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Broadcasting May 14

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**Shaping up
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Stirring up start for
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FULL HOUSE

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27/ **Fall network schedules due for change**

Broadcast networks plan major retoolings as they head into 1990-91 TV season.



Among those shows whose futures are less than secure (clockwise from top left): 'The Tracey Ullman Show' on Fox; 'ALF' on NBC; 'Anything But Love' on ABC, and 'Sydney' on CBS

28/ **Summertime schedule**

Broadcast networks' summer TV season will contain unprecedented mix of new programs, new episodes of returning shows, specials and reruns.

31/ **FCC STREAMSLINES COMPARATIVE HEARING PROCESS**

Commission moves to speed up awarding of broadcast licenses and stem abuse of process by "sham" applicants.

35/ **DIC PLANS STUDIO TOUR**

DIC Enterprises, supplier of children's TV programming,

readies multi-million dollar DIC Studio Tour and animated show for ESPN.

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Paramount Domestic Television and Arsenio Hall Communications prepare late fringe talk strip, *The Party Machine with Nia Peeples*.

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Media stocks around world

share opportunities and problems while being linked to fortunes of their native stock markets.

45/ **CABLE DEALS AT MIP-TV**

Co-ventures, program acquisitions and sales top cable companies' agendas at MIP-TV.

46/ **HDTV DEADLINES**

FCC's advisory committee on advanced TV service's June 1 deadline for proponents to pay their testing fees and get pre-certified could mean fewer systems to be tested.

48/ **ANOTHER RADIO TEA PARTY?**

Following success of last year's efforts to fight congressional pay raise bill, radio talk show hosts gear up for campaign finance reform push. But will public get behind it?

53/ **NBC NEWS EXPANSION**

NBC News is planning to expand its affiliate news service, A-News, probably to 24 hours per day.

54/ **NEWS ON FOX**

Fox Broadcasting Co. is moving ahead on plans for national news operation.

55/ **GROSSMAN PERSPECTIVE ON NEWS**

Former NBC News President Lawrence Grossman offers vision of TV news as fading and failing enterprise whose "preeminent journalists have become legends of the past."

56/ **CABLE'S FIRST QUARTER**

First quarter ratings for pay cable services and subscriber counts for MSO's show little change.

58/ **WOMAN IN THE NEWS**

American Women in Radio and Television's outgoing president, Patricia Niekamp, says she has accomplished her goals of increasing organization's visibility and membership and improving its member services.

79/ **GOING GLOBAL**

Richard Dunn, managing director of Thames Television, says company wants to be "a world broadcaster," supplying "high quality television product to the world."

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T O N I G H T

*ET beats Wheel in at least one service NSI, ARB.
Source: NSI Feb. 1990. All 38 affiliate clearances.
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CINCINNATI

Great sell-off?

Media broker Gary Stevens still declines comment on Great American Communications' reported plans to sell large block of its radio properties, but other brokers say he's man for interested parties to contact. Stations on block reportedly include WKLS(FM) Atlanta, WDAF(AM)-KYYS(FM) Kansas City, WNDZ(AM)-WFBQ(FM) Indianapolis and WTVN(AM)-WLWQ(FM) Columbus, Ohio. Analysts say sales could raise \$150 million, which would almost cover \$165 million principal payment due in October.

Carl Wagner, Great American president, denies any of group's stations are being shopped. Great American reportedly posted \$115.6 million loss in 1989, and carries long-term debt of \$1.19 billion. Company, run by financier Carl Linder, faces increasing financial pressure following company's 1987 purchase of Taft Broadcasting for \$1.5 billion. None of Great American's television stations are for sale, but Spelling Entertainment—now controlled by Great American—went on block last fall. It has yet to find buyer.

NEW YORK

Sporting problem

One little noticed consequence of Fox waiver is that additional nights of programming will put pressure on affiliates who, until now, have been carrying heavy sports schedule. Fox Broadcasting is aware of potential problem although definite action apparently has yet to be taken. Fox affiliates carrying both baseball and basketball include KLTN(TV) Minneapolis (44 games) and WCGV(TV) Milwaukee (90 games). In Philadelphia, WTXF(TV) carries 85 baseball games and KTVU(TV) San Francisco carries 50 baseball games. At least half-dozen other affiliates have sports rights.

Three National Hockey League markets also stand to be affected. NHL

rightsholders WKBD(TV) Detroit, WPGH-TV Pittsburgh and WNYB-TV Buffalo are all Fox affiliates. Last of those said it will remain with Fox after its pending merger with WUTV(TV) Buffalo, but station spokeswoman was uncertain about future rightsholder status.

Multimedia 'Memories'

LBS is bringing new meaning to phrase, "multimedia advertising opportunity." Company, through its barter advertising sales unit, TV Horizons, is offering packages in new *Memories...Then and Now* syndicated show that will tie into three, possibly four other media. Horizons will offer discounts to advertisers buying schedule of both TV spots and print ads in *Memories* magazine, Diamandis publication that inspired syndication show. Advertisers buying certain amount of both will receive free spots on Nostalgia Network, basic cable network that Horizons also represents, as well as radio program called *Flashback*, heard on LBS Radio Network.

Horizons President Mike Weiden also said company is developing interactive

phone segment, *Memories Trivia Line* (working title,) in which spot and print ad buyers may also get mentioned. Stand-alone 30-second spots in *Memories* TV show would cost about \$65,000 while stand-alone *Memories* full page ads cost \$25,000-\$30,000. Weiden said 52-week multimedia packages would cost between \$1 million and \$3 million. Weiden expects to start selling TV show (with 3 minutes of national barter per episode) and packages during upfront TV season, scheduled to start in few weeks. Show has been cleared by stations in over 60% of country, including NBC-owned outlets and debuts next September.

Magic number

According to source, MCA-owned WOR-TV New York is near completion of deal to acquire MCA distributed *Inside Report*. Significance of deal is clearance of show in New York market would push percentage of coverage in country to 70%, allowing MCA to implement barter element of show. Currently, stations pay only cash license fee, getting to keep all ad time within show. Distributors have kept provision in their contracts with stations that allows for withholding of one minute if coverage reaches

70%. Show is currently seen in more than 60 markets, representing more than 55% of country.

AIDS cooperation

Bravo has lined up The Discovery Channel, Turner Networks, CNBC and co-owned Rainbow channels (SportsChannel America, AMC) to air live its 60-second AIDS PSA "A Moment Without Television," which will be shown on Bravo during its AIDS telethon in December. Bravo plans to approach more networks at NCTA convention next week. It's also seeking international distribution of telethon, *Unfinished Stories II*, with likely prospects in Great Britain, Australia and Japan. It will offer, along with telethon, free one-hour special of its *Champlin on Film* series entitled *Hollywood and AIDS*. Kathy Dore, Bravo VP and GM, said Bravo is looking for international outlets for weekly *Champlin on Film* and other original programming.

Practice, practice, practice

CBS News correspondent Charles Osgood will make his concert debut with New York Pops on May 21 at Carnegie Hall. Osgood, according to sources, is accomplished pianist, and will play at gala celebrating seventh anniversary of orchestra.

Cable rereg agenda

There is still no definitive word on when Senate Commerce Committee will mark up cable reregulation bill. But speculation late last week was that committee might act in June after Memorial Day recess rather than on May 22 during NCTA's annual convention in Atlanta. Yet another unconfirmed report circulating last week was that committee would vote on modified final judgment bill on May 22. Such a move was being viewed as attempt to diffuse momentum behind telephone industry's drive to pass telco-cable amendment being circulated by Montana Republican Conrad Burns. Phone industry might have to back off on amendment and put its muscle behind MFJ bill that would allow BOC's to manufacture equipment.

Burns's amendment has drawn fire from broadcasters (BROADCASTING, May 7) because it permits telco interest in programming (25% of channel capacity). Amendment prohibits buyouts of existing systems and requires phone companies to treat cable as separate subsidiary. Senator also suggests "must carry/no pay" approach requiring telcos to carry all local stations at no charge. Moreover, Burns makes clear that telcos would have to obtain local franchise and FCC and state regulators will be required to develop cost allocation rules to protect telephone customers. Burns would exempt rural telcos from rate regulation unless rates have increased more than 5% per year or 10% of system's customer's file complaints.

WASHINGTON

May in the running

NAB radio director Walter May of WPKE(AM)-WDHR-FM Pikeville, Ky., is expected to run next year for vice chairman of NAB radio board. If he wins, May will be directly in line for joint board chairman's seat in 1993. May, who ran but lost bid for joint board seat several years ago, is making no secret of his intentions to try again, sources say. Rumor that director, Robert Fox of KVEN(AM)-KHAY(FM) Ventura, Calif., would challenge May, however, was denied last week. Fox said he has no intention of running against May for vice

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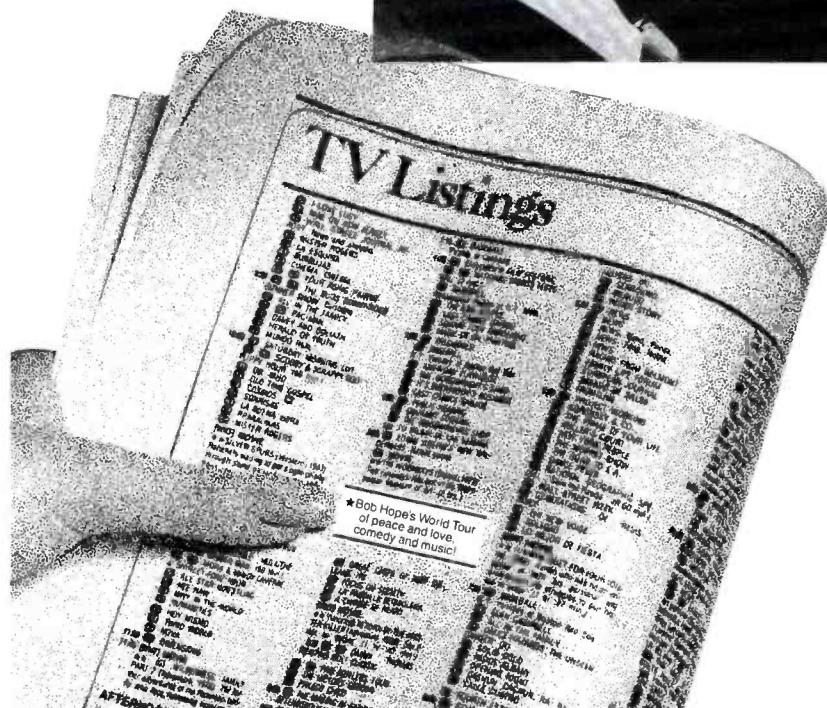
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chairman nor is he interested in joint board post.

Money moves

Tak Communications Inc., suburban Washington (Vienna, Va.)-based owner of three FM's and six TV's, is said to be starting to refinance company in effort to remove its obligations to Bank of New England. Group owner will either borrow money from another lender to pay back \$175 million it is said to have borrowed from Bank of New England, or group head Sharad Tak will use personal funds to purchase WUSL(FM) Philadelphia from company which will then turn over proceeds to Bank of New England. WUSL(FM) is said by brokers to be worth between \$50 million and \$54 million.

Horsing around

As telco-entry debate heats up in Senate Commerce Committee, relations between broadcaster and phone company lobbyists may become increasingly strained (BROADCASTING, May 7), but tension on Capitol Hill did not deter INTV President Jim Hedlund and Tribune Broadcasting's Shaun Sheehan from enjoying steeplechase horse races in The Plains, Va., on Saturday, May 5, as guest of United States Telephone Association President John Sodolski. NAB President Eddie Fritts was invited but could not make it.

Musing over MUSE-6

NHK (Japan Broadcasting Corp.) may decide not to submit MUSE-6, one of two NHK-developed transmission systems proposed for standardization in U.S., for testing by Advanced Television Test Center (ATTC). MUSE-6 is NTSC receiver-compatible variation of NHK's original MUSE-E full HDTV system, which was developed for direct satellite broadcast distribution. Although final decision has not yet been made, NHK is considering dropping MUSE-6 proposal because of increased fees charged by ATTC to organizations submitting multiple systems for testing, according to Keiichi Kubota, senior scientist at NHK's U.S. bureau in New York.

Decision on MUSE-6 will be made before June 1 when half of ATTC testing fees are due from each system proponent (see page 46). If MUSE-6 is dropped, Narrow-MUSE simulcast HDTV system will be only NHK system submitted for testing.

Each one teach one

Executives of Continental Cablevision have been making rounds in Washington. Continental Chairman Amos Hostetter, President Tim Neher and others have been conducting seminars for FCC, Senate and House staffers on "economics of cable." Latest session was last Friday (May 11) with House Telecommunications Subcommittee staff. "We take them through the numbers [including trends in revenues and expenses since 1984] so they'll have a better understanding of the fundamentals of the business," explained Robert Sachs, Continental's senior VP for corporate and legal affairs. Staff said they found briefings helpful and informative.

HOLLYWOOD

Uncertain 'Wiseguy'

Production source within Stephen J. Cannell Productions says *Wiseguy* star Ken Wahl wants out of his three-year-old Wednesday night (CBS, 10 p.m.) series to resurrect his motion picture career. Cannell spokeswoman responded that Wahl is planning to come back to hour drama and will renegotiate contract with independent production house if CBS renews *Wiseguy* for fourth season in 1990-91. CBS will announce schedule May 30, but CBS Entertainment President Jeff Sagansky may have to look over some hard numbers from show's 1989-90 season performance before renewing program.

According to Jody Hecker, Seltel programming analyst, *Wiseguy* started this season averaging 11 rating/22 share with its original episodes and 10 rating with repeats. She said toward last half of season, *Wiseguy*

dropped to 9/18 average for remaining original episodes and 7.5 rating average for reruns. When show finished season in April, it scored 10.6/19 and ranked 51st in prime time network ratings (for week ended April 22).



Newhart

Short vacation

Bob Newhart, whose *Newhart* series was not picked up for fall because network and production company MTM were unable to come to terms, will return to CBS in another half-hour comedy slated for 1991-92 season. Arthur Price, former president, MTM Enterprises, now heading newly formed Arthur Price Productions, is producing project.

Who's on first?

Futures of three network sports personalities that have been in news, and in flux, recently—Brent Musburger, Al Michaels and Will McDonough—appeared fixed by last week's end. Hinting previous week that it might fight defection to NBC of professional football insider McDonough, CBS said "mistake in procedure in the negotiations"—McDonough jumped over CBS's right of first refusal—was forgiven, and network will not challenge move.

Musburger, whose break with CBS was clean, confirmed that his new employer, ABC, is "determined to keep Al Michaels, and I hope that he stays." Michaels has said he will seek AFTRA arbitration over ABC's sanctions against him for hiring daughter during 1989 World Series, and many have speculated ABC is not big enough for both Michaels and Musburger. CBS said talks with Michaels have led to conclusion that "he will not be able to get out of his contract."

King World shake up?

Rumors in syndication circles say change is imminent at King World Productions' sales department, with Domestic TV Sales Senior Vice President Scott Towle moving up to president of division and replacing current President Sid Cohen. According to one source, Cohen sold all his outstanding shares in King World last month as prelude to "clean break" from distribution giant.

DUBLIN, O

Tiering trouble

Cable's movement to tiering means some regional sports channels are being offered as mini-pay services. But Warner Cable has found rough going for its carriage of SportsChannel Ohio in four northern Ohio systems as mini-pay. Warner has re-priced service, which carries Cleveland Cavaliers and Indians, from \$1.95 to \$2.95, but has only seen 4% to 6% penetration, not enough to cover its costs. MSO is in further talks with SportsChannel on pricing and carriage of service.

VA BEACH

Syndication, Family style

Family Channel basic cable network is exploring possible entry into syndication business. In recent years, company has been very active in co-producing first-run series for its network, and has option to pick up domestic syndication rights to number of shows, including new situation comedy it is developing with Canadian partner and Lucasfilms for next season called *Maniac Mansion*. Network also has rights, subject to approval of its partners, for *Border Town*, *Rin Tin Tin: Canine Cop*, and new *Black Stallion*, based on movie of same name, set to debut in fall. In addition, Family Channel has rights to half-hour comedy produced in-house, *Big Brother Jake*, as well as several comedy specials.

Fin-syn
is not
the networks'
#1 problem...

MARRIED



The face of television has changed.



Columbia Pictures Television
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Scary, isn't it?

BY THE NUMBERS 1

CBS was just one-tenth of a rating point shy of tying NBC in the prime time ratings for the week ending May 6. CBS had strong first-place finishes on both Monday night (April 30), where its comedy lineup had a five-point margin of victory, and Sunday night (May 6), where the first network telecast of "The Untouchables" helped it win by four-and-a-half rating points. CBS finished second on two nights, Thursday and Friday.

For the week, NBC was first, however, with an average 12.1/21, followed by CBS with 12/21 and



ABC with 11.3/20. NBC won Wednesday, Thursday and Friday.

While ABC was third in households, it continues to challenge NBC in ratings within the 18-49 demographics, which are more important than households for most network advertisers. For the week, ABC was first in prime time among women 18-49, while NBC was second and CBS third. NBC was first among men 18-49, ABC was second and CBS third.

ABC's *Roseanne* and a CBS special, *I Love*

RATINGS ROUNDUP

Rank/rating □ Network □ Show

1	21.2/37	C	<i>I Love Lucy: Very 1st Show</i>
2	▲ 21.2/33	A	<i>Roseanne</i>
3	▼ 21.1/33	N	<i>Cheers</i>
4	▼ 20.6/36	A	<i>Amer. Funniest Videos</i>
5	18.5/33	N	<i>Cosby</i>
6	▼ 18.1/30	N	<i>A Different World</i>
7	▼ 18.0/37	C	<i>60 Minutes</i>
8	▲ 17.5/31	N	<i>Unsolved Mysteries</i>
9	▼ 17.1/29	C	<i>Sunday Movie: Untouchables</i>
10	▲ 17.0/26	C	<i>Designing Women</i>
11	▲ 16.0/27	A	<i>Wonder Years</i>
12	▼ 16.7/28	N	<i>L.A. Law</i>
13	▲ 16.6/31	N	<i>Golden Girls</i>
14	▼ 16.2/26	N	<i>Wings</i>
15	15.8/26	C	<i>Murder, She Wrote</i>
16	▲ 15.7/30	N	<i>Carol & Company</i>
17	▲ 15.3/24	C	<i>Murphy Brown</i>
17	■ 15.3/24	A	<i>Brewster Place</i>
19	▼ 15.1/24	F	<i>Simpsons</i>
20	15.0/24	A	<i>Anything for Laughs</i>
21	▼ 14.9/23	N	<i>Heat of the Night</i>
21	▼ 14.9/24	F	<i>Married...With Children</i>
23	▼ 14.5/23	N	<i>Hunter</i>
24	▲ 14.2/24	N	<i>Matlock</i>
25	▲ 14.1/25	A	<i>Who's the Boss?</i>
26	13.9/27	A	<i>Full House</i>
26	13.9/22	N	<i>Night Court</i>
28	▼ 13.7/23	C	<i>Knots Landing</i>
29	▲ 13.6/22	A	<i>Sunday Movie: Bridges</i>
30	13.2/25	A	<i>Family Matters</i>
30	▼ 13.2/24	A	<i>20/20</i>

32	13.1/21	N	<i>Dear John</i>
32	▲ 13.1/21	C	<i>Jake and the Fatman</i>
34	▼ 12.8/21	A	<i>Doogie Howser, M.D.</i>
35	12.7/23	A	<i>Growing Pains</i>
35	▲ 12.7/22	A	<i>Head of the Class</i>
35	12.7/22	N	<i>Midnight Caller</i>
35	▲ 12.7/21	C	<i>Newhart</i>
35	12.7/23	A	<i>Perfect Strangers</i>
40	▼ 12.5/22	A	<i>Just the 10 of Us</i>
41	12.4/22	C	<i>Funny Commercials</i>
42	▲ 12.2/21	A	<i>Macgyver</i>
43	▼ 12.1/22	C	<i>Dallas</i>
44	▼ 11.9/24	N	<i>Down Home</i>
44	▼ 11.9/19	A	<i>Twin Peaks</i>
46	▲ 11.7/21	C	<i>Major Dad</i>
47	▼ 11.4/19	C	<i>Rescue: 911</i>
48	11.2/20	A	<i>thirtysomething</i>
49	▲ 10.9/20	A	<i>Equal Justice</i>
50	▲ 10.7/19	N	<i>Shannon's Deal</i>
51	▲ 10.6/19	C	<i>Bagdad Cafe</i>
51	▼ 10.6/17	N	<i>Sunday Movie: Archie</i>
53	10.3/19	C	<i>Candid Camera Spec.</i>
54	10.2/18	N	<i>Quantum Leap</i>
55	▲ 9.9/17	C	<i>48 Hours</i>
56	▲ 9.7/16	C	<i>Movie: Child in the Night</i>
56	▼ 9.7/17	A	<i>Father Dowling</i>
58	▼ 9.4/15	A	<i>Marshall Chronicles</i>
58	▲ 9.4/17	N	<i>My Two Dads</i>
60	▼ 9.3/18	N	<i>13 East</i>

Week 32 □ Apr. 30-May 6

Rank/rating □ Network □ Show

61	▲ 9.1/19	N	<i>A Family for Joe</i>
62	▼ 9.0/17	A	<i>Mystery Movie: Stryker</i>
62	▲ 9.0/16	C	<i>Sugar & Spice</i>
64	▲ 8.9/15	N	<i>Working Girl</i>
65	▼ 8.8/14	A	<i>China Beach</i>
66	▼ 8.7/16	N	<i>Hardball</i>
66	8.7/15	A	<i>Primetime Live</i>
68	▼ 8.3/13	F	<i>Open House</i>
69	8.2/15	N	<i>Hardball Spec.</i>
70	▼ 8.0/13	C	<i>Falcon Crest</i>
70	▼ 8.0/16	C	<i>Paradise</i>
72	▼ 7.7/15	N	<i>Mancuso, FBI</i>
72	7.7/15	C	<i>Small Talk</i>
74	▼ 7.5/13	F	<i>America's Most Wanted</i>
75	▲ 7.4/15	F	<i>Totally Hidden Video</i>
76	▲ 7.3/14	F	<i>In Living Color</i>
77	7.1/14	C	<i>Movie Spec.: Lost Boys</i>
78	▼ 6.7/14	F	<i>Cops</i>
79	6.0/11	C	<i>Sydney</i>
80	5.9/10	C	<i>Raisins Sold Out</i>
81	▼ 5.7/12	A	<i>Life Goes On</i>
82	5.4/11	A	<i>Elvis</i>
83	▲ 5.1/8	F	<i>Alien Nation</i>
84	▲ 4.9/10	N	<i>227</i>
85	▼ 4.9/10	N	<i>Disney: The Muppets</i>
86	▲ 4.8/8	A	<i>Capital News</i>
86	▲ 4.8/8	F	<i>21 Jump Street</i>
88	▼ 4.4/8	F	<i>Booker</i>
89	▼ 4.1/6	F	<i>Outsiders</i>
90	▼ 3.8/7	N	<i>ALF</i>
91	3.4/6	F	<i>Tracey Ullman</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

FREEZE FRAMES: Syndication Scorecard *

Rank	Program (Syndicator)	Rtg	Stns	Covg	Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	12.8	232	99	11	Mama's Family (Warner Bros. Domestic TV)	5.1	179	91
2	Jeopardy! (King World)	11.2	217	98	12	Orbis Showcase Network (Orbis Comm.)	4.9	183	92
3	Star Trek: Next Generation (Paramount)	9.0	233	97	13	People's Court (Warner Bros. Domestic TV)	4.8	183	92
4	Oprah Winfrey (King World)	8.5	214	99	14	Chip 'n' Dale (Buena Vista)	4.7	177	96
5	Wheel of Fortune, wknd. (King World)	7.9	208	92	15	Inside Edition (King World)	4.5	110	81
6	Cosby Show (Viacom)	7.7	204	98	The following shows were rated, but not ranked				
7	Current Affair (20th Century Fox TV)	7.6	194	96					
7	Entertainment Tonight (Paramount)	7.6	181	97					
9	Donahue (Multimedia)	6.0	227	99					
10	Star Search (TPE)	5.3	175	97					
					Wrestling Network				
					World Wrestling Federation (WWF)				
					6.5 173 93				
					9.1 252 97				

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

BY THE NUMBERS 2

Summary of Broadcasting & Cable

BROADCASTING			
SERVICE	ON AIR	CP's ¹	TOTAL*
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.

Lucy: The Very First Show, tied as the highest-ranked shows on a household basis, each with a 21.2 rating.

ABC's much publicized *Twin Peaks* has settled into a second-place position (in households and key women demographics) on Thursday at 9 p.m., after dropping dramatically in the ratings for several weeks.

ABC's new mid-season *Women of Brewster Place*, starring Oprah Winfrey, debuted with a solid second-place performance at 9:30 p.m., Tuesday (May 1), just four-tenths off NBC's pacesetter, *Heat of the Night*, which averaged a 15.7/25.

MarketScope

Stock prices generally were slightly higher last week, reflecting market's about-face, for time being, on interest rate outlook. Among those Fifth Estate sectors naturally benefitting were cable and equipment stocks. Effective yield quoted on bonds of Adams-Russell dropped almost three full percentage points, to 31%, while stock of General Instrument increased 7%, to 33%. Some entertainment stocks improved also, with options activity positive for companies including MCA, Time Warner and Disney, last despite some recent articles questioning company's ability to generate earnings growth. King World stock rebounded 13% from selloff of earlier weeks, to 36½. A.H. Belo was up 4%, perhaps reflecting favorable decisions by both FCC and Houston jury regarding company's competitive practices in Dallas. Publisher/group owner was also positively cited in last week's *Barron's*. MGM stock continued to inch away from \$20-per-share tender offer, closing last Wednesday at 16½, down ½. Bidder, Pathé, said it had extended tender offer to June 7. Liberty Corp. was up slightly to 49¼, perhaps because of announcement by Gabelli Group that it held 5.6% stake in insurer and group owner. Announcement that Gabelli had increased its stake in Outlet Communications to 8.2% did not lift that stock, however, which instead reported last trade on Wednesday at 18, down 6%.

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				Closing	Closing							
	Wed	Wed	Net	Percent	P/E	Wed	Wed	Net	Percent	P/E				
	May 9	May 2	Change	Change	Ratio(000,000)	May 9	May 2	Change	Change	Ratio(000,000)				
BROADCASTING														
N (CCB) Capital Cities ABC	569	562	3/4	6 1/4	01.11	20	9,979	N (BLC) A.H. Belo	35 7/8	32 7/8	3	09.12	30	708
N (CBS) CBS	182 3/8	182 1/8		1/4	00.13	15	4,312	N (AFL) American Family	14	14		00.00	14	1,138
A (CCU) Clear Channel	14 1/4	14 1/8		1/8	00.88	-118	55	O (ACCM) Assoc. Commun.	28	26 5/8	1 3/8	05.16	-63	521
O (JCOR) Jacor Commun.	4 1/8	4 1/4	-	1/8	-02.94	-3	41	N (CCN) Chris-Craft	33 1/4	34 1/4	- 1	-02.91	1	832
O (LINB) LIN	64 1/8	63 1/4		7/8	01.38	59	3,305	O (OUCO) Durham Corp.	29 3/4	30	- 1/4	-00.83	18	251
O (OBCCC) Olympia Broadcast	1/8	1/8			00.00			N (GCI) Gannett Co.	36 5/8	36 7/8	- 1/4	-00.67	14	5,885
O (OSBN) Osborn Commun.	11	11 1/4	-	1/4	-02.22	-68	76	O (GACC) Great Am. Comm.	6 1/2	6 5/8	- 1/8	-01.88	-1	227
O (OCOMA) Outlet Commun.	18	19 1/4	- 1 1/4		-06.49	11	117	A (HTG) Heritage Media	4 3/4	4 1/8	5/8	15.15	-4	211
A (PR) Price Commun.	3 5/8	3 5/8			00.00	-2	33	N (JP) Jefferson-Pilot	41 1/4	38	3 1/4	08.55	11	1,551
O (SAGB) Sage Broadcasting	1 1/2	1 5/8	-	1/8	-07.69	-1	5	N (LEE) Lee Enterprises	25 1/2	26 5/8	- 1 1/8	-04.22	14	613
O (SCRIP) Scripps Howard	56 3/4	58 1/4	- 1 1/2		-02.57	27	586	N (LCP) Liberty	49 1/4	48 1/4	1	02.07	12	417
O (SUNNC) SunGroup Inc.	3/4	3/4			00.00	-1	1	N (MHP) McGraw-Hill	53 1/4	53 1/4		00.00	64	2,592
D (TLMD) Telemundo	6 1/4	6		1/4	04.16	-2	142	A (MEGA) Media General	28 1/4	28 1/2	- 1/4	-00.87	35	728
O (TVXGC) TVX Broadcast	4 7/8	5	-	1/8	-02.50		35	N (MDP) Meredith Corp.	28	27	1	03.70	16	520
O (UTVI) United Television	33 7/8	33 3/4		1/8	00.37	5	369	O (IMMEDI) Multimedia	80 1/2	77 3/4	2 3/4	03.53	25	980



SALES OFFICES IN ATLANTA, NEW YORK, CHICAGO, LOS ANGELES. PHONE IN ATLANTA (404) 827-2085.
FOR ADVERTISING SALES INFORMATION CONTACT RICH GOLDFARB AT (202) 692-6907.



CAPTAIN PLANET IS ALREADY CLEANING UP.

It's a powerful action-adventure series unlike any other ever created. 26 half-hours that entertain as they motivate and inform today's children (and their parents) about the urgent need for environmental change. And even though this exciting new series doesn't debut until this fall, it's already cleaning up in a number of ways.

Stations and advertisers have recognized that the environment is one of the hottest issues of the 90s and that Captain Planet provides an excellent vehicle to meet this programming need. Our list of station

clearances and the fact that we've already sold out over 90% of the national advertising time for the 1990-91 season is a good indication of the marketing and promotional opportunities that the series can deliver.

Find out how the awesome power of Captain Planet can be yours, and how you can help clean up more than the environment in the process.

"The Power Is Yours" to create an ideal environment for our world and your viewers.

WNYW New York
KTTV Los Angeles
KYW Philadelphia
KRON San Francisco
WFXT Boston
WDCA Washington, D.C.
WXYZ Detroit
KTXA Dallas
WEWS Cleveland
KTXH Houston
WTVT Tampa
WCCO Minneapolis
KOMO Seattle
WTVJ Miami
WTAE Pittsburgh
KPLR St. Louis
KDVR Denver
KPNX Phoenix
KQVR Sacramento

WMAR Baltimore
WFSB Hartford
KNSD San Diego
WFTV Orlando
WRTV Indianapolis
KATU Portland, OR
WTMJ Milwaukee
WXIX Cincinnati
KCTV Kansas City
WBTV Charlotte
WSMV Nashville
WCMH Columbus, OH
WYFF Asheville
WOTV Grand Rapids
WLMT Memphis
WGRZ Buffalo
KAUT Oklahoma City
KUTV Salt Lake City
KENS San Antonio

WVEC Norfolk
WJAR Providence
WPMT Harrisburg
WHAS Louisville
WNRW Greensboro
WPTV West Palm Beach
KGGM Albuquerque
WDTN Dayton
WTEN Albany, NY
WTLV Jacksonville
KASN Little Rock
WNEM Flint
WXEX Richmond
KJEO Fresno
WATE Knoxville
WTVG Toledo, OH
WXGZ Green Bay
WSTM Syracuse, NY
WHEC Rochester

WHO Des Moines
KHNL Honolulu
KETV Omaha
KXAN Austin, TX
WAND Springfield, IL
WLEX Lexington
WCSH Portland, ME
KTTU Tucson
WRCB Chattanooga
WWCP Johnstown
WACH Columbia, SC
WKPT Tri-Cities
WISC Madison
WBRZ Baton Rouge
KCEN Waco
KKTU Colorado Springs
KCIK El Paso
WANE Ft. Wayne
WLNS Lansing

WTAT Charleston, SC
WXTX Columbus, GA
KOLO Reno
KLSR Eugene
KIMA Yakima
KTIV Sioux City
KTRV Boise
KCPM Chico
WJET Erie
KJTV Lubbock
KIDK Idaho Falls
WTUV Utica
WDAM Hattiesburg
WCJB Gainesville, FL
KECY Yuma
KRTV Great Falls
WBKO Bowling Green
KTVH Helena
WAC McComb

TURNER PROGRAM SERVICES

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Please recycle.

STOCK INDEX 2

[illegible]

**The #1 syndicated series on station
after station, all across America,
isn't what it used to be.**



COS AND AMERICA

#1 Syndicated Series on Each Station—Women 18-49 Ratings—Sign-On to Sign-Off

MARKET	STA.	#1 1988	#1 1990
Ada-Ardmore	KXII	Family Ties	The Cosby Show
Amarillo	KAMR-TV	Star Trek-Next Gen.	The Cosby Show
Anchorage	KIMO-TV	Donahue	The Cosby Show
Bakersfield	KGET	Wheel of Fortune	The Cosby Show
Baltimore	WJZ-TV	Evening Magazine	The Cosby Show
Bangor	WABI-TV	Magnum	The Cosby Show
Baton Rouge	WVLA	Star Search	The Cosby Show
Beaumont-Port Arthur	KFDM-TV	Oprah Winfrey	The Cosby Show
Beckley-Bluefield	WVVA-TV	People's Court	The Cosby Show
Bend	KTVZ	Donahue	The Cosby Show
Billings	KULR-TV	World-Disney	The Cosby Show
Birmingham	WTTO-TV	World-Disney	The Cosby Show
Boston	WCVB-TV	Oprah Winfrey	The Cosby Show
Butte	KXLF-TV	Wheel of Fortune	The Cosby Show
Casper-Riverton	KITWO-TV	M*A*S*H	The Cosby Show
Cedar Rapids	KCRG-TV	Small Wonder	The Cosby Show
Champaign-Sprngfld	WAND	Win, Lose or Draw	The Cosby Show
Charleston, SC	WCBD-TV	Oprah Winfrey	The Cosby Show
Charlotte	WSOC-TV	Andy Griffith	The Cosby Show
Cheyenne-Sterling	KKTU-TV	Best Nat'l. Geo. Sp.	The Cosby Show
Chicago	WFLD-TV	Family Ties	The Cosby Show
Cincinnati	WLWT	Love Connection	The Cosby Show
Clarksburg-Weston	WBOY	New Newlywed Game	The Cosby Show
Cleveland	WUAB-TV	Cheers	The Cosby Show
Columbia, SC	WIS-TV	PM Magazine	The Cosby Show
Columbus, OH	WCMH	Win, Lose or Draw	The Cosby Show
Columbus-Tupelo	WTVA	Wheel of Fortune	The Cosby Show
Corpus Christi	KJII	Three's Company	The Cosby Show

MARKET	STA.	#1 1988	#1 1990
Dallas-Ft. Worth	KTVT	Mama's Family	The Cosby Show
Davenport, R. Island	WQAD-TV	Family Ties	The Cosby Show
El Paso	KVLA-TV	Oprah Winfrey	The Cosby Show
Eugene	KVAL-TV	Jeopardy	The Cosby Show
Fairbanks	KATN	Star Trek-Next Gen.	The Cosby Show
Fargo-Valley City	KVRR-TV	She's the Sheriff	The Cosby Show
Florence, SC	WPDE-TV	Good Times	The Cosby Show
Fresno	KSEE	Entertainment Tonight	The Cosby Show
Ft. Myers-Naples	WINK-TV	Hollywood Squares	The Cosby Show
Ft. Smith	KPOM-TV	Oprah Winfrey	The Cosby Show
Ft. Wayne	WKJG-TV	Win, Lose or Draw	The Cosby Show
Grand Rapids-Kalamzoo	WZZM-TV	Wheel of Fortune	The Cosby Show
Great Falls	KFBB-TV	M*A*S*H	The Cosby Show
Green Bay-Appleton	WBAY-TV	M*A*S*H	The Cosby Show
Greensboro-W.S.-H. Pt.	WFMY-TV	Andy Griffith	The Cosby Show
Greenville-N. Bern	WITN-TV	Benson	The Cosby Show
Greenwood-Greenville	WABG	New Newlywed Game	The Cosby Show
Hattiesburg	WHLT	New Newlywed Game	The Cosby Show
Honolulu	KGMB-TV	Cheers	The Cosby Show
Huntsville-Decatur	WHNT-TV	Family Ties	The Cosby Show
Idaho Falls-Pocatello	KIFI-TV	M*A*S*H	The Cosby Show
Indianapolis	WTHR	Wheel of Fortune	The Cosby Show
Jackson, MS	WJTV	New Newlywed Game	The Cosby Show
Jackson, TN	WBBJ-TV	New Newlywed Game	The Cosby Show
Johnstown-Altoona	WJAC-TV	Hollywood Squares	The Cosby Show
Joplin-Pittsburg	KOAM-TV	Hee Haw	The Cosby Show
Knoxville	WATE-TV	Facts of Life	The Cosby Show
La Crosse-Eau Claire	WKBT	Family Ties	The Cosby Show

EFFECT!

MARKET	STA.	#1 1988	#1 1990
Lafayette, LA	KLFY-TV	Family Ties	The Cosby Show
Lansing	WLNS-TV	M*A*S*H	The Cosby Show
Las Vegas	KVBC	Wheel of Fortune	The Cosby Show
Lexington	WLEX-TV	New Newlywed Game	The Cosby Show
Lincoln-Hastings	KHAS-TV	It's A Living	The Cosby Show
Little Rock-Pine Bluff	KARK-TV	Win, Lose or Draw	The Cosby Show
Los Angeles	KCOP	Wheel of Fortune	The Cosby Show
Louisville	WHAS-TV	M*A*S*H	The Cosby Show
Memphis	WREG-TV	Hee Haw	The Cosby Show
Meridian	WLBM	Star Search	The Cosby Show
Minot-Bismarck	KXMG-TV	M*A*S*H	The Cosby Show
Missoula	KPAX-TV	Wheel of Fortune	The Cosby Show
Monroe-El Dorado	KARD	Family Ties	The Cosby Show
Monterey-Salinas	KMST	Jeopardy	The Cosby Show
Montgomery	WSFA	Entertainment Tonight	The Cosby Show
New Orleans	WDSU-TV	Entertainment Tonight	The Cosby Show
New York	WWOR-TV	The A-Team	The Cosby Show
Paducah	WPSD-TV	Gimme a Break	The Cosby Show
Philadelphia	WCAU-TV	Entertainment Tonight	The Cosby Show
Phoenix	KPHO-TV	M*A*S*H	The Cosby Show
Portland, OR	KGW-TV	PM Magazine	The Cosby Show
Portland-Auburn	WCSH-TV	Family Ties	The Cosby Show
Raleigh-Durham	WRAL-TV	Win, Lose or Draw	The Cosby Show
Rapid City	KCLO-TV	—	The Cosby Show
Reno	KOLO-TV	Simon and Simon	The Cosby Show
Rochester-Mason City	KAAL	Life-Rich/Famous	The Cosby Show
Rockford	WREX-TV	Hollywood Squares	The Cosby Show
Savannah	WSAV-TV	Soul Train	The Cosby Show

MARKET	STA.	#1 1988	#1 1990
Seattle-Tacoma	KIRO-TV	People's Court	The Cosby Show
Shreveport	KTAL-TV	New Newlywed Game	The Cosby Show
Sioux Falls	KELO-TV	Hollywood Squares	The Cosby Show
Spokane	KREM-TV	Oprah Winfrey	The Cosby Show
Tallahassee	WCTV	Wheel of Fortune	The Cosby Show
Topeka	WIBW-TV	Win, Lose or Draw	The Cosby Show
Traverse City-Cadillac	WWTV	Family Ties	The Cosby Show
Tucson	KVOA-TV	Mama's Family	The Cosby Show
Tyler	KETK	Mama's Family	The Cosby Show
Waco-Temple	KWTX-TV	Family Ties	The Cosby Show
Washington, DC	WTTG	Family Ties	The Cosby Show
Wausau-Rhineland	WSAW-TV	Family Ties	The Cosby Show
Wichita Falls	KAUZ-TV	Family Ties	The Cosby Show
Wichita-Hutchinson	KSNW-TV	Family Ties	The Cosby Show
Wilmington	WECT	People's Court	The Cosby Show
Yakima	KIMA-TV	Cheers	The Cosby Show
Youngstown	WKBN-TV	Cheers	The Cosby Show

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Datebook

■ indicates new listing or changed item.

This week

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

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

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

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

May 15—"Formulas for Success II," meeting of *Women in Cable, New England chapter*. Boston. Information: (617) 876-5005.

■ **May 15**—"Broadband Fiber to the Home and Office: Economic, Political and Cultural Implications," symposium sponsored by *Center for Advanced Study in Telecommunications at Ohio State University*. Ohio Union and Wexner Center, OSU campus, Columbus, Ohio. Information: (614) 292-8444.

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 Programing 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, Chap-*

ter 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: Bernadine Steinmetz, (215) 874-8990.

May 17—*Women in Cable, Philadelphia chapter*, "The Third Annual Cable Jeopardy Game Show." Adams Mark, Philadelphia. Information: (215) 876-5163.

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

May 18—*USA Network* local ad sales/marketing seminar. Ritz Carlton, Atlanta. Information: Tracey Muhlfeld, (212) 408-9170.

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

May 18-20—"Setting Limits: Health Care in the 1990's," an economics conference for journalists sponsored by *Foundation for American Communications and Gannett Foundation*. University of North Carolina, Chapel Hill, N.C. Information: (213) 851-7372.

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.

Also in May

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—*Women in Cable* annual Accolades breakfast meeting, during NCTA convention. Speaker: Pat Fili, Lifetime Television. Omni hotel, Atlanta. Information: Katrina Barry, (312) 794-

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. 14-16—*Television Bureau of Advertising* annual members meeting. Loews Anatole, Dallas.

Nov. 28-30—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

■ **Jan. 3-6, 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.

May 22—"Criminal Prosecution: A New Concern for the Communications Industry," sponsored by *Continuing Legal Education Committee of Federal Communications Bar Association*. Washington Marriott, Washington. Information: A. Thomas Carroccio, (202) 466-6800.

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—"The International Economic Summit," luncheon sponsored by *American Women in Radio and Television, Houston chapter*. Speakers: George Strake Jr. and Peter Rousell. Summit Communications. Holiday Inn Crown Plaza, Houston. Information: (713) 877-1220.

■ **May 23**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Erik Sorenson, executive producer, *CBS This Morning*, on "The State of Morning Television." Copacabana, New York. Information: (212) 768-4510.

May 23-June 20—"The Craft of Writing for Television," seminar series co-sponsored by *Museum of Broadcasting and Writers Guild of America East*. Museum, New York. Information: (212) 752-4690.

May 24—Deadline for reply comments to *National Telecommunications and Information Administration* on 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 24**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in breakfast. Speaker: Steven Bass, Public Broadcasting Service, on "How to Get a Grant in the 1990's." New York TV Academy, 1560 Broadway, New York. Information: (212) 768-4510.

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

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

May 30—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speakers: Phil Beuth, senior VP-ABC Television Network, and Jack Reilly, executive producer, *Good Morning America*, on "Update on Morning Television." Copacabana, New York. Information: (212) 768-7050.

■ **May 30**—Revised deadline for comments in study of the globalization of mass media firms by *National Telecommunications and Information Administration*. U.S. Department of Commerce, NTIA, Washington.

■ **May 30**—"Alternative Dispute Resolution Methods: New Ways to Resolve Comparative Cases," seminar sponsored by *Federal Communications Bar Association*. Washington Marriott, Washington. Information: Rob DePont, (202) 828-5700.

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." Informa-

tion: (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 1-July 1**—"CNN: The First 10 Years," tribute to Cable News Network, sponsored by *Museum of Broadcast Communications*. MBC, Chicago. Information: (312) 987-1500.

