

Broadcasting Jun 18

Incorporating Broadcasting / Cable

59th Year 1990

RADIO / 42

*Television's
helping hand in
radio commercials*

TELEVISION / 36

*Hollywood's new crop
of major leaguers
invades prime time*

CABLE / 48

*Growing rift between
operators and programmers:
Will it turn to war?*

SATELLITES / 55

*DBS's dilemma:
Whether to be C-band,
K-band or C/K-band*

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DIRECT

Vol. 118 No. 25

**TOP OF THE WEEK
THERE'S NO DEAL**
Now fin-syn's up to FCC
network ad inventories
on the rise

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HARD WORKING

Market	Station	Time Period	May 1989 Programming	Hard Copy % Share Inc.
New York*	WCBS/C	7:00PM	This Evening	+ 30%
Los Angeles	KNBC/N	7:30PM	USA Today	+ 27%
Chicago	WMAQ/N	6:30PM	Family Feud	+ 38%
Boston	WHDH/C	4:30PM	Inside Edition	+ 75%
Washington DC	WRC/N	4:30PM	People's Court	+ 30%
Dallas	KDFW/C	6:30PM	USA Today	+ 30%
Cleveland*	WKYC/N	7:00PM	Win, Lose or Draw	+ 20%
Tampa	WTVT/C	11:30PM	Inside Edition	+ 11%
Minneapolis	KSTP/A	11:00PM	Morton Downey	+ 13%
Phoenix	KTVK/A	11:00PM	Magnum, PI	+ 21%
Seattle	KCPQ/I	6:30PM	Little House	+ 67%
Hartford	WVIT/N	7:30PM	Win, Lose or Draw	+ 80%
Indianapolis	WXIN/I	7:30PM	Newhart	+ 43%

JUN. 26 1990

HARD COPY

Check the results of the May sweeps and you'll be hard-pressed to find a show that works harder than HARD COPY. In market after market, we worked overtime to reinforce our drawing power. In fact, we strengthened time period performances by as much as 80% over last year's programs. So if you're looking for a show that's tough on the competition, try HARD COPY. It works.



PREMIER
ADVERTISER SALES
A Paramount/MCA Company



A Paramount Communications Company

THIS WEEK

19 / NOW IT'S FCC'S TURN AT FIN-SYN

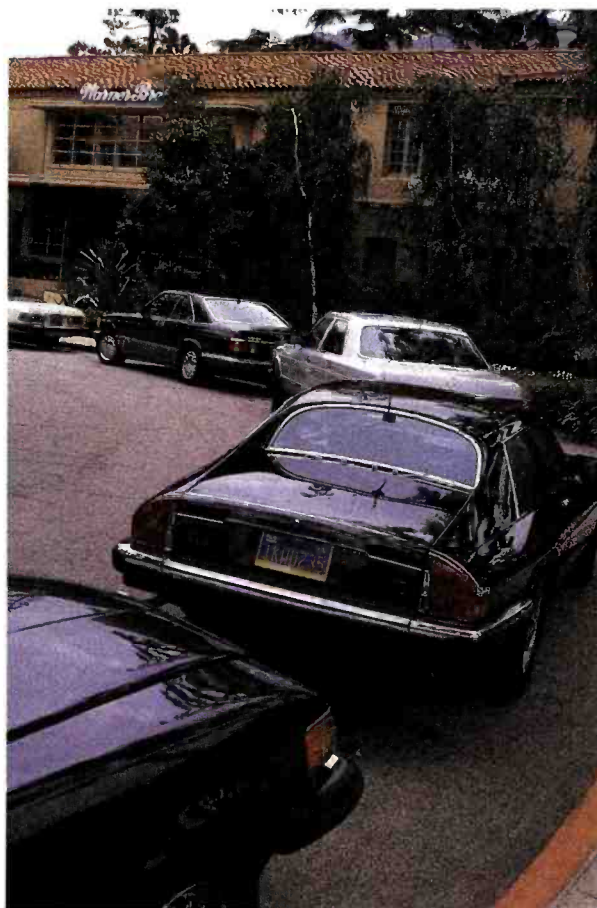
When the Hollywood producers who own these cars drove up to Warner Bros. headquarters in Burbank last Wednesday morning, they still thought they might strike a deal with the networks on financial interest and syndication. By 2 that afternoon they knew it was all over. The ball then bounced to the FCC, which began its own fin-syn review. That didn't take long in starting. By Thursday the initial comments were rolling in, with the Justice Department questioning the continued value of the rules while networks and their affiliates called for repeal. The coalition representing Hollywood said the rules should not only be preserved but strengthened.

21 / MORE NETWORK COMMERCIAL TIME

The TV networks have increased commercial time with a vengeance thus far this year. Daytime spots have grown by at least half an hour per week and prime time placements have also been bolstered significantly.

22 / 'PUT' PLAN

ABC, CBS and NBC appear to agree on a standard ratings policy conceived by NBC, which attempts to "smooth" sudden changes in Nielsen's people-using-television (PUT) numbers by relating those numbers to trends established over the past



eight years. Fox previously indicated it would remain with the traditional guarantee system.

23 / GAO CABLE REPORT

According to a report by the General Accounting Office, basic cable rates continued to climb at twice the rate of inflation during 1989, with rates for the lowest priced basic cable service increasing an average of 10%. Cable accentuates the positive.

25 / ABC TAKES STEPS FORWARD

John Sias, president of the ABC Television Network Group, led the cheerleading at that network's affiliate meeting, the second of the big three. He declared the 1989-90 season ABC's "best competitive performance since 1984."

Capital Cities/ABC Chairman Thomas Murphy received an enthusiastic response as he addressed the

affiliates, and Daniel Burke, in his first affiliate appearance as president and chief executive officer, pledged that "the entire ABC organization is 100% committed to next fall."

ABC will be first in one respect: it will scramble its signal to affiliates in 1991.

27 / BROADCASTING, CABLE FACE OFF

Speakers from Congress, the executive branch and the FCC were among those addressing the fourth annual Broadcasting/Cable Interface, convened by the Federal Communications Bar Association and BROADCASTING magazine in Washington last week.

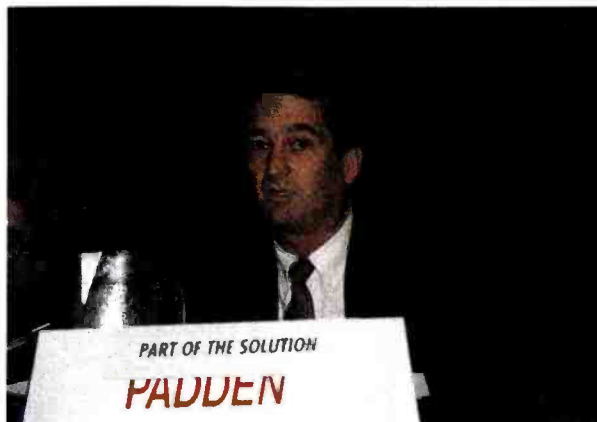
36 / PRIME TIME PRODUCERS

This first part of a special show-by-show roundup of new prime time programs looks at the executive producers making their series debuts in that time period, and those executives reemerging after a season or more away from the action.

39 / BPME/BDA IN LAS VEGAS

CBS Broadcast Group President Howard Stringer tells those at the BPME/BDA conference in Las Vegas last week that they are key players in the fight for a fragmented TV audience. Stringer said CBS's top executives are budgeting larger promotions.

The competitive TV marketplace, as well as the importance of positioning



CBS's Jay Kriegel and Fox's Preston Padden were among six panelists who debated the fin-syn issue at the Broadcasting/Cable Interface last week. The overlays on the name placards were Padden's whimsical contribution.

programming for greater viewer sampling, was discussed still further by such top industry executives as Lorimar's David Salzman, Post-Newsweek's Joel Chaseman and Rainbow's Josh Sapan (see page 39).

According to Interep Radio Store Chairman Ralph Guild, if there is to be increased sales revenue in this decade, marketing and promotion executives will have to take center stage over radio ad sales executives (see page 40).

42 / TV SPOTS FIND RADIO LISTENERS

According to some marketers, television is the most persuasive way to help radio stations distinguish themselves from the competition. But, they add, anyone using TV for a quick fix of the ratings should take a longer view.

44 / PRESIDENT'S REMARKS

Bert Gould, who officially took over as BPME president last week, has been conveying the benefits of radio throughout his career. Says Gould: "Marketing and promotion is the only way a radio station is going to succeed in the 1990's" as competition for listeners grows.

48 / CRACKS IN THE CABLE FACADE

The relationship between cable operators and programmers is becoming strained to the point where some are worried it could get out of hand. At issue: the rapid rush to tiering, rising programming costs and how much cable should give in the regulatory arena.

55 / KU PROJECTIONS

Satellite Broadcasting and Communications Association President Chuck Hewitt predicts that if launched successfully, DBS services K Prime and Sky Cable "will probably double the potential" DBS market by 1996 or 1997. However, among several C-band market veterans, a more skeptical view rules.

58 / COMMONPLACE COMPRESSION

Broadcasters are finding uses for transmission of digitally compressed NTSC video while manufacturers are working to perfect a standard encoding system. TV networks and telephone companies are exploring distribution of programs by fiber optics with the new digital medium.

65 / SELLING UPFRONT

Thanks in part to improved pricing and

syndication's increasing success in reaching viewers, first-run syndicators expect record upfront sales topping \$1 billion.

67 / COEN MODIFIES FORECAST

Robert Coen, senior vice president and director of forecasting for McCann-Erickson, has downscaled his initial 1990 forecast for national broadcast advertising revenue from almost \$22.6 billion to \$22.4 billion.

95 / SELLING OVERSEAS

British-born Colin Davis, president of MCA Television International, is among the top ranks at one of Hollywood's largest studios. His job is to sell a vast library of films and TV programs in an era when global TV expansion means an increasing and important non-U.S. revenue stream.

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TELEVISION.
Broadcasting
& Cable

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Not Just Pretty

He's Charlie Rose. For the past six years on CBS News' "Nightwatch," he's earned his reputation as TV's best interviewer with compelling profiles of hard-to-get personalities from all walks of life, including:

Pres. George Bush
Lech Walesa
Woody Allen
Henry Kissinger
Bill Cosby
Pete Rose
Louis Farrakhan
Helmut Schmidt
Dan Rather
Gary Hart
Ted Williams
Maya Angelou
Barry Goldwater
Grant Tinker
Susan Dey
John Glenn
Tom Selleck

Dr. Jonas Salk
George Wallace
Lucille Ball
Corazon Aquino
James Earl Jones
Bob Hope
Billy Crystal
Ed Koch
Merv Griffin
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Richard Avedon
Oscar de la Renta
Bill Blass
Walter Cronkite
Leslie Stahl
Dick Cheney
Steven Spielberg
Saul Bellow
Ferdinand Marcos
Donald Trump

E.L. Doctorow
Charles Manson
Miles Davis
Morley Safer
Jane Seymour
Spike Lee
Art Buchwald
Erica Jong
William Kunstler
Ray Bradbury
Diane Sawyer
Nancy Reagan
Leslie Ann Warren
Kareem Abdul-Jabbar
Mrs. Salman Rushdie
Fay Vincent
George Will
Helen Hayes
George McGovern
George Foreman
Howard Baker

Charlie Rose

Another Face.

Robert Maxwell
James Brady
John Huston
Caspar Weinberger
Dan Quayle
Richard Dreyfuss
Howard Cosell
Richard Nixon
Cab Calloway
Lyle Alzado
Ralph Nader
Oliver Stone
Martin Scorsese
Martina Navratilova
Bjorn Borg
Gerald Ford
Danny Sullivan
Tom Bradley
Dianne Feinstein
Rev. Jesse Jackson
Winston Churchill III

Jim Bakker
Magic Johnson
Peter Jennings
Bishop Desmond Tutu
Jimmy Carter
Rosalynn Carter
Helmut Kohl
Tom Watson
Malcolm Forbes
Kathleen Kennedy
Joe Kennedy, Jr.
Sugar Ray Leonard
Arnold Schwarzenegger
Frances Lear
Ivan Boesky
Thomas Hearn
Mario Cuomo
Thomas Foley
Clive Barker
Peter Ueberroth
Dennis Hopper

Buster Douglas
Tip O'Neill
Dizzy Gillespie
Frank Robinson
Alan King
Sergei Khrushchev
Studs Terkel
William Bennett
Jim Wright
Beverly Sills
Jane Fonda
Ray Charles
Mike Tyson
Steve Wozniak
Edward Kennedy
Ted Turner
Sam Donaldson
A.J. Foyt
Wolfgang Puck
Sammy Davis, Jr.
Jules Feiffer

An incisive journalist (and lawyer) who does his own homework, Charlie Rose is one of the most effective communicators on the air today. Now, this Emmy Award-winner brings his extraordinary skills to the next syndication success, "Personalities."

P

PERSONALITIES

**Already sold in 115 Markets—
Over 82% of the Country!**

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• Philadelphia KYW • San Francisco KPIX • Boston
WFXT • Washington, DC WTTG • Detroit WJBK • Dallas
KDAF • Cleveland WKYC • Houston KRIV • Atlanta
WAGA • Tampa WTSP • Minneapolis KSTP • Seattle
KCPQ • Miami WTVJ • St. Louis KTVI • Denver KDVR
• Phoenix KPNX • Sacramento KOVR • Hartford WVIT •
San Diego KNSD • Orlando WESH • Indianapolis WRTV •
Portland, OR KATU • Cincinnati WKRC • Kansas City
KCTV • Charlotte WBTV • Raleigh WPTF • Columbus,
OH WBNS • Greenville-Spartanburg WSPA • New Orleans
WDSU • Grand Rapids WWMT • Oklahoma City KFOR •
Salt Lake City KSTU • Norfolk WTKR • Providence
WLNE • Wilkes-Barre WBRE • Birmingham WBMG •
Louisville WAVE • West Palm Beach WPBF • Albuquerque
KOB • Dayton WKEF • Charleston-Huntington WOWK •
Albany, NY WRGB • Tulsa KTUL • Mobile WEAR • Flint
WEYI • Shreveport KTBS • Richmond WWBT • Fresno
KJEO • Knoxville WKXT • Toledo WNWO • Green Bay
WBAY • Syracuse WSTM • Rochester WROC • Des
Moines KDSM • Roanoke WSLs • Honolulu KITV •
Omaha WOWT • Lexington WTVQ • Paducah WSIL •
Portland, ME WGME • Cedar Rapids KCRG • Springfield,
MO KSPR • Davenport WHBF • Chattanooga WDEF •
Jackson, MS WLBT • Columbia, SC WLTX • Tri-Cities
WKPT • Youngstown WKBN • Burlington WPTZ • Las
Vegas KVVU • Lincoln-Kearney KHGI • Baton Rouge
WVLA • Waco KWTX • Ft. Myers WFTX • Colorado
Springs KOAA • Lansing WLNS • Greenville-New Bern
WNCT • Charleston, SC WCIV • Springfield, MA WGGB
• Monterey-Salinas KNTV • Peoria WMBD • Santa Barbara
KEYT • Harlingen KGBT • Lafayette, LA KLFY • Reno
KRNv • Eugene KLSR • Corpus Christi KRIS • Duluth
WDIO • Yakima KNDO • Traverse City WPBN •
Beaumont KBMT • Sioux City KCAU • Bakersfield
KBAK • LaCrosse-Eau Claire WXOW • Wichita Falls
KFdx • Boise KTRV • Chico-Redding KCPM • Odessa
KTPX • Joplin KSNF • Topeka KTKA • Lubbock KLBK •
Medford KOBi • Columbia, MO KMIZ • Anchorage
KIMO • Utica WUTR • Billings KOUS • Gainesville
WOGX • Eureka KVIQ • Butte KCTZ • Helena KTVH •
Miles City KYUS • Kennewick KNDU

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CLOSED CIRCUIT

Washington

Aligning ducks

In effort to build early consensus for FCC report to Congress on cable marketplace and for "effective competition" rulemaking, both scheduled for July 26 votes, FCC Office of Plans and Policy, which functions as arm of chairman's office, began circulating first two installments in series of "discussion papers" or "back-grounders" on cable to offices of four other commissioners. One of papers addressed cable's relationship with broadcasting, including must carry and channel positioning; other, cable's power in local markets.

Stalled

Broadcaster and cable negotiations on must carry and channel positioning over past two weeks have yet to produce accord. Representative Billy Tauzin (D-La.), who offered to help facilitate discussions, has been holding sessions in his office with National Cable Television Association President Jim Mooney, National Association of Broadcasters President Eddie Fritts, and Jim Hedlund, president of Association of Independent Television Stations. Despite signals from Fritts and Mooney that deal may be imminent, reports say parties have not reconciled differences on channel positioning and scope of talks has been broadened to include issue of so-called sports siphoning.

On hold

FCC Chairman Alfred Sikes says that slippage of date for action on cable-telco inquiry

STRATEGY SESSION

Group of 12 media companies that sent must carry proposal to Capitol Hill last week (see story, page 24) plans to meet Thursday morning at *Washington Post* to organize afternoon lobbying effort in House (*Post* parent *Post-Newsweek* is one of 12). That chamber plans cable bill markup next week. Lobbying in Senate, which already has marked up bill, will come later. Stop at NAB board meeting is not on agenda. Group, whose members have major interests in both broadcast and cable, has must carry position considered more in tune with cable's stance on must carry and channel repositioning than NAB's.

is due to his desire to first see what Congress does on controversial question of allowing telcos into cable television business. Bills that would free telcos to compete with cable in their telephone

service areas are pending in both houses.

But others at FCC say Sikes has put item on slow track because he does not yet have third vote for his "video dial tone" proposal, which

would keep telcos out of programming, but would encourage telcos to build broadband fiber networks by eliminating barriers to potential video customers. Of four other commissioners, only Jim Quello seems prepared to go along with Sikes on video dial tone.

Children's crusade

Broadcasters and Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) may be close to agreement on children's TV legislation. Broadcasters have sent compromise language to senator concerning bill's requirement that stations provide educational and informational programming "specifically designed" for pre-school and school-age children as condition of license renewal. Instead, broadcasters have suggested expanding language to read, programming "specifically designed but not limited to."

Coming to grips

Several policy decisions on technology issues are expected from NAB board next week (see story, page 24), most of them dealing with radio. Digital audio broadcasting (DAB) is likely to be hottest topic. Board will be given three choices for action and staff will also recommend creation of NAB task force on DAB.

Update on NAB's AM antenna project is also planned with final report on project to be released at Radio '90 convention in Boston. For several months NAB has been testing new AM antenna designs at site in Beltsville, Md., including antenna designed by consulting engineer Ogden Prestholdt which gives broadcasters separate control of

ANOTHER DAY IN MURPHY'S YEAR

Capital Cities/ABC Chairman Thomas S. Murphy was honored with 1990 Center for Communication Annual Award, given each year to "individuals who exemplify integrity and leadership through an outstanding record of achievement in communications." At award luncheon in New York, center's chairman emeritus, Frank Stanton, presented Murphy with video camera to be donated in Murphy's name to Madison Square Garden Boys and Girls Club, of which he is trustee. Pictured (l to r): Stanton, *20/20* co-host Barbara Walters, Murphy and *20/20*'s Hugh Downs.



DO-ERS PROFILE:

CORKY SHERWOOD

HOME: Washington, D.C.

AGE: Twenty-something

PROFESSION: Co-anchor of top-rated "FYI" news magazine.

HOBBY: Watching beauty pageants on television.

LAST BOOK READ: "Well, I did read the December issue of *COSMO*...does that count?"

LATEST

ACCOMPLISHMENT:

Bringing CBS popularity and critical acclaim as a star of the run-away hit, **MURPHY BROWN**.

WHY I DO WHAT I DO: "After being crowned Miss America, I felt the best way I could serve my country was to follow in the footsteps of my idol, Murphy Brown, and become a television journalist."

MOST EMBARRASSING MOMENT: Mispronouncing "Shiite" on the air.

PROFILE: Blonde, beautiful and ditzzy... and proud of it, thank you.

FUTURE PLANS: To do for your station what **MURPHY BROWN**, CBS's top-rated comedy, has done for the network.



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MURPHY BROWN

Available Fall '92

groundwave and skywave emissions. Following report's release, NAB plans to petition FCC for changes in AM antenna standards.

Lively discussion may also result from AM improvement committee's recommendation that NAB board try to discourage stations from AM-FM simulcasts. FCC has proposed banning simulcasting.

New York Expiration date

WNYW(TV) New York is not planning on renewing its contract with Arbitron when it expires at end of June. Fox flagship station would join NBC-owned WNBC-TV and noncommercial WNET-TV as Nielsen-only subscribers in number-one market. Arbitron, according to industry estimate, costs New York stations about \$1 million annually.

Plethora of PSA's

Although three networks' non-program load has increased, according to study monitoring TV networks (see story, page 21), so too has networks' non-profit load. Study said that number of public service announcements (PSA's) aired in prime time jumped to 45 during week chosen for study, up from 10 during prior-year's monitored week. ABC alone aired 29 of them, while Fox, said the study, aired none.

Guild out at WOR

Negotiations between Buckley Broadcasting (WOR(AM)) and Writers Guild of America East have resulted in termination of WGA collective bargaining agreement. Contract had expired March 31 but was extended twice so station could resolve negotiations with AFTRA and NABET. As result, several WOR(AM) newswriter positions have been eliminated. Guild and station still are discussing

IN FORMATION

Squadron of Sky Cable lobbyists are working Hill to insure that access to programing provisions in cable legislation do not exclude new DBS service. Sky Cable is consortium of NBC, Cablevision Systems, News Corp. and Hughes. In addition to NBC's Bob Wright and Tom Rogers and News Corp.'s Rupert Murdoch, core group of Washington representatives have also been making rounds. Roster includes: Larry Sidman with Verner, Lipfert, Bernhard, McPherson & Hand for NBC; Hughes's Julie Maccabee; Fox's Washington counsel Molly Pauker, and Fox lobbyists David Bockorny, Bergner, Boyette & Bockorny, and Charles Merin, Gold & Liebengood. Cablevision is "with us," said consortium source, but is lobbying independently.

severance package for affected employees.

Table talk

CBS and striking International Alliance of Theatrical Stage Employees (IATSE) will meet today (June 18) for first time since May 8. Contract for 200 CBS stagehands expired Dec. 31, 1989, and employees have been on strike since April 12. At meeting will be James Sirmons, senior vice president, industrial relations, CBS, IATSE negotiator Ron Vitelli, IATSE international president Alfred DiTolla and television business agents Richard Wilters and Richard Nimmo. Stick-ing points, according to Vitelli, include network's plan to impose daily hire status on stagehands "thereby eliminating job security." Move, said Vitelli, would make 160-175 employees daily hires.

Los Angeles

That's show business

Two weird twists in promotion of syndicated children's programing have created conflicts and strange ironies for major Hollywood studios participating in new deals. Licensing arrangement signed last week by Walt Disney Co. Chairman and CEO Michael Eisner to start theme park at-

traction featuring characters from Group W Productions' early fringe strip *Teenage Mutant Ninja Turtles*, according to inside source, created turmoil at Disney's Buena Vista Television syndication unit. With summer Disney World attractions already planned for BVT's two-hour *The Disney Afternoon* children's block, BVT President Bob Jacquemin "went ballistic, then out of his mind" over news that competing *Turtle* strip would be promoted in Disney's theme parks. Jacquemin was unavailable for comment, but source said his "hands are tied by any Eisner decision."

Cheryl Prindle, executive director of Mirage Studios, confirmed that Eisner personally initiated inquiries into obtaining licensing rights to *Turtle* characters from Surge Licensing Co., which led to 1½-year theme park attraction and pending merchandising deal. Mirage is Northampton, Mass., company headed by *Turtle* comic book creators Kevin Eastman and Peter Laird; both have turned over handling of licensing deals to suburban New York company Surge.

Tackling 'Geraldo'?

Buena Vista Television will test morning talk show *Regis & Kathie Lee* in afternoon time periods in three markets

during July sweeps—Minneapolis, Hartford and Milwaukee. Distributor is hoping to develop good ratings story to pitch stations on moving show to afternoon time periods for 1991-92 season. Sources said BVT execs believe afternoon talk show *Geraldo*, which slipped in May books, is ripe for downgrading. According to Petry analysis of May books, *Regis* beat *Geraldo* in key selling demographics.

Life saver

Hollywood sources say inspiration for NBC's new prime time medical anthology show, *Signs of Life* (Sunday, 8 p.m.-9 p.m., starting this fall), was Brandon Tartikoff's own bout with Hodgkin's disease. With help of specialists at UCLA Medical Center, NBC Entertainment president battled disease, now in remission, for about 10 years. Tartikoff credits Dr. Dennis Slamon, specialist at UCLA Medical, with saving his life. Slamon, sources report, may serve as consultant to show.

No deal

Gannett Broadcasting's Radio Division President Jay Cook told BROADCASTING that group has no plans to sell Dallas and Kansas City stations. He said rumors of sale of KOAI(FM) Dallas and KCMO-AM-FM Kansas City are untrue.

Birmingham For sale

WMJJ(FM) Birmingham, Ala., appears to be on block. Word has it class C FM, owned by Kenneth Johnson's Capital Broadcasting, is about to change hands for approximately \$16 million. Buyer is said to be Radio Advertising Bureau board member, Joe Dorton, who last year invested in and joined Colorado Springs-based Business Radio Network



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"INSIDE EDITION's quality and content far surpass its reputation. It's compatible with our news and information block, and it's #1 in its time period in the May Arbitron."

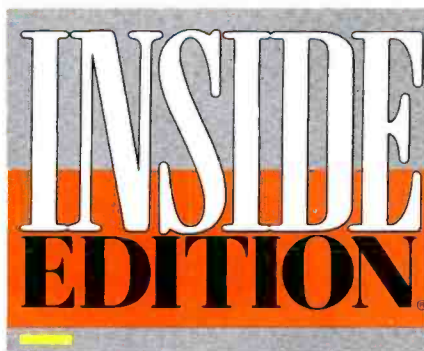
DAVE DODDS/ GM **WYFF** GREENVILLE, SC.

"After a couple of strikeouts in access, INSIDE EDITION has put us back in the ballgame."

FRANK O'NEIL/ GM **KXAS** FT. WORTH, TX.

"INSIDE EDITION has been a consistent performer for us...
Av Westin's changes are making the show even more popular."

PAUL "DINO" DINOVITZ/ GM **KMBC** KANSAS CITY, MO.



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IT'S A WHOLE DIFFERENT STORY.**

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PHOENIX
SACRAMENTO
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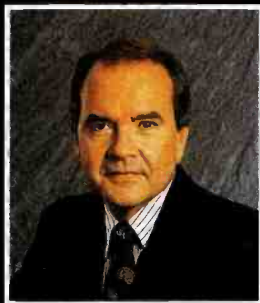
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KCPQ
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KDKA
KSDK
KTVK
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SALT LAKE CITY
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WISN
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DATEBOOK

■ indicates new listing or changed item.

THIS WEEK

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

June 17-22—Sixth annual "Leadership Institute for Journalism and Mass Communication Education," sponsored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

June 18—"A Salute to Television," gala sponsored by *Museum of Broadcasting board of trustees and gala benefit committee*. Pierre hotel, New York.

■ **June 18**—31st annual Clio Awards, honoring excellence in advertising. New York State Theater at Lincoln Center, New York. Information: (212) 268-6317.

■ **June 19**—*Center for National Policy* news-maker luncheon. Speaker: Robert Wright, president-CEO, NBC. National Democratic Club, Washington. Information: (202) 546-9300.

June 19—"New Rules of Professional Responsibility: Impact on the Communications Bar," sponsored by *Federal Communications Bar Association*. Washington Marriott, Washington. Information: (202) 416-6762.

June 19-21—*Iowa Broadcasters Association* annual convention. Stouffer hotel, Cedar Rapids, Iowa. Information: (319) 366-8016.

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

June 20—*National Academy of Television Arts and Sciences*. New York chapter, drop-in luncheon. Speaker: Lee Masters. E! Entertainment Television. Copacabana, New York. Information: (212) 768-4510.

June 20—"Tape restoration and preservation," speech by John Metarazzo of Agfa-Gervart to *Society of Broadcast Engineers*, chapter 15. New York Times building, New York. Information: David Bialik, (212) 752-3322.

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

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

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

June 20-24—*Florida Association of Broadcasters* annual convention. Longboat Key Club, Sarasota, Fla. Information: (904) 681-6444.

■ **June 21**—*Advertising Women of New York* luncheon, "Marketing in the Age of Environmental Consumerism." Parker Meriden. New York. Information: (212) 593-1950.

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

June 21-23—Seventh annual management

MAJOR MEETINGS

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 9-11—*Satellite Broadcasting and Communications Association* trade show. Opryland hotel, Nashville. Information: (703) 549-6990.

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.

Jan. 26-30, 1991—*National Religious Broadcasters* annual convention. Sheraton Washington, Washington.

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.

March 6-9, 1991—22nd annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4487.

March 24-27, 1991—*National Cable Television Association* annual convention. New Orleans Convention Center, New Orleans.

April 7-9, 1991—*Cabletelevision Advertising Bureau* 10th annual conference. Marriott Marquis, New York.

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.

April 19-24, 1991—*MIP-TV*, international television program marketplace. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

April 21-24, 1991—*Broadcast Financial Management Association* 31st annual convention. Century Plaza, Los Angeles.

May 15-18, 1991—*American Association of Advertising Agencies* annual convention. Greenbrier, White Sulphur Springs, W. Va.

seminar for television executives, sponsored by *NATPE Educational Foundation*, Ithaca College, Ithaca, N.Y. Information: (213) 282-8801.

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

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

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

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

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

■ **June 23**—*Radio-Television News Directors Association* region eight/West Virginia AP Broadcasters conference. Wheeling, W. Va. Information: Jim Wallace, (304) 232-1170.

ALSO IN JUNE

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

June 25—*Society of Broadcast Engineers*, chapter 15, talk on FMX stereo and occupied bandwidth. One East 53rd Street, New York. Information: David Bialik, (212) 752-3322.

■ **June 25**—"Voice Overs: From Both Sides of the Microphone," drop-in dinner sponsored by *National Academy of Television Arts and Sciences*. New York chapter. Copacabana, New York. Information: (212) 768-4510.

June 25-27—*Television Bureau of Advertising* sales management meeting and product usage seminar. Radisson Plaza hotel, Charlotte, N.C. Information: Eilyn Radel, (212) 486-1111.

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

June 25-26—"Municipal Administration of Cable Television in the Nineties," ninth annual seminar sponsored by *University of Wisconsin-Madison Extension*, department of communication program, Wisconsin Center, Madison, Wis. Information: Barry Orton, (608) 262-2394.

June 26—"Agency Financial Management: How to Improve, Expand and Revitalize Your Agency Financial Skills for Success in the 90's," financial seminar sponsored by *American Association of Advertising Agencies*. Westin Hotel O'Hare, Rosemont, Ill.

June 27—*National Academy of Television Arts and Sciences*, New York chapter, drop-in luncheon. Speaker: Tom Capra, executive producer, *Today*, NBC News, Copacabana, New York. Information: (212) 768-4510.

June 27—"An Inside Look at C.U.N.Y. TV,"

ERRATA

Statement in June 4 issue that **General Electric Capital** had taken ownership control of stations belonging to **Pegasus Broadcasting** should have included qualifier, "subject to FCC approval."

Group W Satellite Communications is not uplinker for **The Nashville Network**, **Request Television**, **Home Team Sports**, or **ABC-TV**, as indicated in June 4 "Satellite Footprints." Although **GWSC** does uplink for CBS and for its own and Fox Broadcasting's syndication arms, Northvale, N.J.-based **Atlantic Satellite Communications Inc.** uplinks **Request**, and other networks in list handle their own transmissions.

Margita White, president, **Association for Maximum Service Television**, was incorrectly identified as chairman of that group in June 11 item on association's name change.

studio tour of cable channel of the City University of New York, event of *National Academy of Television Arts and Sciences*, New York chapter. New York. Information: (212) 768-7050.

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

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

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

June 30—Deadline for entries for *International Electronic Cinema Festival*, scheduled for Nov. 5-9 in Tokyo (Makuhari). Information: 81-3-408-4111 or (212) 688-5429.

JULY

July 8—Showtime Dealer college, workshop sponsored by *Showtime Satellite Networks* during **SBCA** convention (see next item). Opryland hotel, Nashville. Information: Jeanne Ricci, (212) 807-1400.

■ **July 9**—Deadline for applications to attend *National Public Radio* workshop for radio and television technical, production and operations personnel involved with audio, to be held in Denver, Aug. 8-14. Information: (202) 822-2730.

July 9-11—*Satellite Broadcasting and Communications Association* trade show. Opryland hotel,

Nashville. Information: (703) 549-6990.

July 11—*National Academy of Television Arts and Sciences*, New York chapter, drop-in luncheon. Speaker: Edward Koch, former mayor, New York City, and co-host, *Channel 2 News Sunday Edition*, on "My New Career in Television." Copacabana, New York. Information: (212) 768-4510.

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

July 11—Revised deadline for reply comments in study by *National Telecommunications and Information Administration* of globalization of mass media firms. U.S. Department of Commerce, NTIA, Washington.

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

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

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

July 14-16—*Television Programming Conference*. Hyatt Regency hotel, Nashville. Information: Jerry Fox, (606) 233-3600.

July 14-17—*California Association of Broadcasters* Western Region Broadcast Convention. Fess Parker's Red Lion Resort, Santa Barbara, Calif. Information: (916) 444-2237.

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

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

July 16-18—*Television Bureau of Advertising* sales management meeting and product usage seminar. Sheraton International at O'Hare, Rosemont, Ill. Information: (212) 486-1111.

July 18—*National Academy of Television Arts and Sciences*, New York chapter, drop-in luncheon. Speaker: Lance Heflin, executive producer, *America's Most Wanted*, Fox Broadcasting Corp. Copacabana, New York. Information: (212) 768-4510.

July 18-19—*Sony* Government Technology Exposition. Washington Sheraton hotel, Washington. Information: (212) 505-9900.

July 18-19—*Wisconsin Broadcasters Association* annual summer convention. Landmark Resort, Egg Harbor, Wis. Information: (608) 255-2600.

July 18-20—*National Religious Broadcasters* Southwest regional convention. Harvey hotel, Dallas. Information: (602) 254-5001.

July 19-21—*Public Radio News Directors Association* annual conference. Ramada Renaissance, Washington. Information: Pat Kemp, (813) 974-3733.

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

July 19-21—*Idaho State Broadcasters Association* annual convention. Sun Valley Resort, Sun Valley, Idaho. Information: (202) 345-3072.

■ **July 19-21**—*Cabletelevision Advertising Bureau* fourth annual sales management school. University Place Executive Conference Center on campus of Indiana/Purdue Universities, Indianapolis. Information: (212) 751-7770.

July 22-24—*Wireless Cable Association* national convention. Denver Tech Center, Denver. Information: (202) 452-7823.

July 22-27—Management development seminar for television executives, sponsored by *National Association of Broadcasters*, in conjunction with *J.L. Kellogg Graduate School of Management at Northwestern University*. Northwestern campus, Evanston, Ill. Information: (202) 429-5368.

July 23-24—"Newsroom Technology: The Next Generation," technology studies seminar for media professionals sponsored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information: Shirley Gazsi (212) 280-8392.

July 24-25—*National Association of Broadcasters* research summit for television and radio. NAB, Washington. Information: (202) 429-5380.

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

July 25—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Marc Weiss, executive producer, *P.O.V.*, weekly public TV series of nonfiction film. Copacabana, New York. Information: (212) 768-4510.

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

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

July 26—*USA Network* local ad sales/marketing seminar. Marriott Research Triangle Park, Morrisville, N.C. Information: Tracey Muhlfeld, (212) 408-9170.

July 26—*National University Teleconferencing Network* teleconference, "Video Conferencing, Marketing and More." Originates at Utah State University, Logan, Utah. Information: Myra Traynor, (405) 744-5191.

July 26-28—*Louisiana Association of Broadcasters* radio and television management session. Hyatt Regency, New Orleans. Information: (504) 383-7486.

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

July 28—"The Drought and the Rest of Our Environment," seminar sponsored by *Associated Press Television-Radio Association of California-Nevada*. KEYT-TV Santa Barbara, Calif. Information: Rachel Ambrose, (213) 746-1200.

July 29-Aug. 1—*New England Cable Television Association* annual convention and exhibition. Newport Marriott and Sheraton Islander hotels,

Newport, R.I. Information: (617) 843-3418.

AUGUST

■ **Aug. 1**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: John Reardon, president, MTV. Copacabana, New York. Information: (212) 768-4510.

Aug. 1-3—*Michigan Cable Television Association* annual summer meeting. Grand Traverse Resort, Traverse City, Mich. Information: (517) 482-2622.

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

Aug. 2-4—*Michigan Association of Broadcasters* annual convention and awards banquet. Shantley Creek, Bellaire, Mich. Information: (517) 484-7444.

■ **Aug. 6-8**—*Television Bureau of Advertising* sales management meeting and product usage seminar. Hotels at Syracuse Square/Hilton, Syracuse, N.Y. Information: (315) 471-7300.

■ **Aug. 8**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Dick Robertson, president, Warner Bros. Domestic Distribution. Copacabana, New York. Information: (212) 768-4510.

■ **Aug. 8-14**—"Stereo Audio for Broadcast," workshop for radio and television technical, production and operations personnel involved with audio, sponsored by *National Public Radio*. Denver. Information: (202) 822-2730.

Aug. 10-11—*Utah Broadcasters Association* annual convention. Park City, Utah. Information: (801) 359-9521.

Aug. 11-14—*Georgia Association of Broadcasters* annual convention. Jekyll Island, Ga. Information: (404) 993-2200.

Aug. 12-14—*North Carolina CATV Association* and *South Carolina Cable Association* joint annual meeting. Radisson Resort, Myrtle Beach, S.C. Information: (919) 821-4711.

Aug. 12-14—*Arkansas Broadcasters Association* annual convention. Hot Springs Park Hilton, Hot Springs, Ark.

Aug. 15—Deadline for nominations for Women at Work broadcast awards for news and entertainment programs about working women that encourage greater recognition of women workers through accurate portrayals of their lives, sponsored by *National Commission on Working Women*. Information: (202) 737-5764.

Aug. 16—*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." Portland, Ore. Information: (212) 254-4800.

Aug. 17-19—*Radio Advertising Bureau* sales university, designed for salespeople with fewer than two years' sales experience. San Diego. Information: (212) 254-4800.

Aug. 23-25—*West Virginia Broadcasters Association* 44th annual fall meeting. Greenbrier, White Sulphur Springs, W.Va.

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□

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MONDAY MEMO

An entertainment industry-Eastern Europe commentary by Peter M. Thall, Levine Thall & Plotkin, New York

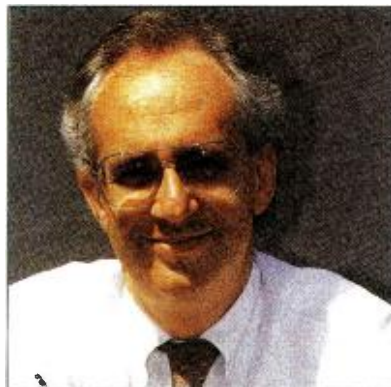
Everything that we have learned in recent generations about the exploitation of ideas and the means by which they are expressed will be tested now that the commercial world as we knew it has surged beyond the barriers of the Iron Curtain.

Eastern Europe's unique contradiction of third world economics combined with an incredibly rich intellectual heritage presents a challenge to Western business experts to apply proven contemporary business methods to resolve the contradiction. Fittingly, it is the entertainment industry, the segment of the Western economy that owes its existence to the free expression of ideas, that may most readily offer its international networks and experience for the creation of the structures the Eastern Europeans need to establish a truly international commerce.

As a lawyer specializing in the entertainment business, I am often confronted with commercial venturers who believe Eastern Europe is a cache of gold waiting to be mined. What they do not realize is that producing, purchasing, distributing and disseminating entertainment products (with the possible exception of TV programming) is simply too costly to be borne by these economies.

Most of the Eastern European nations, including the Soviet Union, face not only abject poverty and hardship in even the most basic aspects of life, but also severe technological under-development. The widely held view that these countries are burgeoning into the modern business era is simply a myth.

Eastern European political and economic leaders are hardly tuned in to the latest (or, for that matter, the earliest) American business school methods. The old bureaucracies in control of all potential new business are still largely intact and manned by holdovers from the communist regimes. Personal enterprise must overcome the strong anti-business attitudes that have infected the communist world for decades. We should not underestimate the ingrained belief and indoctrination that profit and the profit motivation are morally debased, even repulsive. And if that were not enough, too much help will be resented, and too much Westernization will be refused, by these people whose very nationalism was the impetus for their revolutions in



the first place. To say the least, the breakdown of the Eastern European political structure does not portend stabilization or Westernization in the economic sectors. Indeed, it is commonly anticipated that things will get worse before they get better.

The entertainment industry can ease the way toward economic growth in the East by establishing for those divergent peoples its unique combination of entertainment and the free exchange of information. During the past 50 years, the entertainment industry has developed the international trade practices and partners and has acquired the experience necessary to engage in and teach commerce in ways more sophisticated and efficient than many other Western industries.

During this half-century, the Eastern Europeans have "unlearned" how to operate in a commercial and market-driven environment. Their standard of living and the state of their technology prove it. That the Eastern Europeans were not in the boardrooms, on the satellite transmissions, or on the portable telephones and faxes widened the gap between the two great cultures. Those westerners who have occupied these positions now face the challenge of helping to close the gap.

In the entertainment and communications industries, this group includes entertainment lawyers. It is endemic of the American style of doing business—some

say to the point of absurdity—that lawyers are the deal makers, information exchangers, and the catalysts for many of the transactions that drive industry. Nowhere is this more evident than in the entertainment industry.

Through their intimate involvement in all types of business, and through their unique access to information, entertainment lawyers have acquired the knowledge, the relationships and the perspective that, if directed toward the East, can help these economies leap the generation or two necessary to enter the 21st Century on a par with the traditional capitalist societies.

If we can assist the Eastern Europeans to compete effectively in the world markets, as sellers as well as buyers, the results will have no precedent in history. From Prague to Bucharest, the opportunities these fledgling democracies face are inextricably tied to the opening up of the airwaves, the bookstores, the record and tape players and other media. Long suppressed, creators in Eastern Europe, whose ancestors to this day know no equals, are poised to enter the commercial marketplace in full force.

The entertainment business people positioned to advise and represent Eastern European talent must be conscious of the responsibility to help

"Equality is a goal not only for human rights activists, but for sound business enthusiasts as well."

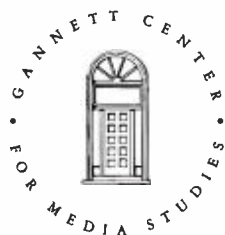
these artists enter the world marketplace and receive fair compensation for their creations. By making available the benefits of their accumulated experience and

knowledge, their pooled contacts and their acquired perspective, these entertainment industry professionals will play a significant role in the bonding of East and West, and the affirmation of trust in the systems and methodology of the West, its institutions and its trade organizations. If dealt with honestly and realistically, members of the West's entertainment business community can play a vital role in closing the cultural gap that until now has been ever-widening. For equality is a goal not only for human rights activists, but for sound business enthusiasts as well.

