote Cone & B.	28 1/4	28 7/8	- 5/8	-02.16	19	241	O (WGNR) Wegener	1 5/8	1 3/4	- 1/8	-07.14	8	
O (GREY) Grey Advertising	151	154	- 3	-01.94	13	172	N (WX) Westinghouse	75 7/8	75 1/8	3/4	00.99	12	11,022
O (IDBX) IDB Communications	8 3/4	8 1/2	1/4	02.94	437	43	N (ZE) Zenith	10 1/4	10 1/4		00.00	10	274
N (IPGI) Interpublic Group	34 3/8	32 1/2	1 7/8	05.78	17	1,187							
O (OMCM) Omnicom Group	22 3/4	23 5/8	- 3/8	-01.62	12	597	Standard & Poor's 400	397.12	398.25	- 1.13		26	

When you're at the top...



There's no plac



© Disney

e to go but up!



DuckTales and Chip 'n Dale's Rescue Rangers command a 54% advantage over their nearest competitor in key Kids demos.*

The best gets better: Disney is up 21% since November, to capture a 41 share of Kids 2-11.**

DUCKTALES and CHIP 'N DALE'S RESCUE RANGERS are only half the story. After five consecutive years as #1 in its Saturday morning time slot, THE GUMMI BEARS brings its magical blend of fun and adventure to The Disney Afternoon. Then there's the all-new TALE SPIN, which takes Disney animation to new heights. With four powerhouse shows like this, the sky's the limit for The Disney Afternoon. So climb on board and leave your competition far behind.



*NTI Kids 2-11 season-to-date through 2/23/90, combined CHIP 'N DALE'S/DUCKTALES 10.8; Ninja Turtles 7.0.

**NSI Top 50, Disney Hour markets with Kids 2-11 share growth Nov. '89-Feb. '90.

Datebook

■ indicates new listing or changed item.

This week

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

■ **April 16**—"The Media and Marion Barry," forum sponsored by *National Press Club* and *National Academy of Television Arts and Sciences*. National Press Club, Washington. Information: Dianne Bruno, (202) 587-3993.

■ **April 16**—*Advertising Club of New York* luncheon. Speaker: Edgar Bronfman, president, Seagram Cos. Plaza hotel, New York. Information: (212) 935-8080.

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 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 17**—"Public Policy and Telecommunications: Protecting Consumers by Promoting Diversity," third annual telecommunications policy lecture sponsored by *New York Law School* and *Center for Media Law*. Lecturer: Senator Howard Metzenbaum. New York Law School, 57 Worth Street, New York. Information: (212) 431-2160.

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**—"Radio: Power Talk," panel sponsored

by *American Women in Radio and Television*, *Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 578-0811.

■ **April 18**—*American Women in Radio and Television*, *Houston chapter*, luncheon. Holiday Inn Crown Plaza, Houston. Information: (713) 771-4631.

■ **April 18**—"What's Indecent? Who Decides?" seminar sponsored by *Federal Communications Bar Association*, *Continuing Legal Education Committee*. Speakers: FCC Commissioner Jim Quello; Tim Dyk of Jones, Day, Reavis & Pogue; James Reilly, president, Morality in Media; Peggy Coleman, general counsel, American Family Association; Allen Ginsberg, poet, and moderator Tyrone Brown, former FCC commissioner. Washington Marriott, Washington. Information: Anne Swanson, (202) 467-5700.

■ **April 18**—*Women in Cable*, *New England chapter*, "Open House." Westfield, Mass. Information: Diana McClean, (617) 244-4880.

■ **April 18-19**—Two day-long seminars for cable system customer service managers, sponsored by *Cable Television Administration and Marketing Society*, *New York City chapter*. Home Bx Office headquarters, New York. Information: (212) 512-1702.

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

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. 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.

■ **Jan. 24-27, 1991**—*Radio Advertising Bureau* Managing Sales Conference. Opryland hotel, Nashville.

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.

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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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 hotel, Nashville. Information: (317) 236-1585.

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

April 19—Women in Cable, Philadelphia chapter, stress management seminar. Valley Forge Hilton, King of Prussia, Pa. Information: Lisa Stuchell, (215) 668-2210.

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 Meridian, 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 Bill Lynch, 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—Radio-Television News Directors Association region four/Texas AP Broadcasters conference. Luncheon speaker: Ron Nessen, VP, Mutual Broadcasting. Worthington hotel, Fort Worth. Information: Stuart Kellogg, (405) 478-6320.

April 21—Radio-Television News Directors Association region seven and region 10 "super regional" conference. Indianapolis Athletic Club, Indianapolis. Information: Gene Slaymaker, (317) 923-1456.

April 21—Radio-Television News Directors Association region 14/Florida AP Broadcasters conference. Orlando, Fla. Information: Marsha Taylor, (407) 297-6397.

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

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Bureaus

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Phone: 212-599-2830
Fax: 212-599-2837
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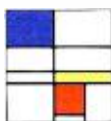
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Monday Memo

A sports production commentary by Tony Verna, executive producer-director, Goodwill Games, Turner Broadcasting System, Atlanta

The day of the spoiled viewer is upon us, the consequence of a television marketplace fat with choices. So when a major sporting event is televised, expectations rise. Our spoiled viewer demands a broadcast that is strong and fresh, a broadcast that is captivating.

But that is not enough. Style without substance is a formula for failure, and the style of a solid sports production should be dictated by the substance of our insights. Without strong and fresh insights, a production is destined for mediocrity.

My job is to set the style of the production, to create techniques and ideas reinforced throughout preparation and, ultimately, put to use in the control room.

Here are some key elements in what might be called the stylebook of international sports production.

A production should:

- Convey a mood of modernity. Use the latest technology to connect the competition and its environs with the world beyond.

- Strive to satisfy the curiosity of viewers. Our viewers should experience full access to athletes participating in a major international competition. Doors are being unlocked in our world, and in a similar sense, we should unlock doors previously closed in the athletic world by using the television medium.

With the use of simultaneous translations, wireless microphones and live satellite feeds from around the world, we can let our viewers listen to voices that have yet to be heard. These voices may not speak our language, but with the help of a team of translators, we are likely to find that they share our thoughts.

- Emphasize continuity. NBC made a commitment to excellence in its coverage of the 1988 Seoul Olympics. The network spared no expense, allowing viewers to go from venue to venue from Olympic moment to Olympic moment in the matter of an instant. But being present or omnipresent is not the same as having a presence.

Viewers expect television, in the simplest sense, to serve as storyteller. That understanding was at the heart of ABC's frequently excellent Olympics coverage in Mexico City, Munich, Montreal and Los Angeles.

We saw the Olympics through the eyes of a wonderful, avuncular figure named Jim McKay, almost a kindly professor, helping us explore new worlds. He was opening our minds so he could ultimately open our hearts.

Each day of TBS's Goodwill Games coverage will be a dramatic whole, with a beginning, middle and end. The broadcast of each sport will have a beginning, middle and end. The story line of each prominent athlete will be resolved. There will be no loose ends.

The time has come to acknowledge a new order in the world. As our destiny



“ International sporting events are as much about people and drama as issues and competition. ”

becomes inextricably entwined with younger economic powers; it is important to expand our reach.

Old ways don't serve us well. As a rule, American networks will go global in times of crises, and only then. But this myopic approach is an anachronism in a new age.

Because our place in the world has changed, because our dominance has diminished, it behooves us to learn to be a neighbor in the global village, not merely an occasional observer.

There is no reason to wait for the networks to lead us in these changing times; the mandate to seek greatness, to conceive bold programming, was not bestowed upon them exclusively. And since there are ways to create a truly international, deeply personal program, then let us fill the void.

An event like the 1990 Goodwill Games can be another indication that the television world is not divided between commercial and cable; that it is instead a world separated by worthy and less worthy programming.

And if viewers think highly of our efforts, unique as we intend them to be, they will have a higher opinion of cable television. Cable can become a beacon of progress in the television industry.

In general, one should not stray from the fundamental principles of solid sports coverage. The know-how exists. The know-what-to-do-with-it, that's what matters.

The notable difference in seeking new and innovative approaches in sports production is the emergence of a style that is a logical outgrowth of existing global broadcasting technologies. It is the time of a new frontier in global politics and a new world in television.

In exploring these new worlds, we can make full use of the magic of television, of the capability to be everywhere at any time. The technology can enhance our storytelling. In this, our imagination and insights are all important. Used fully, television can be a powerful force for good. It can be a force for global understanding.

Today, what we need to succeed in producing a truly global production is global telepresence. We need to give the viewer a better seat, a fresh perspective.

And how do you make this happen?

It can mean live visits to the corners of the globe to gain a perspective on the variety of competitors in major international sporting events.

It can mean using a live satellite feed from Moscow to watch the mother of a Soviet track star as her son wins his race.

It can mean a live shot of a small Italian town as it celebrates the victory of a native son.

It can be as simple as a post-race interview with the tiny Hungarian teenager who has just won the 100-meter backstroke.

These are some ways to make full use of the possibilities inherent in televising a major international, multi-sport competition. The medium can truly be the message. It could be a message as fundamental as the joy shared simultaneously by a mother watching her son triumph and the son knowing the mother is watching.

Television, in this case, creates its own special kind of drama. It creates a continuum of shared interest, connecting viewer and spectator and athlete's family.

Home towns are brought to life and into the formula of our program. Now the same satellite that is sending the event to the viewer is sending the viewer to the event.

This interconnection becomes a sociological conduit in which the viewer, the spectator and the world are elements of production.

International sporting events are as much about people and drama as issues and competition.

To preach a worthy cause does not guarantee a great work of television. No theme should be falsified by overstatement. Constant hype is a device for an insecure, insufficient production.

We're not, in essence, engaged in experimental television here. Sports works. But an overstocked marketplace challenges us to build on previous successes and, through the latest technology, satisfy an ever-discriminating viewer.

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FCC Commissioners Barrett, Quello, Sikes, Marshall and Duggan

FCC issues prescription for AM's ills

Centerpiece of package of proposed rule changes is decreasing interference by transplanting some AM's to expanded band; other solutions include stricter interference standards and promoting stereo

The FCC delivered on its promise to do what it could to rejuvenate the flagging AM service last week, laying out a sweeping package of rules changes that it believes will eventually improve the fidelity of AM sound and make it at least "competitive" with FM.

It took decades of shoe-horning new stations into the AM band to turn the service into a low-fi poor cousin of FM. And, according to FCC Mass Media Bureau Chief Roy Stewart, it may take another decade to bring it back. "You are not going to wake up one morning and say AM is better," he told reporters after the FCC had unanimously adopted four interrelated AM improvement items. "It's going to be a gradual process."

The FCC's initiatives are aimed at reducing dramatically the interference among AM stations that has forced receiver manufacturers over the years to trim back the fidelity or frequency response of AM radios—their ability to reproduce high frequencies—so they could reject the interference.

According to Bill Hassinger, assistant chief of the Mass Media Bureau, AM radios will never achieve the fidelity of FM radios, but by cleaning up the interference, they may eventually be good enough that the average ear in the average car will not be able to distinguish between AM and FM.

In the competitive market where listeners

have more and more choices and sound quality is increasingly important, "AM's economic fortunes have suffered," said FCC Chairman Alfred Sikes. "Being second best is simply not good enough," he said. "These changes aren't the answer, but they are certainly an important part of the

solution. I think this is a good program or sound initiatives."

"This is a central effort to deal with the real problem and not just nibbling at the margins," said FCC Commissioner Ervin Duggan.

The FCC's central proposal is to use the expanded AM band (1605 khz to 1705 khz), which becomes available this summer, as a new home for the stations that are causing the most interference in the existing band.

According to Hassinger, the FCC proposed making room for between 250 and 300 stations in the new band—between 25 and 30 per channel—with 10 kw of power during the day and, in most cases, 1 kw at night. Directional antennas would be out, except for stations along the coasts and international borders, he said.

The worst interferers among today's 5,000 AM stations would get first dibs on the new stations under the FCC scheme. The FCC would determine which stations are causing the most trouble and, thus, are entitled to a preference on the expanded band by comparing the interference each station causes to the service it provides. Those causing interference far in excess of the service they provide would get the preferences.

Stations choosing to make the move to the expanded band will be able to simulcast on their old and new frequencies to allow radios capable of tuning the new frequencies an opportunity to penetrate the market, Hassinger said. How long the transition period should be is a question left to commenters on the proposal, he said. The FCC does not want too long a transition period "because we don't start seeing improve-

Rx for AM

- *Proposed giving AM stations causing most interference preferences in applying for frequencies in expanded band, which will have room for between 250 and 300 stations.*
- *Proposed stricter interference protection standards that will apply in expanded band from start, but be phased in over time in existing band.*
- *Proposed relaxing duopoly rules to allow two commonly owned AM's in market if broadcaster agrees to reduce interference caused by either station.*
- *Proposed prohibiting AM-FM simulcasting.*
- *Adopted policies encouraging broadcasters to negotiate deals in which one or more stations agree to go dark or reduce power for money. Proposed issuing tax certificates to stations that receive money.*
- *Proposed mandating AM stereo broadcasting or, in alternative, awarding preferences or conditioning grant of applications on agreement to go stereo.*

ment until people start vacating the existing band," he said.

In a concurring statement, Commissioner Andrew Barrett said he hoped the FCC would "look favorably" upon such groups should channels still be available after the interfering stations have their shot at them.

To minimize interference in the expanded and existing bands, the FCC proposed stricter interference standards, including an increase in the protection ratio for first adjacent channel groundwave signals from 0 db to 16 db and the establishment of a first adjacent channel protection ratio for skywave (nighttime) signals of 16 db.

Stations in the expanded band would have to adhere to the new band from the start, said Hassinger. Stations in the existing band, however, he said, would not have to meet the standards until they asked for modification of their facilities—a move, an increase in power or a change in coverage, for instance.

The FCC adopted earlier proposals intended to encourage AM stations to reach agreements among themselves to reduce interference (BROADCASTING, Feb. 27, 1989). The agency said it would routinely accept applications from two or more stations that are contingent on one another if they are part of an "interference reduction arrangement"—that is, if their grant would reduce interference due to one or more stations going dark or reducing power.

To encourage such arrangements, the FCC proposed issuing tax certificates to broadcasters who receive money for reducing power or going dark. The certificates permit broadcasters to defer paying capital gains taxes if they invest their proceeds in other media properties.

To make sure the gains of interference reduction arrangements are not lost, the FCC voted to deny coverage and protection rights of stations that go dark to any new applicants seeking to put the station back on the air.

According to Hassinger, the FCC is also proposing giving AM stereo a boost. In the expanded band, he said, the FCC is considering making stereo broadcasting mandatory or giving an added preference to applicants that promise to broadcast in stereo. In the existing band, he said, the options under consideration are making stereo mandatory after a transition period or making it a condition of grants of applications.

As another clean-up-the-band incentive, the FCC proposed a "limited relaxation" of its so-called duopoly rule to permit common ownership of two stations in the same market if the broadcaster agrees to reduce interference caused by either station to a third station.

The agency also proposed reimposing the AM-FM nonduplication rule, which prohibits commonly owned AM and FM stations in the same market from simulcasting the same programing.

Commissioner James Quello and Sherrie Marshall expressed concern about banning simulcasting. It "seems to have the direct effect of regulating out of existence some presently viable AM stations," said Marshall. "It's not voluntary; it's almost good old time regulation," she said. —HAJ

NAB gives thumbs up to AM package

Broadcasters are generally upbeat about AM improvements, but minority and noncommercial broadcasters are disappointed that they were not given preferences for new spectrum

For the most part, the broadcasting industry last week applauded the FCC initiatives to clean up the AM band and close the fidelity gap between AM and FM, although some boos and hisses were also heard. Chief among those initiatives was the use of the expanded AM band (1605-1705 khz) to relieve overcrowding.

The FCC's "sweeping and historic" reforms and proposals...move us closer to the government/industry goal of a more competitive AM medium with greater potential for responsive and reliable public service," said William Sanders, president/owner of KICD-AM-FM Spencer, Iowa, and chairman of the National Association of Broadcasters' radio board. "These commission actions, in the aggregate," he said, "offer improvements for all classes of AM stations. They also, understandably, look to the future of possibly radical changes in the currently dense population of the AM band."

Group W Radio Chairman Richard Harris said that the commission's action is "exciting and raises the level of FCC concern that AM operators have been pushing for. It acknowledges that AM is a viable force in radio, and indicates that the FCC is doing something to bring it back to competitive posture."

One person with a vested interest in the proceeding was AM station owner and chairman of the NAB's AM Improvement Committee Art Suberbielle: "I am especially pleased," he said, "that existing AM stations will be able to relocate to the expanded portion of the band, an equitable step that will also reduce the rampant interference on the existing AM band."

Broadcasters, however, were holding back comments on specific elements of the proposals until they had a chance to fully digest them. "There are so many issues there that we'd like to see what specifically is being proposed," said Michael Rau, senior vice president, science and technology, NAB.

The boos emanated from proponents of minority broadcasting, who had hoped the FCC would accord minorities preference in awarding channels in the expanded AM band.

The National Black Media Coalition did not join the engineers and the FCC in placing priority on reducing AM crowding and interference over minority ownership opportunity. NBMC attorney David Honig criticized the confusion exhibited by the FCC regarding minority ownership, noting that the expanded band was negotiated at the 1979 World Administrative Radio Conference and promoted primarily as a means to help minorities enter the broadcasting industry.

"The [FCC's] AM decision is yet another in a succession of broken promises to minorities and public radio," Honig said. "It is yet another instance of those first in line getting the best opportunities at the expense of those who have suffered past discrimination."

Honig expressed consternation that "the same commission that fought in the Supreme Court for the retention of its minority ownership policies could be so backward and insensitive when it comes to allocating the last piece of virgin spectrum." He predicted that Thursday's commission action "will surely be fought vigorously."

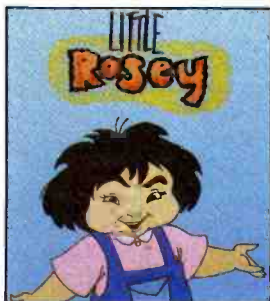
The National Association of Black-Owned Broadcasters was "very displeased," said James Winston, executive director and general counsel. He blamed the commission for "reneging on its pledge to help minority applicants." The FCC originally characterized the expanded band as a means for minorities to get into broadcast ownership, Winston said, and "this helps neither minorities nor even daytime broadcasters."

But AM radio industry groups, even those that had heavily backed a preference for daytime-only stations on the new band, had to agree that from a technical point of view, the migration of interference-causing stations from the conventional band cannot be bad. "What they say they want to do is reduce interference on the existing band, and that's pretty tough to be against," said Wallace Johnson, president, Moffett, Larson & Johnson Inc., an engineering consultant in Falls Church, Va.

Bud Walters, president, The Cromwell Group, Nashville, former chairman of NAB's daytime broadcasters committee, said the FCC migration proposal, whether it affects daytimers or all AM stations, "makes perfect sense" and is consistent with comments he had filed with the commission.

Karl D. Lahm, president of Karl D. Lahm Associates, Fairfax, Va., said that the decision not to provide a preference specifically for daytimers was probably correct. Many AM stations authorized for night service have greatly reduced technical quality at night and are in the same poor economic condition as the daytimers. "From an economic sense, you could almost say that they are daytimers, even though that's not what their authorizations call them," Lahm said. The proposal would give both groups equal relief, he said.

Lahm also said that there is a need for new rules governing the verification of AM directional antenna performance. He referred to a petition his firm submitted jointly last September with five other consulting engineering firms, which asked for new rules and concluded that "the regulation of AM antenna system performance by the commission remains necessary in order to control interference." The FCC has not yet responded to that petition. —REB, RMS



ABC's 'Little Rosie'



CBS's 'Teenage Mutant Ninja Turtles'



Fox's 'Attack of the Killer Tomatoes'



NBC's 'The Boys Next Door'

Networks set Saturday morning schedules

	8 a.m.	8:30	9	9:30	10	10:30	11	11:30	12	12:30 p.m.
ABC	New Adventures of Winnie the Pooh	The Wizard of Oz	Slimer! and the Real Ghostbusters		Beetlejuice	New Kids on the Block	Bugs Bunny & Tweety Show		Little Rosie	A Pup Named Scooby Doo
CBS	Jim Henson's Muppet Babies		Garfield and Friends		Teenage Mutant Ninja Turtles		Bill & Ted's Excellent Adventures	Pee Wee's Playhouse	Dink, the Little Dinosaur	CBS Storybreak
NBC	Camp Candy	Captain N and the Adventures of Super Mario Brothers		Rick Moranis in Gravedale High	Kid 'n' Play	Chipmunks Go to the Movies	Saved by the Bell	The Boys Next Door	Saturday Videos	Inside Stuff: The Entertainment Magazine of the NBA
Fox	Zazoo U	Tom & Jerry Kids	Bobby's World	Attack of the Killer Tomatoes	Pig Out	Funhouse				

Fox adds children's block, NBC includes live action shows; kids' advertising market expected to improve over last year

The 1990-91 Saturday morning children's programming lineups on the networks are set. Two major differences set the upcoming season apart—the addition of a three-hour Fox Children's Network block and NBC's abandoning of animation programming for the last two hours of the daypart.

Media sellers and buyers say the expansion of children's advertising inventory, along with price increases of between 7% and 15%, may bring the network and syndication children's advertising market up to \$330 million, from close to \$300 million last year. Children's programming on cable may account for another \$50 million or \$60 million, bringing the total kids' market to between \$380 million and \$390 million.

Media buying sources said last week that Fox may account for \$15 million of this year's children's television advertising market. Those dollars would come from sales of its Saturday morning block, from 8 a.m. to 11 a.m., and a weekday strip, *The Never-told Tales of Peter Pan*, both of which debut this coming fall under the banner of Fox Children's Network.

Jon Nesvig, senior vice president, advertising sales at FBC, would not confirm that projection, nor would he offer any estimate of the revenue the company believes it can pull from the children's market this season.

Nesvig did say he believes that Fox ad revenue from children's programming this year will come from multiple sources. He said Fox will probably siphon some money originally earmarked for the big three and bring in some "new money" as well. Several advertiser categories are expected to expand this season. In the fast food area, Burger King intends to spend money in children's upfront, which it has not done before. Sneaker companies are expected to spend more, and so are some companies offering microwavable food for children.

Fox will sell its Saturday morning and weekday children's inventory during the kid's network upfront market, expected to start this week. Kevin Brown, vice president, associate buyer, Saatchi & Saatchi Advertising, said Fox's entry into the children's market is a plus for advertisers. "Certainly they provide leverage in negotiations with the three major networks," he said.

Nesvig said Fox estimates it will deliver a household rating of between 3 and 4 with the Fox Children's Network. He de-

clined to offer a projection for delivery of children 2-11, the key children's demographic. But agency buyers said they expect Fox to deliver smaller kids' demos than the big three. Season to date (through April 7), among children 2-11 on Saturday morning, ABC leads with an average 8.5 rating, followed by CBS's average 6.7 and NBC's 6.5.

NBC had reigned supreme on Saturday mornings for the five years prior to last season, when the network fell from first to third in the key demographics. Among older children, 6-11, NBC has made something of a comeback. Season to date, it has climbed back to second place with a 7.2 average rating, behind ABC's 8, while CBS is in third with a 6.1.

Since its dethroning last season, NBC Entertainment President Brandon Tartikoff has taken a more active interest in the network's Saturday slate, particularly in the development of live action for the daypart. Tartikoff presided over the unveiling of the network's 1990-91 Saturday schedule in New York last week.

The last two hours of the five-hour schedule are live action, a move aimed at drawing the elusive teenage audience, as well as older children, to the network. Brown of Saatchi & Saatchi said NBC was

applying a lesson learned from syndicators, who have done very well with teen-targeted music shows in the past, such as *Solid Gold* and *American Bandstand*. "They're providing counterprogramming at a time of increasing competition for the traditional 2-to-11-year-old audience," said Brown.

Saved by the Bell returns to the NBC lineup and kicks off the live action block at 11 a.m. According to Tartikoff, *Bell* is the top-ranked Saturday morning show among teenagers this season. *Bell* is followed by *The Boys Next Door*, which features five male teenagers who sing, dance, do skits and goof around.

A new music video show follows at noon, called *Saturday Videos*, from the same producers of the network's long-run-

ning *Friday Night Videos*. Rounding out the live block is the much talked about tie-in show with the National Basketball Association, *Inside Stuff: The Entertainment Magazine of the NBA*. That show will tie in to *Saturday Videos*, with occasional hosts from the NBA. *Videos* will expand to one hour when the NBA season is not in progress.

NBC also introduced two new animated series, *Rick Moranis in Gravedale High* and *Kid 'n' Play*, based on the comedy duo from the recent theatrical release "House Party."

NBC Productions has a hand in producing three of the network's new Saturday programs—*Gravedale High*, *The Boys Next Door* and *Saturday Videos*. In addition, the

network co-produces *Bell*.

Meanwhile, CBS also unveiled its new schedule last week, announcing just two new shows, a network version of the syndicated hit *Teenage Mutant Ninja Turtles* and a cartoon based on the film "Bill and Ted's Excellent Adventure."

Judy Price, vice president, children's programs and daytime specials, CBS Entertainment, said she looked at "three or four" live action projects, but ultimately passed on all of them. "There are a lot of factors involved, and we just felt it was better to stay with the mainstream and away from the faddish," she said.

ABC announced its schedule last month, as did Fox (see chart, page 37, for titles and time periods). —SM

Success of 'Home Videos' spurs clones

CBS, other distributors are developing similar shows, hoping home video programs aren't just short-term fad

The surprising success of *America's Funniest Home Videos* on ABC during midseason 1989-90 is ringing in a frenzied rush of new home video or *Candid Camera*-style shows, with CBS developing a new half-hour pilot and at least two other distributors initiating new home video programs for syndication. However, programmers, advertising executives, station reps and television critics question the longevity of the home video trend, and wonder if the flood of new clones might not drown out viewer demand.

Already, World Events Productions and Paradigm Entertainment have taken the syndication market by storm, clearing 73% of the country (66 stations) for their half-hour weekly \$1,000,000 *Video Challenge* (BROADCASTING, Jan. 8, March 12 and April 2). And now, Behrens Television is launching another first-run weekly home video project called *Camcorder Kids* for the 1991-92 season. Although both programs use cash award formats, *Camcorder Kids* executive producer Bob Behrens told BROADCASTING his show will feature a "different" awards formula, with top scholastic amateur video makers competing in a number of categories.

Behrens, who also serves as president of Behrens Television, has put together a consortium of 20 "member" stations, including NBC's owned station, WNBC-TV New York, nine of Gannett Broadcasting's 10 owned stations, as well as key stations from group owners Chronicle Broadcasting, Cox Enterprises, Fisher Broadcasting, H&C Communications and Maine Broadcasting, to clear *Camcorder Kids* in weekend early fringe or prime access time periods. It is Behrens's hope to deliver the pilot to stations by Oct. 1, 1990, for pre-Christmas air dates. He said member stations will participate in fielding local contestants, and will eventually distribute 26 weekly episodes on

a straight cash licensing basis for the 1991-92 season. Although Behrens says the "camcorder phenomenon is at its dawn," he added that he didn't know if a first-run home video show has much backend potential in syndication.

Janeen Bjork, vice president and director of programming of New York station rep firm Seltel, cited other reality-based shows like *That's Incredible* and *Real People* as having little success going into off-network syndication, and that the latest home video fad

tions, says his "D.I.R.T. squad," which stands for the Devious Institute for Revenge and Trickery, has a CBS pilot commitment as a potential summer replacement and fall series. A CBS spokesman would only confirm that a pilot has been commissioned.

"As anything else in television, *America's Funniest Home Videos* will die out eventually, once everything is saturated by cloned programming," Rains said. "With a show like this [*Dirty Work*] and others like *Candid Camera* and *Totally Hidden Video*, you draw more long-term interest by creating humorous situations with original ideas. I think people relate to the spontaneity of *Funniest Home Videos*, but with the specter of cash awards at stake, viewers could grow suspicious of a growing number of staged home videos."

Clearly, most of the television industry has been watching the phenomenal ratings success of *America's Funniest Home Videos*. Debuting with a special premiere episode Nov. 26, 1989 (when it scored a 17.7/25), *Videos* has earned a fifth-ranked 21.2/32 season-to-date average since it began its series run on Jan. 14. On Sunday, April 8, ABC ran two episodes of *America's Funniest Home Videos* back-to-back in the 8 p.m.-9 p.m. time slot, placing an original episode atop the network ratings with a 22.3 rating/35 share and a repeat episode in the last half-hour with a third-ranked 21.9/32.

In an attempt to continue counter-programming FBC's highly rated sitcom *The Simpsons* (Sundays, 8:30 p.m.), ABC will run a repeat episode following the 8 p.m. airing of *Funniest Videos* April 22, followed by a May 13 introduction of *America's Funniest...Part II*, a half-hour special that will take its camera crews on the road to "capture everything else funny about America," according to executive producer Vin Di Bona. ABC sources have also indicated that several Vin Di Bona Productions spinoffs are under consideration (including *Part II*); only one other was identified,



ABC's 'America's Funniest Home Videos'

will "wane" in just over a year. "I don't think anyone in their right minds would do a syndicated home video show as a strip," Bjork added. "The beauty of television is that we always have a habit of killing the golden goose."

Even CBS, which has been mired in last place among the big three networks during this season's prime time race, has jumped on the wagon by commissioning *Dirty Work*, a pilot that loosely copies elements of *America's Funniest Home Videos* and Fox Broadcasting Co.'s *Totally Hidden Videos*. Lynch Entertainment, headed by John and Tommy Lynch, placed print ads in southern California newspapers last week, seeking contestants who want to "play practical jokes" on unsuspecting friends, relatives or work associates in front of a clandestine camera crew. Mark Rains, an associate producer for Lynch Produc-

titled *Everything that is Funny About America*. A Dick Clark-produced series with a humorous look at radio disk jockeys is also said to be under consideration for the 8:30 p.m. slot. *America's Funniest Home Videos* host Bob Saget will not host *Part II*; an ABC spokeswoman said a search was ongoing for a host for the new program.

Slated for an 8 p.m.-9 p.m. airing Sunday, May 20, is an *America's Funniest Home Videos Grand Finale* special. The show will bring together 14 finalists to compete for a \$100,000 top prize for the best home video broadcast during the show's 14 previous original episodes this season. Prize compensation for the 13 runners in the contest has not yet been determined.

A network media buyer from a leading New York advertising agency, who wished to remain anonymous, said that *America's Funniest Home Videos* has been earning \$250,000 per 30-second commercial spot on the scatter advertising market, close to 300% higher than it earned (\$80,000-\$120,000) per spot last November for its special premiere. With at least four minutes of commercials nightly, the source estimated that eight 30-second spots earn ABC just over \$2 million per episode, or approximately \$30 million for the 14 original episodes (not including double runs, the *Grand Finale* and repeats).

For the *Funniest Grand Finale* episode, the network media buyer said he saw scatter market prices in the \$370,000 range for the hour special, topping other high ranked programs such as *Cheers* (\$300,000) and *The Cosby Show* (\$275,000).

"[It [*Funniest Home Videos*] is really taking away demos even from *Murder, She Wrote's* older audience...it really does have broad family appeal," said the network media buyer, referring to *Funniest Home Videos'* Sunday night competitor on CBS. "This type of show is working right now. It's America stripped down to its lowest comedic denominator. That's why Fox's simpler sitcoms like *Married...with Children* and *The Simpsons* are doing well. They're very funny and simple to understand."

Contrary to the belief that home video programs are cheap to produce, the network media buyer and a source with ties to Vin Di Bona Productions say that it takes up to 70 people to screen the thousands of home videos and master and edit the poor quality videos. This significantly increases the labor costs for programs of *Funniest Home Videos'* ilk, he said. It is reported that the production company has received up to 50,000 home videotapes so far this season. The Di Bona source estimated that it costs close to \$400,000 to produce *Funniest Home Videos*, not too far off the \$500,000 it costs to produce the average half-hour sitcom. "But staged programs like *Totally Hidden Video* may be quite a bit cheaper," the production source said.

-MF

CBS increases revenue in first quarter

Special sports events, underlying revenue growth help CBS broadcast group lift first-quarter operating margin to just over 10%

The CBS television network continued to ride on the strength of the scatter marketplace and last spring's upfront marketplace, registering revenue gains in the just-completed first quarter. Both the network and owned stations were also boosted in comparisons with the year-ago period because of the inclusion in the quarter of the Super Bowl and two semi-final games of the NCAA basketball tournament. Radio division results were said by one informed source to reflect a "difficult" sales marketplace.

CBS said last week that first-quarter broadcast group revenue increased \$120 million, to \$850 million, over the period of a year ago. Operating profits for the group almost doubled, to \$87 million. Of the increase, the Super Bowl was said by more than one securities analyst to have accounted for \$45 million in revenue and \$25 million in operating profits, including those of the owned stations. Strong advertiser demand for the NCAA tournament, in addition

to the extra games, also helped boost results.

Last year's first quarter also benefited from a special event, the successful mini-series *Lonesome Dove*. One item positively affecting the comparison was stronger ratings and sales of WCIX(TV) Miami, purchased in January 1989.

CBS Chief Executive Officer Laurence Tisch said, however, that results for the second half of the year were "uncertain, due to a sluggish national economy, heightened competition for television viewers, and higher sports rights costs." Both the new baseball and football contracts begin in 1990.

As for the current (second) quarter, one company executive noted that last year included an unusual proportion of first-run programing, due to the delay caused by the writers' strike. By comparison, the current quarter has a more typical preponderance of lower costing re-runs, so that earnings comparisons should show improvement.

Other first-quarter results released last week included a decline in operating profit and flat revenue for Group W. The Westinghouse Corp. subsidiary cited advertising "softness of the Northeast market." -GF



ABC's Iger

ABC's summer stock. Additional episodes of *America's Funniest Home Videos* may be produced for summer use, said Bob Iger, president, ABC Entertainment, who addressed members of the press April 13 in Los Angeles. In discussing ABC's summer strategy, Iger said an extra order of *Videos* is being considered and that original episodes of *Capital News*, *Equal Justice*, *Sunset Beat*, *Elvis*, *Mr. Belvedere* and *New Attitude* will be available for summer use.

Iger also announced that *Brewster Place*, a half-hour series inspired from the made-for-TV movie starring Oprah Winfrey, will premiere Tuesday, May 1, from 9:30 p.m. to 10 p.m. The series will get a second airing in that time slot May 8, before taking its regular slot of Wednesday, 9:30 p.m. to 10 p.m., beginning May 9. The series will replace *The Marshall Chronicles*, which will have aired five of its seven episodes. Iger said that with the performance of the five episodes that have aired of *The Marshall Chronicles*, ABC will have an idea of the show's potential.

ABC's two hottest shows, *Twin Peaks* and *America's Funniest Home Videos*, were the topic of many of the questions. Responding to recent reports that some viewers may be putting children or animals at risk in the pursuit of having their videos used on *Videos*, Iger admitted that the network has reasons to be concerned and that the network would be making an announcement addressing the situation April 22, presumably after the show's airing at 8:30 p.m. Saying that ABC's standards and practices and legal departments have been looking into the situation, he also said: "We have a responsibility as a network to make sure we don't encourage that kind of behavior. I think if we keep them off the air, we're discouraging that kind of behavior," he said.

Iger confessed his surprise at the strong showing of *Twin Peaks* in its two outings (21.7 rating/33 share for its two-hour premiere Sunday, April 8, and 16.2/27 in its regular Thursday, 9-10 p.m., time slot last week). Iger said: "I thought it would open well, but didn't know it would sustain them [the ratings from Sunday to Thursday]." Despite the apparent strength of the new series, Iger said he is going to show a "great deal of caution" in announcing too quickly that the show has a spot on the fall schedule. He also said the quirky, off-beat show has not generated any advertiser sensitivity.

Iger also announced that *thirtysomething* has been renewed, and the spin-off project starring Melanie Mayron is in the early stages and that a pilot will not be available for fall consideration.

Regional cable sports are on a winning streak

Cable regional sports networks and advertisers are ironing out their differences and, although some problems remain, it seems the business will only get hotter, according to panelists at an IRTS sports panel discussion in New York last week.

The good fortune has sprung, according to Bill Aber, vice president and general manager, Home Team Sports, from advertising agencies that "learned to deal with us quicker than expected." Saatchi & Saatchi, for example, started as much as six years ago buying ad time on regional sports cable networks. "But we're not humanitarians," Bill Sheehan, senior vice president at Saatchi, told the panel. "Regional sports must meet our criteria."

Regional sports networks are now in 23 of the top 25 markets, and several markets have two services. HTS currently has 1.8 million subscribers, and the future is "beyond my expectations," said Aber. Madison Square Garden Network, currently at 3.8 million subscribers, expects to have upwards of 5 million by the end of the 1990's. That growth will be fueled by its 12-year deal for the New York Yankees, "the crown jewel" of its programming, said Lee Berke, vice president, marketing for MSG. "In the words of one advertising agency," Berke said, "we have arrived."

As the regionals get stronger, Aber said after the panel, they can look to draw advertising away from the national sports services. "We've got a long way to go to get money from ESPN, but it's as good a goal as any," he said. In the meantime, regional sports can hold its own against local stations, where "live action sports are often competing with reruns for ad dollars," he said.

But the regionals still need to make buying ad time easier. According to Sheehan, the paperwork must be cut, guarantees must be made, prices must be competitive with over-the-air stations and the networks must invest more in promotion. Also, said Sheehan, "they should work with Nielsen to provide media research." The regionals acknowledge that more research is needed, and that purchasing ad space on their networks remains an instinctual buy. "In the ad community there's not as much knowledge about regional sports as we might have anticipated," said Jeff Osborne, vice president and director of sales, Group W Sports Marketing, which added its 11th network to its rep list last week, signing a deal with KBL Sports Network in Pittsburgh.

The panelists disagreed on whether tiering or basic carriage is the best way to lure advertisers. Berke said MSG is committed to being part of the basic package and remaining "available to the largest number of cable subscribers." But Bob Fennimore, president, Rainbow Ad Sales,

which handles sales for the SportsChannel services, defended the pay packages. "There's the built-in feeling that if someone's paying for it, they're watching it," he said.

Aber acknowledged that the prevailing wisdom among operators is to move regionals back to tiers. But he bemoans cable operators who "every three months" change back and forth between tiering and basic. "We don't care which way you go, but one way or another, you've got to make up your minds," he told one operator, since such switches involve repeated explanations to advertisers, not to mention subscribers. —SDM

FCC gets tough on satellite TV stations

In break with past policy, commission denies request by Anchor Media to operate dark independent as satellite; company president 'outraged'

The Sikes FCC signaled last week its intention to take a harder look at proposals for new satellite television stations, denying St. Petersburg, Fla.-based Anchor Media's plan to purchase WAXA-TV Anderson, S.C., for \$2 million and operate the dark one-time independent as a satellite for its WLOS(TV) Asheville, N.C.

Satellite stations are full power UHF or VHF stations dedicated to rebroadcasting the signal of another station.

The commission's action was a clear break with past precedent. Indeed, the FCC Mass Media Bureau prepared a report recommending grant of the Anchor

Media plan based on precedent, which was never approved by the full commission but which was inadvertently released to the public.

Stung by the agency's policy reversal that put the kibosh on his plans for extending WLOS's reach, Anchor Media President Alan Henry said he was "outraged." "If they want to change the policy, they should go through the regular routine of a rulemaking proceeding."

In addition to appealing the action, Henry said he was writing to at least two dozen members of Congress including Senate Commerce Committee Chairman Ernest Hollings (D-S.C.), calling on them to launch an investigation into the FCC's reversal of the staff recommendation and the liberal satellite policy.

The clear winner in the case was Pegasus Broadcasting, licensee of WJBF(TV) Augusta, Ga., which had petitioned the FCC to deny Anchor Media's application. Both WLOS and WJBF are ABC affiliates. "I think the commission was correct," said Hildreth. "We pleaded our case and they bought our argument."

In denying Anchor Media's application, the FCC said the "very significant spectrum inefficiency" due to the overlap in the coverage of WLOS and its proposed satellite "is simply not outweighed by the service needs of the area."

"For the reasons set forth [in the order], these things are not going to fly through anymore," said Roy Stewart, chief of the Mass Media Bureau. "The commission is saying, 'Wait a minute, we want to look at this whole policy.'"

According to Stewart, after Sikes's office rejected the Bureau's recommendation approving Anchor Media's application, the Mass Media Bureau prepared a second item denying it. That the Bureau's "first cut" was inadvertently released was due to "human error." —HAJ

More to come

"Fruitful and enlightening" was how Jack Valenti, president, Motion Picture Association of America, described the latest round of discussions centering on the financial interest and syndication rules between network representatives and Hollywood producers, who met last Wednesday (April 11). A network source also described the session as "good" and said the tone was "more constructive."

The six-hour, closed-door meeting was held at the Warner Brothers studio and hosted by Bob Daly, chairman and chief executive officer, Warner Brothers Inc.

Valenti said no new ground was broken during the meeting, and that no new proposals were put on the table. "We took another tack and reviewed the issues that are important to both sides. We examined in depth what financial interest means to the networks and what are the anxieties of the producers," he said. "Both sides," he said, "came away with a better understanding of the issues."

A follow-up meeting scheduled for Thursday was canceled because of the length of the first meeting. Valenti said the two sides will meet again in New York at the beginning of May, with another set of talks scheduled for the end of May in Los Angeles. Both future meetings are expected to be held over two days. And both sides are expected to return with specific plans.

Producers at the meeting included Jerry Leider, chairman, Caucus for Producers, Writers & Directors; Mel Harris, Paramount Pictures Television; Leonard Hill, Leonard Hill Productions; Chuck Fries, Fries Entertainment; Mel Blumenthal, MTM Enterprises, and Stuart Glickman, Carsey-Werner Productions. Representatives from the networks included Jay Kriegel and George Vradenberg from CBS, Steve Weiswasser and Ron Sundellin from ABC, and Rick Cotton and John Agoglia from NBC.

Billy Tauzin: Measuring the mediator

Louisiana Democrat hopes to help broadcast and cable find their common ground

Patching up relations between the broadcast and cable industries may appear a formidable task, but Louisiana Democrat Billy Tauzin thinks it is a worthwhile one, and has offered to help bridge the gap between the feuding interests.

Two weeks ago, Tauzin entered the fray when he suggested to National Association of Broadcasters President Eddie Fritts that he might be able to facilitate discussions between Fritts and National Cable Television Association President James Mooney by convening a meeting in his office (BROADCASTING, April 9).

Last week, Tauzin told BROADCASTING he planned to meet first with each separately "to make sure everybody understands what kind of role I can play. I don't want to be an advocate for either side. I just want to bring them together," said the 46-year-old congressman. "It may be I never get them in the same room; we'll just go from here."

Fritts is ready to talk but does not want to limit any discussions strictly to must carry; he wants to deal with the general issue of cable reregulation. Mooney, however, thinks their discussions should cover only those issues they have in common, which he feels does not include cable rate reregulation. He has not agreed to a summit in Tauzin's office.

Tauzin, a senior member of the House Telecommunications Subcommittee, is generally held in high regard by his House colleagues. He is well versed in communications matters and is active on a number of fronts. He and Republican Tom Tauke of Iowa have been long-standing proponents of broadcast deregulation and he is a champion of the home satellite industry.

Tauzin authored a bill in the last Congress that would force cable programmers to make their product available to backyard dish distributors at prices comparable to those paid by cable operators. He was poised to move his bill but backed off when cable programmers struck a deal with the National Rural Telecommunications Cooperative, a packager of home satellite programming. But the arrangement did not stimulate the competition he hoped it would, and last month Tauzin announced he was working on another dish bill.

"I have always preferred competition over regulation," said Tauzin. "With Ku-band emerging and with DBS as a viable technology, if we can set the stage now we can alleviate some of these pressures for more regulation." Nor does he want to restrict cable ownership in DBS. "That's the last thing I would do. I don't want to do anything that would inhibit the financing and success of those projects. I want Ku-



Representative Billy Tauzin hopes to improve relations between broadcasting and cable

band to develop, I want DBS to be a player. I just want to insure when it does develop that there is fair marketing," said Tauzin.