■ **June 3**—Opening reception and seminar, "A Day in the Life of CNN," sponsored by *Museum of Broadcast Communications and National Academy of Cable Programming*, for CNN tribute to be held at MBC (see listing above) for month of June. MBC, Chicago. Information: (312) 987-1500.

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 13-15—*Annenberg Washington Program* sixth annual faculty workshop in communications policy. Annenberg offices, Willard Office Building, Washington. Information: (202) 393-7100.

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

June 5—*Radio Advertising Bureau/Association of National Advertisers* radio 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**—*Action for Children's Television* ACT awards ceremony and reception. Charles hotel, Cambridge, Mass. Information: (617) 876-6620.

■ **June 6**—*USA Network* local ad sales/marketing seminar. Nassau Inn at Palmer Square, Princeton, N.J. Information: Tracey Muhlfield, (212) 408-9170.

■ **June 6**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Ruth Otte, president, Discovery Channel, on "The Challenges of Building a Television Network in a Changing World." Copacabana, New York. Information: (212) 768-4510.

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**—Western regional sales conference, co-sponsored by *Adlink*, cable advertising interconnect, and *National Cable Advertising*. Speaker: Futurist Ray Bradbury. Marina del Rey Marriott. Information: (213) 390-8888.

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■ **June 7**—"A Salute to Australian Television," annual membership meeting of *National Academy of Television Arts and Sciences, New York chapter*. Citibank auditorium, New York. Information: (212) 768-4510.

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 8-10—"Economics of the Illegal Drug Trade," economics conference for journalists sponsored by *Foundation for American Communications* and *Gannett Foundation*. Ramada Renaissance Techworld, Washington. Information: (213) 851-7372.

Errata

April 30 issue of *BROADCASTING* reported that **King World Productions'** half-hour magazine strip, **Only Yesterday**, had been sold in 50 markets. Number should have been 60. John Palmer-hosted program is being offered on cash basis, in addition to undetermined barter advertising split.

Orbis Communications' new game show, **Joker's Wild**, is set to debut **Sept. 10**, not Sept. 22 as reported in May 7 issue.

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-CEO, Fox Broadcasting; Michael Roarty, executive VP, Anheuser Busch; Chris Whittle, Whittle Communications, and Ira 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.

Open Mike

AM activist

EDITOR: When I heard the FCC had proposed to reimpose nonduplication rules, I knew we would hear a lot of bellyaching from the AM-FM combos. Well, lo and behold, there it was on page 66 of the April 23 issue of *BROADCASTING*.

My partners and I own and operate two successful AM-only radio stations in Georgia, WMGA Moultrie and WGFS Covington. These stations are doing well because we are working hard, they've been around for a long time and we have a good signal and good local community interest programming, not found on FM. Through the years, we have witnessed some really great AM stations go down the tubes because it became so much easier to make it on the sister FM stations. In our mind, these stations went under because the management decided it wasn't worth the effort and cost. If I understand it correctly, we radio stations are licensed to serve in the public's interest and not the radio station's interest.

As far as we are concerned, speaking as AM-only operators, let these FM-duplicated AM's go dark. It will clear up the congested AM band and my stations may be able to get a power increase. Furthermore, a lot of these duplicated stations are occupying bandwidth we could use.

I sincerely hope the FCC commissioners will not listen to these AM-FM combo operators who say they want to improve AM

but aren't willing to put their money where their mouths are. I mean, come on guys, you can't convince any sane broadcaster that you can turn an AM around by simulcasting your FM on it. If you aren't willing to make the sacrifice for your AM, turn the license in. There is probably some little AM sitting 50, even 100, miles from you, operating sunrise to sunset at the high end of the dial, making money, that would love to have your low frequency AM channel. I say, put up or shut up.—*Douglas M. (Art) Sutton Jr., WMGA(M) Moultrie and WGFS(AM) Covington, Ga.*

Question of taste

EDITOR: The incongruities of network television continue to amaze me in spite of 30 years of involvement in television sales. In the past three months CBS has decided to reject a Kentucky Fried Chicken commercial because it demeaned the character of Ronald McDonald and accept a Reebok ad that implies someone's death.

Certainly Reebok and its agency should be severely reprimanded for ever producing such a reprehensible spot, but is CBS that desperate for business that it would run it (with all kinds of warnings) and then reject a spot that just might offend one of the network's biggest customers?

Maybe there's nothing incongruous about this at all.—*Roger Goldhamer, KOAT-TV Albuquerque, N.M.*

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Monday Memo

A financial interest and syndication commentary by Peter K. Pitsch, Pitsch Communications, Washington

Once again the broadcasting community is astray over the financial interest and syndication rules. The titanic struggle between network moguls and their reticent and unassuming suppliers in Hollywood has become a favorite spectator sport of the communications cognoscenti. These two antagonists are well matched and their machinations make for fascinating, if not always decent, viewing.

And the prospects for off-screen entertainment look no less promising. The Fox waiver and the commission's apparent success at breathing new life into the languishing network-producer negotiations promise many hours of viewing pleasure. Meanwhile, Senator [Daniel] Inouye [D-Hawaii] has given the commission the green light to take up the issue again. While not exactly eager to do so, if the negotiations fail, the commission appears committed to do just that.

The inside betting is that this sudden change in posture on Capitol Hill gives the networks the edge, because a previous commission concluded that the extensive 1983 record warranted substantial elimination and the intervening seven years have seen competition to the three networks from independent stations, cable offerings and VCR's greatly intensify. If the negotiations collapse, the Beltway theorists believe, the networks will be in the catbird seat. I am not about to vouch for the verisimilitude of such speculations.

But apart from the entertainment value and the claimed importance to the participants, does this brouhaha matter? In particular, does the fate of these rules matter to viewers or the larger public good? I must confess that in my eight years at the FCC [which culminated as chief of staff to former Chairman Dennis Patrick], I have off and on wrestled with this question to no avail. So it is with some trepidation that I proffer a new potential *public* benefit from the elimination of fin-syn rules. (By the way, I do not work for any of the parties in fin-syn-related proceedings.)

A little-understood fact is that for some time, key FCC staffers—and I would not predict a change on this score—have seen the effect of these rules to be primarily private in nature. Ironically, this is largely due to the fact that the networks' arguments may have succeeded too well. Today, few staffers still cling to the commission's 1970 belief that the networks could buy financial interests for little or nothing.

The 1983 network pleadings, relying on the analysis and conclusions of the network inquiry staff, persuasively argued that even if a network had market power, it could extract monopsony profits, and no more, with or without the fin-syn rules. Put differently, when a network was free to buy



“ It now seems possible that a potentially important public benefit from eliminating the fin-syn rules is being overlooked. ”

financial interests, it paid market value for them. When, as now, it is precluded from buying them, it can simply reduce its prices by the expected value of any foregone financial interests. In the short term, unanticipated success or failure of an individual program would affect a particular producer, but over several years the rules should make neither networks nor producers significantly better off.

The problem with this argument from the networks' standpoint is that it proved too much. If the rules could not be justified by the fear that a network had market power over the producers, nor was it clear precisely what benefit might be gained by the broader public were the rules eliminated. If the networks were right that in the presence of the rules they could reduce the program purchase price accordingly, where's the harm in keeping them?

With the rise of the independent stations and the increasing significance of the off-network syndication market, it now seems possible that a potentially important public benefit from eliminating the fin-syn rules is being overlooked. Freedom to adjust the

price at the initial contract signing may not be a complete substitute for network ownership of financial interests for one important reason: important network decisions that affect the value of the program in syndication must be made after the contract is signed. Renegotiation at renewal times is fraught with difficulties and in most cases is likely to be a much inferior substitute to upfront network acquisition of financial interests.

If a network had a significant financial interest in the program, then its renewal decisions would be based on their effect both on the program's value on the network and in syndication. Of course, syndication values would still receive far less weight, because it is unlikely that a network would acquire 100% of a program's syndication value and, in any event, those revenues might be years off.

Nonetheless, it is not difficult to imagine examples of how viewers might gain if the networks had an incentive to consider the broader ramifications of their renewal decisions. On the margin, a network might be willing to take more risks in sticking with a slow-starting, "quality" program in hopes that if the audience builds, it would also be rewarded in the syndication market. Also, a network might be encouraged to renew a program in its third year that has a loyal following, but whose overall audience is starting to flag.

Unfortunately, this theorizing is difficult to prove, since the networks have not had financial interests since 1970 and the shows they have produced are so few in number. If you believe as I do, however, that the networks are vigorously competing against each other and other alternatives, there would be little lost. It's just possible that elimination of the rules might improve network fare by making it less risky to build audiences for quality programming and increase the supply of off-network programming available for syndication.

The larger point here is directly analogous to the lesson learned in the syndicated exclusivity rulemaking. There, independent and affiliate stations, networks and producers all cogently argued that a copyright holder should have the freedom to decide when and how product is distributed—including giving a local exclusive to one broadcaster. Why? The copyright holder has the incentive to maximize the value of the program to the viewing public. Similarly, the public can benefit if a network has an incentive to consider the effect of its renewal decisions on syndication values as well as network revenues. Operating in a competitive market, a network could do no harm by owning and considering financial interests, and quite possibly there would be situations whereby the viewing *public* would gain. ■



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TOP OF THE WEEK

Fall overhaul planned for network lineups

In preparing to announce their fall schedules next week and the week after, the three broadcast networks and Fox won't hesitate to make drastic changes. Last year the networks were faulted for taking few chances with their programming choices and for what was perceived as a hesitancy in making necessary changes in their schedules this time last year. This year each network has glaring needs going into the 1990-91 television season—from NBC and ABC having to overhaul at least one entire night, to Fox adding another night of series programming on Friday, to CBS, whose needs are nearly across the board.

At present, ABC is set to announce its schedule May 21, followed by NBC, May 23; Fox, May 29, and CBS, May 30. Below is a look at the key needs of each network, existing series expected to return or be canceled, and some development projects that appear headed for the fall schedule.

ABC:

New series that have been given early commitments for the fall include *Cop Rock* from Steven Bochco; *Dr. Ruth's House*, starring Dr. Ruth Westheimer, and *Just Life* (formerly *Chicago*), starring Victoria Principal.

Cop Rock, an hour musical/drama, has been given a 13-episode commitment. Ronnie Cox and Ernie Hudson star in the project, targeted as a 10 p.m. show. *Dr. Ruth's House* has also been given a 13-episode commitment. The half-hour comedy is produced by Reeves Entertainment. The *Just Life* project, from Aaron Spelling Productions, will have at least 13 episodes, and features Principal as a private investigator in the district attorney's office.

ABC, which finished the season in second place, winning Monday, Tuesday and Friday nights, has its most pressing need on Saturday. Indeed, the network's average margin of victory over NBC on the nights it wins was 5.3, compared to the 17.8 margin

of victory that NBC enjoys over ABC on Wednesday, Thursday and Saturday.

"If the *Saturday Mystery Movie* comes back, it will probably be just *Columbo* and *Kojak*, and possibly just *Columbo*, since they were the only ones that performed well," said Jody Hecker, Seltel program analyst. ABC will also have to look at the 8 p.m. to 9 p.m. time period after trying no less than five series in that slot—*Mr. Belvedere*, *Living Dolls*, *H.E.L.P.*, *Sunset Beat*

found its audience" in the second half of the season, said Hecker. *Twin Peaks*, currently in the slot, has shown audience decline on all but one of the weeks that it has aired, but the network is expected to give the show a slot on the schedule.

Existing series expected to be renewed for next season are *Roseanne*; *Doogie Howser, M.D.*; *The Wonder Years*; *Who's the Boss?*; *Growing Pains*; *Head of the Class*; *Full House*; *Perfect Strangers*; *Life Goes On*, and America's *Funniest Home Videos*.

Shows that could get canceled in deciding the new schedule are *China Beach*, which received a 13-script commitment two months ago; *Capital News*; *Anything But Love*; *The Marshall Chronicles*; *B.L. Stryker*, and *Christine Cromwell* movies of the *Saturday Night Mystery Movie*.

CBS:

The network has given an early green light to two projects which may get a summer tryout rather than going straight to the fall schedule. *Northern Exposure* stars Rob Morrow in a drama with comedic overtones. Produced by Cine-Nevada Productions in association with Procter & Gamble Productions and MCA-TV, the hour drama has been given an eight-episode commitment. *Family Dog*, a half-hour comedy from Universal Television, has also been given a production commitment from the network. Sources said network executives have not decided whether the show will premiere on the fall schedule or be used at mid-season.

One night expected to undergo major change is Tuesday night from 9 p.m. to 11 p.m., where CBS most recently scheduled a movie, using the same strategy they used last year when their series attempts failed. This year, after *Wolf* and *Island Son* were pulled (*Rescue: 911* from 8-9 p.m. on Tuesday is one of two series, among nine, that debuted in the fall that still remain on the schedule), CBS went back to airing theatri-

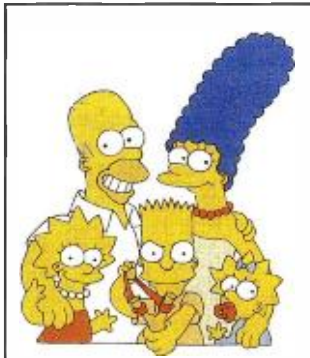
On the way back for '90



NBC's 'Cheers'



CBS's 'Murphy Brown'



Fox's 'The Simpsons'



ABC's 'Roseanne'

and *Elvis*—none of which are expected to return.

ABC's other problem night, Thursday, probably won't undergo the amount of restructuring that Saturday will, said most observers. *Father Dowling Mysteries* (Thursday, 8 p.m. to 9 p.m.), which was picked up from NBC a year ago, is the most effective show the network has programed against *The Cosby Show* in five years, regularly providing at or near a 20 share. *The Young Riders* at 9 p.m. "caught on and

cal releases. The CBS Tuesday Movie dropped 15% from last year, averaging a 10.5/17 versus a 12.3/19.

Other critical time periods for CBS are Wednesdays at 8 p.m. and 10 p.m. "They never got it right," said Hecker, who said CBS used *Peaceable Kingdom*; *Grand Slam*; *Beauty and the Beast*; *Sydney*, and *Normal Life* in the 8 p.m. to 9 p.m. time slot. "Jake and the Fatman performed well after 8 p.m., but *Wiseguy* (at 10 p.m.) lost audience throughout the season," she said.

On Friday night, Hecker thinks CBS will "revamp at least two hours" on the schedule, which currently has *Small Talk*, *Candid Camera*, *Bagdad Cafe* and *Sugar & Spice* from 8 p.m. to 10 p.m., and *Dallas* from 10 p.m. to 11 p.m. *Falcon Crest*, which had been paired with *Dallas*, was pulled from the schedule and is not expected to be renewed next year.

On Saturday, Hecker believes the network will keep *Paradise* in the 8 p.m. to 9 p.m. slot. "They can't cancel everything," she said. "It's held up against Fox, which ABC didn't always do. Since they have to mess with almost every other 8 p.m. show, it's one less place they have to start building an audience from zero," she said. As for *Tour of Duty*, however, she doubts it will get a renewal, and *Connie Chung* "will be back, possibly on Monday night at 10 p.m.," she said.

Existing series which are expected to be given renewals are *Major Dad*; *Murphy Brown*; *Designing Women*; *Rescue: 911*; *Jake and the Fatman*; *Knots Landing*; *Dallas* (the two prime time soaps will be in the second year of a two-year renewal deal negotiated last year); *60 Minutes*, and *Murder, She Wrote*.

Shows which are less secure are *Falcon Crest*; *Tour of Duty*; *Sydney*; *His & Hers*; *Normal Life*, and *The CBS Tuesday Night Movie*.

NBC:

NBC has given an early nod to three series, all comedies. *Singer & Sons* (formerly *Pumppernickel*), about a Jewish deli owner who hires his housekeeper's sons, is from Walt Disney Television and has been given a four-episode commitment for use during summer or midseason. *Parenthood*, from Imagine Films Entertainment, has been given a 13-episode commitment. *American Dreamer*, starring Robert Urich, will also have at least 13 episodes available next year. Produced by Paramount Pictures Television, Urich plays a newspaper columnist with Carol Kane as his assistant.

According to a report published by Saatchi & Saatchi, NBC's most intensive restructuring will occur on Sunday night. The report suggests NBC will drop *The Magical World of Disney*, opting for more adult-type programming from 7 p.m. to 8 p.m. Also, the network will more than likely drop its *NBC Sunday Night at the Movies*. Recent reports have the network considering a reality block from 7 p.m. to 9 p.m. to compete directly with ABC's plans for an hour of reality shows from 8 p.m. to 9 p.m., and counter-programming CBS and Fox.

Friday night also is expected to get a makeover. "It's doubtful any of the shows will be back on Friday night except for maybe *Baywatch*," said Hecker. The list of Friday night attempts includes *Baywatch*; *Hardball*; *Mancuso, FBI*; *True Blue*, and *Nasty Boys*.

Other moves expected at NBC include the renewing of *Grand*, to air behind *The Cosby Show*. "[Grand's] being renewed was part of the deal to renew *Cosby*," said one source.

"*Hunter* probably won't return to Saturday night," said Seltel's Hecker. "Look for the network to put in a lineup of six half-hour comedies. That gives them the flexibility to use *Hunter* on Friday at 10 p.m.," she said. Also, *Dear John* will likely remain as the companion to *Night Court*, Hecker said.

Series that have been renewed for the fall include *Heat of the Night*; *Cheers*; *The Cosby Show*; *Dear John*; *Unsolved Mysteries*; *Empty Nest*; *Midnight Caller*, and *Quantum Leap*.

Those not expected to return are *ALF*;

My Two Dads; 227; *NBC Sunday Night at the Movies*, and *Magical World of Disney*.

FOX:

Fox's needs, while minor compared to the other broadcast networks, are greater than last year, with an additional night of series to program. The Saatchi & Saatchi report suggests Fox will go after male demographics on Friday night, possibly scheduling *Two-Fisted Tales* and *D.E.A.: Drug Enforcement Administration* from 8 p.m. to 10 p.m.

While Hecker expects little change on Sunday night, "They'll probably test *Glory Days* on Sunday from 7 p.m. to 8 p.m., and then possibly move it to Friday at 8 p.m.," she said.

Shows expected to get a renewal for next season include *21 Jumpstreet*; *Alien Nation*; *Cops*; *Totally Hidden Video*; *In Living Color*; *America's Most Wanted*; *The Simpsons*, and *Married...With Children*.

Those considered "on the bubble" include *The Tracey Ullman Show*, *The Reporters*, *Booker* and *Open House*. —SC

Networks program for strong summer

Contending with increased competition, broadcast networks prepare unprecedented mix of original shows, new episodes of returning ones, specials and reruns

The broadcast networks' summer television season, historically awash with reruns and little else, will experience a new wave of programming this year. Eroding shares, increased competition and alternative viewing choices are forcing the Big Three to rethink and restructure their traditional methods, and this summer will offer an unprecedented mix of original series and made-for-television movies, new episodes of established series, specials, and, yes, reruns.

"It's really a very simple thought," according to John Von Soosten, vice president, director of programming, Katz Television Group. "If the networks are doing reruns, it's a perfect time for sampling. Independent stations have known this for years and have done very well during the summer because of it."

"With increased competition," Von Soosten said, "the networks, even though they are the major source, are also simply another programming source. They realize that it's important not to lose audiences to Fox, which has done well by introducing shows in the summertime, and to the independent stations."

ABC is "very much aware that Fox and cable have used the summer as a launching pad," according to a network spokesperson, "and is also aware that we need to do more" to counter further encroachment.

ABC is currently planning to debut one new show during the summer months: *New Attitude*, a half-hour sitcom from Castle Rock Entertainment. Originally produced as a replacement show for the regular sea-

son, *Attitude* takes place in a beauty salon, and features an all-black cast. The network may also air what is described as a "short-flight summer series," to be ordered specifically as a summer program.

Brewster Place, Oprah Winfrey's drama series that premiered in early May, will air 13 original episodes during the summer. ABC is also anticipating that it will have new episodes for such regular season series as *Mr. Belvedere*, *Capital News*, which went on hiatus in May, and *Equal Justice*. There may also be original episodes of *America's Funniest Home Videos*, "produced during the summer for the summer," the spokesperson said.

ABC will also broadcast three original specials in June: *The Second International Rock Awards*, a live, 90-minute show from New York City, will air June 6; *The Red Cross Emergency Test*, a one-hour health guide, will air June 7, and *Sea World: Summer Night Magic* will be seen June 10.

NBC's summer offerings will include six original telefilms. Slated for August, to coincide with the 45th anniversary of the dropping of the first atomic bomb, is *Hiroshima: Out of the Ashes* (working title). Max Von Sydow, Pat Morita, Judd Nelson and Mako star, Peter Werner will direct, and Robert Greenwald is executive producer. Details on the remaining five telefilms will be announced at a later date.

On June 13, Jane Pauley will host *The Secret Race: The East German Sports Machine*. She will also serve as anchor for a series of five other news specials, produced by David Browning, in preparation for the fall launch of her weekly series.

"We are fighting to seize the public's attention," said Warren Littlefield, NBC executive vice president, prime time programs. "When there are two-digit choices

in viewers' homes, and there will be three-digit choices, we have to find a place where we can get our message heard; hence, the emergence of summer."

The tradition of "taking four months off at a stretch" was perfectly acceptable when fewer choices existed, Littlefield told BROADCASTING, but that notion is "really crazy for today's environment. It's now a 52-week cycle," he said.

NBC is trying to air "some things we believe in," said Littlefield, "not just rejects, leftovers and day-old product. Initially, advertisers won't respond [to new shows in summer], but if the viewers do, we hope they will."

The network will come out "right at the top of summer" with *The Seinfeld Chronicles*, which Littlefield describes as "a funny, hip, innovative comedy." If it is successful, it will be a candidate for the fall schedule or as a replacement series.

"Hopefully what happens is the American public gets better choices," Littlefield said. "The audience is wise enough to say, 'We know you're giving us rejects.' And we have been guilty as charged." NBC is also considering premiering a show in August—perhaps *Carol & Company*—as opposed to September. "Summer is over after Labor Day," said Littlefield. "We want to get the season started as early as possible."

CBS will introduce approximately six new series around the middle of July, according to Peter Tortorici, senior vice president, program planning. The one-hour *Northern Exposure*, from the co-creators of *St. Elsewhere*, centers on a New York City doctor whose medical education was paid for by the people of Alaska. To pay off his debt, he must work for several years in the state, in the remote town of Cicely, Alaska.

Manhattan Nights is an hour "slice-of-life" show about the residents of a large highrise in New York, while *War Room* (working title) is a half-hour comedy from Bruce Paltrow about presidential speech writers.

Projects in the pilot stage include: *Wish You Were Here*, from Hart-Thomas-Berlin, a half-hour based on the travels of a young American in Europe who mails home videotape postcards. *Funny You Should Ask* is a reality-based comedy, centered on Americans' attitudes on a number of issues. *An American Story*, an hour reality drama from New World TV, features dramatic reenactments of news stories.

Other CBS summer shows include *Are You Kidding?*, from the producers of *Unsolved Mysteries*, in which a panel of experts must judge which video story is real, and *Top Cops*, from CBS Entertainment Group and Grosso-Jacobson, which singles out two or three police heroes and re-creates their cases. CBS will also have some original summer made-for-television movies, said Tortorici.

Fox, which has traditionally done well during the summer with the introduction of new programs, will have two new shows this season, according to Paul Stupin, Fox executive vice president, series programming.

Molloy, a half-hour comedy, stars Mayim Bialik (the young Bette Midler in *Beaches*)

as a teenage girl transplanted from New York to Beverly Hills. *Glory Days*, from the producers of *21 Jump Street*, focuses on four friends fresh out of high school: one is a cop, one a reporter, one is in college and one is a "wild-eyed dreamer," said Stupin.

Fox will also have original episodes of *Cops*, *America's Most Wanted*, *Totally Hidden Video* and *The Outsiders*. On June 20, Fox will air a two-hour special entitled *Live: The Greatest Stunts on Earth*.

Fox is planning to expand to Friday night programming in the fall, said Stupin, and "depending on what shows are ordered to fill the slots," Fox may launch its Friday night slate as early as August.

According to Betsy Frank, senior vice president, director of television information and new media, Saatchi & Saatchi, the summer season and its traditional spate of reruns can be thought of in Catch-22 terms: "We're never sure whether usage drops off [in the summer] because nothing is on, or nothing is on because usage drops off."

Frank also points to the inroads Fox has

made in counter-programming against the networks. "Fox has been experimenting very effectively in the past few years with new product in the summer, when it has also been premiering some new fall series." Summer is also a time when cable can program effectively, Frank said, "and there are also indications that VCR rentals are higher. Maybe viewers are looking for something different to watch."

Economic motivation is also a key to understanding the changing face of summer television, according to Frank. In recent years, she said, soft drink, fast food and motion picture advertisers, among others, have increased their spending in summer months. "The feeling is, if there is original programming, the networks are in a better negotiating position," said Frank.

"The face of the entire broadcast year is changing," according to Frank. "There will always be the most emphasis around fall, but new programs are now actually introduced all through the year. These times call for new strategies." —RG

'Married...with Children' goes to WWOR-TV New York



Station buys off-Fox comedy now in syndication from Columbia Pictures TV with '227'; asking price in New York for 'Married' said to be about \$115,000 per week

Three weeks after making the show available in syndication, Columbia Pictures Television did its first deal last week for the off-Fox comedy *Married...with Children*. In a deal that surprised many, the show went to WWOR-TV New York, which also bought *227*, an off-network comedy CPT has had in the market for over a year.

Interest in the show among stations in New York was keen, with at least two other seriously interested stations, Fox-owned

WNYW(TV) and Tribune-owned WPIX(TV). On the affiliate side, WNBC-TV expressed some interest in the show, but did not make a formal bid on it.

According to market sources, CPT said it would not take less than \$115,000 per week for *Married* in New York, plus the one minute of national barter time the company is withholding for all stations taking the show. That barter minute will tack on \$1 million or more annually to the price of the show in the top three markets, sources said.

Barry Thurston, president of CPT's syndication division, confirmed that WWOR-TV was the winning bidder for both *Married* and *227* in New York. But neither he nor station officials would discuss what price WWOR-TV agreed to pay for the shows.

According to sources in the New York market, CPT had hoped to get as much as \$200,000 per week for both shows combined. Sources also suggested the company would probably get closer to \$150,000 per week for both shows. While refusing to discuss price, Thurston stressed that the *Married* and *227* deals were separate transactions.

Other stations in New York declined to comment on the deal at deadline. CPT had set a deadline for bids in New York of May 4. However, it was understood that WNYW missed that deadline and that CPT gave the station until well into last week to decide how to proceed. Sources indicated an internal debate within Fox on just how important the show was to the Fox stations held WNYW's decision up. Fox Chairman Barry Diller was said to be the one to make the decision.

Rumors were flying last week about the nature of the Fox-Columbia discussions. Some said they involved a possible group-wide deal and others suggested Fox wanted to tie a syndication deal to renewal of the

show on the Fox television network. Thurston would say only that the latter was not true. "Those are two separate discussions," he said. The program has been renewed by the Fox network for the 1990-91 season. Thurston also noted that the deal in New York did not rule out Fox-owned stations in other markets from winning the show in syndication.

So far, CPT has solicited bids in three markets: New York, Chicago and San Francisco. The program is of particular interest to Fox affiliates around the country. *Married* is credited by many for putting Fox on the map in prime time. The comedy, about the misadventures of shoe salesman Al

Bundy and his off-beat family, anchors Fox's Sunday night lineup and has frequently ended up among the top 20 network programs this season.

In Chicago, where CPT has set a minimum price of \$63,000 per week for the show, it is clear that Fox-owned WFLD(TV) has an interest in acquiring the show. And sources there also said WPWR-TV Gary, Ind., was in the running. No word at deadline on interest in the show by Tribune's WGN-TV.

Deals for the show in both Chicago and San Francisco are expected as early as this week. In San Francisco, the minimum price set by CPT is said to be between

\$65,000 and \$70,000. Fox affiliate KTVU(TV) Oakland, Calif., is said to be interested in the show. However, sources said the station was balking at the asking price.

In a related development, CPT would neither confirm nor deny a *Los Angeles Times* report that *Married* co-executive producers Ron Leavitt and Michael Moyer were mulling a contract renewal offer of \$32 million over three years, including a percentage of the profits CPT generates for the show in syndication. The *Times* story said the deal, if accepted, would be the largest studio deal for a television comedy team in history.

-SM

State of the Network Economy

The ABC, CBS and NBC television networks reported strong revenue gains for first-quarter 1990 over the first quarter of last year in what was largely an "apples to apples" comparison. Among the noteworthy results was the small increase that daytime managed to show, despite a ratings decline that forced the networks to provide makegoods. Overall, three-network net revenue increased 8.8%, to \$1.9 billion. The numbers were provided by the Broadcast Cable Financial Management Association, based on unaudited network submissions to Arthur Young & Co.

Sports revenue was up 22%, to \$373.5 million, apparently helped by strong price increases for CBS's NBA telecasts. The network also had two additional NCAA semifinal games

that took place in the first quarter. Early morning sales showed a 14% increase, which one network executive attributed to advertisers "finding" shows before 7 a.m.; a strong percentage increase was also reported for children's programming. News revenue increased 8.5%; however, much, if not all, of the increase was due to the addition of *Prime Time Live* on ABC and *Saturday Night with Connie Chung* on CBS.

Prime time was up 6.4% to just over \$1 billion. The only daypart showing a decrease was late night. Ratings for the now-canceled *Pat Sajak Show* were down from the first quarter of 1989, and the show had also been cut back half an hour last October.

First quarter television network revenue: 1990 vs. 1989

(Add 000)

	Prime Time	Late Night	A.M.	Daytime	Children	Sports	News	Total
Revenue from client-supplied programming								
First quarter '89	\$9,433	\$0	\$0	\$500	\$0	\$3,652	\$0	\$13,585
First quarter '90	6,702	0	0	0	0	618	0	7,320
% change	-28.95	NA	NA	-100	NA	-83.08	NA	-46.12
All other gross revenue from time sales								
First quarter '89	1,100,363	93,307	54,049	237,675	23,661	356,252	185,719	2,051,026*
First quarter '90	1,173,584	88,692	61,495	247,126	27,974	438,651	201,460	2,238,982*
% change	6.65	-4.95	13.78	3.98	18.23	23.13	8.48	9.16
Total gross revenue from time sales								
First quarter '89	1,109,796	93,307	54,049	238,175	23,661	359,904	185,719	2,064,611
First quarter '90	1,180,286	88,692	61,495	247,126	27,974	439,269	201,460	2,246,302
% change	6.35	-4.95	13.78	3.76	18.23	22.05	8.48	8.80
Less advertising agency commissions								
First quarter '89	166,469	13,996	8,107	35,662	3,549	53,652	27,859	309,294
First quarter '90	177,043	13,304	9,224	37,069	4,196	65,811	30,220	336,867
% change	6.35	-4.94	13.78	3.95	18.23	22.66	8.47	8.91
Total net revenue from time sales								
First quarter '89	943,327	79,311	45,942	202,513	20,112	306,252	157,860	1,755,317
First quarter '90	1,003,243	75,388	52,271	210,057	23,778	373,458	171,240	1,909,435**
% change	6.35	-4.95	13.78	3.73	18.23	21.94	8.48	8.78

*Does not include color insertion revenue.

**Includes no political parties/candidates revenue for 1990 first quarter.

FCC revamping comparative hearing process

Commission moves to speed up awarding of licenses and limit payoffs in competing applications to expenses only

The FCC moved last week to streamline the time-consuming and costly comparative hearing process for awarding licenses for broadcast stations and to stem abuse of the process by "sham" applicants more interested in lining their pockets than in operating stations.

"First of all, we are trying to get service to the public as quickly as possible," Sikes said after the FCC adopted or proposed the reforms in a series of unanimous votes. "Arms control treaties take less time than the work of this commission.

"Second, we don't want our rules used to engage in Washington gaming that creates wealth that is unearned," he said. "We think our rules have been used that way."

In hopes of slashing the time it takes for comparative cases to wend their way through the commission from three years to one, the FCC proposed several procedural and organizational changes, including elimination of the Review Board or consolidating the board into the Office of the General Counsel.

It also proposed ideas for encouraging settlements of comparative cases, but at the same time proposed taking the profit out of settlements by limiting payments to the "legitimate and prudent expenses" of applicants.

lected to be a licensee."

When more than one party applies for a broadcast license, the applicants either reach a settlement in which they merge or all but one drops out or they go into a hearing before an FCC administrative law judge, who, using a set of complex criteria that have evolved over the years, decides which applicant would best serve the public interest.

As the FCC noted last week, the process has been the subject of widespread abuse as groups and individuals have filed applications in the hopes of receiving settlement payments far in excess of what they spent to apply and litigate at the FCC.

The FCC is partly responsible for the abuse, taking the cap off of settlement payments in 1982.

"Legitimate and prudent expenses" was a recurring phrase in some other related FCC reforms adopted at the meeting. In an effort to safeguard some other processes from abuse, the FCC adopted a 1987 proposal to limit expense payments that groups or individuals can receive for: 1) withdrawing petition to deny applications for new stations, modification of facilities and sales; 2) withdrawing threats to file such petitions, and 3) withdrawing counterproposals in the allocation of new broadcast channels.

(With regard to petitions to deny new licenses, modifications and sales, the FCC also said it will closely review citizens' agreements entered into by broadcasters in exchange for the withdrawal of such petitions or the promise not to file them to

aimed at replacing the hearing process with a lottery, by which a licensee would be chosen from among competing applications by random selection with no regard for which applicant might best serve the public interest.

The proposal, which was advanced by the FCC early last year during the chairmanship of Dennis Patrick, was met with near universal opposition from the broadcasting industry.

FCC Commissioner Ervin Duggan, who joined the commission after it was proposed, made clear his strong opposition. "I not only applaud the burial of the lottery idea, I would like to drive a stake through its vile and evil heart," he said. "I think that a broadcast license is not simply an economic asset, not simply a piece of property to be dealt with in a lottery. A broadcast license is a sacred trust."

The FCC proposed encouraging settlements through the use of pre-designation "settlement advocates" and post-designation settlement conferences and by requiring applicants to pay the hearing fee (\$6,760 after May 21) prior to release of the FCC order designating a contested channel for hearing. Today, the fee is not due until 20 days after the hearing designation order.

Other "streamlining" proposals:

- Eliminate or modify the *Ruarch Associates* policy that permits applicants who acquire licenses through settlements to renege on integration or divestiture commitments.

- Eliminate or modify the *Anax* policy, which excludes passive investors from being considered in calculating the compara-



FCC Chairman Sikes



Commissioners Quello, Marshall, Barrett and Duggan

The National Association of Broadcasters applauded the actions. They will "serve the public interest by protecting the integrity of the licensing system and at less cost to taxpayers and applicants," said NAB President Eddie Fritts.

Richard Zaragoza, president of the Federal Communications Bar Association, many of whose ideas for reform of the comparative process have been incorporated into the FCC's reform package, said the bar is "delighted that the commission has acted to restore the integrity of the comparative process."

The reforms, along with the tougher character policy also adopted last week (see story, page 32), are a "watershed in the reemergence of the public trustee concept," Zaragoza said. "It does matter who is se-

insure they "comport with the public interest.")

The FCC also affirmed its March 1989 decision to limit payments in settlements of comparative renewal cases and for withdrawal of petitions to deny renewal applications, dismissing three petitions for reconsideration.

The limits on settlement payments in renewal cases are credited with curtailing renewal challenges, in which an individual or group submits a competing application for a station's license when it comes up for renewal. Since the restrictions were put in place, according to the FCC's Mass Media Bureau, hundreds of stations have applied for renewal without being hit with a competing application.

The FCC also terminated a proceeding

tive credit an applicant should receive for "integration" of ownership and management and which, according to the FCC, is the focus of "considerable litigation" in hearings.

- Set procedural dates for hearings in the designation order.

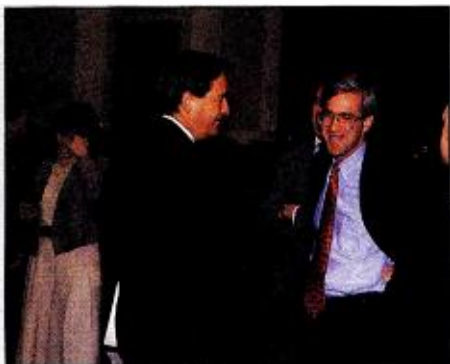
- Limit time for discovery to 60 days.

- Eliminate, when possible, oral arguments and testimony in hearings.

The FCC's proposal to eliminate or consolidate the Review Board with the Office of the General Counsel was its most controversial. During the hearing, four of the commissioners—all but Chairman Sikes—expressed reservations about it.

"I have a strong sense the Review Board is a worthwhile part of a system of checks and balances here," said Duggan. —HAJ

Tauzin tries again with home satellite bill



As anticipated, Representative Billy Tauzin (D-La.) revived his home satellite legislation that would require cable programmers to make their product available to third-party packagers at non-discriminatory wholesale prices for both C-band and Ku-band dish owners. Tauzin, a key member of the House Telecommunications Subcommittee, promised to push the measure "as hard and rapidly" as he can.

Opposition from cable operators and programmers is anticipated. Reaction from the National

Cable Television Association was lukewarm at best: "While we are still studying it, we remain concerned about any proposal that would regulate the distribution of cable program networks," said an NCTA spokesman.

Among the groups endorsing Tauzin's initiative are the Satellite Broadcasting and Communications Association, Consumer Federation of America and the National Rural Telecommunications Cooperative Association, a home satellite packager. Some SBCA members, however, are not supporting efforts to move a third-party packaging bill, among them ESPN, Turner Broadcasting System and Viacom.

At a press briefing last week, Tauzin (I) joked with supporters, SBCA's Mark Ellison (standing behind CFA's Gene Kimmelman) and NRTC's Bob Phillips. The bill (H.R. 4756) is similar to legislation he offered in 1988. It was introduced with 13 co-sponsors, including subcommittee members Al Swift (D-Wash.), Jim Cooper (D-Tenn.), Jim Slattery (D-Kan.), Rick Boucher (D-Va.) and Ralph Hall (D-Tex.).

This time Tauzin does not address the decoder standards issue. "We stayed away from the technology concerns," said Tauzin, who expects the FCC will deal with the issue. H.R. 4756 extends the mandatory access provisions to cover not only C-band but Ku-band. And the measure recognizes volume discounts as long as they are not discriminatory. "We had hoped to see some movement toward a level playing field in the television programming market since we last visited the issue, but the cable industry has not been very responsive to the satellite viewers' needs," said Tauzin.

SBCA President Chuck Hewitt said the legislation goes a "long way toward addressing the very complicated issues of competition to cable and fair marketing of satellite television." But he noted that the SBCA board has not taken a position on it.

-KM

FCC broadens areas considered for licensee character

Commission will now take all felony convictions, as well as some misdemeanors and antitrust violations, into account when judging broadcast licensees

The Sikes FCC toughened its four-year-old character standards for broadcasters and would-be broadcasters, voting unanimously at last Thursday's open meeting to consider all felony convictions and, in certain cases, misdemeanor convictions in determining whether a party is qualified to become or remain a broadcast licensee.

The FCC also voted to weigh judgments for violations of antitrust laws (or other laws aimed at stemming anticompetitive behavior) involving "any medium of mass communications."

"I really believe strongly that broad-

casting pervades and influences significantly our culture," said FCC Chairman Alfred Sikes. "I think we have to have reasonable standards for holding broadcast licenses."

Prior to the action, the FCC had limited its review of potentially disqualifying misconduct to felony convictions that called into question honesty and truthfulness and to anticompetitive violations involving "broadcast-related" activity. The FCC concluded that the old policy "took an overly narrow view of the range of misconduct that should be considered in licensing decisions."

The FCC action also requires broadcasters to promptly notify the FCC of felony convictions and judgments for anticompetitive misconduct so the FCC can decide whether to initiate a license revocation pro-

ceeding. Broadcasters were formerly required to divulge such information only when applying for renewal (every seven years for radio stations; every five years for TV stations).

Although some FCC watchers saw the action as a retreat from the hands-off policies of the Reagan-era FCC, Mark Fowler, chairman at the time the character policy was adopted in 1986, did not. "I don't see this as any kind of significant reregulation," said Fowler. "It's more in the nature of a clarification."

"It needs to be said, Mark Fowler is not chairman, Al Sikes is," Fowler added. "And he and the other commissioners are entitled to vote as they see it." Asked whether he would have gone along with the vote, Fowler said: "I don't get into those academic questions."

The action was foreshadowed by the FCC's decision last September to start license revocation proceedings against WKSP(AM) Kingstree, S.C., in light of the drug-trafficking conviction of station principal Gregory Knop. And it was prompted by House Energy and Commerce Committee Chairman John Dingell (D-Mich.), who suggested that the FCC's character standards were too lenient. "Do I correctly understand commission policy to be that it does not ordinarily consider crimes of violence to be potentially disqualifying?" he asked at one point.

Responding to Dingell's letter last January, Sikes said he was ordering the FCC staff to come up with stricter standards (BROADCASTING, Jan. 29).

Washington attorney Andrew Schwartzman, who has waged a battle on behalf of the citizen groups he represents to tighten the standards, said he was pleased by the FCC action in general, but found it "disappointing in several respects." He cited the FCC's decision to disregard criminal or civil proceedings that end in consent decrees and pending criminal and civil actions.

However, Schwartzman said the new policy would strengthen the petition to deny he filed against Tele-Communications Inc., in which his clients are seeking to block TCI from receiving a license for a direct broadcast satellite system because of a \$35 million antitrust judgment stemming from a franchise renewal battle in Jefferson City, Mo., in the early 1980's.

According to Schwartzman, one of the points of contention in the case is whether a judgment involving a cable system is relevant in the DBS proceeding. With the FCC decision to make all "media-related" adjudications relevant, he said, that point is now moot.

TCI spokesman Bob Thomson said TCI does not view the FCC action as much of a setback, having assumed all along that the FCC would deal with the substance of Schwartzman's petition. He added that TCI believes it will prevail. "We do not believe a single unauthorized act by one of our employees occurring nearly a decade ago...will be sufficient to disqualify TCI as a DBS licensee under the new policy clarification," he said.

-HAJ

House grills sports commissioners on cable migration

Telcomsubcom members tell heads of baseball, football, basketball it's vital their games not disappear from free over-the-air television

Representatives of the major sports leagues reassured House Telecommunications Subcommittee members that events such as the Super Bowl, the World Series and the NBA Championship Series would not wind up on cable television, at least for the next decade.

It was clear from members comments during a subcommittee hearing last week that they are worried about the future migration of professional and college sports from free over-the-air television to cable. But there was not an overwhelming call for immediate action. It's been suggested that Congress might reconsider the antitrust exemption granted to the leagues or restrict the number of games aired on cable.

Noticeably absent from the witness table were representatives from the broadcast networks and local stations which have complained about not being able to compete with cable programmers such as ESPN, Turner Broadcasting and others for sports rights. ESPN and Turner officials said they could not make it because of scheduling conflicts. And as one network source said:

but they came "very late" with one witness and it was "inappropriate to put him with the commissioners." Nor did they want to have a one-person panel, said Irving, who denied reports that Ottenbach was unsatisfactory because he was not considered "star quality."

Still, despite the absence of broadcasters, the commissioners took some heat. "My principal concern is that we not turn America into a society of sports haves and have nots," said House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.). The hearing was the third convened to deal with the overall issue of cable reregulation.