Where Newsroom Managers Meet the Future

TECHNOLOGICAL CONVERGENCE is driving today's newsroom—and recasting the role of the newsroom manager. ¶ For two years the Gannett Center has sponsored as a service to the communications industry a two-day seminar for newsroom managers called “Newsroom Technology: The Next Generation.” ¶ “The Next Generation” draws speakers from the media industries and scholars who explain the issues and forecast trends in newsroom technology. ¶ Selected managers are from newspapers, newsmagazines, television and other news operations from the United States and other countries. ¶ For example, seminar sessions have included Tom Brokaw of NBC News rating the new technology-driven journalism; Elliot Jaspin, a Pulitzer-prize winner and former Gannett Center Fellow, using the personal computer as an investigative tool; Adam Clayton Powell III of National Public Radio charting the future course of fiber optics; and Harold Buell of the Associated Press describing the digitized darkroom. ¶ “The Next Generation” also has site visits to major New York media organizations and hands-on connections in the Center's Technology Laboratory, featuring more than a dozen newsroom systems. ¶ “The Next Generation” gives newsroom managers the exceptional opportunity to explore today's merging technologies and prepare for tomorrow's specialized newsroom.

FOR FURTHER INFORMATION PLEASE CONTACT:



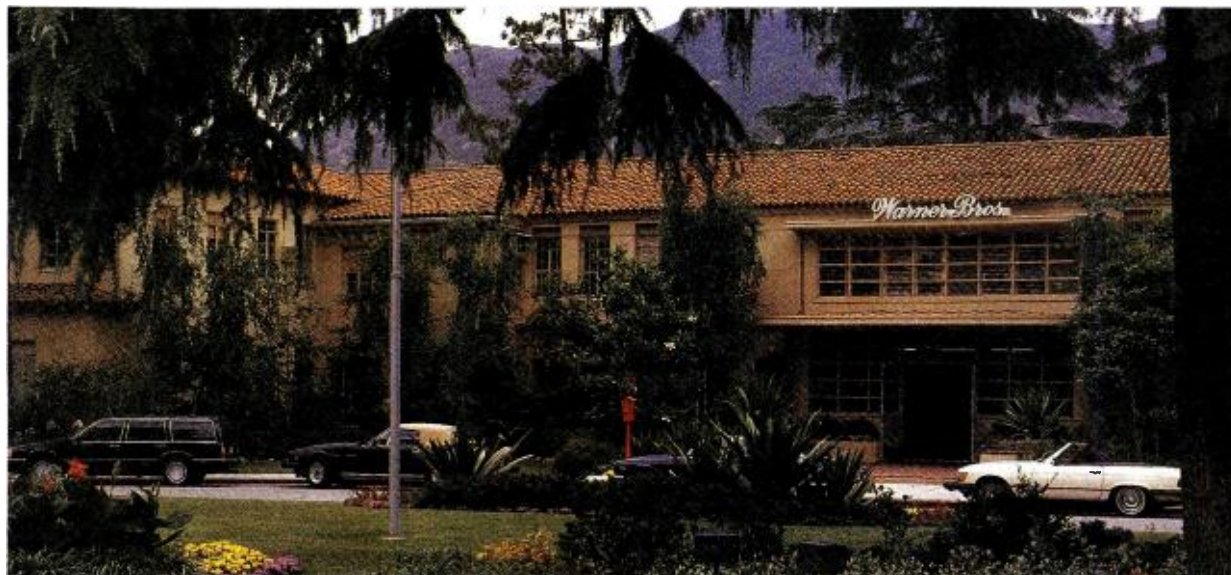
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¶ The Gannett Center for Media Studies at Columbia University is an operating program of the Gannett Foundation of Arlington, Virginia. The Center is the nation's first institute for the advanced study of mass communication and technological change.

PARTICIPANTS HAVE COME FROM:

ABC-TV News
American Newspaper Publishers Association (ANPA)
Arizona Republic (Phoenix)
Asbury Park (NJ) Press
Associated Press
Atlanta Journal & Constitution
Boston Globe
Capital Cities/ABC
CNN
DCI Publishing
FNN
Dallas Times Herald
Detroit News
El Diario-La Prensa (New York City)
Gannett Westchester Rockland Newspapers
Group W Television
Hartford (CT) Courant
The (Everett, WA) Herald
Home News (New Brunswick, NJ)
John Blair Communications, Inc.
Kansas City (MO) Star/Times
KSL-TV (Salt Lake City, UT)
KYW-TV (Philadelphia, PA)
La Opinion (Los Angeles)
Longhorn Radio Network (Center for Telecommunication Services, U. of Texas at Austin)
Los Angeles Times
“The MacNeil/Lehrer NewsHour”
New York Amsterdam News
New York Daily News
New York Newsday
New York Times
News & Observer (Raleigh, NC)
Newsweek
Oakland (CA) Tribune
Orange County (CA) Register
Ottaway Newspapers, Inc.
Philadelphia Inquirer
The Record (Bergen County, NJ)
Reuters
Rocky Mountain (Denver) News
Seattle Times
Tennessean (Nashville)
Time magazine
USA Today
Wall Street Journal
Washington Post
WABC-TV (New York City)
WCBS-AM Radio (New York City)
WNBC-TV (New York City)
WPIX-TV (New York City)
WWOR-TV (New Jersey)
WXIA-TV (Atlanta, GA)
WXTV (Secaucus, NJ)

TOP OF THE WEEK



Only the Hollywood side was present to enjoy the Warner Bros. site last Wednesday. The networks called it a day.

FIN-SYN TALKS FAIL, FCC TAKES OVER

Final meeting between networks and Hollywood is canceled as deadline passes; FCC opens comment floodgates

The FCC got just what it didn't want last week—the challenge of revamping its 20-year-old financial interest and syndication rules in the absence of an agreement between Hollywood and the networks on how it should be done.

The day after Hollywood-network talks aimed at reaching such an agreement collapsed in Los Angeles, the agency last Thursday (June 14) reluctantly began the arduous and sure-to-be-contentious process of rewriting the rules from the ground up by accepting comments from all affected and interested parties.

In the end, most believe, the networks will win some relaxation of the rules, allowing them to share in the revenue from the syndication of off-network programming. "The networks are going to get some degree of relief," said FCC Commissioner James Quello. "It's just a matter of what degree. The five commissioners may come up with five different plans."

"The rules are likely to change somewhat," said Commissioner Sherrie Marshall, "but how far and what kind of relief will be granted it's too early to tell."

But the FCC is not the final word. The fin-syn rules are more or less duplicated by consent decrees entered into by the networks in the mid-1970's to settle antitrust suits brought by the Justice Department. The consent decrees contain other restrictions, notably a cap on the networks' in-house production, which expires this November, and a limit on the length (number of option years) of licensing contracts the networks can enter into with producers, which expires in 1995.

The consent decrees can only be amended by a federal district court judge in Los Angeles after public comment. As Preston Padden, senior vice president, affiliate relations, Fox Broadcasting, put it at the Broadcasting/Cable Interface last week, "All the studios and all the producers will...have their day in

court" (see story, page 73).

The networks were heartened last week by the comments Justice submitted to the FCC, which, in challenging the value of the rules to competition and program diversity, not only may influence the FCC's thinking, but also indicates that Justice would support the networks in amending the consent decrees (see box, page 20). "It's a big victory in the first round," said one network executive.

The FCC launched its fin-syn rule-making last March, but deferred acceptance of the initial round of comments until June 14 to give the parties a last chance at reaching a settlement that would have served as the basis for the proceeding and strip it of controversy.

All the commissioners expressed disappointment that a settlement proved elusive. Chairman Alfred Sikes said he was not surprised, however. "Seven years of negotiations without agreement hardly leads to optimism," he said.

FCC Commissioner Andrew Barrett's

JUSTICE DEPARTMENT ALIGNS WITH NETWORKS ON FIN-SYN

The Justice Department weighed into the fin-syn debate last week on the side of the broadcast networks and others calling for repeal of the fin-syn rules, filing comments at the FCC that concluded "available evidence tends to support [the finding]...that network ownership of financial interest and syndication rights would not be anticompetitive."

Justice also said the rules may be counterproductive. "The practices prohibited by the rules might promote competition and efficiency," it said.

Justice's comments add weight to the networks' arguments, made in voluminous comments of their own, that the rules should be repealed and, equally important, indicate that Justice would join the networks in trying to amend the consent decrees that duplicate the fin-syn rules and impose additional restrictions of the networks' role in program production and syndication.

The Coalition to Preserve the Financial Interest and Syndication Rule—the coalition of producers, broadcasters, writers, directors and performers that is leading the fight for the rules—argued that the FCC should not only preserve the current restrictions, but should add new ones to stem network abuses and ensure "creativity and diversity."

The networks have "engaged in parallel practices that have eliminated competition" in the programming marketplace, it said. "Each network...imposes a one-year freeze on

projects in order to coerce producers into accepting the networks' licensing terms," it said. "Each network also has virtually identical license fees, option terms, option dates, annual license fees and rerun reimbursement terms."

To correct the practices, the coalition said, the FCC should adopt "safeguards...outlawing the one-year freeze on scripts, reducing options terms from the current four-year period to two years, and limiting the number of prime time entertainment programming that the networks can produce in-house to no more than five hours per week."

The networks, in their joint filing, said their case for repeal "rests...upon the massive evidence that the rules accomplish no public benefit and, contrary to both First Amendment and pro-competitive principles, impair the ability of the networks to invest productively in video programming, skew network programming decisions, produce increasing concentration in network program supply and syndicated distribution, foreclose entirely benign network ventures in domestic and foreign syndication and distort competition between the older networks and their vigorously growing rivals in both domestic and the international video marketplace."

Fox Broadcasting, which triggered the FCC proceeding with a petition early this year to exempt Fox from the rules, argued that the rules should not apply to Fox or any other "emerging" network.

disappointment bordered on exasperation. "We have a lot more to do here than worry about the fin-syn issue," he said. "My bottom line is that I will probably see [representatives of each side] one more time if they want to, so they better give it their best shot.... I'll do a good job when it comes time to render a decision, but I don't need to hear all the puffing."

Commissioner Ervin Duggan said it would have been in the parties' self-interest to bring a deal to the agency. "I thought all of the parties had a better chance of having their private interests attended to if they came to us with a settlement," he said. "The FCC, if it undertakes the rulemaking with a clean slate, has the public interest at heart," he said. "They have no assurance that their private interest will be paid as much attention."

Marshall said she was looking forward to talking with some of those participating in the negotiations. As the FCC goes about its reexamination of the rules, she said, "It's useful to know where they thought there might be some give and take."

The "last chance" negotiating session scheduled for last Tuesday and Wednesday at Warner Bros. never took place.

The lead negotiators for each side—Bob Daly, chairman and chief executive officer, Warner Bros., and Steve Weis-

wasser, general counsel, Capital Cities/ABC—met for two and a half hours Tuesday night at the Century Plaza hotel, where the ABC affiliates were holding their annual meeting.

Both left the "sidebar" meeting feeling they had arrived at a sound basis for fruitful negotiations the next day, which included general agreement on ways the networks could acquire financial interest and caps on in-house production.

But it was not to be. After meeting with their respective negotiating teams, they decided in a phone conversation early Wednesday afternoon that a meeting between the teams would be pointless and that it was time to turn their attention to the FCC and the filing of comments.

By Wednesday night, Daly and Weiswasser were telling reporters differing versions of why the talks derailed.

According to Daly, Weiswasser at the Tuesday night meeting had proposed to "narrow the issues" by taking the networks' demands for foreign syndication rights and lengthier contracts (options) "off the table." But the next day, Daly said, Weiswasser said foreign syndication and options had to be a part of the negotiations.

Weiswasser remembered it differently. What he had suggested, he said, was a "partial settlement" in which the parties would agree to financial interest and

production caps "and go fight it out on the other issues" at the FCC. Weiswasser said the talks broke down because Daly, after meeting with his team, insisted on several "preconditions" to further negotiations, including "language" to the financial interest provision by which "we would agree that the current level of license fees...will not go down." "The name for that is price fixing," Weiswasser said.

"When I told them that the preconditions were unacceptable, there obviously wasn't any basis for further negotiation or discussion," Weiswasser said.

Daly said the producers did not want to freeze license fees. What they wanted was "language" to prevent the networks from cutting of license fees if given a chance to acquire financial interest, he said.

None of the modifications requested by the producers on Wednesday was a "precondition," Daly said. However, he said, they did want "assurances" from the networks that they would no longer push for relief on options and foreign syndication.

Weiswasser challenged the suggestion of Daly and other Hollywood representatives that ABC was prepared to make a deal, but the other networks were not. "We were unanimous in our view that there was an unacceptable set of conditions for continued discussions." —HBJ

TELEVISION NETWORKS FATTEN COMMERCIAL CALF

NBC, CBS and ABC combined add at least half hour of daytime commercials each week; trend toward shorter commercials is reversed

Since late 1989 commercials on network television have grown noticeably as a proportion of the average broadcast hour. In the current broadcast year, the added commercials could be worth, by a rough estimate, close to \$200 million. Most of the incremental revenue comes from prime time, but other dayparts, especially daytime, also show increases.

The prime time increase was first noted late last year when NBC added roughly a dozen spots to, it said, temporarily accommodate unexpected "make-good" requirements. But two weeks ago those additions were granted permanent status by NBC Television President Pier Mapes, who told the affiliate convention's business meeting that the spots would stay in the network's regular inventory. One group owner termed the remark the most important news coming out of the affiliates conventions.

CBS and ABC neither criticized nor cheered NBC's declaration, but readily stated the possibility of making permanent their own recently added inventory. Jerry Dominus, senior vice president, CBS marketing division, said: "Our report card is partially measured by our share of revenue versus our share of circulation. So if a level of commercial load is established at one place, then I am not sure we can be operating at a significantly lesser load." Said Jake Keever, executive vice president, ABC TV network sales: "We tend to be followers rather than leaders in adding commercial units to the schedule."

The dozen or so prime time NBC spots per week may not seem like much, but when combined with the roughly equal amount said to have been added by CBS and a smaller amount added by ABC and multiplied by 52 weeks, the cumulative effect in prime time alone is roughly \$150 million—based on a rough average prime time unit cost of \$100,000. In fact, the total could be higher because many of the newer units have been placed in higher rated shows such as *Cheers* and *America's Funniest Home Videos*.

The rumored increment of 28 prime time 30-second units—the networks declined to confirm specific numbers—is evident in the first-quarter commercial count of Arbitron's Broadcast Advertis-

THE SIGNIFICANT OTHER
Non-primetime material during an hour of network television

Daypart	ABC	CBS	NBC	Fox
Prime	19:42	17:06	16:50	13:23
Daytime	16:29	14:45	14:37	
Early Morning	14:33	14:46	13:13	
Late Morning	14:00	14:02	13:24	
Evening	7:28	6:49	7:18	
Total	68:12	52:48	57:35	13:23

ers Reports. BROADCASTING's analysis of the BAR numbers during five non-sweep weeks in the first quarter found an average 13½ additional minutes (equal to 27 30-second units) of commercial time per week on the three networks.

The study also showed that inventory has been expanding in other dayparts as well, most noticeably daytime. During one week monitored late last year, the three networks had 57 seconds more of commercials and "billboard" commercials during an average hour of daytime, according to a still-unreleased study sponsored by the American Association of Advertising Agencies and the Association of National Advertisers (ANA) and obtained by BROADCASTING. When multiplied by the roughly 40 hours of daytime television per week, the additional commercials add up to more than half an hour.

The daytime increases measured by Arbitron's BAR, whose definition of daytime includes early morning news programs, are even more dramatic, indicating an average 66 minutes per week of additional commercials in daytime during the five weeks analyzed by BROADCASTING. There was little or no daytime increase between 1988 and 1989, according to the BAR numbers. Said Richard Kostyra, chairman of the network monitoring committee and executive director of media services, J.

Walter Thompson U.S.A.: "This last year has been the worst."

Most important, the additional inventory, in total worth possibly more than \$200 million, has been added at virtually no cost to the networks, so, from one point of view, it represents pure profit and a sizeable increment at that—the three television networks took in under \$700 million in profits last year (BROADCASTING, April 30). While NBC has said the additional spots, at least in some cases, are for makegoods, they still represent money since NBC would have been forced either to make guarantees at lower prices or satisfy the makegoods using spots from existing inventory.

The inventory expansion has, as always, drawn from affiliates and from advertisers.

Affiliates view the added inventory as taking away national advertising dollars from their stations, which are already struggling to maintain revenue in the face of syndication, cable and other recent competitors—the added inventory is equivalent to 5% of the total spot pie. ABC, CBS and NBC have maintained that network and spot coffers are not necessarily filled from the same purse.

Advertising agencies and advertisers have expressed concern about increased "commercialization" of the network advertising environment. Their concerns have been documented in the AAAA-

ANA study, which also looks at other "non-program" material—a definition that includes, besides commercials and "billboard" commercials, network promotions, local promotions, commercials and credit "overages."

The 1989 survey indicates that non-program material in prime time increased to its highest level ever. In the particular November week measured, average commercial load was flat—two of the three networks increased, but NBC showed a sharp decline. But increasing were the network's own promotions and "credit overages." Only the category "local commercials/promos" decreased on average during the monitored week. The BAR numbers are more

reflective of commercial additions made later in 1989 and early this year.

For their part, network executives pointed out that Fox, surveyed for the first time by the AAAA-ANA study, has a significantly higher commercial load and non-program total than ABC, CBS or NBC (see chart). The same is true for syndicated shows, also included for the first time. The survey found that *Donahue* had 12 minutes and four seconds of non-program material and *Star Trek: The Next Generation* had 14 minutes and 10 seconds. Half-hours mentioned in the report included *The Cosby Show* (eight minutes, 10 seconds) and *A Current Affair* (nine minutes).

A second defense made by network

executives is that the discussion confuses commercial load with clutter, which has not increased this year. In all dayparts the BAR numbers show a reduction of both 10-second and 15-second commercials in the first quarter of 1990, which, from the perspective of commercial time, was more than compensated for by a 6.5% increase in the number of 30-second commercials.

Said CBS's Dominus: "What is most important is how viewers perceive the commercials. And according to research, including ours, frequency of interruption is more important than length of interruption." Although advertisers say they disagree, they have yet to penalize networks for increasing commercial time. —GF

THREE TV NETWORKS LINE UP BEHIND PUT PLAN

NBC ratings scheme on way to becoming standard; agencies say they still wonder, 'What's the problem?'

The three networks appear to have reached an agreement on a uniform policy for providing audience delivery guarantees. The plan, which comes from NBC, attempts to "smooth" sudden changes in Nielsen's people-using-television (PUT) numbers by relating those numbers to trends established over the past eight years. Last Thursday, the other two networks reacted to the NBC plan. ABC said it would drop its own initial approach and adopt the NBC plan, while CBS said it agrees "in principle." Fox Broadcasting Corp. previously indicated it would remain with the traditional guarantee system.

The CBS statement left unclear whether the number-three network thinks changes still need to be made in NBC's plan. Otherwise, all that's left for the networks is to convince the advertising community that NBC's idea is acceptable. Once under way, the upfront market is expected to be between \$4.1 billion and \$4.4 billion.

All three networks, unhappy with Nielsen's ratings measurement that indicates a shrinking prime time audience, have been busy attempting to come up with a system that compensates for what they call the "inexplicable fall-off" in audience viewing.

In explaining its methodology, NBC said "trends in overall television usage by daypart that can be considered reasonable in the context of viewing patterns since the 1982-83 season will be

fully reflected." Viewing pattern changes, the network said, that go beyond "predictable norms, such as the Nielsen Television Index estimates that prompted conversion to the new procedure, will not be covered by NBC's 1990-91 guarantee policy."

After announcing the policy, NBC sent to media buyers PUT level estimates for key demographics in the prime time daypart. BROADCASTING obtained the projections, which show that the NBC plan, unlike the abandoned ABC plan, shows a continuing decline in some PUT levels. For example, the fourth quarter 1989-90 Nielsen PUT level for one minute of prime time viewing for women 18-49 was 39.3%. NBC's methodology estimates that the number should have been 39.9%.

PUT's have become the center of controversy as an indication of whether Nielsen's peplemeter system is working properly. A PUT number is nothing more than the combined ratings (audience) of all stations/channels available for viewing in a given time. By adjusting the PUT number, the networks artificially set the total people viewing television at a given time period, while keeping their respective shares of that audience the same as under the unadjusted numbers.

The reason for using the 1982-83 season as a starting point, according to Larry Hoffner, NBC executive vice president, network sales, is because that

was the first time "viewing levels were off and not increasing anymore."

Media buyers, who had responded negatively to ABC's plan—which compared 1990-91 PUT data to the average PUT data for the past three seasons—were more receptive to NBC's announcement. Lou Schultz, executive vice president, director media services, Lintas, told BROADCASTING that "if we're forced to go to a policy that we don't want to go to, then on the surface NBC's seems a little better than ABC's." Schultz is concerned about NBC using eight years' worth of viewing information because of the changes that occurred when Nielsen switched from diaries to peplemeters. "There was an immediate drop [in viewing] when that occurred, including PUT levels. The rate of change has to be adjusted," Schultz said.

Media buyers say they are not convinced that there is anything wrong with Nielsen's ratings and are getting somewhat tired of what they call the "kill the messenger" attitude of the networks. Said Larry Cole, executive vice president, U.S., Ogilvy & Mather: "We don't think it is appropriate that any network develop a formula for guarantees because in fairness we have not seen any hard evidence that Nielsen is flawed, and secondly, aren't the guarantees designed to protect the advertisers against such unexpected fall-offs?" —JF

GAO SAYS BASIC CABLE RATES UP 10% IN 1989

NCTA and CATA say figures showing average monthly bill up only 5% in '89 makes service good value

Basic cable rates continued to climb at twice the rate of inflation during 1989, according to a General Accounting Office survey released last week. The GAO reported that rates for the lowest priced basic cable service rose an average of 10% in 1989, higher than the year's 4%-5% inflation rate.

This was a follow-up to an earlier GAO survey completed last August for the House Telecommunications Subcommittee, which found that from December 1986 to October 1988, monthly rates for the lowest priced basic service rose 29%. Since then the office has updated the report to look at rate increases during 1989 and collected data from 1984 and 1985. It was specifically asked to determine whether rates had moderated during 1989 and whether cable system ownership changes have driven up cable rates.

Subcommittee Chairman Ed Markey (D-Mass.) said the results remove "any lingering doubt in the need to move forward, and I intend to do so the week of June 25." He says the findings show there are "renegades," an estimated 12% of the cable industry, whose rate increases are more than 20%. "We must consider legislation that will reign in these renegades," Markey said.

The cable industry, on the other hand,

was putting the best face it could on the survey results. The National Cable Television Association and Community Antenna Television Association said they were heartened by the GAO's finding that showed the average total monthly bill in 1989 for all cable services increased only 5%. NCTA President James Mooney said it was "further evidence that cable rate increases have leveled off." Mooney insisted that \$16.33 a month for 34 channels of television is "still a very good buy." CATA President Steve Effros said it was a "positive finding, indicating that cable rate adjustments are in line with rates for other products and services."

Markey convened a briefing on the new numbers which were collected from 1,530 systems, representing 86% of the nation's subscribers. GAO's John Ols said the response rate of 78% was better than the previous survey.

According to Ols, overall revenue for cable operators increased 21% from November 1986 to December 1989, and cable subscribers received additional basic channels to accompany the rate hikes. During 1989, the number of channels available to subscribers rose by one to two channels for the lowest priced and most popular services.

As for changes in system ownership,

53% of cable systems changed hands since 1985, he reported. However, Ols said there was no evidence that rate increases are linked to the sale of cable systems. There is "no statistically significant pattern of higher increases in systems changing ownership," he said.

Joining Markey at the briefing were subcommittee members Billy Tauzin (D-La.) and Jim Cooper (D-Tenn.). Tauzin also referred to the renegades within the cable industry. "They just can't keep raising their rates at an accelerated pace and expect us to sit by," said Tauzin. The congressman also felt the GAO report indicated that the larger vertically integrated companies are the "big price leaders who are pushing prices up." And he thought the data showed that cable operators were making money from their basic tier comprising mostly broadcast signals that they carry for free. With that revenue, he said, they can turn around and outbid broadcasters for programming, especially sports programming.

The GAO refrained from making any specific policy recommendations concerning cable regulation. However, Markey asked what the survey "tells us about cable's market power." To which Ols replied: "It has a lot of market power to control rates."

-KM

GAO FOLLOW-UP SURVEY ON CABLE RATES

Average basic service charge per subscriber for:

Date	Most popular service	No. chs received	Lowest priced service	No. chs received
Nov. 30, 1986	\$11.71	27	\$11.14	24
Dec. 31, 1988	\$14.91	32	\$14.50	30
Dec. 31, 1989	\$16.33	34	\$15.95	31

Average monthly charge per sub in systems that were:

Date	Regulated	Not regulated
Dec. 31, 1984	\$9.26	\$10.33
Nov. 30, 1986	\$10.92	\$11.99
Dec. 31, 1987	\$12.95	\$13.21
Dec. 31, 1988	\$14.49	\$14.36
Dec. 31, 1989	\$16.06	\$15.77

Percentage changes in system ownership, 1985-89

Year	% change
1985	8
1986	15
1987	14
1988	18
1989	13

Average monthly revenue each subscriber generates

Dec. 31, 1984	\$19.87
Dec. 31, 1985	\$20.91
Nov. 30, 1986	\$21.78
Dec. 31, 1987	\$23.33
Dec. 31, 1988	\$25.00
Dec. 31, 1989	\$26.36

MEDIA GROUPS OFFER MUST CARRY RESOLUTION

Companies with both broadcast and cable operations send Hill position paper that also takes strong stand against telco entry

A group of 12 media companies with interests in both broadcasting and cable sent a must carry proposal to Senate and House communications committee staffers last week, but it was unclear what effect the paper will have on the legislative process (BROADCASTING, April 23).

The Senate bill essentially mandates that most local stations are carried on the channel of their choice. In the House, legislative proposals suggest codifying the must carry agreement reached by broadcaster and cable organizations last year, but are subject to change pending the outcome of negotiations between NAB and NCTA.

The media group, lead by Multimedia Inc. and Cox Enterprises, includes Heritage Media, King Broadcasting, Landmark Communications, Media General, Post-Newsweek Stations, Providence Journal Co., Scripps Howard, TeleCable, Times Mirror, Viacom International and Washington Post Co. (which owns Post-Newsweek).

The must carry proposal included familiar geographic standards (50 miles within a cable headend) and ratings tests (2% share/5% net weekly circulation) for carriage. Cable systems would also be mandated to carry a certain number of stations, depending on their channel capacity. The paper said no carriage payments should be allowed.

On channel shifting, stations carried as of April 1 would be frozen on those positions until April 1, 1992, unless both sides mutually agreed to shift to another position, or if cable operators moved all broadcast signals to the VHF band. In the latter case, a broadcast station could not be moved again unless it agreed. After April 1, 1992, stations would need to meet the 2%/5% viewing standard to be entitled to continued carriage.

The proposal also included strong language against permitting telcos to enter both the information services and video businesses. Many companies in the group also have large newspaper divisions.

Times Mirror got the jump on the group by sending a letter to Senator Ernest Hollings (D-S.C.) two days before the Senate markup that touched on other issues besides must carry and telcos. As

for shifts in sports programming, Times Mirror said if any public policy changes are needed, they should be directed at sports owners, not cable operators.

Times Mirror said product exclusivity is a "well-established practice" and that cable programmers should have the right to decide who to sell to and under what terms. It said vertical and horizontal integration was not a prob-

lem at this time.

"To see these industries at odds, exacerbating rather than composing their differences, is a most unpleasant spectacle for us," Times Mirror said. "We would like very much to see these sibling rivalries subside and get on with the business of serving our television customers in a business environment that is fair to all concerned."

-MS

NAB DRAWS UP BUSINESS PLAN

Budget, DAB, cable regulation top agenda

Keeping an eye toward the future, the National Association of Broadcasters joint board gathers in Washington this week (June 19-22) to discuss, among other things, budgetary matters, a long-range business plan, the potential impact of digital audio broadcasting (DAB) and the implications of cable deregulation.

A lively debate may also ensue over a proposed "statement of principle" concerning programming in the public interest. According to reports, it basically says broadcasters are responsible and should be careful with regard to indecent and violent programming and consider who is listening and watching. The idea that NAB might revive a programming code has been fairly controversial, with many board members objecting. But because of continuing political pressure from the FCC and the Hill, the board appears willing to wrestle with the issue again.

The budget is the "big issue," said one director in reference to the executive committee's decision in May to cut association expenses for fiscal 1990-91 by nearly \$1 million. (Association expenses will be held at \$15.7 million, the same level as last year's budget.)

The financial crunch is the result of reduced net income from the 1990 Atlanta convention, down \$600,000 from the projected amount, and a fall-off in radio dues (BROADCASTING, May 14).

But last week President Eddie Fritts said NAB's budgetary woes have been "blown out of proportion." He said the dip in convention revenue was not as

severe as originally anticipated. "We're going to do \$200,000 better than we projected, although it is less than budgeted," said Fritts. And the NAB president said the association had overcome its radio dues problems. "We've bounced back strongly," said Fritts, and "replaced the stations we dropped with new members." Close to 400 radio stations were said to be six months behind in their dues, and NAB was forced to drop 21 radio stations and four TV's from its membership roster for nonpayment of more than a year's worth of dues.

Still, alarm over the budget may be high, especially since board insiders say director Robert Fox of KVEN(AM) has written the board to express concern about NAB's budget deficit. Fox apparently will urge adoption of a long-range strategic business plan aimed at generating more outside income.

However, Fritts and his staff are already preparing such a plan to present to the board.

For TV, legislative issues, primarily cable-related, will dominate the board's discussion. And in light of the telephone industry's vigorous efforts to remove legislative barriers restricting it from offering video services, Fritts said NAB may even "toughen" its stand on telco entry.

DAB is expected to be a major issue for the radio board. Broadcasters will attempt to determine whether the new technology represents a threat or an opportunity for existing AM and FM stations.

-KM

ABC AFFILIATES

SPECIAL REPORT



MURPHY'S LAST HURRAH

Capital Cities/ABC Chairman Thomas Murphy received an enthusiastic greeting last week as he addressed ABC's annual affiliate meeting, his first appearance before the group since handing over the reins of the company to Daniel Burke, who was named to replace Murphy as chief executive officer. And Burke, making his first appearance before the ABC affiliates as president and CEO, pledged to visiting station executives that "the entire ABC organization is 100% committed to next fall," and that "we have always known that improvement would be a very slow process and that true progress should be a series of 10 steps forward and then, sometimes, five steps back."

Through much of the ABC annual meeting last Wednesday and Thursday, affiliates seemed content to focus on the network's steps forward rather than

those backward. ABC News personalities Peter Jennings, Ted Koppel, David Brinkley, Barbara Walters, Sam Donaldson and, via satellite, Diane Sawyer, all of whom participated in a panel discussion of world events, drew loud applause, and Walters's interview with ex-President Ronald Reagan brought two standing ovations. The network also announced that David Brinkley signed a contract extension that will, according to Brinkley, allow him to finish his career with ABC.

Perhaps in an attempt to deflect anticipated criticism of ABC's May sweeps performance, John Sias, president, ABC Television Network Group, went before the group in his state-of-the-network presentation and declared the 1989-90 season as ABC's "best competitive performance since 1984." Citing ABC's improvement in certain demo groups and its strength in different dayparts, Sias said the ABC af-

filiates were "competitively the strongest in the network's history, and that that strength was a major component of the network's program strength."

Sias said that ABC was first in "every young demographic category, also first among adults 18-49." He also said *Good Morning America* is the number-one morning show; ABC is number one in daytime among young women (but second in household numbers); *World News Tonight with Peter Jennings* is the top-rated evening news program, and ABC is first on Saturday morning among children.

"We all should be encouraged by the progress the network partnership has made. The rapid fragmentation of viewing makes it imperative that we continue to work collectively on programs, clearances and promotions if we are to continue the mutual progress of the past four years," he said.

-SC



Jennings, Walters, Brinkley, Koppel and Donaldson at affiliates meeting

Affiliates upbeat over network's progress and promises for fall; it moves to scramble feeds, will offer incentive bonus during November sweeps

ABC affiliates, apparently satisfied with the network's progress this season and, according to one general manager, "bouyant" over ABC's plans for the 1990-91 season, ended their annual affiliates meeting in Los Angeles last Thursday with a closed-door session that lasted just under two hours. The closed meeting was described as a "love-in" by some general managers. From the brevity of the meeting, which an ABC spokesman said was probably the shortest ever, station executives evidently had few questions or gripes.

Outside the meeting, ABC announced that it will be the first broadcast network to scramble its signal to affiliates starting in September 1991. And it added incentive bonuses for on-air promotions, including a "Super Affiliate Plan" set as a one-week sweeps campaign in November. Earlier in the day, ABC also issued a statement joining NBC's initiative to call for an improvement and standardization of Nielsen's rating system (see page 22).

Intended as a "safeguard" against "piracy" of its news and entertainment satellite feeds, ABC's Broadcast Operations and Engineering department is coordinating the installation of Leitch Electronics decoder boxes for its 200-plus affiliates, scheduling tests in July through November 1990 with the intention of being fully operational by fall 1991. Stations will pay \$5,000 for the

descrambling equipment, but the ABC spokesman handling the press briefing said he did not have figures on how much money the network is contributing. One East Coast general manager said it was an "affiliate-driven initiative" that led the network to develop the system already common among some cable networks.

Mark Zakarin, vice president of marketing, presented additional promotional incentives to the Affiliate Marketing Plan (AMP), one in which stations will be paid bonuses for airing special 60-second promotions during the November sweeps, complementing its regular nine-week September-November incentive program. The ABC spokesman said that a \$6 million incentive pool similar to the one instituted this season is planned, but a Midwest general manager said a total \$7.5 million bonus figure was discussed in the meeting. Zakarin, during the open marketing presentation earlier in the day, also said the network will not follow suit with CBS's and NBC's retail cross-promotional campaigns since such promotions take away time better spent directly promoting the fall lineup.

Other areas touched upon in the closed session:

- The network confirmed it would continue to give two-minute local news windows to stations during half time of *Monday Night Football* (a topic of heated debate at last year's meeting).

- The Performance Bonus Plan (started

this season) is returning next year. The plan "awards" stations for limiting pre-emptions of network programming, which the spokesman said dropped by 34%.

Jim Coppersmith, vice president and general manager, WCVB-TV Boston, said affiliates were also briefed on the network's top performance this season in early morning and daytime and on the "continuing growth" of ABC's second-place late night programming. He said *Late Night with Rick Dees* was discussed for next season but expressed "cautious optimism" about the project. "Nothing controversial came up," said Coppersmith. "We are thrilled with our current compensation and bonus plans, and there is a consensus feeling among affiliates that the network is maintaining steady growth while NBC is continuing its slow down trend."

□

Following the presentation of several new series pilots to affiliates, Iger focused on the "revamped" Wednesday, Thursday and Saturday evening lineups, calling them "opportunities" for improvement next season. Perhaps creating the biggest buzz at the meeting was Steven Bochco Productions' *Cop Rock*, scheduled for Wednesday at 10. The musical police drama, Iger said, will be key in helping ABC win Wednesdays over current champ NBC. George Lohr, vice president and general manager, KQTV-TV St. Joseph, Mo., who jokingly referred to *Cop Rock* as *Hill Street Rhythm 'N' Blues*, said it is "radically different from past run-of-the-mill police dramas." Added Coppersmith: "When a guy like Steven Bochco says it's the best work he has ever done, general managers feel it's something more than a paper tiger."

Also receiving applause was the new Saturday lineup of *Young Riders*, *China Beach* and *Twin Peaks*. A number of affiliates described the 8-11 lineup as a "bold" counter-programming move against NBC's top-rated block.

With ABC winning Monday, Tuesday and Friday this season, most general managers contacted saw little downside risk in launching the sitcom *Going Places* on Friday at 9:30, with three established fellow Lorimar Television sitcoms (*Full House*, *Family Matters* and *Perfect Strangers*) preceding it.

In other prime time news, ABC is planning three \$100,000 prize contests next season for its top-rated Sunday half-hour, *America's Funniest Home Videos* (8 p.m.), which Iger said are "cleverly" scheduled for the November, February and May sweeps. —MF

INTERFACE



For the fourth consecutive year, the Federal Communications Bar Association and the editors of BROADCASTING magazine convened the Broadcasting/Cable Interface in Washington to assess the state of the art in and between those two media. The conference was keynoted by speakers from Congress, the executive branch and the FCC (Chairman Alfred Sikes is pictured above) and by leaders of those two industries. Panels on broadcaster-cable relations, financial interest, economics and a congressional-FCC overview by key staff members, in addition to a debate on indecency and closing comments by two FCC commissioners, highlighted the day. The full report follows.

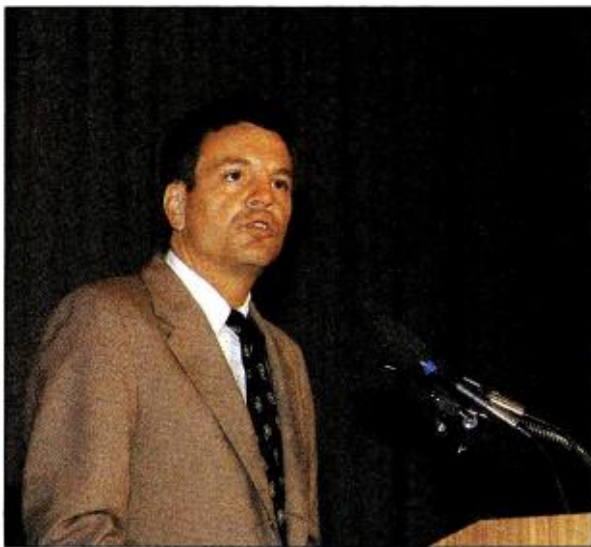
SYNAR WANTS TO REWRITE RULES ON COMMUNICATIONS

Oklahoma Congressman calls for revamp of Communications Act, likening ad hoc cable regulation to Dutch boy with finger in dike

Representative Mike Synar (D-Okla.) called for a major rewrite of the 1934 Communications Act rather than taking a "piecemeal" approach to communications policy issues. Synar told the audience at the Broadcasting/Cable Interface in Washington last week that Congress should take the "long-term view." He said it is no longer "possible to view particular issues as the cable industry versus broadcasters or the motion picture industry versus the networks." Synar is a senior member of the House Telecommunications and Copyright Subcommittees.

Said Synar: "Piecemeal regulatory fixes remind me of the little Dutch boy struggling to plug the holes in the dike: as soon as one hole is plugged, the water pressure causes another crack to form."

Asked whether there was enough interest on Capitol Hill to revamp the Communications Act, Synar said he thought there was more support now for taking a broad approach than there was in the 1970's when some lawmakers tried to do that. Congress now feels it has to "play a public policy role," he said, and "reassert its authority" to establish communications



Congressional keynoter Mike Synar



Executive Branch keynoter Janice Obuchowski

policy. Synar, however, admitted it was an ambitious undertaking. "It is not easy...it can't be done in one session of Congress."

At a minimum, the congressman believes regulation should keep up with technological development. "Television and the role of video communications in our society is too important to be left to an ad hoc system of regulation," said Synar, who did not discuss specific policy changes. Although the lawmaker, when asked later about the status of cable's compulsory copyright license, did say that broadcasters' call for a retransmission fee should be put on the

table. "As we begin the discussions, this has to be on the table," he said.

The congressman also made clear that cable rates have become a "major political issue across the country." During the last congressional recess, Synar said it was "very rare if someone didn't come up to me and say something about rates." Asked how he would handle the rate problem, Synar said he did not personally feel the cities have the technical expertise for dealing with rate regulation. But he said there was a "strong feeling" among his colleagues to allow the cities to do this.

-KM

OBUCHOWSKI SAYS GO SLOW ON CABLE REREG

She says Cable Act has resulted in benefits to consumers

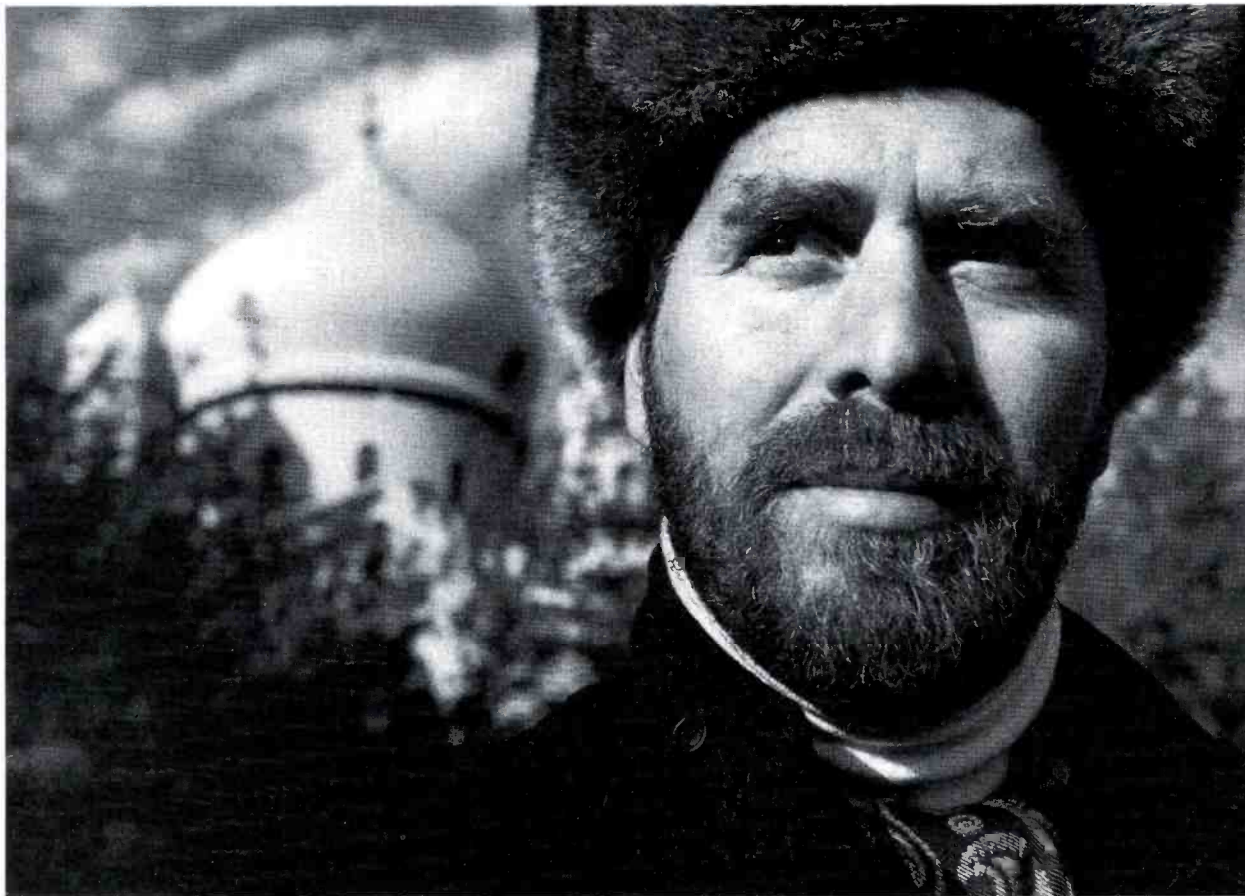
The administration's letter to Senator Ernest F. Hollings (D-S.C.) expressing opposition to pending legislation that would reregulate the cable television industry was terse. Three paragraphs. But the National Telecommunications and Information Administration's Janice Obuchowski last week fleshed it out at the Broadcasting/Cable Interface. She said deregulation, provided by the Cable Act of 1984, has proved a boon to the American public and that if there are any problems, competition offers the means for dealing with them. Among the "draconian remedies" she cautioned against is one that would deny cable programmers the right to sell their material on an exclusive basis. The evidence on that issue is not yet in, said the assistant secretary of Commerce for communications and information and administrator of NTIA.