He is opposed to any Draconian efforts to regulate cable that would financially disable the industry. But he says the pressures are mounting for some type of legislative action and "finding that right formula is critical." Still, Tauzin is not viewed as a cable adversary. He was a staunch advocate of the 1984 Cable Act and considers himself a friend to both industries. Cable and broadcast lobbyists consider him an "honest broker."

Nor does the congressman always see eye to eye with broadcasters; he's told them he thinks their if carry/must pay proposal is the wrong approach. (NAB is pushing a bill that would require cable operators to pay for the carriage of most local signals.) "I doubt seriously that idea is going to catch fire. It is not likely Congress will answer consumer complaints about excess cable rates by adding to the costs of those pro-

grams," said Tauzin.

"If I have any prejudice at all it's the notion that these communications systems should be as much as possible market oriented and driven by consumer choice, not government regulation." He wants to see both industries prosper. Moreover, he feels the two have much in common.

"Cable needs its compulsory license, it needs network programming. It is still an essential ingredient. On the other hand, the networks need to be on cable as more Americans wire up. They need one another. The compulsory license and must carry go hand in hand as a good legal compromise and go hand in hand in a practical sense. Finding a way to do that is essential to the interests of both parties," he argues.

"We'll keep talking until we see whether or not there is a real potential for joint talks. I am not terribly hung up over format, place, time or circumstances. I want to serve as a friend to each...and bring them together to find common ground." —KM

Fox agrees to cover presidential debates, State of Union address

It is hard to ignore House Energy and Commerce Committee Chairman John Dingell (D-Mich.). Last week Fox Chairman Barry Diller committed Fox's owned and operated stations to carrying live coverage of the presidential debates, the President's State of the Union address and congressional responses to those events. In a letter to Dingell, Diller said Fox would also "vigorously encourage" all of its affiliates to broadcast those events. He did, however, indicate it was not "practical for us at this time" to agree to live coverage of all presidential news conferences.

The Fox executive was responding to an earlier letter from Dingell and the committee's ranking Republican, Norman Lent of New York, which suggested that the company's chances of receiving a waiver to the FCC's fin-syn rules would improve if it made a commitment to broadcast live presidential news conferences, the State of the Union Address and responses to the speech from the opposition party (BROADCASTING, April 2).

A Dingell spokesman said the chairman was "pleased that the letter from Diller was responsive," and he did not anticipate any further correspondence on the issue.



NAB 90: FOCUS ON

The National Association of Broadcasters convention's move from Las Vegas to Atlanta did nothing to diminish its reputation as the premier showcase of high-end video and audio hardware. Some 750 companies, covering 430,000 net square feet of the World Congress Center, presented two weeks ago the cutting edge of audio-video technology to tens of thousands of broadcasters and other audio-video producers.

BROADCASTING's coverage of the exhibition begins this week with a review of developments in high-definition television, TV station automation, digital radio broadcasting and UHF transmission. It concludes next week with a look at videotape recorders, videographics, cameras and satellite communications equipment.

High definition gets high NAB profile

Before the opening of the National Association of Broadcasters Advanced Television and HDTV Production Exhibit, its organizers were worried. The show was to be held at the Atlanta Inforum, several blocks from the Georgia World Congress Center where the main NAB convention was held. Would attendees find the shuttle buses to the Inforum? And would they care enough about HDTV to leave the main show?

The answer to both questions was yes. Over the four-day show (March 30-April 2), an estimated 25,000 to 30,000 made the commute, more than half the 50,443 total NAB attendees. What they saw was a complete HDTV system: products and prototypes for HDTV origination, post-production, transmission and display. In addition, there was HDTV for nonbroadcast applications, such as medical imaging, cinema production and electronic movie distribution.

"We think this is a very good indication of the strength and vigor of this industry that is just starting to emerge," said Lynn Claudy, NAB staff engineer, special projects, who was one of the key organizers.

NAB co-sponsored the event with the HDTV 1,125/60 Group, an industry organization dedicated to promoting the SMPTE 240M HDTV format. Others contributing to the show, which covered about 40,000 net square feet of the 100,000-square-foot Inforum exhibition floor, were Larry Thorpe, vice president,

Bell, to set up the link from the Congress Center to his master control. The signal was then routed to dozens of video screens at the Inforum, ranging from 30-inch, direct-view monitors to theater-sized models, some of them with screens over 30 feet wide. Hundreds of the attendees who chose not to go through the security clearance procedures to see the President live, or to go into one of the meeting rooms to view the speech in NTSC, took the bus to the Inforum to watch it in 1,125/60 video.

At the end of the exhibition floor where the proposed transmission systems were displayed, the cost of conversion was the main topic.

Both Zenith Electronics Corp., proponent of the Spectrum Compatible HDTV simulcast system, and the Advanced Television Research Consortium (ATRC), proponent of the Advanced Compatible Television (ACTV) EDTV system, called press conferences at their Inforum displays to discuss the issue following the release of figures by the FCC's advisory committee on advanced television service estimating the costs of HDTV conversion today (BROADCASTING, April 9).

"One of the things we've picked up [around the NAB show] is the view that it's going to cost billions of dollars," Zenith Chairman Jerry Pearlman said. "We certainly don't believe that is true. I think the model of very few locations doing origination and most stations simply rebroadcasting will be the model of terrestrial distribution." He said that if stations pay to pass the network, current NTSC equipment will produce much better pictures over the simulcast channels than they do today and will be acceptable in the short-term for local origination. "Later, as stations replace their cameras and VTR's, which I'm told is done at about a 10% per year rate right now, you'd replace the camera with an HDTV camera," Pearlman said.

Widescreen NTSC input is already part of the cost analysis in ATRC's plan for ACTV, said Michael Sherlock, president, NBC operations and technical services. He cited a study completed by the advisory committee using NBC as a model that found it would cost the network \$400 million to install HDTV equipment, over \$500 million when labor was added. Most of the expense would be for studio equipment, he said. Implementation of ACTV with widescreen NTSC input reduces that figure to \$25 million, he said.

The Public Broadcasting Service is planning for that sort of transition for its affiliates, said Howard Miller, senior vice president, broadcast operations and engineering, during a session at the Congress Center. "What you're talking about is a broadcast service that would be comparable to IDTV with ghost canceling" for local origination, he said. "That's the key to our strategy. If you think about it a little further, you begin to get some idea of the little boxes and devices that Sony and the other folks haven't invented yet. But we're going to push them. We think we can come up with

TECHNOLOGY

production technology, Sony Advanced Products, Teaneck, N.J.; William Connolly, president, Sony Advanced Products, and Michael Rau, NAB senior vice president, science and technology.

"Obviously there is a lot of support for high-definition television. I think the exhibit speaks for itself," Connolly said. Thirty-four equipment manufacturers and five transmission system developers took part in the exhibition.

John Turner, president of Turner Engineering Inc., Boonton, N.J., was in charge of the technical coordination among the various exhibitors. As he had for three previous NAB HDTV exhibits, he coordinated the video shown at several locations around the floor from a master control center, linked to the booths via some 30 miles of coaxial cable.

The crowning achievement was the Monday morning (April 2) live HDTV telecast of President Bush's speech at the Congress Center. Turner worked with the local phone company, Southern

HARD FOUGHT.

4.4[†]

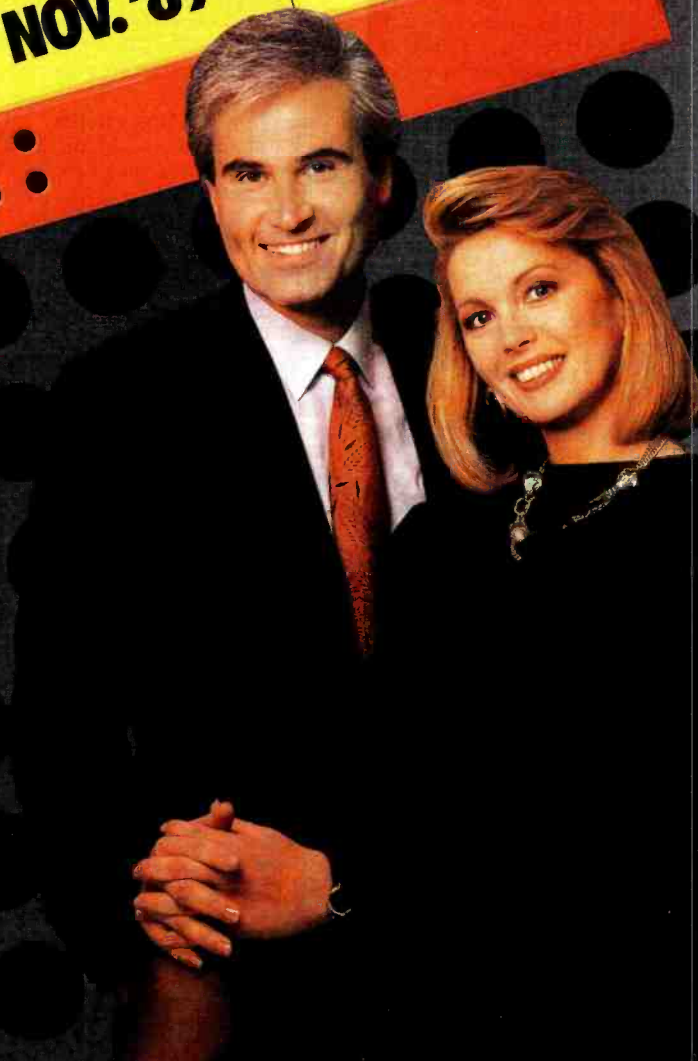
OCT. '89

4.9[†]

NOV. '89

5.5[†]

FEB. '90



HARD WON.

Rank	Market	Stn./Aff.	Time	Program Replaced	INCREASE IN SHARE	
					A 18-49	A 25-54
1	New York*	WCBS/C	7:00p	Win, Lose or Draw	+ 60%	+ 100%
2	Los Angeles	KNBC/N	7:30p	USA Today	+ 30%	+ 36%
3	Chicago	WMAQ/N	6:30p	USA Today	+ 40%	+ 40%
6	Boston	WNEV/C	4:30p	Inside Edition	+ 167%	+ 117%
7	Washington, D.C.	WRC/N	4:30p	People's Court	+ 20%	+ 42%
9	Dallas	KDFW/C	6:30p	USA Today	+ 56%	+ 36%
10	Cleveland	WKYC/N	7:00p	Win, Lose or Draw	+ 50%	+ 57%
15	Seattle	KCPQ/I	6:30p	A Current Affair	+ 21%	+ 29%
25	Orlando*	WCPX/C	7:30p	Win, Lose or Draw	+ 70%	+ 90%
26	Indianapolis	WCNC/N	7:30p	Newhart	+ 33%	+ 50%
31	Charlotte	WPTF/N	7:30p	Couch Potatoes	+ 125%	+ 100%
33	Raleigh*	WHBO/A	7:30p	Family Feud	+ 38%	+ 71%
38	Memphis	WLNE/C	7:00p	USA Today	+ 100%	+ 143%
44	Providence*	WVTM/N	5:00p	USA Today	+ 164%	+ 115%
47	Birmingham	WPBF/A	7:30p	USA Today	+ 22%	+ 25%
50	West Palm Beach	KOB/N	6:30p	This Evening	+ 1000%	+ 300%
51	Albuquerque*	WNYT/N	5:00p	A Current Affair	+ 31%	+ 32%
53	Albany*	WKRG/C	4:00p	Inside Edition	+ 22%	+ 28%
55	Mobile*	KTUL/A	7:30p	Entertainment Tonight	+ 71%	+ 58%
58	Tulsa*	WTVR/C	5:00p	People's Court	+ 124%	+ 130%
61	Richmond	KAKE/A	3:30p	People's Court	+ 55%	+ 36%
63	Wichita	WAAX/A	3:30p	Group 1 Medical	+ 71%	+ 50%
88	Huntsville	WMTV/N	3:00p	Facts Of Life	+ 53%	+ 93%
90	Madison*	WBRZ/A	3:00p	PM Magazine	+ 11%	+ 31%
94	Baton Rouge*	WAGT/N	4:00p	USA Today	+ 31%	+ 140%
103	Augusta	WMBD/C	5:00p	Win, Lose or Draw	+ 86%	+ 280%
111	Peoria*	KCOY/C	6:30p	Magnum P.I.	+ 217%	+ 25%
112	Santa Barbara*	KLSR/I	4:30p	This Evening	+ 14%	+ 400%
121	Eugene*	KAPP/A	7:30p	Headline News	+ 26%	+ 32%
128	Yakima	WCB/C	6:30p	Inside Edition	+ 25%	+ 50%
129	Columbus-Tupelo*	WTRF/C	7:00p	Family Ties	+ 75%	+ 59%
137	Wheeling*	WSEE/C	5:00p	Win, Lose or Draw	+ 91%	+ 80%
139	Erie*	KRBC/N	5:00p	Inside Edition	+ 50%	+ 36%
156	Abilene*	WUTR/A	4:30p	Win, Lose or Draw	+ 37%	+ 50%
159	Utica*	KOTA/A				
165	Rapid City*					

The February sweeps are over and HARD COPY continues to claim more territory—in access and news lead-in time periods. Since our impressive launch in September, our national delivery has grown a phenomenal 25%. And in markets we across the country, we outperformed the programs we replaced by tremendous margins. So if you need a strong show on your side, don't think hard. Think HARD COPY.

HARD COPY



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Entrance to the HDTV exhibit at the Atlanta Inforum

lower-cost recorders and can get a lot of [signals] through the plant without major upgrades."

Gary Shapiro, staff vice president, government and legal affairs, Electronics Industries Association, also appearing at a Congress Center session, told broadcasters to "stop breaking out in hives every time you hear a far-fetched estimate of how much it's going to cost to go into HDTV and start recognizing that failure to get involved in HDTV could turn over-the-air [television] into what AM is now."

Another issue among the transmission proponents was the question of how to provide simulcast channels for every licensee without increasing adjacent-channel interference in the VHF and UHF bands. Zenith has proposed dealing with the problem through a hybrid analog-digital simulcast signal, which could be transmitted at much lower power than conventional NTSC channels, allowing for shorter spacing between stations. FCC computer simulations of the Zenith approach have been promising so far (BROADCASTING, Dec. 25, 1989), although engineers warn that conclusions about the FCC's flexibility in allocation cannot be drawn until testing of the Zenith hardware is complete.

Some have had questions about what Japan's NHK, developer of Narrow-MUSE, the other leading simulcast proposal, is doing to address the interference problem. NHK had considered incorporating a digital technique like Zenith's, said Taiji Nishizawa, director of NHK's advanced TV systems research division at its Science and Technical Research Laboratories, Tokyo, "but we feel analog is much simpler." NHK has developed a new "frequency-multiplexing modulation" technique for tackling interference to the Narrow-MUSE signal within the analog domain. Low-pass and high-pass filters are applied to the signal to divide the signal into two components. In the modulated signal, there is no spectrum in the area of the low frequency component of the signal where interference is most likely to appear, Nishizawa said.

One of the exhibitors at the Inforum's transmission system section, Scientific-Atlanta Inc., is not proposing its system for terrestrial transmission. Instead, it is looking for commercial customers of its HDB-MAC satellite distribution system today. Scientific-Atlanta has had a handful of customers since it announced that HDB-MAC was available for commercial applications at NAB '89. At this year's convention, it signed a deal with another company, HDC Communications Ltd., Vancouver, British Columbia, a diversified company that operates a television production facility in Vancouver.

HDC intends to establish a permanent HDB-MAC link between Vancouver and Los Angeles, where it will establish an HDTV theater open to the public. "What we'll be doing initially is show product on a regular basis to the industry with the intent of eventually making high-definition a viable transmission alternative to 35 mm for theatrical distribution," said Lee Stringer, president of HDC. The long-term goal is eventual expansion into a chain of HDTV theaters.

HDC plans to have its first major test of the system with a link between Vancouver and the Fourth International Colloquium on Advanced Television Systems in Ottawa, scheduled for June 26-

29. If all goes as planned, the first show in Los Angeles should take place in September. Movies there will be displayed on a 24-foot screen from Gretag Eidophor Ltd., Zurich. The theater site has not yet been selected.

Stringer said that there will be no rapid expansion past the Los Angeles theater because of the current high cost of HDTV equipment. "I think the thing that is really significant is that there are a number of very interesting applications for high-definition that we've not even begun to think about," said William E. Johnson, chief executive officer of Scientific-Atlanta.

The plan to electronically distribute HDTV movies is not new. Several months ago, the Club Theatre Network, Boca Raton, Fla., announced its intention to establish a fiber optic network of 13 HDTV theaters in Florida. An 18-seat prototype of a Club theater was set up at the Inforum. The first of the theaters has been opened in Fort Lauderdale, Fla., and the company has taken possession of a Rank Cintel MK-III high-definition telecine for transfer of 35 mm film prints into 1,125/60 HDTV videotape. During the show, Club announced plans to set up a combination fiber-satellite network to reach 5,000 theaters by the mid-1990's.

Another nonbroadcast application for HDTV that is finding a market is medical imaging. One corner of the Inforum show was set aside to demonstrate how high-resolution video pictures can be used as a diagnostic tool, and, in some cases, a long-distance diagnostic tool. The medical display was set up with a combination of 1,125/60 equipment from Sony and fiber optic links and workstations from MERET Optical Communications Inc., Santa Monica, Calif.

Pathology is a main application for HDTV in a hospital, according to Dr. Robin Willcort, an Australian-born surgeon who "is one of the spiritual driving forces behind the use of HDTV for medical imaging applications," said NAB's Rau. It is a very profitable branch of medicine, which is currently done with very little equipment. Archiving is another prime application. Willcort also suggested that high-definition video provides a much more efficient method of medical education. "I believe that in a surgical program of 10 years of training, you could knock one to two years of training off the training time. Certainly you would increase the capacity of the surgeon to perform the surgery more expeditiously and, hopefully, better," he said.

The wide 16:9 screen is one of the most important features, according to Willcort. "One needs peripheral vision to keep oneself oriented when viewing a surgical procedure on television," Willcort said. "When you have a 4:3 aspect ratio, particularly when you have to use a close-up in order to get the resolution, you become totally disoriented with respect to the operative field, which actually does make a difference. Knowing your left from your right is very critical in surgery."

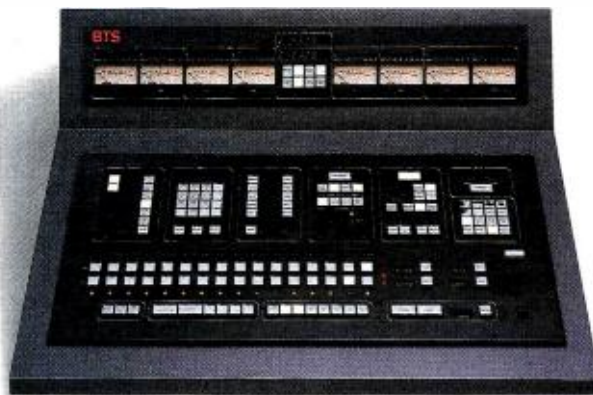
-RMS

Computers capture controlling interest

"Now that there is a belt-tightening, broadcasting stations are looking for streamlining," Richard Pierceall, a product manager for Basys Inc. in Mountain View, Calif., said during an NAB technical session. Basys in California is the U.S. subsidiary of a British-based company, which was one of several at the NAB equipment exhibition that described ways to integrate station operations via computer.

By the mid-1990's, many foresee control of nearly all functions in a typical TV station from a few strategically placed computer terminals. "With the computing power of today's computer workstations, networks can be set up so that throughout the station, departments that currently communicate by floppy disk, telephone or paper, will be able to tap into each other's computer files in a seamless operation," said Tim Crabtree, director of broadcast

How to take control of a broadcast station.



MCS-2000 Master Control Switcher

Go ahead, be ambitious. Controlling a broadcast station is no small potatoes, but these advanced products from BTS make it easy by giving you total control of all on-air programming from two workstations.

The MCS-2000 Master Control Switcher together with the BTA-2300 Automation System automate many of the routine operations that are currently handled by staff, which makes both your people *and* your equipment more efficient and productive. Computerizing your station also drastically reduces programming errors. Since that prevents make-goods, the system quickly pays for itself.

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BTA-2300 Automation System

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The MCS-2000 is user configurable, so you can select (and change) which buttons access which sources. Since it uses the existing outputs from the routing switcher, you don't need a second router. And its on-air bypass feature lets it serve as a simple production switcher if necessary.

The computer system is not only powerful, it's extremely flexible, allowing you to revise the program on a moment's notice. And there's no more reliable automation system available. Both products go through 100% computerized factory testing and have a 5-year warranty.

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Philadelphia/WPHL UP 121%	Dallas/KTVT UP 80%	Miami/WDZL UP 314%	Hartford/WTXX UP 333%	Salt Lake City/KXIV UP 250%	Richmond/WRLH UP 117%
Boston/WSBK UP 230%	Houston/KHTV UP 80%	Pittsburgh/WPGH UP 75%	Milwaukee/WVTV UP 150%	Greensboro/WGGT UP 150%	Las Vegas/KVVU UP 200%

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for years to come.

So relax. Take a deep breath.
You can almost smell the green.



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Crowds gather for demonstration of Ampex computer-controlled videotape system

engineering, Odetics, Anaheim, Calif.

There appear to be two main approaches to TV station automation currently being marketed. Basys and Dynatech NewStar, Madison, Wis., are appealing to stations that have bought newsroom computer systems over the past decade. Software and hardware innovations are being developed to integrate control of routing switchers, tape libraries, character generators and graphics systems, closed captioning encoders and more. Sony Corp., Odetics, Ampex and other companies marketing multicassette computerized videotape library systems foresee stations in which integration is based on the those library management systems.

Basing integration in the station around the newsroom computer makes sense because the system is more centralized than the tape library, said David Lyon, chairman and chief executive officer of the Basys Group, Berkshire, U.K. "I think our approach is more flexible," he said.

In the mid-1980's Basys came to NAB conventions as a small "blue curtain" exhibitor showing only its newsroom automation software. As its product has gradually added features, the prominence of Basys on the NAB floor has grown. In the past year, Basys has been acquiring British-owned companies. The new Basys companies include Connolly Systems Ltd., a manufacturer of master control switchers; Jemani Ltd., a manufacturer of computer operated on-line and off-line videotape editing systems, and Signal Computing Ltd., a software developer.

Basys believes that all of the acquisitions could aid in its strategy of integrating station operations through a central computer system. "This is the first show where we can show some of the benefits of this," Lyon said. Further acquisitions are planned for the coming year, although Lyon would not say what companies are being considered.

New at the Basys booth was "flix VIP" a new computerized videotape editing workstation designed to interface with tape library systems of up to 1,000 cassettes for single edit sessions. The flix VIP system integrates fully with the Basys newsroom computers as well as with most other production, transmission and playlist computers sold.

The Sony IBO (integrated broadcast operation) concept involves coordinating station operations through its LMS (library management system) computers. "Our target on this is to make IBO a controller of multicassette systems with control of character generators and stills" as well as all of the external studio videotape machines in the station, said Rick Swiers, Sony marketing manager, LMS products. "The studio VTR is an extension of the LMS."

Sony entered NAB 1990 claiming to have sold 148 of its LMS's worldwide (including 50 in the U.S. over the past 18 months), which would make it currently the leader in large computerized playback system sales. It had two more major LMS sales to announce at this year's show. CNN bought two DVC-1000 (1,000 cassette) systems for CNN and CNN Headline News. CNN has also purchased 80-cassette LMS's for each service. The thousand-cassette units are expected to be on line by the end of next month.

Sony also announced that Capital Cities/ABC bought two DVC-1000's to streamline its on-air playback of commercial material. The first ABC system is expected to go on line in April 1991.

CBS is currently installing Sony LMS's purchased during NAB 1989 at its new Broadcast Origination Center in New York. Each of the three—ABC, CBS and CNN—will operate LMS's using the D-2 (composite digital) videotape format. (NBC has already begun automated network playback operations with MARC systems, based on MII half-inch component analog format, from Panasonic Broadcast Systems.)

William Keegan, director, broadcast sales, Odetics, challenged the Sony sales figures. Until recently, Odetics had undisputed claim to the most systems sold and operating in the field. Odetics now claims to have gone over the 100 mark in sales of its TCS2000 system. Keegan provided a full user list for the TCS2000 showing 90 customers (some that bought multiple systems) and that 77 of them had received deliveries. He questioned whether most of the systems sold by Sony have been shipped.

Ray Baldock, manager, broadcast systems, product management for Sony, replied that the 148 sold figure is systems sold as of February and that the actual figure is probably much higher already. He estimated that about 95% of the systems that have been sold have been delivered.

Whatever differences may exist between Sony and Odetics, the two companies seem to have similar visions of the future of automation in TV stations and how the multicassette systems will be the key component. An Odetics TCS2000 was demonstrated in operation with a BTA2300 automation system in Broadcast Television Systems booth, which was adjacent to Odetics on the NAB exhibit floor. The demonstration was designed to show how duplicate playlist data is automatically eliminated from the system and how extensive changes to the playlist and interfacing with the traffic computer can be accomplished simultaneously with on-air playback when a large cart system is connected to a sophisticated routing system.

"We're working pretty hard on the hardware, but the software is also formidable," said William F. Carpenter of Ampex Corp., Redwood City, Calif., in his description of that company's ACR-225 D-2 automated tape playback system. The biggest new feature to the ACR system is "AutoResolve," a software package designed to resolve conflicts when more than one event is placed on a tape in the system.

Occasionally, two commercials scheduled to run one after the other are placed on the same cassette in the automated system with too much space between them. When the first commercial ends, there is a pause of several seconds while the second event cues up. With AutoResolve, the computer automatically looks ahead in the playlist, identifies the conflicts and creates a buffer copy of a conflicting spot or copies it onto an idle spot in the system. The software is scheduled for availability in the second quarter of this year.

One category of computer-driven products gaining in appeal to broadcasters are the robotic camera systems. The largest U.S. manufacturer and vendor of these systems is Total Spectrum Manufacturing (TSM) Inc., Valley Cottage, N.Y. "Market growth for us has been very strong. We continue to hold about 91% of the market" in the U.S., said Robert Gonnelli, TSM president and chief executive officer. In hopes of further strengthening its lead, TSM announced during NAB that Midwest Communications, Edgewood, Ky., will be the sole distributor of TSM products. TSM will continue to market its products on its own, but Midwest will be the only other distributor worldwide. "We expect to do a lot of business in automation. It certainly is the wave of the future," Midwest President and CEO David Barnes said.

There were not many "major additions" to the TSM line at NAB, Gonnelli said. But one of those was the ACP-8000 remote operation panel, which can be installed anywhere in the plant. In the event of a news bulletin or some other form of emergency, an ACP-8000 near the master control station or somewhere in the studio can be used to control the cameras with the same flexibility as the camera control unit. "It's a lot of secondary power for

When Viacom Networks had tough questions about Multi-Cassette Systems, Sony had the answers.

Scott Davis, Senior Vice President
Viacom Network Operations



When it comes to Multi-Cassette Systems, questions on efficiency, reliability and service are all pretty standard. But the answers are not. Because with each application there are variables. Like formats, capacities and software.

"It's a decision affecting every aspect of our operation. And it's a matter of doing what it takes to stay competitive in the years ahead.

For us, we knew the answer would be a Multi-Cassette System. Still there were many tough questions. Like how to implement a system that would satisfy our current needs, while working to fully

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We looked very carefully at what was out there. The equipment, hardware, software, everything. We talked both to manufacturers and current system users.

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\$69,000," Gonnelli said.

TSM may dominate the domestic robotic camera market, but Radamec EPO is "by far the largest supplier worldwide," with over 90% of the international market, according to Richard A. Cooper, national sales manager, robotics, for A.F. Associates, Northvale, N.J., the U.S. distributor of the British-built Radamec systems. But Radamec has been hurt in this country because it took longer to make a robotic pedestal available. RoboPed, an A.F. Associates pedestal

shown as a prototype last year, was introduced as a product at NAB 1990. Cooper claimed that RoboPed's laser guidance system will allow for flexibility and collision avoidance.

A third robotic camera manufacturer on the NAB floor was Vinten Broadcast Inc., Hauppauge, N.Y. Vinten's Microswift robotic system allows for highly accurate pedestal guidance with the use of optical tape on the studio floor. However, the camera can be rolled up to 500 feet off the tape with accuracy as well. —RMS

Radio: Digital and data delivery raise pulses



RDS—a new technology for FM that may soon be implemented in the U.S.

RDS and DAB.

The innovative technologies represented by those two monograms excited radio broadcasters at the NAB convention and, to some extent, upstaged the radio hardware equipment exhibition, which yielded few surprises or important new products.

RDS stands for Radio Data System, a system already widely in use in Europe that would allow, among other things, FM stations (and potentially AM stations) to broadcast along with their regular programming call letters, slogans and formats to tiny LCD displays on a new breed of radios.

DAB is digital audio broadcasting, an all-new broadcasting system that promises to deliver CD-quality audio to car and home radios via terrestrial transmitters or satellite.

Proponents of the systems demonstrated them in special NAB-sponsored booths outside the halls where the radio engineering sessions were held.

RDS was "well received," said Michael Rau, senior vice president, science and technology, NAB, which is promoting the technology. "My sense...is that most of the broadcasters [who stopped by to check out the technology] were very positive about bringing RDS into the U.S."

If the interest in RDS is, in fact, as high as it seemed at the convention, Rau said, the NAB in cooperation with the Electronics Industries Association would probably begin work on setting standards for implementing RDS in the U.S. The NAB surveyed broadcasters who stopped by the booth to gauge the interest, he said.

RDS also received an endorsement from a former broadcaster. After checking out the system on an NAB-led tour, FCC Chairman Alfred Sikes, who has owned and managed AM and FM stations, said the system "was a unique way to use the subcarrier.... If I were a station owner, I would monitor very carefully developments in the technology." But, Sikes added, he would also be aware of the "chicken and egg" problem—whether enough RDS radios "are going to be out there" to warrant the investment in the RDS transmission equipment.

RDS calls for broadcasters to transmit a digital data stream over a subcarrier—proponents say 57 khz will work best—and receiver manufacturers to build special RDS radios to make use of digital information.

In addition to sending text for display on the radios, broadcasters would be able to use RDS to load format information into radios so they can scan the band by format. Radios can scan for 32 different formats, but only five at any one time.

Also, broadcasters that simulcast over two or more stations in a market—say, a full-power station and a translator or two full power stations with nonoverlapping signals—can use the RDS signals to force radios to switch automatically to the station with the strongest signal.

Finally, RDS offers broadcasters and government a means of enhancing the oft-criticized emergency warning system.

According to Gerald LeBow, president of Sage Alerting System Inc., the licensee of the alerting technology in the U.S., the alerting feature can be used to actuate sirens, to override automatically a station's programming to broadcast warnings and to send closed circuit messages to emergency workers and radio stations. "If necessary, this technology can even turn radios and TV's on automatically in an emergency situation," said LeBow in an RDS presentation during a radio engineering session.

At the RDS booth, Delco Electronics, manufacturer of all radios in General Motors cars, demonstrated an RDS prototype radio tucked in the dash of an Oldsmobile Silhouette van.

Two FM stations—NewCity Communications' WYAY(FM) Gainesville, Ga., and WYAI(FM) LaGrange, Ga.—provided the signals for the demonstrations. Because the stations cover the Atlanta market and simulcast the same programming, their signals could be used to demonstrate not only the billboard function, but also the automatic switching function.

Tom Leonard, communications systems program manager, advanced development, Delco, said most FM stations in Western Europe are already broadcasting RDS services. And as a result, he said, many major receiver manufacturers—Blaupunkt, Ford, Grundig, Philips and JVC, among others—are already marketing RDS radios in Europe.

Another factor suggesting the RDS rollout in the U.S. could be sooner rather than later is the availability of RDS encoding equipment. Lars Sorensen, product line manager, broadcast radio, RE Technology, a Copenhagen-based broadcast equipment manufacturer, said it would cost U.S. broadcasters between \$2,000 and \$10,000 to gear up for RDS, depending on the number of services they wanted to offer.

Some were critical of the fact that RDS was an FM enhancement that, if implemented, would further widen the gap between FM and AM. "My fear is that if AM stations are not able to display their calls they would be put at a significant disadvantage," said Richard Rudman, engineering manager, KFWB(AM) Los Angeles, and former president of the Society of Broadcast Engineers.

Leonard acknowledged that there may not be enough room in the AM signal to squeeze in the RDS signal, especially for stations broadcasting in stereo. But, according to Rau, the NAB has developed a way of permitting AM to offer some of RDS's most attractive features, including billboard and format selection.

It was unclear whether DAB is an opportunity or threat for today's AM and FM broadcasters. Should the FCC find spectrum for DAB, conventional stations could be faced with substantial new competition that could eat away at AM-FM audience as FM did AM's in the 1970's and 1980's.

Rau had no answer on how broadcasters should perceive DAB.

THE GOOD NEWS ABOUT INTERNATIONAL SATELLITE TRANSMISSIONS



Satellite time broker sells convenience

By PETER CAMPBELL

Special to ENR

BrightStar, one of the few satellite time brokers in the world, has set up a new office in London and is now offering a new service to its customers. The company, which is based in New York, has been in the business of selling satellite time for over 10 years. It has a reputation for being a reliable and efficient broker, and its new office in London will allow it to serve its customers more effectively.

BrightStar opens new links to Europe

By GERALD M. WALKER

BrightStar Communications, the American satellite carrier with English roots, has set itself up to become a major broadcasting link to Europe. The key was moving to Intelsat's 332.5 degree East satellite and simultaneously switching to the Washington International Teletop (WIT) as U.S. hub.

These moves gave the company, which is owned by ViaNews in the UK, a new link to Europe.

during the season. For New York-based Trans World International, BrightStar transmits a one-hour package of highlights from the week's games. For Britain's Channel 4 Productions, it carries

Direct to Europe

BrightStar service eases home dish transmissions

By HOLLY GARDNER

Special to ENR

Since the difference in C-band and Ku-band is in the frequency and not the quality, says Mr. Page, "the advantage to be able to directly convert C-band to Ku-band is twofold."

One is that the signal strength is increased at the satellite. The other is that the signal strength is increased at the receiver.

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BrightStar Links Japan

A new transatlantic satellite link has been established by BrightStar to allow Japan's six major television networks to receive television news programs from Europe.

The link transmits the European programming from Great Britain to the United States, where it is carried to the networks by the Japanese international satellite system. Previously, the networks had to use another system via an American Ocean region satellite.

BrightStar Expands Links

NEW YORK — BrightStar Communications, Ltd. has signed agreements with Hughes Communications and U.S. ElectroDynamics that will increase the satellite time for the firm's communication services in and out of North America, the company announced.

Under the agreement with Hughes, Brightstar is granted

BrightStar Adds Transponder For Trans-Atlantic Service

NEW YORK — International TV program carrier BrightStar Communications Ltd. recently announced the addition of a third transponder on its west-to-east trans-Atlantic satellite system, enabling it to offer TVRO service to Europe.

BrightStar said it would lease a transponder full time on Intelsat's 332.5 deg. E. satellite with a C-band uplink from North America and Ku-band downlinking in Europe. The

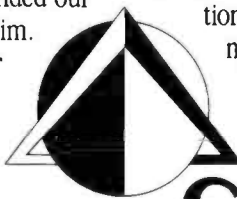
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But, he said, NAB "has an obligation to report on developments in technology. That's the premise we start from."

DAB, which requires less spectrum and less power than FM, was developed by the European Broadcasting Union. Jonathan Stott, one of the EBU representatives manning the demonstration booth, said the future of DAB as a satellite service will be determined to a great extent at the World Administrative Radio Conference in 1992. It will be that conference's task to find spectrum for the service between 500 mhz and 2 ghz—the only spectrum that will allow for reception of the signals in trucks and cars.

RDS and DAB not only outshined the radio studio hardware, but also developments in other better-known broadcast radio systems that are trying to gain some traction in the industry, namely the National Radio Systems Committee (NRSC) standards, AM stereo and FMX.

For proponents of the NRSC standards, which are intended to foster the manufacture of wideband—high fidelity—AM radio, news from the convention was mixed.

Delco Electronics, the largest domestic manufacturer of radios and suppliers of radio to all General Motors cars, informed the NRSC proponents that it would not build wideband radios until their customers—the various GM car and truck makers—demand them. "They want to be pulled along by the market rather than pushed by NAB or the EIA," said Rau.

Delco's reluctance indicates that it lacks confidence that implementation of the standard will reduce sufficiently the interference among AM stations that has forced Delco and other receiver manufacturers to narrow the bandwidth of radios over the years, essentially trading off fidelity for interference protection.

Rau, who is directing much of the NRSC compliance effort, said the NRSC "needs to work things out with Delco" so it will adopt wideband radios.

The other bad news was that broadcasting's compliance with the NRSC standard, which requires stations to clip the bandwidth of their audio programming at 10 khz, has been less than anticipated. At this point, said Rau, only between 60% and 75% of all AM stations have complied.

The FCC mandated the standard, said Rau, and stations that are not in compliance by June 30 will be in violation of FCC rules.

On a more positive note, Philips showed in the NRSC booth a wideband AM-FM stereo receiver that makes use of the NRSC deemphasis curve, with the NRSC pre-emphasis that many AM stations are not employing.

Also, Rau said, some 1,000 stations have promised to air spots—20 to 30 a week—promoting the new NRSC wideband radios that earn the IQ certification mark for complying with the NRSC standards.

Representatives of Broadcast Technology Partners, the company that owns and is promoting the use of the FMX noise-reduction system for FM, were pleased with the renewed interest in the system shown by broadcasters at the convention. "Overwhelming would be an understatement," said Ben Micznik, director of marketing, BTP, holding up a two-inch-thick wad of business cards to make his point. "We've had inquiries from every part of the industry—domestic and foreign."

Micznik said 90 stations are now on the air with FMX and another 40 are equipped and will soon make the switch to it. On the end of the broadcast system, he said, Alpine and JVC have introduced FMX models, and others are expected to follow suit this summer.

In support of FMX, Inovonics Inc. introduced a second-generation FM stereo generator incorporating the FMX system. At its booth, Motorola tried to generate interest in its C-Quam AM stereo system by featuring a low-cost (less than \$40) AM stereo-FM stereo radio, the Sangean Electronics SR-66. According to Motorola, the Taiwanese-made SR-66 is the forerunner of all sorts of inexpensive AM stereo portable radios that will eventually stimulate consumer demand for AM stereo signals.

The new radios are made possible by the Motorola C-Quam low-voltage decoder chip (the MC13024). The first generation of decoder chips, because of their relatively high power needs, restricted AM stereo to auto radios and AC-powered table-top receivers.

Broadcasters and receiver manufacturers have been slow to adopt

AM stereo partly because of the lack of a standard. Rather than mandate a standard, the FCC in 1982 voted to allow system proponents to slug it out in the marketplace.

The marketplace has almost worked, winnowing the proponents from five to just two, Motorola and Kahn Communications. But Kahn, with its single-sideband system, has hung tough, refusing to call it quits despite Motorola's dominance of the stereo market.

Kahn President Leonard Kahn has moved the fight from the marketplace to the courtroom, where he has charged Delco Electronics with patent infringement in connection with its manufacture of a million C-Quam AM stereo radios. Kahn pledged to keep up the legal challenge, noting that since he is representing himself, he is spending little to prosecute the case.

Despite the legal spectre, penetration of Motorola technology is continuing on a "very steady growth curve," said Motorola's Steve Kravitz. As of the convention, he said, nearly 580 stations are equipped to broadcast C-Quam stereo and some 20 million C-Quam chips have been shipped to receiver manufacturers for incorporation in radios.

Delta Electronics, one of the three suppliers of C-Quam stereo exciters for AM (Motorola and Broadcast Electronics are the other two), was upbeat about C-Quam's near-term prospects based on the traffic coming through its booth. "It had been slow up to NAB," said John Bisset, Delta broadcast sales manager. "But my impression here [at the convention] is that AM stereo is far from dead. Things are picking up."

Bisset said Delta has dropped the price of its C-Quam equipment package so that stations can begin broadcasting in stereo for as little as \$100-\$125 on a lease basis. "That has given [stereo] a shot in the arm," he said.

The move toward digital production and origination in radio continued at the show. In addition to such advances in broadcast-adapted CD technology as Studer Revox's A729 controller for up to four CD players, there was at least one new approach to digital origination—360 Systems Broadcast Product Group's Digicart.

With the product, "I feel we are on the leading edge," said Tom Yingst, vice president-general manager, Harris, which is marketing the unit and which continually demonstrated it at its booth.

At the heart of the product is a magnetic disk cartridge or Digital Audio Disk that front loads into the half-rack-sized player/recorder just as a conventional cart would.

The playing time of the disk depends on a number of variables, including audio bandwidth, sample frequency and mode (stereo or mono). The disk, for instance, can handle 10 minutes of 15 khz stereo.

—HAJ

UHF broadcasters have two tubes to tap

With most UHF transmitter manufacturers committed exclusively to either klystron or MSDC klystron technology, the only place to get anything approaching a balanced assessment of the competing high-efficiency transmission schemes at the NAB convention was in the booth of Television Technology Corp., which showed high-power units based on each.

Michael Lehrman, TTC executive vice president and chief operating officer, said the company has sold three klystron transmitters and is in final negotiations for the sale of two MSDC klystron units.

"What seems to be happening is that the air-cooled klystron is preferred for low-power installations—15, 30, 60 kilowatts, while the MSDC is preferred for higher power levels," he said.

Lehrman speculated that the buyers of the high-power units are shying away from klystrons because they represent a relatively new technology. "Nobody knows the long-term benefits and characteristics," he said. "Some are concerned about whether the



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The radio connection

Most of the innovation in radio transmission in the past year was reflected in the AM products on the NAB floor. Harris Corp. and Nautel Maine continued to battle with their solid-state lines, while the other major manufacturer, Continental Electronics, returned again with its primarily tube-driven line.

In addition to expanding its DX series by introducing a 100 kw version to go along with the previously introduced 10 kw and 50 kw models, Harris featured its new solid-state GATES series, which combines low power (1 kw, 2.5 kw and 5 kw) with low cost.

Harris was claiming AM's "highest level" of audio performance for the DX series, but Nautel was giving no ground on "specsmanship." Jorgen Jensen, manager, broadcast sales, Nautel, said the specifications on its solid-state line meets or exceeds those of DX. Also, he said, the simpler design of its line should make it more reliable than Harris's.

Steve Claterbaugh, director of advertising and promotion

for Continental, said the company offers a 1 kw solid-state AM transmitter and has higher power units in development. But, he said, he was not sure when they would hit the market.

None of the AM transmitter manufacturers was too disturbed by the FCC freeze on new AM stations and upgrades that went into effect last week. They saw the freeze as temporary and looked forward to the business that will be generated by the grant of new stations in the expanded AM band (1605 khz to 1705 khz) that will come with the thaw. "There will be a lot of pressure on the FCC not to sit on this for a long time," said Roy Ridge, president of Harris's Allied Broadcast Equipment, Richmond, Ind.

Harris and Nautel are counting on the international market as much as the domestic one for AM sales. Indeed, Harris's new DX100 unit is aimed at the overseas market. (Harris introduced the DX10 10 kw unit in 1987, and the DX50 50 kw model last year.)

klystrodes, when aged in their sockets, will be as easy to phase and parallel as the klystrons."

TTC, with its unit built around the Varian Eimac klystrode, became just the second manufacturer to adopt the klystrode technology, which like the MSDC klystron dramatically cuts power consumption and, more important for the broadcaster, power bills, compared to conventional transmitters.

Comark introduced the first klystrode transmitter based on the Varian Eimac klystrode three years ago and has been the technology's chief proponent. According to Comark President Nat Ostroff, 45 klystrodes are now on the air.

With the high-efficiency claims being old news, Comark used the show to highlight another feature: klystrode transmitters can be air-cooled. "The air cooling has captured the imagination of a lot of people," said Ostroff.

Klystron transmitters—MSDC and conventional—are water-cooled much as an automobile engine is.