Calling for reregulation was a panel of three senators and five House members who also want to prevent further shifting of sports programs to cable. Senate Antitrust Committee Chairman Howard Metzenbaum (D-Ohio), who held a hearing last year on the subject and is a long-standing cable critic, said: "The bottom line for fans is that they may end up paying more for something they used to get for free." Metzenbaum said his subcommittee would hold hearings to reexamine the leagues' antitrust exemption. The exemption, he said, implies certain obligations to fans and does not give them "carte blanche" to sell to the

"Cable gets the vast pools of money to pay for exclusive rights to sports programming primarily from the pockets of an American public who are not protected by regulation or real competition from this unregulated monopoly," said Lieberman, who is the author of a cable reregulation bill. "I urge my colleagues to take a good look at the cable situation in their districts and join in the effort to protect free television and keep cable TV affordable," stated Congressman Neal.

Major League Baseball Commissioner Fay Vincent, however, said the total number of local free over-the-air telecasts of major league games has increased, not decreased, over the past five years. He said their new TV contracts are "pro-consumer and pro-competitive."

National Football League Commissioner Paul Tagliabue said that more than 90% of NFL games will remain available to over-the-air television. The problem, he added, is that the declining network audience share and shrinking ad revenues along with pressure on the NFL to expand make cable an increasingly attractive alternative.

David Stern, National Basketball Association commissioner, said the number of games available has increased "steadily on both free over-the-air television and ca-



Sports commissioners under the House spotlight: NCAA's Richard Schultz, NBA's David Stern, MLB's Fay Vincent, NFL's Paul Tagliabue



Hill members criticize cable: Senators Lieberman, Specter and Metzenbaum with Representatives Schumer, Downey, Shays and Neal

"It is unrealistic to think we'd be part of bashing one of our largest program suppliers."

The Association of Independent Television Stations did offer Roger Ottenbach of KCPQ-TV Tacoma, Wash., as a witness. "It's a sham hearing as far as I am concerned," said INTV President Jim Hedlund, who was upset and dissatisfied with the subcommittee's explanation for not using Ottenbach. "They could have put Ottenbach up first," said Hedlund, who felt the hearing was one-sided and called the panel of commissioners a "bunch of self-serving apologists."

According to the subcommittee's senior counsel, Larry Irving, broadcasters and the networks were asked to provide witnesses

highest bidder and shut out those without cable.

Metzenbaum cited the New York Yankees and Madison Square Garden contract which gives MSG the rights to all Yankee games beginning in 1991. That agreement has angered members, especially those from New York such as Democrat Charles Schumer, Republican Raymond McGrath, and Democrat Thomas Downey. "Baseball owners must not be allowed to just take the money and run," said Schumer.

They were joined at the witness table by Representatives Christopher Shays (R-Conn.) and Richard Neal (D-Mass.). Metzenbaum and Senators Arlen Specter (R-Penn.) and Joseph Lieberman (D-Conn.) also appeared.

Said Stern: "I am confident that for some time to come, free television will remain the key method of distribution to our fans."

Stern and the others also stated their frustration with superstations and called for the repeal of cable's compulsory license. "I suggest we abolish it," said Stern. Vincent and Tagliabue agreed.

Richard Schultz, executive director of the National Collegiate Athletic Association, said the NCAA's recent CBS contract "places greater emphasis on network television" than prior contracts. Schultz also pointed out that the NCAA has not had a role in selling television rights of its member schools since the Supreme Court ruling in 1984.

-KM

Paramount, CBS looking to invest in Australia's Nine Network

Meanwhile, NBC has pulled out of its stake in New Zealand's TV3 after new network went into receivership

The Pacific Basin is on the boil and American media interests are in the midst of the heatup.

Paramount and CBS last week acknowledged they have talked with troubled Australian firm Bond Media, reportedly about taking an equity position and infusing cash into its Nine Network TV operations.

The two join a number of media companies, including NBC, that have been drawn to Australian broadcasting, where all three TV networks are in virtual bankruptcy.

Meanwhile, in a case of getting burned in the region, NBC has withdrawn from its equity position in New Zealand's new private TV network TV3 as that network was placed in receivership this month less than six months after launch.

The TV3 debacle follows by some months NBC's involvement with Australian Christopher Skase and his media company, Qintex, which subsequently collapsed in a bid for MGM/UA.

NBC firmly maintains, however, that despite the region's troubled media economy, it earned substantial amounts supplying programs to Qintex's Seven Network and

expects as well to recoup its investment in New Zealand.

Paramount, whose only official statement was that the company is "considering an investment in Bond Media," already has a long-standing program supplier relationship with Bond's Nine (it has also sold extensively to rival Seven Network, as well as the third-place Ten Network) and has coproduced television series with the network. At one point in the 1970's, under previous ownership, Paramount held a 5% stake in Nine.

CBS was similarly tight-lipped, confirming only that there had been "preliminary conversations about a variety of things" with Bond Media.

Australian press reports quoted Bond Media directors returning from a U.S. tour as saying there were four or five U.S. investors keen for involvement with the company, whose holdings include not just the network and its three TV stations, but a satellite TV service and radio stations.

Named in the press accounts along with CBS and Paramount were NBC and Australia-born Paramount International TV Distribution President Bruce Gordon (traveling in Europe last week and unavailable for comment), along with commercial broadcaster Television New Zealand.

NBC executives Tom Rogers, president,

NBC cable and business development, and J.B. Holston III, head of NBC International, said NBC had been approached by each of the networks and that the company remained involved in discussions of financial opportunities with Bond.

Bond's Nine, while remaining the highest rated of Australia's three TV networks, is operating at just about breakeven, primarily because of burdensome debt taken on when entrepreneur Alan Bond bought the company from former owner Kerry Packer for more than \$750 million. Nine was valued in a recent independent evaluation at between \$160 million and \$240 million, with a debt burden of at least \$380 million.

Television New Zealand Chief Executive Julian Mounter last week confirmed TVNZ is also part of preliminary discussions with Bond Media to become part of a consortium, involving U.S. companies, to invest in the network. He declined to name the potential U.S. partners. Said Mounter: "Everyone recognizes Nine has a heck of a good business if it can get rid of the debt."

Of troubles at rival network TV3, Mounter said he thought the company had made some mistakes, but he believed in the long term there would be a third commercial channel in New Zealand, although one would struggle for revenue.

—AAG

Differing opinion on Fox waiver

"Bart Simpson is happy," said Fox Broadcasting senior vice president, affiliates, Preston Padden upon hearing the news that the FCC had granted Fox a waiver of the financial interest and syndication rules.

And it wasn't just Fox's bug-eyed star who was cheering the grant, which will allow the network to roll out all 18½ hours of its planned fall schedule. So were the Fox affiliates who joined network executives in lobbying Congress and the FCC for the waiver.

"We're extremely elated," said Joe Young, vice president and general manager, wxin(tv) Indianapolis. "You've got to let the child get up and walk before you call it an adult. We expect the addition of the Wednesday night movie on a weekly basis and the Friday night series to be accepted just as Monday, Saturday and Sunday nights have been, and we expect the full seven nights by 1991 to be accepted as well," he said.

But Fox's gain was causing others pain elsewhere. The big three networks decried what they considered the special treatment Fox was getting at the FCC. But none was preparing to challenge the waiver either at the FCC or in court.

The networks also complained that the waiver might undercut the ongoing negotiations between Hollywood and the big-three networks aimed at relaxing the fin-syn rules to give the networks some interest in the syndication of network programming. The waiver "removes the immediate pressure on Fox and the other studios to reach a settlement," said Joe Rutledge, vice president, corporate communications.

Those talks resumed in New York last Monday. Although no substantive progress was made, both sides pledged to return to the next meetings in Los Angeles at the end of the month with new proposals for consideration. The two-day session is the last chance for the parties.

On June 4, they are to report to the FCC on their progress.

If they don't have a deal, the FCC intends to push ahead with a rulemaking in which it will revise the rules in whatever way it deems fit.

But NBC found a silver lining. The action "indicates a willingness to remove anticompetitive regulatory barriers and may signal the first step toward more fundamental change," said Rutledge. "And the time frame suggests that the commission is committed to acting expeditiously if the current round of negotiations fails."

Jon Nesvig, senior vice president, advertising sales, Fox Broadcasting, said that he does not anticipate the waiver hurting the other networks. "It allows us to expand on our announced schedule," he said. "It gives the buyers another alternative, but it's also returning ratings to the network marketplace. We're almost complementary to the networks."

The Hollywood community also resented Fox's unique license to be both network and syndicator. "If you're Fox, you go out and buy yourself a cake, because the FCC has said to Fox, 'You can have your cake and eat it too,'" said one major studio executive. "This is fantastic if you're Fox," he said. "Whoever their lawyers were, that's a damn good firm. I was shocked, to tell you the truth. [With this ruling] they've told them you can dress like a network and act like a network, but you don't have to follow the rules of a network."

For the industry at large, the waiver was not being seen as quite as big a deal. Media buyers contacted last week did not think it would have any dramatic impact on the upfront advertising market which starts in about two weeks.

"We expected them to get it," said Paul Isacson, executive vice president, director, broadcast programming and purchasing, Young & Rubicam Inc. He added, however, that Fox's rates will be higher than they have been and that in its core audience (adults 18-34) its CPM's (cost-per-thousands) may be equal to or higher than those of the networks.

—SC, JF

DIC Enterprises gets animated over new tour

Independent supplier of children's TV programming has studio tour and animated show for ESPN in works

DIC Enterprises, a leading independent supplier of children's TV programming, is readying its own multi-million-dollar *DIC Studio Tour* (tentative title) to grab a share of the Southern California tourist market. Besides an off-site tour expansion, DIC also has a new animated project in the works with cable sports network ESPN, an expansion of its *Pepe Plata* franchise with Univision next fall and other new domestic and foreign projects.

In an interview with BROADCASTING, DIC President Andy Heyward detailed those plans and several other animated-live action projects that he said have made the privately held company a "larger producer of animated and live action children's programming during one season than Disney, Warner Bros. and Hanna-Barbera Productions combined." (DIC's original series production for the 1989-90 season includes nine Saturday morning broadcast network series; four syndicated series; two programming blocks on cable [The Family Channel and Univision], and four individual live action series on cable.) Heyward said he sees a "huge opportunity" for DIC to take advantage of the potential children's tourist market that is available by providing an "alternative" studio tour to what is currently being offered by The Walt Disney Co.'s *Disneyland* and MCA Inc.'s *Universal Studios Hollywood*.

John Michaeli, vice president, advertising and publicity, DIC Enterprises, is being tapped to head the *DIC Studio Tour* project. Due to the early stage of design planning, Michaeli said he could not estimate the cost of acquiring "nearby" property for a permanent off-site tour facility or the short-term cost of a temporary on-site tour expansion of DIC's Burbank, Calif., headquarters. It is DIC's hope, according to Michaeli, to have a working off-site tour facility complete with interactive video-computer displays, a theater and retail merchandising store finished by next December. However, Michaeli conceded that contractors may not be able to meet that deadline.

To differentiate the studio tour from others (which also include *Disney World's* Orlando Imagineering attraction as part of the Disney/MGM Studio Tour section of the park), Michaeli is stressing the use of interactive video computer terminals to attract visitors. "It's one thing to keep visitors' attention and curiosity when touring among the different production offices of an animation house, but with interactive video the kids will be able to create their own animat-



'Chipmunks'

ed programming through pre-set programs," said Michaeli, who previously served with the same title from 1968-83 at Hanna-Barbera Productions. "If we can create interaction among children and feed their imaginations, we'll have them spreading the word and coming back."

"We have been giving informal ad hoc, pro bono tours of our facilities over the last few years to a number of children's groups, but we felt that DIC's lineup of recognizable and marquee-value animation characters could be marketed better," said Heyward, who led a private investor buyout of DIC from Radio Television Luxembourg in 1987. "We have to keep expanding our business. This tour will create another revenue stream, while at the same time providing children and adults a hands-on feel for the animation process."

Although Heyward said he was also unable to project revenue at this "incubation



'ALF'

stage," he and other DIC officials must have an idea of the kind of gross revenue Disney's and Universal's studio tours have generated. MCA's 1989 annual report to shareholders indicated its studio tour operations generated \$142.9 million in gross revenue (not including its recently opened *Universal Studios Orlando*), while Disney reported a whopping \$2.6 billion in gross sales from its three theme parks (including *Tokyo Disneyland*) and resorts.

Going back to DIC's consistent bread-and-butter—television programming, Heyward told BROADCASTING that the company is developing a new animated series for ESPN called *All Stars*, to be considered as a Saturday morning half-hour on the traditionally adult-oriented cable sports network ("Closed Circuit," May 7). *All Stars* will feature the voices and characterizations of National Hockey League all-time leading scorer Wayne Gretzky of the Los Angeles Kings, National Basketball Association top scorer Michael Jordan of the Chicago Bulls and Major League Baseball/National Football League dual-sport athlete Bo Jackson of the Kansas City Royals and Los Angeles Raiders.

Heyward indicated the "impetus" for the concept of using these athletes as "positive role models" came from Gretzky, and is being facilitated by his talent agency, ProServ, which also serves Jordan and Jackson. Although Heyward did not reveal specifics of the program's format, he said it would provide ESPN with the chance to lure younger viewers to its Saturday morning sports lineup. Nike and General Mills, which have existing relationships with those athletes through ProServ, are close to signing advertising sponsorships, according to Heyward. An ESPN spokesman confirmed that talks are ongoing with DIC, but no final decision has been made on picking

Planet partners

Turner Program Services says the syndicated version of the half-hour adventure *Captain Planet and the Planeteers* has been cleared in just over 100 markets (representing 76% national coverage), in addition to Sunday morning carriage on the TBS cable network for fall 1990. DIC Enterprises, which produces the 26-episode weekly series (see accompanying story), says it has signed 25 separate merchandising agreements. DIC and Turner Broadcasting Systems will donate an unspecified portion of the royalties to a special *Captain Planet* trust fund that will underwrite programs for environmental causes. The syndicated version of the program is being targeted at Saturday and Sunday morning clearances, with *Captain Planet* being offered on a straight barter basis (3 minutes national, 3 minutes local).

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- BOSTON WLVI-TV
- DALLAS KTVT
- HOUSTON KTRK-TV
- SEATTLE KSTW-TV
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up *All Stars* for its 1990-91 schedule.

Among other announcements pending from DIC: Several major advertising sponsorships (joining McDonald's and Mattel Toys) for its *Pepe Plata* live-action and animation two-hour block on the Spanish-language Univision Network; license agreements with 25 toy and miscellaneous children's product manufacturers for *Captain Planet* and the *Planeteers* (distributed by Turner Program Services domestically and overseas, including domestic cablecasting on TBS); five or six series for overseas distribution with Silvio Berlusconi Communications (BROADCASTING, April 30), in addition to the opening of a DIC office in either France, Britain or Italy, and restructuring of the syndicated half-hour *Super Mario Bros.*

Super Show (distributed by Viacom Enterprises) to include a new five-minute "live-action magazine" segment featuring two yet to be cast comics (replacing Captain Lou Albano and Danny Wells).

One sour note for DIC occurred when Saban International N.V. (a division of Saban Entertainment) filed suit two weeks ago with U.S. District Court in Los Angeles seeking \$5 million in compensatory damages against the animation house for allegedly breaching an international distribution agreement for up to 800 hours of DIC library product. Saban's complaint is also asking for an injunction barring DIC from making other foreign distribution deals. Saban International, according to DIC, only handles the foreign distribution of *Camp Candy* (which DIC also produces

for NBC's Saturday morning lineup). Saban has also partnered with DIC in producing other NBC animated series, including *The Karate Kid*, *Captain N: The Game Master* and *ALF* (with Alien Productions).

The relationship between the two apparently deteriorated last February when DIC filed suit for unspecified damages with Los Angeles Superior Court against Saban Productions over rights and royalties to music used in DIC-produced TV shows. Saban and DIC officials declined to comment on the pending litigation from both suits. However, a DIC spokesman indicated Haim Saban, Saban International president, would maintain his co-executive producer title with *Camp Candy* for at least this season. —MF

Paramount, Arsenio Hall plan 'Party Machine'

Nia Peeples will host half-hour music/variety show; Paramount positions it as companion to 'Arsenio'

Nia Peeples is not exactly a household name, but if Arsenio Hall Communications and Paramount Domestic Television have their way, late fringe talk strip *The Party Machine with Nia Peeples* will be riding the coattails of syndication's highest-rated hour late night strip, *The Arsenio Hall Show*. Planning *Party Machine* as a half-hour strip for January 1991, Paramount is banking on incumbent *Arsenio* stations to be lured to a youth-oriented music/variety program as the perfect late night flow between those shows.

However, a New York station representative who said he was contacted by a client station general manager said that Paramount pitched *Party Machine* at an unusual four minutes national and two minutes local barter advertising split. Other industry sources have banded about 4/2 and 4/3 splits, but Paramount officials declined comment on the financial terms of the program. Normally, most half-hour, first-run syndicated programs offer stations at least 50% or more in local advertising time.

According to the rep source, Paramount sales executives conveyed to the general manager that the studio needs to retain the four minutes of local ad time "because *Party Machine* is designed for late night and will be so expensive to produce, we'll



Nia Peeples

need that four-minute advertising split to recoup and eventually make some money on our investment."

The station rep said Paramount has been signing year-to-year contracts for *Arsenio* (which is offered on a straight barter split of seven minutes national, seven minutes local). "You can bet that Paramount will be using leverage in getting *Party Machine* cleared at the same time with *Arsenio* renewals," the source said. "It's nothing new in this business to hear a syndicator say 'we'll take our show across the street to another station that will love to have *Arsenio* and *Nia* in their

late night lineup.'"

When asked if the studio plans to use leverage tactics to have *Party Machine* cleared with *Arsenio*, Frank Kelly, executive vice president, programming, Paramount Domestic Television Division, said that "once station people see the presentations we have in store, [*Party Machine*] will stand on its own." He added: "I think it will make a great marriage for the stations already succeeding with *Arsenio* in late fringe and looking for stronger late night flow."

The announcement of *Party Machine* ended speculation over what Paramount and Hall are grooming as *Arsenio*'s lead-out companion piece ("Closed Circuit," April 30), and gives the studio its first 1990-91 syndication entry since Paramount's *Hard Copy* news magazine entered first-run syndication in September 1989. *Arsenio*, which was Paramount's first foray into weekday late fringe, also went into distribution in midseason 1988-89, in January 1989.

Peeples has appeared on *Arsenio* in the past as a back-up singer and dancer, and played performing arts student Nicole Chapman in the first-run syndication of *Fame* (distributed by Metromedia and MGM Television) from 1984-87. She also hosted *Top of the Pops*, a defunct music series on CBS during the 1987-88 season. Lately, Peeples' singing career also has blossomed with her first album, "Nothin' But Trouble." Peeples currently has a recurring role in NBC's *Nasty Boys*, and does guest video jockey stints on the MTV cable network.

Preliminary response to a late night musical vehicle starring Peeples appeared favorable. A competing general manager in Detroit said independent WJBK-TV with *Arsenio* has raised Detroit's weekday HUT levels to 22.6% of the audience in late fringe, its highest marks ever. The source added that *Arsenio* (at 12:30 a.m., ET) averaged a 5 rating, 24 share during last February's sweeps, and said it provides Paramount "a layout to present what kind of great flow these younger demos will bring to *Party Machine*."

The show will be taped at an adjacent soundstage to *Arsenio* on Paramount's Hollywood lot (sharing the hour program's vid-

NorthStar-Recom co-ventures

NorthStar Entertainment Group and Recom Inc. have entered into a production co-venture project to produce two made-for-television movies and a five-hour mini-series. The two parties have pegged more than \$20 million for the production of the three projects, expected to be completed over a two-year period. The projects will either be sold to the broadcast networks or to pay or basic cable. The mini-series, titled *The Tuskegee Airmen*, is based on a highly decorated, all-black flying unit that fought during World War II. Herman Rush, former president of Columbia Pictures Television and current chairman and chief executive officer of Rush Entertainment, is executive producer of the project with Jonathan Stathakis, head of West Coast operations, NorthStar Entertainment Group.

The two made-fors are *Shanghai Pierce*, a true-life look at a wild character out of the old west, and a look at the life of George Washington Carver.

NorthStar Entertainment Group, formerly the CBN Producers Group, currently produces *Bordertown*, *Rin Tin Tin: K-9 Cop* and *Gerbert*, all for The Family Channel.

Oprah Winfrey signs production deal with ABC

Oprah Winfrey, whose association with ABC goes back to her days of taping her talk show at Chicago's WLS-TV, has further solidified her relationship with the network by signing a production agreement through her Harpo Productions. The contract calls for Harpo to produce four made-for-television movies, two of which will feature Winfrey. In addition to the made-fors, Harpo will also produce an unspecified number of pilots for prime time, and has been given a series commitment. Harpo already has a series on the network, co-producing *Brewster's Place* with Hearst Entertainment. King World, the distributor of *The Oprah Winfrey Show*, has the distribution rights for the made-for-TV movies, while Hearst retains the rights for *Brewster's Place*.

eo and audio control room). Hall will have an executive producer title for *Party Machine* (which he also holds for his own show), but Kelly declined to discuss what kind of compensation (or percentage) Arsenio Hall Communications will realize from the program's national distribution. Hall was unavailable for comment.

In terms of format, Kelly anticipates occasionally integrating Peeples's dancing skills into musical numbers performed by various bands, and left open the possibility that a standup comedian will appear occasionally during the half-hour. —MF

E! enumerates new schedule

Renamed and revamped Movietime will kick off new programing June 1

E! Entertainment Television, the new incarnation of Movietime beginning June 1, disclosed its new programing format last week, which will be built around a multitude of news and entertainment features within each hour.

"We think of E! as a place where viewers can hang out, enjoying an unexpected view of their favorite personalities and getting an idea of what current movies, TV programs and music are like," said Lee Masters, E! president.

Each hour will begin with a news segment, followed by more than 20 other segments—Gossip, Fans Ask, E! Sharp, Trailer, Review, Review!, Media Choices, Planet E!, Interview E!, Freeze Frames, Celebrity of the Day, Headline News, Home Video Choices, Instant Interview, Shameless Plug, Health & Beauty, Behind the Scenes, Soap Dish, Body Double and TV Update—most of which will be repeated each hour. The material in each segment, however, will change from hour to hour, Masters said.

The network plans to devote 45% of its programing to movies, 35% to TV, including cable, 15% to music and the remainder to books, theater, fashion and other forms of entertainment.

Following the stars in each of those areas will be one of the hallmarks of the channel, and it intends to create major promotions and contests around the celebrities.

The network has hired four hosts—John Majhor, host of the syndicated *After Hours*; Suzanne Vafiadis, former anchor of Hit Video USA; Ken Taylor, a radio personality at KACE-FM Los Angeles, and Dagny

Hultgreen, a former television newsmen in Pittsburgh—who will co-host two-hour blocks.

E! hopes to greatly expand its reach beyond its 14-million-home universe with the relaunch. Masters, who was in Vail, Colo., last week, among other places, meeting with ATC national division managers, said cable operators are positive about E!'s niche, but remain "very skeptical of anything new." Although they are taking a wait-and-see attitude until after the relaunch, Masters believes E! can reach 20 million homes by year's end.

One advantage E! will have, he said, is the ability to reach females, with E! projecting 60%-65% of its audience will be women.

Masters said E! hopes to sign a Nielsen contract in the next 30 days, which would give the service initial meter numbers in the third quarter.

E!'s rate card is 5 cents for 1990, rising one penny per year from 1991 through 1994, said Masters. The ad split will be five national and three local, with all the ad blocks coming near the end of each half hour, designed to draw and keep viewers as they tune in before they hit some commercials.

The two-hour shows that make up the new format will be produced several days

in advance, although the news portions lasting up to 10 minutes each hour will be shot hours before air time.

Although most of the new segments are in place, Masters said in some ways E!'s work has just begun. E! executives will meet with cable operators in Atlanta during the National Cable Television Association convention later this month for carriage discussions. As June 1 approaches, said Masters, "that's when our job begins." —MS

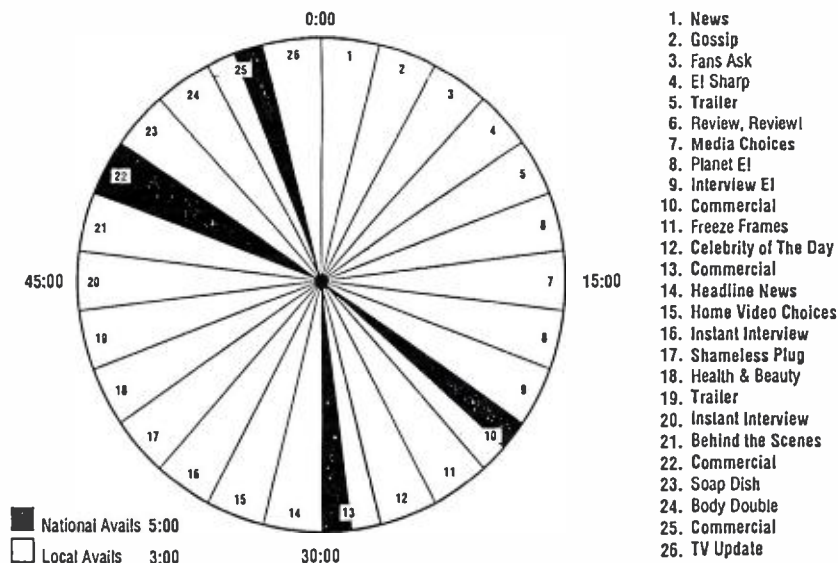
King World close to deal with Reids

Speculation is that two may host daytime talk strip for possible 1991 debut

A personal manager to the husband and wife acting team of Tim Reid and Daphne Maxwell Reid confirmed that negotiations with King World Productions for a possible first-run daytime talk strip hosted by the pair are near an agreement. Published reports have indicated that King World might test the program this summer on its research and development network (which is made up of Post-Newsweek, Scripps Howard and Gillett stations) for a possible launch in January 1991 or September 1991.

"I am in negotiation with King World on a program deal, but I'm not saying if it's a talk show or how close we are to a deal," said Jan McCormick, the Reids' personal manager, last Wednesday. She declined to comment on how close the negotiations are to completion, but hinted that both parties "could have something to say" by as early as this week. King World officials declined

E! Entertainment Television Sample Hour



*Bolted segments occur every hour.

comment.

Both Reids most recently starred in the hour drama *Snoops* on CBS before it was canceled last December and also headlined the acclaimed but low rated half-hour sitcom *Frank's Place* (CBS, 1987-89). Maxwell Reid has also guest co-hosted ABC's early morning hour, *The Home Show*, this season. Reid has also made the rounds with his wife on several daytime and early fringe talk shows, and both, as one New York station rep source said, are "comfortable with each and their audiences." The source said if King World's laboratory network tests out the program in daytime or early fringe, "they could find a knockout punch" among some possibly weaker talk shows.

King World already distributes the top-ranked talk show, *The Oprah Winfrey Show*, which dominated early fringe with a 11 rating/30 share in last February's Casandra sweeps, followed by Multimedia Entertainment's *Donahue* (6.7/22), Tribune Entertainment's *Geraldo* (5.6/17) and Multimedia's *Sally Jesse Raphael* (5/21). Potential openings, however, might develop in daytime with two early talk shows, Michael Krass Productions' *Everyday with Joan Lunden* (1.0/4) and NBC Productions/Group W Productions' *House Party* (1.7/7), on shaky ground for syndication in the 1990-91 season.

Buena Vista Television's *Live with Regis & Kathie Lee* is holding the top-ranked spot among daytime talk shows (4.5/9), followed by Tribune Entertainment's *The Joan Rivers Show* (3.2/13). □

Nielsen study finds 6.3 million uncounted viewers

That's number of out-of-home viewers watching TV during a week, according to research funded by ABC, NBC and ESPN

An A.C. Nielsen survey conducted last November shows the out-of-home audience watching television across all dayparts for one week totaled more than 6.3 million viewers. Out-of-home viewers, not measured on a regular basis, are not included in the ratings that networks and stations rely on to sell advertising.

The survey was sponsored by ABC, NBC, ESPN and Nielsen. A summary of the report was presented last week by Richard Montesano, vice president, market research, ABC Television Network, at a media research workshop in New York sponsored by the Advertising Research Foundation.

The survey, based on the responses from almost 4,200 viewers (12 years and older) who filled out Nielsen weekly viewing diaries, also found that more than 1.3 million viewers on average were watching television at any given moment during prime time outside their homes, and thus were not counted in the ratings.

The average out-of-home audience for Saturday and Sunday afternoons, for all television viewing, was also calculated to

exceed one million viewers on average, Montesano said.

The networks have been claiming for some time that advertisers have been receiving a bonus out-of-home audience for their commercials. "Up to now we haven't been able to document that added value," said Montesano. "We've proven the audience is there. It's time now to measure these audiences consistently. They can no longer be omitted. They are too important." Nielsen officials could not be reached at deadline for comment on the study.

Montesano skirted the issue of whether advertisers should be required to pay for the out-of-home viewership. "There is value being given to the advertiser that has so far gone undocumented. It's important for them to know that and it's important for us to know it," he said. Out-of-home audiences cannot become a factor in negotiations to buy advertising time, he said, until those audiences are measured on a regular basis.

Nevertheless, advertising agency executives disputed the significance of the study. "We've known all along that there is out-of-home viewing," said John Mandel, senior vice president, director of national broadcasts, Grey Advertising. "We also know that viewing to network commercials is less than viewing to programs, which is what Nielsen measures. So until we get to where we're measuring viewing to commercials, for them to talk about an extra 2% or 3% of out-of-home viewing to programs is somewhat of a moot point."

The cost of the study was approximately \$500,000 and was paid for by the four sponsors. Montesano said it is now up to Nielsen to propose a plan for regularly measuring out-of-home viewing.

Measuring out-of-home viewing regularly would no doubt add to the annual costs the networks pay for Nielsen's ratings services. It is unclear what that cost would be, but several sources said it could approach \$1 million in added fees for each of the three major networks.

The study measured out-of-home viewing for all television, including networks, local stations and cable. However, only total viewing and total network viewing is being made public. Network breakouts, program by program, will be provided to sponsors ABC, NBC and ESPN, and possibly to others willing to pay a fee.

Montesano also said the networks were negotiating with Nielsen to break out cumulative out-of-home viewing, that is, a tally of all viewers tuning in to a given daypart for five minutes or more.

The primary sources of out-of-home viewing, the study found, were the workplace (35%), college campuses (21%), hotels and motels (16%) and bars and restaurants (9%).

The study found that while most of the out-of-home viewing was to the networks, a sizeable portion of it was to non-network sources. For example, in prime time, out-of-home viewing to the big three averaged 790,000 viewers 12-plus, compared to 1,340,000 total out-of-home viewers.

The Nielsen study also found an average 2.4 million out-of-home viewers to NFL football on ABC, CBS and NBC. Not unexpectedly, more than 2 million of those viewers are men 18-plus. —SM

PBS names Policy Committee

Group will find 'best mechanism' for developing and buying programing

One of the final pieces of the new, less fragmented noncommercial television puzzle fell into place last week as the Public Broadcasting Service's board of directors filled out its 17-seat National Program Policy Committee (NPPC).

Named chairman of the committee, Washington attorney and PBS board member E. William Henry said that, initially, the NPPC's two roles will be, first, to find "the best mechanism" to develop and purchase national programing and, second, to "define the criteria by which to measure the success of that mechanism."

The NPPC, which will hold its first meeting May 17 at PBS's Alexandria, Va., headquarters, was created as part of the restructuring that will see PBS Chief Programming Executive Jennifer Lawson take charge of the most centralized public TV programing fund ever—just more than \$100 million, or about 38% of noncommercial TV's \$260 million national programing dollars (BROADCASTING, Nov. 20, 1989). Lawson's office will be officially funded for the first time in fiscal year 1991, which begins Oct. 1. In oversight of Lawson, Henry stressed, the NPPC "will not ever get into decisions to select, produce or cancel" any individual program or series.

The 15 members named to the committee represent public TV stations in four geographic regions; stations producing more than 25 hours of PBS programing annually; minority and independent producers, and the Corporation for Public Broadcasting.

Those appointed were regional station representatives Don Burgess, assistant general manager of KUAT-TV Tucson, Ariz.; J. Michael Collins, president of WNED-TV Buffalo, N.Y.; Richard Lehner, general manager of WUFT-TV Gainesville, Fla., and Jerome Trainor, vice president of broadcasting for WTVS-TV Detroit; major producing station representatives William Baker, president of WNET-TV Newark, N.J., and Henry Becton, president of WGBH-TV Boston; minority consortia representatives Frank Blythe, executive director of the Native American Public Broadcasting Consortium, and Dai Sil Kim-Gibson, director of the Media Program for the New York State Council on the arts; independent producers Lillian Jimenez, program officer of the Paul Robeson Fund for Film and Video at the Funding Exchange, N.Y., and Marlon Riggs, instructor for the University of California at Berkeley graduate school of journalism; at-large representatives David Britt, president of the Children's Television Workshop, Joseph Linscomb, superintendent of Pasadena, Calif., schools, and Henry, and CPB representatives Leslee (Honey) Alexander, a CPB board member, and Donald Ledwig, CPB president. Two nonvoting, ex officio members, PBS Chairman Ted Capener and President Bruce Christensen, will hold the remaining two seats. —PDL

No global warming of media stocks

Japan and France friendlier; financial leverage knows no borders

Media stocks worldwide have recently shared some opportunities and problems while being linked to the fortunes of their native stock markets. In English-language countries, such as the UK, Canada and Australia, most media stocks—broadcasting or cable—share the same disrepute among investors as their U.S. counterparts. Meanwhile, the prices of media stocks in Japan and France have, in general, soared over the past year. But language has nothing to do with the outcome; rather, there is a common theme running through the English-language countries of economic slowdowns and the effect of high debt matched by high interest rates and reduced credit.

In Canada for instance, cable MSO's Groupe Videotron and Rogers have been off in the past six months by almost as much—excluding the market's effect—as MSO stocks in the U.S. (see chart, right). The comparison suggests the interesting possibility that most of the recent fall-off in U.S.-based MSO stocks is due to financial considerations, not to potential reregulation or the near-term competition from direct broadcast satellites. Both Rogers and Groupe Videotron have little exposure to either of the latter two problems.

Concerns about "leverage" and exposure to high interest rates has also been at the root of the decimation of Australian media stock prices. All three TV networks were sold in recent years and subsequently their new parent companies—Northern Star, Bond Media and Qintex—have all suffered from debt. Shares of the last are said to be not trading. New Zealand's TV3 has also run into credit problems while the leverage of News Corp. is one of the concerns affecting that stock.

England provides the interesting example of a case where deregulation has some negative financial consequences. In the UK, one reason for the Independent Television (ITV) stocks being down, relative to the market, is their impending loss of government franchises in 1992, said Karen Firestone, manager of Fidelity's select leisure fund. But Firestone said the outcome is uncertain because the experience of those same companies may give them an edge in bidding for new licenses. That edge also may make the ITV companies acquisition targets.

One ITV company that has already benefited from takeover speculation is Thames, said Jessica Reif, a securities analyst with First Boston. That speculation is spurred by the fact that Thames's two largest shareholders, BET Plc. and Thorn EMI Plc., have each announced their intention to sell



Reif



McDonald

their 28% stakes—which they had to keep until 1989.

Outperforming the *Financial Times* index for a different reason is TV AM. Reif said the company has a new "bottom-line oriented" management. She also said that when the UK replaces profits as the determinant of taxes paid by broadcasters—it will complete the change to a revenue-based system by 1993—TV AM's higher profit margins will actually improve the company's tax situation in contrast to other ITV companies.

Management is also behind the stellar performance of Havas, up 84% over the past year. Rich McDonald, of McDonald, Grippo & Riely, cited the company's diversification: "It also has no debt, is growing

	Stock price on May 1 '90	Percent change from Nov. 1 '89	Percent change from May 1 '89
Australia (Australian \$):			
Bond Media	0.11	-54	-67
News Corp.	9.74	-23	-22
Northern Star	0.9	-78	-93
Australia all ordinaries index	1,463	-11	-2
Canada (U.S. \$):			
Chum Ltd.	17.166	-23	11
Rogers B	6.759	-43	-38
Groupe Videotron *	10.5	-43	-39
Toronto composite index	3,340	-15	-7
England (pence):			
Anglia	222	-5	-18
Carlton	487	-37	-42
Central Television	683	4	-10
Select TV	11.5	-8	-34
Thames (international)	524	11	17
TV AM	185	1	-11
TV South Entertainment	106	-46	-68
Yorkshire	234	-5	-21
FT 30-share index	1,678	-3	-3
France (francs):			
Canal Plus	885	23	23
Expand	630	65	87
General des Eaux	2,570	28	54
Havas	1,622	36	84
TF 1	339	11	-17
Paris CAC general index	547	6	17
Hong Kong (Hong Kong \$):			
Tele Broadcast	7.85	4	-31
Japan (yen):			
Asahi Broadcasting	32,000	7	109
Chubu Nippon Broadcasting	3,200	-3	123
Nippon Television	29,300	-1	44
RKB Mainichi Broadcasting	2,040	-4	79
Tokyo Broadcasting	2,640	-12	7
Nikkei Average index	30,174	-18	-13
New Zealand (New Zealand \$):			
TV3	0.63	-60 **	NM
Sweden (Kroner):			
Esselte B	204	2	-6
U.S. (U.S. \$):			
Capital Cities/ABC	559.5	4	34
Tele-Communications Inc.	12.875	-30	-63
Viacom	45.5	-23	-9
S&P 500	334.5	-2	9

*Canadian dollars. **Stock of TV3 began trading on Feb. 12 of this year.
Most foreign stock prices courtesy of Morgan Stanley & Co. Certain prices may be for day near May 1 due to exchange closings abroad.

fast and has management as good as Capital Cities/ABC."

Another French stock that has performed even better, Expand, is benefiting from programming quotas, which "are most strictly enforced in France," said Reif.

Japanese broadcasting stocks have recently benefited from a variety of factors, only some of which relate to broadcasting. Kenji Kitatani, senior vice president and general counsel of Tokyo Broadcasting Systems International, said that companies such as Asahi Broadcasting, Chubu Nippon Broadcasting and RKB Mainichi Broad-

casting have real estate holdings that have appreciated in value.

Chubu Nippon and RKB Mainichi also benefit from their ties to local newspaper groups. RKB Mainichi, said Kitatani, is the oldest radio-TV combination on the southern island: "It is very well established...like a KDKA-AM-TV in Pittsburgh."

The advertising market in Japan has been very strong, benefiting Tokyo Broadcasting's own stock, but looming deregulation of the satellite-to-home program services threatens the outlook for the country's existing TV networks. —GF

NABET says no to NBC

The National Association of Broadcast Employees & Technicians (NABET) rejected NBC's final offer for a new master agreement, 1,601-354. NBC and NABET have tentatively agreed to meet this Wednesday, May 16, in New York at the Federal Mediation Conciliation Services Offices. NABET had said as early as two months ago that it would reject NBC's offer (BROADCASTING, April 2). NABET spokesperson John Krieger said that the "result clearly and emphatically speaks for itself. It indicates the great displeasure of the membership.... NABET members recognized the job-threatening and devastating impact of many of the proposals contained in the package and were not swayed the least bit by the company's letter-writing campaign aimed at circumventing and undermining the negotiating committee's recommendation for rejection."

NBC said it is "disappointed" that NABET chose not to ratify the contract. NBC reiterated that this is its final offer, saying that "nothing has changed, nor will it." Sticking points between NBC and NABET include job security and an NBC proposal that would allow non-NABET

members to perform work now done by NABET members. Another disagreement may arise about which benefits plan the union accepts. NABET is currently under the old RCA plan and, according to Krieger, there are some problems with the General Electric plan with regard to health and retirement options.

In 1987, NABET called a 17-week strike from June 29 to Oct. 24. That strike began almost three months after the contract had expired and focused on temporary hires, technical jurisdictions and contract length, which the union wanted set at three years rather than NBC's proposed two years.

Looking back at that strike, NBC said: "When we reached this juncture three years ago, NABET leaders chose not to believe us when we told them our final offer was indeed our final offer. The result was an unfortunate 17-week strike which ultimately resulted in virtually no changes from our original final offer."

NABET's 16 bargaining units are in New York, Chicago, Cleveland, Denver, Los Angeles, Miami and Washington. No strike vote has been taken yet. □

Bottom Line

Katz completion. Senior management of New York-based Katz Communications has completed buyout of company's Employee Stock Ownership Plan ("In Brief," Feb. 12). Employee 401K plan has been established, to be administered by Marine Midland Bank. □

HUT questions. A.C. Nielsen held meeting last week with approximately 300 customers, including buyers, sellers, and network executives, to address changes that have occurred in television viewing since January (BROADCASTING, April 30). According to Nielsen spokesperson, discussion focused specifically on evident declines in network prime time and daytime viewing between 1989 and 1990. For example, there was 1% decline in prime time HUT level between January 1989 and January 1990; 2.1% in February and in March, and 2.0% in April. For daytime, HUT level decline was 1.4% between January 1989 and 1990; 8.1% in February, and 7.1% in March, while HUT was up 2% in April. Nielsen said hardware and software changes of past year were not responsible for fluctuations in numbers, and that investigation of reasons for decline will remain "top priority." □

Freedom trust. Voting trust has been set up consisting of two-thirds of stock in group owner and publisher Freedom Newspapers. Shares in trust, which does not include one-third stake held by "dissident" family member, Harry Hoiles, will not be sold to outsiders for five years and will be voted by voting committee. □

Act III said it had been retained by Backe Communications to manage WKYC-TV, Fox affiliate serving Lexington, Ky.



Munro leaves TW. J. Richard Munro, co-chairman and co-CEO of Time Warner, made official what had been announced earlier at last week's TW shareholder meeting in New York. He is stepping down from his current positions and TW President Nicholas J. Nicholas Jr. is stepping in. Also noteworthy at TW's first shareholder gathering was the stockholders' rejection of the "poison pill" proposal, which would have secured their rights to vote on hostile takeovers. Management had opposed the proposal.

Reps stress localism, predict changes for TV

The only way for a television station to stand out as "unique" is for it to have a local identity in its market, according to John Von Soosten, vice president, director of programming, Katz Television Group.

Speaking at a New York Television Academy luncheon, along with Jack Fentress, vice president, director of programming, Petry National Television, Von Soosten stressed the importance of "localism," or local programming on local stations. Citing numbers from the February ratings books, Von Soosten said that for the top 100 markets, the station that was number one in local news was also number one from sign-on to sign-off 83% of the time.

Both reps also discussed the "astronomical" cost of shows currently entering the syndication marketplace, specifically citing the asking prices for *Married...With Children* (see "Top of the Week"). Fentress also expressed his belief that 50% of the stations airing *The Cosby Show* "are running it in the red."

The two offered some predictions for the future: Fentress said that he expects to see HDTV on cable television and he also predicted that within the next decade there will exist a network not seen over the air, and that within the next few years a "major" affiliate will "flip to Fox."

Von Soosten expects to see greater equalization of independent and affiliate stations. Fox affiliates will get stronger, he said, while weaker affiliates will find other alternatives. The business is getting tougher, he said, and "without sounding self-serving," he expects reps to play even stronger roles in the future. □

Fox's one-year fin-syn waiver now official

With FCC release of its order, new network can begin beefing up its schedule to 18½ hours; commission cautions that waiver shouldn't be taken as indication of how it may act in eventual resolution of fin-syn question

Fox Broadcasting Co.'s limited waiver of the financial interest and syndication rules, which will allow the network to roll out a planned 18½-hour fall programing schedule in its entirety, went into effect last Tuesday (May 8) with the release of a 15-page Memorandum Opinion and Order detailing the waiver and the rationale behind it.