Five days earlier, Secretary of Commerce Robert A. Mosbacher and James F. Rill, assistant attorney general in charge of the Justice Department's antitrust division, had written to Hollings, chairman of the Senate Commerce Committee, which has approved a tough reregulation bill. Obuchowski detailed the concerns expressed in that letter.

What was new was her discussion of allegations that the cable industry is pressuring programming services to withhold

their product from media competing with cable, like direct broadcast service and wireless cable. Obuchowski said NTIA considers that "a very serious issue." But thus far, she said, the evidence of anticompetitive behavior is "anecdotal." While she did not expressly oppose the provision in the reregulation bill that would prohibit the sale of exclusive rights to programming, she said that "more evidence needs to be assembled." She also said that if Congress decides to address the issue, "it should bear in mind some countervailing considerations"—among them, the fact that "important benefits can flow from exclusive contracts and from common ownership of production and delivery media."

Obuchowski said it was obvious that suppliers might not be able to earn as much from their programming if they are prohibited from entering into exclusive contracts. "And if you reduce the amount of money that goes to programmers," she said, "they will obviously spend less on program production." And while vertical integration "can threaten competition under some circumstances," she said, "it can also reduce risks and produce some genuine economies for consumers." She said some programming services, like the Discovery Channel, might not be alive today if cable operators had not invested



Why Boris knows the difference between ERA, MIT, and the NAACP.

The answer is CNN International. Transmitting the news from America to millions of people all over the world.

It's an amazing accomplishment made possible through the technical capabilities and creative vision of cable TV. Yet, it is but one of many. Think of The Discovery Channel, C-SPAN, BET and A&E. Risk-taking ventures, costly ventures. But cable made the investment. Because we knew that cable had the potential to provide us with a whole new way to look at the world.

We are also proud of our abilities to keep, since 1972, the costs of cable lower than the rate of inflation. And cable operators have continually plowed back their profits into better programming and greater channel capacity. It's exactly this kind of commitment that has made cable television the value it is today.

We thank Congress for having the wisdom to pass the 1984 Cable Act. The freedom it has given us is a privilege we cherish. One we will continue to exercise with responsibility and great care.



TIME WARNER

The world is our audience.



Industry keynoters Eddie Fritts and Jim Mooney

in them. "Thus," Obuchowski said, there can be multiple benefits in allowing a reasonable amount of vertical integration and reasonable use of exclusive contracts between pro-

gram suppliers and delivery media."

Should "clear and compelling evidence" of anticompetitive activity develop, she said, "a carefully targeted remedy will

INDECENCY FACE-OFF

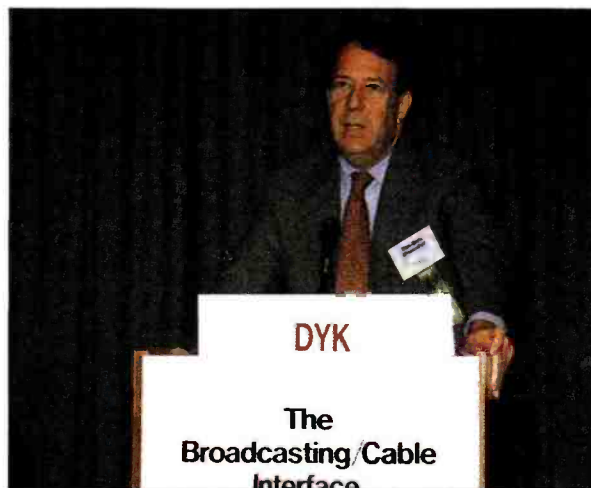
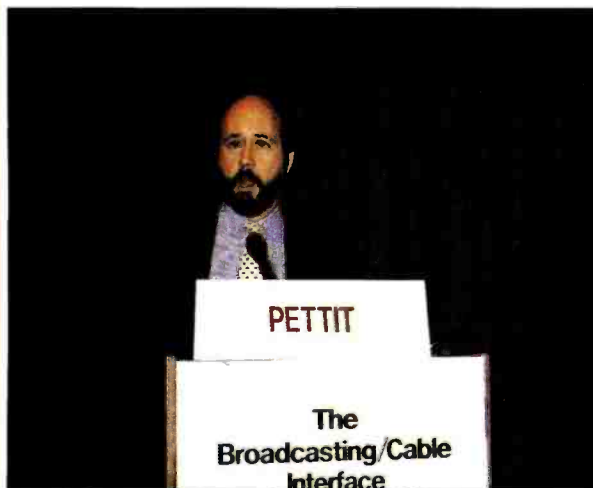
The subject of the debate at the Broadcasting/Cable Interface IV was "indecentcy," and the debaters were Robert Pettit (l), general counsel of the FCC, and Timothy Dyk, counsel for a number of media groups opposing the commission's 24-hour ban on indecentcy that had been mandated by Congress. Pettit, a last-minute substitute for his predecessor at the commission, Diane Killory, who was called away on fin-syn business, indicated the commission is under considerable pressure in

its campaign against indecentcy. He said the commission "is dealing with laws passed by the House and Senate and signed by the President. And the commission is directed to enforce the law."

Dyk, as he has in appearances before the FCC and the U.S. Court of Appeals in Washington, attacked the commission's rule both because of its alleged "vagueness" and the fact that the ban leaves no time for the broadcast of allegedly indecent speech. Indecency, he noted, is protected speech,

and is not banned from other media.

"Broadcasters should not be treated differently," he said, adding that the 24-hour ban "is incompatible with the First Amendment." But he did not rule out completely restrictions on indecent broadcasts. He said that "under an appropriate standard, some channeling [of indecentcy to hours when children are under parental supervision] might be appropriate. It's not up to government to substitute its judgment for parental judgment."



be required. But granting media giants like Rupert Murdoch carte blanche access to all programming looks to be overkill."

Obuchowski said that cable's problems, "real or imagined, should be viewed against the appropriate backdrop: a record of success in serving the American people's unquenchable thirst for news, information and entertainment."

As for the sharp increase in rates—which has angered subscribers and their representatives in Congress—Obuchowski made the argument made by the cable industry: Until deregulation, local authorities were holding rates down at unnatural levels. When the Cable Act was passed, rates shot up—a fact, she said, that should not have surprised anyone. Still, she said, basic cable rates have not kept pace with the Consumer Price Index. If they had, they would have been about \$16.50 in 1988. Instead, she said, they were less than \$15. Furthermore, she said, Congress adopted the Cable Act because the public wanted more and better programming on cable, and because constituents wanted unserved areas to be wired. And, "as Harry Truman said," she recalled, "there is no free lunch."

Obuchowski would not discount rate regulation completely. She would, "in the short term, regulate rates in communities with a genuine scarcity of alternatives to cable." And she said that the administration and NTIA believe that "government should encourage competition to cable—from DBS and MMDS, from telephone companies, and—last but not least—from broadcast television stations."

As for another cable issue NTIA considers important—must carry—Obuchowski sees that as tied to the compulsory copyright license. She said an argument for the compulsory license might have been made when the cable industry was young. "But cable isn't young anymore," she said. "And for all intents and purposes, must carry is gone." Obuchowski said the courts, while rejecting two different attempts to write such rules, "have not squarely faced the issue of whether or not" they could be drafted in a manner that would pass constitutional muster. She offered her own solution to the problem: Do not "bend ourselves into a pretzel trying to reimpose must carry, but...reestablish equilibrium by getting rid of the compulsory copyright."

—LZ



CEO's: moderator Dick Wiley, Joseph Collins, Charles Dolan, Ken Elkins, Ward Huey, Milton Maltz, Robert Miron, moderator Don West

SIKES BACKS ACCESS FOR LITTLE FISH, NOT BIG

FCC chairman would not force cable to provide programming to major competitor, such as Sky Cable venture; Quello concurs

FCC Chairman Alfred Sikes said last week he would not favor requiring cable programmers to make their services available to the Sky Cable satellite broadcasting venture, although he may support requiring the programmers to deal with "weaker" potential cable competitors.

To foster competition with cable systems, Sikes said in the question-and-answer period following his speech at the Broadcasting/Cable Interface in Washington, policymakers should consider laws or regulations requiring cable programmers to license their services to such competitors as wireless cable and direct broadcast satellite systems, with the notable exception of Sky Cable.

They should not be looking at ways "the generals—General Motors and General Electric—can somehow make it off of what cable has certainly stimulated in part," he said. "But...in terms of much weaker entrants, there needs to be some look at programming, especially when the distributor attempting to keep competition out also happens to own some of the most valued programming."

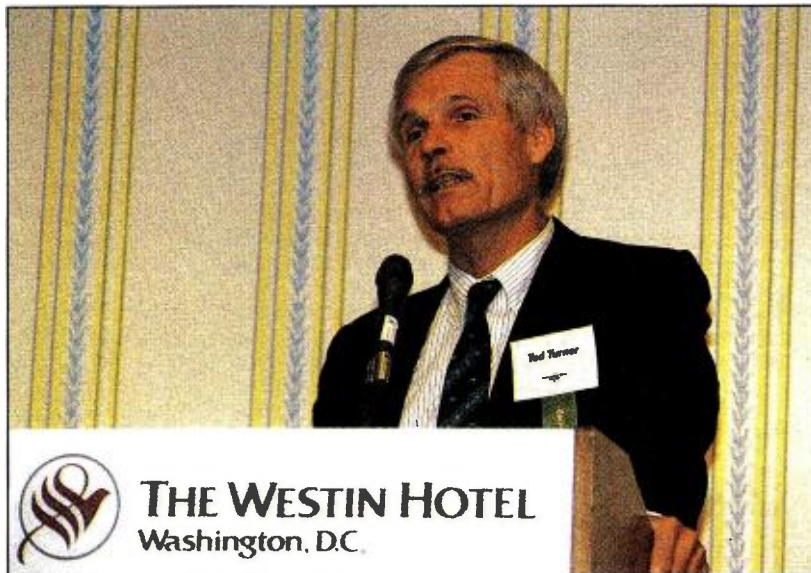
Sky Cable is a joint venture of NBC, whose corporate parent is General Electric; Hughes Communications, whose parent is General Motors; Cablevision Systems, the sixth largest cable operator, and Rupert Murdoch's News Corp.

Sky Cable has been pushing Congress to attach to cable

VINTAGE TURNER

Ted Turner addressed seminar attendees in a luncheon address laced with wit, candor and the strong political and social views he holds.

Turner said he had returned from a whirlwind 72 hours that included an interview with Fidel Castro, which will appear on CNN June 25. It was Turner's fifth interview, and he said the Cuban leader answered all his questions, ranging from Eastern Europe to TV Marti. Of the latter, Turner said he tried to tune in the service while in Cuba, but that it was blocked by Cuban interference. His conclusion: "We're wasting money on that balloon," which got a hearty roar from the audience. Turner also blasted the Senate Commerce Committee bill, saying cable legislation is not called for: "Cable is not a monopoly. To say people have to have cable is insulting to the networks and independents."



reregulation legislation a provision requiring cable programmers to deal with cable competitors, including high-power DBS operators like Sky Cable. Thus far, it has succeeded in getting such a provision included in the bill reported out by the Senate Commerce Committee two weeks ago.

The cable industry, which vehemently opposes access-to-programming provisions encompassing DBS, has pledged to fight the Senate bill.

In a speech preceding Sikes's, Janice Obuchowski, head of the National Telecommunications and Information Administration, expressed skepticism about any access-to-programming legislation and spoke of the benefits of exclusive program distribution (see story, page 28).

Sikes's views on access-to-programming legislation are shared by at least one other commissioner, James Quello. Quello told BROADCASTING after the seminar that he could support legislation requiring vertically integrated cable programmers (those with ownership ties to cable operators) to make distribution deals with wireless cable operators and other small competitors, but not to the likes of Sky Cable. "That's carrying it a bit too far," he said.

In any case, Quello also said, cable programmers should not be forced to offer all media the same terms and conditions. Granting bigger distributors volume discounts "is a very accepted practice" in U.S. business, he said. If small operators want the programming, he said, "I think they have to accept the rate card."

Despite his lack of sympathy for Sky Cable's congressional efforts, Sikes, in his speech, said DBS, along with other competitive media, has potential. Companies are interested in other multichannel media because of the "immense promise offered by aggregating channels and doing business in an increasingly individualized way with America's viewers," he said. "When you can sell the American viewer both broad-based entertainment and the accompanying commercials while at the same time selling a single experience or event, yesterday's economics are just that—yesterday's."

Sikes also hinted that he is willing to consider breaking down some of the remaining structural regulations of broadcasting so that broadcasters will be able to compete in the future. "When Fox Broadcasting asked us to look at the financial interest and syndication rules, we said we would," he said. "But we must also reexamine the depth and breadth of rules dealing with ownership and crossownership," he said.

"Sailors train their sails to the wind," he said. "Broadcasters must be allowed to respond to the winds of competition." —HAJ

FRITTS SEES SOFTENING OF RHETORIC BETWEEN BROADCASTING, CABLE

Broadcasting is alive and well, pronounced Eddie Fritts, president of the National Association of Broadcasters. He also said the public policy feud between broadcasting and cable may be waning. In his remarks to the Interface, Fritts said, "There is every indication that the policy skirmishing between broadcasting and cable may be abating, and that free and fair competition can resume in a newly re-balanced marketplace." There are still many issues to resolve, said Fritts, "but as Will Rogers once observed: 'The football season is about over. School will start now.'"

And he was encouraged by the Senate Commerce Committee's passage of a cable reregulation bill. It signals, said Fritts, "the first step in the process toward balancing the future marketplace."

Asked later whether broadcasters and cable have actually cut a deal on must carry and channel positioning, Fritts only indicated they were close. "There are many particulars yet to be finalized, but certainly there seems to be an abating of harsh rhetoric," said Fritts.

He believes broadcasting is healthy despite some fragmentation of the broadcast audience. "If you look around at other businesses, there are a lot of industries that would kill to have the margins broadcasters enjoy," he said. Those who suggest that broadcasting is ready for the "retirement home" are in for a "rude surprise," said the NAB president. Instead, he maintained that free TV is "just hitting its stride. For broadcast television, as for the baby boomers, nothing could be truer than the title of the old drama 'Life Begins at Forty.'"

For well over 40 years, he said, "broadcast television has been providing a free service to all Americans, regardless of social or financial status. How many of the new technologies will be provided free to all Americans?" How many of the

new technologies, asked Fritts, are willing to serve the public interest? "We believe it is the duty of regulators and legislators to recognize the unique benefits of our system of free television and nurture that system, even as they make adjustments necessitated by the march of technology."

He appeared confident that legislators and regulators understand that the system of free over-the-air television "works well, serves our nation, and far from heading for the scrap heap, is ready for a new generation of public service."

Said Fritts in closing: "Let the naysayers pontificate at their own risk. Life does begin at 40 and, as long as the competitive environment is fair and balanced, we're ready to take on all comers."

-KM

MOONEY SIZES UP CABLE BILL EFFORTS

I think it's still possible to get a cable bill this year, but controversy seems to be increasing rather than diminishing," National Cable Television Association President Jim Mooney told the Interface audience. He said it boils down to one thing: "a basic conflict between those who see a limited number of problems they want to fix and those who effectively want to restructure this entire [cable] industry."

Mooney shared his assessment of the legislative situation following passage of a comprehensive reregulation bill two weeks ago by the Senate Commerce Committee (BROADCASTING, June 11). The bill poses many problems for the industry; foremost among them is a section that would require cable programmers to make their product available to cable competitors such as DBS, wireless cable and the home dish industry.

He said NCTA was willing to "work with the process," but that it can't accept a major rewrite of the Cable Act. "We came very close [in the Senate Commerce Committee] to working out a bill which even if the cable industry could not support, it certainly would have been much less draconian than the original staff draft which was circulated earlier in the year."

The cable industry does not welcome rate reregulation in any form, said Mooney. Yet the Senate bill, which calls for regulation of a broadcast tier of service, is a "considerable improvement" over the original draft, he said. Moreover, the old draft changed the renewal provisions of the Cable Act, but the new bill made only minor changes, said Mooney. And the video dial tone provision was dropped, another plus for cable.

"Still it's our view that the bill went too far for our industry to accept," said Mooney. He cited the most troubling areas with the measure. He said the must carry provisions give broadcasters "much more than I understand they asked for. It seems to be anomalous and a bit mysterious that it should give commercial broadcasters so much, yet public broadcasters didn't get their provision worked in at all."

As for the issue of vertical integration, Mooney said both the Justice Department and the National Telecommunications and Information Administration have looked at vertical integration and concluded that while there is probably some potential for a problem there—as there always is whenever vertical integration appears in any industry—there doesn't seem to be any "ascertainable problem." Yet the Senate bill, he said,



Fin-Syn panel: Fritz Attaway, Richard Cotton, Jim Hedlund, Jay Kriegel, Preston Padden, Joe Waz; Rich Frank (Foreground) takes part from the audience

directs the FCC to pass a rule limiting the number of channels any one cable programmer can occupy on a cable system.

Language mandating that programmers extend bulk discounts to any cooperative buying organization also presents problems, he said. All of these things give our companies "a great deal of heartburn." But what really pushed it over the edge for cable, said Mooney, was the access to programming language.

"It has been suggested that we at the last minute asked for an exemption from the antitrust laws. No such thing was intended. I don't think it would be helpful to go into an elaborate discussion of who shot John," said Mooney.

NBC and Fox want to go into the subscription television business but want to do so without using their NBC and Fox programming or their NBC and Fox programming wherewithal, the NCTA president argued. "They want a law passed that not only gives them mandatory access to cable programming, but

also does so under regulated terms and conditions."

He continued: "I could be wrong about this, but in the end I don't think that dog is going to hunt. We will very strenuously oppose the creation of a policy such as that which would punitively single out cable as being singularly unable to engage in exclusive distribution arrangements which our competitors are allowed to engage in."

The process has just begun in the Senate and is by no means over, he said, adding that NCTA will continue to "politely but as forcefully as we can express our views and see if we can get a more balanced piece of legislation." Mooney said his industry has "high hopes" that the House bill will be more "tightly drawn and somewhat more balanced." The FCC will likely have a constructive role in this process, he said, and "you have the administration, which at this point is not terribly enthusiastic about a lot of these things."

-KIM

CAUTIOUS OPTIMISM FROM CABLE OPERATORS ON CABLE-BROADCAST RELATIONS

A clearer idea where cable operator and Sky Cable participant Cablevision Systems stands on cable program access legislation became apparent at a CEO panel at the Broadcasting/Cable Interface. Also evident: the continued wariness between the broadcast and cable industries over must carry and retransmission fees.

Charles Dolan, chairman of Cablevision Systems, said he was not pushing efforts, as NBC and Fox have, to have language included in cable bills mandating that cable programmers sell to Ku-band DBS operations. Dolan, who wears both cable operator and programmer hats, said: "We want the right to enter into exclusive deals in return for maximum distribution. It is sufficient to have it in our own medium," he said, as any programmer wants full access to the market, but he didn't feel

the need to have it cross mediums. He encouraged the cable industry "to be self confident in our technology." Speaking for Cablevision, he said, "We don't insist on access" for Sky Cable. It's his belief, however, that cable programmers will want to sell to Sky Cable to extend their market reach. He said he entered the partnership never expecting access would be mandated, and lack of mandated access wouldn't stop him from going forward.

Dolan was asked what programming would fill up Sky Cable's 108 channels. After mentioning the existing Rainbow services, he said there were dozens more in his idea bank "which are no more significant than the audience they serve." But he also said he hoped risktakers would step forward and discuss other programming ideas.



Key staffers: Toni Cook, David Leach, Larry Irving, Robert Pettit, Charles Schott, Roy Stewart



Financial and economic forecasters: Jerry Agema, Paul Bortz, Phillip Hogue, J. Patrick Michaels Jr., John Reidy, Joseph Sitrick

The wariness with which the cable industry has greeted Sky Cable mirrors the concerns broadcasters and cable operators have as both partners and competitors in the same universe.

Ward Huey, vice chairman, Belo Broadcasting, said the relationship between broadcasting and cable was "inextricably interwoven," that the two sides had "a great many common interests" and that the differences would not be as great in years to come.

Huey said the real issue for broadcasters was one of inequity, a point that the two other broadcast panelists, Ken Elkins, president, Pulitzer Broadcasting, and Milton Maltz, chairman, Malrite Communications, pushed further.

"Cable can't grow any further without destroying broadcasting in its present form," said Maltz. There needs to be either regulation or competition, he said. Still, Maltz said he was "cautiously optimistic" about the future relationship be-

tween the two industries. Elkins said cable was not viable without broadcast programming and he raised broadcasters' property rights issue.

Robert Miron, president of Newhouse Broadcasting, said a must carry compromise could be crafted, but he was concerned that if it went too far the courts would throw it out. Channel positioning may be included "in some fashion," he said, but such language could also show favoritism and it "may be difficult to get that by the court."

Must pay, he said, was "way off base." But the broadcasters brought up a retransmission fee component to the must carry debate, with Huey saying broadcasters should have the right to choose either must carry or no must carry but retransmission fees from the cable operators. Otherwise, broadcasters would continue to be hampered by having only one revenue stream, the broadcasters argued. And Elkins said he would oppose any must carry agreement that precluded broadcasters from gaining retransmission fees in the future.

The creation of broadcast tiers also received some comment, with Maltz criticizing such tiers if they are priced at higher than a few dollars. If it is priced at \$12.95 or \$15.95, he said, "what you have is bait and switch."

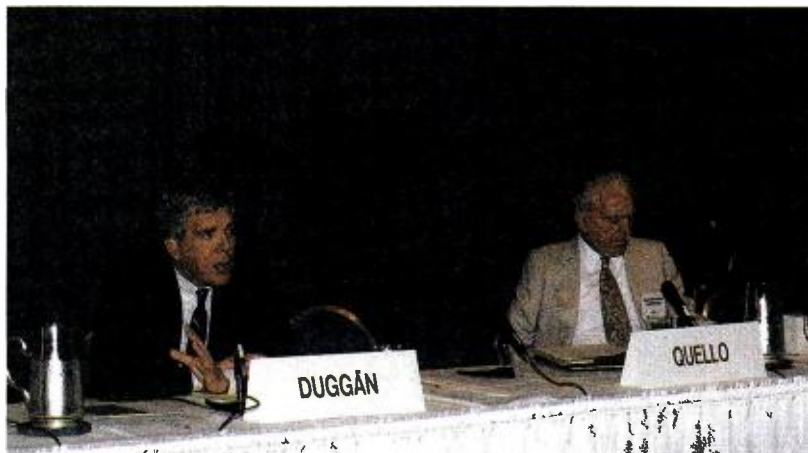
Joe Collins, ATC chairman, said that "the practical effect of a broadcast basic tier is to give the broadcast industry pretty much everything it has been asking for," with all the broadcast signals on the VHF band.

Cable operators struck slightly different tones on the need for a cable bill this year. Miron said: "We don't believe a bill is necessary," but that "if we can work something out that protects the consumers" and doesn't substantially harm the cable industry, "we ought to be talking." Collins said,

Huey did join the cable operators in expressing concern over telco entry. Huey said telcos "should be restricted very carefully to common carrier status."

-MS

Broadcast/Cable Interface continues on page 72.

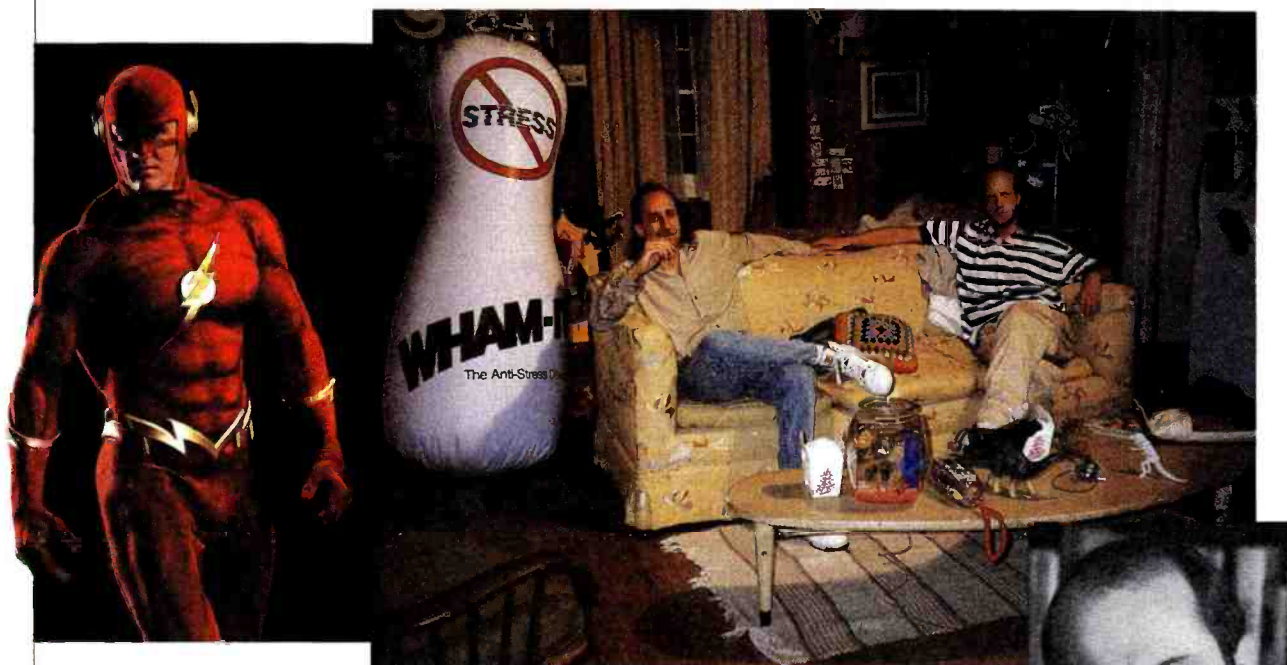


FCC Commissioners Ervin Duggan and Jim Quello

"The practical effect of a broadcast basic tier is to give the broadcast industry pretty much everything it has been asking for."

—Joe Collins, ATC

PROGRAMING



Clockwise: The Flash; David Mirkin and Chris Elliott; Coleman Luck

THE READY FOR PRIME TIME PLAYERS

Fifteen first-time executive producers are making their prime time series debuts in new shows this season, with several more veterans returning after a season or more away from the action. Below is part one of a special show-by-show roundup (new shows only) of the new and reemerging executive producers in prime time.

David Manson is executive producer, **Against the Law**, from Sarabande Productions in association with MGM (Fox, Sunday, 10 p.m.). Manson, a veteran producer and writer of long-form television and theatrical films, is taking on his first prime time series in *Law*. Manson, 38, produced the award winning mini-series, *A Rumor of War*, and is now reunited with one of that project's stars, Michael O'Keefe, who plays the contrary lawyer Simon Mac Heath in *Law*. The show revolves around Mac Heath, who, Manson said, "has a world class authority problem." Manson, 38, who also wrote

the film, "Birdie," said there are definite parallels between the program and Fox. Mac Heath is illegitimate, notes Manson, while "many consider Fox the bastard network. The network has cultivated an image of contrariness and rebelliousness, traits that apply to Mac Heath."

First-time executive producer **Candace Farrell** feels strongly about **Babes**, her project for Fox (Thursday, 8:30). Farrell, who was previously head of marketing at ABC, where she worked closely with Brandon Stoddard, calls the

show one about "self-esteem. I'm tired of seeing perfect women in pilots, and shows that are not about real feelings." *Babes* focuses on the trials and tribulations of three "large" women in New York. "I'm real passionate about the media making people feel bad if they're not perfect," Farrell said. "Most women don't look like Christie Brinkley, and it's about time they stopped feeling bad that they don't." *Babes* was developed with Sandollar Television, passed on by ABC, and sold to Fox. "Their enthusiasm has been terrific," she said.

Richard DiLello, executive producer, creator, **DEA**, from Lorimar Television in association with Dark Ink Inc. Productions (Fox, Friday 9 p.m.). After serving as supervising producer for *Midnight Caller* its first year, Richard DiLello returns to prime time series TV with a show about the agents on the front line in the war against drugs. DiLello said he'll create a hybrid format for the show that will combine elements of documentary (including newsreel footage and interviews) with drama. "I didn't want to do a drug bust of the week kind of show," said DiLello. He said the U.S. Drug Enforcement Administration will have no official role in the program, but has assisted the producers in preliminary research. He said former DEA agents will serve as consultants on the program. DiLello wrote and produced the made-for-TV movie *Popeye Doyle* and wrote the 1983 theatrical "Bad Boys."

◆
The Fanelli Boys, produced by Disney for NBC, is the first television project from KTMB, the company formed by writer-producers **Barry Fanaro, Mort Nathan, Kathy Speer and Terry Grossman**. "We had been with Witt Thomas Harris for almost ten years," Fanaro said. "We did *Benson*, then 102 episodes of *The Golden Girls*, and decided it was time to do something new." The four left and came to Disney in partnership with their new company. After failing to cast a show they had created called *Anna*, "we got a call from Brandon Tartikoff, saying he had an idea we might like," said Fanaro. This idea was the basis for *The Fanelli Boys*, a comedy centering on an Italian family comprising a widow, her four sons, and the family funeral home. KTMB will serve as executive producers as well as writers on *Fanelli*, whose pilot was directed by sitcom veteran James Burrows, and the writing staff will also include Treva Silverman, "who did the first five years of *The Mary Tyler Moore Show*," said Fanaro.

◆
Danny Bilson and Paul de Meo are executive producers of Warner Bros.' **The Flash** (CBS Thursday, 8 p.m.), a one-hour science fiction series in Warner Bros.' continuing effort to develop co-owned DC Comics characters (a la "Batman"). Bilson and de Meo know science fiction. They spent the mid-1980's working for Los Angeles-based B-movie house, Empire Films,

producing films such as "Zone Trooper" and "The Eliminators." For the last four years they have been developing pilots for Warner Bros. Television, including *CyberForce* and *Human Target*, the latter a project still pending at ABC. With *The Flash*, Bilson, 34, and de Meo, 37, are producing their first prime time show. According to Bilson, they will take the show in the "revisionist" direction super heroes have been heading in recent years. "We hope to make it a fairly dark and sophisticated show," Bilson said. *The Flash* will have a two-hour pilot, currently in production, that is budgeted at \$5 million, making it one of the most expensive pilots ever. The question will be whether the series can sustain the level of high quality special effects of the pilot on a weekly budget of about \$1.5 million.

◆
Coleman Luck and Robert Lieberman are executive producers on Lorimar Television's **Gabriel's Fire** (ABC, Thursday, 9 p.m.). When ABC secured a commitment from James Earl Jones to do a series, the network commissioned both a sitcom and drama script. The drama, written by Coleman Luck and Jacqueline Zambrano and directed by Richard Lieberman, won out. Jones stars as an ex-con who goes to work as an investigator for a high society lawyer. Luck and Lieberman are teaming to produce this series for Lorimar, where Luck has been developing projects for the past

year. Before that, Luck was with Universal Television, where he spent four years as senior writer and co-executive producer on *The Equalizer*. Lieberman, who will also serve as director of *Gabriel's Fire*, has directed a number of made-for-television movies, as well as episodes of *thirtysomething* and *Dream Street*.

◆
David Mirkin, 33, is executive producer of **Get a Life**, New World Television (Fox, Sunday, 8:30 p.m.). After two years in "development land," Mirkin, 33, has emerged as executive producer of the "buddy" sitcom starring *Late Night With David Letterman* veteran Chris Elliott as a 32-year old "head paperboy," and his best friend, who has opted for a more traditional career. The show is in association with Mirkinvision and Elliotland Productions. Mirkin served as executive producer of *Newhart* in 1986-88. He then produced a pilot for MTM, featuring Elliott, called *Oh No, Not Them*. "It didn't work out for him on that show," Mirkin said of Elliott. "But we became great friends" Mirkin said the show will have something of a late night feel to it. "We'll never break the fourth wall," said Mirkin, as for example Garry Shandling did in talking to his audience. "But we will fool around in terms of form." Mirkin, 33, studied to be an electronics engineer, then switched to film school and went on the standup comedy circuit between submitting scripts to producers.

PBS'S NATIONAL-LOCAL BALANCING ACT

PBS President Christensen looks at programing the 90's

A remade Public Broadcasting Service will lay out its plan for the next decade before member stations at the Loews Anatole Hotel in Dallas this week, June 17-21. For the first time, public TV general managers will meet jointly with programing, advertising and promotion and development managers. An estimated 1,400 attendees will debate recommendations from PBS's National Program Policy Committee on how PBS should use its newly centralized funding and power to develop, schedule and evaluate national programing. PBS President Bruce Christensen shared his thoughts on the meeting and those issues with BROADCASTING.

In the recommendations draft sent to PBS member stations earlier this month, there appears to be an emphasis on gaining and keeping prime time audience and a call for a mix of ratings and qualitative measures of success. What do you say to critics who say public TV should divorce its policies and planning entirely from quantitative audience measure?

It's simply unrealistic to believe you can spend the amount of money public television is spending and not be interested in knowing how many people are watching. While looking at an overall audience, we also want to know the makeup of that audience. Are children's shows

shows being watched by kids and their families? Are programs we're producing for various age levels and categories of people being viewed by those people? We're interested in whether or not we're serving our various publics. The quantitative ratings allow us to at least judge the house and who's in it, and the qualitative material we are looking at will allow us to judge or measure how effective the programs are at meeting the specific needs of those audiences that we have.

CPB President Donald Ledwig has suggested that public TV need only build on its established programming "niche." Is public TV a niche or diverse programmer?

Our niche has always been as an alternative to commercial services, whether cable or broadcast. The alternative public TV offers is not necessarily by type of program, but by the method used to determine what programs get produced and put on the air. We're interested in finding programs that meet the needs of the public. The alternative we offer is a non-commercial basis for determining what programs we'll put on the air. That often



Christensen

gets lost in the debate about what is going on in the whole media mix. Non-commercial television is essential in that mix.

The recommendations suggest an urgency

about economic survival. Is that at stake for public TV in the 1990's?

I don't think so. I think that what is at stake are not the form and function, but the various ways in which we will address the public need for a public good. Questions we'll be addressing have to do with what programs ought to be delivered by public service television that will be needed by the people in the United States.

The important part of our well being has to do with the diversified nature of our funding mix. The corporate side is growing at about the rate of inflation. Our public support continues to grow each year. This last March [pledge drive] was not as good as we would have liked it, but overall about half of the country has given at one time or another to public television. I think we can and should do better in getting money from our various viewers in ways that may be different from ways we're using at the present time. I think public television needs to work carefully at developing a long-term endowment or at creating endowments at various stations for their institutional support.

CHILDREN'S CHAMPS



Shown above with Action for Children's Television President Peggy Charren are some of the winners of ACT's annual achievement awards for excellence in children's programming. They are (l-r) Curious George, of The Disney Channel's *Lunch Box*; CNN Newsroom anchor Brian Todd; Bob Glover of WHDH-TV Boston's *Ready to*

Go; Frank Converse, *Wonderworks*, WQED(TV) Pittsburgh; Charren; HBO's *Babar*; Michael Cowper, First Lady of Alaska, for "Look to a Book" public service campaign, and Steve Bell, Maryland Public Television's *Timeline*. The 18th annual awards ceremony was held June 6 at the Charles Hotel in Cambridge, Mass.

Will any element of the recommendations arouse more debate or require more clarification than others?

According to preliminary results we've gotten back from the stations, the issue we're probably going to need to spend more time on is the accountability measures—how do we hold the chief programming executive accountable for decisions that are made—and more clarification on what kinds of assurances they [the stations] have that their unique needs will be considered when decisions are made about programming.

What would you most like to hear attendees saying at the end of this meeting?

We'll be talking for a week about the core, or national, services provided by PBS. But those services are only a part, and in some cases a small part, of the package delivered by our stations to their communities of service. I would like them to feel that we have understood their needs, that the proposals we're putting on the table respond to their needs. I would be very pleased if they said: 'Yes, PBS understands us. They've provided a plan that we've been looking for that meets our needs and allows us to better serve our communities,' where, really, public television has its impact.

PROMOTION EXECUTIVES COMPARE NOTES ON WINNING VIEWERS AND INFLUENCING PEOPLE

CBS/Broadcast Group president tells promotion executives at annual BPME/BDA convention in Las Vegas that they are key players in the fight for a divided viewership

Delivering the opening keynote address of the Broadcast Promotion & Marketing Executives and Broadcast Designers Association Conference in Las Vegas last week, CBS Broadcast Group President Howard Stringer said the 1990's will be the "key" decade in which marketing and promotion will plunge CBS, the other major networks and local broadcasters into a battle for viewers in an increasingly fractionalized television marketplace.

Although ABC, CBS and NBC have seen continuing erosion of their viewing audience, Stringer questioned Ted Turner's assessment that the 1990's will be the decade of cable. The networks, he said, "retain mass appeal despite the heightened competition. With the average household able to choose from 20 channels," Stringer said, "each one of us in this television chorus must sing a bit louder to have his voice heard." Stringer told the 2,837 opening day attendees (approximately 300 more than last year's conference in Detroit). Stringer said that CBS, which finished in third place last season and second in last May's sweeps, didn't have a "reputation for the opportune overture or the right riposte," but complained that the network is now being criticized for its \$1.05 billion Major League baseball contract when CBS "should have beer: applauded for our readiness to gamble on the future of network television."

The network, Stringer said, is relying on the advertising and promotion department to again increase fall premiere sampling. While George Schweitzer, vice president, advertising and promotion, launched CBS's first cross-promotion with a major retailer, K mart, with early success this season, the 1989-90 prime time lineup failed to sustain long-term sampling. Nonetheless, Stringer characterized Schweitzer's department as "pioneers" who have "changed the face of marketing network television."

Stringer said that CBS's top executives are budgeting larger promotions. "In an around-the-clock medium like American television—wherein one show's success rests, in large measure,

on the program that precedes it—support for that interdependent link of time periods called a schedule is key. We've got to promote all our shows. Weak or strong. Stellar and, yes, stillborn."

And rather candidly, Stringer said that marketing efforts must "respect" the intelligence of the audience in order to change their attitudes. "It may not always appear that we do know, never mind respect, our audience. I'm quite sure you've often, shall we say, wondered at some of our selections. It is no wonder, however, that what you have shown us is that nothing is as short-sighted as underestimating the public."

Finally, Stringer emphasized the importance of creating "new habits" and "brand loyalty" with effective local promotion and by promotion executives



Stringer

versed in product development, news, research, sales, marketing, technology and audience tastes. —MF

PROMOTION: THE HOOK AND NICHE

Programing executives talk about increasing sampling and carving out niche in crowded marketplace

The positioning of programing in an increasingly competitive television marketplace was a common thread in a number of sessions and workshops at the BPME & BDA conference. Last Tuesday's "Friends in High Places" provided a forum for that topic for a number of top executives.

David Salzman, president of Lorimar Television, the largest producer of prime time programing with 11 series for the 1990-91 season, questioned why the 1990's had been billed in other sessions as the decade of marketing. From his perspective, the networks and the major Hollywood studios have been promoting heavily "for the last 20 or 30 years," but he said neither group has been able to figure out what to do about the "sampling crisis" plaguing the broadcast networks.

"We did an expensive white paper research study and found that 27% of the audience would only sample a network show no more than three times," said

Salzman, who suggested it would take a combination of programing and marketing moves to increase that sampling. Referring to Fox Broadcasting Co.'s decision to counter-program *The Simpsons* against NBC's *The Cosby Show* Thursday nights this fall, Salzman said "even if you are with one of the other networks, I think this will create a heightened interest in network television and cause spillover viewing into other evenings. These types of strategies should help increase sampling."

Calling Fox Chairman Barry Diller a "very intelligent man who knows how to go for the jugular" with *The Simpsons* and *Married...with Children* performing solidly on Sunday evenings this season, Joel Chuseman, former chairman of Post-Newsweek Station Group, echoed Salzman's sentiments that FBC's aggressive scheduling is bringing more viewers to the TV sets.

Creative marketing, according to Salzman, was responsible for "building

early sampling" for ABC's hour drama, *Twin Peaks*, this season. He said the David Lynch-produced drama of "quirky, colorful characters" topped out at an 18 share when it ended its midseason run, bettering its 12-share average during its eight-episode run. "Certainly *Twin Peaks* is strong enough to make a return next season," Salzman said.

On the subject of numbers, Josh Sapan, president and CEO of Rainbow

Programing Services, pointed out that given the vast array of basic cable and premium cable services, any one cable channel may average only a .6 rating and occasionally a 1 rating.

"If a cable promotion executive becomes confined to think about rating points, which are slivers compared to the networks, they are missing the point that brand over loyalty has to be promoted," said Sapan, who heads up Rainbow's Bravo and American Movie Classics basic

channels. "With a cable network like the The Cowboy Channel launching soon, it will have to compete against similar programming on The Nashville Network, so tighter market niches are developing in cable. In 1994, the planned launch of Sky Cable will potentially offer 100 channels, which my parent company, Cablevision, and other partners, are banking on will work as an adjunct to cable. If the 1990's will be the era of marketing, we are going to need more specialists." —MF

GUILD CALLS 1990 DECADE OF MARKETERS

Sales executives will take back seat to promotion and marketing staff

Ralph Guild, chairman, The Interrep Radio Store, New York, has a vision that radio's share of total national advertising sales will jump from 7% of the market (or \$9 billion) this year, to 9% and \$19 billion in revenue by the year 2000. That prediction comes despite his observation that radio showed no real growth in the 1980's.

If there is to be increased sales revenue in the 1990's, Guild pointed out during a luncheon address last week at the Broadcast Promotion and Marketing Executives/Broadcast Designers Association conference in Las Vegas, marketing and promotion executives will have to take center stage over radio ad sales executives. "The era of the salesman dominating radio is coming to an end

and the decade of the marketers is beginning," he proclaimed. Even though Guild estimated that radio accounts for 40% of all advertising media consumption, he said the growth in the number of stations from 7,500 in 1980 to over 10,000 currently has led to "cutthroat" pricing practices as the result of increasing competition.

In such an environment, Guild envisions a business where stations could sink into a sea of red ink, scaring away future investors because of growing operating costs. "Until radio is perceived as a viable primary medium by the advertising community, we will continue to be the fill-in medium," said Guild, whose rep company is based in New York. "As long as we continue to compete with one another on

price alone, we will be seen only as the low-cost medium. Radio cannot simply sell its way to success."

Enter the marketing professional. To reach that 9% share of the ad market, Guild is recommending joint marketing efforts among leading broadcasting groups, full-service rep companies, networks, syndicators and local radio stations to "market the unique strengths of each radio distribution system and compare favorably radio's strength over other media."

In fact, Guild revealed that Interrep will be promoting an "industrywide partnership for growth," which he plans to detail at the upcoming National Association of Broadcasters' Radio '90 convention in Boston (September 12-15). —MF

PROMO PIECES

Among the highlights from the syndicator workshops at the BPME/BDA convention were the following:

Buena Vista Television's two-hour animated children's block, *The Disney Afternoon*, will be supported by "Chara Van" character local promotional tour and The Disney Store retail merchandising tie-ins, in addition to Disney theme park and hotel promotions for fall 1990 first-run strip. McDonald's and Kellogg have also signed to cross-promote.