Comark also introduced transmitters based on a newly available klystrode from EEV, one of Varian Eimac's competitors. Ostroff said the Varian Eimac and EEV klystrode are not interchangeable. Each requires different support circuitry.

Nonetheless, Ostroff said, the availability of a second klystrode will introduce some competition into the klystrode market and should force prices down.

Townsend Corp. (now a subsidiary of Midwest Communications), Harris and Varian/TVT countered Comark with lines of MSDC klystron transmitters. "We don't believe in klystrode technology," said Chris Summey, vice president-general manager, Townsend, in explaining his company's decision not to move to klystrodes. "It has not been a widely accepted technology; we are afraid the support base will go away in the near future."

Because the MSDC klystron is an improvement, not a radical departure, from the conventional klystron, its long-term reliability and performance are proved, Summey said. What's more, he said, if an MSDC klystron fails, it can be replaced by a conventional klystron. That gives chief engineers comfort, he said.

Comark's Ostroff said other major manufacturers have not adopted the klystrode because Comark has an exclusive arrangement with Varian Eimac for the use of its klystrode that does not expire until next August.

That's not entirely true, according to Ian Waters, product manager, Varian TVT. Comark's exclusivity did not extend to Varian TVT because it and Varian Eimac have the same parent company, Varian Associates, he said. Varian TVT could have built klystrode transmitters, Waters said, but after a thorough analysis, it opted to stay with the proven klystron technology.

(TTC's Lehrman also said that Comark's exclusivity does not cover lower power klystrodes, permitting TTC to crack the market at the lower levels. He declined to say what power levels.)

By all accounts, the MSDC klystrons and klystrodes are rapidly pushing the conventional klystrons out of the market. Townsend's Summey said his biggest problem is getting enough MSDC klystrons from suppliers Varian MPTD, Philips and EEV to meet the demand. "Every tube we can get our hands on...we have customers to buy," he said.

The new "tubes" have not eliminated completely the demand for conventional klystron transmitters. The added cost—10% or more—of the new transmitters discourages some cash-strapped UHF broadcasters, the manufacturers said, even though the operational savings quickly covers the extra capital expense. The conventional klystron "is not dead by any means," said Varian TVT's Waters.

Solid-state transmitters have taken over the VHF end of the transmitter market, but in UHF they are just now starting to make inroads at the lower power levels.

All the majors—Varian TVT, Harris, Thomson LGT and Townsend—were featuring low-power (10 kw or less) solid-state UHF transmitters. And they seem to be finding buyers for them.

Prior to the show, Varian TVT announced that it had signed a \$10 million contract to supply 26 units up to 10 kw to England's Independent Broadcasting Authority. And, according to Summey, Townsend, whose solid-state line employs technology developed by Toshiba, has sold three 1 kw units to an Oregon broadcaster for use in satellite stations.

The longtime UHF manufacturers agreed that the market is not what it used to be. Over the past two years, said Ostroff, UHF transmission went from an "expanding, dynamic growth market" to a replacement market of "limited sales." But UHF replacement is considerably larger than the VHF replacement market, he added.

Varian TVT's Waters concurs. Although some orders from new stations are coming in, he said, the market "is getting more into a replacement phase."

Compared to the UHF market, the VHF market was relatively quiet, but hardly less competitive. It seems to be dominated now by the solid-state offerings of Harris and LDL Communications, but Townsend and Thomson LGT (like Comark, owned by Thomson CSF) were pressing for a larger share.

Townsend brought into its booth a truck with an operating 5 kw VHF solid-state transmitter on board. The truck is normally on the road demonstrating the Townsend VHF technology to potential customers, said Summey. Although the demo transmitter is 5 kw, Townsend's line starts at 8 kw and increases in multiples of 8 kw, he said.

LDL Communications was running a 22 kw VHF transmitter into a dummy load, allowing potential buyers to turn the unit on or off instantly with the push of a button or to pull one or more of the many amplifier modules without turning the unit off and without substantially degrading the picture.

—HAJ

CBS takes Universal films passed on by cable

Package of recent theatrical releases said to have cost CBS \$50 million

CBS has come to an agreement with Universal Pictures for the broadcast rights to a 10-title film package, which will make its way to the network prior to any pay cable run.

The price for the acquisition is, according to several sources, in the \$50 million-\$60 million range with one source saying it was "closer to \$50 million than to \$60 million." Titles in the package include such recent box office hits as "Born on the Fourth of July," "Field of Dreams," "Do the Right Thing," "Uncle Buck" and "Sea of Love." All the films will be available to CBS beginning in September, with the network able to run each film an average of two times. If they choose, CBS will be able to run some films three times and others just once.

Peter Tortorici, senior vice president, program planning, CBS Entertainment, said the decision to purchase the package is not an indication the network will have two movie nights when the fall schedule is announced. "We're building up a reserve so that if we decide to go with two movie nights, we'll be able to, and if we only have one, we'll have a very solid lineup," Tortorici also said the acquisition sends a message to affiliates and viewers that they should not get too accustomed to seeing recent theatrical releases only on cable.

Indeed, one analyst said although this might signal the start of a trend for the networks, it is only the perpetuation of a bigger trend: heightened competition between the networks and cable. "I think broadcasters have come to realize that allowing cable to get the upper hand in programming could become costly to them, and already is costing them," said Paul Napper, analyst, Crowell-Weedon.

Jim Miller, Showtime senior vice president, program acquisition and planning, said Universal went to CBS after having negotiations with Showtime "and probably HBO." Miller said Showtime passed on the package for several reasons, one of which was that the channel had reached a point of saturation of volume and quality pictures. "What exclusivity has taught us is that once you have your model filled up, you don't need to try to go beyond that. We don't need to have every picture out there once we're already strong," he said.

Miller does not think the move signals the start of a bidding war between the networks and the pay cable services. "It has always been dangerous to say it won't happen again, but economically, I think it makes more sense for studios to have a pay-

cable run first," he said.

While one source said the package might have attracted a price tag of nearly \$100 million from one of the cable networks, another observer said the package probably would have netted somewhere around \$7 million a title, with the average pay-television package garnering about \$4 million-\$6 million per title. The source said the box office strength of many of the titles in the package would account for the increase in its price tag. As for the price CBS paid for the movies, Tortorici would not confirm or deny published reports of

the amount. However, he did say the per-title cost was on the high end of what CBS normally pays for theatrical releases.

Jeffrey Logsdon, analyst, Crowell-Weedon, said the sale of the package to CBS rather than to a cable network should not be construed as resulting in a loss of revenue to Universal. "This won't necessarily alter Universal's revenue projection for the package, but it might alter who will be paying the money," he said, referring to the package's sale to other carriers such as a basic cable service or into syndication after the CBS run. -SC

CBS fills Sajak slot with off-Fox



Sajak (far right) in happier times

Placement of '21 Jumpstreet,' 'Wiseguy' marks first time FBC reruns have aired on network TV

It's back to action/adventure series for CBS in late night, as the network turns to two Stephen J. Cannell productions, *21 Jumpstreet* and *Wiseguy*, to take over the 11:30 p.m. to 12:30 a.m. time slot made vacant by the cancellation last Monday (April 9) of *The Pat Sajak Show*. The show's final broadcast was last Friday, April 13. The move marks the first time the reruns of a Fox Broadcasting series have made it onto the schedule of a network.

Sajak, who recently signed a multi-million-dollar contract to remain the host of the syndicated *Wheel of Fortune*, was informed of the network's decision to terminate the 15-month-old talk show by Rod

Perth, vice president, late night, who visited the vacationing Sajak in London. Sources close to the situation said Sajak's two-year contract with the network has been satisfied and that he would have no further involvement with any CBS projects because of contractual obligations. "The show was canceled on the date that it was for a specific reason," said one source.

According to sources, CBS and Televentures, the distributor of the Cannell series, began discussing the sale of the two shows months ago and the deal was finalized two weeks ago, a week before the *Sajak* cancellation announcement and before Sajak was notified of the network's decision.

The deal with Televentures enables CBS to air episodes from the first two years of each series, beginning today, April 16, until September, when the network is expect-

ed to begin airing a more permanent project. Episodes of *Wiseguy* will fill all but one of the late-night slots until May 11, when an episode of *21 Jumpstreet* will have its first broadcast airing on CBS's late-night schedule. Beginning today, three story arcs of *Wiseguy* will fill the time slot until May 11, with the exception of Friday, April 20, when *Save the Planet: A CBS/Hard Rock Cafe Special* will air. After the May 11 premiere of *21 Jumpstreet*, the majority of time slots will be filled with episodes of *Wiseguy*, with the exception of Friday, June 1, when the teen cop show will air for the second time. CBS has not announced how the two series will be scheduled beyond June 1.

Not surprisingly, all of the affiliates contacted said they were pleased with the decision to cancel the struggling talk show; one affiliate did not wait until the announcement to drop the show, having done so a week before its announced cancellation. "We dumped him a week ago," said Neil Kuvin, general manager, WHAS-TV Louisville, Ky., who also hopes the network will not try to develop another talk show. "I think it's probably suicide, programming-wise, to go with another couch and coffee table show with guests who are promoting a book or a movie. I wish Tisch would dip into that war chest and buy *Arsenio*. I wish they would go to the bank with Arsenio and write him a check for whatever he wants. That's what I'd like for Christmas," he said.

Kuvin said for the time being, his station will air episodes of *M*A*S*H*, *WKRP in Cincinnati* and *The Honeymooners* in the 11:30 p.m. to 1 a.m. time slot. "When CBS does correct the late-night mistake, we'll come back as a CBS affiliate." —SC

TBS-Tribune join hands for programing

Tribune TV stations will have access to CNN news feeds; CNN will have access to Tribune stations' news in 10-year agreement

Tribune Broadcasting Co. and Turner Broadcasting System have entered into a 10-year collaborative production agreement involving news, documentaries, specials and original long-form programing.

As part of this venture, WPIX(TV) New York will join Tribune's five other television stations as an affiliate of Turner's Cable News Network. These stations, KTLA(TV) Los Angeles, WGN-TV Chicago, WGNX(TV) Atlanta, KWGN-TV Denver and WGNO(TV) New Orleans will have nonexclusive access to CNN's Newsource and Newsbeam with excerpts from these services available to be used in local news broadcasts.

According to Russell Barry, president, Turner Programing Services, Newsource, CNN's news feed service, provides video to affiliates nine times a day, beginning at 4

a.m. Newsbeam, CNN's satellite news-gathering division, supplies CNN and broadcast stations with KU-band satellite services. CNN, in turn, will have access to Tribune stations' own news material, said Barry, who would not comment on the financial terms of the arrangement.

"We think localism is the direction in which the [news] business is going," said Dennis FitzSimons, general manager, WGN-TV Chicago. "We are going to use the resources of CNN to provide us with national news coverage."

As a corollary action to the companies' agreement, WPIX and WGN-TV will expand their local prime time news broadcasts to one hour, beginning this summer, FitzSimons told BROADCASTING. KTLA Los Angeles will also continue with its hour-long news format.

USA Tonight, Tribune's New York-based nightly newscast, and INDX, a news-gathering service to which all Tribune stations subscribe, will be cancelled as part of the new arrangement, said FitzSimons. Tribnet, a group newsgathering venture between Tribune stations, will continue to operate with a strengthened Washington bureau.

In addition to their cooperative news efforts, Turner and Tribune plan to produce a series of quarterly specials focusing on

Shriver cuts back

Maria Shriver, who last week returned to NBC from a four-month maternity leave, has given up her positions as co-anchor of NBC News' *Sunday Today* and Saturday anchor of *NBC Nightly News*. She will instead serve as anchor of a series of prime time news specials for the network, and do occasional segments for *NBC Nightly News with Tom Brokaw*. Dates for her specials have not yet been announced. "Having a child, I realized I could no longer keep up my weekly commute from Los Angeles to New York to Washington," said Shriver, "and travel as a correspondent doing *Sunday Today* and other reports as well."

At press time, Shriver's replacement on *Sunday Today* had not yet been named. Mary Alice Williams is considered to be a strong candidate, and sources at NBC told BROADCASTING that the job was part of the discussions taking place between NBC and Williams regarding her future role at the network.

what Barry called "the critical issues of the day" including crime, the environment and drugs. The resources and expertise of CNN, TBS Productions, Tribune Entertainment and the TBC stations will be combined to produce these programs, the first of which is planned for the third or fourth quarter. "This is a series of programs that will have real national and regional appeal, without compromising content," said Barry.

TBS and TBC will also collaborate on a number of original mini-series, three to four hours in length, to be seen on Turner superstation WTBS(TV) Atlanta, the Tribune stations and in general domestic syndication. Current plans call for the production of two mini-series a year, and "there may be more as we go on," Barry said. This entertainment programing will be distributed worldwide by Turner Program Services, while Tribune Entertainment Co. will handle all advertising sales.

According to FitzSimons, mini-series production is scheduled to begin in 1991 and will involve the participation of European investors. "Due to the cost of production now," he said, "you have to have a foreign partner."

TBS and TBC "hope to find other ways to cooperate together," said Barry, who suggested an extension of the agreement was possible. "Both companies have a high

NATPE 1991

"Partners in Programing" has been selected as the theme for the 28th annual NATPE International Program Conference in New Orleans, Jan. 14-18, 1991, according to NATPE Chair Vicky Gregorian. For the first time, the NATPE programing convention has received an endorsement from the U.S. Department of Commerce Foreign Buyers Program, which promotes select major domestic trade shows on a worldwide basis. The Foreign Buyers Program will promote the 1991 NATPE show via U.S. embassies, foreign trade associations, chambers of commerce, travel agents, government agencies, corporations, import agents and equipment distributors in target markets internationally.

"Partners in Programing is the uniting theme that symbolizes programers' growing efforts to reduce the costs of production and to maintain a growing and viable syndication marketplace," said Gregorian, who also serves as vice president and operations manager for wsvn-TV Miami. "All you have to do is look around and see that NBC is doing a joint venture with Group W to distribute House Party, and our [wsvn-TV's] partnership to jointly produce Inside Report with MCA TV further illustrates the growth of shared ventures. NATPE's ever-increasing role here is now being translated overseas, and we think foreign co-productions and syndication ventures with American programers is going to take off over the next few years," she said.

In recent years, the majority of NATPE's international participation has come from Europe, Canada and South America, but with added exposure from the Department of Commerce, NATPE hopes for an even broader segment of the global audience, and in particular, the evolving reformist countries of Eastern Europe.

level of interest in quality news," he said, "and there is a philosophical as well as a pragmatic fit." —RG

TCC: Shaking up the laughter

Comedy Channel announces program acquisitions and scheduling in its ongoing revamping of the service

The Comedy Channel last week announced the first in a series of program acquisitions in its creation of a 75% short-form, 25% long-form schedule.

Programs acquired include *The Kids in the Hall* (which originally aired on HBO, TCC's parent company), the short films featuring "Mr. Bill," the Rohauer collection of films by Buster Keaton, Robert Benchley and others, *Comedy Tonight*, a series featuring stand-up comedians, highlights of Hy Gardner's talk show, *Supercar*, *Clutch Cargo* and *Lancelot Link, Secret Chimp*. All of TCC's "hosts" have been renewed, and humorists A. Whitney Brown and P.J. O'Rourke will also offer satirical commentaries on a regular basis.

"We made a mistake getting caught in the long-form, short-form debate [with MTV Networks' HA! service]," Dick Beahrs, president, TCC, told BROADCASTING. "Our goal is to be funny or a nice

Animation activity

Two new animation facilities are on the way: North American animation studio Nelvana, in a joint venture with France's Canal Plus and Canal Plus's program arm Ellipse, will open a Paris studio to produce animated TV programs and feature films, including the ongoing series *Babar*. Nelvana and Ellipse, which will staff the operation with 100 to 120, also have world rights to animate Charlie Chaplin's "The Little Tramp," and French comic strip character Tintin.

And starting a new full-service animation facility in Moscow are California-based animation studio Film Roman and the Soviet Union's American Soviet Kinoinitiative. The 10,000-square-foot facility will open this spring with 200 animators and staff. Roman currently handles all animated Garfield projects, and its animated short "Lucky Start," produced with Soviet animation studio Soyuzmultfilm, recently won an Oscar.

place to be 24 hours a day."

The original TCC model shown to cable operators included an equal amount of long- and short-form programs, "but operators preferred the short-form approach," Beahrs said. A revised, 75% short-form, 25% long-form format was developed, toward which TCC is now moving. Further programming announcements will be made early next week, Beahrs said.

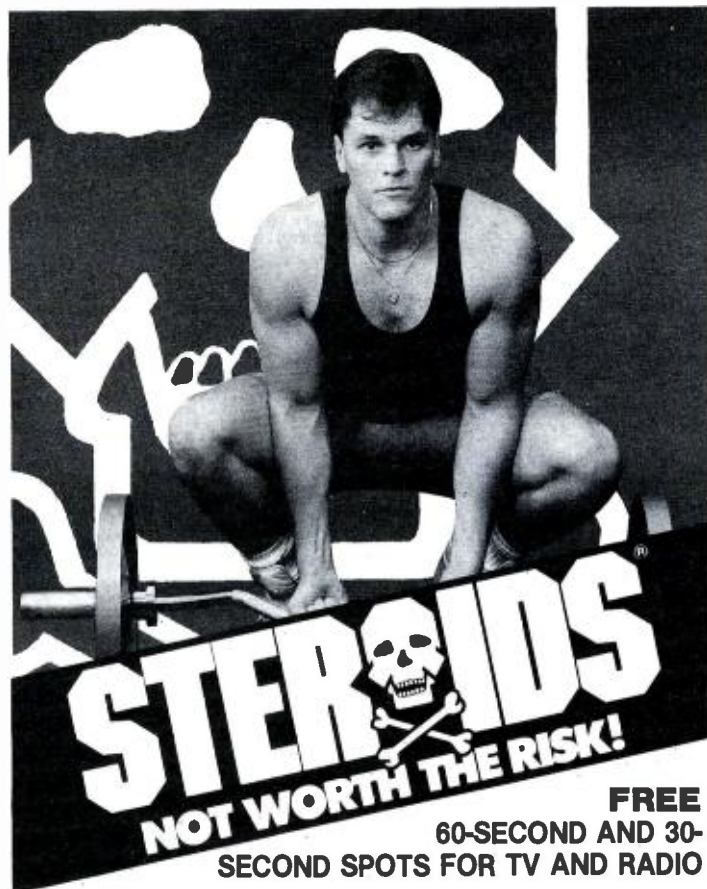
"If we execute as well as we are starting to, the changes will appear relatively seamless," Beahrs said. "We can really be viewed as a long-form component of a network."

TCC's new schedule will become effective April 16th. *Cargo*, produced in 1959-62, will be shown in four-minute segments during *The Higgins Boys* and *Gruber's* show, which moves to 5-6 p.m. daily. Each half-hour of *Supercar*, from 1961, will be presented over a week in three-minute in-

stallments twice daily, also on *The Higgins Boys* program. Rachel Sweet will continue to be seen from 7-9 p.m., and her show will include the 26 "Mr. Bill" films.

The first 20 episodes of *The Kids in the Hall* will run on Fridays at 9-10 p.m., with more episodes to be seen in the future, Beahrs said. Allen Havey's *Night after Night* will be seen from 10 p.m. to midnight, and *Tommy Sledge* will continue to be seen daily from noon to 3 p.m. Rich Hall's *Onion World* has also been renewed.

Lancelot Link, a show featuring simian secret agents with dubbed human voices that ran Saturday mornings on ABC from 1970 to 1972, will be seen on TCC Saturday and Sunday mornings at 9:30. The Rohauer collection of films includes shorts as well as features made by Buster Keaton, in addition to Chaplin's *Tillie's Punctured Romance* and shorts by Burns and Allen,



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Public Service Director _____
Station _____
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City _____ State _____ Zip _____

☐ Please Send Me Additional Health Campaigns That Are Available

Syndication Marketplace

In the past two weeks, **Multimedia Entertainment** has cleared its new weekly music program, *Big Break*, in both New York and Los Angeles. Last week WCBS-TV New York agreed to clear the show, designed to play in weekend access, prime or late fringe. The week before, KCAL-TV Los Angeles picked the program up. The program is now cleared on 71 stations covering 65% of the U.S. The show has also been cleared by WFLD-TV Chicago, WTXF-TV Philadelphia and KGO-TV San Francisco, and 17 of the top 20 markets. The one-hour show, hosted by Natalie Cole, is being offered on a straight barter basis, six minutes local and six national.

Berl Rotfeld Productions has renewed its weekly half-hour series *Greatest Sports Legends* in 106 markets, including 34 of the top 40 station markets. The program, which is entering its 17th season in syndication, premiered the original episodes April 9, with former baseball star Reggie Jackson returning as host. *Greatest Sports Legends*, which profiles sports figures, is offered on a barter basis (three-and-a-half minutes local; three minutes national).

Rotfeld has also sold *Super Sports Follies* in 100 markets and 71% of the country for the half-hour's second season of 26

weekly episodes. To date, *Follies* has notched eight of the top 10 markets, including WNBC-TV New York, KNBC-TV Los Angeles, WMAQ-TV Chicago, KYW-TV Philadelphia, WHLL-TV Worcester, Mass. (Boston), WRC-TV Washington, WDIV-TV Detroit and KXAS-TV Dallas. *Super Sports Follies* is being offered on a barter basis with Berl Rotfeld Productions retaining three minutes for national advertisers and three-and-a-half minutes going to stations.

The Educational Foundation of **NATPE International** has instituted a donation program of ratings research reports to 10 universities, designed to "provide practical tools that offer insight into the way the broadcast industry operates," according to Educational Foundation President Lew Klein. He said it is the foundation's hope that ratings material will better prepare students for programming positions in the broadcasting industry upon their graduation. The Nielsen ratings packages will be distributed to radio-television and/or communications departments at the University of Arizona, Cal State University—Northridge, the University of Miami (Fla.), Southern Illinois University, Iowa State University, Boston University, Kingsborough Community College, Syracuse University, Memphis State University and the University of Houston.

Benchley and Fatty Arbuckle.

From 1950 to 1980, columnist Hy Gardner and his wife Marilyn interviewed celebrities on their own talk show. The interviews will be telecast throughout TCC's hosted programs. *Comedy Tonight*, the syndicated stand-up series which aired from 1985 to 1987, will appear as short-form programming.

Beahrs said that there would "perhaps be a big rush of adrenalin around the time of NCTA" in terms of announcing new affiliate signings and subscription numbers. As for Michael Fuchs' statement that TCC would, in one to two years, be "100% different from what it is now," Beahrs said, "We take a great deal of pride in evolving our product over a period of time. Lots of changes will continue to be announced."

—RG

22. *Geraldo* averaged a 5.6/17.

Sally Jesse Raphael, which is cleared about equally in the morning and afternoon, averaged a 5/21.

Among morning talk shows, *Live with Regis and Kathie Lee* averaged a 4.5/19. *The Joan Rivers Show* averaged a 3.2/13, while *Everyday with Joan Lunden* delivered an average 1/4.

Behind *Cosby*, which averaged a 10.2/20, the off-network comedy results showed *Cheers*, *Night Court* and *Who's the Boss* all with a 7.3 rating, with shares in the mid-teens. *Growing Pains* and *M*A*S*H* each averaged a 5.9 rating, with shares in the low teens. *Family Ties* averaged a 4.5/10.

In the game show category, *Wheel* averaged a 15.9/27 and *Jeopardy* a 14.2/26. *Family Feud* was the third-ranked game, with a 7.3/13. *Third Degree* averaged a 2.6/9 and *Win, Lose or Draw* averaged a 2/7.

In the children's animation category, Buena Vista Television retained the top spot with this season's new *Chip 'N' Dale's Rescue Rangers*, which averaged a 4.5/11. Buena Vista's *Duck Tales*, was the second-ranked syndicated kid's show, with a 4.1/11, followed closely by Group W's *Teenage Mutant Ninja Turtles*, which did a 4/11. *Muppet Babies* was fourth, with a 2.9/10 and *Alvin and the Chipmunks* was fifth with a 2.8/9.

King World tops Cassandras

King World's *Wheel of Fortune* and *Jeopardy!* retained the top two spots among syndicated programs, according to Nielsen's February 1990 Cassandra rating report. KWP's *Oprah Winfrey Show*, which in February of 1989 had dropped to fourth place, moved back up to third place this year, bumping *The Cosby Show* to fifth. Paramount's *Star Trek: A New Generation* was fourth behind *Oprah*. Technically, Group W's *P.M. Magazine* was sixth with a 9.5/17, but the show was cleared in only 17 markets, according to the Nielsen report.

In the fringe access magazine category, it was a tight race, with *A Current Affair* averaging a 9.5/15, edging out *Entertainment Tonight* at 9.4/16. KWP's *Inside Edition* was ninth, with a 7.5/16. Paramount's *Hard Copy* averaged a 5.5/13.

Oprah clearly dominated her rivals in the afternoon talk genre. The show averaged an 11/30, with *Donahue* a distant second at 6.7

Lost episode found



Fans of CBS's classic 1950's situation comedy *I Love Lucy* and TV historians alike have reason to rejoice. Independent producer Bud Grant has located the only known copy of the original, un-aired pilot for the series. Grant, former head of programming at CBS, who is half of the Grant/Tribune Productions team, has signed a deal with CBS to co-produce an hour-long *I Love Lucy: The Very First Show* special for airing on the network Monday, April 30, at 10 p.m. (ET). The special, to be hosted by Lucie Arnaz, daughter of series stars Lucille Ball and Desi Arnaz, will feature interviews with original series writers Madelyn Pugh Davis and Bob Carroll Jr. and a tribute to Ball, who died last year.

According to a Grant/Tribune spokeswoman, Grant located the 34-minute pilot, shot in 1951,

in the possession of Joanne Perez, the widow of vaudeville performer Pepito the Spanish Clown. Pepito, who appeared in the program, apparently received the pilot as a gift from Ball and Arnaz.

I Love Lucy, in one form or another, aired on CBS from 1951 to 61. The pilot, however, never aired, with CBS preferring to go ahead with a separate 26-episode order for the series' initial season. The pilot, written by *I Love Lucy* creators Jess Oppenheimer, Davis and Carroll, includes a small portion of the Ball and Arnaz nightclub act both developed prior to their years in television. Grant has hired writers Billy Van Zandt and Jane Milmore to write and produce the special. Grant/Tribune is a partnership between Tribune Broadcasting Co. and Bud Grant Productions.

Time Warner provides \$650 million aid to Pathe

In exchange for bridge loan to help MGM/UA takeover, Time Warner will get distribution rights to MGM/UA film library

In an effort to secure financing for its \$1.2 billion takeover of MGM/UA, Pathe Communications issued a letter of agreement last week with Time Warner giving Warner Bros. worldwide distribution rights to the combined Pathe-MGM/UA film library ("Closed Circuit," April 9) in exchange for Time Warner's guarantee of a \$650 million loan.

The library would apparently go to Time Warner in the event that Pathe defaulted on the loan. The agreement is also expected to give Time Warner options for up to 20% of the combined Pathe-MGM/UA at some future date.

The deal fills a financing void and could help Pathe financier Giancarlo Parretti conclude his acquisition of the holdings of MGM/UA majority stockholder Kirk Kerkorian by the end of this month. Although Pathe has a June 23 deadline to pay the balance on its buyout, Parretti and top Pathe officials have indicated their desire to close the purchase two months early.

The deal may have sent sugar plums dancing in the heads of Time Warner executives, but it set off antitrust rumblings in the Hollywood production community. Time Warner, already with its own extensive film production and feature library vaults, also owns distribution channels via cable systems, premium pay cable networks (HBO and Cinemax) and theater chains.

One highly placed MGM/UA executive told BROADCASTING that MCA and Paramount Pictures are considering antitrust action to block the deal. An MCA spokeswoman says her company does not comment on "speculation" and Paramount officials were unavailable to comment on what legal action they may take.

MCA President Sidney Sheinberg told the *Los Angeles Times* that his corporation "would look with grave concern upon anybody in the cable business acquiring further distribution rights." Sheinberg added: "I'm very concerned about the antitrust ramifications as they impact on Time Warner in cable."

In return for securing the needed capital, Warner Bros. will get to distribute all of MGM/UA's existing and future titles in the theatrical, television and home video arenas. Additionally, Warner Bros. will also handle domestic and foreign distribution of Pathe and subsidiary Cannon Films features. Rob Friedman, vice president, corporate communications, Warner Bros., says the proposed service agreement, described in statements to press as "long-term support services," calls for Warner Bros. to earn an undisclosed percentage of box office, television and home

video grosses (rumored to be in the 10%-15% range) from MGM/UA and Pathe films.

The length of the agreement is 20 years, but according to Friedman, MGM/UA has the discretion of terminating the service contract after 12½ years, regaining distribution of the library. "This is in no way an acquisition of the MGM/UA library," he said.

According to published reports, Parretti has said that the Warner Bros. deal actually accounts for \$850 million, with the inclusion of a "separate production agreement" with Warner Bros. However, Warner's Friedman stated flatly the additional \$200 million "will not be Time Warner's money," but said the studio will help Parretti secure the additional money from "outside lending institutions."

Other published accounts have Parretti indicating that MGM/UA's Kerkorian is considering retaining 15% of the studio, thus lowering Pathe's total buyout expenditure to \$1.025 billion. If that scenario holds, the total payment for MGM/UA would be lowered by about \$175 million. After the \$650 million guaranteed by Time Warner, \$100 million in completed security payments and \$75 million guaranteed by Pathe in shared revenues from upcoming Pathe theatrical releases, Parretti must still secure \$200 million in financing for the balance.

According to Jessica Reif, a Wall Street analyst with First Boston Corp.: "The way it is structured, if Pathe defaults on loans from its creditors for any of the \$650 million, Warner Bros. would take over ownership of the library and financing of the debt," Reif said. "It all comes out to be a pretty sweet deal for Warner Bros.," she added. In effect, she said, they could "acquire by default the Pathe and MGM/UA libraries for half of their estimated value. Actually, Warner Bros. has to provide little of services and little of risk as the deal is structured."

Pathe and Warner Bros. officials were unavailable for comment on what would happen if Pathe defaulted on outside loans.

Pathe made its second \$50 million payment April 9 to the \$200 million escrow account MGM/UA stipulated as nonrefundable deposits toward the purchase, leaving Parretti to secure the remaining \$100 million in security payments and another \$100 million for the balance, but Pathe officials have been mum so far on what lending institutions or investors may come into play.

Warner Bros. described last week's agreement this way: "Under terms of the agreement...Time Warner Inc. will, concurrent with Pathe's acquisition of MGM/UA, arrange for [or provide on a bridge basis] a \$650 million bank loan to MGM/UA, secured by the UA [United Artists] film library and guaranteed by Time Warner. MGM/UA will use the loan proceeds to purchase certain assets of Pathe Communications, which in turn will use the funds in connection with its

acquisition of MGM/UA."

Warner Bros. and Pathe are expected to disclose an amended Securities and Exchange Commission (SEC) filing that will include a provision that Time Warner will be issued warrants for the option to acquire up to 20% of Pathe's common stock. Time Warner already holds 1.2% of Pathe's stock.

The fate of 350 MGM/UA distribution employees also comes into question with Warner Bros. in line to handle a bulk of their theatrical distribution. For some time, MGM/UA employees have contemplated their fates as Kerkorian held on-again, off-again talks with a number of suitors over his nearly 20-year association with the studio. In a letter to employees, MGM/UA Chairman Jeffrey Barbakow wrote that "it is too early to know the extent to which the employees will be affected. As Pathe plans become more clear we will keep you informed of all developments." MGM/UA has a total of 830 employees.

—MF

Infomercials: can viewers tell the difference?

Congress watching growth of these long-form ads out of concern that they may be misleading; others see them as 'gold mine' for stations, filling hard-to-sell time periods

"Infomercials," those 30-minute paid programs that air anywhere from 1 a.m. to 5 a.m., primarily on independent stations and cable networks, are making some entrepreneurs rich, some regulators and lawmakers nervous and providing some stations with revenue in otherwise hard-to-sell time slots.

Lawmakers are watching this growing industry out of concern that some infomercials are not identified as such and can be misleading. Last May, William MacLeod, director of the Federal Trade Commission's bureau of consumer protection, told the House Subcommittee on Exports, Tourism and Special Problems of three public enforcement actions that the FTC took involving advertising claims made in infomercials. The subcommittee got involved when one infomercial telling viewers how to get government grants led to local and national government offices being swamped with mail from consumers asking for money to start up their own businesses.

And with Congress planning more hearings on infomercials in May, it looks as though these long-form advertisements will remain in the news. Another reason for concern is that many are expecting even

more growth in the infomercial industry because of the syndicated exclusivity rule that went into effect Jan. 1. Syndex prevents a cable network from airing a syndicated program at the same time that the program appears on local TV. Many reps expect that MSO's will start to program more infomercials under the syndex regulation, instead of going dark for 30 minutes. "If I were a cable operator, I'd be doing that," one rep said.

The infomercial business got its start in 1984 when the Mark Fowler-led FCC abolished the amount of commercial time a station could broadcast in an hour. Since then thousands of infomercials, ranging from freeing your body of cellulite to 101 ways to get cash from the government, have been telecast.

Although FCC rules require that infomercials be identified as such at either the beginning or end of the ad, many think that is not enough. Rader Hayes, assistant professor, department of consumer science, University of Wisconsin, tracks the infomercial industry and is considered by both the subcommittee and the FTC as an expert on the business. She told BROADCASTING that one of her big concerns is the way the audience processes these commercials.

The use of the words "program" and "show" in an infomercial, Hayes said, subconsciously makes the viewer forget that it is an ad. Also, viewers who tune in during the middle of an infomercial often do not realize they are watching an ad. A solution to this problem, she said, would be to require a disclaimer at the bottom of the TV screen to run throughout the infomercial. Hayes will testify at the May hearing.

The FTC has been kept busy monitoring infomercials. The first action taken by the FTC involved an infomercial for sunglasses that the FTC said "falsely claimed that a 30-minute ad called *Consumer Challenge* was an independent consumer program such as *60 Minutes* or *20/20*." The ad, MacLeod told the subcommittee, falsely claimed that the producers and reporters appearing on *Consumer Challenge* had conducted an independent and objective investigation of the sunglasses being promoted. The charges were eventually settled without any admission of liability by the respondents.

The case of alleged false advertising that got Congress involved was that of Wayne Phillips. Phillips's company, Wayne Phillips Seminars Inc., was charged by the FTC with making false ad claims and not honoring money-back guarantees in one of a series of infomercials called *Money, Money, Money*.

According to the complaint, the talk show-style ad has a "host" interviewing Wayne Phillips, who "poses as a guest and is referred to as 'America's foremost expert on low-interest government loans and government grants.'" The complaint charges Phillips and the infomercial with making the following false and deceptive claims: There are \$33 billion in grants available from federal, state and local governments to start small businesses; federal, state and local governments provide grants to consumers to start small businesses without regard to the applicant's financial history or resources; it's easy for the average consum-



Half-hour infomercial 'Amazing Discoveries'

er to obtain a government grant to start virtually any type of small business; certain claimed success stories are true and prove that the information provided in the *Government Grants* book has been used successfully by average consumers to start small businesses.

The FTC is in the process of litigating with Phillips. Neither Phillips nor his lawyer, Eric Rubin of Rubin, Winston & Diercks, could be reached for comment.

Infomercials, according to independent media buyer Doug Bornstein, have become a "gold mine for TV stations." "TV stations that laughed at me three years ago, saying 'we wouldn't run this stuff in a million years,' now call me with avails," Bornstein said, adding that the quality of infomercials has improved over the years.

One station happy with infomercials is WFTY(TV) Washington, which went on the air about five years ago. (The station signed on in 1981, but much of its service was that of a superstation.) Said general sales manager Eddie Sacks: "We don't have the money to bid and compete for a *Cosby* or a *Family Ties*. Paid programming has put us in a position where we don't have to starve

arguing with agencies. It has helped us stabilize the place."

One of the top infomercial companies, according to reps and station managers surveyed by BROADCASTING, is Philadelphia-based Media Arts, which produces the *Amazing Discoveries* series. Headed by Nancy Langston, the company had its first success with an infomercial promoting a book by real estate entrepreneur Paul Simon. Media Arts initially produced two hour-long commercials that ran on the USA and Lifetime cable networks advertising Simon's \$295 home-study course. Langston said that 60,000 units of the book were sold, marking the "birth of the infomercial."

Not everything that Media Arts touches turns to gold. One infomercial about how to get your children into show business flopped. Langston said that the commercial, which featured former Mouseketeer Annette Funicello, delivered only 10 orders and ended up costing Media Arts \$140,000. "We learned that you have to promote something that everyone needs," Langston said. Most of the products now handled by Media Arts are household products like car wax, spot remover and cooking utensils.

Infomercials are no longer limited to independent stations and cable networks. Many broadcast network affiliates have started to air them and more are considering doing so. Ed Goldman, president, Group W Television Sales, said that "with local station sales in the throes of a difficult year, we're looking at more of them." Said Goldman: "If you have an unproductive time period and the program has some merit to it, the revenue opportunity would be productive. It is definitely something we're looking at." —JF

Joyella tells broadcasters it's time to change rules

TVB head says broadcasters must learn to market to revenue potential of customers rather than try to meet sales quotas

Television Bureau of Advertising President James Joyella told a National Association of Broadcasters audience two weeks ago that it's time to look into television's "brutally honest" bathroom mirror.

"As I look into television's bathroom mirror," he said, "I see an industry that is beginning to exhibit a very uncharacteristic pessimism about the future. I see station operators becoming frustrated in their efforts to maintain revenue growth at acceptable levels. I see general managers and general sales managers who say that we have lost control of our own destiny."

Joyella told broadcasters that if television stations intend to "grow with the business," then they should be prepared to ignore many of the rules they've operated under. "The time [to change the rules] is now, not just because of our growing dissatisfaction with the status quo, but because the name of the game is to assert our

strengths over our traditional competitors and to preempt new competitors while we ... free, over-the-air broadcasters ... continue to command the high ground as the biggest, most powerful, most influential advertising medium of all."

Total advertising volume in the last five years, the TVB president said, has become a stable figure of mid-to-high single-digit growth, which he predicts will continue for the first half of the new decade. Using the Gross National Product as a barometer, Joyella said that "since 1970, total advertising volume as a percentage of the GNP has not varied by more than one-half of one percentage point." As for television's share of the total advertising volume, Joyella predicted that it would hold steady at between 21% and 22% over the next five years, which is where it has been since 1980.

Television revenue, Joyella predicted, will grow from \$28.8 billion in 1990 to \$41.7 billion in 1995, only half the growth rate of the first five years of the last decade. While noting that, because of the "macro" nature of the GNP forecast, even a slight change in the GNP would tilt the scales

favorably for television, Joyella said that the historical patterns are "clear."

The real questions, the TVB president told broadcasters, are: "Are we hostage to these forecasts? Is this historical pattern destined to continue? And, if so, is it good enough, especially when the pie is sure to be sliced into more and more pieces?" The answer, he said, is not known because broadcasters have never tried to change television's "historically fixed shares of total advertising dollars."

"At our best," Joyella said, "we work to adopt a marketing approach...one that focuses on our customers' needs...yet we find that we are stymied by the most difficult step in that process: Backing away from today's commodity-based business practices."

General sales managers are trapped by the system, Joyella said. The system being a "set of 40-year-old rules of pricing, packaging, inventory control, audience measurement and so on." Joyella went on to say that general sales managers are constantly being told to become marketers while still being tied to monthly and quarterly sales budgets. The budgets themselves, Joyella told the NAB, are based on "assumptions that flow from our needs, rather than from an assessment of the revenue potential of our customers."

These "rules," according to Joyella, limit and handicap sales managers. "We are prisoners of our past success," he said. Stations today, Joyella told attendees, are "caught up in grabbing dollars from our fellow broadcasters," rather than executing a long-term strategy of growing the business at the expense of our nonbroadcast competitors. "The time [for change] is now because we can no longer save our way to profitability. We have cut costs just about as far as they can be cut."

"We're talking about changing the corporate culture—signaling a 'refined definition' of what the station is all about if it is to prosper in the 1990's," Joyella said, adding that "it may be necessary for the general manager to remind some nonsales staff members of the old business school truism: the source of your revenue determines what business you are in." It should not come as a surprise, he said, that TV is in the ad business.

The switch, Joyella said, cannot be made overnight and only the general manager has the "full-station perspective to govern that change, to guide that 'shifting of the mix' from commodity- to customer-directed." The general manager will also have to keep the approach from "spinning out of control" to avoid, according to Joyella, "what the skeptics of the marketing concept say is a sell-out to the advertiser...the overcommercialization of the station." Examples of ways to avoid that situation include making sure that the station's community service activities are not cut back because of increased service to advertisers.

As for the costs of this effort, Joyella said it is the chief marketing officer's job to react to real-world changing market conditions. Station finance people, Joyella said, are working with "history, trends and probabilities."

—JF

BFM may embrace cable in San Francisco

Three-day conference also features first-ever exhibit by investment bank

The 30th annual conference of the Broadcast Financial Management Association (BFM) will probably be a turning point for the organization. It is currently tabulating votes on a proposal to change its name to the Broadcast+Cable Financial Management Association, one of the few industry associations to attempt spanning both segments of the industry.

BFM's three-day conference, to be held at the Hyatt Regency in San Francisco, provides a forum to discuss subjects of particular concern to chief financial officers and similarly concerned executives. Workshops, to be held on several of the days, bear such titles as "Allocation of Appraisal Price," "Major Tax Issues," "Cable and Programming Acquisition Issues," "Radio Ratings & Revenues," "Mergers & Acquisitions" and "Flexible Employee Benefits."

The first general session of the convention, "Viewpoint '90/'91," will feature executives representing major industry trade associations: the National Association of Broadcasters, National Cable Television



Association, NATPE, Association of Independent Television Stations and Radio-Television News Directors Association.

Other general sessions include: "New Technologies: Bottom Line Impact," which is being presented by the NAB's research department, "Television in the '90s" and "Music Licensing Issues in Cable."

Thursday's featured luncheon speaker is Jim Dowdle, president of Tribune Broadcasting, while Friday's speaker is Nancy Widman, president of CBS Radio.

Registration for the BFM convention is running 20% ahead of last year, said Bob McAuliffe, executive director of the 1,250-member association. He noted that the number of exhibitors is also up, and will include an investment bank and consulting groups. □

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Unistar Communications Group re-acquires StarGroup stations

Unistar principals, not network, purchase two AM-FM combos; stations will serve as affiliates but not O&O's

A group of four principals of Unistar Radio Networks have purchased two AM-FM combos for \$4 million. Unistar Communications Group, composed of Unistar Radio Networks major stockholders C.T. Robinson, Bill Moyes, Nick Verbtsky and Dick Clark, has purchased KVOR(AM)-KSPZ(FM) Colorado Springs and KQEO(AM)-KMGA(FM) Albuquerque from Albuquerque-based Penn Communications.

Penn, headed by former NBC Radio Network President Richard Penn, acquired the stations from StarGroup in 1985 for a reported \$5.2 million.

StarGroup, headed by principals Robinson and Moyes, originally acquired the Albuquerque stations in 1978 and the Colorado Springs stations in 1979. The company founded the Transtar Radio Networks in 1981.

Verbtsky and Clark were two of the principal founders of United Stations in 1978, which acquired the financially beleaguered RKO Radio Networks in 1985. United Stations and Transtar completed a merger last year to form Unistar.

Nick Verbtsky, Unistar co-chairman and co-chief executive officer, told BROADCASTING that, for the time being, the stations will serve as affiliates, but will not be considered network O&Os. "That's an antiquated concept anyway," he said. "This simply was an opportunity that came up, one which we were anxious to pursue." Verbtsky concedes that, while most networks and groups pursue stations in large markets, Unistar has "a different agenda."

When asked what that agenda is, Verbtsky said: "We're in this business to make money, and we believe we can do that with these properties. This is a good move for the company, and it's the start of something that could be big."

Robinson, Unistar's other co-chairman and co-CEO, said that the re-acquisition of the two combos was "a serendipitous move" that was "too attractive for all parties to pass up." He said that Unistar has no immediate plans to purchase additional stations and probably will spin off the Albuquerque stations in the near future.