The release of the order—just four days after it was unanimously adopted by the FCC (BROADCASTING, May 7)—continues the rapid pace of fin-syn-related FCC actions triggered by Fox's January petition for a temporary waiver and a rulemaking to consider relaxing the rules and giving a long-term exemption for Fox and other new networks.

The FCC voted to launch the requested rulemaking last March, but deferred the start of the proceeding to give Hollywood and network negotiators one last chance to come up with an agreement on a new set of mutually acceptable rules in private negotiations. The agreement would form the basis for the FCC's rulemaking and rewrite of the rules.

The FCC has tried to encourage the talks by maintaining its neutrality and by warning both sides that whatever they come up with in their talks may be more beneficial to them than whatever the FCC might decide in a wide-open rulemaking.

With or without a Hollywood-network agreement to work from, the FCC plans to conduct a fin-syn rulemaking and conclude it early next year.

In last week's order, the FCC cautioned the negotiators against reading anything into the grant of the waiver. "We wish to make it expressly clear, however, that our action on this petition in no way presages or foreshadows the outcome of [the fin-syn proceeding]. It is in no way intended as a signal to the private negotiating parties as to how they should or should not proceed."

Along the same lines, the FCC said, the grant "should not be seen as a determination that the definition of a network should or necessarily will be changed as a result of [the fin-syn proceeding]. Indeed, if at the end of the rulemaking we have determined that no change in the definition is warranted, or if the one-year waiver term expires before then, [Fox] will be required to conform to the current network definition."

The rules' definition of network is the key to how broadly it is applied. The current rules define a network as any entity

that delivers 15 hours of programing to at least 25 affiliates in 10 states. Fox has proposed modifying the definition so that only those networks approaching financial or audience parity with the big three—ABC, CBS and NBC—would be subject to the rules.

In essence, the waiver will allow Fox, which now broadcasts 9½ hours of programing a week, to expand to 18½.

Without the waiver, it would have had to limit its schedule to 15 hours to avoid becoming subject to the fin-syn rules and their prohibition against networks having financial interests in programing they license and engaging in program syndication. (Fox long ago surpassed the other criteria for meeting the rules' definition of network.)

Fox's Twentieth Television is a major syndicator whose library includes such sta-

ples at *M*A*S*H* and such first-run successes as *A Current Affair*. From the start, Fox has made clear that it has no intention of spinning off the lucrative syndication arm for the sake of the network.

Fox's waiver is temporary—one year or until the FCC completes its fin-syn rulemaking. The FCC said that the 18-month waiver that Fox had requested was unnecessary given the FCC's commitment to resolve the question of which networks the rules should apply to "well before then."

As requested, the FCC also granted Fox affiliates a waiver of the prime time access rule at night so they can continue airing off-network programing each evening. The PTAR limits stations to just three hours of network or off-network programing each evening.

The FCC said that affiliates have already

Media Institute publication calls for fin-syn repeal

"Now, as we begin the 1990's, the message is unmistakable: It is prime time to repeal the financial interest and syndication rules."

That's the conclusion of a 62-page booklet from Washington's Media Institute distributed last week.

According to "The Prime Time for Repeal," the 20-year-old rules have failed to achieve their original purpose of promoting programing diversity and competition and they impinge on the First Amendment rights of the networks.

And contrary to those who claim repeal would damage the television marketplace, it says, repeal could do "a great deal of good in promoting competition" by strengthening the networks at a time when they are faced with the loss of viewership to cable and independent stations and, potentially, to direct broadcast satellites.

"To tell networks operating in the current environment that they cannot enter into arrangements—cannot be bold players—in the creation, exhibition and distribution of programing is to tell them that they have little future," it said. "Vertical integration is becoming the key to long-term viability for other players not hindered by the fin-syn rules."

What the rules amount to is a "colossal rent-shifting scheme," routing money that would otherwise go to the networks, to the major studios and independent producers. "We strongly doubt...that the studios would lobby with such vigor for retention of the rules were those rules not serving the studios' interest," it says. "But is the enhancement of the profits of a small group of studios the appropriate mission of the FCC?" it asks.

The rise of independent television and cable over the past 20 years has produced ample competition for the networks, obviating any need for rules aimed at promoting competition, the booklet says.

And, it continues, the fin-syn rules had nothing to do with fostering the competition. It has resulted from "the surge in cable franchise awards, the creation of cable programing services, the All-Channel Receiver Act, growth in demand for television advertising and the Prime Time Access Rule."

The public and networks' competitors have nothing to fear from repeal, it says. The networks, for instance, would not have the economic incentive to "warehouse" programs—that is, withhold them from syndication. Also, it says, it no longer makes sense for the networks to favor their affiliates in the sale of syndicated programing. "That may have been a plausible concern in the days of independent stations with weak signals and weak financial statements, but the growth in independents and their ad rates has produced a vibrant market here for syndicators, network or otherwise."

The time may be ripe to challenge the rules on constitutional grounds, the booklet contends. The rules "restrict the speech of networks by limiting the way in which they are able to convey programing to the public," it says. "The FCC overlooked this in adopting the rules, preferring instead to rely on the diversity principle as a rationale."

—HAJ

purchased off-network fare for the access period (generally 7-8 p.m.). Without a waiver of PTAR, they would be forced to "make an additional significant investment to fill the time if they cannot use programming already purchased," it said. "The short duration of the waiver, and the relatively short time until the commission intends to complete its evaluation of the network definition, do not warrant our imposing such cost," it said.

Attached to the waiver were two conditions that Fox had said it was willing to accept. One bars Fox from supplying network programming to affiliates during the access period. The other prohibits it from acquiring financial interest or syndication rights in any new programs it licenses from third parties for the network.

The FCC, however, rejected an exception to the latter condition that Fox had asked for that would have allowed Fox's owned and operated stations to acquire an interest in children's programming. "Such an exception is too broad," the FCC said. "We see no reason why the Fox Children's Network programs cannot go forward, however, if Fox's owned and operated stations were to forgo a financial interest."

The FCC also said that its cap on programming hours does not apply to major news coverage. "As Fox evolves from a group of independent television stations to a genuine source of nationwide programming and ultimately to a full-fledged network, our rules should not prevent it from covering major events of national significance."

As the FCC pointed out, Fox promised House Energy and Commerce Committee Chairman John Dingell (D-Mich.) to cover presidential news conferences and the State of the Union speech with opposition party responses (BROADCASTING, April 16).

The order said grant of the waiver will advance three of the FCC's long-standing and "significant public interest objectives." It will foster a competitive UHF service by lending stability to the programming plans of the 112 UHF Fox affiliates. It encourages the development of a new national network. And it will promote more diverse children's programming.

"We believe that this unique combination of benefits to UHF stations, children's programming and the continued growth of a potential fourth network competitor, coupled with the limited and temporary nature of the waiver, outweighs the risks cited by opponents of the waiver."

The FCC dismissed the objections of the big three networks, which filed extensive comments opposing the waiver. The impact of the waiver on the other networks "would not be substantial," it said.

The FCC agreed with the other networks' assertion that the Fox network is part of "an integrated media enterprise." But, it said, the Fox network itself "is relatively small and new compared to its established industry competitors."

The FCC rejected ABC's and CBS's alternative proposal to force Fox to put its syndication business in a temporary trust. "The time remaining before we will complete the rulemaking...is short," it said. "Given this fact and the minimal amount of

programming to be supplied in excess of that permitted without waiver, we find the costs of establishing such a trust, even if practical, far outweigh any public interest benefits."

—HAJ

One-to-a-market waived in Montana

The FCC waived its one-to-a-market rule last week and granted the sale of KXGN-AM-TV Glendive, Mont., from Lewis Moore to Stephen Marks. Marks also owns WBKB-TV Alpena, Mich., giving him stations in the 212th and 209th ranked ADI's in the nation, respectively. The station combo sold for \$693,750.

Marks said he "is not planning any changes" and wants "to keep the status quo." He is leaving the day-to-day operations to Dan Frenzel and Winnifred Norton, who, he said, have each been with the station for more than 20 years, and "who understand the needs of the community."

The sale has been in the works for more than two years, said Moore, who added that he "didn't think it was going to take so long." Moore has retired from broadcasting and now spends most of his time in Palm Desert, Calif.

The snag, as far as the FCC was concerned, was the one-to-a-market rule that stipulates, among other things, that the owner of either a radio or television station cannot be granted a license to operate another broadcast station in the same market. In granting the waiver, the commission considered several factors, including the economies of scale, cost savings and benefits derived by the community from the station combination; the types of facilities involved; what, if any, media outlets the applicant owns in the market; the general salability of the station, and the overall impact on competition.

In granting the waiver, the FCC specifically noted that "the number of separately owned media voices in the market will not diminish," since the Moore family has owned the two stations since 1957. The waiver "simply maintains the long established status quo."

The other major factor was that without the waiver the AM station would be at serious risk as a standalone. Said Moore: "That size market has to have the combo; the AM alone would never make it."

KXGN(AM) is a class IV facility that covers an 18-mile radius. It is on 1400 khz with 1 kw day and 250 w night. KXGN-TV is on ch. 5 with 14.8 kw visual, 2.9 kw aural and an antenna 500 feet above average terrain. The two stations share much of the same equipment, studio and transmission facilities and staff.

There were "good grounds for the waiver," said J. Brian DeBoice, a partner at Cohn & Marks, the Washington law firm retained by Marks. It was "economically justified," DeBoice said, because the "AM would have to automate operations, eliminate local programming, or go dark."

The final factor weighed favorably by the commission was the fact that Glendive, with its 5,000 television households, is

served by two other radio stations, KGLE(AM) and KDZN(FM), as well as six stations from adjoining communities whose signals reach Glendive. The Glendive cable system has a 65% penetration rate and carries several other broadcast signals. The market also supports one daily and three weekly newspapers and four low-powered television stations, none of which Marks owns.

Marks said he is "just pleased to have it done." He said that he was interested in the Glendive station because of its low ADI position. Stations in such smaller markets, he said, face far less competition in the marketplace. He hopes to put together a group of stations that are alone in their ADI to market as a group to national advertisers. "If the opportunity arises for single ADI stations, I'll be interested," he said.

The dynamics of it all, as DeBoice put it, "are the flip side of the big markets." —PJS

ACT, Geller, Lampert ask FCC to say no to First Media's request to repeal PTAR

Action for Children's Television, along with attorneys Henry Geller and Donna Lampert, asked the FCC last week to reject First Media Corp.'s challenge of the Prime Time Access Rule on First Amendment grounds.

In an 18-page FCC filing, they agreed that First Media, licensee of WCPX-TV Orlando, Fla., is correct in arguing that the FCC undercut the rule in August 1987 when, in repealing its fairness doctrine, it found that because television channels were no longer scarce, regulations imposing substantial burdens on broadcasters' speech were no longer constitutional. Indeed, they said, the ruling undercut every content regulation, be it PTAR, the equal time rule or requirements for community issue-oriented programming.

However, they argued, the fairness doctrine finding is wrong. "The commission has never issued a more astonishing, a more perverse or a more emasculating holding than the one...relied upon by First Media."

According to the petitioners, First Media's challenge should be thrown out along with the fairness doctrine ruling. "Until [the fairness doctrine decision] is overruled, it will wholly undermine commission process in the broadcast field."

Andy Schwartzman, a public interest attorney and another critic of the FCC fairness doctrine decision, agreed there is no way to draw the line between the fairness doctrine and other content regulations.

"In fact, the only remotely positive thing that could come out of granting [First Media's] petition is that it would undercut the FCC's authority to regulate indecent programming," he said. "I'm sure Mr. Marriott [Richard Marriott, chairman of First Media] would be very proud of that accomplishment." □

Co-ventures top cable agenda at MIP-TV

Program acquisitions and sales also key activity at April international TV market in Cannes

Close to 30 U.S. cable networks sent representatives to MIP-TV last month (BROADCASTING, April 30), and while each network had its own agenda, a key objective, according to some who attended, was to strike deals on the program co-venture front. But program acquisitions—and sales—were also goals of some of the networks in attendance.

One of the most active co-venturers among the U.S. cable networks was The Family Channel, based in Virginia Beach, Va. Terry Botwick, vice president, original programs, reported that the most significant deal for the network was the renewal of an agreement with New World Television, Italy's RAI Uno and France's Ellipse to co-produce another 50 episodes of *Zorro*, just ending its first season on The Family Channel.

The show is produced in Madrid and has been sold to date by New World International to about 45 international markets, according to Botwick. He said the network's international program co-ventures "enable us to put the same kind of production values on the screen as the broadcast networks."

The deal renewing *Zorro* will give the Family Channel another two seasons of the show, which was rolled out internationally by New World last October at MIPCOM. The next two seasons of the program will cost the partners around \$400,000 per episode, or about \$20 million total.

The Family Channel has just renewed several other shows it produces in conjunction with non-U.S. partners including *Border Town*, produced with Alliance Entertainment of Toronto, Canada, and TeleImage, Paris. Going into its third season, that show costs about \$450,000 per episode or just under \$12 million for the 26 episodes the partners produce annually.

Also being renewed for year three, said Botwick, is *Rin Tin Tin: Canine Cop*, a co-venture with Pearson Lamb, Toronto, and Atlantique, Paris. Another 22 episodes are scheduled to be produced for next season. CBS International has the rights outside North America and has so far sold the series in close to 40 markets.

Botwick also reports a new venture in the works with Alliance and Seabrook Productions, Los Angeles: *Black Stallion*, based on the theatrical film and starring Mickey Rooney. Production cost on that series is also pegged at about \$450,000 per episode for each of 26 episodes to be produced the first season.

Botwick said the network has also completed a co-venture with a Canadian compa-

ny to produce a new sitcom. Sitcoms have proved hard to develop because humor does not often translate well from country to country, said Botwick. "It's based on a concept that has been successful in another arena," he said of the show. "We'll have the cream of the crop of Canadian writers working on it." Details on the new comedy will be announced shortly.

USA Network struck a deal at MIP to co-produce a new half hour weekly suspense series that may be ready for the fall season. Dave Kenin, senior vice president, programming, USA, said the network will be ready to announce the details of the new program in a week or two.

"We have one thrust at these international television markets, and that is to talk about co-productions," said Kenin. USA is also one of the more active U.S. cable companies in the international market, either through its own co-production deals or those of its parents. Paramount, 50% owner of the network, for example, has an agreement with Paris-based Revcom to co-produce a number of mini-series, which USA will televise first in the U.S.

The network has a new spy-thriller series to air in the summer called *Counter Strike*, a venture with Alliance and Atlantique. "Co-ventures enable us to do a lot more," said Kenin. "We're at a stage now where we always have a lot of first-run series in development."

Home Box Office said at the show it will co-produce eight HBO Showcase TV movies with Granada TV over the next two years. HBO has already telecast two Granada fact-based drama co-productions. The new batch of movies will include both fact-based and pure fiction dramas with budgets in the \$2.5 million to \$3 million-range per film.

HBO has agreed to several other co-ventures, including a venture with Britain's Television South and Channel Four, and a four-project deal with Britain's Itel, involv-

ing producer David Putnam, whose first project will be a 140-minute TV feature on the life of singer-performer Josephine Baker, budgeted at \$7.5 million.

At Bravo, the pay cable channel, programming vice president Jonathan Sehring reported that the company acquired several programs at MIP and also secured commitments at the market from a number of international carriers to simulcast an aids special that Bravo is co-producing in December with the New Jersey Public Television Network.

World Aids Day is a special that will air Dec. 1 and will be simulcast in the U.S. by most of the major U.S. cable networks, Sehring reported. He also said that networks in Canada, England and Australia had agreed to carry at least a portion of the special.

"We acquire most of our product from U.S. film suppliers, but we look to international suppliers for an increasing amount of specials programming," said Sehring. "We are a cultural channel, and in some cases, such as opera and ballet, the people who produce the best shows are overseas public broadcasters." From Britain's NBD Pictures, the network acquired *Epitaph*, featuring the music of Jazz great Charles Mingus. Bravo also picked up the rights to Central Television's *Grimm Tales* and *Champlin on Film*, a series of Hollywood interviews conducted by Charles Champlin, film critic for the *Los Angeles Times*.

The Discovery Channel, another network active in international co-productions, will co-produce a two-hour special on a treasure hunt for the S.S. Central America with the Columbus-American Discovery Group. The network has signed an agreement to co-produce 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 Primedia and John McGreevy Productions. —SM

State of the art

Voice of America reports completion of the second phase of its program to bring 19 of its radio broadcast studios into the late 20th century. In May VOA will begin using 10 more studios that it has renovated and modernized. Work on the first nine was completed in May 1989. The project, which replaces facilities that were 35 years old, cost \$6.5 million and is said to afford VOA greater flexibility in program production. Multiple mix-minus permits round-table discussions with participants in locations as removed as the Soviet Union, Eastern Europe and Africa. Each studio is equipped with custom-tailored multi-bus stereo mixing consoles, bus mix-minus systems, open reel analog tape recorders, cartridge decks and a comprehensive IFB monitoring system. Equipment also includes Neumann microphones, turntables, compact disk players and independent telephone hybrids. With 19 in operation, VOA will have a total of 35 functioning studios.

Field of HDTV players could soon narrow

MIT and PSI in danger of missing fee and pre-certification deadlines and could lose ATTC test slots; new test schedule expected in early June

June 1 is the next important date in the progression toward a high-definition TV terrestrial transmission standard for the U.S. The FCC's advisory committee on advanced TV service has set two deadlines for that date. It is widely believed that those deadlines must be kept to meet the FCC's goal of adopting a system by spring 1993.

The deadlines may also have the effect of narrowing the field of proposed systems. Two of the six proponent organizations, the Massachusetts Institute of Technology, Cambridge, Mass., and Production Services Inc. (PSI), Tucson, Ariz., are in danger of missing the deadlines and, therefore, losing their reserved testing slots at the Advanced Television Test Center's (ATTC) lab in Alexandria, Va.

All proponents by June 1 are required to have paid testing fees to the ATTC. The fees were set by ATTC and the advisory committee last fall as a form of earnest money to insure that each proponent intended to use its reserve testing slot. Each of the proponents has paid at least \$25,000 of a total of \$175,000 to be paid to the test center. (Two proponents, Japan's NHK and the Advanced Television Research Consortium [ATRC], are paying more than \$175,000 because they are reserving more than one testing slot.) Half of the remaining \$150,000 owed by each proponent must be paid by June 1.

That bill was raised by another \$60,000 per system following a meeting May 1 of the proponents called by Richard Wiley, partner in the law firm of Wiley, Rein and Fielding and chairman of the advisory committee. At that meeting, the advisory committee, the testing centers and the proponents each agreed to pay a share of the \$500,000 that will be needed to produce video materials to be used by ATTC to determine the motion characteristics of each.

The second deadline for each proponent is pre-certification, which "has been established to help insure that only those systems which have been reduced to hardware and are likely to work are scheduled to be tested," according to the executive summary of the advisory committee's third interim report, which was written by Wiley last March. So far, the advisory committee's systems subcommittee working party on systems analysis, chaired by Birney Dayton, president of N-Vision, Nevada City, Calif., has certified all of the proponents except for PSI.

Soon after the June 1 deadlines have passed, it is expected that the advisory committee will set a new ATTC testing

schedule. The original schedule of nine systems by seven proponents set last fall was to begin with Faroudja's SuperNTSC system later this month. But a postponement was forced mainly by delays in the production of the motion test materials. When the new schedule is formulated, some believe it could be reduced to as few as five systems from four proponents if MIT and PSI fall out of the running and if some other rumored system withdrawals were to occur.

The \$500,000 cost of producing the dynamic test materials was reduced from the original estimate of \$850,000. During the May 1 meeting, it was decided that \$100,000 in cash for the project will come from Cable Television Laboratories, Boulder, Colo. (which is conducting lab tests of the proponents systems in cooperation with ATTC), and that ATTC will contribute \$50,000, "plus the format converter and a few other things along the way. We're going to host the demonstration of the test material shoot and ultimately warehouse the test materials," said Peter Fannon, ATTC executive director. Four systems propo-

nents—ATRC, NHK, Faroudja Laboratories and Zenith Electronics—said that they would contribute \$60,000 each toward defraying the costs. PSI indicated that it also would contribute if it receives pre-certification.

Funds from all of the parties are due this Friday (May 18). PBS is handling the receiving and disbursement of the funds. The production house that will handle the test materials shoot is expected to be announced soon by the advisory committee's planning working party six on subjective assessment.

Only MIT indicated that it would not be able to contribute to the production costs (BROADCASTING, Oct. 2., 1989). MIT has also requested that the ATTC and the advisory committee waive its final \$150,000 in test fees. The decision whether to waive those fees had not yet been made at deadline last week, but a decision is expected soon. The other proponents have indicated that they would prefer not to have to pay MIT's share of the costs for the test materials. However, if MIT and PSI both drop out of the process, the remaining four propo-

In Sync

All in one

Tektronix Inc., Beaverton, Ore., announced last week that it is merging its Communications Group into its Visual Systems Group, which produces advanced computer graphic workstations. The Communications Group includes manufacturing of television test equipment and Tek's subsidiary, The Grass Valley Group, a leading manufacturer of TV graphics equipment. The expanded Visual Systems Group will be headed by that division's current vice president and general manager, Larry Kaplan.

The corporate reorganization follows the resignation last month of David P. Friedley, Tektronix president and chief executive officer ("Fates & Fortunes," April 30). Friedley had been Tektronix's CEO since 1987. The announcement follows recent disappointing revenue figures and the laying off of 1,400 employees over the last 12 months (BROADCASTING, Feb. 26). Losses are blamed mainly on slow sales in the company's semiconductor and computer-related business and on the loss of some defense contracts. (Tektronix is a multinational corporation with about 15,000 employees worldwide.)

"The management of the board and Dave came to the conclusion that it was time

for a change," a Tektronix spokesman said. "The board feels that overall Dave made some very important changes, but that the performance of the company is not what it should be."

Gearing up for HDTV

Following the announcement by the FCC that it intends to set a terrestrial high-definition television transmission standard in 1993 (BROADCASTING, March 26), consumer manufacturers have begun preparations for building the new sets in the U.S.

Sony Corp. of America said it will open a color TV tube manufacturing plant to be equipped to manufacture HDTV and NTSC tubes, at a converted Volkswagen factory in New Stanton, Pa. (near Pittsburgh). The plant is expected to create up to 1,000 new jobs and will have a production capacity of a million cathode ray tubes per year. Sony hopes to open the plant within two years of the start of construction, which it hopes to begin this year. The final commitment to the plan depends on approval of financing for part of the project from the Pennsylvania legislature.

Toshiba America Inc. has opened its Advanced TV Technology Center at its

nents will be asked to make larger contributions. MIT is one of four labs proposing a simulcast HDTV system in which TV stations would be allocated an additional 6 mhz channel.

PSI's status last week also was uncertain. The systems analysis working party had named a five-person team to travel to Tucson to determine whether PSI's Genesys system is ready for pre-certification. But according to Carl Eilers of Zenith, the working party's vice chairman chosen to lead the team, no invitation from PSI to see the system had been received as of last week. PSI's Kathryn Gerdes had no comment, but said that an announcement of the company's intentions would soon be released.

PSI's Genesys system involves the use of various proprietary modulation techniques with digital compression to transmit both a conventional NTSC and an HDTV signal over the same 6 mhz channel. Many within

the advisory committee have been skeptical of PSI's claims, saying that the system would not be robust in actual over-the-air operation.

Once all of the fees and pre-certification issues have been settled on June 1, a new test schedule is expected to be released. Late fall is currently the best estimation of when testing could start up again. Since the original schedule was set last fall, there have been two significant developments affecting the testing plans. Two of the proponents, North American Philips and the David Sarnoff Research Center, merged to form the ATRC (BROADCASTING, Jan. 29). Soon after, the FCC eliminated consideration of simulcast HDTV systems (BROADCASTING, March 26).

Between them, Philips and Sarnoff had three testing slots. However, when the FCC decision ended consideration of Sarnoff's augmentation ACTV-II, ATRC decided to give up one of its slots. Two ATRC sys-

tems are now planned for testing, the receiver-compatible EDTV Advanced Compatible Television (ACTV) system and either the Philips HDS-NA-6 analog simulcast system or some other form of fully or partially digitized simulcast system which is currently under development.

Otherwise, none of the other proponents have requested to change their order in the test schedule, Fannon said. Assuming that MIT and PSI remain on the test schedule, the order is likely to be: 1) Faroudja Laboratories (SuperNTSC); 2) PSI (Genesys); 3) ATRC (ACTV); 4) NHK (Narrow-MUSE); 5) NHK (MUSE-6); 6) Zenith (Spectrum Compatible HDTV); 7) ATRC (simulcast HDTV), and 8) MIT (Channel Compatible system). Each proponent has been warned "to be prepared to move up [in the schedule] if it's humanly possible in case somebody else falls out ahead of you, even during the course of the testing," Fannon said.

—RMS

Wayne, N.J., headquarters. The new office will develop the designs for new HDTV receivers according to the system eventually chosen by the FCC. The sets will then be manufactured at Toshiba's Lebanon, Tenn., plant. Greg DePriest, vice president of the Association of Maximum Service Telecasters, will head the technology center.

Before the FCC's announcement, both North American Philips and Thomson Consumer Electronics had already begun preparations for wide-screen EDTV tube development at their U.S. plants. Zenith Electronics has been developing its flat tension mask tubes for eventual HDTV consumer set manufacturing as well.

HDTV bill unlikely

There is little chance "that any broad-based legislation affecting U.S. competitiveness in advanced television technologies alone, a so-called HDTV-specific bill, will move through the Congress," according to Representative Edward Markey (D-Mass.), chairman of the House Telecommunications Subcommittee. During a satellite-delivered speech from Washington to an HDTV seminar hosted by noncommercial KCTS-TV Seattle, Markey said that it is possible that HDTV provisions could be part of a broader U.S. competitive package that would include a capital gains tax cut, a research and development tax credit and changes in current anti-trust law to promote joint high-technology product manufacturing.

Markey criticized the Bush administration for not supporting legislation to promote American manufacturing of equipment for HDTV and other new technologies. "The administration takes the view that any government support or assistance to U.S. companies in the development of new or emerging technologies is tantamount to industrial policy," he said.

One area of assistance the government will provide to further HDTV, Markey predicted, will be additional

funding for the FCC. "As the FCC nears its target date for selecting a transmission standard, it will require additional resources," he said.

Chile reception

The Broadcast Division of Harris Corp., Quincy, Ill., announced that it has received its single largest order of television transmitters and antennas from Ernest Pinto, Santiago, Chile. The equipment will be used to establish Chile's first privately owned TV network, which is to go on the air from the first two of an eventual 21 locations later this summer. The \$5 million order was for 21 of Harris's Plantinum Series solid-state VHF transmitters in powers ranging from 1 kw to 30 kw and 21 Harris Deltawing antennas.

The first deliveries are scheduled for later this month. They will include a 30 kw transmitter to broadcast on ch. 9 in Santiago and a 10 kw unit for ch. 5 in Valparaiso. Pinto plans to begin broadcasting from the two stations, which should reach about 40% of the country's population, on Aug. 1. The remaining 19 stations, to be located along Chile's boarder regions, are all planned to be on line within the next two years. All programing will originate from central studios in Santiago and will be distributed by microwave.

Also at NAB

A few additional new products of note on display at the National Association of Broadcasters equipment exhibition in Atlanta, March 31-April 3:

Ampex Corp., Redwood City, Calif., announced that it has signed to be the exclusive supplier of a new lighting system invented by Videssence Corp., San Francisco. Videssence claims to provide lighting for studio or remote applications with its new fluorescent fixtures consuming a tenth of the power needed for conventional tungsten lights.

"They made our cameras look so good that I asked them if they would be interested in our selling their lights," said Bland McCarthy, business unit manager for Ampex's Betacam SP product line. The Videssence lights perform best with Betacam SP CCD cameras. The lights will be available for delivery from Ampex within the next two months. Prices per fixture range between \$4,000 and \$10,000, which is comparable to the cost of the best studio lighting now on the market, McCarthy said.

Ampex and Videssence developed a cost comparison between the new and old lights based on data from Videssence's first test site, KCRB Sacramento, Calif., where 40 tungsten fixtures were replaced with 12 from Videssence at a cost of \$80,000. It was estimated that the lights would pay for themselves in just over two years. The station expects annual operating savings of \$34,560 due to lower power, air-conditioning, lamp replacement and light maintenance expenses. Among the other fringe benefits, McCarthy said, is better performance from other pieces of studio equipment because of the lower operating temperature.

□

A multi-erasable optical disk recorder, the LQ-4000, was introduced by Panasonic Communications & Systems Co., Secaucus, N.J. Recording is done on 12-inch magneto optical disks, similar to the disks used for video still store. Panasonic claims that the disks will last for 10 years and images can be erased and re-recorded on disks up over a million times without a loss in signal quality. The LQ-4000 records images at 450 lines horizontally and has Y/C connectors for S-VHS input.

"This is principally aimed at cable," said Tim Meyerhoff, product manager, optical disk in Panasonic's Computer Systems Division. It would work well as a commercial or short program playback unit for cable channels, he said. It might be used for the same application at small TV stations or as a sports replay device at the network level.

Talk hosts steer listeners into political process

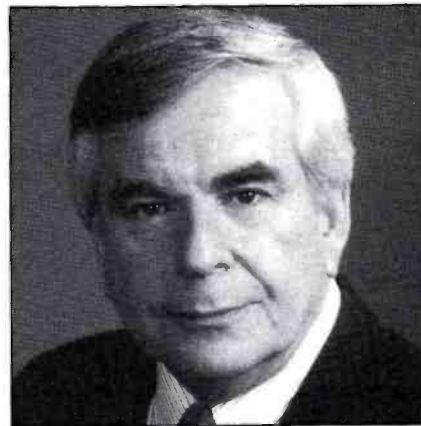
Radio personalities gear up for campaign finance reform push, but some question degree of public support for Ralph Nader's agenda

Radio talk show hosts, still riding the wave of last year's resounding success in quashing the congressional pay raise bill, are gearing up for another onslaught on Capitol Hill. Their objective this time: to eliminate special interest groups from the core of American politics and, as one talk host put it, "to return the government to the hands of the people." The method: to create a public furor that will pressure Congress into passing a campaign reform measure that insures public financing for federal elections.

It's a variation on the "Boston Tea Party" theme, wherein an organized band of talk show hosts and air personalities helped to defeat a proposal giving a 51% pay raise to senators, representatives and some federal officials (BROADCASTING, Feb. 13, 1989). Backed by Ralph Nader's Washington-based Congress Watch, the talk show hosts urged listeners to mail tea bags to Congress as a



Ralph Nader



Jerry Williams

protest against the push by then-House Speaker Jim Wright (D-Tex.) to bypass a congressional vote on the issue. The pay increase was defeated soundly and caused some members of Congress—even those who voted against the raise—to vent their anger on radio by threatening to stall pending radio-only and other broadcast legislation.

It's a question of political power versus the American people, a prime example of the system gone bad, said Jerry Williams, president of the National Radio Talk Show Hosts and afternoon host at WRKO(AM) Boston. Williams, who played a major role in the tea bag campaign, believes radio is responsible for helping its listeners—"the voting public"—get "untainted" candidates elected.

"The system is corrupt in the way the politicians raise money from big organizations," Williams said, adding: "The interest groups that fill up these campaign funds expect something in return for their dollar. Getting rid of this dirty money is the only

way we can clean out government."

Grassroots power

Radio provides a powerful outlet for grassroots organizing, said Mike Siegel, talk show host at KING(AM) Seattle. He speaks from experience: during the pay raise debate, Siegel staged a sleep-in at KING, appeared on some 50 talk shows around the country and testified at a Senate hearing on the subject.

Siegel said the power of the people—through radio—is what once again has some congressional members upset. "After what happened the last time [with the pay raise], special interest groups are campaigning against this, so again you've got a David and Goliath situation," he said. "In the past, radio has been instrumental in mitigating the influence of the special interests, although it doesn't come close to balancing it."

Citing the ire that arose from the pay raise incident, Siegel claims that many members of

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Talk show hosts hope to repeat success of last year's 'tea bag campaign' that helped defeat congressional pay raise as they gear up for campaign finance reform push.

Congress are more interested in eliminating the messenger than dealing with the message. "After the pay raise defeat, these politicians had every reason to be angry," he said. "But instead of directing their anger at us, they should have questioned the influence of the special interest groups. Radio gives the public its voice, but the special interests still have the power."

One issue on which Congress and the talk hosts concur is a need to reform the



Mike Siegel

downward spiral recently taken in political campaigns. Many under-financed politicians find themselves the butt of such attacks, lacking the resources to fight back against their well-funded opponents. It's this "lack of balance" that Congress Watch staff attorney David Eppler said is responsible for legislative gridlock. Noting that the way to achieve political parity is to strike a balance in campaign funding, he said: "One of the ways to break this gridlock is to insure we have more responsible legislators. Money plays a certain corrupting and compromising role in politics, because a small handful of people contribute to campaigns and these are the people who get the ears and votes of members of Congress."

Radio talk shows are fundamental to Congress Watch's campaign reform plan because of the medium's ability to directly involve active listeners in the political process, Eppler said.

Always a catch

The Catch-22 for radio, behind much of the current reform talk, is that the talk show hosts may bring about financial reform literally at their stations's expense. Proposals currently on the reform table include one that would afford free air time to national and state political parties and one that would call for outright public funding of elections—including free (or reduced) air time for political campaign spots. For obvious reasons, these proposals have received a quick "no way" from the National Association of Broadcasters and others who feel that candidates already "lowest-unit-rate" them to death. Citing possible conflict with the First Amendment and the Communications Act of 1934, as well as voter apathy, Jim May, NAB executive vice president, government relations, predicted that the resulting deluge of political ads in the wake of free air time would cause voters "to be driven to the polls in paddy wagons."

WRKO's Williams scoffs at such lobbyist rhetoric, doubting that voters would be repulsed by a deluge of candidate information. "The people I talk to on a daily basis want to hear more of the truth," he said. The culprit, he said, is the quality of information, not the quantity. "People have a problem—not with increased coverage, but with the ads themselves. Short commercials tend to make a product out of a candidate and have no place in a political campaign."

Williams said that if radio and TV could get away from a profit-oriented commercial spot mentality, campaigns would be cleaned up fast. "Making money at the expense of the public trust should be prohibited," he said. "Networks and stations make an inordinate amount of money from campaigns, all at the expense of the public. Candidates should be granted time on radio and TV, and should not have to pay for it."

Despite the efficacy of radio in defeating the congressional pay increase, not all radio talk show hosts believe this issue will result in the same public furor. The primary reason for this, according to KING's Siegel, is that the pay increase was an issue at the heart of many voters who felt the raise was too generous and was being steamrolled through Congress.

"Campaign reform is the sort of thing that will evolve over time," Siegel said. "It's not the same nerve center. There are no specific dates and no concrete solutions like voting 'yes' or 'no.' It's an ongoing campaign that probably won't be resolved in this Congress; in fact, it may never be resolved," he said.

John Stupak, talk host at WBAL(AM) Baltimore and host of *Consultation* on the American Radio Network, agreed that campaign reform is a gray issue and faces a long uphill battle. Stupak said the lack of public interest in campaign reform is a symptom of voter apathy and the American public's preference for fast solutions. "Unfortunately, there's no easy cure for dirty politics, and the American public likes easy cures. If it hurts or if it's complicated, they don't want to hear about it. This issue is both: it's going to hurt, and it's going to be complicated."

Providing a balance

Radio's responsibility is to inform listeners about the disease and have them find the cure. "We're going to pressure Congress as

much as we can, but the solution will come from the listeners. What we hope to do is provide a strong counterbalance against the special interest groups, which may result in prohibitions against taking any lobbyist's money, period."

Tom Leykis, afternoon host at KFI(AM) Los Angeles, and another member of the tea bag gang, concurs. "This won't produce the public outcry as the pay raise push for the simple reason that it's not as clear cut and gut level an issue," he said.

The talk show hosts who get involved with on-air campaigns should exercise caution about motive and method, Leykis warned. "Not everybody agrees with everything Ralph Nader says," he said. "We'll certainly have Ralph on the show, and we'll find out how the people feel about campaign reform. But if half the audience disagrees with Ralph, or if they just don't care, I'd be a fool to try to start something where there isn't anything."

Leykis reminded other hosts to place their job priorities above the bandwagon. "Our job is to attract an audience," he said. "Ralph Nader's job is to protect the consumer. He really doesn't care if I get a 6 share or a 2 share." The mounting problem with radio organizers, Leykis said, is fooling themselves into believing they can make people care about things. "It doesn't work that way. If the person listening doesn't already have a strong, passionate feeling about an issue, the talk show host isn't going to give it to him."

One other caveat: not all national issues are of regional concern, and vice versa. For instance, Leykis said campaign reform lacks "sex appeal" in California, while in Arizona and Texas—where politics has become increasingly sullied by smears and perceived corruption—reform is a hot topic.

Taking a stand

Allan Dale, host of "Radio Free Texas" on WOAI(AM) San Antonio, claims the recent gubernatorial primary fracas has fueled public furor over political filth. "People are really upset over what happened down here," Dale said, claiming that Texas now leads the nation in dirty politics. "The people are furious. We're so far out in left field in this country that nobody is getting a fair shake. We're playing on an uneven field, with powerful incumbents keeping challengers out of office." Dale believes a talk station and its program hosts should take a political stance

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on controversial issues—and stick to it. “Listeners expect that, and we need to give it to them,” he said.

Radio provides a wonderful voice for dissent and change, a voice that should be used to its fullest, Dale said. “You have to give 100%, even if you only get back 50%,” he said. “We may not see results right away; a lot of these things take time to change. But in the long run it will pay off. And that’s where we fit in.”

Barry Young, morning host and program director at KFYI(AM) Phoenix, said corrupt politics and dirty campaigns have become a way of life in Arizona. Young cited the alleged involvement by Senators Dennis DeConcini (D) and John McCain (R) in the Charles Keating S&L scandal, and the conviction and recall of former Governor Evan Mecham as instrumental in turning voters against politics as usual.

“We’re in a situation that may be unique to this state,” Young said. “As more and more evidence of the Keating scandal comes out, we find that both of our senators might have been involved. So the issue of campaign finance and corruption has blown wide open. Everyone is acutely aware of the problem, and it’s a hot issue. It’s making a lot of people wonder how many other senators have been touched by how many other special interest groups.”

Young said that KFYI won’t take on campaign reform as an official cause, but the station will encourage its individual hosts to become involved. “I’d like to see the station editorialize as newspapers do, but we haven’t been granted the same rights and

protections under the law as newspapers are given. This has made management shy away from this for fear that they would have to extend time to all kinds of weirdos and wackos.” He maintains that this lack of parity has helped to create “a balance in talk radio as individual hosts are taking positions that can balance out liberals and conservatives, men and women.”

Creating this balance is the primary responsibility of talk radio stations, Young said. Taking a stand is a First Amendment right and something that should be exercised freely by all stations. However, adhering to a cause just for the sake of the cause violates this responsibility if it serves a personal, rather than a public, agenda. “We should focus only on issues that really are issues,” he said. “If we could create an issue, we’d have all that power that the conspiracy theorists attribute to us. Radio can provide the direction, but without agreement, there’s no way a station can put together a massive movement.” —REB

Radio '90 gets ready for Boston

The National Association of Broadcasters has lined up businessman H. Ross Perot as the management keynote speaker for its Radio '90 convention. The annual gathering will be held in Boston, Sept. 12-15, and will also feature a panel session presented by ABC Radio commentator Paul Harvey

(“How to Relate to your Audience”) and a two-hour comedy seminar designed to help broadcasters put on creative shows led by humorist Dan O'Day.

The convention sessions will cover management, engineering, programming and sales. The NAB has scheduled more than 17 “Format Forums” covering new adult contemporary; Spanish; classic rock; full service; easy listening; dance; oldies; religious; CHR; country; AOR; classical; urban, and nostalgia. Also in the programming arena are sessions on “How to be a Better Programming Manager,” “How to Use Good Tactics Which Get Good Ratings” and “Radio and the Music Industry Working Together.” The NAB will also offer a “Programming and Production Showcase.”

Sessions geared to sales and marketing that have been scheduled thus far include: “Using Outdoor Media Effectively,” “De-



BOSTON RADIO 1990 September 12-15

Engineering Conference begins Sept. 11

veloping a Winning Marketing Plan,” “Retail Selling—Your Profit in the ‘90’s,” “Value-added Selling,” “Creating a Profit Center from Your Promotions Department” and “Building the Model Sales Team for the Future.” The Radio Advertising Bureau will present a sales session at the convention as well.

In addition to the radio management luncheon with Perot, radio managers can look forward to “EEO—Judging and Developing Qualified Applicants,” “How to React to a Disaster,” “Ethics in Broadcast Management,” “Broadcast Financing,” “Buying and Operating Small Market Stations,” “The Effect of Debt and Leverage on Station Operations” and “Group Heads Look Into the ‘90’s.”

The Christal Radio Awards luncheon is scheduled for Thursday, Sept. 13, and will be sponsored by Associated Press Broadcast Services.

The Marconi Radio Awards are scheduled for Saturday, Sept. 15, and will be presented at the Wang Center for the Performing Arts in downtown Boston. □



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Focus on radio's future

The Radio Futures Committee of the National Association of Broadcasters and the Radio Advertising Bureau, is asking stations to schedule a summer flight of the campaign "Radio...What Would Life be Without It." The committee is requesting stations to run the spots in all dayparts from July 5 through Sept. 5.

Stations are asked to air locally produced spots featuring listeners and advertisers, employing the format specific donuts mailed to them last summer. Formats provided include AOR; country; easy listening; CHR/urban, and Spanish. Stations needing additional copies of the format-specific donuts should call the NAB public affairs and communications department.

Jacor finances

Cincinnati-based Jacor Communications Inc. reported financial results for the first quarter, ended March 31. For the first three months of 1990, broadcast revenue was up 4.3% to \$19.13 million, over the \$18.35 million for the same period in 1989. Broadcast cash flow for the same period was \$1.96 million, up 3.6% from the \$1.89 million for the first quarter in 1989.

Jacor also reported a net loss of \$5.32 million, compared to a net loss of \$4.34 million for the comparable period in 1989.

Listening warning

The Recording Industry Association of America has produced an "advisory logo" warning parents of materials containing explicit lyrics. RIAA officials said the standard logo will be carried on CD's, cassettes and albums and replaces the previous system which had the individual



record companies responsible for designing their own labels. "We believe the uniform logo will enhance the existing voluntary system and better respond to the legitimate concerns of parents," RIAA President Jay Berman told reporters at a Washington press briefing last week. "Now that we have agreed on this new logo, it will be up to parents to use it as they see fit," said Berman.

RIAA also released the result of a survey it commissioned on parent's views of music lyrics. Conducted by ICR Survey Research Group, 654 parents were

interviewed. It found that parents think only a small percentage of music lyrics are "unsuitable" for children, and an even smaller percentage believe the lyrics have a negative impact on children, according to RIAA.

Shadove tour

American Top 40 host Shadove Stevens took the show on the road to Disney World in Orlando, Fla., to kick off the 20th anniversary tour of the ABC Radio Networks



program. Stevens, who is official host of Disney's Grad Nite '90 (the theme park's all-night party for thousands of high school seniors), recorded last week's show at Disney-MGM studios with the help of some of Disney's best-known animated characters.

Pictured above are *AT 40's* Stevens and Disney's top dog Goofy.

Arbitron de-lists increase

Arbitron subscribers have soundly rejected a proposal to dramatically increase diary sample size over fall 1989 levels, a company spokesperson told BROADCASTING. Arbitron has asked its subscriber stations whether, for a surcharge, they wanted to increase sample size 27% over the next two years. After only 3% of the stations responded favorably, Arbitron killed the idea, but still intends to implement another gradual sample increase over the next 18 months, as announced last December. This increase will boost sample size 5% in the fall '90 book, and another 5% in fall '91.