Twentieth (Fox) Television Syndication announced major re-launch campaign of 12-year-old, off-network strip, *M*A*S*H*, culling never-seen promotion trailers from Fox film vaults and instituting national trivia contest for stations to coordinate locally.

Columbia Pictures Television detailed promotional plans for 1990-91 off-network debut of 227, with merchandising tie-ins and music video promo trailers in which client stations can electronically insert on-air talent to cross-promote locally produced shows.

Warner Bros. Domestic Television Distribution, which coordi-

nated workshops for three first-run programs and four fall 1990 off-network series, said animated strip, *Tiny Toon Adventures*, has worked half-hour special premiere deal on CBS prime time schedule during week of September 3-10, prior to its national syndicated rollout that month. J.C. Penney and Toys 'R' Us in-store promotions this summer will complement Major League Baseball national tour promotion.

MCA TV's first-run late night comedy strip, *My Talk Show*, produced in tandem with Imagine Television, will conduct national "Casting Couch" promotion, inviting viewers to donate their sofas to program, with five finalists to be flown with couches to Universal Studios, Hollywood.

ITC Distribution Group is launching \$2 million pre-launch campaign for game show strip, *Tic Tac Dough*, instituting "scratch-off" game card contest with local retailers and in-home game to build viewer awareness. Half-hour has cleared 70% of country.

International Broadcast Systems, Dallas-based international distributor, announced first-run two-hour special, *A Laugh! A Tear!*, for broadcast in fourth quarter 1990.

RATINGS ROUNDUP

NBC won the prime time week ended June 10 with a 10.8/20, a full rating point ahead of second place CBS with 9.8/19, which edged out ABC's 9.7/18. The three-network share for the week dropped to 57%, a reflection of the reruns that have kicked in for the summer season. Broadcast year to date (since Sept. 18, 1989), the three-network share

has averaged 65%.

A new NBC comedy, *Seinfeld Chronicles*, tested well in the Thursday 9:30 p.m. slot, winning its time period and finishing eighth among all prime time shows for the week, with 14.2/24. A special Wednesday broadcast of CBS's *48 Hours* at 10 p.m. showed a spurt in the ratings, finishing 10th with a 13.7/26.

Week 37

June 4-June 10

1st column tells rank. 2nd column tells position compared to last week: ▼-Down in rank from last week. ▲-Up in rank from last week.
■-Premiere broadcast. ●-No ranking change. 3rd column tells rating. 4th column tells network. 5th column tells show.

1	▲	16.8/29	A	Roseanne
2	▼	15.4/27	N	Cheers
3	▲	14.7/29	N	Cosby
3	▲	14.7/24	C	Designing Women
5	▲	14.6/29	N	Unsolved Mysteries
6	▲	14.4/27	N	A Different World
7	▼	14.2/24	N	Seinfeld
7	▼	14.2/30	C	60 Minutes
9	▲	13.8/23	A	Coach
10		13.7/26	C	48 Hours Spec.
11		13.5/28	N	Golden Girls
12	▲	13.4/22	C	Murphy Brown
13	▼	13.3/24	F	Simpsons
14	▲	13.2/26	A	20/20
15	▼	13.1/25	A	Amer. Funniest Videos
15		13.1/23	C	Movie: Trouble...Paradise
15		13.1/26	N	Empty Nest
15	▲	13.1/22	N	Heat of the Night
19	▼	12.8/22	F	Married...With Children
20	■	12.6/25	N	Singer & Sons
21	▼	12.5/22	A	Wonder Years
22	▼	12.3/23	C	Murder, She Wrote
23	▲	12.2/27	A	Full House
23		12.2/24	C	NBA Finals Game 2
25	▲	12.0/21	N	Dear John
26		11.9/22	N	Night Court
27		11.8/22	C	NBA Finals Game 1
28	▲	11.7/20	N	Movie: Double Standard
28	▲	11.7/20	C	Newhart

28	▲	11.7/21	A	Primetime Live
31	▼	11.6/24	A	Family Matters
32	▼	11.5/21	N	Midnight Caller
33	▼	11.3/21	N	Sunday Movie: Gremlins
33	▼	11.3/21	A	Who's the Boss?
35	▲	10.9/21	A	Just the 10 of Us
35	▼	10.9/20	N	Matlock
37	▼	10.8/20	A	Doogie Howser, M.D.
37	▼	10.8/20	C	Jake and the Fatman
37	▼	10.8/22	A	Perfect Strangers
40	▼	10.6/19	N	L.A. Law
40	▲	10.6/19	C	Rescue: 911
42	▲	10.5/19	C	Major Dad
43	▲	10.4/22	N	FM
44	▼	10.3/20	A	Head of the Class
45	▼	10.2/18	F	In Living Color
46	▼	10.1/21	A	Growing Pains
47		9.7/17	A	Red Cross Test
48	▼	9.6/16	A	Movie: Her Secret Life
49	▲	9.5/18	N	Quantum Leap
49	▲	9.5/17	C	Sydney
51	▼	9.4/17	A	Macgyver
52	▲	9.2/19	A	Mystery Movie: Columbo
53	▲	9.0/16	C	Dave Thomas Show
53	▲	9.0/16	A	thirtysomething
55	▲	8.5/17	N	Disney: Ernest/Camp
56		8.4/16	A	Int'l Rock Awards

57	▼	8.2/14	N	Hogan Family
58	▼	8.0/17	C	48 Hours
58	▲	8.0/16	N	Nasty Boys
60	▲	7.7/14	N	ALF
60	▲	7.7/17	N	Amen
62	▼	7.6/14	A	Father Dowling
63		7.5/15	A	Movie: Prizzi's Honor
63		7.5/15	C	Movie Spec.: Rangers
65	▲	7.4/16	N	Baywatch
66	▼	7.1/14	N	Hardball
67	▼	7.0/13	F	Amer. Most Wanted
68		6.6/16	N	My Two Dads
69		6.5/14	A	Seaworld/Magic
70	▲	5.9/14	C	Paradise
71	▲	5.6/11	C	Tour of Duty
72		5.5/11	C	Beauty & The Beast
73		5.2/11	C	America: C. Brown
74	▲	5.0/12	A	Mission: Impossible
75		4.9/11	C	Are You Kidding?
75	▼	4.9/9	F	Booker
75	▲	4.9/9	F	21 Jump Street
78		4.6/9	C	Normal Life
79	▲	4.4/7	F	Alien Nation
79	▼	4.4/10	F	Cops
79	▼	4.4/10	F	Totally Hidden Video
82		4.2/9	C	City
83		3.3/7	F	Outsiders
84	▲	2.0/4	F	Open House
85	▲	1.9/4	F	Tracey Ullman

FREEZE FRAMES: Syndication Scorecard *

Week ended June 3

Rank	Program (Syndicator)	Rtg	Stns	Covg	Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	12.1	231	98	9	Current Affair (20th Century Fox TV)	7.1	189	95
2	Jeopardy! (King World)	10.6	210	96	10	Wheel of Fortune, wknd. (King World)	7.0	209	92
3	TV Net Movie	9.0	163	94	11	Pegasus II (Televentures)	6.0	87	78
4	Ent Tonight Spec. (Paramount)	8.4	175	96	12	Geraldo Spec (Tribune)	5.5	156	84
4	Star Trek: Next Generation (Paramount)	8.4	235	98	13	ITC Premiere (ITC)	5.1	83	87
6	Cosby Show (Viacom)	7.8	199	97	14	Donahue (Multimedia)	5.0	220	97
7	Oprah Winfrey (King World)	7.7	200	96	15	Geraldo (Tribune)	4.8	186	96
8	Entertainment Tonight (Paramount)	7.4	177	97	15	People's Court (Warner Bros. Domestic TV)	4.8	173	88

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

RADIO

USING TV TO BUILD RADIO STATION IDENTITY

The aural medium finds television is effective way to woo listeners

Promotion and marketing is the name of the game for radio stations in the 1990's, according to industry executives. As more stations draw from the same pools of music and talent, the sounds emanating from the transmitters become more homogenous.

"Radio is a parity product," says Wayne Campbell, vice president of marketing for Nashville-based Film House Inc., "at least certainly in the minds of the listeners." The broadcast marketing service firm makes a living by creating campaigns designed to promote radio stations. "Of course, we in the business care, know and understand the differences between stations," said Campbell, "but the public does not."

In Campbell's estimation, television is "the most persuasive way" to effect that change in perception in listeners' minds. "The difference in parity products is always going to be marketing," he added. "It becomes more important with a product like radio, which is essentially a utility."

Liz Randall, vice president, marketing and client services, Chuck Blore & Don Richman Inc., agrees with Campbell. "For impact, there is no substitute for television," she said. "It is one of the most effective impact devices that has ever been invented because you take somebody's heart in your hand for 15 seconds and can really do wonderful things."

In spite of all the activity in station promotion these days, according to Barry Rosenthal, vice president, creative, Boston-based Spotwise Agency, not all the activity is desirable. "Unfortunately, some things are not positive about the way radio stations are promoting themselves," he said. "Unfortunately, too many general managers and promotion managers are looking for a quick fix."

A quick fix, he said, translates into "throwing a television spot on for a station and waiting for the ratings to go up." What Rosenthal sees as necessary for success is long-term thinking. "Stations have to start thinking marketing for the long run," he said, "which means



Morning personality Tim Delponte jumps out of cake for Kiss 108, WYKS-FM Boston. Also featured in Filmhouse spot is Matty (In the Morning) Siegel, morning personality for station.

you come out with not one, but two or three custom spots and roll them out over the period of time."

For Rosenthal, there is no substitute for a marketing plan and an advertising strategy. The job of a TV spot, he said, is to invite sampling. A station in a medium market will spend \$100,000 or more in all media in a campaign, Rosenthal said, and in a larger market anywhere from \$750,000 on up. "Yet the station will want a syndicated spot because it is cheaper. That is ridiculous. To think that you can tag your logo onto a syndicated spot for \$5,000 and have it work in Cincinnati just as it did in Los Angeles or Miami is a little absurd," he said.

Small market stations with small budgets do not have to opt for a syndicated spot, insists Rosenthal. "I would rather see a very simple talking heads spot by the [radio on-air] talent," he said. "Even in a small market, an operator can go to the local television station,

play its on-air talent and have a little fun. Even that would be better than a syndicated spot in most instances."

As Rosenthal sees it, the formula lies in the power of the creative. Many stations will argue that they purchase syndicated spots so that more money goes into the media, he said, increasing the frequency for the airing of the spot. "I'll make an argument that the better the spot," Rosenthal said, "the less you have to air it. Instead of a \$10,000 spot, opt for the \$30,000 spot," he added, "and what you gain in reach will more than make up for what you've lost in frequency."

"I won't say that a concept that someone else has done before is necessarily bankrupt," said Campbell, "but neither can you just slap a logo on a spot and have it work." Campbell noted the frustration of seeing stations spend "tens of hundreds of thousands of dollars" to research their audience and the "vaga-

ries" of their market and then turn around and "buy this sort of one-size-fits-all syndicated spot."

Ideally, said Rosenthal, stations need to develop a "mission statement" and then stick to it closely. The targeted and direct effect will break through the clutter: "Just the fact that you are on television saying something in a consistent way," he said. "sending a solid, clear message in a creative way that gets heard and seen—that can equal success."

"To get a synergistic effect," said Randall, "it is always good to use a media mix." In her experience, television has seemed like the choice for instilling format change awareness and recouping old listeners, she said. "When we make a commercial for a radio station, we never try to sell anybody anything," she said. "We don't think you can. We try to give viewers an experience that they agree with emotionally." Randall said: "People then take that moment and associate the good feeling they had during your television commercial with your product. And they will remember it longer if it is creative and touches them."

In comparison to outdoor and direct mail, says Campbell, television is an active medium. "I think it is exponentially more powerful to see the radio personalities on television, to hear the music, to get a feel for the energy and fun of a radio station," he said. "When you do television, you are looking to do two things: You want to reinforce your existing cume but you are absolutely looking to build cume."

Radio stations wanting to build cume need to become smarter about advertising, says Rosenthal. "For people who run an advertising medium," he said, "radio station people tend to be fairly unsophisticated about advertising their own product—the radio station."

For Randall, Rosenthal and Campbell, success depends not only on developing the overall plan, but in developing the right creative for the television spot. "Custom spots are 4 to 10 times more expensive than syndicated," said Rosenthal, "but, again, with the investment in media some of these stations are making, why short-shrift the campaign?"

"It is a lot easier to break a balloon with one dart than to throw a whole bunch of darts at a board," Rosenthal said. "And the dart I am talking about is targeted-specific objective and goal." Most important for Rosenthal is a unique selling proposition for the station—that is, what makes it different from every other station, he said.

RADAR READINGS

The spring 1990 RADAR report reveals that more than 96% of persons aged 12 and over listen to or hear radio during the course of a week. This percentage translates, on a projected basis, to 194 million persons, according to numbers gathered for the RADAR study. The report also reveals that 159 million persons, or 79% of the population, are reached by stations associated with networks measured by the RADAR service. In an average quarter hour throughout the week, almost 24 million persons listen to the radio.

The report shows that the FM audience share is 77%. However, according to RADAR, the average growth of FM share between 1985 and 1990 has been 1% per year.

Current RADAR results reflect radio usage during the measurement year of May 1989 through April 1990. Estimates apply to persons 12 and older, Monday-Sunday, total day. 1990 RADAR studies are jointly sponsored by the ABC, CBS, National Black, Sheridan, Satellite Music, Unistar and Westwood One Radio Networks, advertisers and agencies.

Currently, Campbell sees stations moving toward marketing that is more savvy, he said, and stations are using television on what he termed a "strategic tactical continuum." "On the strategic end," he said, "you have the fairly institutional image-oriented work, and on the tactical end, you have sale advertising."

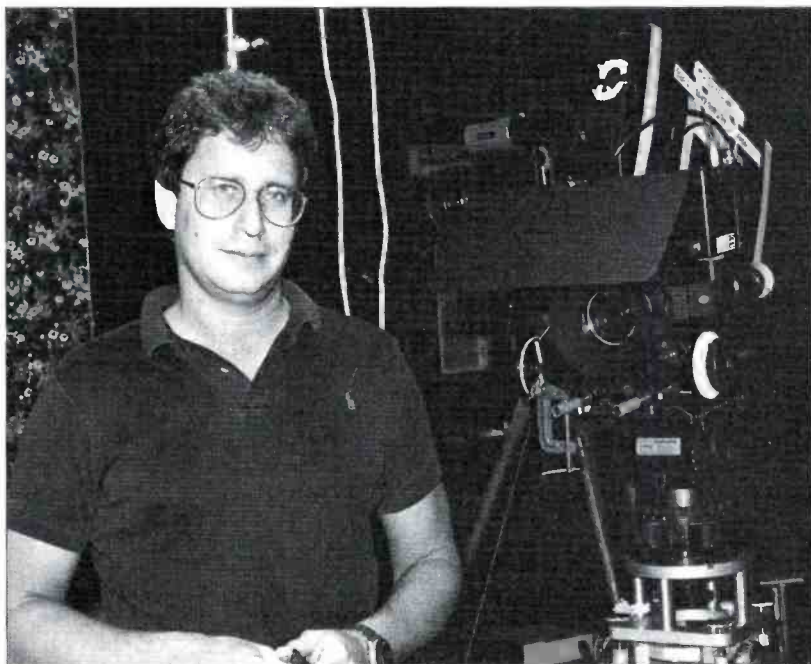
Television addresses the aspect of promotion campaigns designed to evoke "top-of-mind awareness" in listeners as well as the aspect of recycling listeners into other station dayparts, said

Campbell.

Radio stations also need to use their own on-air time, said Campbell, to the best of their ability for self-promotion. In the future, he would like to see greater numbers of stations bringing him marketing problems.

"Our job is to solve those problems for you," he said. "Usually, our strategy will include a television spot that is very targeted toward the marketing objective and, most importantly, the market you are in"—and then added, "but not always."

—LC



Spotwise part-owner, VP, creative, Barry Rosenthal, on set of radio shoot.

AIR WAYS

BPME's Bert Gould: marketing radio's future

Broadcast Promotion & Marketing Executives President Bert Gould has been "on the stump" for radio and promotion throughout his career. In his new role as head of BPME, Gould hopes to elevate industry awareness of the importance of promotion and marketing to the future of the Fifth Estate. Said Gould: "Creating your niche is marketing, and the station that realizes that will succeed."

Gould believes that success in the future in large part will stem from "finding the right talent in promotion and marketing—talent that is going to make your station stand apart." Added Gould: "It has more to do with the value of marketing than with the records. Every engineer knows how to tweak the station so that the sound works; every program director knows where to put the stopsets. Every sales manager knows how to mas-



Bert Gould

sage a ratings book to show his station coming out in the most attractive way to the advertiser." In other words, he said, promotion and marketing is really the only creative avenue left for radio stations.

Radio stations overall, he said, are slowly moving toward that realization. "I think they have a ton of catching up to do," he said, "but I think the market is getting there, and if BPME does its job right, we will help push it, hopefully, to the last step."

For Gould, the point of BPME is to raise the level of promotion in the industry. "If you look at the broad scheme of BPME," he said, "and not just focus on the individual segments, you will see that BPME has a tremendous amount to offer to any radio station, not only in this country, but worldwide." However, he admits that BPME has "gone through growing pains." "As a result," Gould said, "we may not have done as good a job as we should have in spreading the word." But the onus should not rest wholly on BPME, he added. "It is up to radio stations and promotion directors to decide to take advantage of what we have to offer," he said.

Conversely, Gould thinks the organization should continue to increase its efforts to market its services to radio stations. He would also like to see the organization build its radio membership and more important, build support and invite involvement from industry people. Said Gould: "Every time someone calls to complain or to say we might not be doing what they think we should be doing, we need to then say to that person: 'Great, how are you going to help us do that?'"

The type of involvement Gould would

like to see goes beyond volunteering to sit on a panel, he said. "What we want is for you to help us build a better panel. We don't want to preach to the choir," he said. "We want people that can teach talent and expertise so that the choir can learn and grow."

Among the suggestions Gould has for radio promotion people is to refocus the questions they ask at panel sessions and as employees. "For example, we do sessions on the future promotion director. Rather than ask how can I be more involved in the operation of the radio station, or how can I become a more crucial employee, ask more questions along the line of how can I make more money. Or, why does the sales manager always get to be general manager," said Gould.

Another oversight on the part of operators of television, radio and cable facilities, said Gould, is to look solely at their respective agendas and fail to learn from each other's activities. "One of the great things about BPME, especially in today's marketplace, is the drawing together of the different media. And no station can tell me that it can get no benefit from what a television station does to promote itself, or a cable system, or a cable network, or a syndicator," Added Gould: "The same holds true for a television station, a cable system or a syndicator. They can't tell me, as a radio person, that by going to a radio session, they are not going to find something."

Gould believes that if a radio station is going to use television to promote itself, then it is imperative that those radio people sit down in TV design sessions and demonstrate a willingness and foresight to take advantage of what the BPME has to offer.

"We have an active radio committee," said Gould, "and the role of that committee is to make sure that BPME keeps the best interests of radio at heart." BPME has a strong agenda for radio at this year's convention, Gould said, including a session on state-of-the-art radio advertising, format workshops and ratings sessions (see page 40).

When asked what promotion means to a radio station's bottom line, Gould said: "Marketing and promotion is the only way a radio station is going to succeed in the 1990's.... The competition is intense and many stations are drawing from the same pool of music," he said. "Finding that niche to succeed—to own a segment in that marketplace—is all part of marketing and promotion."

-LC

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RADIO LISTENS TO SATCOM C-5

Westwood One signs satellite distribution deal with GE Americom through 2001

Affiliates of the NBC Radio Network, Mutual Broadcasting System and Westwood One Radio Networks can leave their satellite antennas pointed at 139 degrees west longitude until at least the year 2001, thanks to a contract signed last week by those networks' parent company, Westwood One Inc., with GE American Communications.

The "multimillion-dollar agreement" gives Westwood the equivalent of more than half a transponder aboard Satcom C-5. GE Americom reached a \$25 million agreement with the ABC Radio Network last year to fly on that same satellite (BROADCASTING, July 17, 1989), which is now under construction and scheduled to replace Satcom F-1R a year from now, following a scheduled May 1991 launch. Satcom F-1R is the current home of ABC and the Westwood networks, as well as the CBS Radio Network and Unistar (formerly United Stations Radio Network and Transtar, which merged last year).

Under terms of the agreement, GE Americom will continue to provide its digital audio transmission service (DATS) to Westwood. The two companies, said Americom, will reconfigure interconnections among network studios in Culver City, Calif., New York and Washington.

The deal "solidifies our satellite distribution plans for the next decade," William Battison, Westwood One Inc. president and chief financial officer, said in a prepared statement. "We see GE Americom as our partner in delivering programing to our affiliates

nationwide."

GE Americom, operator of Satcom birds that carry approximately half the cable programing in the nation, hope the Westwood and ABC deals secure its position as the primary satellite provider for national radio networks in the United States for another 10 years. "Over

4,500 radio stations are currently receiving programing from Satcom 1R," said Neil Bauer, senior vice president of commercial services. "In the future, with the programing neighborhood being built on C-5, GE will be distributing the great majority of America's most sought after radio programs." □



TALK SHOW HOSTS MEET IN ORLANDO

Nader urges hosts to continue to organize listeners

Some 150 talk radio personalities converged on Walt Disney World in Orlando, Fla., June 7-10, for the second annual meeting of the National Association of Radio Talk Show Hosts (NARTSH). Consumer advocate Ralph Nader delivered the keynote address at the conference, urging talk hosts to continue helping to educate about pressing social causes and organize listeners in working to reform political campaign laws.

Carol Nashe, executive director of NARTSH, told the audience: "Talk radio remains the last true outlet for the vibrant and open discussion of topics that all too often are ignored by other media and our leaders."

The conference featured several workshops focusing on talk radio, as well as presentations by *Parade* magazine editor Walter Anderson, cookie king/motivational speaker Wally (Famous) Amos, and Senator Steven Symms (R-Idaho). Additionally, the association honored WRKO(AM) Boston talk host Gene Burns with its "Talk Show Host of the Year" award.

At the close of the conference, new members of NARTSH's executive committee were announced. They are (pictured above, l-r): Pat Murphy, WNIS(AM) Norfolk, Va.; Doug Stephan, WCKY(AM) Cincinnati; Neil Myers, NBC's Talknet, New York; Mary Beal, KNSS(AM) Wichita, Kan.; Mike Siegel, KING(AM) Seattle and NARTSH president; Jerry Williams, WRKO(AM) Boston and honorary chairman of the board; Carol Hemingway, KGIL(AM) Los Angeles; Gene Burns, WRKO(AM) Boston; Don (One-Eyed Jack) Jackson, WMAY(AM) Springfield, Ill., and Les Jameson, WLAC(AM) Nashville. □

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RIDING GAIN

RACE RELATIONS

CBS News correspondent Connie Chung will examine the psychology of racism and its causes and effects, in *Racism In America: Separate Societies*, a 15-part special series airing this weekend, June 23-24.

The series focuses on the legal, social and attitudinal changes that have faced race relations over the past 400 years. Chung will report on a number of factors which confront Americans, including the criminal justice system, the black male in today's society, racism on college campuses, Asian-American relations, native Americans and bigotry in music. The series also includes archival sounds of key civil rights events, as well as interviews with civil rights leaders and "ordinary people."

ZAP BIZ FAX

Washington-based Zapnews has scheduled an Aug. 2 launch date for its Zapnews Biznews, a new business news service for radio and television stations. Biznews will focus on national and worldwide financial news and information and will be delivered to stations via fax machine. The new service will include seven 90-second daily news scripts: three each for morning and afternoon drive, and one for midday. Biznews is offered on a cash basis, with no barter requirements and no built-in plugs.

PRELIMINARY HEARING

A court date of June 28 has been set for the preliminary hearing for George Kravis, president of The Kravis Co., which owns KGTO(AM)-KRAV(FM) Tulsa, Okla. Kravis was arrested May 27 on charges of solicitation and subsequently arrested June 5 on charges of possession of child pornography, drug possession and exhibiting obscene material, according to the Tulsa police department.

Kravis, 51, a Tulsa-area investor and real estate developer, was released on his own

recognizance. After subsequent charges were filed, bail was placed at \$6,000, which Kravis posted. He is the older brother of financier Henry Kravis of KKR.

ITALIAN RADIO IN N.Y.

New York-based RAI Corp., a wholly owned subsidiary of RAI-Radiotelevisione Italiana, launched a new service, RAI Satelradio. The satellite-delivered programming, produced by RAI-Radiotelevisione Italiana, in Italian, features live news coverage from Italy, pop and classical music, cultural and current events programs, and play-by-play of Italian and international sports events.

UNISTARS AND STRIPES

Unistar Radio Programming is producing and distributing four special features for broadcast over the July 4 weekend (July 6-8). The four special programs include:

■ *Solid Gold All-Time Favorite Oldies Countdown*, a five-hour show featuring the favorite oldies as selected by listeners of Unistar's Solid Gold Saturday Night. According to balloting, the top five all-time favorites are "Satisfaction," "My Girl," "Under The Boardwalk," "The Lion Sleeps Tonight" and "Wipe Out." Host is Bob Worthington, air personality at WNSR(FM) New York.

■ *Summer Beach Party 1990*, a

four-hour broadcast of "favorite summertime tunes." The host is Alain Ross, WNSR(FM) New York air personality.

■ *The Beach Boys Story*, a four-hour special anthology presented by WCBS(FM) New York air personality Ron Lundy.

■ *Dick Clark's Sixties Party*, the second of four summer specials airing through Labor Day.

All specials are available to stations in the top 170 markets on a swap/exchange basis.

NORTHERN LIMIT

The Canadian Association of Broadcasters agrees in principle with the proposal of the Canadian Radio-Television and Telecommunications Commission to require 30% Canadian content on FM radio. At the same time, CAB said it "wholeheartedly" supports the objective of relying on competitive forces rather than regulation.

MORE COMEDY

Los Angeles-based Premiere Radio Networks have added comedians Mack Dryden and Jamie Alcroft (Mack & Jamie) to the roster of performers appearing on the Premiere Country/Adult Comedy Network. Among the characters Mack & Jamie have created are "B.B. Boca," limo driver to the stars, and "Sergie Bugoff," the Russian friend.

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CABLE

TENSIONS RISE BETWEEN PROGRAMERS AND OPERATORS

The speed of retiering, rising programing costs and how much cable should give in regulatory arena are creating marked differences within industry

Cable operators and programers have not always seen eye to eye but the differences they share have never been enough to imperil the industry. That is starting to change, as cracks in the relationship between operators and programers begin to appear. It has not reached the stage where a serious breach is imminent but executives from both sides acknowledge the growing tension and express concern about any further deterioration.

"The pressures that face the industry today are serious enough and divisive enough that they bring individual agendas to the fore inescapably," says Chris Forgy, senior vice president, sales, marketing and programing, Times Mirror Cable, who agrees with the assessment that temperatures are rising. "We're deeply concerned about it."

The rapid rush to tiering may have been the issue that pushed the relationship over the top for programers. Operators and programers have often clashed over the marketing of their services, especially the pay networks, or rate card increase by the programers. But the speed of tiering decisions, largely without marketplace study, is causing programers alarm, even beyond the bottom-line concerns of lost affiliation fees and

advertising revenue. (There is even the shared sympathy on the part of some MSO marketing executives.)

"What this has created within the industry is a new playing field," says John Hendricks, chairman and chief executive officer of the Discovery Channel. "It's time for the programer and the operator to sit back down," said Hendricks. "and say in this new playing field what the rates are going to be. What's the economic structure? If you tier us and we don't have access to 100% of your subscribers, what are the rates? This is the uncertainty over the marketplace and it has to be resolved."

Said another major programing executive about tiering: "Operators are making decisions to fix this political problem in whatever way they can and get the credit markets back in order and get the stock prices boosted." All that is at the "long-term expense of the business and the short-term expense of the programer." The operators "are making very serious, long-term decisions, very quickly," he said.

He points out that operators are giving the VHF band back to the broadcaster in agreeing to create broadcast basic tiers. VHF band carriage can mean as much as a 30% increase in

ratings to a cable network. This programer worries that in several years, a full basic subscriber who may be watching less cable programing because those networks are in the higher channel slots and more broadcast network programing because those stations are on the VHF band, might reconsider why he continues to pay more for all those cable networks he is watching less and less. And programers take little solace in the operator's ability to promote those higher-viewed networks that will likely be moved.

The opposition of operators and programers manifested itself, somewhat, in the days leading up to the Senate Commerce Committee markup of the cable bill June 7. Days before, the National Cable Television Association executive committee voted 6-2 not to oppose the revised measure if offending language concerning access to programing was changed. The industry, i.e., the cable operators who form the majority of the executive committee, was willing to compromise on must carry, vertical integration and bulk discounts, all issues that negatively affect programers, in order to get a more moderate bill through the committee. (They remained concerned about those provisions—must carry, bulk discounts and vertical integration—but felt they could be deleted or modified as separate bills made their way through the House and into conference.) One of those voting against it was Time Warner, sources say. Time Warner had trouble with the volume discounts and vertical integration provisions, in addition to the access provisions. But when it became apparent program access language would not be changed, it pushed the industry to the unanimous position that the bill had to be opposed.

The reason cable programers in general have trouble with those various provisions is they hit programers so directly. Mandated broadcast tiers that would solve the political problems of must car-

ELSEWHERE IN BROADCASTING

- The General Accounting Office releases a second report on cable subscriber rates. *Page 23.*
- Twelve media companies, with cable and broadcast interests, send a must carry proposal to Capitol Hill. *Page 24.*
- FCC Chairman Alfred Sikes draws the line on cable programing exclusivity with Sky Cable. *Page 31.* NTIA's Janice Obuchowski goes further than Sikes in defending cable's position on programing access. *Page 28.* Cablevision Systems Chairman and Sky Cable partner Charles Dolan says he is not a proponent of program access provisions in various cable bills. *Page 34.*
- FCC Commissioners Ervin Duggan and Jim Quello say the commission should reexamine its cable-broadcast network/station crossownership provisions. *Page 75.*



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ry and channel repositioning can only hurt cable programmers by removing them from the VHF band, hurting ratings, advertising and potentially affiliate revenue. Curbs in vertical integration cut into the efficiency of their overall operations of their corporate parents. The volume discount language could mean programmers would receive less money from the same subscriber base, which would cut into continued improvements in programming. And of course mandating who a programmer has to sell to is the penultimate restriction to programmers, because the government is telling them how to run their businesses. Operators, of course, do not like that provision either because it affords their technological competitors with cable programming.

Political events will move to the House side in the next few weeks and there is a provision in the summary by Representative Ed Markey (D-Mass.) that could pit programmer versus operator before the FCC. The commission would have the authority to resolve disputes over excessive rate hikes, which would place the public spotlight on heretofore relatively private rate disagreements between programmers and operators.

Even before the business and political events of the past nine months, there were issues that were laying the foundation for further tensions. The increasing cost of programming, especially professional sports, has pitted major operators against programmers. Many have been openly critical of Turner Broadcasting's NFL bid for TNT, which will cost operators more and comes at a time when they have been criticized for excessive rate increases.

Most major MSO's did not commit to either major comedy channel, preferring to remain on the sidelines and not alienate HBO or Viacom, both major suppliers. Fledgling programmers with smaller power bases grumbled that the industry's wait and see attitude about Washington was hampering their already uphill launch efforts, given a tight channel capacity environment.

It is too early to say whether the 1992 summer Olympics on PPV will cause problems, but to date, operators are not happy with the pricing or the packaging or the splits between themselves and NBC-Cablevision.

And in discussions with programmers about how cable got into the mess it is in, invariably the issue of customer service crops up. Although programmers bear some responsibility when it comes to rising costs, they point out it is not they who are not answering the phones.

And that is not to forget the lawsuits

"The pressures that face the industry today are serious enough and divisive enough that they bring individual agendas to the fore inescapably."

between Jones and USA Network, and Viacom and Time Warner, which are working their way through the judicial process. The latter exemplifies the increasing level of polarization within the industry, whether it is Tele-Communications Inc. and Time Warner on opposing sides on pay television, or TCI and Rainbow Programming divided over regional sports. The polarization is so multilayered, however, that it may actually prevent further division because of the interlocking nature of relationships.

"To date, with the universal service model and a relatively simple landscape in a number of ways out there, the com-

mon agenda of the industry has generally risen to the top in virtually any major issue," said Forgy. "What's going on in Washington and the pricing pressures and some other things threaten to crack that pretty badly and you're liable to see that operators have specialized agendas that may rise in their minds to the top of the common good. Programmers may [also], and we risk seeing the development of a lot of factions—different operator factions, different programmer factions—some that want tiering, some that don't. Basic programmers want this; pay programmers want that. We're deeply concerned about it. It will be a terrible day if the partnerships that have been built over the last 15 or 20 years in this business get smashed by outside forces...If it becomes every man for himself, that's not going to be good for anyone."

The hope, of course, is that things do not get out of hand, as expressed by Forgy, as well as others: "I hope everyone is willing to give a little bit on the private agenda so that the larger agendas that result in the most good for the consumer and operators and programmers alike are the ones that stay on top." —MAJ

BUSH ADMINISTRATION TAKES STAND AGAINST HARSH CABLE ACTION

Letter from Justice and Commerce Departments emphasizes competition over regulation

The Bush administration is now on record as opposing harsh cable reregulation.

Secretary of Commerce Robert Mosbacher and James Rill, assistant attorney general, antitrust division, Justice Department, sent a letter June 6 to Senate Commerce Committee Chairman Ernest Hollings urging him to back off pending cable legislation.

"We believe the current proposals ...for the most part do not sufficiently emphasize competitive principles, such as promoting new entry, and would impose unnecessary regulation upon cable systems and their relationships with alternative video delivery systems and programmers," they said. "Since its deregulation in the Cable Act of 1984, the cable industry has developed rapidly and brought substantial benefits to the American consumer," they said. "Current reregulatory proposals put these gains at risk."

The letter has had little immediate impact. The day after it was sent, Hollings's Senate Commerce Committee reported out cable legislation so onerous that the industry has pledged to fight to defeat it.

However, cable lobbyists, who pressed the administration for such a letter, are hopeful it will help slow harsh legislation if it picks up steam in either the House or Senate.

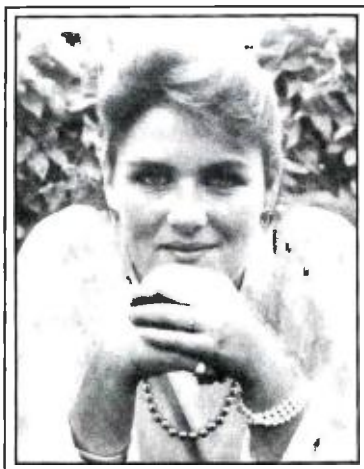
The one-page letter was not specific about what Mosbacher and Rill object to in the pending legislation.

Some clue to the Commerce Department's thinking, however, is found in last week's speech by Janice Obuchowski, head of Commerce's National Telecommunications and Information Administration (see story, page 28). In her speech, Obuchowski cautioned against "draconian remedies," including denying cable programmers the right to sell material on an exclusive basis.

—MAJ

50 MILLION HOUSEHOLDS

Yesterday, Christine Fortin
couldn't watch her
congressman vote on a bill
from the comfort of her
livingroom. Nor could she replay
for her students a lively session
of the British House of Commons.
And calling up a reporter
to talk about an issue of
the day would almost be
unheard of.



But today, thanks to
Adelphia Cable of Falmouth,
Massachusetts, the Fortin
household joins 49,999,999
others who can do all
this and more by
watching C-SPAN.

This significant achievement
is made possible by the cable
television industry's ongoing
commitment to bringing
Americans quality public
affairs programming.

C-SPAN

Open to the Public

C-SPAN is a public service of the cable television industry.

REACTION MIXED TO NEW NIELSEN REPORT

Demographic figures offer cable networks increased respectability, but some say numbers don't always tell true story

While the broadcast networks are taking Nielsen to task over its reporting methods, the cable industry is beginning to fall under the spell of the peplemeter. The quarterly Cable Nielsen Audience Demographics Report, in its infancy after two releases, for the first time provides a level comparison not only of the cable networks, but also with the broadcast networks.

The report contains both good news and bad for cable networks, which have been feeding the ad community their own versions of customized Nielsen numbers for some time. On the upside, it provides confirmation of cable's place within the television advertising universe. But at the same time, some cable networks think different reporting standards might show them in a better light. Vertical networks, such as MTV, for example, do not look as good in the Nielsen dayparts as they might in dayparts of their own choosing, according to Howard Shimmel, vice president, au-

dience research, MTV Networks. And some networks find daypart reporting is not nearly as flattering as program reporting, particularly for broad-based networks such as TBS and USA, according to Doug Fleming, director of national sales for Adlink, which represents the Los Angeles Interconnect.

The Discovery Channel, for example, looks better with specific program data, rather than daypart information, according to Daniel Fischer, vice president of research. Discovery provides advertisers with separate information on its science and nature programming, since its science documentaries reach a more upscale audience. It is not surprising then, according to Fischer, that Discovery's audience appears less upscale in the CNAD report. But program reporting from Nielsen does not appear to be coming any time soon, and according to Ron Schneier, vice president, ad sales, A&E, he wouldn't trust it if it were around. "When you start slicing up the three

hours of prime time, you won't get sufficient data," since cable audiences are relatively small, he said.

The cable networks are using the data not only to promote their own causes, but to go after the niches of other cable networks. According to first quarter CNAD figures, Discovery did better in VPVH concentrations of men 25-54 in prime time than ESPN did, said Fischer. And A&E is saying that although Lifetime has a higher concentration of working women viewers in prime time (306 VPVH versus A&E's 246), A&E has a higher concentration of working women with more than \$40,000 in income (299 VPVH to Lifetime's 246), according to A&E's Schneier.

According to a USA sales executive, the report gives the advantage to larger networks such as USA, ESPN and the Turner networks because the frequent appearance of "hash marks" (which indicate numbers too low to report) in the smaller networks' data indicates an

NIELSEN'S FIRST QUARTER CNAD REPORT: PRIME TIME COMPARISON

(Viewers per 1,000 viewing households [VPVH])

	Women									Men					
	HH	working women	18 +	12-24	18-34	18-49	25-54	35-64	55 +	18 +	18-34	18-49	25-54	35-64	55 +
TBS	1,326	244	574	80	165	335	337	318	188	749	190	418	423	438	271
USA	1,226	261	667	88	157	338	344	360	270	643	173	343	345	350	242
ESPN	1,103	162	398	52	117	218	213	186	153	822	255	498	451	419	269
CNN	689	232	703	55	91	239	253	313	414	583	84	201	217	247	342
TNT	627	237	555	66	152	294	307	307	206	694	206	409	413	372	225
Nashville	477	222	805	33	69	215	273	399	514	622	82	241	289	363	306
Discovery	471	214	528	57	133	272	271	296	221	824	203	463	487	495	285
Nick at Nite	451	206	442	104	225	349	311	184	71	438	210	334	308	198	87
Lifetime	430	306	733	76	188	372	379	381	303	519	159	303	293	286	174
Family Channel	426	244	710	54	160	325	351	357	327	562	125	271	312	325	219
A&E	315	246	582	47	99	259	295	372	256	721	148	366	428	463	260
MTV	302	215	369	296	243	323	231	117	—	541	353	493	331	168	37
Headline News	153	251	561	76	147	318	308	306	195	669	210	453	434	369	182
BET	125	301	559	257	279	453	355	227	—	494	252	405	315	192	—
Weather Channel	90	253	557	—	—	340	320	290	182	651	230	372	306	330	248
VH-1	72	323	—	172	339	446	377	—	—	631	348	551	508	—	—
NBC	13,540	311	786	115	233	431	412	353	305	556	179	329	320	268	188
ABC	11,880	313	769	135	243	448	430	362	266	563	189	346	334	275	179
CBS	11,420	300	820	95	207	404	401	373	361	549	158	305	302	270	207

Cable network numbers are drawn from Nielsen Cable National Audience Demographic first quarter 1990 report, Monday-Sunday, 8-11 p.m. Broadcast network numbers are drawn from Nielsen National Audience Demographic first quarter 1990 report, Monday-Saturday, 8-11 p.m., and Sunday 7-11 p.m.

— Data too small to be calculated

overall "statistical unreliability" of the numbers that do appear. The executive said that although A&E has a higher concentration of upscale viewers, in sheer numbers, USA has a larger upscale audience.

But smaller networks will try to use the "raw" VPVH numbers to boost their image and tell a story "that just isn't there," according to Rick Sirvaitis, executive vice president, operations, Turner Broadcasting Sales.

The Nashville Network is one cable network that will not use CNAD to tell its story. The report has "no value or credibility," said TNN spokeswoman Cheryl Daly, and the network has no plans to purchase CNAD. The problem with the report is that it is "based on broadcast standards, not cable interests," said Daly, citing the report's main problems as insufficient demographic sampling data and geographic distribution information that applies to the broadcast, not cable, universe.

But many in the cable industry see the report as a weapon against broadcasters. Cable networks seem eager to chip away at vulnerable CBS, whose older, more downscale audience makes for easy prey. Discovery's Fischer said the network's strong upscale male demographics, buoyed by the strength of the CNAD report, help it go after broadcasters, since men are hard viewers to reach.

Cable networks say the report confirms they reach more upscale audiences than broadcasters, which average 33% of viewers with \$40,000-plus incomes. According to a source, upscale cable networks are those with more than 40% of viewers earning more than \$40,000, putting Headline News, ESPN, VH-1 and A&E in the lead. Surprisingly, according to the source, Discovery and Lifetime come in below 40% and below networks such as TNT and Nick at Nite. Although broadcasters might argue that the sheer numbers of their upscale viewers make cable upscale concentrations unimpressive, the source said that putting together a package aimed at four or five of the upscale networks is a strong alternative to the broadcasters and an alternative to which the CNAD report lends credibility.

Although many cable networks refer to the CNAD report as "another tool" to help shape media buys, the advertising community has yet to put the report to use. Betsy Frank, senior vice president, Saatchi & Saatchi, said the report appeared too late to have much effect right now, since the buying season is already under way. "It will be of more use during the course of the year," she said. —SDM

INCOME LEVELS FOR PRIME TIME VIEWING

(Numbers indicate percentage of viewing audience)

	Under \$30,000	30k-40k	40k-50k	50k-60k	60k +
TBS	57	15	11	6	11
USA	56	15	10	8	11
ESPN	41	16	13	11	19
CNN	45	15	13	8	19
TNT	43	16	13	11	17
Nashville	63	17	8	4	8
Discovery	43	18	13	11	15
Nick at Nite	41	19	15	8	17
Lifetime	52	14	13	7	14
Family Channel	64	14	9	5	8
A&E	32	19	13	9	27
MTV	42	19	13	11	15
Headline News	38	14	15	9	24
BET	54	14	13	8	11
Weather Channel	37	22	13	9	19
VH-1	34	17	18	12	19
NBC	53.7	14.6	11.3	7.8	12.6
ABC	46.9	15.6	13.0	8.5	15.8
CBS	52.7	15.2	11.3	7.8	13.0

TIMES MIRROR: RELUCTANT TIERER

Company says average of six services will be placed on new tier; changes are revenue neutral

Times Mirror has begun informing subscribers of a new tiering structure that will be implemented at the end of June. The structure calls for many, but not all, TM systems to separate roughly six channels into a "Preferred Dimension" tier for an average price of \$1.50. The change will be cost neutral to the subscriber.

