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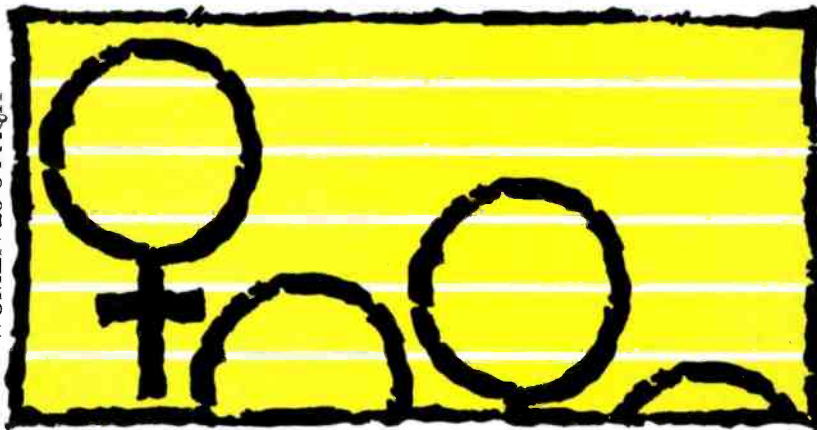
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59th Year 1990

Big Bucks for Big Three
Exclusive: TV network
profits for 1989
MIP-TV

The Three Most Im Real Estate Are Also The Words In First-P

LOCATION.

WCBS	New York
KCAL	Los Angeles
WBBM	Chicago
WCAU	Philadelphia
KRON	San Francisco
WBZ	Boston
WJLA	Washington DC
WJBK	Detroit
KXAS	Dallas
WKYC	Cleveland
KPRC	Houston
WAGA	Atlanta
WTSP	Tampa
KARE	Minneapolis
KIRO	Seattle
WCIX	Miami
WPXI	Pittsburgh
KMOV	St. Louis
KUSA	Denver
KPNX	Phoenix
KOVR	Sacramento
WBAL	Baltimore
WTIC	Hartford
KGTV	San Diego
WTTV	Indianapolis
KOIN	Portland, OR
WITI	Milwaukee
WDAF	Kansas City
WJZY	Charlotte
WRAL	Raleigh

LOCATION.

WSYX	Columbus, OH
WLOS	Asheville
WVUE	New Orleans
WOTV	Grand Rapids
WLMT	Memphis
KSL	Salt Lake City
KENS	San Antonio
WVEC	Norfolk
WLNE	Providence
WHTM	Harrisburg
WYOU	Wilkes-Barre
WPBF	W. Palm Beach
KOAT	Albuquerque
WRGT	Dayton
WNYT	Albany, NY
WALA	Mobile
WEYI	Flint
KTBS	Shreveport
KSEE	Fresno
KAKE	Wichita, KS
WTOL	Toledo
WLUK	Green Bay
WIXT	Syracuse
WHEC	Rochester
KCCI	Des Moines
KHON	Honolulu
WMTW	Portland, ME
KDUB	Cedar Rapids
KOLR	Springfield, MO
KGUN	Tucson

portant Words In Three Most Important un Syndication.

LOCATION.

WEMT	Tri-Cities
KTNV	Las Vegas
KHGI	Lincoln
KCEN	Waco
WEVU	Ft. Myers
KCIK	El Paso
WHOA	Montgomery
WGGB	Springfield, MA
KTHI	Fargo
KCBA	Monterey
KEYT	Santa Barbara
KPOM	Ft. Smith
KEZI	Eugene
KFDA	Amarillo
KFDM	Beaumont
KBAK	Bakersfield
KSWO	Wichita Falls
KIVI	Boise
KTPX	Odessa
KJTV	Lubbock
WVII	Bangor
KRBC	Abilene
KMIR	Palm Springs
KOUS	Billings
KVIQ	Eureka
KCTZ	Butte
KACB	San Angelo
WBSG	Brunswick, GA

And More!

In launching a first-run strip, one of the things that separates the hits from the misses is the quality of its stations. And judging from "Trump Card's" line-up, it's headed for success! Sold in 10 of the top 10, 20 of the top 20 and 37 of the top 40 markets, "Trump Card" has moved into broadcasting's prime real estate.

However, a great station line-up alone does not guarantee a hit. That extra edge of assurance comes from the time periods the strip locks-in. And "Trump Card" has the best. Access and Early Fringe. On leading stations across the country. The time periods that get promoted, and get watched the most.

So, if you're looking to invest in a game show property with a quality station line-up, significant time periods, and the name guaranteed to produce sampling, "Trump Card" is it! It has all of the assets necessary to help you increase the value of your most important programming blocks.

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35/ **The business at CBS, NBC and Capital Cities/ABC**

BROADCASTING's exclusive financial breakdown of three major broadcast segments shows diversification, acquisitions and cost-cutting bringing operating margins in 1989 up to levels not seen since late 1970's.

38/ **Hollywood studios stake claims at MIP**

Annual spring program fair features growing number of Hollywood studios embracing co-production deals.

42/ **Bob Wussler: Programing the outside of the envelope**

Former CBS and Turner Broadcasting System executive, now president of Comsat Video Enterprises, is developing ultimate "niche" network for DBS—programing no one has yet developed for television, in addition to such standbys as sports. It could happen in 1990's.

44/ **READY FOR DISTRIBUTION**

Columbia Pictures Television prepares to launch



'Married...with Children'

Fox's *Married...with Children* in syndication for 1991-92 season.

51/ **LOTTERY LAW**

New Charity Games Advertising and Clarification

Act of 1988 takes effect next week, but what impact, if any, it will have for broadcasters is not clear.

46/ **FUTURE FOR 'YESTERDAY'**

King World Productions gives half-hour news magazine *Only Yesterday* firm production commitment with more than 50 stations cleared. Company also signs deal with broadcast network to obtain newsreel footage for program.

47/ **CTAM FOCUSES ON PPV**

Participants in CTAM's first annual pay-per-view conference are told of PPV's "great potential" that is not being realized.



Lloyd Bridges in 'Capital News'

45/ **ABC PULLS THREE SHOWS**

Network puts *Capital News*, *Sunset Beat* and *China Beach* on hiatus for at least duration of May sweeps.

55/ **HEWITT ON NEWS**

CBS News veteran Don Hewitt says broadcast networks should return to "intelligent adversary role with politicians."

56/ **HISPANIC RADIO EXPANDS ITS REACH**

According to U.S. Census estimates, Hispanic population is fastest growing segment of nation. It is not going unnoticed by nation's broadcasters.

66/ **OPPORTUNITIES IN EASTERN EUROPE**

Ambassador Diana Lady Dougan offers overview of U.S. delegation's trip to investigate status of broadcasting in Hungary, Romania, Czechoslovakia and



U.S. delegation included John Hoagland, Christian Science Publishing Society; Bohdan Bulawka, State Department; Dougan; Eugene Sekulow, NYNEX International; John Koehler, Hughes Aircraft Co.

The German Democratic Republic.

60/ **TAK COMMUNICATIONS IN THE NEWS**

Group owner considers selling some properties; financing is subject of industry speculation.

87/ **FIELD OF DREAMS**

American Public Radio President Stephen Salyer's vision for noncommercial radio rests on previously unseen opportunities in programing and funding.

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The Broadcasting Yearbook 1990

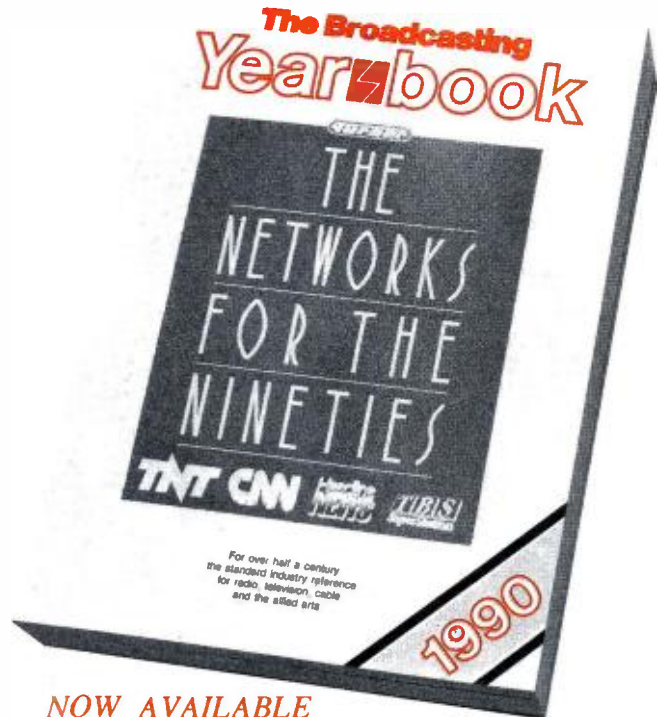
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They Have What It Takes To Bring Families Together Every Friday Night. Now, They'll Do The Same For You Five Days A Week.

"Full House" has turned Fridays into a family affair for ABC. It has won its time period every week this season, bringing in an audience of men, women, teens and kids that sticks with ABC all night long.

But then, "Full House" has always been a family favorite. On any night of the week. In any time period. Whether it's Friday or Tuesday. At 8:00PM or 8:30PM. With or without a strong network lead-in.

"Full House" has captured the #1 share in households, above all other Friday prime time shows. Finishing the night in first place with key men, women, teens and kids every week this season. And consistently delivering the highest Friday night numbers of any show in its time period in 5 years.

Want your station to be the one more families turn to? Ask your Warner Bros. sales rep about "Full House." They'll get more growing for you in Fall '91-'92.



FULL HOUSE

100 Half-Hours For Fall '91-'92.

Funny Shows. Serious Business.



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WASHINGTON

Surprise attack?

Annoyed with group of network affiliates he met with two weeks ago (BROADCASTING, April 23), Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) has not hesitated to let their Washington representatives know how he feels. He told one group of broadcast lobbyists last week that he felt "ambushed" by affiliates. Broadcasters were not happy with Hollings's assessment of their if carry/must pay proposal; he told them votes were not there and asked them not to pursue initiative as part of cable legislation. "It was a candid and frank" exchange, said one source. According to sources at meeting, some affiliates did not like Hollings's advice, however, and kept pushing issue, whereas Senator had expected general discussion on number of matters and was apparently surprised by single-mindedness of group.

Day of reckoning

Senate Commerce Committee has yet to designate day to mark up cable reregulation bill. It is believed it will try to hold vote before Memorial Day recess (May 25-June 4), and there is even speculation it may occur just prior to recess. Move would not be considered "cable friendly," especially since National Cable Television Association is convening its annual convention in Atlanta (May 20-23).

Putting it on paper

Group of 12 media companies with substantial broadcast and cable interests hope to have position paper on issues that have divided two industries in next several weeks (BROADCASTING, April 23). Must carry, channel repositioning and must pay are among items paper is expected to address. Group plans to take paper to Capitol Hill and apprise congressmen of their position, as Hill prepares to

take up cable legislation.

Long-term view

Despite National Association of Broadcasters recognition that it cannot persuade Senate Commerce Committee to include its if carry/must pay proposal as part of cable reregulation legislation this year (BROADCASTING, April 23), NAB President Eddie Fritts says there are still members who are "intrigued" by idea. He says association will let concept "season a bit" and continue pressing proposal, but consider initiative long-term goal rather than something they can accomplish during short legislative session.

Red alert

National Association of Broadcasters sent out urgent alert April 20 to its membership asking them to help oppose telephone industry in its effort to become video services provider. NAB memo urges broadcasters to educate Senate Commerce Committee members to dangers of telco entry and to insure that if Congress lets phone companies into television business they are regulated as common carrier. Committee is expected to vote on cable bill this month.



'Nightline' to remember. Ted Koppel was the man of the half-hour at a Washington reception honoring the 10th anniversary of ABC's 30-minute late night news program, Nightline. Above, Vermont Democrat, Senator Patrick Leahy (right), talks with the evening's host, ABC News President Roone Arledge, as an obviously pleased Koppel looks on.

Peripatetic

Broker-turned-broadcaster Tom Gammon acknowledges that he ran engineering check on properties in possible move-in markets two years ago, but won't say whether two of his properties, KTRR-FM Loveland, Colo., and WKJ(FM) Chillicothe, Ohio, made list of eligibles. He's involved now in controversial move of WHMA(FM) from Anniston, Ala., to Sandy Springs, Ga. (Atlanta), and confirmed he has filed with FCC to move Sapphire Broadcasting's

KAWR(FM) Carson City, Nev., to Fair Oaks, Calif. (Sacramento). When asked whether he plans to relocate KFFN(FM) Sierra Vista, Ariz., to Tucson, he said he "didn't want to open another kettle of speculation over things that have not yet been done."

ATLANTA

Head count

Final attendance figures for NAB Convention in Atlanta are in, confirming drop in overall paid attendance. Official total, including spouses, exhibitors and guests, is set at 50,413, down from 1989 figure of 53,100. Radio registration was down 16% from 1989, with 2,920 registrants against 3,504 last year. Television was down 7%, from 15,266 in '89 to 14,132 this year. Registrants representing both radio and TV increased slightly, drawing 6,606 in 1990 vs. 6,423 in 1989. Only significant increase came from foreign broadcasters, who totaled 6,027 this year (reportedly way up from 1989 figures, which were unavailable). Foreign increase bodes well for NAB exploration of international convention arena.

BOSTON

Cable eggs

Christian Science Monitor will be at National Cable

High-priced spread

If you're one of the 600 Washington lawyers and lobbyists invited to Sikeston, Mo., on May 11 to attend a reception for FCC Chairman Al Sikes, you may want to hold off sending in that \$500 check. The Sikeston Area Chamber of Commerce sent out a mass mailing to those who do business at the FCC asking them to become a "corporate sponsor" of the event—with their names in the program as such—at \$500 per couple. Sikes, a Sikeston native (the town was named after an ancestor), is also listed as the "honored guest and keynote speaker" for the chamber's "man of the year banquet" which follows the reception.

But the FCC started to get calls. "It stinks to high heaven," said one communications lobbyist who felt the chamber showed a lot of "chutzpah" in asking for \$500. "Once we found out the extent" of the chamber's activity, "we asked them not to do this," said FCC General Counsel Bob Pettit. The chairman felt it was inappropriate to use his name for a fund raiser and Pettit said the chamber agreed to return any checks. Charles Scott Jr., president of the local chamber, told BROADCASTING the chamber was changing the invitation for out-of-towners to let them know they could attend the reception and dinner for \$35 per person or sponsor it for \$100.

COSBY AND EFFECT

WDSU-TV's ratings have improved by more than 60% with The Cosby Show, moving the station from third to first place in its time period.

Household Ratings, WDSU-TV M-F 4:00 PM

February 1988 Divorce Court #3 7.4

February 1990 The Cosby Show #1 12.1

Women 18-49 Ratings, WDSU-TV February 1990

Rank	Program	Time Period	Rtg
1	The Cosby Show	4:00P M-F	9.6
2	Family Feud	4:30P M-F	8.3
3	A Current Affair	6:30P M-F	7.0
4	Star Search	6:00P SAT	6.6
5	The Judge	3:30P M-F	1.4
6	Divorce Court	3:00P M-F	1.3
7	USWA Challenge Wrestling	10:30P SUN	1.1
8	America's Top 10	1:30A SAT	1.1
9	Siskel & Ebert	1:00A SAT	1.0
10	Headline News	6:00A SUN	0.6

The Cosby Show is WDSU-TV's #1 syndicated program among women 18-49.

The Cosby Show has helped improve its lead-out time period share by 84%, moving the station from third to first place.

Women 18-49 Lead-Out Share, WDSU-TV M-F 4:30 PM

February 1988 The Judge #3 19

February 1990 Family Feud #1 35



Source: Nielsen

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Television Association convention in Atlanta in May to pitch new basic cable service, entitled The Monitor Channel, it plans to launch in May 1991. Service will be outgrowth of 11 programs CSM carries on its WQTV(TV) Boston as well as new programs under development by CSM that utilize worldwide newspapers' newsgathering organization. It has signed transponder deal with Hughes for spot on Galaxy 5, and will likely be on Galaxy I-R at launch.

CSM said it will continue World Monitor on Discovery and has given network first right to distribute service. CSM isn't likely to offer equity to cable operators, but instead will pitch favorable rate card, it said.

HOLLYWOOD

Give and take

As additional details on marketing plan for Columbia Pictures Television's *Married...with Children* unfolded last week during presentation to New York stations (story page 44), sources were comparing terms to those of Viacom's cash-plus-barter offering of *Cosby Show* several years ago. "Married is worse than *Cosby*," exclaimed KIRO-TV Seattle Program Director Nick Freeman. "Barter is a common practice in first-run syndication, but for stations to pay extra with their inventory for off-network shows that will have up to nine exposures is risky business."

Barry Thurston, president, syndication, Columbia Pictures Television, confirmed that weekly cash licensing deal initially covering three and half years tagged with one minute of national barter is under consideration, in addition to nine-month contract extensions that will raise licensing fee 10% each year. *Married...with Children* is renewed by Fox network. Agency source indicated that stations could forfeit over \$100 million annually in local spot ad revenues with CPT's retention of two 30-second commercials, but Thurston said "everyone is focusing on barter and no one is looking



Mending fences. Fox Broadcasting is taking its new cable-friendly campaign on the road. In an effort to woo cable operators and win favorable treatment, such as low numbered channel assignments for its affiliates, Fox executives are making the rounds of the regional cable shows. Together at last week's California Cable Television Association conference in Sacramento (above) were CCTA President Spencer Kaitz; Fox television star Bart Simpson; Preston Padden, Fox senior vice president, affiliates, and Andy Fessell, Fox senior vice president for marketing and research. The programming service's more amicable relations with cable continue next month, when Fox Broadcasting President Jamie Kellner, Padden and Fessell attend the National Cable Television Association's annual convention in Atlanta (May 20-23). Another salvo in the Fox initiative will be the periodic publication of a cable newsletter for affiliates, Fox Cable-File, which will include tips on how to develop better relations with cable systems.

at what we will be considering for cash licensing fees. I don't think it is fair to compare *Married...with Children* to other shows. We haven't even sold the show yet and these are just scenarios under consideration. None of this is set in stone."

Move over, Phil

According to one New York station rep source, Fox's Twentieth Television syndication unit is planning 1991-92 talk show spinoff for Maury Povich, who currently hosts Twentieth's highly rated syndicated strip, *A Current Affair*. Fred Bierman, senior vice president, marketing, Twentieth Television, would not confirm, but rep source says Povich is being targeted for hour-long talk strip to be cleared in early and late fringe.

On another note, Twentieth is continuing to have success clearing its 1990-91 strip *Personalities* with no pilot and no host, and only Executive Producer Joel

Cheatwood's [formerly of MCA TV's *Inside Report*] name attached to it. *Personalities* has cleared 112 station markets representing 80% coverage of U.S. so far. Bierman estimated that 50% of clearances are early fringe, while access accounts for 20% and late fringe 30% of remaining time period commitments.

Dionne and Arsenio?

Word from inside source at Paramount Pictures Television Distribution is that studio is readying launch of Dionne Warwick-hosted music/variety companion show to late night staple *The Arsenio Hall Show*. Warwick, who hosted Paramount's *Solid Gold* during 1980's, has been said to be frequenting studio lot, apparently fine tuning concept for potential syndication launch in January 1991. Another source only hinted that black female musical celebrity would be hosting show, but ruled out singing stars Paula Abdul

and Janet Jackson as hosts. Paramount source indicated that studio felt hour music show would benefit from strong lead-in ratings and demos *Arsenio* attracts in primarily 11:30 and 10:30 p.m. time slots.

NEW YORK

Tighter and tighter

News last Wednesday that NBC sister company, General Electric Capital Corp. (GECC), plans to assume ownership of Pegasus Broadcasting gave new meaning to NBC's plan to give up attributable ownership of WKYC-TV Cleveland, subject to FCC approval (see "Top of the Week," March 19). At 22.38% national audience coverage, NBC still has room—without giving up WKYC-TV—to expand TV station portfolio before hitting FCC's 25% limit. But some observe that Pegasus's WJBF-TV Augusta, Ga., and WAPA-TV San Juan, P.R. (which, according to the FCC, is included in "national audience" calculations), could add close to one percent, and that any foreclosures on problem station loans, such as WCSC-TV Charleston, S.C., in GECC's portfolio could hypothetically further reduce NBC's flexibility in future.

And the winners are...

Election results are in for Fox Program Executive Council—seven-member group that reports on behalf of affiliates on programming content to Fox Entertainment Group President Peter Chernin. New president is Bob West, program director, KDNL(TV) St. Louis. West replaces current president, George Boggs, who is retiring. Other newly elected members include former NATPE chairman and current WNYW(TV) New York program director, Joe Weber; Bob Ramsey, WFLX(TV) West Palm Beach, Fla.; Stephanie Campbell, KDVR(TV) Denver, and LaRhe Vestal, WSXI(TV) Morehead, N.C. Terms will start in June and run for two years.

Weber is first person from Fox owned and operated station to sit on council.

COS AND EFFECT

When KREM-TV replaced Entertainment Tonight with The Cosby Show, household ratings more than doubled and the station moved from third to first place.

Household Ratings, KREM-TV M-F 6:30 PM

February 1988 Entertainment Tonight #3 7.8

February 1990 The Cosby Show #1 15.9

Women 18-49 Ratings, February 1990

Rank	Program	Station	Time Period	Rtg
1	The Cosby Show	KREM-TV	6:30P M-F	11.9
2	Cheers	KREM-TV	7:00P M-F	11.8
3	The Oprah Winfrey Show	KREM-TV	4:00P M-F	11.1
4	Jeopardy	KHQ-TV	7:00P M-F	11.0
5	Family Feud	KHQ-TV	7:30P M-F	10.7
6	Night Court	KREM-TV	7:30P M-F	10.0
7	Star Trek-The Next Generation	KXLY-TV	7:00P SAT	8.7
8	M*A*S*H	KXLY-TV	7:30P M-F	8.1
9	Donahue	KXLY-TV	9:00A M-F	7.3
10	Entertainment Tonight	KXLY-TV	6:30P M-F	7.1

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



With The Cosby Show, KREM-TV dominates the competition among women 18-49.

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

The Cosby Show KREM-TV	11.9
Entertainment Tonight KXLY-TV	7.1
A Current Affair KHQ-TV	6.2
Benson KAYU-TV	1.9

Source: Nielsen

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The Action Show With Sitcom Demos!



ADVERTISER APPEAL INDEX

PROGRAM

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21 JUMP STREET **80**

227

AMEN

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GOLDEN GIRLS

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PERFECT STRANGERS

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FULL HOUSE

73

HOGAN FAMILY

73

MURPHY BROWN

74

75

*W18-49 vs HH
Source: NTA Nov '89

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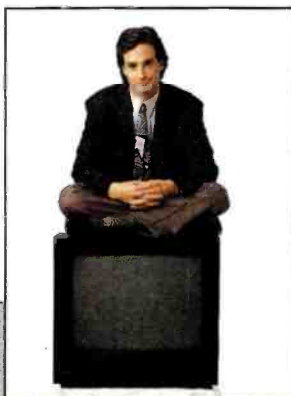
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BY THE NUMBERS 1

NBC won the ratings race for the week of April 16-22, with a household rating of 12.5. ABC was second, with a 12.0, while CBS placed a distant third with a 9.6.

NBC also had the number-one show for the week, an original episode of *Cheers*, while two repeat episodes of the increasingly popular *America's Funniest Home Videos*, which ran back-to-back Sunday night, gave ABC the second and fourth spots. The programs received a 21.7/38 share (the show's highest share) and 20.9/33, respectively.



ABC's *Twin Peaks*, in its second regular outing, garnered a 13.1/21, down from the previous week's 16.2/27. *Peaks* came in at 28 for the week, also down from 13th the week before.

ABC's *Earth Day Special* was 16th for the week, tying with NBC's *Perry Mason* movie repeat, which ran during the same time period, and a repeat episode of *In the Heat of the Night*.

Other specials resided closer to the bottom of the list. NBC's *Spy Magazine: How to Be Famous*.

"By the Numbers" continues on page 18.

RATINGS ROUNDUP

Rank/rating □ Network □ Show

1	▲	21.9/35	N	<i>Cheers</i>
2	▲	21.7/38	A	<i>Amer. Funniest Videos</i>
3	▲	21.1/37	N	<i>Cosby</i>
4		20.9/33	A	<i>Funniest Videos Special</i>
5	▲	20.8/35	N	<i>A Different World</i>
6	▼	19.8/31	A	<i>Roseanne</i>
7	■	19.0/30	N	<i>Wings</i>
8	▲	18.4/29	A	<i>Wonder Years</i>
9		16.8/31	N	<i>Empty Nest</i>
9	▲	16.8/29	N	<i>Unsolved Mysteries</i>
11	▲	16.5/32	N	<i>Carol & Company</i>
12	▼	16.3/30	N	<i>Golden Girls</i>
13	▲	16.2/34	C	<i>60 Minutes</i>
14	▼	16.0/25	A	<i>Coach</i>
15	▼	15.9/26	A	<i>Who's the Boss?</i>
16		14.6/23	N	<i>Heat of the Night</i>
16		14.6/24	N	<i>Sunday Movie: Perry Mason</i>
16		14.6/24	A	<i>Time Warner: Earth Day</i>
19	▲	14.2/25	A	<i>Primetime: Live</i>
20	▼	13.9/22	C	<i>Designing Women</i>
21		13.6/22	N	<i>Matlock</i>
22	▲	13.5/27	A	<i>Full House</i>
23	▲	13.4/28	N	<i>Down Home</i>
23	▲	13.4/22	N	<i>Night Court</i>
23	▲	13.4/23	A	<i>thirtysomething</i>
26		13.3/21	N	<i>Hunter</i>
27	▼	13.2/21	C	<i>Murphy Brown</i>
28	▼	13.1/21	A	<i>Twin Peaks</i>
29		13.0/23	N	<i>L.A. Law</i>
30	▼	12.9/20	F	<i>Married...With Children</i>
31	▲	12.8/21	A	<i>Doogie Howser, M.D.</i>

Rank/rating □ Network □ Show

31	▲	12.8/22	A	<i>Head of the Class</i>
33	▼	12.7/25	A	<i>Family Matters</i>
33	▲	12.7/21	A	<i>Macgyver</i>
35	▼	12.5/24	A	<i>20/20</i>
36	▼	12.3/21	C	<i>Newhart</i>
36	▼	12.3/20	F	<i>Simpsons</i>
38	▲	12.2/22	A	<i>Growing Pains</i>
39	▼	12.1/20	C	<i>Rescue: 911</i>
40		12.0/21	N	<i>Midnight Caller</i>
41	▼	11.9/20	C	<i>Murder, She Wrote</i>
42	▼	11.8/19	C	<i>Jake and the Fatman</i>
42	▼	11.8/22	A	<i>Perfect Strangers</i>
44		11.1/18	A	<i>China Beach</i>
44	▲	11.1/20	A	<i>Equal Justice</i>
44	■	11.1/18	N	<i>Working Girl</i>
47	▼	11.0/20	A	<i>Just the 10 of Us</i>
47	■	11.0/20	N	<i>Shannon's Deal</i>
49	▼	10.9/19	C	<i>Major Dad</i>
50	■	10.7/20	N	<i>Hardball</i>
51	▲	10.6/19	C	<i>Wiseguy</i>
52	▲	10.5/17	A	<i>Marshall Chronicles</i>
53		10.1/18	N	<i>My Two Dads</i>
54	▲	10.0/17	N	<i>FM</i>
55		9.9/16	C	<i>Sunday Movie: Comeback</i>
55		9.9/19	N	<i>Nasty Boys</i>
57	▼	9.8/19	C	<i>His & Hers</i>
57	▼	9.8/19	N	<i>13 East</i>
59	▼	9.6/17	A	<i>Father Dowling</i>

Guide to symbols

▼ —Down in rank from last week

▲ —Up in rank from last week

■ —Premiere broadcast

Source: Nielsen Media Research

—No ranking change

Week 30 □ Apr. 16—Apr. 22

Rank/rating □ Network □ Show

60		9.2/17	N	<i>Spy Magazine: Famous</i>
61		8.8/18	N	227
62		8.7/14	C	<i>Friends Are For</i>
62		8.7/16	C	<i>Learned Pigs</i>
64	▼	8.6/14	C	<i>City</i>
65	■	8.4/15	A	<i>Capital News</i>
65		8.4/16	C	<i>Movie: That's Life</i>
67	▼	8.1/14	C	<i>48 Hours</i>
68		7.8/15	C	<i>Dolphins, Whales & Us</i>
68	▲	7.8/16	C	<i>Sat. With Connie Chung</i>
70	▼	7.3/12	C	<i>Max Monroe: Cannon</i>
70		7.3/12	F	<i>Open House</i>
70	▼	7.3/15	C	<i>Paradise</i>
73	▼	7.2/12	F	<i>America's Most Wanted</i>
74	▼	7.1/14	F	<i>Totally Hidden Video</i>
75		6.8/13	N	<i>Baywatch</i>
76	■	6.5/13	A	<i>Sunset Beat</i>
77	▼	6.4/11	C	<i>Normal Life</i>
77	▼	6.4/11	C	<i>Sydney</i>
79	▼	6.3/13	F	<i>Cops</i>
80	▼	6.0/11	C	<i>Tour of Duty</i>
81	■	5.8/11	F	<i>In Living Color</i>
82	▼	5.7/12	A	<i>Life Goes On</i>
83		4.9/8	N	<i>True Blue</i>
84	▼	4.8/10	N	<i>Disney: Spooner, Pt. I</i>
85	▼	4.7/8	F	<i>Booker</i>
86	▼	4.6/7	F	<i>Alien Nation</i>
86	▼	4.6/8	F	<i>21 Jump Street</i>
88		4.0/8	A	<i>AFI Salute</i>
89	▼	3.8/8	F	<i>Outsiders</i>
90		3.7/7	F	<i>Tracy Ullman</i>

FREEZE FRAMES: Syndication Scorecard *

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	13.8	233	99
2	Jeopardy! (King World)	11.9	218	98
3	Star Trek: Next Generation (Paramount)	11.7	234	98
4	Entertainment Tonight (Paramount)	8.3	179	96
5	Cosby Show (Viacom)	8.2	204	98
5	Wheel of Fortune, wknd. (King World)	8.2	207	92
7	Oprah Winfrey (King World)	8.0	214	98
8	Current Affair (20th Century Fox TV)	7.6	194	96
9	Universal Pic. Debut Net.	7.0	135	95
10	Donahue (Multimedia)	5.8	227	99

* Nielsen weekly pocketpiece

Week ended Apr. 15

Rank	Program (Syndicator)	Rtg	Stns	Covg
11	Star Search (TPE)	5.3	171	97
12	Geraldo (Tribune)	5.1	191	97
13	Orion Galaxy	5.1	128	89
14	Hard Copy (King World)	5.0	161	92
15	People's Court (Warner Bros. Domestic TV)	4.9	185	92
The following shows were rated, but not ranked				
	Wrestling Network	7.2	170	92
	World Wrestling Federation (WWF)	8.5	249	97

Source: Nielsen and Broadcasting's own research.

What can you do
against
Wheel of Fortune,
Jeopardy and
Entertainment Tonight?

MARRIED



The face of television has changed.



Columbia Pictures Television
A unit of Columbia Pictures Entertainment, Inc.

Kick 'em in the access.



Scary, isn't it?

BY THE NUMBERS 2

Summary of Broadcasting & Cable

BROADCASTING

SERVICE	ON AIR	CP's ¹	TOTAL ²
Commercial AM	4,981	250	5,231
Commercial FM	4,282	859	5,141
Educational FM	1,425	278	1,703
■ Total Radio	10,688	1,387	12,075
Commercial VHF TV	549	19	568
Commercial UHF TV	550	188	738
Educational VHF TV	124	4	128
Educational UHF TV	225	22	247
■ Total TV	1,448	233	1,681
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,831	301	2,132
VHF translators	2,721	123	2,844
UHF translators	2,211	395	2,606

CABLE†

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

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

"By the Numbers" continues from page 14.

airing on Wednesday, ranked 60th for the week, while CBS had two specials tied for 62: *That's What Friends Are For* (Tuesday), and *Learned Pigs and Fireproof Women* (Thursday). CBS's *Dolphins, Whales and Us* tied at 68 with the network's struggling *Saturday Night with Connie Chung*.

MarketScope

Media stocks performed badly last week, in many cases sliding more than market averages. Leveraged companies generally performed the worst. Group owner/publisher stocks were off almost uniformly, embarrassing timing given last week's annual convention of American Newspaper Publishers Association in Los Angeles. Among group owners dropping more than market average were News Corp. ADRs, off 10% to 15¼, and two stocks that hit 52-week lows: Meredith, which fell 6% to 28%, and Times Mirror Corp., which dropped 6% to 28%. Both companies released quarterly results last week. Heavily leveraged MSOs also hit new lows, including Tele-Communications Inc., down 9% to 12%; Comcast, down 12% to 11%, and Adelphia Communications, down 10% to 11. American Television & Communications was up for week, to 33¼, perhaps on word that preliminary agreement on renewing company's New York cable franchise had been reached. King World Productions saw heavy selling last Monday, perhaps partly due to delay in introducing company's new syndicated game show, *Monopoly*. Stock was off for week, 13%, to 34%. Viacom was off 9% from prior Wednesday at 44½, perhaps because of company's decision to introduce new non-voting common stock. MCA was up 7%, which one newswire attributed to recent buy recommendations from Smith Barney and Shearson Lehman Hutton. Smaller cable programming stocks were off, including Video Jukebox, down 11% to 6¼, and QVC, down 9% to 10%.

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

Market Capitalization					Market Capitalization				
Closing	Closing	Net	Percent	P/E	Closing	Closing	Net	Percent	P/E
Wed	Wed	Change	Change	Ratio	Wed	Wed	Change	Change	Ratio
Apr 25	Apr 18			(000,000)	Apr 25	Apr 18			(000,000)

BROADCASTING

BROADCASTING WITH OTHER MAJOR INTERESTS

N (CCB) Capital Cities/ABC	562	1/4	539	3/8		22	7/8	04.24	20	9,860	N (BLC) A.H. Belo	32	1/2	34	-	1	1/2	-04.41	28	641
N (CBS) CBS	180		178			2		01.12	15	4,256	N (AFL) American Family	13	3/4	13	7/8	-	1/8	-00.50	13	1,116
A (CCU) Clear Channel	13	7/8	13	3/4		1/8	00.90	-115	54	O (ACCMA) Assoc. Commun.	26	1/2	28	3/4	-	2	1/4	-07.82	-60	493
O (JCR) Jacor Commun.	4	1/8	4	7/8	-	3/4	-15.38	-3	41	N (CCN) Chris-Craft	33	1/8	31	3/8		1	3/4	05.57	1	829
O (LINB) LIN	61	3/8	67		-	5	5/8	-08.39	57	3,163	O (DUCC) Durham Corp.	30		31		-	1	-03.22	18	253
O (OLCC) Olympia Broadcast		1/8		1/8			00.00			N (GCI) Gannett Co.	36	3/4	37	5/8	-	7/8	-02.32	14	5,915	
O (OSBN) Osborn Commun.	11	1/4	10	3/4		1/2	04.65	-70	78	O (GACC) Great Am. Comm.	6	7/8	6	1/2		3/8	05.76	-1	241	
O (OCOMA) Outlet Commun.	19		21	1/2	-	2	1/2	-10.46	12	126	A (HTG) Heritage Media	4		4	1/4	-	1/4	-05.88	-4	178
A (PR) Price Commun.	4	3/8	4	5/8	-	1/4	-05.40	-3	40	N (JP) Jefferson-Pilot	37	5/8	38	3/4	-	1	1/8	-02.90	10	1,414
O (SAGB) Sage Broadcasting	1	3/4	2		-	1/4	-12.50	-1	6	N (LEE) Lee Enterprises	27	3/8	28	1/4	-	7/8	-03.09	15	658	
O (SCRIP) Scripps Howard	58		58	1/4	-	1/4	-00.42	28	599	N (LC) Liberty	47		48		-	1	-02.08	11	398	
O (SUNNC) SunGroup Inc.		3/4	1	1/4	-	1/2	-40.00	-1	1	N (MHP) McGraw-Hill	52	7/8	55	1/8	-	2	1/4	-04.08	64	2,574
O (TLMD) Telemundo	5	7/8	5	7/8			00.00	-2	134	A (MEGA) Media General	29		28	7/8		1/8	00.43	36	748	
O (TVXGC) TVX Broadcast	4		4	1/2	-	1/2	-11.11		29	N (MDP) Meredith Corp.	28	5/8	30	1/2	-	1	7/8	-06.14	17	532
O (UTVI) United Television	34	1/2	33	3/4	3/4		02.22	6	376	O (MMEDC) Multimedia	79		77		-	2	02.59	25	893	

BY THE NUMBERS 3

STOCK INDEX 2

	Market Capitalization										Market Capitalization									
	Closing		Closing		Net	Percent	P/E	Ratio(000,000)	Closing		Closing		Net	Percent	P/E	Ratio(000,000)				
	Wed	Wed	Wed	Wed																
	Apr 25	Apr 18	Change	Change	Apr 25	Apr 18	Change	Change												
CABLE																				
A (NYTA) New York Times	21 3/8	21 3/8			00.00	6	1,668	N (SAA) Saatchi & Saatchi	4 5/8	5 3/4	- 1 1/8	-19.56	-4	733						
N (NWS) News Corp. Ltd.	15 1/4	16 7/8	- 1 5/8	-09.62	6	4,094	O (TLMT) Telemation	2 1/2	2 1/2			00.00	5	11						
O (PARC) Park Commun.	21	20 3/4	1/4	01.20	23	434	A (UNV) Unitel Video	8 3/8	8 7/8	- 1/2	-05.63	-36	45							
O (PLTZ) Pulitzer Publishing	27 1/2	27 1/4	1/4	00.91	9	287														
N (REL) Reliance Group Hold.	5 1/2	5 3/4	- 1/4	-04.34	18	410														
O (RTRSY) Reuters Ltd.	52 3/4	56 1/4	- 3 1/2	-06.22	25	23,962														
O (STAUF) Stauffer Commun.	146	144	2	01.30	48	144														
N (TMC) Times Mirror	28 7/8	30 7/8	- 2	-06.47	12	8,731														
O (TMCI) TM Communications	7/32	5/16	- 3/32	-30.00	-2	1														
N (TRB) Tribune	39 1/2	41 1/4	- 1 3/4	-04.24	12	2,790	A (ATN) Acton Corp.	11 3/4	12 1/8	- 3/8	-03.09	2	18							
A (TBSA) Turner Bcstg. 'A'	44 3/4	44 7/8	- 1/8	-00.27	-58	2,218	O (ATCMA) Am. TV & Comm.	33 1/4	32 1/2	3/4	02.30	38	3,925							
A (TBSB) Turner Bcstg. 'B'	41 7/8	42	- 1/8	-00.29	-54	1,122	O (CTEX) C-Tec Corp.	17 5/8	17 7/8	- 1/4	-01.39	65	300							
A (WPOB) Washington Post	275	275		00.00	17	3,469	A (CVC) Cablevision Sys. 'A'	21	22 1/8	- 1 1/8	-05.8	-2	464							
							A (CTY) Century Comm.	7 1/8	7 7/8	- 3/4	-09.52	-8	465							
							O (CMCSA) Comcast	11 7/8	13 1/2	- 1 5/8	-12.03	-8	1,332							
							A (FAL) Falcon Cable Systems	14 7/8	15 3/4	- 7/8	-05.55	-19	95							
							O (JOIN) Jones Intercable	8 1/4	8 3/4	- 1/2	-05.71	-3	102							
							N (KRI) Knight-Ridder	47 1/8	51	- 3 7/8	-07.59	10	2,441							
							T (RCLA) Rogers Commun. 'A'	13 1/2	13	1/2	03.80	-20	413							
O (ALLT) All American TV	3 3/8	3 5/8	- 1/4	-06.89	4		T (RCLB) Rogers Commun. 'B'	9 1/8	9 1/2	- 3/8	-04.00	-15	665							
A (CLR) Color Systems	2 1/2	2 1/8	3/8	17.64	-2	15	O (TCAT) TCA Cable TV	13 1/4	14 1/2	- 1 1/4	-08.62	35	320							
O (DCPI) Dick Clark prod.	57 1/6	5 1/2	- 1/1	-01.13	24	44	O (TCOMA) Tele-Commun.	12 5/8	13 7/8	- 1 1/4	-09.00	-17	4,455							
N (DIS) Disney	111 1/4	112 5/8	- 1 3/8	-01.22	21	15,040	N (TWX) Time Warner	92 1/2	99 1/4	- 6 3/4	-06.80	-21	5,949							
O (FNNT) Financial News	6 7/8	7	- 1/8	-01.78	26	124	O (UAECA) United Art. Ent. A	12	12 7/8	- 7/8	-06.79	-6	1,671							
A (FE) Fries Entertain.	1 3/4	1 7/8	- 1/8	-06.66	-2	8	O (UAECB) United Art. Ent. B	12 1/4	12 7/8	- 5/8	-04.65	-6	818							
A (HHH) Heritage Entertain.	1 1/8	1 1/8		00.00	-1	8	N (VIA) Viacom	44 7/8	49 1/4	- 4 3/8	-08.88	21	2,394							
A (MSN) Home Shopping Net.	7 1/4	6 7/8	3/8	05.45	-80	650	N (WU) Western Union	9 1/6	9 1/6		00.00	37								
N (KWP) King World	34 3/8	39 3/4	- 5 3/8	-13.52	11	868														
O (KREN) Kings Road Entertain.	1/8	1/8		00.00	0															
N (MCA) MCA	57	53 1/4	3 1/4	07.04	21	4,187														
N (MGM) MGM/UA Commun.	17 1/4	17 7/8	- 5/8	-03.49	-22	878														
A (NNH) Nelson Holdings	6 3/4	6 7/8	- 1/8	-01.81	29															
O (NNET) Nostalgia Network	7/8	5/16	- 1/16	-06.66	-1	4														
N (OPC) Orion Pictures	20	20 3/4	- 3/4	-03.61	24	360														
N (PCI) Paramount Commun.	45 3/4	45 3/8	3/8	00.82	25	5,437	N (MMM) 3M	79 3/4	82 1/2	- 2 3/4	-03.33	14	17,757							
N (PLA) Playboy Ent.	12 7/8	13	- 1/8	-00.96	-80	21	N (ARV) Arvin Industries	15 5/8	15 1/2	1/8	00.80	24	293							
O (QNTQE) Qintex Ent.	1 1/4	1 1/4		00.00	28		O (CCBL) C-Cor Electronics	1 7/8	11	- 1/8	-01.13	10	46							
O (QVCN) QVC Network	10 3/8	11 3/8	- 1	-08.79	29	156	N (CHY) Chyron	2	2		00.00	-11	23							
O (RVCC) Reeves Commun.	6 3/4	6 3/4		00.00	-6	85	A (COH) Cohu	10 1/8	10	1/8	01.25	8	19							
O (RPICA) Republic Pic. 'A'	7 3/4	8	- 1/4	-03.12	33	33	N (EK) Eastman Kodak	37 3/4	39 5/8	- 1 7/8	-04.73	23	12,246							
O (RPICB) Republic Pic. 'B'	7 3/4	7 3/4		00.00	86	33	N (GRI) Gen. Instrument	32 1/4	30 3/4	1 1/2	04.87	10	887							
O (SP) Spelling Entertainment	7 1/8	7 3/4	- 5/8	-08.06	29	235	N (GE) General Electric	64 3/8	66 1/2	- 2 1/8	-03.19	14	57,869							
O (JUKE) Video Jukebox Net.	6 1/4	7	- 3/4	-10.71	-25	58	N (HRS) Harris Corp.	31	33	- 2	-06.06	38	1,240							
O (WONE) Westwood One	6	5 1/2	1/2	09.09	-3	88	N (MAI) M/A Com. Inc.	3 3/8	3 5/8	- 1/4	-06.89	82								
							N (IV) Mark IV Indus.	12 5/8	12 3/8	1/4	02.02	3	177							
							O (MATI) Matthews Equip.	2	2		00.00	100	11							
							O (MCDY) Microdyne	3 1/2	3 1/2		00.00	116	14							
							O (MCOM) Midwest Commun.	3 1/2	3 5/8	- 1/8	-03.44	10	10							
							N (MOT) Motorola	67 1/2	67 7/8	- 3/8	-00.55	17	8,802							
							N (OAK) Oak Industries	1	1		00.00	33	82							
							A (PPI) Pico Products	1 1/8	1 1/4	- 1/8	-10.00	-1	4							
O (AGRP) Andrews Group	3 5/8	3 5/8		00.00	-2	33	N (SFA) Sci-Atlanta	22 1/8	21 3/4	3/8	01.72	13	489							
O (BSIM) Burnup & Sims	15	15 3/8	- 3/8	-02.43	31	188	N (SNE) Sony Corp.	51 1/8	53 1/4	- 2 1/8	-03.99	23	14,448							
N (CQ) Comsat	31 1/2	32 1/4	- 3/4	-02.32	9	525	N (TEK) Tektronix	13 3/8	13	3/8	02.88	-13	389							
N (DNB) Dun & Bradstreet	44 1/2	47 1/8	- 2 5/8	-05.57	14	8,239	N (VAR) Varian Assoc.	23 7/8	24 1/8	- 1/4	-01.03	16	454							
N (FCB) Foote Cone & B.	28 5/8	28 3/8	1/4	00.88	14	304	O (WGNR) Wegener	1 1/2	1 5/8	- 1/8	-07.69	11	10							
O (GREY) Grey Advertising	153	151	2	01.32	14	175	N (WX) Westinghouse	73	75 5/8	- 2 5/8	-03.47	11	10,564							
O (IDBX) IDB Communications	8	8 5/8	- 5/8	-07.24	22	39	N (ZE) Zenith	9 1/8	9 3/4	- 5/8	-06.41	-14	244							
N (IPG) Interpublic Group	31	32 3/4	- 1 3/4	-05.34	14	1,070														
O (OMCM) Omnicom Group	23	23 1/4	- 1/4	-01.07	12	603	Standard & Poor's 400	387.36	401.02	-	13.66	-3.4								

Datebook

■ indicates new listing or changed item.

This week

April 30—Deadline for Editorial Excellence Awards, for broadcast editorials and commentary, sponsored by *National Broadcast Editorial Association*. Information: (301) 468-3959.

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

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

May 3—"Cable and Beyond: Narrowcasting in the Nineties," interactive video teleconference presented by *Dowden Center for Telecommunication Studies* in cooperation with *University of Georgia*. Presenters include Tom Dowden, Dowden Communications; Brian Lamb, C-SPAN; Jack Cole, Cole, Raywid & Braverman; John Dimling, A.C. Nielsen. Information: (404) 542-1226.

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

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

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

Also in May

May 6-31—*Museum of Broadcast Communications* annual exhibition of George Foster Peabody Award-winning broadcasts. MBC, Chicago. Information: (312) 987-1500.

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

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

May 8—*Society of Cable Television Engineers, Chattahoochee chapter*, annual chapter meeting. Perimeter North Inn, Atlanta. Information: Dick Amell, (404) 394-8837.

May 8—"The Second Cable Option: How to Compete," seminar sponsored by *The Competitive Cable Association*. Luncheon speaker: FCC Chairman Al Sikes. Capitol Hilton, Washington. Information: (202) 328-2423.

May 8—*Cabletelevision Advertising Bureau* media research workshop. Quality Inn Conference Center, Vernon, Conn. Information: (212) 751-7770.

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

■ **May 9-11**—*American Association of Advertising Agencies* creative media seminar, "New Insights for the Media Professional: Keeping Up

With the Demands of the 90's." New York Helmsley Hotel. Information: Lois McCluskey (registration) or Beverly Plyer (program), (212) 682-2500.

May 10—12th annual "Showdown," sponsored by *Southwest Broadcast Representatives*. Sheraton Park Central and Southfork Ranch, Dallas. Information: Susan Wagner, (214) 748-2660.

May 10—*Cabletelevision Advertising Bureau* media research workshop. Colony Square hotel, Atlanta. Information: (212) 751-7770.

May 10-11—*C-SPAN Marketing* Invitational seminar "to provide cable operators with insight into the network's programming philosophy, reasons to carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

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

May 11—*Long Island Coalition for Fair Broadcasting's* 1990 Folio (Focus on Long Island Operations) Awards luncheon, honoring "radio and TV broadcasters and/or stations for stories, programs and series with specific focus on Long Island." Keynote speaker: Connie Chung, CBS News correspondent and anchor. Long Island Marriott hotel, Uniondale, N.Y.

■ **May 12**—*Society of Professional Journalists* workshop on interviewing techniques. WRIC-TV Richmond, Va. Information: Marsha Hahn, (312) 922-7424.

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

May 14—*New Hampshire Association of Broadcasters* sales seminar. Sheraton Wayfarer Inn,

Major Meetings

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 12-14**—*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, 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 Center, 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.

Feb. 27-March 1, 1991—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio.

April 15-18, 1991—*National Association of Broadcasters* 69th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

Bedford, N.H.

May 15—*International Radio and Television Society* annual meeting and Broadcaster of the Year Award luncheon. ABC's Hugh Downs to receive award. Waldorf-Astoria, New York. Information: (212) 867-6650.

May 15—Fourth annual Cable Day, sponsored by *Women in Cable, Chicago chapter*. Sheraton hotel, Rosemont, Ill. Information: (312) 693-9700.

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

May 16—*Society of Broadcast Engineers, Chapter 15 (New York)* session on "Future Emergency Broadcast System Plan for the New York Metropolitan Area." New York Times Building Auditorium. Information: David Bialik, (212) 752-3322.

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

May 17—*Philadelphia Ad Club* luncheon honoring Group W Radio President Jim Thompson as Ad Club Person of the Year. The Wyndham Franklin Plaza Hotel, Philadelphia. Information: Bernardine Steinmetz, (215) 874-8990.

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

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

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

May 19—Radio general managers roundtable for small and medium markets, sponsored by *National Association of Broadcasters*. Crescent hotel, Phoenix. Information: (202) 429-5420.

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

May 20-25—"Teaching Fellowship in Broadcast Journalism," seminar sponsored by *Poynter Institute for Media Studies*. Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

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

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

May 22—*Cabletelevision Advertising Bureau* media research workshop. Radisson hotel, Chicago.

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

May 23—*American Women in Radio and Television*, *Houston chapter*, luncheon. Speakers:

Errata

Karl Lahm, mistakenly identified as president of Karl D. Lahm & Associates in April 16 issue, is now managing principal of Lahm, Suffa & Cavell Inc., consulting engineering firm in Fairfax, Va.

□

Landmark Communications does not own any cable systems, as listed in chart in April 23 issue. Landmark owns two radio and one television station and the Weather Channel.

George Strake Jr. and Peter Rousell, Summit Communications. Holiday Inn Crown Plaza, Houston. Information: (713) 877-1220.

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

May 24—*Cabletelevision Advertising Bureau* media research workshop. Radisson hotel and conference center, Cherry Hill, N.J. Information: (212) 751-7770.

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

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

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

June

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

June 1-2—*National Academy of Television Arts and Sciences* trustees meeting. Marriott Marquis hotel, New York. Information: Trudy Wilson, (212) 586-8424.