Hoop hoopla

Tomorrow (May 15), beginning at 7:30 p.m. ET, former Boston Celtic John Havlicek will cohost American Radio Networks' coverage of the 1990 National Basketball Association Hall of Fame induction ceremonies for national radio barter syndication by Star Communications. The program, which Star is producing, will be carried on 35 stations.

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Changing Hands

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

KQFX(FM) Georgetown, Tex. (Austin), and WTRG(FM) Rocky Mount, N.C. (Raleigh) □ Sold by Capitol Broadcasting Corp. to Joyner Broadcasting Co. for \$13.1 million. **Seller** is headed by Kenneth S. Johnson, and owns WMJJ(FM) Birmingham and WKSJ-AM-FM Mobile, both Alabama; WRKA(FM) Louisville, Ky.; WGFX(FM) Gallatin, Tenn. (Nashville), and WCAW(AM)-WVAF(FM) Charleston, W.Va. **Buyer** is headed by A. Thomas Joyner and owns WZFX(FM) Whiteville, N.C. (Fayetteville); WROV-AM-FM Roanoke, Va., and WTFX(FM) Watertown, Wis. (Madison). KQFX(FM) is on 96.5 mhz with 1 kw and antenna 930 feet above average terrain. WTRG(FM) is on 100.7 mhz with 1 kw and antenna 1,968 feet above average terrain. **Broker: Blackburn and Co.**

KESZ(FM) Phoenix □ Sold by Duffy II Broadcasting Corp. to Arizona Television Corp. for \$10.4 million ("In Brief," May 7). **Seller** is headed by Bob Duffy and has no other broadcast interests. **Buyer** is headed by Delbert Lewis family and owns KTVK(TV) Phoenix. It is requesting waiver of FCC one-to-a-market rule. KESZ(FM) is on 99.9 mhz with 100 kw and antenna 1,670 feet above average terrain.

KLRS(FM) Santa Cruz, Calif. □ Sold by Fuller-Jeffrey Broadcasting Corp. to Viacom Inc. for \$5.75 million. **Seller** is headed by Robert F. Fuller and J.J. Jeffrey and has interest in KFMF(FM) Chico, KHTT(FM) Healdsburg, KHOP(FM) Modesto, KRCC(AM)-KRXQ(FM) Roseville, KSCO(AM) Santa Cruz and KSRO(AM) Santa Rosa, all California; KJJY(AM) Des Moines and KJJY-FM Ankeny, both Iowa; WBLM(FM) Portland, Me., and WOKQ(FM) Dover, N.H. **Buyer** is subsidiary of Viacom International, which is headed by Frank Biondi. Its broadcast division is headed by Francis Brady and Bill Figenshu and has interests in KXEZ(FM) Los Angeles, KOFY(AM) San Mateo and KOFY-FM San Francisco, all California; KHOW(AM)-KSYI(FM) Denver; WWT(TV) New Britain, Conn.; WLIT-FM Chicago; KMOV(TV) St. Louis, Mo.; WNYT(TV) Albany, WLTW(FM) New York and WHCT-TV Rochester, all New York; KIKK(AM) Pasadena and KIKK-FM Houston, both Texas, and KBSG(AM) Auburn and KBSG-FM Tacoma, both Washington. KLRS(FM) is on 99.1 mhz with 1.1 kw and antenna 2,618 feet above average terrain. **Broker: H.B. La Rue Media Brokers.**

WCDL(AM)-WSGD(FM) Carbondale, Pa. (Scranton) □ Sold by Sage Broadcasting Corp. to S&P Broadcasting Ltd. for \$2 million. **Seller** is headed by Gerald Poch and has interest in WGNF(FM) Titusville, Fla.; WACO-AM-FM Waco, Tex., and WRFB(FM) Stowe, Vt. **Buyer** is headed

by Ron Swanson and John Piccirillo and owns WALY(FM) Altoona and WWPB(AM)-WRKA(FM) Williamsport, both Pennsylvania. WCDL(AM) is daytime on 1440 khz with 5 kw. WSGD(FM) is on 94.3 mhz with 330 watts and antenna 770 feet above average terrain. **Broker: Robert A. Chaisson Inc.**

Wvoz(AM) San Juan, P.R. □ Sold by Continental Broadcasting Corp. to Aerco Broadcasting Corp. for \$800,000. **Seller** is headed by Pedro Roman Collazo, who has interest in Southwestern Broadcasting Co., licensee of WBOZ(AM) Sabana Grande and WBOZ-FM Hormigueros, both Puerto Rico. **Buyer** is headed by Angel E. Roman and is permittee of WFAB(AM) Ceiba and WZOL(FM) Loquillo, both Puerto Rico. Wvoz(AM) is fulltime on 870 khz with 10 kw.

WQKS(AM)-WZZF(FM) Hopkinsville, Ken. □ Sold by Tommy King, receiver, to Regional Broadcasting Inc. for \$756,000. **Seller** has no other broadcast interests. **Buyer** is headed by James S. Darwin, Gerald W. Hunt and Jerdan Bullard. Hunt is owner of WORM-AM-FM Savannah, Tenn., and KAHR(FM) Poplar Bluff, Mo. Bullard is vice president and owns less than 1% of Newcity Broadcasting Co., licensee of WZZK-AM-FM Birmingham, Ala., of which he is general manager; WEZN(FM) Bridgeport, Conn.; WDBO(AM) and WWSA(FM) Orlando, Fla.; WYAY(FM) Gainesville, Ga.; WYAI(FM) La Grange, Ga.; WSYR(AM) and WYYY(FM) Syracuse, N.Y.; KRMG(AM) and KWEN(FM) Tulsa, Okla., and KKYX(AM) and KCYI(FM) San Antonio, Tex. WQKS(AM) is on 1480 khz with 1 kw day, 24 w night. WZZF(FM) is on 100.3 mhz with 100 kw and antenna 602 feet above average terrain.

KQEO(AM)-KMGA(FM) Albuquerque, N.M. □ Sold by PCC of New Mexico Inc. to C.T. Robinson, William C. Moyes, Nicholas J. Verbitsky and Robert W. Clark for \$750,000. **Seller** is headed by Richard K. Penn, William H. Leighner and Morgan Penn, and its parent company, Penn Communications Corp., is parent of PCC of Colorado Inc., licensee of KVOR(AM)-KSPZ(FM) Colorado Springs. **Buyers** have no other broadcast interests. KQEO(AM) is on 920 khz with 1 kw day and 500 w night. KMGA(FM) is on 99.5 mhz with 19.5 kw and antenna 4,134 feet above average terrain.

WKYO(AM)-WIDL(FM) Caro, Mich. □ Sold by Prime Time Radio Inc. to Jackson Communications Ltd. for \$425,000. **Seller** is headed by Robert F. and Lorraine Benkelman, husband and wife, and has no other broadcast interests. **Buyer** is headed by William G. Jackson and his uncle, James G. Jackson. WKYO(AM) is fulltime on 1360 khz with 1 kw. WIDL(FM) is on 104.9 mhz with 3 kw and antenna 298 feet above average terrain.

WUPY(FM) Ontonagon, Mich. □ Sold by Octagon County Broadcasting Inc. to Sandra K. Schulz for \$300,000. **Seller** is headed by David J. and Joyce D. Savolainen, husband and wife, and has no other broadcast interests. **Buyer** has no other broadcast interests. WUPY(FM) is on 101.1 mhz with 30 kw and antenna 300 feet above average terrain.

For other proposed and approved sales see "For the Record," page 62.

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NBC to expand affiliate news service

A-News probably will expand from seven feeds daily to 24-hours per day

NBC News is planning an expansion of its affiliate news service, known as A-News, probably to 24 hours a day, network sources confirmed last week. A-News provides NBC affiliates primarily raw video footage for both breaking stories and feature material for insertion in local newscasts.

Currently, A-News is fed to affiliates by satellite seven times daily, with additional feeds as warranted by breaking news events. The network came under severe criticism last fall for its slow response in getting to the air with coverage of the devastating San Francisco earthquake, a situation made worse by the fact that NBC stations on the scene fed footage first to CNN as part of ongoing affiliation agreement. At the time, West Coast stations said technical problems at the network precluded them from servicing NBC News first.

The expansion of A-News is intended in part to strengthen the network-affiliate news tie and to address grievances from affiliates that they need stronger support from the news division for national and international footage. A reported 25% of NBC affiliates are also affiliated with CNN.

NBC News sources said last week that reports that the network was planning a separate 24-hour news network, with anchors and fully packaged news stories that would compete with a CNN or Headline News-type of service, were not accurate. "That is not the current plan," a source said. "At this point we are talking about an expansion or upgrading of the A-News service only."

There was no word last week on whether affiliates would be required to pay directly or indirectly (by way of a deduction in compensation) for the expanded service. The expansion of the service is expected to cost the network more than \$5 million annually.

Affiliates currently pay a fee for A-News based on a formula tied to market size. According to one affiliate source with knowledge of the plan, the cost to stations "may be more than we now pay for A-News."

The affiliate suggested that with all the news services out there, including, but not limited to affiliate news services, CNN, Conus and Newsfeed, "I think a lot of stations are probably going to have to make some decisions about which services to keep and which to cancel, because you probably don't need them all and probably can't afford them all either."

Ideally, NBC would like to see its affiliates rely solely on the network for national and international news coverage. However, that is probably not a realistic expectation.

But news sources said they hoped the expansion of A-News would send a message to affiliates that "they don't necessarily have to rely on other services for news," and that hopefully NBC will get "priority" when stations feed footage on a breaking story.

"It'd be great if we didn't have to rely on any other news services," said one NBC affiliate manager. "That sure wasn't the case last fall," he said, referring to the

network's less-than-stellar earthquake coverage.

George Mills, vice president, affiliate news services, oversees A-News and Skycom, a satellite service that enables affiliates to exchange news stories. Mills did not return calls to his office about the planned A-News expansion.

In response to word last week that the network was planning the A-News expansion, NBC News President Michael Gartner

RTNDA Paul White Award winners. Robert MacNeil and Jim Lehrer have been selected as co-winners this year of the Radio-Television News Directors Association's highest honor, the Paul White Award, for distinguished service to electronic journalism. The selection marks the first time in its 34-year history that joint recipients have been named. "The *MacNeil/Lehrer NewsHour* co-anchors are being honored because they are broadcast journalism innovators," said RTNDA past president Bob Priddy, Missourinet, Jefferson City, Mo., who nominated them for the award. "Their hour-long news program each evening pioneered long-form news coverage of specific events and each of them is an outstanding broadcast journalist in his own right." What's more, he said, "We felt it was time RTNDA honored these two men, and in the process, honor for the first time with this award, noncommercial news broadcasting." The award will be presented at the 45th annual RTNDA International Conference and Exhibition in San Jose, Calif., Sept. 27.

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Doing the right thing. Lack of news coverage and entertainment programming exposure is as damaging to images of minorities in the United States as biased attention from the media. So agreed Center for Communications Minorities Conference panelists convened to address companion workshops entitled "Doing the Right Thing: Minorities in the Communications Industries."

Pictured at top is the panel on minority images in news: Mauricio Gerson, production and programming manager, Telemundo Group Inc.; Joseph Boyce, senior editor, *The Wall Street Journal*; Beverly Shepart, reporter, *Virginian Pilot & Ledger Star*, and Danny Schechter, executive producer, *South Africa Now*.

The bottom picture is the panel on minority images in advertising: E.J. Williams Jr., president, Sheridan Broadcasting Networks; Jennie Tong, executive vice president, Lee, Liu & Tong Advertising; Reese Stone, manager, corporate communications, Philip Morris Companies, and Cory Zacharia, director of Hispanicast, a division of Riccy Reed Casting Inc.

For minority communications professionals, said the panelists, "Doing the Right Thing" includes both attaining power in TV and newspaper journalism and influencing those already in power to broaden coverage beyond news of black-on-white crime and what Boyce called "Rambo journalism" video of inner city crack houses.

Attendees, including more than 400 communications students, heard Gerson stress that "the news anchor will read what they give him; what is more important is to be behind the scenes seeing what is being written. It's important," he said, "for you to be in decision-making positions."

issued a statement that said: "For the past several months we have been studying ways of working more closely with and better serving our affiliates. While many details are yet to be determined, we have an outline of a plan and hope to have a final plan in place by the time of the June affiliate meeting." That meeting will take place in Washington from June 3-6. —SM

News the next thing on Fox's drawing board

Details of news service may be announced at June board meeting

Fox Broadcasting Co., whose way has been cleared by the FCC to proceed with an expansion of its programming schedule (BROADCASTING, May 7), is also, by all indications, moving full speed ahead on plans for the creation of a national news operation. Executives involved with its planning so far are mum on the shape of the news service, but details are expected to be forthcoming at the Fox affiliate meeting scheduled for June 4 and 5 in Los Angeles.

"There will be some discussion at the affiliate meeting for working with the stations in helping them to develop news and in building a news service," said Ian Rae, executive producer of news, Fox stations, in a statement released to BROADCASTING. An industry source said that Fox would probably begin a national feed early in 1991.

Speaking earlier this month at a gathering of the New York Television Academy, Rae said: "News is the one thing a local station can do better than anyone else. It's the public face of a local station." Rae also said he hopes to do a midday news show in New York within the next year."

According to Bill Jenkins, vice president and general manager of WXIX-TV, Fox's affiliate in Cincinnati, "news is going to be an agenda item at the meeting. We will, at that time, get an update on both timeframe and form.

"I don't know what Fox's plans are," said Jenkins, "but as they continue the roll-out of prime time, news would seem to be a logical extension of their efforts." Although unsure exactly what form the news service will take, "I look to Fox to come up with some type of definitive rollout, or at least to engage in a substantive discussion with [affiliates], asking for our input," Jenkins said.

"They're definitely going to do news," said Kevin O'Brien, vice president and general manager of KTVU-TV, the Fox affiliate in Oakland, Calif., "but the question of form is all speculation. We won't know until the board meeting."

O'Brien would like to see Fox offer an "integrated half-hour newscast for those affiliates with no news at all, similar to INN [Independent Network News]. That would be beneficial to those stations without news facilities."

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half-hour local newscast, O'Brien would like to see Fox provide an additional half-hour of national news. "It would be a good match-up," he said. "For stations like us, with a one-hour newscast from 10 to 11

p.m.," said O'Brien. "I'd look for the ability to utilize national stories from Fox that we find enticing, to integrate into our own newscast."

O'Brien would also like to see Fox help

newsless stations with a daily electronic news feed and acquisition of equipment, "so we can provide a news cooperative similar to what the networks have," he said.

-RG

Grossman takes network news to task

Lawrence K. Grossman, the former president of NBC News, sees television news as a fading and failing enterprise, where "the picture opportunity has replaced the word" and whose "preeminent journalists have become legends of the past." And if in 1969 Vice President Spiro Agnew "inveighed against the awesome power of 'a small group'" of anchors, commentators and producers who he claimed dictated what 40 million to 50 million Americans would learn of the day's events, today, Grossman said, "the prevailing concern" is over television's "vulnerability to the picture and sound bite machinations of the image experts, spin doctors and media advisers." Today, he added, "television newsmen are largely without influence; they cause nothing to happen."

Grossman issued his indictment at The Murrow Symposium and dedication of the Edward R. Murrow School of Communications at Washington State University, in Pullman. And Grossman took as his text the indictment of television news that Murrow, then still with CBS, delivered at a Radio-Television News Directors Association convention in October 1958. Unless television is used to its potential for teaching, illuminating and even inspiring, Murrow had concluded, "it is merely wires and lights in a box." Grossman made it clear that, 32 years later, he felt television—at least commercial TV—was close to becoming "merely wires and lights in a box." So he offered his own, often strong, measures for reform.

First, though, he ticked off a number of the ills he saw plaguing the medium:

"The worldly experience, background knowledge, resident expertise and significant influence" of such as Murrow, William Shirer and Elmer Davis have been displaced "by a new breed—the local and network anchors who drop in for a few hours or a few days wherever a major news event is unfolding and then move on to the scene of the next dramatic picture opportunity. Today's peripatetic, jet-setting TV reporters add little, if any, knowledge, perspective, context or history to the breaking story...."

"In the desperate effort to stop the hemorrhaging of ratings, some news divisions have borrowed the tools of entertainment, producing dramatizations of real stories, using actors to stage scenes that may or may not have happened so that the viewer cannot tell what is fake and what is real—where truth ends and dramatic license begins...."

"In the years since Ed Murrow set the standard, television news has lost much of its zeal, its passion, its idealism, its ability to provoke. And now, it is losing its audience to syndicated programs that, reprehensible though many of them may be, seem to

have more bite and relevance to the average viewer."

That last, in turn, led Grossman to raise "a heretical question: whether our long-term, unquestioned reporting, that is, reporting without a personal point of view, has made television news bland, dull and largely unimportant in people's lives, unless there is a dramatic crisis such as an earthquake, airplane crash or terrorist attack."

Grossman is a casualty of the General Electric takeover of RCA, the parent company of NBC. In late 1983, Grant Tinker, then chairman-CEO of NBC, had hired him away from PBS, where he served as president, to run NBC News. On Aug. 1, 1988, he left that post as a result of what were described at the time as personal and philosophical differences with Robert Wright, whom GE had installed as president of NBC. Grossman, now a Gannett senior fellow, had more than critical remarks to make. He offered suggestions for remedying the ills he saw.

He said, for instance, the time may have come "to rethink our craft in fundamental ways." He noted that in the early days of the republic, the press was partisan, opin-

ionated, individualistic, engaged, controversial. "Fairness and balance came not from impartiality," he said, "but from vigorously competing viewpoints." As the network news divisions look for "a new reason for being," he added, "they might seek to recapture some of that intensity, idealism and controversy."

But that was only a beginning. He called on media think tanks—such as the Gannett Center for Media Studies at Columbia, the Annenberg Communications Center in Washington, and the Press, Politics and Public Policy Center at Harvard—to generate ideas for reform of the media. What's more, he said, "we need vastly increased support for public radio and television, where some of the most influential and important public affairs programming is now being produced." And where would the money come from? "From new transfer taxes and license fees" Grossman feels commercial and cable broadcasters should pay in return for the "exclusive and valuable licenses and franchises" they receive. "There should," he said, "be a public dividend from the profitable sales of such licenses and franchises."

-LZ

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Fairly flat first quarter for pay cable

Ratings for pay services and sub counts for MSO's show little change

The pay cable category began the 1990's not with a bang, but with a whimper. While HBO fared slightly better than Showtime for the first quarter of 1990, MSO's were neither thrilled about, nor upset at, the pay category's showing as a whole. Some MSO's fared better than others, but the differences were subtle.

HBO was up slightly in subscriber growth for the first quarter, according to Larry Carlson, executive vice president, affiliate sales and operations. "We're up this year, as we are every year," he said, although "not anywhere near what we've done in the past." But Carlson stressed that in the current pay environment, "who's watching" was perhaps more important than subscriber growth. Carlson said Nielsen ratings on a day basis were up 10% for the quarter, compared with the first quarter of 1989.

Carlson attributed the ratings increase to HBO's \$50 million national advertising

share," as it did last year, said Ryan.

Although the MSO's experienced a range of results in the pay category, from up to down to flat, the latitude between their pay network performances was relatively shallow. Continental Cablevision said HBO was up and Showtime down, the reverse of the first quarter of 1989, according to Ted Livingston, senior vice president-marketing. He attributed HBO's rise to two things—its investment in its image ad campaign and the "positive impact" of the Douglas-Tyson fight.

The benefit Showtime has been getting from its movie exclusives "has run its course," said Livingston. According to United Artists Entertainment's Jerry Maglio, senior vice president-marketing, "customers don't understand what exclusive movies mean. Focus groups tell us" that customers think all the pay channels have the same movies. "Only the Disney Channel escapes the negative comparisons," he said.

Jones Intercable saw a 1.2% increase in

overall pay units, said Maglio, but pay-to-basic penetration decreased marginally, from about 84.6% to 84.2%. According to TCI's Larry Carleton, pay-to-basic penetration has reached its height. TCI is at approximately 80% penetration, and that's "about as high as we can hope to go," he said. The pay-to-basic ratio at Comcast has dropped a bit, said Comcast's Richard Sperry, vice president-marketing, adding: "That's not due to problems with the pay category but [is caused] by bringing on more marginal subscribers who are willing to take only basic." But HBO's Carlson said that by the end of the decade, when he believes cable penetration will be 85%-90%, potential pay subscribers will arise out of "generational change," as "future homeowners" come of age.

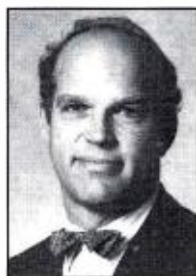
Comcast's first quarter was up slightly, close to what the MSO had budgeted, said Sperry. Each network's performance varied from month to month, "depending on what service we were doing promotions for during a particular month," he said. For the year overall, Comcast predicts "very slow,



Carleton



Maglio



Livingston



Sperry



Mathwick



Ryan

campaign this year, up from \$10 million last year, as well as better fights and a better crop of Hollywood movies. He predicted that Nielsen ratings would continue to improve and give HBO "a record year." Subscriber growth, he said, is "harder to predict" because it's "not totally in our control."

Showtime confirmed that its overall subscriber growth for the quarter was flat. "January and February were tough months, continuing the trend of the fourth quarter of last year," said Nora Ryan, senior vice president, consumer marketing. But March, she said, was a healthy month, with the start of the first of Showtime's three national marketing campaigns. (In Viacom's first quarter earnings statement, it said Showtime/TMC lost 95,000 units in the quarter.)

Responding to HBO's better showing for the quarter, Ryan said: "They had their national campaign in January and February. They got an earlier start in the quarter. Whoever is marketing sees the growth." For 1990, Showtime expects to outperform HBO "in absolute numbers as well as

pay subscriptions in the first quarter. HBO and TMC did the best, said John Mathwick, group vice president-marketing, due to "fairly strong marketing initiatives." HBO's winter season involving direct mail to both subs and non-subs, as well as radio, TV and newspaper advertising, was successful, said Mathwick, as were the TMC marketing campaigns in several Jones systems. According to Mathwick, Jones increased its sell-in rate to new subscribers over last year by 6 points. The second quarter looks promising too, said Mathwick, because of the promotions done during April for National Cable Month.

At TCI, January meant increased basic rates, which caused subscribers to drop pay services. Further contributing to the decline were discounted rates for pay—in effect since September—that went up to full fare in March. Still, TCI "lost fewer [pay subscribers] than we budgeted to lose," said Larry Carleton, vice president-operations, who predicts second-quarter subscription levels will not decline, but stay flat.

UAE experienced a slight increase in

gradual growth for the pay services." For ATC, the entire pay category was flat in the first quarter, almost identical to the first quarter of last year, said vice president-marketing, Tim Evard.

The year ahead "will be a struggle," said Continental's Livingston. The pay networks need to "create consumer demand," he said, and good product and original programming is key, something HBO is "still strong at."

UAE's Maglio, though, doesn't "want to single out HBO and Showtime as much as the whole pay category." In any month, he said, one network is up and one down. The problem is that many consumers have experienced pay TV and they think they know what it is, said Maglio. A repositioning of the pay category is needed, he stressed, because "it's no longer the place for first-run movies." Pay TV should be marketed differently, perhaps as a video library. "We intend to change the trend in pay TV," Maglio said.

MSO's are starting to abandon old marketing strategies and look at new ones. TCI

Showtime PPV promotion

In an attempt to increase subscriber growth, Showtime is once again offering a pay-per-view event, giving buyers one month of Showtime in return. Buyers of the June 1 Evander Holyfield vs. Seamus McDonagh fight, offered in conjunction with Showtime Event Television, will be charged the participating system's standard monthly Showtime subscription fee.

Showtime first made use of addressable technology for a PPV event with the Thomas Hearns vs. Michael Olajide bout on April 28. The fight garnered a 0.7% buy rate (approximately 35,000 viewers), according to Nora Ryan, senior vice president, consumer marketing. Showtime also used telemarketing for the event, contacting consumers who had previously bought PPV boxing events, and garnered a 1.4% buy rate from those calls, said Ryan. For the Holyfield-McDonagh match, "we're also going to try postcards," she said.

Showtime has "put the spotlight so directly on one event, it'll be interesting to see if this group will retain the Showtime service," said Ryan. The network will track those subscribers over the next few months. Showtime plans to seek out customers with addressable systems again with its June premiere of "Who Framed Roger Rabbit?" and is cooperating with cable operators who want to make the movie an impulse event. Ryan said Showtime will pay half of the operators' marketing costs of the event. Showtime is also considering more elaborate addressable events, such as programming weekend-long PPV festivals to attract Showtime subscribers.

Last November, Showtime began using the addressable technologies as a marketing tool to give viewers a taste of the network, and according to Ryan, the strategy has worked well. Direct mail pieces aimed at addressables outperformed any other direct mail that season, said Ryan, and retention levels have matched that of other subscribers.

"Free previews continue to deliver new customers," said Ryan. Traditionally, the network does three-day previews, but during the first quarter of this year, TMC tested a five-day preview, and did 74% better, according to Ryan.

Last week Showtime also unveiled its fourth-quarter acquisition campaign, "Good Things Good Times." The network is conducting a co-promotion with RCA, involving discounts and rebates on RCA TV sets, Showtime and TMC; 20 million direct mail pieces, including a bilingual mailer, and RCA broadcast and print ads featuring Showtime and TMC.

no longer plans to do many of the deep discounts on pay, according to Carleton. They're "too expensive and too much work." Maglio isn't a fan either, and said that too many discounted trials make it seem "like we've devalued pay TV. We haven't been doing a lot of value marketing."

Comcast is making some changes in marketing strategy, said Sperry, and it is going to focus on training employees in customer service, especially in sales and retention marketing for pay subscribers.

MSO's need to take on more responsibility in this area, said Sperry.

Comcast is also beginning to focus on multi-pay sales to nonsubscribers. The MSO is having good results in trials of selling pay network packages in two of its larger systems during the last couple of months, said the Comcast executive. Other tactics in the wings, said Sperry, include pay-per-day or pay-per-weekend offerings, but it is "too early to tell whether these have a significant effect on business," he said.

-SDM

Abel to run the shows at NAB

John Abel, the National Association of Broadcasters executive vice president for operations, last week assumed new responsibilities of overseeing the association's conventions and meetings. Abel had been talking with NAB President Eddie Fritts about expanding his duties since earlier this year. Originally, Abel said he would leave NAB by the end of 1989 but was willing to stay if he was offered "something challenging" ("Closed Circuit," Feb. 19). Abel told BROADCASTING he was committed to stay under this new arrangement but he has not said for how long. NAB's net income for the 1990 convention was down \$600,000 from the projected amount (see story, page 58).

All NAB departments currently report to Abel except government relations, legal and administration, and that assignment will not change. The conventions and meetings division was previously under the administration department run by Michael Harwood, executive vice president and chief financial officer. In addition to handling NAB's annual convention and the radio conference, Abel will also explore new business development. He is the driving force behind NAB's desire to establish a European convention ("Closed Circuit, April 16).



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Patricia Niekamp: Raising the visibility of AWRT

Association's outgoing president feels group has improved its services and increased membership

The last day of the American Women in Radio and Television's annual convention (see page 59) is also the last day of Patricia Niekamp's one-year tenure as president of the 39-year-old organization. It is a post she affectionately calls her "other full-time job."

Her enthusiasm for the organization seems unbridled, and she admits to having "smiled a lot" over the past year despite the extensive traveling and time needed for the job.

"Women in the industry," she concluded, "have made steps—not giant steps, but baby steps."

Niekamp said that women general managers represent about 8% of the total in radio and less than 3% in TV. "We have a ways to go," she admitted, but said that fact illustrates why AWRT is so important. "It's the only organization that provides education and support for women" who want to improve their position in broadcasting.

Niekamp, who served as president-elect last year, replaces Diane Sutter (BROADCASTING, May 8, 1989). Niekamp is the general sales manager of KAAL-TV Austin, Minn. She was local sales manager for KSTP-TV Minneapolis from 1986 through February 1989, when she took her current job. Before that, she was local sales manager for two years at KITN-TV Minneapolis-St. Paul, previously a nonprofit Christian station. She was part of the station's first com-

mercial staff. The job gave her invaluable hands-on experience in building and training a sales staff from the ground up, she said.

From 1978 to 1984 she was an account executive with the Hurley Co., a regional advertising representative in Minneapolis. It was a job she thought would be tempo-



Patricia Niekamp

rary until she found work as an advertising copywriter. She never did.

In 1986 she was AWRT's national secretary-treasurer. That year, she was elected Minnesota Businesswoman of the Month for September.

"As trade associations go, we are hardly the largest," and so "we are very sensitive to budget considerations," she said. "Like many professional associations, we had a

real tough shake-out period. Five years ago we had a \$92,000 deficit. This meant very serious belt-tightening. The board of directors had to say 'no' a lot," to projects that AWRT would have liked to have done. She called that time in the organization's life "pretty unpleasant." The deficit, she said, was finally retired in 1989.

Norma Cox, former AWRT president and currently director of the entertainment division of Merrill Custom Publishers of Minneapolis-St. Paul, described Niekamp as "a very dynamic, strong person."

Of their first meeting in mid-1978, Cox was "overwhelmed by how much Pat knew" about local sales. She added that as members of the North Star chapter (Minnesota), Niekamp "early on was pegged as an up and coming president, someone who was going to be in charge."

Her goals for AWRT when she took over, Niekamp said, "have been largely met." Those goals were threefold. She wanted to increase AWRT's visibility within the industry and other professional organizations, to improve member services and increase membership.

Although she said she has met all her goals, she was most determined to improve the organization's standing in the eyes of other organizations. To do that, she traveled extensively and met with or spoke to leaders of the National Association of Broadcasters, Television Bureau of Advertising, Radio Advertising Board, Broadcast Financial Management Association and the Radio-Television News Directors Association, to name a few.

She further believes that she has been

NAB tightens its belt

The National Association of Broadcasters executive committee moved last week to cut NAB expenses for fiscal 1990-91 by nearly \$1 million. Several factors have contributed to NAB's sudden budget crunch: net income from the 1990 Atlanta convention was down \$600,000 from the projected amount and radio dues are off. Close to 400 radio stations are said to be six months behind in their dues, and the association was forced to drop 221 radio stations and four TV's from its membership roster for nonpayment of more than a year's worth of dues.

In a statement released last week, executive committee members announced they had revised the budget for FY '90-'91 and would hold total expenses to \$15.7 million, the same level as last year's budget. In January, the board approved a \$16.6 million budget with anticipated revenues of \$17 million (BROADCASTING, Jan. 22). The action, said NAB, takes into account "somewhat reduced revenue projections caused by various factors attributed to the economy's slowdown."

NAB estimated net income of \$5.6 million for its convention but failed to meet that goal, according to a source, because of lower attendance figures and greater expenses. Attendance was 50,413, down from 1989's 53,100 (BROADCASTING, April 30). And the rental for the exhibit hall was considerably higher for the Atlanta show, \$415,000 compared to the \$170,918 spent last year.

NAB's executive vice president for operations, John Abel,

was put in charge of the association's conventions and meetings last week (see page 57). Undoubtedly, Abel will be faced with trying to beef up convention attendance and revenues.

In an effort to cope with its dues troubles, Radio Chairman Bill Sanders of KICD-AM-FM Spencer, Iowa, wrote to the delinquent stations urging them to pay. And NAB has hired another person to collect the outstanding money.

Among other executive committee actions was a decision to have NAB General Counsel Jeff Baumann draft a "statement of principle" on broadcaster responsibility in dealing with such issues as indecency, obscenity and violence. The statement will be presented to the joint board when it meets in Washington on June 19-22. In January, the board considered issuing such a statement but held off on the advice of NAB President Eddie Fritts, who feared that such a statement would be seen by FCC Chairman Al Sikes as "doing nothing" and could spell trouble for the industry.

Instead, the executive committee was asked to continue examining the issue and report back in June. But the idea of resurrecting a programing code seems to have little support among most directors, who are troubled by the idea of industry guidelines because of First Amendment concerns and possible antitrust problems.

The NAB officials also voted to continue the association's Free TV campaign for another year.

-KM

cessful in increasing visibility within the regulatory community. She feels the current FCC is in touch with women's issues, although in assessing the commission's performance, she would only say "so far, so good."

She spent time with Department of Labor Secretary Elizabeth Dole discussing the Job Training Partnership Act.

She is openly proud of her testimony before the Senate Communications Subcommittee on Sept. 15, 1989, where she stated that "the FCC's uncertainty as to whether there is a nexus between ownership and diversity of viewpoint is belied by" a Congressional Research Service study of statistics collected by the FCC in 1987, which "concluded that there is a strong indication that ownership of broadcast properties by minorities and women results in a greater degree of minority, women and other audience targeted programming."

She called the distress sale policy "particularly appropriate because of the underemployment of minorities and women for so many years in the broadcast industry." She advocated "an expansion of distress sale and tax certificate policies to include women and public broadcasters."

She voiced opposition to the lottery system simply because it leaves the assignment of valuable licenses "to chance."

AWRT, she said, was the only organization speaking on behalf of women before the subcommittee.

She thinks that one of AWRT's most necessary functions is providing opportunities for members to increase their knowledge of the field through regional conferences and the sharing of information between local organizations. "One of my hot-buttons is education; I am a very strong believer that your education never ends."

She says there have been informal discussions with a well established broadcast educational provider in hopes of creating a new partnership designed to serve young women with career ambitions in broadcasting. The details may be completed by the time the convention ends. AWRT has planned a joint venture with the NAB to share a nationwide job bank and resource pool, she said.

Niekamp started her broadcast career while still a student at Southern Illinois University, where she received a Bachelor of Science degree in 1973. She also met her husband there when the two helped staff a small carrier current station that had been, prior to her involvement, broadcasting without authorization from one of the dormitory rooms. The University got the station—WIDB—licensed and Niekamp was on the air, wrote copy and "did any and all functions that needed to be done."

Then, in her senior year "somebody offered me money to do what I was already doing for free." Niekamp was the on-air director and deputy director for noncommercial station WSIU-TV and traffic director at WSIU-FM.

Not knowing "what the future will bring" does not seem to bother her much, because the future offers the possibility of new challenges. She admits, though, that it will be tough to top what she calls, "just an exciting year."

—PJS

AWRT's 'Power' conference

Under banner of 'Media Power in the 90's,' group's annual meeting features remarks by Al Sikes and panel on indecency with Joan Rivers

Washington, D.C., will host the 39th annual American Women in Radio and Television convention May 16-May 20 at the Capital Hilton hotel. The convention, billed as "Media Power in the 90's," will focus on the politics and policies shaping broadcasting's future.

A nonprofit organization begun in 1951, the AWRT has grown from its first convention, which attracted 250 radio and TV professional women to New York City's Hotel Astor (BROADCASTING April 16, 1951), to more than 2,700 members in 52 local chapters worldwide, said Melissa Robinson, an AWRT spokeswoman. She said that organizers expect more than 300 members and guests to attend this year's five-day event.

Highlights of the convention will include a luncheon speech by FCC Chairman Alfred Sikes, a panel session on indecency, and a presentation of AWRT's annual awards, including the 1990 Silver Satellite Award; the Sid Guber Award; the AWRT Achievement Award, and the Chapter of the Year. The National Commendation Awards were presented March 15 in New York.

Chairman Sikes will address convention attendees on Friday, May 18. Eddie Fritts,

NAB president and chairman of the board, will introduce him.

The indecency session, "First Amendment Power: the Indecency Issue," brings together TV talk show host Joan Rivers, FCC Commissioner James H. Quello, Representative Constance Morella (R-Md.), Pollack Media Group Chairman Jeff Pollack and Timothy Dyk, a partner with the Washington Law firm of Jones, Day, Reaves & Pogue. Ed Hummers, a partner of Fletcher, Heald & Hildreth, will moderate the session.

The AWRT Achievement Award is presented annually to AWRT's outstanding member. This year honors Saidie Adwon, 1976-77 AWRT president, who is currently regional sales manager for Griffin Television Inc., licensee of KWTW(TV) Oklahoma City and KPOM(TV) Fort Smith, both in Oklahoma.

The Sid Guber Award, named in memory of the late AWRT member, is awarded to a young person who pursues a career as a performing artist.

Wednesday, May 16, is slated for AWRT and foundation board meetings.

Registration opens at 8:30 a.m. on Thursday, May 17. A private tour of the Capitol, visits to local elected representatives and lunch on the Hill are scheduled. The day ends with an industry banquet highlighted by the presentation of the 1990 Silver Satellite Award. Presented to an indi-



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They're contentious and contagious. They're the McLaughlin Group. (clockwise from left) Jack Germond, Eleanor Clift, John McLaughlin, Fred Barnes, Morton Kondracke, and Pat Buchanan.

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vidual for outstanding contributions to the broadcast industry, this year's award goes to Dinah Shore.

Panel sessions begin Friday, May 18, at 10 a.m., with the concurrent panels, "Portraying Power: the Washington Beat" and "Radio Power: Strategies for the 90's." The former features Helen Thomas, UPI Radio; Susan Stenberg, National Public Radio; and Andrea Mitchell, NBC News correspondent. The latter panel has Michael Faherty, executive vice president, Cox Radio; Dick Ferguson, president, NewCity Communications; Anna Mae Sokusky, vice president, CBS-owned AM stations, and Jim Thompson, president, Group W Radio.

Following the Sikes speech on Friday, concurrent sessions at 2:15 p.m. include "Power Personalities: The FCC," "The Power of Global Change: People Politics and Media" and the indecency panel.

The "Power Personalities" panel will be

hosted by AWRT president-elect Patricia Mahoney. FCC Commissioner Sherrie Marshall is scheduled to be a panelist, along with former FCC Commissioners Anna P. Jones, Patricia Diaz Dennis, Margita White and Mimi Weyfourth Dawson. Jones is a partner with Sutherland, Asbill & Brennan. Dennis is a partner with Jones, Day, Reavis & Pogue. White is president of the Association of Maximum Service Telecasters and Dawson is a government affairs specialist with Wiley, Rein & Fielding.

Later, starting at 4 p.m., "Power and Responsibilities: Ethics in Journalism," "Power Selling" and "Power Players: Risk Taking to Get to the Top" will be held concurrently. In the first, David Bartlett, president, Radio-Television News Directors Association, will moderate a panel with Natalea Brown, news director, WJZ-TV Baltimore; Barbara Cohen, CBS Washington bureau chief; Susan McInerney, news di-

rector, KDKA-TV Pittsburgh, and George Watson, ABC Washington bureau chief.

"Power Players" will be hosted by AWRT President Patricia Niekamp, and will include Lucie Salhany, president, Paramount Domestic Television, as a panelist.

Saturday will be devoted primarily to workshops and educational seminars. Highlights include a morning session with members of the International Association of Women in Radio and Television (IAWRT) and a session on balancing career and family. Afternoon workshops will focus on fund raising, job banks, membership and ethnic and racial diversity.

Sunday morning, May 20, has business meetings scheduled until the Leadership Luncheon, that also serves as the awards ceremony and the induction of new officers. Carole Simpson, ABC News senior correspondent, will be the mistress of ceremonies. —PJS

SatelliteFootprints

Must-pay-per-view. Hollywood distributors of pay-per-view movies and events received encouraging news from General Instrument last week as the latter announced that, beginning May 21, new authorizations for its Videopal instant pay-per-view ordering system will be restricted to consumers equipped with Videocipher II Plus descrambler. The cut-off date will not affect "several thousand" currently authorized home dish owners equipped only with the piracy-plagued Videocipher II unit. "We anticipate that this move to a higher security system will result in more programs, special events and new services being added to the lineup offered to the home dish market," said Ken Kinsman, Videocipher Division senior vice president of DBS services. General Instrument said Videopal is currently used by four movie services and eight sports networks.

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One more aboard. The Nostalgia Network agreed to a long-term lease of one transponder aboard Hughes Communications' next-generation cable TV satellite Galaxy 1R. The basic cable service, which claims 8.6 million cable households on 531 cable systems, will join HBO, Turner Broadcasting System, ESPN, The Disney Channel and other cable services aboard Hughes's system beginning in 1992, when Galaxy 1R replaces Galaxy 1.

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Sports over there. Less than a month after it had sealed contracts that will assure one-and-a-half hours transatlantic news traffic a day for the next year (BROADCASTING, April 30) and more than 100 additional hours of sports programming over the pond in 1990-91, BrightStar Communications reached an agreement last week with the Italian ministry of post and telecommunications that adds "direct Italy-U.S. service" to BrightStar's offerings for the first time.

USA Network—seeking a satellite conduit for its coverage of the Italian Open Tennis Tournament, May 19-20—became the first U.S. programmer to sign on for the single-hop service (comprising a straight line between the two nations via Intelsat 332.5). Uplinked in Ku-band in Italy, USA Network's feed will be cross-switched to C-band aboard the Intelsat bird and downlinked at Washington International Teleport. On Sunday, May 13, BrightStar was also scheduled to deliver a closed circuit feed of CBS's coverage of the Los Angeles Lakers-Phoenix Suns National Basketball Association playoff semifinal game to the American Pavilion, adjacent to the Palais, site of the 1990 Cannes Film Festival. The NBA post season, said the NBA, is being distributed this year to more than 75 nations on every continent but Antarctica. More than 25 nations receive the games via satellite, and most of those televise NBA coverage live, the league said.

Common ground segment. The consolidation of international news service Washington bureau facilities became more complete last week as Japan's state broadcaster NHK leased space from Professional Video Services Corp., which will provide crews, equipment, editing and transmission facilities to NHK. Washington bureaus for the European Broadcast Union, the BBC, Finnish Television, Swiss Television and Radio, Norwegian Television, Swedish Broadcasting, Portuguese Television, French TV, Australian Broadcasting and Dutch Broadcasting already use those facilities.

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Over the wall in space. Romanian Minister of Posts and Telecommunications Stelian Pintilie signed the International Telecommunications Satellite Organization Operating Agreement last week at the U.S. State Department in Washington, making Romania the 119th member of Intelsat. Romania gains a 0.05 percent share of the organization, which had approved Romania's entry last month (BROADCASTING, May 7). "Romania has been a non-member user since 1977," noted Intelsat Director General Dean Burch, "and it is the first Eastern European country to become a member of the organization. We are delighted." Virgil Constantinescu, Romania's Ambassador to the U.S., and Lucian Constantinescu, director general of Romania's Ministry of Posts and Telecommunications, were also in attendance.

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Limited silent, separate partners. Orion Satellite Corp. says it has modified its limited partnership agreement to eliminate the problem of foreign ownership that the FCC raised with the company that has been authorized to establish a separate satellite system. Richard Firestone, chief of the FCC's Common Carrier Bureau, said in an April 24 letter to Orion that information Orion provided indicates that foreign entities would control 87.5% equity of limited partnership interests and have more than a majority equity interest in the partnership as a whole. Thus, Firestone said, the possibility existed of foreign entities controlling decisions on behalf of the partnership. He also said that, based on Orion's oral presentation, foreign governments or their representatives may be part of the equity ownership and control of Orion. That, he said, would constitute a violation of law. In its reply last week, Orion counsel Thomas Keller said that changes made in the limited partnership agreement ensure that limited partners will be "insulated." That, he said, should resolve the commission's concerns. However, Keller's letter does not respond to the commission's request for "profiles" of the limited partners. He said they have requested that their identities be kept confidential, "at least at present." Given the fact they are "insulated," he said, limited partners will occupy the position only of "passive investor."

Goodwill Games update

Turner Broadcasting has announced its video excerpting policy for other media services for the Goodwill Games—up to three minutes of excerpts aired in up to five regular news programs per day.

Goodwill Games officials said the policy is less like other international sporting events and more like U.S. professional sports. "Once an event is finished, the local TV station will have the opportunity to show the highlights with a standard video credit," TBS said.