The services typically include ESPN, TNT, Discovery, CNN, Lifetime, TNN, AMC and, in some cases, A&E, Headline News, USA, regional sports services and distant signals. The move is designed to separate some of the programming with higher cost escalation, but Chris Forgy, senior vice president, sales, marketing and programming for Times Mirror, left no doubt that the company is a reluctant tierer.

"We're not a proponent of tiering as a concept," he said, because of the practical and technological limitations that exist today. "Today's universal service model has been the engine driving cable's success," he said, "and we loathe to depart from it." Although he feels tiering is "antiprograming, antimarketing and anticonsumer," the company made its decision because price escalation at some networks has become a

legitimate issue and the separate tier gives consumers more of an option.

Forgy said the decision to add services, such as Lifetime and Discovery, to the tier resulted from a number of factors. In some cases, the more expensive services could not be placed on the tier because of previous contract commitments. Times Mirror wanted to have at least six services in the tier, so it would not be too narrow in focus, and it attempted to keep channel repositioning to a minimum. That meant some less expensive services became part of the Preferred Dimension tier in some systems.

To have notices ready and equipment ordered for the tiering change, the decision had to be made months ago. Since that time, maneuverings in Washington appear to indicate a broadcast or lifeline tier might become law, which would force further changes by some MSO's.

Forgy said, "It may well turn out that something else has to be done," if lifeline service becomes law. "We took our best shot," he said, and did "what we thought the required response was." Indeed, he said, institution of a broadcast tier would worsen the situation, Forgy said. The creation of broadcast tiers, he

said, "is going to be very disruptive." The channel lineup would be completely reshuffled to put all broadcasters in the VHF band, he said, forcing changes on reluctant subscribers. Then

there are the practical and technological support systems for multi-tiered environments that would have to be created. Many cable networks were placed on the VHF band to increase

viewer sampling, said Forgy, and to legitimize cable product versus broadcast programming. Removing it from that environment, he said, would be a step backward. —MS

CABLECASTINGS

ESPN SPORTS STATS

ESPN's debut of Major League Baseball has spent its first eight weeks up against TNT's NBA basketball, both regular season and the playoffs, making it difficult to gauge just how well the MLB package is performing. ESPN won't be able to make any judgments on its success until baseball has had a couple of months of NBA-free competition, according to program research coordinator Gary Morgenstern.

The two sports have come up head-to-head mostly on Tuesday and Friday nights, with ESPN baseball pulling an average 1.5 rating on Tuesday and a 1.7 on Friday. TNT's regular-season basketball, competing with ESPN games, got a 2.0 rating and the playoffs averaged a 3.6.

On Sunday nights, when ESPN has no direct sports competition, ratings averaged 2.9, and on Wednesday, when the game has limited competition from regional games, ESPN's games scored an average 2.5. According to Morgenstern, quarter-hour ratings for ESPN baseball after the NBA games went off the air averaged two-tenths of a point higher than the total rating for each game.

CABLE LOSES FLORIDA DEPRECIATION FIGHT

The Florida Public Service Commission has voted to allow Southern Bell an accelerated depreciation schedule of \$119 million per year, over the next three years, which is less than the telco had originally asked for (\$152 million per year), but significantly more than the PSC staff recommended (\$32 million per year).

Steve Wilkerson, president of the Florida Cable Television Association, which was active in fighting the telco's request, said FCTA will file a motion for

reconsideration. "The fact that the PSC chose not only to ignore the record in the docket but also its own staff experts makes the decision highly irregular," he said.

The new schedule was approved even though Southern Bell had backed off its original contention that it needed the accelerated depreciation to replace its copper plant with fiber. Its revised position was that it would lay fiber when it became cost effective.

CONSENSUS BUILDING

Marty Lafferty, who began last week as vice president, pay-per-view Olympics for NBC and Cablevision, has formed three advisory groups for event to "get the consensus views" of the cable community, he said. Lafferty has tapped Wilt Hildenbrand, vice president, engineering and subscriber operations, Cablevision, to head the operation's advisory team. Group members include equipment vendors Scientific Atlanta, Jerrod, Zenith and Pioneer; cable billing providers Cable Data and American Express Cable Services Group, and cable system reps from engineering, customer service and MIS. Marketing and promotion team will include agency and cable system representatives, and programing and scheduling group will include operators and PPV networks Viewer's Choice and Request.

IF IT AIN'T BROKE...

HBO plans to extend its image campaign into 1991, to the tune of at least the \$38 million it is spending on image advertising this year. The campaign will stick with the theme "Simply the Best," but the rest of the creative campaign has not been worked out, according to Dan Levinson, vice president, marketing.

HBO has two more flights of its 1990 image campaign scheduled,

each with a budget of about \$11 million. The next one, which runs for six weeks beginning July 9, will feature three to five commercials, and will promote HBO's upcoming movie schedule ("Batman," "Lethal Weapon II," "Indiana Jones and The Last Crusade" and "The Abyss"), boxing and an original movie, the details of which Levinson would not reveal. The last flight of the year will begin in mid or late October and run through late December.

HBO rolled out its image campaign nationally last September, although it started regional testing back in April 1989 in 25% of its markets, and achieved an 11% increase in installation rates and a 7% drop in disconnects. Levinson said if regional analysis of those markets had continued past September when the national campaign launched, the "numbers would have gone even higher."

CONSISTENT CONTENDER

Showtime's second go at a pay-per-view boxing match netted the same results as its April 28 bout featuring Thomas Hearns and Michael Olajide (BROADCASTING, May 14). The June 1 Evander Holyfield vs. Seamus McDonagh match, which had Holyfield, the number-one contender, beating McDonagh in a fourth-round technical knockout, garnered approximately the 0.7% buy rate (35,000 homes) that the Hearns-Olajide bout got.

According to Thomas Neville, vice president, research and strategic planning, Showtime Event Television, he was pleased with the results of the promotion, which "gave" buyers of the fight a month of Showtime. The event was especially successful, said Neville, given that the PPV promotion for the Hearns-Olajide fight meant a smaller universe of potential buyers for the Holyfield-McDonagh match.

SATELLITE

Home satellite figures question bullish Ku projections

Amid high-power DBS hardware, software doubts, focus remains on C-band market

At 10:30 a.m. on July 10, the second day of this year's Satellite Broadcasting and Communications Association Nashville trade show, panelists including Tom Rogers, president of NBC Cable and business development; Bob Caird, vice president of HBO Satellite Services; Larry Dunham, president of General Instrument's VideoCipher Division, and Taylor Howard, director of research for Chaparral Communications, will discuss a topic riddled with question marks: "The Future of C band? K band? C/K band?"

The association projects that the proposed medium and high-powered Ku-band direct broadcast satellite services could bring millions more subscribers to home satellite TV. If launched successfully, said SBCA President Chuck Hewitt, K Prime and Sky Cable "will probably double the potential" DBS market by 1996 or 1997, he said, estimating that 16 million-20 million homes will never be passed by cable, and, he added, "tack on another 10 million within wired areas."

But among several C-band market veterans interviewed by BROADCASTING, a more skeptical view ruled. All cable and broadcast TV networks, they noted, have already invested hundreds of millions of dollars in another generation of C-band interconnection (BROAD-

CASTING, July 17, 1989). Questions remain, they said, about the true viability of home dishes as small as those proposed by Sky Cable and K Prime, about notorious Ku rain fade and about the purported ease of pointing a consumer dish in crowded city or forested rural areas.

And of the potential market, said Roy Bliss, executive vice president of United Video, the 20 million number is "crazy. There are only seven million homes left after homes passed by cable, and that is about half saturated. Certainly, the cream has been skimmed."

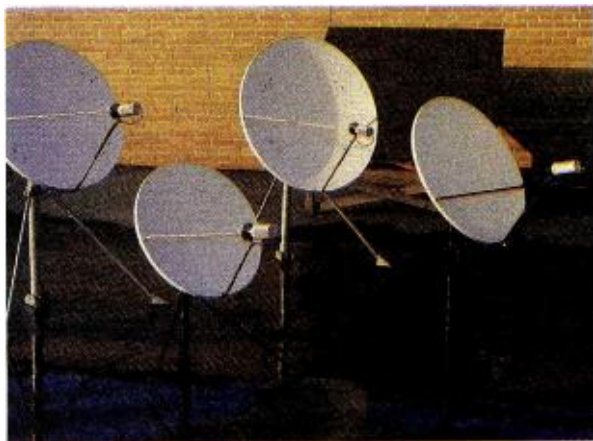
And they are skeptical about programming. In many areas, said Bliss, "there will be nothing on Sky Cable that would make people go to the lengths necessary—cutting down a tree or erecting a 12-foot pole—to see the bird." And if cable systems manage an average 100-channel capacity through video compression or other means, he said, "they would no longer be the gatekeepers and would let everybody on. Then you'd be hard pressed to compete with an alternative." So far, added Mike Schroeder, president of home satellite equipment and programming retailer Consumer Satellite Systems (CSS), only seven superstations and three pay-per-view channels have been specifically proposed (by K Prime) for Ku delivery. Indeed, current

debate over cable reregulation in Congress suggests that Ku DBS access to cable programming is anything but assured (BROADCASTING, June 11).

Nevertheless, Hewitt believes that although "C-band is here to stay," Ku promises to "broaden the market dramatically." Initial market expansion due to the introduction of Ku, he said, will come in the form of hybrid home systems that (through A-B or A-B-C switches now becoming standard in satellite receivers) will access a C and a Ku, or combination C/Ku satellite antenna, cable TV and, for some, also a rooftop broadcast TV antenna. "History says that no one medium—newspaper, radio, TV, cable—puts anyone out of business," Hewitt argued, adding, "It is just a smaller share of a larger market."

Calling Hewitt's "Rolls Royce" home TV system "a great concept," Buddy Davis, an SBCA Retail Council member and owner of Davis Antenna in suburban Maryland, said, however, "I question the reality of it. The devil's advocate question is: 'When does the consumer's well run dry?'"

Ku conversion for current C-band equipment owners, said Davis, may be difficult and expensive. "About 80% of receivers out there" lack the sophistication needed to access Ku signals, for which satellite "tracking precision is



Ku dishes, such as Prodelin's one-meter: smaller, cheaper



Hewitt with SBCA's 'Rolls Royce' C/Ku systems

much more important" than for C-band reception, he said. An additional Ku low-noise block converter can run \$275 and feed horn \$250. And the mesh antennas (popular for aesthetic reasons) built before 1987 are not Ku compatible. "You could say, 'Spend a couple hundred dollars and you're off to the [Ku] races,'" he said, "but 50% of the time, unforeseen factors intercede."

Saying he had built "primitive" satellite antennas as early as 1978 and has begun selling them retail in the early 1980's, Davis recalled installing Ku antennas for Holiday Inn's Hi-Net private TV system. Very soon, he said, they were replaced with larger C-band dishes. "What about rain? What about when it's cloudy? What about areas where it is not so optimal? The rain on Ku-band is devastating on small dishes," resulting in "better than half reduction of signal," he said.

For now, said Ralph Warren, president of Warren supply, which sells satellite systems in three Midwest states, interest in existing home satellite services "among rural consumers is high now. Ku DBS and wireless [cable TV] has raised the awareness of options."

CSS's Schroeder concurred, saying: "There is no such thing as bad publicity" in the form of a \$300 million invest-

ment in Ku DBS by General Electric's NBC, General Motors' Hughes Communications, Rupert Murdoch's News Corp., and Cablevision Systems in Sky Cable, to deliver up to 108 TV channels to consumers with 18-inch flat antennas by 1993-94 (BROADCASTING, Feb. 26)—or in the form of the \$100 million K Prime investment by nine of the nation's top cable operators (including Tele-Communications Inc., Time Warner, Cox Cable and American Television & Communications) to deliver 10 channels to three-foot dishes early next year (BROADCASTING, Feb. 12).

Yet Schroeder was more excited about the 17-channel C-band "satellite movie rental" service that Touchtone Video Network (TVN) plans to launch via AT&T's Telstar 303 bird this summer. In the foreseeable future, he said, the C-band TVN service will be competitive in price against K Prime's smaller dishes and also offer "far better programming."

Sharing Davis's "show me" attitude, Schroeder said the primary value of high-powered DBS, so far, is that "Sky Cable and K Prime provide a great opportunity for dealers to sell now based on heightened consumer awareness."

If Ku is to be, in Hewitt's words, "the icing on the cake," in the near

term, say the skeptics, the "cake"—the decade-old C-band home satellite market—is as healthy as it has been since HBO became the first scrambler of its signal in 1986.

The industry, all sources agreed, appears to have gained a foothold against signal theft. Following several years' pressure from cable programmers, General Instrument ceased manufacturing of its much pirated Videocipher II consumer descrambler last January, shipping the VC-II Plus unit in its place. Sources said Plus has yet to be broken, and even if—or, say some, when—pirates break it, multiple fail-safe avenue are built into the hardware. Programmers, such as HBO's Caird, are convinced that, if breakable, the VC-II Plus will prove uneconomical to alter for large-scale black market sales.

"If C-band didn't exist," said United Video's Bliss, "then I would want to be in on K Prime, but C-band is serving that early entry step" to true high-power DBS. "I think K Prime believes it really can make money. And Ku conceivably could make the leap from a business ancillary to cable to a competitor with cable. C-band has been, and should remain, ancillary." But into the foreseeable future, he said, "All will work together."

—PDL

SATELLITE FOOTPRINTS

NASA recovery gets green light. Meeting in Bridgetown, Barbados, the International Telecommunications Satellite Organization board of governors authorized Intelsat Director General Dean Burch to negotiate with NASA and Hughes Aircraft to recover the use of Hughes-built Intelsat VI (F-3), left in safe but inoperable low orbit since March 14, when a Martin Marietta Commercial Titan rocket failed to release the bird so it could motor itself into proper orbit (BROADCASTING, March 26). According to Intelsat, in February, 1992, NASA would use its shuttle to carry a new Hughes-built, 20,000-pound perigee motor into orbit where astronauts would attach it to the satellite. Designed to fly VI (F-3) to deployment at 325.5 west longitude over the Atlantic Ocean, the motor would contain a "safety device to inhibit firing until the shuttle crew are at a safe distance," said Intelsat, which estimated the bird would retain 10 years of useful life. Martin Marietta and Intelsat have set June 21, 7:18 a.m. ET as the beginning of the launch window for the 10,193-pound Intelsat VI (F-4).

Great(er) American options. Boston-based Great American Broadcasting Co.'s (GAB) Satellite Services Division acquired brokering privileges for three transponders on three satellites—Telstar 301 (transponder 11V), Spacenet II (transponder 18) and Spacenet III (transponder 17)—additional to GAB's other C- and Ku-band capacity aboard AT&T, GTE

Spacenet and Hughes Communications' Galaxy systems.

Answer please. K Prime Partners sounded starting gun last Monday, June 11, for uplink companies seeking to gain a new long-term Ku-band contract. K Prime was prepared to issue formal requests for proposals to 25-30 uplinking companies willing to handle origination of nine of 10 services it will fly on Satcom K-1. A master uplink at K Prime's new Bala Cynwyd, Pa., headquarters will handle one channel. "A reasonably short fuse" will ask for responses in 10 days, said K Prime Vice President and General Manager David Beddow.

Backyard sports. Home satellite TV subscribers and sports bars in five upper Midwest states gained access to 13 regional cable sports channels and one national sports service when Midwest Sports Channel (MSC) signed a multi-year agreement with Satellite Sports Network (SSN), Prime Sports Network's packager of sports programming for the backyard market. MSC's rights to "Twins baseball, North Stars hockey and [University of Minnesota] Gophers basketball are all hot commodities," said Glenn Gurgiolo, vice president and general manager of SSN. "And we're excited about the opportunity to deliver MSC along with our other regional sports networks." More than 120 commercial establishments have subscribed to the service in the last 90 days, he said.

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At Hughes Communications, we meet the needs of our satellite communications customers with quality resources, reliability, expertise and, most of all, commitment.

Over the last decade, we've solved complex communications problems for companies such as HBO, The Turner Broadcasting Network, ESPN and IBM. We've accomplished that by developing a full range of satellite-delivered cable, broadcast and business communications services.

Plans for the next decade include the launch of two new hybrid satellites. Galaxy IV and Galaxy

VII will be engineered to expand our support of private business networks and broadcast television distribution.

With the dual launch later this year of Galaxy VI and SBS 6, we will fulfill our commitment to provide in-orbit protection for our C-band customers. We will also inaugurate service to new markets like satellite newsgathering and business television. Most exciting of all, we're on the way to making true high-power DBS a reality in 1993.

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TECHNOLOGY

DS3: THE FIRST STEP IN DIGITAL COMPRESSION

Manufacturers working toward standardization of encoding algorithm; broadcasters are running eight-city fiber test

Digital compression and transmission of video signals, a technology that promises to soon revolutionize television, is actually already in heavy use by some broadcasters. Fiber optic communications at a now commonly used DS3 rate (45 megabits per second) "is not such a big deal anymore. Having a lot of fiber out there has been a help and it gets cheaper and cheaper" to install, said Jonathan Morton, system engineer for NEC Data & Video Systems' telecommunications division in Herndon, Va.

Within the next few years, video compression systems of up to 10-to-1, such as General Instrument's DigiCipher (BROADCASTING, June 4), could be com-

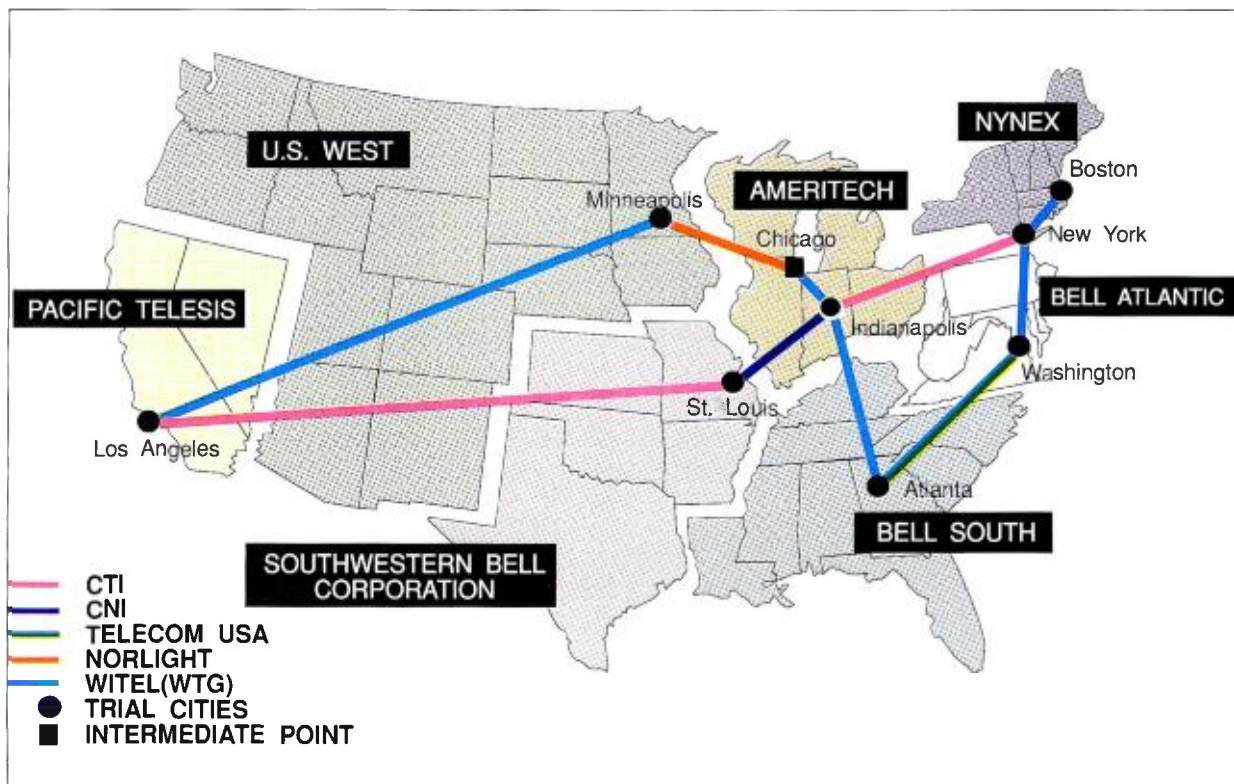
monplace for cable and direct satellite broadcast services. But for now, broadcasters have already begun to use DS3, a less sophisticated compression rate, for applications such as studio-to-transmitter links (STL), remote control of studio and transmission equipment and backhaul of sports shows. That list of applications may someday include distribution of programming to network affiliates, replacing satellites.

For a number of years several manufacturers have been seeking standardization of a single DS3 digital encoding algorithm through the American National Standards Institute's T1Y1 subgroup. Broadcasters have been participating in that process by cooperating in a test of

the feasibility of DS3 network distribution organized by Bell Communications Research (Bellcore), Livingston, N.J., a research consortium of the Bell operating companies.

DS3 is a standard data transmission rate developed for telephone communications that has become the most commonly used form of digital video transmission as well. A number of permanent DS3 fiber optic links have been established, the most famous being an ABC News link between its New York and Washington news bureaus, which has been in operation for about three years. Many ABC News programs use that link regularly.

The most important element in a DS3



HUGHES EXCELLENCE



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Coupling sound engineering with a team of dedicated professionals, we ensure the quality and

continuity of our customers' transmissions, 24 hours a day, 365 days a year.

We will provide even further protection for our Galaxy/Westar customers with the launch later this year of Galaxy VI, our in-orbit satellite spare. In fact, long after the turn of the century, we will continue to deliver the level of excellence in satellite communications services that our customers have come to expect of us.

Hughes Communications. Our commitment to excellence will continue to make ideas happen—well into the 21st century.

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**HUGHES
COMMUNICATIONS**

transmission system is the electronic codec (coder-decoder), a device that converts electronic analog signals into optical digital, transmits it at 45 megabits per second and decodes it back into an electronic signal at the receiving end. Each of the manufacturers of DS3 codecs has developed algorithms that compress NTSC signals by two-to-one for two-way communications.

Sony Broadcast Products Corp., Teaneck, N.J., has also been developing a compression system for DS3, which could theoretically be used over the Bellcore network. But its SVT-2000 codec, a prototype product introduced at the NAB convention, has been promoted mainly as an ENG and SNG device. The SVT-2000 algorithm is designed to cut down on the bulk of equipment needed for mobile news coverage (BROADCASTING, Feb. 12). When the system is reduced to chips, the codec will be about the dimension of a field half-inch VTR and the transmission and receiving dish will be a portable 1.2 meters. Sony envisions that within a few product generations after the SVT-2000, the broadcasting industry could enter an era of full ENG systems on backpacks thanks to the advances being made in digital compression.

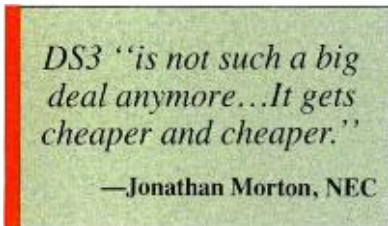
Sony has designed its two-way system for signal delivery over telephone lines as well as satellites. It has proposed using this capability for greater use of remote control applications. Intercity control of studio devices such as robotic camera systems and automated graphics, effects and character generators could mean a reduction in staff expenses for broadcasters.

Another codec, similar to Sony's prototype, has been available as a product from NEC Data and Video Systems for about a year. Orders for more than 100 codecs have been received and many are already in use in the field, including on the ABC News link, according to Morton. Although it is usable in applications, fiber optic video transmission has been the most common application so far.

The Grass Valley Group (GVG), Grass Valley, Calif., will also have a DS3 codec ready for delivery by Jan. 1, 1991. "It is robust enough so that it will work on essentially any medium," said Indraneel Paul, GVG general manager, telecommunications systems. "As a matter of fact, we have an arrangement with Motorola Microwave already for them to package our codec with their microwave system." Many sales have already been made based on demonstrations of the codec's prototype to customers, he said.

A fourth major DS3 codec manufacturer is Telettra, the telecommunications division of the Fiat Group in Italy. It is a multinational electronics company which has installed systems in more than 70 countries and last year earned about \$1.2 billion in net sales. Along with its DS3 work, it has also built codecs for the European market for delivery at 34 megabits per second.

Bellcore is now operating a test DS3 fiber optic network in cooperation with broadcasters and a number of independent common carriers and equipment manufacturers. The network reaches coast-to-coast (see map, page 58) and



DS3 "is not such a big deal anymore... It gets cheaper and cheaper."

—Jonathan Morton, NEC

runs through eight cities. More than 40 companies have participated in building and operating the network, including all the major U.S. TV broadcast networks, the seven regional Bell operating companies and five different common carriers.

Operation of the network began last November with tests by ABC of the picture quality and switching flexibility possible with the Telettra algorithm. Currently, CBS is performing similar tests and later Fox, NBC and the Public Broadcasting Service will have three months to test the system.

Even though the Bellcore network has built with Telettra codecs, broadcasters are free to test other compression algorithms on their own during their test periods. Bellcore had asked for all codec manufacturers to donate devices with their own algorithms to the project, but only Telettra responded, according to GVG's Paul (who until late last year was an employee of Bellcore). "We have serious concerns about the long-term gain of [the Bellcore] experiment.... It's a good experiment, but what's next?" Paul asked. He said that the Bellcore project is a good experiment but that the application of digital signals in a fiber optic network is not likely to be done in the near future. GVG is directing its digital compression development in other directions, he said.

Nevertheless, the results of the first leg of the trials by ABC, according to the coordinator of the eight-city network, Bellcore's Robert Blackburn, were satisfactory as far as subjective evaluation of

the video picture. But there were some bugs in the software controlling the network switching. "Telettra went back to the drawing board and made a modification [in the software]. It's a minor change, but it makes a significant result," Blackburn said. Bellcore hopes to make an upgrade in the eight-city network with the software improvement by the end of this month or early July, while CBS still has control of the system.

After the upgrade, Blackburn expects that there will be little or no further change in the Telettra algorithm through the rest of the tests. Overall, he said, the network control is user-friendly. That was the point Bellcore meant to demonstrate at the National Association of Broadcasters convention in Atlanta in April, where visitors to the Bellcore booth (which was located in the Atlanta Inforum adjacent to the special HDTV exhibition held there) were given the opportunity to control program selection on the network, nationwide.

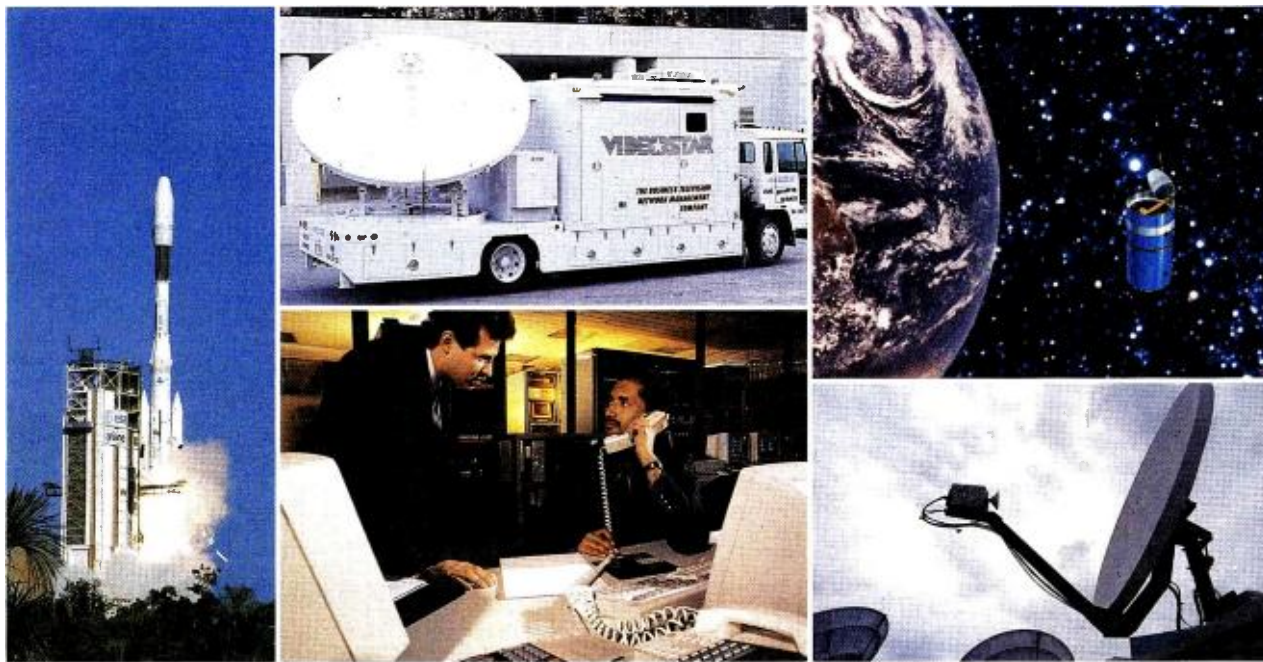
Virtually all of the networks, however, have committed their program distribution to affiliates to satellite delivery through the end of the 1990's. But other possible applications for digital fiber distribution exist. Many worry that the available spectrum for microwave radio and TV STL's could reach a critical shortage in coming years or that STL's could begin to interfere with each other. Fiber optics could provide a high-quality form of relief. The quality of a DS3 encoded backhaul signal from sports arenas could also be incentive enough to explore that application, which has generally been performed by satellite.

The technology in the Bellcore eight-city trial network "is certainly capable of being used for those purposes," Blackburn said. "What we see is that this may help to reduce the number of satellites that [broadcasters] need to handle their future needs and maybe will give them additional capabilities that they never thought about before—more ways to collect programming and maybe more diverse programming because of that."

Compression schemes are also being developed to deliver HDTV, but the DS3 rate will not be used for that application in the future. But for now, Bellcore has tentative plans to test HDTV transmission on its current test network using two DS3 channels. Telettra has already demonstrated HDTV transmission in Europe using two 34 megabit-per-second channels. "For the U.S., it would be the same coding algorithm but it would be run at two 45's. It will be a better picture using the 45's," Blackburn said.

—RMS

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EARLY TESTS SHOW PREFERENCE FOR 240M HDTV

TV experts hold subjective evaluations of two systems proposed for world standardization; final results scheduled for July

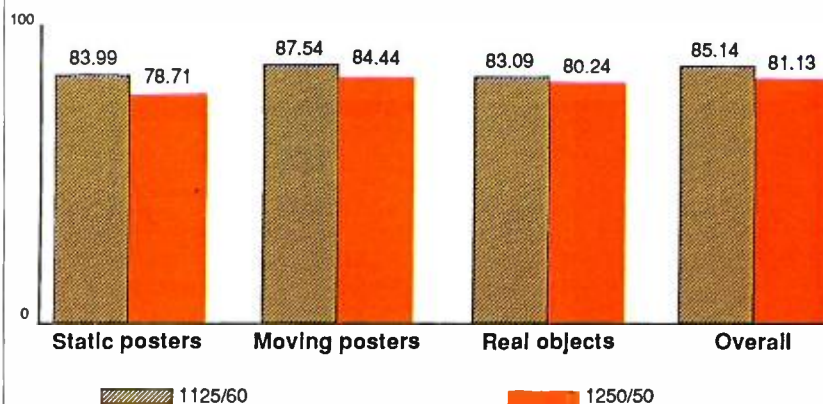
The preliminary findings of side-by-side subjective tests of the two high-definition television production systems proposed for world standardization—the SMPTE 240M (1.125/60) and Eureka (1.250/50) systems—show a slight edge for 240M. The “Moscow Group,” an ad-hoc organization of the world’s leading TV experts, organized the subjective tests, which were held in April and May in Moscow. The leading organizer was Henrikas Yushkiavitchus, vice chairman of the Soviet Union’s Gosteleradio.

“The interpretation that I’ve put on it is that they are pretty close in all areas, but in each case 1.125 beat 1.250 and that says to me that, as of today, 1.125 is better,” said Jim McKinney, chairman of the Advanced Television Systems Committee, who returned with a copy of the preliminary results from Dusseldorf, West Germany, where they were released during the recent plenary session of the International Radio Consultative Committee (CCIR) (BROADCASTING, June 4).

Flicker, a video artifact caused by the Eureka system’s 50-hertz field rate, was generally believed to be the reason the 1.250-line system tested lower, even though it has slightly better resolution. “The Europeans will tell you: ‘We’ll fix the flicker. We’ll put in a field doubling system and go to 100 fields [per second] to fix it,’” McKinney said. “That’s true. You won’t be able to see [flicker] if they double the number of times they flash the picture on the screen. But what that does is raise the cost of the television set.”

A bar graph detailing the results of the side-by-side subjective evaluations of the two systems (see chart) was done on a CCIR-developed quality scale with 100 being the best possible picture. Subjects were asked to view the same scenes over both 240M and Eureka equipment. The scenes were still pictures, motion video and objects shown in real time over video cameras. In each of the categories, 240’s average rating was slightly higher. The deviation of responses to 240M was also narrower than Eureka’s, indicating a narrower statistical margin of error.

The Moscow Group first convened two years ago in the Soviet Union at Yushkiavitchus’s invitation to organize



the subjective tests (BROADCASTING, Sept. 12, 1988). Due to delays in the availability of the Eureka equipment, however, the tests were not held until last April 30-May 17. Tests on 1.125/60 equipment from Sony and 1.250/50

equipment from Broadcast Television Systems were performed at the All-Union Research Institute for Television and Radio Broadcasting, Moscow.

The final report on the tests is expected to be released in July. —RMS

DIGICIPHER SYSTEM TO BE CONSIDERED ON JUNE 22

A meeting has been scheduled for June 22 to determine whether the DigiCipher high-definition transmission system proposed by General Instrument (BROADCASTING, June 4) will be certified for testing by the Advanced Television Test Center (ATTC). The June 22 meeting will be held by the FCC advisory committee on advanced television service’s working party on systems analysis. It will start at 10 a.m. at the National Association of Broadcasters headquarters in Washington.

DigiCipher’s late entry into the HDTV system test process has resulted in a delay in the issuance of an ATTC test schedule. The advisory committee had originally hoped to set a new schedule within 10 days after June 1, which was the deadline for certification of each proponent’s system and payment of test fees. General Instrument paid the fees for DigiCipher’s testing on June 1, but the system had not yet been examined for pre-certification. Because of the advisory committee’s decision to con-

sider DigiCipher for testing, the schedule is now not expected to be released until July.

The setting of a new schedule is also being delayed because development of a format converter for production of HDTV input signals is behind schedule. The format converter, which was designed by the ATTC, is meant to record the same moving video pictures in the parameters needed for each of the proposed transmission systems. Tektronix, the company that was contracted to build the device, told ATTC that the format converter’s “implementation was a bigger task than they had expected,” said Peter Fannon, ATTC’s executive director.

The format converter’s completion, now estimated for August rather than the originally planned early July, is considered crucial to the work of the ATTC. If it is ready by August, the test center should be able to hold to its planned test material production schedule and start-up of system testing by the end of the year. Fannon said. —RMS

JOURNALISM

NORVILLE, SNYDER TALK SHOP AT JOURNALISM SEMINAR

She offers refresher course on journalistic ethics in light of her experiences with press last fall; his predictions for 1990's include start of all-news and information TV station and appointment of female network news president

Deborah Norville chided the media for the coverage she received when she succeeded Jane Pauley as co-anchor of NBC's *Today* show. "I've never had a root canal, but I think I would have preferred one without anesthesia to what I went through last fall," she said in a speech at the BROADCASTING-Taishoff Seminar in Chicago.

Quotes were attributed to her by reporters to whom she never spoke, Norville said. "The tabloids—that you don't buy, but that everybody reads in the supermarket line—proved to be source material for Pulitzer Prize-winning newspapers," she said, adding that unnamed sources had "a field day."

(Set in the studios of WMAQ-TV Chicago in the NBC Tower, the seminar [sponsored by the Sigma Delta Chi Foundation in honor of Sol Taishoff, co-founder of BROADCASTING] also offered a local perspective of broadcast news from Chicago-area broadcasters as well as predictions of what's ahead for the business from Post-Newsweek's Jim Snyder.)

Norville said the experience, among other things, made her take stock of her profession—"what it means to be a journalist, and what it *doesn't* mean to be a journalist." Her "fear," she said, is that too many journalists look at the First Amendment as "a carte blanche to do what they want to do with impunity, and try to hide behind the First Amendment" instead of behaving "responsibly and appropriately" for a reporter.

With news division budget constraints, more attention to ratings, stiffer competition for fragmented audiences, and "the rush to get the story on that which hasn't been done before—because there are so many of us out there trying to do the same story—maybe we're not using the standards of judgment that we ought to be using. I think we're abdicating a little bit of the responsibility that goes along with reporting," she said.

The "only thing we have to market in this profession," Norville said, "is our reputation and integrity. Once you lose that, you can never get it back."

The journalism business has "changed a lot" since she entered it 12 years ago, she said. Five years ago one wouldn't see, for example, "journalists

the U.S. will continue to grow with the increasing "information needs" of the American people, improved technology and expanding competition among news providers, including cable systems and independent stations that "will be doing more and different news." With all the news available, Snyder said, "viewer loy-



NBC's Deborah Norville and Carolyn Carlson, president of the Society of Professional Journalists and news writer for the Associated Press, Atlanta

fronting magazine programs that included dramatizations," said Norville.

And while she said it is necessary to change with the times, that doesn't mean journalists "have to sacrifice the ethics of what we do." Additionally, she told the group of broadcast professionals attending the seminar, "Of all the questions we ask as journalists, 'how' is perhaps the most important.... How do I tell this story in a credible and responsible way?.... You can do a news story without resorting to trash," she said.

□

According to Post-Newsweek's vice president of news, Jim Snyder, TV news in

ality will be harder to build." Most affected? ABC, CBS and NBC, although he added that he was not predicting the death of big three network news. "In a country of 250 million people, there is a need for a diversity of news coverage," he said. Three network nightly news programs are needed "if they will give us a variety of views on major issues, will do tough reporting on those issues and the major figures in our government and society."

As for local TV news, Snyder said the outlook was good: it is "especially well positioned to survive and prosper but there is much information available to us that cannot be ignored." Audiences are no longer willing "to be locked into

viewing at 6 and 11.... They want information when they have time to receive it," he said.

Among his other predictions for the decade ahead: The Fox network will establish a national prime time newscast that will be successful "because they will try new and different things," using "the same, irreverent approach" they have used in their entertainment programs. "Sometime in the next five years," some major market TV station will establish itself as an all news and information station that will also be successful, Snyder said (although he said later that Post-Newsweek does not have any plans to do so). And, "despite all the talk of salaries leveling off in the next few years, that will not hold true for effective anchor persons," he said, adding that although "the prices are somewhat lower," the same holds true for news directors and producers "who have the creativity to keep a news operation number one."

Snyder commented that NBC brought "a lot of beautiful anchor women" to its affiliate meeting in Washington, "but no women news managers." The three major broadcast networks "still trail behind local stations in promoting women to top management jobs," he said.

However, after finishing his seminar remarks, Snyder returned to the podium to add a final prediction: "Sometime in the next 10 years a woman will be named president of a network news division."

□

Chicago reporters Pat Cassidy, WMAQ-AM; Chuck Goudie, WLS-TV; Sharon Wright and Renee Ferguson, both with WMAQ-TV, gave their impressions of covering "the Chicago beat," its focus on local politics, and some of the effects of paying strict attention to the bottom line.

Goudie explored what he called the "myths of Chicago TV," including the belief that a job in a large market comes with a big support staff or that there is someone to "check and balance" on-air stories, keeping them "factual and legal." With staff cuts, he said, "sometimes things get on the air that shouldn't."

Ferguson said that her generation of journalists "went into serious shock" when it had to consider the bottom line and not simply what was in the public interest. Gone are the days when a reporter did "whatever you [had] to do to get the story," she said, recalling a time when she chartered her own plane.

A panel of Chicago anchors—Ron Magers of WMAQ-TV; Lester Holt,



Jim Snyder

WBBM-TV; Joel Daly, WLS-TV, and Kris Kridell, WBBM-AM—discussed skills needed to be a successful anchor. Among them: good interviewing and reporting skills, especially with more frequent live reports and interviews, and knowing a market well.

Asked how they keep themselves "fresh" for the job, Magers said he "looks forward to the parts most interesting to me," including live shots. And even though it sometimes seems as if they are seeing the same things again and again, still, he added, "the rut is pretty interesting."

Holt said that making lists of stories he wants to do and "finding my own niche" keeps things "interesting."

Said Daly: "You can go through an entire newscast and not know what you've read." But getting involved in outside activities—in addition to being an anchor he has a law degree—helps establish "control over your life."

Following Deborah Norville's lun-

cheon remarks, Producers Larry Yellen and Bob Veasey of WLS-TV Chicago, and Vickie Burns of WMAQ-TV Chicago, talked about being, as Burns described it, "the keeper of time" for news shows, and the pressures of maintaining a competitive edge.

Most of the Taishoff seminar speakers agreed that the future of the TV news business looks unpredictable these days, with so many changes occurring in all aspects of it. But during a session on where news is heading, moderated by Paul Davis, immediate past president of SPJ and news director of WGN-TV Chicago, the panelists agreed on the continuing strength of local news and the continuing necessity of being, as Davis said, "a compelling story teller."

Said Ed Planer, former NBC vice president news-Europe, there is "an entirely new landscape affecting TV news." Local news has expanded in time and content. No longer does it simply include covering city hall or following a "police blotter story." He urged stations to "get out more" in their communities, to cover suburban areas. "Make news more relevant and interesting" to the viewer, he said.

Bob Morse, WMAQ-TV Chicago, agreed that although TV "was a cash cow" for many years, now "you have to fight for audience and advertising." Consequently, "budgets are really down to nickels, dimes and dollars, so you have to be much smarter managers." He said that although advertising revenue for broadcast TV is not increasing at double digit rates, company owners will still see "a very comfortable return."

—SID



Chicago journalists Pat Cassidy, Chuck Goudie, Sharon Wright, Renee Ferguson

BUSINESS

UPFRONT SALES FOR SYNDICATED PROGRAMING OFF TO ROBUST START

Advertising in first-run syndication may top \$1 billion; traditional guarantee system retains appeal to advertisers

Based on upfront sales so far, for more than half of available inventory, first-run syndicators expect a record upfront of \$1 billion to be completed by July 4. Generally, it appears there has been improved pricing, perhaps helped by the current ratings controversy among advertisers and the three broadcast television networks. And, as network upfront negotiations become more muddled, media buyers may turn to first-run syndication and its traditional ratings guarantees.

The upfront market for syndication is expected to end within the next few weeks, leaving an estimated \$250 million of inventory to be sold in the scatter market. "It's time for everybody to finish their business," said Marc Hirsch, president of Premiere Advertiser Sales, the co-venture of Paramount Communications and MCA. Hirsch, who said he would prefer to completely sell out the inventory in upfront, is not the only one telling advertisers it's time to wrap it up. Most sellers of first-run syndication programming interviewed by BROADCASTING said they have sold at least 50% of their inventory and hope to sell 80% of their inventory by July 4. That, according to Duncan, is the norm in barter ad sales.

Harvey Gamm, vice president, advertiser sales, Television Program Enterprises (TPE), told BROADCASTING that over 90% of TPE's inventory has been sold. TPE inventory includes *Entertainment Tonight*, *Lifestyles of the Rich and Famous* and *Star Search*.