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

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

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

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

June 3-9—11th *Banff Television Festival*, international competition; conference of producers, broadcasters, directors and writers, and co-production marketplace. Theme: "In Search of Audiences—Television in the 1990's." Banff, Alberta, Canada. Information: (403) 762-3060.

June 3-15—*Annenberg Washington Program*

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We've lured more victims from the key late-night demo. Among Adults 18-49, "Monsters" has achieved a time period improvement of 20% over a year ago; and "Tales from the Darkside" has followed suit with a time period improvement of 27%!



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sixth annual faculty workshop in communications policy. Annenberg offices, Willard Office Building, Washington. Information: (202) 393-7100.

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

June 5—*Radio Advertising Bureau/Association of National Advertisers* radio advertising workshop, "Tuning in to Marketing Power: The Radio Opportunity." Plaza hotel, New York. Information: Tom McEneny, (212) 697-5950.

June 5—*Cabletelevision Advertising Bureau* media research workshop. Hyatt Los Angeles Airport hotel, Los Angeles. Information: (212) 751-7770.

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

June 7—*Cabletelevision Advertising Bureau* media research workshop. Dallas Marriott Park Central hotel, Dallas. Information: (212) 751-7770.

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

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

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

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

June 8-9—Seventh annual *BROADCASTING-Taishoff* seminar for mid-career radio and television professionals, sponsored by *Society of Professional Journalists*. Speakers: Ed Fouhy, formerly with CBS News; Deborah Norville, co-host, NBC's *Today*; David Gelber, producer, CBS's *60 Minutes*; Kim Montour, Fox TV; Paul Davis, WGN-TV Chicago; Bob Morse, WMAQ-TV Chicago, and Wayne Barnett, WTMJ-TV Milwaukee. NBC Tower, Chicago. Information: Deborah Colky, (312) 922-7424.

June 9-12—*American Advertising Federation* national advertising conference, including national ADDY awards presentation (June 10, Kiel Auditorium, St. Louis). Speakers include Jane Pauley, NBC News; Alexander Kroll, chairman-CEO, Young & Rubicam; Jamie Kellner, president-COO, Fox Broadcasting; Michael Roarty, executive VP, Anheuser Busch; Chris Whittle, Whittle Communi-

cations, and Ike Herbert, president, Coca-Cola. Marriott Pavilion, St. Louis. Information: (202) 898-0089.

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

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

June 10-14—*Radio Advertising Bureau* management development program. Wharton School of Business, University of Pennsylvania, Philadelphia. Information: (212) 254-4800.

June 11—Broadcasting/Cable Interface IV, telecommunications policy seminar sponsored by *BROADCASTING magazine* and *Federal Communications Bar Association*. Westin hotel, Washington. Information: Patricia Vance, (202) 659-2340.

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

June 11-13—JC Penney-Missouri community affairs television workshop, sponsored by *University of Missouri*. Columbia, Mo. Information: Charles Warner, (314) 882-6883.

June 11-14—Second management seminar for broadcast news directors, sponsored by *Radio-Television News Directors Association* and *University of Missouri School of Journalism*. University of Missouri, Columbia, Mo. Information: (314) 882-6883.

June 12-14—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 14-16—"Fundamentals of Cable Accounting and Budgeting," cable management program sponsored by *Women in Cable* and *Denver University*. University of Denver campus, Denver. Information: Nancy Ring, (312) 661-1700.

June 14-17—*Missouri Broadcasters Association* annual spring meeting. Rock Lane Lodge, Table Rock Lake, Branson, Mo.

June 15—*Women in Communications, Washington chapter*, Matrix luncheon. Capital Hilton hotel, Washington. Information: (202) 998-8431.

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

June 17-22—"Broadcast: Power Reporting," seminar sponsored by *Poynter Institute for Media Studies*. Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

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

June 20—"Tape restoration and preservation,"

The Fifth Estate Broadcasting TELEVISION

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Yadira Crawford, advertising assistant
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Julie Gunderson, production assistant.

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Tracy Henry, assistant controller.
Albert Anderson, office manager.
Nancy Miller, personnel administrator.
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Catherine F. Friday, secretary to the publisher.

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Stephen McClellan, chief correspondent (programming).
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Rod Granger, Lucia Cobo, Joe Filini, staff writers.
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Fax: 213-463-3159
Steve Coe, Mike Freeman, staff writers.

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Hawaii 808-545-2700, fax: 808-599-5802.
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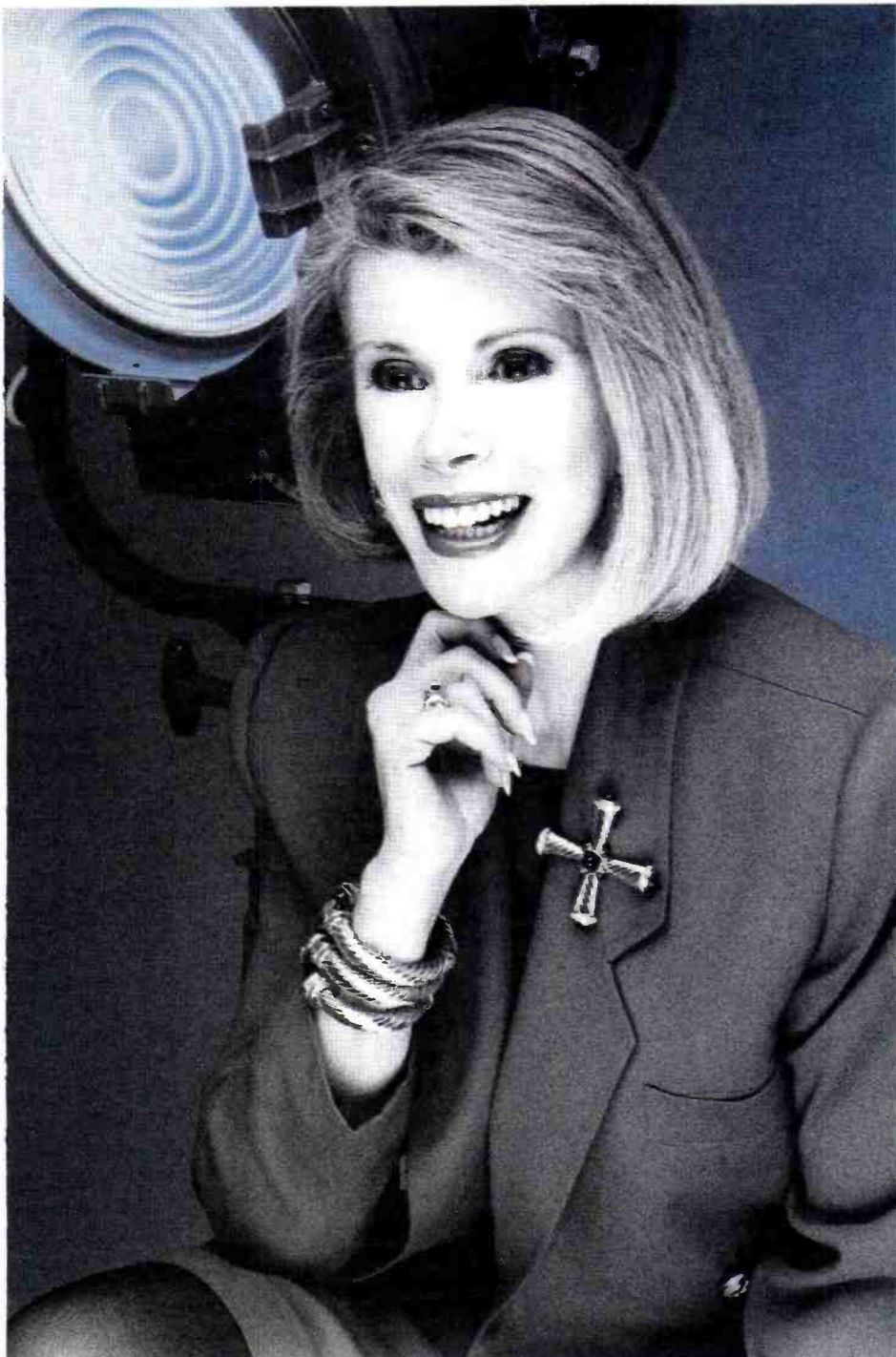
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*Indianapolis	WISH	9AM	+ 22%
*Portland	KOIN	9AM	+ 29%
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Greenville-Spart	WLOS	11AM	+ 56%
*Memphis	WHBQ	9AM	+ 69%
*Oklahoma City	KTVY	11AM	+ 40%
Salt Lake City	KUTV	11AM	+ 55%
*Harrisburg	WGAL	10AM	+ 48%
*Wilkes Barre	WNEP	10AM	+ 4%
Birmingham	WVTM	8AM	+ 30%
Louisville	WHAS	9AM	+ 12%
Greensboro	WXII	10AM	+ 75%
Albuquerque	KOAT	9AM	+ 32%
*Jacksonville	WTLV	9AM	+ 53%
Tulsa	KTUL	11AM	+ 58%
*Little Rock	KARK	9AM	+ 46%
Mobile	WKRG	9AM	+ 53%
Richmond	WTVR	9AM	+ 130%
Fresno	KJEO	4PM	+ 38%
Wichita	KAKE*	9AM	+ 38%
Knoxville	WATE	9AM	+ 8%
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*Green Bay	WLUK	10AM	+ 32%
Syracuse	WIXT	9AM	+ 11%
Rochester	WHEC	9AM	+ 33%
Des Moines	WHO	10AM	+ 63%
Roanoke	WSET	10AM	+ 65%
*Omaha	KPTM	10AM	+ 22%
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Champaign	WCIA*	9AM	+ 280%

Source: *ARB-NSI Feb. '90 VS Nov. '89 (SH) Top 75 Mkts.

Advertiser Sales

Station Sales



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A Paramount Communications Company

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

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

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

June 21-22—C-SPAN "Capitol Experience" seminar "to provide cable operators with insight into the network's programming philosophy, reasons to carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

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

June 21-24—*North Carolina Association of Broadcasters* summer meeting. Elbow Beach hotel, Bermuda. Information: (919) 821-7300.

June 21-24—*Society of Cable Television Engineers* convention. Nashville.

June 22—Deadline for comments to *National Telecommunications and Information Administration* on globalization of mass media. U.S. Chamber of Commerce, NTIA, Washington. Information: (202) 377-1551.

June 23—Non-televised presentation of 17th Annual Daytime Emmy Awards for creative arts categories, sponsored by *Academy of Television Arts and Sciences* and *National Academy of Television Arts and Sciences*. Sheraton Universal hotel, Los Angeles, Calif. Information: (818) 763-2975.

June 23-27—1990 Development Exchange, workshops and seminars for public radio. St. Petersburg, Fla. Information: (202) 785-4321.

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

June 27-29—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

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

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

July

July 11—*Caucus for Producers, Writers and Directors* third annual general membership meeting. Guest speaker: Jeff Sagansky, president, CBS Entertainment. Chasen's, Los Angeles. Information: (213) 652-0222.

July 12—*Radio Advertising Bureau* regional sales training workshop, "dramatizing radio's competitive advantages against other media, and ways radio salespeople can accentuate radio's strengths in a media mix with other media, especially newspapers." Hartford, Conn. Information: (212) 254-4800.

July 12-15—*Upper Midwest Communications Conclave* radio and record convention. Radisson Hotel South, Minneapolis. Information: (612) 927-4487.

July 13-15—*Radio Advertising Bureau* sales university, designed for salespeople with fewer than two years' sales experience. Buffalo, N.Y. Information: (212) 254-4800.

July 14-16—*Television Programming Conference*. Hyatt Regency hotel, Nashville.

July 14-17—*California Association of Broadcasters* Western Region Broadcast Convention. Fess

Parker's Red Lion Resort, Santa Barbara, Calif. Information: (916) 444-2237.

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

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

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

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

July 25—*Radio Advertising Bureau* regional sales training workshop, "dramatizing radio's competitive advantages against other media, and ways radio salespeople can accentuate radio's strengths in a media mix with other media, especially newspapers." Chicago. Information: (212) 254-4800.

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

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

July 29-Aug. 1—*New England Cable Television Association* annual convention and exhibition. Newport Marriott and Sheraton Islander hotels, Newport, R.I. Information: (617) 843-3418.

August

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

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Test proponent

EDITOR: I am, by no earthly means, what anyone would ever classify as a "social conservative." However, I was greatly impressed by a recent classified advertisement in *BROADCASTING*.

KCRA Television, in an advertisement seeking a sales manager, was extremely specific in noting that "any offer of employment [by KCRA] is contingent upon passing a medical test for drug and alcohol use."

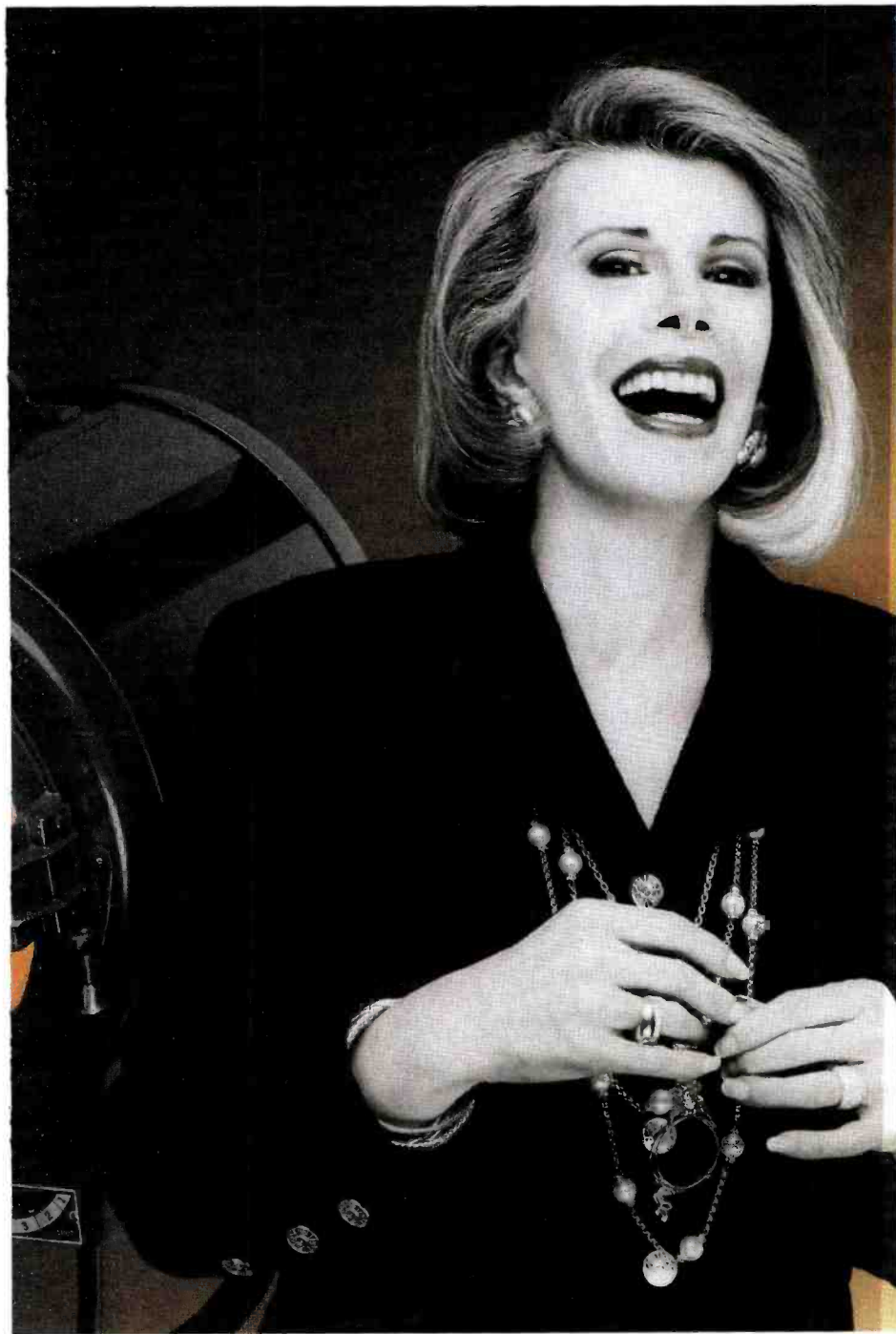
Three cheers for KCRA-TV's owners, Kelly Broadcasting. It seems to me that the stations's ownership and management are forward thinking, while being honestly concerned for both their broadcast properties and the people who work to make those properties a success. The employment specification is an excellent example for all the members of our industry and for other industries as well.—Don Karnes, *South Williamsport, Pa.*

Wrong impression

EDITOR: The cartoon in your March 26 issue ("We're a test community for cable competition") suggests that cable competition will lead to a mass of tangled wires on utility poles. This is clearly misleading. The National Electrical Safety Code does not allow what you pictured. This code is generally adopted by states, franchising agencies and pole owning utilities. No competent cable TV company would violate this code, and no competent municipality would franchise such a company or allow such a violation. The same could be said for phone, power and other utilities using these facilities. More TV cable systems on a pole line is simply a matter of economics, as is the number which can be put underground. One of the most significant barriers to competition in cable TV, a barrier largely erected by municipalities, is the notion that competition would be visually "untidy."—James A. Hirshfield Jr., *Summit Communications Inc., Bellevue, Wash.*

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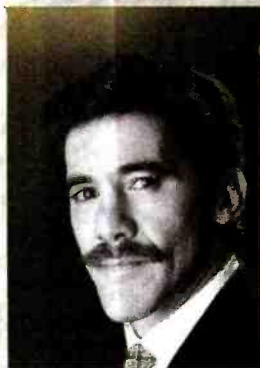
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"The February book proves that you don't have to resort to sensationalism to win! In our market, Geraldo is up and Oprah is down."
Cullie Tarleton,
VP/GM, WBTV Charlotte

"In February, Geraldo pulled even with Oprah. We feel that this is in part a result of his returning to journalistic reporting."
Ron Longinotti,
GSM, KCRA Sacramento

"The Geraldo show does not pose a sales problem any longer. It's selling just fine for our station in the afternoon."
John Patrick,
GSM, KVII Amarillo

America's station executives give to the new Geraldo.



Programmers everywhere are sending words of praise for Geraldo's new investigative focus and quieter, more thoughtful tone. And no wonder they're excited! Geraldo has maintained his Household share performance from February '89 to February '90, as well as from November '89! And in markets where the new Geraldo went head to head with

Oprah, he posted a November '89 to February '90 share point increase in Households and Women 25-54, while Oprah lost a share point in Households and two share points in Women 25-54. Which only confirms that the accolades are accurate: the new Geraldo is something to write home about!

Source: NSI

"I'm pleased Geraldo has gotten back to what established him as a sure winner. He's much more saleable, too."

Colleen Brown,
VP/SM, KUSA Denver

"We have seen a decided improvement in the content of Geraldo... We are also seeing a more favorable response from our advertisers."

John Norden,
VP/GSM, KIRO Seattle

"We could not be more pleased and excited! The new direction of the Geraldo program provides an even better showcase for Rivera's journalistic talents. The ratings are up and so is advertiser acceptance."

S. James Coppersmith,
VP/GM, WCVB Boston

pointed praise

Geraldo

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Monday Memo

A telco/First Amendment rights commentary by Frank W. Lloyd, Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, Washington

There are three principal areas where the role of telephone companies in cable television is currently restricted because of their traditional role as common carriers. All three remain intact, despite recent First Amendment-based assaults by the telephone companies.

The first is the modified final judgment (MFJ) ban on the former Bell operating companies, imposed as part of the 1982 AT&T antitrust decree. This bars the BOC's from electronic publishing (which includes cable TV) both inside and outside their service areas. A second ban is imposed on all telco interests in cable systems within their service areas, where they control monopoly facilities for basic telephone service. This restriction, originally a 1970 FCC rule, is now codified in the 1984 Cable Act.

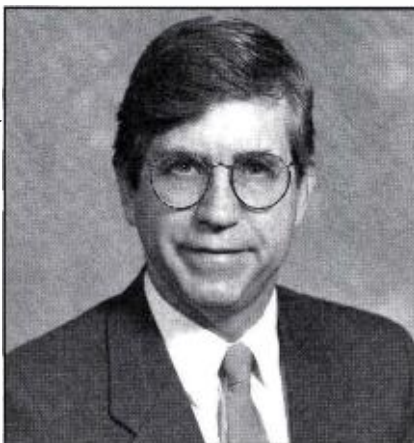
A third barrier is a Cable Act provision barring a telco from offering channels on a common carrier basis, unless a program service or a packager of program services obtains a municipal franchise. This blocks what some have called a telco "video dial tone" offering.

Telcos are not, of course, entirely forbidden to speak. The BOC's have, for example, been exercising this right through full-page magazine ads calling for repeal of the MFJ restrictions. The non-BOC telcos, many quite large, can provide cable anywhere outside their telephone service areas. Centel, for example, has been a major cable MSO. And any telephone company can serve rural areas even within its own service area (the fact that many do not shows telco discussion of bringing the "information age" to "rural America" is less than candid).

Telcos have, however, decided these alternative cable speech routes are insufficient. They are attempting a First Amendment court victory that will render unnecessary their massive lobbying efforts on Capitol Hill.

The BOC's raised the issue of their free speech right to "speak" over their facilities three years ago before Judge Harold Greene, who rejected it as part of the triennial MFJ review. In early April, the D.C. Circuit remanded the information services ban appeal to Judge Greene but did not reach the BOC's First Amendment argument. The BOC's, however, have made it clear they will raise the argument again before Judge Greene on remand.

With a rehearing or recourse to the Supreme Court, and an extended new proceeding before Judge Greene, we may not see a definitive MFJ ruling for over a year. The Supreme Court also earlier this year turned down an opportunity to force the D.C. Circuit to reach the issue of the First Amendment rights of telcos in a case,



"The telephone companies still believe in competition."

NITCO v. FCC, involving FCC enforcement of the Cable Act ban against a small Indiana cable system owned by the son of the owner of the local telephone company.

The First Amendment argument of the telcos themselves is that restraints like the MFJ and Cable Act bans are direct, speaker-specific restraints on speech. Thus they must be judged under the "compelling governmental interest" standard. Even if these telco speech barriers are only "incidental" they must still meet the *U.S. v. O'Brien* test by showing a "substantial governmental interest" behind them.

The means of carrying out the government's anticompetitive concerns, telcos also claim, are not the least intrusive. Why not substitute FCC regulation or Justice Department antitrust enforcement against abuses? And the BOC MFJ ban, they claim, is overbroad since it covers electronic publishing outside of a BOC's service area.

Cable's rebuttal is that the First Amendment protects not only an electronic speaker but also the audience's speech rights. The Supreme Court has held that government can act to further the public's speech interests by stimulating diversity of media information sources; without a ban on telco entry, telcos would obliterate independent cable voices.

The telcos have both a governmentally granted monopoly over certain facilities designed to carry speech of others, and a guaranteed rate of return to support these

facilities. The telcos do not ask for a bare First Amendment right to publish. In fact what they want is the right to exploit their telephone monopoly at the expense of those who have no such monopoly.

This distinguishes the cable must carry cases that the telcos rely on. Telcos argue that if you cannot legally suppress the speech of cable operators to assist broadcasters, how can you suppress their speech to assist cable's diversity? But cable television is a traditionally selective editorial medium. The 1984 Cable Act specifically states that cable television is not to be treated as a common carrier. And cable television does not have a governmentally guaranteed rate of return.

Cable also does not have an historical record of abuse of market power. In the 1960's and 1970's the telephone industry used many anticompetitive means to keep cable off its poles and conduits, ranging from flat bans to excessive prices to contracts that barred cable operators from providing anything other than local broadcast signal retransmission.

The telco aim admittedly was to restrict the access of potential competitors to their own network. Documents submitted by the Justice Department as part of the original AT&T antitrust case quoted Bell executives already envisioning in the 1960's a single broadband conduit to the home carrying voice, data and video. They stated, "We must own that pipe—not just own it; more importantly, control it."

The BOC's say less restrictive alternatives than a flat ban are needed. But the FCC may never be able to adequately police the endless opportunities for cross-subsidy between monopoly telephone services and electronic video services.

There is also an issue at stake of fundamental equity. Many in the cable industry have wanted to become carriers of high speed data and other interactive services. The telcos have fought this since cable's earliest efforts because they see cable as a potential competitor in their currently monopoly local voice and data telephone market.

It was, in fact, the hope of the FCC in 1970, when it kept the two industries separate, that cable would become a future competitor in providing telephone service. Yet every time the cable industry has attempted to bring consumers this diversity, the telcos have fought them to a standstill before the state public service commissions and the FCC.

This issue would have to be resolved by Congress in any rational debate on the two industries. And such a debate would show that the telephone companies still do not really believe in competition, but continue simply to want to "control that pipe"—all of it—to the home and business.

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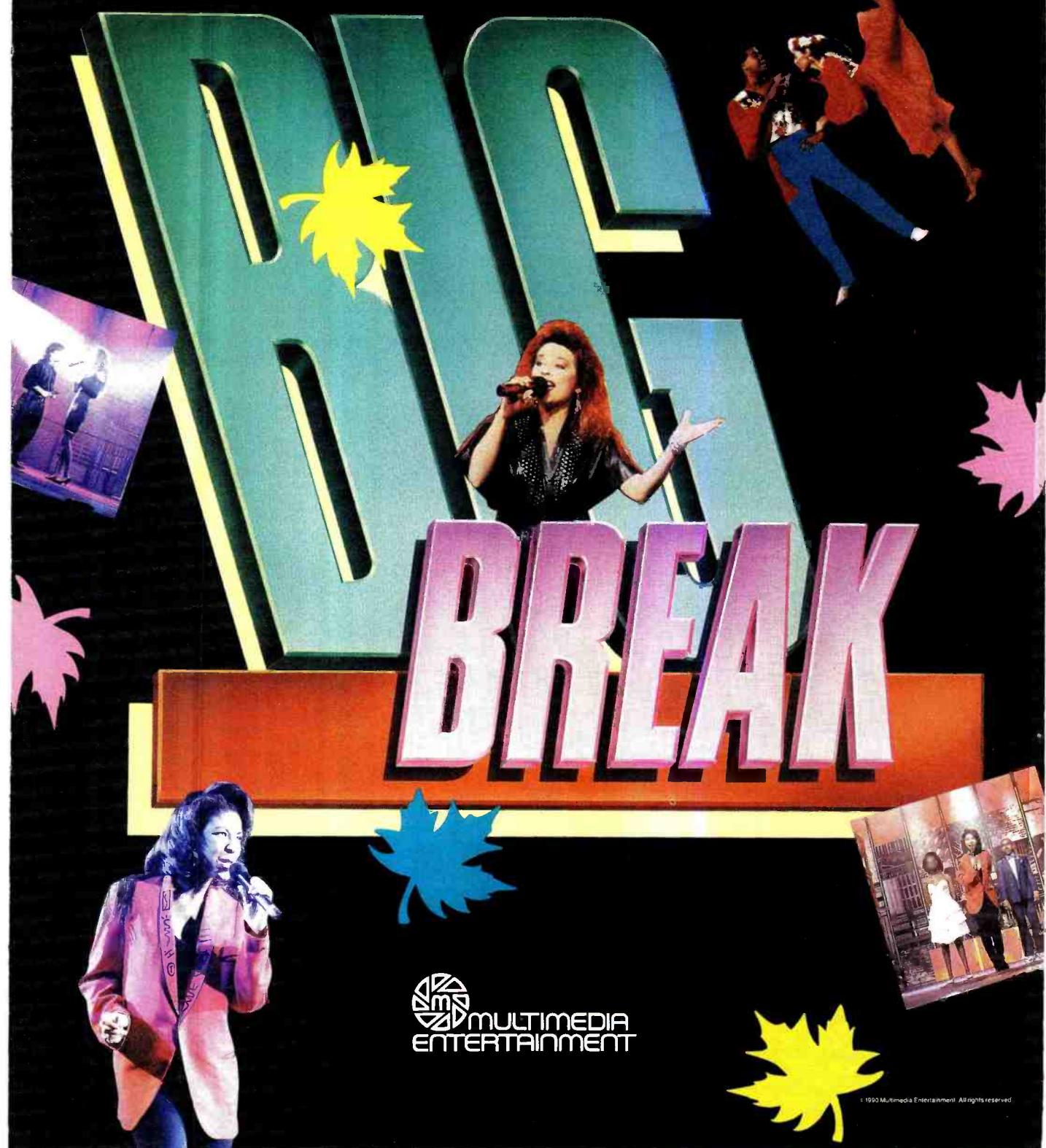
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Hosted by Natalie Cole



SEPTEMBER



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Thanks, Bill.



March 22, 1990 - Thursday

Mr. Ken Taishoff
Broadcasting Magazine
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FAX: 202-331-1732

Dear Mr. Taishoff:

I simply had to take the time to write and tell you that the response the National Supervisory Network received from our recent Broadcasting advertising has been phenomenal!

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Broadcasting claims that it reaches the "people who can say Yes." The results that the National Supervisory Network ads receive back that claim 100 per cent.

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Broadcasting Apr 30

Vol. 118 No. 18

BROADCASTING'S EXCLUSIVE "BIG-THREE" FINANCIAL BREAKDOWN

Capcities/ABC				
	Revenue (000)	% chg from '88	Profit (000)	% chg from '88
TV network	\$2,424,000	1%	\$225,000	45%
Adjusted TV network	2,424,000	1%	165,000	NM*
Owned TV's	789,700	5%	410,000	4%
Radio networks	127,800	10%	31,000	25%
Radio stations	173,100	3%	48,000	4%
Video Enterprises	385,400	15%	122,100	23%
Total broadcast segment	3,900,000	4%	836,100	16%
CBS				
TV network	\$2,315,000	6%	\$103,500	141%
Owned TV's	415,000	9%	156,300	3%
Radio networks	57,000	—	4,000	-50%
Radio stations	172,500	13%	30,800	6%
Total broadcast segment	2,959,500	7%	294,600	27%
NBC				
TV network	\$2,787,000	-8%	\$368,000	30%
Adjusted TV network	2,787,000	-8%	393,000	35%*
Owned TV's	605,000	3%	270,000	5%
Cable	—	—	(35,000)	NM**
Total broadcast segment	3,392,000	-6%	603,000	12%

FOOTNOTES

These estimates were compiled from variety of sources, including industry associations and securities analysts reports. Television network revenue is net of agency commission and includes some international, color-insertion and other revenue. Owned TV-station revenue does not include network compensation. Some cost allocations and interdepartmental eliminations have been recalculated, which accounts for percentage change figures not necessarily tallying with totals reported last year (BROADCASTING, May 1, 1989). Any discrepancies with actual percentage changes are likely to be magnified when dealing with smaller numbers. * Purchases of both ABC and NBC required bookkeeping which distorts actual earnings, particularly for television networks. Thus, addition this year of "adjusted" figures, which more accurately reflect cash flow results. For NBC, adjusted figure excludes \$75 million of goodwill amortization (partial recognition of price GE paid in excess of RCA's net assets) and adds back estimated \$50 million in costs which, for accounting purposes, were artificially eliminated through write-down of program assets at time of acquisition. ABC figure excludes \$32 million of goodwill and adds back \$92 million in program costs. Adjusted ABC profit compares to \$4 million adjusted loss network recorded in 1988. ** NBC purchased half of joint cable-programing venture during 1989, and records only its share of profits, not revenue.

Big Three's big surge in '89 profits

The new captains of the big three broadcasters are good managers, if judged by 1989 financial results. In the last post-Olympic/post-election year, 1985, the broadcast segments of ABC, CBS and NBC posted slightly lower combined revenue and operating profit compared to the prior year. But in 1989, after changes in control at each, they instead posted slightly higher combined revenue and a 13% increase in combined profits.

Thus, it appears that acquisitions, diversifications, cost cutting and other operating "rationalizations" are bearing fruit at the bottom line. Quantifying the improvement another way, broadcast segment operating profit last year was \$700 million more than in 1985, reflecting compound average growth of about 14%. As a result, the three companies combined are reporting operating margins last seen in the late 1970's.

In 1989, the television side consisted largely of two businesses: the networks, posting an average profit margin of about 9%, and the owned TV stations which, on average, posted 46% margins.

The television networks managed to reduce costs last year by 2%. The percentage reduction was probably greater in 1985, but part or all of the difference may be explained by the 1988 writers' strike that forced some programing costs from the second half of

1988 into the first half of 1989. Even with that handicap, the CBS Television Network, which had no Olympics to distort comparisons, kept estimated cost increases to the rate of inflation. Since the three-network revenue performance was stronger in 1989 than in 1985, the new owners' economizing moves produced more profit.

Cost controls also were a factor at the owned TV stations, which benefited from the "major market" phenomenon that has kept station revenue growth generally above the national average.

Still, the owned TV station divisions had to struggle to maintain operating margins. Excluding the purchase of WCIX(TV) Miami in January 1989, CBS owned-station revenue would have increased by roughly 4%, instead of the 9% shown in the chart, although the profit increase would have been slightly higher than the 3% shown. At NBC, the division's revenue might have declined 3%, instead of increasing 3%, absent the purchase of WTVJ(TV) Miami, while operating income would instead have been close to flat with that reported in 1988.

Results at the radio stations of Capital Cities/ABC and CBS were similar to those

of their television counterparts. Absent the acquisition of WWJ(AM)-WJOL(FM) Detroit, radio station revenue at CBS would have increased roughly 6%, while earnings might have been slightly lower. For the radio networks there was underlying industry growth, but the different results turned in by CBS and ABC reflect the respective operations' ratings fortunes. Although ABC radio network revenue was up, its growth rate might have been halved had the results not included Satellite Music Network, purchased by Capital Cities in July 1989.

That the NBC television network should still have earned more, on a cash basis, than the other two networks combined is testimony to its prime time dominance during 1988 and early 1989, from which ratings the 1989 revenue was derived. In 1990 the same logic should now work to the benefit of ABC, which has been gaining demographic share from NBC, noted securities analysts such as Raymond Katz, of Mabon Nugent & Co., and Jay Nelson, of Brown Brothers Harriman. They predict the ABC television network's cash profit for the year should roughly double that in 1989. But analysts currently expect flat profit comparisons for the NBC and CBS television networks, despite the revenue boost given by last spring's strong upfront market to the first three quarters of this year. —GF

This story's references to television network cash profit are drawn from the "adjusted" TV network figures in the chart above. See chart footnotes for explanation.

Children's upfront market tops expectations

ABC, CBS, NBC and Fox expected to garner \$360 million-\$380 million

The children's television upfront market broke last week, bringing the networks (including Fox) and the syndicated children's advertising market somewhere between \$360 million and \$380 million. That figure, according to media buyers and sellers, is about \$30 million more than anticipated and between \$70 million and \$80 million more than last year's children's upfront market.

The breakdown of what each network got, according to media buyers and network executives, was something like this: ABC received \$65 million; CBS, \$55 million; NBC, \$40 million-\$50 million, and Fox, about \$30 million.

Both media buyers and network executives agreed that the four networks totaled somewhere between \$190 million and \$195 million, up about \$60 million from a year ago (when the total did not include Fox). Last year the three networks reported total children's revenue of \$166 million, including agency commissions, according to unaudited numbers submitted to the Broadcast Cable Financial Management Association.

"The networks are the winners," said one media buyer, "not in the sense that they beat us but in the sense that I don't think they anticipated this kind of money." The buyer explained the market as follows: "This market is so small that what tends to happen is that every 10 years this is a superheated market and then it falls apart the next year. It's either flat or it's through the roof."

Another buyer said that ABC, NBC and CBS were all sold on more realistic estimates than in years past because this year they were taking Fox into account. Fox estimates that it will deliver between a 3 and 4 household rating with its *Fox Children's Network*.

Major players in the upfront arena include McDonald's, Burger King, sneaker

companies and toy and cereal manufacturers. This was the first time in several years that Burger King bought in children's upfront. An exact figure on what the fast-food chain spent is hard to come by; one estimate was \$9 million-\$10 million. McDonald's, a media seller said, is always a player and spent somewhere between \$15 million and \$17 million.

All four networks sold about 85% of their inventory, leaving the rest for the scatter market. The big quarter for children, according to both broadcasters and media buyers, is the fourth, because of back to school sales, Halloween and Christmas.

The figure for Fox may have been bigger than anticipated. Two weeks ago, media buyers told BROADCASTING that Fox might get \$15 million. The dollars are coming from sales of its new Saturday morning 8-11 block and its weekday strip, *The Never Told Tales of Peter Pan*.

Fox's selling arrangement is different

from that of the three networks. Fox senior vice president, advertising sales, Jon Nesvig said that while the networks have five minutes per half-hour to sell, Fox only has two minutes per half-hour Monday through Friday and three minutes per half-hour on Saturday.

ABC has been winning the ratings and demographics war for children 2-11 on Saturday morning. For the first quarter, ABC, according to research based on Nielsen ratings, had a 9.0 rating among children 2-11 compared to a 7.4 for CBS and a 6.2 for NBC. ABC also won the previous three quarters.

Figures for syndicators were not as precise as the network numbers. Some said that syndicators were even with the networks at around \$190 million, while others said \$170 million was a better estimate.

The upfront children's market for cable is not finished yet, with a figure of \$60 million being tossed around by media buyers for Nickelodeon, TNT, TBS and The USA Network. A Nickelodeon executive said the cable programmer would probably sell just 33% of its inventory now because it likes to keep avail for the scatter market. —JF

Segal to lead MCA animation push

Former Hanna-Barbera executive to develop cartoon product

In a move to establish a presence in the children's programming market, MCA TV has named Hanna-Barbera executive Jeff Segal to the newly created post of executive vice president of programming and animation. Responding to earlier published reports, an MCA spokesman stressed that MCA "is not forming a separate children's programming division," but will incorporate the Segal projects into its existing television divisions. Segal will report to MCA TV Group Chairman Al Rush.

According to Segal, MCA TV Group Chairman Al Rush and MCA Inc. President Sid Sheinberg have charged him with developing projects for the TV divisions, in addition to mounting new motion picture

projects for Universal Pictures.

Segal indicated that several network series projects are in the concept stage, as are several first-run syndication projects Segal is developing with Hanna-Barbera and other animation suppliers. But Segal said that the earliest any animated MCA TV programming would hit the first-run syndication market would be the 1991-92 season. And the earliest potential network pilots, he added, would be for midseason 1990.

Worldvision Enterprises (a unit of Spelling Entertainment) currently distributes most Hanna-Barbera syndicated product, including the fall 1990 morning strip *Wake, Rattle & Roll*, but Segal says Hanna-Barbera has made distribution deals with other companies and expects no obstacles in MCA handling syndication projects.

"The world animation markets are bursting at the seams with production orders. You have to have a certain leeway before any project comes to fruition," Segal said. "I'm just going to have to sit down with Shelly Schwab [president, MCA TV syndication] and Al Rush, and hope I can integrate animated programming into both TV divisions."

Segal and MCA will now try to establish a presence in a children's market grown increasingly competitive, with Disney syndication arm Buena Vista Television battling for first-run clearances on Fox affiliates, while those same stations and their parent program service are developing *The Fox Children's Network* for the coveted 3-5 p.m. weekday slots. But MCA's presence in the market could present an opportunity for either animation power to develop co-ventures that could tilt the battle in either one's favor.

Segal will join the company in mid-May from H-B, where he has been senior vice president of programming. —MF

Busch spends over \$100 million on ESPN

ESPN and Anheuser-Busch Inc. agreed on a contract in excess of \$100 million that will make the brewer of Budweiser the number-one beer advertiser on the cable sports network for the next five years.

The contract runs through 1994 and, according to ESPN and Anheuser-Busch, is the largest sponsorship commitment in the history of cable television advertising. Anheuser-Busch was ESPN's charter advertiser when the cable channel made its debut in September 1979. That contract was a one-year, \$1.4 million deal. Since then the brewer and the programmer have signed five-year contracts in 1980 and 1985.

Neither party specified what programming Anheuser-Busch committed to, but most likely the deal will include spots in all 170 of ESPN's baseball cablecasts. Although the current contract runs through 1990, the baseball season could be considered part of the deal.

The new contract also extends Budweiser's title sponsorship of ESPN's *Budweiser Presents Top Rank Boxing*, *Budweiser Racing Across America* and *Budweiser Thoroughbred Digest*.

ATC systems join tiering movement

Most systems going that route are creating broadcast-dominated, lower priced tiers of service

Four months after Tele-Communications Inc., the nation's largest cable operator, implemented a negative option form of tiering, many systems owned by the second largest, American Television & Communications, are implementing their own tiering structures.

Moves by TCI and ATC, along with tiering reviews under way at other top MSO's, may signal the beginning of large-scale tiering by the cable industry. Some companies say they will wait to see exactly what regulatory measures emanate from Washington before moving on tiering. But others may go ahead, responding to both political and program cost pressures.

Cablevision Systems is already clustering offerings in New York, and Century plans some tiering along the lines of TCI. Continental said it will likely experiment with some tiering this year, and other MSO's, such as Comcast and Cox, have also considered changing packaging options.

TCI implemented an across-the-board "negative option" in January, whereby subscribers in owned systems could reduce their cable bills between 40 cents and \$1.40 if they choose not to subscribe to a tier including ESPN, TNT, USA, AMC and a regional sports service. ATC systems, which are being directed by corporate executives to decide their own tiering schemes, are creating broadcast-based basic tiers, although some are creating negative option tiers in some cases.

■ On May 1 in San Diego, ATC will begin implementing a 17-channel basic service for \$13.20, plus franchise and copyright fees that bring the cost to \$14.73. Customers will receive Los Angeles and San Diego broadcast stations, local access channels and C-SPAN.

Standard cable service, which includes the satellite cable services plus the broadcast tier, is priced at \$19.95, including the copyright and franchise fees.

Ann Burr, president of Southwestern Cable Co., said research shows that less than 4% of the system's 145,000 subscribers may be interested in the service.

The 17 channels in the new basic tier are already on channels 4-20, so no channel realignment has to take place, she said. USA and ESPN will remain on channels 2 and 3, respectively, she said. Southwestern has ordered traps for subscribers who opt out of the service. Two to three traps would be needed, she said, and there would be a \$20 installation fee.

■ In Columbus, Neb., ATC began offering a 10-channel basic tier for \$12.95 on April 16, said General Manager Dennis Jadlot. The full 34-channel service costs \$16.50. Jadlot estimates at most between 3% and 5% of the subs may be interested in the lower service level, and the 6,500-subscriber system will begin taking orders for

the new level of service May 1. The system moved TNT, Nickelodeon and WGN-TV Chicago from 2-13 to higher channels, to make room for three access channels.

■ ATC's Birmingham, Ala., system began offering a 10-channel broadcast tier that also includes C-SPAN I and II for \$9.75 on April 1, according to a local press account.

■ ATC's Reading, Pa., system is following the TCI model, placing ESPN, TNT, USA and AMC on a tier for \$1 extra. Standard 46-channel service without those four channels will be \$17.25 for the system's 65,000 subscribers. The \$1 breakout will take effect July 2, and follows an April 1 rate increase from \$15.95 to \$18.25.

The negative option allows operators to pass through programing costs increases more directly to subscribers. Two of the largest this year involved ESPN's NFL sur-

charge and TNT's rate increase stemming from its NFL package. But for systems creating a broadcast tier, there is less flexibility.

One main effect these moves will likely have is to take some of the political heat off cable. Not only are they offering lower priced services, but the inclusion of access channels on a better-viewed lower tier will give local city government better exposure and will likely improve the cable operator's standing in their eyes. So, too, do some broadcasters stand to gain. In most cases, the easiest place to create a low-priced basic tier is on channels 2-13. Some broadcasters may become automatic winners in channel repositioning if the net effect of cable system tiering is to move all broadcasters, especially UHF stations, to the lower band. —MS

Peace moves bearing fruit

National Cable Television Association President Jim Mooney's call for peace last week to the board of directors of the Association of Independent Television Stations appears to have struck a positive note. It looks like independent stations and cable may be entering a new era of improved relations. For starters, INTV is expected to participate in any discussions between the NCTA and the National Association of Broadcasters on must carry and channel positioning. "We're looking forward to a better and closer working relationship," said INTV President Jim Hedlund. Hedlund felt INTV "broke new ground" during the session with Mooney, which he described as "serious but congenial."

The INTV board, which met in Santa Fe, also voted to change its 1991 convention dates from Jan. 6-9 to Jan. 3-6 at the Century Plaza in Los Angeles. NATPE is so "close we're trying to give everyone more breathing room," Hedlund said. The NATPE convention is slated for Jan. 14-18 in New Orleans, and there has been criticism about the closeness of the two events, with many syndicators threatening not to exhibit at INTV. Indeed, there has been mounting pressure on the association to merge its convention with NATPE (BROADCASTING, March 19).

In response to exhibitor concerns, Hedlund said INTV would "really lean" on its members to support the screenings. And he said reservation forms for screening rooms specifically ask exhibitors not to hold any outside events that would conflict with the screenings.

As for Mooney's discussions with INTV, the NCTA president said he covered many of the same points he made in remarks to the Association of Maximum Service Telecasters in Atlanta (BROADCASTING, April 9) where he told AMST he was ready to sit down and talk. Moreover, Mooney apparently emphasized to INTV that the quarrels between the two sides should not be of a personal nature. He reportedly said: "This is just business, not religion."

Diller joins fin-syn negotiations

Fox Inc.'s Barry Diller is joining the negotiations between Hollywood and the major networks on the FCC's financial interest and syndication rules. "We think he's got an interest in, experience, expertise and the capacity to contribute to a resolution," said Stephen A. Weiswasser of Capital Cities/ABC, who invited the executive on behalf of the three networks.

"He belongs in the discussions, not on the sidelines," said Weiswasser. The Fox initiative has angered other studios, and when Diller accepted the networks' offer, he made it clear that the production community would have the final word. "Therefore, if you and your colleagues believe that Fox can assist the negotiators in achieving this goal, provided that this is acceptable to Mr. Daly [Robert Daly of Warner Brothers] and his colleagues, I would be pleased to attend," wrote Diller. Jerry Leider, head of the Caucus of Producers, Writers and Directors, and part of the Hollywood negotiating team, told BROADCASTING that "we are delighted and anxious to meet with Diller." The discussions have yet to produce any concrete results; meetings are slated for May 7 in New York and May 30 and 31 in Los Angeles. Diller said he can attend the Los Angeles sessions.

MIP market abounds with co-production deals

Annual show features growing number of Hollywood studios taking the co-production plunge

Co-production was more than ever the MIP-TV byword as the annual spring program fair drew to a close last week in Cannes, France, with a record crowd of 8,300 international media executives.

Numerous U.S., European and Pacific Basin-based co-production deals dominated the news at the April 20-25 market (see below), illustrating not only the many sides of that ongoing co-venture trend, but also shedding light on tensions between the financial and creative impulses driving deals.

The gradual embracing of co-production by several Hollywood studios was also evident, although some industry observers suggested that the major U.S. studios and producer/distributors have been slow to enter the foreign co-production arena out of fear that the value of their existing libraries of product would be diluted.

"They've been very concerned about cannibalizing their libraries with co-venture product," according to one U.S.-based distributor at MIP.

However, Mel Harris, president of Paramount Pictures television group, countered that "the increased demand for product that has occurred with the privatization of broadcasting over the past five years has taken away that concern."

While imported libraries may help a new station fill up its air time, Harris said, the more widely viewed programs in a market will be locally produced. "They can't get by on imports alone," he said.

Paramount has been one of the more active major U.S. studios involved in European production, through both co-ventures and equity interests in established European producers.

Three years ago the company created a joint programming venture company with Paris-based Revcom, which produced a mini-series seen on the USA Network called *Not a Penny More, Not a Penny Less*.

More recently, Paramount acquired a 49% stake in Zenith Group, a London-based television producer. "All of this is intended to make us a more significant local producer and exporter" of product, said Harris. "It's a natural result of the expanding global market and desire to tap into new creative forces. You're just not going to meet the needs of the European market by producing in Hollywood. We've been an international distributor. The next step for us is becoming a worldwide producer," said Harris.

MCA International has stepped up the



Site of MIP-TV marketplace

pace of its co-production activities, an area the company has let lay fallow for the past decade. Last year MCA International hired Martha Burke-Hennessy as vice president, international co-productions. Burke-Hennessy negotiated two new co-production agreements, representing the first such deals the company has done since 1972. Both series will be distributed in the U.S. in prime time. One of the series, a 20-episode one-hour action show, is being produced in Europe by a partner based in the United Kingdom. MCA TV has agreed to sell the show in domestic syndication as a prime time series.

The other series is being produced with a German partner. Half of the production will be done in Germany and half in North America. In the U.S., the show will air on a cable network. Burke-Hennessy would not say which one, but sources indicated that USA Network, 50% owned by MCA, picked up the show.

Domestically, MCA has been one of the few companies to make a serious effort to launch series for syndication in prime time. MCA launched new versions of *Dragnet* and *Adam 12* last year, which are now being offered internationally as well.

"What I find interesting," said Burke-Hennessy, "is that there seems to be a greater openness in conversations at this MIP, and real interest in zeroing in on problems, solving them and coming to a conclusion."

Burke-Hennessy also reported a deal, also with an English partner, to produce a made-for-television movie. All three co-production agreements will be formally announced in several weeks, she said.

Each project involves one partner, a policy Burke-Hennessy believes is key to making them work. "Multi-partnership projects just don't work," she argued, because of the difficulty in meeting all the needs of the various players.

Sources at Warner Brothers say that com-

pany, too, through Time Warner Enterprises, is looking to form strategic production alliances with foreign producers. Last week at MIP, however, Warner Brothers International President Michael Solomon was keeping his cards close to his vest: "I'm not saying I am and I'm not saying I'm not."

Solomon suggested, however, that such ties were not crucial to a company the size of Warner. "If I were smaller it would be more important to generate the additional product," he said. Solomon also suggested that Warner could produce on its own in Europe, without necessarily linking up—through co-production agreements or acquisitions—with foreign-based companies.

While co-production was a key focus at MIP, some in the business caution that the pitfalls are many. One of the biggest, according to John Laing, president, Orion International, is that many of the co-productions done or in the works will appeal to a European audience, but not an American one.

"Too many times you see the U.S. partner go to a European end-user and tailor-make a product for that end-user's need," he said. "The European producers see it as a potential gold mine, particularly when it plays in the U.S., but the reality is it probably won't have a logical place on U.S. television."

The problem, said Laing, is that "the U.S. is the most competitive market in the world," where stations and networks are looking for both quality and ratings in order to sell advertising. While the quality of co-production material may be incomparable, the U.S. market will reject it if the audience appeal is not there.

"You have to compete in that arena, and 99% of [co-produced programs] are going to get very little clearance in the U.S.," he said.

The dilemma exacerbates the impression, already held by many Europeans, that the

Coastline of Cannes



Worldwide deal doings at Cannes

■ Warner Brothers has signed a three-year semi-exclusive deal to bring a wide range of TV and film programming to Spain's government TV broadcast network, TVE. TVE Director Ramon Colom also said the relationship could in the future be extended to involve co-productions between the two.