The rules include a minimum three-second supered video of TBS Sports, the three-minute, five-newscast maximum, a separation of excerpts of at least one hour, their use within 36 hours of their availability, and use of only excerpts of events carried by TBS or those occurring more than 72 hours prior to use.

For cable operators, Turner announced the dual transmission schedule for the games. From June 4 to July 19 and from Aug. 7 to Aug. 31 there will be dual transmission of WTBS(TV) Atlanta. The standard wbs feed is on Galaxy 1, transponder 18, while the games' feed, between July 20 and Aug. 6, will be on Satcom III-R, transponder 14.

The award goes to...

NCTA has announced the recipients of its Vanguard and President's Awards, which will be bestowed at a May 23 dinner to close the annual convention in Atlanta.

The Distinguished Vanguard Awards for leadership will be presented to John Goddard, president and chief executive

officer of Viacom Cable, and Geraldine Laybourne, president, Nickelodeon/Nick at Nite.

Other Vanguard winners will include Kevin Rorke, executive vice president, ATC, for young leadership; Ted Turner, chairman of Turner Broadcasting, for programers; John Egan, president and chief executive officer of Anixter Cable TV, for associates; Ted Hartson, vice president and chief engineer, Post-Newsweek Cable, for science and technology; James (Trey) Smith III, senior vice president of operations for Times Mirror Cable, for state/regional association leadership, and Lowell Hussey, former senior vice president, marketing, for Warner Cable, for marketing.

The President's Award winners will be Char Beales, vice president, program development, Comsat Video Enterprises; Paul Cianelli, president, New England Cable TV Association; James Cownie, president, Heritage Communications; Viacom's Goddard, and Robert Miron, president, Newhouse Broadcasting.

Project Earthwinds

ESPN will provide television coverage of the first ever around the world helium balloon flight, a joint venture of the U.S., United Kingdom and Soviet Union in a project entitled Earthwinds.

ESPN will carry pre-launch and post-flight programs as well as daily updates on the crew's journey around the world during SportsCenter.

The three-man crew, the U.S.'s Larry Newman, the UK's Richard Branson and

USSR's Vladimir Dzhaniybekov, will leave from Akron, Ohio, sometime between November and February, depending on weather conditions, and expects the venture to take up to 21 days. ESPN will have two cameras inside and two cameras mounted outside the balloon. The network said its coverage is in keeping with its sports adventure profile and follows, in theme, its coverage of the America's Cup.

In other news, ESPN said that 99% of its affiliates have signed for the NFL, which entailed a 14 cents per subscriber per month surcharge beginning next fall. The rate increases one penny per year throughout the four-year contract.

Collegiate lineup

Promoter Mike Trainer has completed the list of players who will participate in his *One on One Collegiate Challenge* pay-per-view special on June 25. The additions are Loyola Marymount's Bo Kimble, who led the nation in scoring; Texas' Travis Mays, the all-time Southwest Conference scoring champion; Virginia Tech's Bimbo Coles, who captured the same honor in the Metro Conference, and Michigan's Sean Higgins, who led his team in the 1988-89 NCAA Championships.

Music merger

International Cablecasting Technologies Inc. and Jones International Ltd. last week announced a joint venture merging their basic cable music networks. The new venture, GalacticTempo Sound expects to be on-line and have 10 million

Paper chase over Orange County cable

The battle between two major publishing and cable forces in Orange County, Calif., has begun, as the Orange County NewsChannel, a 24-hour local cable news channel set to launch in September, was turned down in its attempt to place an advertisement about the new service in the *Los Angeles Times*.

OCN is owned by the Freedom Newspapers, the corporate parent of the *Orange County Register*, which competes with the *Times*'s Orange County edition. Times Mirror, which owns the *Los Angeles Times*, also owns Dimension Cable, a large cable operator in the county.

The ad in question—headlined "Orange County NewsChannel. All Orange County. All the time."—describes the new service and urged readers who wanted to see OCN to let their cable operator know of their interest. The ad does not mention the *Register* or the newspaper rivalry, said Alan Bell, president of the broadcast division of Freedom Newspapers, and was carried by the *Register* as well as other daily papers in the county.

Bell said OCN "is a separate enterprise" from the *Register*, and found the *Times*'s reluctance to carry the ad surprising. That decision, he said, "gives me grave concern" as he continues negotiations with Dimension about carrying the

service. (Two of the area's four major operators have signed to carry OCN—Comcast and Paragon, which serve about 200,000 of the 400,000 cable homes in the county. Dimension and Colony Communications, which make up most of the other 200,000, have not.)

Laura Morgan, public information supervisor for the *Los Angeles Times*, said every advertising medium can decide which ads to accept or reject. "We are under no obligation to run their promotions," she said. The *Register* and OCN "are direct competitors" to the *Times*, she said, and the *Times* does not believe there is a distinction between OCN and the *Register*. Morgan likened the situation to the broadcast networks, in that ABC does not carry NBC advertising.

Bell said OCN is contemplating legal recourse, but also believes that the more information that gets out on OCN, it will increase consumer awareness and demand, and will help move cable operators to carry the service.

Dimension, as well as Comcast, has recently moved to carry the KCAL-TV Los Angeles-produced local Orange County news segments being inserted in the local news window within Headline News. As to carriage of OCN, Dimension said it is evaluating whether a full-channel make sense, and added that OCN was not the only news channel it was reviewing.

subscribers by the summer. Operators will be charged 3 cents per subscriber for the basic network, which will offer a 9-channel, 24-hour FM stereo audio service. Cable operators will be able to sell local avails on the national satellite-delivered system, said ICT chairman Jerry Rubinstein.

ICT's Digital Music Express, a premium pay audio service, will be introduced this fall to more than 5 million cable subscribers. It offers 30 audio formats of digital-quality music, commercial free.

From Turner to Whittle

Farrell Reynolds, president, Turner Broadcasting Sales, is leaving after 10 years to become chairman and chief executive officer of the new Educational Network at Whittle Communications. The division contains seven separate properties, including the school news program, Channel One. The network plans to expand into additional television channels over the next three years. Reynolds assumes his new position on May 21.



Prime location. Prime Ticket has moved into a new \$7 million executive and production complex in the Century City portion of Los Angeles. John Severino, Prime Ticket president and chief executive officer, is shown above in one of the new control rooms.

To viewers, the new studios will provide clearer pictures, stereo sound and special production effects. To Prime Ticket, it will allow for on-air origination (the service will launch a twice daily news show as well as on-air commentaries by Severino this fall), commercial insertion, production and post-production facilities, and uplinking and downlinking.

For the Record

As compiled by BROADCASTING from May 3 through May 9 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

- KVOK(AM)-KJJZ(FM) Kodiak, AK (AM: BAL900409ED; 560 khz; 1 kw-U; FM: BALH900409EE; 101.1 mhz; 3.1 kw; ant. 46 ft.)—Seeks assignment of license from Pacific Rim Broadcasters Inc., debtor in possession, to TCT Communications Inc. for no financial considerations. Seller is headed by Howard S. Trickey, Richard L. Cattanach and Vernon Laird and has interest in KENI-AM-FM Anchorage, AK, and Great Alaska Electric Co., licensee of KBCN(AM)-KINQ(FM) Fairbanks, AK. Buyer is headed by Thomas C. and Patricia M. Tierney, husband and wife, who own KENI(AM)-KBFX(FM) Anchorage, AK. Filed April 9.
- KESZ-FM Phoenix, AZ (BALH900402HP; 99.9 mhz; 100 kw; ant. 1,670 ft.)—Seeks assignment of license from Duffy II Corp. to Arizona Television Co. for \$10.4 million ("Changing Hands," May 7). Seller is headed by Robert Duffy and has no other broadcast interests. Buyer is headed by Delbert R. Lewis family, and is licensee of KTVK(TV) Phoenix, AZ. Filed April 2.
- WFNW(AM) Naugatuck, CT (BAL900406ED; 1380 khz; 5 kw-D, 500 w-N)—Seeks assignment of license from Sage Broadcasting Corp. of Naugatuck to Candido Dias

Carrelo for \$350,000. Seller is headed by Gerald Poch and Leonard Fassler and has interest in WACO(AM)-KTKS(FM) Waco, TX; WCDL(AM)-WSGD-FM Carbondale, PA; WGNE(FM) Titusville, FL; and WRFB(FM) Stowe, VT. Buyer has no other broadcast interests. Filed April 6.

■ WIRA(AM)-WQV(FM) Ft. Pierce, FL (AM: BAL900404HY; 1400 khz; 1 kw-U; FM: BALH900404HZ; 95.5 mhz; 100 kw; ant. 1,000 ft.)—Seeks assignment of license from Cape Media Inc. to Ardman Broadcasting Corp. of Florida for no financial considerations. Seller is headed by David A. Roth and Robert N. Odonez and has interest in WKPW-AM-FM Orleans, MA; WCHY-AM-FM Savannah, GA; WEEX(AM)-WQQQ(FM) Easton, PA, and KRNO-AM-FM Reno, NV. Buyer is headed by Adrienne A. Feldman, Steven Lapa and Myer Feldman. Adrienne A. Feldman is member of board of directors and 50% shareholder of Ardman Broadcasting Corp., licensee of KCKN(AM)-KBCQ(FM) Roswell, NM; is 95% shareholder of Ardman Broadcasting Corp. of West Virginia, licensee of WTP(AM)-WVSR(FM) Charleston, WV; is 100% shareholder of Ardman Broadcasting Corp. of Ohio, licensee of WPHR-FM Cleveland, OH; is 100% shareholder of Ardman Broadcasting Corp. of Tennessee, licensee of WNWZ(AM)-WEZI-FM Germantown, TN; 22% stockholder of Ardman Broadcasting Corp. of Massachusetts, licensee of WZOU(AM) Boston, MA. Myer Feldman is president and 50% shareholder of Ardman Broadcasting Corp., licensee of KBCQ(AM)-KCKN-FM Roswell, NM. Filed April 4.

■ WHGS-FM Haines City, FL (BALED900426HU; 90.3 mhz; 800 w; ant. 265 ft.)—Seeks assignment of license from Haines City Public Radio Inc. to Landmark Baptist Church Inc. for no financial interest. Seller is headed by Jack S. Moseman Sr., Fred Sibel, Beverly J. Moseman, Mark D. Hodges and Willie Varnadore, and has no other broadcast interests. Buyer is headed by Mickey P. Carter, Robert Christian, Malcolm Anthony Jr., Larry Whitmer, Edward Thompson, Wallace Roberts, and is owner of WLVI(AM) Haines City, FL. Filed April 26.

■ WMTQ-FM Port St. Joe, FL (BTCH900409GJ; 93.5 mhz; 2 kw; ant. 393 ft.)—Seeks assignment of license from Maryann Wetmore-Kodish and Scott Wetmore to Capital Radio Services Inc. for \$25,500. Seller has no other broadcast interests. Buyer is headed by Carl W. Hurlbaas and Eugene J. Mark Jr., and is 49% stockholder of WHOH Inc., permittee of WAPQ(FM) Crestline, OH, and Northeast Radionet Limited Partnership, permittee of WAXH(FM) Olyphant, Pa. Capital Radio Services Inc. is sole general partner of Wisconsin Radionet Ltd., licensee of WMJB(FM) Evansville, WI. Hurlbaas is officer and

89% stockholder of Telemedia Broadcasting Inc., licensee of WGRQ(FM) Colonial Beach, VA; is 100% general partner of Radio Virginia Ltd., licensee of WJMA(AM)-WVJZ(FM) Orange, VA, and is 100% general partner of Radio Carolina Ltd., licensee of WDAR-AM-FM Darlington, SC. Filed April 9.

■ KHEI(AM) Kihei and KVIB(FM) Makawao, both Hawaii (AM: BALH900403EB; 1110 khz; 5 kw; FM: BALH900403EB; 94.3 mhz; 3.00 kw; ant. -17 ft.)—Seeks assignment of license from Encantada Broadcasting Corp. to Visionary Related Entertainment Inc. for \$350,000. Seller is headed by William S. Sanders. Buyer is headed by John Detz Jr., who is member of board of not for profit KRCB-TV Rohnert Park, CA. Filed April 3.

■ WEBQ-AM-FM Harrisburg, IL (AM: BAL900329HK; 1240 khz; 1 kw-U; FM: BALH900329HL; 102.3 mhz; 3 kw; ant. 91 ft.)—Seeks assignment of license from Vishner-Choate II to Turner Communications Inc. for \$330,000. Seller is headed by Sargent Vishner, Belle Choate and Lynn Turner. Buyer is headed by O.L. Turner and has no other broadcast interests. Filed March 29.

■ WQKS(AM)-WZZF(FM) Hopkinsville, KY (AM: BAL900406GK; 1480 khz; 1 kw-D, 24 w-N; FM: BALPH900406GL; 100.3 mhz; 100 kw; ant. 602 ft.)—Seeks assignment of license from Tommy King, receiver, to Regional Broadcasting Inc. for \$756,000. Seller has no other broadcast interests. Buyer is headed by James S. Darwin, Gerald W. Hunt and Jerdan Bullard. Hunt is owner of WORM-AM-FM Savannah, TN, and KAHR(FM) Poplar Bluff, MO. Bullard is vice president and owns less than 1% stockholder of Newcity Broadcasting Co., licensee of WZZK-AM-FM Birmingham AL, of which he is general manager; WEZN(FM) Bridgeport, CT; WDBQ(AM) and WWKA(FM) Orlando, FL; WYAY(FM) Gainesville, GA; WYAI(FM) La Grange, GA; WSYR(AM) and WYYY(FM) Syracuse, NY; KRMG(AM) and KWEN(FM) Tulsa, OK, and KKYX(AM) and KCYY(FM) San Antonio, TX. Filed April 6.

■ WKYO(AM)-WIDL(FM) Caro, MI (AM: BAL900406HS; 1360 khz; 1 kw-U; FM: BALH900406HT; 104.9 mhz; 3 kw; ant. 298 ft.)—Seeks assignment of license from Prime Time Radio Inc. to Jackson Communications Ltd. for \$425,000. Seller is headed by Robert F. and Lorraine Benkelman, husband and wife, and has no other broadcast interests. Buyer is headed by William G. Jackson and his uncle, James G. Jackson. Filed April 6.

■ WUPY(FM) Ontonagon, MI (BTCH900403HQ; 101.1 mhz; 30 kw; ant. 300 ft.)—Seeks assignment of license from to Octagon County Broadcasting Inc. to Sandra K. Schulz for \$300,000. Seller is headed by David J. and

Joyce D. Savolainen, husband and wife, and has no other broadcast interests. Buyer has no other broadcast interests. Filed April 3.

■ KOLT(AM) Scottsbluff, NE (BAL900406EC; 1320 khz; 5 kw-D, 1 kw-N)—Seeks assignment of license from Gary Hessler, receiver, to Tracy Corp IV for \$37,500. Seller has no other broadcast interests. Buyer is headed by Michael J. Tracy and Patricia Redel, and is licensee of KOAQ(AM) Terrytown, NE. Tracy is sole stockholder of Tracy Corp., licensee of KMOR(FM) Scottsbluff, NE. Filed March 6.

■ KRNO-AM-FM Reno, NV (AM: BAL900402EB; 1230 khz; 1 kw-U; FM: BALH900402EC; 106.9 mhz; 37 kw; ant. 2,956 ft.)—Seeks assignment of license from Comstock Communications Inc. to A&A Broadcasting Corp. for \$224,103. Seller is headed by David A. Roth and Robert N. Odenez (see WIRA(AM)-WOV(FM) Ft. Pierce, FL). Buyer is headed by Lorraine Walker, Judith Moore and Kevin Mirch, and has no other broadcast interests. Filed April 2.

■ KMIO-FM Espanola, NM (BALH900419HR; 102.3 mhz; 820 w; ant. 636 ft.)—Seeks assignment of license from The Holt Corp. of New Mexico to Enchantment Media Inc. for \$400,000. Seller is headed by Arthur H. Holt, Phyllis Holt, Gordon Holt and Christine Berger, and has interest in WUSG-AM-FM Winchester, VA; WZZO(FM) Bethlehem, WKAP(AM) Allentown and WBNE-FM Barton, all Pennsylvania; KMXX(FM) Socorro and KEVQ-FM Espanola, both New Mexico; WBOP(AM)-WTKX(FM) Pensacola, FL, and WGCN(AM)-WTKI(FM) Gulfport and WOAD(AM)-WJMI(FM) Jackson, both Mississippi. Buyer is headed by William R. Sims and Cheri S. Potter. Sims owns 100% of stock of Classic Media Inc., whose subsidiary, Classic Radio Inc., is licensee of KMI-K(AM) Santa Fe, NM. Filed March 19.

■ WNJO(AM) Seaside Park, NJ (BAP900405EC; 1550 khz; 10 kw-D, 3.5 kw-N)—Seeks assignment of license from Sandpiper Communications Inc. to Knox Broadcasting Group Inc. for \$198,375. Seller is headed by Patrick A. Connolly and Clarence M. Beverage and has no other broadcast interests. Buyer is headed by Joseph J. Knox Jr., Brent G. McNally and Lance E. Debock. Knox is president and 29.4% stockholder of Atlantic Broadcasting Corp. McNally is vice president and 23.5% stockholder of Atlantic. Atlantic owns 85% of issued and outstanding stock of Jersey Shore Broadcasting Corp. (JSBC), licensee of WJRZ-FM Manahawkin, NJ. Filed April 5.

■ WPSF-FM Wayne Township, NJ (BAPED900423HW; 88.7 mhz; 200 w; ant. 299 ft.)—Seeks assignment of license from William Paterson College Foundation to William Paterson College of New Jersey for \$1. Sale is part of reorganization of college. William Paterson College is headed by A.H. Benner, Frank L. Douglas, Russell W. Hawkins, Sol Hoffman, Clarice B. Jackson, James Kuhn, Martin Martinez, Henry J. Pruitt, Lydia Trinidad, Edward Goldberg, Steven Margolis and Glen Mehl and has no other broadcast interests. Filed April 23.

■ KQEO(AM)-KMGA(FM) Albuquerque, NM (AM: BAL900412EA; 920 khz; 1 kw-D, 500 w-N; FM: BALH900412EB; 99.5 mhz; 19.5 kw; ant. 4,134 ft.)—Seeks assignment of license from PCC of New Mexico Inc. to C.T. Robinson, William C. Moyes, Nicholas J. Verbitsky and Robert W. Clark for \$750,000. Seller is headed by Richard K. Penn, William H. Leigner and Morgan Penn and its parent company, Penn Communications Corp., is parent of PCC of Colorado Inc., licensee of KVOR(AM)-KSPZ(FM) Colorado Springs, CO. Buyers have no other broadcast interests. Filed April 12.

■ WIAM(AM) Williamson, NC (BTC900328EA; 900 khz; 1 kw-D, 258 w-N)—Seeks assignment of license from Lifeline Ministries Inc. to Johnny C. Bryant for \$70,500. Seller is headed by Raymond Hoggard. Buyer is president and 49% stockholder in Lifeline Ministries Inc. Filed March 28.

■ KTRT(AM) Claremore, OK (BAL900405EG; 1270 khz; 1 kw-D, 26 w-N)—Seeks assignment of license from Harmon Kiefer Curlee to Oklahoma Sports Properties Inc. for \$71,000. Seller is headed by Harmon Kiefer Curlee and has no other broadcast interests. Buyer is headed by Fred M. Weinberg and has no other broadcast interests. Filed April 5.

■ KVAS(AM) Astoria, OR (BAL900406EE; 1230 khz; 1 kw-U)—Seeks assignment of license from Kay Broadcasting Inc. to Lower Columbia Broadcasting Co. for \$64,169 (sale includes KKEE(AM) Long Beach, WA). Seller is headed by Robert F. Loucks and Lawrence L. Heinrich. Buyer is headed by Charles A. Farmer, who owns KTDO-AM-FM Toledo and KCST(AM) Florence, both Oregon. Filed April 6.

■ WVOZ(AM) San Juan, PR (BAPL900405ED; 870 khz; 10 kw-U)—Seeks assignment of license from Continental Broadcasting Corp. to Acro Broadcasting Corp. for \$800,000. Seller is headed by Pedro Roman Collazo, who

has interest in Southwestern Broadcasting Co., licensee of WBOZ(AM) Sabana Grande and WBOZ(FM) Hormigueros, both Puerto Rico. Buyer is headed by Angel E. Roman and is permittee of WFAB(AM) Ceiba and WZOL(FM) Loquillo, both Puerto Rico. Filed April 5.

■ KKEE(AM) Long Beach, WA (BAL900406EE; 94.3 mhz; 3 kw; ant. 233 ft.)—Seeks assignment of license from Kay Broadcasting Inc. to Lower Columbia Broadcasting Co. Inc. for \$64,169 (sale includes KVAS(AM) Astoria, OR). Seller is headed by Robert F. Loucks and Lawrence L. Heinrich. Buyer is headed by Charles A. Farmer, who owns KTDO-AM-FM Toledo and KCST(AM) Florence, both Oregon. Filed April 6.

■ WLKD(AM) Waupun, WI (BAL900413EA; 1170 khz; 1 kw-D)—Seeks assignment of license from Midwest Dimensions Inc. to BBK Broadcasting Inc. for \$170,000. Seller is headed by James R. and Diane C. Courselle, husband and wife, and has interest in WGGQ(FM) Waupun, WI. Buyer is headed by Chris Bernier, George Baumann and Mark Kastein, and has no other broadcast interests. Filed April 13.

Actions

■ KVOL-FM Opelousas, LA (BAPH900213HM; 105.9 mhz; 3 kw; ant. 111 ft.)—Granted app. of assignment of license from R & D Partners to Cavaness Broadcasting Inc. for \$43,333. Seller is headed by Gant N. DeJean and has no other broadcast interests. Buyer is headed by Joel M. Cavaness and Roger W. Cavaness, and is licensee of KVO-L(AM) Lafayette, LA. Action April 18.

■ KISY-FM Tioga, LA (BALH900207HO; 98.3 mhz; 8 kw; ant. 328 ft.)—Granted app. of assignment of license from Cavaness Broadcasting Inc. to KZ Radio, Ltd. for \$723,500. Seller is headed by Joel Cavaness who is buying KVOL-FM Opelousas, LA. Buyer is headed by Billy H. Thomas, Jerry E. Morris and Louis E. Schaaf, and is licensee of KDEZ-FM Jonesboro, KZKZ-FM Greenwood, both Arkansas, and WMTX(AM)-WXLs(FM) Biloxi, MS. Action April 19.

■ WIZY(FM) East Jordan, MI (BAPH900307HP; 100.9 mhz; 1.31 kw; ant. 489 ft.)—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. Ridcutt, Clare Burns and Margaret S. Henthorne, and has no other broadcast interests. Filed March 7.

■ WERT(AM) Van Wert, OH (BAL900221EC; 1220 khz; 250 w-D)—Granted app. of assignment of license from SLD Inc. to Community Broadcasting Inc. for \$155,000. Seller is headed by Paul E. Cheney, Christian R. Caggiano and Charles E. Reynolds and has no other broadcast interests. Buyer is headed by Dale Profit, Ramona A. Lautzenheiser, Penelope J. Sutton and Craig A. Staley, and has no other broadcast interests. Action April 25.

■ KBND(AM) Bend and KLRR(FM) Redmond, both Oregon (AM: BAL900213EF; 1110 khz; 25 kw-D, 5 kw-N; FM: BALH900213EG; 107.5 mhz; 100 kw; ant. 985 ft.)—Granted app. of assignment of license from Stephen P. Greer, chapter 11 trustee for Denco Inc., to Combined Communications Inc. for no financial considerations. Seller is permittee of LPTV KHSE Bend OR. Buyer is headed by Charles V. Chackel, James D. Torrey and Katherine J. Torrey, and is licensee of KUGN-AM-FM Eugene, OR. Action April 27.

■ KEZF(AM) Tigard, OR (BAP900312EA; 1040 khz; 25 kw-D)—Granted app. of assignment of license from Dale A. Owens to Educational Media Foundation Inc. for \$45,000. Seller is headed by Dale A. Owens who has 51% interest in Owens Communications, licensee of KEZ-D(AM) Windsor, CA. Buyer is headed by K. Richard Jenki, Edward Skultety, Thomas McCarthy, Carole Garvin, Dick Swain, and is licensee of KLVF(FM) Santa Rosa, CA. Action April 25.

■ WKCN(AM) Dorchester Terrace-B and WDXZ(FM) Mount Pleasant, both South Carolina (AM: BAL900209GT; 910 khz; 500 w-U; FM: BALH900209GU; 104.5 mhz; 30 kw; ant. 650 ft.)—Granted app. of assignment of license from Caravelle Broadcast Group to Suncoast Communications Inc. for \$1.6 million. Seller is headed by Howard L. Schott. Buyer is headed by John Robert E. Lee, James D. Corbin, Richard J. Yankus, Jack Quick, and Tomlin & Company Inc., which is headed by Donald R. Tomlin Jr. and Patrick L. Tomlin. Lee owns 51% of WMJM(AM)-WFAV-FM Cordale and WJYZ(AM)-WJIZ-FM Albany, both Georgia, and is 51% owner of proposed assignee of WMLO-FM Havana, GA. Dr. Corbin owns 25% of Silver Star Communications-Albany Inc. Action April 18.

■ WVAB(AM) Virginia Beach, VA (BAL891121EA; 1550 khz; 5 kw-D)—Granted app. of assignment of license Holmes P. Harden, trustee in bankruptcy to Willis Broad-

casting Corp. for no financial considerations. Seller has no other broadcast interests. Buyer is headed by L.E. Willis, who has interest in Crusade Broadcasting Corp., licensee of WIMG(AM) Ewing, NJ; Christian Broadcasting Corp., licensee of WBOK(AM) New Orleans; Big Ben Communications Inc., licensee of KFTH(FM) Marion, AK; Charlotte Christian Radio Inc., licensee of WGSP(AM) Charlotte, NC; Edenton Christian Radio Inc., licensee of WBXB(FM) Edenton, NC; Columbia Christian Radio Inc., licensee of WKWQ(FM) Batesburg, NC; Durham Christian Radio Inc., licensee of WSRG(AM) Durham, NC; Birmingham Christian Radio Inc., licensee of WAYE(AM) Birmingham, AL; Gospel Broadcasting Corp., licensee of WSFU-FM Union Springs, AL; FM 96 Corp., licensee of WPZZ(FM) Franklin, IN; Marshall Broadcasting Corp., licensee. KSNE(FM) Marshall, AK; Philadelphia Christian Radio Inc., licensee of WURD(AM) Philadelphia; Warren-ton Broadcasting Corp., permittee of unbuild WVRs(FM) Warrenton, NC, and Belhaven Christian Radio, licensee of WKJA(FM) Belhaven, NC. Willis also has interest in WTNC(AM) Thomasville, NC. Willis Broadcasting Corp. holds 100% of voting stock in Tidewater Radio Show Inc., licensee of WPCE(AM) Portsmouth and WFTH(AM) Richmond, both Virginia; Willis & Sons Inc., licensee of WSVF(AM) Jacksonville and WPDQ(FM) Green Cove Springs, both Florida; Metro Communications Inc., licensee of WWCA(AM) Gary, IN; Gateway Communications Corp., licensee of WESL(AM) East St. Louis, IL; Inspirational Broadcasting Corp., licensee of WTJH(AM) East Point, GA; and has application pending for WVAB(AM) Virginia Beach and WKSU-FM Cape Charles, both Virginia. Levi Willis, son of L.E. Willis, has interest in WTNC(AM) Thomasville, NC. Action April 27.

New Stations

Applications

■ Moulton, AL (BPH900209ME)—Lawco FM Ltd. seeks 103.1 mhz 6 kw; ant. 328 ft. Address: P.O. Box 307, Moulton, AL 36560. Principal is headed by Alton Ray Wallace, Timothy A. Goodman, Mildred R. Goodman and Billy G. Hogan, who are all stockholders in Moulton Broadcasting Co., licensee of WHLY(AM) Moulton, AL. Hogan is president and 51% stockholder in Northeast Florida Radio Inc., licensee of WHOG(AM) Fernandina Beach, FL. Filed Feb. 9.

■ Golden Gate, FL (BPH900302AE)—Applied Science Enterprises seeks 840 khz. Address: 1718 Shenandoah Rd., Wimauma, FL 33598. Principal is headed by David A. Glenn and has no other broadcast interests. Filed March 2.

■ Martinez, GA (BPH900125MW)—Martinez Broadcasters seeks 107.7 mhz 50 kw; 492 ft. Address: 2712 Woodcrest Dr., Augusta, GA 30909. Principal is headed by Jo Maclisa Jones and Tina Elizabeth Jones, and has no other broadcast interests. Filed Jan. 25.

■ Calvert City, KY (BPED900307MG)—Heartland Ministries Inc. seeks 95.7 mhz 6 kw; 328 ft. Address: P.O. Box 281, Hardin, KY 42048. Principal is headed by Randy Shelton and Darrell Gibson, and has no other broadcast interests. Filed March 7.

■ Kalamazoo, MI (BPED900302ME)—Grand Valley State University Board of Control seeks 88.3 mhz 10 kw; ant. 396 ft. Address: 18 Zumberge Hall, Allendale, MI 49401. Principal is headed by Maxine Swanson, Betty Jean Awrey, Charles Conville, Paul Hubbard, Paul A. Johnson, Robert Pew III, and has no other broadcast interests. Filed March 2.

■ Lexington, MI (BPH900209MD)—Vector Broadcasting Inc. seeks 96.9 mhz 3 kw; ant. 328 ft. Address: P.O. Box 06430, Fairfield, CT 06430. Principal is headed by Timothy D. Martz. Filed Feb. 9.

■ Cape May Court House, NJ (BPED900308MH)—New Jersey Public Broadcasting Authority seeks 90.3 mhz; 2 kw. Address: 1573 Parkside Ave., CN777, Trenton, NJ 02625. Principal is headed by Robert Berkowitz, Vera King Farris, George Muller, Gerald Ebner and Stephen N. Adubato, and is licensee of WNJT(TV) Trenton, WNJB(TV) New Brunswick, WNJM(TV) Montclair, and WNJS(TV) Camden, all New Jersey; and is permittee new instructional television fixed service (ITFS) WHR821 Montclair-Newark and WHR822 New Brunswick, both New Jersey. Filed March 8.

■ Southampton, NY (BPED900306MD)—Connecticut Public Broadcasting Inc. seeks 89.9 mhz 5 kw. Address: 240 New Britain Ave., Hartford, CT 06106. Principal is headed by Millicent D. Abell, Edgar F. Beckham, Howard B. Brown Jr., David E.A. Carson, Jan Cohn, Donald G. Conrad, Donald W. Davis, Robert S. Evans, and has no other broadcast interests. Filed March 6.

■ Blackville, SC (BPH900212MM)—Dallas M. Tarkenton seeks 97.9 mhz 6 kw; ant. 328 ft. Address: 100 Wexford Pl., Athens, GA 30606. Tarkenton has no other broadcast interests. Filed Feb. 12.

Actions

■ Homewood, AL (BPH880811MJ)—Returned app. of Pamela R. Jones for 97.3 mhz .89 kw; ant. 593 ft. Address: 20 East Wheeling St., Baltimore, MD 21230. Jones has no other broadcast interests. Action April 27.

■ Globe, AZ (BPH880816MR)—Granted app. of Linda C. Potyka for 97.3 mhz 3 kw; ant. -416 ft. Address: P.O. Box 1660, Globe, AZ 85502. Potyka has no other broadcast interests. Action April 27.

■ Globe, AZ (BPH880816OX)—Dismissed app. of Gila County Broadcasting Co. for 97.3 mhz; 3 kw; ant. -173 ft. Address: 1240 S. Saguard Dr., Box NBU 415-12, Globe, AZ 85501. Principal is headed by James Mace and has no other broadcast interests. Action April 27.

■ Green Valley, AZ (BPH871022MK)—Granted app. of Abundant Life Ministries for 97.1 mhz 1.64 kw; ant. 387 ft. Address: 3425 East Grant Rd. Suite 202, Tucson, AZ 85716. Principal is headed by Daniel and Lois Carless, and is licensee of KVOI(AM) South Tucson, AZ. Action April 18.

■ Beebe, AR (BPH880407MH)—Granted app. of Judith A. Davis and Barbara J. Faith for 101.5 mhz 3 kw; 328 ft. Address: RT 1, Box 353, Beebe, AR 72012. Principals have no other broadcast interests. Action April 27.

■ Merced, CA (BPH880301MY)—Granted app. of Great Scott Broadcasting for 107.7 mhz; 3 kw; 328 ft. Address: P.O. Box 638 Pottstown, PA. Principal is headed by Faye Scott, Elmer S. Friedberg and Harold Litvin, and has interest in WKST(AM) New Castle and WKST-FM Ell-

wood City, and WPAZ(AM) Pottstown, all Pennsylvania; WTTM(AM)-WCHR(FM) Trenton, NJ WSEA(AM)-WZBH(FM) Georgetown, DE; WMBQ(AM)-WPCX(FM) Auburn, NY; and holds CP's for WLIZ(FM) Elizabethville, PA; WVIL(FM) Villas, NJ; WSEA(AM) Georgetown, DE; and WCHR(FM) Trenton, NJ. Action April 24.

■ Omega, GA (BPH870429MD)—Granted app. of Shirley Marchant for 107.5 mhz 3 kw; ant. 328 ft. Address: P.O. Box 304, 111 Lamar St., Omega, GA 31775. Marchant has no other broadcast interests. Action April 18.

■ Nappanee, IN (BPH871022MF)—Granted app. of Marilyn S. and James W. Cobb for 95.7 mhz 1.4 kw; ant. 485 ft. Address: 1415 East Market St., Nappanee, IN 46550. Principals have no other broadcast interest. Action April 20.

■ North Fort Riley, KS (BPH870710NE)—Granted app. of Anita Kay Cochran for 102.5 mhz; 50 kw; ant. 492 ft. Address: 2821 S. Emporia, #1702, Wichita, KS, 67216. Cochran has no other broadcast interests. Action April 26.

■ Kennebunk, ME (BPH850712QW)—Dismissed app. of Northbanke Co. for 99.3 mhz 3 kw; ant. 1,069 ft. Address: 1 Academy St., Worcester, MA 01609. Principal is headed by Edward Paul Matter III, who is 100% owner of Northbanke Co., licensee of WINQ(AM) Chendon. Action April 19.

■ Oscoda, MI (BPH871023ML)—Granted app. of Iosco County Communications Inc. for 95.7 mhz 50 kw; 492 ft. Address: 1175 South U.S. 23, Tawas City, MI 48763. Principal is headed by Donald J Backus, Martin J. Pennoni and Robert Sugden. Backus and Pennoni each own 36.4% of Tawas City Broadcasting Co., licensee of WDBI-FM Tawas City, MI. Sugden owns 3.2% of Tawas City Broadcasting Co. Action April 16.

■ Gallup, NM (BPED900117MC)—Returned app. of Gal-

lup Public Radio for 91.7 mhz .1 kw; ant. 1,121 ft. Address: 910 Montgomery Ct., Gallup, NM 87301. Principal is headed by Roger Des Prez, Octavia Fellin and John Milligan, and has no other broadcast interests. Action April 27.

■ Midland, TX (BPH880421NM)—Returned app. of Clyde Butter for 95.1 mhz; 3 kw. Address: P.O. Box 4312, Odessa, TX 79760. Butter is licensee of KRIL(AM) Odessa, TX. Action April 24.

■ Salem, VA (BPED830830AE)—Unity of Roanoke Valley for 91.3 mhz 5.369 kw, ant. 2,961 ft. Address: 3300 Green Ridge Rd., Roanoke, VA 24015. Principal is headed by Kathryn A. Rowbotham. Action April 18.

Actions

■ Little Rock, AR. Upheld renewal of KETS(TV) Little Rock, subject to EEO reporting conditions. (By MO&O [FCC 90-119] adopted April 5 by commission)

■ Santa Barbara, CA. Dismissed requests for reconsideration of remand to Review Board of case involving applications for new UHF TV station at Santa Barbara. (MM dockets 84-934-6, by MO&O [FCC 90-120] adopted April 5 by commission.)

■ Kenansville, FL. Granted request by Meredith Corp. for reconsideration of report and order denying Meredith's request for allotment of UHF channel 31 to Kenansville, FL, as its first television service, effective June 7. (MM docket 86-388 by MO&O [DA 90-580] adopted March 27 by chief. Policy and Rules Division. Mass Media Bureau.)

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■ Rock Harbor, FL. Denied reconsideration of denial of objection by Intercoastal Broadcasting Inc., against application to modify license of WKLG(FM) Rock Harbor, to upgrade its facilities. (By MO&O [FCC 90-151] adopted April 16 by commission).

■ Columbus, GA. Denied review of denial of petition for reconsideration of assignment of license of WTVM(TV) Columbus, from Pegasus Broadcasting of Columbus, GA Inc., to WTVM Television Inc. (By order [FCC 90-169] adopted April 20 by commission).

■ Mt. Morris and Savanna, both Illinois; and Belle Plaine, Maquoketa, Webster City and Winterset, all Iowa. Denied Maquoketa Broadcasting Company's request for reconsideration of report and order making various channel substitutions at Mt. Morris, Savanna, Belle Plaine, Maquoketa, Webster City and Winterset. (MM docket 88-369 by MO&O [90-579] adopted March 27 by chief, Policy and Rules Division, Mass Media Bureau.)

■ Indianapolis, IN. Notified Atlin Communications Inc., former licensee of WXIN(TV) Indianapolis, of apparent liability for forfeiture for overcharging candidates for public office for air time. (By letter [DA 90-641] adopted April 25 by chief, Mass Media Bureau.)

■ Boston, MA. Waived rules and granted application for assignment of licenses of WEEI(AM) Boston from The Helen Broadcasting Co. to Boston Celtics Broadcasting Ltd.; and of WFXT(TV) Boston from WFXT Inc. to Boston Celtics Communications Ltd. (By letter [FCC 90-168] adopted April 18 by commission.)

■ Chatham, MA. Granted application of First Class Communications Ltd. for new FM station at Chatham. (MM dockets 83-976, 982, 983, by decision [FCC 90R-29] adopted April 6 by Review Board.)

■ Spring Grove and Preston, MN, and Mason City, IA. Dismissed petition by KFIL Inc., licensee of KFIL-FM at Preston, MN, seeking reconsideration of report and order allotting channel 252C2 to Spring Grove, MN, and channel 250A to Mason City, IA; and terminated proceeding. (MM docket 88-141 by MO&O [DA 90-625] adopted April 6 by deputy chief, Policy and Rules Division.)

■ Newton, NJ. Upheld grant of Newton, NJ, UHF TV station to Mountain Broadcasting. (MM docket 85-399, by MO&O [FCC 90-160] adopted April 18 by commission.)

■ Secaucus, NJ. Denied request of Garden State Broadcasting that ALJ Richard L. Sippel withdraw as presiding judge in proceeding involving mutually exclusive applications of WWOR-TV Inc., for renewal of license of WWOR(TV) Secaucus and Garden State for new TV station on same facilities. (MM docket 88-382, by MO&O [FCC 90-167] adopted April 20 by commission).

■ Biltmore Forest, NC. Conditionally granted application of Orion Communications Ltd. for new FM station on channel 243A in Biltmore Forest; and denied competing applications of National Communications Industries, Rakel Communications Inc., Liberty Productions Ltd., Willsyr Communications Ltd., Biltmore Forest Broadcasting FM Inc., Skyland Broadcasting Company, and Harbinger Broadcasting Company. (MM docket 88-577 by initial decision [FCC 90D-18] issued April 26 by ALJ Walter C. Miller).

■ Mount Vernon and Portland, both Oregon. Granted application of Valley Broadcasters Inc., to modify operation of station KAPS(AM) Mount Vernon, WA, subject to conditions. (BC dockets 82-436, 437, by MO&O [FCC 90-147] adopted April 12 by commission.)

■ Northumberland, PA. Affirmed decision of Administrative Law Judge and granted application of William Phillip Zurick for a new FM station on channel 297A at Northumberland; and denied application of Rebecca L. Boedker. (MM docket 88-304 by decision [FCC 90R-30] adopted April 23 by Review Board.)

■ South Padre Island, TX. Denied two parties review of return of applications for new commercial FM station at South Padre Island. (By MO&O [FCC 90-124] adopted April 9 by commission).

■ Pullman, WA. Dismissed and denied petition by KRPL Inc., licensee of KRPL and KZFN(FM) Moscow, ID, for reconsideration of grant of application of P-N-P Broadcasting to build new UHF TV station to operate on channel 24 in Pullman, WA. (By letter [FCC 90-116] adopted March 29 by commission).

Allocations

■ Linden, AL. Effective June 14, substituted channel 253C1 for channel 253C2 in Linden, and conditionally modified license of WDAL(FM) accordingly. (MM docket 89-409 by R&O [DA 90-623] adopted April 17 by deputy

chief, Policy and Rules Division, Mass Media Bureau).

■ Monroeville, AL. Effective June 14, substituted channel 257C2 for channel 257A at Monroeville, and conditionally modified license of WMFC-FM accordingly. (MM docket 89-542 by R&O [DA 90-618] adopted April 13 by deputy chief, Policy and Rules Division.)

■ Kailua-Kona, HI. Effective June 8, substituted channel 230C for channel 229C1 at Kailua-Kona, and conditionally modified CP of KLUA(FM) accordingly. (MM docket 89-395 by R&O [DA 90-577] adopted March 23 by chief, Allocations Branch.)

■ Hazlehurst, MS. Amended FM Table to substitute channel 265C3 for channel 265A, effective June 15; modified license of WMDC(FM) accordingly. (MM docket 89-411, by R&O [DA 90-627] adopted April 16 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Lexington, MS. Amended FM Table by substituting channel 273C3 for channel 273A and modified CP of WDLG accordingly. (MM docket 89-407, by R&O [DA 90-624] adopted April 17 by deputy chief, Policy and Rules Division.)

■ Clarksdale, MS. Effective June 14, substituted channel 243C3 for channel 243A at Clarksdale, and conditionally modified construction permit of WKDJ Radio accordingly. (MM docket 89-372 by R&O [DA 90-620] adopted April 16 by Deputy chief, Policy and Rules Division.)

■ Arlington, McKinney, Celina, Terrell, Daingerfield, College Station, Caldwell and Howe, all Texas; and Durant, OK. Effective June 7, substituted channel 235C for channel 235C1 at Arlington, and conditionally modified license of KHYI(FM) accordingly; substituted channel 295A for channel 237A at McKinney, and conditionally modified license of KSSA(FM) accordingly; substituted channel 297C3 for channel 221A at College Station, and conditionally modified license of KTSR(FM) accordingly; and allotted channel 237A to Howe as its first FM service. Filing window for Howe opens June 8, closes July 9. (MM docket 88-48 by R&O [DA 90-578] adopted March 23 by chief, Policy and Rules Division.)