Another 30% to 40% of the first-run syndication marketplace is represented by King World Productions subsidiary Camelot Entertainment Sales Inc. Besides selling King World properties, Camelot also represents Buena Vista Television, Jim Henson Associates and Western International Syndication. Camelot President Steve Hirsch said Camelot will sell about 85% of its inventory in upfront. Hirsch said he was pleasantly surprised by advertisers returning to syndication at a higher level of spending.

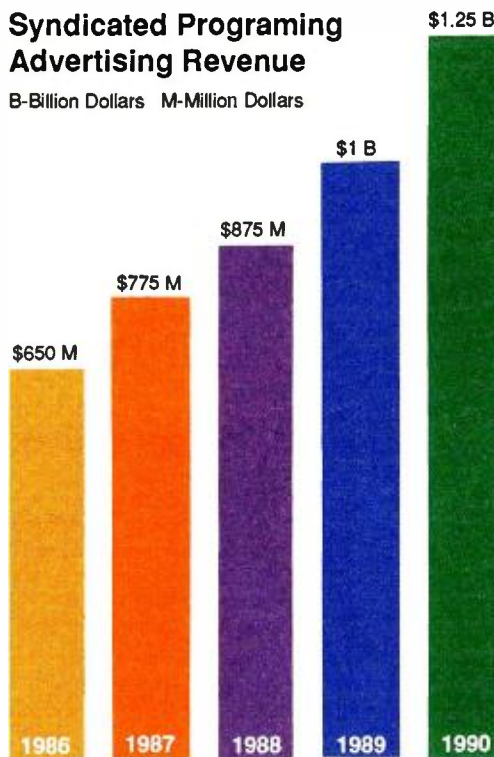
Advertising revenue for syndicated programming has almost doubled in the last five years. In 1986, ASTA reported \$650 million in ad revenue for syndicators. First-run syndication, according to Premiere's Hirsch, has "made great inroads" convincing advertisers of the value of syndication. First-run syndication, said Hirsch, is, with its better product, "convincing people that it is network quality." Hirsch is referring to syndicated success stories such as *The Arsenio Hall Show* and *Star Trek: The Next Generation*. It has been estimated those two shows will see as much as a

30% to 40% increase in CPM's. "Obviously," Hirsch went on, "there is a second tier of syndication that is not that good, but we have made great strides in closing the gap between the two tiers."

The two tiers concern media buyers who sell syndication. "There are rumblings," said Marc Goldstein, senior vice president, Lintas, "that some advertisers are disappointed with syndication and may pull back." However, the Lintas executive said, that possibility is countered by concern over what the networks might do with guarantees. A dark cloud over the success of syndication,

Syndicated Programing Advertising Revenue

B-Billion Dollars M-Million Dollars



Graph source: Advertiser Syndicated Television Association
Spot source: Industry estimate



\$35,000



\$135,000



\$40,000

30 Second Spots on 'Arsenio Hall', 'Star Trek' and 'Oprah Winfrey'.

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according to Goldstein, may be the growth of Fox. "As Fox gets more inventory, it is going to potentially draw money from some other options—syndication being one of them. It could happen this year," Goldstein said.

Whether the syndication marketplace will be helped by the delay of network upfront remains to be seen. There are those who feel that buying syndication now can only help advertisers who do not want to play by network rules. Explained Bob Cesa, vice president, advertiser sales, Twentieth Century Corp. (syndicators of *A Current Affair*): "Any advertisers that can buy both syndication and network have to be foolish if they don't put additional money in syndication. It helps their CPM's and gives the advertiser a bargaining chip. The only way the networks listen is when there is less money on the table." As to whether syndication is seeing a boost because of the network-Nielsen-advertiser debate, Cesa said the agencies have "given us all [syndicators] a big signal just by moving early and moving fast."

And the network controversy may help syndication both during the network upfront and during the scatter market. Many sales executives anticipate a "second wave" of syndication buying should the networks decide to change their guarantee policies. (ABC and NBC have announced new policies.)

First-run syndicators largely are offering the standard guarantee package even though they, too, have been hurt by Nielsen numbers, especially with children's programming where there has always been concern about using a people-meter with children. First-run syndication, according to Tim Duncan, executive director of the Advertiser Syndicated Television Association (ASTA), has a 30 share of the total national audience an advertiser can buy (not including cable).

Not all syndicators are sticking to the old system. The World Wrestling Federation (WWF), according to John Howard, WWF general sales manager, is cutting back on guarantees. WWF is different from most syndicators because all its shows are similar and appeal to one or two demographics. WWF sells its shows in packages to advertisers. Howard said Nielsen has shown a 25% drop in adults 18-34. However, he added, not a single major advertiser has failed to renew and WWF has added new advertisers such as L.A. Gear and Wendy's.

Unlike the networks, not everyone relies on a strong scatter market. Said Premiere's Hirsch: "As long as we get the rates we want, we're not going to hold anything back for scatter." For Hirsch, that means about \$400 million in total ad revenue. He estimates that 67% of Premiere's shows are sold out. Besides *Artenio* and *Star Trek*, Premiere's inventory includes four shows from MCA—*Harry and the Hendersons*, *Adam-12*, *Dragnet* and *Inside Report* and Paramount's *The Party Machine with Nia Peeples*. Programs sold by Premiere represent, according to Hirsch, 35% to 40% of the adult barter market. Premiere, Hirsch said, has sold its inventory in packages ranging in price between \$10 million and \$30 million.

Packaged goods manufacturers are the biggest advertisers in first-run syndication. According to data provided to the Television Bureau of Advertising by Nielsen's Broadcast Advertisers Reports, Philip Morris Companies Inc. was the top national syndicated advertiser in 1989 with \$107 million. Procter & Gamble was second with \$87.9 million. Rounding out the top five were Kellogg Co. (\$50.7 million); Unilever N.V. (\$39 million), and Bristol-Myers Squibb Co. (\$34.4 million). All of the top five increased their syndicated ad spending over 1988 by about 36%. —JF

NIelsen EXPANDING MINORITY MEASURING

Nielsen Media Research announced last week that it is enhancing the methods it uses to collect and report data on television viewing by minority audiences. Starting in 1991, Nielsen will expand its monthly National Audience Demographic Report to include black households and about 20 black demographic categories. Nielsen will also add marketing information, including penetration estimates to determine what percent of a local market is black or Hispanic. Upon client support, Nielsen will also introduce a Na-

tional black "Pocketpiece," similar to the ones produced for the broadcast-cable networks and the syndicators. The Pocketpiece would provide ratings, share, household and demographic information based on television viewing among blacks.

In addition, Tribune Entertainment and Burrell Uniworld are among the organizations preparing to launch an educational campaign to help increase the cooperation rate of Afro-Americans and other ethnic groups towards sampling research.

COEN PARES 1990 BROADCAST REVENUE FORECAST

Advertising executive cites economic problems in semi-annual predictions, which include strong growth for cable and syndication advertising revenues

Robert Coen, senior vice president, director of forecasting, McCann-Erickson, last week moderated his initial 1990 forecast, made last December, for national broadcast advertising revenue from almost \$22.6 billion to \$22.4 billion, up 5.9% from 1989. At a semi-annual presentation of the ad agency's "Insider's Report," Coen also lowered his prediction of 6.6% growth in local broadcast revenue this year to 6.0%. The agency executive stuck by his predictions of strong growth for cable and syndication advertising revenues—the latter includes Fox.

The weakest link in advertiser spending on television will be local ad revenues which are being stung by what Coen calls the "desperate retail market in much of the U.S. Local television increases for 1990 are projected at 6.0%. Comparison of first quarter 1990 versus first quarter 1989 shows automobile dealers, department stores, discount stores and the banks/savings & loan institutions cutting back substantially on local advertising. Retail categories that have increased spending include medical services and the health-salon category. However, Coen pointed out, those gains are "relatively small in dollar spending and far outweighed by the retail situation." For first quarter 1990, Coen showed local television revenue up only 3% over first quarter 1989.

The picture in spot television advertising revenue is not much better. Coen said spot growth in 1989 was poor as many national spot budgets declined. There has not been much improvement this year. Coen said that in the opening months of 1990, spot showed "signs of recovery but in recent months the trends have been mixed." Coen predicted that until the economy improves, spot revenue growth would continue to lag behind the Gross National Product growth rate. Spot revenue for the first four months of 1990 increased by 3%, the same rate of increase for 1989.

On the network side, Coen's report said network television revenue increases "could be one of the largest for a non-Olympic year since 1983" depending upon the strength of the new upfront and the final size of make



"The increase [for the networks] for 1990 could be one of the largest for a non-Olympic year since 1983."

—Robert Coen,
McCann-Erickson

goods. He looks for a 5.5% gain in national advertising for network television in 1990. For first quarter 1990, Coen said the networks posted their best gains in five years. However, he

added, there are several reasons not to expect the increases to last, including more inventory used for make goods, pressure for lower prices and more advertisers exercising cancellation options.

Cable network ad revenues for the first four months of 1990 were up 17%, compared to 11% for the three networks. For 1990 overall, Coen looks for national cable advertising to be up 15% and to end at just under 1.4 billion. Cable network ad revenue for 1989 was up 27%, a pace Coen said was not sustainable.

Coen described the syndicated television business as booming and is looking for a 20% increase in national advertising revenue. Without Fox, he said, the growth would be cut in half. Syndication, Coen added, has also been helped by an increase in the national commercial load in many of its properties.

Total U.S. advertising expenditures for 1990, Coen said, are now projected at \$130.4 billion, a 5.3% increase over 1989, but down .9% from last December's prediction. Worldwide advertising expenditures are expected to reach \$264.2 billion, a 5.1% gain. For 1991, the McCann-Erickson senior vice president projects that U.S. and overseas expenditures will be up 7.5%. Spending abroad, he said, is generally keeping ahead of inflation. —JF

Fifth Estate Earnings Reports

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
dick clark productions	Third	\$8,357	-3.9%	\$460	6.73%	\$0.6
MGM/UA	Second	\$176,881	-27%	(\$9,840)	NM	(\$1.9)
Republic Pictures	First	\$12,560	17%	\$288	40%	\$0.7
Prism Entertainment	Year	\$14,630	0.67%	\$510	6.7%	\$2.3
Viacom	First	\$393,189	15.2%	(\$17,088)	NM	(\$3.2)

dick clark productions revenues for the nine months ended March 31, 1990, were \$22,536,000 or 11% ahead of \$20,218,000 for same period last year. Company attributed gain in nine-month revenue to *TV's Bloopers and Practical Jokes*. ■ **Republic Pictures Corp.** television revenues were \$5,824,000 including international license fees for *Beauty and the Beast*. Company also noted that based on "preliminary review of Republic's most prominent library titles, the company does not anticipate any material adverse impact as a result of the recent U.S. Supreme Court copyright ruling regarding the MCA film, "Rear Window." ■ **Viacom** announced that its banks have increased line of credit by \$200 million to \$1.7 billion. MTV Networks subscribers increased 4% during the first quarter. Showtime Networks Inc. reported loss from operations of \$2.4 million, compared to a \$10.3 million for the first quarter of last year.

CHANGING HANDS

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

WCFT-TV Tuscaloosa, Ala.; KYEL-TV Yuma, Ariz.; WTOM-TV Cheboygan and WPNB-TV Traverse City, both Michigan, and WDAM-TV Laurel-Hattiesburg, Miss. □ Sold by Beacon Broadcasters Ltd. to ABS Communications Corp. for \$55.2 million. Price includes \$400,000 cash at closing, with balance due in as yet unspecified subordinated promissory note. Stations were acquired by Beam Communications Corp. in March 1987 for \$25 million. **Seller** is headed by Robert L. Gilbertson and Duncan Fraser, and has no other broadcasts interests. **Buyer** is headed by Marvin Reuben, Richard Eubanks, Clyde Haehnle, Donald Klekamp and Mamdouh Abdallah. Abdallah has interest in Equity Investment International Corp. (EIIIC), which has 5.05% voting stock in Beacon Broadcasters Ltd. WCFT-TV is CBS affiliate on ch. 33 with 1,225 kw visual, 203 kw aural and antenna 540 feet above average terrain. KYEL-TV is NBC affiliate on ch. 13 with 316 kw

PROPOSED STATION TRADES

Station deals last week: 27

Dollar value: \$77,463,001

1990 station deals: 408

1990 value: \$1,171,963,710

visual, 31.6 kw aural and antenna 1,700 feet. WTOM-TV is NBC affiliate on ch. 4 with 100 kw visual, 20 kw aural and antenna 620 feet. WPNB-TV is NBC affiliate on ch. 7 with 316 kw visual, 63.2 kw aural and antenna 1,348 feet. WDAM-TV is NBC affiliate on ch. 7 with 316 kw visual, 47 kw aural and antenna 510 feet.

WKCH(TV) Knoxville, Tenn. □ Sold by C. Kenneth Still, trustee, to FCVS Communications for \$10 million. Price includes \$250,000 deposit, \$9.05 million cash at closing, and assumption of finan-

cial liabilities equaling \$700,000. Station was acquired in Aug., 1987 for \$1.25 million. **Seller** is trustee to bankrupt group owner Media Central, which is headed by Morton J. Kent, and his sons David J. and Donald B. Kent. Media Central has interest in WDBD-TV Jackson, Miss., and KHAI-TV Honolulu. Its trustee recently sold KBSI(TV) Cape Girardeau and KZKC(TV) Kansas City, both Missouri, and WZDX(TV) Huntsville, Ala. **Buyer** is headed by Walter K. Flynn, Murray Michaels, E. Craig Coats Jr., Ronald M. Stuart and William J. Voute, and is licensee of WACH-TV Columbia, S.C. WKCH(TV) is Fox affiliate on ch. 43 with 55 kw visual, 5.5 kw aural and antenna 1,150 feet above average terrain.

WBVR-FM Russellville, Ky. □ Sold by Target Communications of Kentucky Inc. to The Tremont Group Ltd. for \$6 million. Earlier deal for station to Key-market Communications for \$5.25 million ("Changing Hands," June 12, 1989) was not consummated. Station was acquired in March 1984. **Seller** is headed by Don Alt, who also owns WRUS(AM) Russellville, Ky. **Buyer** is headed by Joseph C. Amato, Winifred J. Amato, Douglas Q. Amato, Lawrence V. Amato, Winifred L. Amato, Elizabeth M. Eisenstein and Lorna J. Amato. Joseph C. Amato, as court-appointed receiver, is licensee of KHGI-TV Kearney, KSNB-TV Superior and KWNB(TV) Hayes Center, all Nebraska. WBVR-FM has country & western format on 101.1 mhz with 100 kw and antenna 1,047 feet above average terrain.

WFYF-TV Watertown, N.Y. □ Sold by Moreland Broadcast Associates to Watertown Television Corp. for \$4.4 million. Construction permit for station was bought in January 1986 from Inter-county Communications Corp. for \$100,000. **Seller** is headed by George W. Kimbal and Craig L. Fox, who have interest in WNYR(AM) Syracuse, N.Y.; WNYS(AM) Canton, Pa.; WTJA(TV) Jamestown, N.Y.; WNHA(AM) Concord, N.H., and WOLF-TV Scranton and WWLF-TV Hazelton, both Pennsylvania. **Buyer** is headed by Harold E. Protter, Steven J. Pruett and Sheldon Markoff. Protter is vice president of Pappas Telecasting of Midlands, licensee of KPTM-TV Omaha. Pruett is vice president of MMC Television Corp., licensee of KASN-TV Pine Bluff, Ark., and director of Channel 47

Susquehanna Pfaltzgraff Co.

has completed the sale of the assets of radio stations

WQBA AM/FM

Miami

to

SRN

*The undersigned initiated this transaction on behalf
of the seller and assisted in the negotiations*

**THE
TED HEPBURN
COMPANY**

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

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



RADIO SALE

Opus Media closes on its \$10.8 million purchase of WSOK(AM)-WAEV(FM) Savannah, Ga.; WKXI(AM)-WTYX(FM) Jackson, Miss., and KNAN-FM Monroe, La., from Love Broadcasting. Opus media is headed by Thomas C. Birch and Raymond M. Quinn. Birch is the founder of Birch Scarborough. This is the first acquisi-

tion for Opus. Love Broadcasting is headed by James S. Love III, John Hash and Bob O'Brien, and owns WLOX(TV) Biloxi, Miss., and KDRV(TV) Medford, Ore. Paul T. Leonard of Americom brokered. Pictured above are Hash, Quinn, Leonard, O'Brien, Love Chief Financial Officer Aubrey Collum and Birch.

Television Inc., licensee of WMSN-TV Madison, Wis. WFYF-TV is ABC affiliate on ch. 50 with 1,200 kw visual, 120 kw aural, and antenna 1,268 feet above average terrain. *Broker: John Babcock of R.C. Crisler and Co.*

WNHT-TV Concord, N.H. □ Sold by Thomas J. Flatley to Rogue Television Corp. for \$1.5 million. Total is due, in cash, at closing. Station was acquired in December 1984 for \$5 million. Station went dark March 31, 1989. **Seller** has no other broadcast interests. **Buyer** is headed by Stephen M. Mindich and Michael C. Mooney, and has interest in WHRC-TV Norwell, Mass. Mindich owns WFNX(FM) Lynn, Mass. WNHT-TV is CBS affiliate on ch. 21 with 1,560 kw visual, 155 kw aural and antenna 1,128 feet above average terrain.

WRDJ-FM Bridgewater, Va. □ Sold by WRDJ-FM Inc. to Clark Broadcasting Co. for \$1.25 million. Price includes \$500,000 cash at closing and \$750,000 promissory note payable in 40 consecutive quarters at 8%. Station went on air March 1989. **Seller** is headed by Robert L. Dean and has no other broadcast interests. **Buyer** is headed by A. James Clark, Lawrence C. Nussdorf, James Hammond, Florence E. Allen and Kathy S. Taub, and owns WCEI-AM-FM Easton, Md., and WKDW(AM)-WSGM-FM Staun-

ton, Va. WRDJ-FM has CHR format on 105.1 mhz with 3 kw and antenna 328 feet above average terrain.

WMCF-TV Montgomery, Ala. □ Sold by Word of God Fellowship Inc. to Sonlight Broadcasting System Inc. for \$1.1 million. Price includes \$100,000 escrow deposit, \$250,000 cash at closing, \$750,000 promissory note payable over three months and non-compete covenant of unspecified value. Earlier deal for station to League of Prayer Inc. for \$2.395 million ("Changing Hands," Aug. 14, 1989) fell through. Station was acquired in March 1987. **Seller** is headed by Clyde Price and has no other broadcast interests. **Buyer** is headed by Paul F. Crouch Jr., George V. Turner, Jay Alan Sekulow, Stuart J. Roth and Jonathan Johnsen, and owns WMPV-TV Mobile, Ala., and has CP's for WBUY-TV Holly Springs, Miss., and WPGD-TV Hendersonville, Tenn. WMCF-TV is independent on ch. 45 with 600 kw visual, 60 kw aural and antenna 1,010 feet above average terrain.

WDCQ(AM) Pine Island Center, Fla. □ Sold by WDCQ Inc. to Network Properties of America Ltd. for \$800,000. Price includes \$50,000 escrow deposit and \$150,000 non-compete covenant for three years. Station was acquired in November 1989. **Seller** is headed by Jerry

SOLD!

KVOR/KSPZ, Colorado Springs, Colorado and KQEO/KMGA, Albuquerque, New Mexico have been sold by Penn Communications Corporation, Richard Penn, President to Unistar Broadcasting Corporation, C.T. Robinson and Nick Verbitsky, co-Presidents, for \$4,000,000.

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RADIO and TELEVISION BROKERAGE
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MEDIA VENTURE PARTNERS

WASHINGTON, DC
ORLANDO
SAN FRANCISCO

Subject to F.C.C. approval.

Collins, who also owns KPUP(AM) Carmel Valley, Calif. **Buyer** is headed by Jerry S. Fishman, John E. Harper, Gary S. Paston and Robert H. Paston, and has no other broadcast interests. WDCQ(AM) has oldies format on 1200 khz with 10 kw day and 1 kw night.

KREL(AM) Henderson, Nev. □ Sold by KREL Inc. to S&R Broadcasting Inc. for \$600,000. Price includes \$70,000 cash at closing, \$20,000 payable upon FCC approval, \$85,000 payable within nine months, \$10,000 worth of advertising, and assumption of financial liabilities of \$415,000. Station was acquired in May 1987 for \$500,000. **Seller** is headed by Douglas R. and Jane Prince, husband and wife, and has no other broadcast interests. **Buyer** is headed by Robert L. Blum, Paul R. Ruttan, Scott Gentry, James L. Garnett, Eddie Escobedo, Camilo Corral and Antonio Caranza. Scott Gentry is director of Bountiful Broadcasting Inc., licensee of KLVV-FM Bountiful, Utah. BBI is wholly owned subsidiary of D&B Broadcasting Co., licensee of KTKK(AM) Sandy, Utah. Paul Ruttan is operation manager of KREL(AM) Henderson, Nev. KREL(AM) is daytimer on 1280 khz with 5 kw.

BACK ON THE BLOCK

Hoker Broadcasting put its WRXJ(AM)-WCRJ(FM) Jacksonville, Fla., back on the market after its contract with Ragan Henry expired. Originally, the combo was priced at \$8.6 million ("Changing Hands," June 26, 1989). The new price is \$6.4 million for both or, if sold individually, \$5.65 million for the FM and \$750,000 for the AM. Hoker Broadcasting is headed by Jay Hoker, who also owns WMLX(AM) Florence, Ky.; WDFX-FM Detroit; KCFX(FM) Harrisonville, Mo., and WOFX(FM) Fairfield, Ohio. Media Venture Partners is handling the sale.

KWTR(AM)-KXBX(FM) Lakeport, Calif. □ Sold by KEFFCO Inc. to North Country Communications for \$550,000. KEFFCO bought stations in August 1988 as part of group deal. **Seller** is headed by James Kefford and has interest in KOZT(FM) Fort Bragg and

KXFX(AM)-KRRS(FM) Santa Rosa, both California. **Buyer** is headed by William and Geraldine Groody. This is its first station. William Groody is former chief national correspondent for NBC Radio Network, and was based in Washington. KWTR(AM) has MOR-nostalgia format on 1270 khz with 500 w day and 97 w night (it has CP to upgrade to 840 khz with 1 kw day and 500 watts night). KXBX(FM) has adult contemporary format on 98.3 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: William A. Exline Inc.*

WBZL(AM)-WSDM(FM) Brazil, Ind. □ Sold by Clay County Community Broadcasters Inc. to Equity One Media Partners for \$350,000. Price includes \$10,000 escrow deposit, \$275,000 cash at closing, and \$65,000 promissory note at 11.5% payable in 15 years. Station was acquired in February 1985. **Seller** is headed by Mark R. and Sandra K. Lange, husband and wife, and Bruce A. and Jacalyn M. Smith, husband and wife. Langes have 50% interest in WZDM(FM) Vincennes, Ind. **Buyer** is headed by Jerry Weimer, Michael A. Peterson, Dan Lacy, Steven Cashdollar, Denise A. Miller, Jerry Weimer, Denise A. Miller and William Gaither and has no other broadcast interests. WBZL(AM) is 500 w daytimer with country format on 1130 khz. WSDM(FM) has light adult contemporary format on 97.7 mhz with 3 kw and antenna 300 feet.

KJUN(AM) Puyallup, Wash. (Tacoma) □ Sold by 777 Broadcasting Inc. to Joy Broadcasting Inc. for \$350,000. 777 Broadcasting acquired station in August 1986. **Seller** is headed by Ray E. Courtmanche and Sheri Patch. Courtmanche is former owner of KRPM(FM) Tacoma. **Buyer** is new company headed by Barbara Geesman, who is Washington-based music-related retailer. KJUN has country format and is fulltimer on 1470 khz with 1 kw. *Broker: Gerald B. Dennon of Broadmark Capital Corp.*

KMAV-AM-FM Mayville, N.D. □ Sold by KMAV Radio Inc. to DJ Broadcasting Co. for \$325,000. Price includes \$5,000 cash at closing and \$320,000 payable at 10% over 20 years. **Seller** is headed by Richard R. Flacksbarth and Douglas and Jane Prince, husband and wife, and has no other broadcast interests. **Buyer** is headed by Gordon A. Dexheimer and Warren D. Johnson, and has no other broadcast interests. KMAV(AM) is daytimer that simulcasts FM program on 1520 khz with 2.5 kw. KDAV(FM) has adult contemporary format on 105.5 mhz with 3 kw and antenna 148 feet above average terrain.

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

March 1990
This Announcement Appears as a Matter of Record Only.

SOLD

Laredo Broadcasting Company
has sold radio station
KRRG-FM
Laredo, Texas
to
Sunbelt Radio Group, Inc.

The Undersigned Represented the Seller



Thoben-VanHuss & Associates, Inc.
107 N. Pennsylvania Street, Suite 503, Indianapolis, IN 46204
(317) 636-1016 • FAX: (317) 637-2209

FOCUS ON FINANCE

Media stocks followed market roller coaster, ending up week about where they started. There was little sector activity of note, including cable stocks which did not seem greatly moved by revised cable legislation voted out of Senate Commerce Committee. Jones Intercable moved up 15%, to 11½, despite being included in *Wall Street Journal* article suggesting that leveraged stocks might be overpriced relative to those same companies' junk bonds. Clear Channel Communications continued recent gains, up 7% to 11½. Shares of group owner, Liberty Corp., fell 2%, to 48¾, following announcement it was buying out majority of shares held by Industrial Equity Pacific Ltd., which had earlier sought Justice Department ap-

proval to increase holdings to 25%. Announcement said that Liberty would purchase from Industrial Equity, for \$38 million, 8.9% of outstanding shares at \$50 each, and that latter would limit future holdings to below 4.9%. IDB Communications stock rose 12%, to 11½. Twenty percent stakeholder Teleglobe International said it exercised option to purchase 100,000 newly issued IDB stock at \$11.165. News Corp. ADR's were up 11% to 17½, with one marketplace observer suggesting the stock was correcting its prior lag behind recovery of other print/broadcasting stocks. Playboy completed 1-for-2 reverse split of voting stock, and for each new share, issued three shares of non-voting class B stock.

STOCK INDEX

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 and Poor's or as obtained by Broadcasting's own research.

BROADCASTING

		Closing Wed Jun 13	Closing Tue Jun 5	Net Change	Percent Change	P/E	Market Capitali- zation (000,000)
N	(CCB) Capital Cities/ABC 605	1/2	5/6	1/2	9	01.50	21 10,619
N	(CBS) CBS	206	200	3/4	5 1/4	02.61	16 4,871
A	(CCU) Clear Channel	11 1/2	10 3/4	3/4	3/4	06.97	-50 43
O	(JCOR) Jacor Commun.	4 3/8	4 1/4	1/8	02.94	-3	43
O	(LINB) LIN	74	73 3/8	5/8	00.85	69	3,814
O	(OBCCC) Olympia Bcst	1/16	1/16		00.00		
O	(OSBN) Osborn Commun	10 3/4	10 1/4	1/2	04.87	-67	75
O	(OCOMA) Outlet Comm	18 3/4	19 5/8	-	7/8	-04.45	11 122
A	(PR) Price Commun.	3 7/8	3 5/8	1/4	06.89	-3	35
O	(SAGB) Sage Bcst	1 11/16	1 11/16		00.00	-1	6
O	(SCRPP) Scripps Howard	56	61 1/2	- 5 1/2	-08.94	27	578
O	(SUNNC) SunGroup Inc.	3/4	3/4		00.00	-1	1
O	(TLMD) Telemundo	6 3/8	7 3/4	- 1 3/8	-17.74	-2	145
O	(TVXGC) TVX Broadcast	5 1/8	5 1/8		00.00		37
O	(UTVI) United Television	35	35 1/4	- 1/4	-00.70	6	381

BROADCASTING WITH OTHER MAJOR INTERESTS

N	(BLC) A.H. Belo	36 1/2	35 7/8	5/8	01.74	30	709
N	(AFL) American Family	15 1/2	15 3/8	1/8	00.81	15	1,259
O	(ACOMA) Assoc. Comm	32 1/2	32 1/8	3/8	01.16	-73	605
N	(CCN) Chris-Craft	33 3/4	34	-	00.73	1	844
O	(DUCO) Durham Corp.	28	28 1/2	- 1/2	-01.75	17	236
N	(GCI) Gannett Co.	40 3/4	42 1/4	- 1 1/2	-03.55	16	6,559
N	(GE) General Electric	70 1/4	69 7/8	3/8	00.53	15	63,140
O	(GACC) Great Am.	5 7/8	5 7/8		00.00	-1	205
A	(HTG) Heritage Media	5 1/8	5 1/8		00.00	-6	228
N	(JP) Jefferson-Pilot	42 3/4	42 5/8	1/8	00.29	11	1,597
N	(LEE) Lee Enterprises	25 3/4	25 1/2	1/4	00.98	15	619
N	(LC) Liberty	48 3/4	49 3/4	- 1	-02.01	11	413
N	(MHP) McGraw-Hill	55 7/8	55 3/4	1/8	00.22	82	2,720
A	(MEGA) Media General	30 1/2	30 1/4	1/4	00.82	69	786
N	(MDP) Meredith Corp.	30 1/4	31 1/2	- 1 1/4	-03.96	18	562
O	(MMEDC) Multimedia	81	80 1/2	1/2	00.62	25	915

Closing
Wed
Jun 13

Closing
Tue
Jun 5

Net
Change

Percent
Change

P/E

Market
Capitali-
zation
(000,000)

A	(NYTA) New York Times	24 1/4	24 3/4	-	1/2	-02.02	7	1,893
N	(NWS) News Corp. Ltd.	17 1/2	15 3/4	1 3/4		11.11	7	4,698
O	(PARC) Park Commun.	21 1/2	21		1/2	02.38	23	445
O	(PLTZ) Pulitzer Pub.	25	25 1/4	-	1/4	-00.99	8	261
O	(RTRSY) Reuters Ltd.	63 1/2	61 1/8	2 3/8		03.88	30	28,845
O	(STAUF) Stauffer Comm.	144	144			00.00	48	144
N	(TMC) Times Mirror	32	34 3/8	- 2 3/8		-06.90	13	4,135
O	(TMCI) LM Comm.	3/16	3/16			00.00	-1	1
N	(TRB) Tribune	45 1/4	44 7/8	3/8		00.83	14	3,196
A	(TBSA) Turner Bcstg. 'A'	52 3/4	52 3/8	3/8		00.71	-68	2,615
A	(TBSB) Turner Bcstg. 'B'	50 1/2	50 3/8	1/8		00.24	-65	1,353
N	(WPO) Washington Post	260 1/2	257	3 1/2		01.36	16	3,286

PROGRAMING

O	(ALLT) All American TV	3 3/4	3 3/4		00.00	7
A	(CLR) Color Systems	1 1/2	1 3/8	1/8	09.09	-1 9
O	(DCPI) Dick Clark prod.	6 3/8	6 1/4	1/8	02.00	28 52
N	(DIS) Disney	129 3/4	131 1/4	- 1 1/2	-01.14	23 17,541
O	(FNNI) Fin. News Net	8 7/8	9 3/8	- 1/2	-05.33	34 160
A	(FE) Fries Entertain.	1 3/8	1 1/2	- 1/8	-08.33	-1 6
A	(HHH) Heritage Ent.	1 1/4	1 3/8	- 1/8	-09.09	-1 9
A	(HSN) Home Shop. Net.	8 7/8	8	7/8	10.93	-98 796
N	(KWP) King World	35 1/2	35 1/4	1/4	00.70	11 897
O	(KREN) Kings Road Ent.	7/32	7/32		00.00	1
N	(MCA) MCA	58 1/8	59 7/8	- 1 3/4	-02.92	21 4,270
N	(MGM) MGM/UA Comm.	18 3/4	18 1/4	1/2	02.73	-28 954
A	(NNH) Nelson Holdings	5 3/8	6	- 5/8	-10.41	23
N	(OPC) Orion Pictures	19	19 3/4	- 3/4	-03.79	23 342
N	(PCI) Paramount Comm.	47 1/8	49 1/8	- 2	-04.07	26 5,600
N	(PLA) Playboy Ent.	6 3/8	12 1/2	- 6 1/8	-49.00	-39 59
O	(QNTQE) Qintex Ent.	1 1/4	1 1/4		00.00	26
O	(QVCN) QVC Network	14 1/2	14 1/2		00.00	41 219
O	(RVCC) Reeves Commun.	6 3/4	6 3/4		00.00	-6 85
O	(RPICA) Republic Pic. 'A'	8	8		00.00	34 34
O	(RPICB) Republic Pic. 'B'	7 7/8	7 7/8		00.00	87 33
O	(SP) Spelling Ent.	8 3/8	8 1/4	1/8	01.51	34 277
O	(JUKE) Video Juke Net.	7 3/8	7 3/4	- 3/8	-04.83	-29 69
O	(WONE) Westwood One	6	6 1/2	- 1/2	-07.69	-3 88

CABLE

		Closing Wed Jun 13	Closing Tue Jun 5	Net Change	Percent Change	P/E	Market Capitali- zation Ratio(000,000)
A	(ATN) Acton Corp.	11	1/2	11	1/2	04.54	2 18
O	(ATCMA) ATC	39	1/4	37	1/2	-1 3/4	04.66 42 4.279
O	(CTEX) C-Tec Corp.	20	3/4	20	1/2	1/4	01.21 345 354
A	(CVC) Cablevision Sys 'A'	30	1/4	27	5/8	2 5/8	09.50 -3 669
A	(CTV) Century Comm.	9	3/8	9	1/8	1/4	02.73 -9 612
O	(CMCSA) Comcast	14	3/4	14	3/8	3/8	02.60 -10 1.655
A	(FAL) Falcon Cable Sys.	15	3/8	15	1/4	1/8	00.81 -19 98
O	(JOIN) Jones Intercable	11	1/2	10	1 1/2	15.00	-5 142
N	(KRI) Knight-Ridder	52	3/8	52	1/4	3/8	-00.72 10 2.694
T	(RCL.A) Rogers Comm 'A'	12	1/4	11	1 1/4	11.40	-17 349
T	(RCL.B) Rogers Comm 'B'	8	3/8	8	1/8	1/4	03.00 -12 568
O	(TCAT) TCA Cable TV	14	3/8	15	5/8	-1 1/4	-08.00 38 347
O	(TCOMA) TCI	15	5/8	15	5/8	04.16	-21 5.513
N	(TWX) Time Warner	107	1/8	110	1/4	-3 1/8	-02.83 -24 6.890
O	(UAECA) United Art Ent. A	15	3/4	15	3/8	3/8	02.43 .8 2.193
O	(UAECB) United Art Ent. B	15	3/4	15	1/2	1/4	01.61 .8 1.051
N	(VIA) Viacom	55	3/8	54	7/8	1/2	00.91 25 2.955

SERVICE

O	(AGRPC) Andrews Group	2	3/8	2	3/8	00.00	-1 21
O	(BSIM) Burnup & Sims	13	5/8	13	3/4	-1/8	-00.90 28 171
N	(CQ) Comsat	35	5/8	35	3/4	-1/8	-00.34 10 593
N	(DNB) Dun & Bradstreet	46	3/8	48	1/4	-1 7/8	-03.88 15 8,586
N	(FCB) Foote Cone & B.	29	1/2	29	3/8	1/8	00.42 15 315
O	(GREY) Grey Advertising	161	165	1/8	-4 1/8	-02.49	15 184
O	(IDBX) IDB Comm.	11	5/8	10	3/8	1 1/4	12.04 32 57
N	(IPG) Interpublic Group	33	3/8	33	1/2	-1/8	-00.37 15 1.153

Closing
Wed
Jun 13

Closing
Tue
Jun 5

Net
Change

Percent
Change

P/E

Market
Capitali-
zation
Ratio(000,000)

O	(OMCM) Omnicom Grp	26	25	5/8	3/8	01.46	14 682
N	(SAA) Saatchi & Saatchi	5	1/8	5	5/8	-1/2	-08.88 -4 812
O	(TLMT) Telemation	2	1/4	2	1/4	00.00	4 10
A	(UNV) Unitel Video	8	7/8	9	-1/8	-01.38	-38 18

EQUIPMENT & MANUFACTURING

N	(MMM) 3M	85	3/4	84	3/4	1	01.17 15 19,093
N	(ARV) Arvin Industries	16	1/2	16	3/4	-1/4	-01.49 30 309
O	(CCBL) C-Cor Electronics	13	7/8	13	1/4	5/8	04.71 11 59
N	(CHY) Chyron	1	5/8	1	5/8	00.00	-9 18
A	(COH) Cohu	11	3/4	12	5/8	-7/8	-06.93 9 22
N	(EK) Eastman Kodak	41	3/4	40	1 3/4	04.37	25 13,551
N	(GRL) Gen. Instrument	36	3/8	35	1/2	7/8	02.46 11 1,001
N	(HRS) Harris Corp.	35	35	3/4	-3/4	-02.09	36 1,401
N	(IV) Mark IV Indus.	14	1/4	14	1/8	1/8	00.88 3 200
O	(MATT) Matthews Equip.	2	1/16	1	5/8	7/16	26.92 103 12
O	(MCDY) Microdyne	4	3/8	4	1/8	1/4	06.06 145 17
O	(MCOM) Midwest Comm	3	3/4	3	5/8	1/8	03.44 10 11
N	(MOT) Motorola	86	5/8	82	3/4	3 7/8	04.68 22 11,295
A	(PPI) Pico Products	1	3/8	1	3/8	00.00	-1 4
N	(SFA) Sci-Atlanta	27	1/4	27	1/2	-1/4	-00.90 16 603
N	(SNE) Sony Corp.	55	5/8	56	7/8	-1 1/4	-02.19 25 15,719
N	(TEK) Tektronix	14	7/8	14	7/8	06.25	-14 432
N	(VAR) Varian Assoc.	27	7/8	27	7/8	00.00	18 530
O	(WGNR) Wegener	1	3/4	2	-1/4	-12.50	13 12
N	(WX) Westinghouse	37	1/8	37	3/4	-5/8	-01.65 5 5,372
N	(ZE) Zenith	8	7/8	8	7/8	00.00	-13 237

Standard & Poor's 400	426.16	426.74	-0.58	-0.14
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Broadcast/Cable Interface continues from page 35.

KRIEGL, FRANK SQUARE OFF ON FIN-SYN

CBS Senior Vice President Jay Kriegel and Walt Disney Studios President Rich Frank, in an impromptu and somewhat heated exchange during the Broadcasting/Cable interface session on the financial interest and syndication rules, provided a vivid example of the acrimony that underlay the failed negotiations between Hollywood producers and the big three networks aimed at revamping the rules.

Speaking from the audience toward the end of the hour-long session, Frank argued for preserving the rules' strict limits on the networks' ability to retain domestic and foreign syndication rights and to acquire financial interest in network programming.

Without such restrictions, Frank said, the networks could use their leverage as gatekeepers to the entire national prime time audience to demand syndication profits far in excess of what they would be willing to pay for syndication rights.

And each of the networks would offer the same deal, he said. "The fact is the three networks have proven that they work in total concert," Frank charged.

"The competition seems to work the other way, in fact," countered Kriegel, one of the session's six panelists. CBS made a "very aggressive bid" for the *Carol Burnett Show*, but Disney licensed it to NBC. "We were very unhappy because

we thought we had the show.

"You went around and got the best deal you could," Kriegel said. "You had some very high-priced talent, some proven talent. You got a better deal somewhere else. How did we use our leverage over you?"

Kriegel called Frank's charge that the networks act in concert unfounded. "If you've got a piece of evidence like that, I suggest that...rather than throwing that slur here in public...you bring it to our attention or the appropriate government agencies.

"Your lawyers" have already made such charges in private with the networks, but have backed off them, Kriegel said, apparently referring to a meeting last month between New York antitrust lawyer Stewart Rabinowitz, who was representing producers, and Steve Weiswasser, general counsel of Capital Cities/ABC, and the networks' lead negotiator with Hollywood in the fin-syn talks (BROADCASTING, June 4).

"Time will tell what we want to bring forward," Frank replied, pointing out the "similarities" in the networks' business practices are not confined to Hollywood. The networks' decisions to pull back from ratings guarantees to advertisers for the fall schedules "just managed to coincide," he said.

Frank attributed Disney success in the negotiations for the

Burnett show to the fin-syn rules. "Had you all been able to ask for a syndication or financial interest, you all would have asked for it and we would not have been able to get anywhere with you," he said. "The only reason you didn't get anything in that case or any case is because you were not allowed to ask for it."

"That's absurd, just absurd," said Kriegel, not giving any ground. "We would have asked for it and you would have said, 'No'.... You had a show that we wanted.... Talent is dominating the market.... We are bidding up the prices to astronomical levels. What is most important to us is to get ratings on the air. People who have proven talent are naming their price and we are meeting it."

When Frank complained that the show's production deficit—the difference between the cost and NBC's licensing fee—was at least \$250,000 per show, Kriegel said that is the price Disney pays for retaining all the nonnetwork rights. "Since you kept domestic syndication, foreign syndication, cable and video, you've got to pay something," he said. "You are not going to get that for free, are you?"

The debate was not the only one during the panel session, and not the only one involving Kriegel, who lived up to his combative reputation.

Kriegel and panelist Fritz Attaway, general counsel of the Motion Picture Association of America, went at it over the networks' desire to acquire foreign syndication rights to network programming.

Attaway said the overseas syndication market is healthy and competitive, with "hundreds" of producers selling programs. That would be disrupted if the networks were allowed to use their "leverage" to gain control of off-network programs. "There is no way that one could construct an argument that the U.S. program production industry is going to be competitive globally if it is in the hands of three networks rather than a couple of hundred independent producers," he said. "That argument is absolutely bankrupt."

"There aren't a hundred people selling product abroad," Kriegel said. "It is a market that is primarily dominated by the major studios," he said. "The independents sell it to the majors who sell it abroad."

The networks are simply proposing being allowed to compete with the six or seven major studios in bidding for the foreign syndication rights and in the "extraordinarily lucrative" overseas market, he said. "It's pure economics.... That is clearly going to be pro-competitive."

"That's what the foreign syndication debate is all about," he said. "It has nothing to do with the leverage over the independents. This is simply the clash of big entities on both sides. Should the major studios control the world or should they have the three networks competing with them?"

Attaway challenged claims by Rick Cotton, general counsel, NBC, and Kriegel that relaxing the fin-syn rules would benefit the independent producers—those unaffiliated with the major studios. "One would think that at least one independent producer in this country would recognize his self-interest if that were the case," he said. "So far, none has because the fact is that fin-syn is very much in the interest of small producers as well as the studios."

Kriegel argued that the fin-syn rules have failed to achieve the goal of fostering independent production companies, claiming that the percentage of CBS's prime time schedule coming from independent producers has dwindled from 75% to 40% over the two decades since the rules were adopted.

Kriegel's numbers are "highly dubious," said Joe Waz, general counsel, Wexler, Reynolds, Fuller, Harrison & Schule, which is working on behalf of preserving the rules. In

fact, he said, 60 producers were involved in shaping the networks' prime time schedules in 1970. Twenty years later, he said, 120 companies are involved "in a variety of financial combinations and situations."

Preston Paddon, senior vice president, Fox Broadcasting, whose petition for relief from the fin-syn rules triggered the FCC interest in reviewing them, pointed out that the fin-syn rules are duplicated in consent decrees that settled the Justice Department's antitrust suits against the big three networks in the mid-1970's.

If the FCC eliminates the rules, he said, the federal court would have to agree to amend the consent decrees before the networks would enjoy any relief. "I think that fact has gotten lost in a lot of the anguish over what the FCC might do," he said. "The notion that the world would come to an end if they appealed these rules is just silly. All of the studios and all of the producers will still have their day in court in connection with modification of the consent decrees."