■ A 6% interest in All American Television has been purchased by a newly formed subsidiary of Swedish holding company and communications conglomerate A.B. Kinnevik. Kinnevik said it formed the New York-based subsidiary Property, Equity and Rightsholdings Ltd. to acquire, produce and distribute feature films, TV programming and other entertainment properties. Entertainment industry executive Michael Tannen has been named chairman, and Swedish executive Jan Steinmann has been named president and chief operating officer. Kinnevik operates Scandinavian satellite channel Scansat and Swedish ad-supported channel TV3 and is a shareholder in the Luxembourg Astra satellite.

■ Worldvision's Hanna-Barbera has sold animated program packages involving licensing and merchandising rights to broadcasters Antenne 2 in France, RAI in Italy, VTE in Belgium and RTL Plus in Germany.

■ Los Angeles independent producer consortium ACI, whose members include Avnet/Kerner, Robert Greenwald, Leonard Hill, Michael Jaffe/Spectacor, Konigsberg/Sanitsky, Steve Tisch, von Zerneck-Sertner and Steve White, detailed a wide range of deals. ACI said it has completed TV contracts for its first-year output in Germany with Taurus Film; in Scandinavia with a consortium of Scandinavian broadcasters led by Swe-

den's Sveriges Television; in Latin America with Protele, and in the Benelux countries with Oster IFRL. A two-year deal for its product has been signed in Australia with the Seven Network. ACI also signed one with Fujisankei's Fuji Eight Co. of Japan and Canada's Citytv.

■ Saban International has signed a development and distribution agreement with Toronto's Telestories Entertainment. The first two projects are TV movies *Final Judgment* and *Betrayal of Silence*. Telestories TV movies have appeared on Canada's First Choice pay TV service and on Turner Broadcasting System.

■ Turner Broadcasting's animated environmental series *Captain Planet* has sold in 15-20 territories worldwide, including Italy (RAI), France (Canal Plus), Mexico (Televisa), Spain and most of Latin America, according to Turner Program Service President Russel Barry.

■ Distribution agreements at the show: Fremantle Corp. will distribute Blair Entertainment's "Frederick Forsyth Presents" package of six TV movies in Latin America and Canada. The films aired in the U.S. on USA Network. □ Canada's Alliance Entertainment has a long-term deal for Canadian distribution rights to Orbis Communications' mini-series and TV movies from Orbis's Carolco TV Productions Division. □ The new Granada TV-Polygram music programming firm, Big Picture Productions, bought exclusive international distribution rights from the New York-based Gene David Group to the documentary-music special *Brown Sugar*, a two-hour special hosted by Billy Dee Williams and focusing on black female performers.

U.S. is a closed market for foreign product," said Laing.

Other competitive considerations may have a hand in limiting co-productions. For instance, Turner Network Television's Gerry Hogan said at MIP-TV last week his cable service must often move alone on possible co-production projects simply because decision-making with potential partners can take too long for TNT to meet promised air dates.

But British co-producer David Plowright, chairman of Granada Television, argued that television companies need international co-productions to spark new ideas. "It seems inevitable, because of commercial pressures worldwide, that co-production is going to develop to be not just co-

financing or business deals, but to getting out the creative energy locked inside parochial [national broadcast] systems."

DIC Enterprises' Andy Heyward agreed that there is "inbreeding" in the U.S. creative community that his company and others were trying to address by seeking new creative resources through co-production tie-ins with new artists, advertisers and other media sectors.

Former CBS mini-series development executive Dighton Spooner, now with Granada TV, said the growing numbers of co-ventures "represent the desire of broadcasters around the world to put more value on the screen and to attract new audiences, or keep those they have" in the face of increasing competition.

□

Some of the key co-production deals at last week's MIP-TV:

■ Britain's Granada TV has formed a co-production co-venture with German broadcaster NDR and French media company Hachette International TV to produce in Europe approximately eight \$3.5 million-\$5 million 90-minute TV movies over the next three years. Heading the effort, which will be 50% financed by Granada, will be Dighton Spooner, former CBS Entertainment director of mini-series, just hired by Granada TV in the new post of executive vice president of TV movies in the UK. While at CBS, Spooner oversaw the development and production of mini-series including *Lonesome Dove* and was also involved in the *Jack The Ripper* mini-series.

■ Home Box Office will coproduce eight HBO Showcase TV movies with Granada TV in the next two years. HBO has already telecast two Granada factual drama co-productions, but plans in the new group to include both factual dramas and fiction, with budgets of \$2.5 million-\$3 million per film. HBO also detailed other international co-production plans, including a yet-to-be-announced co-venture with Britain's Television South and Channel Four, and a four-project deal with Britain's Itel involving producer David Puttnam, whose first project will be a 140-minute TV feature for early 1990 on the life of singer-performer Josephine Baker budgeted at \$7.5 million.

■ Los Angeles-based DIC Enterprises and Italy's Reteitalia (recently renamed Silvio Berlusconi Communications) have signed a five-year deal to co-produce animated series and specials. DIC President Andy Heyward said the arrangement will result in 100 half-hours per year, with a first-year budget of \$20 million for programming and the following year's slate approximately 50% larger. The resulting programs will be sold in the U.S. network and syndication market and worldwide by DIC, with rights in Italy, France, Spain and Germany handled by Reteitalia.

■ ITC signed with partners RAI Due of Italy, TF-1 and SFP of France and Beta Taurus of Germany to co-produce the four-hour mini-series thriller *Touch and Die*.

■ Another two seasons, or 50 episodes, of half-hour series *Zorro*, which runs on





Men at MIP. Jean Rouilly, director general, Hachette International TV; David Plowright, chairman, Granada TV; Dighton Spooner, executive VP of TV movies, Granada, and Jobst Plog, deputy director general, NDR.

The Family Channel cable service, will be co-produced following agreements with partners New World International, RAI Uno of Italy and Ellipse of France.

■ Maryland Public Television has co-produced three documentary series worth more than \$4.5 million. The four-part *Mini-Dragons*, profiling South Korea, Taiwan, Singapore and Hong Kong, was coproduced by Japan's NHK and Film Australia; the six-part *Legacy: Origins of Civilization* was co-produced by Central TV of Britain, and the James Burke project, *After the Warming*, was a co-production with Film Australia. MPT and Film Australia are also discussing a series on the next generation of computer intelligence.

■ The BBC and noncommercial WGBH-TV Boston will co-produce a six-part drama series, *Die Kinder*. The series is set in the Germanies and stars Frederick Forest. The BBC has also signed for four new co-productions with Arts & Entertainment, including a three-part mini-series with Albert Finney; *The Green Man*, a Churchill biography; an eight-part look at Japan's post-war rise, and a fifth season of the drama series *All Creatures Great and Small*.

■ The Discovery Channel will co-produce a two-hour special on a treasure hunt for the S.S. Central America with the Columbus-America Discovery Group; a four-hour documentary series, *Brain Sex*, with Toronto's Peeking Duck and Primedia Productions, and a four-hour series with Jonathan Miller, *A Question of Language*, with Canada's Prime-media and John McGreevy Productions.

■ Canadian firm Alliance Entertainment will open a Paris office for co-production and international sales to be headed by Stephane Sperry, who has joined the company from Canal Plus, where he helped found and run its Ellipse programming subsidiary. Sperry will come aboard in June.

■ Luxembourg media company CLT has formed a new international co-production venture with leading Dutch independent producer Joop van den Ende, who has also

signed a deal to provide programming to CLT's broadcasting interests in France, Germany, the Netherlands, Belgium and Luxembourg. JE International's projects range from an eight-hour English language mini-series to TV series.

'Turtles' takes off with international sales for new Westinghouse sales arm

Teenage Mutant Ninja Turtles, in its second season in syndication in the U.S., will generate close to \$4 million in its first cycle of license fees for the newly formed Westinghouse Broadcasting International, according to Catherine Malatesta, who was hired to form the unit last year.

WBI, which was at MIP-TV for the first time this year selling and showcasing product, represents a consolidation of Group W's marketing of product outside the U.S. Until this year, the company farmed out whatever product it wanted to sell internationally to various distributors.

For example, All American Television has the foreign distribution rights to Group W's *Newsfeed Network* and *The Entertainment Report*. In October, those rights expire. Saban Entertainment previously had the international rights to a show produced by Group W-owned KPX-TV San Francisco called *Mac and Mulley*, while Calabasas, Calif.-based Alice Communications sold the long-running *P.M. Magazine* abroad.

WBI will sell all the programs produced by the various Westinghouse divisions and subsidiaries, including Group W Productions, Home Team Sports, Newsfeed Network and the station group, as well as the product of outside producers. "We want to be in the forefront of our representation," said Malatesta. "With WBI, Westinghouse will have one representative on the international scene. That will allow us to get better acquainted with our clients," making the way smoother to enter co-productions and co-ventures, she said.

The company announced its first foreign co-venture several months ago, known as Future Images. The venture is a three-way

alliance of Westinghouse and the French media firms Tele Images and Havas.

Future Images officials were mum on projects in development, but one executive involved in the venture said the company was close to announcing its first show, described as a "family special," featuring French actor Yves Montand. An action-adventure, made-for-television movie will probably be the second project, according to a source at one of the partner companies.

Derk Zimmerman, president of Group W Productions, declined to comment on specific Future Images projects. But so far, the relationship appears on track. Zimmerman did say the partners are talking about expanding the original scope of the venture—movies and mini-series—to include first-run series as well.

But Zimmerman said he is not anxiously pursuing similar partnerships at present. "This is a big learning curve for us," he said. "I don't want to be the guy who goes to the racetrack and places a bunch of big bets in one day and loses it all. We're learning as we go along. We may do something down the road if the opportunity presents itself."

Meanwhile, Malatesta, WBI's director of international sales and marketing, is focusing on making Group W Productions as "foreign friendly" as possible. In many cases that means selling segments of programs, such as *Missing/Reward* or *On Scene*, two of Group W's domestic syndication programs, and letting the foreign broadcaster do its own wrap-around.

Malatesta said that some foreign clients may shoot some of their own footage on site at U.S. sports events the company distributes. She said NHK plans to shoot portions of the *Bing Crosby Celebrity Golf Classic*, produced by Home Team Sports, in high-definition television this year.

But some shows seem "foreign friendly" without much customizing. *Ninja Turtles*, for one, has been helped by the success of the show in the U.S., and by the popularity of the recently released New Line Cinema theatrical film (which Westinghouse does not have rights to).

NHK has picked up the rights to *Turtles* in Japan. Deals have also been made in Italy, Brazil, the Middle East, Hong Kong, China, South Africa, Canada, England and France, among other countries.

Japanese real estate firm making move to TV production

Marubeni Corp., a major Japanese company with interests in real estate and other businesses and with annual revenue of more than \$110 billion, is testing the entertainment industry waters. Sammy Masada, general manager of Marubeni Corp.'s three-year-old entertainment division, said last week he is spending about \$30 million a year on projects ranging from film rights acquisitions to co-ventures with Japanese and foreign partners on films, both theatrical and made-for-television, as well as series and mini-series.

"We are interested in making movies and programs for television," said Masada, in an interview at the Marubeni stand at the

MIP-TV festival. Masada said he was currently "in negotiations with a Hollywood studio" about participating in a large-budget theatrical film.

In a deal closer to home, the Tokyo-based Marubeni is a partner with NHK in a 15-hour television production of Wagner's Ring Cycle. The series, said Masada, is being shot in high-definition television and will be distributed in Japan in the fall. Marubeni has the worldwide video distribution rights. NHK retains broadcast rights. Over the past two years Marubeni has acquired the rights to just under 200 mostly older Hollywood theatrical films that the company is marketing primarily to Japanese exhibitors.

Many, although not all, of the films are so-called "B" titles. One exception is "The Bridge on the River Kwai," which Marubeni sold to Japan's Channel 8. Nippon Television picked up two lesser known films, "Diesel," and "MAC."

"We are exploring various outlets," said Masada. "We think the entertainment industry has enormous potential and we would like to be a part of its future."

The company's first foray into the entertainment industry was the financing of the \$30 million Japanese film "Dung Huang." That was three years ago. Last year, it co-produced a smaller budget Japanese film, "Shadow of China," with two Japanese partners, Hippon Herald and Fujisan Cable.

At MIP, the company announced its first American entertainment co-venture, with Ventura Entertainment Group. The venture has two projects set, both of which will cost \$3.5 million. One is a 10-hour series, hosted by John Sebastian, entitled, *The Golden Age of Rock 'n' Roll*, which has been pre-sold in the U.S. to Arts & Entertainment Cable Network. The other project is a series of four, one-hour music specials called *Cousin Brucie's 60's Jukebox*. Marubeni and Ventura will split up worldwide distribution responsibilities and share profits equally on both programs, Masada said.

U.S. distributors turn to customizing as latest attempt to woo foreign buyers

U.S. distributors say a record number of first-run U.S.-produced shows are being offered for distribution internationally, and in many cases, they say, the ability to alter or "customize" a first-run show to meet the particular needs of a country or region can be the key to making a foreign sale.

Philbin Flanagan, president, Television Program Enterprises, reported from Cannes last week that TPE plans to offer a "clean feed" of the new U.S. first-run program *Preview: The Best of the New* for foreign broadcasters clearing the show. The clean feed would allow foreign outlets to add their own hosts and graphics, making the program more appealing to local audiences. "We're trying to find ways to make the show more saleable to foreign markets," said Philbin. "The clean feed is obviously one service we can provide to make that happen."

Other distributors are taking similar approaches. Westinghouse Broadcasting International is also selling two domestic



Michael Jay Solomon, president of Warner Bros. International TV Distribution, and his wife, Italian actress Luciana Paluzzi, at Warner Bros. cocktail party at MIP-TV.

first-run shows in the international marketplace, *Missing/Reward* and *On Scene*.

Like *Preview*, the two Group W magazines are being offered internationally without the American hosts, so that foreign clients can also produce their own wraparounds if they choose. "That kind of flexibility can be the key to making the sale," said Catherine Malatesta, WBI director, international sales and marketing.

For the past several years, TPE has sold an annual special, *Super Models of the World*, both domestically and internationally. In the case of the latter, said Flanagan, a number of countries, including France, Spain and Italy, have brought their own hosts on location to wrap around the show.

In some cases, distributors sell licensing rights to a show and the rightsholder produces a version tailored to appeal specifically to that market. That is typically the way game shows are sold abroad.

World Events Television is licensing its new video program, *The \$1 Million Video*

Challenge, in the international marketplace. Abroad, the show will be called *The International Video Challenge*. Susan Cho, vice president and director of marketing, World Events, said that licensed versions of the program make more sense in some foreign markets because the local audience can relate better.

Cho said licensed versions also open up "a wide array of marketing opportunities" to foreign broadcasters. "We want them to produce it locally. It can be better promoted that way, and is more readily tied to merchandising opportunities," she said.

Playboy is expanding its international horizons

Playboy Entertainment is expanding its activities in the international television market. According to Robert Friedman, president, Playboy Entertainment Group, the company will start producing movies, described as "sexy action romance thrillers," for domestic home video and international broadcast and theatrical release starting in the first quarter of 1991. Each movie will have a \$2 million budget.

In addition, the company has launched a new international anthology series entitled *Memoirs*, which will be packaged as vignettes similar to the *Love, American Style* series of two decades ago.

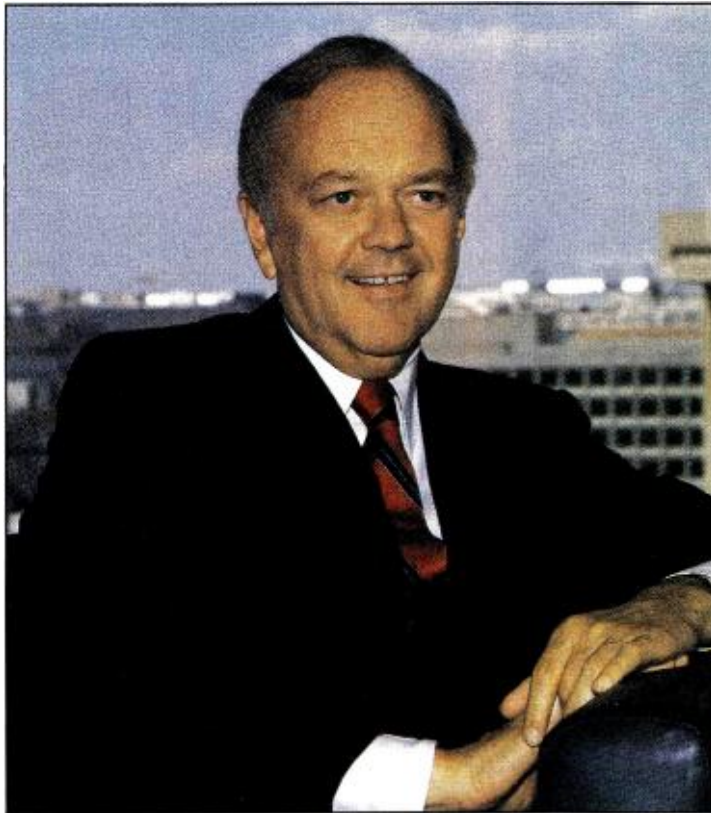
Playboy, through its Alta Loma Productions subsidiary, produces *After Hours*, which is syndicated domestically and internationally by Worldvision. So far, *After Hours* has been sold in eight foreign markets, England, Spain, Greece, Turkey, Canada, Germany, Australia and South Africa. Playboy entered the international television market last year with the series *Playboy Latenight*, currently seen in 10 foreign markets, including France on the La Cinq network. The company also plans to bring the 22-year-old series *Playboy After Dark* out of the syndication closet and market it abroad.

-AAG, SM

'I shall return,' says Roseanne

"Sometimes you people are a little slow," Roseanne Barr told the press at MIP-TV in Cannes last week. The comment came as Barr explained that last December, when she told a nationwide audience on the *Today* show that she wouldn't do another season of her popular prime time sitcom, she was only kidding. "I mentioned it as a joke," said Barr. Apparently her deadpan delivery convinced the *Today* entertainment reporter that she was serious, and Barr had said nothing at the time or afterward to correct the misimpression. Asked last week how long she planned to do the show, Barr replied, "for as long as they'll have me." She said she was under contract for "another four or five years" and would do the show "for at least that long." Barr was vacationing in the South of France last week and agreed to appear at a press conference at MIP to promote international sales of her new animated series, *Little Rosey*, which debuts on ABC's Saturday morning lineup in the fall.

Squire Rushnell, former head of children's, late night and early morning programming at ABC, who left last year to form his own company, said last week he signed a deal with International Broadcast Systems, Dallas, to represent his company abroad. IBS will sell Rushnell's animated shows, *The Kingdom Chums* and *Little David Adventures*, internationally, as well as a music show, *Original Top Ten*, with songs by singers such as Debbie Boone and Tony Orlando.



Bob Wussler: Hitching his wagon to a satellite

In his 33-year career in broadcasting and cable, Robert J. Wussler has had bigger and more prestigious jobs, but he may never have had one that gave him more of an opportunity to apply his entrepreneurial skills.

For the past seven months, the former CBS and Turner Broadcasting System executive has been president of Comsat Video Enterprises (CVE), an arm of Comsat Satellite Corp. that now beams cable and pay-per-view programming via satellite to some 330,000 rooms in 1,700 hotels.

With the job, Wussler received a mandate from Comsat to build upon the basic hotel business and bring CVE from the periphery to the center of the Fifth Estate.

Comsat remains convinced that the widespread distribution of entertainment and information via satellite directly to viewers is "going to happen," says Comsat Chairman and Chief Executive Officer Irving Goldstein. Wussler's job, he says, is to make sure Comsat is a part of it.

Wussler is intent on making the most of his mandate. "We're looking at all the opportunities, trying to prioritize the things we should be doing," he says from his office on the eighth floor of Comsat's Washington headquarters. "We have been the recipients of a great deal of ideas. But you can't do everything. You have to eliminate some things and identify some things you would like to do."

Wussler's answers to pointed questions are cryptic—purposefully so, he says, to put off competitors—but a sketchy outline of his game plan for CVE emerges slowly from the hour-and-a-half interview and a few industry sources who have spoken to him.

If all goes according to that plan, CVE will become a major producer of sports and special event programming as well as a major international retailer of such programming via some type of satellite

network or networks.

Wussler and a couple of his aides presented the game plan along with an estimated price tag to the Comsat board last month. "The direction we sketched out...was extremely well received," he said. "I would characterize Comsat as very pleased with what we are doing."

The board endorsement, however, stopped well short of carte blanche, Wussler says. "Nobody stood up and signed the check and said, 'Here's the money, go do it.'"

Goldstein confirms Wussler's assessment. "Absolutely," he says, when asked whether the board backs Wussler's agenda. But, he adds, the board will evaluate "every opportunity as it comes along on its own merits."

In addition to pondering the possibilities, Wussler has been slowly building the management team that will direct CVE's 200 employees and, it is hoped, the forefront of the electronic media.

The team includes Arthur Sando, vice president of marketing and communications, who, like Wussler, spent the past decade working for Turner; Char Beales, vice president, program development, brought over from the National Cable Television Association, and David Buksbaum, vice president, broadcast operations, a longtime CBS executive. John Schmuhl, general manager, handles the day-to-day operations of the hotel business.

Although industry sources say Comsat has invested some \$180 million in CVE, it is not close to turning a profit. In fact, it loses a hefty sum each month. The unit reported losses of \$18 million on revenues of \$50 million in 1989.

CVE's principal asset is a 10-channel Ku-band satellite network, comprising an uplink at CVE's headquarters in Clarksburg, Md. (in facilities shared with Comsat Labs), five transponders on SBS III (two channels are squeezed into each transponder) and downlinks

at each of the hotels that subscribe to CVE's service.

Over the network, CVE delivers four channels of "free-to-the-guest" cable programming (CNN Headline News, superstation WTBS-TV Atlanta, ESPN and Showtime) and three channels of PPV programming. It began testing a fourth PPV channel last summer.

Wussler says he hopes to improve the fortunes of the hotel business through more aggressive marketing—the room count has not grown much over the past year or so—and possibly through acquisitions. Wussler declined to comment on a report that he has had discussions with principals of Spectradyn Inc., Richardson, Tex., the leader in in-room entertainment and CVE's chief competitor. Unlike CVE, Spectradyn uses videotape systems in each of its participating hotels to deliver its PPV programming.

With the hotel market stagnant, Wussler hopes to turn CVE's fortunes around by developing "niche programming" and using the Ku-band network to penetrate new markets: bars, restaurants, country clubs and such diverse institutions as schools and prisons.

Wussler would eventually like to extend CVE's reach into the home. And he acknowledges that such a step would require a move to a direct broadcast satellite capable of beaming signals to small, low-cost dish and plate antennas.

Having lost more than \$200 million in a failed attempt to launch a DBS system in the early 1980's, Comsat is unlikely to make the enormous investment DBS requires on its own. But Goldstein and Wussler say that another run at DBS in partnership with others remains a possibility.

Wussler had no comment on reports that he has met with principals of Sky Cable, the DBS joint venture of Hughes Communications, Rupert Murdoch's News Corp., Cablevision Systems and NBC. But longtime Comsat watchers say Comsat would "feel comfortable" in a venture with such mass media-savvy partners.

The Sky Cable partners have said they are looking for more than just money from a fifth partner—namely some expertise or technology that can help make the venture go.

Comsat could offer something that every startup company badly needs: operating revenues. If Wussler can turn CVE around, it could be merged into Sky Cable and, from the moment the venture's first satellite becomes operational, generate cash and limit the amount of capital that has to be pumped into the venture.

Comsat could also contribute proved flat antenna technology. When Sky Cable announced its plans last February, it made much of the fact that the service could be received on a napkin-sized plate antenna. As it happens, Comsat has developed such an antenna. And under license from Comsat, Matsushita has been manufacturing and selling one in Japan and England.

Finally, if all goes well, CVE could help fill some of Sky Cable's planned 108 channels with top quality programming.

According to David Beddow, vice president-general manager, K Prime Partners, a consortium that is planning to launch a 10-channel medium-power satellite broadcasting service later this year, CVE and K Prime have talked about CVE's supplying its PPV programming to K Prime. "It's an avenue we need to explore," says Beddow.

Developing programming is central to all of Wussler's plans. To appeal to an audience beyond the captive audience of weary hotel guests, he realizes he has to develop attractive and, to some extent, unique programming, including live sports and special events to go along with the movies CVE now offers.

Wussler's experience suggests that he is equal to the task. During his 21 years at CBS that ended in March 1978, Wussler did it all, rising from the mail room to the presidency of CBS-TV. However, Wussler made the greatest impact at CBS Sports, which he headed before and after his stint as network president in 1976-77.

Although he had broad responsibilities at Turner Broadcasting System when he joined the company in April 1980 as executive vice president of TBS and president of superstation WTBS-TV Atlanta, he continued to give special attention to sports, locking up, for instance, national rights contracts with the National Basketball Association and taking the lead in organizing the Goodwill Games with the Soviet Union.

Wussler underscored his interest in sports by convincing Comsat

to purchase, for \$17 million and \$25 million in bridge financing, a majority interest in a partnership that was buying the NBA's Denver Nuggets late last year. The partnership paid a total of \$54 million for the franchise.

Wussler says CVE is interested in owning teams in other sports. "It just happens to be a very good business," he says. "It is also a good idea for somebody interested in sports rights to be involved in these leagues." Despite the apparent glut of television sports, Wussler maintains that opportunities abound. "There are still a lot of rights out there that nobody touches," he says.

One idea Wussler has been actively exploring is packaging games of particular teams and, through a national addressable (presumably satellite) distribution system, marketing them to the teams' fans regardless of where they happen to live. For instance, a package of 50 Boston Celtics games could be sold on a subscription basis to a fan in Los Angeles. But such a scheme would require the sports leagues to carve out a whole new rights category. Wussler believes they will. And, he says, the "evolutionary change" will not eliminate conventional national rights deals. "The [broadcast and cable] networks can still do, by and large, what they do."

Wussler expects narrowcasting in sports and other genres to become increasingly important during the 1990's. Viewers who received a handful of channels in the 1970's and 50 in the 1980's are going to have access to 150 "sources" by the end of the 1990's, he says.

According to Wussler, CVE also sees a role for itself and its satellite network in teleconferencing. "We are strong believers in the teleconferencing business," Wussler says. "It's a good, solid bread-and-butter business to be in."

CVE is keeping a close eye on high-definition television as a possible enhancement to its closed-circuit television and teleconferencing offerings, Wussler says. "I don't think you can sit here today and talk about long-term planning and not talk about the impact of high-definition television."

The effective use of HDTV in certain applications is not as far off as some think, Wussler says. "If there were a need to do a 50-city HDTV demonstration a week from tomorrow, we could do it."

Wussler's mandate has no borders. Extending CVE's reach to hotels throughout Europe is a natural first international step, Wussler says. His former employer, TBS, has already cracked the market, beaming CNN throughout Europe and the Mediterranean via an Intelsat satellite.

But Wussler said the hotel market is only one of 10 possible overseas businesses CVE is exploring.

CVE signed a pact with Peter Orton and his London-based Hit Communications, by which Orton will scout opportunities for CVE in Europe.

Like thousands of other U.S. businessmen, Wussler has his eye on the countries of Eastern Europe, which, after decades of communism, are just revving up their capitalistic engines and are actively looking for foreign investment.

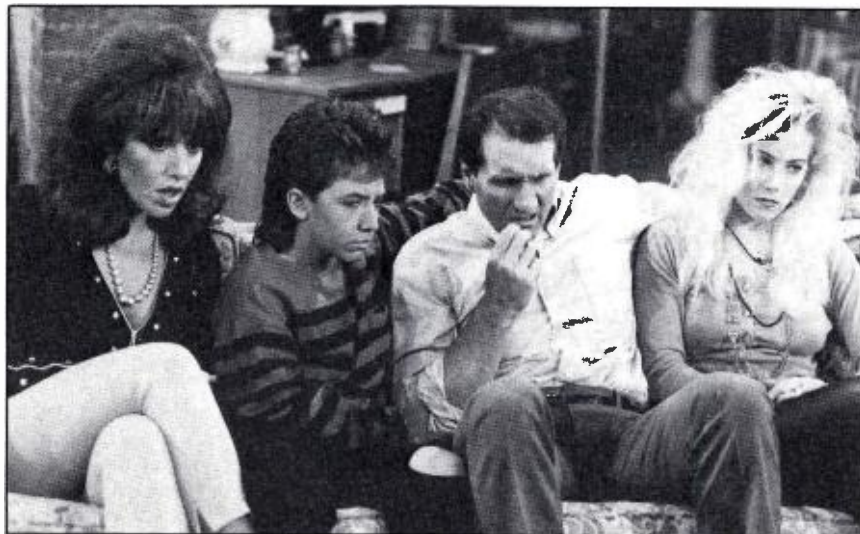
"I believe we are going to see a lot of [demand for] alternative programming. It's a consumer-oriented society. They have the money to spend. That money is going to become more valuable in a reasonably short period of time. We as a company have some expertise in Eastern Europe because of this company's prior record in dealing with it and because of my ability.... We have to find a way to find a profitable business there."

Having made numerous contacts in the Soviet Union while working on the Goodwill Games for Turner, Wussler also believes that country will emerge as a significant market for Comsat and others.

There is "terrific opportunity" in the East, Wussler says. "A funny thing has happened in the last six months: there may be more isolationism in Western Europe than in Eastern Europe."

Wussler says not to look for CVE to move quickly. "What we are doing is going to take time," he says. "First, you have to put the staff together. You have to build the delivery system. You have to get the rights. It's like building an airplane. Some guy's working on the wing, some guy's working on the stabilizer, another is working on the engine. Hopefully, at the end of the production line, out comes an airplane."

CPT rehearses upcoming 'Marriage' proposal



'Married...With Children'

Distributor tests waters for syndication launch of Fox's 'Married...with Children'; possible PTAR immunity, memories of boycotts and marketability of adult humor in earlier dayparts among considerations

Columbia Pictures Television has officially launched its sales campaign for *Married...with Children* for the 1991-92 season, in an off-network (technically off-Fox) syndication launch that is almost certain to be a memorable one, perhaps recalling such controversial off-network launches as those for *All in the Family*, *Brothers* and *The Cosby Show*.

Specifically, several sources pointed out that Columbia will be pitching a show known for its sometimes raunchy humor in earlier dayparts—early fringe and access—possibly complemented with late fringe airings in a double-run package, but activist groups and advertiser pressure may force consideration of later dayparts in some station markets. Also, a possible cash licensing deal that includes one minute of national barter time, reminiscent of the controversial packaging of *The Cosby Show*, could prove unpleasant reminders to some major market station executives.

As confirmed by Joe Weber, programming director, WNYW(TV) New York, and Barry Thurston, president, syndication, Columbia Pictures Television, the distributor made pre-launch presentations last week in the nation's top-ranked ADI market to get a "feel" for how station executives and group owners view *Married...with Children*'s market potential. Thurston, according to Weber, declined to be specific on cash licensing terms for the show, but Thurston later told BROADCASTING that *Married* will probably be coupled with one

minute of national barter time and a "market-determined" cash licensing fee. Thurston stressed that that marketing plan has not been "affixed," and added that cash licensing costs "will be determined by the market."

While conceding that some station executives felt "perplexed in some markets" by Viacom Enterprises attaching one minute of national barter time to the premium cash licensing rates for *The Cosby Show*, CPT's Thurston says *Cosby* is still the highest rated off-network sitcom domestically, and suggested that a plan to offer *Married* in a double-run package (with late fringe and/or sixth night airings) could ultimately lower cash licensing fees. A New York station rep source termed the one minute of barter as a "land grab," adding that the loss of two 30-second local ad spots could mean CPT could realize \$110 million in national barter revenue that would otherwise have gone to local stations. According to the source, that would come on top of an estimated \$100 million-plus in annual cash licensing fees.

"The *Cosby* deal was done in 1986 when it was still doing 40-50 shares on NBC, and broadcasters accepted the fact that it had one minute of national barter," said Jack Lease, program director, WXIA-TV Atlanta, which carries *Cosby*. "Here comes *Married...With Children* at a time when broadcasters are having a hard time dealing with the higher cash licensing fees that some premium shows are seeking. I'm not too sure, under current conditions, that a one-minute barter element will be acceptable to station executives."

"I come from the station side of the business and I like to consider myself sensitive to the stations' profit needs," Thurston said. "We are hoping to offer a show from a station viewpoint that will be entirely

station-friendly. Columbia has a lot at stake, and we certainly want to make a lot of money, but the only way this succeeds is if the station makes a lot of money too. I think we learned a lot from how we marketed *Who's The Boss?*, and with it performing strongly, I can promise stations that we'll give *Married...with Children* the same kind of promotional support."

Married...with Children's rise on FBC's freshman schedule four seasons ago and its strong track record since surprised many network executives. As CPT's vice president of marketing, Michael Zucker, stressed, the program has been Fox's potential "network maker," providing FBC with its first hit show and top-rated program in each of its first three seasons. *Married* has moved through three slots in those three years—Sunday evenings at 8, 8:30 and 9 p.m.—and has risen from 3.9, 5.6 and 9.8 rating averages to a fourth-season 12.5 rating (through 26 original episodes this season). Aside from performing as a lead-in and lead-out springboard, *Married* has delivered strength in key demographics. Zucker and CPT Vice President of Research Dave Mumford presented data keying on FBC's success with younger audiences, specifically men ages 18-34, where *Married* has improved from an average 5 share to 30-plus share since its inception (about a 600% increase), and women ages 18-49 with a similar increase from a 4 share average to a 28-plus share this season.

"What's amazing is that *Married...with Children* airs on 130 Fox affiliates, while each of the other three networks has 200 affiliates apiece, and despite the lack of penetration and reach, our show is attracting across-the-board younger demographics that advertisers love to buy," said Zucker.

However, the half-hour comedy could set some precedents as an off-network sitcom—possibly bypassing the prime time access rule (PTAR) for instance—posing network affiliated stations with opportunities to strip it in presently dominated game show and reality-based time slots.

Married...with Children is being pitched by Columbia Pictures TV as the first syndicated program free of the prime time access rule since 1975, but opening up those slots might present a problem with reluctant advertisers over the show's racier humor. With FBC petitioning the FCC for a waiver request enabling the programming service to broadcast over 15 hours of prime time programming, Dick Kurlander, vice president-director of programming, Petry Television, guessed that if the waiver is granted, *Married* would still be exempt from PTAR regulations through a "grandfather clause" and left unaffected by FBC's potential network status. Such exemptions could become a major selling point for Columbia since the distributor will be able to provide the top 50 network affiliates an off-net pro-

gram free from FCC rules barring prime access airings of a program already being aired on one of the networks.

Even with early fringe and access time periods open game for *Married...with Children*, one New York rep source sees the program's "primary" strength as a late fringe strip and "secondarily" an access strip. "I can see this show as being a big hit in late fringe, but it still has some adverse advertiser baggage to go with it," he said. "Fox certainly has no problem selling advertising time, but in some smaller markets, consideration should be given toward running the off-network version in early fringe."

In the past, viewer groups such as Terry Rakolta's Americans for Responsible Television and major advertisers such as Procter & Gamble and General Mills concerns have raised censorship among Hollywood producers by generating so-called advertiser "hit lists," particularly against *Married's* Bundy family, but WNYW(TV)'s Weber and CPT's Thurston says such targeting is a fact of life.

"I think there is always going to be

advertiser resistance of some form against programs of more sensitive content," said Weber, whose station is a Fox affiliate. "It doesn't mean that we should let the First Amendment be abridged by a minority of people who want to dictate to the majority what is acceptable and good. The Supreme Court decides obscenity cases, not Rakolta. We have experienced this pressure with *A Current Affair* and CBS faced it with *All in the Family*. The fact is the outstanding ratings for *Married...with Children* and *A Current Affair* proves that a majority of people approve of their content."

"Maybe it's because this show [*Married*] is a lot more honest about real life and it offends some people," said Thurston. It could also be that a majority of viewers have drifted away from the other network family shows because of the sameness and dullness that causes some other network programmers to criticize our show. I remember one station executive saying to me that he would rather have a risky show with a 10 rating than a dull 5 rated show. That's the bottom line." —MF

'Capital News,' 'Sunset Beat' go on hiatus for May

ABC says plans for shows will be announced 'shortly'; network says that 'China Beach,' also pulled from schedule, will be back

ABC's *Capital News* (Monday, 10-11 p.m.) and *Sunset Beat* (Saturday, 8-9 p.m.), which premiered four and two weeks ago, respectively, are being put on hiatus for at least the duration of the May sweeps. *Sunset Beat's* last airing was Saturday, April 28, and *Capital News's* last broadcast will be today, April 30. *China Beach*, recently moved to Mondays from its Wednesday, 10 p.m. time slot to make way for *Equal Justice*, is also being put on hiatus. According to an ABC spokesman, *China Beach* will be brought back onto the sched-

Syndication Marketplace

Warner Bros. Domestic Television Distribution's first-run game show strip, *Trump Card*, cleared four more top 20 markets last week, bringing clearances to 94 stations and 82% of the U.S. The Jimmy Cefalo-hosted strip has notched 37 of the top 40 markets, adding WBBM-TV Chicago, KPRC-TV Houston, WTSP-TV Tampa and KUSA-TV Denver. *Trump Card* is being offered on a cash-plus-barter basis (5½ minutes local, 1½ national).

Paramount Pictures has signed talk show host Arsenio Hall to an unspecified multi-year exclusive production contract, offering Hall an "expanded role" in either developing, producing and starring in four upcoming feature films, in addition to developing future television projects. The agreement also extends Paramount's commitment to produce the late fringe strip, *The Arsenio Hall Show*, for a total of six years (instead of five), through the 1993-94 season.

GGP Sports has added six NBC affiliates to its series of hour-long specials, *Barcelona '92*, chalking up 62 station clearances and 51% national coverage. GGP is targeting its clearance efforts specifically with NBC affiliates, where the network will have the broadcast rights to the 1992 Summer Olympics. The latest NBC affiliates to join up are KRON-TV San Francisco, WBZ-TV Boston, KXAS-TV Dallas, KCRA-TV Sacramento, WMAR-TV Baltimore and KNSD-TV San Diego. GGP is offering the specials on a barter basis with the syndicator retaining 6 minutes of national barter time and local stations 6½ minutes.

All American Television and **MGPerin** have acquired from Color Systems Technology the worldwide distribution rights for an upcoming two-hour special, *Disorder In The Court: 60th Anniversary Tribute To The Stooges*, hosted by Alan Thicke. Produced by R.C. Entertainment, the first-run special will honor the 60th anniversary of the formation of the Three Stooges comedy troupe, and will include the colorized premiere of their classic "Disorder In The Court" film short of 1930. Also featured will be rare off-screen home videos of brothers Moe, Curly and Schemp Howard and straight man Larry Fine, in addition to long lost Stooges footage, recovered outtakes and interviews with special guest stars who expand on the Stooges' historical impact on comedy. *Disorder In The Court* is being slated for a fourth quarter 1990 broadcast window and is being offered on a straight barter basis (13 minutes local, 11 national). Distribution is being handled by MGPerin.

Frank Bonner, Gordon Jump and Richard Sanders, co-stars of the original *WKRP in Cincinnati*, have agreed to reprise their roles in the 90 new first-run episodes **MTM Distribution Group** is planning for the start of the 1991-92 syndication season. Sanders will again portray Les Nessman, the newsmen with the feeble ego yet proud of his overly long news reports. Bonner returns as Herb Tarlek, the overly solicitous sales manager and Jump again portrays station boss Arthur "Big Guy" Carlson. The original *WKRP in Cincinnati* aired on CBS from 1978 to 1982.

Brown Sugar, 100 Years of America's Black Female Superstars, two-hour special produced by **Gene Davis Group**, has been cleared by stations reaching more than 70% of black TV households, and expects to reach its goal of 85% by April 30. Show was most recently cleared by WNBC-TV New York, for airing on June 24. *Sugar* has also cleared other NBC O&O's, including WRC-TV Washington, WTVJ-TV Miami and WMAQ-TV Chicago. Show will premiere nationally on June 3 in Memphis and Jackson, Tenn. Raymond Horn Syndication is handling distribution.

MCA TV, which took first-run weekly *Harry and the Hendersons* to stations for sales presentations four weeks ago, has signed ACT III and Gaylord station groups to boost the half-hour 1990-91 sitcom's domestic coverage to 50% of the country, or just over 40 stations. The new deals complement existing station group signings with six of Fox Television Station Inc.'s seven owned-stations and other post-launch carriage agreements with Renaissance and ABRY station groups. Gaylord-owned stations include KSTW-TV Seattle, WUAB-TV Cleveland and WTVJ-TV Milwaukee, while ACT III stations include WZTV-TV Nashville, WVAH-TV Charleston-Huntington, W.Va., WNRW-TV Greensboro, N.C., WRGT-TV Dayton, Ohio, WRLH-TV Richmond, Va., WUHF-TV Rochester, N.Y., and WTAT-TV Charleston, S.C.

MCA TV President Shelly Schwab says all five of the station groups, and independent stations WGBS-TV Philadelphia and WFTX-TV Boston, have made an "unprecedented commitment" to sign for 72 episodes (three years) on the weekly barter front end (four minutes local, three national), in addition to a subsequent all-cash, three-year back end for stripping. "I can't remember another time in my career when station groups have come to bat so fast to support first-run sitcom programming," Schwab said.

In related news, MCA also gave the green light to a third season (1990-91) renewal for its first-run, half-hour sitcom, *The Munsters Today*. The weekly barter offering (split) enters production today on 24 new episodes.



'30' for 'Capital News,' at least for now

ule, but "future plans for *Capital News* and *Sunset Beat* will be announced shortly."

Thirteen episodes of *Capital News* were ordered by the network, and the show goes off the air having aired only four, plus the two-hour premiere. *Sunset Beat*, which has aired twice, has three additional episodes available.

Christian Williams, executive producer, *Capital News*, said he thought having the show premiere at about the same time as two other ensemble-cast shows (*Equal Justice* and *Twin Peaks*) may have hurt his show's chances. "I feel like one of the logs in a logjam," he said, adding that he doubted the show stood a chance to make the network's fall schedule. In its April 16 outing, it averaged an 8.4 rating and 15 share, losing to CBS's *Newhart* and *His & Hers*, and NBC's *Shannon's Deal*. "We're getting nine or 10 million people watching, but unfortunately, the theater holds 30 million," said Williams.

As a result of the move, ABC is resurrecting *Elvis*, this time at 8 p.m., Saturday.

On May 5, a special one-hour episode of *Elvis* will air from 8-9 p.m., and the network will announce shortly what will air in the 8:30-9 p.m. time slot beyond that.

As for the two-hour hole on Monday night left by pulling *China Beach* and *Capital News*, the network is scheduling movies for the sweeps period to take their place. On May 7, the theatrical "Ruthless People" airs from 9-11 p.m. The following week, a *Columbo* made-for-television movie airs, and on May 21, ABC will air the second part of a two-part mini-series starring Shelley Long, called *The Voices Within: The Lives of Truddi Chase*.

NBC is also making some changes in its schedule, bringing back *Dear John* to its familiar Wednesday 9:30-10 p.m. time slot and moving *FM* to Saturdays from 10:30-11 p.m. *Dear John* returns for the May sweeps with three original episodes beginning May 2. *FM*, currently in the time period, moves to its new Saturday slot beginning May 26, replacing *Down Home*, which will have completed its network run. —SC

remembers when Ted Kennedy had his accident. Av [Westin] wants to make the show informative, yet program the show like we're running a golden oldies rock 'n' roll station. Music will also play an important role in regard to how it shaped news events."

King estimated that 10 or 12 stations have committed to airing *Only Yesterday* as a companion piece to current King World news magazine *Inside Edition* in early fringe. Top market clearances include WNBC-TV New York, KABC-TV Los Angeles, KYW-TV Philadelphia, KPIX-TV San Francisco, WBZ-TV Boston, WDIV-TV Detroit, KXNS-TV Dallas-Ft. Worth and WKYC-TV Cleveland. The show is being offered on barter basis, with King World's Camelot Entertainment Sales selling barter time.—MF

HUT drop leaves networks, rating services wondering

A.C. Nielsen Co. peplemeters reflected a decrease in overall television viewing in the second half of the just completed 1989-1990 season, a decrease that so far remains unexplained.

The phenomenon goes beyond the standard battle between broadcast networks and other television choices, in that it indicates a lowering of the HUT, or homes using television, level. The numbers show an "unprecedented decline" across all dayparts in overall television viewing patterns, according to David Poltrack, senior vice president, research, CBS. "There is no good explanation for it," Poltrack said.

Peplemeters, which were officially turned on by Nielsen in September 1987, measure national prime time ratings, individual and household, in 4,000 homes across the U.S.

Nielsen "has been meeting with the networks and other interested groups" to discuss the HUT level figures, and will continue to "pursue the matter extremely actively," according to a Nielsen spokesperson.

There is a "huge checklist of things" to investigate, said the spokesperson, and samples and ratings numbers will be examined in an attempt to account for the HUT discrepancy. Nielsen may issue a report on its findings.

According to Teddy Reynolds, vice president, research, Petry, the area of kids' viewing has always presented a problem in terms of peplemeter use, whereas "minimal drop-off" has occurred in other numbers. Children can't always be counted on to properly press the necessary numbers, Reynolds said, but since peplemeter introduction, Nielsen "has done a lot to train children and make the peplemeters easier to use."

Nielsen has also had preliminary discussions regarding taking peplemeters to local markets. No timetable has been set, but Reynolds told BROADCASTING that Nielsen is considering going local in New York in the fall of 1991.

Poltrack pointed to the HUT level loss as "the greatest culprit in the decline in overall viewing" for the three broadcast networks. Nielsen numbers for 1989-1990 show that the networks' rating declined 1.7 points from last year, with 0.9 of that decline evident in the

'Only yesterday' set for tomorrow

King World gives green light to magazine show with 50 stations in 18 of top 20 markets cleared

King World Productions has given its 1990-91 half-hour news magazine, *Only Yesterday*, a firm production commitment with over 50 stations cleared (18 of the top 25 markets) and 62% coverage of the U.S., confirmed King World Chairman Roger King. It was also revealed by King that the distributor has signed a multi-year library deal with either ABC or CBS to obtain newsreel footage critical to the program's format.

King declined to specify with which network King World had secured the library deal. "We have secured the library, but we'd rather have one of networks announce it," he said. One news source connected with NBC said Av Westin, King World's senior vice president of reality-based programming, was negotiating a \$3 million-\$6 million long-term deal with CBS for use of their library footage. CBS and ABC officials were unavailable for comment.

Only Yesterday, which will premiere

Sept. 3 and will be hosted by former NBC *Today* news anchor John Palmer, is being described by King as a "rock 'n' roll look at how past events have shaped the lives of baby boomers and post-baby boomers." Although only a presentation tape currently exists, King World has sold stations on the concept of a show that will feature major and minor players from major news events of the past.

In being more specific on the format, King asked what major news event took place almost simultaneously with the landing of NASA's Apollo 11 lunar module on the moon in late July in 1969. The answer: Sen. Edward M. Kennedy's (D-Mass.) tragic driving accident which took the life of secretary Mary Jo Kopechne when his car plunged off a bridge in Chappaquiddick, Mass.

"Everyone remembers where they were during major news events in their lives, but most other news events are erased because we use selective memory," King said. "Everyone remembers where and what they were doing when Neil Armstrong stepped on the moon, but hardly anyone

HUT level. An 0.2 decline was attributable to a loss to non-Fox, independent stations, and 0.1 to a loss to pay cable. Fox gained 0.3 of the viewing audience from the three broadcast networks, while basic cable gained 0.7.

"HUT levels are down, and it's a question of serious concern not just to the networks but to all Nielsen customers," said Alan Wurtzel, senior vice president, marketing and research, ABC. HUT's don't generally show radical changes, Wurtzel said, but instead evolve slowly. "When [the HUT's shift quickly], we all wonder," he said.

"There were definitely some numbers in the first quarter that seemed to be dropping at a significantly fast rate in the national people-meter samples," according to Bob Niles, vice president, research, NBC, "and they dropped faster than numbers from local diaries or Arbitron."

NBC has talked to Nielsen, and the investigatory process is "like playing detective," said Niles. "We are in that process right now. If you try to unravel a mystery, it just takes time. We're trying to figure it out."

As part of that process, Niles said, CONTAM—the Committee on National Audience Measurement—"has tried to discuss" the HUT level decline "with the agency world and the cable networks." CONTAM, an informal organization comprising the three networks and the NAB, was formed in the early 1960's to coordinate better research methods in the broadcast industry.

Niles also pointed out that the timing is particularly bad right now for a ratings dilemma. The three broadcast networks are about to firm up their schedules for the 1990-91 season.

—RG



Sportsmen. The National Academy of Television Arts and Sciences' 11th Annual Sports Emmy Awards were presented April 23 at New York's Sheraton Centre Hotel. Jim McKay won the Lifetime Sports Achievement Award which was presented by Robert Wussler, chairman of the academy.

Pictured above are Roone Arledge, president of ABC News; McKay; Dan Burke, president and chief operating officer of Capital Cities/ABC Inc., and Wussler.

ABC was the big winner, grabbing 15 Emmies, while CBS won five and ESPN three. NBC, the Disney Channel, NFL Films and Insport earned one each. Other individual awards were presented to ABC's Al Michaels for outstanding sports personality-host; Geoffrey Mason, Roger Goodman and Bill Conti in the individual achievement class for live music coordination at the New York Marathon; and CBS's John Madden for outstanding sports personality-analyst. ABC's coverage of the New York City Marathon won three awards, CBS's *The NFL Today* won two, as did ABC's *Transartica! The International Expedition*.

The academy has a deal with ESPN to televise the event starting in 1991.

The Media

CTAM presents the PPV point of view

PPV told to concentrate on promoting viewership, not choice

The idea that "pay-per-view has great potential but we're not realizing it" echoed throughout CTAM's first annual PPV conference, held last week in Orlando. The only way PPV will grow, according to opening speaker Jack Trout, president, Trout & Reis, a marketing strategy firm, is to promote "viewership," not "choice," and stop trying to be "all things to all people."

Both cable and PPV have adopted the anthem of choice to build a subscriber base, according to Trout. But, he noted, cable accounts for only 26% of viewing hours, even though it has a 60% penetration. The objective should be getting that 26% up instead of appealing to the 40% who don't get cable. "Pay-per-view is an enormous weapon in that game," he said.

The PPV industry is acting to pull in current addressable cable subscribers, as only 2 million of 14 million addressable households use PPV. Viewer's Choice begins its Continuous Hits test in eight mar-

kets on May 1, showing one movie per week. Ed Bleier, president, Warner Bros.—VC's newest shareholder—reiterated his support for the project during the conference, and said he hopes to have it in 25 test markets by the end of the year.

But Jeffrey Reiss, chairman, Request Television, and chairman, Reiss Media Associates, maintained that the experiment will be misleading because VC is not testing specific product. Request's continuous two-week showing of "Batman" is a better test," said Reiss, and it was a "disaster." There's a "limit to how much you can expose hit product." But, Reiss said, Request isn't finished with its research and plans to try similar testing again, with "Lethal Weapon II."