Penn told BROADCASTING that he is looking into several media projects, but declined to elaborate on the specifics of those plans, except that radio "definitely is involved."

KMGA currently is an affiliate of Unistar's Format 41 and KQEO is a Unistar Oldies Channel affiliate. KVOR programs newstalk, while KSPZ recently switched to a



Verbtsky



Robinson



Moyes



Clark

locally programed oldies format. Robinson declined to speculate on whether the station

would begin carrying Unistar's Oldies Channel. —RB

Westwood One repackages programs into fourth RADAR-rated network

Los Angeles-based Westwood One Radio Networks has announced the formation of a fourth RADAR-rated radio network, the Westwood One News and Entertainment Network (WONE). This network will operate in addition to the three current Westwood One networks, which include the NBC Radio Network, NBC's The Source and the Mutual Broadcasting System.

WONE initially will carry 55 hours of existing Westwood One programming which currently is not included in other network fare. The new network package will feature regular evening news reports, *The Larry King Show* and programming featuring Talknet personalities Bruce Williams, Neil Myers, Meg Whitcomb and Harvey Ruben.

The concept for WONE, according to Norm Pattiz, Westwood One chairman and chief executive officer, is similar to that of Mutual P.M. That's the unsuccessful network created in 1987 when Westwood One separated Mutual's evening programming from the rest of its network lineup. At the time, the split allowed Mutual to surge in

the RADAR ratings, making it number one in its prime 25-54 demographic. The maneuver also caused executives at other radio networks to criticize Westwood One for "ratings deception."

"This is what we had in mind when we formed Mutual P.M. over two years ago, but in 1988 network revenues declined sharply and there was no need," Pattiz told BROADCASTING. Pattiz said WONE will have little effect on station affiliations, and concedes it basically is a move to make existing inventory more attractive to advertisers.

WONE will kick off with approximately 12 hours of daily programming, but Pattiz predicted that number could increase, depending on advertiser interest. "We intend to review the progress of the new network and see if there's a need to add new inventory," he said. "We have some new programming in the planning stages, some of it news-oriented and some of it music entertainment."

Pattiz said that Westwood One's long- and short-form entertainment programming will not be affected by the new network. □

Hall of fame honorees named by Emerson Radio

The Emerson Radio Corp. of North Bergen, N.J., has announced the six radio personalities to be inducted this year into the Emerson Radio Hall of Fame. The 1990 inductees include Bob Hope (comedy), Dick Clark (music DJ), Charles Osgood (talk show host), Paul Harvey (newscaster), Kay Kaiser (bandleader), Major Edward Armstrong (technology), and Harry Caray (sportscaster). Additionally, Frank Stanton, former CBS Inc. president, will be honored with the Hall of Fame's Distinguished Service Award.

Programs to be honored include *The Charlie McCarthy Show* (variety), *Take It Or Leave It* (game), *The March Of Time* (anthology/drama), and serials *Little Orphan Annie* (children's show), *Easy Aces* (comedy), *The Romance of Helen Trent* (dramatic) and the *CBS Radio Mystery Theatre* (mystery/suspense). Hall Of Fame induction ceremonies will take place in June in New York City.

Public radio celebrates, questions growth

At annual meeting, members turn back NPR dues increase; APR to launch hour of afternoon news; Salant quits over deferred underwriting issues

Money—how much to pay for programs, how and how not to raise it from private sources and where to invest it for the future—was the object common to a handful of issues that dominated the 1990 annual Public Radio Conference held April 5-9 in Washington.

From National Public Radio's proposed 8.1% increase in basic dues and news programming payments, to Minnesota Public Radio's (MPR) call for system consensus on how to produce another season of Garrison Keillor's *American Radio Company of the Air*, to American Public Radio's introducing a new affiliate fee structure July 1, expenses were on the minds of approximately 940 noncommercial radio executives gathered at the Washington Sheraton.

And on the revenue side, NPR board member Richard Salant resigned in protest of NPR's accepting grants earmarked for news coverage of certain issues, the first of several volleys in a debate over the potential perception that corporate supporters exercise control of public radio program content and/or that they gain outright advertisements for their dollars.

Most of the debates focused on the near term. NPR members rejected the dues increase, adopting a resolution to amend the proposed 1991 budget, and they rejected a proposal to distribute a more than \$2 million National Satellite Paging System stock sale windfall among stations, instead calling for creation of an endowment to be used at NPR for the benefit of members.

APR announced it will expand its daily half-hour afternoon Monitorradio service to one hour next October, and MPR said it must make a decision within weeks on whether to invest \$3.1 million in 26 new live Keillor shows and put *Prairie Home Companion* reruns on the shelf indefinitely.

But the conference's agenda also focused on the long term. Three FCC commissioners addressed FM translators and other issues, the resolution of which could radically affect radio business. And NPR's Strategic Plan for the 1990's, adopted by the board in February, took another step toward reality with the adoption of a package of action plans geared toward formulation of future budget line items.

Dues blues

By April 8, the conference theme "One World, Many Voices" took on a life of its own, as diverse voices within NPR membership were raised over the dues increase, underwriting and program funding policies and how to spend profits from the stock sale.

"Too many stations are on the cusp" of not being able to afford even basic NPR services, said Ohio Public Radio President John Perry. Most of his fellow NPR mem-



Modest by commercial standards, PRC program 'marketplace' was biggest ever.

bers agreed that, in the words of Tom Livingston of WETA-FM Washington, "the small station issue is clear" and must be addressed.

"The margin is getting narrower and narrower" for rural and small stations faced with increasing national and regional service costs, said David Wilson of Montana Public Radio.

Many members believe that financial pressure extends to mid-sized stations as well. Perry said his station, WKSU-FM Kent, Ohio, with a budget of more than \$2 million, saw a 22% increase in nonfederal income last year but will still be forced to drop some NPR services in the face of a 15.2% dues increase to maintain current NPR service. One main reason, he said, is that the average 13% increase in nonfederal support to stations does not take into account "funny money"—useful in-kind service support and the like which does not represent cash that can be spent.

Saying that his main concern at the conference was to "slow down the growth" of NPR's operational costs, Perry said he believes that cost cuts can be made in nonprogramming staff at NPR without hurting the quality of service.

NPR President Douglas Bennet said that it "is a fundamental fact" that NPR expenses are growing no faster than station revenue. In an address to members he noted that the 13% average growth in nonfederal income at the station level last year outstrips the 8.1% dues increase.

News emphasis

In the end, the democratic process saw adoption of the Station Resource Group (SRG) resolution to reduce the basic dues and news services increase written into the fiscal year 1991 budget (which will begin Oct. 1, 1990). The same resolution said the budget amendments must reflect the consensus that support of NPR's news magazines is the "highest priority."

"The stations keep telling [NPR] not to do anything that will hurt the news," said SRG consultant Tom Thomas.

Bennet agreed that NPR has "to put primary emphasis on strengthening news," but objected to the description of other pro-

gramming as "secondary." NPR's Strategic Plan for the 1990's, he said, "acknowledges the importance of cultural programming. It's where radio renewal is going to take place."

Individual cultural (nonnews) programs—which, next Oct. 1, will for the first time be offered entirely a la carte—are not included in the 8.1% dues and program price increase. Each cultural program must eventually support itself through its own carriage fee, which remains separate and optional. In the words of Peter Pennekamp, vice president of cultural programming, those

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FCC Commissioners Sherrille Marshall, Ervin Duggan and Andrew Barrett differed on how far noncommercial radio stations should push enhanced underwriting

programs "are now de-politicized."

Bennet noted that 90% of NPR members carry the bundle of cultural programs now. "Next year, we'll see" how high carriage of each show remains, but in any case, he said, "it's a stronger package" with the recent addition of longtime APR celtic music series *The Thistle and Shamrock* and other new in-house and acquired shows such as *Afropop*, *Afropop Worldwide*, *BluesStage* and *Heat*.

□

Adamant that "Now is not the time to reduce the budget," NPR Chairman Wayne Roth said it is time to look at revising the dues structure—the subject slated to top the board's mid-July meeting agenda.

Under the present dues structure, Bennet said, smaller market stations pay a larger portion of their budgets than do larger market stations. And, even though the smaller stations also gain a larger portion of their budgets from Corporation for Public Broadcasting Community Service Grants, the dues hit is still palpable. "Sixteen [percent] to 17% of a total station budget is a lot of money," said Bennet, noting that the potential for stations in small markets to increase financial return tends to remain limited. "We need a structure," he said, "that accurately reflects the value of NPR programming to the user."

In the short term, he said, it will be possible to reduce the dues increase without cutting news operations expenses.

Revenue practices: stay the course

On April 9, the board officially saluted former director Richard Salant for his service and, in the same meeting, deferred action on the issue over which he had quit: the fact that approximately 85% of corporate and foundation support (comprising about one-third of total support) for NPR news programming comes in the form of restricted grants earmarked for coverage of specific issues or areas.

Reached at his Connecticut home, Salant told BROADCASTING: "It has been two and a half years since I put the issue on the table." By restricting the uses of their contributions to certain issues, he said, the funders "must have affected the assignments" that NPR editors have been giving NPR news staff. Even if, as NPR has ar-

gued, areas of coverage have been specified by NPR previous to funder recruitment, said Salant, "it is an endless wish list, and you get [funders] participating in what gets covered and not covered."

No evidence exists, Bennet argued, that funders have exercised control over news content. "To the contrary," he said, NPR's track record "over the years...proves that we have been entirely successful in using restricted grants to improve our journalistic capabilities."

As of last week, the resolution introduced by Salant in February remained alive, having been referred by the full board to its executive committee.

In related action, a two-year-old NPR station manager task force concluded that formulating national underwriting policies could not be accomplished, and that each station should develop its own, since it found "there could be no uniform approach."

The work of the task force was driven by concerns over how to give funders "enhanced underwriting" identification without running afoul of FCC rules prohibiting outright promotion of products or services on noncommercial radio. One week before the conference began, the FCC rescinded a letter admonishing a Cincinnati station over six separate violations (BROADCASTING, April 9).

FCC Commissioners Sherrille Marshall and Ervin Duggan noted during an April 6 panel that letting the station off the hook demonstrates, in Duggan's words, "how far we are willing to bend over backward. But," he added, "I fear that, as a permissive parent, we are sending the wrong message." Dissenting from that view, however, was Commissioner Andrew Barrett, who suggested that, if he were a noncommercial radio broadcaster, "I would be remiss if I did not test the limits" between funder identification and promotion.

(The commissioners also heard numerous complaints that the FM application process has proved unacceptably long, as well as charges that commercial applicants appear to be given preferential treatment. All three pointed to congressional cuts of the FCC budget as a cause and to their personal commitments to speed up processing. "Certainly," said Duggan, "there should be no disparity in treatment" of commercial and noncommercial applicants.)

On the air

As NPR continues to put greatest emphasis on its daily news magazines, *Morning Edition*, *All Things Considered* and *Weekend Edition*, American Public Radio used its conference affiliates meeting to announce that on Oct. 1 it will launch a one-hour version of its daily half-hour Monitoradio service—as well as to showcase former NPR White House correspondent Jim Angle, who will become anchor of APR's daily world business show *Marketplace*.

And, at a time when the expanding public radio syndication market has seen two entertainment programs jump ship from NPR to APR, and another has made the opposite move (BROADCASTING, March 19), APR affiliates were also unofficially polled on *American Radio Company of the Air* (ARCA), hosted by the personality that put APR on the map, Garrison Keillor.

This season, said producer Minnesota Public Radio's President William Kling, 20 new ARCA episodes will cost \$2.6 million, 40% funded by stations airing the show. Another season of 26 live shows will cost \$3.1 million and at least a 10% increase in carriage fees. Keillor, he said, remains non-commercial radio's "strongest magnet for new listeners," but research shows that "his audience doesn't know he's back." Although a spokesman for Connecticut Public Radio said his stations are "closer to dropping it than ever," he also noted that mixing *Prairie Home Companion* with new ARCA shows probably explains the show's current weakness. Kling's plan for the 1990-91 season would "give it [*Prairie*] a rest."

According to NPR's Bennet, nonnews programming presents the best opportunity for radio rejuvenation. Having raised sufficient corporate and foundation money to "incubate" programs in at least the first year after launch, he said, NPR has created a system that provides more room for innovation than ever. "Ultimately, innovation and programming of all kinds have to work well enough to get stations to pay for them."

Asked whether the new unbundled environment, in which programs must survive on on carriage, would create no room for success except by commercial measures, Bennet said: "I'm not sure we should have the ability to maintain a program that does not get carriage. I think that what you do," when a program or format fails to reach a critical mass of stations carrying it, "is move on. You make room for a different experiment. It is a misuse of broadcast capacity," he said, "to continue to provide a service that does not serve an audience."

News programming got another thumbs up when CPB presented its 1990 Edward R. Murrow Award for outstanding contributions to public radio to congressional correspondent Cokie Roberts, a 12-year veteran at NPR. And NPR's 1990 Edward E. Elson Award for outstanding contributions to public radio went to the 13-member Public Radio Expansion Task Force whose recommendations were adopted in a five-year, \$13 million project adopted by CPB earlier this year.

—PDL

Jorge Mas responds to critics; does not rule out run for Cuban presidency

Cuban-American leader says he 'welcomes' GAO investigation of Marti advisory board he heads; dispute remains over whether TV Marti signal is being received

As tension over TV Marti broadcasts increases, so does the controversy surrounding Jorge Mas Canosa, the successful Miami businessman generally credited with driving the lobbying effort that led to the establishment of, first, Radio Marti and now TV Marti, to break what the U.S. says is the Castro government's monopoly on information in Cuba. Representative John Dingell (D-Mich.) has asked the General Accounting Office to conduct inquiries into the operation of the advisory board Mas heads (BROADCASTING, April 9), and increasingly Mas is accused of using the Radio and TV Marti services to advance what are said to be his ambitions to become Cuba's first post-Castro president.

The fortunes of the head of an anti-Castro Cuban millionaire would not normally



Jorge Mas Canosa

be of concern to American broadcasters. But Jorge Mas has become a household name at American broadcasting offices because of the fear his success in persuading the government to launch TV Marti will

result in an increase in the Cuban-caused interference some AM stations are already suffering. Mas and other backers of TV Marti dismiss such concerns; they note that the same fears were expressed before Radio Marti went on the air five years ago, and proved unfounded.

And last week, in an interview in the offices of Radio Marti, Mas dismissed the latest batch of issues. "I welcome the GAO audit," he said. As for a Dingell question regarding Advisory Board expenditures, he said the board has had virtually none, other than the salary of a recently hired executive director and the cost of members' transportation to meetings in Washington. "We even pay for our own lunches," he said. And he said he would be "more than glad to respond to evidence" he uses Radio Marti "for personal gain." He said he has not made any requests for coverage. That the station covers him—and it does, sometimes heavily—is, Mas said, because he is "newsworthy."

The 49-year-old Mas, who arrived in the

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U.S. in 1960, one of some one million Cubans who have fled their homeland since it was taken over by Fidel Castro and who fought at the Bay of Pigs, denied the assertion of some that he is "running for President of Cuba." But he did not rule out such a run at some point. "I don't know what the future holds."

The charge regarding Mas's political ambitions grows out of his dual role as director of the Advisory Board for Broadcasting to Cuba and as chairman of the Cuban-American National Foundation, a think tank that is a key element in a triumvirate of organizations that constitutes a powerful anti-Castro lobbying organization. (One of Dingell's letters to the GAO asks for an inquiry into the relationship between the board and the foundation.) And the charge was made again last week by Ernesto F. Betancourt, the former director of Radio Marti, who says he was forced out of that post at Mas's instigation.

Betancourt had gone to the offices of Radio Marti April 10 to deliver a letter to Mas and other members of the Advisory Board, who were in Washington for a meeting, advising them that he planned to write to them about the points Dingell had raised in letters to officials regarding TV Marti operations. In talking to reporters outside the building, Betancourt cited an interview in *The New York Times* of April 1, in which Mas was quoted as saying, "The Cuban-American National Foundation, with me as its director, has emerged as the firm head of the [Castro] opposition." Betancourt says

he has no quarrel with Mas as head of the Castro opposition. But he said, "I consider that to be incompatible with his role as head of the Broadcasting to Cuba advisory board." He called it "a conflict of interest" and unfair to others seeking the leadership of the opposition movement.

Mas was interviewed following the meeting of the Advisory Board, and it was an upbeat group in the wake of the launching of TV Marti. The programing, which now includes news as well as entertainment and public affairs material, originates in the studios of the U.S. Information Agency's Worldnet, in Washington, and is beamed to Havana in the pre-dawn hours from a transmitter in an aerostat tethered 10,000 feet above Cudjoe Key. The programing has been jammed every day since the station went on the air, on March 27. Still, Antonio Navarro, director of TV Marti, told reporters the objectives set for TV Marti in the congressional legislation authorizing the 90-day test now under way have been met.

"The signal reaches Cuba, and there is no development of harmful interference to American stations," he said. "We delivered on our mandate." But he noted that the ultimate responsibility for such a judgment is the President's. And he said, "I can't speak for the President." Navarro also took pleasure in reports that, despite jamming, the TV Marti signal is being received in wide areas of the island. But he acknowledged that the reports, based largely on interviews with Cubans landing at Miami airport, were "preliminary."

The contradictory nature of the reports as to whether TV Marti programing is being seen in Cuba is one of the more puzzling aspects of the TV Marti story. News accounts from Havana say the jamming has been effective. Even more curious is the fact that the signal is aimed at Havana. How, then, could it be seen in areas distant from the capital? One theory being discussed by government engineers is based on reports that Cuba employs automatic signal repeaters. The repeaters, engineers say, may have picked up the TV Marti signal and rebroadcast it.

As a result of his talking with arriving Cubans, Mas is prepared to accept the research, which is said to be based on interviews with 300 Cubans arriving in Miami. And, given the legal opinion of government lawyers, Mas accepts the proposition that TV Marti does not constitute a violation of international radio regulations—as the International Telecommunication Union's International Frequency Registration Board claimed, in a report based on an investigation that Cuba requested (BROADCASTING, April 9). The State Department last week was preparing a response asserting that the TV station is operating in compliance with international regulations.

A key element in the debate is whether TV Marti, which operates on ch. 13, is causing "harmful interference" to a Cuban station. The Cubans following the first morning's broadcast said TV Marti had "usurped" a frequency used by Cuba's Tele Rebelde station. However, U.S. officials say monitoring—which they admit is not complete—has not picked up any signals from a Havana station on ch. 13, nor, they say, do Cuban newspapers report scheduled broadcasts on ch. 13 during the early morning hours when TV Marti is on the air. Indeed, VOA says its guidance is not to cause interference. "To the best of our knowledge," said an official, "we're not doing that."

If that is the case, according to one independent expert, the U.S. is not in conflict with Cuba. Professor George Coddington, who teaches international telecommunications policy at the University of Colorado and who wrote his doctoral dissertation on the International Telecommunication Union in 1952, said, "There is nothing that says you can't broadcast to another country," provided interference is not caused. But if Cuba turned on a station on ch. 13 in Havana, and interference resulted, he said, the U.S. would be in violation of international regulations. Cuba registered a ch. 13 in Havana with the IFRB in July; the U.S. registered its claim to the frequency last month. "If you register with the IFRB first, [the frequency] is yours," Coddington said, at least "in principle." He said the ITU "can't guarantee rights" but that its members traditionally accept the "first-come, first-served" principle.

Which raises a question. Why doesn't Cuba operate on its ch. 13 in Havana to eliminate any doubt as to its presence? VOA officials concede that is a puzzler.

Besides the Dingell letters to the GAO and the renewed charges that Mas is pursuing political ambitions, there was the apoc-

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alyptic speculation offered by Representative Al Swift (D-Wash.) during a panel session on TV Marti at the National Association of Broadcasters convention in Atlanta two weeks ago. He said U.S.-Cuban tension over TV Marti might escalate to the point of "military involvement." Asked about that, Mas responded with a touch of sarcasm and impatience:

"We shouldn't do anything that bothers Castro. We shouldn't have placed an embargo on Castro, or denounced him for human rights violations. Castro doesn't need excuses to hurt us. He was interfering with stations before TV Marti went on the air.

"If you use that argument [it is important to avoid angering Castro], you will paralyze this country." —LZ

U.S. broadcaster bets on Baltic

Communications consulting firm signs contracts with governments and private companies

Mark Wodlinger, president of Wodlinger Broadcasting Co. of Naples, Fla., knows there are risks in plunging into the broadcasting and telecommunications businesses in the Baltic states. But he feels that if he waits until things sort themselves out—politically and economically—"there will be nine other guys making deals. You have to take risks."

So, during a nine-day visit to Latvia and Estonia last month, Wodlinger, working with Kojelis & Co., a Washington-based consulting firm, signed nine agreements with governments and independent firms to provide those states with what he says are badly needed communications systems.

One agreement, with Estonia's Ministry of Post and Telecommunications and the Ministry of Communications, provides for the installation and operation of an earth station—at a cost of \$3 million—to link Estonia with the International Telecommunications Satellite Organization (though he said Pan American Satellite is still attempting to persuade him to take its service). At present, the Baltic states' communications lines to the rest of the world run through Moscow.

Wodlinger has been in the broadcasting business for 40 years. At present, he owns WIXI(FM) Naples-Fort Myers, which he built, and KKLO(AM) Leavenworth, Kan., and has a construction permit for a UHF in Steamboat Springs, Colo. Now he is demonstrating the kind of enthusiasm that the radical political changes in Eastern Europe and the USSR are stirring in the hearts and minds of some American broadcast entrepreneurs.

Wodlinger decided to make his move after watching developments in the Baltic states. He cited an Associated Press story, published in the *Chicago Tribune* Nov. 28, headlined "Soviet legislators send Baltics on road to economic freedom." It said the Supreme Soviet—the country's legislature—"had granted the Baltic states the right to issue their own currency and take a

share of profits from centrally controlled factories."

Besides the earth station he says is to be built in Estonia later this year, Wodlinger said he has an agreement with the governments in Tallinn, Estonia, and Riga, Latvia, to build and operate either a fiber optic cable television system or a wireless television system, depending on the results of engineering surveys now under way, and a cellular telephone system. "They need communications," Wodlinger said. "There is a tremendous lack of communications."

As for broadcasting, Wodlinger has agreements with Estonian, Latvian and Lithuanian authorities to establish radio and television services in those republics. In Estonia, the proposed television service was described by the general manager of Estonian Television as "Estonia's first commercial network." The Riga Video Center, with which Wodlinger signed an agreement to build and operate the cable or wireless cable and the cellular systems, is, according to Wodlinger, an independent firm with modern studios "for the production of world-class programs." In Lithuania, one of the agreements is for a joint venture radio station with Vilnius Radio Section M-1, which earlier this year became the first independent radio station in the USSR.

Wodlinger's WBC will serve as advertising representative for Estonian radio and television services in North America. A press release describing the agreements speaks of "American formatted television shows" using local talent and radio shows featuring contemporary American music. But Wodlinger, noting that it will be some time before the Baltic states are able to switch from a centrally controlled to a market economy—the goods to advertise are not yet on the shelves—said that both the TV and radio services initially will rely heavily on religious programming, with the time sold to religious groups in the U.S. Wodlinger said the religious music would be produced by his Leavenworth station, which offers contemporary Christian music.

The religious programming, then, will serve as part of what he said would be "a bridge" to full commercial service. Revenues from the cable (or wireless cable) television systems will also help. And Wodlinger said the governments of all three republics are also helping; he said they have agreed to co-sign notes.

The trouble that Lithuania and the other Baltic states are having in breaking away from the Soviet Union is not the only potential problem confronting Wodlinger as he makes his foray into the world of telecommunications and broadcasting in the Baltic. Another is the lack of convertibility of the rubles in which Wodlinger will be paid. Some will be used to pay expenses. But like other foreigners doing business in the Soviet Union, Wodlinger expects to invest rubles in products he will then sell in the U.S.

Yes, he said, there are risks. But he made clear he will take them rather than wait—and see "nine other guys" beat him to what he thinks are good business opportunities. —LZ

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Changing Hands

This week's tabulation of station and system sales (\$250,000 and above)

WQIK-AM-FM Jacksonville, Fla.; **WMJ(FM) Cleveland,** and **wyhy(FM) Nashville** □ Sold by Jacor Communications Inc. to Capstar Communications and LBI Holdings for \$45 million. **Seller** is headed by Terry Robinson and owns WGST(AM)-WPCH(FM) Atlanta, WLW(AM)-WEBN(FM) Cincinnati, WMYU(FM) Sevierville (Nashville), Tenn., KOA(AM)-KRF(FM) Denver and WFLZ(FM) Tampa. **Buyer** is two groups headed by Robert F.X. Sillerman. Sillerman and Steven Hicks head Capstar and paid \$13 million cash. Sillerman and Carl Hirsch head LBI and paid \$32 million. WQIK(AM) is fulltimer on 1320 khz with 5 kw. WQIK(FM) is on 99.1 mhz with 100 kw 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.**

WBLX-AM-FM Mobile, Ala. □ Sold by Beasley Broadcasting to April Broadcasting for \$5.25 million and tax certificate. **Seller** is headed by George Beasley, who owns KRTH-FM Los Angeles; KAAY(AM) Little Rock; WRXK(FM) Bonita Springs, WJHM(FM) Daytona Beach and WPOW(FM) Miami, all Florida; WMRO(AM)-WYSY(FM) Aurora, Ill.; WFAI(AM) Fayetteville, WCKZ-AM-FM Gastonia, WYED(TV) Goldsboro, WKML(FM) Lumberton and WJMH(FM) Reidsville, all North Carolina; WTEL(AM)-WXTU(FM) Philadelphia, and KGSR(FM) Bastrop, Tex. **Buyer** is headed by Philip J. Giordano, who is former senior vice president of ABC Radio Network. WBLX(AM) is on 660 khz with 22.5 kw. WBLX(FM) is on 92.9 mhz with 100 kw and antenna 1,555 feet above average terrain. **Broker: H.B. LaRue Media Brokers.**

WPXY-AM-FM Rochester, N.Y. □ Sold by Pyramid Broadcasting to Rich Communications for \$8 million. **Seller** is headed by Richard Balsbaugh and owns WNUA(AM) Chicago, WXS-AM-FM Boston, WPCR(AM)-WSNI(FM) Philadelphia, WPIT-AM-FM Pittsburgh and WHTT-AM-FM Buffalo. **Buyer** is headed by Charles Rich and Charles Banta, and owns WGR-AM-FM Buffalo, N.Y. WPXY(AM) is on 1280 khz with 5 kw. WPXY(FM) is on 97.9 mhz with 50 kw and antenna 456 feet above average terrain. **Broker: Gary Stevens & Co.**

KDAY(AM) Los Angeles □ Sold by Heritage Media Corp. to Fred Sands for \$7.2 million. **Seller** is headed by Paul Fiddick and owns 11 radio stations. **Buyer** is Los Angeles real estate developer. KDAY is fulltimer on 1580 khz with 50 kw. **Broker: Gary Stevens & Co.**

KVOR(AM)-KSPZ(FM) Colorado Springs and **KQEO(AM)-KMGA(FM) Albuquerque** □ Sold by Penn Communications to Unistar Communications for \$4 million cash. **Seller** is headed by Richard Penn. **Seller** is headed by C.T. Robinson, Bill Moyes, Nick Verbitsky and Dick Clark, and has no other broadcast interests. KVOR(AM) is fulltimer on 1300 khz with 5 kw day and 1 kw night. KSPZ(FM) is on 92.9 mhz with 25 kw and antenna 2,130 feet above average terrain. KQEO(AM) is fulltimer on 920 khz with 1 kw day and 500 watts night. KMGA(FM) is on 99.5 mhz with 22 kw and antenna 4,134 feet above average terrain. **Broker: Media Venture Partners.**

KHDL(AM)-KKPL(FM) Opportunity, Wash. □ Sold by Alpha Radio Inc. to Lee Tiddens Broadcasting Corp. for \$2.3 million. **Seller** is headed by Donald Mudson and has no other broadcast interests. **Buyer** is headed by Jerry L. Lee and F. Robert Tiddens, and has no other broadcast interests. KHDL is daytimer on 630 khz with 1 kw. KPL(FM) is on 96.1 mhz with 100 kw and antenna 2,380 feet above average terrain.

WMRO-FM Meredith, N.H. □ Sold by William Forbes to Michael and John Specter for \$525,000. **Seller** has 51% interest in Latchkey Broadcasting Partnership, licensee of WMRO-FM. Gary Howard maintains control of other 49%. **Buyer** has no other broadcast interests. WMRO-FM is on 101.5 mhz with 3 kw and antenna 302 feet above average terrain. **Broker: The Connelly Co.**

KTLS(FM) Ada, Okla. □ Sold by Oklahoma Broadcasting Co. to The Washington Post Co. for \$503,425. **Seller** is headed by Danny Joe Hoover, who owns KADA(AM) Ada, Okla. **Buyer** is headed by Katharine Graham and publishes The Washington Post; owns four TV and several cable systems. KTLS is on 93.3 mhz with 100 kw and antenna 630 feet above average terrain. **Broker: Pat Thompson Co.**

KJKJ(FM) Grand Forks, N.D. □ Sold by KJ Radio Inc. to Jeffrey Hoberg for \$300,000. Sale is for 51% interest. **Seller** is Justin Hoberg, who will retain 49% interest. He is licensee of KYTN(AM)-KBOQ(FM) Minot, N.D. **Buyer** is son of seller, and has no other broadcast interests. KJKJ(FM) is on 107.5 mhz with 100 kw and antenna 498 feet above average terrain.

KMSL(FM) Stamps, Ark. □ Sold by SW Arkansas Broadcasting Co. to La Pastiche Inc. for \$279,500. **Seller** is headed by William H. and Neva Handy, husband and wife, and Robert E. Moseley Jr. and has no other broadcast interests. **Buyer** is headed by James N. Mason and has no other broadcast interests. KMSL(FM) is on 100.1 mhz with 3 kw and antenna 287 feet above average terrain.

Four more for Henry

Ragan Henry's U.S. Radio Ltd. has closed on four deals, bringing the company's total station holdings to 5 AM's and 8 FM's. WRAW(AM)-WRFY(FM) Reading, Pa., was sold by City Broadcasting, headed by Frank A. Franco, for \$18.5 million. The deal was brokered by Blackburn and Co. WCOS-AM-FM Columbia, S.C., was sold by GHB Broadcasting, headed by George Buck, for \$12.5 million. H.B. LaRue was the broker. KHEY-AM-FM El Paso, Tex., was sold by Jim Phillips for \$8.425 million. John Barger brokered the deal. KGLF(FM) Freeport, Tex., was sold by Bayport Communications, headed by Roy Henderson, for \$2 million. Sailors and Associates was the broker. In addition, Henry expects to close a deal shortly for WWIN-AM-FM Baltimore.

KOJO(AM)-KTEO(FM) San Angelo, Tex. □ Sold by KTEO Media West Inc. to Criswell Center for Biblical Studies for \$350,000. **Seller** is headed by Lynn Farr and Kenneth R. Camp and has no other broadcast interests. **Buyer** is headed by Bo Sexton, Richard Kearley Jr. and Dewey Hunt Jr., and has interests in KCBI-FM Dallas, KAGN-FM Abilene, KTDN-FM Palestine and KCRN(FM) Wichita Falls, all Texas; KSYE-FM Frederick,

Okla., and LPTV K220BL Webbers Falls, Tex. KOJO is on 1340 khz with 1 kw day and 250 w night. KTEO(FM) is on 93.9 mhz with 34 kw and antenna 415 feet above average terrain.

KFRM(AM) Salina, Kan. □ Sold by H.R.H. Broadcasting Corp. to Great American Broadcasting of Kansas Inc. for \$250,000. **Seller** is headed by Herbert R. and Ruby J. Hoeflicker, husband and wife. **Buyer** is headed by Mack and Sherry

Sanders, husband and wife, Ernest McRae, John and Janet Bozeman, husband and wife, and Robbie Swinney, and is 100% stockholder of Ward of Kansas Inc., licensee of KVGB-AM-FM Great Bend, Kan. John Bozeman is individual licensee of WFPD(AM) Fairview, Tenn. KFRM is daytimer on 550 khz with 5 kw.

For other proposed and approved sales see "For the Record," page 76.

Law & Regulation

Court tells FCC it must consider obscenity charges

Commission is found 'arbitrary and capricious' in awarding renewal expectancy to WSNS-TV despite cutbacks in station's nonentertainment programing

For an FCC that does not shrink from—that welcomes—enforcement of rules and law barring indecency and obscenity, a panel of the U.S. Court of Appeals in Washington last week provided encouragement, maybe a bit more than it might have wished. The three-judge panel, in a unanimous ruling, held that the commission had erred in failing to consider allegations that the renewal applicant—Video 44—had aired obscene broadcasts over its WSNS-TV Chicago. The commission was instructed to consider those allegations.

The panel also said the commission was arbitrary and capricious in awarding a renewal expectancy "in light of record evidence of Video 44's marked and apparently permanent cutback in nonentertainment programing through the latter part of the license period"—the period ending in 1982—when WSNS-TV became increasingly a subscription service. (The station has since switched service again, this time to nonsubscription Spanish-language programing.) The panel directed the commission to focus on that downward trend "in order to predict Video 44's likely performance in the license period at issue here."

The commission's renewal of the license had been appealed by Monroe Communications Corp., the challenger for the Channel 44 facility. The administrative law judge who heard the comparative hearing had granted Monroe's application on grounds of integration of management and ownership and diversification of ownership of mass media.

The newly reconstituted commission under Chairman Alfred C. Sikes has been waging a vigorous campaign against indecency on the air; since August, it fined six radio stations for indecent broadcasts and sent letters of inquiry that could lead to fines to six more. The commission has yet to act against a station on the ground of obscenity. But statements by Sikes and other commissioners indicate they take seriously responsibility under the law which bans both indecency and obscenity.

The standards are different: obscene material, which is not protected by the First Amendment, "appeals to the prurient inter-

est," and "depicts or describes in a patently offensive way as measured by community standards, sexual or excretory conduct, and the material... must lack serious literary, artistic, political or scientific value." Indecent material, which is protected by the First Amendment, is defined by the commission as depicting or describing "in terms patently offensive as measured by contemporary standards for the broadcast medium, sexual or excretory activities or organs."

The obscenity issue was added to the case by the review board after the ALJ ruled in favor of Monroe, and Video 44 appealed to the board. The commission, in responding to a request for guidance, told the board that STV and conventional licensees have the same obligation to ascertain and serve community needs. And, after re-

consideration, the commission said it would consider obscenity allegations in renewal proceedings only when the allegations were raised contemporaneously with the allegedly obscene broadcasts. That was part of the commission's undoing.

For with that guidance, the review board found that Video 44's nonentertainment programing, throughout the license period, taken as a whole, merited a renewal expectancy. It reversed the ALJ, in a decision the commission affirmed, without considering the allegations of obscene programing.

The obscenity complaint grew out of allegations that, although Video 44's pay system transmitted a scrambled signal, the station showed "adult" films which contained nudity, allegedly offensive language and various sexual acts. And the panel, in an

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opinion written by Judge David Sentelle, found fault with the "particularly ginger treatment" Sentelle said the commission had accorded obscene broadcasting—the one category of programing that he said is proscribed by statute as contrary to the public interest—in holding that it alone among programing categories is subject to a contemporaneous complaint requirement.

In the process, Sentelle said, the commission had "severely" limited "the extent to which it will consider this category in its renewal expectancy analysis. 'The commission,' Sentelle wrote, 'must supply a reasoned analysis explaining this departure from its prior policies and standards concerning the consideration of allegations of obscenity in renewal proceedings.' The commission had offered several reasons for the new policy—including the fact it would enable the agency to remedy potentially ongoing violations in a flexible and timely manner. None satisfied the panel.

If Monroe's allegations of obscenity were rejected by the commission on the ground they were not filed contemporaneously with the broadcasts in question, some viewers' complaints did not suffer that failing. They had been filed during the license term. But they were rejected because they did not present the prima facie showing the commission said was necessary for it to initiate an investigation. The commission said it was erecting that standard in part because of First Amendment concerns. And Sentelle said the panel agreed the commission should not be required to investigate "every generalized complaint" regarding allegedly obscene programing. But he added that "to require ordinary citizens to...set forth allegations constituting a prima facie case of obscenity...is arbitrary."

The panel's opinion cited a complaint it said should have been sufficient to trigger a commission investigation: A Chicago resident reported being shocked to see a broadcast depicting adults engaged in sexual acts. The letter specified the time and date of the broadcast. The panel said ignoring such a complaint was "arbitrary." On the other hand, commission lawyers felt the court was setting a triggering standard that would require the commission to investigate far more complaints than is now the case. "That may be more than this commission wants," said one official.

Still, the court instructed the commission

"to either consider the evidence of obscene broadcasts offered by Monroe and that appeared in some contemporaneous citizen complaints, or to better justify its refusal to do so."

As for the renewal expectancy issue, Sentelle wrote that a broadcaster is not entitled to one when it performs substantially during the early part of its license but then appears unlikely to perform substantially in the future. "When predicting Video 44's likely future performance," Sentelle said, "the commission should have focused on its performance after it became a nearly full-time STV broadcaster." He noted that the ALJ had applied that analysis, only to be overturned by the review board and the commission. In rejecting the ALJ's approach, Sentelle wrote, the board and the commission "acted arbitrarily." He noted that the commission had found that in the full final year of its license term, Video 44 offered .08% news, 2.57% public affairs and 5.84% other nonentertainment programing.

Sentelle wrote for a panel that included Chief Judge Patricia Wald and Judge Laurence Silberman. But Silberman added a concurring statement in which he made clear his dismay over the commission's renewal expectancy policy in general and as it was applied in the *Monroe* case in particular.

Silberman expressed the view that "virtually all factors on which the commission relies in awarding or renewing broadcast licenses are in a sense fictitious; they are not really predictive of programing substance." Nor is it apparent, he said, that a public interest standard in any kind of programing, such as entertainment, can be articulated. "We have no alternative as a reviewing court, however, but to treat the FCC's elaboration of the public interest as if it made sense and therefore to insist on a consistent application of what we may really think are fanciful factors."

As for the case at hand, Silberman said, "Quite obviously, the FCC shrinks from the prospect of taking the license away from the incumbent, but in the absence of a system whereby a license holder pays the public for a license (as in an auction) it is hard to see how the FCC can justify the weight it places on an incumbency in this case. The commission appears to act as if incumbency and the renewal expectancy were a property interest—which it is not."

Cable backs new five-signal standard for effective competition

But increase from three broadcast signals is not enough for broadcast, MMDS and city commenters

The broad outlines of the cable industry's position on rate regulation matters has surfaced in FCC comments in its effective competition rulemaking, one of two major rulemakings the FCC is conducting on cable.

Many cable proponents back a National Cable Television Association study which called for the effective competition standard to be raised from three to five broadcast signals, and were also offering the FCC plenty of free advice on implementing new standards.

The new five-signal standard, it is estimated, would bring under rate regulation most of the cable systems in television markets beyond the top 100. In all, about 30% or so of all cable subscribers would be eligible to have their rates regulated—a 5% annual CPI increase allowed under the Cable Act.

NCTA put forth a study suggesting that five broadcast signals available to 75% of the cable community should serve as the new competitive standard, in areas where a second cable system, or MMDS, DBS, home dish or SMATV service, was not available to a significant portion of the population.

NCTA said the FCC should adopt the standards for local authorities to use in rate regulation cases, but that financial reporting requirements would only increase the costs of regulation. NCTA said the standards "must be automatic and self-executing. Rules that require franchising authorities to approve rate increases directly related to the expenditures on cable service promote the public interest by allowing the growth and improvement of cable technology and programing."

There is some question whether the FCC has authority to add any other pass-through costs on top of the 5% in the Cable Act. Continental said the 1987 ACLU vs. FCC case prevents the FCC from adding any pass-through rate increases on top of the 5% included in the Cable Act. NCTA said the FCC has some latitude to require automatic pass-throughs, but agreed that the ACLU case imposed some definite limits. The FCC could get around that by going to Capitol Hill to seek alterations in the act that would allow the commission greater latitude.

A host of cable companies followed suit in backing NCTA's five-signal position, including Newhouse, Continental, Cablevision Industries, Comcast, Cox, Providence Journal Co., Sammons, Heritage, Armstrong Utilities and Summit. And nearly all the cable operators filings came out against mandated tier or rate freezes, unbundling or

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a la carte offerings, except, in the latter case, Cablevision Systems.

Newhouse added that the FCC should give operators the option to import signals to reach the five-signal standard. It also recommended the FCC use a flat percentage increase in any further rate adjustments so as not to penalize systems that have kept rates low. Newhouse recommended the FCC use \$15.32 as a starting base, a recently published figure on the average price of basic. A 5% annual increase on that figure would amount to 77 cents, Newhouse said, applicable for use by all systems no matter where their present rates are.

Cox, Comcast and Cablevision Industries asked for a one-year transition for newly rate regulated systems. The group said local governments need to be reminded that rate rollbacks and refunds are prohibited under the Cable Act and that the FCC should emphasize that retiering prior to the effective date is permissible.

Several cable proponents urged the commission to retain the three-signal standard, including TCI, CATA, USA Network and Mid America. TCI said its studies showed "no change...is warranted" in the signal standard.

USA said tiering would mean lower penetration rates and ad revenues, higher subscriber rates and cuts in program funding and diversity and job opportunities.

CATA said any FCC rate regulation should be simple. "The standards should be based on readily obtainable information that is precise in nature and can be easily applied to determine the permissible subscriber rates," CATA said. The FCC should dictate a time frame for franchise authorities to act on rate requests, mandate written responses and reasons for denials within a certain time frame and reinforce the 5% rule.

Cablevision Systems, as in other issues, struck out on its own. Unlike most cable companies' positions on unbundling, Cablevision is pro-unbundling, in which the commission has shown some interest, but it also used the occasion to take subtle jabs at two companies with which it has differences over service carriage. "Allowing cable operators to freely unbundle their services would provide consumers the self-help remedy of refusing unreasonably priced programming," it said, a reference to its dispute with MSG. Unbundling would "maximize consumer choice and assure reasonable rates," it said, creating competition among programmers for product, thus keeping those prices in check. Cablevision also said competition will make programmers "insist upon performance standards that motivate cable operators to reasonable price and effectively market services in order to assure the widest possible audience," a reference to the carriage disputes between its owned SportsChannel services and cable operators, most prominently, TCI. "By refusing to agree to financial arrangements...that encourage the operator to actively seek subscribers for unaffiliated 'a la carte' services, just as it does for affiliated services that are offered as part of a program package, TCI is knowingly jeopardizing the viability of the unaffiliated services," Cablevision warned.

The National Association of Broadcasters said the number of broadcast stations in a market does not affect cable rates and that the only effective competition must come "from another broadband, multi-channel video distributor." NAB said true competition (67% availability, 33% penetration) from DBS or MMDS does not exist and urged the FCC to regulate rates "to protect the public from monopolistic practices."

The Association of Independent Television Stations urged a redefinition to include broadcast signals and multiple channels of substitutable programming and backed the standards present in S. 1880. It said five signals still keeps "cable's monopoly power in check...No alternative video delivery technology is a ready substitute for cable."

The Motion Picture Association of America filed on behalf of Columbia, MGM/UA, Paramount, Orion and Universal, excluding Buena Vista, 20th Century Fox and Warner Bros. Like other cable proceedings, MPAA came out against rate regulation, suggesting instead the FCC remove barriers for the entry of direct cable competitors, including the telcos, as well as curbs on horizontal and vertical integration and trafficking.

Although the United States Telephone Association did not file, Bell South said telcos present the "only fully competitive substitute for existing cable service."

The National League of Cities, the U.S. Conference of Mayors and the city of New

York said there should be rate regulation unless cable penetration is less than 30% or there are two nonaffiliated comparable video providers, each offering service to 80% of the households and actually serving 30%.

The group also favored accounting and financial reporting requirements and opposed specific methodologies for franchising authorities to use in rate regulation.

The Consumer Federation of America and TRAC said the new standard should be comparable service at a comparable price, within 10%. It said there should be rate regulation on packages of services, not only basic, and suggested incentive based rate regulation, with minimums and maximums, subject to changes in the CPI, indexes for productivity and advertising and possible unavoidable costs.