As he has on other occasions, Cotton said Fox should not be allowed to be both network and domestic syndicator, as it is now. "The rules should be fair," he said. "To the extent that a studio gets into network business, the same rules ought to apply to it as to the existing networks."

Jim Hedlund, president of the Association of Independent Television Stations, complained that the independent stations are not represented in the fin-syn negotiations. "To a great extent the fight is over our money—the money that the independent television stations spend on syndicated programming," he said. "When two dogs are fighting over a bone, sometimes the bone ought to be represented as well," he said. —HAJ

CABLE BILL STILL PROBABLE, SAY STAFFERS

House and Senate aides handicap reregulatory chances

House and Senate staffers remain fairly optimistic that some form of cable reregulation legislation will pass both chambers this year, although time is running out. Senate Communications Subcommittee Counsel Antoinette Cook said the Commerce Committee's overwhelming passage (18 to 1) of cable legislation is an indication of the momentum behind the measure. And Larry Irving, senior counsel for the House Telecommunications Subcommittee, told the Interface audience that they expected to get a bill to the floor. David Leach, aide to House Energy and Commerce Committee Chairman John Dingell (D-Mich.), gave legislation a 50-50 chance of passage.

Leach also responded to questions concerning the fairness doctrine. He said Dingell had not abandoned his efforts to recodify the doctrine. "He [Dingell] doesn't quit and is not likely to give up."

It is anticipated that House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) will move a bill before the July 4 recess. Irving said Markey wants to "build on" the full committee draft. That draft was released by Dingell and key Republicans Norman Lent of New York and Matthew Rinaldo of New Jersey. He said Markey wants to do something about rate increases. Moreover, he said the subcommittee chairman believes DBS is a "viable competitor...we really want to promote competition."

Two weeks ago, Markey circulated a summary of principal provisions as the basis of a cable reregulation bill (BROADCASTING, June 11) and was expected to have legislative language ready late last week.

As for other possible Hill action, Cook said the Senate may move a children's TV bill before the July 4 recess. "We have reason to believe the legislation we pass will be something that the broadcasters cannot oppose." And she said Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) is prepared to offer a bill dealing with the FCC's minority preferences and distress sale policies depending upon the outcome of the Supreme Court review.

Bob Pettit, FCC general counsel, Charles Schott, chief of staff to FCC Chairman Al Sikes, and FCC Mass Media Bureau Chief Roy Stewart also appeared on the panel. Stewart said he thought there was a "good likelihood" that it would be up to the commission to resolve the fin-syn debate. It would be "far

better for the parties to settle this," said Stewart, but he was not encouraged that much progress had been made.

Asked where the commission was headed on spectrum issues, Schott said the agency will continue to look at those issues. "We'll make sure we do the best job we can," said Schott.

One participant asked to what extent the Sikes commission would go back on policies that were developed over the past six or eight years. Pettit said it is difficult to anticipate these things. "There will be, from time to time, [instances] when the new commission will differ from other commissions," he said.

For example, Pettit said the commission's recent decision concerning its character policy is a "significant departure" from the previous FCC's application of the policy. "It is going to happen, but I can't predict where it is going to happen or on what particular issue."

-KM

UNCERTAIN TIMES FOR ECONOMIC FORECASTING

The one similarity plaguing the overall financial outlook for broadcasting and cable is that both are mired in a time of uncertainty on many fronts. Looming cable reregulation, fin-syn changes, the station trading market and possible telco entry all figured into the Broadcasting/Cable Interface's "Financial and Economic Forecasting" panel, which was moderated by Richard E. Wiley, partner, Wiley, Rein & Fielding, and Donald V. West, managing editor of BROADCASTING.

For cable, said Phillip Hogue, chairman of Daniels & Associates, a quick ending of regulatory uncertainty might be the best thing. "A bad bill might be better than waiting another year" for a good one, he said.

John Reidy, managing director and senior analyst for Smith Barney, Harris Upham & Co., added: "Whether it comes from the FCC or Congress or a combination, resolution of rate regulation issues and program access, and all those other things," will be very positive to cable.

On fin-syn, Tribune Broadcasting Co. vice president of operations Jerry Agema said that local broadcasters wanted assurances that any changes would ensure that "the program supply is not in any way kept from us as it was before" the rules were in place.

Reidy said the networks are "doing better than one might think" because revenue of "the three networks together is up considerably more than station revenues so far this year," and could be even better with changes in fin-syn because they "could lead to new corporate structures."

The slump in advertising revenue seems to have spared only the networks, who earn their revenue from national advertisers. "We are clearly not in the hot times we were," said Paul Bortz, president, Bortz and Co. Those "hot-times" were themselves due, in part, to regulatory changes that took place in 1984 when, said Bortz, "the world changed." The 7-7 ownership limit rule was expanded, debt capital was virtually unlimited and relatively unregulated, and a prolonged inflationary period existed. High station multiples could be justified, he said, because revenue growth was often double digit, and lending multiples were based on those numbers continuing for a while. "Now it's back to reasonable economic returns," he said.

Agema said today's basic problem is with sellers' expectations. Multiples have been "shrinking over the past few years" from about 11 times cash flow in 1987 to about 8.8 now, he said.

Joseph Sitrick, vice president, Blackburn & Associates, called the current broadcast market "soft" due "primarily to a lack of available financing and pressures from the feds." Financial institutions, he claimed, are no longer willing to lend based on projections, but instead depend on historic cash flow. He said lending multiples are currently about 5.5.

"Institutional buyers are more concerned with what they read in trade magazines and newspapers," and, consequently, are waiting to read more favorable news about the overall marketplace, said J. Patrick Michaels Jr., chairman of Communications Equity Associates.

"If interest rates decline, multiples might go up, though prices might not," said Sitrick.

The outlook for cable is a little rosier, said Hogue. Cable still appears to be supporting higher multiples, though perhaps not as high as the 25%-30% of the past few years, which, he said, "were up because financing was available to prompt both an auction mentality and multiple buyers for every property that was brought on to the market." Financing for cable deals might be easier because "cable has almost universally yielded very healthy returns."

But, he warned, "there's going to be business lost overseas if the U.S. banking community and comptroller of the currency can't get it together."

Possible telco entry is one cable's gravest worries of the many interconnected uncertainties, though Bortz said "there is simply no reason to assume, under favorable circumstances, that new competition is going to significantly affect cable returns."

Said Agema: "If they could only participate outside of their telephone trade area, and they were acquirers of property, then they bring a great deal of capital to the business, and would be a plus."

Michaels said that although most phone companies appear to be direct threats to existing cable operators, others, as some are overseas, might prove "to be cable-friendly."

-PJS

DUGGAN, QUELLO: REEXAMINE CROSSOWNERSHIP RULES

With an eye toward encouraging the "cooperation and convergence" of broadcasting and cable, FCC Commissioner Ervin Duggan said last week at the Broadcasting/Cable Interface, the FCC should review its prohibitions against broadcast networks owning cable systems and television stations owning systems in the same market.

Under questioning, Duggan said he is not convinced the long-standing crossownership provisions should go. "But I do think that it is at least implied in one's willingness to conduct a reexamination...a chance that one might come to that conclusion."

The FCC already has collected comments on a 1988 proposal to eliminate the network-cable ban, but, according to Mass Media Bureau Chief Bill Johnson, "it is not being actively worked on" (BROADCASTING, Aug. 8, 1988).

Quello, who appeared with Duggan, did not comment on the crossownership rules during the session, but afterwards said he had a "tendency to favor" elimination of the crossownership restrictions. But, he added, he would not lift the network-cable ban without also doing away with the broadcast-cable ban. "If you're going to let the networks in, I think you ought to let all broadcasters in," he said.

And, in an earlier speech, FCC Chairman Alfred Sikes said the FCC "must...reexamine the depth and breadth of rules dealing with ownership and cross-ownership" that may restrict broadcasters' ability to compete in the future (see story, page 31). He did not specify what rules he had in mind.

With or without the striking down of such regulations, Duggan said, broadcasting and cable are converging and developing "some form of symbiotic" relationship.

Current evidence includes Cablevision's new service on Long Island in New York, Capital Cities/ABC's and NBC's interest in ESPN and CNBC, respectively, and noncommercial KBDI(TV) Broomfield, Colorado's programing of local cable access channels, he said.

Because their destinies are intertwined, Duggan said, cable and broadcasting should find ways of settling their differences over such issues as must carry—a law or regulation requiring cable systems to carry local broadcast signals.

Duggan urged the industries to "make peace soon, before peace comes too late, as it did for the Capulets and Montagues," making another of the literary allusions that are becom-

ing hallmarks of his public comments.

In response to a question, Quello recognized that broadcasters do not welcome the sort of "convergence" in which cable systems act as broadcasters.

But, he said, there is "no regulatory" bar to cable systems that program channels like independent television stations and sell advertising in them (as a Time Warner system is doing in Rochester, N.Y.). And, he said, the FCC is unlikely to impose a bar. "I don't think there is the inclination or the votes of the FCC to do it," he said.

In originating programing and creating such channels, Quello said, cable systems are doing precisely what government policymakers have been urging them to do for years.

Quello said he supports the various efforts in Congress to reregulate cable. The Cable Act of 1984, which went far in deregulating cable, "is overdue for...overhaul," he said. "It was enacted with must-carry securely in place and before cable started to aggressively sell TV advertising in competition with local stations."

The bill reported out by the Senate Commerce Committee two weeks ago "goes a long way to correct undue escalation of rules to consumer and reestablishing equity in the marketplace," he said.

But, as he did in an appearance at the National Cable Television Association's annual convention in Atlanta last month, Quello tried to reassure cable operators that they would not suffer unduly by passage of legislation like the Senate bill that would authorize the FCC to oversee cable rate regulation. "It is highly unlikely that this free enterprise-oriented FCC would impose restrictive rates that would undermine the economic viability of a cable company or cause a lowering of the equity values," he said.

Congress is considering eliminating barriers to telephone companies competing with cable, Quello said. But, he said, he did not understand why that fact was depressing cable stocks. Congress is not likely to free the telcos soon, he said. And even if it did, it would take 10 years before they would have installed enough broadband fiber cable to compete.

What's more, if competition should come, "cable and broadcasting would have a vast practical advantage in TV marketing and know-how and in programing contracts and development," he said.

—HAJ



Broadcasting/Cable Interface

FOR THE RECORD

As compiled by BROADCASTING from June 7 through June 13 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—pre-sunrise 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

■ **WMCF-TV Montgomery, AL** (BALCT900518KN; ch. 45; 600 kw-V; ant. 1,010 ft.)—Seeks assignment of license from Word of God Fellowship Inc. to Sonlight Broadcasting System Inc. for \$1.1 million. Seller is headed by Clyde Price. Buyer is headed by Paul F. Crouch Jr., George V. Turner, Jay Alan Sekulow, Stuart J. Roth and Jonathan Johnson, and is licensee of WMPV-TV Mobile. AL; has CP for WBUY-TV Holly Springs, MS, and holds CP for WPGD-TV Hendersonville, TN. Filed May 18.

■ **WJHO(AM) Opelika, AL** (BTC900525EB; 1400 khz; 1 kw-U)—Seeks assignment of license from Opelika-Auburn Broadcasting Co. to Fogel Media Inc. for \$225,000. Seller is headed by John E. Smolten and Yetta G. Samford. Buyer is headed by Harry R. Fogel, and is licensee and 100% owner of WGTN(AM) Georgetown and WQSC-FM Andrews, both South Carolina. Filed May 25.

■ **WCFT-TV Tuscaloosa, AL** (BALCT900601KI; ch. 33; 1,225 kw-V; ant. 540 ft.)—Seeks assignment of license from Beacon Broadcasters Ltd. to ABS Communications Corp. for \$55.2 million (includes KYEL-TV Yuma, AZ; WPBN-TV Traverse City and WTOM-TV Cheboygan, MI; WDAM-TV Laurel-Hattiesburg, MS). Seller is headed by Robert L. Gilbertson and Duncan Fraser. Buyer is headed by Marvin Reuben, Richard Eubanks, Clyde Haehnle, Donald Klekamp and Mamdouh Abdallah. Abdallah has interest in Equity Investment International Corp. (EIIC), which has 5.05% voting stock in assignor parent company. Filed June 1.

■ **KYEL-TV Yuma, AZ** (BALCT900601KJ; ch. 13; 316 kw-V; ant. 1,700 ft.)—Seeks assignment of license from Beacon Broadcasters Ltd. to ABS Communications Corp. for \$55.2 million (includes WCFT-TV Tuscaloosa, AL; WPBN-TV Traverse City and WTOM-TV Cheboygan, MI; WDAM-TV Laurel-Hattiesburg, MS). Seller is headed by Robert L. Gilbertson. Buyer is headed by Marvin Reuben et al. (see WCFT-TV Tuscaloosa, AL, above). Filed June 1.

■ **WDCQ(AM) Pine Island Center, FL** (BAL900525EA; 1200 khz; 10 kw-D, 1 kw-N)—Seeks assignment of license from WDCQ Inc. to Network Properties of America Ltd. for \$800,000. Seller is

headed by Jerry Collins. Buyer is headed by Jerry S. Fishman, John E. Harper, Gary S. Paston and Robert H. Paston, and has no other broadcast interests. Filed May 25.

■ **WYSI(FM) Irwinton, GA** (BAPH900516GU; 103.7 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Peachstate Media to Frank Jennings for \$21,000. Seller is headed by Lee Anthony Archdeacon, Kurt Pavey and Stan G. Savransky. Archdeacon has interest in WXZE(AM) Sylvester and WLKQ-FM Buford, both Georgia. Buyer has no other broadcast interests. Filed May 16.

■ **WROM(AM) Rome, GA** (BAL900517EA; 710 khz; 1 kw-D)—Seeks assignment of license from Briar Creek Broadcasting Corp. to Inspiration Communications Inc. for \$200,000. Seller is headed by A. Mills Fitzner and has interest in WKCX(FM) Rome, Ga. Buyer is headed by J. Pamick and Margaret E. Jennings, husband and wife, and has no other broadcast interests. Filed May 17.

■ **WBZL(AM)-WSDM(FM) Brazil, IN** (AM: BAL900516GG; 1130 khz; 500 kw-D; FM: BALH900516GH; 97.7 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Clay County Community Broadcasters Inc. to Equity One Media Partners for \$350,000. Seller is headed by Mark and Sandra Lane, husband and wife and Bruce A. and Jacalyn M. Smith, husband and wife, and has interest in WZDM(FM) Vincennes, Ind. Buyer is headed by Jerry Weimer, Michael A. Peterson, Dan Lacy, Steven Cashdollar, Denise A. Miller, Jerry Weimer, Denise A. Miller and William Gaither, and has no other broadcast interests. Filed May 16.

■ **WBVR-FM Russellville, KY** (BAPLH900517GV; 101.1 mhz; 100 kw; ant. 1,047 ft.)—Seeks assignment of license from Target Communications of Kentucky Inc. to The Tremont Group Ltd. for \$6 million. Seller is headed by Don Alt, who also owns WRUS(AM) Russellville, KY. Buyer is headed by Joseph C. Amato, Winifred J. Amato, Douglas Q. Amato, Lawrence V. Amato, Winifred L. Amato, Elizabeth M. Eisenstein and Lorna J. Amato, Joseph C. Amato, as court appointed receiver, is licensee of KHGI-TV Kearney, KSNB-TV and Superior KWNB(TV) Hayes Center, all Nebraska. Filed May 17.

■ **WTOM-TV Cheboygan, MI** (BALCT900601KG; ch. 4; 100 kw-V; ant. 620 ft.)—Seeks assignment of license from WPBN-TV and WTOM-TV Inc. to ABS Communications Corp. for \$55.2 million (includes WPBN-TV Traverse City, MI; WDAM-TV Laurel-Hattiesburg, MS; WCFT-TV Tuscaloosa, AL, and KYEL-TV Yuma, AZ). Seller is headed by Robert L. Gilbertson and Duncan Fraser. Buyer is headed by Marvin Reuben et al. (see WCFT-TV Tuscaloosa, AL, above). Filed June 1.

■ **WPBN-TV Traverse City, MI** (BALCT900601KF; ch. 7; 316 kw-V; ant. 1,348 ft.)—Seeks assignment of license from WPBN-TV and WTOM-TV Inc. to ABS Communications Corp. for \$55.2 million (includes WTOM-TV Cheboygan, MI; WDAM-TV Laurel-Hattiesburg, MS; WCFT-TV Tuscaloosa, AL, and KYEL-TV Yuma, AZ). Seller is headed by Robert L. Gilbertson and Duncan Fraser. Buyer is headed by Marvin Reuben et al. (see WCFT-TV Tuscaloosa, AL, above). Filed June 1.

■ **WDAM-TV Laurel-Hattiesburg, MS** (BALCT900601KH; ch. 7; 316 kw-V; ant. 510 ft.)—Seeks assignment of license from Beacon Broadcasters Ltd. to ABS Communications Corp. for \$55.2 million (includes WTOM-TV Cheboygan and WPBN-TV Traverse City, both Michigan; WCFT-TV Tuscaloosa, AL, and KYEL-TV Yuma, AZ). Seller is headed by

Robert L. Gilbertson and Duncan Fraser. Buyer is headed by Marvin Reuben et al. (see WCFT-TV Tuscaloosa, AL, above). Filed June 1.

■ **KREL(AM) Henderson, NV** (BAL900530EA; 1280 khz; 5 kw-D)—Seeks assignment of license from KREL Inc. to S&R Broadcasting Inc. for \$600,000. Seller is headed by Douglas R. and Jane Prince, husband and wife. Buyer is headed by Paul R. Rutan, Scott Gentry, James L. Gamett, Eddie Escobedo, Camilo Corral and Antonio Carranza. Scott Gentry is director of Bountiful Broadcasting Inc. ("BBI"), licensee of KLVV-FM Bountiful, UT. BBI is wholly owned subsidiary of D&B Broadcasting Co., licensee of KTKK(AM) Sandy, UT. Paul Rutan is operation manager of KREL(AM) Henderson, NV. Filed May 30.

■ **WNHT-TV Concord, NH** (BALCT900604KF; ch. 21; 1,860 kw-V; ant. 1,128 ft.)—Seeks assignment of license from Thomas J. Flatley to Rogue Television Corp. for \$1.5 million. Seller has interest in WNHT(TV) Syracuse, N.Y. Buyer is headed by Stephen M. Mindich and Michael C. Mooney, and has interest in WHRC-TV Norwell, MA. Mindich is 100% shareholder and president of MCC Broadcasting Co., licensee of WFNX(FM) Lynn, MA. Filed June 4.

■ **KMAV-AM-FM Mayville, ND** (AM: BAL900531EG; 1520 khz; 2.5 kw-D; FM: BALH900531EH; 105.5 mhz; 3 kw; ant. 148 ft.)—Seeks assignment of license from KMAV Radio Inc. to DJ Broadcasting Co. for \$325,000. Seller is headed by Richard R. Flacksbarth and Larry and Phyllis Gilworth. Buyer is headed by Gordon A. Dexeimer and Warren D. Johnson, and has no other broadcast interests. Filed May 31.

■ **KCYX(AM) McMinnville, OR** (BAL900529EA; 1260 khz; 1 kw-U, DA-N)—Seeks assignment of license from Thomas A. Huntsberger, trustee, to Bohnsack Strategies Inc. for \$120,000. Seller is trustee to bankrupt group Matrix Media Inc., and has no other broadcast interests. Buyer is headed by Larry Bohnsack and has no other broadcast interests. Filed May 29.

■ **WHUB-AM-FM Cookeville, TN** (AM: BTC900516GX; 1400 khz; 1 kw-U; FM: BTCH900516GY; 98.3 mhz; 1.5 kw; ant. 400 ft.)—Seeks assignment of license from M.L. Medley, d.b.a. WHUB Inc., to Martin L., Paul M. and Donal R. Medley, brothers, for no financial considerations. Transfer of shares is gift. Seller is father of assignees, and has no other broadcast interests. Buyers have no other broadcast interests. Filed May 16.

■ **WLIQ(FM) Harriman, TN** (BALH900530HC; 92.7 mhz; 1.25 kw; ant. 440 ft.)—Seeks assignment of license from Action Communications Enterprises Inc. to W.O. Powers for \$1. Seller has interest in WWBR(FM) Harriman, TN. Buyer owns 25% of Action Communications of Alabama Inc., licensee of WYEA(AM)-WAVE(FM) Sylacauga, AL. Filed May 30.

■ **WKCH(TV) Knoxville, TN** (BALCT900517KE; ch. 43; 55 kw-V; ant. 1,150 ft.)—Seeks assignment of license from C. Kenneth Still, trustee, to FCVS Communications for \$10 million. Seller has no other broadcast interest. Buyer is headed by Walter K. Flynn, Murray Michaels, E. Craig Coats Jr., Ronald M. Stuart and William J. Voue, and is licensee of WACH-TV Columbia, SC. Filed May 17.

■ **WKBJ(AM) Milan, TN** (BAL900516EA; 1600 khz; 2.5 kw-D)—Seeks assignment of license from Andrew Jackson Broadcasting Corp. to Milan Broadcasting Co. for \$80,000. Seller is headed by Andrew Jackson Hendrickson. Buyer is headed by Russell E. Reviere and

James W. Hoppers Jr., and has no other broadcast interests. Filed May 16.

■ **WRDJ-FM Bridgewater, VA** (BAPH900529HF; 105.1 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from WRDJ-FM Inc. to Clark Broadcasting Co. for \$1.25 million. Seller is headed by Robert Dean. Buyer is headed by A. James Clark. Lawrence C. Nussdorf, James Hammond, Florence E. Allen and Kathy S. Taub and is licensee of WCEI-AM-FM Easton, MD, and WKDW(AM)-WSGM-FM Staunton, VA. Filed May 29.

■ **WBTX(AM) Broadway-Timberville and WLTK(AM) Broadway, both Virginia** (AM: BTC900517EB; 1470 khz; 5 kw-D; FM: BTCH900517EC; 96.1 mhz; 25 kw; ant. 300 ft.)—Seeks assignment of license from Massanutten Broadcasting Co. to Massanutten Broadcasting Co. for no financial considerations. Application is to transfer class B stock to class A. Seller is headed by David M. Eshleman. Roy Simmons, Barry Brubaker and Marlin Burkholder. Buyer is headed by David M. Eshleman, Roy Simmons, Barry Brubaker and Marlin Burkholder. Filed May 17.

■ **WCWC(AM)-WYUR(FM) Ripon, WI** (AM: BTC900516GO; 1600 khz; 5 kw-U; FM: BTCH900516GN; 95.9 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Radio Broadcasting Ltd. to Radio Broadcasting Ltd. for no financial considerations. Deal is for 50% of station. Seller is Martin James Cowie, who is 100% general partner prior to sale. Buyer is Tom Boyson, who has no other broadcast interests. Filed May 16.

■ **KCSP-FM Casper, WY** (BALH900531HB; 106.9 mhz; 100 kw; ant. 1,833 ft.)—Seeks assignment of license from WEDR Inc. to Western Inspirational Broadcasters Inc. for \$252,500. Seller is headed by Rex B. Rivers. E.D. Rivers, Kells Faulkner, Lucy McCartney and Georgia R. Salva. Buyer is headed by Norman Kaupp, James Heaton, Gordon Severa, James Proctor, George Klamer and Tom Hesse, and owns KNIS(FM) Carson City, NV. Filed May 31.

Actions

■ **KPJO(FM) Avalon, CA** (BAPED891124HI; 88.7 mhz; 0.1 kw; ant. -223 ft.)—Granted app. of assignment of license from Family Stations Inc. to Community of Avalon, CA, for no financial consideration. Seller is headed by Harold Camping and is licensee of WBF(FM) Birmingham, AL; KPH(FM) Phoenix; KHAF(FM) Chico, KECR(FM) El Cajon, KFNO(FM) Fresno, KEFR(FM) Le Grand, KFRN(AM) Long Beach, KEBR(AM) Rocklin, KEAR(FM) San Francisco, KCRN(FM) Santa Rosa, KFTL(TV) Stockton and KPRA(FM) Ukiah, all California; KPFR(FM) Pueblo, CO; WCTF(AM) Vernon, CT; WJFR(FM) Jacksonville, WBBF(FM)/WYFR (shortwave) Okeechobee and WFTI-FM St. Petersburg, all Florida; WFR(FM) Columbus, GA; WJCH(FM) Joliet, IL; KDFR(FM) Des Moines and KYFR(AM) Shenandoah, both IA; KFRK(FM) Hutchinson, KS; WFSI(FM) Annapolis, MD; WBMA(AM) Dedham, MA; WBYF(FM) Bay City and WGRF(FM) Rockford, both Michigan; WKDN-FM Camden and WFME(FM) Newark, both New Jersey; WBF(FM) Buffalo, WFRS(FM) Smithtown, WFN(Y) Syracuse and WFRW(FM) Webster, all New York; WCUE(AM) Cuyahoga Falls, WOTL(FM) Toledo and WYTN(FM) Youngstown, all Ohio; KCOO(FM) Coos Bay and KQFE(FM) Springfield, both Oregon; WEFR(FM) Erie and WFRJ(FM) Johnstown, both Pennsylvania; WFCH(FM) Charleston, SC; WKNL(AM) Knoxville, TN; KTXB(FM) Beaumont and New FM Bridgeport, both Texas; KUFI, FM Salt Lake City; New AM Buckley, KAR(RA) Kirkland and KJVH(FM) Longview, all Washington; and WMWK(FM) Milwaukee. Buyer is non-profit corp. and has no other broadcast interests. Action June 1.

■ **KOZN-FM Imperial, CA** (BALH891026HH; 99.3 mhz; 3 kw; ant. 200 ft.)—Dismissed app. of assignment of license from KOZN-FM 99, Ltd., CA LP through Kenneth C. Henry, trustee, to New World Communications Co. for \$255,000. Seller is headed by

Richard Green and has no other broadcast interests. Buyer is headed by Gerald D. Clifton and has no other broadcast interests. Action May 31.

■ **KFRG-FM San Bernardino, CA** (BALH900314HN; 95.1 mhz; 50 kw; ant. 321 ft.)—Dismissed app. of assignment of license from The Tremont Group Ltd. to Keymarket of California Ltd. for \$3 million. Sale is second step of two stage transfer. Tremont will sell share of station to Keymarket of California Ltd. for \$3 million. Keymarket of California will then be general partner, while Tremont will become limited partner. Tremont uses tax certificate earned in earlier sale. Seller is headed by Joseph C. Amatore, Winifred J. Amatore, Douglas Q. Amatore, Lawrence V. Amatore, Winifred L. Amatore, Elizabeth M. Eisenstein and Lorna J. Amatore. Joseph C. Amatore, as court receiver, is licensee of KHGI-TV Kearney, KS; KSNB-TV Superior and KWNBT(TV) Hayes Center, all Nebraska. Buyer is headed by Kerby Confer, who, through various companies is 100% stockholder of WILK(AM)-WKRZ-FM Wilkes-Barre and WHGB(AM)-WNNK-FM Harrisburg, both Pennsylvania; KFON(AM)-KKMJ-FM Memphis; WWL(AM)-WLMG-FM New Orleans; WQSF(FM) Williamsburg, VA, and KFRG-FM San Bernardino, CA. Action May 25.

■ **KEAL(FM) Winton, CA** (BAPH890929HN; 98.7 mhz; 3 kw; ant. 100 ft.)—Granted app. of assignment of license from Winton Broadcasting Co. to Tigre Radio Corp. for \$55,000. Seller has no other broadcast interests. Buyer is headed by Hector Villalobos, Carlos Moncada, Jose Villalobos, Jose L. Moncada and Raul Ybarra, who have interest in KLFA(FM) King City, KTGE(AM) Salinas and KLOQ(AM) Merced, all California. Action May 17.

■ **KHEI(AM) Kihei and KVIB(FM) Makawao, both Hawaii** (AM: BAL900403EA; 1110 khz; 5 kw; FM: BALH900403EB; 94.3 mhz; 3.00 kw; ant. -17 ft.)—Granted app. of 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. Action June 5.

■ **KTEE(AM) Idaho Falls, ID** (BAL900226EB; 1260 khz; 5 kw-D)—Granted app. of assignment of license from AJP Communications Investment Co. to Western Communications Inc. for \$55,000. Seller is headed by Allen J. Potts and Fred M. Hall, who have interest in Anacapa Broadcasters, licensee of KBBQ(AM) Santa Barbara, CA. Buyer is headed by M. Kent and Patricia Frandsen, husband and wife, James T. Burgoyne and Nancy F. Twining, and is licensee of KBLI(AM)-KLCE(FM) Blackfoot, ID. Action May 31.

■ **KCFI(AM) Cedar Falls, IA** (BAL900228EA; 1250 khz; .50 kw-D)—Granted app. of assignment of license from Radio Cedar Falls Inc. to Heartland Broadcasting Inc. for \$746,444. Seller is headed by Ronald R. Hamilton has no other broadcast interests. Buyer is headed by Ronald R. Hamilton, Farnell I. O'Quinn, C. Edward Hancock and Alan L. Beck. Hamilton is officer and 73% shareholder in Radio Cedar Falls Inc., licensee of KCFI(AM) Cedar Falls, IA. Hancock is 4% shareholder in Radio Cedar Falls Inc. O'Quinn, is sole proprietor of WUFF-AM-FM Eastman, GA. Action June 4.

■ **WTBL(AM) Central City, KY** (BAL900302EA; 1380 khz; .50 kw-D)—Granted app. of assignment of license from Central City to SOZO Inc. for \$28,500. Seller is headed by Amos E. Slone and has no other broadcast interests. Buyer is headed by Curtis Staggs and has no other broadcast interests. Action June 1.

■ **WABK-AM-FM Gardiner, ME** (AM: BAL891024EE; 1280 khz; 5 kw-D; FM: BALH891024EF; 104.3 mhz; 50 kw; ant. 480 ft.)—Granted app. of assignment of license from Kennebec-Tyron Communications Corp. to The Great Kennebec Wireless Talking Machine Co. for \$1,052,500. Seller is headed by Jeffrey Fisher and has no other broadcast interests. Buyer is headed by Ronald R. Frizzell, who is 32.5% owner in The Great Merrimack Valley Wireless Talking Machine Co., licensee of WLLH(AM) Lowell,

MA, and president, director and 51% shareholder of The Great Down East Wireless Talking Machine Co., licensee of WLAM(AM) Lewiston and WKZS(FM) both Maine; 51% owner of The Great Portland Wireless Talking Machine Co., licensee of WJBQ(AM) Gorham, ME, and 55% shareholder of Ardman Broadcasting Corp. of Maine, licensee of WZOU(FM) Boston, MA. Action May 30.

■ **WIZY(FM) East Jordan, MI** (BAPH900307HP; 100.9 mhz; 1.31 kw; ant. 489 ft.)—Granted app. of 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. Ridcut, Clare Burns and Margaret S. Henthorne, and has no other broadcast interests. Action May 23.

■ **WCHT(AM)-WGLQ(FM) Escanaba, MI** (AM: BTC900319EA; 600 khz; 1 kw-D; 191 w-N; FM: BTCH900319EB; 97.1 mhz; 100 kw; ant. 1,070 ft.)—Dismissed app. of assignment of license from MW Multicom Inc. to William R. Walker, Richard A. Dueson and Richard D. Record for no financial considerations. Seller is headed by William R. Walker, Phillip Fisher and Charles D. Melford. Buyers have 49.91% interest in MW Multicom Inc. and are stockholders of Value Radio Corp., licensee of WO-SH(AM)-WMBV(FM) Oshkosh, WI; stockholders of Family Radio Inc., licensee WIZM-AM-FM La Crosse, WI; stockholders of Mid-West Management Inc., licensee of WTDY(AM)-WMBN(FM) Madison, WI; WKKNI(AM) Rockford and WKMQ(FM) Winnebago, both Illinois. Mid-West Management Inc. has 16.67% interest in WJMC Partnership, licensee of WJMC-AM-FM Rice Lake, WI; is 21.62% stockholder of Long Nine Inc., licensee of WMAY(AM)-WNNF(FM) Springfield, IL, and is 39.63% stockholder in WSJM Inc., licensee of WSJM(AM)-WIRX(FM) St. Joseph Michigan. Action June 1.

■ **WMGO(AM) Canton, MS** (BAL900406EA; 1370 khz; 1 kw-D; 28 w-N)—Granted app. of assignment of license from The WWGO Radio Corp. to Madison County Broadcasters Inc. for \$111,000. Seller is headed by Robert A. Clark and Richard Pearson, who have interest in Bee Cee Broadcasting Inc., licensee of WABF(AM) Fairhope, AL. Buyer is headed by Michael L. McCulloch, Emily K. Moffett, Janet Lynn Zirulnik, Barry S. Zirulnik and John Woodard, Janet L. Zirulnik is 5% shareholder of KLBA(AM) Albi, IA. Action May 30.

■ **KKOB-AM-FM Albuquerque, NM** (AM: BAL900110EA; 770 khz; 50 kw-U; FM: BALH900110EB; 93.3 mhz; 21.5 kw 4,150 ft.)—Granted app. of assignment of license from Southwest Radio Corporation to U.S. Entertainment Corp. for \$16 million. Seller is subsidiary of Fairmont Communications and is headed by Frank D. Osborne. Fairmont owns all stock in licensees of KIOI(FM) San Francisco; WLAC-AM-FM Nashville, TN, and WMTG(AM)-WNIC(FM) Dearborn, MI, and is the proposed assignee of KVAN(AM) Vancouver, WA, and KMJK(FM) Lake Oswego, OR. Buyer is subsidiary of National Media Ventures Inc. and is headed by George R. Fritzinger, Herbert S. Winokur Jr. and Dwight Case. National Media Ventures, through various subsidiaries, has interests in KAZN(TKTK) Pasadena, KOQO(AM) Clovis and KOQO(FM) Fresno, all California. Action May 30.

■ **WISP(AM)-WKCP(FM) Kinston, NC** (AM: BAL900409HD; 1230 khz; 1 kw-U; FM: BAPLH900409HE; 97.7 mhz; 3 kw; ant. 248 ft.)—Granted app. of assignment of license from Coastal Carolina Broadcasting Inc. to CSP Communications for cancellation of indebtedness. Seller is headed by T. David Luther and has no other broadcast interests. Buyer is headed by J.D. Conner, Hubert G. Pierce and Edward Seeger, and has no other broadcast interests. Action May 24.

■ **WLEC(AM)-WCPZ(FM) Sandusky, OH** (AM: BAL900306GS; 1450 khz; 1 kw-D; 250 w-N; FM: BALH900306GT; 102.7 mhz; 10 kw; ant. 120 ft.)—Granted app. of assignment of license from Signal One Communications Inc. to Erie Broadcasting Corp. for

\$1.5 million. ("Changing Hands," April 2.) Seller is headed by Kim E. Colebrook and recently sold WADC(AM)-WMGP(FM) Parkersburg, WV. Buyer is headed by James T. Embrescia and Martin H. Eldrad are shareholders of Canton-Akron Radio Inc., licensee of WINW(AM)-WRQK(FM) Canton, OH. Thomas Embrescia, brother of James, has interest in Toledo Television Ltd., licensee of WUPW(TV) Toledo, OH and is 33.5% shareholder of Independent Group Inc., which has interest in licensee of WWWE(AM)-WDOK(FM) Cleveland. Action May 24.

■ **KTLS-FM Ada, OK** (BTCH900312GO; 93.3 mhz; 100 kw; ant. 630 ft.)—Granted app. of assignment of license from Oklahoma Broadcasting Co. to The Washington Post Co. for \$503,425 (see "Changing Hands," Apr. 16.) Seller is headed by Danny Joe Hoover, who owns KADA(AM) Ada, OK. Buyer is headed by Katharine Graham and Richard D. Simmons, and owns four TV and several cable systems. Action May 23.

■ **KKCC-FM Clinton, OK** (BALH900130HZ; 106.9 mhz; 100 kw 286 ft.)—Granted app. of assignment of license from Stephenson Broadcasting Co. to Gentry Broadcasting Inc. for \$175,000. Seller is headed by Robert L. Stephenson and Robert T. Stephenson, and has interest in Fox Broadcasting Co., licensee of WWLS(AM) Moore, OK. Buyer is headed by Frank Gentry Jr., Cathy S. Gentry and Dennis Burton, and has no other broadcast interests. Action June 1.

■ **WHUM(AM) Hughesville, PA** (BAL900406EB; 1190 khz; 1 kw-D, 17 w-N)—Granted app. of assignment of license from Kennedy Broadcasting Inc. to North Penn Broadcasting Inc. for \$150,000. Seller is headed by John A. Kennedy Jr. and has interest in WHUM(FM) Avis, WBRX(FM) Patton and WMHU(FM) Renovo, all Pennsylvania. Buyer is headed by Harold G. Fulmer III, who is sole stockholder of Penn Central Broadcasting Inc., licensee of WKXU(AM)-WQXA(FM) York, PA; East Penn Broadcasting Inc., licensee of WKKW(AM) Allentown, WLSH(AM) Lansford and WMGH(FM) Tamaqua, all Pennsylvania. North Penn Broadcasting Inc. is licensee of WMIM(AM) Mount Carmel, WSPJ-FM Shamolin and WKHL-FM Salladasburg, all Pennsylvania. Action May 31.

■ **WXLF(AM) Rock Hill, SC** (BAL900220EE; 1150 khz; 1 kw-D)—Granted app. of assignment of license from Tri-County Broadcasting Corp. to Parkway Communications Inc. for \$125,000. Seller is headed by Jonas R. and Doris Bridges, husband and wife, Jonas R. Bridges Jr. and Pamela B. Sardina, and has interest in Brides Broadcasting, licensee of WKMT(AM) Kings Mt., NC. Buyer is headed by Jay Shah and Ted Solomon, and has no other broadcast interests. Action May 31.

■ **WCKS-FM Karns, TN** (BALH900320GY; 93.1 mhz; 12 kw; ant. 515 ft.)—Granted app. of assignment of license from CBS Broadcasters Group to WCKS Broadcasters Ltd. for no financial considerations. Seller is headed by John Strelitz, Robert O. Copeland and William E. Bennis. Copeland and Bennis have interest in WMYG-FM Braddock, PA, and Bennco, permittee of new FM at Vienna, WV. Buyer is headed by Michael J. and Robert A. Bennis, brothers, who each have 14% interest in WMYG-FM Braddock, PA. Action May 30.

■ **WSEV(AM) Sevierville and WSEV(FM) Gatlinburg, both Tennessee** (AM: BAL900326HX; 930 khz; 5 kw-D, 148 w-N; FM: BALH900326HY; 105.5 mhz; 310 kw; ant. 945 ft.)—Granted app. of assignment of license from Great Smoky Mountains Broadcasting Inc. to Dollywood Broadcasting Co. for \$715,000. Seller is headed by Charles Ketron and Conrad Jett. Buyer is headed by country singer Dolly Parton in partnership with Silver Dollar City Corp., and Orr and Earls Broadcasting Inc., which is majority owner. Silver Dollar City Corp. is headed by brothers Jack and Pete Herschend. Orr and Earls Broadcasting is headed by Rod Orr and former group owner Charlie Earls. Orr was part owner of KRMS(AM)-KYL(AM) Osage Beach, MO with FCC Chairman Al Sikes. Earls, with wife, Scottie S., has 15% interest in KREI(AM)-

KTJJ(FM) Farmington, MO: 40% interest in Orr and Earls Broadcasting Inc. of Branson, MO, licensee of KOMC(AM)-KRZK(FM) Branson, MO. Action May 31.

■ **WPAK(AM) Farmville, VA** (BTC900112EB; 1490 khz; 1 kw-D 250 w-N)—Granted app. of assignment of license from Great Sports Inc. to Rick R. Darnell for \$10,000. Seller is headed by Cle Everette. Buyer has no other broadcast interests. Action May 25.

■ **WLFN(AM)-WLXR(FM) La Crosse, WI** (AM: BAL900125HP; 1490 khz; 1 kw-U; FM: BALH900125HQ; 104.9 mhz; 1.35 kw; ant. 131 ft.)—Granted app. of assignment of license from Vaughn Broadcasting Group to Broadcast Properties of La Crosse Inc. for \$2.7 million. Seller is headed by Buyer is headed by Charles J. Burns, Philip T. Kelly and John Morrison. Burns is 50% shareholder of Topeka Broadcomm Inc., which owns KTKP-FM Topeka, KS. Kelly is 79% shareholder of Communications Properties Inc., which owns WDBQ(AM)-KLYV(FM) Dubuque, IA, and KATE(AM)-KCPJ(FM) Albert Lea, MN. Action May 30.

NEW STATIONS

Actions

■ **Camden, AR** (BPED890206MA)—Granted app. of Camden Career Center for 89.5 mhz; 25 kw; Address: 327 Stewart St. SW, Camden, AR 71701. Principal is headed by Bill Thomas and has no other broadcast interests. Action Filed May 29.

■ **Mena, AR** (BPH881011MF)—Dismissed app. of Regional Broadcast Inc. seeks 96.3 mhz; 100 kw; ant. 980 ft. Address: Rte. 3, Box 403-A, Mena, AR 71953. Principal is headed by Billy W. Kimp, and has no other broadcast interests. Action June 1.

■ **Mena, AR** (BPH881026M1)—Granted app. of The Harlan Family for 96.3 mhz; 100 kw; ant. 967 ft. Address: Route 2, Box 384-B, Mena, AR 71953. Principal is headed by Lyle Robert Evans, who is 100% owner of Brillion Radio Co., permittee of WLWR(FM) Brillion, WI, and 50% owner of Pacer Tv of Huron Inc., permittee of KIID(TV) Huron, SD. Action June 5.

■ **Stephenson, MI** (BPH900102MK)—Returned app. of Pacer Radio of the Near-North for 102.3 mhz; 3 kw. Address: P.O. Box 52, Mayville, WI 54304. Principal is headed by Lyle Robert Evans, who is 100% owner of Brillion Radio Co., permittee of WLWR(FM) Brillion, WI, and 50% owner of Pacer Tv of Huron Inc., permittee of KIID(TV) Huron, SD. Action June 5.

FACILITIES CHANGES

Applications AM's

■ **Fresno, CA** KEYQ(AM) 980 khz—May 16 petition for recon nunc pro tunc: CP to increase night power to 250 watts and make changes in ant. system.

■ **Glendale, CA** KIEV(AM) 870 khz—April 5 application for mod. of CP (BP860612AC) to increase day power to 15 kw and make changes in ant. system.

■ **Palatka, FL** WSUZ(AM) 800 khz—May 7 application for CP to change TL: N. of McCormick Rd. between Powerline Rd. and Cannon Rd. E. of Palatka, FL: 29 39 07N 81 35 32W.

■ **Colby, KS** KXXX(AM) 790 khz—May application for CP to change ERP: 39.5 kw (H&V); ant.: 1,298 ft.

■ **Watertown, MN** KWOM(AM) 1600 khz—May 2 application for Mod of CP (BP881122AE) to change TL: 6.4 km SE of Watertown, MN: 44 55 23N 93 46 56W.

■ **Mooreville, NC** WHIP(AM) 1350 khz—May 14 application for CP to correct coordinates to: 35 36 04N 80 48 51W. remove tower painting and lighting re-

ments and make changes in ant system.

■ **Clearfield, PA** WCPA(AM) 900 khz—May 8 application for Mod of CP (BP880303AF) to augment nighttime pattern.