Greg DePrez, vice president, pay-per-view, United Artists Cable, demonstrated a promotional approach to improve movie buy rates. He presented regional testing results that supported the effectiveness of offering an initial free PPV movie to gain new users. In Boise, Idaho, 80% of the people who accepted the free offer bought a PPV service again within 60 days; in Santa Fe,



Mike Trainer

N.M., 60% bought again. In the Oakland County, Mich., test, telemarketers contacted 500 cable subscribers with the free offer. Of those, 180 ordered the free movie (36%), and 137 (76%) purchased another PPV selection within 60 days.

A highlight of the conference was speaker Mike Trainer, president, Victory Promotions, and Sugar Ray Leonard's manager. He explained the ins and outs of putting

together a boxing match to illustrate to operators that major, quality events will not happen on PPV if they continue to demand a 50-50 split. Trainer asked MSO's not to demand an across-the-board split, and instead to accept varying splits in different parts of the country. If operators want the events, they will have to take risks, including putting up guarantees, said Trainer. Negotiation difficulties obviously lie ahead. Said one MSO attendee, "We're used to 50-50 splits, with no guarantees. We're not in the risk business." But he conceded that a compromise between event stagers and operators would probably eventually take place.

Trainer also invited local operators to attend the try outs he's conducting in eight major markets for players for his PPV one-on-one basketball competition June 25 (BROADCASTING, April 23), and use the try-outs to locally promote the event. Several industry observers think the buy rate for the event will be around 0.5%. —SDM

Dolan sees event programing key to eventual PPV success

The future of PPV is in events, not movies, said Charles Dolan, chairman, Cablevision Systems Corp., during his keynote address at CTAM's pay-per-view conference. Cablevision grossed \$9 million from PPV last year, and 70% of that was in event sales. Dolan said the highest rated event was the Tyson-Spinks fight, which generated a 17% buy rate.

Dolan, however, wants to see more and better events on PPV, but PPV doesn't access enough homes to encourage better product, he said. Cable taught the public to expect diversity, said Dolan, and "unfortunately PPV isn't keeping with that image." Although the number of events on PPV doubled between 1988 and 1989, according to Viewer's Choice President Jim Heyworth, both Request and Viewer's Choice expect no growth in the number of events in 1990. High operator splits meant many event promoters lost money last year, and aren't eagerly knocking at PPV's door, they say.



Charles Dolan

What's in a name?

One idea achieved a wholehearted chorus of approval at the CTAM PPV conference: change pay per view's name now, before the industry achieves mass awareness.

A presentation on consumer awareness reiterated the need for a name change, as Tom Neville, vice president, research and strategic planning, Showtime Event Television, showed a brief video featuring race car drivers trying to make a commercial for PPV, with all of them finding the phrase pay per view to be a tongue twister. "If performers can't say it, how can consumers?" he asked.

Jeffrey Reiss, chairman, Reiss Media Enterprises, suggested that CTAM should be approached to do research and use focus groups to help find the name that "suits the industry best." Pay per view, he claimed, "just doesn't describe what we do."

Reiss suggested a generic title along the lines of "Closed Circuit at Home," a phrase Reiss claimed he heard from two construction workers in an elevator, and which he said was being repeated among conference attendees. Other suggestions circulating at the conference were "Video on Demand" and "Home Theater."

Making a substantial profit in PPV is a long way off, Dolan said. Of the \$497 million Cablevision grossed in 1989, PPV accounted for less than 2%. The PPV share of cash flow was even less, said Dolan, because of extra origination and marketing costs. "If it were any activity but PPV, it would have been jettisoned." Cablevision has kept its commitment to PPV, said Dolan, because "we believe it has more to do with the future of cable than either basic or subscription cable."

But Lloyd Werner, president of Request Television, said later that Dolan could lower both origination and marketing costs by going through a network such as Request instead of using standalone PPV channels. "Don't be surprised if Cablevision doesn't do standalone PPV" in the near future, said Werner. It costs them "\$1 million a year just for a transponder," which Request has.

Dolan has a variety of programing ideas for the future. He envisions programing that goes beyond entertainment events and movies, to include local programing and non-entertainment material such as seminars and special interest topics.

Movies on PPV will not be competitive until home video and PPV release dates are comparable, said Dolan, a change no one in PPV expects to happen soon. Yet movies remain vital to PPV, Werner said. The industry average is 60% revenue from events, 40% from movies, he said, "and those systems without movies" on PPV channels "show lower buy rates on events."

PPV needs to nurture its image as a medium of choice, and more channel capacity must be added "as fast as possible," said Dolan. With NBC-Cablevision's Sky Cable in 1993, the reach of PPV will be extended. "We hope it will move us to critical mass," Dolan said. Preceding that, however, is Cablevision's deal with NBC to bring the 1992 summer Olympics to pay per view. Like NBC's Tom Rogers, Dolan believes the games will help push PPV into a wider market. Currently, half of Cablevision's 1.5 million subscribers are addressable, and Dolan expects that number to reach one million before the Olympics.

Dolan also mentioned that Cablevision is working on deals for some major events before the Olympics, the specifics of which, he said, will be revealed when they are closer to completion. —SDM

Varying solutions to speed the growth of PPV offered by panel

Mounting frustration over how to make PPV a successful business poured out from both speakers and attendees at the general session of CTAM's first annual PPV conference as MSO's, PPV networks, studios and operators offered different solutions to the ills of PPV.

"I feel like I'm at a plumbers' convention," said panelist Ed Bleier, president, Warner Bros. Television, in response to a discussion on technologies, marketing, windows and pricing. "PPV is having a hit movie when you want it and a hit event when it happens," he said. "The rest is plumbing."

But Lloyd Werner, president, Request Television, disagreed, saying, "It doesn't matter what the schedule is if people don't know what pay per view is." The primary focus, Werner stressed, is to let people know PPV exists, and to go to the customers to find out what they want. "Nobody's done it. Nobody's working together."

The panel was unanimous that better marketing of PPV is critical, but they disagreed on what is needed. Bleier said the current programing structure has made marketing impossible. He wants to do away with diverse movie schedules and have a "movie-of-the-week," something which will be tested in a number of systems of MSO's which own Viewer's Choice, of which Warner has officially become a shareholder. The eight-market test begins May 1, and Bleier hopes it will be expanded to 25 by year's end. PPV should also be shown on a minimum of two channels, said Bleier. "Operators with only one channel," he said, should not even "go into the business."

Panelists discussed using barker channels, cross-channel promotion and cable guide inserts to increase public awareness of PPV. But the PPV industry needs to keep a sense of realism as it tries to reach out to a widening audience, according to Ajit Dalvi, senior vice president, marketing and programing, Cox Cable. PPV is a niche business, he said, and although it will become a critical revenue stream, it will be a small one. "The future," he said, "is in small

revenue streams."

All acknowledge, however, that PPV's revenue is several years away. In response to an operator's question on what margins should be, Werner responded that increasing sales, not profit margins, is what everyone involved in PPV should concentrate on. "Forget about profit margins," he said. "But we can't," the operator retorted. It's obvious, said Dalvi, that changes in boardroom mentality are necessary to make PPV viable.

Panelists complained that too much time is spent looking inward at PPV and not at what the consumer wants. "We must learn how to retail rather than just sell subscriptions," said Lowell Hussey, retiring senior vice president, Warner Cable. "Cable could have been in the retail business long ago," said Werner. If PPV does not get into it, "it will be surpassed by the end of the decade," he said, honing in on the worry that PPV does not have unlimited time to mature, as DBS entrants appear on the not too distant horizon. "We must move toward serving customers on a broad, discreet basis," Hussey said. If cable does not successfully enter the PPV market, "someone else will," he predicted.

But creating and capturing a PPV market requires spending money; how much is anybody's guess. "How much do you invest to expand the universe?" asked Heyworth. "But you have to start spending money," said Rick Kulis, chairman, Choice Entertainment, which supplies events to PPV. Soft launches will not help PPV make inroads, he said.

One operator voiced concern, saying he was willing to heavily market "Batman," but Warner allowed him to promote only two weeks before the movie was shown. "Roadhouse" had eight weeks of promotion and outsold "Batman," he said. Bleier defended the arrangement saying Warner had to "protect the home video window," demonstrating the dim prospects for windows to be shortened any time soon.

From the studio's position, the buy rate problem lies not with the studio, but with the inability of some systems to market the movies effectively. Better buy rates can be achieved "without reinventing the wheel,"



Ed Bleier

said Bleier. Some systems "are getting 75% buy rates out of addressable systems," said Bleier. "Why don't all of you?" he asked the audience.

Pay per view's most fundamental problem, one operator said, is that it has a "horrible name. It sets up barriers with consumers." With PPV in its infancy, now is the time to find another generic title for PPV, he and others said.

Although many at the session felt a bright outlook for PPV is still in the distance, not everyone is frustrated by PPV's lack of growth. As VC's Heyworth said later, "We're very much on plan. Satisfaction has to do with expectations" and "our expectations were not inflated."

If cable regulation returns, it could be beneficial for PPV, said Heyworth. PPV "will be free" of regulation, said Heyworth, whereas the "growth constrained" by regulation could have an adverse effect on "other businesses conducted by cable" and make PPV more attractive. —SDM

NBC's Rogers says Olympics will spur PPV

Until now, pay-per-view events, such as Wrestlemania, have had narrow appeal, but now the industry needs "to get a hammerlock on the interests of mainstream America," said Tom Rogers, president, NBC Cable and Business Development, speaking at CTAM's "Pay-Per-View 1990" conference.

He promised that the summer Olympics in 1992 will change all that in an attempt to enlist the support of networks, MSO's, and local operators to carry the three-channel, 600-hour spectacle. But the grumbings of those Rogers wants to join with him for the "two-year run into the Olympic stadium" were heard after Rogers concluded. Some cable operators remained unconvinced the Olympics would be the wonder of the PPV world that Rogers described.

Rogers reiterated plans to broadcast live, commercial-free action from 5 a.m. to 5 p.m. every day for two weeks, and then repeat the entire 12 hours each evening. Rogers pointed to the wide age and demographic levels to which the Olympics appeal. The people who will purchase the service, he said, can be divided into five types: the intense sports enthusiast; the single-sport lover; the TV technology type "who wants to try any new gadget"; the socializer who forms a party around the service, and what Rogers termed "my mother," the person who watches no sports during the year, but who is enamored of one or two sports during the Olympics, and wants to watch nothing else.

Rogers attempted to address operators' concerns, starting with what some consider a steep price, between \$100 and \$150. "The subs we're aiming at" are willing to spend that kind of money, he said. Some operators have suggested daily rates, but why do that when those people who only want to watch something like equestrian events for one or two days will pay the full price for two weeks anyway, Rogers said.

The size of the addressable universe is a concern that Rogers claimed won't be a



Tom Rogers

problem. By 1992, he says, there will be 25 million addressable homes, of which 2.5 million, or 10%, are expected to subscribe. That's an achievable buy rate, said Rogers. He "expects the Olympics to hasten subscriber additions."

Channel capacity is a major problem, but Rogers maintained that space can be found on existing PPV, standalone, barker, local origination and underutilized channels. Rogers urged operators to look hard for "that third channel. It gives perceived value to the package." But operators remained skeptical about getting one or two channels.

While Rogers acknowledged that the split won't be anywhere near the usual 50-50 operators have come to expect, he predicted that with the high ticket price, "absolute dollar earned will be enormous." Cable needs a catalyst, said Rogers, and the Olympics provide the consumer awareness of PPV that the industry has been searching for. But, says one operator, pay per view can't wait two years for a catalyst. "We need something now," he said. —SDM

Understanding PPV perceptions

After polling nearly every week for 18 months, "and treating pay-per-view events like elections," Showtime Event Television has learned more about consumer awareness of PPV, according to Thomas Neville, vice president, research and strategic planning, who presented the results at the Cable Television Administration and Marketing Society's conference in Orlando last week.

According to the survey, consumer awareness of PPV has grown between 10%-15% over the past year-and-a-half. Hotels and motels are where consumers learn about PPV, with twice as many cable subscribers purchasing PPV events in hotels and motels as in their homes. Also, a substantially higher number of males are aware of PPV, due in part, said Neville, to the nature of events available and "because men are more likely to stay in hotels and travel on business."

Cable prepares for annual assemblage

NCTA convention in Atlanta May 20-23 will feature panels, sessions, speeches on top issues, plus exhibit floor

Cable stock prices may be down and the industry's ratings in Washington are down, but all the numbers are up for the National Cable Television Association convention, which begins in three weeks at Atlanta's Georgia World Congress Center, May 20-23.

To date, 295 exhibitors have signed up for 193,200 square feet of space. Last year there were 284 exhibitors in 182,000 square feet of space. Registration is tracking last year, when 14,438 attended the show in Dallas.

The opening session on cable's past, present and future could provide some fireworks since the panel includes Tele-Communications Inc. President John Malone, Cablevision Systems Chairman Charles Dolan, Newhouse Broadcasting President Robert Miron and Comcast President Brian Roberts. Trygve Myhren, president of Myhren Media, will moderate.

The closing session will examine international issues, with former NBC News correspondent Ken Bode, now director of the Center for Contemporary Media at DePaul University, serving as moderator. Confirmed speakers include Ted Turner, chairman, Turner Broadcasting, and Paul Fox,

managing director of television for the BBC.

Cable reregulation will no doubt be high on the agenda, in the halls and at panel sessions. All four FCC commissioners—Andrew Barrett, Jim Quello, Sherrie Marshall and Ervin Duggan—are scheduled for a Tuesday afternoon session moderated by Cox Cable President James Robbins. FCC Chairman Alfred Sikes is scheduled to speak at an invitation-only luncheon. In addition, 14 FCC staffers will attend a Wednesday morning breakfast.

Tuesday morning will feature a panel of 10 Hill staffers, including Senate Communications Subcommittee Majority Counsel Toni Cook and Minority Counsel Gina Keeney, House Telecommunications Subcommittee chief counsel and staff director Herb Brown, counsels Terry Haines and Larry Irving, and David Leach, staff member of the House Energy and Commerce Committee.

The beating cable stocks have taken on Wall Street and the fallout on the industry will likely be the topic of a Monday afternoon financial session on the availability of debt, with Robert Johnson, Donaldson Lufkin & Jenrette; Gerald Hassell, Bank of New York; Wilma Davis, John Hancock Life Insurance, and Donne Fisher, TCI.

The top programing session on Tuesday afternoon includes Gerry Laybourne, presi-

dent, Nickelodeon; Gerald Hogan, president, Turner Entertainment Networks; Kay Koplovitz, president, USA Network; Roger Werner, president, ESPN; Thomas Burdick, president, Lifetime; Fred Vierra, president, UAE, and David Van Valkenburg, president, Multivision Cable.

There is no session per se on retiering or programing costs, but there is one on measuring the value of a channel, where researcher Howard Horowitz will present study results on the topic. Panelists include Josh Sapan, president Bravo and American Movie Classics; Frank Intiso, chief operating officer, Falcon Cable TV, and Virginia Westphal, vice president, marketing, sales and programing, Viacom Cable.

The convention begins with committee meetings and public policy roundtables on Sunday, May 20. Monday's opening session, after a CablePac breakfast, begins at 10 a.m. The exhibit hall is open all afternoon, with exclusive hours from noon to 3 p.m. (There are exclusive exhibit hours throughout the day on Tuesday and Wednesday.) Monday panel sessions are scheduled for 3 and 4:30 p.m.

Panel sessions continue on Tuesday, with the local ACE awards on Tuesday night. Wednesday's schedule includes the FCC staff breakfast, another series of panel sessions and the closing session at 2:30 p.m. That night is the national awards dinner.

—MS

Satellite■Footprints

TransAtlantic traffic. Several months after it completed purchase of three transAtlantic transponders aboard Intelsat 332.5, BrightStar Communications last week signed the latest in a string of agreements to fill that capacity with news, and now, sports TV programing. Due to a new deal with British Satellite Broadcasting (BSB), BrightStar began to deliver CBS-TV's weekly three-hour production *NBA Game of the Week* each Sunday through June. BSB is transmitting the program to European homes via direct broadcast satellite. And, in renewing its agreement with BrightStar for a fourth year in a row, ESPN expects to increase its Europe-to-U.S. traffic from 120 hours in 1989 to more than 200 hours, as it backhauls coverage of French Open tennis, British Open golf, Grand Prix auto racing and other events.

BrightStar closed three other new contracts earlier this month to provide a total of one-and-a-half hours of transmission services between the United States and United Kingdom to WNYW-TV New York, Sky Television and Marubeni, a London-based consortium of Japanese broadcasters. WNYW will use BrightStar's Intelsat satellite capacity to feed 45 minutes of news backhaul from the UK to U.S. for use in its early morning business news show, *The International Business Report*. Sky will feed 15 minutes from New York to London for Sky News each day. And Marubeni will receive a daily 30-minute program from the U.S. for incorporation into its daily two-hour news service across Europe.

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Expanded Comsat options. Competition among international transmission providers appeared to heat up with Comsat World System's announcement that, beginning May 4, it will offer one-month leases to broadcasters of special news and sporting events. Attributing the success of Comsat's year-old seven-day leases to rapid international political change, Comsat broadcast services sales director Robert Twining said the one-month option

promises a 14% savings over four one-week leases, as well as a strategic complement to its three-month option.

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Ariane again. Approximately six weeks after the Flight 36 Ariane 4 rocket exploded shortly after launch, taking two Japanese satellites into oblivion, Arianespace said it will act on 44 inquiry board recommendations and resume its busy launch manifest "by summer." Finding no flaws in the design of the rocket, an inquiry into the explosion traced the cause to "a piece of cloth" that blocked a first-stage engine main water valve. "Non-standard servicing," said Ariane, was the "most likely cause for the presence of this textile."

The manifest, which had called for nearly one launch per month this year, included France's TDF 2 in February; Eutelsat IIA in April; GTE Spacenet's GStar IV in May; Hughes Communications' Galaxy VI and SBS 6 in June; Intelsat VI F-5 in July and Eutelsat IIB and Italsat 1 in September.

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GE anomaly. GE Americom said it has found no indications that the 51-minute loss of power in 20 of 22 Satcom III-R transponders experienced April 15-16 will recur. Normal station-keeping maneuvers went awry starting around 8:30 p.m. ET, April 15, and by 10 p.m.—after onboard batteries had taken over the job from the solar array that accidentally turned away from the sun—Americom, said spokesman Bill Fridell, "started contacting customers" aboard the bird, which include HBO and Cinemax, USA, FNN, Bravo, American Movie Classics, BET, TLC, Trinity Broadcasting, Univision, CNBC, QVC and Request Television. At 12:06 a.m. ET April 16, the battery power began to fade and transponders were automatically shut off. On the West Coast, the outage of those services began April 15 at 9:06 p.m. The bird was righted by 12:57 p.m.

New lottery law: round and round it goes

And just exactly what it means for broadcasters no one quite seems to know; state laws add to confusion

Next Monday (May 7) the much-ballyhooed new Charity Games Advertising and Clarification Act of 1988 takes effect. The law, lauded by some industry leaders when it was passed in November of that year (BROADCASTING, Nov. 13, 1988), relaxes the federal prohibition of the broadcasting of advertising and information concerning many legal lotteries. It also permits the advertising of certain games of chance held on Indian lands, a change already enacted.

In general, broadcasters say that Congress took the right step by relaxing the federal lottery laws. But the new act by itself will not change many broadcasters' ability to air lottery ads.

"While the federal statute is much more liberal in terms of advertising both charitable and noncharitable lotteries, it is subject to state law," said Henry Baumann, executive vice president and general counsel, National Association of Broadcasters. "If state law either prohibits the advertising or the conducting of any type of lottery, then the federal law does not preempt that." Most states do have full or partial restrictions on lottery advertising. NAB and other organizations are urging state broadcast associations to work to change their own state's laws, but the prospect for relief is a distant hope.

The revised law will permit broadcasters to "advertise, promote and provide information about lotteries conducted by non-profit groups, governmental entities and also by commercial organizations," unless restricted by state law, according to a statement issued by NAB. One of the new possibilities is that "the station itself, in conjunction with the local McDonald's or gas station or on its own, can conduct a lottery," Baumann said. But such lotteries will be permitted only in the few states where the advertising of noncharitable lotteries is allowed.

The law also expands the scope of the "adjacent state" exemption, which previously allowed broadcasters licensed in states that conducted a lottery to broadcast ads for lotteries conducted by adjacent states. Now broadcasters in states that conduct lotteries are permitted to broadcast ads for state-run lotteries in any state, adjacent or not. To date, 33 states plus the District of Columbia operate lotteries.

What has not changed is the federal law regarding the components of a lottery, or the enforcement by the FCC of violations of the law. In fact, according to FCC Mass Media Bureau Enforcement Division Chief

Charles Kelley, the lottery law itself has not changed.

"Congress did not change the rule, it only permitted exceptions to it," Kelley explained. "We still have the same general prohibition against advertising lotteries, with a few exceptions. And unless a state also allows these exceptions, the old restrictions still apply." Thus, if a station advertises or promotes a lottery in violation of state law, that station would be in violation of federal law, as well.

Because state laws still restrict many forms of nonprofit and commercial games of chance, most broadcasters still will find their prospects for lottery advertising limited. Individual state limitations and restrictions vary, and the question of what stations in what states can do what sort of advertising is becoming increasingly confused. As NAB General Counsel Barry Umansky told BROADCASTING: "Not many radio or television stations will be able to enjoy the new changes, because most states still restrict" what the new federal law sought to relax.

California broadcasters are among those who stand to gain the least from the federal law. Vic Biondi, executive director of the California Broadcasters Association, said the lack of change in his state law only serves to create misunderstanding among broadcasters. "The only new thing California broadcasters will be able to do is advertise or promote charitable bingo games," Biondi said. "Any tax-exempt nonprofessional organization can conduct bingo games, but the catch is that all the money has to go to charity."

Because the California state constitution prohibits any form of lottery, any change in the law is virtually impossible. "When the federal law was passed in 1988, Congress imposed an 18-month adjustment period so states could conform to the federal provisions," Biondi said. "NAB urged broadcasters to work to get their state laws changed, but in this state that would mean having to change the constitution. Since both the governor and the attorney general are opposed even to the state lottery, that prospect is nil."

An exception to the California advertising law is advertising for lotteries on Indian reservations, which has been allowed nationally since October 1988. "We thought we would be inundated by all these ads. We have accepted some ads for some Indian gaming parlors, but we haven't been inundated by new ads," said Randy Brooksbank, vice president, standards and practices for Westinghouse Broadcasting, owner of KPIX(TV) San Francisco and several California radio stations.

In general, Brooksbank said that the new

federal laws may have some benefit for some Group W stations, but that any lottery advertising will demand closer legal scrutiny before airing than do most ads. "We will be treating this on a case-by-case basis. We will be accepting this kind of advertising, providing it meets rules and regulations. It could open up some new areas of revenue for us, but we will be very careful to screen ads of this type," he said.

Many broadcasters are confused by the new rules. "Most of the questions I'm hearing concern whether specific ads or promotions are legal," Biondi said. "In many cases what they're finding out is that they aren't and, in some cases, never have been." One repercussion of this confusion, he observed, was that local district attorneys might begin clamping down on lottery violations that until now they ignored. "In the near future you might even find the local Symphony League arrested for raffling off a car," he cautioned.

In Tennessee the situation is even stricter, because the state has no lottery or bingo. Because of this, according to Whit Adamson, executive director of the Tennessee Association of Broadcasters, "broadcasters in Tennessee can do nothing and we're in a mass state of confusion. This state is very restrictive, both because of the law and because of our geography."

Adamson noted that Tennessee is bordered by eight other states, two of which have lotteries (Virginia and Kentucky), and two of which offer parimutual betting on horse and/or dog racing (Kentucky and Arkansas). "The confusion is so widespread that the ad agency representing a new horse track in Franklin, Ky., recently made a major buy with several Nashville media outlets, only to discover that such an arrangement violated the law," said Adamson. Television stations near the Virginia border have taken advantage of the bona fide newscast ruling permitting reports of winning state lottery numbers, Adamson added. But he said even that presents some gray areas that have yet to be worked out.

As with California, the problem lies with the state constitution—which prohibits lotteries, bingo and virtually all other games of chance. Because 1990 is an election year, the state won't address any constitutional changes until 1991. And because of constitutional law, only one change can be made every three years. "Because tax reform is such a big issue right now, that's what the general assembly will focus on in the next session," Adamson predicted. "We don't expect to see any action on lotteries until 1994, at the earliest."

In New Hampshire the case is altogether different. In addition to a state lottery, stat-

utory law allows nonprofit bingo, raffles, lotteries and gambling, with no restrictions placed on advertising or promotion. Additionally, special bingo licenses can be issued to certain for-profit groups, and in very limited situations, gas stations can promote games of chance. Does this lack of restrictions make the lottery ad issue any clearer for New Hampshire broadcasters? Not really. While the state's liberal lottery policy gives broadcasters more freedom than that enjoyed in other states, confusion still reigns. B. Allan Sprague, executive director of the New Hampshire Association of Broadcasters, told BROADCASTING: "Based on the legal opinion of our lawyer, we can do anything in New Hampshire that the federal law now allows. In that regard we're much better off than our neighbors. But what gets confusing is who's liable for advertising carried by New Hampshire stations for out-of-state clients."

Apparently, many out-of-state advertisers have attempted to take advantage of New Hampshire's lenient laws to circumvent their own. The law that applies is that of the state where the lottery or bingo game originates, not the point of origin of the broadcast advertisement. "According to our legal opinion, an out-of-state client can advertise here in New Hampshire, but he has to conform to his own state statutes, not ours," Sprague explained.

Case in point: a Portland, Me., car dealer who wanted to advertise a lottery in New Hampshire that in Maine would have been in violation of state law. In such cases, NHAB's lawyer decided that New Hampshire broadcasters have no control over the reach of their signal, and are not liable if advertising penetrates into a state where a lottery, or advertising of such, is illegal. The liability in such a case would be borne by the out-of-state client.

In theory, one group of stations that could expect to see bigger profits from the new laws would be the TV superstations. State and commercial lotteries from all over the country would have the ability to cover their own areas and the rest of the nation. But until there are changes in state law, they too will not benefit from the new federal act. Like all other stations, they are subject to the laws of the states in which they transmit. "Since we are based in New Jersey, all New Jersey law precludes what New York allows. Many things that are allowed in New York are not allowed in New Jersey," said a spokeswoman for WWOR-TV New York, which is licensed to Secaucus, N.J.

Spokespeople for WTBS(TV) Atlanta and Tribune Broadcasting (owner of WGN-TV Chicago) said that their legal departments had not yet studied whether the new law would affect them. —REB, RMS

Libel case involving opinion goes to Supreme Court

High court hears arguments in case in which high school coach claims newspaper sports columnist's views defamed him

A libel case that has ricocheted among Ohio courts and the U.S. Supreme Court for 16 years without attracting much attention outside of Ohio was finally argued before the Supreme Court last week, with possibly serious consequences for the protection against libel that journalists now enjoy in the expression of opinion. The attorney for a celebrated former high school wrestling coach at Maple Heights High School in Ohio urged the justices to reduce the privilege now grounded in the First Amendment.

The privilege, said the attorney, Brent English, should offer no protection against libel in cases where the statements at issue are verifiable and defamatory. And he said the charges against his client—that he had lied under oath—were both. Reducing the protection accorded opinion, said the attorney for the *News-Herald* of Willoughby, Ohio, Richard D. Panza, would lead to "self-censorship" on the part of journalists, and the suppression of opinion. "The purpose of protecting speech," he said, "is to advance public debate."

The question of whether opinion is protected speech is not a new one for the courts. Generally, it is regarded as privileged. The Supreme Court has held there is no such thing as "false" opinion. So the question is whether the language that triggers a suit is stated as opinion or fact, and how one can be distinguished from the other. Thus, the Supreme Court's decision in the case, expected in late June, should offer new guidance on those questions.

The plaintiff in the case, Michael Milkovich, who has been likened to former Ohio State football coach Woody Hayes in terms of the respect and awe in which fans hold him, sued after a *News-Herald* sports columnist accused him of lying under oath about his role in a fight that broke out between members and backers of the Maple

Heights team and wrestlers from Mentor High School. After a common pleas judge overturned a decision of the Ohio High School Athletic Association to censure Milkovich, the columnist, Theodore Diadiun, wrote, "Anyone who attended the meet...knows in his heart that Milkovich...lied at the hearing after giving his solemn oath to tell the truth."

The *News-Herald* has consistently argued that the column constituted statements of opinion, rather than fact. The newspaper has also argued that Milkovich was a public figure and that, as a result, he would have to prove actual malice on the part of the newspaper in publishing the column—that it knew the statements were false or published them with reckless disregard as to whether they were false. The case has been argued before various courts in Ohio, with the newspaper winning some verdicts and Milkovich others. Twice the Supreme Court rejected petitions for review of decisions favoring Milkovich. The high court finally agreed to hear the case after Milkovich sought review of a decision of the state supreme court favoring the newspaper.

Nothing was said about the public figure issue during the argument last week. Instead, it focused on the issue of opinion. And some justices, by their questioning, indicated they were not entirely persuaded that opinion is in all cases privileged. "It's all right if I say someone is a child abuser?" Justice Antonin Scalia asked of Panza. "I can imagine there are some statements this court would not extend protection to," said Panza. "But it's still opinion." "You're saying there are different categories of statements, some protected and some not?" asked Justice Anthony M. Kennedy. "You're distinguishing between someone who is a perjurer and someone who is a child abuser?" asked Chief Justice William H. Rehnquist.

But it was also clear the justices were looking for help in determining when language is expressing opinion rather than fact. Said Panza: "I believe that what is

or is not opinion must be analyzed in the context of what is said." Kennedy, echoing views of some other justices, wondered about the effect of a phrase like, "In my opinion," if used to introduce the charge, "Milkovich committed perjury." Rehnquist thought that was a question for the courts to decide, though later he suggested, possibly facetiously, that the format of the offending language might provide the tipoff. "In a sports column, it's OK to say anything," according to the chief justice. "When people read a sports column, they know they're going to read opinion."

In arguing for a lesser degree of opinion privilege, English cited the Supreme Court's 1985 decision in *Philadelphia Newspapers Inc. v. Hepps*. It held that a libel plaintiff must prove falsity without resorting to presumptions. As a result, he said, there is no need for a First Amendment privilege. And he said that the plaintiff's burden of proof could be carried—that the statements in the column are both verifiable and defamatory. But Justice Byron White was not certain the matter was that simple. "You still have to figure out if [the statement] is verifiable," he said. "If it's not verifiable, it's opinion."

One of English's arguments suggested he had been reading Scalia's past opinions. He said at one point: "There is a need for recovery of reputational damages." In 1984, while a member of the U.S. Court of Appeals in Washington, Scalia dissented in *Ollman v. Evans*, in which the full circuit, by a 6-5 margin, affirmed a decision of a lower court dismissing a libel complaint against the columnists Rowland Evans and Robert Novak. The lower court had held that the column at issue simply reflected the writers' opinions. In his dissent, Scalia made it clear that, in deciding libel cases, he was concerned about permitting "intentional destruction of reputation."

And last week, in an exchange with Panza, Scalia said: "Doesn't it trouble you that people's reputations can be destroyed this way?" —LZ

Barrett cites minority gains in ownership

Although minority ownership policies have had "minimal" impact, says FCC commissioner, he warns crowd that even those gains have caused 'consternation' to broadcasters

Increased demand and a decreased supply of quality broadcast properties is a chief reason why FCC minority ownership policies have been "under continual attack." That's according to FCC Commissioner Andrew Barrett, who gave the keynote address at the Bay Area Black Media Conference, held April 21 in San Francisco during the 9th Annual Western Regional Media Conference.

Minority ownership policies were an "acknowledgement of the fact that minorities and women have long been underrepresented or misrepresented by the broadcast media," Barrett said. The bulk of those policies rested on tax certificates, comparative preferences and distress sales, which, according to Barrett, increased minority-owned stations from "less than 1% of all broadcast properties to about 3%."

FCC figures show that as of March 26, 1990, 38 stations have been acquired through distress sales while 209 broadcast and 12 cable systems have changed hands with the use of tax certificates. Overall, the total number of minority-owned broadcast properties has risen to over 300 from the fewer than 50 that minorities owned prior to the implementation of these policies.

Barrett called the gains "significant," but added that "in relation to the 11,000-plus broadcast properties available in the U.S., these statistics are meager."

Though the policies have had "a minimal impact" they are nevertheless causing great "consternation in the broadcast industry" because of limited station availability. The problem is compounded by increased concentration of ownership conglomerations resulting in fewer "opportunities for new, small entrepreneurs, minority and nonminority, to acquire broadcast properties with solid growth potential." Therefore, "it should come as no surprise that in a market that offers fewer 'good deals,' the commission's minority ownership policies have come under increased scrutiny by nonminorities, regardless of the merits" inherent in the policies, said Barrett.

The FCC's announced freeze on new AM's and the continued tight financing market (BROADCASTING, April 2) is likely to contribute even further to reducing broadcast opportunities.

"We do not live in a color-blind society, and it is presumptuous to think," said Barrett, that the unregulated marketplace will operate as if society were color blind. Calling himself "one who recognizes that regulation is not always bad," he gave the reason for regulation as being "grounded in a public interest concern that the marketplace

alone either refuses to or is unable to resolve."

Barrett made it clear that stations that have failed to recruit minorities and women, or that have made insufficient efforts to do so, will face the wrath of the FCC, while those that comply with EEO policies "will not have a problem."

The commissioner said he was "proud" of FCC Chairman Alfred Sikes's strong leadership in encouraging and supporting ethnic diversity in broadcast and cable properties. The FCC, Barrett said, "takes its responsibility in this area very seriously," and stated that "enforcement of our EEO policies has had a positive impact on the number of minorities integrated into the broadcast marketplace."

"Solid experience," he said, "leads to a starting point for becoming future licensees or entrepreneurs in the mass media industry." But, he cautioned, "one's personal goal should be to make sure that he or she is well-qualified for the positions they aspire to attain." Otherwise, he believes, "it is harder to make a case for discrimination." The FCC's hope, said Barrett, is that "licensees recognize that hiring minorities and women is not a penalty, but an opportunity."

-PJS

FCC tells stations to pay in Pittsburgh

Budget Act implementation will require station applications to go to Mellon Bank there; fees are also hiked

Lawyers and others doing business with the FCC will have to get used to a number of new procedures—as well as increased filing fees—in the next month. The commission, in an order adopted on April 19, implemented a provision of the Budget Act of 1989, which was signed into law on Dec. 19, and which revised the schedule of fees collected by the commission. The impact of the revision on fee collections, the commission said in its order, will be "dramatic."

But the element of the new scheme attracting most attention in Washington over the past several months—and at a crowded meeting commission staffers held with communications lawyers on Tuesday (April 24) to explain the new system—was the commission's proposal, now adopted, to require that applications with fees now filed at commission headquarters be filed at the Mellon Bank in Pittsburgh. That bank's lockbox system is now used to accept about 60% of all revenues collected by the commission. The only mass media service whose applicants file with the bank is low-power television.

The switch to Pittsburgh was said to be dictated by a need to improve the processing of applications. But Washington-based lawyers had complained bitterly, saying it would put them and their clients at risk of missing deadlines; express couriers could

not be depended on always to make deliveries on time. And the commission, operating under a congressional mandate to implement the new rules by May 21, did not offer an opportunity for comment.

Still, the complaints were expressed strongly, if informally, and, to a degree, were heard. The commission adopted what lawyers are calling a "backup" filing procedure. The commission in its order said that, in the case of "time-critical" broadcast and common carrier applications now filed in Washington, an "unofficial copy" of the applications may be submitted to the commission in Washington by close of business on the deadline day, to be date stamped and retained by the Secretary's office. Such a copy could be used as evidence of timely submission if it is accompanied by a copy of a receipt from a commercial courier service indicating that the formal filing was turned over to the service in time for delivery to Pittsburgh by the commission's next business day.

Larry Roberts, who heads a Federal Communication Bar Association's committee working with the commission on the filing fee issue, indicated some satisfaction with the commission's action. He said "some areas of confusion" remain. He also said the bar association was "quite unhappy the commission could not develop a system where you file in Washington and send a check to Pittsburgh." He noted the commission was worried that separating the filing from the check would create tracking problems. But he said the association was "glad the commission took our concerns into account." He also said the association would monitor the manner in which the new system works. "Substantial tinkering will be required to make sure the system is clearly defined and easily complied with," he said.

The commission said the change of filing locations had become essential in light of the increase in the number of filings subject to fees under the new statute. The commission said it expects an increase from an average of 39,000 per year to almost 80,000. And that, the commission added, "does not include the special 'window' filings that could cause" the level to rise even higher. At the present level of activity, the time lapse in the processing of applications is about 15 days. Because of "chronic difficulties in filling low-paying administrative positions in Washington, D.C., that have decreased the ability of the commission to replace lost employees," the commission said, "we see no end in sight to unacceptable delays in our Washington fee section."

The burden imposed by the new statute is the bad news for the commission. The good news for the government (and the bad for commission licensees) will be the sharp rise in revenues. The new law extends the fee obligation to new services, including FM/TV boosters, and to requests for special temporary authority, waivers, call sign changes and extensions or reinstatements of construction permits. What's more, it imposes an across-the-board increase in filing fees—the basic fee is hiked 75%, from \$20 to \$35, while others rose 12.6% (BROADCASTING, Dec. 11, 1989). The result, the

commission said, will boost revenues by about \$20 million annually—"effectively doubling the current program." The commission also said the number of applications subject to fees will increase from about 268,000 to 749,000 per year—"almost tripling the number of transactions the commission must process."

But the administrative costs of creating and operating the expanded fee program are not part of the commission's fiscal year 1990 budget. Therefore, the commission said, it must employ "the most cost-efficient method of cash management in collecting fees." It also said it must pay attention to "existing law and Treasury Department regulations requiring federal agencies to use prescribed cash management techniques that ensure the rapid deposit of funds."

Those concerns led to the decision to make the Pittsburgh bank the depository for virtually all applications and fees. —LZ

PacWest sues Turner over dropping of TNT to MMDS

TBS's standing policy of not selling to wireless cable prompts \$25 million suit

Pacific West Cable Co. waged a successful court fight to gain access to the Sacramento, Calif., cable market as a competing cable system in 1987. Now PacWest is in court again, this time in an effort to prohibit Turner Broadcasting System and two subsidiaries from shutting off delivery of Turner Network Television service, a shut-off threatened because of PacWest's action in branching out into wireless cable technology. The suit seeks \$25 million in damages.

The loss of TNT service would be serious, PacWest says, in the complaint it filed in the Superior Court of California for Sacramento County. PacWest's attorney, James C. Parker, says in a statement that "TNT is one of the hottest packages in any cable operator's channel lineup. TBS offers MGM, RKO and pre-1948 Warner Brothers movies, has the exclusive rights to a number of National Basketball Association games and has the exclusive rights to 1990 World Cup Soccer games and the 1992 and 1994 Winter Olympics. It will also carry some National Football League games over the next four years. PacWest began carrying TNT programming in October 1988 after signing an affiliation agreement with the cable service.

The suit helps bring into the open TBS's policy of refusing to sell TNT service to wireless cable systems. TBS made that clear in comments filed in the FCC's general cable inquiry looking to a reevaluation of the Cable Act of 1984. And

TBS's vice president for government affairs, Bert Carp, elaborated on that position in a letter to FCC General Counsel Robert L. Pettit, who had asked a number of questions about TBS policy regarding wireless systems in light of a letter of complaint from PacWest. Carp, in his letter, said TNT regarded the policy as good business.

"Our decision not to offer TNT to MMDS [multichannel multipoint distribution service] systems was based on our view that the value of the additional distribution was outweighed by the value to TNT of providing cable operators the incentives of additional exclusivity," Carp said. He also said that TNT was taking a leaf from the FCC's own book—to take advantage of the kind "of flexibility to choose between exclusive and nonexclusive modes of distribution that the FCC affirmed for syndicator and broadcast network suppliers of programming to TV stations," in the action restoring the syndicated exclusivity rule.

But PacWest presents its problems as the kind a cable system can confront in attempting to break into a market already served. Its entry into Sacramento was blocked by the ban the city and county of Sacramento had erected against the emergence of a second cable system. The market was already being served by Sacramento Cable Television, 95% owned by Scripps Howard Communications, which is one of the major multiple system operators that, combined, own a substantial minority share of TBS. PacWest went to court in 1983, and four years later won the fight to gain entry. Then, the suit alleges, with substantial advance notice as to what areas of the city PacWest would serve, Scripps engaged in "discriminatory pricing practices."

The tactic was successful, the suit said, to the extent of denying PacWest enough of a subscriber base in its limited area of coaxial cable construction to compete in the market. PacWest was forced to suspend its coaxial cable construction—but not its expansion plans. In November 1989, the suit says, PacWest began distributing TNT programming by means of wireless cable in conjunction with its coaxial cable. And that, according to the suit, is when TBS threatened to cut off its supply of TNT programming to PacWest, saying use of wireless technology was not consistent with the terms of the Affiliate agreement. TBS, in a letter dated March 6, threatened to cease the program service unless PacWest stopped using wireless frequencies by March 31. That deadline was later extended to April 30. Now TBS has agreed to wait until the dispute as to what the contract requires is settled by the court.

TBS's vice president and general counsel, Steven W. Korn, in the March 6 notice, said PacWest's MMDS operations "are not part of the same 'cable system' authorized" in the affiliation agreement. Korn said MMDS subscribers are offered different and fewer program services than are cable system customers, and are charged different rates. He also said Pac-

West does not include revenues from its MMDS system in its franchise fee calculations. PacWest claims in the suit that nothing in the affiliation agreement bars the use of wireless cable. The company also says that, "for all relevant purposes," wireless cable can distribute programming in a manner comparably as effective as coaxial cable.

PacWest seeks "a judicial determination" of its rights and duties. It also asks for a declaration that it may continue "to use wireless technology in conjunction with its coaxial cable facilities to distribute TNT programming to subscribers located within the area licensed to it for the purpose of providing cable television services." PacWest also says that the acts of the Turner defendants—Turner Network Television and Turner Cable Network Sales, as well as TBS—"were willful, oppressive and malicious" and that PacWest is entitled to punitive damages of "not less than \$25 million."

Besides TBS, the defendants in the case are TNT, Turner Cable Network Sales, Peter Gochis, who is responsible for negotiating and administering contracts of those Turner enterprises, and 50 unnamed "John Does" alleged to have participated in the acts attributed to the defendants. And PacWest charges them, under a California antitrust law, of acting "in conspiracy and in concert" to prevent the development of competition to the Scripps system in Sacramento. "If they are not restrained, the suit alleges, the defendants will 'preserve the monopoly of the supply of video service by cable television, wired or wireless, within the Sacramento area.'"

A TBS spokesman declined to comment, saying only, "We don't comment on pending litigation."

But Carp, in an interview, suggested that the decision to cut off TNT programming to PacWest was not, in effect, anything personal—that TNT was convinced wireless systems simply are not suitable for the distribution of TBS programming and that an exception was not going to be made, even for a "hybrid" system like PacWest. "An MMDS gets 20% penetration, and feels it has a hell of a business. We're competing with broadcasting, which has 100% penetration, so we need cable. It's into 50% of the homes. A technology that gets only 20% penetration doesn't get the job done." Furthermore, Carp said, cable system service, which offers broadcast signals, is more attractive to subscribers than MMDS, which does not.

Carp, in his letter to Pettit, produced some numbers that indicate the marketing strategy is working. "In its first three years," Carp said, "TNT will receive approximately \$300 million in payments from cable systems, which will help to offset the over \$400 million in programming costs that TNT will incur over that period. Our use of exclusivity has helped achieve precisely the result anticipated by the commission's program exclusivity rules—the widespread availability of new programming." —LZ

Hewitt's prescription for what he thinks are news's ills

Networks should get out of the bed they share with politicians and must realize the technical changes "about to burst" upon them.

These aren't the remarks of an academic or critic, but of *60 Minutes* executive producer Don Hewitt.

In a wide-ranging conversation with Harvard students last week, the CBS News veteran said "we're too stupid to know we're being used" by politicians providing colorful "photo ops."

"We're working together" with politicians, he said, "We're in bed together. We should have an intelligent adversary role with politicians. We shouldn't be carrying their banner and they shouldn't cooperate with us. We should use our own initiative to cover stories."

Every year since he helped cover the 1948 conventions, said Hewitt, "We've been getting more and more inappropriately into the political act." Calling the presidential primaries the first half and the post-convention campaigning the second half of the election process, Hewitt dismissed the conventions as mere half-time shows. Hewitt said, "We get so involved because networks think it enhances their anchor's images. The anchors have become the MC's of the conventions. Hire Frank Sinatra or Jane Fonda to MC and let's go as reporters."

He thinks that reporters should cover the candidates' debates, not participate in them. Before every debate, he said, "Every newperson says to himself, 'What can I ask that makes me look smart but not partisan?' " But all questions should be partisan.

He called the relationship between TV and office-holders the "worst thing that's happened to the democratic process," and attributed it to network owners' desire to "butter up" the politicians who help determine broadcasting regulations.

"In the early days, we covered political conventions as a sop to these guys," he said. And now, Hewitt continued, networks remain "scared as hell" of politicians because "the biggest thing on any network executive's mind is getting a piece of syndication fees. Congress will decide this."

Hewitt charged network executives with lacking foresight as well as fortitude.

"Nobody's thinking about the technology about to burst upon them," he said. "The networks are playing the same silly old games. We used to be like the railroads—you had to go on our tracks." But now, he said, cable and new technology allows consumers to make their own tracks. "The only thing we own is the distribution system," Hewitt said. "People don't need

what we've got anymore."

So he would replace the evening news with three daily 30-minute shows delivered to homes via satellite. "Get the news away from the clock," he argues, saying that five million "news junkies" paying 50 cents for a program they could watch at any time, in any order, would give him \$900 million annual revenues. He'd scrap

world-roving anchors. Let a multi-network wire service cover breaking news and have 15 to 20 "great correspondents, not firemen," provide his network's perspective on events.

Hewitt said *60 Minutes*' success lets him speak freely. "We've made over a billion dollars for CBS, so nobody messes with you."

MacNeil gives Cooke's tour of TV

Almost everything is made for television today, according to journalist Robert MacNeil, who delivered the first annual Alistair Cooke Lecture last week in New York. "Everything conforms to it or reacts to it," he said.

MacNeil's speech, entitled "The Made-for-TV-World," covered such topics as the dichotomy of television as both entertainment vehicle and "salesman from hell," the role CNN plays as the world's first "global news service," and television's pervasive entry into America's cultural landscape.

People involved in other fields, such as writing and painting, keep track of the work of their contemporaries, MacNeil said, while many involved in the television industry don't watch what's on. "It says something [about entertainment programming content] that it inspires so little pride of craftsmanship," said MacNeil.

MacNeil also spoke of the past year's international political events, such as the fall of the Berlin Wall, student uprisings in Tiananmen Square and the release of Nelson Mandela, and the role they played in helping to demonstrate how important television has become.

He was in Berlin as a reporter when the wall became a reality in 1961, MacNeil said, and it was primarily a story for radio. Today, television, particularly CNN, provides an intimate view of the world.

"When the picture is the story," said MacNeil, the ability of television to show it to us is better than ever before. MacNeil also expressed the belief that "it will be fascinating to see how quickly the Russian people become seduced by television without elite restraint."

The success of CNN has created "new competition for extended presence" in news coverage, said MacNeil, who expressed "surprise" at Britain's failure to offer its own "global channel."

Only work and sleep consume more time than television for a large portion of the population, said MacNeil. "TV equals or outdistances the car," he said, as most important to our culture. As the 1990's progress, different forms of television will continue to compete for viewers. "The battle for the mass audience is about to be over," said MacNeil. "The battle for the splintered audience is about to begin."

The Alistair Cooke Lecture, sponsored by the North American Center of the Royal Television Society, was established to honor Cooke's international broadcasting work. Opening remarks were made by Peter Marshall, chairman, North American Center, RTS, and Paul Fox, managing director of BBC Television and president, RTS.

Present to introduce MacNeil, Cooke said that while the medium of television itself is often criticized, nothing is inherently wrong with it. "The problem with television is that anyone can get in on it," Cooke said. "Nobody ever says 'What's wrong with printing?'"

Cooke pointed out that while the British will often scoff at the idea of American television, "they take *Kojak* and *Dynasty*," while the U.S. industry takes a wide variety of English programming. "[The British] don't take *American Playhouse*, *Frontline*," and other similar shows, said Cooke. "Inevitably," Cooke said, "television is the shop window of American consumerism," while programming is "the bartered bride of American TV."

-RG

Broadcasting's best

Scripps-Howard National Foundation has presented its Excellence in Journalism Awards. Broadcast winners: WCBS-TV New York (large market TV) for coverage of street drug trafficking; KARK-TV Little Rock, Ark. (small market TV), for special on outdoor learning facilities for disadvantaged children; WSM(AM) Nashville (large market radio) for series on crime prevention, and KWTO(AM) Springfield, Mo. (small radio market), for investigation of county deputy sheriff. Also, WFSB-TV Hartford, Conn., was honored for program on adult illiteracy.

Harnessing the power of Hispanic radio

Estimates show Hispanic population tripling over next 30 years; with radio attracting 34% of Hispanic advertising dollar, broadcasters have begun to take notice

The Hispanic consumer is poised to become one of the most desirable demographic groups of the 1990's. According to U.S. Census estimates, the Hispanic population is the fastest growing segment of the nation. By the year 2020, the Census projects there will be 54.3 million Hispanics (three times the 1983 figure of 16.5 million). According to numbers provided by Katz Hispanic Research, in 1989 the U.S. Hispanic market purchasing power equaled \$171.1 billion.

The growing awareness of the opportunities existing in the Hispanic radio marketplace prompted the entry into the marketplace of two "anglo" or mainstream broadcasting companies over the last two years: CBS (BROADCASTING, Sep. 25, 1989) and Katz Radio Group.

Gene Bryan, vice president and national



Tony Miraglia

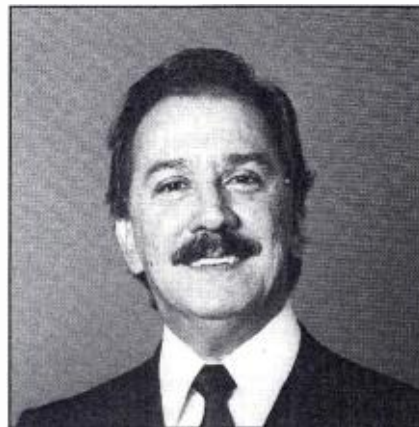
sales manager of Katz Hispanic Radio Sales, says the company is continuing its expansion into the market. "Katz Hispanic Radio has formally introduced the Hispanic Development Teams (HDTs)," he said, "whose sole purpose is to pursue dollars at the client level." The teams, which were introduced this year, will rely on the expertise of Katz personnel such as Susan Waggoner, vice president of marketing, and personnel from Katz Radio, the national staff of Katz Hispanic Radio, the KRG marketing department, along with major market general sales managers and national sales managers.

"The goals of the teams," said Bryan, "will be to develop useable sales development material for radio and the marketplace, and to increase and create awareness in the marketplace to reach regional and national corporations."