The Wireless Cable Association said the new standard should be an independent multichannel video provider reaching 100% of the community and 30% penetration and with fair access to programming. Under rate regulation, WCA said all tiers should be regulated.

NTIA suggested six signals as a new effective competition model, then use a price-cap plan for rate reregulation. It suggested the FCC determine the initial tier rate on which regulation would be based, that the new standard be reexamined in three years and that the FCC develop the general rate regulation rules for state and local authorities to implement. —MS

Appeals court gives go-ahead to Lifetime documentary

Ruling holds that lower court ban on program dealing with child abuse case is prior restraint

The story of the battle between Eric A. Foretich and Elizabeth Morgan over the custody of their daughter Hilary generated a dramatic First Amendment court case two weeks ago. A panel of the U.S. Court of Appeals in Washington, with less than a half hour to spare, on Friday evening (April 6) issued a ruling permitting Lifetime Television, a cable television service, to show a documentary on the bitter fight that has attracted worldwide attention. It was shown again on April 7, and was scheduled to be shown again on April 14 and April 19. The temporary ban that had been imposed by a lower court earlier that day, the panel said, constituted unconstitutional prior restraint.

The 46-minute documentary, *Hilary in Hiding*, a production of the British Broadcasting Corp. that has been shown in Great Britain and that Lifetime had already shown in the U.S. on March 6, deals with the question of whether Hilary was sexually abused by Foretich, as claimed by Morgan. In one of the scenes, Hilary, while sitting on her mother's lap, manipulates an anatomically correct "Daddy doll" and a "little girl" doll. A lawyer who had been appointed to represent Hilary said that section of the documentary violated the little girl's

privacy.

Morgan had spent two years in a D.C. jail for contempt of court for refusing to reveal the whereabouts of her daughter. She said she was determined to prevent Foretich from visiting Hilary. It was not until early last month that Hilary was discovered in New Zealand, with Morgan's parents. Now the U.S. District Court in Washington was asked, by Foretich, to bar the showing of the documentary. And U.S. District Judge Stanley Sporkin issued a temporary restraining order to bar showing of the scenes at issue pending a hearing on April 17. He had held two hearings, and ruled promptly after the second one, at about 5:30 p.m. He held that showing the documentary in its complete form would cause "irreparable harm."

However, lawyers for Lifetime, Lee Levine and Jim Grossberg, immediately asked the appeals court to reverse the ruling. They had filed the papers—seeking a writ of mandamus—earlier, on a contingent basis. And the panel of Judges Abner Mikva, Douglas Ginsburg and Davide Sentelle ordered Sporkin's order vacated. In an unsigned order, the court said that the temporary restraining order "constitutes prior restraint." And since prior restraint "has an immediate and irreversible impact," the court added, citing a decision of the Sixth Circuit Court of Appeals in a case involving

King World Productions, such restraint "bears a heavy presumption against its constitutional validity."

Accordingly, the court said, "any rights that Eric Foretich or Hilary Foretich may have must therefore be redressed in legal actions that do not require a prior restraint in derogation of the First Amendment." Sentelle, in a separate opinion, said he was troubled by the use of a petition for a writ of mandamus as a means of making the TRO appealable; normally, TRO's are not appealable, and granting a mandamus is considered an extraordinary remedy, indicating an abuse of discretion by the lower court judge. But Sentelle said, "In the case of prior restraint, I find the necessary exceptional circumstances to support issuance of this extraordinary writ cited by the Sixth Circuit in *King World*." —LZ

Communications groups comment on future of telecom infrastructures

The first step was completed for the Commerce Department's National Telecommunications and Information Administration (NTIA) report to Congress on the future of telecommunications infrastructures with the arrival of comments. The report, due to be delivered in January 1991, is expected to outline ways in which the nation's telecommunications system can be improved and made more competitive internationally.

In her January press conference announcing the notice of inquiry (NOI), NTIA administrator Janice Obuchowski said she "did not want a rehash of hackneyed positions" (BROADCASTING, Jan. 15). What she got was a mixed bag at best that held few surprises from the commenting cable, broadcast and telephone companies.

Cox Enterprises, which owns radio, television, cable and newspaper enterprises, commented that a national network must "encourage a diversity of information providers," while insisting that "decision makers must act to ensure that infrastructure policies are not designed to favor a particular technology." NTIA should "encourage development of new services desired by the marketplace and that economically support the infrastructure without taxpayer or ratepayer subsidies," Cox said. "Phone companies already have trouble at peak times," he said, citing holidays as an example when all information does not get through, "and are likely to have trouble delivering the most popular programs." He added that a telecommunications video network would be enormously costly.

Dorothy Raymond, Tele-Communications Inc. vice president and general counsel, said that "the next decade will bring changes that dwarf those that occurred in the one just passed." The NTIA notice, said Raymond, states an "alleged need for an LEC delivered nationwide broad ISDN (BISDN) as a necessary next step. It also

assumes that the government should facilitate such a network." Raymond wondered if "these benefits can be realized by other means...and would revenues from service pay for development of the network?" Raymond stated that there is "no evidence that national residential telephone subscribers now have, or will have into the next century, the need" for advanced, high-volume video services "over a single wire."

Continental Cable cautioned against "providing additional incentives" to phone companies because the telephone industry's technological improvements should come as a result of its own market needs.

Comments from the National Cable Television Association said that financial investment in a single technology should come in the form of higher rates to those who use the technology.

Henry Bauman, representing the National Association of Broadcasters, was "concerned with NTIA's superficial treatment of broadcasting and its contribution to the information age." Calling broadcasting "conspicuously absent" from NTIA's description of future infrastructures, the NAB said that "over-the-air communication clearly is the most efficient and effective method for disseminating information to all people." Bauman said, "Unlike cable, telephone and fiber optic links, over-the-air broadcast communication," noting the Emergency Broadcast System (EBS), "can be reached anywhere, by just about everyone." The NTIA, said the NAB, "should steer clear of the notion that 'one wire' can serve the communications needs."

David Donovan, Association of Independent Television Stations vice president, legal and legislative affairs, warned that "without free, off-air broadcasting, government policymakers would be forced to create some form of information lifeline at a cost to the taxpayers or ratepayers." INTV said it was "questionable whether allowing the telephone companies into the business of video programming is essential to the development of the infrastructure." Also, believing that "voice and data demands of American business appear to be met with existing facilities," it recommended that telephone companies "should be limited solely to transport."

Of the future infrastructure, A. Gray Collins, Bell Atlantic vice president, external affairs, commented that the "move into the 21st century will be a major undertaking" that will require "billions of dollars in investment." He noted that in Japan "all switches will be converted to digital by 1998, and fiber optics deployed in all homes by 2015." That will not happen, at the current scheduled pace, domestically until 2030, he said. The French telephone network, according to Bell Atlantic, was "once considered a joke," but it now has a higher percentage of digital switches deployed and ISDN technology in use than the U.S. The cause is "America's short-sighted capital recovery policies" that should be "abandoned" while local exchange carriers (LEC) should be "permitted to depreciate at an accelerated rate that accurately reflects the pace of technological change,"

Collins said.

Southwestern Bell comments cited examples from the domestic and world economy which have made it "increasingly apparent" that "competition is a better means of controlling markets than extensive government regulatory control." The NTIA should, according to Southwestern Bell, adopt "forward-looking regulations and public policies—including the elimination of the AT&T consent decree's line of business restraints and the cable-telephone cross-ownership restrictions."

Morrison DeS. Webb, vice president, governmental affairs, NYNEX, which was representing itself along with New York Telephone Co. and New England Telephone and Telegraph Co., said, "sophisticated telecommunication services can increase productivity in every sector of society...thus contributing to economic prosperity in all regions of the nation, most notably in rural areas." The U.S. "right now, has the telecommunications infrastructure which could bring the information age, with all of its benefits, to a major portion of the population," said Webb, who added that many infrastructure "islands" already exist in major metropolitan areas. He cautioned, however, that it would "be imprudent to accelerate" private initiative and investment "given today's regulatory environment."

Martin McCue, United States Telephone Association, said that "regulation must provide a better balance of risk and reward." It added that the commitment to universal access should be balanced by "market forces consistent with societal goals."

Paul Myer, Northern Telecom's vice president, government relations, cautioned "that unless the U.S. telecommunications infrastructure incorporates advancing technologies, key participants in America's future—small businesses and residential consumers in both rural and metro areas—will be deprived of the means to participate in the post-industrial society." Myer said the new system would enable "concurrent information sessions utilizing two or more forms of media."

John C. Wohlstetter, commenting on behalf of Centel Corp., likened the situation to the "bridges and highways of our road transport system" that is available to all, and "thus, Centel does not believe that private networks should be deemed part of the nationwide public telecommunications infrastructure." Centel does, however, desire that the system incorporate "the requisite programmed intelligence to support a full complement of diverse value-added applications."

AT&T's comments, however, called the belief that U.S. telecommunications is falling behind or second class "nonsense," and said that the ideal future infrastructure should allow "each of the nation's diverse users to obtain and pay for only the particular service and capabilities that each wants and needs—at an ever-declining price." AT&T concluded that NTIA's telecommunications infrastructure dream, with the right government action "can be realized sooner than later." —PJS

Rochester gets its first 10 p.m. newscast

WGRC-TV, programed by Greater Rochester Cablevision, sees sizable demand for earlier newscast

WGRC-TV Rochester, N.Y., is launching the market's first 10 p.m. newscast on Earth Day, April 22. The channel, programed by Greater Rochester Cablevision to look like an over-the-air independent broadcast outlet, has allocated several hundred thousand dollars annually for the news effort. WGRC-TV General Manager John Orr said the station has to spend that much to put a news product on the air that would be competitive with other newscasts in the market.

Competitors in the market aren't taking the WGRC-TV news effort lightly, although the general feeling is that WGRC-TV has a long struggle ahead of it to make any significant impact in the market.

Vincent DeLuca, president and general manager, WOKR(TV), the ABC affiliate in Rochester, said the new newscast would have a "below negligible" impact on the established affiliate newscasts, at least at the start. "From a competitive standpoint, the burden of proof is on them" to deliver salable ratings, said DeLuca.

DeLuca said he views WGRC-TV as "another indie in the market," but one with a major handicap. Currently Greater Rochester Cable and WGRC-TV reach only about half of the Rochester DMA's 368,000 homes. "They're going in with virtually no audience [a 1 rating in prime time]; they're physically in only half the homes in the market. What reason does anyone have to tune in?" said DeLuca.

WGRC-TV's Orr responds that research indicates a sizable demand in the Rochester market for a 10 p.m. newscast. The three late evening affiliate newscasts air at 11 p.m. WGRC-TV's newscast is key to its strategy of reaping a share of television ad dollars from the Rochester market.

Rochester, the 68th-ranked Nielsen market, accounts for between \$45 million and \$50 million in local and national spot TV dollars, according to officials at several stations in the market. The same officials estimate that between 30% and 35% of the market's ad dollars are spent in news programming.

The WGRC-TV news organization is based at Greater Rochester's headend facility, in a new computerized newsroom (utilizing Dynatech's NewStar system) and studio. The two-dozen full-time WGRC-TV staffers will have support from the cable system's production staff.

The half-hour nightly news program will be promoted locally as *The Ten O'Clock Report*, produced by News 5 Rochester.

While the news show has been planned



for some time, the work of actually putting it together began just 10 weeks ago with the hiring of news director Pete Dobrovitz, a 15-year veteran news reporter from the Rochester market. Dobrovitz joined the station from the CBS affiliate in the market, WHEC-TV.

Last week, Dobrovitz said the program will focus more on local issues, particularly environmental issues, and devote less time than competing affiliate newscasts to weather and sports. The channel will use CNN's News Source service to compile a brief nightly wrapup of key national and international activity.

"Our focus is local," said Dobrovitz. As part of a larger cable system, he said, "the real news and sports junkies can go to CNN or ESPN." Dobrovitz said WGRC-TV sports coverage will devote more time to covering the market's minor league professional and high school sports teams.

While more than half of the news team comes from TV stations in the Rochester market, the anchor team was imported. The two-person nightly anchor team includes Leigh Ann Carlson, from WCMH-TV Columbus, Ohio, and Doug Lezette, from WTOG-TV Savannah, Ga. Both served principally as reporters in their former jobs, with WGRC-TV representing their "first shot" at

full-time anchoring, said Orr.

According to Dobrovitz, both anchors will continue to be active reporters, with one or the other out in the field each day. Serving as the lead investigative reporter is Warren White, who jumped from WOKR(TV), the ABC affiliate in the market.

The station's sports director is Bill Pucko, who has been in the Rochester market since 1980, most recently with WHEC-TV. Sam Evans, from WICZ-TV Binghamton, N.Y., joins WGRC-TV as lead meteorologist. The station subscribes to the Accu-Weather forecasting and graphics service. But Evans will also do stories regularly from the field, examining local environmental and energy issues, said Dobrovitz.

While WGRC-TV will have three news trucks in the field, the station will not have live remote capability until 1991. But Dobrovitz doesn't see that as a disadvantage. "We have one half-hour nightly newscast," he said. "The affiliates have multiple newscasts each day, like machines that constantly have to be fed video. We may not have the latest house fire, but that's '80s or '70s TV. We're past that. [Our pitch is] if you're going to watch one newscast a day, this is the one. We've covered your city."

-SM

FNN goes to Japan

The Financial News Network, in association with NHK Broadcasting of Japan, will produce a daily business program for the international marketplace. *FNN: American Business Today* will air live from New York at 5 p.m. ET over NHK DBS to over 2 million Japanese homes. The show will be seen at 6 a.m. Tokyo time. Distribution is expected to reach 5 million homes by the end of 1990. The program will also air twice daily in Europe from London. British Satellite Broadcasting will receive a live feed from New York to air late night in Europe. Beginning in October, FNN will receive separate half-hour programs from both Tokyo and London, to air daily during the service's national market coverage.

For the Record

As compiled by BROADCASTING from April 5 through April 11 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

- **KARQ(FM)** Ashdown, AR (BALH900207HS; 92.1 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from KARQ Radio Inc. to Bunyard Broadcasting Inc. for \$380,000. Seller is headed by Floyd W. and Betty F. White, husband and wife. Buyer is headed by Jay W. and Anne Bunyard, husband and wife, and is licensee of KDQK-AM-FM DeQueen, AR. Filed Feb. 7.
- **KMSL(FM)** Stamps, AR (BAPLH900305HH; 100.1 mhz; 3 kw; ant. 287 ft.)—Seeks assignment of license from SW Arkansas Broadcasting Co. to La Pesteque Inc. for \$279,500. Seller is headed by William H. and Neva Handy, husband and wife, and Robert E. Moseley Jr. and has no other broadcast interests. Buyer is headed by James N. Mason and has no other broadcast interests. Filed March 5.
- **KNIC-FM** Lamar, CO (BTCH900226GH; 105.7 mhz; 100 kw; ant. 545 ft.)—Seeks approval for transfer of ownership shares between principals of FM-105 Inc. for no financial considerations. Seller is Clara Ines Oxley, who will maintain majority control with 40.79%. Previously she held 42%. Buyer's share will increase from 16% to 17.21%. Neither principal has other broadcast interests. Filed Feb. 26.
- **WFXL(TV)** Albany, GA (BTCCT900305LD; ch. 31; 1580 kw-V; 150 kw-A; ant. 990 ft.)—Seeks assignment of license from Timothy S. Brumlik to Mantel Cautu for no financial considerations. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed March 5.
- **WILY(AM)-WRXX(FM)** Centralia, IL (AM: BAL900228HJ; 1210 khz; 1 kw-D; FM: BALH900228HK; 95.3 mhz; 3 kw; ant. 217 ft.)—Seeks assignment of license from PrairieLand Broadcasters Inc. to Heartland Broadcasting Inc. for \$700,000. Seller is headed by Joel L. Townsend and has no other broadcast interests. Buyer is headed by Ronald R. Hamilton, Farnell I. O'Quinn, Edward Hancock and Alan L. Beck and has no other broadcast interests. Hamilton is 73% shareholder in Radio Cedar Falls Inc., licensee of KCFI(AM) Cedar Falls, IA. Hancock is 4% shareholder in Radio Cedar Falls Inc., licensee of KCFI(AM) Cedar Falls, IA. O'Quinn is sole proprietor of WUFW-AM-FM Eastman, GA. Filed Feb. 28.
- **WWKI-FM** Kokomo, IN (BAPLH900223HI; 100.5 mhz; 28 kw; ant. 480 ft.)—Seeks assignment of license from Shepard Communications of Grand Rapids to Waldron Partners Ltd. for \$6.16 million. Seller is headed by John J. Shepard, Peter Cook, John P. Reilly, Grant Gruel and Michael O. Laveau, and has interest in Shepard Communications of Arkansas, licensee of KKKY(FM) Little Rock, AR. Buyer is headed by H. Patrick Swygert and Lawrence Wexler and has no other broadcast interests. Filed Feb. 23.
- **WDGS(AM)** New Albany, IN (BAL900306EG; 1290 khz; 500W-D; 1 kw-N)—Seeks assignment of license from Michael J. Walro, trustee, to B.B.H.&H. Broadcasting Inc. for no financial considerations. Seller has no other broadcast interests. Buyer is headed by Jessie H. Cobb and has no other broadcast interests. Filed March 6.
- **KFRM-AM** Salina, KS (BAL900227EA; 550 khz; 5 kw-D, DA)—Seeks assignment of license from H.R.H. Broadcasting Corp. to Great American Broadcasting of Kansas Inc. for \$250,000. Seller is headed by Herbert R. and Ruby J. Hoefflicker, husband and wife. Buyer is headed by Mack and Sherry Sanders, husband and wife. Ernest McRae, John and Janet Bozeman and Robbie Swinney, and is 100% stockholder of Ward of Kansas Inc., licensee of KVGB-AM-FM Great Bend, KS. John Bozeman is individual licensee of WPDF(AM) Fairview, TN. Filed Feb. 27.
- **WVNE(AM)** Leicester, MA (BAP900308EA; 760 khz; 5 kw-D)—Seeks assignment of license from Worcester County Christian Communications to Blount Masscom Inc. for no financial interests. Seller is headed by George Walker and has no other broadcast interests. Buyer is headed by William A. and Deborah C. Blount, husband and wife. William A. Blount holds 92% of issued common stock of Blount Communications Inc., licensee of WARV(AM) Warwick, RI; and holds 100% of issued stock of K.W. Dolmar Broadcasting Co., licensee of WFIF(AM) Milford, CT. Deborah C. Blount is vice president of Blount Communications Inc. and K.W. Dolmar Broadcasting Co. She holds no stock. Filed March 8.
- **WMKT(AM)-WKHQ(FM)** Charlevoix, MI (AM: BAL900306HT; 1270 khz; 5 kw-D; FM: BALH900306HU; 105.9 mhz; 100 kw; ant. 922 ft.)—Seeks assignment of license from Lakeshore Communications to A.J. Walker Communications Inc. for \$2.95 million. Seller is headed by Timothy E. Moore and Ernest R. Winn and has no other broadcast interests. Buyer is headed by Charles L. and Evelyn S. Walker, husband and wife, and has no other broadcast interests. Filed March 6.
- **WLOE(AM)** Eden, NC (BAL900305EH; 1490 khz; 1 kw-D, 250 kw-N)—Seeks assignment of license from WWMY-FM Broadcasting Inc. to Mayo Broadcasting Corp. for \$100,000. Seller is headed by Peter Nisselson and Lawrence Goldstein, and is subsidiary of Speed-O-Print Business Machines Inc. which is also headed by Nisselson and Goldstein, and has interest in WNNR Broadcasting Inc., licensee of WNNR(AM) Hamden, CT, and WJYE Radio Corp., licensee of WJYE(FM) Buffalo, NY. Buyer is headed by Richard D. and Irene V. Hall Jr., and is licensee of WMYN(AM) Mayodan, NC. Filed March 5.
- **WGLH(AM)** Mcbane, NC (BAL900302ED; 1060 khz; 1 kw-D)—Seeks assignment of license from Benchmark Communications Ltd. to Great Speckle Bird Broadcasting Inc. for \$129,000. Seller is headed by Roger D. Jennings and has no other broadcast interests. Buyer is headed by James L. and Donna M. Christopher, husband and wife, and has no other broadcast interests. Filed March 2.
- **WJZM(AM)** Clarksville, TN (BAL900227EB; 1400 khz; 1 kw-U)—Seeks assignment of license from Radio Station WJZM to WJZM Inc. for \$210,000. Seller is headed by John H. Bailey and Charles Malone and has no other broadcast interests. Buyer is headed by Richard Albright, Dodson Gregory Guinn and Trent C. Knott, and has no other broadcast interests. Filed Feb. 27.
- **KAKS-AM-FM** Canyon (Amarillo), TX (BAL900305EB; 1550 khz; 1 kw-D; FM: BAL900305EB; 107.9 mhz; 100 kw; ant. 600 ft.)—Seeks assignment of license from Aldridge Broadcasting Inc. to Heritage Communications Corp. for \$50,000. Seller is headed by Jack and Beth Aldridge, Walter G. Mize and Charlie Broomhead, and has no other broadcast interests. Buyer is subsidiary of United Heritage Corp. and is headed by Walter G. Mize, Dean Boyd, Joe Martin, John Kelly, Cecil and Ann Hunt, Jack and Beth Aldridge and Charles Broomhead. United Heritage has 48% ownership interest in Aldridge Broadcasting Inc., assignor of KAKS-AM-FM Canyon, TX. Filed March 5.
- **KOJO(AM)-KTEO(FM)** San Angelo, TX (BAL900301EF; 1340 khz; 1 kw-D, 250 w-N; FM: BALH900301EG; 93.9 mhz; 34 kw; ant. 415 ft.)—Seeks assignment of license from KTEO Media West Inc. to Criswell Center for Biblical Studies for \$350,000. Seller is headed by Lynn Farr and Kenneth R. Camp and has no other broadcast interests. Buyer is headed by Bo Sexton, Richard Kearley Jr. and Dewey Hunt Jr., and has interests in KCBI-FM Dallas, KAGN-FM Abilene, KTDN-FM Palestine and KCRN(FM) Wichita Falls, all Texas; KSYE-FM Frederick, OK, and LPTV K220BL Webbbers Falls, TX. Filed March 1.

■ **KLLB(AM)** West Jordan, UT (BAL900315EA; 1510 khz; 10 kw-D)—Seeks assignment of license from Western Broadcasting Inc. to Relevant Enterprises Inc. for \$140,000. Seller is headed by Carol R. Hinton and John H. Clinton, and has no other broadcast interests. Buyer is subsidiary of KLLB Radio and is headed by Rebecca Kennedy McConnell and has no other broadcast interests. Filed March 15.

■ **KAAR(FM)** Medical Lake, WA (BALH900305HQ; 95.3 mhz; 1.32 kw; ant. 151 ft.)—Seeks assignment of license from Roberts Broadcasting to Sunbrook Communications II Ltd. for assumption of financial obligations. Seller is headed by Larry Roberts. Buyer is headed by Larry Roberts, Alan Cooper, Edward Cooper, David Bullwinkle and Clifford M. Harrington, and is licensee of KBLG(AM)-KRKX(FM) Billings, KGRZ(AM)-KDXT(FM) Missoula, KXTL(AM)-KQYU(FM) Butte and KXGF(AM)-KAAK(FM) Great Falls, all Montana. Filed March 5.

■ **KHDL(AM)-KKPL(FM)** Opportunity, WA (AM: BAL900309EB; 630 khz; 1 kw-D; FM: BALH900309EC; 96.1 mhz; 100 kw; ant. 2,380 ft.)—Seeks assignment of license from Alpha Radio Inc. to Lee Tiddens Broadcasting Corp. for \$2.3 million. Seller is headed by Donald Muddsen. Buyer is headed by Jerry L. Lee and F. Robert Tiddens. Filed March 9.

■ **KXAA-FM** Rock Island, WA (BAPH900305HL; 99.5 mhz; 447 kw; ant. 511 ft.)—Seeks assignment of license from KXA Radio Corp. to Sunbrook Wenatchee Ltd. for \$91,000. Seller is headed by Thomas W. Read, who has interest in KTBI(AM)-KGDN(FM) Ephrata and KOL Radio Corp., holder of CP for new AM in Dishman, WA, has interest in TRMR Inc., licensee of KTBI(AM) Ephrata, WA. Buyer is subsidiary of Sunbrook Communications Corp. (see KAAR[F] Medical Lake, WA, above), and Danny L. Sollom. Filed March 5.

Actions

- **WPYKAM** Dora, AL (BAL891226EC; 1010 khz; 5 kw-D)—Granted app. of assignment of license from Casey and Perkins Broadcasting to Paul Tate Johnson for no financial considerations. Seller is headed by Kenneth Casey and has no other broadcast interests. Buyer has no other broadcast interests. Action April 4.
- **WMML-AM** Mobile, AL (BAL891228EC; 1410 khz; 5 kw-U, DA-N)—Granted app. of assignment of license from Bridgeway Communications Inc., debtor in possession, to Lonnie M. Tillis for no financial considerations. Buyer has no other broadcast interests. Action April 2.
- **KPHNF(FM)** Barling, AR (BALH900122HC; 94.5 mhz; 3 kw; ant. 193.52 ft.)—Granted app. of assignment of license from Teresa Brown to RLPD Inc. for \$350,000. Seller has no other broadcast interests. Buyer is headed by Levoy Patrick Demaree who is also 88.35% shareholder of Demaree Media Inc. (DMI). DMI is licensee of KFAY(AM) Farmington, KKEG-FM Fayetteville, KZNG(AM)-KQUS-FM Hot Springs, and KFAY-FM Huntsville, all Arkansas; KXUS(FM) Springfield and WMBH(AM)-KKUZ-FM Joplin, both Missouri. Demaree is 65% shareholder of Class Inc., licensee of KWCK-AM-FM Searcy, AR. Action March 23.
- **KKIP-AM** Lowell, AR (BAL900131EH; 1440 khz; 1 kw-D)—Granted app. of assignment of license from First National Bank and Trust Co., debtor, to Tim Hutchinson for \$25,000. Bankrupt seller is headed by Kenneth G. Eklund and John W. Fox III. Buyer is 12.5% stockholder of Rocky Haven Investment Inc., licensee of KBCV(FM) Bentonville, AR. Asa Hutchinson, brother of assignee, is 62.5% stockholder. John Hutchinson, father of assignee, is 12.5% stockholder. Application to assign license of KBCV(FM) was filed Nov. 13, 1989, and was granted Jan. 23, 1990. Action March 28.
- **KEZQ(AM)** North Little Rock, AR (BAL900103EA; 1150 khz; 5 kw-D, 1 kw-N)—Granted app. of assignment of license from KEZQ Ltd. to Willis Broadcasting Corp. for \$250,000. Seller is headed by Robert Understein, Jason L. Shinsky, Bruce A. Eisen and James M. Weitzman. Understein has interests in WQSF(FM) Williamsburg, VA, and WUPW(TV) Toledo, OH. Shinsky has interests in WUPW Toledo, OH; WSTU(AM) Stuart, FL; WZZO(FM) Bethlehem, PA, and WUSQ-AM-FM Winchester, VA. Eisen has interest in WUPW Toledo, Ohio. Weitzman has interest in WUPW Toledo, OH; Sage Broadcasting which is parent company to licensees of WNAQ(AM) Naugatuck, WLVH(FM) Hartford and WKHT(AM) Manchester, all

Connecticut; WBSM(AM) New Bedford, MA; KMNS(AM)-KSEJ(FM) Sioux City, Iowa; WJJK(AM)-WBIZ(FM) Eau Claire, WXYZ(AM)-WSPT(FM) Stevens Point, both Wisconsin; WTAX(AM)-WDBR(FM) Springfield, IL; WKOL(AM)-WMVQ(FM) Amsterdam and WZFM(FM) Briarcliff Manor, both New York. Buyer is headed by L.E. Willis Sr. and Hortense Willis and is licensee of WIMG(AM) Ewing, NY; WBOK(AM) New Orleans; KFTH(FM) Marion and KSNE(FM) Marshall, both Arkansas; WGSP(AM) Charlotte, WBXB(FM) Edenton, WKWQ(FM) Batesburg, WSRC(AM) Durham, WVRs(FM) Warrenton, WKJA(FM) Belhaven, and WGTN(AM) Wilson, all North Carolina; WSFU-FM Union Springs and WAYE(AM) Birmingham, both Alabama; WWPd(FM) Marion, SC; WPZZ(FM) Franklin and WWCA(AM) Gary, both Indiana; WURD(AM) Philadelphia; WGNJ(FM) Alberta, WPCE(AM) Portsmouth and WFTH(AM) Richmond, all Virginia; WIMV(FM) Madison, FL; WESL(AM) East St. Louis, IL, and WTJH(AM) East Point, GA. Action March 22.

■ KRWA(FM) Waldron, AR (BALH900103GT; 103.1 mhz; 3 kw; ant. 235 ft.)—Granted app. of assignment of license from Good News Broadcasting Corp. to Waldron Community Broadcasting Corp. for \$108. Seller is headed by Chester A. Coco and has no other broadcast interests. Buyer is headed by David Morrison, Robert E. Yoes and Stephen Marino. Waldron Community Broadcasting Corp. has application pending to purchase KZKZ(AM) Greenwood, AR. Action March 8.

■ KTME(AM)-KRQK(FM) Lompoc, CA (AM: BAL891222EB; 1410 khz; 500 w-D; FM: BALH891222EC; 100.9 mhz; 510 w; ant. 800 ft.)—Granted app. of assignment of license from Crystal Broadcasting Inc. to Nova Broadcasting-Santa Maria for \$1,472 million. Seller is headed by Manley P. Caldwell and Carol Benton Peterson and has no other broadcast interests. Buyer is headed by Gregg Peterson and has no other broadcast interests. Action April 2.

■ KKGZ(AM)-KKDD(FM) Brush, CO (AM: BAL891214EA; 1010 khz; 5 kw-D; FM: BALH891214GM; 107.1 mhz; 3 kw; ant. 91 ft.)—Granted app. of assignment of license from Claud and Margaret E. Pettit, husband and wife, to Brush Radio Inc. for \$250,000 (includes KKDD(FM), see "Changing Hands," Jan. 29). Sellers have no other broadcast interests. Buyer is headed by Robert D. and Marjorie M. Zellmer, husband and wife, who own KDMN(AM) Bueno Vista, KGRE(AM) Greeley and KRZD(AM)-KATR(FM) Wray, all Colorado. Action March 30.

■ WUIS-FM Key West, FL (BALH900205GL; 107.1 mhz; 3 kw; ant. 200 ft.)—Dismissed app. of assignment of license from Drexel Hill Associates of Florida to Ron Hickman for no financial considerations. Seller is headed by Peter Amow and has interest in WMTR(AM) Morris-town and WDHA(FM) Dover, both New Jersey. Buyer has no other broadcast interests. Action March 26.

■ WQBZ(FM) Ft. Valley, GA (BALH900124HB; 106.3 mhz; 3 kw; ant. 415 ft.)—Granted app. of assignment of license from Fox Valley Broadcasting Corp. to Taylor Broadcasting of Macon Inc. for \$3 million ("Changing Hands," Jan. 29). Seller is headed by Buddy Barton and has no other broadcast interests. Buyer is headed by Stephen J. Taylor, and owns 51% of WTL Inc., licensee of WTLZ(FM) Saginaw, MI. Taylor is 24% shareholder of WIKS Inc., licensee of WIKS(FM) New Bern, NC; New South Radio Inc., licensee of WACT-AM-FM Tuscaloosa, AL. Action March 26.

■ WSAF(AM) Trion, GA (BAL891016EB; 1180 khz; 5 kw-D)—Granted app. of assignment of license from Safe Broadcasting Corp. to Denise Fisher for \$100,000. Seller is headed by Terry Adams and has no other broadcast interests. Buyer has no other broadcast interests. Action March 29.

■ WCGO(AM) Chicago Heights and WTAS(FM) Crete, both Illinois (AM: BAL900130EB; 1600 khz; 1 kw-D; FM: BALH900130HU; 102.3 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from South Cook Broadcasting Inc. to Kelly Holtzclaw for \$1.2 million. Seller is headed by Anthony Santucci, Gustav Hahn and Anthony DiCarlo and has no other broadcast interests. Buyer has no other broadcast interests. Action March 28.

■ WTCA(AM)-WNZE(FM) Plymouth, IN (AM: BAL900125HN; 1050 khz; 250W-D; FM: BALH900125HO; 94.3 mhz; 3 kw; ant. 240 ft.)—Granted app. of assignment of license from Community Service Broadcaster Inc. to Nova Broadcasting Inc. for \$600,000. Seller is headed by Kenneth E. Kunze, Jeanne C. Kunze and James C. Kunze and has no other broadcast interests. Buyer is headed by William L. and Carol A. Yde III, husband and wife, Russell W. Craig, Robert Q. Stanton, Robert Marquitz and Scott G. Mahalik, and has interests in Kaneohe Partners Ltd. (KPL), 100% owner of Kaneohe Radio Inc. (KRI), permittee of KANY(FM) Kaneohe, HI.

Action March 22.

■ KLVU-AM-FM Haynesville, LA (AM: BAL900205EA; 1580 khz; 1 kw-D; FM: BALH900205EB; 105.5 mhz; 3 kw; ant. 207 ft.)—Granted app. of assignment of license from Ladybug Broadcasting Co. and Haynesville Broadcasting Co. to Hawkins Broadcasting Corp. for \$200,000. Sellers are affiliated companies and are headed by Joseph P. and Elizabeth Gail Robiland, husband and wife, and has no other broadcast interests. Buyer is headed by Raymond E. Hawkins, Tornelia A. Morgan and George Del Rio, and has no other broadcast interests. Action April 4.

■ KATE(AM)-KCPI(FM) Albert Lea, MN (AM: BAL891221EA; 1450 khz; 1 kw-D, 250 w-N; FM: BAL891221EB; 95.3 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Communications Properties Inc. to Broadcast Properties Inc. for \$3 million. Seller is headed by Philip T. Kelley and is licensee of WMVY(FM) Tisbury, MA. Buyer is headed by Charles J. Burns, Philip T. Kelly and John Morrison and has no other broadcast interests. Action March 28.

■ KYLT(AM)-KZOQ(FM) Missoula, MT (AM: BAL900201EG; 1340 khz; 5 kw-U, DA-1; FM: BALH900201EH; 100.1 mhz; 3 kw; ant. -300 ft.)—Granted app. of assignment of license from Peterson Broadcasting Inc. to Smith Broadcasting Inc. for \$1.1 million. Seller is headed by Gene S. and Rose Peterson, and has no other broadcast interests. Buyer is headed by Sarah L. Mayfield Smith, J.M. Smith Jr., and Gene S. Peterson, and has no other broadcast interests. Action April 2.

■ KSRZI(FM) North Platte, NE (BALH891213GF; 94.9 mhz; 63 kw; ant. 200 ft.)—Granted app. of assignment of license from North Platte Broadcasting Inc. to Tri-State Broadcasting Association Inc. for \$85,000. Seller is headed by Eames Irvin and John D. Phillips and has no other broadcast interests. Buyer is headed by John L. Townsend, John G. Townsend, William H. Kautz, Irene Oswald, Duane Pramberger, Herbert Bley, Norris Pearson, Victor Karg and Charles Flaming, Tri-State Broadcasting Association Inc. is licensee of KJLT(AM) North Platte, NE. Action March 22.

■ WRSG(AM)-WAAL(FM) Binghamton, NY (AM: BTC900109HR; 1360 khz; 5 kw-D 500W-N DA-2; FM: BTC900109HS; 99.1 mhz; 50 kw; HAAT: 1090 ft.)—Granted app. of assignment of license from Regional Broadcasters of Michigan to All Channel TV Service for no financial considerations. See WPIC(AM)-WYFM(FM) Sharon, PA. Action March 27.

■ WVOI-AM Toledo, OH (BAL890928EB; 1520 khz; 1 kw-U, DA-2)—Granted app. of assignment of license from McDowell Communications of Ohio Inc. to Floyd Anderson for \$663,343. Seller is 85% subsidiary of Jacor Communications, headed by Terry Jacobs, and licensee of WBBG(AM)-WMJI(FM) Cleveland, OH; WQIK-AM-FM Jacksonville, FL, and WKYGI(AM)-WXXK(FM) Parkersburg, WV. Buyer has no other broadcast interests. Action March 22.

■ KWRL(FM) La Grande, OR (BTC900131HW; 100.1 mhz; 3 kw; ant. -471 ft.)—Granted app. of assignment of license from Grande Ronde Broadcasting Inc. to Richard J. and Deborah A. Freeman for \$215,000. Seller is headed by William G. Williamson, Linda J. McCormick and Matthew J. McCormick, and has no other broadcast interests. Buyer is headed by Richard J. and Deborah A. Freeman, as joint tenants, and David O. Baum, and has no other broadcast interests. Action March 28.

■ WPIC(AM)-WYFM(FM) Sharon, PA (AM: BTC900109GQ; 790 khz; 1 kw-D; FM: BTCED900109GR; 102.9 mhz; 26 kw; ant. 455 ft.)—Granted app. of assignment of license from Regional Group Inc. to Sharon Broadcasting Co. for no financial consideration. Transfer is pursuant to will of Edith P. Martin which assigns her share in Region Group to her husband, Alastair B. Martin, as well as shares held for her in trust by Howard Phipps Jr. to Norman H. Volk and Susan Phipps Cochran as co-trustees to Dorothy B. Martin and Robin B. Martin. Regional Group Inc. is parent of Sharon Broadcasting and is licensee of WRSG(AM)-WAAL(FM) Binghamton, NY, and WKTH(AM)-WGRD(FM) Grand Rapids, MI. Action March 27.

■ WPMPT-TV York, PA (BALCT900129KG; ch. 43; 2.159 kw-V; ant. 1,360 ft.)—Granted app. of assignment of license from WYLP License Inc. to Channel 43 Licensee Inc. for \$1,475,000. Seller is headed by Jonathan S. Hayes, Michael J. Rosenthal and William J. Phillips and has no other broadcast interests. Buyer is headed by Michael Finkelstein, Sidney Lapidus, Joanne R. Wenig, Geoffrey Rose and John C. Ferrara. Channel 43 Licensee Inc. is subsidiary of Rencom. Rencom wholly owns Channel 40 Inc., which owns licensee of KTXL(TV) Sacramento, CA; Channel 39 Inc., which owns licensee of WDZL(TV) Miami; Channel 53 Inc., which owns licensee of WPGH-TV Pittsburgh; Channel 20 Inc., which owns licensee of WTXx(TV) Waterbury, CT. Action March 30.

■ WEZL(FM) Charleston, SC (BALH900124HJ; 103.5 mhz; 100 kw; ant. 700 ft.)—Granted app. of assignment of license from Price Broadcasting Co. to Apollo Radio of Charleston Inc. for \$8.1 million ("Changing Hands," Jan. 22). Seller is headed by Jim Price and has interests in four AM's and four FM's. Buyer is headed by Terrance A. Elkes, Kenneth F. Gorman, George C. Castell, William L. Stakelin, Terrance A. Elkes, Kenneth F. Gorman and George C. Castell, and have interests in Apollo Radio of Spokane Inc., licensee of KJRB(AM) and KEZE-FM Spokane, WA, and Apollo Radio of Kansas City Inc., proposed assignee of KLSI(FM) Kansas City, MO. Action March 29.

■ WHBQ-TV Memphis (BALCT890801KJ; ch. 13; 316 kw-V; ant. 1,000 ft.)—Granted app. of assignment of license from South Jersey Radio Inc. to Adams TV of Wilkes-Barre Inc. for \$39 million. Seller is owned by RKO General Inc., which owns three AM's and three FM's. Buyer is headed by Stephen Adams. Adams also owns KOOL-AM-FM Phoenix; KHIH(FM) Boulder, CO; WHOI(FM) Peoria and WKLL(AM) Wood River, both Illinois; WWLP(TV) Springfield, Mass.; WLAV-AM-FM Grand Rapids and WILX-TV Onondaga, both Michigan; KEZK(FM) St. Louis; WWAY(TV) Wilmington, N.C.; KISS(FM) San Antonio, KOSA-TV Odessa and KAUZ-TV Wichita Falls, all Texas; KQUL(AM) and KZOK(FM) Seattle; WTRF-TV Wheeling, WV, and WMTV(TV) Madison and WSAW-TV Wausau, both Wisconsin. Action Jan. 11.

■ KRLD(AM) Dallas (BAL900104HR; 1080 khz; 50 kw-U, DA-N)—Dismissed app. of assignment of license from Metropolitan Broadcasting Corp. to Evergreen Media Corp. for \$58.5 million. Sale was to include KODA(FM) Houston, "In Brief," March 26. Seller is headed by Carl C. Brazell and Robert F.X. Sillerman. Buyer is headed by Scott K. Ginsburg, Matthew Devine and Jordan E. Ginsburg and is licensee of WLUP-AM-FM Chicago; KHYI(FM) Arlington, TX; WAPE-FM Jacksonville and WVCG(AM) Coral Gables, both Florida. Action March 21.

■ WFTH(AM) Richmond, VA (BAL890809EB; 1590 khz; 5 kw-D)—Granted app. of assignment of license from Tidewater Radio Show Inc. to Tri-City Christian Radio Inc. for \$450,000. Seller is headed by L.E. Willis (see WXGI(AM) Richmond, below). Buyer is owned by James I. Johnson Jr., who has no other broadcast interests. Action March 22.

■ WXGI(AM) Richmond, VA (BAL890809EA; 950 khz; 5.00 kw-D)—Dismissed app. of assignment of license from WXGI Inc. to Willis Broadcasting Corp. for \$450,000. Seller is headed by J.D. Keatley Sr. Buyer is headed by L.E. Willis Sr., who has interest in Crusade Broadcasting Corp., licensee of WIMG(AM) Ewing, NJ; Christian Broadcasting Corp., licensee of WBOK(AM) New Orleans; Big Ben Communications Inc., licensee of KFTH(FM) Marion, AR; Charlotte Christian Radio Inc., licensee of WGSP(AM) Charlotte, NC; Edenton Christian Radio Inc., licensee of WBXB(FM) Edenton, NC; Columbia Christian Radio Inc., licensee of WKWQ(FM) Batesburg, NC; Durham Christian Radio Inc., licensee of WSRC(AM) Durham, NC; Birmingham Christian Radio Inc., licensee of WAYE(AM) Birmingham, AL; Gospel Broadcasting Corp., licensee of WSFU-FM Union Springs, AL; FM 96 Corp., licensee of WPZZ(FM) Franklin, IN; Marshall Broadcasting Corp., licensee of KSNE(FM) Marshall, AR; Philadelphia Christian Radio Inc., licensee of WURD(AM) Philadelphia; Warrenton Broadcasting Corp., permittee of unbuilt WVRs(FM) Warrenton, NC, and Belhaven Christian Radio, licensee of WKJA(FM) Belhaven, NC. Willis also has interest in WTNC(AM) Thomasville, NC. Willis Broadcasting Corp. holds 100% voting stock in Tidewater Radio Show Inc., licensee of WPCE(AM) Portsmouth and WFTH(AM) Richmond, both Virginia; Willis & Sons Inc., licensee of WSVe(AM) Jacksonville and WPDQ(FM) Green Cove Springs, both Florida; Metro Communications Inc., licensee of WWCA(AM) Gary, IN; Gateway Communications Corp., licensee of WESL(AM) East St. Louis, IL; Inspirational Broadcasting Corp., licensee of WTJH(AM) East Point, GA, and Good Faith Broadcasting Inc., licensee of WGTN(AM) Wilson, NC. Levi Willis, son of L.E. Willis, has interest in WTNC(AM) Thomasville, NC. Action March 21.