Call Letters

Applications

Existing AM's

KTUN(AM) KBBQ Cutler Productions Inc., Santa Barbara, CA

WRAP(AM) WGH Paco-Jon Corp. of Virginia; Spotsylvania, VA

KFQC(AM) KBQC Christian Family Media Inc., Davenport, IA

Grants

New FM's

KIKO-FM Claypool Broadcasting Co., Claypool, AZ

KSDR-FM Lake Region Broadcasting Co., Watertown, SD

KTWB(FM) Kirkwood Broadcasting Inc., Sioux Falls, SD

KUKA(FM) Brent Epperson, San Diego, TX

KUKB(FM) State Line Broadcasting, Texarkana, AR

KUKC(FM) Carmen D. Dwight, Pearl City, HI

KUKE(FM) West Pasco Fine Arts Radio, Pasco, WA

KUKF(FM) Diane Landen, Omaha, NE

KVLR(FM) Continental Broadcasting Inc., Langdon, ND

WELS-FM Farmers Broadcasting Services Inc., Kinston, NC

WEZJ-FM Whitley County Broadcasting Co., Williamsburg, KY

WGSF(FM) True Concepts of Levy Cty., Inc., Mayo, FL

WJDG(FM) Deborah K. Greenwood, Loudon, TN

WQHC(FM) A.C.D. Ventures, Nashville, IL

WQHD(FM) Lower Ohio Valley Education Corp.,

Belpre, OH

WQHE(FM) Elizabethtown College, Elizabethtown, PA

WQHF(FM) Faith Broadcasters, Inc., Freehold Township, NJ

WQHG(FM) Mary Lou Maierhofer, Huntingdon, PA

WQHH(FM) Mid Michigan FM Inc., Dewitt, MI

WQHJ(FM) Silver Broadcasting Ltd., Irondequoit, NY

New TV's

WQHA(TV) Aurio Matos, Aguada, PR

WQHB(TV) C. Fred McLaughlin, Sumter, SC

Existing AM's

KECR(AM) KMJC Family Stations Inc., El Cajon, CA

KOSZ(AM) KVRA Vermillion Radio Inc., Vermillion SD

KSWV(AM) KWNW La Voz Broadcasting Co. Inc., Santa Fe, NM

KWXT(AM) KZAO Johnson Communications Inc., Dardanelle, AR

WQWQ(AM) WKJR Pathfinder Communications Corp., Muskegon Heights, MI

WKTA(AM) WSSY Polnet Communications Ltd., Evanston, IL

Existing FM's

KCHH(FM) KRIJ KRIJ Partners, Paradise, CA

KCJC(FM) KAIO-FM Johnson Communications Inc., Russellville, AR

KFRZ(FM) KZRZ Liggett Broadcast Inc., Hanford, CA

KNLA(FM) KKBZ Torjaq Radio Inc., White Rock, NM

KOLX(FM) KPHN Demaree Media Inc., Barling, AR

KRTH(FM) KRTH-FM Beasley FM Acquisition Corp., Los Angeles

KTMJ(FM) KGKB Tyler FM Inc., Tyler, TX

WDDK(FM) WGRC Briarpatch Radio Inc., Greensboro, GA

WFHT(FM) WIOI Broad Based Communications, Quincy, FL

WFNL(FM) WDCW Fleet Broadcasting Inc., Sturgeon Bay, WI

WFXO(FM) WTIB Segars Communications Inc., Iuka, MS

WLPC(FM) WMQA Robert G. Kerrigan, Mexico Beach, FL

WMXK(FM) WAZI Franklin Communications Inc., Morristown, TN

WOTC(FM) WPHF White Broadcasting Co. Inc., Wiggins, MS

WQFN(FM) WQWQ Pathfinder Communications Corp., Muskegon Heights, MI

WRTO(FM) WAQI-FM License Corp. #2, Goulds, TX

WYBZ(FM) WRJI Y Bridge Broadcasting Inc., Crookesville, OH

WYKY(FM) WWAM Columbus Radio Co., Columbus, WI

Existing TV's

KFOR-TV KTVY KTVY Inc., Oklahoma City

WRIC-TV WXEX Nationwide Communications Inc., Petersburg, VA

Following clarifies and corrects previous reports

KJFX(FM) KYNO-FM Brown Broadcasting Co., Fresno, CA

Classified Advertising

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closing dates, box numbers and other details

RADIO

HELP WANTED MANAGEMENT

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.

Turn-around general manager: Midwest AM/FM. Well established stations in market. Need aggressive GM to lead stations to full potential. Equity ownership possibilities. Send resumes to Box C-5. EOE.

Aggressive sales manager wanted for Upper Midwest Combo. We want somebody who can increase sales and work within our good systems. Join a solid company with a good track record. You deliver and we'll pay and you will get the credit. Here's a chance to springboard your career by turning low sales into high sales. EOE. Send resumes, salary requirements, etc., to Box C-6.

Terrific opportunity: Looking for a qualified sales manager to build a sales staff for a new CHR in Lincoln, NE. Send resume to KKNB, 5601 South 27th, Lincoln, NE 68512. EOE.

General manager to lead Class C FM with excellent ratings in Midwestern capital city. Ideal position for the successful sales manager who is ready to move up. EOE. Resume to Box C-22.

KOLA 99.9 FM & KMET 1490 AM (Gold formats): Riverside, San Bernardino & Ontario, one of the fastest growing markets in Southern California, are looking for a highly motivated sales manager. Salary against commission. Account list available. Send resumes to Fred Cote, General Manager, KOLA/KMET, 5005 LaMar Dr., #100, Riverside, CA 92507. 714-684-9992. EOE.

General manager: KSOF-FM, Wichita, Kansas. Strong manager to provide leadership for station growth and development. Responsible for overall operation of station, including fund raising, program and policy recommendations, and staff supervision. Requires 5-7 years radio experience, management-level preferred; Bachelor's degree in Broadcasting or related field, Master's degree preferred; knowledge of FCC regulations; desire to work in Christian environment. KSOF-FM is licensed to Friends University and is a professionally staffed fine arts (primarily Classical) radio station. Letter and resume to University Advancement, Friends University, 2100 University, Wichita, KS 67213. EOE/AA.

Experienced sales manager needed for established, group-owned FM giant in large Midwestern market. Organized, goal-oriented motivator needed to lead our team. Good ideas, ability to recruit and train and ratings savvy a must. Letter of interest and resume to Manager WJFM, 280 Ann St., Grand Rapids, MI 49504. No phone calls, please. EOE.

General manager: Texas. Successful 100,000 watt FM in market of 120,000. GM experience helpful but not required. Equity plan possible. Send resume with salary history to Box C-25. EOE.

General sales manager needed for top-rated Adult station in medium-sized Midwest market. Must be strong trainer, motivator and recruiter. Great opportunity to earn \$50K+ with expanding multi-station group owner. Send cover letter and resume to Box C-27. EOE.

General sales manager, KTID AM/FM, SF Bay area. GSM to carry list and stimulate young sales staff. Great opportunity for an experienced person with infectious enthusiasm. Compensation plan based on your abilities. Send resume to Susan Bice, c/o KTID AM/FM, 1623 Fifth Ave., San Rafael, CA 94901. EOE.

AM/FM Combo in Joplin, MO/Pittsburg, KS market looking for experienced general sales manager/general manager, preferably with prior knowledge of market to begin immediately. Salary, override and benefits. Resumes to 3001 W. 13th St., Joplin, MO 64801 or phone Bob Burch, 417-624-1230. EOE.

Opportunity for equity. Established group owner expanding with acquisition of underdeveloped but profitable Class C-1. Need GM/GSM to take advantage of opportunity. Compensation/benefits commensurate with skills and results. Market between St. Louis and Memphis, within 75 miles of Mississippi River. Resume to Box C-31. EOE.

GM wanted: Looking for GSM to promote to GM of medium market Northern Urban station. Inquires confidential E.O.E. Box F-1.

HELP WANTED SALES

Live in beautiful Savannah: Top rated AOR I-95 and Talk Radio WBMQ want aggressive sales person. EOE. Contact Jerry Stevens, General Manager, PO Box 876, Savannah, GA 31498 or (912) 897-1529.

Sales exec: Excellent opportunity. Top station in growing market, Sacramento, area. Near skiing, wine country. Need proven seller. Resume to Mr. Norman, K-100, Box 631, Marysville, CA 95901 EOE.

Aggressive go-getter wanted for national advertising sales positions. Applicant should have a proven successful track record in selling advertising time in a niche market. Business to business experience a plus. Salary plus commission commensurate with experience and ability. Send resume, earnings history and references in complete confidence to: Dave Dexter, Director of National Sales, Business Radio Network, 888 Garden of the Gods Rd., Colorado Springs, CO 80907. EOE.

Proven performers: Beat your current deal. Resume, extensive references. WAAI-FM, Box 1300, Hurlock, MD 21643. EOE.

WOKD-FM/WAPG Arcadia, FL seek enthusiastic sales rep with management potential. This individual should be a self-starter, well-organized and looking to grow with the company. Experience preferred but not required. Equal opportunity and affirmative action employer. Send resume to: Gm, WOKD/WAPG, PO Box 794, Arcadia, FL 33821.

Newstalk WSPD and Adult Contemporary WLQR, Toledo: Looking for enthusiastic, energetic hard chargers. We want people who love to sell direct retail and are capable of selling the highest rates in town. Benefits include health/dental plan. Continual training. Management support. Resumes to: Eric Stenberg, GSM, WSPD/WLQR, 125 So. Superior St., Toledo, OH 43602. EOE.

Professional seller being sought for top 50 North Carolina Easy Listening station. We need someone with at least 18 months successful experience developing new retail direct business. The on-going training and guidance are solid and very supportive. Send information to Michael Whalen, WWMY-FM, Box 35194, Greensboro, NC 27425. EOE.

WEEK/WPDH, Poughkeepsie, NY want a creative, organized, assertive professional to join our winning sales team. Must be expert at placing new business. Good list and benefits. Send resume, salary history, and sales philosophy to: Mike Harris, P.O. Box 416, Poughkeepsie, NY 12602. EOE. M/F

HELP WANTED ANNOUNCERS

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.

Unistar Country affiliate seeks copywriter-production person for overnights. Will consider a talented beginner. Write Chuck Larsen, KAMI, 835 Meridian, Cozad, NE 69130. EOE.

HELP WANTED TECHNICAL

Broadcast engineer: Needs RF and studio engineering experience, \$1500/M plus health. Send resumes to K-100 Radio, Box 631, Marysville, CA 95901. EOE.

Chief engineer with hands-on experience needed for Class C facility in Oklahoma City. Salary commensurate with experience. EOE. Reply to Paul Duffer, 408-735-7094

HELP WANTED NEWS

Southwest 50Kw giant: News leader. Aggressive, energetic news director/anchor for legendary, full-service major market station, who - knows the audience, - exhibits and teaches structure and presentation, - compatibly leads, - knows what winning feels like, - can depend on the confidentiality of this ad. Team up with one of the best radio groups in America! Resume, tape, and salary requirements to: Scott Juskey, OM, KKYX/KCYY, 8401 Datapoint Dr., Suite 900, San Antonio, TX 78229. EOE.

Full Service leader in SW CT seeks talented anchor/reporter. Strong writing and reporting skills, smooth delivery, willing to work evenings. Minimum two years experience in radio news preferred. T & R to: John Cappiello, ND, WICC, 2 Lafayette Square, Bridgeport, CT 06604-6000. EOE.

WSIE-FM at Southern Illinois University at Edwardsville is seeking an experienced, talented and motivated individual to serve as news/public affairs director and Morning Edition anchor. Responsible for directing the efforts of a student news staff. Good writing, production, reporting and leadership skills are essential, as are team spirit and a professional on-air presentation. Three to four years broadcast news experience and a Bachelor's degree in an appropriate discipline are required, while a Master's degree is preferred. SIU-Edwardsville is located in the metropolitan St. Louis area which supplies all of the usual urban amenities of a major market. WSIE is a 50Kw regional public radio station, affiliated with NPR and APR, with modern facilities. Salary is \$26,000 with a liberal fringe package. The closing date is June 8, 1990. Send resume and audition tape to: Roy Gerritsen, WSIE-FM, Box 1773, Southern Illinois University at Edwardsville, Edwardsville, IL 62026. As an Affirmative Action employer, SIUE offers equal employment opportunity without regard to race, color, creed or religion, age, sex, national origin, or handicap.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

Program director needed for 1440 WROK-AM/Rockford. Help us keep this promotionally active, highly rated, Full-Service AC flying high! Organization and people skills plus creativity gives you the edge to work at a legend T & R plus programming philosophy to John Ivey, Operations Manager, WROK, 3901 Brendenwood Rd., Rockford, IL 61107. EOE. M/F.

SITUATIONS WANTED MANAGEMENT

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.

General manager available. Considerable experience winning in medium and major markets. Group management and acquisitions experience. Highest industry references and credentials. Dean Johnson, 503-472-1221.

Boost billing, community image, market position! Seasoned pro offers positive style and results. Proven sales leader, manager, on-air talent. Prefer West. Southwest. Box F-78.

Sales problem? The solution: A SELLING manager with the track record to prove that no sales problem can stand the assault of sustained aggressive prospecting, calls, presentations & closes! Turn me loose on your small/medium property and your "problem" is history. (I have documentation and reference to support that statement). Currently working in large market & willing to go anywhere offering the right situation & opportunity. Let's exchange information: Box C-24.

G.M.: 20 year pro, sales, promotions, programing, leadership, bottom line results. Box C-26.

Experienced general manager seeking new challenge in radio management. Very successful track record with start-up and turn-around situations. Strong background in sales, sales training, programing and budgeting. Will consider interim GM position. Contact, V.W.A., 615-843-2356.

SITUATIONS WANTED ANNOUNCERS

Easy Listening, Big Band. 28 years experience. Basement voice. Warm climate, coastal stations only! 717-675-6982.

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.

Morning madman: Ripe for the majors. Great pipes. Exceptional writing and production skills. Clever, topical & experienced. Simply, 'The Best' for your next book. Over-rite T & R 305-296-3574.

Seeking entry-level DJ position. Broadcasting school graduate. Looking for full or part-time position in New England but will consider elsewhere. Contact Charles Urnie, PO Box 3055, Waterbury, CT 06705.

5 yrs. experience. Professional sound. Currently working for one of Orlando's top AC FM stations. Seeking full-time. Willing to relocate. Call anytime 407-352-4658. No mid-night shifts.

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TELEVISION

HELP WANTED MANAGEMENT

Local/regional sales manager. Growth opportunity with NBC affiliate for Lower Rio Grande Valley, Texas. KVEO-TV seeks a sales leader to direct and motivate our well established sales staff. Strong local direct development experience a must. Our goal is for this individual to be GSM in one year. Send resume to Sandy Nevarez, Human Resources Director, 394 N. Expressway, Brownsville, TX 78521. KVEO is an EOE, M/F.

Sales manager: Successful Midwest Fox affiliate seeks manager to direct staff of eleven. A great opportunity for an experienced leader. Call David Wittkamp, 1-800-733-2065. EOE.

Sales manager: WSAV-TV is seeking a dedicated sales professional to take on the responsibility of our local/regional sales team. If you are a hands-on, promotion minded motivator and eager for an opportunity to lead your own team, this NBC affiliate in beautiful Savannah, Georgia, would like to hear about you. Send resume to: General Manager, Harvey Libow, WSAV-TV, Box 2429, Savannah, GA 31402. EOE, M/F.

There is a recent opening for general manager at WXVT TV15 in Greenville, MS. We seek a well-qualified individual in whom television management experience is essential and a sales background is desirable. We are a CBS affiliate offering excellent fringe benefits. EOE. Send inquiries to: Marshall Noecker, President, Lamco Communications, 101 Commonwealth Ave., Concord, MA 01742.

Program director for Independent in top 40 market. Knowledge of feature film scheduling is a must and Independent promotion, programming and operations experience is a plus. Immediate opening. Send resume and salary requirements to Ted Baze, President and General Manager, KGMC-TV, PO Box 14587, Oklahoma City, OK 73113. EOE, M/F.

General sales manager: WEEK-TV, the dominant NBC affiliate in Peoria, Illinois, seeks experienced strategist to direct market's top LSM, NSM, and 9-member sales force. Good people/teaching skills, experience with a variety of avail/rate systems, and multi-station sales management experience required. Preference given to applicants with demonstrated revenue success in development, research, and marketing. Stable, progressive, and growing group ownership with equity participation, excellent fringe benefits, and great advancement potential. Send resume, references, and salary history to Dennis Upah, WEEK-TV, 2907 Springfield Rd., E. Peoria, IL 61611. EOE. A Granite Broadcasting Corporation station.

News network coordinator: Raleigh, North Carolina. Person to coordinate daily exchange of news stories through microwave network of five Carolina TV stations. Applicant should be an aggressive diplomat with news experience and strong organizational skills. Salary range: Low to mid 20's. Send resume to Gary Curtis, WFMV-TV, PO Box TV-2, Greensboro, NC 27420. EOE.

Regional sales director: CBS affiliate, Tulsa, Oklahoma. Must be proficient in analyzing audience data, 3-5 years experience in TV sales, in-depth knowledge of qualitative data, ergo., Stowell Data, Marshall Marketing a must. College degree preferred. EOE, M/F. A Belo Broadcasting Corporation. Send resume to: Nick Nicholson, 302 South Frankfort, Tulsa, OK 74120. No phone calls accepted.

WFSU-TV, Tallahassee, Florida is seeking a station manager to administer day-to-day activities. Coordinates programming, production, development and engineering departments of WFSU/WFSG, must have team management approach. Reports to General Manager of the Public Broadcast Center at Florida State University. Master's degree and 6 years or Bachelor's degree and 8 years of experience. Salary minimum range: \$29,000. Equal Opportunity/Affirmative Action employee. For further information/application call 904-487-3170.

General manager: Excellent career opportunity with medium sized group. Network affiliate, market 50-75. Replies confidential. Sales background and previous GM experience a major plus. Reply Box C-28. EOE.

Business manager: Three to five years broadcast experience in accounting, financial planning and tax planning. Send resume with salary history to Brad Moran, General Manager, KJTV, PO Box 3757, Lubbock, TX 79452. EOE.

Promotion/operations manager: Strong on-air background, hands-on editing ability, affinity for sales tie-ins, print & graphic skills, and shoot-for-the-stars ambition. Send resume, reel, salary history to Brad Moran, KJTV, PO Box 3757, Lubbock, TX 79452. EOE.

HELP WANTED SALES

Sales tigers wanted: High-energy, strong presentation skills and creativity a must! Unique opportunity for dynamic account executives who seek ground floor opportunity with big financial rewards. Minimum two years advertising sales experience required. Send resume to: Robert Colletti, GSM, Orange County Newschannel, PO Box 11945, Santa Ana, CA 92711. EOE, M/F.

KMPH FOX 26, Fresno-Visalia, has an immediate opening for a creative, experienced broadcast salesperson who is strong on new business development, highly motivated, detail-oriented and desires a very rewarding challenge. Established list and excellent growth opportunities with one of America's strongest Independents, a Pappas Telecasting station. Send resume and references to: Steve Vourakis, Retail Marketing Manager, KMPH FOX 26, 5111 East McKinley Ave., Fresno, CA 93727. 209-255-2600. Applications will be accepted until May 31, 1990. An EOE, M/F/H.

CBS affiliate in Western Michigan seeks a regional/local account executive. Experience selling for a nation rep would be a plus. Send resume to: WWMT Sales, 590 W. Maple, Kalamazoo, MI 49008. EOE.

HELP WANTED TECHNICAL

British Broadcasting Corporation, senior engineer. New York. In the USA, the BBC is well-known for its high quality television programs ranging from classic drama to Monty Python. In the corporation's New York bureau, BBC staff assist in the production of a wide range of television and radio programs for the UK, including news, public affairs, sport and features. We're looking for a hands-on engineer who can lead a small team responsible for the operation and maintenance of broadcast equipment in the New York bureau. He or she must also be able to give advice to production staff about the most effective way of transmitting live segments from any part of the USA to the UK. Potential for leadership, operating and maintenance experience with broadcast video and audio equipment are essential, as is a good knowledge of facilities offered by common carriers within the USA. Send resume by May 25th to: Jonathan Crane, Head of BBC New York, 630 Fifth Ave., Suite 2153, New York, NY 10111. EOE.

Maintenance engineer: WNEM-TV, Saginaw, Michigan, seeks individual with solid background of studio equipment. Must be self-motivated person who can meet the challenge of maintaining the equipment of the leading station in the 58th market. Send resumes to: Greg Surma, Chief Engineer, WNEM-TV, Box 531, Saginaw, MI 48606. EOE.

TV maintenance engineers 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, incentives 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.

ABC affiliate is in need of a maintenance technician with at least five years experience in maintaining Ampex switchers, ADO, Ampex studio cameras, Sony and Hitachi tape machines, Sony ENG cameras, etc. VHF transmitter maintenance a strong plus. Send resume to WSYX-TV, PO Box 718, Columbus, OH 43216. Attn: Job #05029002. Company is especially interested in seeking qualified minority and women applicants. EOE, M/F.

Chief engineer: KTVO-TV, Kirksville, MO is looking for a hands-on chief to supervise staff, oversee master control operations, handle maintenance of equipment and transmitter. Send detailed resume and references to: General Manager, KTVO-TV, PO Box 949, Kirksville, MO 63501 or FAX 816-627-1885. EOE.

Traffic manager: WTWS TV26 is looking for a person with 2 to 3 years of Columbia tri-state experience. Good pay and benefits. Contact Nancy Greene, WTWS TV26, PO Box 991, New London, CT 06320. Resumes only, please. FAX 203-440-2601. EOE.

Television maintenance engineer: Applications are being accepted for the position of television maintenance engineer. Applicant must have prior experience in all aspects of studio maintenance, ACR-25, VPR-2B, MII and BVU videotape recorder experience plus General Class FCC license or SBE certification and formal electronics training required. Send resume and salary requirements to John L. Merrill, Chief Engineer, WSTM-TV, 1030 James St., Syracuse, NY 13203. WSTM-TV is an equal opportunity employer.

Chief engineer needed for growing Southeast Fox affiliate. Must possess in-depth technical knowledge, along with excellent organizational, planning, management and interpersonal skills. Send resume to Box C-12. EOE.

Studio engineer: Position requires experience as a TV studio camera operator. The position requires a thorough understanding of TV studio operations. Completion of accredited college or technical school desirable. Professional experience required. Resumes only. No telephone calls. Send resume to: Don Amell, WABC-TV, 7 Lincoln Square, New York, NY 10023. We are an equal opportunity employer.

Chief engineer: WISN-TV, Milwaukee, WI needs a person with at least five years experience as a chief and a comprehensive knowledge of state-of-the-art broadcast technology. Management experience with operating and capital budgets is essential. Applicants must be strong administrators, aggressive negotiators, skilled motivators, and strivers for excellence. We are owned by The Hearst Corporation and affiliated with ABC. Send resumes to: Personnel Director, PO Box 402, Milwaukee, WI 53201. 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.

Executive news producer: Good organizational, supervisory, and computer skills. News philosophy and salary requirements to: WJTV-TV, PO Box 8887, Jackson, MS 39204. EOE.

Producer: KCRA is looking for an experienced producer with exceptional news judgement and top writing skills. We need a dynamic, creative leader to continue building a highly successful 11PM newscast. NewStar computer skills a plus. Send letter, resume and non-returnable 3/4" tape to: Bill Bauman, News Director, KCRA-TV, 3 Television Circle, Sacramento, CA 95814-0794. Please, no calls. NOTE: Any offer of employment is contingent upon passing a medical test for drug and alcohol use. EOE, M/F.

General assignment reporter: KCRA is looking for an aggressive, street smart, deadline conscious general assignment reporter. Exceptional live skills a must. We want a self-starter who doesn't need the assignment desk to find compelling stories. Send resume and non-returnable 3/4" tape to: Bill Bauman, News Director, KCRA-TV, 3 Television Circle, Sacramento, CA 95814-0794. Please, no calls. NOTE: Any offer of employment is contingent upon passing a medical test for drug and alcohol use. EOE, M/F.

Reporter/producer: Statewide public television network needs experienced journalist. Must possess demonstrated writing skills. Experience in broadcast television, government and legislative reporting preferred. Send resume, tape and salary history to: Personnel, PO Box 20066, Tallahassee, FL 32316 by June 4, 1990. EOE.

"This ain't no party. This ain't no disco. This ain't no fooling around." - Talking Heads. Morning anchor/producer/writer/editor/reporter - Get the idea we're looking for a one man/woman band? Yep, our current morning anchor/producer is moving to Sacramento. We're looking for his replacement. Don't kid yourself, this is a tough job. It is mentally and physically tough. Highly self-motivated, good solid journalistic folks who are positive and fun to be around should apply. Come live in one of America's truly great cities and work for a team that plays championship baseball. Send tapes and resumes to: Tim G. Gardner, News Director, KTBC-TV News, PO Box 223, Austin, TX 78768. Don't call us. We'll call you. EOE, M/F.

ABC affiliate has an opening for a reporter. A college degree with emphasis in journalism preferred. Candidate should also possess three years experience in writing, interviewing and production. Send NON-RETURNABLE tape and resume to: WSYX-TV, PO Box 718, Columbus, OH 43216. Attn: Job # 05029001. Company is especially interested in seeking qualified minority and women applicants. EOE, M/F.

Broadcast/TV news coordinator: Aggressive broadcaster with news, documentary and production experience. Degree in journalism or broadcasting, professional experience in news, on-camera work, knowledge of radio and management ability required. Salary competitive. Application deadline: June 15. Starting date: ASAP. Send resume and demo tape to: Director, Public Relations, The University of Mississippi, University, MS 38677. EOE/AA.

Weekday weather anchors: Immediate opening in competitive, desirable top 100 Northeast market. We're searching for a dynamic on-air personality. Meteorologist preferred. 6 & 11 pm, occasional WX-related reporting, supervise weekend staff, advocate equipment needs. RUSH returnable tape/resume: Stewart Ledbetter, ND, WPTZ-TV5, Old Moffitt Road, Plattsburgh, NY 12901. EOE.

PM Magazine co-hosts. Applicants should be personable, experienced and good story producers. Top 50 market. Send resume and salary requirements to: Box C-15. Equal opportunity employer. Tapes upon request.

News co-anchor. 6 and/or 10 pm weekday newscasts. Not a news reader position. Need ability to produce, write, report, do live shoots, telethons and public appearances. At least two years anchoring experience necessary. Resume, references, salary requirements and tape by May 23 to Gene Harley, News Director, KOLR-TV, P.O. Box 1716, Springfield, MO 65801. No calls. Non-smoking environment. EOE.

Managing editor: Responsible for overall news gathering effort, daily coverage, topical promotion. Key participant in all planning, marketing and news staff development. Must be aggressive, creative leader. Tape and resume to Bill Wallace, News Director, WRCB-TV, 900 Whitehall Rd., Chattanooga, TN 37405. EOE.

Free lance reporter: #1 market. Manhattan-based cable operation is building pool of experienced reporters to contribute to weekly community news program. Send non-returnable tapes and resumes to Andrea Brody, Producer, Community Programming Dept., Paragon Cable, 5120 Broadway, New York, NY 10034. EOE.

Anchor/producer needed. Willing to be a team player in a #1 newsroom. Strong newscast, good quality of life. Non-returnable tapes/resumes to Gayle Mitchell, Box 10, Medford, OR 97501. EOE.

Weathercaster: KCRA-TV, one of the fastest growing television news operations in the country, is looking for a weather forecaster. AMS Seal or degree in meteorology is preferred. Send your non-returnable 3/4" tape, resume and cover letter to: Bill Bauman, News Director, KCRA-TV, 3 Television Circle, Sacramento, CA 95814-0794. Please, no calls. EOE, M/F. Note: Any offer of employment is contingent upon passing a medical test for drug and alcohol use.

WABI-TV: Co-anchor for weeknight six and eleven o'clock news. Highest rated CBS affiliate in the Northeast. Personable, ambitious with a minimum two years experience reporting and anchoring. Tape and resume to Don Colson, News Director, WABI-TV, 35 Hildreth St., Bangor, ME 04401. EOE.

KMPH-TV 26 News is accepting applications for an anchor/executive producer to complement an established female co-anchor. Must have comprehensive journalistic experience and abilities and be able to project authority in a polished and personable manner. At least two years experience as main anchor. Send resume and video tape to: Personnel Department, KMPH-TV 26, 5111 E. McKinley Ave., Fresno, CA 93727. Send addressed postage paid envelope if you would like your tape returned. No phone calls, please. An EOE, M/F/H. Applications will be accepted until 5/31/90.

Overnight editor: Produce early morning newscast and anchor late night and early morning news headlines. Strong writing and organizational skills necessary. At least one year TV news experience, please. Tapes and resumes to Steve Hawkins, WCYB-TV, 101 Lee St., Bristol, VA 24201. EOE.

Sports videographer/reporter: For 6/11 sportscasts. Must be proficient with equipment, love sports, and be able to write well. Tapes and resumes to Steve Hawkins, WCYB-TV, 101 Lee St., Bristol, VA 24201. EOE.

Graphic artist: Top 10 Sunbelt leading independent is looking for a graphic artist for start-up newscast. News experience with A/V and ADDA Still Store or similar systems required. Send resume and tape to Trish Silva, Promotion Mgr., KHTV, 7700 Westpark Dr., Houston, TX 77063. EOE, M/F.

Strong reporter with good writing skills and anchor possibilities. SNG and ENG experience desirable. EOE. Tapes and resumes to WJTV-TV News, P.O. Box 8887, Jackson, MS 39204.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Wanted: Lean, mean topical promo machine, specializing in news topical promotion. Reels and resumes to Shay Merritt, WBTV, One Julian Price Place, Charlotte, NC 28208. WBTV is an equal opportunity employer.

Producer: For one-hour daily public affairs program taped just outside of New York City. Requires strong news sense, solid writing experience, deadline oriented. Minimum of five years experience in television production required. Resume to Margaret Suzor, 1211 Connecticut Ave., NW, Suite 810, Washington, DC 20036. EOE.

Creative producer w/strong writing, directing and production skills needed for a national Christian TV program. Three years spot and feature production a must. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical & dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word Of Faith, P.O. 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 & dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word Of Faith, P.O. Box 819099, Dallas, TX 75381-9099. EOE.

Promotion manager: If you've taken a number three news and made it number one with great promotion, then we need to talk. We're a top 40 market that is on the go and we need your help. If you want the challenge, send a resume to Box C-20. No tapes yet. EOE.

WFSU-TV, a public television in Tallahassee, Florida, is seeking to fill a key leadership position. The production manager schedules facilities and crews; budgets the department and works closely with internal and external clients. We're an outstanding production facility looking for an outstanding individual to join our team. Master's degree and 2 years experience or Bachelor's degree and 4 years of experience. Salary minimum range: \$25,000. Equal Opportunity/Affirmative Action employer. For further information/application call 904-487-3170.

Research director: A top 25 group-owned affiliate requires an experienced and creative professional. Must possess strong written/verbal presentation skills and ability to manipulate and analyze ratings and market research data. Computer skills a must. Station or agency background preferred. EOE, M/F. Send resume to Box C-21.

Weekend producer: WABC-TV seeks an experienced broadcast producer. Candidates should have minimum of 5 years producer experience. Contact: Henry Florsheim, Assistant News Director, WABC-TV, 7 Lincoln Square, New York, NY 10023. Resumes only. No telephone calls. We are an equal opportunity employer.

Producer: WABC-TV seeks experienced broadcast producer for top rated early morning newscasts. Candidate must have previous experience. Contact: Henry Florsheim, Assistant News Director, WABC-TV, 7 Lincoln Square, New York, NY 10023. Resumes only. No telephone calls. We are an equal opportunity employer.

Creative writer/producer. Experience required in writing and producing television commercials. Shooting, editing, and Chyron graphics experience helpful. Degree in communications or equivalent experience necessary. Non-smoking environment. Send resume to Personnel Director, WHOI-TV, 500 N. Stewart St., Creve Coeur, IL 61611 by May 25. EOE.

Associate producer/special projects: Shoot and report for documentary/series team. Reporting and producing experience helpful. Tapes and resumes to Steve Hawkins, WCYB-TV, 101 Lee St., Bristol, VA 24201. EOE.

Syntax Productions, Alaska's largest and most progressive production company is seeking an experienced on-line editor. D-2 suite with two-channel Abekas A-53 with warp, Abekas A-72 CG, Grass Valley Group 200-2N with Streamline. Minimum 3-5 years experience in CMX equivalent facility. Please provide references. Salary range \$22K-\$30K. DOE. Send resume to Syntax Productions, P.O. Box 102880, Anchorage, AK 99510. Attn: Paul Dolan. No phone calls. EOE.

Production manager: Southern California independent seeks experienced "hands-on" individual, with excellent technical knowledge and people skills. Previous experience with outside clients helpful. Station is a fast growing, regional power in Santa Barbara ADI. Send resume and cover letter: Jack Kirby, Vice President, Rikis Broadcasting, 663 Maulhardt Ave., Oxnard, CA 93030. Or Fax: 805-485-6057. No phone calls, please. 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.

Are you willing to pay for ability and experience without regard to age? Over thirty years experience in broadcasting and cable in the areas of management, budget preparation and administration, producing, directing, and writing. Available, flexible and eager to use my abilities and skills. Reply to Box C-2.

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.

Meteorologist/communicator. Master of the mornings! Seeking 40+ market. Let my agent, Jim Bagley, Jr., send tape. 313-737-1810.

Anchor team. Husband/wife team bring professionalism, experience, excitement to your market. Highly promotable. Contact Beverly Grant, 813-960-2399.

Network correspondent looking for a creative challenging change. I'd like to improve your small to medium market newscast into a highly watched, viewer respected product. Let me use my 14 years experience in a wide array of situations. Interested in news director or anchor/news director. 817-460-2041.

Bright, Williams grad seeking news or sports anchor position. Good radio background—Now looking for TV position. Excellent writing skills. Former model. Salary is low priority—I am looking for a good opportunity. Call David at 713-589-1779 daytime or evenings at 713-669-0665.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Writer/producer: Promos & spots. Ten years international agency and TV series experience. Award winner. Born clever. Page: 708-520-0303.

Quantel Paintbox artist, looking for full time position. Exhibit/set design experience. Macintosh expert. Excellent design, illustration skills. Excellent references available. Reply to Box F-77.

1989's number 1 and 2 TV shopping hosts are now available! Our portfolio includes combined annual sales of 1/4 billion dollars, creative sales approaches and proven popularity. Our loyal following needs a place to shop! Call 612-472-1838, ask for Alan.

I'm looking for a station, company, or organization which will offer fair compensation for my ability and experience. Over thirty years of broadcasting and cable experience in management, directing, producing, writing, and budget administration. If you are more concerned about ability than age, let's talk. Reply to Box C-19.

"Cut!" Large market producer/director/writer wants out! 2 decades of award-winning imagination, energy and excellence in documentary, live/tape specials, program promotions and community service writing/producing years for full-time challenges in small market w/clean air and quiet nights! Eager to dedicate my experience to your broadcast/cable needs in small NE, SW or NW market. Market commensurate salary/benefits just fine! Vitae, demo-reel references - of course. But, let's talk first! Box C-29.

MISCELLANEOUS

1:30 Productions: Want to be the best reporter but no-one has the time to help? We do. Writing, production, delivery. References available. 607-272-3718.

Free job listings! Send resume and self-addressed stamped envelope. We'll provide a generous sample of current leads, plus subscription information on THE HOT SHEET -- Broadcasting's most comprehensive employment publication! Media Marketing, P.O. Box 1476-40XMB, Palm Harbor, FL 34682-1476. 813-786-3603.

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.

Career Videos. Our broadcast professionals will prepare your personalized video resume tape. Excellent rates, unique formats, many references. 708-272-2917.

Government grants: Federal catalog containing grants for close-captioning, television, radio, small business and more. Rush your check for \$100 payable to DFS Inc., Grants, Rose Telecom Inc., 15 East Ave., Mount Carmel, PA 17851.

Broadcast reference manual: 600 pages of broadcast material from cameras to satellites NTSC/PAL/SECAM Intelsat specifications included. Send \$100, payable to DFS Inc., Rose Telecom Inc., 15 East Ave., Mount Carmel, PA 17851.

ALLIED FIELDS

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.

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).

MISCELLANEOUS

You can drastically reduce your promotional costs with the vast capabilities of 1-900 lines. BIG DISCOUNTS now available but going fast. Call 801-375-2534

WANTED TO BUY EQUIPMENT

Wanted: 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Used 1", 3/4", VHS videotape. Looking for large quantities. No minis or Beta. Will pay shipping. Call Carpel Video. 301-694-3500.

Top dollar for your used AM or FM transmitter. Call now. Transcom Corp., 800-441-8454.

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 BT20E (1976 and 1972), Harris/Gates FM-20H3, (1970), RCA 5D (1967), CSI T-3-F (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. Eicon evaluated 3/4" videocassettes guaranteed broadcast quality. Call for our new catalog. To order, call Carpel Video Inc., toll free, 800-238-4300.

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 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.

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.

Save on videotape stock. We have 3/4" & 1" evaluated broadcast quality videotape. Available in all time lengths. Call for best prices. IVC. 800-726-0241.

Computer graphics equipment: (2) Kavours Radac units; (2) Kavours-X animation and graphics units; (2) Colorgraphics Liveline III units. Bill Campbell, 404-434-6800.

1000' tower. Standing in Albion, Nebraska. Heavy Kline tower includes 6-1/8" coax. Purchase in place with land and building, or move anywhere. Call Bill Kitchen, 303-665-2655.

Used towers. Dismantled. Self-supporting and guyed. 502-826-8700. Nationwide Tower Company.

Equipment for sale: GV 1600-4S master control switcher; GV proc amps; GV 3400 series DAs; Sony BVU 800/820 Umatic VCRs; BTS BVV-5 BetaCam recorder; ISC model 31 editor; Ross switcher; Tektronics W/Fs, Vectorscopes & test generators. Call or FAX for complete lists of available equipment. 1-800-331-8333 or 805-344-3335. FAX: 805-344-5525.

Used/new TV transmitters, full power-LPTV, antennas, cable, connectors, STL's, etc. Save thousands. Broadcasting Systems. 602-582-6550.

RADIO Help Wanted Sales

MARKETING DIRECTOR KING 1090/KING FM

Seeking an outstanding professional with solid experience in all aspects of marketing, publicity and promotion. Exceptional creativity and ability to design and implement successful marketing strategies is essential. Successful candidate will have thorough knowledge of effective media mix, working knowledge of radio audience measurements systems, familiarity with Seattle market and experience in establishing and implementing operational goals. 3-5 years experience required, experience in broadcasting industry preferred. Bachelor's degree required.

Send resume and cover letter to:

**Human Resources
King Broadcasting
333 Dexter Ave. N.
Seattle, WA 98109**

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M/F/H/C



King Broadcasting Company

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M/F/H/C

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APOLLO RADIO CONTROLLER FOR GROWING RADIO GROUP

3 to 5 years radio experience in:
accounting,
cash management,
budgets, consolidations,
financial analysis;
broadcast computer systems;
P.C. proficient



Degree in Finance/Accounting, C.P.A. a plus
State salary requirements in your response.

Mail resume to:

**Apollo Radio, Ltd., Attn: Personnel,
350 Park Ave., New York, NY 10022**
EOE

SENIOR VICE PRESIDENT AND DIRECTOR, PROGRAM DEVELOPMENT AND MARKETING

American Public Radio

APR seeks a senior vice president to lead development of national radio programming and to maximize carriage for APR-distributed programs. Responsibility extends to all news and performance programs including: formulating strategic program goals, identifying and nurturing talent, overseeing development of new programs, marketing programs to affiliated stations, liaising with leading broadcasting organizations, and managing a staff of seven and an annual budget of \$1 million. Qualifications: Minimum five years experience in program management; five years experience in program production; demonstrated leader with capacity to motivate program directors and producers; excellent writing skills; flexibility, determination, capacity to find satisfaction through the achievement of others; college degree or equivalent; willing to relocate to Minneapolis. Salary competitive, excellent benefits, relocation allowance. EOE.

Send resume and
salary requirements to:

**Office of the President
American Public Radio
444 Cedar Street, Suite 700
St. Paul, Minnesota 55101**

LOCAL SALES MANAGER NASSAU/SUFFOLK LONG ISLAND, NEW YORK

WHLI/WKJY NASSAU COUNTY'S #1 COMBO.

IS SEEKING AN AGGRESSIVE LOCAL SALES MANAGER TO WORK WITH GROWING SALES STAFF. APPLICANTS SHOULD BE OVER-ACHIEVERS WITH A TRACK RECORD OF SUPERIOR SUCCESS IN CUSTOMER-FOCUSED SALES PERFORMANCE, DEMAND PRICING, RETAIL PACKAGING AND PROMOTION, TRAINING, COACHING AND LEADERSHIP BY EXAMPLE.

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WHLI/WKJY**

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TELEVISION

Help Wanted Management

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The Discovery Channel is seeking an individual who can coordinate programming research with the Sr. Research Manager in its suburban Washington, D.C. offices.

The ideal candidate will have 4+ years research experience in a media-related company and direct experience handling national Nielsen data. PC experience is a must.

For confidential consideration send resume to: **The Discovery Channel, 8201 Corporate Drive, Suite 1200, Landover, MD 20785, Attn: Research Personnel.**

DO NOT APPLY IN PERSON OR CALL. EOE.



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Department head position at #1 rated Gannett station.

Previous manager promoted within company. Requires management skills, strategic thinking, creativity and an outstanding reel.

A career opportunity. Women and minorities encouraged to apply.

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General Manager
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Help Wanted Management Continued

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Number One Station seeks experienced sales leader.

- Administrative experience
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Mike Kettenring

WSMV-TV

P.O. Box 4

Nashville, TN 37202

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Help Wanted Technical

Chief Engineer

Manage all engineering and technical aspects of the television station. Five to ten years experience as a medium to large market chief are required. Prefer degree in electrical engineering with FCC or SBE certification.

Must be highly motivated, self-starting team player that knows how to handle people and daily situations effectively.

Requires knowledge of both capital and operational budget generation and administration.

Send resumes to:

John A. Howell,

VP/GM,

WPXI-TV,

11 Television Hill,

Pittsburgh, PA 15214.

EOE.



Help Wanted Technical Continued

Chief Engineer:

WNAC-TV, Providence, RI is seeking a C.E. with a General Class license or SBE certification. Two years of formal education with five years of experience is required. RF experience is a must for this position. The C.E. is responsible for supervision of a 12 person engineering department. Send resume with salary requirements and references to: **John Figner, VP/General Manager, 33 Pine St., Rehoboth, MA 02769. No calls please. EOE M/F.**

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Expanding Washington news bureau has permanent position for experienced, creative editor. Duties will include daily news editing as well as coordination of tape library and incoming and outgoing feeds. Resumes only to: **Hearst Broadcasting, 1825 K St. N.W., #720, Washington, D.C. 20035.** No phone calls, please. EOE



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HUMAN RESOURCES
855 BATTERY STREET
SAN FRANCISCO, CALIFORNIA 94111
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Help Wanted Programing Production & Others



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KVCR-TV/FM
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714/884-2533

Help Wanted Programing Production & Others Continued

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Tapes will be requested at a later date.

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EARLY DEADLINE NOTICE

Due to the holiday Monday, May 28, deadline for Classified Advertising for the June 4 issue is Friday, May 25.

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This lively book is becoming the 'bible' for radio and TV newswriters. Mervin Block has written award-winning copy for CBS Evening News, ABC Evening News and WNBC-TV, and worked as executive producer at WBBM-TV in Chicago. He speaks to newswriters in the same way they're supposed to write—clearly, simply, directly.

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All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.20 per word, \$22 weekly minimum. Situations Wanted: 60¢ per word, \$11 weekly minimum. All other classifications: \$1.30 per word, \$24 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. A phone number with area code and the zip code count as

one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$90 per inch. Situations Wanted: \$50 per inch. All other classifications: \$120 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Blind Box Service: (In addition to basic advertising costs) Situations wanted: \$5 per ad per issue. All other classifications: \$10 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like.

Replies to ads with Blind Box numbers should be addressed to: Box (letter & number), c/o BROADCASTING, 1705 DeSales St., NW, Washington, DC 20036.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Fates & Fortunes

Media

Earl Stoner, regional sales and marketing manager, Warner Cable Communications, Fort Walton Beach, Fla., joins Discovery Channel, Landover, Md., as director of operations, educational services division.

Appointments at Weather Channel, Atlanta: **Patrick C. Clark**, VP, named senior VP, finance and administration; **Stan Hunter**, VP, programing and operations, named senior VP, programing and operations, and **Raymond J. Ban**, director of operations, named VP, director of operations.