As for CBS, says Tony Miraglia, vice president and general manager of CBS Radio Representatives, the commitment to the marketplace is evident in the network's steady expansion. One and a half years ago, CBS formed the CBS Hispanic marketing division. Last year, CBS began selling Spanish International Systems, a news network, and brought in-house production and distribution of Spanish language broadcasts of major league baseball. "We have ventured in slowly," said Miraglia, "we didn't really know the marketplace and we have been doing a lot of listening."

Results for CBS have been encouraging enough, said Miraglia, that it will establish its own Hispanic radio rep firm later this year. The company is readying itself for what Miraglia believes is an increasingly important segment of the population. "When the census does come out, marketers will recognize the true impact of the Hispanic population," he said.

Over the next few years, said Miraglia, CBS will spend "much of their resources in



Eduardo Caballero

research." The aim will be to determine "what are the things that will move their [CBS's] clients to expand their dollars in the marketplace." Said Miraglia: "We will start by the end of next year with qualitative studies, and maybe joint ventures with our brethren in television [Univision and Telemundo]." He added: "In order to expand the universe, we all need to work in conjunction."

Not all executives in the industry share his view. Eduardo Caballero, president of Caballero Spanish Media Inc., believes there "will never be a unified voice. It cannot be, this is America and we are all in competition," he said. And added: "What disturbs me the most, is that the general advertiser does not ask the general media to test the market for them." In the case of Hispanic media executives, he added, they are being asked to research the market for the client. "My assumption is that if corporation X is putting out a product today, they do not call ABC, CBS or Time magazine and ask them to investigate how well the product will do with their audience." Caballero noted that Hispanic broadcasters are put into a position where they "are not being measured by the same standards that general market media is."

Caballero expressed some concern over the entry of "anglo" operators into the Hispanic marketplace, although he noted that he had always hoped they would. "The reality is that Katz is talking in a language that we (Hispanic broadcasters) are not ready for and that is the language of numbers," he said. "Based on numbers we have now, there are not many good reasons for us to be bought. So, at this point, looking at the participation of Katz, I see it as a negative influence. Basically they are telling media planners of Hispanic agencies that they do not have to be different than the planners for general advertising agencies," he said.

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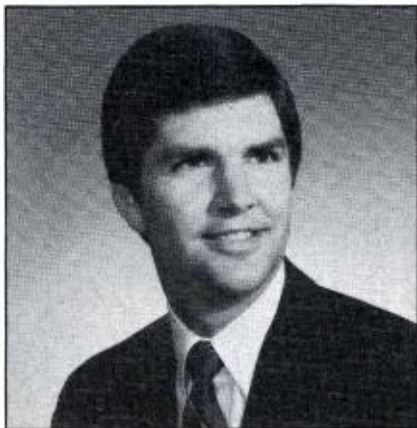
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At this point, said Caballero, what is needed more are "media thinkers, people with a feeling for what is happening in the marketplace and not just following the dictates of the research companies."

Conversely, it is a perceived need for such standardization of the Hispanic marketplace that first brought Katz to the ring. "There was a cry from stations repped by other reps which were looking for the type of sell we do," said Bryan. Katz has suc-



MacHenry Tichenor Jr.

ceeded, said Bryan, in "increasing dollars or shares on specific buys, and allowing agencies to look at radio a lot easier and be able to utilize the medium to its fullest." The efforts are geared toward reducing attrition rates and making sure dollars are not reduced but increased, said Bryan.

"People have been trying to figure out how to do good Spanish radio research for years," said Mac Tichenor Jr., president, Dallas-based Tichenor Media System Inc. Advertiser interest is growing in the marketplace and research is being conducted, but more needs to be done. Tichenor, which just completed the formation of Spanish Radio Network, an alliance of the group's stations with stations owned by the Blank and Wolfson families (Radio WADO Inc.). "This alliance will give us the critical mass to support our research," he said.

There are a growing number of surveys and reports being conducted in the marketplace, and the National Association of Broadcasters featured a panel at the Atlanta convention two weeks ago titled: "Madison Avenue Report: Spanish Radio Hot for the '90's." The panel featured Meg Bernot and Sara Sunshine of the Siboney Advertising Agency, New York.

Bernot opened the panel with an overview of the media. According to Bernot, research indicates that 9 out of 10 Hispanics use Spanish language media, and that one half of the bilingual Hispanic population uses Spanish language radio or TV, and one quarter of those using TV use Spanish language broadcast media over half the time.

Bernot explained that advertisers wishing to target the Hispanic audience need to define that target by their media habits, the key to which is their language dependency.

In 1987, said Bernot, a survey of the Hispanic population in the U.S. revealed that 47% of the group used Spanish lan-

guage media exclusively, 30% used both English and Spanish but skewed heavily toward the latter, 16% used both English and Spanish but skewed heavily toward English, and only 7% of the Hispanic population used only English language media. Bernot noted that the percentages vary on a market-by-market basis. Another fact revealed by the survey indicated that for the core target group of Hispanics (Spanish language media users and part of the crossover population skewing toward Spanish media), exposure to English language media has limited value for the advertiser.

Also of importance to advertisers is to understand the differences among Hispanic subgroups. There are marked differences in cultural and media patterns among the different groups. According to numbers provided by the Katz Hispanic Radio Research division (based on Census figures), Mexicans account for 61.7%, Puerto Ricans 11.9%, Central and South Americans, 12.6%, Cubans, 5.6%, and all others, 8.2%. Those percentages vary markedly by market. In New York, Puerto Ricans are the dominant subgroup, in Miami, Cubans, and in the Southwest, Mexicans.

Consequently, when an advertiser is putting together a Hispanic media plan, that advertiser must take into consideration a number of factors, said Bernot, including the target group, geographical characteristics, seasonality of the product, the competitive environment in each market, reach and frequency goals and budgets. In different markets, explained Bernot, the strengths of the different media varies—in some, television dominates, in others, radio. Advertisers need to use mixed media packages to achieve reach and frequency goals. The strength of Spanish language radio, she said, lies in its effectiveness as a frequency medium, and its tactical ability to reach specific target demographics within the Hispanic population.

Bernot closed her comments with some suggestions as to what work still needs to be done in order for Spanish language media to be a more effective and a more valuable tool for advertisers. "We need more frequent and more credible audience data," she said, "and much more specific audience data." Also needed, in her opinion, is better "multimedia consumption data," better competitive expenditures reporting, better product usage and volume information.

Sara Sunshine addressed the issue of "Who is the Hispanic audience?" Qualifying the audience in terms of its cultural characteristics should be an integral part of any media plan, according to Sunshine. "Advertisers need to take into consideration the patterns of consumption of Hispanics," she said, "patterns that are dictated by values and attitudes learned early in life."

According to Sunshine, the Hispanic population sees itself "as a society within a society." Encompassing the values of that society is a series of "strong likes and dislikes" that the creative for a media plan should not go against. For example, she said, Hispanics are fatalistic and spiritualistic. They view anglos as materialistic and

serious. Sunshine explored a long series of dichotomies that characterize the perception of Hispanic society versus Anglo society, but noted that "attitudes are weakened when exposed to a new society."

The Hispanic in the U.S., she said, views himself as living in a dual society—his/her home, a traditional family environment, and a technological society as far as the workplace. It is important to remember, said Sunshine, that any media campaign has to address the aspirations of Hispanics. The most important factors shaping those aspirations, she said, were "language, family and church."

"A Hispanic is a strong believer in the power of the word," Sunshine said. And Spanish radio, i.e. Spanish language, represents the Hispanic attachment to his/her culture at strong emotional levels. "We want to set our own terms of integration into a new society," she said, "and we want to remain culturally attached to our society."

Another important point about the Hispanic listener, according to Caballero, is how much more important Spanish radio is as a vehicle for the Hispanic market than general radio is for the general market. "General market radio attracts 6⁵ and 7% of advertising dollars," he said, and Hispanic radio attracts approximately 34% of the Hispanic advertising dollar. That is a message that we want to send to national advertisers and agencies which are not necessarily thinking in terms of Hispanic radio," he said. —LC

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Record labeling could have radio fallout?

Legislated warnings, local obscenity rulings bring into question government regulation vs. First Amendment rights

What began as a show of concern by some parents' groups over record lyrics has erupted into a case of government regulation vs. First Amendment rights. Or, in the view of one industry executive, the abdication of parental responsibility in exchange for censorship, at the expense of free speech.

In the last six months, 13 state legislatures have introduced bills requiring warning labels on records containing so-called "obscene" lyrics. Through the efforts of numerous industry organizations, primarily the Recording Industry Association of America, each of these legislative efforts so far has been defeated or tabled. "The question of objectionable record lyrics is an issue best left to the parent and to the industry, not to the states," said Anne Neal, RIAA vice president for corporate legal affairs.

"We've been heartened in the states that so far have withdrawn legislation," Neal said. "We feel that, as we get the message out and point out the constitutional difficulties with these bills, the legislatures will leave it to voluntary mechanisms." She said RIAA will continue to fight all proposed legislation, and will challenge in court "any bill that does happen to slip past us."

Despite RIAA's efforts, however, this flurry of legislative activity indicates that "anti-obscenity" sentiment runs deep. In just the last two weeks, at least two jurisdictions have issued local rulings that added to the anti-obscenity roster. Most recently, a grand jury in Volusia County, Florida, and a judge in Williamson County, Tennessee, separately ruled that some record lyrics violate their state's respective obscenity laws. While these decisions focus specifically on sales of obscene product in record stores, the clamp-down eventually could have an effect on radio programming.

Radio broadcasters presently are protected by a "safe harbor" between 8 p.m. and 6 a.m., during which so-called "indecent" (but not obscene) material may be aired. This "safe harbor" is the result of an industry effort to thwart the FCC's proposed 24-hour ban on all "indecent programming," as man-

dated by Congress just prior to the 1988 election. Despite a D.C. Circuit Court's earlier ruling that a "safe harbor" is necessary to protect the broadcasting of such programming, the FCC imposed the ban, which the Circuit Court promptly stayed. The FCC and other industry groups now are compiling evidence to demonstrate whether a full ban is necessary or appropriate.

Meanwhile, the crack-downs on local obscenity laws, as well as the tenuous status of the indecent programming "safe harbor," have caused some broadcasters to take a cautionary stance.

In Murfreesboro, Tenn., WRMX(FM) program director, Benjie Norton, said that while the Williamson County decision will have little effect on the station's programming content, it could affect the integrity of radio in general. Citing his station's oldies format, Norton noted that "these records have a tried and true, clean image, and where they do get a little questionable, they seem to hide it pretty well—Little Richard possibly excepted." What concerned Norton was the implication of censorship: "The movement of the courts and the legislators is very wrong. What they're doing is totally against everything we as a country have tried to build ourselves on," he said.

Norton said his fear stems from potential rulings based not on information but on biases. "What I'm afraid of is if a judicial system were to look at an album cover and pass judgment that something is obscene or pornographic just because of the way a person looks. I can understand protecting children, but that's what parents are for. They should make the decision, not a courtroom or a bunch of legislators."

Yet not all broadcasters share Norton's convictions. Christian broadcaster Jim Hoge, general manager at Volusia County's WYND(AM) in DeLand, Fla., claimed the grand jury's recent decision "a victory for our community." Noting that the U.S. Supreme Court has deferred the definition of "obscene" to local or state interpretation, he said that state attorney John Tanner was correct in "driving smut out of town." Hoge told BROADCASTING that "if you had a committee in Washington, any decision on what was obscene and what was not would be inappropriate, and that goes for

matters of church and state as well. It should be left up to the people of each town to know what the people want."

Across town at oldies-formatted WOCL(FM), program director Scott Sherwood stressed that some sort of guidance was needed to protect family listenership and preserve the integrity of radio. While admitting he "felt fortunate because the lyrics of goodtime oldies are pretty safe," he said that some of the record lyrics banned by the Volusia County grand jury deserve to be restricted. "Some of these songs are very explicit, and because radio is available to everyone, we need to have some guidance. At WOCL, we understand and appreciate the right to free speech, but we also appreciate family values. And the lyrics that are coming out now are a far cry from trying to figure out what the Kingsmen were saying in *Louie, Louie* back in 1964."

In Cincinnati, the recent opening of the Mapplethorpe art exhibit has amplified community standards regarding obscenity. Todd Lewis, program director at urban formatted WIZF(FM) observed that, while voluntary record labeling is an appropriate idea, "any law banning any form of artistic expression is totally outrageous. People have the right to say and do, and they have a right to choose what they want to spend their money on."

Lewis stressed that a panel of local officials most likely would lack the knowledge or experience to fairly understand the content or nature of all art. "My background is in urban radio, and I wouldn't even attempt to make decisions about classical music," he said. "I find it hard to believe that a politician could make a judgment without examining the bigger picture." Conceding that some records' lyrics are a bit descriptive, Lewis defended the rights of the artist for self-expression.

"This is America, and that's what we're all about," he said. "People need to have the freedom of choice. If people find the Mapplethorpe exhibit a bit too much, they shouldn't go. If people find a certain record offensive, they shouldn't buy it."

In St. Louis, KSHE(FM) program director Rick Balis used the power of radio to help kill House Bill 1406, Missouri's record labeling bill. By disseminating what he termed "truthful information" about the Missouri bill, Balis said the station helped turn public sentiment against legislation "which had alarming implications for First Amendment rights."

"What's frightening is that a very vocal and organized conservative element seems determined to impose their beliefs on the rest of us," Balis said. While declaring personal support of industry self-regulation, he warned against allowing certain factions to pass restrictive legislation. "We need to make sure that the public knows what these groups are trying to do," he said, adding: "A lot of people with an unbelievable amount of influence and power are involved in this minority effort, and it's something we have to work against."

—REB

Book mobile

The National Association of Broadcasters and the Radio Advertising Bureau have published *1990 Radio Market Trends*. The book contains totals of 1989 radio revenue sources for 96 markets and, for some markets, provides a five-year trend report. The book provides comparisons of various regions and was produced from market totals obtained from the accounting firms of Miller, Kaplan, Arase & Co.; Hugerford, Aldrin, Nichols & Carter and other firms.

Also released by the NAB is *Radio Financing: A Guide for Lenders and Investors*. Written by Robin Martin, founder and chief executive officer of the Deer River Group, and Erwin Krasnow, partner in the law firm of Verner, Liipfert, Bernhard, McPherson & Hand, the book focuses on the radio industry and the different elements that bring players to a deal. It also provides information on equity investment opportunities from the investor's role in radio deals and investment strategies to the possible structuring of deals.

Counting spots

National spot radio billings were \$72,420,900 for March 1990, a decrease of 5.1% over March 1989's \$76,353,000. The year-to-date total for 1990 is \$191,270,400, a 6% decrease, compared to 1989's unadjusted total of \$203,500,100, and a 1.8% increase over the adjusted figure of \$187,875,600. All figures are based on information provided by Radio Expenditure Reports Inc., based on information collected from the top 15 rep agencies.

March radio revenue

Network radio revenue figures for March were \$35.07 million, according to unaudited figures compiled by Ernst & Young, a 7.5% increase over March 1989's total of \$32.6 million.

Adult comedy

Los Angeles-based Premiere Radio Networks will launch the Adult Comedy Network in early June. Oldies outlet KATH-FM Los Angeles has signed on as its first affiliate.

The company launched its second comedy service earlier this year, the Country Comedy Network (BROADCASTING, Feb. 26). Premiere vice president of sales Kraig Kitchin said that that service has passed the 200-affiliate mark. According to Kitchin, Country Comedy generated queries from noncountry stations targeted at the 25-54 age group, looking for a similar service targeted at the same age group but not format specific.

Premiere has also signed radio personality Dave Sholin for a weekly, four-hour top-40 countdown program. The program, titled *Dave Sholin's Insider*, will feature about 10 interview clips with musicians per program.

The program debuted last week. Kitchin says Premiere will retain four minutes per hour and allow the stations signing up for the program six minutes per hour.

New Angle for 'Marketplace'

The trend toward a more competitive public radio syndicated program market continues with the defection of National Public Radio's White House correspondent to *Marketplace*, the nightly business and economics news magazine distributed by American Public Radio. Jim Angle, with NPR for the past 10 years and on the White House beat for the past six, will become anchor of the show in mid-June. Over the past eight months two independently produced entertainment programs—*Mountain Stage* and *Whad'ya Know*—



Jim Angle

switched distributors from NPR to APR, and earlier this year, longtime APR Celtic music series *Thistle and Shamrock* announced it will move to NPR in October.

APR and the program's producer, Los Angeles-based USC Radio, launched *Marketplace* in January 1989. The half-hour afternoon broadcasts and eight-minute morning reports to be anchored by Angle are now carried by 110 stations and have gained the corporate sponsorship of General Electric Co. "His grasp of political economy will make *Marketplace* essential listening for anyone curious about what makes the world go around," said APR President Stephen Salyer of Angle, who responded: "After years of watching two American presidents trying to control economic forces, it will be intriguing to focus on how those forces are affecting not only our own lives, but on how they're bringing historic changes around the world. What enterprising journalist could pass up a canvas that includes perestroika, the baseball strike, green mail and insider trading?" asked Angle.

View from the other side

CBS-owned KMOX(AM) St. Louis broadcast a series of live programs from Eastern

Europe last week. KMOX host Bob Hardy began the five-part series April 23, with a town hall forum in Berlin. On April 24, Hardy was to travel to Prague, Czechoslovakia, for a second broadcast; to Budapest, Hungary, April 25, and Warsaw, Poland, April 26. The concluding broadcast was to be held April 27, from Red Square in Moscow.

The live broadcasts will feature interviews with guests that include Burkhard Doherty, political director, Ministry for Intra German Relations, Berlin; Ambassador Shirley Temple Black, U.S. ambassador to Czechoslovakia, Prague; Miklos Haraszti, leader of the Alliance for Free Democrats, Budapest, and Anna Dobrzanska, representative of the *Gazette Wyborcza*, a Solidarity affiliated daily newspaper in Warsaw.

Accompanying Hardy on the road from KMOX will be Paul Grundhauser, chief engineer, Kevin McCarthy and Kevin Young, operations manager.

Drunk driving PSA's

Fifty-seven percent of radio broadcasters believe that campaigns warning of drunk driving and alcohol abuse are the most important element of their public service programming, according to a study released by the National Association of Broadcasters. This percentage is up from the 48% who responded in a 1988 study.

Additionally, almost half of those radio broadcasters polled (49.2%) also counted drug abuse campaigns among their top public service activities.

The most often mentioned public service campaigns in the past year for radio were drunk driving/alcohol abuse (56.5%), drug abuse (49.2%), community information and fund-raising drives (20%), AIDS (15.1%), medical fund raising (13.7%), and cancer (10.2%).

The NAB poll was based on a random sample telephone survey of 750 radio and TV public affairs directors.

Nominations for Marconi Awards sought

The National Association of Broadcasters is soliciting nominations for the Marconi Radio Awards, which will be presented Sept. 15 at the close of Radio '90 in Boston. The awards, which recognize "outstanding stations and personalities in the radio industry" in 23 categories, were started last year at Radio '89 in New Orleans. In a change from last year's awards process, nominees will be selected by stations and regional selection committees before being finalized by a national radio committee. NAB member stations and associate members then will vote by secret ballot to choose the winners. To reflect industry changes and station success, previous winners may be nominated again. Categories include Personality of the Year, Station of the Year (by market size), Station of the Year (by format), and Legendary Station of the Year. Nomination ballots must be returned to the NAB in Washington no later than May 18.

Taking apart Tak Communications?

Group owner contemplating sale of properties; financing is subject of industry speculation

Group owner Sharad Tak does not like to give interviews; however, his silence has not kept his company out of the news.

Discussions about the head of the Vienna, Va.-based group owner Tak Communications Inc. (three FM's and six TV's) stem in part from a memo posted at one of his television stations saying that the group was considering Chapter 11 as a means of protection from its creditors. So far, there has been no filing. Tak has retained Shearson Lehman Hutton to restructure and possibly sell some of his group. Tak's group, possibly the largest station group put together using tax certificates, has been hurt by a flat revenue market for the TV industry and last week was in negotiations with subordinated lenders.

For all his mystery, Tak is not an unknown in the broadcasting industry. The native of India bought his first station, WKIO(FM) Urbana, Ill., in 1978. Then, in the buying boom of the mid-1980's, Tak bought six television and two radio stations. He made all of his purchases with minority tax certificates—a certificate that allows owners who sell to minorities to defer the capital gains tax on the sale.

Tak came to America in the early 1960's, received a master's degree in computer science from the State University of New York at Buffalo, and, according to people close to him, accumulated a good deal of money in government contracting. His company, ST Systems Inc., is involved in tracking satellites, computer software and image enhancement. He is also said to have substantial real estate holdings. A profile of Tak in the Washington business magazine *Regardie's* said that ST Systems Inc. did \$60 million in business in 1989 with NASA and the Federal Aviation Administration.

Industry gossip about the group owner's status picked up steam after a recent article

in *The Buffalo News* reported that an official memo was posted in Tak's WGRZ-TV saying that the company is considering Chapter 11. Two employees at the station confirmed the memo's existence.

But obtaining details on the company's financial situation is hard to do since Tak Communications Inc. is a privately held company. Tak's last known financing was in 1988 through Morgan Stanley. One industry source confirmed a previously written account saying Tak's arrangements are as follows: \$175 million from the Bank of New England and Chemical Bank of 11% senior debt and \$53 million from subordinated lenders Teachers Insurance, DeSai Capital and the Lutheran Brotherhood. The subordinated notes, the source said, are 12% with an option during the first two years to either pay the interest in cash or in the form of additional notes.

Tak, according to one industry insider, has not missed any interest payments on the Bank of New England loan but is in financial covenant default, meaning (in Tak's case) that he is continuing to meet his interest payments but is not meeting his debt service coverage.

Meanwhile, there are the subordinated lenders. A vice president at Teachers Insurance lending group would not comment on the situation. Some think it likely that Tak has availed himself of the option to pay interest with additional notes, upping the debt from \$53 million to about \$60 million, thereby increasing interest expense as well. One lender for one of the subordinated groups said that "negotiations [with Tak] are at a sensitive point," but declined to elaborate.

Tak, the insider said, offered to partially repay the debt with an additional equity contribution of \$10 million-\$15 million, but the Bank of New England, he added, wanted \$50 million. Earlier this month, the Bank of New England sold off some of its broadcast lending portfolio to the Canadian Imperial Bank of Commerce but Tak's loan was believed not to be among the package.

Finding the funds to repay burdensome debt may be behind Tak's recent attempts to sell some properties. Earlier this month it was learned that Shearson Lehman Hutton was shopping Tak-owned WUSL(FM) Philadelphia ("Closed Circuit," April 2). In July of last year, Tak's sale of KITV(TV) Honolulu to Cassara & Co. for \$45 million fell through. In that deal, Tak originally was keeping "significant paper" and serving as a lender. The deal was later restructured with Tak's remaining portion of the station reduced below the originally agreed upon 40%. Tak paid \$50 million for KITV in March 1987.

Financial talk aside, there have also been changes in the news divisions at some of Tak's stations that have probably kept his properties in the limelight more than the owner cares for. Last March, the company announced that it was pulling the plug on the news operations for Tak-owned ABC affiliate WOOW-TV (BROADCASTING, April 2), providing an annual savings said to be around \$500,000; the company's annual revenue is estimated to be in the neighborhood of \$70-\$75 million.

In Buffalo, the WGRZ-TV local news has constantly been in third place. Recently some gains have been made, although weeknight anchor Alison Rosati is said to be in contract negotiations. Meanwhile, at WKOW-TV Madison, Wis., weeknight anchor Scott Klug announced that he was quitting and is considering a run for Congress against 16-term incumbent Democrat Robert Kastenmeier.

Ratings are one of the big problems for Tak in Hawaii. In the November 1989 Nielsen book, KITV's 5:30 p.m. local news got a 7 rating/15 share, down from the 8/13 it got last year when it was on at 6 p.m. At 10 p.m., the news got a 7/16, down from 8/17 the previous November.

The picture is improving in Buffalo. According to the November 1989 Nielsen book, WGRZ-TV's noon news got a 3/10 in its first sweeps. Early news (5 p.m.) has held steady at 9/24 since November 1988. However, at 6 p.m. it got a 10/17, an improvement from the 8/15 in November 1988. The 11 p.m. broadcast went from an 8/17 in November 1988 to an 11/22 last November.

On the radio side, brokers contacted by BROADCASTING feel that Tak has a winner in WUSL(FM) Philadelphia. The urban-formatted station that Tak bought in 1987 for \$32 million came in third in the latest Arbitron book and is said to now be worth \$54 million-\$55 million.

That may not be the case for Tak's other major market station, WJQY(FM) Fort Lauderdale. The station finished sixth in the latest Arbitron book, and brokers said Tak may not get the \$34 million he paid for the

A snapshot of Tak

Station	Year bought	Price
WKIO(FM) Urbana, Ill.	1978	\$2.5 million
WKOW-TV Madison, Wis.	1985	\$22 million*
WUSL(FM) Philadelphia	1987	\$32 million
WJQY(FM) Miami	1987	\$34 million
KITV(TV) Honolulu	1987	\$50 million
WGRZ-TV Buffalo	1988	\$100 million

*Purchase included WOOW-TV Eau Claire; WXOW-TV LaCrosse and WAOW-TV Wausau. WOOW-TV serves as satellite to WXOW-TV.

station in November 1987 if he tries to sell it.

Tak's other radio station, WKIO(FM) Urbana, Ill., is not part of the Tak group.

The Tak story will probably unfold during the next few months. While the memo raised speculation about Chapter 11, others feel he will sell some of his properties and try to restructure. Either way, this may not be the

scenario that Tak envisioned when he got in the business 12 years ago. Not everyone is in panic mode. "Tak knows leverage," said one broadcaster, adding that "sometimes you can run close to the edge. Assuming you don't fall off, you're OK." As another broadcaster put it: "If Tak truly had to shore up this company, he's got more than enough cash to do it."

-JF

Fifth Estate Earnings Reports

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
A.H. Belo	First	\$97,946	8	\$2,782	17	\$0.14
dick clark productions	Second	\$7,316	7	\$356	-52	\$0.04
Capital Cities	First	\$1,262,321	13	\$106,303	28	\$6.08
CBS	First	\$851,000	16	\$85,000	52	\$3.31
Gannett	First	\$813,400	-1	\$75,001	-1	\$0.47
General Electric	First	\$12,600,000	6	\$950,000	12	\$1.06
Lee Enterprises	Second	\$62,815	1	\$4,875	-23	\$0.20
McGraw-Hill	First	\$420,022	8	\$16,589	-47	\$0.34
Media General	First	\$148,041	-1	\$2,706	-77	\$0.10
Meredith	Third	\$199,108	1	\$4,775	1	\$0.11
Multimedia	First	\$109,826	3	\$6,051	30	\$0.49
Nelson Entertainment	Fourth	\$40,049	37	\$2,934	NM	\$0.65
	Year	\$108,575	8	\$11,980	NM	\$0.35
Paramount Communication	First	\$844,600	9	\$21,200	-70	\$0.17
Park Communications	First	\$36,149	-1	\$2,810	-1	\$0.14
Pulitzer Publishing	First	\$95,157	1	\$906	-70	\$0.09
Qintex Entertainment	Second	\$8,168	-75	(\$3,845)	NM	(\$0.18)
Scripps Howard	First	\$71,567	5	\$3,348	78	\$0.32
Spelling Entertainment	Second	\$43,614	70	\$2,096	-33	\$0.05
Times Mirror	First	\$875,152	3	\$46,013	-33	\$0.36
Ventura Entertainment	Fourth	\$3,146	NM	\$305	NM	\$0.10
	Year	\$3,146	NM	(\$455)	NM	(\$0.22)

Second-quarter operating profit for **dick clark productions** was up 22%, to \$1.9 million, but 250% jump in "minority interest" share reduced net income. Company said increased revenue "primarily" reflected cable licensing of *TV's Bloopers & Practical Jokes*. ■ **Gannett** said it sent letter to shareholders that said a "deteriorating consumer economy and restructuring in the retail industry combined to produce the poorest advertising environment in almost 20 years. Some major department stores, which traditionally were among the most important advertisers, sharply reduced their ad expenditures." ■ **General Electric** said that in first quarter it reacquired 11.6 million shares at a cost of \$728 million, "bringing the total shares acquired to 15.3 million at a cost of \$963 million since inception of the [\$10 billion share repurchase] program in November 1989." ■ **Lee Enterprises** said that broadcasting revenue was "flat" for quarter. ■ **Meredith Corp.** said "softness in both the local and national ad spot markets caused broadcasting [station] profits to decline.... MMT Sales had a greater loss in the current quarter than in the prior year quarter as a result of lower revenue." ■ **Multimedia** said cable operating cash flow was \$14.7 million on revenue of \$27.2 million. Entertainment division cash flow was \$11 million on revenue of \$20.9 million. ■ **Nelson Entertainment** posted net losses of \$12.9 million in prior year and \$5.8 million in prior fourth quarter. Per-share figures are in Canadian dollars. ■ **Paramount Communications** said it had "sharp gains" in television operations compared to first quarter of prior year, which also included \$57.5 million in earnings from discontinued operations. ■ **Pulitzer** said that broadcasting group cash flow increased 7% to \$6.5 million on 10.4% revenue increase and 17.9% operating expense growth. Results for division were affected by sale and acquisition, last December, of WPTA-TV Fort Wayne, Ind., and WDSU-TV New Orleans, respectively. Company said that excluding two stations, broadcasting revenue would have increased 2.9% while operating expenses would have increased 0.7%. ■ **Qintex Entertainment** had net income of \$1.8 million in prior year's second quarter. Company said it "generated positive cash flow" in second quarter but that income was eliminated due to non-cash items, including "an increase in the provision for doubtful accounts." ■ Second-quarter results of **Spelling Entertainment** included recently acquired Worldvision Enterprises and Laurel Entertainment, which together supplied \$38 million of revenue, and all of profit. Revenue from Spelling itself declined by \$20 million, which company said was "mainly due to the absence of network license fee revenue" from *Dynasty*. ■ **Times Mirror** said broadcast television operating profit declined 14%, to \$6.3 million, on 4% revenue increase, to \$22.8 million. Company attribute results to "costs associated with improving programing." Cable television division had revenue of \$88.8 million and operating profit of \$14.8 million. ■ **Ventura Entertainment** was formed on May 16, 1988, so no full year comparisons are available. Fiscal year ends Oct. 31.

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Orbis packages local news as sales network

Offers it as alternative to network news buy

Orbis Communications, Inc. will launch two unwired news networks during the third quarter of 1990, designed to offer national advertisers an early evening, demographically-targeted alternative comparable to network news.

Orbis Prime Target News Networks will involve only network affiliates and network advertisers, according to Alfred A. Smith, vice president, sales. OPTN plans to deliver an audience in 70 prime markets covering at least 80% of the country. "We are offering advertisers the same services they can get with network news," Smith told BROADCASTING last week, "at a price somewhat better than the networks are offering."

Each OPTN station will be a network affiliate airing newscasts between 4 and 7 p.m. One news network will be aimed at men and women 25-54, the other at people 50-plus. These are, however, only general target categories, said Smith. "If an advertiser comes to us [with a particular demographic group in mind], we could establish a lineup for him by selecting stations around the country."

The network news marketplace has been growing dramatically, Smith said, and advertisers "have moved towards news in a significant way." Prices have increased as a result, he said, "but we can offer a reasonable alternative for the dollars they plan on spending."

"Despite the decline in ratings experienced by the network newscasts," said Smith, "the demand by advertisers for a solid network news audience has not dimin-

ished. OPTN offers national advertisers two good environments with a highly attentive audience for their commercial message." Smith said that early response from advertisers to OPTN has been good.

Prior to joining Orbis, Smith was ABC vice president, daytime sales. Stephen J. Everitt, who has been named OPTN's vice president, administration, was previously director of planning for Independent Television Network. □

Changing Hands

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

WFAS-AM-FM White Plains, NY □ Sold by CRB Broadcasting Corp. to High View Broadcasting Corp. for \$12.5 Million ("In Brief," April 23.) **Seller** is headed by Edward G. Rogoff and has interest in WAEB-AM-FM Allentown, Pa.; WJBR-AM-FM Wilmington, Del.; WZZR(FM) Stuart, Fla.; WNLK(AM)-WFX(FM) Norwalk, Conn., and has sale of WTCR(AM) Kenova and WTCR(FM) Huntington, both West Virginia, pending to Alpine Media ("Changing Hands," Feb. 26). **Buyer** is headed by David Cherhoniak and Gary Starr and owns WRHX(AM)-WRCN(FM) Riverhead, N.Y. WFAS is full-

timer on 1230 khz with 3,000 watts. WFAS(FM) is on 103.9 mhz with 3,000 watts and antenna 669 feet above average terrain. **Broker:** Blackburn and Co.

KFRG-FM San Bernardino, Calif. □ Sold by Key-market of California Inc. to The Tremont Group Ltd. for \$8 million. Sale is first step of two-stage transfer. Tremont will subsequently sell share of station to Keymarket of California Ltd. for \$5 million. Keymarket of California will then be general partner, while Tremont will become limited partner. Tremont uses tax certificate earned in earlier sale. **Seller** is headed by Kerby Confer, who, through various companies is 100% stockholder of WILK(AM)-WKZZ-FM Wilkes-Barre and WHGB(AM)-WNNK-FM Harrisburg, both Pennsylvania; KFON(AM)-KKMJ-FM Memphis WVL(AM)-WLMG-FM New Orleans; WQSF(FM) Williamsburg, Va., and KFRG-FM San Bernardino Calif. **Buyer** is headed by Joseph C. Amaluro and family. Amaluro, as court receiver, is licensee of KHGI-TV Kearney, KSNB-TV Superior and KWNB(TV) Hayes Center, all Nebraska. KFRG-FM is on 95.1 mhz with 50 kw and antenna 321 feet above average terrain.

WOPA(AM) Chicago □ Sold by Cid Broadcasting Inc. to Axios Inc. for \$6.4 million. **Seller** is headed by Arthur R. Velasquez and Joseph Antelo and has no other broadcast interests. **Buyer** is headed by Athena Marks, her husband Christopher and John Marks, brother, and has no other broadcast interests. WOPA is on 1200 khz with 10 kw day and 500w night

WLVI(FM) Hartford, Conn. □ Sold by Sage Broadcasting Corp. to Multi Market Communications Inc. for \$6.4 million. Earlier deal for station ("Changing Hands," July 17) from Sage to First City Broadcasting Co. for \$7.618 million fell through. **Seller** is headed by Jerry Poch and owns WBSM(AM) Providence, R.I.; WCDL(AM)-WSGD-FM Carbondale, Pa.; WACO-AM-FM Waco, Tex.; WFLK(AM) Waterbury, Conn.; WAMY(AM)-WGNE(FM) Titusville, Fla.; WRFB(FM) Stowe, Vt.; WFOY(AM)-WUVU(FM) St. Augustine, Fla., and WKOL-AM-FM Amsterdam, N.Y. **Buyer** is new company headed by David Pearlman, formerly of First City Broadcasting Co. WLVI(FM) is on 93.7 mhz with 50 kw and antenna 1,033 feet. **Broker:** Blackburn & Co.

WJIC(AM) Salem and WNNN(FM) Canton, both New Jersey, □ Sold by PJF Broadcasters to Ambrose-Byside Communications Inc. for \$1.45 million ("In Brief" April 23.) PJF Broadcasters is headed by Gloria Jennings and Ben Ferguson, who own WESR(AM) Onley and WESR-FM Onancock, both Virginia. Ambrose-Byside is headed by Robert Klein and has no other broadcast interests. WJIC is daytimer on 1510

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khz with 2500 watts. WNNN-FM is on 101.7 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Media Marketing Inc.*

KATO(AM) Safford, Ariz. □ Sold P&M Broadcasting Inc. to Rex K. and Jack A. Jensen, brothers, for \$825,000. **Seller** is headed by Harry S. and Kristen J. McMurray and has no other broadcast interests. **Buyers** own 100 stock of Mountain Valley Broadcasting, licensee of KJCY-FM Mountain Home, Idaho. Rex Jensen owns 100% of KHIL(AM)-KWCC(FM) Willcox, Ariz., and holds CP for KTHQ-FM Eagar, AZ. Jack Jensen owns 100% of KCKK(FM) Kanab, Utah. KATO is fulltimer on 1230 khz with 1 kw.

KMKT(FM) Denison, Tex. □ Sold by Sunbelt Wireless Co. to Mark Manafo for \$575,000. Sale is for 51% interest. **Seller** is headed by James Knox, C. William Booher Jr. and David Johnson. Knox is attorney in Chicago and Johnson is stockbroker in Dallas. They have no other broadcast interests. Manafo is Edinboro, Pa.-based businessman. KMKT(FM) is on 104.9 mhz with 50 kw and antenna 492 feet above average terrain. *Broker: Doyle Peterson and Associates.*

WPRO(AM) Colonial Heights, Tenn. □ Sold by Covenant Broadcasting Corp. to First Kinsport Broadcasting Inc. for \$412,924. **Seller** is headed by Martin and Donna Tigelhoff, husband and wife, and Jerry Ramsey, and has no other broadcast interests. **Buyer** is headed by Grady A. Thomas, Balus S. Chastain, Jack Webb, Melvin E. Riesenbergs, Smitty Thomas and John Carter, and has no other broadcast interests. WPRO is daytime on 870 khz with 10 kw.

WDEH-AM-FM Sweetwater, Tenn. □ Sold by M&H Broadcasting Co. to Sweetwater Broadcasting Co. for \$375,000. **Seller** is headed by J. Bazzell Mull and Charlotte Hutchinson. Hutchinson is applicant for new FM at Seymour, Tenn. **Buyer** is headed by Edward Horde who is programing director at WJSK(TV) Sneedville, Tenn., and is applicant for new FM at Knoxville. WDEH(AM) is on 800 khz with 1 kw day and 379 w night. WDEH(FM) is on 98.3 mhz with 2.8 kw and antenna 135 feet above average terrain.

Sales options offered

Channel 24 Ltd., the licensee of KSAS(TV) Wichita, Kan., has offered its creditors a choice of plans for liquidating its debt. The Creditor's First Amended Plan of Reorganization seeks to sell the station to Clear Channel Television Inc. for \$8.5 million. Creditors will receive approximately 31 cents on the dollar. Clear Channel is headed by J. Daniel Sullivan and is a subsidiary of Clear Channel Communications, which is headed by L. Lowry Mays.

The Debtor's Second Amended Liquidating Plan calls for selling the station to Prime Cities Broadcasters of Wichita for \$8.65 million. Creditors will receive approximately 34 cents on the dollar. Prime Cities is headed by John B. Tupper. Both plans call for use of Channel 24 Ltd.'s cash on hand (estimated at \$800,000) to help pay off existing debts.

Creditors have until May 7, 1990, to return their ballot to the Kansas District of U.S. Bankruptcy Court. KSAS(TV) is a Fox affiliate on ch. 24 with 3,300 kw visual, 331 kw aural and an antenna 1,120 feet above average terrain.



BCFMA debuts in San Francisco. The newly named Broadcast Cable Financial Management Association met in annual convention two weeks ago, presenting its Avatar award to Post-Newsweek Stations' immediate past CEO, Joel Chaseman (far left, with BCFMA President Philip J. Giordano, who heads April Broadcasting), and hearing a luncheon address by Nancy C. Widmann, president of the CBS Radio Division. In announcing the name change (which added cable to the theretofore broadcast-only organization) Giordano said: "We have recognized the 'sameness' of broadcast and cable while also acknowledging the 'uniqueness' of both. Because we are an organization of principally financial managers, the small differences between broadcasting and cable present little difficulty for us to effectively service each discipline." Chaseman commended the organization on broadening its base and noted by broadcasting and cable can work together.

The new name is effective July 1, as is the election of new association officers. Patricia Foley, vice president for management information systems for NewCity Communications, heads the slate as president. Serving with her: Janet South, Nationwide Communications, vice president; Larry Marcus, Atlantic Broadcasting, secretary, and James Strawn, Summit Communications, treasurer.

BCFMA's wholly owned subsidiary, Broadcast Credit Association, also elected officers, headed by Diane Vallon of WGNO-TV New Orleans as president.

Cable systems for sale in Texas, Kentucky and Florida

Daniels & Associates of Denver is handling the sales of Friendship Cable Ltd. of Texas, Warner Cable Communications Inc. (Kentucky), Central Florida Satellite Cable Inc. and Tritex Communications of Atlanta. The Friendship system passes 22,000 homes and serves approximately 8,000 in Royce City, Balch Springs and Terrell, all Texas. Warner Cable passes approximately 12,500

homes and serves 9,500 basic and 2,000 premium subscribers in Manchester, Williamsburg and Bulan, all Kentucky. Central Florida Satellite passes about 5,100 homes and serves 2,689 subscribers in Lake, Orange and Hernando Counties, all Florida. Tritex Communications passes about 1,500 homes and serves 900 basic and 450 premium subscribers in Clarendon County, S.C.

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BIA Publications, Inc.

Italian broadcast bill targets Berlusconi

If passed, legislation would limit breaks in movie broadcasts, cut back ad time and restrict network ownership

The Italian legislature is working on a broadcasting bill that appears to be an outright attack against the expanding empire of media mogul Silvio Berlusconi.

The bill, which still needs final approval by Italy's House of Representatives, makes long-sought concessions to private broadcasters by allowing them to air live, network-wide sports and news broadcasts. But the legislation as passed in March by the Senate also sets severe limits on television advertising, restricts the airing of some films and sets new ownership controls.

"This means the end of commercial television in Italy," angrily declared Gianni Letta, vice president of Berlusconi's Fininvest Comunicazioni, in reaction to the bill. Filippo Rebecchini, president of a commercial TV trade association with 100 member stations, said: "A deadly blow has been dealt to the entire commercial television sector, and will inevitably force many stations to shut down."

The attack on Berlusconi, whose widespread holdings in TV and publishing now

account for 42% of Italy's advertising market, was not altogether unexpected. Through his Fininvest holding company, Berlusconi's businesses include three commercial TV networks, cinema and television production operations, magazine publishing operations and a large chain of department stores. Berlusconi also recently acquired the Mondadori publishing company whose flagship is the influential daily newspaper *La Repubblica*.

Under the bill's proposal, any broadcaster owning three networks cannot own newspapers, effectively forcing Berlusconi within two years after the bill is passed to divest either one of his TV networks or *La Repubblica*.

Other ownership proposals provide that broadcasters with two networks can only own newspapers whose total national circulation does not exceed an 8% market share, while broadcasters with only one network can own newspapers with a market share of between 8% and 16%. Publishers exceeding a 16% market share cannot own a TV station.

Also under the bill, any company or individual owning mixed media (television, radio, magazines, etc.) cannot exceed an

overall market share of 25%. If the same company also has businesses other than media, that overall market share is reduced to 20%.

Restrictions regarding theatrical movies drew a substantial portion of industry reaction. Added to the legislation in a surprise motion by a minority coalition of left-of-center senators was an amendment which would allow only one commercial interruption in feature films.

In addition, broadcasters are forbidden to air movies rated for adults only, and can air movies restricted to viewers older than 14 years only after 10:30 p.m.

The amount of commercial availabilities in a given broadcast hour have also been restricted. In the bill, commercial networks would be allowed 9 ad minutes compared to the current average of 12 minutes per hour, with daytime and late night carrying the heaviest load. Local stations would be able to air 10.8 minutes per hour, compared to the current average of about 12-15 minutes per hour. The state-run RAI networks would be allowed 6 minutes of commercials per hour.

Product placement within programs, a widely practiced advertising technique on RAI's networks and commercial networks, would also be forbidden. Sponsorships would be allowed only in the form of opening and closing billboards.

Feature films are the TV genre that consistently captures the largest audiences, and consequently earns the most advertising revenue for commercial broadcasters.

Fininvest, the largest and most successful commercial broadcaster in Italy, with three networks (Canale5, Italia 1 and Retequattro), had advertising revenues in 1989 of \$1.5 billion. But the company estimated it would lose \$250 million a year by being limited to one commercial break per feature film, instead of the usual three interruptions per movie.

In addition, the value of the Fininvest film library, containing more than 6,100 movies worth roughly \$1.53 billion, would be depreciated by approximately \$150 million, since the networks would not be allowed to air some 300 movies rated for adult viewing only (18 years and up) and could air restricted movies for viewers older than 14 years only after 10:30 p.m.

In addition, Fininvest said it would lose between \$110 million and \$150 million in product placement revenue under the new provisions.

Fedele Confalonieri, Silvio Berlusconi's senior aide and president of Fininvest Comunicazioni, commented: "While in Eastern Europe, Hungary, Poland and Czecho-

Fininvest's European media holdings

Silvio Berlusconi's Fininvest is the holding company for numerous businesses, including TV networks, cinema and TV production, a daily newspaper, periodicals (including the Italian version of *TV Guide*, with the highest magazine circulation of Italy at about 2.5 million copies a week), a record company, real estate and construction and financial services and insurance.

Reteitalia, Fininvest's TV/film production and distribution company, in 1988-89 invested approximately \$110 million in the production of 50 feature films and in 1989-90 invested \$150 million in another 50 movies. For television production in 1989, the company invested \$150 million in 200 hours of TV movies and mini-series.

Publitalia, Fininvest's sales division, sells advertising time and space for Berlusconi's owned-and-operated networks—Canal 5, Italia 1 and Retequattro, and for TeleCapodistria, a Yugoslav-owned network that broadcasts in Italy and whose signal covers 62% of the Italian territory, reaching 29 million homes. Fininvest also provides Telecapodistria with 10 hours of sports programming a day. Publitalia also sells time for two smaller commercial TV networks, Junior TV, a network of children's programs and Italia 7.

Publitalia has also successfully expanded in Eastern Europe and the Soviet Union, signing an exclusive agreement with the Soviet's Gosteleradio allowing Publitalia five-to-10 minute "infomercials," business-to-business advertising informing the Soviets of Western companies' products and services. Since the beginning of the year, Publitalia has also signed agreements with Polish TV, and will act as a rep firm selling ad time to Western advertisers and billboard space in Polish airports. Similar agreements are expected in coming months in Hungary, Czechoslovakia and East Germany.

There is also talk of converting one of the Fininvest networks into a pay-TV channel, having either a mixed schedule of recently released feature films, sports events and musical concerts, or with a movies-only or sports-only format. The channel would be financed solely by subscriptions, costing approximately \$24 a month. Decoders would sell for roughly \$250. So far, Fininvest will not confirm or deny the reports.

EC sets funding goal

The European Community hopes a five-year \$250 million (ECU) funding plan will mobilize European industry to build a \$1 billion (ECU) media development program to help European TV and film producers and distributors compete against American dominance in the region.

The plan comes at the end of an EC pilot program, MEDIA (Measures to Encourage the Development of the Industry of Audiovisual production). Earlier this month, the EC Commission approved the shift from a pilot program to a full-fledged plan, backed by the funding.

According to a proposal now being reviewed by the Commission's Council and the European Parliament, approximately \$100 million of the money would go to distribution efforts, \$90 million to aid independent production, \$15 million toward a training program and \$50 million toward the setting up of media investment funds.

The first major meeting of project organizers for the MEDIA program was held April 18-19, just prior to MIP-TV.

slovakia, we are being sought out to help start up new commercial TV networks. In Italy everything is being done to shut us down. This is what would happen if the amendment restricting commercial breaks in feature films were voted into law."

Added Confalonieri: "It's difficult to understand who would benefit from this restriction. Certainly not the Italian movie industry—50% of all Italian movies are financed by commercial TV networks—and certainly not the viewers, who will no longer be able to watch quality films because commercial TV networks will no longer have the means to purchase the broadcast rights and air them."

If Fininvest would be badly hurt by the proposed bill, smaller commercial networks, such as Odeon TV, a national network, could seriously risk closing down. Odeon was recently placed into receivership after Italian financier Giancarlo Piretti (who is finalizing his purchase of the MGM motion picture studios) and partner Florio Fiorini purchased 77% of the troubled network.

Enrico Vergani, head of marketing and research for Odeon, states, "I cannot find a single valid reason for this amendment. It's not a matter of watching movies with or without commercials. It's a matter of watching movies or not being able to watch them at all."

The senators who proposed limiting commercial breaks in movies have for months been supporting film directors' claim that commercials ruin the narrative flow of the film and should therefore be forbidden. In Italy, however, even in movie theaters, films are divided into a first and second half, with a 10-minute break in between so movie goers can get refreshments. RAI, which does not interrupt programs with commercials, places its spots in this existing pause in films.

As Fininvest's Confalonieri points out, "This law is an attempt to kill commercial TV networks whose sole source of income is advertising, because we're not operating under normal market conditions, where everyone has the same opportunities. Here on one side are the commercial broadcasters whose revenues are being dried up. On the other side is RAI. It's true RAI has an advertising cap [currently set at roughly \$750 million a year], but it's also true RAI benefits from an extra \$120 million a year

from the viewers tax [levied on every family who owns a TV set]."

Other provisions of the Broadcasting Bill would:

- Appoint a government official who would assure that broadcasters would adhere to the law, protect viewers' rights and mediate disputes or challenges to broadcasters.

Filmnet satellite pay service for sale

U.S. and Japanese firms among those said already interested in purchasing European channel

European satellite pay film channel FilmNet, which last week at MIP-TV announced a major exclusive output deal with Walt Disney, is just days away from formally going on the block.

Financial documents are expected out mid-May on the 430,000 subscriber service, whose sale is part of a previously announced media divestiture by Swedish conglomerate Esselte. The entertainment division, which also includes a home video operation, has annual revenues of 1 billion Swedish Krona (\$150 million).

According to Esselte Entertainment President Martin Lindskog, as many as 10 serious contenders, including some U.S. and Japanese companies, have already emerged for FilmNet. The bidding is expected to be in the 1.5 billion-2.5 billion krona range (\$250 million-\$400 million).

Lindskog declined to comment on whether the Disney output deal could be a precursor to Disney equity position in the channel, but he said a European takeover of the channel is the most probable, with potential bidders including companies either already in the pay business and seeking expansion through the channel's reach across Scandinavia and the Netherlands and Belgium, or production companies looking for programming outlets.

Pierre Lescure of French pay service Canal Plus confirmed at MIP-TV that his company had indicated an interest in a joint bid for the channel with Warner Bros. and Swedish firm AB Svensk, which have already partnered to launch a competing Swedish pay service, SF Succé, late last year. Canal Plus has a pay channel venture in Belgium and is soon to launch others in

- Change the way RAI's cap on annual advertising revenue is set. Currently, a parliamentary commission determines what the cap should be, but the advertising community has complained the criteria used are too arbitrary. The bill would have the government fix the cap by taking RAI's previous year's ad revenues and adding a percentage increase based on marketplace projections.

- Have Parliament set guidelines for cable television within six months of the bill's final approval.

- Impose a requirement on broadcasters with two TV networks to air a daily newscast on at least one.

The broadcasting bill next moves to the House of Representatives for approval, although no timetable has been set. If any changes are made, and some are expected in the controversial amendment limiting spots in feature films, the bill will have to return to the senate for final approval. It is generally believed that if parliament can vote on two unrelated bills quickly, the broadcasting bill could be passed before local elections in June. If not, final passage would be postponed until the fall.

—Anna Carugati

European correspondent

Germany and Spain.