■ KMGR(AM) Murray and KMGR(FM) Orem, Utah (AM: BAL900131ED; 1230 khz; 1 kw-U; FM: BALH900131EE; 107.5 mhz; 46 kw; ant. 2,796 ft.)—Granted app. of assignment of license from KMGR Inc. to B&B Broadcasting Ltd. for \$3.5 million. Seller is subsidiary of Bingham Communications Group and is headed by Robert R. Bingham, who is partner of buyer. Buyer is partnership of Radio Ventures, Bingham Radio Inc., and Bechtel Investment. Radio Ventures is headed by John M. Duff, Bingham Radio is headed by Robert R. Bingham and Deborah Bingham, husband and wife. Bechtel Investment is headed by Stephen D. Bechtel. Bingham has interests in Bingham

Communications Group Ltd., owner of KKKF(FM) Seattle and KWCT-TV Wenatchee, both Washington. Walter B. Wriston, director of Bechtel, is also director of General Electric Co., which through various subsidiaries, is licensee of WNBC-TV New York; WRC-TV Washington; WMAQ-TV Chicago; WKYC-TV Cleveland; KNBC-TV Los Angeles; KCNC-TV Denver, and WTVJ-TV Miami. Action March 28.

■ **KKAT-FM** Ogden, UT (BALH900125HR)—101.9 mhz; 5 kw-D; DA-N)—Granted app. of assignment of license from Brown Broadcasting Co. to Apollo Radio Ltd. for \$12 million. Seller is comprises Pacific States Investment Corp., 12 Plus Corp., Ten Years After Corp. and PRB Broadcasting Inc., which are headed by Willet H. Brown, Michael J. Brown, Philip A. Melrose and Peter R. Brown, respectively. Willet H. Brown and Michael H. Brown have interests in KPOI(AM)-KGB(FM) San Diego, KYNO-AM-FM Fresno, KXOA-AM-FM Sacramento and KLOK(FM) San Francisco, all California. Melrose has interest in KYNO-AM-FM Fresno, CA. Buyer is headed by Terrance A. Elkes, Kenneth F. Gorman, George C. Castell and William L. Stakelin, and have 33.3% interests in Apollo Radio of Spokane Inc., licensee of KJRB(AM)-KEZE-FM Spokane, WA; and 33.3% interest in Apollo Radio of Kansas City Inc., proposed assignee of KLSI(FM) Kansas City, MO. Action March 29.

New Stations

■ **Flagstaff, AZ** (BPED900130MH)—Joy Public Broadcasting Corp. seeks 91.1 mhz; 10 kw; ant.: 1,502 ft. Address: 5712 Massachusetts Ave., Bethesda, MD 20816. Principal is headed by Lowell Bush. Mary Lou Denbelyker, Joyce Bush and George Douglas, and is licensee of WJTY(FM) Lancaster, WI; KJTY(FM) Topeka, KS; WJTL(FM) Lancaster, PA and WJTG(FM) Fort Valley, GA. Filed Jan. 30.

■ **Anchorage** (BPED90012MA)—Alaska Board of Regents seeks 88.1 mhz; 155 kw; ant.: 3211 Providence Dr., Anchorage, AK 99508. Principal is headed by Gordon E. Evans, Robert F. Williams, Susan A. Stitham, Mark H. Helmericks, Virginia W. Breeze, Ruth E. Burnett, Eric Forrer, Roy M. Huhndorf, Ann T. Parrish, Morris Thompson and Jack Van Hatten III, and has no other broadcast interests. Filed Feb. 12.

■ **Prairie Grove, AR** (BPH900131MO)—Hogeye Broadcasting Co. seeks 94.9 mhz; 1.8 kw; ant.: 390 ft. Address: P.O. Box 12, Fayetteville, AR 72702. Principal is headed by Robin Crisler and has no other broadcast interests. Filed Jan. 31.

■ **Prairie Grove, AR** (BPH900202MJ)—Vinewood Communications Ltd. seeks 94.9 mhz; 1 kw; ant.: 774 ft. Address: 139 Mock St., Prairie Grove, AR 72753. Principal is headed by Joseph M. and Cheryl Lynn Hart, and has no other broadcast interests. Filed Feb. 2.

■ **Essex, CA** (BPH900201MH)—KRXV Inc. seeks 98.9 mhz; 7.4 kw; ant.: 1,075 ft. Address: P.O. Box 25606, Los Angeles, CA 90025. Principal is headed by Howard B. Anderson, and is licensee of KRXV(FM) Yermo and KXVR(FM) Mountain Pass, both California. Filed Feb. 1.

■ **Essex, CA** (BPH900201MI)—Ruben Ramirez seeks 98.9 mhz; 32.7 kw; ant.: 587 ft. Address: 25151 Frank St., Barstow, CA 92311. Ramirez has no other broadcast interests. Filed Feb. 1.

■ **Mendota, CA** (BPED900222ME)—Fresno-Merced Educational Foundation Inc. seeks 102.3 mhz; 3 kw. Address: 12550-A Brookhurst St., Garden Grove, CA 92640. Principal is headed by Linda Ross, George W. Sullivan, Michael T. McKenna, Roger Silke, Don Stewart, and has no other broadcast interests. Filed Feb. 22.

■ **Sacramento, CA** (BPET900312KH)—La Dov Educational Outreach Inc. seeks ch. 52; 3.296 kw; ant.: 1,213 ft. Address: P.O. Box 335, Fair Oaks, CA 95628. Principal is headed by Joan Carlino, Lori Rae Coughran, Lori S. Johnson, Lisa Ann Burke, Michael R. Crooks, Melanie McDams, Douglas A. Ose, Elizabeth Schaper Rhodes and James E. Bralley, and has no other broadcast interests. Filed March 12.

■ **Longmont, CO** (BPH900216MA)—Longmont Broadcasting Corp. seeks 104.3 mhz; 14.5 kw; ant.: 1,446 ft. Address: 7681 W. Ottawa Pl., Littleton, CO 80123. Principal is headed by Sandra Jones, Richard Rynd, Stanley and Maxine Orlove, and has no other broadcast interests. Filed March 16.

■ **Longmont, CO** (BPH900228MA)—Saint Vrain Communications Co. seeks 104.3 mhz; 31.623 kw; ant.: 1,413 ft. Address: 7753 S. Waco St., Aurora, CO 80016. Principal is headed by Michael L. Glaser and has no other broadcast interests. Filed Feb. 28.

■ **Longmont, CO** (BPH900228MB)—Amador and Rosalie

Bustos seeks 104.3 mhz; 35 kw; ant.: 1,479 ft. Address: 46200 Paseo Padre Pkwy., Fremont, CA 94539. Principals are husband and wife and together own 100% of Toro Broadcasting Ltd., which is 31.67% stockholder in Coyote Communications Inc., holder of CP KRAC-FM Morgan Hill, CA. Filed Feb. 28.

■ **Torrington, CT** (BPED900212ML)—The Torrington Board of Education seeks 89.9 mhz; 100 kw; ant.: -88.5 ft. Address: 355 Migeon Ave., Torrington, CT 06790. Principal is headed by Mary Ann O'Sullivan and Robert M. Christian, and has no other broadcast interests. Filed Feb. 12.

■ **Evans, GA** (BPH900125MS)—Evans Broadcasters Inc. seeks 92.3 mhz; 3 kw; ant.: 328 ft. Address: 4384 Deer Run, Evans, GA 30809. Principal is headed by Peggy M. Miller, Mercedes C. Diaz and Joni R. Mays, and has no other broadcast interests. Filed Jan. 25.

■ **Martinez, GA** (BPH900125MT)—HBA Broadcasting Inc. seeks 107.7 mhz; 50 kw; ant.: 492 ft. Address: 3618 Brookshire Ct., Augusta, GA 30906. Principal is headed by Helen B. Adams and has no other broadcast interests. Filed Jan. 25.

■ **Martinez, GA** (BPH900125MV)—MJR Broadcasting Ltd. seeks 107.7 mhz; 50 kw; ant.: 492 ft. Address: 5307 Lubbock Rd., Forestville, MD 20747. Principal is headed by Millard J. Watkins III, Regina P.A. Watkins, S. Jeanette Tyce, Derrick Humphries, Ellis Terry Jr., John Fabian, Marshall S. Payne, Bryant G. Harris, Candace S. Lewis, Alan K. Vance and Ivan Dixon, and has no other broadcast interests. Filed Jan. 25.

■ **Martinez, GA** (BPH900125MX)—PVR Communications seeks 107.7 mhz; 50 kw; ant.: 459 ft. Address: 5318 Eisenhower Ave., Columbus, GA 31907. Principal is headed by Patricia Glass and Veda Grant, and has no other broadcast interests. Filed Jan. 25.

■ **Martinez, GA** (BPH900125MY)—Masters Communications Group Inc. seeks 107.7 mhz; 50 kw; ant.: 492 ft. Address: 320-C Telfair St., Augusta, GA 30901. Principal is headed by Samuel Crenshaw and has no other broadcast interests. Filed Jan. 25.

■ **Martinez, GA** (BPH900125MZ)—Robert C. Beckham seeks 107.7 mhz; 50 kw; ant.: 393 ft. Address: Rt. 2, Box 61D, Hickory Dr., Evans, GA 30809. Beckham has no other broadcast interests. Filed Jan. 25.

■ **Norris City, IL** (BPED900215MA)—Voice of Calvary Ministries seeks 90.1 mhz; 22 kw-V. Address: 905 High St., Eldorado, IL 62930. Principal is headed by Wayne Bowers, Bernice Bowers and Bernadine Shain, and has no other broadcast interests. Filed Feb. 15.

■ **Lafayette Township, IN** (BPED900215MC)—Southwest Allen County Schools seeks 91.1 mhz; 1 kw. Address: 4510 Homestead Rd., Fort Wayne, IN 46804. Principal is headed by Henry Fischer, Roger Myers, John Popp, Alan Gilbert and Becky Wolford and has no other broadcast interests. Filed Feb. 15.

■ **Hillman, MI** (BPH900118MR)—T&L Broadcasting seeks 94.9 mhz; 50 kw; ant.: 492 ft. Address: 303 Oak Grove, Kalamazoo, MI 49004. Principal is headed by Luann E. Sheridan and Tracy M. Darby, and has no other broadcast interests. Filed Jan. 18.

■ **Thief River Falls, MN** (BPET900117KG)—Northern Minnesota Public Television Inc. seeks ch. 30; 514 kw; ant.: 695 ft. Address: Box 9, B.S.U., Bemidji, MN 56601. Principal is headed by Art Tobkin, John Bressler, Al Evans and Frances Spadafora, and operates KAWE(TV) Bemidji and KAWB(TV) Brainerd, both Minnesota. IT holds CP for translator station W21AN Thief River Falls, MN. Filed Jan. 17.

■ **Blue Mountain Lake, NY** (BPED900117NB)—The St. Lawrence University seeks 91.3 mhz; 110 kw; ant.: 1,728 ft. Address: Rodoma Dr., Canton, NY 13617. Principal is headed by Carole L. Ashkinaze, Frank A. Augsbury Jr., Bruce W. Benedict, James N. Benedict, Mary Bijur, Karen D. Bruett and William H. Donaldson, and is licensee of WSLU(FM) Canton and WSLQ(FM) Malone, both New York. Filed Jan. 17.

■ **Colonial Heights, TN** (BPED900220MC)—Radio Reading Services Corp. seeks 105.9 mhz; 6 kw; ant.: 328 ft. Address: P.O. Box 5605, Kingsport, TN 37663. Principal is headed by David W. Harris, Joe C. Salyer and Kenneth C. Hill. Hill is president and member of board of directors of Appalachian Educational Communication Corp. (AECC), not-for-profit, educational corporation that is licensee of WHCB(FM) Bristol, TN. Filed Feb. 20.

■ **Newport, TN** (BPED900222MD)—Appalachian Educational Communication Corp. seeks 92.9 mhz; 183 kw; ant.: 1,754 ft. Address: P.O. Box 2061, Bristol, TN 37621. Principal is headed by Kenneth C. Hill (see Colonial Heights, TN), Guy Tilley, David Wampler, Brenda J. Miller, George A. Anderson, Sandra Gonce and Janet R. Hill, and is licensee of WHCB(FM) Bristol, TN. Filed Feb.

22.

■ **Del Rio, TX** (BPCT900220KE)—Republic Broadcasting Co. seeks ch. 10; 316 kw; ant.: 1,154 ft. Address: Coldspring Ln., Box 1, Rio Frio, TX 78879. Principal is headed by Thomas Robert Gilchrist, Talbert Henry Chisum Jr. and M.D. Lynch, and has no other broadcast interests. Filed Feb. 20.

■ **Raymondville, TX** (BPH900125MU)—Lucille Ann Lacy seeks 105.7 mhz; 31 kw; ant.: 797 ft. Address: 1210 Belford, Oklahoma City 73116. William R. Lacy, husband of Lucille Ann Lacy, is president, CEO and 83% stockholder of Zumba Broadcasting Co., licensee of KZBS-FM Oklahoma City, OK. Filed Jan. 25.

■ **Christiansted, VI** (BPED900207ME)—Gospel Media Institute Inc. seeks 90.1 mhz; 5 kw; ant.: 787 ft. Address: R.R. 3, Hunlock Creek, PA 18621. Principal is headed by Burl F. Updyke and Shirley Joan Updyke, and is owner of WRGN-FM Sweet Valley, PA. Filed Feb. 7.

Actions

■ **Soldotna, AK** (BPH870630NF)—Granted app. of Gold Nugget Broadcasting Inc. for 96.5 mhz; 10 kw. Address: 374 Lover's Ln., Soldotna, AK 99669. Principal is headed by Paul and Linda Barr, Michael and Janet Freeman, and David Bean, and is licensee of KCSY(AM) Soldotna, AK. Action March 30.

■ **Mayo, FL** (BPED881007MH)—Granted app. of True Concepts of Levy County Inc. for 89.5 mhz; 2.5 kw-H, 20 kw-V. Address: P.O. Box 1133, Chiefland, FL 32626. Principal is headed by Johnny Dawson, Altha Ellerker, Frank Ellerker, Frank Ellerker Sr. and Sharon Ellerker, and has no other broadcast interests. Action March 19.

■ **Carlinville, IL** (BPH881118MA)—Dismissed app. of David L. Shepherd for 95.9 mhz; 3 kw. Address: P.O. Box 619 Moberly, MO 65270. Shepherd owns 12.16% of Shepherd Enterprises Inc., licensee of KWIS(AM)-KRES(FM) Moberly, KJEL(AM)-KIRK(FM) Lebanon, MO and owns 80% of licensee of KREI(AM)-KTJJ(FM) Farmington, all Missouri. Action March 22.

■ **Indianapolis, IN** (BPH880728MT)—Dismissed app. of Spacecom Inc. for 96.3 mhz; 2.15 kw; ant.: 390 ft. Address: 444 Pine St., St. Paul, MN 55101. Principal is headed by S.W. Richey, W.E. Barsness, Deane Johnson, W.B. Hockensmith and M.W. McDonald, and is licensee of KOSO(FM) Patterson and KTHT(FM) Fresno, CA. Richey is 50% owner of WCWF(AM)-WYUR(FM) Ripon, WI; 50% owner of WKHY(FM) Lafayette, IN; 100% owner of KQEU(AM) Olympia, WA and 50% owner of KLBB(AM) St. Paul, MN. Barsness is 50% owner of WKHY(FM) Lafayette, IN and KLBB(AM) St. Paul, MN. Action March 20.

■ **Louisia, KY** (BPH880420ME)—Granted app. of Louisa Communications Inc. for 92.3 mhz; 3 kw; ant.: 328 ft. Address: Drawer C, Louisa, KY 41230. Principal is headed by Harold G. Britton, and has no other broadcast interests. Action March 26.

■ **Winslow, ME** (BPH880122MS)—Granted app. of John Anthony Bulmer for 95.3 mhz; 3 kw. Address: 20 Liberty Ave., Whitesboro, NY 13492. Bulmer is permittee for new FM at Royal Center, IN. Action March 23.

■ **Winslow, ME** (BPH880125MW)—Returned app. of Coastal Radio for 95.3 mhz; 3 kw. Address: 3 Fayeview Ln., Cumberland, ME 04021. Principal is headed by Bruce S. Hamlin, Ruthanne F. Hamlin, and has no other broadcast interests. Action March 23.

■ **Pentwater, MI** (BPH890511ML)—Granted app. of C&S Broadcasting Inc. for 94.1; 3 kw; ant.: 328 ft. Address: 7640 Ravenswood Dr., Portage, MI 49002. Principal is headed by Sidney Williams Jr. and has no other broadcast interests. Action March 26.

■ **Vandalia, MI** (BPED880831MB)—Granted app. of Vandalia Educational Broadcasting Inc. for 89.9 mhz; 1 kw. Address: 17877 Camplite, Vandalia, MI 49095. Principal is headed by Harold G. Teeter, Oscar G. Teeter, Don Damron, Ron Smith, Bill McCaslin and John Lohr, and has no other broadcast interests. Action March 26.

■ **Osceola, MO** (BPH890719ME)—Granted app. of Valkyrie Broadcasting Inc. for 92.3 mhz; 3 kw. Address: Truman Hills Mall, #6, P.O. Box 1420, Warsaw, MO. Principal is headed by Jim McCollum, Joe Anderson, Mark Pearce and Louise McDaniel, and has no other broadcast interests. Action March 26.

■ **Lincoln, NE** (BPED881205MB)—Dismissed app. of Joy Public Broadcasting Corp. for 88.5 mhz; 5 kw. Address: 5712 Massachusetts Ave., Bethesda, MD 20816. Principal is headed by George Douglas and has no other broadcast interests. Action March 30.

■ **Delta, OH** (BPH880714NS)—Dismissed app. of Atlantic Resources Corp. for 106.5 mhz; 3 kw; ant.: 328 ft. Address: 221 E. 4th St., Cincinnati 45202. Principal is headed by Christian R. Caggiano, Paul E. Cheney and Charles E. Reynolds, and is licensee of WERT(AM)-WKSD(FM) Van

Wert, OH. Action March 21.

■ Sioux Falls, SD (BPH870311MK)—Granted app. of Kirkwood Broadcasting Inc. for 101.9 mhz; 19.5 kw; ant.: 783 ft. Address: 629 West 9th St. Sioux Falls, SD 57014. Principal is headed by Lee O. Ax Dahl, Roanne M. Ax Dahl and Fred Ertz, and has no other broadcast interests. Action March 30.

■ Parsons, TN (BPH880815MU)—Granted app. of Ralph D. Clenney for 97.3 mhz; 3 kw; ant.: 328 ft. Address: P.O. Box 181, Parsons, TN 38363. Clenney has no other broadcast interests. Action March 29.

Facilities Changes

Applications

AM's

■ Athens, AL WVNN(AM) 770 khz—March 12 application for CP to change day TL: to one half mile W. of Madison-Limestone County line, on Hwy. 72, 5.2 km NW of Madison, AL, Athens, AL; 34 44 59N 86 47 55W.

■ Clarksville, GA WCHM(AM) 1500 khz—March 12 application for CP to change freq: 1490 khz, reduce day power to 1 kw; add night service with 1 kw and correct coordinates to 34 36 27N 83 32 15W.

■ Lewiston, ME WXGL(AM) 1240 khz—March 5 application for CP to change TL: S. of Summer St. on Park Ave., Auburn, ME.

■ Guthrie, OK KOKC(AM) 1490 khz—Feb. 27 application for CP to increase power to 1 kw and make changes in ant. system.

■ Ceiba, PR WRRE(AM) 890 khz—Feb. 27 application for Mod of CP (BP840914AA) to change TL: to Santiago Lima Ward, Nayuabo, PR, and make changes in ant. system.

■ Yabucoa, PR WXEW(AM) 840 khz—Jan. 27 application for CP to increase night power to 5 kw.

■ Norfolk, VA WNIS(AM) 850 khz—March 9 application for Mod of CP (BP880902AD) to make changes in ant. system.

■ Jackson, WI WYLO(AM) 540 khz—March 5 application for Mod of CP (BP880808AE) to modify standard pattern.

■ Wausau, WI WCLQ(AM) 89.5 khz—March 1 application for CP to change ERP: 6 kw H&V; ant: 419 ft.; change to class C3.

FM's

■ McFarland, CA KSUV(FM) 102.9 mhz—Feb. 22 application for CP to change ERP: 20.3 kw H&V, ant. 364 ft.; change TL: .4 km due S. of intersection of Merced Ave. and Bender Ave., 3.88 km NW of Shafter, CA, on bearing of 311.3 degrees (T), and to change class: B1.

■ Oildale, CA KLLY(FM) 95.3 mhz—March 5 application for CP to change ERP: 12.5 kw H&V; class: B1 (per docket #87-332).

■ Palm Desert, CA 91.7 mhz—March 26 application for Mod of CP (BPED851028MR) to change ERP: 0.681 kw H&V; ant. 574 ft.; TL: Edom Hill, 2 km NE of I-10, 14 km N. NW of Palm Desert, CA.

■ Paradise, CA KRJI(FM) 92.7 mhz—March 5 application for CP to change freq: 103.8 mhz; ERP: 1.65 kw H&V; ant. 1,233 ft.; TL: 23 km NW of Paradise, CA, at 338 degrees (T), change class to 278 (per docket #86-488).

■ Sacramento, CA KAER(FM) 92.5 mhz—March 2 application for CP to change ERP: 39 kw H&V; ant. 354 ft.; change TL: 606 Deland St., Elverta, CA.

■ Temecula, CA KRRR(FM) 88.9 mhz—Feb. 23 application for Mod of CP (BPED870518MC) to change ERP: 2.45 kw H&V; ant. 328 ft. TL: 30113 Front St., Temecula, CA 92390.

■ Grand Junction, CO KJOL(FM) 90.3 mhz—Feb. 23 application for CP to change ERP: 1.5 kw H&V; ant. 1,295 ft.; change TL: on Black Ridge 10 km S. of Fruita, CO; class: C3.

■ Monroe, CT WMNR(FM) 88.1 mhz—Feb. 27 application for CP to change ERP: 5 kw H&V.

■ New Canaan, CT WSLX(FM) 91.9 mhz—Feb. 12 application for CP to change antenna supporting structure height.

■ Wilmington, DE WJBR-FM 99.5 mhz—Feb. 28 application for CP to change from directional to nondirectional antenna system.

■ St. Augustine, FL WUVU(FM) 97.7 mhz—March 8 application for CP to change ant.: 482 ft.; TL: 1 km E. of U.S. 1 at Duval and St. John's County Line, FL.

■ St. Augustine, FL WUVU(FM) 97.7 mhz—March 29

application (BPH8907211B) petition for reconsideration is hereby dismissed for CP to change ant.: 482 ft.; TL: 1 km E. of U.S. 1 at Duval and St. John's County Line, FL.

■ Martinez, GA WMTZ(FM) 94.3 mhz—March 8 application for CP to change freq: 93.9 mhz; ERP: 25 kw H&V; ant. 328 ft. H&V; TL: proposed site is 0.35 km NNE of intersection of Old Louisville Rd. and Georgia Rte. 232, GA; class: C3 (per docket #88-51).

■ Lahaina, HI KLHI-FM 101.1 mhz—March 5 application for CP to change ant.: 137 ft.

■ Ava, IL WXAN(FM) 103.9 mhz—March 5 application for CP to change ERP: 2.5 kw H&V.

■ Fort Madison, IA KBKB-FM 101.7 mhz—March 9 application for CP to change ERP: 50 kw H&V; ant. 465 ft.; change TL: 1.2 km N. NW of Wever, IA, on bearing of 355 degrees (T), and to change class: C2 (per docket #87-29).

■ Manhattan, KS KMKF(FM) 101.7 mhz—Feb. 23 application for CP to change ERP: 38 kw H&V; ant. 577 ft.; change TL: 2.5 miles SSW of Flush, KS, freq: 101.7 mhz; class: C2.

■ Beloit, KS KVSF-FM 105.5 mhz—March 8 application for CP to change ERP: 43.8 kw H&V; ant. 518 ft.; change TL: 1.62 km NE of Beloit, KS, P.O.: .35 km N. of E. 8th St., .18 km E. of U.S. Hwy. 24, Beloit, KS; class: C2 (per docket #87-595).

■ Marion, MS WQIC-FM 103.1 mhz—Feb. 28 application for CP to change ant.: 596 ft.

■ Sweet Home, OR KSKD(FM) 107.1 mhz—March 12 application for CP to change ERP: 1.35 kw H&V; ant. 2407 ft.; change TL: Green Peter Mountain, 14.83 km NE of Sweet Home, OR, on bearing of 50, and to change class: C2 (per docket #89-13, RM-6547).

■ Chillicothe, OH WKKJ(FM) 93.3 mhz—Feb. 26 application for CP to change ant.: 492 ft.; TL: 1.1 km NE of intersection of U.S. Rte. 22 and Chillicothe Williamsport Rd., Williamsport, OH.

■ Holland, OH WPOS-FM 102.3 mhz—March 2 application for CP to change ERP: 6 kw H&V; correct site elevation.

■ Aguadilla, PR WIVA-FM 100.3 mhz—March 2 petition for reconsideration filed for BPH890717IH.

■ Pittsburgh, PA WEZE(FM) 104.7 mhz—Feb. 28 application for CP to change ERP: 15.74 kw H&V; ant. 885 ft.; change TL: 750 Ivory Ave., Pittsburgh, PA.

■ Livingston, TN WKKG(FM) 95.9 mhz—March 9 application for CP to change ERP: 2.835 kw H&V; ant. 472 ft.

■ Lubbock, TX KXTX-FM 88.1 mhz—Feb. 27 application for CP to change ERP: 35 kw H&V; ant. 423 ft.

■ Muleshoe, TX KMUL-FM 103.1 mhz—Feb. 23 application for CP to change ant.: 403 ft.; TL: 1.21 km SSW of intersection of U.S. Hwy. 84 and Texas Hwy. 216.

■ Refugio, TX KZTX(FM) 106.3 mhz—Feb. 27 application for CP to change freq: 106.1 mhz; ERP: 24.45 kw H&V; ant. 698 ft.; TL: 1.5 km N. of city limits of Refugio, TX, on Hwy. 183 in Refugio County, TX; change to class C2.

■ Everett, WA KSER(FM) 90.7 mhz—March 21 application (BMPED880701MB) petition for reconsideration is granted and application reinstated nunc pro tunc. CP to change ant.: 547 ft.; ERP: 1 kw (H) and .96 kw (V); TL: 3.3 miles from Lynnwood at 24 degrees (T); 47 51 45N 122 17 04W; and to change ant. pattern from nondirectional to directional. Petition for reconsideration filed Aug. 17, 1989.

TV

■ Austin, TX KXAN-TV ch. 36—March 29 application for CP to change ERP (vis): HPOL: 2000/VPOL: 198.3 kw; ant. 1,285 ft.; TL: five miles NW of Austin/Trail of Madrones Rd.; ant.: Dielectric TFU-25G Special (DA)(BT); 30 19 33N 97 47 58W.

Actions

AM's

■ Atlanta WAEC(AM) 860 mhz—March 26 application (BP891101AD) granted for CP to add night service with 500 w and make changes in ant. system.

■ Overland Park, KS KCCV(AM) 760 khz—March 26 application (BMP891211AD) granted for Mod of CP (BP841231AJ) to make changes in ant. system.

■ Natick, MA WBIV(AM) 1060 khz—March 21 application (BMP881205AF) granted for Mod of CP to make changes in day and night ant. system.

■ New York WINS(AM) 1010 khz—March 22 application (BMP890404AF) granted for Mod of CP (BP840723AN) to make changes in ant. system; change TL: to Metro Rd., 2.9 km E. of Rte. 3 and Rte. 20 intersection, Bergen, Carlstadt; 40 48 39N 74 02 24W.

■ Cuyahoga Falls, OH WCUE(AM) 1150 khz—March 22 application (BMP890613AC) dismissed for Mod of CP (BP871214AB) to augment daytime pattern.

■ Carolina, PR WIDA(AM) 1400 khz—March 29 application (BP891013AF) granted for CP to change TL: to Camino Acceso and Carretera Municipal Num. 875, Carolina, PR; 18 23 49N 65 56 06W; and make changes in ant. system.

FM's

■ Jasper, AL WZBQ-FM 102.5 mhz—March 28 application (BPH870302OT) granted for CP to change ERP: 78.5 kw H&V; and specify .75 degrees electrical beam tilt.

■ Fairbanks, AK KIAK(FM) 102.5 mhz—March 28 application (BMPH891215IC) granted for Mod of CP (BPH870227MY) to change ERP: 26.3 kw H&V; ant. 1,626 ft.; TL: atop Ester Dome, 3.9 km N. of Ester, AK, in N. Star Borough.

■ Fairfield Bay, AR KFFB(FM) 106.3 mhz—March 29 application (BMPH891103IA) granted for Mod of CP (BPH8809221B) to change ERP: 15.641 kw H&V; ant. 879 ft.; TL: near State Hwy. 9 in Rushing, AR.

■ Healdsburg, CA KHTT(FM) 92.9 mhz—March 21 application (BPH890929IQ) dismissed for CP to change ERP: 15 kw H&V; ant. 921 ft.; TL: 1 mile N. of Big Ridge Rd. in Mountainous area 5.9 miles NW of Healdsburg, CA.

■ Kingsburg, CA KJET(FM) 106.3 mhz—March 26 application (BMPH891023IC) granted for Mod of CP (BPH880912MD) to change ERP: 3.324 kw H&V; ant. 436 ft.; TL: E. side of 8th Ave., N. of Corona Ave., 8 km SW of Kingsburg, CA.

■ Miami Beach WZTA-FM 94.9 mhz—March 27 application (BMPH870709IB) granted for Mod of CP (BPH821026AO as Mod) to change ERP: 100 kw H&V.

■ Rockmart, GA WTSH-FM 107.1 mhz—March 22 application (BPH891031IB) granted for Mod of CP (BPH880817IC) to change ERP: 45 kw H&V; ant. 518 ft.

■ Hayden, ID KMWC(FM) 94.5 mhz—March 26 application (BMPH891004IB) granted for Mod of CP (BPH870730MT) to change ERP: 23 kw H&V; ant. 1,541 ft.; TL: W. Canfield Butte, 5.2 km SE of Hayden, ID.

■ Dekalb, IL WDKB(FM) 94.9 mhz—March 20 application (BMPH901010IL) granted for Mod of CP (BPH870817MG) to change TL: Twombly Rd., E. of McQueen, 11.3 km W. of Dekalb.

■ Leroy, IL WMLA-FM 92.7 mhz—March 27 application (BPH891117IB) granted for CP to change freq: 104.1 mhz; change ERP: 25 kw H&V; ant. 328 ft.; change class A to B1; change TL: WMLA (AM) transmitter site; 1.5 miles, 2.4 km N. of Downs, IL; change transmitter power output, coaxial cable and antenna.

■ Morris, IL WUEZ-FM 104.7 mhz—March 27 application (BPH890217IC) granted for CP to change ant.: 492 ft.; change TL: 91 m S. of Stockdale Rd. and .8 km W. of Saratoga Rd., Morris, IL; install DA.

■ Urbana, IL WKIO(FM) 103.9 mhz—March 23 application (BPH891030IC) granted for CP to change freq: 92.5 mhz; ERP: 20 kw H&V; change to class B1; install DA: (per docket #86-252).

■ Linton, IN WQTY(FM) 93.5—March 26 application (BPH891122IC) granted for CP to change freq: 93.3 mhz; change ERP: 12.0 kw H&V; ant. 475 ft.; TL: 11.32 miles, 80.95 degree (T) to Linton reference location 39 degree two feet, 18 inches, 87 degree nine feet, 54 inches; change class: B1 (per docket #88-32).

■ Eureka, KS KOTE(FM) 93.5 mhz—March 26 application (BPH891201MC) granted for CP to change ant.: 328 ft.

■ Erath, LA KRAR(FM) 107.7 mhz—March 21 application (BMPH890831IC) dismissed for Mod of CP (BPH851231MN) to change TL: 5.1 km S. of Youngsville, Lafayette Parish, LA.

■ Oakdale, LA KICR-FM 104.9 mhz—March 28 application (BPH890607IE) granted for CP to change freq: 98.7 mhz (per docket #88-47); ant. 567 ft.; TL: 3.2 km E. of Forest Hills, LA, on Blue Lake Rd. Amended June 6, 1989, engineering application grant rescinded Dec. 19, 1989, reinstated and in pending status.

■ Portland, ME WPOR-FM 101.9 mhz—March 20 application (BPH890927ID) granted for CP to change ERP: 32.5 kw H&V; ant. 606 ft.

■ Gardiner, ME WABK-FM 104.3 mhz—March 22 application (BPH900210IG) granted for CP to install DA.

■ Boston WMJX(FM) 106.7 mhz—March 23 application (BPH890929IE) granted for CP to change ERP: 20.9 kw H&V; ant. 770 ft.; change ant. to ER1. Amended March 14, to correct ERP: 21.5 kw H&V.

■ Medford, MA WXSX-FM 107.9 mhz—March 23 appli-

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cation (BPH890929IZ) granted for CP to change ERP: 20.2 kw H&V; ant. 777 ft.; change antenna to ERI.

■ Boston, MA WZLX(FM) 100.7 mhz—March 23 application (BPH890929IAJ) granted for CP to change ERP: 21.5 kw H&V; ant. 777 ft.; change ant. to ERI.

■ Boston, MA WBCN(FM) 104.1 mhz—March 23 application (BPH890929IB) granted for CP to change ERP: 20.9 kw H&V; ant. 770 ft.; change ant. to ERI.

■ Easton, MD WCEI-FM 96.7 mhz—March 26 application (BPH890731IG) granted for CP to change ERP: 25 kw H&V; ant. 255 ft.; class: B1 (per docket #87-468).

■ Greenville, MI WODJ(FM) 107.3 mhz—March 28 application (BMPH891112ID) granted for Mod of CP (BPH871015IB) to change TL: Lincoln Lake Rd. N. of 3 Mile Rd., 10 km N. of Lowell, MI.

■ Hillsdale, MI WCSR-FM 92.1 mhz—March 22 application (BPH891220IB) granted for CP to increase ERP: to 6 kw H&V; ant. 242 ft.

■ St. Johns, MI WGOR(FM) 92.1 mhz—March 22 application (BPH891106IF) granted for CP to change ERP: 4 kw H&V; ant. 400 ft.

■ Thief River Falls, MN KVVLFM) 102.7 mhz—March 22 application (BMPH900131IC) granted for Mod of CP (BPH861002SY as Mod) to change ant.: 537 ft.; TL: 2.2 km NE of Euclid, MN.

■ Walker, MN KLLR-FM 99.3 mhz—March 27 application (BPH891130ID) granted for CP to change freq: 99.1 mhz; change ERP: 50 kw H&V; ant. 492 ft.; class: C2; TL: 0.3 km SE of Hwy. 34, 4.5 km S of Walker, MN (per docket #88-617).

■ Meridian, MS WOKK-FM 97.1 mhz—March 28 application (BPH891013ID) granted for CP to change ant.: 600 ft.; change TL: 3.2 km S. of intersection of U.S. Rte. 45 and Interstate Rte. 20/59, 1.1 km S. of Meridian, MS; change to class C1.

■ Columbia, MO KFMZ(FM) 98.3 mhz—March 22 application (BPH891005IE) granted for CP to change ERP: 23.7 kw H&V; ant. 711 ft.; TL: 32 km E. of intersection of MM and Edwards Rd., MO, 3.5 km NE of Ashland, MO; change to class C2 (per docket #87-493).

■ Laughlin, NV KLUK(FM) 107.9 mhz—March 26 application (BMPH891120ID) granted for Mod of CP (BPH871229MM) to change ERP: 7.95 kw H&V; ant. 1,889 ft.; TL: BLM site at Oatman Peak in Black Mountains, AZ, 24 km SE of Laughlin, NV.

■ Taos, NM KRBJ(FM) 99.9 mhz—March 23 application (BMPH900105IF) granted for Mod of CP (BPH880107NF for new station) to change ERP: 6 kw H&V; ant. 387 ft.; TL: 4.8 km in direction of 198 degree FTN from National Guard Armory in Taos, NM.

■ Belpre, OH WCVV(FM) 89.5 mhz—March 26 application (BPED881115MU) granted for CP to change ERP: 3 kw H&V; ant. 65 ft.; correct coordinates: 39 17 11N 81 34 13W.

■ Cincinnati WVXU(FM) 91.7 mhz—March 23 application (BPED890726MJ) granted for CP to change ERP: 26.1 km H&V.

■ Lorain, OH WZLE(FM) 104.9 mhz—March 28 application (BPH900112IG) granted for CP to change ERP: 1.3 kw H&V; ant. 495 ft.

■ Urbana, OH WKSW(FM) 101.7 mhz—March 19 application (BPH890330IA) granted for CP to change ant. 328 ft.; change TL: 107 m S. of Knight Rd., 107 m E. of Middle Urbana Rd., in Urbana Township, OH.

■ Comanche, OK KDDQ(FM) 96.7 mhz—March 21 application (BPH900130ID) dismissed for CP to change freq: 96.9 mhz; ERP: 50 kw H&V; ant. 498 ft.; class: C2 (per docket #89-1075).

■ Medford, OR KOPE(FM) 103.5 mhz—March 21 application (BMPH890329IC) granted for Mod of CP (BPH841231MA) to change ERP: 100 kw H&V; ant. 1,023 ft.; TL: atop Johns Peak, 4 km WSW of Central Point, OR.

■ The Dalles, OR KACI-FM 97.7 mhz—March 26 application (BPH900116IL) granted for CP to change ERP: 4.16 kw H&V; change to class C2 (per docket #88-588).

■ Cameron, TX KCRM(FM) 103.1 mhz—March 23 application (BMPH891120IC) granted for Mod of CP (BPH881211ID) to change TL: 0.92 km NE of intersection of TX Hwy. 435 and Old Providence church and cemetery.

■ Accomac, VA 99.3 mhz—March 28 application (BMPH901013IE) granted for Mod of CP (BPH880411MC) to change ERP: 16.500 kw H&V; ant. 400 ft.

■ Buena Vista, VA WVLI(FM) 96.7 mhz—March 28 application (BPH891109ID) granted for CP to change ERP: 10 kw H&V; ant. 492 ft.; TL: 1.9 km E. of Alto, VA; class: B1 (per docket #88-520).

■ Galax, VA WBRF(FM) 98.1 mhz—March 19 application

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(BMPH8910311A) granted for Mod of CP (BPH8701021A) to change TL: Fisher Peak. 5.2 km NE of Lowgap, NC.

■ Staunton, VA WT0N-FM 94.3 mhz—March 27 application (BMPH891021D) granted for Mod of CP (BPH841204MA as Mod) to change ant.: 2,338 ft.; TL: near top of Elliot Knob, VA.

■ Rhinelander, WI WXPB(FM) 91.7 mhz—March 27 application (BPED9001161J) granted for CP to change ERP: 100 kw H&V: ant. 403 ft.

■ Othello, WA KZLN-FM 97.7 mhz—March 23 application (BMPH8911281D) granted for Mod of CP (BPH870320MB as Mod) to change freq: 97.5 mhz; ERP: 28.5 kw H&V: class: C2 (per docket #88-594).

TV's

■ Visalia, CA KMPH(TV) ch. 26—March 29 application (BMPCT891114KE) granted for Mod of CP (BPCT810227KG) to change ERP: 3214 kw (vis); ant. 2,571 ft.; ant.: Andrew/ATW18H8-HTC-26+ (DA)(BT): 36 40 02N 118 52 42W.

■ Islamorada, FL WKEB(TV) ch. 9—March 29 application (BMPET891020KE) granted for Mod of CP to change ant.: 492 ft.; TL: 2.4 km NE of Rock Harbor on U.S. Hwy. 1 at Mile Marker 99.6: 25 05 29N 80 26 37W: (DA)(BT).

■ Salem, IN ch. 58—March 29 File BPCT870827KF granted CP is incorrect and should be deleted and returned to pending status.

Actions

■ Errata to NPRM and order to show cause, DA 90-298, released March 9 to amend FM table at Lonohe, AR, and Clarksdale, MS. (MM docket 90- 105 [DA 90-459].)

■ FM broadcast stations (various locations). Effective May 18, amended FM table at various locations and conditionally modified licenses or permits for stations at those locations to specify operation on Class C3 co-channel in lieu of its existing class A channel. (MM dockets 89-133, et al., by R&O [DA 90-461] adopted Feb. 22 by chief, Allocations Branch, Mass Media Bureau.)

■ York, NE. Effective May 18, amended FM table by substituting ch. 285C3 for ch. 285A in York, and conditionally modifying license of KAWL-FM accordingly. (MM docket 89-300 by R&O [DA 90-464] adopted March 14 by chief, Allocations Branch.)

■ Hatteras, NC. Effective May 18, amended FM table by substituting ch. 246C1 for ch. 248C2 at Hatteras, and conditionally modifying construction permit of WYND-FM accordingly. (MM docket 89-297 by R&O [DA 90-465] adopted March 14 by chief, Allocations Branch.)

■ Lopez and Dushore, both Pennsylvania. Denied request to allot ch. 233A to Lopez as its first FM service. (MM docket 89-299 by R&O [DA 90-463] adopted March 15 by chief, Allocations Branch.)

■ Dresden, TN. Effective May 11, amended FM table by allotting ch. 236A to Dresden as its first FM service. Filing window opens May 14, closes June 13. (MM docket 89-343 by R&O [DA 90-431] adopted March 12 by chief, Allocations Branch.)

■ Monahans, TX. Effective May 11, amended FM table by substituting ch. 271C for ch. 271C1 at Monahans, and conditionally modifying license of KWES(FM) accordingly. (MM docket 89-342 by R&O [DA 90-430] adopted March 12 by chief, Allocations Branch.)

■ Aberdeen, WA. Effective May 11, amended FM table by substituting ch. 257C1 for ch. 257A at Aberdeen, and conditionally modifying license of KAYO(FM) accordingly. (MM docket 89-559 by R&O [DA 90-429] adopted March 12 by chief, Allocations Branch.)

Allocations

■ Errata. Perry, GA. Granted application of Radio Perry Inc. (BPCT87031K1) and overturned granted application of Perry Television Inc. (BPCT870317KH), for new TV station at Perry. (MM docket 87-353, by decision [FCC 90R-14] adopted Feb. 8 by review board.)

■ Los Angeles. Granted rule waiver and granted application to assign license of KRTH(AM) Los Angeles, from GRADH-102 Inc., to Liberman Broadcasting Inc. (By letter [FCC 90-108], adopted March 26 by commission.)

■ Montecito, CA. Granted Claudia Bratton summary decision and resolved remanded financial issues in her favor in case involving competing applications for new FM at Montecito (MM docket 87-426, by supplemental summary deci-

sion [FCC 90D-14] issued March 27 by ALJ Walter C. Miller.)

■ City of Sterling, CO. Granted request for declaratory ruling by the City of Sterling that City franchised cable television system is not subject to effective competition. (By MO&O [DA 90-509] adopted March 26 by chief, Mass Media Bureau.)

■ Fenwick Island, DE. Approved settlement agreement and granted application of Collins Broadcasting System for new FM on ch. 221A at Fenwick Island; and dismissed with prejudice applications of Fenwick Island Broadcast Limited Partnership 1, and Fenwick Island Communications Inc.; and terminated proceeding. (MM docket 87-236 by MO&O [FCC 90R-21] adopted March 14 by review board.)

■ Lafayette, GA. Denied request for extension of time to file replies in matter of FM channel change. (MM docket 89-629, by order [DA 90-550] adopted April 4 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Angola, Berne, Decatur, Lagrange, and Roanoke, all Indiana: Brooklyn and Hudson, both Michigan. Ordered Judith A. Selby, permittee on ch. 286A at Roanoke, IN, to show cause by May 24 why her permit should not be modified to specify operation on ch. 231A in lieu of ch. 286A. Comments are due May 24, replies June 8. (MM docket 88-284 by request for supplemental information and order to show cause [DA 90-469] adopted March 15 by chief, Allocations Branch.)

■ Kansas City, MO. Granted application of T.V. 32 Inc. for new UHF television station on ch. 32 in Kansas City; dismissed as not qualified applications of Mid-Continent Communications Inc. and Kansas City Television Ltd.; and denied applications of Kansas City Skywave Inc. and Holt Limited Partnership. (MM docket 87-86 by initial decision [FCC 90D-11] adopted March 14 by ALJ Joseph P. Gonzalez.)