Kaplan

Diane S. Kaplan, executive director, Alaska Public Radio Network, Anchorage, named president/CEO.

Matthew M. O'Connell, associate general counsel and assistant secretary, Cablevision Systems Corp., New York, joins Osborn Communications Corp. there as senior VP and general counsel.

Dee Brock, senior VP, education services, Public Broadcasting Service, Alexandria, Va., resigns.

William E. Glaeser, station manager, WILL-TV Urbana, Ill., joins co-owned WNEO-TV Alliance, Ohio, and WEAQ(TV) Akron, Ohio, as president and general manager.

Clint Sly, VP and general manager, KEX(AM) Portland, Ore., joins co-owned KBPI-FM Denver in same capacity.

David Sanks, station manager, WISC-TV Madison, Wis., named general manager.

Raymond Hunt, general sales manager, KNXV-TV Phoenix, named general manager.

Frank S. Keller, director of production and operations, KCOS(TV) El Paso, named station manager.

Leigh Trapp-Helterbran, assistant manager and sales manager, WBBO-FM Forest City, N.C., joins WMTO(FM) Port St. Joe, Fla., as general manager.

F. Robert Hall, systems, metro manager, Scripps Howard Knoxville, Tenn., cable system, named general manager, Scripps Howard Sacramento Cable Co.

Nicholas Paras, general sales manager, WTAG(AM)-WSRS(FM) Worcester, Mass., named general manager.

Jeffrey Rosenberg, senior group research manager, Hawks team, Petry Television, New York, named associate research director, Petry Television National. **Cindy Braunlich**, group research manager, Thunderbirds team, Petry Television, New

York, named senior group research manager, Petry Television.

John J. Vitanovec, controller, WGN-TV Chicago, named station manager.

Robert M. Peterson, business and program manager, WTEN(TV) Albany, N.Y., named VP and general manager.

Wayne Daniels, outside sales representative, Southern region, Midwest CATV, Newport Richey, Fla., named sales manager, Western region, Midwest CATV, Phoenix.

Gregory R. Arnold, executive director of marketing, Vision Cable, Paramus, N.J., joins Riverview Cablevision Associates, Hoboken, N.J., as general manager, succeeding **Joe Fischer**, chief operating officer, Monmouth Cablevision, Belmar, N.J.

Robert W. Hoffman, general manager, WHBF-TV Rock Island, Ill., joins WSEE-TV Erie, Pa., as VP and general manager.

Martha A. Mikita, chief financial officer and VP, finance, Avenue Entertainment Inc., Los Angeles, joins World International Network there as VP and controller.

Betty Pazdernik, president and general manager, WKQI-FM Detroit, resigns.

Gunnar Rieger, VP, engineering, WLVI-TV

Cambridge, Mass., joins WFXT(TV) Boston as operations manager.

Mason Granger, news director and anchor, WMC-TV Memphis, named assistant general manager.

Carol LoGrip, assistant to director of environmental law, Sequa Corp., New York, joins WNSR(FM) New York as executive assistant to VP and general manager.

James C. Thompson, local sales manager, KGUN(TV) Tucson, Ariz., named general manager.

Don Hale, sales manager, KCAU-TV Sioux City, Iowa, joins WHBF-TV Rock Island, Ill., as VP and general manager.

Thomas Klein, general manager, WPIC(AM)-WYFM(FM) Sharon, Pa., named executive VP, chief operating officer.

Gary Lewis, general sales manager, KEZK(FM)-WCEO(AM) St. Louis, joins co-owned WLAV-AM-FM Grand Rapids, Mich., as VP and general manager.

Mark Effron, VP and news director, WFSB(TV) Hartford, Conn., named VP of news and station manager.

John Ivy, assistant operations manager, WROK(AM)-WZOK(FM) Rockford, Ill., named

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operations manager, succeeding **Greg Strassell**, program director, WLOL(FM) Minneapolis.

Sales and Marketing

Thomas H. Carey, executive VP, international division, D'Arcy Masius Benton & Bowles, New York, joins BBDO there as president and chief operating officer.



Goodwyn

Bill Goodwyn, regional director, Eastern region, Discovery Channel, Landover, Md., named VP, Eastern region affiliate sales and relations. **Kevin Barry**, Discovery senior manager, local ad sales, named director.

Tom Hagopian, national accounts director, Rocky Mountain region, ESPN, Denver, named VP, affiliate marketing, Western division. **Richard Stone**, consultant, international sales department, New York, named executive director, international sales.

Robert Nichols, account executive, KSTU(TV) Salt Lake City, joins KBHK-TV San Francisco in same capacity.

Appointments at Blair Television: **Joseph Cruz**, market research specialists, New York, named research manager, Blues team; **Laurie Rogers**, junior account executive, Group W, Atlanta, named account executive, Charlotte, N.C.; **Melissa M. Mesa**, senior sales assistant, New York, named account executive, Charlotte, N.C.; **Evelyn Romaine**, senior buyer, Martin Agency, Richmond, Va.; **Drew Camerota**, mid-Atlantic sales manager, BioSystems, Scherer Health Care, Philadelphia; **Barbara L. Schleich**, tourism development program director, Philadelphia Convention and Visitors Bureau, and **Robert J. Debbs**, sales assistant, Blair's New York office, join Philadelphia office as account executives; **Louann Thomson**, account executive, WAGA-TV Atlanta, and **Diane Gallivan**, sales assistant, Blair Television, Chicago, join Atlanta office as account executives, and

Overseas honorees

The Overseas Press Club last Monday honored award recipients of various news media categories for exceptional reporting abroad. In radio, **Gary Matsumoto**, NBC Radio, received the Ben Grauer Award for spot radio reporting; the Lowell Thomas Award for radio interpretation and documentary went to CBS News Radio's *Europe 1989*. In television: **Dan Rather** and CBS News for *The New Face of Communism*, and **Bernard Shaw**, CNN, for spot news; the Edward R. Murrow Award for TV interpretation and documentary went to **Ted Koppel** and **Dorrance Smith**, ABC News, for *The Tragedy at Tiananmen, the Untold Story*.

Trey Fabacher, sales assistant, Atlanta, named account executive, Minneapolis office.

Cliff E. Heltterbran, sales executive, WBBO-FM Forest City, N.C., joins WMO(FM) Port St. Joe, Fla., as sales manager.

Mary H. Green, training coordinator, Central Bank and Central Banccompany, Jefferson City, Mo., joins Learfield Communications Inc. there as account executive.

John Livingston, senior account executive, WKQI-FM Detroit, joins CBS Radio Representatives there as account executive.

Raymond G. Mendelsohn, sales executive, WEWS(TV) Cleveland, joins WCLV(FM) there as account executive.

Michael Samolis, research operations manager, Paragon Research, Denver, joins Waterman Broadcasting, San Antonio, as corporate director of research and marketing.

Senior buyers appointed at Horizon Media Inc., New York: **Nancy Fields**, manager, spot television group, and **Robert Liebling**, senior buyer, Bohbot Communications, New York; **Dyana Thomas**, supervisor, local broadcast and account associate, DeWitt Media, New York.

Deborah Soden, account executive, KMEX-

TV Los Angeles, joins KHS-AM-FM there as national sales manager.

Barbara Thomsen, advertising coordinator, Grant Media Services, Sacramento, Calif., joins KOVR(TV) Sacramento, Calif., as account executive.

Lee Ann Longinotti, account executive, Republic Radio, Dallas, joins HNNH Radio Inc. radio representatives there in same capacity.

Georgia Breza, manager, advertising sales marketing, USA Network, New York, named director.

Appointments at Financial News Network, New York: **Jeff Norman**, director of sales, Southeastern region, named director of sales, FNN and *This Morning's Business*, Eastern region. **Amy Baker**, account executive, named manager, sales training, Eastern region.

Randall M. Watson, account executive, regional sales, WRTV(TV) Indianapolis, joins Held & Diedrich Design Advertising Communications there as director of sales and marketing.

Dan Coulter, director of film licensing, consumer products division, Walt Disney Co., Burbank, Calif., joins Media Home Entertainment, Culver City, Calif., as VP, marketing and advertising.

Bob Brandt, account executive, Blair Television, St. Louis, joins KSDK(TV) there as national sales manager, succeeding **Rose Weitz**, named local sales manager.

Appointments at Katz, New York: **William S. McCurdy**, assistant director, Jimmy Swaggart Ministries, Baton Rouge, named sales executive, Katz Television's religious advertising sales unit; **Bruno Lucarelli**, sales trainee, named sales executive, Lancers team, Katz Independent Television, New York; **Andrea Setum**, sales trainee, Swords team, named sales executive, Katz Independent Television, San Francisco; **Dan Griffin**, account executive, WAXY(FM) Fort Lauderdale, Fla. (Miami), named account executive, Banner Radio, Atlanta, and **Lauren Levitus**, sales assistant, Stars team, Katz American Television, New York, named research analyst, Blue team.

Peggy Valenzuela, regional sales manager, Astor Broadcasting, Los Angeles, joins KFVB(AM) there as account executive.

Henrietta Parham, director of sales, Bestway Travel Agency, Chattanooga, joins WDSI-TV there as account executive.

Kevin Patrick Smith, general manager, Mega Advertising Inc., Fairfax, Va., adds duties as VP.

Programing

Alan C. Fels, controller, West Coast, CBS Television Network, Los Angeles, joins Paramount Pictures, Hollywood, Calif., as VP and controller, television group. **Diane Whiteley**, freelancer, *Hard Copy*, and executive producer, Whiteley Productions, Chicago, joins Paramount Domestic Television there as segment producer, *Hard Copy*.

Sheila Shayon, former assistant to Michael

FCC employees honored for public service

Commission employees who have provided exceptional service to the public were honored last week and received the Outstanding Public Service Award. Common Carrier bureau: **Rudolph Bandong**, contact representative, domestic facilities division, office of division chief; **Michael Ferrante**, electronic engineer, cellular radio branch, mobile service division, and **R.I. Smith**, public utilities specialist, tariff review branch, tariff division. Field Operations bureau: **Sharon Scott**, public affairs specialist, Kansas City office; **Lawrence Stuker**, public affairs specialist, Portland, Ore. Mass Media bureau: **James Durst**, communications industry analyst, auxiliary services branch, audio services division; **Rita McDonald**, technical writer-editor, office of division chief, policy and rules division. Office of engineering and technology: **Carl Weber**, electronic engineer, sampling and measurement branch, authorization and evaluation division. Office of General Counsel: **Shirley Farmer**, paralegal specialist, litigation division. Office of Managing Director: **Gloria Thomas**, librarian. Private Radio bureau: **Alfred Franz**, communications specialist, compliance branch, land mobile and microwave division.

Fuchs, Home Box Office Inc., New York, named VP, special projects.

Karen Barnes, VP, executive in charge of production, Jim Henson Productions, New York, joins Fox Children's Network, Los Angeles, as VP.



Barnes



Shapiro

Matt Shapiro, associate director of programming, MMT Sales Inc., New York, named corporate VP of programming.

Harley J. Neuman, manager, Deloitte Haskins & Sells, Los Angeles, joins Deloitte & Touche, Century City, Calif., as senior audit manager.

Heidi Lustig, recent MBA graduate, University of Southern California, Los Angeles, joins Showtime Satellite Networks, Viacom Network Group, New York, as director of telemarketing, affiliate sales.

Sherry Weinman, director of development, Group W News Services, New York, joins Television Program Enterprises, production division of TeleRep Inc., Los Angeles, as supervising producer, West Coast, *Preview: The Best of the New*.

Ken Carson, program director, WUFM-FM Buffalo, N.Y., joins WHTQ(FM) Orlando, Fla., in same capacity.

Kevin P. Maguire, Western regional director, sales and affiliate marketing, Disney Channel, Burbank, Calif., joins SportsChannel L.A., Santa Monica, Calif., as director, sales and affiliate marketing.

News and Public Affairs

Kathryn Kross, associate producer, *Nightline*, ABC News, Washington, named full producer.

Anne Azzi, producer, Chronicle Broadcasting, Washington, joins CBS News there as assistant to political director.

Pieter VanBennekom, senior VP, international operations, United Press International, Washington, named executive VP, editorial operations.

Appointments at CNN, Washington: **Pam Benson**, executive news producer, Washington bureau, named international affairs producer; **Peter Kendall**, manager, telecommunications services, American Association of Retired Persons, Washington, succeeds Benson; **Carl Rochelle**, Pentagon correspondent, named general assignment reporter, succeeded by Wolf Blitzer, correspondent.

NABOB's new board

The National Association of Black Owned Broadcasters 1990-91 board of directors: Chairman, **Charles R. Sherrell**, president, **Mariner Broadcasters Inc.**, Chicago; President, **Bennie Turner**, president, **T&W Communications Inc.**, West Point, Miss.; First Vice President, **Mutter D. Evans**, president, **Evans Broadcasting**, Winston-Salem, N.C.; Second Vice President, **Andrew A. Langston**, chairman, **Monroe County Broadcasting Corp.**, Rochester, N.Y.; Treasurer, **Sidney Small**, president, **NBN Broadcasting Inc.**, New York; Counsel to the Board, **Lots E. Wright Esq.**, vice president and corporate counsel, **Inner City Broadcasting Corp.**, New York; Northeast Regional Representative, **Skip Finley**, president, **Albimar Communications**, Washington; Southwest Regional Representative, **Michael Carter**, president, **KPRS Broadcasting Corp.**, Kansas City, Mo.; Southeast Regional Representative, **Greg Davis**, president, **Davis Broadcasting Inc.**, Columbus, Ga.; Midwest Regional Representative, **Paul Major**, president, **Westerville Broadcasting of Florida Inc.**, Tampa, Fla.; Far West Regional Representative, **Pierre Sutton**, President, **Inner City Broadcasting Corp.**, New York; Television Representative, **Michael Roberts**, chairman, **Roberts Broadcasting Inc.**, St. Louis, and Executive Director & General Counsel, **James L. Winston Esq.**, **Rubin Winston & Diercks**, Washington.

Michael Horowicz, line producer, **Geraldo**, New York, joins KCBS-TV Los Angeles, as executive producer.

Kris Ostrowski, assistant news director, WRC-TV Washington, named news director.

Barbara Cox, 6 p.m. producer, WUSA(TV) Washington, named 11 p.m. executive producer.

Nanci Ross, special projects producer, WPLG(TV) Miami, named executive producer. **Phil Hutchings**, production manager, WPLG(TV), adds duties in programming.

Christine Buck, weathercaster, KPLR-TV St. Louis, named co-anchor. **Mark Ferree**, reporter and weathercaster, WKBW-TV Buffalo, N.Y., joins KPLR-TV as weathercaster.

Ana Azcuy, co-anchor, WTVJ(TV) Miami, joins Univision's weekly newsmagazine, *Portada*, there as hostess.

Georgeann Herbert-Myers, news director, WTAR(AM)-WLTY(FM) Norfolk, Va., joins WBBM(AM) Chicago, as assistant news director and executive editor.

Mark Aldren, consultant, audience research development, Dallas, joins WGNX(TV) Atlanta as executive producer.

Maribeth Cox-Livingston, producer, WLKY-TV Louisville, Ky., joins WMAR-TV Baltimore in same capacity.

Dave Bohman, weekend anchor and Greenville bureau chief, WCTI(TV) Greenville, N.C. (New Bern), joins WDTN(TV) Dayton, Ohio, as reporter.

Jeff Gillan, weekend anchor, producer and general assignment reporter, WSLS-TV Roanoke, Va., joins WKOW-TV Madison, Wis., as 6 and 10 p.m. co-anchor.

Technology

Yeshwant Kamath, president and CEO, Abekas Video Systems Inc., Redwood City, Calif., steps down from full-time responsibilities as non-executive director.

Kip Sears, director of operations, Anderson Video, Los Angeles, joins Varitel Video, there in same capacity.

Terry W. Heil, senior VP and group executive, E-Systems, Dallas, succeeds **Charles R. Farmer Jr.**, senior VP and group executive, who is retiring.



Yoshida

Masaki (Mike) Yoshida, VP, JVC Professional Products Co., Elmwood Park, N.J., named president.

Mark McKeen, assistant chief engineer, KSDK(TV) St. Louis, named chief engineer, succeeding **Gene Hill**, named VP, engineering, Multimedia Broadcasting Co., there.

John Schilling, engineering manager, converter development group, General Instrument's Jerrold Communications, Hatboro, Pa., named director of residential equipment engineering. **Jeff Pierce**, applications engineer, distribution and fiber optics, Scientific Atlanta, joins Jerrold Communications as account representative.

Randy Price, chief engineer, WISN-TV Milwaukee, joins WTMJ-AM-TV-WKTI(FM) there as director of engineering.

Promotion and PR



McLamb

Eric McLamb, director of communications, Discovery Channel, Landover, Md., named VP of communications.

Jay Newell, director of news promotion, CNN, Atlanta, named director of on-air promotion, Turner Network Television there.

Danida Reardon, media supervisor, CPM,

Elton H. Rule, given much of the credit for ABC's ascendancy in the 1970's, died May 5 at his home in Beverly Hills of cancer. He was 73.

In recent years, the former ABC president had been chairman of investment funds he headed with I. Martin Pompadur, and had also been active in charitable and other organizations, including co-chairing the National Center of Film and Video Preservation. Surviving him are his wife, Betty Louis Bender, three children and two grandchildren.

Rule joined ABC in 1952 as assistant sales manager of KABC-TV Los Angeles (then KECA-TV). One year later he was named general sales manager and in 1960 became general manager.

In 1968 the then vice president and general manager of KABC-TV was chosen to become president of the television network. He became president and chief operating officer of ABC Inc., and was appointed to the board's executive committee, when Leonard Goldenson was named chairman and chief executive officer in 1972. Goldenson said last week that while Rule "was president of the company we moved into the number-one position in large part because of his contributions. He will be greatly missed by the whole ABC family."

Among the decisions credited to Rule are the signing of Aaron Spelling, who subsequently produced a string of hits for the network, and his support of *Monday Night Football*, which became a financial success. Rule also was said to have given the authority to program both made-for-TV movies and mini-series on a regular basis.

ABC last week cited a 1984 BROADCASTING editorial commenting on Rule's departure from ABC that year: "He will depart the company far better than he found it.... To those who remember the company in 1968, the transformation is incredible.... It just goes to show what can be accomplished with a great deal of ability, a determined course—and just a touch of class."

Rule was born in Stockton, Calif., and served during World War II in the 7th Infantry Division, earning the Bronze star with Oak Leaf Cluster and Purple Heart. He requested that there be no funeral and his family has asked that contributions be made to either the Dr. Laurence Hefetz Cancer Research Fund, Cedars-Sinai Hospital, or to Cancer Research, School of Medicine, UCLA, both in Los Angeles.



Stuart B. Bedell, chief, distribution services branch, video services division, FCC, Washington, named assistant division chief, audio services division, Mass Media Bureau, with additional duties as acting chief, AM branch, succeeding **Thomas Albers**, who transfers to Bureau's policy and rules division. **Stephen Svab**, former assignment editor, *USA Today* on TV, and segment producer, CBS News' *Nightwatch*, joins FCC as chief of news media division, Office of Public Affairs.

John H. Hardy, senior counsel, Senate Committee on Commerce, Science and Transportation, Washington, joins Wilkinson Barker Knauer & Quinn there, communications law firm, as of counsel.

William R. Cullen, senior VP, Southwest division, United Artists Cable Corp., Los Angeles, named chairman, California Cable Television Association.

Jim Hartz, anchor, *Innovation*, WNET(TV) Newark, N.J. (New York), former host, *Today Show*, and NBC News correspondent, named to 1990 Oklahoma Hall of Fame.

Deaths



Keeper

Gary Keeper, 39, programming executive, died May 6 of AIDS at Cedars-Sinai Hospital, Los Angeles. Keeper was senior VP of original programming for Showtime Networks Inc., Universal City, Calif., and had been involved in programs including *Shelley Duvall's Tall Tales and Legends*, *Nightmare Classics*, *Super Dave*, *It's Gary Shandling's Show* and *The Neon Empire*. In addition to working at Showtime, Keeper had stints with CBS, Universal Studios, Lawrence Gordon Productions and Paramount, where he helped create *Family Ties* and *Bosom Buddies*. He is survived by his mother, Cele; father, Sam; sister, Laurie, and grandmother, Rose.

Gene Dillehay, 62, announcer, died April 23 of lung cancer at St. Anthony's hospital, Oklahoma City. Dillehay most recently was announcer for promotional spots with Oklahoma Educational Television Authority, KETA(TV) Oklahoma City, and music editor, *Oklahoma Passage*. He began his career in 1952 at KWTW(TV) Oklahoma City, as chief announcer and music, art and creative services director, later joining KOCO-TV there as promotion director and director of special programs. He is survived by his wife, Pat; three daughters, Kaylyn, Michelle and Shawn, and two grandchildren, Jamie and Michael.

Rev. Cecil Clifton, 80, died April 10 of congestive heart failure at his home in Apollo, Pa. He was founder and general manager of WAVL(AM) Apollo, Pa., and founding member of National Religious Broadcasters Association. He is survived by his wife, Alice, and daughter, Carolyn.

Chicago, joins Bohbot Communications, New York, in same capacity.

Timothy D. Hanlon, senior director of customer service, Warner Cable Communications Inc., Dublin, Ohio, named VP, customer service.

Karen Peterson, assistant to in-house producer, Manhattan Cable Television, New York, joins WNSR(FM) there as programing assistant. **Tim Tyrell**, promotional intern, WNSR(FM), named promotions assistant.

Oscar Welch, creative services director, WPLG(TV) Miami, named programing and promotion director. **Jim Hayek**, design manager, WPLG(TV), named creative services director.

Donna Cozzens, organization development consultant, U.S. Department of Agriculture, Washington, joins WJLA-TV there as

director of human resources.

Charles E. Paige, assistant director, creative services, KSDK(TV) St. Louis, joins WDSU-TV New Orleans as director of marketing and promotion.

Eileen J. Petridis, writer and producer, Ira Thomas Associates, Youngstown, Ohio, joins Brand Shick & Wesley advertising and public relations, Cleveland, Ohio, as account executive and director of public relations.

Allied Fields

Norman Sandler, White House correspondent, United Press International, Washington, receives 1989 Merriman Smith Memorial Award from White House Correspondents Association.

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Richard Dunn: Taking Thames through the tempest

Right in the middle of the turmoil that is the restructuring of British broadcasting is Richard Dunn, managing director, Thames Television, and chairman, Independent Television Association, the body which represents the ITV Association companies in matters ranging from program scheduling to legislative concerns in Parliament. Dunn and the ITVA face the daunting task of protecting the interests of Britain's commercial TV system, including his own Thames TV, while the British government pushes forward radical deregulation of UK media, including the impending auctioning of the ITV regional franchises.

The 46-year-old Cambridge graduate is no stranger to the center of a storm, having been born during the height of World War II.

In the 1988 theatrical movie "Hope and Glory," a young boy in Britain grows up during World War II, at a time when the German Luftwaffe is bombing British cities daily in an attempt to break that country's will to fight. Dunn calls the film "somewhat autobiographical."

"We lived on the fringes of London at the time [1943]. We moved around quite a bit because my father was on active service, and I had an older brother and sister and my mother was looking after the three of us," said Dunn. "At the time, the Germans were still pelting us with doodle bugs, which were the V-1 and V-2 rockets that made a buzzing sound as they came over. Once above the cities, the rockets' engines would cut and they would drop silently. That's when you knew you had to duck," he said.

Dunn, who engineered Thames's purchase of Reeves Entertainment in December 1989, started his career not with an eye toward broadcasting, but with a desire to get into filmmaking. "I was going to be a film director. I actually went abroad to Saudi Arabia to teach. I taught there for a year, partly to make some money to pay off my debts after three years of deep academic study at Cambridge and a certain amount of nighttime activity which drained my funds."

Following his teaching sojourn, Dunn managed to land a job in the filmmaking business with Eothen Films, but the company produced medical and educational movies about childbirth and health education, and Dunn stayed only a year.

Prior to getting hired at Associated British Pathé as an educational researcher, Dunn was turned down for a job at the ABC Television studios in Teddington, which are now the Thames Television Studios. The man who turned him down for the job in Teddington suggested he go to Pathé, where he stayed for five years, writing and producing films and eventually establishing



RICHARD JOHANN DUNN—managing director, Thames Television, London; b. Sept. 5, 1943, Essex, England; graduated Cambridge University, 1965, with degree in English and fine arts; teacher, Saudi Arabia, 1965-66; assistant, Eothen Film Co., 1966-67; writer-producer, Associated British Pathé, London, 1967-72; general manager, Swindon Viewpoint, Swindon, 1972-76; assistant, feature film division, EMI, London, 1977-78; assistant to director of programs, Thames Television, London, 1978-79; director, central planning, 1979-81; director of production, 1981-85; present position since 1985; m. Virginia Gaynor, June 1972; children: Andrew, 10; William, 4; Elizabeth, 3.

a film distribution unit.

In 1972 he switched mediums, bypassing broadcast television for a stint in the early days of British cable. After four years in cable, which he calls "a great discipline, because I learned to do a bit of everything," Dunn went back to London to work at EMI, as an assistant for Lord Delphin, who supervised the company's feature film division. "I still wanted to get back to the film area, but I only stayed there for a year because there was virtually nothing for me to do; that's when I came to Thames."

Dunn moved to Thames as an assistant to Jeremy Isaacs, then director of programs, and later, founder of Channel 4. "I went to Thames expecting to move into the program department, but unfortunately, Jeremy Isaacs, who should have been my mentor, my patron, left within a year, due to a difference of opinion with the managing director at the time. When Jeremy left, I was in a hole as to what to do. Then the managing director offered me a position in central planning."

"I think I was awfully curious as to how a network television station worked and it was a pretty good way of finding out. If you want to know what makes it tick, you either become the receptionist, or you become head of central planning, or you run the car park," said Dunn.

In 1981, two years after taking over central planning, Dunn was offered the position of director of production, and was also offered a seat on the board of Thames. The job entailed directing all of the production facilities, the studio crews, the film crews and the design crews, a combined staff of more than 1,500.

Of his four years as director of production, Dunn called reorganizing the unions his biggest achievement. "The unions had a stranglehold on production and there was a good deal of overmanning and restrictive practice, restricting what producers could and could not do. We had had two very damaging strikes where they took us off the air—transmission strikes, where the screen is blank."

It was during the second of those strikes, in 1984, that Dunn organized a management staff to keep Thames up and running while the union workers were on strike.

Due in part to his handling of the strike situation, Dunn was named managing director of Thames in 1985, "rather earlier than I would otherwise have done because my predecessor, Bryan Cowgill, left Thames after the acquisition of *Dallas* from the BBC."

One of the most significant developments under Dunn's leadership of Thames has been the company's acquisition of Reeves Entertainment for \$89 million last year. While the first project from Reeves under their new ownership is forthcoming, Dunn says the company's first priority is the CBS series *Doctor, Doctor*, "getting it right for the CBS network so that we get enough episodes to put it into syndication. That's the number-one part of their business."

Adding to the struggle of guiding Thames through the changes in broadcast television, the company is virtually up for sale, after two of its biggest shareholders—Thorn EMI and BET—announced in March they were selling their interests in the five-day-a-week franchise holder. Each of those shareholders has a 28% stake in the company. Despite the uncertainty of who will become Thames's next majority holder, Dunn seems insistent on expanding the company's sphere of influence.

"A good idea is a good idea is a good idea. We're a worldwide broadcasting industry, and that's why Thames has got an American production company. We've got 10% of the Ten Network in Australia, we've got 10% and a leading share of the Astra satellite serving the whole of Europe. We've got that because we want to be a world broadcaster, with a finger on the pulse of who's doing what, but particularly on the creative pulse, so that we can run the best television in Britain, but we can also supply. We can hopefully be, in the last lovely phrase that royal companies use, 'suppliers of high quality television product to the world.'"

CBS CEO **Laurence Tisch** told **CBS shareholders** last week that **they could expect to see progress in television network's prime time schedule** beginning in September. He had accepted characterization of daypart as "disaster" in response to shareholder question at company's annual meeting. Tisch also told shareholders that Disney and CBS had not had discussions about merging: "I think CBS is going to remain an independent company."

Procter & Gamble, parent company of Folgers Coffee Co. and one of biggest advertisers in television, **pulled \$70,000 worth of ads for all its products from CBS affiliate WHDH-TV Boston indefinitely** because station aired commercial protesting Folgers use of coffee beans from El Salvador. WHDH-TV told BROADCASTING that Procter & Gamble said it spends about \$1 million annually on station. Commercial in question was produced by Neighbor to Neighbor, grassroots organization working to change policy in Central America and narrated by actor Ed Asner (*The Mary Tyler Moore Show*). Spot was offered to stations in Cincinnati (Procter & Gamble's home), New Orleans, Kansas City and Boston. WHDH-TV was only station to air spot. Procter & Gamble said that about 2% of its beans come from El Salvador.

Renewal of Time Warner's New York City cable franchises could be in jeopardy, as suit to be filed today (May 14) seeks temporary restraining order to prevent Mayor David Dinkins and City Council President Andrew Stein from naming independent surrogates to Board of Estimate for Tuesday franchise vote. Conflict of Interest Board had ruled Dinkins and Stein unable to vote on franchise but able to appoint proxies. But suit, brought by publisher of New York weekly newspaper, claims move illegal under city charter. Without Dinkins and Stein representatives, Board of Estimate won't



Freshman orientation. It was an introduction to life as a director on the National Association of Broadcasters joint board last week as 13 newly elected radio and TV directors went to Washington to attend the NAB's monthly executive committee meeting in preparation for the June 19-22 board meeting. Pictured outside NAB headquarters are Harry Pappas, Pappas Telecasting, Visalia, Calif.; Ted Dorf, WWRQ(AM)-WGAY(FM) Silver Spring, Md.; John Siegel, Chris-Craft/United Television, San Francisco; Edward Reilly, McGraw-Hill Broadcasting, New York; Skip Finley, WKYS(FM) Washington; Edward Aiken, WTOG-TV St. Petersburg, Fla.; Robert Davis, KMTR-TV Eugene, Ore.; Jack Moffitt, KTVD-TV Englewood, Colo.; Alan Harris, KUGR(AM)-KYCS(FM) Green River, Wyo.; Steve Downes, WISN(AM)-WLTO(FM) Milwaukee; Charles Blake, WIKY-AM-FM Evansville, Ind.; Robert Butler, WPTF-TV Raleigh, N.C.; Houston Pearce, WTUG-FM Tuscaloosa, Ala., and Alan Box, EZ Communications, Fairfax, Va.

have large enough voting body to legally rule on franchise issue.

Cable Laboratories Inc. (CableLabs), Boulder, Colo., and **Advanced Television Test Center (ATTC)**, Alexandria, Va., announced last week that they **have completed plan for joint testing of proposed HDTV transmission systems**. Boards of directors for both organizations agreed that CableLabs will pay ATTC \$2.5 million for use of lab now being built in Alexandria. CableLabs also plans to install cable transmission impairment simulator at lab in early fall of this year, in time for testing, expected to begin in late fall. Brian James, formerly of NCTA, has joined CableLabs as director, advanced TV testing, and will maintain an office at Alexandria lab. Remainder of CableLabs' ATV testing staff, headed by Craig Tanner, VP, advanced television projects, will be based in Boulder. In other terrestrial system testing developments, FCC's advisory committee on advanced television service announced that Captain of America (formerly known as 1125 Productions), New York facility specializing in HDTV production, has been hired to produce source materials for testing of each proposed system's motion characteristics (see page 46).

Steve Friedman, former executive producer of *Today* and most recently executive producer of *USA Today on Television*, will return to NBC News in early June as executive producer of *NBC Nightly News with Tom Brokaw*. Friedman's appointment was announced by NBC News president Michael Gartner, who stated intention to take broadcast in "a different direction." Friedman will succeed Bill Wheatley, who has been program's executive producer for five years. Friedman, who began with *Today* in 1977 as associate producer based in Los Angeles, served as show's executive producer from 1980 to 1987. Gartner also promoted **Don Browne** to executive VP, NBC News, with direct oversight responsibilities for *NBC Nightly News*. Browne has been executive news director since May, 1989.

Striking CBS stagehands are taking their pickets to CBS President and CEO Larry Tisch's house today (May 14) at Fifth Ave. in New York City. Union said that it is doing this to "alert Tisch's neighbors to the indecent treatment of CBS employees by the network's chief executive and largest shareholder." Union members (about 200) have been on strike since April 12.

FCC and waiver of telco-cable crossownership ban that it awarded GTE last year **had rough time last week at U.S. Court of Appeals** in Washington where waiver is being challenged by National Cable Television Association. Waiver clears GTE to conduct marketing and technology trials in fiber-coax system in Cerritos, Calif. During oral arguments, all three judges on panel—Patricia Wald, Abner Mikva and James Buckley—said they had reservations about waiver, suggesting that FCC may have overstepped statutory authority in granting it. Mikva was particularly blunt. Waiver "turns Congressional mandate, if not on its head, than on its side," he told Gregory Christopher, who argued case for FCC. Wald and Buckley wondered whether same benefits could not have been gained without waiver or with more limited waiver. Christopher argued that decision on whether to grant waiver came down to balancing of risk against benefits. Having concluded that benefits far outweigh risk of waiver as "attenuated" by limits and conditions attached to it, not to grant waiver would have been "inconsistent" with public interest. Washington attorney Bruce Sokler, representing NCTA, argued that GTE waiver was "trojan horse" that, if not overturned, would lead to rash of requests

for similar waivers. Also, he said, FCC failed to show nexus between benefits and waivers. Decision is expected this summer.

□

Comic **Andrew Dice Clay** found himself in swirl of controversy, not to mention free publicity, as **Saturday Night Live** regular **Nora Dunn** and musician **Sinead O'Connor**, originally scheduled as Saturday's musical guest, **boycotted last week's show** in protest of Clay's appearance as SNL host. Both Dunn and O'Connor expressed belief that Clay's material is disrespectful to women. O'Connor was replaced by group Spanic Boys, making first network appearance. At week's end, both National Organization for Women and Gay and Lesbian Alliance Against Defamation had reportedly issued statements supporting performers' actions, connecting Clay's act to possible violence against minorities. Clay also canceled scheduled appearance on Joan Rivers' show Thursday morning. Dunn's action reportedly caused rift between her and other SNL cast members, who didn't know of her intention to boycott prior to public announcement.

□

National Cable Television Association, in comments filed with FCC last week, **urged agency to adopt proposed rules changes aimed at making it easier for wireless cable operators to aggregate channels and at improving quality of their service.** Wireless cable uses a mix of 2 ghz microwave channels (MDS, OFS and ITFS) to broadcast cable programming to subscribers. "All in all, a regulatory environment that allows MDS operators to utilize microwave frequencies in a more efficient and less burdensome manner will maximize MDS technology and enhance overall video competition." However, NCTA opposed certain specifics, principally crossownership ban prohibiting cable operators from owning or using OFS or MDS channels in cable franchise area. Ban is unwarranted, it said. "There is no known evidence that cable systems have intentionally or unintentionally impeded competition by warehousing or underutilizing MDS spectrum," it said.

□

Defense Advanced Research Projects Agency (DARPA) has awarded **15-month, \$992,115 contract to Magnascreen Corp.**, Pittsburgh, to develop large, flat-panel high-definition television screen using variation of active matrix liquid crystal display technology currently used in consumer pocket color TV sets. Over past six months DARPA has made research agreements totaling nearly \$14 million with several companies as part of \$30 million program to encourage U.S. development of HDTV displays, organized by DARPA former director, Craig Fields. Magnascreen agreement is first announced since Fields's reassignment to other duties within Defense Department (BROADCASTING, April 30).

□

NAB President Eddie Fritts left for Europe last Sunday for 12-day trip to promote existing NAB convention and explore possibility of co-hosting European conference. Fritts is also speaking at conferences in London and Luxembourg. He and John Abel, executive VP for operations and their wives will meet up in Luxembourg with NAB Joint Board Chairman Lowry Mays and his wife who are already in Scotland. Group will also head to Montreux to discuss with others idea of holding conference there. Also part of contingency is NAB international consultant, Bill Haratunian. He and Abel will visit Geneva for meetings with European Broadcast Union and International Telecommunications Union officials.

□

Mohr-Engledow Broadcasting sold WCTW(AM)-WMDH(FM) New Castle, Ind., to WTL Inc. for \$2.6 million. Mohr-Engledow is headed by K. Stephen Mohr. WTL Inc. is headed by Stephen Taylor, Donald L. Wiggins and John A. Linch, and has

RAB's Potash says radio is booming

The media explosion and skyrocketing costs of advertising are making radio exceedingly attractive to media buyers, Radio Advertising Bureau President Warren Potash told a group of radio broadcasters and investors last week in New York. Citing statistics that show radio's total slice of the advertising pie to have measurably increased in 1989, Potash said radio was poised to make major inroads on TV's and newspaper's total advertising share. Addressing attendees of *Investing in the American Radio*, a seminar sponsored by BIA Publications and Duncan's American Radio, Potash compared radio's audience stability and loyalty with wild fluctuations in the visual and print media.

"Radio is the most cost effective medium on the planet," Potash said, claiming the 1990's will be "the new golden age of radio." He said that radio "might be going into a period it has never seen, even though it really has nothing to do with any of us." He backed up his claims by quoting recent research reports and media studies, specifically blaming—or crediting—the video boom of the 1980's as wreaking havoc on American media habits.

"Over the last 10 years the number of TV stations in the U.S. has grown from 734 to 1,088," Potash said. "In that same time we've seen the clutter of network TV spots increase 50%. In 1980 3% of American households owned VCR's; now 70 million are in use. In 1980 there wasn't a single video rental store in the country; now more than 3.3 billion videos are rented annually. In New York alone, more than 900 movies are shown on TV in the course of a week. No wonder television is in trouble."

According to Potash, newspapers face an even tougher battle. "Since 1970, household penetration has dropped from 98% to 65%. Daily newspapers are going out of business at the rate of one every 10 weeks, and only 14 dailies are showing measurable positive growth. *Forbes* says that circulation is so low and ad rates are so high that it is not worth advertising in newspapers—and many major clients are looking to take their budgets elsewhere." Predictably, Potash said the best place for these clients to direct their dollars is radio. "In 1932 Americans spent three hours a day with radio," he said. "In 1990 they still spend three hours a day. Newspapers, television, and networks can't make that statement. If radio can continue to match the needs of its listeners with the needs of advertisers, we'll see business like we've never experienced it before."

interest in WTLZ(FM) Saginaw, Mich. Taylor heads Taylor broadcasting, licensee of WIKS-FM New Bern, N.C. and WACT-AM-FM Tuscaloosa, Ala. It is buying WOBZ-FM Fort Valley and WWGS(AM)-WSGY(FM) Tifton, both Georgia. Thobun-Van Huss and Associates brokered.

□

Americom Radio Brokers announced last Friday (May 11) **appointment of Ed Kiernan**, vice president and general manager of WCBS(AM) New York, as new investment broker based in Washington.

□

Pioneering woman radio and television journalist, **Pauline Frederick, 84, died May 9** of heart attack at Lake Forest (Ill.) Hospital. After graduating from American University, Washington, she started her career with *The Washington Evening Star* in 1931, interviewing diplomats' wives when they were in Washington. Moving to radio reporting, Frederick joined ABC News, then moved to NBC News in 1953 to begin 21-year tenure as its United Nations correspondent. After her retirement from NBC, Frederick worked at National Public Radio as foreign affairs commentator.

Editorials

Bravo

The cluster of stories about the fall and summer TV seasons that leads this issue brings a number of thoughts to mind, but foremost the realization that great things are happening for the home viewer because of the competition driven by media evolution. This won't be the first summer that the four major networks have programed new product among the reruns, but it appears to be the most intensive. And the willingness of all four to dare in prime time this fall just might raise all their boats. Wherever all those programs get viewed in the long run—which is to say, whether over the air or on cable—there's a resurgence going on in broadcast TV. Stay tuned.

A fighting chance

There were some who thought the Iron Curtain would fall before the FCC got around to doing something about the comparative renewal process. Well, it didn't take that long, but the commission has taken another step toward equity for both present and would-be broadcasters.

The big stride was taken in March 1989, when the commission limited payoffs in comparative renewal cases to reimbursement of reasonable expenses. It was a magic ruling, in that it not only solved the resolution of those cases but virtually ended the filing of such challenges in the first place. If anyone ever needed proof that most such challenges were blackmail and shake-downs, the record since March 1989 will suffice.

Now the FCC has extended that principle to comparative cases for new facilities, again discouraging those who would not be broadcasters themselves but would profit from the ambitions of those who would be. This action, like its predecessor, not only goes to fairness but contributes to the sanity of those who used to be driven crazy by the inequity of it all. It's little enough a picnic to be a broadcaster in any part of the industry these days; it's worse still to be vulnerable to attack by the bottom feeders who try to make their living on the margin.

So, while some things continue to get harder on the broadcast side of the dial, some things get better. Broadcasters have the FCC to thank for still one more.

Coming to grips with fin-syn

The cork is out of the bottle on fin-syn. In granting Fox Broadcasting a limited waiver on the financial interest and syndication rules, the FCC acknowledged the new reality that has come to surround that issue: that it's a new ball game with new players.

Among other things, the FCC raised the bar for exclusion from fin-syn burdens. Not much, concededly, but in increasing from 15 to 18½ the number of hours a network might program outside the rules the FCC further encouraged the creation of new broadcast networks to compete with the big three. And as surely as night follows day, it hastened creation of the fifth network that will inevitably follow Fox into the arena. Good news all around for what some still call free, over-the-air TV.

The FCC also granted a waiver to Fox affiliates to program in the access time period—a waiver from the prime time access rule—thus continuing in place the advantage they hold over affiliates of the big-three networks. That can't last long but is in the spirit of not discouraging new growth in the marketplace while the policymakers figure out what to do overall.

Indeed, although nominally for a year, the Fox waiver may

really be only for half that. The network won't be up to 18½ hours of programing until fall, and the FCC should have rewritten the rules for everyone by the first of the year.

Both Fox and the FCC are on a roll, fin-synwise and otherwise. Here's to momentum.

Fair share

The Radio Music License Committee has sent out letters to stations requesting contributions. The committee is preparing to negotiate a new performance license contract with ASCAP (the current contract runs out Dec. 31, 1990). If past is prologue, the negotiations could be protracted and expensive. One performance that should not be repeated, however, is the radio industry's no pay-slow pay history when it comes to helping foot the bill for negotiations that save them millions of dollars by keeping in check proposed fee increases.

Unless we're missing something, the request is a pretty straightforward one. The stations that benefit from the committee's efforts—that is, any station that plays ASCAP-covered music—should help defray the cost of securing a fair license payment.

For those who may have misplaced the address, checks (the RMLC suggests 2% of the annual ASCAP fee) should be mailed to the Radio Music License Committee, 888 Seventh Avenue, 40th Floor, New York, N.Y. 10106.

Broadcaster's broadcaster

The sun over Southern California must have seemed dimmer last week, acknowledging the death of Elton Rule, who for so many years exemplified broadcasting at ABC. As this page has noted before, his was a class act, and one that reflected to the credit of all in broadcasting.

This page's first recollection of Rule dates to the 60's, when he was general manager of KABC-TV Los Angeles. The occasion is lost to time, but we'll never forget how he seemed to stand somehow taller than the proceedings, and to project a forcefulness that touched all present.

Rule went on to become president of ABC, and to preside over that network's finest years. His tenure at ABC already seems like a far more innocent time, with the principal competition two other networks and one's own record earnings of the year before. But he never retired, turning from the thick of it on the programing/business side to the thick of it in television and cable investing.

Elton Rule will not only be missed but remembered.



Drawn for BROADCASTING by Jack Schmidt

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