Although FilmNet has yet to show a profit since its launch in 1985, Lindskog said it will reach rough break-even for 1990 and will likely be profitable in 1991. The service is growing at a rate of 100,000 new subscribers per year, he added. Competing pay channel SF Succé has fewer than 50,000 subscribers.

The deal for Disney Product includes all films produced by Walt Disney Pictures, Touchstone Pictures and Hollywood Pictures and includes the titles "Three men and a Baby," "Good Morning, Vietnam," "Dead Poets Society" and "Honey, I Shrunk the Kids." The Filmnet Disney deal was pushed in part, Lindskog said, because of increasingly aggressive use of Disney product by the region's basic satellite channel, TV1000, backed by Esselte rival Kinnevik. The arrangement also calls for the development of a Disney program showcase, initially in the form of a Saturday morning-Sunday afternoon block to feature a Disney film along with other programming, possibly including Disney first-run TV product.

Disney's Hal Richardson, senior vice president, worldwide pay television, said the program block will start in September and could evolve into a daily feature, based on viewer reception, although he added that the companies were "not wedded to a vast roll-out." The block will be programmed by Richardson and Disney Channel executives in collaboration with Filmnet.

New York investment firm Wasserstein Perella & Co. is handling the Esselte unit's sale, along with Esselte's holdings in home video, printing and publishing and properties. The parent company is looking to free up cash for acquisitions in the company's central office supply businesses. —AAG



Ambassador Dougan

Eyewitness: The way things are in Eastern Europe

Ambassador Diana Lady Dougan led a five-member task force of State Department advisers to four East European countries two months ago to examine the conditions and needs there of the broadcasting and telecommunications industries—and the opportunities they offer American entrepreneurs—in view of the radical political changes taking place. Since its return, the task force has published a report on its findings and discussed them in a meeting with industry representatives in Washington. Then Dougan sat down with BROADCASTING editors to provide an overview of her impressions of the visit to Budapest, Prague, Bucharest and East Berlin.

Having just come back from Eastern Europe, you must have a particularly fresh vantage on the opportunities for American broadcasters. Can you tell us about them, and estimate how long they may be open?

They're all in the process of rewriting the rules of the game, their regulations. In terms of the political window of change, they're not only willing to do things differently, but, in some instances, they made a big point of wanting to do things even differently than

western Europe. (Although most of them historically view themselves as Europeans, in many instances they see themselves as being members of the European community in a short time frame.) We heard a lot of "Where are the Americans?" in both broadcasting and telecom. And although a lot of Americans have gone over on trade delegations and viewed the sites, relatively few deals have been made.

The West Germans are all over the place. In fact, they're making

fairly concerted efforts to take over the old Gostelradio [Soviet state radio and television]. The Soviets usually have had at least one television and radio station programed within the countries, and in some instances, they [the Germans] are trying to make a pitch—lock, stock and barrel—to take that over and program it.

After you separate out how much they're saying things directed to the audience at hand, vis-a-vis official American delegations...it is so pervasive that they wanted to do business with Americans. They want Americans as counterpoints to Europe.... The head of the Hungarian PTT said it so well: "I want you to know that when we talk about something that's really special, really outstanding, really unique, our top accolade about something is 'real American.'"

Some other points to relate in the broadcast area: They have an absolute spectrum mess. So even as they want to make changes—they want to have privatization, they want to have foreign investments—first of all, their spectrum allocations have been under the Warsaw Pact and in most instances they don't even know what frequencies they've had. The Soviet military has made garbage of the frequencies for years.

I'm operating with a baseline bit of knowledge that we all have some sense of the role that broadcasting played in these revolutions and the fact that these borders are not soundproof, and they've not been soundproof for a long time. The major thing that's changed in the last few years is they're not window-proof either. People are able, both through satellite dishes and through VCR's, to get a lot of western programs, so the verification of the fact that the tanks weren't coming in and that the people weren't getting shot down when they demonstrated was a key element. In the instance of Romania, it became the rallying point for the revolution. In fact, the day we went into the television station I was told that they took down the submachine gun in the hall in our honor. There were still 700 troops garrisoned in the station.

As we look at Eastern Europe as a potential market, one of the things [to consider] is that you have highly educated work forces in these countries.... So we're not talking of a developing country, and yet the infrastructure puts all four of the countries we visited, except for, arguably, East Germany, in the lowest third percentile of development of phones for homes—per capita. The average wait is 10 to 15 years for telephones.

And there are some interesting things that you may want to focus on as you follow this process along, and that is that the people who are politically in control now are the ones who stole information in the past. And you think about issues like copyright, and you have things where the whole focus has been getting information the state didn't want you to have. I think it is important to look at the linkage between telecom and broadcasting. Telecom also has played an important role in the revolutions in these countries and they're playing an even more important role in establishing market economies.

But the factors between them that I think are key is that we have not ended up with an Orwellian nightmare. Instead, we have ended up with a set of electronic communications being a basis for centralizing and controlling information. They accessed the technologies, the cost and competition. [They] have increasingly put access to information in the hands of individuals instead of institutions so that it's not just a verification in a mass media sense, but that whole increased ability for personal access to information is a key factor.

For the most part, they're not looking for instructions. They made a big point that they're not looking for assistance. They want investment, they want know-how and...my sense was that they wanted an intellectual Marshall Plan.... They understand it's not the Marshall Plan of old.

They're desperate for programs. Indeed, among other things that have happened is they now have more air time and there are some embryonic competitive radio and television stations starting. In the instance of Romanian TV, they really got a sudden influx because they used to have just two hours of television a night, until the revolution.... In East Germany, life hasn't been so bad, so the politics didn't seem to be that much in evidence, particularly in

television and radio stations, other than, "We want pragmatically figure out where our market is."

Although they're stumbling over joint ventures and leveraged buyouts and so on, they're starting to think about it. There's already a little backlash, however, in these countries, and that is that they have already sold off some state-owned enterprises, particularly hotels. And it was very difficult to come up with a book value of something that's never had a balance sheet.

In a number of these countries.... I've heard two different accountings; one is [that there are] 15,000, but more likely 30,000, satellite dishes in Hungary, over half of which are home-made. And again, you go to the people who are basically technically well-educated. They can make them. It's not that difficult to do.

So the ability to bring in diverse radio and television is still going to come down to economics. And the most advertising that's being done in Eastern Europe right now is 37 minutes a day. That's not a lot. And so the economic viability for radio and television in the standard commercial sense is very, very embryonic.

[It's] the chicken and the egg. They don't have a consumer economy or a consumer mentality and they still don't have that many goods in the stores, although Prague particularly, I think, is in much better shape. But there are a lot of underpinnings that have to go into creating that. These countries may become markets a little later on, but right now they need to have some programs. And, obviously, getting some programs in now will set patterns of viewership.... He who gets there first is going to have a very favored position.

This is particularly bad for American broadcasters because they don't have a market share that they can just extend easily. Where the French and the Germans and others think, "Well, we'll just extend our market share," they can justify going in on a very marginal commercial basis.

These people must be aware that foreign investment also needs foreign control. Given a nationalistic spirit and all, aren't they concerned about that? If an American company came in and built a cable system or built a radio station, would they be concerned that the U.S. controlled it?

I think that, for the most part, what they're looking for are joint ventures.... I think this goes back to this narrow window of opportunity where they are much more predisposed, because they're so desperate for expertise and product, if you will, that they're more willing to be flexible.... For the most part, I think it is true that they are looking for joint ventures rather than "ownership." But they're, in some instances, willing to trade off more for having someone else provide management, because they know they don't know how to manage.

One of the biggest problems, however, is foreign currency. So that's another factor in this whole process. Anyone who goes and looks at investing, how do you repatriate your profit?.... In Czechoslovakia, for example, they make television sets. So someone could do a sort of integrated investment process that would involve hard currency in one element and soft currency in another.

One of the big problems that they have long-term is, no matter how much they want to wean themselves from Moscow politically, the Soviet Union has been the principal source of raw materials and also the principal market. But they don't create or manufacture equipment that is standard in quality [that's sellable].

The two key areas obviously are programing and delivery systems. And the manufacturing probably could, without a lot of angst, be retrofitted to [produce] better quality television sets that would also work for export. But again, you go back to the spectrum issue. A lot of these TV sets only have three places on the dial...so there's got to be some thinking through in all of this.

I think [these countries] can use used equipment in broadcast but not in telecom. A lot of these countries already feel like they should have Rolls Royces in their drives anyway, but in the telecom area, particularly ENG equipment and things of that sort, they ain't too proud to take anybody's leftovers.

But you have these anachronisms of Magyar TV and they have this beautiful Grass Valley state-of-the-art audio concept there, and

next to it is this great big humongous thing that the Hungarian local manufacturer made and the engineers say: "We didn't want it, we didn't need it and it doesn't work. But we have to take it." And of the Grass Valley equipment [they say], "No one's taught us how to use it." And one man said: "You know, I'm not a stupid person. If someone could give me a little bit of training, I can make this work." It's the desire of some of these people to change their whole way of thinking and the level is high enough that right now they want help and they're not too proud to take advice. How long that's going to last and how many will get caught into deals that are restrictive and other things that start closing off the market, I'm not sure.

Do these countries anticipate having a lot of owners, competition, as opposed to a state monopoly?

I think they all view state television as a focal point, but even the



state television is prepared to go into joint ventures with private concerns.

So they will maintain this state operation?

They'll maintain it, but they're willing to change and they're desperate for better programming. And one of the things they'd really like—it sounds dry and boring to us, but they would love programs on accounting, management and market economics. There's a tradition of a highly educated work force with an appetite for something that wouldn't get any ratings here at home. They also want cake and circus too, I don't want to discount that. They want to be entertained.

If I'm selling television programs or TV and radio equipment, I'm worrying about getting currency back out. If in fact they can afford to buy, how can I get my profits back out of these currencies? Don't they have currency translation problems?

Yes, I think that is a problem and I don't think anyone ought to go into these markets on a short-term basis. This is a long-haul

basis.... But you have companies, such as GE that has just gone in and bought the biggest light bulb factory, and Schwinn Bicycles has gone in. This is one reason I believe that organizations such as OPIC [Overseas Private Investment Corp.] will be important in getting a U.S. presence in these countries, because it's not just a walk-in, sign-on-the-dotted-line.

We've picked up concerns on two fronts. One is that the economies in these countries are in such a mess that the amount of money spent on building any kind of communication infrastructure to make a real market there will be cut for much more basic resources. The other concern is that if I go into a joint venture and take some ownership position, that shifting political winds might steal that away at a point when profitability is possible.

In terms of telecommunications, it's a somewhat unique part of the economy because if you can structure it right it can be self-financing. And they also get a certain amount of hard currency. All of these countries have big plans in terms of what they want to do, and some of the timetables and their plans are badly overblown, because people are coming in and trying to tell them they've got to have state-of-the-art and they've got to have this, that, and the other thing.

But they do have hard currency in some areas, and as you rightly point out, there's been a tradition of telecom funding other sectors of the economy, sort of a typical Third World thing.

One of the things you've got to remember is, in all of these countries, in both telecom and broadcasting, it has been a matter of state policy to minimize the amount of private communication, so this is one reason, even though they may not be the bottom third economically per capita income, they have the worst telecom infrastructure because nobody wanted anybody to be able to talk. But in telecom, I think it's much easier to get a return on your investment. In broadcasting, I think it's going to be a little more difficult, and the whole problem of nonconvertibility and the currency exchange is going to have to be addressed to turn the countries into market economies.

I would say one thing. Most of these countries are saying that in five, maybe 10 years, if [they] look like even a halfway decent market economy, [they'll] be happy. So they have a much longer time frame in their heads than we do. We think of this happening five minutes after the newscast. But I guess the short answer is that companies from other countries are making deals. They're getting things done. And they're in town. But whether it's fair or not, there was just a repeated pattern of "Where are the Americans?"

Has any American entered this fray?

I think they're starting to, and obviously Ted Turner has already made inroads in the Soviet Union and there's some embryonic cable and FM and TV systems in virtually all of these countries. It's not clear to me how much. But the French and the Germans both have these big blunderbuss satellites up there that they would like to extend to these markets. Astra presents an interesting case because it's the cheapest dish and the most attractive, but I think there's still some resistance to it. But one thing throughout the world is that in the broadcast area technology has been ahead of regulation. So in most of these countries, even where they've had policies of the government wanting to control the new world information, they haven't been able to make it stick.

And some indirect program distribution is already there. I saw some wonderful old *Twilight Zone* shows at 3 a.m. in Budapest. But it's not clear to me how the distribution process is, because it's one thing in a hotel, it's not a fair shot, especially if you're in the Intercontinental or somewhere like that. They have a special arrangement.

Czechoslovakia probably is the place to watch in Eastern Europe. As you know, it had a fairly long tradition in the film industry and particularly animation of children's programming. There's a lot of creativity there and a real tradition of it.

So there is room for private independent stations in broadcasting, despite state-owned operations?

Oh, yes. It's already happening.

Is this window closing because others are going to rush in and take over these advantages and keep us out?

We've described it as a narrow window because the political mandate for change is now. So my comments are not just directed to a "what's the market, who's the competition" kind of thing. The mandate for change, to do things more the way we do them, is now. A colleague of mine at CSIS said something to me before I left that I think is something we should keep in mind, that it would be the worst of all possible worlds for these people to get kind of half-Communist and half-market economies, because they'd probably end up with the worst of both worlds. And so I feel [it is important] for us to be in there to help bring in the tools of diversity, the tools of individual freedom.

Are you saying that there's a danger if we don't rush in or that there might be some backsliding going on?

Well, no. I think it's important that we help them set up a frequency management system that allows for diverse programs and diverse channels and diverse avenues of delivery.

So the window is narrow in terms of creating the framework, the environment [in which] we nurture this diversity.... I think Americans are problem-solvers, we're "fixer" kinds of people.

There's another element, and that is, if you put, I guess, Cleveland, Chicago, Cincinnati, maybe Pittsburgh and Detroit together, you probably have more people who speak the language of these countries than the second largest cities in any of these countries. So there are a lot of Americans of Eastern European heritage and I think we should be garnering them in this process, because I think a lot of them want to help. In my report, I said that it was the Peace Corps that we needed in the 60's. Now in the 90's, we need an Enterprise Corp to go in and help these people. Because it's not often that people really ask for help and you know that they can do something with you. And it's tougher in the broadcast area for Americans.

Do they have to go to the CCIR [International Radio Consultative Committee] to straighten out those spectrum problems?

No, a lot of this right now is just domestic spectrum problems. Another recommendation we made is that the U.S. government has all sorts of equipment and transmitters and spectrum that it's using in the context of our NATO forces, and I would hate to see the U.S. government say, "okay, we're up and out," and no one think about what is the best civilian application of these things.

You mentioned that they need a spectrum management plan. Is that something the U.S. government would have to do?

We have recommended that the FCC and the NTIA send a team over there quickly. I found the timetable they first started talking about totally unacceptable. They said they'd wait until the summer or the fall. That's too late.

One would think that that would have to happen first so the investors know what they're [getting into].

It should be happening now.

You mentioned earlier a discussion about new laws being put into place affecting telecom and broadcasting. I wonder what opportunities there are there now for American forms of First Amendment ideas to be introduced, institutionalized, in those laws. Isn't that perhaps more important at this early stage than various entrepreneurial efforts?

Part of what I'm saying, wanting an American presence, is to help create the environment and yes, helping with the regulatory. But the disquieting thing is that companies from other countries are making deals. So I would not want to dismiss that element, especially in telecommunications. But yes, the predisposition for wanting to follow more the American models than some of the European models was evidenced.

Broadcasters are rarely slow to take advantage of profitable opportunities. Are you asking them to do something out of the goodness of helping Eastern Europe, or will they eventually get a big economic return?

Well, in my prior life, I used to read a balance sheet, so I would not be so naive and foolish as to suggest that U.S. broadcasters should suddenly be in the business of charity. And that is one of the problems. Because they have stockholders, they are going to say: "What's the return on investment quickly?" But there's still a tradition of American willingness to help and right now we're not talking about things that cost a lot of money. We're talking about a little bit of people's time and ideas and some kind of format that will maximize the use of these. But a three-day, bomber-in, bomber-out kind of thing, that's not what we're talking about. I think they could send a team from the NAB to spend three weeks reviewing the regulations as they exist, or as they may have been rewritten.

If you got them interested, do you think ad hoc will do it or does there have to be some sort of coordinated effort?

I think some coordination is needed because, among other things, there are an awful lot of people in there in the instant suede shoe consulting business.

Who would coordinate it?

One of the recommendations in my report was to create a publicly chartered corporation for communications in Eastern Europe.... The last thing we wanted to create was new entities and new bureaucracies, but the sense that formal government entities [could] get their act together quickly is not realistic, and then you have all sorts of problems in the senior executive exchange—which is a wonderful endeavor. Mid-level and senior executives who would like to go and help with some of these things, they're getting all tangled up with the Treasury Department on conflict of interest. I don't want to be dismissive of those things, but on the other hand, we get problems where the bureaucracy prevents us from being able to move quickly.... In my view, the private sector could move more quickly than government.... Part of our thinking in creating this is that it could be a vehicle to get a government seal of good housekeeping without becoming encumbered with all the bureaucratic problems.

We're not wedded to that, but we felt that something needed to be done to reinforce all the initiatives that are out there. I guess in part, having chaired this task force, my office is getting inundated by people with questions or those who are going on trade missions to Eastern Europe or groups that want information, that want to know what to do when they get there and some advice or counsel.... Our poor embassies are just absolutely drowning. They've been kind of backwater posts for years where, if they got to see a member of the government once a week, they felt pretty good about it. And now they're just inundated.

There are a number of initiatives out there that I think are very good that should be supported. And as people are looking for ideas, if they know what else is out there, they won't duplicate them. There's a lot of foundation money and a lot of New York investors saying: "We'd love to invest in Eastern Europe, please just come up with something." So there's money out there prepared to be invested. There are foundations and government and trade organizations that are all trying to do things.

And then another element is, there are a lot of initiatives that are geared toward creating market economies and nurturing individual freedom. I can't think of two better tools of democracy than broadcasting and telecom. So having a mechanism that would look at the telecom or broadcast dimension of these other initiatives and help reinforce that process would also be valuable.

But it's sort of a chicken and egg. You can't support the broadcasting as we know it until there's advertising.

But there may be other elements, especially as you get into cable. And as you know, [the regional Bell operating companies] have got heavily into cable investment abroad and they're looking at multi-service delivery systems, and it may be that we have looked at broadcast in the construct of advertising-funded or government-funded, and maybe a third evolving area, especially what's different from some of these other countries, would be service-funded, where broadcast activities are funded in a bundle of other services.

DARPA director move draws Hill criticism

Craig Fields, director of the Defense Advanced Research Projects Agency (DARPA), a leading advocate for government funding for American research and development of high-definition television and other high technologies, is being transferred from his post effective in May. The announcement last week drew rapid and severe criticism from Capitol Hill, where several legislators called for Fields's reinstatement.

No official reason for the move was given. Fields and Deputy Defense Secretary Donald Atwood, who reportedly issued the order for the transfer, did not return phone calls last week. It is widely believed that the action was the result of philosophical differences between Fields and some high-ranking Bush administration officials, including Richard Darman, director of the Office of Management and Budget, over whether funding for projects such as HDTV amounts to industrial policy.

DARPA is an agency within the Defense Department which provides small research grants to labs developing defense-related technologies. It has been credited with providing the seed money that led to the creation of large high-tech companies such as Sun Microsystems. In late 1988, DARPA began a \$30 million program to fund companies researching consumer high-resolution display technologies that could be used for HDTV, to lower the cost of displays used for military purposes (BROADCASTING, Dec. 26, 1988).

So far, contracts committing nearly \$13 million of the original \$30 million for the display project have been written. An additional \$20 million was approved for the program by Congress last year, but some officials within the administrations are said to favor transferring those funds to other Defense Department projects.

Atwood was in disagreement with congressmen last week who said that the transfer amounts to a 'firing' from DARPA. Appearing before a hearing of the Senate Armed Services Subcommittee on Defense Industry and Technology, Atwood said that Fields was being transferred to a new, important job within the Defense Department. His new title will be Deputy to the Director of Research and Engineering for Defense Management Report Implementation. "He will be responsible for streamlining the laboratory infrastructure at the DOD," a DARPA spokeswoman said last week.

Last Tuesday (April 24), several congressmen signed on to a letter to Atwood, insisting that Fields was in fact fired and that he should be immediately reinstated as director of DARPA. "To us this incident appears to be a forced removal," the letter said. "At a time when the strength of our industrial base is just as important to our national security as

the strength of our military...the removal of one of the Pentagon's most brilliant advocates of high technology competitiveness and an innovative promoter of dual-use technologies is a direct threat to the health of our civilian technology base."

The letter said that Fields' transfer would send a demoralizing message to other Defense Department agencies "that candor and creativity will be squashed, not rewarded." The Congressmen also feared that the transfer is a sign of future cutbacks in DARPA programs. The signers of the letter: Senators Albert Gore (D-Tenn.) and John Heinz (R-Pa.); Representatives Richard Gephardt (D-Mo.), House majority leader; Edward Markey (D-Mass.), chairman of the House Telecommunications Subcommittee; Mel Levine (D-Calif.) and Don Ritter (R-Pa.), co-chairmen of a House caucus on HDTV issues; Norman Minnetta (D-Calif.); Helen Bentley (R-Md.); Nicholas Mavroules (D-Mass.); Les AuCoin (D-Ore.); Marcy Kaptur (D-Ohio), and Robert Roe (D-N.J.).

Some in Washington also speculated that an April 6 contract between DARPA and Gazelle Microcircuits, a small company in Santa Clara, Calif., to build electronic com-

ponents for a high-speed fiber-optic system, also contributed to the decision to transfer Fields. "If you have a super computer, a PC and a graphics station and you want to connect these all together for a nationwide data highway, ours is an enabling technology to do that," said Jerry Crowley, chairman and chief executive officer of Gazelle.

Unlike most DARPA contracts, which provide funds in the form of R&D grants, the Gazelle deal is an equity investment. The Gazelle contract provides for four options the government could later choose to get a profit return from Gazelle, including 15 years royalty payments, stock appreciation rights when the company goes public, stock ownership "if they could find a way to do it" through a trust or direct ownership, Crowley said. DARPA was authorized to spend on "cooperative agreements" like the Gazelle project by the Defense Authorization Act passed last year. But some in the administration are believed to be against such agreements.

Crowley echoed the sentiments of Fields's supporters on Capitol Hill. "Out here in Silicon Valley, that news is very bad news. It's hit the press here like a thunderbolt of anger," he said. —RMS

For the Record

As compiled by BROADCASTING from April 19 through April 25 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

■ KATO(AM) Safford, AZ (BTC900330EB; 1230 khz; 1 kw-U)—Seeks assignment of license from P&M Broadcasting Inc. to Rex K. and Jack A. Jensen, brothers, and Glen Nelson for \$825,000. Seller is headed by Harry S. and Kristen J. McMurray and has no other broadcast interests. Rex Jensen owns 48% stock of Mountain Valley Broad-

casting, licensee of KJCY-FM Mountain Home, ID; owns 100% of KHIL(AM)-KWXC(FM) Willcox, AZ; holds CP for KTHQ-FM Eagar, AZ. Jack Jensen owns 52% of Mountain Valley Broadcasting and 100% of KCKK(FM) Kanab, UT. Filed March 30.

■ KGRX-FM Globe, AZ (BALH900327GQ; 100.3 mhz; 90 kw; ant. 2,047 ft.)—Seeks assignment of license from Daytona Group of Arizona Inc. to Allison Broadcasting Co. for \$2 million ("Changing Hands," Apr. 2.) Seller is headed by Norman Drubner who has interest in two AM's and five FM's. Buyer is headed by Stephen G. Allison, Harold L. Purkey, Bruce Garver and William O. Brachman, who are shareholders of Allison Broadcast Group Inc., licensee of KZRK(FM) Dallas, TX. Filed March 27.

■ KIXT(AM)-KLAZ(FM) Hot Springs, AR (AM: BA-L900315EE; 1420 khz; 5 kw-D, 87 w-N; FM: BAPL-H900315EF; 105.9 mhz; 95 kw; ant. 994 ft.)—Seeks assignment of license from Noalmark Broadcasting Corp. to KZ Radio Ltd. for \$800,000 ("Changing Hands," March 26.) Seller is headed by Bill Nolan and Ed Alderson and has interests in KELD(AM)-KAYZ(FM) Eldorado and KKIX(FM) Fayetteville, both Arkansas; KOCA(AM) Longview and KKTZ(FM) Kilgore, both Texas; and KYK-K(AM)-KZOR(FM) Hobbs, NM. Buyer is headed by Bill Thomas and Jerry Morris and has interests in KDEZ(AM) Jonesboro and KZKZ(FM) Greenwood, both Arkansas, and WMTX(AM) Biloxi and WXLX(FM) Gulfport, both Mississippi. Filed March 15.

■ KHOX(FM) Hoxie, AR (BALH900313GI; 100.5 mhz; 3 kw; ant. 156 ft.)—Seeks assignment of license from Dennis H. Mitchell to Mitchell Broadcasting Co. for no financial considerations. Seller heads Mitchell Broadcasting Co. Buyer is headed by Dennis H. Mitchell, Harold Mitchell, Jentry Mitchell and Vickie Mitchell, and has no other broadcast interests. Filed March 13.

■ KFRG-FM San Bernardino, CA (BALH900314HM; 95.1 mhz; 50 kw; ant. 321 ft.)—Seeks assignment of license from Keymarket of California Inc. to The Tremont Group Ltd. for \$8 million. Sale is first step of two stage transfer. Tremont will sell share of station to Keymarket of California Ltd. for \$3 million. Keymarket of California will then be general partner, while Tremont will become limited partner. Tremont uses tax certificate earned in earlier sale. Seller is headed by Kerby Confer, who, through various companies is 100% stockholder of WILK(AM)-WKRZ-FM Wilkes-Barre and WHGB(AM)-WNNK-FM Harrisburg, both Pennsylvania; KFON(AM)-KKMJ-FM Memphis; WWL(AM)-WLGM-FM New Orleans; WQSF(AM) Williamsburg, VA, and KFRG-FM San Bernardino, CA. Buyer is headed by Joseph C. Amato, Winifred J. Amato, Douglas Q. Amato, Lawrence V. Amato, Winifred L. Amato, Elizabeth M. Eisenstein and Lorna J. Amato. Joseph C. Amato, as court receiver, is licensee of KHGI-TV Kearney, KSNB-TV Superior and KWN(TV) Hayes Center, all Nebraska. Filed March 14.

■ KFRG-FM San Bernardino, CA (BALH900314HN; 95.1 mhz; 50 kw; ant. 321 ft.)—Seeks assignment of license from The Tremont Group Ltd. to Keymarket of California Ltd. for \$3 million (see above). Seller is headed by Joseph C. Amato, et al. (see above) Buyer is headed by Kerby Confer (see above). Filed March 14.

■ KIKX-FM Manitou Springs, CO (BALH900327GF; 102.7 mhz; 100 kw; ant. 2,000 ft.)—Seeks assignment of license from Michael Haman, receiver, to Wiskes-Abaris Communications KIIQ for \$4,733,414. Seller has no other broadcast interests. Buyer is headed by Don J. Wiskes and John Higgins. Filed March 27.

■ WSUN(AM) St. Petersburg, FL (BAL900329EA; 620 khz; 10 kw-U)—Seeks assignment of license from CBS Broadcast Group Inc. to WWRM Inc. for \$4.1 million ("Changing Hands," Feb. 26.) Seller is headed by Howard Stringer and is subsidiary of CBS Inc., which is headed by Laurence A. Tisch and owns WBSB-AM New York; WBBM-AM Chicago; KNX(AM)-HODJ(FM) Los Angeles; WCAU(AM)-WOGL(FM) Philadelphia; WWJ(AM)-WJOL(FM) Detroit; KCBS(AM)-KRQR(FM) San Francisco; KMOX(AM)-KLOU(FM) St. Louis; WODS(FM) Boston; KLTR(FM) Houston; KTXQ(FM) Dallas; WYNN(FM) Tampa, Fla. and WLTT(FM) Washington, DC. Buyer is subsidiary of COX Enterprises Inc., and is headed by Nicholas D. Trigony, Robert E. Huntley, Michael J. Faherty, James A. Hatcher and John J. Rouse Jr. Cox Enterprises Inc. is headed by James C. Kennedy, John R. Dillon, Warren V. Young, Janet M. Lavine and James A. Hatcher, and has interest in WSB-AM-FM-TV Atlanta; WSOC-AM-FM-TV Charlotte, NC; WHIO-AM-TV and WHKO(FM) Dayton, OH; WKBD(TV) Detroit; WCKG(FM) Elmwood Park, IL; KFI(AM)-KOST(FM) Los Angeles; WIOD(AM)-WGTR(FM) Miami; KTVU(TV) Oakland, CA; WWRM(FM) St. Petersburg and WFTV(TV) Orlando, both Florida; and WPXI(TV) Pittsburgh. Filed March 29.

■ new FM Pearl City, HI (BALH900327HZ; 101.9 mhz; 100 kw; ant. 551 ft.)—Seeks assignment of license from Carmen D. Dwight to Paul Yang for \$232,394. Seller has no other broadcast interests. Buyer is non-voting stockholder of Hamakua Broadcasting Co., permittee of KHCR(FM) Pauilo, HI. He is in process of converting those shares from non-voting to voting stock. Filed March 27.

■ WOPA(AM) Chicago, IL (BTC900323EA; 1200 khz; 10 kw-D, .5 kw-N)—Seeks assignment of license from Cid Broadcasting Inc. to Axios Inc. for \$6.4 million. Seller is headed by Arthur R. Velasquez and Joseph Antelo and has no other broadcast interests. Buyer is headed by Athena Marks, Christopher Marks and John Marks, and has no other broadcast interests. Filed March 23.

■ KBQC-AM Davenport, IA (BAL900321EC; 1580 khz; 500 w-D, 7 w-N)—Seeks assignment of license from Valley Broadcast Ministries Ltd. to Christian Family Media Inc. for \$200,000. Seller is headed by Jonathan B. Detherage, Larry and Aleta Lewis, husband and wife, and Shan-nan Speak, and has no other broadcast interests. Buyer is headed by Scott and Tonya Culley, husband and wife. Jeff and Caralee Rath, husband and wife, and Don Langan, and has no other broadcast interests. Filed March 21.

■ KREJ(FM) Medicine Lodge, KS (BAPED900412GE; 95.9 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Randy Henry to Florida Public Radio Inc. for no financial considerations. Seller has interest in Florida Public Radio Inc. Buyer is headed by Henry, Harry Shetler, Carol Henry, Sheila Wright, and Art Wilson, and is licensee of WPIO-FM Titusville, WEGS-FM Milton, and WPGS(AM) Mims, all Florida and KSKB-FM Brooklyn, IA. Filed April 12.

■ WKZT(AM) Fulton, KY (BAL900322EB; 1270 khz; 1 kw-D, 54 w-N)—Seeks assignment of license from Ken-Tenn Broadcasting Corp. to River County Broadcasting Inc. for \$80,000. Seller is headed by Kenneth Z. and Clara

A. Turner, husband and wife. Buyer is headed by Alvin McClain and Charles Whitlow, and has no other broadcast interests. Filed March 22.

■ WIZY(AM) East Jordan, MI (BAPH900307HP; 1200 khz; 10 kw-D, .5 kw-N)—Seeks assignment of license from Gretchen E. Millich to Interlochen Center for the Arts for no financial considerations. Sellers has no other broadcast interests. Buyer is headed by Dean Boal, Richard M. Fiegel, Paul L. Morris, Raymond L. Rideout, Clare Burns and Margaret S. Henthorne, and has no other broadcast interests. Filed March 7.

■ WMGO(AM) Canton, MS (BAL900406EA; 1370 khz; 1 kw-D, 28 w-N)—Seeks assignment of license from The WWGO Radio Corp. to Madison County Broadcasters Inc. for \$111,000. Seller is headed by Robert A. Clark and Richard Pearson, who have interest in Bee Cee Broadcasting Inc. licensee of WABF(AM) Fairhope, AL. Buyer is headed by Michael L. McCulloch, Emily K. Moffett, Janet Lynn Zirulnik, Barry S. Zirulnik and John Woodard, Janet L. Zirulnik is 5% shareholder of KLBA(AM) Albi, IA. Filed April 6, 1989.

■ KJUL(FM) N. Las Vegas, NV (BALH900322HW; 104.3 mhz; 100 kw; ant. 1,181 ft.)—Seeks assignment of license from Carrigan Communications to Waldron Partners for about \$2.2 million ("In Brief" April 16.) Seller is headed by group owner Ragan Henry, who purchased 49% share in Oct. 1989 and had option to buy rest. Buyer is headed by Patrick Swygert and Larry Wexler and has interest in WMGR(AM)-WJAD-FM Bainbridge, GA and WWM(FM) Kokomo, IN. In addition, Waldron has applications pending for KVKI-AM-FM Shreveport, LA, KBFM-FM Edinburg and KFAN(FM) Fredericksburg, both Texas, and WKYY-FM Moss Point, MS. Swygert is executive vice president of Temple University of Commonwealth System of Higher Education, licensee of noncommercial educational WRTI(FM) Philadelphia, and permittee of noncommercial educational WUCP(FM) Summerville, PA. Henry's wife Regina is nonvoting shareholder of Waldron Partners. Filed March 22.

■ WSYT-TV Syracuse, NY (BALCT900323KF; ch. 68; 1,000 kw-V; 100 kw-A; ant. 1,942 ft.)—Seeks assignment of license from Thomas J. Flatley to Encore Communications Inc. of Syracuse for \$7 million ("Changing Hands," April 2.) Seller is headed by Thomas J. Flatley and has no other broadcast interests. Buyer is headed by Charles A. McFadden, who is sole officer and stockholder of WTVZ Inc., licensee of WTVZ(TV) Norfolk, VA. Filed March 23.

■ WISP(AM)-WKCP(FM) Kinston, NC (AM: BAL900409HD; 1230 khz; 1 kw-U; FM: BAPLH900409HE; 97.7 mhz; 3 kw; ant. 248 ft.)—Seeks assignment of license from Coastal Carolina Broadcasting Inc. to CSP Communications for cancellation of indebtedness. Seller is headed by T. David Luther and has no other broadcast interests. Buyer is headed by J.D. Conner, Hubert G. Pierce and Edward Seeger, and has no other broadcast interests. Filed April 9.

■ KJKI-FM Grand Forks, ND (BTCH900312GR; 107.5 mhz; 100 kw; ant. 500 ft.)—Seeks assignment of license from KJ Radio Inc. to Jeffrey J. Hoberg for \$300,000 ("Changing Hands," April 16.) Seller is Justin Hoberg who will retain 49% share of station. Buyer is son of seller and has no other broadcast interests. Filed March 12.

■ WELW(AM) Willoughby, OH (BAL900329EC; 1330 khz; 500 w-D, 350 w-N)—Seeks assignment of license from Sullivan Shamrock Broadcasting Co. to Harris Broadcasting Inc. for \$25,000. Seller is headed by Howard Sullivan and has no other broadcast interests. Buyer is headed by Raymond Somich, Mark Mussig, and Michael Kotula, and has no other broadcast interests. Filed March 29.

■ WBVC(AM)-WWKS(FM) Beaver Falls, PA (AM: BAL900321EA; 1230 khz; 1 kw-U; FM: BALH900321EB; 106.7 mhz; 47 kw; ant. 520 ft.)—Seeks assignment of license from MT Communications Inc. to The Baltimore Radio Show Inc. for \$2,910,000 ("Changing Hands," April 9.) Seller is headed by Ted and Marilee Ruscitti and has no other broadcast interests. Buyer is headed by Harry R. Shriver, Daniel A. Bowles, Vilma J. Smith, Hope H. Barroll III, Lewis A. Noonberg, and is licensee of WKHL-FM Ocean City, MD. Filed March 21.900321

■ WHUM(AM) Hughesville, PA (BAL900406EB; 1190 khz; 1 kw-D, 17 w-N)—Seeks assignment of license from Kennedy Broadcasting Inc. to North Penn Broadcasting Inc. for \$150,000. Seller is headed by John A. Kennedy Jr. and has interest in WHUM(FM) Avis, WBRX(FM) Patton and WMHU(FM) Renovo, all Pennsylvania. Buyer is headed by Harold G. Fulmer III, who is sole stockholder of Penn Central Broadcasting Inc., licensee of WKU(AM)-WQXA(FM) York, PA; East Penn Broadcasting Inc., licensee of WKKW(AM) Allentown, WLSH(AM) Lansford and WMGH(FM) Tamaqua, all Pennsylvania. North Penn Broadcasting Inc. is licensee of WMIM(AM) Mount Car-

mel, WSPI-FM Shamolin and WKHL-FM Salladasburg, all Pennsylvania. Filed April 6.

■ KVRA(AM)-KVRF(FM) Vermillion, SD (AM: BAL900321ED; 1570 khz; 500 w-D; FM: BALH900321EE; 102.3 mhz; 3 kw; ant. 255 ft.)—Seeks assignment of license from Vermillion Radio Inc. to Christensen Broadcast Group Inc. for \$183,344. Seller is headed by Honee Longstreet, Joseph LeTendre and David Linne-meyer, and has no other broadcast interests. Buyer is headed by Wallace M. and Diane Christensen, husband and wife, and is licensee of KLOH(AM) and KISD(FM) Pipe-stone, MN. Filed March 21.

■ WPRQ-AM Colonial Heights, TN (BAL900316EA; 870 khz; 10 kw-D)—Seeks assignment of license from Covenant Broadcasting Corp. to First Kinsport Broadcasting Inc. for \$412,924. Seller is headed by Martin and Donna Tingelhoff, husband and wife, and Jerry Ramsey, and has no other broadcast interests. Buyer is headed by Grady A. Thomas, Balus S. Chastain, Jack Webb, Melvin E. Riesen-berg, Smitty Thomas and John Carter, and has no other broadcast interests. Filed March 16.

■ WCKS-FM Karns, TN (BALH900320GY; 93.1 mhz; 12 kw; ant. 515 ft.)—Seeks assignment of license from CBS Broadcasters Group to WCKS Broadcasters Ltd. for no financial considerations. Seller is headed by John Strelitz, Robert O. Copeland and William E. Bennis. Copeland and Bennis have interest in WMYG-FM Braddock, PA, and Benno, permittee of new FM at Vienna, WV. Buyer is headed by Michael J. and Robert A. Bennis, brothers, who each have 14% interest in WMYG-FM Braddock, PA. Filed March 20.

■ WSEV(AM) Sevierville and WSEV(FM) Gatlinburg, both Tennessee (AM: BAL900326HX; 930 khz; 5 kw-D, 148 w-N; FM: BALH900326HY; 105.5 mhz; 310 kw; ant. 945 ft.)—Seeks assignment of license from Great Smoky Mountains Broadcasting Inc. to Dollywood Broadcasting Co. for \$715,000 ("Changing Hands,") Seller is headed by Charles Ketron and Conrad Jett. Buyer is headed by country singer Dolly Parton in partnership with Silver Dollar City Corp., and Orr and Earls Broadcasting Inc., which is majority owner. Silver Dollar City Corp. is headed by brothers Jack and Pete Herschend. Orr and Earls Broadcast-ing is headed by Rod Orr and former group owner Charlie Earles. Orr was part owner of KRMS(AM)-KYLCL(FM) Osage Beach, MO with FCC Chairman AI Sikes. Earls, with wife, Scottie S., has 15% interest in KREI(AM)-KTJJ(FM) Farmington, MO; 40% interest in Orr and Earls Broadcasting Inc. of Branson, MO, licensee of KOM-C(AM)-KRZK(FM) Branson, MO. Filed March 26.

■ KRXP(AM)-KPRQ(FM) Price, UT (AM: BA-L900410EA; 1080 khz; 10 kw-D; FM: BALH900410EB; 100.9 mhz; 3 kw; ant. 111 ft.)—Seeks assignment of license from Dart Inc. to Michael J. Halloran for \$200,000. Seller is headed by James Dart and family, and has no other broadcast interests. Buyer is licensee of KNAK(AM) Del-ta, UT. Filed April 10.

■ WANT(AM) Richmond, VA (BAL900320ED; 990 khz; 1 kw-D, 500 w-N)—Seeks assignment of license from Freeman Communications Inc. to Opticom Inc. for \$1 million. Seller is headed by Nancy and Clyde Freeman and has no other broadcast interests. Buyer is headed by John Galloway and has no other broadcast interests. Filed March 20.

■ KNUA-FM Bremerton, WA (BALH900326HZ; 106.9 mhz; 100 kw; ant. 819 ft.)—Seeks assignment of license from Pacific and Southern Co. to Brown Broadcasting Co. for \$10 million ("Changing Hands," April 2.) Seller is subsidiary of Gannett Co., which is headed by Douglas H. McCorkindale and is licensee of KISS-AM-FM Los Angeles and KSDO(AM)-KSWV(FM) San Diego, both California; WTLV(TV) Jacksonville and WDAE(AM)-WU-SA(FM) Tampa, both Florida; WGCI-AM-FM Chicago, IL; KOSA(AM)-KSD-FM St. Louis and KCMO(AM)-KCPW(FM) Kansas City, both Missouri; KKBQ(FM) Pasadena, both Texas; KPNX-TV Mesa, AZ; KUSA-TV Denver; WXIA-TV Atlanta; WLVI-TV Cambridge, MA; KARE-TV Minneapolis; KOCO-TV Oklahoma City; WU-SA(TV) Washington, DC; WFMY-TV Greensboro, NC; and KKBQ(AM) Houston, KYUE-TV Austin and KOAI(FM) Denton, all Texas. Buyer is headed by Willet H. Brown, Michael J. Brown and Phil Melrose, and owns KPOM(AM)-KGB-FM San Diego, KXOA-AM-FM Sacramento, KYNO-AM-FM Fresno, and KKSF-FM San Francisco, all California; and has pending sale of KKAT-FM Salt Lake City. Filed 900326

Actions

■ KUSI-TV San Diego, CA (BTCCT900214KE; ch. 51; 2,880 kw-V; 228 kw-A; ant. 1902 ft.)—Granted app. of assignment of license from University Television Inc. to San Diego's Fifty One Inc. for \$17 million. Seller is headed by William Rust and Michael McKinnon. Buyer is headed by Michael D. McKinnon and James A. Gillice. McKinnon is stockholder of Texas Television Inc., licensee

of KIII(TV) Corpus Christi, TX; stockholder of Texas Telecasting Inc., licensee of KBMT(TV) Beaumont, TX; stockholder of Channel 42 of Austin Inc., licensee of KBVO(TV) Austin, TX; permittee of LPTV stations at Corpus Christi and Kingsville, TX, and 80% owner of Aspen Broadcasting, which has interest in Aspen FM Inc., applicant for a new FM at Aspen, CO. Action April 10.

■ **WBTV-FM** Homerville, GA (BALH890711HT; 105.5 mhz; 3 kw; ant. 312 ft.)—Granted app. of assignment of license from Southern Broadcasting & Investment Co. to Clinch County Broadcasters Inc. for \$100,000. Seller is headed by Berrien L. Sutton, who has no other broadcast interests. Buyer is owned by Lonnie C. Carter and Harold B. Carter. Lonnie C. Carter is general manager of WBTV. He is also president, director and 50% stockholder of Johnson County Broadcasting Inc., licensee of WIML(FM) Wrightsville, GA. Homerville, city of license of WBTV, is located about 120 miles South of Wrightsville. WBTV and WIML are class A FM stations whose 3.16 MV/M contours extend about 8 miles from their transmitters. Action March 9.

■ **KHEI(AM)** Kehaha and KVIB(FM) Makewao, both Hawaii (AM: BAL881227EA; 1110 khz; 5 kw; FM: BALH881227EB; 94.3 mhz; 3 kw; ant. -22 ft.)—Dismissed app. of assignment of license from Encantada Broadcasting Corp. to Roger Whitehurst for \$350,000. Seller is headed by William S. Sanders and has interest in Wagontrain Communications Inc. and Starbright Communications. Buyer is 100% owner of KAOI Communications Inc., licensee of KAOI(FM) Wailuku, HI, and K244AG Maui, HI. Action April 10.

■ **WDAN(AM)**-WDNL(FM) Danville, IL (AM: BAL891002GZ; 1490 khz; 1 kw-U; FM: BALH891002HA; 102.1 mhz; 50 kw; ant. 380 ft.)—Granted app. of assignment of license from Majac Inc. to Neuhoft Broadcasting Corp. for \$2.35 million ("Changing Hands," Oct. 9). Seller is headed by Jack (father) and Marc Steenbarger (son). They also have interest in WWCK-AM-FM Flint, MI. Buyer is headed by Geoffrey Neuhoft, who also has interest in WCVS(AM)-WFMB(FM) Springfield, IL. Action April 2.

■ **WINU(AM)** Highland, IL (BAL900201EB; 1510 khz; 1 kw-D)—Granted app. of assignment of license from Glenn F. Bircher, receiver, to Progressive Broadcasting Corp., for \$180,000. Seller has no other broadcast interests. Buyer is headed by Glen F. Bircher, who has no other broadcast interests. Action April 6.

■ **WAYW(FM)** Worcester, MA (BALED900117GW; 91.9 mhz; 7 kw; ant. 517 ft.)—Granted app. of assignment of license from Worcester County Christian Communications Inc. to University of Massachusetts for no financial considerations. Seller is headed by George Walker and has no other broadcast interests. Buyer is headed by Judith A. Baker, William H. Bowman, James F. Carlin, Lawrence S. Dicara, Bernard J. Doherty, Michael T. Foley, Robert J. Haynes, Alice S. Huang, Richard G. Huguennin, Michael Kruczek, Shirley M. McBay, William L. Mahoney, Eric T. Nakajima, Gordon N. Oakes Jr., James F. O'Leary, Mary L. Reed, Richard T. Rooney, Ronald C. Teixeira, Thalia P. Zervas, David C. Knapp and Cynthia A. Fontaine. University of Massachusetts has interest in WUMB-FM Boston, WFCR-FM Amherst and WMUA-AM-FM Amherst, all Massachusetts. Action April 3.

■ **WBAB-AM-FM** Freeport, NY (BTC891201EF; 1240 khz; 1 kw; FM: BTCH891201EG; 102.3 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Noble Broadcast Group Inc. to BAB Broadcasting Corp. for \$26,203.064 (includes a covenant not to compete valued at \$5 million). Seller is headed by John T. Lynch, Norman Feur, Terence O'Malley and Cameron J. Rains and has interests, through various subsidiaries, in WSSH(AM) Boston and WSSH-FM Lowell, both Massachusetts; WAV-Z(AM) New Haven, CT; KBEQ(AM) Blue Springs, MO; KBCO-AM-FM Boulder, CO; WMHE(FM) Toledo, OH; KIXI(FM) Seattle, WA; KYOK(AM)-KMJQ(FM) Houston, TX; KMJM(FM) St. Louis, MO; and holds foreign broadcast authorization to XETRA(AM) Rosarita and XETRA(FM) Tijuana, both B.C., Mexico. Buyer is headed by Edward Simon and Hony Giannattasio. Simon is 50% shareholder of Noble Broadcast Group Inc. and is 33.3% shareholder of South Fork Broadcasting Corp., licensee of WWHB(FM) Hampton Bays, NY. Action April 9.

■ **KBYG(AM)** Big Springs, TX (BAL900202EA; 1400 khz; 1 kw-U)—Granted app. of assignment of license from Henry C. Seals to Ballard Drew for no financial considerations. Seller is under bankruptcy court order to sell assets of station. Buyer has no other broadcast interests. Action April 9.

■ **KYKM** Winfield, TX (BALH900124HI; 97.7 mhz; 3 kw; ant. 66 ft.)—Granted app. of assignment of license from Northeast Texas Broadcasting Inc. to CMS Media Group Inc. for \$85,001. Seller is headed by Dale Palmer and Richard M. Reynolds and has no other broadcast interests. Buyer is headed by Gene G. Holmes, Donald E.

Rohde, J. Leon Smith and James T. Carter, and has no other broadcast interests. Action March 19.

New Stations

Actions

■ **Seward, AK** (BPED880226MW)—Granted app. of Puffin Public Broadcasting Inc. for 88.1 mhz; .049 kw; -1.482 ft. Address: P.O. Box 396, Seward, AK 99664. Principal is headed by Timothy J. Pollard, Clara Fultz and Warren Huss, and has no other broadcast interests. Action April 5.

■ **Chico, CA** (BPED890502MA)—Returned app. of KXOL Inc. for 88.1 mhz; .109 kw; 1.285 ft. Address: 1252 E. 10th St., Chico, CA 95928. Principal is headed by Marcus A. Smith and has no other broadcast interests. Action April 6.

■ **Warrenton, GA** (BPH890613MH)—Granted app. of Radio Warrenton for 93.1 mhz; 3 kw; 328 ft. Address: 11756-3A S. Laurel Dr., Laurel, MD 20708. Principal is headed by Susan H. Warren and has no other broadcast interests. Action April 4.

■ **Cannelton, IN** (BPH880823ME)—Granted app. of Bayard H. Walters for 102.9 mhz; 3 kw; 328 ft. Address: P.O. Box 150846 Nashville, TN 37215. Walters has no other broadcast interests. Action March 30.

■ **Cannelton, IN** (BPH881012MK)—Dismissed app. of Maytha N. Brewer for 102.9 mhz; 3 kw; 328 ft. Address: 2425 Franklin, Tell City, IN 47586. Brewer is executrix of estate of James Roland Brewer and has no other broadcast interests. Action March 30.

■ **Lawrenceburg, KY** (BPH880505MT)—Dismissed app. of Erica Broadcasting Ltd. for 102.1 mhz; 3 kw; 328 ft. Address: 7708 Heritage Dr., Annandale, VA 22003. Principal is headed by Digby Solomon, who is 24% owner of Solomon and Lowe Communications Inc., licensee of WJMA(AM)-WVJZ(FM) Orange, VA. Action April 2.

■ **Jackson, NH** (BPH871029MF)—Granted app. of Jackson Radio Partnership for 99.5 mhz; .1 kw; 626 ft. Address: Box 1245, North Conway, NH 03860. Principal is headed by Douglas Kent Poor and has no other broadcast interests. Action April 5.

■ **Lima, OH** (BPH880407MD)—Dismissed app. of Swan Creek Communications for 93.1 mhz; 3 kw; 328 ft. Address: 3107 Woodville Rd., Toledo, OH 43619. Principal is headed by Jerry Toth and Thomas Gardull, and has no other broadcast interests. Action April 2.

■ **Holdenville, OK** (BPH880707MC)—Granted app. of Mary P.C. Creech and Associates Inc. for 106.5 mhz; 3 kw; 328 ft. Address: Rt. 3, Box 70-A, Holdenville, OK 74848. Principal is headed by Mary P.C. Creech, James L. Livingston and Jeremiah J.T. Creech. Livingston owns 33% and Jeremiah J.T. Creech owns 34% of Creech, Livingston and Hill Co., licensee of KRAF(AM) Holdenville, OK. Action April 5.