■ New York. Upheld staff renewal of license for WNBC-TV New York; denied application by Diane Richards for reconsideration alleging sex discrimination; referred her claim to EEOC. (By MO&O [FCC 90-106] adopted March 23 by commission.)

■ Lopex and Dushore, both Pennsylvania. Denied petition of Robin B. Thomas to allot ch. 233A to Lopez. (MM docket 89-299, by R&O [DA 90-463] adopted March 15 by chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ Naguabo, PR. Granted application of Efrain Archilla-Diez for new FM on ch. 225A at Naguabo; denied four competing applications. (MM docket 88-343, by ID [FCC 90D-13] issued March 26 by ALJ Joseph Stimmer.)

■ Jellico, TN. Granted application of Janice Faye Surber for new FM on ch. 274A; denied application of Fate Lamont McAnally for same facility. (MM docket 88-172, by ID [FCC 90D-12] issued March 20 by ALJ Joseph Chachkin.)

Call Letters

Grants

New AM's

KAVR(AM) Desert Broadcasters, Rosamond, CA
KEVT(AM) Cortaro Broadcasting Corp., Cortaro, AZ
KGZA(AM) William H. Pollack, Boulder City, NV
WGZS(AM) Holy Ground Broadcasting Inc., Dothan, AL
WRUB(AM) Radio 650, Pittsville, MD

New FM's

KBEY(FM) Joseph P. Milliken, Garberville, CA
WBYO(FM) Bux-Mont Education Radio Association, Sellersville, PA
KGZC(FM) Enon Broadcasting Inc., Folsom, LA
KGZD(FM) Lane Community College, Newport, OR
KGZE(FM) Lee E. Scott, Rozel, KS
KGZF(FM) Charles D. Coffelt, Emporia, KS
KGZG(FM) Nolte Broadcasting Corp., Burnett, TX
KGZH(FM) Robert M. Mason, Nyssa, OR
KJTX(FM) DLB Broadcasting Partnership, Jefferson, TX
KKJJ(FM) Jack G. Hunt, Campbell, MO
KOSY(FM) Valkyrie Broadcasting Inc., La Monte,

MO "O" Town Communications Inc., Eddyville, IA
KRLF(FM) Living Faith Fellowship Educational Ministries, Pullma, WA
KWNJ(FM) Susan Lundborg, Reno, NV
KWNL(FM) Sound Broadcasting Inc., Downs, KS
KWOJ(FM) Michael P. Stephens, Locust Grove, OK
WCLE-FM Carroll, Carroll & Rowland, Calhoun, TN
WEVA-FM Stone Broadcasting Corp., Emporia, VA
WGLZ(FM) W. Liberty State College, W. Liberty, WV
WNIJ(FM) N.I.U Rockford Educational Broadcasting Fund, Rockford, IL
WNZN(FM) The Spanish Cultural Network, Lorain, OH
WOFE-FM Roane Broadcasting Co., Rockwood, TN
WPFC(FM) Monticello-Wayne County Media Inc., Monticello, KY
WPFE(FM) Thomas Turck, Ogdensburg, NY
WPFF(FM) Family Education Broadcasting Corp., Sturgeon Bay, WI
WPF(FM) Dale Bell, St. Simons Island, GA
WRBX(FM) Reidsville Broadcasting Corp., Reidsville, CA
WRFH(FM) United Christian Way, Marietta, PA
WSSY-FM Allan G. Stroh, Talladega, AL
WSUY(FM) Southern Communications Inc., Charleston, SC
WXPZ(FM) Milford Ltd., Milford, DE
WXVU(FM) Villanova University, Villanova, PA
WYBA(FM) Town, Gown and Country Radio, Lewisburg, PA
WYBD(FM) Rightland Broadcasting Inc., Rural Retreat, VA
WYBF(FM) Cabini College, Radnor Township, PA
WYBH(FM) Trell Broadcasting Co., McConnellsville, OH
WYBJ(FM) Segue Communications, Greenville, MS
WXZX(FM) James Boyd Pate, Winfield, AL
New TV's
KOAV(TV) KOAT Television Inc., Gallup, NM
WMEI(TV) Hector Negroni Cartagena, Arecibo, PR
WRUA(TV) Damarys DeJesus, Farardo, PR

Call letter requests that have been withdrawn at applicant's request

Existing AM's

KZBO(AM) KUUS Mountainwest Broadcast Investments Inc., Billings, MT
KOKE(AM) KFON Keymarket of Austin Inc., Rollingwood, TX
WMKM(AM) WCHB Great Lakes Radio Inc., Inkster, MI

Existing FM's

KKNT(FM) KJIL Broadcast Equities Inc., Bethany, OK
WLKW(FM) WOTB Perry Communications of Rhode Island Inc., Middletown, RI
KIXA(FM) KCIL Royal Broadcasting of Louisiana, Houma, LA
KOKE(FM) KFRG Keymarket of California Inc., San Bernardino, CA
KZRK(FM) KLKT North Lake Tahoe Broadcasting Co., Incline Village, NV

New FM

WVEH(FM) Chester Associates, East Hampton, NY

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

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GM wanted: Looking for GSM to promote to GM of medium market Northern Urban station. Inquires confidential. E.O.E. Box F-1.

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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.

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.

General manager: KSOF-FM, Wichita, Kansas. Strong manager to provide leadership for station growth and development. Responsible for overall operation of station, including fund raising, program and policy recommendations, and staff supervision. Require 5-7 years radio experience, management-level preferred; Bachelor's degree in Broadcasting or related field, Master's degree preferred; knowledge of FCC regulations; desire to work in Christian environment. KSOF-FM is licensed to Friends University and is a professionally staffed Fine Arts (primarily Classical) radio station. Letter and resume to University Advancement, Friends University, 2100 University, Wichita, KS 67213. Application deadline April 27, 1990. EOE/AA.

Station manager: WVST FM Educational radio (#GA376) Responsible for overall supervision/management of personnel/programs/business aspects of radio station. Quals: Broadcast-related administrative/specialized radio experience. Requires: Demonstrated familiarity with current FCC rules/regulations relative to radio frequency transmission; knowledge of guidelines/requirements of NPR, CPB & NTIA as related to radio station operation. Salary commensurate with experience. Apply to: Virginia State University, Human Resources, Box PP, Petersburg, VA 23803 by May 18, 1990. EOE/AA.

General manager: Strong Spanish language station, WKDM-AM, in New York City seeks a general manager. Must have experience in Hispanic media and be bilingual. Good salary and benefits. Resumes to: WKDM, c/o United Broadcasting Company, 4733 Bethesda Ave., Suite 808, Bethesda, MD 20814. EOE.

Are you tired of the hassle of running a radio station? Would you like to be your own boss with an excellent income? If you like to travel (two state area) and have radio station management experience, send picture and resume to Box F-47. EOE.

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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 Mische, GSM, PO Box 12487, Pensacola, FL 32573. 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.

Sales manager: A progressive, growing company is looking for a person with a proven track record of selling both rated and non-rated stations. Must have record of personal sales success and have proven sales management success in leading and teaching. If you are a super-achiever and feel you have the potential to lead a radio station to record performance, then look no further. Send resume to Mortenson Broadcasting Company, 333 West Vine St., Suite 200, Lexington, KY 40507 or call 606-252-1000 today. All inquiries confidential. Equal opportunity employer.

Looking for experienced small or medium market AM packaging and sales expert to concentrate on AM side of hot new AM/FM station in Joplin, MO/Pittsburg, KS market as sales manager of AM. Format is Transtar Oldies. Compensation 25% of total AM sales monthly. Resumes to: Saturn Communications Inc., 3001 W. 13th, Joplin, MO 64801. Phone: Mr. Bob Burch or Mr. Jeff Freeman at 417-624-1230. EOE.

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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, WGHQ, 82 John St., Kingston, NY 12401. EOE.

Managing editor: We are looking for a solid journalist with outstanding track record to oversee day-to-day operations in our radio news department. Must have strong management skills. Send resume and letter outlining news philosophy and management style to: Tom Luljak, News Director, WTMJ-AM, 720 E. Capitol Dr., Milwaukee, WI 53201. No calls, please. EOE.

News director/anchor: Top rated New York Combo has immediate openings. News director must have a minimum 3-4 years experience. Anchor/reporter must have 1 year experience. T & R to Operations Director, WBNR/WSPK, Box 511, Beacon, NY 12508. EOE.

Announcer: Overnight opening on 50,000 watt giant FM in New York. Send T & R to Operations Director, WSPK, PO Box 1703, Poughkeepsie, NY 12601. EOE.

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Wanted: Advertising copy writer. Creativity a MUST. Two years experience and voice skills desirable. Send resume and samples to: Mike Christopher, Radio Station WWKI, 519 North Main St., Kokomo, IN 46901. EOE, M/F.

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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.

Programer: 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.

I want to manage family-owned station in small market. Experienced in sales, management, copy, production. Have shown increases in stations managed and personal account lists. Honest, dedicated, Iowa, Kansas, neighboring states. Need \$25,000 minimum. Box F-38.

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GM/GSM. Small/medium markets. Short term as needed. "Fill-in" while awaiting FCC approval, and/or searching for "right" person. Extensive experience. Take-charge management, sales, programming. Build, train staff. Phone: 402-463-4659.

There's nothing unusual about a station manager emerging from product. Veteran programmer would like to guide your small, medium market News/Talk. Strong marketing, planning skills. Can sell too! 805-298-9471.

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SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

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Results. Discover the proven professional difference. Nationally recognized major market programmer. Prefer Country or Oldies format. All markets considered. Confidentially assured. You owe it to your station to write. Box F-11.

Award-winning broadcaster, seeking programming/management position in the Northeast. Inquire, and learn what I can do for you. Box F-42.

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.

Rumors, gossip, Skuttlebut on the first free nationwide computerized data base and fax network for the broadcast industry -- SkuttlebutTM. See our ad on page 88.

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 sales manager: CBS affiliate, Tulsa, Oklahoma. Must be proficient in analyzing audience data. 3-5 years experience in TV sales, in-depth knowledge of qualitative data e.g., Stowell Data, Marshall Marketing a must. College degree preferred. EOE, M/F. A Belo Broadcasting Corporation. Send resume to: Nick Nicholson, 302 South Frankfort, Tulsa, OK 74120. No phone calls accepted.

General manager: Central Oklahoma Class C station. Full authority and responsibility for operation in decentralized environment. All replies confidential. Technical background a plus. Reply Box F-36. EOE.

HELP WANTED SALES

WDSI-TV Fox 61 is accepting applications for an experienced account executive. TV preferred but not required. Send resumes in confidence to Local Sales Manager, WDSI-TV, 2401 East Main St., Chattanooga, TN 37404. EOE.

National rep needed: We are a new company with an excellent product but need someone to represent us. Great commission scale. If you're tired of working for someone else or looking for an added challenge, send your qualifications in confidence to: SEP, Box 90210, Pittsburgh, PA 15224. EOE.

HELP WANTED TECHNICAL

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.

TV maintenance engineer needed for a national Christian studio post production satellite uplink facility. Three years component level maintenance experience. Ampex, AVC, ADO, VPR-3, Beta, Scientific Atlanta uplink. Positions available in San Diego and Dallas. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

Chief engineer: Requires experience and skills in department administration, maintenance and operation of VHF and FM transmitters, field, and studio equipment. Contact Bruce Bennett, KCBY-TV, PO Box 1156, Coos Bay, OR 97420. EOE.

Chief engineer to maintain and repair new state-of-the-art audio/video production facility including mobile applications. Some supervisory duties. BA or better preferred. Tech school or military equiv. required. FCC or SBE certification required. \$25-30K. Deadline: May 15 or until filled. Starts July 1. Contact Dennis Oneal, Middle Tennessee State University, MTSU Box 58, Murfreesboro, TN 37132. Women and minorities are encouraged to apply. EOE/AA.

WMTW-TV has a summer time opening for an experienced master control/video tape operator. Apply in writing to WMTW-TV, PO Box 8, Auburn, ME 04210. Attn: Richard Cushman. EOE.

Transmitter maintenance engineer: WTN/WCDC-TV is searching for an experienced RF maintenance technician to work at our UHF and VHF transmitter sites. This station is a rare opportunity for an ambitious engineer to advance her/himself through experience gained in both UHF and VHF transmitter maintenance. Previous experience in RF maintenance of television transmitters in necessary. Send resumes to Skeeter Lansing, WTN, 341 Northern Blvd., Albany, NY 12204. EOE.

Maintenance engineer: Telemundo station, KSTS-TV, San Jose, California, seeks a knowledgeable "hands-on" studio maintenance engineer. UHF experience a plus. KSTS offers a very competitive salary and benefits package. Submit a detailed resume with salary history and requirements to: Frank Ogden, Chief Engineer, KSTS-TV, 2349 Bering Dr., San Jose, CA 95131. Telemundo is an equal opportunity employer.

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.

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.

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, WVCU-TV, Box 860, Erie, PA 16512. Please, no phone calls. 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 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, preferable 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.

American Airlines needs motivated photographer/editor for employee video news magazine, marketing and training production. Latest equipment and new facilities. Extensive travel and competitive benefits program. Send tape and resume to American Airlines, Corporate Communications, Attn: Kurt A. Wallace, Mail Drop 32D4, Box 619616, D/FW Airport, TX 75261-9616. EOE.

Medical reporter/producer. Weekly television health show seeks experienced medical reporter. Applicants must have a minimum of 3 years on-air experience, excellent storytelling and producing skills and a sincere interest in health topics relating to people. Special consideration given to medical professionals. Send tape and resume to PO Box 14061, Columbus, OH 43214. EOE.

Photographers: WYFF-TV has two news photographer positions open. Our operation is committed to visual storytelling and is active in NPPA. Candidates should possess strong ENG photography and editing skills. One year of station experience required. College degree preferred. EOE. Tapes and resumes to John Harris, PO Box TV-1, Greenville, SC 29602. EOE.

Producer/photographer: Experienced producer able to assemble a one hour newscast using local, syndicated, and network sources. Able to shoot spot news stories. This is the overnight shift. EOE, M/F. Resumes to: Larry Lyle, WTOG-TV, 516 Abercorn, Savannah, GA 31401.

News photographer: 1 - 2 years exp. Immediate opening at dynamic, high-quality, independent news operation. Resume to Box SRC, Washington, DC 20510. Tapes are welcome and will be returned. EOE. This is NOT a blind box ad.

Meridith got the job you could have done on 60 Minutes? Here's an opportunity to do the same quality work on a regional weekly newsmagazine now being developed in Florida. 5+ years hard news experience required, investigative background a plus. Pilot ready to shoot. Fax resume and cover letter: 305-384-8852. EOE.

Weekend anchor/reporter: Two years anchor experience for top rated affiliate in Southwest coastal area. No beginners. Non-returnable tape and resume to Sally Navarez, KILI-TV, PO Box 6669, Corpus Christi, TX 78466-6669. EOE.

TV news reporter: Must be creative, hard-working TV reporter with excellent writing skills. Must be able to communicate to viewers in an understandable, personable, comfortable way. Live field experience essential. Must be creative writer and strong story-teller with a minimum of three years television experience. Send tape and resume to Liz Grey Crane, Assist. News Director, WTNH-TV, 8 Elm St., New Haven, CT 06508. No telephone calls, please. EOE.

News co-anchor: Out-going anchor needed for highly competitive Southwest affiliate. Must have previous anchor experience, and reporting experience preferred. Must be able to think on your feet. Tapes and resumes to PO Box 2997, Abilene, TX 79604. EOE.

Producer for early evening, half-hour newscast. We have the tools: SNG, microwaves, bureaus and good people. Minimum of one year experience in line producing. Send resume (no calls) to Harvey Powers, WWBT, PO Box 12, Richmond, VA 23201. EOE.

News feature producer/writer with 5 - 10 years experience writing and producing television newscasts in consumer field. Full-time; location southern Westchester (30 minute NYC commute). Send resume, writing samples and/or tape to: Suzanne Stoessel, Consumer Reports TV Department, 256 Washington St., Mt. Vernon, NY 10553. 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 yet.

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.

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.

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, UMC-OM, 475 Riverside Dr., Suite 1901, New York, NY 10115. No calls.

Graphic artist needed for a national TV program. Two years experience with state-of-the-art 3D computer graphics, animation, and video post production. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

Traffic manager: For Midwest FOX affiliate. 2 years minimum Columbia experience required. Top salary. EOE. Call in confidence - Bill Harper, 313-767-8866.

Creative producer w/strong writing, directing and production skills needed for a national Christian TV program. Three years spot and feature production a must. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 81909, Dallas, TX 75381-9099. EOE.

Dallas Cowboys Football Club has position available in television production department for an experienced show producer with feature reporting and editing skills, as well as for a feature photographer/editor. Send resume and cassette to: Dallas Cowboys Television, One Cowboys Pkwy., Irving, TX 75063. EOE.

News promotion producer: Large, Southeastern network affiliate with major news commitment seeks talented, creative promotion producer to market our top-quality product. We do more news than any other station in the market and we're looking for a promotion producer who LIVES news and knows how to SELL it! The successful candidate will have two or more years experience in news promotion along with excellent writing skills and the ability to do "fast turnarounds" as well as longer-range promo spots. Beta editing skills extremely helpful. Send resume, references and promo writing samples to Box F-39. We'll call for your tape. EOE.

Wanted: Lean, mean topical promo machine. Specializing in news topical promotion. Send reels and resumes to Shay Merritt, WBTV, One Julian Price Place, Charlotte, NC 28208. WBTV is an equal opportunity employer.

Promotion director: Top 50 net affil. Responsible for budgeting, planning & implementing total promotion effort for TV station. Must have strong writing, production skills, proven creative talent and experience as promotion manager. Send salary requirements to: Box F-41. EOE. No tapes.

Immediate opening: Assignment manager for Chicago-based production company. Able to prioritize and organize; coordinating movement of five crews. Handle all production scheduling (including post, animation, off-line). Must know all types of production equipment. Knowledge of word processing required in order to develop production/equipment schedules. Make travel arrangements, build relationships with vendors and freelancers, track jobs. Job requires take-charge self-starter who lacks 9 to 5 mentality. Send resume to: Box F-43. EOE.

Fun and challenging TV career awaits qualified applicants in the cruise industry. Good pay and great benefit for those with necessary television skills. Need two candidates, quickly, to shoot, edit and produce. Send resume only: Box F-44. EOE.

Promotion producer/director for FOX affiliate in 44th market. Must be able to write and produce awesome promos with creative promotion staff. Good editing skills and ability to work in fast paced environment are a "must"! Must have strong production skills. Opportunity for strong #2 person in department. Send resume and tape to Director of Promotions at WNAC-TV, 33 Pine St., Rehoboth, MA 02769. EOE, M/F

Promotion writer/producer: Creative writing, editing and producing skills necessary. Emphasis on news promotion. Send resume and tape to: Gen. Mgr., KBAK-TV, PO Box 2929, Bakersfield, CA 93303. EOE.

Director of Programming for the Satellite Educational Resources Consortium to manage development and implementation of all SERC programming, including student courses, inservice and professional development programming and special events. Requirements include a Bachelor's degree in Broadcasting, Communications, Instructional Technology, Instructional Design or related field. A minimum of 7 years direct experience in instructional television programming or production. A minimum of 5 years direct experience supervising production budgets or grants administration. Excellent communication skills. Knowledge of and experience in the public broadcasting industry. Send resume by May 25 to SERC, Box 50008, Columbia, SC 29250. For further information contact Skip Hinton at 803-799-5517. EOE/AA, M/F.

Promotion director: Needed for forward moving and thinking #1 indie in California Monterey Bay region. We're looking for someone with strong creative, organizational and technical skills - and a great sense of humor. Two - five years experience in broadcast marketing, including news promotion. Send tape and resume to: Mary Moore, KCBA TV, PO Box 3560, Salinas, CA 93912. No phone calls, please. EOE.

Computer editor: Experienced at operating Ampex ACE 200 editor, ADO 2000, Ampex AVC Vista Switcher; knowledge of directing and field production; ability to operate a one-man edit facility; flexibility to work evening assignments. Send resume and non-returnable demo tape to: Toby D. Jenkins, Manager, Take Ten Teleproductions, c/o WIS-TV, PO Box 367, Columbia, SC 29202. EOE.

SITUATIONS WANTED SALES

Overseal/inventory problems? Sales & traffic in constant conflict? Barter premiss & 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.

Attractive, hard-working woman, excellent writer (AP award, Fulbright Fellow) looking for reporter/anchor position. Prefer Mid-Atlantic state. 813-922-8892.

Leading Country music television and radio personality has 40 TV/radio shows with national C&W celebrities plus other types of Country music shows already produced. Looking for nationwide TV network-cable system and/or radio network to air shows. Write to: S.C.V., PO Box 766, Bound Brook, NJ 08805. Or call 201-271-8244.

Reporter: Aggressive, creative, professional seeking position in small to medium market. Recent graduate with one year television news experience. Good eye and strong writing skills. Call John, 417-742-3628.

Meteorologist/communicator. Master of the mornings! Seeking 40+ market. Let my agent, Jim Bagley Jr., send tape. 313-737-1810.

Reporter/anchor: Black female seeks entry level position. 9 years major market TV production, 6 months on-air community experience. Call Kathy, 718-816-6818.

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.

Quantel Paintbox artist, looking for full time position. Exhibit/set design experience. Macintosh expert. Excellent design, illustration skills. Excellent references available. Reply Box F-35

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 hard-core, 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.

Primo People: The news director's friend! We can deliver the best talent - Immediately! Call Steve Porricelli or Fred Landau at 203-637-3653. Box 116, Old Greenwich, CT 06870-0116.

Bill Slater and Associates gets you that better job in TV. Talent coaching and placement help for reporters and anchors. Help with audition tape. 601-446-6347.

The Hot Sheet: Broadcasting's most comprehensive job-journal! Published twice weekly. Sale-day subscription processing. Hundreds of listings: From major market to entry level. Television, radio, corporate communications. No blind boxes. Now in our 6th year! Money-back guarantee. Media Marketing, PO Box 1476-PD, Palm Harbor, FL 34682-1476 813-786-3603.

T.V. jobs! Local & national. \$15,000 - \$100,000 yearly. Beginners, Professional, Engineers, production personnel, lighting staff, Broadcasters, Cable installers, Camera people, Technicians, Actors, Actresses. All occupations! 516-379-7290.

Rumors, gossip, Skuttlebut on the first free nationwide computerized data base and fax network for the broadcast industry -- Skuttlebut™. See our ad on page 88.

ALLIED FIELDS

HELP WANTED INSTRUCTION

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 Elmore, Chairman, Department of Radio-TV-Film, Box 30793, Texas Christian University, Fort Worth, TX 76129. TCU is an EOE/AA employer.

Assistant Professor of Radio-Television-Film available August 15, 1990. Teach courses in introduction to mass media, broadcast management, history, economics, promotion, production and programming. PhD, experience in broadcast management and evidence of research ability required. Competitive salary. Send letter of application, vita, transcripts and three letters of reference by May 10, 1990 to: Dr. Bruce Klopfenstein, Search Committee Chair, Dept. of Radio-Television-Film, Bowling Green State University, Bowling Green, OH 43403. EOE/AA.

Graduate assistant position available. Southern Illinois University, Student station WIDB. Call University Programming Office, 618-453-2721. Deadline: May 14th. EOE

Instructor of Communication for broadcast courses. Nine month tenure track position with PhD preferred. MA required in addition to teaching and professional experience. Courses include two writing, sales-management, social issues in broadcasting, film courses with TV/audio production as needed. Review of applicants will begin May 8, 1990 and continue until position is filled. Women, minorities, and handicapped are encouraged to apply. EOE/AA. Send resume, letters, transcripts to: Michael Leikam, Director, Radio-TV-Film, Fort Hays State University, 600 Park St., Hays, KS 67601-4099.

Associate Director of Radio/TV/Film. Twelve month renewable position with PhD preferred. MA required in addition to teaching and professional experience. Courses include introduction to broadcasting, on-air performance and the advising of the campus radio station. Expected to do both audio and video production as needed. Review of applicants will begin May 8, 1990 and continue until position is filled. Women, minorities, and handicapped are encouraged to apply. EOE/AA. Send resume, letters, transcripts to: Michael Leikam, Director, Radio-TV-Film, Fort Hays State University, 600 Park St., Hays, KS 67601-4099.

Television faculty position in a growing school of Radio, Television, Film program. Candidates must have experience in teaching at the undergraduate and graduate level. The PhD is preferred with focus in television other than news. Professional experience in production is highly desirable. Additional duties will include: Supervision of student productions and portfolios and advising students. Rank and salary are dependent upon qualifications and experience. The position begins as early as August, 1990. Regent University has the mission of providing graduate level professional education within an evangelical world view. Faculty are expected to share such a perspective. Regent University does not discriminate on the basis of race, color, and national or ethnic origin. The College of Communication and the Arts is composed of four graduate schools with an enrollment in excess of 200 MA candidates. Send letter, vita, and supporting materials by May 4, 1990 to: Dr. David W. Clark, Dean, College of Communications and the Arts, Regent University, Virginia Beach, VA 23464-9800.

HELP WANTED SALES

Do you want to sell advertising space in the fast growing Koshier market? Want to work for a young rising co.? Want to be treated like family? Want a good salary AND high commission? If yes, then we would like to meet you. Call Simon. 212-931-4900. Hebrew helpful but not necessary. EOE.

EMPLOYMENT SERVICES

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

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.

MISCELLANEOUS

Rumors, gossip, Skuttlebut on the first free nationwide computerized data base and fax network for the broadcast industry -- Skuttlebut™. See our ad on page 88.

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 tape, half price! Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Elcon evaluated 3/4" video-cassettes guaranteed broadcast quality. Call for our new catalog! To order call Carpel Video Inc., toll free, 800-238-4300.

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.

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.

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.

Used towers. Dismantled. Self-supporting and guyed. 502-826-8700, Nationwide Tower Company.

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: 504-521-8662. Fax: 504-522-2662.

1200 feet of 6 1/8 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.

Used/new TV transmitters, full-power LPTV antennas, cable, connectors. STL's, etc. Save thousands. Broadcasting Systems. 602-582-6550.

Towers "R" us. Phone: 504-521-8662. Fax: 504-522-2662.

RADIO

Help Wanted Management

WASHINGTON D.C.'s #1 Talk Radio station

WRC 980,

**is looking for an operations manager
with solid radio experience.**

**Call K. Briggs at 301-587-4900
before sending a resume and
ask for a job description.**

EOE



A Greater Media Station
Equal Opportunity/Affirmative Action Employer

Help Wanted Management Continued

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 Announcers

TALK SHOW HOST

**Controversial, outspoken,
witty, issue-oriented host.**

Rush tape to:

**KSEV 700 AM,
3300 S. Gressner,
Suite 180,
Houston, TX 77063.**

**Absolutely no phone calls.
EOE.**

Situations Wanted Management

GENERAL MANAGER AVAILABLE

**Take charge General Manager
with considerable experience
in medium and major markets.
Group management
and acquisitions experience.
Highest industry references
and credentials.**

Dean Johnson 503-472-1221

Help Wanted News

VICE PRESIDENT News & Information

National Public Radio seeks experienced individual to head staff of 160+ employees of award-winning news programs. Individual will report to CEO and have overall responsibility for supervision of news staff and the planning and evaluation of programs and projects assigned. Bachelor's degree required with post graduate study preferred. Must have a minimum of 10 years full-time professional journalism experience with demonstrated experience in broadcasting. Strong management and fiscal experience a plus.

Excellent company paid benefits. Salary commensurate with experience.

**Send resume to: Personnel,
National Public Radio
2025 M St., NW
Washington, DC 20036**

EOE

TELEVISION

Help Wanted News

TV NEWS ELECTRONIC GRAPHIC ARTIST

Major ABC affiliate has opening for experienced electronic graphic artist. Person will generate computer images on the Quantel Paint Box. Must be able to work quickly and professionally under extreme deadline pressure. Requires art school or equivalent and broadcast art experience. Electronic graphics and computer experience preferred.

Minorities are encouraged to apply.
Equal opportunity employer.

Qualified candidates should send resume to:

**Bobbie E. Slaughter
WSOC-TV
PO Box 34665
Charlotte, NC 28234**

COX



Help Wanted Management

DEVELOPMENT/MARKETING DIRECTOR

KOCE-TV (PBS), Huntington Beach, CA, seeks director to assume responsibilities of planning and directing fund-raising activities, procuring major underwriting grants, and developing special events and other fund-raising projects.

Degree and 3 yrs. related exp. req. \$43,013-\$65,024/annually.

To obtain an application packet: 714-432-5008, Personnel Services.

Coast Comm. College Dist.,
1370 Adams Ave.,
Mesa, CA 92626
EOE, M/F/H

A District application must be submitted by 5:00 p.m., 4/27/90.

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



Help Wanted Technical

TELEVISION/MAINTENANCE ENGINEER

Applicant must have minimum of 2 years recent exp. in TV broadcasting maintenance. The candidate should be able to repair, to component level, equipment such as VTR'S, cameras, switchers and edit suites. Please contact Ruth Ward, Personnel Director, Trinity Broadcasting Network, 14131 Chambers Ave., Tustin, CA 92680. 714-832-2950. EOE.

CHIEF ENGINEER for Christian station.

Hands on experience with UHF transmitters, studio maintenance and ability to train and supervise small engineering staff. SBE certification a plus. Send resume to Ruth Ward, Personnel Dept., Trinity Broadcasting Network, 2442 Michelle Dr., Tustin, CA 92680. 714-832-2950. E.O.E.



MAINTENANCE ENGINEER

Atlanta's leading network affiliate seeks highly skilled technician with extensive background in TV maintenance with a thorough knowledge of digital systems.

High level of workmanship, motivation and imagination desirable.

Send resume to Slim A. Kollner,
Director of Engineering, WSB-TV,

1601 W. Peachtree St. NE, Atlanta, GA 30309.
EOE, M/F.

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.

Help Wanted Programing Production & Others

PROGRAM DEPARTMENT PRODUCER

Award winning Special Projects team needs an exceptionally talented producer/writer. Our department creates entertainment, public affairs, special event and sports programming, including Pittsburgh Steeler related shows. If you've had 2-5 years experience in medium to large markets writing and producing 4-10 minute stories or half and full hour programs, we invite you to look into this opportunity. Send resumes and tapes ASAP to:

Mark Barash,
PD/OM Manager,
WPXI-TV (NBC),
11 Television Hill,
Pittsburgh, PA 15214.



Help Wanted Programing, Production & Others Continued

WRITER/PRODUCER ON AIR PROMOTION

If you have at least two years experience in promotion, we want to hear from you. We have a great creative production crew to make your work look the best it can be!

Come and join our team.

Send resume to:

Kerry Richards

Dir. of Advertising/Promotion

WBAL-TV

3800 Hooper Avenue

Baltimore, MD 21211



No phone calls EEO/M-F

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.

Miscellaneous

ICING?
TORNADOS?
HURRICANES? **HA!**
OMPOWER TOWERS
See "Super towers financed" page 86

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

For Sale Equipment

LEASE PURCHASE

Now available for complete and partial turn-
key installations and modifications. TV and
Radio. Can include all equipment, materi-
als, & labor for furnishing & installing build-
ings, roads, transmitters, STLs, towers, an-
tennas & lines, vehicles, etc., etc., etc.! All
or part. Your engineer or ours included.

No down required, just start making monthlys.
Some balloons possible.

OMPOWER PRODUCTIONS,
One Canal Place, Ste. 2300,
New Orleans, LA 70130.
Phone: 504-521-8662.
Fax: 504-522-2662.

Miscellaneous

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The First Free Nationwide Data Base

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•Obtain Your Free Trial Membership Now During Our Grand Opening•

To obtain your FREE, no obligation membership fax us a note (617) 787-5229
or send us a letter at: 306 Thayer Street, Suite 100, PVD, RI 02906.
To hear a 2-minute audio presentation about Skuttlebut, call (617) 783-9009.

ALLIED FIELDS
Help Wanted Technical

**Audio/Video
Systems Engineers**

Walt Disney Imagineering is the creative energy behind the Walt Disney Theme
Parks. If you have the talent, the experience, and the drive to turn imagination
into reality, we need you.

With lots of exciting new projects ready to leap off the drawing board, our future
looks bright and prosperous. In fact, the incredible growth at WDI has created
great new opportunities for **Audio/Video
Systems Engineers** who have at least 5
years of experience in the field. This
represents a highly attractive alternative to
the broadcast industry, and it's a great
chance to work closely with Attractions
Designers in finding ways to best utilize the
audio/video state-of-the-art technology.



©Disney

Walt Disney Imagineering offers an out-
standing benefits package and a creatively
charged work environment. After all, what
would you expect from the Company who
is in the business of making people smile?
For immediate consideration, please send
your resume to: **Walt Disney Imag-
ineering, 800 Sonora Avenue, Glendale,
CA 91221-5020, Attn: Human
Resources, Dept. NAB-RB. Equal
Opportunity Employer.**

WALT DISNEY Imagineering®

Employment Services

**1-900-234-INFO ext. TV (88)
JOBPHONE**

THE NATIONAL JOB LISTING SERVICE
FOR THE COMMUNICATIONS INDUSTRY

\$2 per minute

From any touch tone phone

JOB HUNTING?

If you need a job, you need MediaLine.
MediaLine gives you instant access to
jobs in television. Access a daily report
by phone. For more information call:

800-237-8073

in CA: 408-648-5200

MediaLine
THE BEST JOBS ARE ON THE LINE
PO Box 51909, Pacific Grove, CA 93950

Don Fitzpatrick Associates presents:

**THE PIPELINE
1-900-456-2626**

Lets you be among the first to know...
Instant TV information by phone:

- job openings
- tips for improved on-air performance
- Rumorville, the source for industry news and gossip!

\$1.95 for the first
minute, \$.95 each add'l.
Call Now!



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 PROGRAMME AND
ENJOY WORKING WITH 12-17 YEAR OLDS.**

SEND RESUME AND PHOTO AT ONCE

251 DAVENPORT RD., TORONTO, ONTARIO M5R 1J9

TV/VIDEO BROADCASTING INSTRUCTORS ALSO REQUIRED.

Business Opportunities**WANTED****CO-INVESTOR FOR MOTION PICTURE**

Psycho-thriller to be shot
in Great Britain (Fall 1990)
with U.S. cast & U.S. crew,
German director/producer.
We offer the U.S. distribution rights
for VIDEO, TV and THEATRE
for a 50% production-cost-participation.

**Contact: SPOT FABRIK,
Frankfurter Strasse 28,
6277 Bad Camberg, West Germany,
Phone 011-49-6434-4068,
Fax 011-49-6434-5341.**

\$60,000 ANNUALLY OFFERED

Quality unused air time
for growing N.Y.C. based
capital management co. wanted.
**WE EASILY OUT-PERFORM
LARGE INSTITUTIONS.**
Impeccable credentials.
Relationships with quality stations
NY/tri-state/Southern California wanted.
Possible income is \$60,000 annually
per million under our management.

Let's talk NOW.

**Marlee-Jo Jacobson/President
212-777-3862.**

Hogan - Feldmann, Inc
MEDIA BROKERS - CONSULTANTS
P.O. Box 146
Encino, California 91426
Area Code (818) 980-3201

**VENTURE CAPITAL
DEBT FINANCING**

For broadcasters
Sanders & Co.

**1900 Emery St., Ste. 206
Atlanta, GA 30318
404-355-6800**

CASH FLOW FINANCING

**We purchase Accounts Receivable
National and Local**

MFR FINANCIAL (714) 544-7131

**S.W. MOUNTAIN RESORT
AM/FM CLASS A**

**\$195K TERMS/\$170K CASH.
GROWING BUSINESS
FINANCIAL QUALIFICATION
WITH INQUIRY
BOX F-20**

For Sale Stations

**NOTICE OF SALE
2000 SHARES OF COMMON STOCK
KEY BROADCASTING OF TENNESSEE, INC.,
OWNERS OF WKNF-FM OF KNOXVILLE and
OAK RIDGE, TENNESSEE**

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,
at the offices of Heiskell, Donelson, Bearman, Adams, Williams & Kirsch,
Suite 600 Plaza Tower, 800 S. Gay St., Knoxville, Tennessee 37929.

THE SHARES WILL BE SOLD UNDER THE FOLLOWING CONDITIONS:

- 1. THE SHARES WILL BE SOLD TO ONLY ONE PURCHASER;**
- 2. THE SHARES WILL BE SOLD ONLY TO A PURCHASER WILLING TO REPRESENT AND/OR ESTABLISH THAT**
 - A. THE SHARES ARE BEING PURCHASED BY THE PURCHASER FOR HIS OWN ACCOUNT AND NOT WITH A VIEW TO THE DISTRIBUTION THEREOF; AND**
 - B. THE PURCHASER POSSESSES SUFFICIENT BUSINESS EXPERIENCE TO EVALUATE THE RISK OF PURCHASING THE SHARES; AND**
 - C. THE PURCHASER HAS SUFFICIENT FINANCIAL MEANS TO BE ABLE TO AFFORD THE RISK OF INVESTMENT; AND**
 - D. THE SHARES WILL NOT BE RESOLD UNLESS REGISTERED OR EXEMPTED FROM REGISTRATION REQUIREMENTS OF APPLICABLE SECURITIES LAWS. (THE SHARES WILL BEAR A RESTRICTIVE LEGEND TO THAT EFFECT.)**
- 3. FTBNA RESERVES THE RIGHT TO WITHDRAW THE SHARES FROM THE SALE OR TO ACCEPT OR REJECT ANY OFFER OR TO PURCHASE THE SHARES ITSELF.**
- 4. FTBNA WILL MAKE NO WARRANTIES OR REPRESENTATIONS TO THE PURCHASERS OF THE SHARES THAT SUCH PURCHASER MAY OPERATE WKNF-FM.**

PROSPECTIVE PURCHASERS MUST SUBMIT INFORMATION
CONCERNING THEIR FINANCIAL STANDING AND BUSINESS EXPERIENCE
TO THE ABOVE ADDRESS NO LATER THAN APRIL 23, 1990.
THIS NOTICE IS NOT AN OFFER TO SELL
BUT MERELY INVITES INTERESTED PARTIES TO MAKE A BID
AS TO THE PURCHASE OF THE SHARES.

EXCLUSIVE

ND	Class C FM	395K
WY	AM and Class A	275K
WY	Class A FM	275K

**Bill-David Associates, 2508 Fairmount St.,
Colorado Springs, CO 80909. 719-636-1584.**

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.

FL	Top 75 C2-FM	-	4.5m
NE	Top 20 B-FM	-	5.0m
SE	Top 150 Combo	-	100k Down
SE	Top 20 AM	-	90k Down
SE	Top 50 AM	-	50k Down
SW	Class A FM	-	80k Down
SW	Class C FM	-	300k Down
NE	5kw AM Fulltm	-	240k Down
West	AM/FM Group	-	500k Down



the millar company

S.E. (205) 734-4888
N.E. (407) 466-5086
Mtn. (801) 896-8869
West (805) 523-7312

SEATTLE TV - UHF
Have Construction Permit
Seeking Joint Venturer
for Capital & Operation
714-847-8641

TOP 200 SUNBELT
Near Resort
FM(A) & AM(IV)
Quick Sale \$850,000
\$250,000 Down
Box F-37

NORTHWEST RADIO STATIONS
SPOKANE FM - "C" at half price
PORTLAND AM - 5000 watts - \$100,000 down
BOISE FM, Competitor - Low down/soft terms
GREAT FALLS COMBO - Low down/soft terms
Call 206-462-1600

**CALIFORNIA
EDUCATIONAL TELEVISION
STATION FOR SALE.**
Reply Box F-40

INVEST IN N.E. COMBO
1989 REVENUE \$795,000
1989 CASH FLOW \$291,000
FINANCIAL QUALIFICATION
WITH INQUIRY
BOX F-45

SUNBELT "B" MARKET
TURN KEY OPPORTUNITY TO
PURCHASE CLASS "A" START UP.
EXPERIENCED MANAGEMENT
AVAILABLE TO STAY ON AT OWNERS
OPTION. PRICED TO SELL AT 60% OF
STICK VALUE. SERIOUS INVESTORS
MUST RESPOND IMMEDIATELY.
1-800-828-4434

**AM-FM COMBINATION
TEXAS (FT. WORTH AREA)**
50,000 POPULATION.
Profitable operation for
Immediate sale.
Call John B. Young
713-940-2862

FLORIDA: Major market lkw fulltime. New transmitter and ground system. Asking 2 times 1990 revenues. Terms.

PENNSYLVANIA: N Central first buy opportunity. This lkw with prepost operation has cash flow. Priced to sell quickly at 1 1/2 times 1989 revenues. Terms. Contact Jack Satterfield • 215-668-1168

COLORADO: AMs, all kinds. Major market and small market. Class C FM.

NEBRASKA: AM-FM combo with good cash flow and real estate. Terms.

WYOMING: Class C FM with terms.

MONTANA: AM, fulltime. Owner anxious to sell. Contact Al Perry • 303-239-6670


Satterfield & Perry, Inc.
Brokers - Consultants
PHILADELPHIA DENVER

ROCKY MOUNTAIN
FULL POWER FM
FULL TIME ND AM
EXCELLENT MARKET
PRICED BELOW 2X AT 600K
Contact Cliff Gardiner
**CLIFTON GARDINER
& ASSOCIATES INC**
Communications Brokers
133 Park Point Drive Golden, Colorado 80401 (303) 526-1458

**Kepper,
Tupper &
Fugatt**

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For Radio, Television and
Cable Television Properties

300 Knightsbridge Parkway, Suite 360
Lincolnshire, Illinois 60069
Phone: 708 / 634-9258

**BOB KIMEL'S
NEW ENGLAND MEDIA, INC.**

**THINKING ABOUT
BUYING**

We are exclusive brokers for
an excellent list of broadcast
investment opportunities.
AM, FM, and TV.

If you're not on our client list,
we'd like to hear from you.
Registering for a first word on
new listings begins with a
note or a call.

8 DRISCOLL DR., ST. ALBANS, VT. 05478
802-524-5963

PLAN AHEAD!

EVENT	ISSUE DATE
Pre-NCTA	May 21
NCTA coverage	May 28

TOP 130 MARKET
Central, IL AM/FM Combo
F/T Class III-AM Class B FM
Good signal, good
equipment.
Valuable real estate.
Financial qualifications
with inquiry.
Principals only.
1.4 mil. (Firm)
Box F-46

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036

Payable in advance. Check or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published above this rate-card. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS. CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired. Television, Radio, Cable or Allied Fields: Help Wanted or Situations Wanted, Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

Rates: Classified listings (non-display) Per issue: Help Wanted: \$1.20 per word, \$22 weekly minimum. Situations Wanted: 60¢ per word, \$11 weekly minimum. All other classifications: \$1.30 per word, \$24 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc. count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted, \$90 per inch. Situations Wanted, \$50 per inch. All other classifications: \$120 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Blind Box Service: (In addition to basic advertising costs) Situations wanted: \$5 per ad per issue. All other classifications: \$10 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials, such materials are returned to sender. Do not use folders, binders or the like.

Replies to ads with Blind Box numbers should be addressed to: Box (letter & number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or oriented. 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.

PUBLIC SALE
KQIZ-FM KIKX-FM
AMARILLO, TX. COLORADO SPRINGS, CO.
Pursuant to a court order
these stations will be sold
all cash to the highest bidder.
The sale to take place:
April 30, 1990
Thomas & Porter Attorneys
128 S. Tejon, Suite 402
Col. Spgs., CO 80903
Anticipated selling price:
KQIZ \$2,279,594.52;
KIKX \$2,575,504.96.
Certified funds required.

Fates & Fortunes

Media

Jeremiah G. Sullivan, VP, finance and administration, ABC Distribution Co., New York, named senior VP, finance and administration, Capital Cities/ABC Video Enterprises Inc.



Sullivan



Dunham

Corydon B. Dunham, executive VP and general counsel, NBC Network, New York, joins Cahill Gordon & Reindel law firm there as counsel.

Charles Schreger, senior VP, programming and acquisitions, Qintex Entertainment, Los Angeles, joins Home Box Office Inc., New York, as VP, HBO Enterprises.