Facilities Changes

Applications

AM's

■ **Little Rock, AR** KWNN(AM) 1050 khz—March 16 application for CP to correct coordinates: 34 45 58N 92 17 38W; and change tower height.

■ **Apopka, FL** WTLN(AM) 1520 khz—April 5 application for CP to change freq: 700 khz; increase day power to 10 kw and make changes in ant. system.

■ **Pearl City, HI** KIPO(AM) 1380 khz—April 5 application for CP to increase day power to 10 kw; make changes in ant. system and change from DA to non-DA.

■ **La Plata, MD** WCMD(AM) 1560 khz—March 16 application for CP to change freq: 800 khz; reduce day power to 50 watts and add night service with 250 watts.

■ **Minneapolis, MN** KNOW(AM) 1330 khz—April 5 application for CP to change TL; adjacent to intersection of Cedar Ave. and Chicago and Northwestern Railroad, Eagan, MN, and make changes in ant. system.

■ **Columbus, OH** WOSU(AM) 820 khz—April 5 application for mod. of CP (BP810410AO) to make changes in ant. system.

■ **Manning, SC** WYMB(AM) 1410 khz—April 5 major amendment to increase proposed power to 5 kw and modify ant. pattern.

FM's

■ **Twain Harte, CA** KKBN(FM) 93.5 mhz—Dec. 22, 1989. application for mod. of license (BLH851028KD) to

increase ERP: 230 kw H&V (per docket # 88-375).

■ **Apopka, FL** WTLN-FM 95.3 mhz—March 16 application for CP to change ERP: 6 kw H&V; ant. 315 ft. H&V; and to change to 3-Bay directional antenna.

■ **Mexico Beach, FL** WMQA(FM) 99.3 mhz—March 16 application for mod. of CP (BPH850711ND as mod.) to change ERP: 50 kw H&V; ant. 492 ft.; TL: approximately 2.5 km NE of Overstreet, FL, in NE 1/4 of Sec. 33, Twp. 5S, range 11 W; change class to C2 (per docket #88-222).

■ **Springfield, FL** WRBA(FM) 95.9 mhz—Dec. 26, 1989. application for mod. of license to increase ERP: 4.15 kw H&V (per docket # 88-375).

■ **Martinez, GA** WMTZ(FM) 94.3 mhz—Dec. 7, 1989. application for mod. of license (BLH830609AE) to increase ERP: 6 kw H&V (per docket # 88-375).

■ **Pana, IL** WKXK(FM) 100.9 mhz—Dec. 11, 1989. application for mod. of license to increase ERP: 6 kw H&V (per docket #88-375).

■ **Columbus, IN** WWVY(FM) 104.9 mhz—March 14 application for CP to change ERP: 6 kw H&V.

■ **French Lick, IN** WFLQ(FM) 100.1 mhz—Jan. 9 application for mod. of license (BLH830429AA) to increase ERP: 3.3 kw H&V (per docket # 88-375).

■ **Monticello, IN** WMRS(FM) 107.7 mhz—Dec. 20 application for mod. of license (BLH890923KB) to increase ERP: 5.0 kw H&V (per docket # 88-375).

■ **Campbellsville, KY** WCKQ(FM) 103.9 mhz—Jan. 30 application for license to cover (BPH860320IE) to increase ERP: 3.3 kw H&V (per docket # 88-375).

■ **Hutchinson, MN** KKJR(FM) 107.1 mhz—Dec. 11, 1989. application for mod. of license (BLH4572) to increase ERP: 4.4 kw H&V (per docket # 88-375).

■ **Canandaigua, NY** WLKA(FM) 102.3 mhz—Feb. 27 application for CP to change ERP: 3.4 kw H&V; ant. 282 ft.

■ **Vestal, NY** WMXW(FM) 103.3 mhz—March 13 application for mod. of CP (BPH870331MJ) to change ERP: 2.55 kw H&V; change ant.: 1.103 ft.; change to class B1 (per docket # 89-4).

■ **Lexington, NC** WWGL(FM) 94.1 mhz—March 8 application (BPH870227IF) petition for reconsideration against grant filed by WWMY(FM) Broadcast Inc., for CP to change ant.: 1.005 ft.; major environmental action under section 1.1305.

■ **Bainbridge, OH** WKHR(FM) 88.3 mhz—Dec. 11, 1989. application for mod. of license (BLH891129KB) to increase ERP: 6 kw H&V (per docket # 88-375).

■ **Perry, OK** KJFK(FM) 105.1 mhz—Feb. 22 application for mod. of license to increase ERP: 6 kw H&V (per docket #88-375).

■ **Mercersburg, PA** WGLL(FM) 92.1 mhz—Dec. 11, 1989. application for mod. of license to increase ERP: 3.3 kw H&V (per docket # 88-375).

■ **Clearwater, SC** WCNA(FM) 98.3 mhz—Dec. 12, 1989. application for mod. of license to increase ERP: 2.8 kw H&V (per docket # 88-375).

■ **Clemson, SC** WSBF-FM 88.1 mhz—March 14 application for CP to change ERP: 3 kw H&V; ant. 198 ft..

■ **McKinnon, TN** WTWL(FM) 101.5 mhz—March 16 application for CP to change ERP: 1.58 kw H&V.

■ **Alvin, TX** KACC(FM) 91.3 mhz—March 14 application for CP to change freq: 89.7 mhz; ERP: 8 kw H&V; ant. 337 ft.; TL: 3/4 mile S. of Texas Hwy. 6 on County Rd. 155; class: C3.

■ **Burnet, TX** KHLB-FM 107.1 mhz—Feb. 20 application for mod. of CP (BPH880922IF) to make changes in ant supporting structure height.

■ **San Antonio, TX** KAJA(FM) 97.3 mhz—March 13 application for mod. of CP (BPH870128IL) to change TL FM 1560 and Galm Rd. Helotes, TX.

■ **Wichita Falls, TX** KTLT(FM) 106.3 mhz—Dec. 14 application for license to cover (BPH880919IK) and increase ERP: 2.38 kw H&V (per docket # 88-375).

■ **Bellevue, WA** KBCS(FM) 91.3 mhz—March 23 application (BPED880712MW) for petition for reconsideration for CP to change ERP: 2.8 kw H&V; ant. 216 ft.

■ **Oshkosh, WI** WMGV(FM) 103.9 mhz—Dec. 12, 1989. application for mod. of license (BLH8409914CL) to increase ERP: 6.0 kw H&V (per docket # 88-375).

TV's

■ **Indianapolis, IN** WBUU(TV) ch. 69—April 5 application for mod. of CP (BPET860624KG) to change ERP: 8.972 kw-V; ant. 393 ft.; TL: 520 W. 49th St., Indianapolis, IN 46208; ant.: Andrew ALP8L1-HSOC69: 39 50 37N 86 10 19W.

■ **Lexington, KY** WLEX-TV ch. 18—March 16 application for CP to change ERP: 5.000 kw-V (Max-DA); ant.

1,807 ft.; TL: 1.34 km SSE of intersection of Muddy Creek and Cole Rds.; 7.4 km SSE of Winchester, KY; 37 55 23N 84 09 14W; ant.: Dielectric TFU-25JDAS "Skull", (DA)(BT).

■ Baton Rouge, LA WPFT(TV) ch. 44—March 16 application for mod. of CP (BPCT830603KE) to change ERP: 2286 kw-BT; ant.: 1,397 ft.; ant.: HarrisTWS-30C (DA)(BT).

■ Jackson, TN WJWT(TV) ch. 16—March 21 application for CP to change ERP: 4.680 kw-V; ant.: 1,079 ft.; change TL: .8 mile ENE of State Rte. 54 and 88 intersection, Alamo, TN; ant.: Andrew/ ATW25H3-HTC-2-16H(DA)(BT); 35 47 22N 89 06 14W.

Actions

■ Decatur, AL WDRM(FM) 102.1 mhz—April 2 application (BPH891003ID) dismissed for CP to change ant.: 505 ft.; TL: atop Capshaw Mountain near Harvest, AL.

■ Linden, AL WBAN(FM) 102.9 mhz—April 5 application (BMPH890918IF) granted for mod. of CP (BPH860707NE) to change ERP: 40 kw H&V; change ant.: 551 ft.; change class to C2; TL: N of Hwy. 80, 1.8 km E. of Faunsdale, AL.

■ Caribou, ME WCXU(FM) 97.7 mhz—April 4 application (BMPH870220IF) granted for mod. of CP (BPH850710MK) to change center of radiation by 12 meters.

■ Jackson, MN 105.3 mhz—April 10 application (BMPH900125IC) returned for mod. of CP (BPH880601MY) to change ERP: 6 kw; ant.: 328 ft.; TL: County Hwy. 14, .85km E. of Jackson, MN.

■ Las Cruces, NM KVLG(FM) 99.5 mhz—April 5 application (BMPH891204IA) granted for mod. of CP (BPH860929MD) to change ERP: 100 kw H&V; ant.: 1,023 ft.; TL: 2.5 km N of Rincon, NM; OTHER: section 73.215 proceeding.

TV's

■ Mayaguez, PR WIPM-TV ch. 3—April 10 application (BPET900116KE) granted for CP to change ERP: 81.3 kw-V; ant.: 2,266 ft.; TL: 3.5 km S. of Maricao, Hwy. 120; ant.: DielectricTDM-7A3 (BT); 18 09 00N 66 59 00W.

■ Austin, TX KXAN-TV ch. 36—April 10 application (BPCT900329KE) granted for CP to change ERP (vis): HPOL: 2,000 VPOL: 198.3 kw; ant.: 1,285 ft.; TL: 5 miles NW of Austin/ Trail of Madrones Rd.; ant.: Dielectric TFU-25G Special (DA)(BT); 30 19 33N 97 47 58W.

Actions

■ AM Quality. Denied three requests for reconsideration of order adopting new rules to improve quality of AM service by reducing adjacent channel interference and eliminating restrictions pertaining to protected daytime contour. (MM docket 88-376, by MO&O [FCC 90-68] adopted Feb. 9 by commission.)

■ Wireless Cable. Extended to May 7 and June 6 dates for filing comments and replies, respectively in proceeding involving possible provision of wireless cable service. (Gen. dockets 90-54, 80-113, by order [IDA 90-606] adopted April 18 by chief, Mass Media Bureau.)

■ Tucson, AZ. Denied review of Review Board decision granting application of Tucson Community Broadcasting Inc., for new FM station at Tucson. (BC dockets 79-58, 79-59, by MO&O [FCC 90-145] adopted April 12 by commission.)

■ Montecito, CA. Partially granted petition for extraordinary relief filed by four parties in proceeding involving mutually exclusive applications for new FM station at Montecito. (MM docket 87-426, by MO&O [FCC 90R-27] adopted March 30 by Review Board.)

■ Fenwick Island, DE. Dismissed as moot petition by Linda Tarr-Whelan and Allen Zack for leave to intervene in proceeding involving three competing applications for new FM broadcast station on channel 22.1A at Fenwick Island. (MM docket 87-236, by order [FCC 90R-26] adopted March 28 by Review Board.)

■ Omega, GA. Granted application of Shirley Marchant for new FM station on channel 298A at Omega. (MM docket 88-305, by ID [FCC 90D-17] issued April 12 by ALJ Joseph Stimer.)

■ Roswell, GA. Denied appeals challenging presiding ALJ's ruling to produce documents over objections based on claim of privilege in case involving competing applications for new FM station on channel 298A in Roswell. (MM docket 89-337, by MO&O [FCC 90R-28] adopted March 30 by Review Board.)

■ Shreveport, LA. Granted application of Innovative Wom-

en's Media Association for new FM station on channel 275C in Shreveport and denied six competing applications. (MM docket 88-524, by ID [FCC 90D-16] issued April 11 by ALJ Edward Luton.)

■ Tampa, FL. Upheld Review Board decision denying Edens Broadcasting Inc. request to modify facilities of class C station WRBQ-FM Tampa, and for waiver of short-spacing rules. (MM docket 85-304, by MO&O [FCC 90-126] adopted April 9 by commission.)

Allocations

■ Jackson, AL. Effective June 1, substituted channel 233C3 for channel 233A in Jackson, and conditionally modified license of WHOD(FM) accordingly. (MM docket 89-437 by R&O [DA 90-527] adopted March 10 by chief, Allocations Branch, Mass Media Bureau.)

■ Bethel, AK. Effective June 1, substituted channel 252C3 for channel 300A in Bethel, and conditionally modified construction permit of KBTB(FM) accordingly. (MM docket 89-281 by R&O [DA 90-526] adopted March 20 by chief, Allocations Branch.)

■ Philpot, KY. Effective June 1, allotted channel 234A to Philpot as its first FM service. Filing window opens June 4, closes July 5. (MM docket 88-126 by R&O [DA 90-522] adopted March 20 by chief, Allocations Branch.)

■ Dyersburg, TN; De Witt, Heber Springs, Hoxie, Jonesboro and Newport, all Arkansas. Effective June 4, modified FM table to reflect following allotments: Hoxie, channel 287A; Jonesboro, channels 262A, 270C, 300C; Newport, channel 264A; and Dyersburg, channel 261C2; modified licenses of stations WASL(FM) Dyersburg; KDEZ(FM) Jonesboro; KOKR(FM) Newport; and KHOX(FM) Hoxie, accordingly. (MM docket 87-563, by first R&O [DA 90-517] adopted March 22 by chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

Call Letters

Applications

Existing AM

WGSB(AM) WGLH Great Speckle Broadcasting Inc., Mebane, NC

Existing FM's

KMZX(FM) KWTB Lonoce Broadcasting Corp., Lonoce, AR
 KXIX(FM) KQLV NPI Partners, Sheridan AR
 KYRX(FM) KZRX Chartres Media Inc., Chaffee, MO

Existing TV

WPHX(TV) WHRC Rogue Television Corp., Norwell, MA

Grants

New FM's

KFAV(FM) Kasper Broadcasting Co. of Missouri, Warrenton, MO
 KYAY(FM) Richfield FM Partnership, Richfield, UT
 KZHR(FM) Peanut Whistle Broadcasting, Dayton, WA
 WEXX(FM) Shawangunk Communications, Mt. Hope, NY
 WJBI-FM John Anthony Buimer, Winslow, ME
 WJDT(FM) C&S Broadcasting, Rogersville, TN
 WRQO(FM) Monticello Radio Co., Monticello, MS(BPH-880504MF)
 WXPT(FM) Radio Kennebunkport, Inc., Kennebunkport, ME

New TV

WRKJ(TV) Marcum Broadcasting Co., Dothan, AL

Existing AM

KKHJ(AM) KRTH Liberman Broadcasting Inc.,

Los Angeles, CA

KKPR(AM) KKO Radio Ingstad Nebraska Inc., Kearney, NE
 KLRG(AM) KEZQ KEZC Limited Partnership, North Little Rock, AR
 KTRT(AM) KWPR Harmon Keifer Curlee, Claremore, OK
 WAME(AM) WDRV Statesville Family Radio Corp., Statesville, NC
 WBNI(AM) WTOY Commonwealth Media Corp., Roanoke, VA
 WKVG(AM) WIFX Kincraft Industries, Jenkins, KY
 WMSX(AM) WATD Metro South Communications, Brockton, MA
 WQDW(AM) WISP Coastal Carolina Broadcasting Inc., Kinston, NC
 WQKR(AM) WHRP Bravo Broadcasting Co., Portland, TN
 WTOY(AM) WSAY Irvin L. Ward and Barbara Ward, Salem, VA
 WWOL(AM) WBBO Holly Springs Baptist Church, Forest City, NC
 WDX(AM) WEZQ Ad-Media Management Corp., Winfield, AL

Existing FM's

KATP(FM) KESE Woods Communications Group Inc., Amarillo, TX
 KBYO-FM KBYO Sharing Inc., Tallulah, LA
 KBZN(FM) KKWY Utah Radio Broadcasting Co., Ogden, UT
 KCRS-FM KWMJ Midland Broadcasting Corp., Midland, TX
 KCTC-FM KCTC WGN of California Inc., Sacramento, CA
 KCUB(FM) KVQC Pyramid Broadcasting Inc., Stephenville, TX
 KEDT-FM KKED-FM South Texas Public Broadcasting System, Corpus Christi, TX
 KHCS(FM) KYRH Prairie Avenue Gospel Center, Palm Desert, CA
 KHOZ-FM KWNQ Harrison Broadcasting Corp., Harrison, AR
 KJFX(FM) KNYO-FM Brown Broadcasting Co., Fresno, CA
 KKPR-FM KKPR Radio Ingstad Nebraska Inc., Kearney, NE
 KMZX(FM) KWTB Lonoce Broadcasting Corp., Lonoce, AR
 KNGV(FM) KODK Ruben Cavazos, receiver, Kingsville, TX
 KOJO(FM) KQEA SW Educational Media Foundation of Texas Inc., Lake Charles, LA
 KOKE(FM) KGID Radio Lee County Inc., Giddings, TX
 KOLT-FM KNMQ Mesa Grande Broadcasting Co. Inc., Santa Fe, NM
 KOLZ(FM) KBCV RLPD Inc., Bentonville, AR
 KOVC-FM KLPR Ingstad Broadcasting Inc., Valley City, ND
 KQXR(FM) KQPD Miller-Kohl Broadcasting Inc., Payette, ID
 KSKL(FM) KEZU KFLA Inc., Scott City, KS
 KWEZ(FM) KIHWW-R-I Enterprises, Trumann, AR
 KWWN(FM) KHTN Spectrum Broadcasting Inc., Placerville, CA
 KXBS(FM) KXPT Radio Ventura Inc., Santa Paula,

CA	WGTN-FM	WQSC Fogel Media Inc., Andrews, SC	WZZB(FM)	WJCD-FM S.C.I. Broadcasting Inc., Seymour, IN
KYMX(FM) KCTC-FM WGN of California Inc., Sacramento, CA	WJMA-FM	WVJZ Radio Virginia Ltd. Partnership, Orange, VA	WZZG(FM)	WROQ-FM Tenore Broadcasting Co., Charlotte, NC
KZEP-FM KZEP Texas Lotus Corp., San Antonio, TX	WKNK(FM)	WSRG Vickie K. Hachett, Edmonton, KY	Existing TV's	
KZSN-FM KZSN Southern Skies Corp., Hutchinson, KS	WKTU-FM	WTKX Mercer County Broadcasting Co., Mercer, PA	WNEO(TV)	WNEO-TV Northeastern Educational Television of Ohio Inc., Alliance, OH
KZSP(FM) KESO Rio Bravo Broadcasters, South Padre Island, TX	WLCL(FM)	WGGG-FM Gator Broadcasting Corp., Micanopy, FL	KEDT-TV	KEDT South Texas Public Broadcasting System, Corpus Christi, TX
WACO-FM KTKS SBG Communications of Texas Inc., Waco, TX	WLQE(FM)	WVIL Great Scott Broadcasting, Villas, NJ	KNWS-TV	KQBA Johnson Broadcasting Inc., Katy, TX
WBNI-FM WBNI Public Broadcasting of Northeast Indiana Inc., Fort Wayne, IN	WLKW(FM)	WOTH WOTH Radio Inc., Surgionsville, TN	KTVC(TV)	KRBU Family Broadcasting Co., Cedar Rapids, IA
WBNN(FM) WFOV State Line Radio, Union City, OK	WMJE(FM)	WCHM-FM Martin Communications Inc., Clarksville, GA	WFXV(TV)	WTUV Mohawk Valley Broadcasting Inc., Utica, NY
WCFL(FM) WUEZ M.M. Group Inc., Morris, IL	WOSX(FM)	WMJA DN Communications Inc., Spencer, WI	Call letter requests withdrawn at applicant's request or by FCC	
WDAR-FM WMWG Radio Carolina Ltd. Partnership, Darlington, SC	WPAV(FM)	WCFL Positive Alternative Radio Inc., Culpeper, VA	FM's	
WEEL(FM) WBJY Adventure Three Inc., Shadyside, OH	WPLC(FM)	WRAP Paco-Jon Broadcasting Corp., Spotsylvania, VA	KERT(FM)	KZAM JED Broadcasting Co. of Oregon, Ltd., Creswell, OR
WFTC(FM) WKCP Coastal Carolina Broadcasting Inc., Kinston, NC	WUNS(FM)	WYBA Town, Gown and Country Radio, Lewisburg, PA	WAZO(FM)	WIOI-FM Nelson Broadcasting Corp., Jacksonville, FL
WGO(FM) WZKS InterMart Broadcasting Georgia Coast Inc., Jesup, GA	WXBB(FM)	WHP-FM WHP Inc., Harrisburg, PA	TV	
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HELP WANTED MANAGEMENT

GM wanted: Looking for GSM to promote to GM of medium market Northern Urban station. Inquires confidential. E.O.E. Box F-1.

President: Seeking well qualified executive with operations and people skills to lead a medium market, 12 station radio group. Must be well versed in sales, programming, strategic planning and bottom-line performance. If you are looking for a top opportunity and possess a successful management record, please respond in complete confidence. Box F-48. EOE, M/F.

General sales managers: Group broadcaster in Mid-Atlantic area has immediate openings for managers and account executives. Must be experienced, aggressive, a leader and a motivator. Good benefits, advancement possibilities. Resumes: Tschudy Communications Corporation, 15 Campbell St., Luray, VA 22835. 703-743-3000. EOE.

GM wanted: Looking for a strong, sales-oriented GM to lead the charge at our Western Pennsylvania Combo. Box F-70. EOE.

General manager opening for Southeastern AM/FM Combo by top fifteen group radio broadcasters. Must have stable employment history, good sales experience and solid budget and expense control. Need to be able to set example to proven sales staff by personal selling. Submit a letter giving complete career, salary history and references to: Box F-71. EOE.

Station manager for Northeast small market AM/FM. Strong sales management background. Send resume and references to Box F-79. EOE.

Beautiful, scenic Cadillac, MI, needs general manager for 3 KW FM station. Personable, aggressive, strong in sales with radio experience. Can earn equity in the station. Call evenings 517-321-1763. EOE.

HELP WANTED SALES

West Coast sales/marketing rep: Broadcasting affiliated national corporation seeks an energetic, dedicated, person-oriented individual. Must be a self-starter. Familiarity with West Coast markets a plus. Knowledge of radio and/or TV operations necessary. Moderate travel. Salary commensurate with experience. Send resume and salary history to Box F-50. EOE.

Brand new Northeast AOR station seeking quality sales manager and sales reps. Live, work and play in one of New England's most beautiful areas. Send resume and cover letter today to: RPM Associates, 1217 Irby Dr., Richmond, VA 23225. EOE.

Advertising/marketing: Southwest Michigan's most successful radio stations seek a creative, motivated person to join our staff of marketing professionals. Strong verbal and written communication skills and a desire to help businesspeople solve problems are essential. Outstanding training programs and career growth potential with our 15-station group. Excellent quality of life on Michigan's Sunset Coast. Minority and female applicants encouraged. Send complete resume and a letter outlining your professional goals and philosophy to: Robert Murthum, General Sales Manager, WSJM & WIRX, Box 107, St. Joseph, MI 49085-0107. EOE.

Seeking aggressive and mature individual, strong desire to succeed necessary. Above average commission. Continual training and management support. EOE. Box F-68.

Account exec needed for Suburban New York 50,000 watt FM. Applicants should possess radio sales experience, excellent written, verbal and presentation skills, strong references and the desire to excel. Letter, resume, references to Steven Petrone, GM, Box 188, Peekskill, NY 10566. EOE.

Local sales manager: One of Illinois's finest Full Service AM stations is looking for a bright hard-working person with a track record of success in radio sales to move into sales management. Immediate opening. Send resume to Orv Graham, PO Box 2250, Decatur, IL 62526. EOE.

HELP WANTED ANNOUNCERS

One of America's top rated Christian radio stations has an opening for a morning drive air personality. WMUZ FM Detroit is looking for an upbeat one-on-one communicator. Time and temp is not what we're looking for. Contemporary Christian music format with strong, relevant ministry base. Send tape and resume to Frank Franciosi, 12300 Radio Place, Detroit, MI 48228. EOE.

Wanting to move up? Operations manager position open. Hire/fire full- and part-time air personnel, production, some news, sports and remotes. Salary plus medical. Great city, robust economy. Tape and resume to Randal J. Miller, WRV1, 1039 Wabash, Springfield, IL 62704. EOE.

Top 50 market leader in Northeast coastal community seeks new A/C, Morning Show to increase dominance. Heavy community involvement/personal appearances are A MUST. Possible PD slot for right person. NO ZOO KEEPERS. Send resume, recent photo and A/C programming philosophy to Box F-67. EOE. Tapes upon request.

Full Service/Country music legend seeks team player for immediate evening opening. Warm & friendly a must. Females & minorities encouraged. Salary requirements, picture plus T&R: Kevin Mason, WBHP, PO Box 1230, Huntsville, AL 35807. EOE.

Established AM/FM. You'll gain experience in on-air, production, all phases of radio! Good starting salary. Room for advancement. Send tape and resume to J. McCullough, WLPO/WAJK, PO Box 215, LaSalle, IL 61301. EOE.

HELP WANTED TECHNICAL

Radio Ventures, based in Washington, DC, is seeking chief engineer for WMBX-FM (Class B) in Richmond, Virginia. Must be hands-on, self-motivated with excellent technical, administrative, communication skills. Requires good RF and studio maintenance skills. Good salary and benefits. Send resume and salary requirements to Radio Ventures, 5210 Auth Rd., Suite 402, Marlow Heights, MD 20746. EOE.

Chief engineer for Shamrock Communications, Tulsa AM/FM. Applicants should have strong management skills and SBE certification. Send resume to Mark Timpany, WQFM, 606 West Wisconsin Ave., Milwaukee, WI 53203. EOE.

Pennsylvania AM/FM group owner is expanding operations and requires additional engineers. Studio/RF/shop work. Travel required. Send resume and salary requirements to: Director of Engineering, HGF Media Group, 1440 Hamilton, Allentown, PA 18102. EOE.

HELP WANTED NEWS

News/sales/announcer. Qualified beginners with sales ability acceptable. Learn it all! KQSS, Box 292, Miami, AZ 85539. EOE.

News director/anchor: Experienced, well-organized for three person news department. T&R to WLBK/WDEK, 711 North First St., DeKalb, IL 60115. Phone: 815-758-8686. EOE.

News reporter/anchor. WVVE-FM serving Southeastern Connecticut. Afternoons. Reporting and writing skills important. Send tape and resume to Bill Haberman, News Director, WVVE-FM, PO Box 97, Mystic, CT 06355. EOE.

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Problems? Sales, programming, financial acquisitions, management, whatever. SOLUTION! A total management consultant. Up your bottom line NOW! Call RPM, 804-232-5197.

Assistant to general manager or chief financial officer for multi-station company with stations located in top 50 markets. Seven years finance experience with strong marketing and communications skills. MBA from top-ten school. Looking to obtain immediate, hands-on management experience leading to eventual station ownership. Geographic preferences: Midwest, MidAtlantic, Northeast, and South. Reply to Box F-49.

Bottom line, people oriented GM seeks position. 20 yrs GM/GSM. 10 with current station. Not quick fix artist rather problem solver-turn around person. Not cheap - just successful. Reason for change, solid station. Will relocate for prime opportunity. Box F-61.

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Adult Contemporary announcer with 15 years experience seeks overnight or evening shift with livable salary and benefits. Mike, 904-255-6950.

PD/announcer of Mid-South Jazz outlet seeks full-time announcing, programming, music, or news position at Jazz, NAC, or AC outlet in SW or SE. Call "Larry" at 901-278-0808.

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Sports pro. 5 yrs. exp. incl. P/T in Suburban NYC. Sophisticated, exciting PBP and solid anchoring skills. Looking for a challenge. Bob, 201-546-5546.

Female radio personality looking for news, announcing, or voiceover position. Call Cathy Thomas Associates. 716-879-0343, for tape and resume.

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Marketing/program director: Superstar marketing or program directors, this is your opportunity. WKRN-TV, ABC affiliate in Nashville, is looking for a dynamic, creative, experienced marketing or program director to manage promotion/marketing, production, programming and community affairs. Send resume to General Manager, WKRN-TV, 441 Murfreesboro Rd., Nashville, TN 37210. EOE.

Northeast affiliate is seeking a broadcaster to oversee programming, promotion and production departments. If you have excellent people skills and a minimum of three years management experience, send resume to Box F-72. EOE.

General sales manager: WEYI-TV seeks a proven leader with combination of local and national sales management experience. Demonstrated leadership combined with a winning track record and high level of commitment. College degree and national rep experience suggested. Send cover letter, resume and salary history to Eric S. Land, VP/GM, WEYI-TV, 2225 West Willard Rd., Clio, MI 48420. EOE, M/F.

Television manager: WQLN Public Broadcasting of Erie, PA is seeking a progressive professional to fill this newly-created position reporting directly to the president/general manager. The successful candidate will be responsible for creating and implementing a strong, local production presence as well as developing a program schedule that serves our community and builds international audience. This is an excellent growth opportunity for a creative and innovative individual. Requires a Bachelor's degree and a minimum of 8 years broadcast experience with at least 2 years in a supervisory capacity. Master's degree and public broadcasting experience a plus. Competitive salary and benefits package. Please send resume including salary requirements to: WQLN-TV, c/o J.L. Nick & Associates, 4934 Peach St., Erie, PA 16509. EOE, M/F.

HELP WANTED SALES

West Coast sales marketing rep: Broadcasting affiliated national corporation seeks an energetic, dedicated person-oriented individual. Must be a self-starter. Familiarity with West Coast markets a plus. Knowledge of radio and/or TV operations necessary. Moderate travel. Salary commensurate with experience. Send resume and salary history to Box F-57. EOE.

NBC affiliate in Charlotte, NC seeks an enthusiastic, aggressive account executive to join our sales team. The successful candidate will be motivated to succeed, and have an excellent understanding of television. New business development ability will be considered a plus. Two years TV sales experience along with excellent communication and presentation skills required. Degree preferred. EOE. Send resume to Hope Brown, WCNC-TV, PO Box 18665, Charlotte, NC 28218.

Local sales manager: KSCH-TV in Sacramento is seeking person with a minimum of three years in local television sales management with an emphasis on Independent sales. We are looking for an aggressive leader to join an enthusiastic, professional staff and management team. Applicants should be strong in retail, competitive media, research and motivational skills, and able to steer an expanding local staff at the fastest growing Indy in this great market. Send resume with complete work history and references to John Mansker, General Sales Manager, KSCH-TV, PO Box 2258, Rancho Cordova, CA 95741. Please, no phone calls before receipt of resume. EOE.

Growth opportunity with winning VHF Fox/Independent. Aggressive player with strong local direct and agency skills needed for established list in top 50 market. EOE. Box F-80.

HELP WANTED TECHNICAL

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.

Transmitter maintenance engineer: WTEN/WDCB-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 is necessary. Send resumes to Skeeter Lansing, WTEN, 341 Northern Blvd., Albany, NY 12204. EOE.

Assistant chief engineer: Applicants should have at least five years hands-on experience in all phases of television operations and equipment maintenance. A strong technical background, good administrative skills and a valid FCC General Class license are required. Letter and resume to: Curt Meredith, WTVB-TV, PO Box 2009, Durham, NC 27702. EOE.

KCBA-TV is seeking a maintenance engineer experienced with all video tape formats, Grass routers and switchers, Beta Cart and UHF transmitter. FCC General or SBE certification required. Salary commensurate with experience. Send resume to: KCBA-TV, PO Box 3560, Salinas, CA 93912. EOE.

Chief engineer: Requires experience and skills in department administration, maintenance and operation of RCA VHF transmitters, field and studio equipment. Contact Dick Konrad, WKBT-TV, PO Box 128, La Crosse, WI 54602. EOE.

HELP WANTED NEWS

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.

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!

Executive news producer: We're losing one of the best executive producers in the business to a top 5 market and we're going to replace him with someone who has the same kind of talent, energy and drive. That's what it takes to be successful in one of the best news markets in the country. Our executive producer has direct responsibility for the overall supervision of our newscasts. This includes working closely with line producers, reporters, writers and assignment editors. "People" skills are extremely important as is excellent news judgement and contemporary writing skills. NewStar computer experience is a real plus. We do more news than any other station in the market and this position is KEY to our success. Prior news management experience is a requirement. Send a non-returnable tape of a recent broadcast, along with your resume, references and a detailed explanation of your news philosophy and management style to: Mike Cavender, News Director, WTVF, 474 James Robertson Pkwy., Nashville, TN 37219. EOE.

Executive news producer: Good organizational, supervisory, and computer skills. News philosophy and salary requirements to: WJTV-TV, PO Box 8887, Jackson, MS 39204. EOE.

Position: Medical reporter. Description: Accurate, concise news writing and reporting to enhance positive audience to newscasts. Responsible for generating, writing and reporting medical news stories for daily newscasts. Must have strong writing and on-camera skills. Must be able to work well under deadline pressure. High journalistic and personal standards a must. Must have a professional on-air appearance. Must be able to work beyond schedule. Non-returnable 3/4" tapes required. No phone calls, please. Qualifications: College degree in journalism required, emphasis on medical courses a plus. Minimum of (2) two years reporting medical news for a commercial television station; anchoring experience a plus. Contact: (with resume and 3/4" tape): Tony Ballew, News Director, WVEC-TV, 613 Woodis Ave., Norfolk, VA 23510. WVEC Television, Inc is an equal opportunity employer.

Small West Texas network affiliate needs news producer. Journalism degree required. Must know how to produce a quality newscast, including lining up live interviews, writing, editing tape and producing live segments or entire shows. Resumes to News Director, KLST-TV, PO Box 1941, San Angelo, TX 76902. EOE.

Executive producer: Aggressive UHF in a two V market needs dynamic executive producer. Will produce two newscasts daily in a computerized newsroom. Excellent writing, editing, and management skills a must. Ideal move for a producer in a small or medium market. Salary requirements, references, resumes, and non-returnable tapes to John Harrod, News Director, WBMG-TV, 2075 Golden Crest Dr., Birmingham, AL 35209. EOE.

Fun and challenging TV career awaits qualified applicants in the cruise industry. Good pay and great benefits for those with necessary television skills. Need two candidates quickly to shoot, edit and produce. Send resume only to: Box F-76. EOE. Tapes upon request.

Special projects producer: Perform a variety of tasks in an aggressive and expanding news operation. A primary function of the job will be to continue producing high quality pieces for "California's Most Wanted," a syndicated news insert. Additional prime time special news programs. Strong writing and organizational skills are essential. Submit resume and non-returnable 3/4" tape to: Bill Bauman, News Director, KCRATV, 3 Television Ct., Sacramento, CA 95814-0794. Please, no calls. NOTE: Any offer of employment is contingent upon passing a medical test for drug and alcohol use. EOE, M/F.

Award-winning Northeast ABC affiliate looking for aggressive, personable sports reporter/anchor with plenty of energy and ideas. Strong story production skill required. Send resume to: Box F-81. EOE. Tapes upon request.

Apprentice news photographer (entry level). Looking for hardworking person with good eye for shooting videotape. Must have ability to work under deadline pressure and think on feet. Starting salary \$200/wk plus benefits. Valid driver's license necessary. Contact Jerry Trently, WHP-TV, 3300 N. Sixth St., Harrisburg, PA 17110. EOE, M/F.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Graphic designer: The 90's are here! If you're ready to make your mark on the decade and need a fun and innovative setting in which to do it, WMAR-TV is it. This NBC affiliate in Baltimore is looking for a creative, ambitious, team-oriented artist to do computer graphics as well as print design. AVA-3 Paintbox experience and desktop publishing is preferred. Send your tape and resume to Dave Horner, Art Director, WMAR-TV, 6400 York Rd., Baltimore, MD 21212. EOE.

Promotion director: Sunbelt, top 30 market network affiliate seeks creative person with proven skills in writing and producing on-air and print advertising. Minimum 3 years experience. No tapes. EOE. Box F-58.

Group owned Fox affiliate seeks a commercial director/editor. Must be proficient in all areas of production from scripting to computer editing. If you are ready for our new studios and post production facility, send resume and demo reel in care of Erik Davis, WZTV, 631, Mainstream Dr., Nashville, TN 37228. EOE, M/F.

Creative producer w/strong writing, directing and production skills needed for a national Christian TV program. Three years spot and feature production a must. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

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.

Assistant design director: Looking for dynamic broadcast designer & good team player for terrific major market opportunity. Must have experience in designing and producing TV news graphics, electronic paint, on-air graphics & animation, print advertising, & color printed sales collateral material. Send resume, salary requirements & non-returnable photocopies of work to: Personnel, WTTG Fox TV, 5151 Wisconsin Ave., NW, Washington, DC 20016. EOE.

KIRO-TV, Seattle, seeks full charge, experienced sports producer. You'll be held to high journalistic standards. This is not an on-air position. You'll be responsible for the content and production of three daily sportscasts which lead in covering the local sports scene. We want someone with a sense of production pace and flair. Tape/resume to Human Resources, 2807 Third Ave., Seattle, WA 98121. No phone calls, please. EOE.

Producer/director for Midwest public television, top 15 market full color. Needs creative, mature, responsible P/D with remote and studio experience. Five to seven years experience. Full details first letter. Box F-73. EOE. Tapes upon request.

Promotion/advertising director: Creativity and knowledge in all aspects of on-air TV/radio, print, billboards, media placement, sales promotion required at this Gilmore-owned CBS affiliate. If you're aggressive, idea-oriented and can execute, the job's yours at a top 50 market salary. Send printed, writing and tapes samples to Doug Padgett, VP/General Manager, WEHT-TV, PO Box 25, Evansville, IN 47701. EOE, M/F.

Electronic graphics coordinator: Experience with BTS Vidifont V a must. Looking for a motivated, creative person to handle all phases of graphics operation: Font Compose, Graphic Store, 2-D Animation. Must be able to work well with commercial clients, news staff, station promotion and programing departments. Competitive salary and benefits provided. Please send resume and tape, if available, to Paul Rudolph, PO Box 1818, Milwaukee, WI 53201. Equal opportunity employer.

Graphic artists: WABC-TV, New York, seeks a few highly qualified, freelance computer graphic artists to work in the art department. Artists interested only in per diem, daily hire situations on a regular, on-going basis throughout the year need apply. Experience with Quantel Paintbox, AVA and Harris Still Store is required. Daily news graphics exp. a plus. Send resume and reel to John Jamilkowski, WABC-TV Art Department, 7 Lincoln Sq., New York, NY 10023. No phone calls. We are an equal opportunity employer.

Program director: Top 30 progressive Independent is looking for a creative, energetic, motivating, marketing programmer. If you are all of the above, stop reading and send your resume and programming philosophy to: Box F-74. EOE.

Director of on-air promotion and design. LA based national cable channel seeks director with vision and style to inspire a creative staff of producers and designers. Must have a reel representing on-air campaign development, promotion, sales tapes and imagination. Ability to plan and budget promotional strategy is required. Please send resume and tapes to: El Entertainment Television, 1800 North Vine St., Hollywood, CA 90028 or call Tina Santillo at 213-960-5800. EOE.

SITUATIONS WANTED MANAGEMENT

Assistant to either chief financial officer or strategic planning for multi-station company owning and operating stations holding lead positions in their respective markets. Seven years finance experience including analysis and evaluation of strategic plans. Strong marketing and communications skills. MBA from top-ten school. Looking to obtain immediate, hands-on management experience leading to eventual senior or ownership position. Geographic preferences are Midwest and Mid-Atlantic. Reply to Box F-52.

SITUATIONS WANTED TECHNICAL

Chief engineer with sixteen years experience seeks challenging new position. Hands-on expert in RF and component level troubleshooting. Great people skills and excellent references. Call Joe at 215-426-4307.

SITUATIONS WANTED NEWS

Excellent, experienced sportscaster looking for a fine station in which to work, also a most knowledgeable news person. 216-929-0131.

Talented, attractive black female: Experienced print, radio and TV journalist. Excellent writing and speaking skills. A go-getter. Looking for TV reporter position. Please call: 312-288-2518.

News director for small or medium market. Heavy background of 28 years including 5 years news management. Currently main anchor at award-winning Texas station. Box F-53.

Male anchor, 50, with heavy experience including five years in top 10, thirteen in top 50. Now showing in Texas at 6 & 10. Box F-51.

Experienced female radio newscaster seeking television reporting position. Small to mid market. Call Cathy Thomas Associates, 716-879-0343 for tape and resume.

Former baseball broadcaster (Triple A) seeks radio/TV sports-PBP and great environment to raise our son. All sports. Excellent references. Relocate USA/Canada. John Quinlan, 209-781-7546. 351 S. Beverly, Porterville, CA 93257.

Meteorologist/communicator. Master of the mornings! Seeking 40+ market. Let my agent, Jim Bagley, Jr., send tape. 313-737-1810.

My exceptional background spells SUCCESS as host, anchor/reporter for you. MA Journalism, NYU; PRSA Silver Anvil as Continental Airlines' spokesperson; United Airlines Corporate Award of Merit; very successful radio personality; extensive live hosting on PBS-TV affiliates. Energetic, street-wise, persuasive, sophisticated, creative, attractive, very community-oriented, determined. Tape & resume, 303-699-0961. Stephanie Stephens.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Quantel Paintbox artist, looking for full-time position. Exhibit/set design experience. Macintosh expert. Excellent design, illustration skills. Excellent references available. Reply Box F-77.

Writer/producer: Promos & spots. Ten years international agency and TV series experience. Awarde winner. Born clever. Page: 708-520-0303.

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.

Primo People needs specialists! Investigative, consumer, medical and feature reporters. send resume and 3/4" tape to Steve Porrielli or Fred Landau at Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

Bill Slater and Associates gets you that better job in TV! Talent coaching and placement help for reporters, anchors, producers. Help with audition tape. 601-446-6347.

Immediate openings nationwide! From major market to entry level. Management, news, sports, production, sales, promotion, engineering, public relations. Media Marketing/The Hot Sheet, PO Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Speech Communication: Television - Position to teach radio/television and advise/supervise student curricular and extra curricular involvement in campus radio/television productions. College teaching and professional television experience highly desired. Preference given to candidates with college teaching and professional experience in both television and radio. Position may be filled at probationary instructor/assistant rank or as fixed term visiting professor. Master's degree in Radio/Television or related area required for appointment at instructor/assistant rank. Equivalent combination of education and experience or doctorate required for visiting professor. Mail letter of application, resume, transcript and name, address and phone number of three references or contact Director of Personnel Services, Southwest State University, Marshall, MN 56258 for more information. Screening of files begins May 8, 1990 and continues until position is filled. Southwest State University is an equal opportunity educator and employer.

The Department of Journalism and Broadcasting at the University of Alaska Fairbanks seeks a full-time assistant professor to teach mass communication classes including a survey course, history, law, and research. The capability to teach advertising and other journalism or broadcasting courses would be a plus. PhD required for tenure track appointment. ABD or MA required for non-tenure track or one-year visiting appointment. Prior teaching experience and a record of scholarly publication is preferred. Professional journalism or broadcasting experience are also pluses. Salary: Minimum of \$29,078 DOE. Applicants must send all of the following: 1) Cover letter 2) Vita 3) Names and phone number of three references, 4) Samples of scholarly publications and other professional work. Applications should be addressed to: Search Committee, Dept. of Journalism and Broadcasting, UAF, Fairbanks, AK 99775-0940. Deadline: May 20, 1990. UAF is an EO/AA employer and educational institution.

Faculty position in video production at New York University. The Department of Film and Television, Undergraduate Division, at New York University is seeking a highly qualified professional with a background in video production to fill a full time faculty position beginning September, 1990. Candidates must have substantial producing and directing experience in studio and remote video. Evidence of successful teaching and administrative experience necessary. Salary and rank will be commensurate with professional qualifications. New York University is an affirmative action, equal opportunity employer. For further information contact: Meg Fein, Faculty Liaison, New York University, Department of Film and Television, Undergraduate Video Search Committee, 721 Broadway, Ninth Floor, New York, NY 10003.

Graduate assistantships for debate/forensics, radio, TV labs, newspaper (managing editor), classroom instruction for basic courses in Speech, Mass Communication. Must have undergraduate degree in communication - related area or other degree with professional experience. \$5,000 stipend, fee waiver. Meet admission requirements. Send resume, official transcripts, three references: Chair, Department of Communication, Central Missouri State University, Warrensburg, MO 64093 or call 816-429-4840. Begins August 21, 1990. Positions open until filled. EOE/AA.

EMPLOYMENT SERVICES

Government jobs \$16,040 - \$59,230/yr. Now hiring. Call 1-805-687-6000 Ext. R-7833 for current federal list.

Attention: Hiring! Government jobs - your area. \$17,840 - \$69,485. Call 1-602-838-8885. Ext. R8435.

Attention: Earn money reading books! \$32,000/year income potential. Details. 1-602-838-8885. Ext. Bk 8435.

Attention: Postal jobs! Start \$11.41/hour! For application info call 1-602-838-8885. Ext. M-8435. 6am - 10pm, 7 days.

PLEASE NOTE:
When answering a Blind Box ad, **DO NOT** send tapes. BROADCASTING does **NOT** forward tapes or other oversized materials to Blind Boxes. Please do not use folders.

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).

WANTED TO BUY EQUIPMENT

Wanted: 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Irburde Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Used 1", 3/4", VHS videotape. Looking for large quantities. No minis or Beta. Will pay shipping. Call Carpel Video, 301-694-3500.

Towers wanted. Standing or on ground. No junk, please lower Management Systems, 504-521-8661. Fax 504-522-2662.

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: RCA BTF20E (1976 and 1972), Harris/Gates FM-20H3, (1970), RCA 5D (1967), CSI T-3 (1981), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

Exciters: Harris MX15, Harris MS15, Wilkinson 8090X. Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

5/10 AM transmitters: Collins 828E-1 (1978), RCA BTA-5L tuned and tested (1977), Harris BC10H (1972), McMartin BA5K (1980), McMartin BA 2.5K (1981), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

1Kw AM transmitters: Harris BC1H1 (1974), Sparta SS1000 (1981), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

Transmitters, radio & television: TTC manufactures state-of-the-art low power and full power television; and FM transmitters 10 watts to 50kw. solid state from 10 watt to 8kw. Call 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" videocassettes guaranteed broadcast quality. Call for our new catalog. To order call Carpel Video Inc., toll free, 800-238-4300.

Broadcast equipment (used): AM-FM transmitters RPU's, STL's, antennas, consoles, processing, turntables automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118 314-664-4497. FAX 314-664-9427.

Portable microwave (Ikegami): P.P. 70-13 Unit complete with dishes, shipping case. List price \$26,000.00, save \$10,000.00. Ready for immediate delivery. Call Video Brokers, Inc., 1-800-476-4595.

Sony BVH-2000's: Both NTSC & PAL in stock. Choose any type control panel & TBC. Also in stock other 1" VTR's from \$12,500.00. Call Video Brokers, Inc., 1-800-476-4595.

Sony BVH-2500: One each in NTSC & PAL, animation 1" VTR with BVT-2000 TBC. Less than 1000 hours use. Call Video Brokers, Inc., 1-800-476-4595.

ADO-2000: We can ship to you today! P&R and Digmalt. Call Video Brokers, Inc., 1-800-476-4595.

Betacam: BVW-75 in stock. NTSC & PAL, also BVW-40, 14, 10. Save on A/B roll edit package. Call Video Brokers, Inc., 1-800-476-4595.

BVU-800's: New! Yes, new in the Sony box. These were some of the excess inventory purchased by Video Brokers, Inc. direct from Sony. Get new BVU-800's at used prices. Call Video Brokers, Inc., 1-800-476-4595.

Racks, racks, and more racks: New & used. Save up to 50%. Call Video Brokers, Inc., 1-800-476-4595.

GVG 300-3ME switcher: Loaded. Immediate delivery. Call Video Brokers, Inc., 1-800-476-4595.

Routing switchers: Utah & Bosch. In stock, medium (20x20) and large (40x60). Call Video Brokers, Inc., 1-800-476-4595.

Newly constructed 26' GMC remote truck. Grass 1600 2 M/E switcher. Yamaha 24 channel audio. ClearCom intercom/IFB. Sony 1" tape with slo-mo. Dubner 5K character generator. Cameras of your choice. If you're looking for a mid size truck, you've gotta see this one. Truck completion date is May 1st. Total cost less cameras, \$185,000. Call to see, Media Concepts 919-977-3600.

Equipment sale. Microwave, transmitters, studio, and production. America's oldest used equipment broker. Maze Broadcast 205-956-2227.

Used towers. Dismantled. Self-supporting and guyed. 502-826-8700, Nationwide Tower Company.

Equipment financing: New or used, 36-60 months, no down payment, no financials required under \$35,000. Refinance existing equipment. Exchange National Funding. 800-342-2093.

For sale: Used guyed towers. Standing & dismantled. Microwave dishes & line. Swager Communications, 219-495-4065.

Panasonic AU-500 portable recorder. Low hours. Includes field case. \$9,500. Robert: 713-852-7883.

Sony DXC-M7 video camera with Canon 15:1 zoom lens & accessories. Privately owned, pristine condition. \$7,495 OBO. 213-851-0734.

Under construction. 28' remote truck. Interior finished with 14 racks, ADO, CMX3100A, ClearCom/IFB, video patching, B/W monitors. Needs additional equipment. Call for more info: 305-972-0660, ask for Rick.

Used/news TV transmitters, full power-LPTV, antennas, cable, connectors, STL's, etc. Save thousands. Broadcasting Systems. 602-582-6550.

Tektronix test equipment: 148 PAL generator, 1980 Answer, 1421 PAL vectorscope, 7L13 Spectrum analyzer, DAS 1929 logic analyzer. Sony broadcast BVB 820 4010 1/2" VCR with time code, \$4500 ea. BVR 820 remote control \$1000. Harris 631 PAL synchronizer \$2000. Bell & Howell TDF 2 noise reducer \$3000. 35MM Westrey playback, CMX 1 squares. 818-352-6619.

Towers "R" us. Phone: 504-521-8662. Fax: 504-522-2662.

Help Wanted Announcers

TALK SHOW HOST Controversial, outspoken, witty, issue-oriented host.

Rush tape to:
KSEV 700 AM,
3300 S. Gessner,
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 Sales

#1 Sales Position

Local Chicago Independent TV Station.
Immediate opportunity.
Looking for established heavyweight.
Preferably 3 yrs. local sales experience.
Independent TV sales experience
and knowledge of Chicago mkt.

Contact Jonas Jones, LSM,
WGBO-TV, (312) 751-6666.
A Combined Broadcasting Station.
EOE-M/F.

DIRECTOR OF SALES

WCAU-TV (CBS Inc.), Phila., PA
seeks an experienced individual
to lead our sales effort.

Responsible for all sales functions
including attaining budgeted revenue
and share growths.
Forecasting and budgeting
of sales, costs and market conditions.
Oversee Research Dept.
Ability to communicate
with all levels of management.

If you have a successful track record,
send your resume in confidence to:

Mr. Eugene Lothery
Vice President/General Manager
WCAU-TV
City Line & Monument Avenue
Philadelphia, PA 19131.
EOE/M/F

RADIO

Help Wanted Sales

Telecommunications Marketing Rep.

NPR Satellite Services, a leading
supplier of satellite transmission services
for the radio broadcasting industry, is
looking for a marketing representative with
excellent presentation skills. Our
services include sports satellite
networking, transportable uplinking,
ad hoc network services and dedicated
transponder channel leasing. Qualified
applicants must have: a proven sales
track record (3 years minimum);
excellent written and oral communications
skills; degree or equivalent
experience; an aptitude for technical
products, and knowledge of
broadcasting or satellite industry. Salary,
commission and bonus plan, company
paid expenses and benefit package.
Send cover letter and salary history to:

National Public Radio
Personnel Department
2025 M Street, NW
Washington, DC 20036

AA/EOE

TELEVISION

Help Wanted Management

GENERAL SALES MANAGER.

WEYI-TV seeks a proven leader with combination of local and national sales management experience. Demonstrated leadership combined with a winning track record and high level of commitment. College degree and national rep experience suggested.

Send cover letter, resume and salary history to:

Eric S. Land, VP/GM, WEYI-TV,
2225 West Willard Rd., Clio, MI 48420.

EOE, M/F

GENERAL SALES MANAGER

Number One Station
seeks experienced sales leader.

- Administrative experience
- Strong people skills
- Marketing expertise
- Imagination
- Commitment to quality,
public service & strong profits

Send resume
and salary history to:

Mike Kettenring
WSMV-TV
P.O. Box 4
Nashville, TN 37202

No phone calls, please, EOE.



Help Wanted News

ASSIGNMENT MANAGER KING BROADCASTING

KING 5 News is looking for an Assignment Manager with plenty of hands-on experience. Solid judgement, aggressive style, and an ability to inspire others to excel a must. Prior street experience a big plus.

Please send two copies of resume,
cover letter and salary history to:

Human Resources Dept.
King Broadcasting Co.
P.O. Box 24525
Seattle, WA 98124

No Phone Calls Please

Equal Opportunity
Employer



COMING ATTRACTIONS

ISSUE DATE	EVENT/SPECIAL REPORT	DEADLINE
May 21	NCTA Advance / Programming: What was & what will be	May 14
May 28	NCTA Convention coverage	May 18
June 4	Top 100 Cos. / Acquisitions & Mergers	May 25

TV SPECIAL PROJECTS PRODUCER

Major ABC affiliate has opening for experienced special projects producer. Requires community aware self-starter with extensive public relations background and solid experience in television broadcasting. Responsible for generating and following up community involvement projects and producing publicity and on-air announcements for these projects. Excellent interpersonal and communications skills required. Minorities are encouraged to apply. EOE. Qualified candidates should send resume to:

WSOC-TV
Promotion Department
P.O. Box 34665
Charlotte, NC 28234



WSOC-TV

Make Tracks...

...to your nearest mailbox and send for the latest copy of the free Consumer Information Catalog.

It lists about 200 free or low-cost government publications.

Just send your name and address to:

Consumer Information Center
Department MT
Pueblo, Colorado 81009

A public service of this publication and the Consumer Information Catalog of the U.S. General Services Administration.

Help Wanted Programing Production & Others

SHOW PRODUCER KING BROADCASTING

KING 5 News needs an experienced Show Producer. If you're creative, a strong writer and have solid news judgement send two copies of your resume, cover letter and recent air-check to:

Human Resources Dept.
King Broadcasting Co.
P.O. Box 24525
Seattle, WA 98124

No Phone Calls Please

Equal Opportunity
Employer



VIDEOTAPE EDITOR

The Family Channel now has new, state-of-the-art, post-production facilities for on-air promotion. Positions are available for editors who thrive in a creative, fast-paced environment. Consideration will be given to those with 3 to 5 years experience as an editor at a major broadcast facility or production house. Candidates must be proficient with GVG 200 and 300, A53-D (with warp), Cypher and audio mixers such as MXP2000. Knowledge of DVR series (D2), BVH-3000, MII desired. Program editing positions also available for those with less experience. Send resume to:

Russel Murphy
Family Channel
1000 Centerville Turnpike
Virginia Beach, VA 23463



SENIOR PROMOTION WRITER/PRODUCER:

Exciting opportunity in top 15 market for an innovative promotion producer. If you love news promotion and can turn out unforgettable image spots, as well as compelling news topicals on short notice, rush a resume and reel that proves it to:

Pame Gardner,
KARE-TV,
8811 Olson Memorial Hwy.,
Minneapolis, MN 55427.
Gannett Broadcasting, EOE.
News promotion experience required.

ALLIED FIELDS

Help Wanted Programing Production & Others

COLORGRAPHICS INC.

Electronic Graphic Systems Trainers
Leading manufacturer of electronic graphics and animation equipment has openings for experienced electronic graphic artists. Primary responsibility is training of end-users on ArtStar, LiveLine, and DP 4:2:2 systems. Extensive travel required. Electronic graphics, computer, and training experience preferred.

Qualified candidates should send resume to:

Douglas P. Hinahara
Dynatech ColorGraphics, Inc.
6400 Enterprise Lane, Madison, WI 53719
EOE

SAN DIEGO PRODUCER DIRECTOR

to Direct 10pm hour Newscast in America's Finest City on leading Independent Station.

Applicant must be currently directing a daily news program with a minimum of three years directing experience. College degree or equivalent additional experience required.

PLEASE SEND RESUME TO:

Personnel Director
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**The National Program Policy Committee
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is tentatively scheduled to meet at 9:00 a.m. on May 17, 1990 at the PBS offices, 1320 Braddock Place, Alexandria, Virginia, to discuss the agenda and business of the Committee.



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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.

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Fates & Fortunes

Media



Cooper

William C. Cooper, director of financial reporting, ABC Television Network Group, New York, named VP, accounting and financial controls, Capital Cities/ABC Video Enterprises Inc.

William W. Airy, independent consultant, Vision Interfaith Sat-

ellite Network, Denver, named president, VISN Group Inc., newly formed to provide cable television operator support to VISN.

Dow C. Smith, president and general manager, WTEN(TV) Albany, N.Y., joins WVTM-TV Birmingham, Ala., as VP and general manager.

Jay Oxtan, executive VP, Cable Services Group, American Express Information Services Co. (ISC), Omaha, named president, Cable Services Group business unit of ISC.

Fred Monson, VP, North America, Worldwide Television News, New York, named VP and general manager, WTN, London. **Terry O'Reilly**, news director, Group W News Services, Philadelphia, joins Worldwide Television News, New York, as VP, North America.

Appointments at Woodfin Group, Columbus, Ga.-based owner of two AM's and three FM's: **Randy Sheffield**, VP and general manager, WGNE (AM)-WFSY(FM) Panama City, Fla., named VP, operations, Woodfin Group, and general sales manager, WGSY(FM) Phoenix City, Ga. (Panama City, Fla.); **Theri Raney**, account executive, WVRK(FM) Columbus, named local sales manager, WGSY(FM); **Shirley Thrasher**, account executive, WCGQ(FM) Columbus, to WGSY in same capacity; **Rob Ashe**, station manager, WGNE(AM)-WFSY(FM), named general manager; **Patsy Sellers**, office manager, succeeds Ashe; **Brian Cornwell**, account executive, WGSY(FM), named general sales manager, WGNE(AM)-WFSY(FM), and **Ed Parker**, general sales manager, WIBB-AM-WFXM-FM Macon, Ga., named general manager.

Dr. Helen Boehm, educational psychologist, author and authority on children's television, marketing and advertising, has been appointed VP, Fox Children's Network.

Mike Addison, general sales manager, KKTO-TV Santa Fe, N.M. (Albuquerque), named station manager, succeeding **John Witte**, who joins KYMA(TV) Yuma, Ariz., as general manager.

Richard Kennehan, programming, operations manager, KBDI-TV Broomfield, Colo. (Denver), named general manager.

Sales and Marketing



Lebeck

Elissa L. Lebeck, VP, research and marketing services, Viacom Enterprises, New York, named senior VP, market research and sales administration.

Bill Croasdale, senior VP, director of radio/TV programming, head of development, and **Jerry Bonsaing**, senior VP, group director of spot broadcast, Backer Spielvogel Bates Inc., New York, named executive VP's.

Holly Akin, senior product manager, Pepsi-Cola Co., Somers, N.Y., joins Showtime Networks Inc., New York, as director, advertising.

Robin Sloan, managing director of Rockworld, MediaAmerica, New York, joins WCBs(AM) there as local sales manager. **Carol Schwam**, manager, affiliate sales, CBS Radio Network, New York, joins WCBs there as account executive.

Chris Coyne, junior buyer, Backer Spielvogel Bates, New York, joins WINS(AM) there as account executive.

Kay Holumen, VP, regional buying director, Bozell & Jacobs Advertising, Chicago, joins WGCI-FM there as sales manager.

Oliver Trittler Jr., national sales manager, WCEO(AM)-KEZK(FM) St. Louis, named general sales manager.

Marty Ross, general sales manager, WPGH-TV Pittsburgh, joins KRBK-TV Sacramento, Calif., in same capacity.

Bill Merolle, account executive, WJXT(TV) Jacksonville, Fla., joins Petry Television, Tampa, Fla., in same capacity.

Vuanita Maze, account executive, WVAZ(FM) Oak Park, Ill., joins WKQX(FM) Chicago in same capacity.

Richard Parrish, owner, Richard C. Parrish & Associates, Tulsa, Okla., joins Learfield Communications Inc., Jefferson City, Mo., as account executive.

Rich Marston, general sales manager, WMMR(FM) Philadelphia, joins WRKO(AM)-WROR(FM) Boston in same capacity.

David Alcorta, account executive, director of New England Patriots sales, WHDH(AM) Boston, named national sales manager, di-

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Walters receives Lowell Thomas Award



Dennis J. Murray, president of Marist College, Poughkeepsie, N.Y., presents the college's annual Lowell Thomas Award to **Barbara Walters**, co-

host, ABC's *20/20*, the first woman to receive the award since its establishment in 1983. Recognizing outstanding broadcast journalists, the award is named for the

legendary broadcasting pioneer who lived in Pawling, N.Y., near the college. **Hugh Downs**, co-host, *20/20*, was the master of ceremonies.

Productions, Los Angeles, adds duties as VP, program development, Consumer News and Business Channel, Fort Lee, N.J.

Donald B. Golden, VP, West Coast sales, Fries Entertainment, Los Angeles, joins MGM/UA, Culver City, Calif., as VP, Western sales, domestic television distribution.

Appointments at Viewer's Choice, Los Angeles: **Gary Rubin**, president and producer, MIT Productions Inc., Los Angeles, joins as director of programing, and **Sarah Mahoney**, manager, event sales, named director.

Joanne Burns, VP, research services, LBS Communications, New York, joins Buena Vista Television, Burbank, Calif., as executive director of research. **Andrew Lewis**, director of finance, Columbia Pictures Television, Burbank, joins Buena Vista Television, there as executive director of finance.

Tony Di Bella, regional sales manager, special markets, business affairs department, Showtime Networks Inc., Ft. Lauderdale, Fla., named director, special markets, business development.

Deborah Dubelman, legal counsel, Completion Bond Co., Los Angeles, joins Republic Pictures, there as director, business affairs, legal. **Rose Cota**, assistant to chairman, Republic Pictures Corp., Los Angeles, named director of special projects.

Kenneth Kolb, production manager, WFLD(TV) Chicago, joins Sports Channel, Cincinnati, as programing operations manager.

Ron Tarasoff, VP of production, Times Square Studios, New York, named VP and general manager.

John Mack Flanagan, air personality, KIOI(FM) San Francisco, joins KSFO(AM)-KYA(FM) there in same capacity.

Bruce Kamen, program director, KOA(AM) Denver, joins KGO(AM) San Francisco in same capacity.

Randy Brown, program director, KKBQ-FM Pasadena, Tex. (Houston), joins group-owned KOAI(FM) Denton, Tex. (Dallas), as air personality.

Barry Warner, air personality, KILT-FM Houston, joins KLOL(FM) there in same capacity.

Bob Cole, general operations manager, KVET(AM)-KASE(FM) Austin, Tex., named air personality, KASE(FM).

Terry Pittman, account executive, Claritas Corp., Alexandria, Va., named director, electronic media.

Brenda Otis, senior news producer, Black Entertainment Television, Washington, joins WHMM(TV) there as director of programing.

Appointments at WZZR(FM) Stuart, Fla.: **Aaron Taffera**, air personality, named assistant program director; **Ray Thomas**, weekend air personality, named overnight air personality.

Jan Steiner, assistant director, seminars and company training, University of Southern Maine, Portland, Me., joins WITF-TV Har-

rector of sports sales.

Christopher J. Cantele, senior account manager, Omni Enterprises, Chicago, joins Creative Marketing International Corp. there as director, account service.

Sherry Terry, account executive, KQZY(FM) Dallas, joins Katz & Powell Radio there as Southwestern regional manager.

Andy Alford, account executive, WHEC-TV Rochester, N.Y., named local sales manager. **Marilynn Garbarino**, account executive, WROC-TV Rochester, N.Y., and **Marie Giavenco**, account executive, WOKR(TV) Rochester, join WHEC there in same capacities.

Pete DeSimone, national sales manager, WLVE(FM) Miami Beach, Fla., joins WHYI-FM Fort Lauderdale, Fla., as sales manager.

Gayle Fitzmaurice, executive sales office manager, KMOL-TV San Antonio, named market development manager. **Fran Bickley**, account executive, KENS-TV San Antonio, Tex., joins KMOL-TV there in same capacity.

Deborah Lansing, account executive, KWGN-TV Denver, joins KRFX(FM) there in same capacity.

George Rivera, VP, station manager, WAPA-TV San Juan, P.R., joins CBS Hispanic Marketing, New York, as Eastern director.

Greg Biggs, sales manager, KXXY-FM Oklahoma City, joins Clear Channel Sports and Oklahoma News Network there as regional sales manager.

Janet Lee Rogers, account executive, KOIT(AM) San Francisco, joins KKHI-AM-FM there in same capacity.

Edward Carroll, manager of marketing and administration, Bravo, Woodbury, N.Y., named assistant director of marketing. **Brad A. Parobek**, affiliate marketing representative, central region, Disney Channel, Chicago, joins Bravo there as regional sales manager.

Programing



Rivkin

Charles Rivkin, investment banker, corporate finance department, Salomon Brothers Inc., New York and Chicago, joins Jim Henson Productions, Los Angeles, as VP, operations.

Todd Jackson, VP, international and cable, All American Television, New York, joins Broadway Video there as VP, distribution.

Ford Colley, president, Colley Communications, Chicago, joins Bonneville Broadcast System, Northbrook, Ill., as adult contemporary program director.

Andy Friendly, principal, Andy Friendly

Changing of the guard, part II. Capital Cities/ABC Inc. last week officially announced the appointment of Mark MacCarthy as vice president, Washington, responsible for the network's government relations operations. MacCarthy succeeds Eugene S. Cowen, who announced his retirement in February after 18 years with the company ("Fates and Fortunes," Feb. 12, 1990).

MacCarthy joined Capital Cities/ABC in September 1988 as vice president, government affairs, coming from the House Energy and Commerce Committee, where he handled communications policy issues for Representative John D. Dingell (D-Mich.), chairman of the committee. Prior to that he worked as an economist with the U.S. Occupational Safety and Health Administration, also in Washington. An alumnus and former teacher at the University of Notre Dame, South Bend, Ind., MacCarthy also attended Fordham University and Indiana University. He assumes his new duties on June 1.



risburg, Pa., as manager of marketing and program development.

David Carwile, on-air promotion manager, WOSU-AM-FM Columbus, Ohio, named program director, WOSU-FM.

Tommy Edwards, air personality, WJMK(FM) Chicago, joins WODS(FM) Boston as program director.

John Monds, music director, WUSL(FM) Philadelphia, joins KKBT(FM) Los Angeles as air personality.

Jill Medvedow, deputy director, New England Foundation for Arts, Cambridge, Mass., joins WGBH(FM) Boston as program director.

Adrienne Lotoski, client service representative, Arbitron, New York, joins WCVB-TV Boston as research director.

Paula O'Connor, operations assistant and executive producer, WRKO(AM) Boston, named program manager. **Deborah Robi**, reporter, WRKO(AM)-WROR(FM) Boston, named managing editor. **Harry Nelson**, program director, WODS(FM) Boston, joins WROR(FM) there in same capacity. **Jim Welch**, director of programing and co-host, *Naturescene*, South Carolina ETV, Columbia, S.C., named director of special projects.

Natalie Lemberg, manager of theatrical development, Fries Entertainment Inc., Los Angeles, named executive director of theatrical production.

News and Public Affairs

Milt Weiss, senior producer, *World News Tonight*, ABC News, New York, joins KGO-TV San Francisco as director.

Appointments at NBC News, New York: **Brad Willis**, anchor and correspondent, WBZ-TV Boston, named correspondent, Miami bureau; **Stacy Brady**, engineer-in-charge, *A Day in the Life of the White House*, named director, field operations. **Nancy Cole**, director of production managers, named director of production services.

Art Harris, correspondent and bureau chief, *Washington Post*, Atlanta, joins CNN, there as contributing correspondent and writer, special assignment.

Gail Steinberg has resigned as senior producer of *CBS This Morning* to become senior producer for Tribune Entertainment's

Geraldo.

Gus Gordon, weathercaster, WKRC-TV Cincinnati, Ohio, joins WICS(TV) Springfield, Ill., as weather anchor.

Rob Griggs, weather anchor, KULR-TV Billings, Mont., joins KTVQ(TV) there in same capacity.

John White, director of investigations, WJLA-TV Washington, named executive producer, dayside. **Linda Ringe**, senior producer, evening edition, WJLA, named executive producer, nightside.

Jeff Wald, director, KTLA(TV) Los Angeles, joins KCOP(TV) there as executive director, programing.

Eric May, executive producer, WTVF(TV) Nashville, joins KPIX(TV) San Francisco as producer.

Stan Wilson, producer and reporter, Group W's *This Evening*, San Francisco, joins KCAL-TV Norwalk, Calif. (Los Angeles), as general assignment reporter.

Jill Danley, producer, WSAV-TV Savannah, Ga., joins WMAR-TV Baltimore as weekend producer. **Estella Chambers**, special segments producer, WRC-TV Washington, joins WMAR-TV as writer and producer.

Appointments at WBRZ(TV) Baton Rouge: **Jon Kaplan**, executive producer, KTVY(TV)

Oklahoma City, to same capacity. **Liz Johnson**, producer, KTVY(TV) Oklahoma City, to same capacity, and **Mike Dunne**, special projects reporter, *Baton Rouge Morning Advocate*, to investigative reporter.

Candace Bonn, producer, WPRI-TV Providence, R.I., joins WJAR(TV) there in same capacity.

Kelly Ring, 5 p.m. co-anchor, WTVT(TV) Tampa, Fla., named 6 and 11 p.m. co-anchor. **Rick Lockridge**, 6 p.m. anchor, WNEM-TV Bay City, Mich. (Saginaw), joins WTVT as co-anchor.

Craig Kilborn, freelance sportscaster, Los Angeles, joins KCBA(TV) Salinas, Calif., as sports anchor.

Technology

Changes at Tektronix Inc., Beaverton, Ore.: **David P. Friedley**, president and CEO, resigns. No successor has been announced. **Richard S. Hill**, general manager, integrated circuits operation, Tektronix Development Co. Inc., named VP and general manager, Oscilloscope Group; **Stephen D. Kerman**, general manager, Americas-Pacific operations, named VP, director of worldwide marketing and sales, and **Pat A. Kunkle**, director of executive development, named VP, human resources.

Patricia Harkins, senior financial analyst, General Instrument's Jerrold Distribution systems division, Hatboro, Pa., named product manager.

Lonnie Pastor, senior market manager for broadcast, ADC Telecommunications Inc., Minneapolis, Minn., named general manager of newly formed professional audio and video group. **Pat Gallagher**, Eastern regional account manager for broadcast, named national sales manager, professional audio and video group.

Elaine Jones, distribution manager, Gentner Electronics Corp., Salt Lake City, Utah, named director of corporate projects.

WETA turns 20



Noncommercial WETA-FM Washington celebrated its 20th anniversary at a celebration April 19 at the National Building Museum in Washington. Shown at the festivities are veteran on-air personalities Robert Aubry Davis, Mary Cliff and Bill Cerri; WETA President and Chief Executive Officer Sharon Percy Rockefeller, and WETA-FM Vice President and General Manager Tom Livingston.

Thomas Leone, account executive, Media Facilities Corp., New York, joins Rebo High Definition Studio there in same capacity.

Ralph Griswold, videographer, field director, WBZ-TV Boston, joins WFXT(TV) there as production technician.

Bill Freiburger, director of engineering, Videotape Enterprises, Los Angeles, joins Mizlou Sports News Network, New York, in same capacity.

William H. Hyder, director, video and satellite operations, Pittsburgh International Teleport, New Kensington, Pa., joins Washington International Teleport, Washington, as maintenance manager. **Metin Cambel**, branch chief, network operations, United States Information Agency's Worldnet global television network, Washington, joins Washington International Teleport there as traffic manager.

Promotion and PR

Andi Sporkin, director of publicity, Buena Vista Television, Burbank, Calif., joins Fox Television Stations Inc., Los Angeles, as VP, publicity.

Tom Tercek, president and executive producer, Virgin Image, New York, joins MTV Networks, New York, as director, on-air promotion, VH-1.

Donna Batdorff, owner, B. Goodies deli cafe, East Grand Rapids, Mich., joins WOOD-AM-FM Grand Rapids, Mich., as public relations and promotion director.

Linda Duffy, office manager, WTPI(FM) Indianapolis, named promotion director.

John Tobin, marketing executive, Lyon Stinson Entertainment Marketing, Los Angeles, joins Gary Group entertainment marketing company, Venice, Calif., as promotion director.

Mary Hunziker, freelance art director, Los Angeles, joins E! Entertainment Television there as manager of creative services.

Kathy Silks, public information manager, WITF-TV Harrisburg, Pa., named director of advertising and promotion.

Garet Wyatt, assistant promotions director, KGAN(TV) Cedar Rapids, Iowa, joins WICS(TV) Springfield, Ill., as director of promotions.

Suzanne Rioux, recent graduate, University of Delaware, Newark, Del., joins Prism, Bala Cynwyd, Pa., as advertising and promotions coordinator.

Allied Fields

R.E. (Ted) Turner, board chairman, president, Turner Broadcasting Systems Inc., receives Independent Award from associated alumni of Brown University and Brown University Club, New York.

Robert W. Warner Jr., assistant VP, telecommunications, Broadcast Music Inc., New York, forms own consulting service specializing in music licensing for broadcast and cable business in United States and Europe, New City, N.Y.

Edward Reilly, president, McGraw-Hill Broadcasting Co., New York, named to National Association of Broadcasters board of directors.



Kelly

Tim T. Kelly, VP and director of television, National Geographic Society, Washington, elected to board of trustees.

Fred Cooper, Pentagon correspondent, Voice of America international radio service, Washington, named chief, current affairs division.

Sherry Berman, corporate attorney, Slade Moross Rahl Glatzer & Stamm, New York, joins N.S. Bienstock Inc. there as agent and in-house counsel.

Frank Stanitski, manager of radio services support, Arbitron Co., Laurel, Md., joins Coleman Research Inc., Triangle Park, N.C., as operations manager.

Elected to board of directors, Cable Television Association of New York: **Matthew Kasman**, director, affiliate operations, Home Box Office Inc., reelected to one-year term, and **Mark Dempsey**, VP, account executive, Turner Cable Network Sales, to first one-year term.

Appointments at Manhattan Cable TV, New York: **Stephanie A. Jacqueney**, assistant counsel, named general counsel; **Janice McCaughan**, associate, Proskauer, Rose,

'Orlando Shoot-out'



In a new book, *Orlando Shoot-out*, Lawrence H. Rogers II, former president and chief operating officer of Taft Broadcasting Co., Cincinnati, and former president and CEO of Omega Communications Inc., Orlando, Fla., tells the story of his successful fight to acquire a Florida independent TV station, a story peopled with such players as Ted Turner and Pat Robertson, and a battle that kept him in the Florida courts for three years. *Orlando Shoot-out* is published by Vantage Press Inc., New York (\$14.95).

Goetz & Mendelsohn there, named assistant counsel, and **Jeffrey Delott**, associate. Rosenman & Colin there, named assistant counsel.

Deaths

Albert Salmi, 63, veteran television actor, and estranged wife, Roberta, were found shot to death in her home in Spokane, Wash., April 22. According to police spokesman, Lieutenant Robert Van Leuven, Albert Salmi apparently killed his wife, then turned gun on himself. Salmi made career of portraying cowboys in television westerns including *Gunsmoke*, *Wagon Train*, *Man Called Shenandoah*, *Bonanza* and *The Virginian*. He is survived by two daughters, Lizanne and Jennifer.

Tony St. James, 42, radio news anchor, died April 21 of complications from perforated ulcer. Most recently with Unistar Radio Network in Los Angeles, he anchored 6-11 p.m. broadcasts. With over 25 years of broadcasting experience, St. James had provided voice-overs for commercials for such products as Coors Extra Gold, Ken L Ration dog food and Cherry Coke and had served as air personality for KIQQ(FM) Lenwood, Calif., and KWIZ-FM Santa Ana, Calif. He is survived by his wife, Anita, and two children, Tom and Ray.

Paul Pappas, 65, photojournalist, died of heart attack April 25 while on assignment covering car accident. Pappas was with WLNE(TV) New Bedford, Mass., for 26 years, most recently as reporter and photographer. He is survived by his brother, Nick; two sisters, Sophia and Deana, and daughter, Joan.

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APR's Stephen Salyer: Exceeding expectations

Two weeks after celebrating his second anniversary as its president, Stephen Salyer is raring to talk about the present and future of American Public Radio. His theme is possibility, and in his mind stand a dozen examples of creative thinkers in noncommercial radio and television questioning limitations and discovering previously unseen opportunities in programing and program funding.

Three months before his 40th birthday, he appears less prepared, but willing, to talk about himself, to review a personal history that consistently illuminates the sources of his fascination with "new territory"—a refrain surrounding each chapter and verse.

"One set of people probably trades one set of dreams for another," he says, when asked what now stands in place of boyhood dreams of University of Kentucky Wildcats basketball stardom. "Others of us gradually find that satisfaction can be found in somewhat more modest ways, or less ephemeral ones, hopefully."

He speaks with equal enthusiasm of his two young sons and of APR's young international business news show, *Marketplace*. Participating in growth is satisfying, he says, and anything but ephemeral.

His willingness to question given limits showed itself early. At 11 years old, he pushed Lexington authorities to waive work permit limits, allowing him to operate an equipment and refreshment stand at the city's public tennis courts. Tennis racket distributors gave him country club discounts, and at age 13 he hired others to run the shop while he traveled the tennis circuit, achieving "a low state ranking" as a player.

Political and social activism would become his next field of dreams and would carry over and merge into his most enduring passion, public TV and radio.

He believes the Lexington community imbued him with a tradition of open political debate and civic involvement. The sense that he should be engaged in community and government carried through his family's move to Cincinnati where, during his senior year in high school, he was elected Youth Governor of Ohio. That experience, he says, "gave me a sense of empowerment and faith that the system could work."

At 19 years old, he reached again beyond minimal expectations, co-founding the Ohio Leadership Dynamics Institute, which raised money for internships in the Ohio Governor's School and a like business leadership program. John Rockefeller III provided the institute's first grant and Salyer's first door to Washington inner circles, pushing to include three college students, including Salyer, on the 24-member National Commission on Population Growth and the American Future.



STEPHEN LEE SALYER—president and chief executive officer, American Public Radio, St. Paul, Minn.; b. July 20, 1950, Lexington, Ky.; BA, Davidson College, Davidson, North Carolina, 1972; Master of Public Administration, John F. Kennedy School of Government, Harvard University, 1975; New York University School of Law, 1979; president, Citizen's Committee on Population and American Future, Washington, D.C., 1972-73; consultant, John D. Rockefeller III, 1974-76; special assistant to the president, WNET(TV) Newark, N.J., 1975-76; director of public issues program, Population Council, New York, 1977-79; vice president, corporate affairs, WNET(TV), 1979-80; vice president, program development and marketing, 1981-82; senior vice president, education division, 1982-86, and senior vice president, marketing and communications, 1986-88, all WNET(TV); present position since April 1, 1988. m. Martha Ruddy, April 21, 1985; children: Samuel, 4, Duncan, 2.

For the next six years he devoted himself to undergraduate, graduate and commission studies under the population rubric—day care, resource depletion, sex education and other social and economic issues that, he notes, define the nation's domestic agenda today. Rockefeller appointed him president of a lobbying firm that sought to turn the commission recommendations into law.

In 1972 the association with Rockefeller led Salyer to raise half a million dollars for production of a PBS documentary and to oversee its fidelity to the commission's findings. For 30 years his father had distributed films for Warner Bros., and at age 22, he says, "I really got smitten. 'This is what we need more of,' I said to myself. My father's only advice to me was, 'Don't go into movies.' So I went into TV," soon thereafter accepting WNET(TV) Newark,

N.J., President Jay Iselin's invitation to join the station.

At first, as Iselin's assistant, Salyer stretched himself among law school, work with the Population Council and market research for the station. Much of the last focused on the potential creation of a non-commercial cable TV channel. Although the timing proved wrong in the mid-1970's, he says, now "some of the dividing lines that have existed in the past between commercial and noncommercial media have broken down, and they're going to break down further."

"We need to quit worrying about that too much on both sides of the divide and figure out where the opportunities are." Noting that more than 40 commercial and approximately 270 noncommercial classical radio stations exist in the U.S., he argues that "both have a stake in developing classical music in a way that a broader audience can participate in. That's a common objective, and there have got to be ways in which commercial and noncommercial stations and the record companies can begin to conspire in this area."

APR is "so incredibly well positioned to be a gateway between those worlds," he says, intimating that an announcement of just such a project is imminent.

It would not be the first time he forged such a collaboration. Between 1975 and 1988, as director of program development, senior vice president of the education division, and then of marketing and communication, for WNET, he oversaw coordinated broadcast, video distribution and publishing efforts that brought programs such as *The Brain* and *Shining Time Station* to the air, and to classrooms and home studies, by solving financing problems not soluble "within the four corners of public broadcasting."

The station "tried a whole succession" of funding models, many involving coproduction efforts with commercial broadcasters overseas and with commercial publishers at home. "That was such new territory," he says. And the programs, including a music instruction series, *Rock School*, hosted by jazz pianist Herbie Hancock, "made all their investment back and actually made a modest profit"—also new territory for public TV.

Armed with evidence that opportunity is in the eye of the beholder, Stephen Salyer remains ready to focus on possibilities. "I am increasingly impressed with the potential of radio and television to do all the things that the first Carnegie Commission talked about—to inform, to enlighten, to take us on journeys. It's all there," he says, ever leaning toward the present and future tenses. "The audiences are there also. People are hungry for the programing that public broadcasting occasionally manages to do superbly and aspires to do regularly. It's up to us to find ways to deliver on that."

Parties have "agreed to agree" on merger of two cable comedy networks, sources said last week, **but specific details need to be worked out before final resolution.** Deal between Time Warner and Viacom would cover Comedy Channel and HA!, with antitrust suit not part of accord and continuing on separate track, it's believed. Time Warner said report that makeup of board was stumbling block was not true. It would appear that HA! programing and name will survive in merger, and early ratings test bears that out. In first Nielsen telephone coincidental, HA! scored 0.5 rating in Times Mirror 90,000-subscriber system in Providence, R.I. Study was conducted April 7-13 from 9 a.m. to 11 p.m., using sample of 3,900 homes. For same period, WTBS(TV) Atlanta scored 0.7, Nickeloden/Nick at Nite 0.8, Family Channel 0.5 and HBO's Comedy Channel 0.1. HA! said it will do other incidentals and expects to get Nielsen ratings from calibrated markets in next few months. HA! announced several new affiliations—James Communications, Triad, McDonald Group and Leonard Communications—as well as upgrades by Century to 80% and KBLCOM to 100% by 1991. HA! raised its subscriber count tallies to 5.7 million by May and 7 million by year's end.

FCC Commissioner **Andrew C. Barrett**, who assumed office only seven months ago to fill unexpired term, **has been nominated by White House to full five-year term** beginning July 1. Barrett, Democrat, is former member of Illinois Commerce Commission.

Group of American Federation of Television and Radio Artists in Los Angeles has refused to remit full payment of membership dues to union, claiming an inequity in dues amounts

Administration upset over ABC News special

ABC News's special report on Cambodia, on Thursday (April 27), has run into an unusual amount of flack from governmental and nongovernmental critics who took issue with the program's main charge—that the U.S. is providing aid to the genocidal Khmer Rouge in its effort to return to power. White House spokesman Marlin Fitzwater, who normally steers clear of commenting on broadcasts, said "no," when asked if the U.S. was sending arms, then went on to endorse a tough piece in the *Wall Street Journal* that was headed, "ABC Flacks for Hanoi." The commentary, by Harvard University fellow Stephen Morris, said that the charges in special, *Peter Jennings Reporting: From the Killing Fields*, are "false." And the State Department said program contains "a number of inaccuracies" and is unbalanced.

Representative Steven Solarz (D-N.Y.) was given a forum by ABC News to add his voice to those of the other critics. As chairman of the House subcommittee on Asian and Pacific Affairs and a member of the Intelligence Committee, Solarz is a frequent critic of the Bush administration's foreign policy. And as author of legislation barring the nonlethal aid which the U.S. sends to noncommunist forces in Cambodia from being used to assist the Khmer Rouge, their ally in effort to oust Cambodia's Hanoi-backed government, he has a special interest in the issues that were raised in the special. But he has been unable to find evidence supporting charges the Khmer Rouge is being helped by U.S. aid. And he said that as a panelist on *Beyond Vietnam*, the ABC News discussion program that preempted *Nightline* after the Cambodia special and that ran until 1:30 a.m.

ABC News was unmoved by the criticisms. Spokeswoman Maurie Perle said: "The special was researched and reported from many different sides. We stand by the report and the statements made in the report."

-LZ

paid by Los Angeles union members and AFTRA members in other cities. Because of non-payment by several NBC and KNBC-TV Los Angeles television reporters, union had threatened to invoke "union security provision" in labor contract, which calls for network to take members, who are not in good standing with union, off air. Instead of immediately taking action, union has decided to withhold final decision until local board of directors meeting May 17. None of disgruntled union members were available for comment, but union spokeswoman said national study is being undertaken to examine current system of dues requirements. "Maybe what they're saying is true," she said, "but we'll find out."

Viewing of basic cable networks rose between October and March of 1989-90 broadcast season, despite lower HUT levels, according to CAB analysis of Nielsen peoplometer data. During that time, basic increased 17% in prime time and 16% for total day. In prime time, basic audience rose by more than 1.5 million households, while broadcast dropped by more than 1.1 million. Over 24 hours, basic audience increased by 823,500 households and broadcast fell by 700,300.

CBS's *The Famous Teddy Z*, starring Jon Cryer, will return to network schedule Saturday, May 12, at 9 p.m. ***City*, starring Valerie Harper, which had final Monday broadcast April 16, will move to Saturdays** at 9:30 p.m. Both shows replace *Tour of Duty*, which will have final broadcast April 28.

Report written by U.S. General Accounting Office (GAO) at request of Representative Edward Markey (D-Mass.), chairman of House Telecommunications Subcommittee, released last week concludes that, "Transmission standards are critical to broadcasters", and to a lesser extent, television manufacturers' participation in the domestic HDTV market. According to report, cable and DBS could be at competitive advantage over broadcasters because "they do not have the same regulatory and technical limitations as broadcasters." TV manufacturers need transmission standard in order to design next generation of high-resolution TV sets, report said. At same time, GAO found that approval of worldwide HDTV production standard by CCIR "could benefit the motion picture and production equipment manufacturing industries by making the marketing of programs easier and reducing equipment manufacturing costs. However, the lack of such a standard will have little effect on these industries' ability to participate in the global HDTV market."

ABC Radio Networks President Aaron Daniels has announced he will leave that position with Capital Cities/ABC at end of June. Daniels was appointed head of networks in 1986 after Capcities merged with ABC. He joined company in 1964 as account executive at WPAT-AM-FM Paterson, N.J. Merger company's stock "has gone through the roof, enabling me to do some things I've never done before," he explained, including becoming computer literate, traveling and getting heavily involved in charity work. Daniels will remain with Capcities as consultant through end of year, working with ABC Radio President Jim Arcara on variety of projects.

Cuba is stepping up its electronic war against U.S. in response to broadcasts of TV Marti. While continuing to jam programming of new U.S. TV service that began broadcasting from balloon above Cudjoe Key, Fla., on March 27, Cuba on April 17 began tougher program of interference aimed at Radio Marti, on 1180 khz. Cuba had been broadcasting at low level—at a field strength measurement of .5 mv/m—on that frequency since Radio Marti went on air in May 1985. Now

PanAmSat upset over European restrictions

Pan American Satellite, citing a letter it received from Deutsche Bundespost Telekom regarding the restrictions the U.S. has placed on PAS service, has told the government it plans to seek relief soon from those restrictions. PAS counsel Henry Goldberg, in letters to the State Department, the FCC and the National Telecommunications and Information Administration, says the restrictions have placed it "in an entirely untenable situation in Europe."

The restrictions, intended to protect the Intelsat from the loss of any international telephone service business, prohibit PAS from providing any service directly or indirectly connected to the public switched network. PSN is used primarily for telephone traffic. But DBP Telekom, the West German telecommunications operating company, says that in Germany, it is also used for data, text and facsimile service.

DBP Telekom, in its letter to PAS, questions the U.S.'s authority to establish restrictions applicable in West Germany. It says: "The U.S. authority is free, of course, to fix the conditions to be met at the U.S. end of the circuits, but the conditions applying at the German end must comply with German law." And DBP Telekom says data, text and facsimile may be interconnected without restriction in West Germany.

PAS's Goldberg said the commission restrictions as applying to both ends of the communication. However, Randy Earnest, director for Satellite and International Organizations in the State Department's bureau of International Communications and Information Policy, saw the restrictions differently. "We're simply telling U.S. carriers to abide by our restrictions regarding public switched networks," he said. "We're not telling foreign governments what they may or may not do." He also said the problem may be "a definitional" one. "Other countries are able to deal with Panamsat under the separate systems policy," he said. "I don't know why the Germans can't." Earnest said the department probably will discuss the matter with the Germans.

PAS says the problem is not restricted to West Germany. It says that if it cannot terminate and originate data, text and facsimile services in West Germany, it is precluded as well from offering multi-country satellite network services anywhere in Europe, since, it says, those networks have at least one point of communication in West Germany. Because the U.S. requirements place PAS in "an untenable situation in Europe and because of other developments," unspecified, PAS says it will seek relief from the restrictions "in the near future." —LZ

field strength measurement of interfering signal is 11 mv/m. What's more, while it began putting out strengthened interfering signal during early morning hours—1:45-6:45 a.m.—Cuba on April 24 shifted hours of interference to between 6 a.m. and noon. In announcing plans for that time shift, Cuban announcer said those were hours of Radio Marti's largest audience. Announcer also said Cuba—which regards TV Marti broadcasts as invasion of its sovereignty—regards shift as new step "to a definite solution of the problem." More aggressive program of Cuban interference is not going unanswered by U.S. Voice of America spokesman said that Radio Marti's shortwave schedule has been increased from 17 to 24 hours and that programing is being broadcast on number of different frequencies, strategy that makes jamming difficult. And spokesman said shortwave broadcasts are not being jammed. However, fewer Cubans own shortwave receivers AM sets. Meanwhile, despite jamming, VOA official said TV Marti was being received in some areas of Cuba. But he said service has not yet been able to confirm reports of Radio Marti research arm that TV Marti is being widely viewed in Cuba, even in areas distant from Havana, the target area. VOA says jamming is most effective in areas where diplomats and correspondents reside. Three hours of programing (3:45-6:45 a.m.) now includes 45 minutes of news.

Federal grand jury that has been investigating sales practices of three television stations in Roanoke-Lynchburg, Va., market has been dismissed. Following year-and-half-long investigation into allegations of price fixing and other violations of antitrust activities on part of WSET-TV, WDBJ(TV) and WSLI-TV, Justice Department notified stations that investigation was being closed with no indictments being brought.

House Telecomsubcom Chairman Ed Markey (D-Mass.) said he will consider proposal to authorize additional funds for noncommercial TV development of HDTV, said Corporation for Public Broadcasting, which is still developing idea. Interviewed at April 25 Washington screening of Zbig Rybczynski HDTV classical music video *The Orchestra* (aired in NTSC April 27 on PBS series *Great Performances*), PBS President Bruce Christensen said public TV community plans three-part development strategy: 1) open doors to all HDTV

production, transmission and reception system proponents to experiment and evaluate technology in tandem with public TV stations; 2) establish testing procedures, possibly taking advantage of about 20 noncommercial co-owned channels to test broadcasts with systems requiring simulcast, and 3) invite viewers to HDTV screenings at stations. Also in attendance at April 25 screening were Senator Bob Packwood (R-Ore.), ranking Republican on Senate Communications Subcommittee, and Senator James McClure (R-Idaho); Representatives Don Ritter (R-Pa.), Bill Green (R-N.Y.), Ron Packard (R-Calif.) and Tom Bevill (D-Ala.). Telecomsubcom Senior Counsel Larry Irving and key appropriations and OMB staff, said CPB.

LBH Holdings Inc. has agreed in principle to acquire KJQY(FM) San Diego from Command Communications for \$20 million. Broker: Americom Radio Brokers.

House Party, which is a co-production of NBC Productions and Group W Productions, has been **dropped from NBC O&O WMAQ-TV Chicago** and has been replaced by LBS Communications' game show strip *Family Feud* at 3:30 p.m. (CT). No indication was given by NBC Station Group executives if other owned stations would follow suit, but group president Al Jerome has indicated that replacements programs have been under consideration for *Open House* (BROADCASTING, April 23).

Encore Communications sold KHFI(FM) Austin, Tex., to Spur Austin for \$4.8 million. Encore Communications is headed by George Duncan and has interest in KZOU-AM-FM Little Rock, Ark.; KVKI-AM-FM Shreveport, La., and KBFM(FM) Edinburg, Tex. Spur Jackson is headed by Don Kuykendall, and recently purchased WSLI-AM-FM Jackson, Miss., from WYN-WSLI Inc. for \$3.5 million ("Changing Hands," March 5). KHFI(FM) is on 98.1 mhz with 100 kw and antenna 702 feet above average terrain. Americom brokered deal.

Letter bomb sent to Christian Broadcasting Network founder and former presidential candidate Pat Robertson exploded in mail room of CBN complex in Virginia Beach, Va., Friday, injuring security guard.

Editorials

Earthbound no more

While much of the political and communications world is duking it out over terrestrial broadcasting and cable—with a dash of telco thrown in—a new generation of entrepreneurs is setting its sights on a higher goal: direct broadcast satellite. So long only a distant possibility, DBS suddenly shows signs of being a near-term reality.

We need point the reader no further than this week's story on Comsat Video Enterprises' Bob Wussler, who is quietly at work assembling what could be a tomorrow network (although he cautions against using that word, for fear it will limit one's thinking to old network constraints). Wussler and others who share his optimism/daring think it could happen in the next five years.

Conspicuous among those others, of course, are Sky Cable (the consortium involving NBC, Cablevision, Hughes and Rupert Murdoch) which plans a high-power satellite in 1993, and K Prime Partners, the consortium of nine cable MSO's that may launch a medium-power bird later this year. Almost certain to be involved somewhere is Stan Hubbard, the visionary broadcaster whose belief in DBS still laps the field.

What Wussler and the others are telling us is that we ain't seen nothing yet when it comes to television programing. DBS will make possible the distribution of channels cable can't deliver without rebuilding its plant, and which the telcos won't be able to offer until sometime in the next century. In the near term, DBS may well provide the arena for those with programing ambitions and no place to play.

This time, it may turn out to be real sky, not just blue sky.

Reading assignment

On page 66 of this issue, Ambassador Diana Lady Dougan provides a short course on what she believes is the right course for U.S. participation in the modernization and expansion of the media in Eastern Europe. Fresh from a first-hand look at life after the wall, her insights into particular areas for potential investment—intellectual, financial and political—should be required reading for anyone interested/fascinated in the changing face of international politics and communication.

Give peace a chance

The apparent failure of the if carry/must pay proposal to win friends and influence people aside, there appears to be a growing momentum toward a meeting of the Fifth Estate minds, or at least a growing recognition that, despite the unavoidable heat of competitive battle, the destinies of both broadcast and cable media are inexorably intertwined.

The past few weeks have seen (1) the Broadcast Financial Management Association become the Broadcast Cable Financial Management Association, (2) further moves toward a Billy Tauzin-mediated meeting between the heads of the National Association of Broadcasters and the National Cable Television Association and (3) formation of an ad hoc coalition of media companies with a stake in both the cable and broadcast worlds and an interest in their healthy coexistence (BROADCASTING, April 23).

In the last instance, the participants hope to find some common ground on which a compromise could be built on such currently divisive issues as must carry and channel reposi-

ing. These companies with a foot in both worlds—like Cox, with seven TV stations and 24 cable systems—have a vested interest in an end to the bloodshed and a settling of differences. But so, too, do all Fifth Estaters who wish the media to remain in control of their own destinies.

Although the ad hoc coalition has the right idea, the best place for a summit is at the top. The sooner Eddie Fritts and Jim Mooney get together, the better.

Misplaced priorities?

It is not yet clear what forces shaped the transfer of Craig Fields from the directorship of the Defense Advanced Research Projects Agency to what Deputy Defense Secretary Donald Atwood described as a new and important job within the department (see story, page 70). The transfer itself is not as important as what it could say about the priority assigned new technology research.

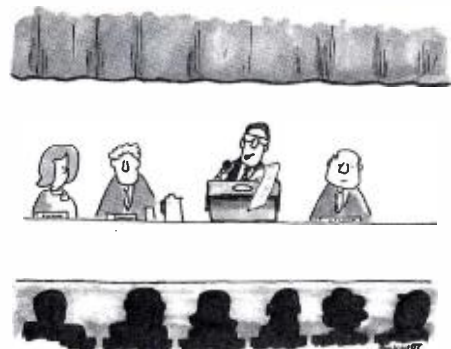
It has been suggested that Fields, an advocate for research and development of high-definition television technology and its funding through DARPA, lost out in a power play with administration officials preferring that the money be diverted elsewhere in a budget-tightening Defense Department.

DARPA's agenda is not necessarily the broadcaster's—it has, after all, a defense priority for the new technologies it funds. What concerns us, rather, is the suggestion that new technology research might be compromised in a penny pinch that leaves other areas of a still-gargantuan defense budget intact.

And so it goes

It should come as no surprise that the Cubans have stepped up jamming of Radio Marti in further retaliation for the start-up of TV Marti broadcasts into that country from Florida (That is in addition to the jamming of TV Marti itself.) In response, the U.S. is stepping up the hours and increasing the number of frequencies used for its Radio Marti shortwave broadcasts, but those are to the somewhat smaller population of Cubans who have those receivers.

As the battle of the bands—AM and TV—continues to escalate, the advisability of TV Marti declines in inverse proportion. Perhaps at some point, the administration will catch on to the equation and cut its losses. This page certainly hopes so.



Drawn for BROADCASTING by Jack Schmidt

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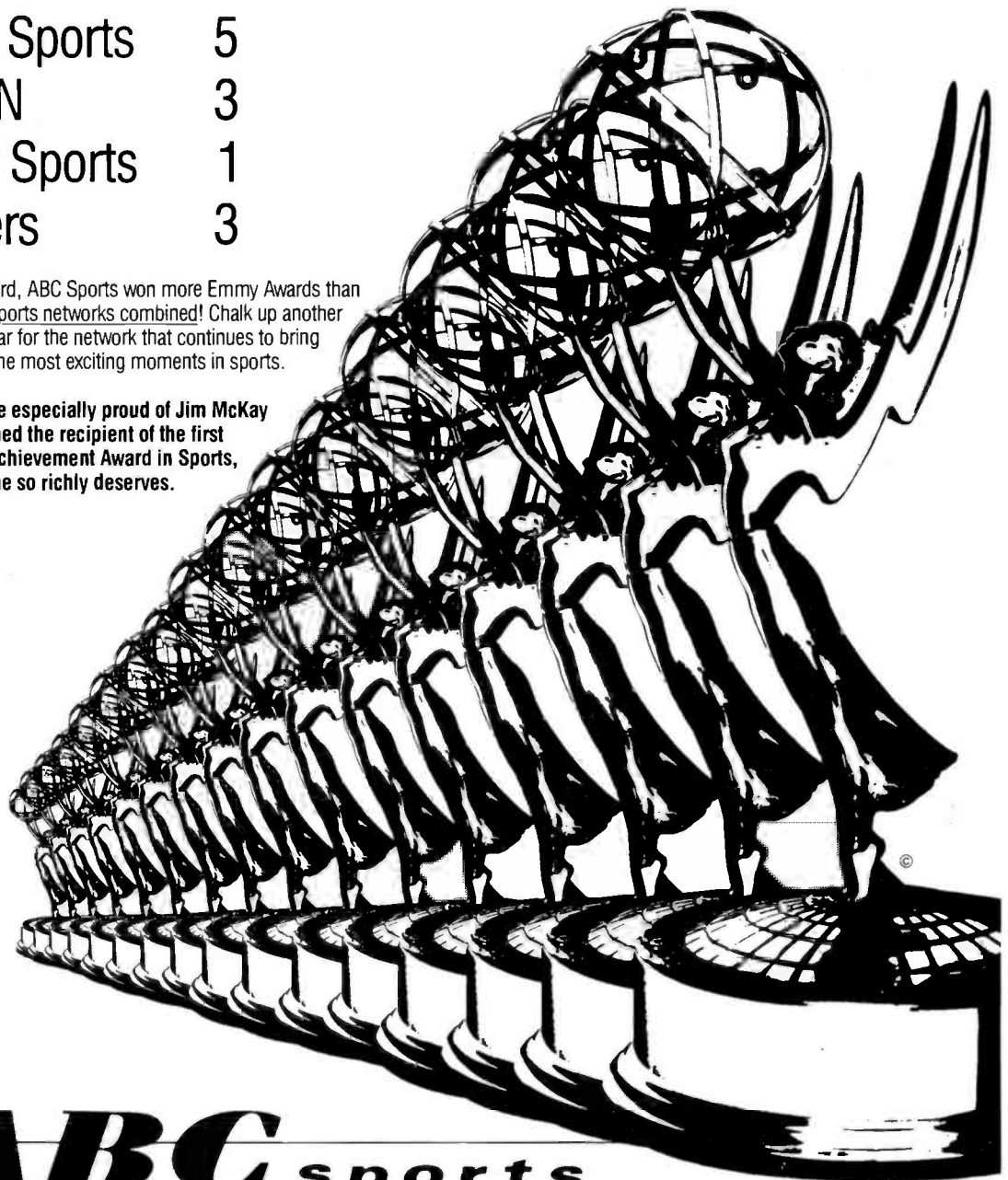
ESPN 3

NBC Sports 1

Others 3

On April 23rd, ABC Sports won more Emmy Awards than the other sports networks combined! Chalk up another winning year for the network that continues to bring the world the most exciting moments in sports.

And we are especially proud of Jim McKay being named the recipient of the first Lifetime Achievement Award in Sports, an honor he so richly deserves.



ABC sports