Andrew S. Fisher, VP and general manager, WSB-TV Atlanta, adds duties as executive VP, affiliates, Cox Enterprises Inc., broadcasting division.

Jennifer Pendergraft, director of employee benefits and financial systems, Allbritton Communications, Washington, joins WJLA-TV there as VP, finance and administration.

Andrea Simon, counsel, entertainment, Showtime Networks Inc., New York, named VP, counsel, entertainment.

James A. Zimmerman, VP, operations and finance, Media General Broadcast Group, Tampa, Fla., joins parent company WFLA-TV there as VP, general manager.

Scott D. Savage, VP and general manager, Command Communications Texas State Network, Dallas, joins Pinnacle Broadcasting Co. there as executive VP, chief operating officer.

Ben Bain, general manager, WGCX(FM) Atmore, Ala. (Mobile), joins WEGW-FM Wheeling, W.Va., in same capacity. **Tom Sherman**, program director, WELM(AM)-WLKY(FM) Elmira, N.Y., joins WGCX(FM) in same capacity.

Appointments at Shamrock Broadcasting Inc., Burbank, Calif.: **Karen K. Merrell**, VP, administration, named executive VP; **Bert Goldman**, group technical coordinator, named VP, director of engineering; **Phil Lamka**, general manager, WCXI(AM)-www(FM) Detroit, and **Marty Loughman**, general manager, KXKL-AM-FM Denver, named VP's of parent company.

Clyde Helton, general sales manager, WHBF-TV Rock Island, Ill., joins KIFI-TV Idaho Falls, Idaho, as assistant general manager and general sales manager.

Steve Brookstein, senior VP, management supervisor, Young & Rubicam, New York, joins Comcast Cable Communications Inc., Philadelphia, as senior VP, marketing and consumer affairs.

Catherine Reid Day, VP, development, Macalester College, St. Paul, Minn., joins American Public Radio there as senior VP, director for planning and development.

Kenneth M. Nanus, general sales manager, WXTU(FM) Philadelphia, Pa., named general manager.

Bruce Bergethon, program director, WGLT(FM) Normal, Ill., named general manager.

Will Tieman, VP, radio division, Raycom Sports and Entertainment, Champaign, Ill., joins TBC Sports Inc., Urbana, Ill., as president. **Wendy Hart**, assistant director, radio division, Raycom Sports and Entertainment, Champaign, Ill., joins TBC Sports as director of operations.

Malcolm B. Wall, VP, broadcasting, WMFE-FM Orlando, Fla., named executive VP,

chief operating officer.



Power

Allen Power, program director, WESC-AM-FM Greenville, S.C., named general manager, succeeding **John Davenport**, president and general manager, who is retiring.

Dan Bates, VP and general manager, KSLA-TV Shreveport, La., joins KTUL-TV

Tulsa, Okla., as president and general manager.

Mark Turner, VP and general manager, DeVaney Enterprises, Charlotte, N.C., joins Katz Television there as VP and manager. Research analysts named, New York: **Michael O'Dea**, sales team supervisor, Katz American Television there; **James Murphy**, sales assistant, Katz Independent Television there, and **Robert Johnson**, researcher, Katz Independent Television there.

Gordon S. Herzog, business affairs manager, Fairmont Communications Corp., San Francisco, joins Alliance Broadcasting there as VP, controller.

Broadcasting

The News Magazine of the Fifth Estate

1705 DeSales St., N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

☐ **Broadcasting Magazine**

☐ 3 years \$190 ☐ 2 years \$135 ☐ 1 year \$70 ☐ 6 mos. \$35

(International subscribers add \$20 per year) (6 mos. term must be prepaid)

☐ **Broadcasting Yearbook 1990**

The complete guide to radio, television, cable and satellite facts and figures—\$115 (if payment with order \$95). **Billable orders** for the Yearbook must be accompanied by company purchase order. Please give street address for UPS delivery. Off press April 1990.

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

Name _____ ☐ Payment enclosed

Company _____ ☐ Bill me

Address _____ Home? Yes ☐ No ☐

City _____ State _____ Zip _____

Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations ☐ Yes ☐ No

(required)

For renewal or address change
place most recent label here

BMI's 50th Anniversary



Celebrating 50 years in the broadcast music licensing business, BMI's black tie dinner was held at the Ritz-Carlton Buckhead during the NAB convention. Pictured (standing): Eddie Fritts, NAB president & CEO; BMI Director Bob Pratt, Midwest Broadcast Co.;

Richard E. Wiley, Wiley Rein & Fielding; Don Thurston, president, Berkshire Broadcasting; BMI Director Joe Carriere, executive vice president and general manager, KRTV(TV) Oklahoma City; Ervin Duggan, FCC commissioner; (seated): James

Quello, FCC commissioner; BMI Board Chairman James Yager, executive vice president, Benedek Broadcasting; Frances Preston, BMI president and CEO, and George Vradenburg III, vice president and general counsel, CBS.

Sor.

Jeff Foster, station manager, KPLY(AM)-KROI(FM) Sparks, Nev. (Reno), joins KNUA(FM) Bremmerton, Wash. (Seattle), as general sales manager.

Rick Rogala, national sales manager, WTAE-TV Pittsburgh, named local sales manager.

Kevin Harlan, national sales manager, WIVB-TV Buffalo, N.Y., joins KTVI(TV) St. Louis in same capacity.

Damian Rajkovich, account executive, Torbet Radio, Chicago, joins Group W Radio Sales there in same capacity.

Account executives **Cathy Moran** and **Cynthia McGuineas** named senior account executives, McGavren Guild Radio, Detroit.

Deborah Smith, account executive, McGavren Guild Radio, Dallas, joins Major Market Radio, Los Angeles, in same capacity.

Kevin M. Dakis, sales executive, Bay Area Interconnect cable advertising firm, San Francisco, joins Major Market Radio there as account executive.

Pat McCrummen, Eastern regional manager and director of research, Business Radio Network, Colorado Springs, named national affiliate sales manager. **Dave Dexter**, general manager, WJML-AM-FM Petoskey, Mich. (Traverse City), joins Business Radio Network there as director of national sales.

Eric Krasnoo, sales executive, Katz Independent Television, New York, named manager, sports sales department. **Michael Cerrato**, account executive, TeleRep, New York, joins Katz Independent Television there as sales executive. **Eddie Melendez**, sales assistant/trainee, Katz Television's American division, Los Angeles, named sales executive, Katz Television, Denver.

Greg Strauser, general sales manager, WRGB(TV) Schenectady, N.Y. (Albany), joins KOAT-TV Albuquerque, N.M., as local sales manager.

Tanya M. Baggio, account executive, WTVZ(TV) Norfolk, Va., named local sales manager.

Ray Gillette, account executive, WBRE-TV Wilkes-Barre, Pa., named local sales manager.

Jim Hanson, tax specialist, Daniels Communications Inc., Denver, named VP, finance and taxation.

Sales and Marketing

Kevin Leddy, VP, marketing, Warner Cable Communications Inc., Dublin, Ohio, named senior VP, marketing services, succeeding **D. Lowell Hussey**, who resigned.



Leddy



Saracen

Robert R. Saracen, VP, manager, Blair Television, Los Angeles, named VP, sales administration, New York.

Ellen Kroner, VP, national promotions and special projects, Columbia/Tri-Star Pictures, Los Angeles, joins Seiniger Advertising there as VP and general manager of Seiniger group.

Appointments at Backer Spielvogel Bates Inc., New York: **Gordon Summer**, senior VP, director of promotion planning and de-

velopment, named executive VP, director of promotions. **Andy Kner**, VP, creative director, promotion marketing group, and **Ron Kraut**, VP, director of sales promotion, named senior VP's.

Frederick D. (Sandy) Sulcer, senior VP, director of new business development, D'Arcy Masius Benton & Bowles, New York, joins DDB Needham Worldwide there as vice chairman. Appointments at DDB Needham, Chicago: **Roberta Kaatz**, account executive, named account supervisor. **Edward Gold**, media planner, named media supervisor.

Don Starcke, national accounts director, Cable Value Network, Minneapolis, joins Playboy Enterprises Inc., Los Angeles, as director of sales and affiliate marketing, Western region, *Playboy At Night*.

Appointments at Petry Inc., New York: **Bill Fagan**, president, Petry Television, named executive VP, Petry Inc.; **Bill Shaw**, VP, group sales manager, Hawks team, named VP, director of sales, Petry National, and **Paul Marcy**, VP, group sales manager, Thunderbirds, named VP, director of sales, Petry National.

David J. Brangan, sales manager, MMT Sales, Detroit, joins Seltel, New York as general manager. Account executives appointed at Seltel: **Margaret Madaras**, account executive, MMT, Chicago, there; **Patty Lynch**, account executive, MMT, St. Louis, there, and **Kerry Silha**, account executive, Chicago, joins New York office.

Kim Wessel, senior account executive, BBDO, Chicago, named account supervi-

Appointments at DDB Needham Worldwide News: **Jane Hockstad**, traffic and broadcast relations coordinator, Chicago, named broadcast relations supervisor; **Dick Girvin**, president, retail network, Los Angeles, named chairman and CEO; **Ron Elgin**, president, Elgin Syferd/DDB Needham, Seattle, named president and chief operating officer, DDB Needham Retail; **Ron Snyder**, president, Denver, named president, San Francisco; **Lawrence Gold**, executive VP, senior creative director, Denver, named president; **Steve Burton**, senior VP, World Finance, named director; **Susan Gavin**, network planner, Chicago, named supervisor; **Pamela Gilbert**, account executive, Chicago, named account supervisor, and **Robert L. Garrison Jr.**, senior VP, executive media director, BBDO, Chicago, named VP, associate director of national television and radio, there. **Richard Korzeniowski**, associate creative director, Chicago, named VP. **Heather Thiessen** and **Sal Oropesa**, re-

search associates, DDB Needham Worldwide, Chicago, named supervisors, strategic planning and research.

Russ Del Core, account executive, WQCD(FM) New York, named national sales manager.

Chad D. Ward, designer and computer specialist, Dayton Tech Art Co., Dayton, Ohio, and **Jamie L. Kenny**, media account supervisor, Piecuch Communications, Dayton, join David K. Burnap Advertising there as account executives.

Carol Denham, account executive, KSEE(TV) Fresno, Calif., joins KMPH(TV) Visalia, Calif. (Fresno), as agency marketing manager.

Daniel C. Zifkin, director, advertising sales, MCA TV Enterprises, Chicago, joins WGN-TV there as account executive.

Andy Barrett, national sales manager, Texas State Networks, Dallas, named general sales manager.

Programing

Elaine Cohen, VP, creative affairs, ITC Productions, Los Angeles, joins Republic Pictures Productions, New York, as VP, East Coast.

Nancy Klopfer, VP, talent and artist relations, Twentieth Century Fox, Los Angeles, joins Act III Productions there as senior VP, production.

Katy Coyle, VP, international programs, ITEL, Los Angeles, joins CLT international multi-media group there as U.S. head of international co-productions.



Coyle



Huncke

Appointments at ITC Entertainment Group, Studio City, Calif.: **John Huncke**, executive VP and legal affairs, ITC Productions, Studio City, Calif., named executive VP and general counsel; **Brenda Lilly**, executive assistant, named manager of administration. **Marsha Carter**, assistant personnel manager, named personnel manager.

MTV Networks Inc. structures new international syndication sales department, New York: **Russ Naiman**, VP, syndication sales, MTV Networks, named senior VP, syndication sales worldwide; **Linda Kahn**, VP, international business development, MTV Networks, named senior VP, international program sales, and **Olivia King Canter**, VP, international distribution, Fox/Lorber Associates, New York, named director, international program sales.

David J. Schreff, VP, central region, Disney

Channel, Chicago, joins NBA Properties Inc., New York, as VP, media and sponsor programs.



Gimber

Peter S.P. Gimber, VP, Eastern region manager, Group W Productions, New York, named VP, national sales manager.

Vincent J. Turco Jr., VP, sales, International Broadcast Systems, New York, joins LBS Communications Inc. there as VP, international

sales.

Appointments at ESPN, Inc., Bristol, Conn.: **Wendy Stock**, program analyst, named senior financial analyst; **Mike Cartisano**, senior network facilities coordinator, named network facilities supervisor; **Mareen Stranieri**, network facilities coordinator, named senior network facilities coordinator; **Mary Angst**, senior credit and billing analyst, named supervisor, advertising and miscellaneous revenue, and **Jennifer Hyland**, accounts receivable, billing analyst, named senior affiliate revenue analyst.

Dave Harding, executive in charge of production, Paradigm Entertainment, Los Angeles, named executive VP, production and business affairs.

Mary Craig Calkins, litigator, Paul Hastings Janofsky & Walker, Santa Monica, Calif.,

joins MGM/UA Communications Co. as VP, litigation.

Claire Cowart, regional director, Northeast regional office, Showtime Networks Inc., New York, named director, field operations.

Jon Helmrich, production supervisor, talent and entertainment features, Home Box Office, New York, joins E! Entertainment Television, Los Angeles, as director, program budget and planning.

Joe Simone, air personality, WEAZ-AM-FM Philadelphia, named manager and program director. **Susan Hrin**, research analyst, WEAZ(FM), named research director.

Delia Fine, producer, Investigative News Group, Tribune Co., New York, joins Arts & Entertainment Cable Network there as director of film and drama programming.

Charlie Morehead, air personality, WMXB(FM) Richmond, Va., joins WWMG(FM) Charlotte, N.C., in same capacity.

Steve Stedman, producer and director, ESPN, Bristol, Conn., joins Northwest Mobile Television, Seattle, as manager of production.

News and Public Affairs

Jacoba Atlas, supervising producer, *Today*, NBC News, New York, named senior producer, succeeding **Cliff Kappler**, who is

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moving to yet-to-be-announced assignment with network.

Gene Ross, news director, KFSN-TV San Francisco, joins group-owned KGO-TV there as assistant news director.

Glenn Dixon, feature producer, WNYW-TV New York, joins Public Broadcasting Service, Alexandria, Va., as director of news and public affairs.

Larry Abramson, science editor, National Public Radio, Washington, named senior editor, national desk.

L.B. Lyon, Dallas bureau chief, KXAS-TV Fort Worth, joins KTVT-TV there as assignments manager. **Midge Hill**, co-anchor, WFAA-TV Dallas, joins KTVT-TV in same capacity.

Bob Hansen, general assignment reporter, WAVE-TV Louisville, Ky., joins KFMB-TV San Diego, Calif., in same capacity.

General assignment reporters named at WLKY-TV Louisville, Ky.: **Julia Yarbough**, anchor and reporter, WEAR-TV Pensacola, Fla., and **Todd Conner**, general assignment reporter, WTHI-TV Terre Haute, Ind.

Bruce Kirk, reporter and 5:30, 6 and 11 p.m. anchor, WJBK-TV Detroit, joins KPNX-TV Mesa, Ariz. (Phoenix), as anchor.

Jacob Lewin, news director, KINK(FM) Portland, Ore., named senior reporter. **Jan Wilkerson**, morning producer, KINK(FM), named news supervisor.

John Fischer, weather anchor, WKXT-TV Knoxville, Tenn., joins WTVH-TV Syracuse, N.Y., in same capacity.

Kristi Krueger, weekday anchor, WWSB-TV Sarasota, Fla., joins WDIV-TV Detroit as weekend co-anchor and medical reporter.

Wayne Herman, anchor, WMBD-TV Peoria, Ill., joins WGAL-TV Lancaster, Pa., as co-anchor, evening and late report.

Robyn L. Walensky, anchor and general assignment reporter, WERA(AM) Plainfield, N.J., joins WMTR-AM-WDHA-FM Morristown, N.J., in same capacity.

McCord forms new radio acquisition company

Greater Media Radio Group VP Herb McCord is leaving company in late April to form own radio acquisition company, Granite Broadcasting Corp. Lou Eisenberg, formerly partner at Goldman Sachs, has formed Granite Investment Co., which will back McCord's efforts to purchase stations in top 50 markets. Greater Media is headed by Peter A. Bordes and Frank Kabelia and owns seven AM's and seven FM's.

Appointments at WJBF-TV Augusta, Ga.: **Liz Sharlot**, freelance reporter and host, Nashville, named reporter; **Evette Dabney**, reporter, WALB-TV Albany, N.Y., in same capacity, and **Faye Stanley**, editor, named assistant producer.

Technology

Mitchell Saslow, director of network operations, ProgramLink syndicator newswire, New York, named associate VP.

Ed Callahan, consultant, cable television industry, United Artists Communications, Denver, joins Anixter Cable TV there as president of technology.

Mary Rose Shearer, LAN representative, West Coast, Midwest CATV, Los Angeles, named national sales manager, LAN Division.

George Molnar, assistant to chief engineer, WNDU-TV-AM-FM South Bend, Ind., named chief engineer, succeeding **Russ Summer-ville**, who retired in March.

Allen Schulman, president, TV-R/Master-Color Transfer, New York, joins DuArt Film & Video Laboratories Inc. there as director of marketing.

Bill Killion, president and chief operating officer, Channellmatic Inc. television automation systems, Alpine, Calif., named chairman, succeeded by **Dave Castellini**, acting president.

Promotion and PR



Appointments at Showtime Networks Inc., New York: **Leo Tenebruso**, VP, national accounts, named VP, consumer public relations. **Juliet Foster**, corporate coordinator, Movie Channel, named manager, affiliate events; **Lisa Hammer**, research and access coordinator, ABC News, New York, to manager, trade and industry relations.

Stuart Fink, freelancer, Los Angeles, joins Buena Vista Television, Burbank, Calif., as director of publicity.

James P. Murray, manager, public relations, USA Network, New York, named director, corporate relations.

Allied Fields



H. Franklin Anthony, senior VP, Continental Cablevision, Boston, named chairman, board of directors, New England Cable Television Association.

Larry W. Olsen, senior electronics engineer, Mass Media Bureau, FCC, Washington, named chief, international branch of policy and rules division.

Don Tillman, governor, Los Angeles area branch, Academy of Television Arts & Sciences, and VP, programs and production, KTTV-TV Los Angeles, named chairman, community relations committee, Academy of Television Arts and Sciences.

Dominic T. Bodensteiner, associate, Heron, Burchette, Ruckert & Rothwell, Washington, joins Thelen, Marrin, Johnson & Bridges there in same capacity.

Robert J. Miller, associate, Sutherland, Asbill & Brennan, Washington, joins Gardere & Wynne, Dallas, in same capacity.

Deaths
Lawrence Lee, 48, producer, died of respiratory failure related to AIDS April 5 at Children's Hospital in San Francisco. Most recently, Lee was executive producer, investigative unit, KRON-TV San Francisco, where he received numerous awards for documentaries. He is survived by his mother, Anita, and brother, David.

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Rick Firestone: FCC's man in the middle on telcos

Determining what role, if any, the telephone industry should play in the television business ranks among the most crucial issues the FCC will tackle this year.

In the middle of the agency's deliberations on what has come to be known as telco entry sits Rick Firestone, a 41-year-old attorney who moved to the FCC from the National Telecommunications and Information Administration along with FCC Chairman Alfred Sikes last fall.

As chief of the common carrier bureau, Firestone will have as much say as anyone—and more than most—in drawing up the ground rules under which telcos may compete in delivering video service to the American public.

And for Firestone, telco entry constitutes just a part of the best staff job at the FCC. Telecommunications "is the most dynamic, most challenging, fastest growing area, where the impact of the decisions have tremendous national and international significance," he says during an interview in his fifth floor corner office at FCC headquarters. "And the issues themselves are intellectually interesting and diverse."

Firestone reveals little of himself or the Sikes agenda during the interview, which is kept formal both by the presence of two FCC staffers—legal assistant Michael Wack, there to help answer particular questions of fact, which apparently never arise, and the Office of Public Affairs' Maureen Peratino, presumably to keep Firestone out of trouble, which is not necessary—and by the fact that everyone is seated around the large conference table that dominates his office.

Others are less reluctant to talk about Rick Firestone. "He's one of those guys who does a lot of hard work and doesn't get enough of the credit," says David Markey, who was Firestone's boss at NTIA from 1983 to 1985. "He was deeply involved in everything we did [at NTIA]," recalls Markey. "There weren't many things we did that he didn't have a hand in. We wanted his advice and counsel."

Markey, who now represents BellSouth before the commission as vice president of federal regulatory affairs, is not surprised by Firestone's reluctance to talk unguardedly with the press. That's the way he is with lobbyists, he says. And that's probably one of the reasons he gets on well with Sikes, says Markey. "He is there to do Al Sikes's business and Sikes does not want his...[proposals] floating all over town until they happen."

"The term colorful does not come to mind when talking about Rick," says Anita Wallgren, a Cincinnati-based executive for Great American Broadcasting who worked with Firestone at the NTIA for four years.



RICHARD MELVIN FIRESTONE—chief, Common Carrier Bureau, FCC, Washington; b. May 28, 1948, Detroit; BA, economics and political science, University of Michigan, Ann Arbor, 1970; JD, University of Michigan Law School, 1973; assistant attorney general, antitrust, office of Ohio attorney general, Columbus, Ohio, 1973-79; office of policy analysis and development, National Telecommunications and Information Administration, Washington, 1979-82; office of chief counsel, NTIA, various capacities culminating with appointment as chief counsel, 1982-89; present position since October 1989; m. Bonnie Burton, June 6, 1971; children—Jeffrey, 13; Elana and Lindsay, 9.

"But he is enjoyable and pleasant to be around...a positive, upbeat person."

Bob Pepper, chief of the FCC Office of Plans and Policy, who is working closely with Firestone on the telco entry issue, says Firestone is at once a "very analytical, careful lawyer" and a "very creative thinker." When policy discussions bog down, he says, Firestone often comes up with a new approach that "solves the problem."

Fresh out of Michigan law school in 1973, Firestone joined the Ohio attorney general's office, where he served in the antitrust division. His years in Columbus included a lengthy battle with the motion picture industry over the practice of "blind-bidding" in which a studio forced theaters to rent movies sight-unseen.

Firestone made the leap from state to federal government via the Bahamas' Paradise Island. While dining with his wife, Bonnie, in a restaurant there in 1979, he struck up a casual conversation with a fellow at the next table who turned out to be Art Bushkin, a high-ranking NTIA official. One thing led to another, and the evening ended with Bushkin inviting Firestone to meet then-NTIA head Henry Geller and consider coming to work at NTIA.

"It was the proverbial opportunity that you can't pass up," Firestone says. Hitting it off with Geller and other NTIA officials, Firestone wrapped up his defense of the state's blind bidding law and headed for Washington.

When Firestone and Sikes were shaping NTIA opinions as chief counsel and chief administrator, respectively, the agency recommended eliminating obstacles to telcos' leasing facilities to video providers on a common carrier basis, but also argued for maintaining the prohibitions against their controlling programming.

But Firestone says it would be a mistake to assume that that "video dial tone" is where the Sikes FCC is now heading. "Is that the context in which Sikes approaches the issue? Sure. Was that his thinking as he went into the issue? Yes. But am I going to say what his vote is going to be at the conclusion of this item? I don't think so. That is going to be based on the record."

Whatever the FCC does on telco entry, it will do in the context of other changes and congressional recommendations the FCC is expected to make this summer regarding cable regulation, Firestone says. "Before reaching any kind of bottom line, the chairman and the other commissioners will be looking at the whole panoply of cable issues."

According to Firestone, the Sikes FCC wants to foster competition in telecommunications by permitting the RBOC's to offer enhanced services. But, he says, along with the additional freedom have to come safeguards to prevent the RBOC's from competing unfairly by cross-subsidizing their competitive service with monopoly revenues and by discriminating against competitors in gaining access to their facilities. "It's the ability and willingness to enforce the safeguards that make such reforms possible," he says.

Although the FCC has complained to Congress about the need for more money to fund its various activities, including its common carrier enforcement, Firestone maintains that his shop has sufficient resources now to keep the telcos in line. But, he adds, "to say we can do the job effectively is not to say we couldn't do the job more effectively if we had more resources."

Other than common carrier regulation, Firestone says his interests encompass travel, tennis and his family, which includes a 13-year-old boy who divides his loyalties between the Baltimore Orioles and the Detroit Tigers, and nine-year-old twin daughters.

Pepper attests to Firestone's passion for travel. After an African safari, he brought in the photographs, says Pepper. "He was like a kid who had just come back from FAO Schwarz. He was bubbling. Every picture had a story."

High-level talks were back on last week between Time Warner and Viacom officials, one week after frenetic pace of activity surrounding two rival companies' comedy networks. Major players, including MSO's who were close to signing equity deal for Viacom's HA! service, were declining official comment last week on reports that pressure applied by Time Warner in form of antitrust talk caused MSO's to back away from HA! equity deal. Time Warner's concern is that if large portion of cable MSO's side with HA!, it could raise antitrust issues, depending on nature of deal, and would deal crushing blow to its fledgling Comedy Channel. While merger talks, which likely include discussion of Viacom's year-old antitrust lawsuit against Time Warner, appeared back on again last week, relations between large cable MSO's involved and Time Warner appear strained. MSO's have been involved in equity talks with Comedy Channel, and groups of MSO's have made equity agreements with other cable programmers in past without running afoul of antitrust laws.

ESPN's first ever Major League Baseball ratings picked up steam throughout last week. Its premiere afternoon doubleheader on Monday (April 9) scored 2.1, from 2:30 p.m.-7:15 p.m., and its single prime time game got 2.5. Tuesday's doubleheader, which ran from 7:30 p.m.-1:15 a.m., scored 2.2. (Among cable competition that night was NBA on TNT, first time ever MLB and NBA went head to head on national cable networks.) ESPN's Wednesday single prime time game scored 3.2.

ESPN has major ad commitments from Ford and Goodyear for its 1990 Major League Baseball package. Other new sponsors are Compaq Computers, Kemper Insurance, MasterCard and Peerless Faucets. Both Ford (first domestic auto maker to sign up) and Goodyear advertise on other ESPN programming and will now advertise during MLB games and *Baseball Tonight*, network's studio program aired seven days each week during season. Other four companies have bought space only during ESPN's live games. Network has lined up more than 110 advertisers for 1990 season and will televise approximately 160 regular season games this year.

Senator Conrad Burns (R-Mont.) said he will offer amendment to cable legislation that would permit telcos to offer video services. "If telephone companies are allowed to provide

video services, it would help drive network modernization and spur new development by cable companies, information providers and equipment manufacturers," Burns said during conference he held last week in Montana called "Information Age Technologies and Montana Economic Development." Burns is member of Senate Commerce Committee, which is likely to move cable bill next month. Senator also said he is not endorsing "unrestricted" telco entry and that his proposal will include strict safeguards. Conference was sponsored by GTE, U.S. West, United States Telephone Association, Northwestern Telephone Systems, Northern Telecom, AT&T, and MCI.

CBS News President David Burke issued memo to news division last week saying that "all camera crews and other news-gathering operations will continue to be administered by news division." Announcement is seen as compromise about who decides assignments for editors and technicians. Two weeks ago, CBS Inc. said that it would pool technicians who formerly worked exclusively for news division ("In Brief," April 9), and memo said that effective immediately, production facilities and operations in New York, Washington and London would report to CBS operations and engineering division instead of news division. "However," Burke clarified in memo, "under this arrangement, each [news] broadcast will continue to retain its core of regularly assigned editors and technicians so that continuity and the highest professionalism are maintained."

About 200 CBS employees who are members of International Alliance of Theatrical Stage Employees (IATSE) went on strike as of 5 p.m., April 12, and 100 members, joined by former New York Mayor Ed Koch, picketed outside CBS production facility April 13. Contract for stagehands expired Dec. 31, and CBS implemented its final offer March 26. Union members work on local and national news shows and soap operas for network. Main issue, according to CBS Inc., is restructuring work force and staffing practices in attempt to be more efficient and control overtime costs. Union spokesperson told BROADCASTING that by not allowing overtime, employees will be unable to make decent wages. Union is also upset that CBS has not increased health benefit plans. No end is in sight for strike which, according to union, is first ever for IATSE.

Telsat files antitrust suit against ESPN

A wireless cable TV operator, Fort Wayne Telsat, has begun a new chapter in the ongoing struggle between the wireless cable industry and programmers whose product the operators want. Telsat, which operates as Choice TV in Fort Wayne, Ind., filed an antitrust suit against ESPN, claiming it dominates "the nationwide field of subscription television quality sports services programming market to the exclusion of competitors and detriment of the competitive process and consumers."

Telsat, in the suit filed in U.S. District Court in New York, claims ESPN "has engaged in an integrated series of predatory and exclusionary acts and strategies designed to increase the costs of its rivals, raise barriers to entry and expansion, and otherwise entrench itself as monopolists by anticompetitive conduct...." The suit claims ESPN's alleged monopoly power stems from the control it is said to exercise over the local cable systems that take its programming.

To disadvantage competing subscription services, "to entrench" its monopoly power and prevent wireless operators from competing with coaxial cable operators, Telsat said, "ESPN has provided access only on a discriminatory basis and has refused to

deal with Telsat and agreed consciously or tacitly with coaxial cable operators not to deal with Telsat, injuring Telsat and consumers." Telsat said ESPN's agreements with local cable operators bar them from sublicensing to Telsat "and similar entities." The complaint does not name any cable system. But a news release on the suit issued by Telsat notes that Comcast is the largest cable company in the Fort Wayne area, serving over 50,000 subscribers, and has a contract with ESPN. Telsat says it has installed about 900 customers since establishing its service six months ago. The suit seeks recovery of actual damages but in no case less than \$10 million before it is tripled under antitrust law.

Ed Durso, ESPN senior vice president and general counsel, said Telsat's suit "has no merit" and contains "numerous significant factual errors." He said ESPN has not violated the law and "will demonstrate that as the case unfolds." He took particular exception to the "false accusation that ESPN has acted in concert with any cable operator in dealing with noncable distributors." He also said ESPN will continue its efforts "to be among the leading providers of programming to MMDS [wireless cable operators], SMATV and TVRO outlets."

Fox Broadcasting provided update for Senator Daniel Inouye (D-Hawaii), chairman of Senate Communications Subcommittee, **on its children's network.** Letter to senator outlined Fox initiative, noting that *The Never Told Tales of Peter Pan* will air next fall, Monday through Friday, and that Helen Boehm, former director of Children's Advertising Review Unit, had joined Fox as vice president of Fox's children's network.

Bondholders holding roughly 90% of Univision debt securities had tendered or guaranteed delivery last week under revised exchange offer made by Univision's majority owner, Hallmark Cards. Revised capitalization, which includes new bank commitment and partnership agreement with other Univision owner, First Chicago, will significantly reduce Hispanic television broadcaster's cash interest payments. Holders of \$165 million of senior subordinated notes will get 55 cents on dollar while holders of \$105 million in subordinated debentures will receive 38 cents on dollar. Hallmark said it would extend offer to Tuesday.

Times Mirror and Comcast cable systems in Orange county, Calif. (serving 200,000 homes), launched four-and-one-half-minute local news update within Headline News today (April 16), with news material being provided by KCAL-TV Los Angeles and Orange county edition of *Los Angeles Times*. Four news summaries will be produced and anchored by KCAL-TV on weekdays, two summaries on weekends, with newspaper supplying other news and features via computer hookup. Local component gets initial jump on Freedom Newspapers, owner of *Orange County Register*, which plans to launch 24-hour local cable news service in county next fall.

House Telecommunications Subcommittee is holding second cable hearing Thursday, April 19, with telco entry as major focus. Slated to testify: Robert Brown, Sugar Land Telephone; William Bresnan, Bresnan Communications; Gray Collins, Bell Atlantic; Thomas Gillett, Cable Television Laboratories; B.R. Phillips, National Rural Telecommunications Cooperative; Winston Cox, Showtime, and John Hendricks, The Discovery Channel.

Mandating encryption standards for satellite cable TV programming would not serve public interest, FCC found last week. Satellite Home Viewer Act of 1988 required report on potential standards, which found that General Instrument Corp.'s Videocipher II decoder remains de facto standard (allowing consumers to receive all signals with one decoder), that setting standards would reduce incentive for technical advances and hurt battle against signal theft and that adoption of standard would not benefit consumers in form of lower prices.

Warner Bros. Domestic Television Distribution has signed licensing and origination deal with NBC O&O WRC-TV Washington for first-run weekly hour, *Voices of America with Jesse Jackson*. In addition to carrying *Voices* on its fall 1990 schedule, WRC-TV will produce 40 original episodes (and 12 repeats) out of its studios. Station is also origination point of *The McLaughlin Group*, *Meet The Press*, *George Michael's Sports Machine* and *America's Black Forum*. *Voices* has cleared 111 markets representing 83% coverage of U.S. and is being offered by Warner Bros. on barter basis (seven minutes local, seven national).

KJUL(FM) Las Vegas has been sold by Carrigan Communications to Waldron Partners LP for about \$2.2 million. Seller is headed by Ragan Henry, who had bought 49% of station

K-1 court case

"It's like a car dealer saying that only a Rolls Royce is available to us when you can see three Fords right in front of you." That is how Primetime 24's Ann Kirschner described the negotiation tactics that led her company to take GE Americom to court over Primetime 24's options on three transponders aboard Satcom K-1. Americom obeyed New Brunswick, N.J., Superior Court Judge John Bachman's order and on April 2 provided Primetime 24 with rates and terms charged other customers aboard the Satcom K-1 satellite. Those other customers include the K-Prime partnership of MSO's, which has secured 10 transponders on K-1 and plans to launch a medium-power direct broadcast satellite service in late 1990.

As it turns out, said Kirschner, the K Prime rates are for preemptible service—with which Primetime 24 would be satisfied. She added: "Even taking into account volume discounts [for K Prime's 10 channels], there was a great disparity" between K Prime rates and the protected rates Americom had offered Primetime 24 until the court order. Primetime 24 is pressing the case to force Americom to allow the programer to exercise its options at rates comparable to those paid by K Prime. The parties met in court again April 6, where Bachman ordered a trial. The venue and date have yet to be set. Primetime 24, which uplinks three network affiliate superstations to rural dish owners, holds options on three K-1 transponders.

last October for \$1.1 million with option to buy remaining 51%. Waldron is headed by Patrick Swygert and Larry Wexler and has deals pending for two AM's and five FM's. Henry's wife, Regina, is nonvoting shareholder of Waldron. KJUL is on 104.3 mhz with 100 kw and antenna 1,115 feet above average terrain. Brokers: Doyle Peterson & Associates and Sailors & Associates.

Moscow, which for years was command center for jamming Voice of America and other western broadcasts, **last week became location for newest VOA news bureau.** VOA Director Richard Carlson, in remarks at official opening of bureau, said, "This is truly a grand occasion," both in history of U.S. and USSR and in history of journalism. He attributed appearance of VOA bureau in Moscow to "glasnost," which he said is "probably the best known Russian word in the United States." Bureau, initially at least, will be staffed by one person, Andre DeNesnera. However, Soviets, in meeting with U.S. in Washington last month on improving communications, agreed to permit VOA to send second staffer.

Senate Commerce Committee has passed bill reauthorizing the National Telecommunications and Information Administration for fiscal year 1990 and 1991. Committee recommended \$14.5 million for FY 90 and \$15 million for FY 91.

During April 3 arraignment in Washington, **communications attorney Thomas Root pleaded innocent** to all charges related to his representation of FM applicants at FCC. His 33 count, March 22 indictment included charges of fraud, forgery, counterfeiting and obstructing grand jury investigation (BROADCASTING, March 26). U.S. District Judge John Garrett Penn will set trial date April 23.

Cable Networks Inc. has renewed and entered into exclusive national advertising sales representation agreements in five television markets. Collectively, seven cable operators involved in agreements serve 1.1 million subscribers.

Editorials

The must in must carry

A number of issues animate the debate now raging over national cable policy, but only one concerns this page this day: carriage by cable systems of signals from broadcast stations. Or, as it is still popularly if pejoratively called, must carry.

Must carry is such an old idea (a quarter century among media that aren't all that much older themselves) and so long in dispute between broadcasters and cable that newer ideas have stolen away much of its thunder. Indeed, the negotiations concerning must carry that have gone on between those two media for five years have dried up altogether; the antagonists don't even get close enough to disagree anymore.

There are, of course, some hard reasons why:

- Five years after the *Quincy* decision that first ruled must carry unconstitutional, most broadcasters are relatively unaffected. (Some, of course, were profoundly affected, but their numbers are relatively few.) So the need of working out an agreement has lost a lot of its apparent urgency.

- Broadcasters, thinking they had achieved most of their must carry ambitions, then went after channel positioning, seeking to return to the pre-*Quincy* status quo when many stations—including UHF's—were carried on cable's VHF tiers. Cable, after agreeing to go as far as on-channel carriage, then dug in its heels.

- And then if carry, must pay (or shall pay, as it's called by the more polite) entered the picture, with broadcasters asserting their right to be reimbursed for any programming carried by cable systems. That idea has received an uneven reception in the political arena and has yet to demonstrate the stamina of its legs.

In the meantime, plain old vanilla must carry—the date that brought these media to the dance—sits sidelined and neglected. (Public broadcasting, of course, has struck its own deal with cable in recent weeks. Our concern at this writing is for commercial television.)

It is good public policy in this country to assure that broadcast television stations—with their demonstrated excellence in local as well as national programming—have access to cabled television homes into the future.

It is in cable's interest for the signals of those local stations—including their national/network components—to be made available into the future.

It is in no one's interest to separate these two vital media into an A/B switch world.

One possible outcome of the current disarray would be to have cable offer as near to universal broadcast carriage as channel capacity could reasonably allow—a result that would be embodied in the so-called “lifeline” concept that is gaining currency both within the cable industry and the Congress (under which a number of broadcast stations would be grouped together, perhaps with C-SPAN or selected other cable services, in the lowest tier, at a modest rate).

All of this can be accomplished under the current compulsory license. If broadcasters decide it is in their best interest to go pure marketplace, they can seek to have the compulsory license repealed and negotiate on their own. That principle may sound better than the practice would work, but it might nevertheless be worth a shot.

In the meantime, cable's regulatory future—probably for the next decade—is being worked out in Washington. It's a good time for broadcasters to assure that their signals will stay along for the ride.

Band aid

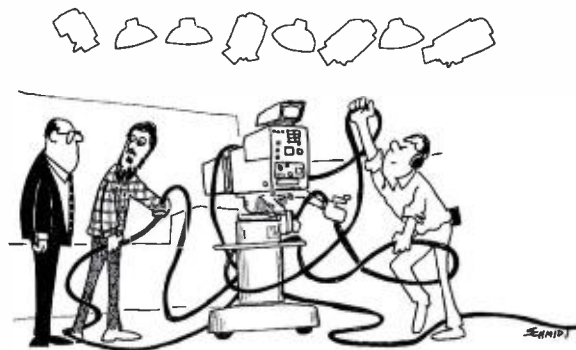
If, as many believe, the AM band has been in the throes of a last stand, the cavalry may have just arrived in the form of Al Sikes and company. The FCC last week unveiled its package of proposals to level the airplaying field between the beleaguered band and its younger sibling, FM. They include ■ decreasing interference by moving some stations to the expanded—1605 to 1705 khz—top end of the band; ■ “limited” relaxation of the duopoly rule to permit ownership of two AM's in the same market if the owner agrees to reduce interference caused by either station to a third; ■ encouragement to stations that wish to cut power or go dark—hence further reducing interference and overcrowding; ■ offering inducements—or mandates—to conversion to AM stereo.

If the package did not quite have something for everyone, particularly those who had sought preferences for their own plans for the additional spectrum—minority broadcasters and public broadcasters among them—it may well be enough to keep the band alive to fight another day. As such, it was generally well received in the broadcast community. And although the particulars of the package have yet to be fully inspected, for the most part, the sooner these proposals are policy, the better.

Ungag order

The Fifth Estate won a victory in a Washington appeals court recently. The court overturned as “unconstitutional prior restraint” a lower court's ban on a Lifetime Television cablecast of a documentary about a high profile child abuse case (see story, page 73).

As one judge pointed out in a separate opinion, the granting of Lifetime attorneys' petition for a writ of mandamus was an “extraordinary” step. “Normally,” he said, “TRO's [temporary restraining orders] are not appealable.” But “a prior restraint in derogation of the First Amendment” provided the “necessary exceptional circumstances,” the judge concluded. This page concurs.



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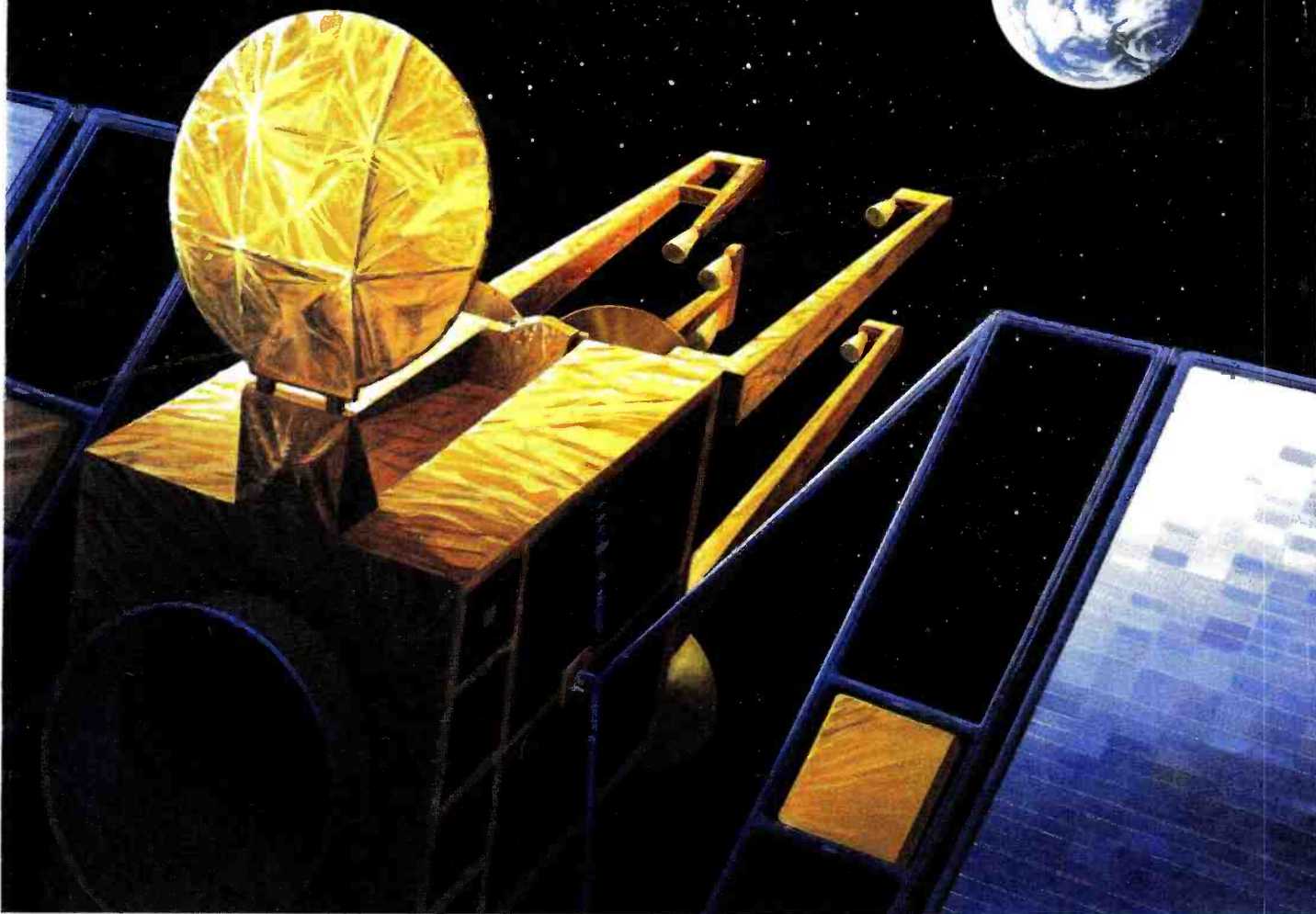
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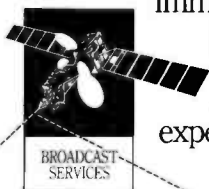
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