■ **Morovis, PR** WMTI(AM) 1580 khz—May 21 petition for recon nunc pro tunc (BP900215AE).

■ **Providence, RI** WALE(AM) 990 khz—May 21 application for recon nunc pro tunc: CP to increase night power to 1 kw.

■ **Grand Prairie, TX** KKDA(AM) 730 khz—April 30 application for Mod of CP (BP890725AB) to make changes in ant. system.

■ **Vernon, AL** WJEC(FM) 106.5 mhz—April 27 application for Mod of CP (BPH880712MK) to change ERP: 6 kw H&V; change TL: just off Taylor Springs Rd., NE of Vernon, AL.

■ **San Francisco, CA** KXXX-FM 99.7 mhz—May 4 application for CP to change ERP: 39.5 kw H&V; ant. 1,298 ft.

■ **Security, CO** KBZE(FM) 105.5 mhz—May 11 application for CP to change ERP: 409 kw H&V; class: C3; other: specify new: main studio location transmitter control point.

■ **Salisbury, CT** WKZE-FM 98.1 mhz—May 11 application for mod. of CP (BPH860122MN) to change ERP: 1.8 kw H&V; change ant. 603 ft.; TL: .1 km S. of Smithfield Rd., 1.75 km W. of Cooper Rd. site, is 6.4 km SW of Millerton, NY.

■ **South Kent, CT** WGSK(FM) 90.1 mhz—May 15 application for CP to change ERP: .15 kw H&V; ant. -124 ft.; change TL: Bulls Bridge Rd., S. Kent, Litchfield, CT.

■ **Goulds, FL** WAQI-FM 98.3 mhz—April 24 application for mod. of license to increase ERP: 3.05 kw H&V (pursuant to docket # 88-375).

■ **Richmond Hill, GA** 105.1 mhz—March 30 application for Mod of CP (BPH870819MG) to change ERP: 4.4 kw H&V; change TL: approximately 9.5 km SE of Richmond Hill, GA.

■ **Marseilles, IL** WAEM-FM 96.5 mhz—April 27 application for mod. of CP (BPH851113MD) to change ant. 328 ft.; change TL: NW 1/4 of NE 1/4 of NW 1/4 of section 30, T33N, R4E, Fall River Township.

■ **Peoria, IL** WWCT(FM) 105.7 mhz—May 7 application for CP to change ERP: 33.4 kw H&V; change ant. 590 ft.; change TL: 407 Springs Creek Rd., Washington, IL.

■ **Coffeyville, KS** KQOF(FM) 92.1 mhz—May 7 application for CP to change ERP: 6.0 kw H&V; 309 ft.

■ **Boston, MA** WJIB(FM) 96.9 mhz—May 2 application for CP to change ERP: 8.8 kw H&V; ant. 1,151 ft.; change TL: 1165 Chestnut St., Newton Upper Falls, MA.

■ **Detroit, MI** WWWW(FM) 106.7 mhz—April 27 application for CP to change ERP: 28.5 kw H&V; change ant. 728 ft.; change TL: atop Renaissance Tower Building, adjacent to Civic Center.

■ **Spring Grove, MN** KQYB(FM) 98.3 mhz—May 4 application for Mod of CP (BPH890811IJ) to change ERP: 32.5 kw H&V; change ant. 601 ft.

■ **Carthage, MO** KRKG(FM) 104.9 mhz—May 8 application for CP to change freq: 95.1 mhz; ERP: 50 kw H&V; change ant. 472 ft.; change to class C2 (per docket #89-301).

■ **Broken Bow, NE** KBBN-FM 98.3 mhz—April 17 application for mod. of license to increase ERP: 3.24 kw H&V (pursuant to docket #88-375).

■ **Albuquerque, NM** KRST(FM) 92.3 mhz—April 24 application for mod. of license (BLH800425AH) for changes.

■ **Cadiz, OH** WEIR-FM 106.3 mhz—April 18 appli-

cation for Mod of CP (BPH890606IF) to change ERP: 3.0 kw H&V; change ant. 328 ft.; TL: SW of Briar Ridge, approximately 1.3 km W. of Piney Fork, OH.

■ **Lancaster, OH WSWZ(FM)** 103.5 mhz—April 19 application for Mod of CP (BPH870514MD) to change ERP: 5.43 kw H&V.

■ **New Philadelphia, OH WNPQ(FM)** 95.9 mhz—April 24 application for CP to change ERP: 2.61 kw H&V; ant. 498 ft.

■ **Locust Grove, OK new FM** 100.7 mhz—April 20 application for Mod of CP (BPH871124MK) to change ERP: 2.275 kw H&V; change ant. 367 ft.

■ **Perry, OK KJFK(FM)** 105.1 mhz—April 27 application for mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Stillwater, OK KSPI-FM** 93.9 mhz—April 4, 1989 application for Mod of CP (BPH870225MI) to change freq: 93.7 mhz; ERP: 12 kw H&V; class: C2 (per docket #88-39).

■ **Mirando City, TX KZZQ(FM)** 100.9 mhz—May 7 application for Mod of CP (BPH871216MI as Mod) to change freq: 100.5 mhz; ERP: 42 kw H&V; ant. 534 ft.; TL: 15 km S. of SH 359, S. Pescadito, TX; change to class C2 (per docket #89-348).

■ **Oshkosh, WI WMGV(FM)** 103.9 mhz—April 25 application for mod. of license to increase ERP: 6 kw H&V; (pursuant to docket #88-375).

■ **Abbeville, SC WZLA-FM** 92.9 mhz—March 29 application license to cover (BPH871109MM) to increase ERP: 3.8 kw H&V; (pursuant to docket #88-375).

■ **Wichita Falls, TX KMOC(FM)** 89.5 mhz—May 18 application for CP to change ERP: 10 kw H&V; change ant. from 3-Bay to 6-Bay.

■ **Richmond, VA WRXL(FM)** 102.1 mhz—May 1 application for CP to change ERP: 18.9 kw H&V; ant. 79C ft.; TL: 3245 Basie Rd., Richmond, VA.

■ **Warsaw, VA WNNT-FM** 100.9 mhz—May 7 application for CP to change ERP: 3 kw H&V; ant. 326 ft.; add vertical polarization.

■ **Fairmont, WV WRLF(FM)** 94.3 mhz—May 10 application for mod. of CP (BPH870309MC) to change ERP: 3.63 kw H&V; change ant. 247 ft.; TL: 450 Lecnard Ave., Fairmont, WV.

■ **Eagle River, WI WRJO(FM)** 94.3 mhz—May 1 application for CP to change freq: 94.5 mhz; ERP: 50 kw H&V; change ant. 492 ft.; change TL: .5 km N. of County Hwy. B at Merrill Lake, Town of Land O Lakes, WI; change to class C2 (per docket #88-313).

TV's

■ **Nogales, AZ KMSB-TV** ch. 11—April 23 application for CP to change Community license from Nogales, AZ to Tucson, AZ.

■ **Santa Rosa, CA KFTY(TV)** ch. 50—May 11 application for CP to change ERP: 398 kw-V; ant. 3,079 ft.; change TL: Mountain St. Helena site; 16 miles NE of Santa Rosa; ANT: RCA TFU-25G(BT); 38 40 10N 122 37 52W.

■ **Fort Walton Beach, FL WAWD(TV)** ch. 58—May 11 application for mod. of CP (BPCT8703317L) to change ERP: 100 kw-V; change ant. 169 ft.; TL: 602 Mountain Drive, Destin, FL; ant.: Bogner B8U/H (DA); 30 23 35N 86 29 41W.

■ **Las Cruces, NM KZIA(TV)** ch. 48—May 14 application for mod. of CP (BPCT880203KF) to change ant.: 439 ft.

■ **Corning, NY WYDC(TV)** ch. 48—May 7 application for Mod of CP (BPCT870610KM) to change ERP: 207 kw; change ant.: 125 m; TL: Hamilton Rd., 6.05 km E. from Broden, NY; ant. Andrew/ ALP24L3-HSE-48 (DA)(BT); 42 02 29N 77 15 18W.

■ **Italeigh, NC WRAL-TV** ch. 5—May 7 application

for CP to change ERP: 100 kw-V; ant. 1,981 ft.; TL: 1.6 miles SE of Auburn, NC; ant.: Dielectric TDM-6A5. (DA)(BT); 35 40 35N 78 32 09W.

■ **Rocky Mount, NC WFXB(TV)** ch. 47—May 7 application for Mod of CP (BPCT870317KJ) to change ERP: 2,000 kw-V; ant. 610 ft.; TL: Temperance Hall Community, NC at intersection of State Rd. 1124 and State Rd. 1003; ant.: Multi-Sat MS36-G(DA)(BT); 35 48 40N 77 44 33W.

■ **Chillicothe, OH WWAT(TV)** ch. 53—May 11 application for CP to change ERP: 5,000 kw-V; ant. 1,193 ft.; change TL: .67 mile at 53 degrees from intersection of Rte. 22 and Chillicothe/ Williamsport Rd. in Williamsport; ant.: Bogner BUC32(DA)(BT); 39 35 28N 83 06 40W.

■ **Lebanon, TN WJFB(TV)** ch. 66—March 8 application for CP to change ERP: 2,250 kw-V; ant. 547 ft.; change TL: 6.9 km S. of Lebanon, TN on Franklin Rd. in Wilson County; ant.: BASC Associates SC-24 DA-(DA)(BT); 36 09 13N 86 22 46W.

■ **Decatur, TX KMPX(TV)** ch. 29—May 21 amendment of BMPCT880616KE for CP to change ERP: 2,570 kw-V; change ant. 462 ft.; ant.: Bogner BU(I)28 a(DA)(BT); 32 56 28N 96 59 30W.

■ **La Crosse, WI WLAX(TV)** ch. 25—May 8 application for CP to change ERP: 560 kw-V; ant. 1,003 ft.; change ant.: Jampro Inc. JSL-1725-DA (DA)(BT).

Actions

AM's

■ **Tucson, AZ KSZA(AM)** 580 khz—May 18 application (BP900322AD) returned for CP to change City of license to Marana, AZ and make changes in ant. sys-

tem 32 27 18N 111 16 54W.

■ **San Diego, CA KSDO(AM)** 1130 khz—May 16 application (BP900117AC) dismissed for CP to make changes in ant. system.

■ **Farwell, TX KIJN(AM)** 1060 khz—May 18 application (BP900323AG) returned for CP to increase power to 5,000 watts; make changes in ant. system and change from non-DA to DA.

FM's

■ **Kearny, AZ KCDX(FM)** 105.1 mhz—May 14 application (BMPH890929IO) granted for mod. of CP (BPH861209ME) to change ant. supporting structure height.

■ **Sheridan, AR KQLV(FM)** 102.3 mhz—May 18 application (BPH891018IF) granted for CP to change freq: 102.9 mhz; change ERP: 50 kw H&V; ant. 492 ft.; change TL: Rte. 46 and 19 mhz; Sheridan, AR; change to class C2 (per docket #88-74).

■ **Apple Valley, CA KZXY-FM** 102.3 mhz—May 18 application (BPH900130MF) dismissed for CP to change ERP: 6 kw H&V; change ant. 328 ft.

■ **Atherton, CA KCEA(FM)** 89.1 mhz—May 18 application (BPH900130MF) returned for CP to change ant. 5 ft.; change TL: Bear Gulch Reservoir.

■ **Fresno, CA KNAX(FM)** 97.9 mhz—May 25 application (BPH890915IH) granted for CP to change ERP: 2.07 kw H&V; change ant. 1,987 ft.; TL: Meadow Lakes 4.7 km E. of Auberry, CA.

■ **Santa Cruz, CA KLRS-FM** 99.1 mhz—May 10 application (BMPH900116IM) granted for mod. of CP (BPH881028IG) to change ant. 2,607 ft.; other: correction of erroneous geographical coordinates of transmitter site.

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■ **Pueblo, CO KATM-FM** 100.7 mhz—May 29 application (BPH8907201G) granted for CP to change ERP: 72.4 kw; change ant. 2.217 ft.; TL: Cheyenne Mountain ant. Farm. Colorado Springs, CO: 38 44 44N 104 51 39W.

■ **Hartford, CT WLVH-FM** 93.7 mhz—May 24 application (BMPH9003281F) granted for mod. of CP (BPH8907311B) to change ERP: 16 kw H&V; ant. 869 ft.; TL: on W. Peak. 1 km N. of Rte. 66, Meriden, CT.

■ **New Canaan, CT WSLX(FM)** 91.9 mhz—May 29 application (BPED9002121G) granted for CP to change ant. supporting structure height.

■ **Waterbury, CT WYZZ(FM)** 92.5 mhz—May 22 application (BPH9001031E) granted for CP to change ant. 879 ft.; change TL: located at established ant. site on top of W. Peak. 1 km N. of State Rd. 66 and .7 E. of State Rd. 120, Meriden, CT.

■ **Rossville, GA WLMX-FM** 105.5 mhz—Jan. 10 application (BPH8909141C) granted for CP to change ERP: 2.7 kw H&V; change ant. 344 ft.; TL: approximately 1 km SE of intersection of Rte. 17 and McCallie Ave., Chattanooga, TN.

■ **Panama City, FL WPAP-FM** 92.5 mhz—May 17

application (BPH9003201C) granted for CP to change ant. 1.338 ft.; change TL: Scotts Ferry Rd., 4.7 km E. of US 231 intersection, Youngstown, FL.

■ **Hagerstown, MD WWMD(FM)** 104.7 mhz—May 29 application (BPH9002161B) granted for CP to change ERP: 8.32 kw H&V; change ant. 1.377 ft.; TL: on top of Mount Quirauc. 12 miles NE of Hagerstown, MD.

■ **Yazoo City, MS WJNS-FM** 92.1 mhz—May 23 application (BPH8911241A) granted for CP to change ERP: 20 kw H&V; change class: C3.

■ **Farmington, NM KSJE(FM)** 90.9 mhz—May 25 application (BMPED881208MN) granted for mod. of CP (BPED870202MD) to change ant. 387 ft.; TL: .2 km E. of Hwy. 371 and U.S. 550 intersection.

■ **Thoreau, NM KMCC(FM)** 99.9 mhz—April 10 application (BPH9002221B) returned for CP to change ERP: 100 kw H&V; change ant. 1.210 ft.; TL: approximately 10 km NE of Gallup, NM.

■ **Newton, NJ WNNJ-FM** 103.7 mhz—May 10 application (BMPH8909291T) granted for mod. of CP (BPH831115RJ) to change ERP: 3.5 kw H&V; ant. 757 ft.; TL: Top of Ridge at Harmony Ridge Camp-

Ground, 1.23 km NE of Normanook Lookout Tower in Frankford Twp. Sussex City, NJ; class: B1.

■ **Lake Ronkonkoma, NY WSHR(FM)** 91.9 mhz—May 17 application (BPED8910131A) granted for CP to change ERP: 2.8 kw H; change ant. 141 ft.

■ **Cleveland, OH WMJ(FM)** 105.7 mhz—May 15 application (BPH8907251C) granted for CP to change ERP: 15.5 kw H&V; change ant. 1.020 ft.; TL: 4800 Brucening Rd., Parma, OH.

■ **Youngstown, OH WHOTFM(FM)** 101.1 mhz—May 15 application (BPH8910021L) granted for CP to change ERP: 25 kw H&V; change ant. 694 ft.; TL: 4040 Simon Rd., Youngstown, OH.

■ **Sallisaw, OK KKID-FM** 95.9 mhz—May 23 application (BMPH9001221K) granted for mod. of CP (BPH8907241G) to change ERP: 8 kw H&V; and correct coordinates.

■ **Jersey Shore, PA WRKK(FM)** 97.7 mhz—May 11 application (BPH8912111C) dismissed for CP to change ERP: 6 kw (H&V); ant. 295 ft.

■ **Providence, RI WLKW-FM** 101.5 mhz—May 18 application (BMPH8908151A) granted for mod. of CP

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(BPH80328MA) to change ERP: 2.2 km H&V: ant. 380 ft.: TL: Bunker Hill. 7.2 km SW of Surgoinsville, TN.

■ **Hillsboro, TX** KJNE(FM) 102.5 mhz—May 17 application (BPH80224MM) dismissed for CP to change ant.: 986 ft.

■ **Lubbock, TX** KAMY(FM) 90.1 mhz—May 11 application (BMPED880328MM) dismissed for mod. of CP (BPH840626IE) to change 1.5 kw H&V: ant. 439 ft.

■ **Danville, VT** WSHX(FM) 95.7 mhz—May 14 application (BMPH900119IA) granted for mod. of CP (BPH80224MQ) to change ERP: .230 kw H&V: ant. 1,174 ft.: TL: Cow Hill. 4 km SW of W. Danville, VT.

■ **Crozet, VA** WJLT-FM 102.3 mhz—May 24 application (BPH890929IH) granted for CP to change ERP: 4.9 km H&V: change ant. 354 ft.: TL: 38 04 47N 78 44 22W.

■ **Prairie Du Chien, WI** WPRE-FM 94.3 mhz—May 18 application (BPH900129IC) granted for CP to change ERP: 35.8 kw H&V: change ant. 524 ft.: change class to 232C (per docket #88-186).

■ **Sturgeon Bay, WI** WFNL(FM) 97.7 mhz—May 11 application (BMPH900105ID) dismissed for mod. of CP (BPH890324IE) to change ant. 560 ft.

TV's

■ **Panama City, FL** WFSG(TV) ch. 22—May 18 application (BMPET890302LA) granted for mod. of CP (BPET850116KJ) to change ERP: 1,147 kw-V: ant. 509 ft.: TL: 6 miles NW adjacent to Steelfield Rd. 3.2 miles W. of Rd. 79. near West Bay. FL: ant.: Andrew ATW30H2-HTO-56: 30 22 02N 85 55 29W.

■ **Venice, FL** WBSV-TV ch. 62—May 18 application (BMPCT890324KM) dismissed for mod. of CP (BPCT870212KF) to change ERP: 4,650 kw-V: ant. 547 ft.: TL: corner of green Cove Rd. and E. Venice Ave., Venice, FL: ant.: Dielectric Comm. TFU-36-JDAS(BT): 27 06 01N 82 22 18W.

■ **Macon, GA** WGNM(TV) ch. 64—May 24 application (BMPCT890324KM) dismissed for mod. of CP (BPCT870212KF) to change ERP: 52 kw-V: ant. 606 ft.: TL: U.S. Hwy. 23-129: 11 km SW of Macon, GA: ant.: Andrew ALP 24 L3-HSN-64. (DA)(BT): 32 44 58 83 33 35W.

■ **Richland, WA** KTNW(TV) ch. 31—May 18 application (BPET900413KE) granted for CP to change ERP: 70.5 kw-V: ant. 1,213 ft.: TL: Jump off Joe Butte, 8 miles S. of Kennewick, WA: 46 60 23N 119 7 50W.

ACTIONS

■ **Erratum** to decision. FCC 90R-33, released May 14 granting application of Empire State Broadcasting Corporation to renew license of WWKB at Buffalo: and denying application of Bursam Communications Corporation for new AM station at Mineola. (MM docket 87-110 [DA 90-737]).

■ **Aspen, CO.** Granted application of Aspen FM, Inc., for new FM station on channel 296A: denied competing application of Ajax Mountain Broadcasting Corp. (MM docket 87-424, by decision [FCC 90R-37] adopted May 14 by Review Board).

■ **Marco, FL.** Dismissed as moot motion to condition CP and request for other relief, as well as petition for leave to intervene and request for waiver filed by Rowland Gulf Radio Inc., in light of previous action by office of General Counsel, in case involving mutually exclusive applications for new FM station at Marco. (MM docket 87-244, by order [FCC 90R-36] adopted May 14 by Review Board).

■ **Des Moines, IA.** Affirmed decision of ALJ and granted application of Ronald Sorenson for new FM station on channel 298C2 at Des Moines: and denied

High Tower Partnership. (MM docket 88-238 by decision [FCC 90R-34] adopted May 1 by Review Board).

■ **Longbeach, MS.** Granted application of Beach Broadcasting Ltd. for new FM station on channel 233A at Long Beach: and denied competing applications of Badcan Media FM Ltd. and Manuel Lima. (MM docket 89-66 by initial decision [FCC 90D-25] issued May 15 by ALJ Edward Luton).

■ **Las Vegas, NV.** Denied PZ Entertainment Ltd. review of ALJ action dismissing its application in proceeding involving five mutually exclusive applications for new TV station on channel 15 at Las Vegas. (MM docket 89-80, by MO&O [FCC 90R-41] adopted May 18 by Review Board).

■ **Sparks, NV.** Upheld Review Board decision granting application of Comstock Broadcasters for new FM station in Sparks, and denying Pepper Schultz's competing application. (MM dockets 83-1206-7, by MO&O [FCC 90-200] adopted May 17 by commission).

■ **Albuquerque, NM.** Granted joint motion to dismiss jointly filed notice of appeal with Review Board in proceeding involving competing applications for new FM station on channel 267A at Albuquerque. (MM docket 89-123, by order [FCC 90R-39] adopted May 16 by Review Board).

■ **Atlantic City, NJ.** Granted application of Hillside Broadcasting Ltd. for new FM station on channel 297B1 at Atlantic City: and denied competing applications of Atlantic City Community Broadcasting Inc., Radio-Vision Communications Ltd. II, Knight Radio Inc., Atlantic Wireless Broadcasting Ltd., and D&L Broadcasting. (MM docket 88-433 by initial decision [FCC 90D-27] issued May 21 by ALJ Edward J. Kuhlmann).

■ **Corinth, Hadley and Queensbury, all New York.** Denied Hastings Broadcasting Corp. review of denial of earlier petition for reconsideration in matter of amendment of FM Table for these locations. (MM docket 86-331, by MO&O [FCC 90-185] adopted May 1 by commission).

■ **Poughkeepsie, NY.** Granted application of Wicrae Equities Ltd. for new FM station on channel 241A at Poughkeepsie: denied competing applications. (MM docket 88-279, by decision [FCC 90R-22] adopted March 15 by Review Board).

■ **Columbus, OH.** Denied McCall Broadcasting review of decision in case involving six mutually exclusive applications for new FM station on channel 298A in Columbus. (MM docket 88-421, by order [FCC 90-209] adopted May 29 by commission).

■ **Murrells Inlet, SC.** Granted application of Inlet Broadcasting Co. for new FM station on channel 233A at Murrells Inlet, SC: denied competing applications. (MM docket 88-296, by decision [FCC 90R-35] adopted May 9 by Review Board).

■ **Fort Worth, TX.** Denied Hispanic Information and Telecommunications Network requests for reconsideration of two decisions dismissing ITFS applications as procedurally defective. (By MO&O [FCC 90-179] adopted April 30 by commission).

■ **Roy, Utah.** Dismissed application to assign license of KRPN(FM) Roy from Kargo Broadcasting Inc. to Bonneville International Corp. (By MO&O [FCC 90-198] adopted May 11 by commission).

■ **Charlottesville, VA.** Granted application of Spectrum Broadcasting Corp. for new FM station on channel 298A in Charlottesville: and denied competing applications of McClenahan Broadcasting Inc. and Communication Audio Video. (MM docket 88-440 by initial decision [FCC 90D-24] issued May 11 by ALJ Joseph Chachkin).

ALLOCATIONS

■ **Prescott Valley, AZ.** Substituted channel 294C2 for Channel 294A: modified license of KIHx-FM accord-

ingly (MM docket 88-597 by R&O adopted May 17, DA 90-785 by deputy chief, Policy and Rules Division, Mass Media Bureau).

■ **Heidelberg, MS.** Effective July 16, substituted channel 257C2 for channel 257A at Heidelberg, and conditionally modified license of WEEZ accordingly. (MM docket 89-471 by R&O [DA 90-762] adopted April 13 by deputy chief, Policy and Rules Division).

■ **Blue Earth, MN.** Allotted channel 251C3: filing window opens July 24, closes August 23 (MM Docket 89-382 by R&O adopted May 23, DA 90-788 by deputy chief, Policy and Rules Division, Mass Media Bureau).

■ **Winona, MN.** Substituted channel 237C3 for 237A: modified license of KAGE-FM accordingly (MM Docket 89-428 by R&O adopted May 23, DA 90-787 by deputy chief, Policy and Rules Division, Mass Media Bureau).

■ **Elizabethton, TN.** Effective July 16, substituted channel 257C3 for channel 257A at Elizabethton, and conditionally modified license of WUSJ-FM accordingly. (MM docket 89-405 by R&O [DA 90-761] adopted May 3 by deputy chief, Policy and Rules Division).

CALL LETTERS

Applications

Current FM's

KHCA(FM)	KSKT Bill E. Stallard, Wamego, KS
WSHK(FM)	WZMX James Michael Self, Russellville, AL
WXKR(FM)	WOSE Venice Broadcasting Corp., Port Clinton, OH
KZEW(FM)	KGRX Allison Broadcasting Co., Globe, AZ

Grants

New FM's

WPGB(FM)	Blountville Educational Association, Blountville, TN
WPIB(FM)	Unity of Roanoke Valley, Salem, VA
WPRH(FM)	Golden Rule Organization Workshop, Galax, VA
KQRX(FM)	Three Card Enterprises, Midland, TX
KSDA-FM	Adventist Broadcasting Service Inc., Agat, GU
KTFG(FM)	Donald A. Swanson, Sioux Rapids, IA
KXLC(FM)	Minnesota Public Radio, La Crescent, MN

New TV

KPNP(TV)	P-N-P Broadcasting Inc., Pullman, WA
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Existing AM's

WDCY(AM)	WSPZ William C. Dunn, Douglasville, GA
WGTR(AM)	WJEH Wagner Broadcasting Corp., Gallipolis, OH
WPOG(AM)	WALD Gresham Communications of Walterboro Inc., Walterboro, SC
WTRR(AM)	WNSI Metro Orlando Broadcasters Inc., Sanford, FL

CLASSIFIED

RADIO

HELP WANTED MANAGEMENT

General manager: Long Island's monster AC powerhouse, WALK FM/AM, is looking for exceptional leader/motivator. Rare opportunity for take-charge professional with successful track record in sales and programing. Join strong, progressive group at flagship station in nation's 13th MSA. Resumes to Linda Healy, WALK FM/AM, PO Box 230, Patchogue, NY 11772. EOE. M/F.

General manager for established Wyoming radio stations. Send resume to: KWYO, 130 South Main, Buffalo, WY 82834 or call 307-684-2207. EOE

GM/GSM wanted for Columbia, MO market. Start-up FM needs leader with strong selling skills to hire, train, motivate sales staff. Strong in sales promotions. Resume, references, salary requirements. Zimmer Broadcasting, PO Box 1610, Cape Girardeau, MO 63702. EOE.

General manager/sales manager. Coastal Florida Combo need sales oriented GM. Sales, promotion and management experience a must. Ideal position for results oriented leader with strong organizational skills who is highly motivated. Send resume and salary history: Box D-25. EOE.

Sweat equity with opportunity for 100% ownership available to honest, ethical and experienced individual(s) dedicated to small market radio. Powerful AM/FM Southwestern Combo. EOE. Box D-26.

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 position in Seattle, Washington for AM/FM Combo with Park Communications. 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: PO Box 550, Ithaca, NY 14851. EOE.

HELP WANTED SALES

WKIK-AM, Leonardtown, Maryland, has an immediate opening for a sales manager. 3-5 years of experience preferred. Must be able to write and produce spots, do remotes, etc. Will handle top station accounts, train and supervise other sales people. Send resumes to PO Box 510, Leonardtown, MD 20650. Call 301-475-8937. EOE.

The last great place: Come to Montana ARB's 256th rated market. Top Country FM, top Oldies AM. Sell 25-54 adults to non-agency direct accounts. Earn 20% + commission. Very strong team of friendly people. We are looking for one or two sales people who want to earn \$25,000-\$30,000 per year. EOE. Send resume to General Manager, PO Box 1239, Great Falls, MT 59403.

Trumper Communications is looking for experienced sales professionals for THUNDER 96.9/WTDR in Charlotte, NC. Excellent career opportunity in an exciting radio market with one of

radio's fastest growing companies. Must have a minimum of 2 years radio sales experience. Please send resume to WTDR, 4701 Hedgemore Drive #801, Charlotte, NC 28209. Trumper Communications is an EOE and encourages minority and female applicants.

Beautiful Palm Beach, Florida Oldies 94 FM needs positive self-motivated salesperson with 15 months experience and good track record. Excellent selling environment at rapid, market position growth station that knows the value of good people. Size 53 market with great earning potential. No order-takers, please. Call Marty Perrone 407-842-4616. EOE.

WNSR FM is currently interviewing for possible openings in our business development sales department. To qualify, you must have at least three years experience as a brand manager or marketing manager. Those who have successfully made the transition to radio sales in the past, come from backgrounds including sports marketing, the food industry and special events. If you are qualified, a potentially highly rewarding opportunity may await you. Call Sherri Lewis today at 212-752-3586. EOE.

Selling sales manager: Texas group station. Excellent incentive program & benefits. EOE/MF. Resume to Galen Gilbert, Box 50539, Denton, TX 76206.

HELP WANTED ANNOUNCERS

Southwest Florida's all new KISS 103.7 is looking for a morning talent with great production skills. Send tape and resume with references to WAKS, PO Box 1506, Ft. Myers, FL 33902. Attn: Mark Hayes. EOE.

HELP WANTED TECHNICAL

Systems Technologist II (Broadcast) for public radio KRWG-FM. B.A. or B.S. degree in Engineering Technology or related field with 3-4 years experience; or Associate's degree with 5 to 7 years experience; considerable knowledge of radio broadcast equipment; installation, trouble shooting, repair and operation; possess a Restricted Permit or General Radio Telephone License; SBE and/or NARTE technical certified preferred; have recent demonstrated technical ability. Salary: \$24,046. Deadline for applications: July 3, 1990. Cover letter, resume and 3 references to: Colin Gromatzky, General Manager, KRWG-FM, PO Box 3000, Las Cruces, NM, 88003. KRWG RADIO/NMSU are an equal opportunity employer. Women and minorities are encouraged to apply.

Broadcast engineer: Midwest Combo: 50,000 watt FM & 5,000 watt directional AM seeking experienced engineer. Will maintain transmitters, studio/production equipment, STLs, satellite receivers, micro processor-equipment. Competitive pay & benefits. Will have good transition support. Operation guided by Christian principles. Contact Ed Moore, GM, WFRN/WCMR, Box 307, Elkhart, IN 46515. 219-875-5166. EOE.

HELP WANTED NEWS

News/sales: Dig for stories, carry some accounts.

Entry level, management material. Tape, photo, resume: KQSS, Miami, AZ 85539. EOE.

Call now: Anchor/reporter for up-state New York full-service/AC. Call ND Tom Roehl or GM Jack Scott. 518-725-7175. EOE.

News director and reporter/anchor positions: Send tape and resume to WTSL, PO Box 1400, Lebanon, NH 03766. EOE.

WKRM-AM-FM Combo in Middle Tennessee seeks experienced news director. No calls, please. T&R: Robert McKay, III, PO Box 1377, Columbia, TN 38402. EOE.

Full- and part-time newsmen sought for coverage of government meetings and local news events. Resume and tape: Newsroom, WRNJ, PO Box 1000, Hackettstown, NJ 07840. No calls please. EOE.

News/sports director for AM/FM in Midwest college town of 20,000. Major emphasis is on news, but must be able to do PBP. Growing operation with new management. Opening is immediate. EOE. Resume and tape to: Dave Winegardner, Box K, Neosho, MO 64850; or call 417-451-1420.

Radio Marti Program: Experienced bi-lingual radio professionals needed for the following positions in Washington, DC working for the US Government's radio broadcast service to Cuba: PROGRAM DIRECTOR (\$50-60,000), DEP. PROGRAM DIRECTOR (\$42-50,000), ANNOUNCER (\$24-30,000), REPORTER (\$24-30,000), and AUDIENCE RESEARCHER (\$24-30,000). Applicants must have professional experience in the field of the position for which they are applying. All positions require an expert knowledge of Cuba and fluency in Spanish. An equal opportunity employer. 202-401-7114. Send application on Form 171 to: USIA/Radio Marti Program, Attn: VOA/MP, 400 6th Street, SW, Washington, DC 20547.

SITUATIONS WANTED MANAGEMENT

20 year radio vet, top 5 market experience, wants first OM/PD position. Country preferred. All competitive markets considered. 702-453-9938. 4585 El Tovar St., Las Vegas, NV 89115.

Leadership solution: General & sales manager team! (You wouldn't want either of us at a competitor!) Small or medium markets. All opportunities & all markets considered. Jack Davison & Linda Bowen. 1542 Nottingham Drive, N. Mankato, MN 56001; 507-387-2565.

General manager available, Excellent and interesting track record. Can win big for you! Call Ken Patch - 508-775-7400 or 508-540-8216.

Major market consultant with 26 years experience can solve your problems with super results in management, sales, programing and engineering. Full service consulting for start ups or turn arounds. Free initial consultation! Please call Bill Elliott at 413-442-1283 or write: 48 Imperial Ave., Pittsfield, MA 01201.

Problem solver: 13 years of station leadership including ownership/construction/turn-around/all phases. Ready for next opportunity. What problem(s) do you need corrected? Jack Davison, 1542 Nottingham Drive, N. Mankato, MN 56001; 507-387-2565.

Sales manager: Aggressive. Knowledgeable. Good people person. Sales training ability. Presently employed. Managerial experience small and medium markets. Box D-36.

Successful suburban San Francisco GSM seeks GM's position in East or South. Opportunity more important than starting salary. Turnarounds okay! Call 717-321-9035 (Messages). Available soon. EOE.

SITUATIONS WANTED ANNOUNCERS

15 year pro, family man, 10 years in Los Angeles. Mornings at number five station. Can do it all: AC programming, AT, news, reviews and talk. Call Tom 818-242-4373.

Experienced professional sportscaster: Looking for PBP position in Central Florida region. Mike 407-894-9373.

Hard-working, intelligent A/T with over two years S/M market experience seeks bigger and greener pastures. Willing to relocate. Todd: 814-662-2044.

Shock DJ: Nite shift. Call for tape: The T.: 614-898-9120.

Ivy League Grad seeks move to larger station. Sports, news, talk. Baseball & basketball PBP. Also have DJ experience. Will relocate. Neil, 301-424-4984.

Creative, experienced professional seeks full-time position as morning-team member. Voices. Prefers CHR: top 40 or CH-Urban formats. Tape & resume available. Call 704-433-1075.

Experienced, enthusiastic talent wants to execute your format. Solid copy and production. Goal oriented team player. Witty, affordable. Call Jeff, 914-425-1239.

SITUATIONS WANTED TECHNICAL

Engineer/air talent. Airshift required on Rock FM. Will engineer AM/FM Combo. Prefer milder winters; metro 125K plus. Experienced. Eric, evenings. 219 924-7004.

Capable, dependable chief engineer: Extensive studio, transmitter and STL troubleshooting experience. Degree, 1st phone, SBE certification. Reply to Box D-43.

SITUATIONS WANTED NEWS

Sportscaster/PBP. 15 yr. pro. 27 awards 303-241-6452.

Big East sportscaster for seven years wants new PBP opportunities. Strong news/DJ background. too. Call John now! 203-429-2094.

Sportscaster, currently employed, with outstanding experience at network level in radio-TV seeking major market opportunity or major college opportunity. Available at your convenience. Excellent PBP. 812-424-6020.

Sports pro. 5 yrs. exp. incl. P/T in suburban NYC. Sophisticated, exciting PBP and solid anchoring. Impeccable knowledge. Bob, 201-546-5546.

Small market news/sports Director eager to move up. Extensive reporting and play-by-play experience. University of Georgia graduate. Call Bill Caiaccio after 11AM: 912-452-0586.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Forthcoming sale or format change? Illness? Turnaround? Shopping for candidates? 17-year all-format programing pro seeks interim PD or consulting position. 303-363-8902 or WRITE 14175 E. Montview Blvd., #6, Aurora, CO 80011.

NYC Satellite Opr mgr: Seeking PD position in South Florida FM station. Exp in AOR, MOR, CHR. Call Carl at 201-351-3637.

MISCELLANEOUS

Make money in voiceovers. Cassette course offers marketing and technique for success in commercials and industrials. Money-back guarantee. Call for info: Susan Berkley, 1-800-333-8108.

TELEVISION

HELP WANTED MANAGEMENT

Local sales manager for midsize Texas market. Network affiliate seeks savvy LSM. Strong personal salesperson, leader, 5 years experience. Computer available knowledge, strategist, proven record, integrity. Send resume, references and salary requirements. Strictly confidential. Please send your confidential reply to Box C-65. EOE.

If you would like to live in a beautiful part of the country (NE) surrounded by exciting things to see and do. If you like a challenging job and have local sales management experience and solid people skills, then this top 50 Fox affiliate may be for you. We're looking for a motivator, teacher, promotion oriented local sales manager. Box D-18. EOE

National sales manager: Seeking sales professional with national sales experience for growing network affiliate in desirable Southeast midsize market. Individual should be able and ready to take immediate control of department. EOE. Send resume to D-17.

Local sales manager: Dominant independent in top 30 market seeks highly motivated and competitive individual to lead sales staff. Successful LSM experience required. Terrific, growing company with excellent benefits and potential. All replies are confidential. Send resume to: Box D-29. EOE.

Manager, Class C FM: Ada, Oklahoma. Must have experience and be willing to carry account list. Good benefits. A Washington Post Company. EOE. Contact George Wilburn, Box 499, Altus, OK 73522.

Director of Finance and Business Administration: PTV station seeks manager for financial, accounting, and budgeting activities. Responsible for general and cost accounting, grants and contracts, administrative inter-departmental accounting, and coordination of personnel and purchasing services. Must have knowledge of and experience with computer accounting systems. Prefer experience with public television and with university/non-profit accounting procedures. Master's degree in appropriate field with five years experience in business accounting and financial management. Equivalent experience may be substituted for degree requirement on a one-year for one-year basis. Salary min. \$31,054 DOE. Important: reference this ad! Send resume to UNM Personnel Department, 1717 Roma, N.E., Albuquerque, NM 87131-3186. Closing date: 7-5-90. AA/EOE.

The news director I want is not looking for a job. He or she is having a great time, running a newsroom in a market (size 40-65) where people have fun producing newscasts that viewers can't wait to watch. Maybe you've thought about moving up to a top 35 Southeastern market. If so, tell me about yourself, your news philosophy and what you think it takes to win today's news wars. Reply to Box D-37. EOE.

Sales manager: Successful Midwest Fox affiliate seeks manager to direct staff of seven. A great opportunity for an experienced leader. Call David Wittkamp, 1-800-733-2065. EOE.

HELP WANTED SALES

Local sales manager: Top 60 Eastern affiliate is accepting applications immediately. Top individual will have a strong sales background, possess quality communications skills, be an aggressive, self-motivated leader and be willing to creatively make the extra effort toward goal achievement. Great opportunity for the right person. Management experience preferred but not necessary if you're a cut above the rest. Excellent benefits. Send resume to Box D-16. EOE, M/F.

National sales manager: Unhappy with the national biz in your market? Is your GM putting on the pressure to do something with your dark time? Call 213-550-1122, ext. 105 to turn your 2nd and 3rd quarters around! EOE.

Local sales manager: ABC affiliate, seeks local sales manager with previous sales management experience. Must have proven leadership ability and be skilled in all aspects of local sales. Send resume to: Jeb Baker, General Sales Manager, WTVQ-TV, P.O. Box 5590, Lexington, KY 40555-5590. EOE.

TV/radio national sales position. Immediate opening with broadcasting's oldest (37 years) media/merchandising/sales-promotion firm. TV/radio sales experience required. Full-time travel (Mon./Fri.) required. Substantial draw against generous commission. Resume and recent picture to John Gilmore, President, CCA, Inc., PO Box 151, Westport, CT 06881. 203-226-3377. EOE.

Local sales manager: Small market UHF ABC affiliate in the great Midwest. You may be a young, successful, aggressive, organized television sales rep today but you feel you are ready to prove that you can lead and motivate an experienced sales staff to reach the sales objectives of management and the sales potential of the station and market. If you are looking for this type challenge and opportunity, please rush a letter, resume and references in confidence to Box D-38. An EEO employer.

TV production/transmission facility account executive: immediate opening for experienced sales person with solid knowledge of TV production. Satellite transmission experience highly desirable. We have a terrific production/transmission facility - Your job is to let people know about us! Candidate will manage an existing client portfolio as well as strongly pursue new business. Moderate travel. Stimulating and amiable environment, excellent benefits. No phone calls accepted. Send cover letter of interest and resume to: WGBH, Human Resources Office (A-554), 125 Western Ave., Boston, MA 02134. WGBH is an equal opportunity employer.

HELP WANTED TECHNICAL

Due to expansion of facilities, Lodestar Towers Inc. seeks an experienced engineer skilled in RF transmissions, antenna combining systems and with a good knowledge of communications tower site requirements. Freedom to travel is a requirement, along with good verbal and written communications skills. No calls accepted. Resume and salary requirements to: Director of Engineering, PO Box 14485, North Palm Beach, FL 33408. EOE.

Engineer with five years hands-on maintenance with XMTR and studio systems. EOE, a Trinity station KTBW-TV, 1909 So. 341st Pl., Federal Way, WA 98003. FAX# 206-874-7432.

Spanish network has opening for maintenance engineer for 40' mobile unit. Experience on Grass Valley, Utah Scientific, Ikegamie, Ampex. Flexible hour and travel. Send resume and salary requirements: Univision, 6392 NW 84 Ave., Miami, FL 33166. EOE.

KOKH-TV, Oklahoma's #1 Independent, has a career opportunity available for a UHF transmitter engineer. If you have a thorough knowledge and hands-on experience with UHF transmitters, we have the perfect opportunity for you. Call Spec Hart or send resume to 1228 E. Wilshire Blvd., Oklahoma City, OK 73111. 405-843-2525. EOE.

California dreaming? Odetics Inc., manufacturer of broadcast cart machines has immediate opening for video maintenance technician. A sound video fundamentals background required. Experience on U-matic, Betacam or MII preferred. As one of the 100 best companies to work for, we offer exciting opportunities, excellent benefits and an unbeatable location. Send resume to Linda Krumme, Odetics Inc., 1515 S. Manchester, Anaheim, CA 92802. EOE.

Broadcast maintenance engineer: 3-5 years experience in broadcast equipment maintenance with FCC First or SBE certification. Equipment includes but not limited to Ampex VPR-6, GVG editor, DPM 100 digital effects, ADO 100, and various ENG equipment. Transmitter experience a plus but not necessary. Send resume to WCBD-TV, Personnel Dept. PO Box 879, Charleston, SC 29402 EOE M/F. Drug screens.

Maintenance engineer: KUHT Television, a department of the University of Houston, is seeking qualified maintenance engineers. Qualifications should include the following: Associate or Bachelor's degree in Electronics Technology or Engineering, FCC General Class & Restricted licenses, SBE Broadcast Engineer certification, five years minimum experience with TV studio & transmitter equipment, diplomas from equipment manufacturer's schools desirable, computer & networking literacy - DOS, OS/2, Novell, LanManager. KUHT is an equal opportunity employer. Applicants will be subject to background screening before employment. Please send resumes to: KUHT Television, 4513 Cullen Blvd., Houston, TX 77004, Attn: Al Leverick, C.E.

Assistant chief engineer/studio supervisor: KJHT Television, a department of the University of Houston, is seeking a qualified assistant chief engineer/studio supervisor. Qualifications should include the following: Associate or Bachelors degree in Electronics Technology or Engineering, FCC General Class & Restricted licenses, SBE Broadcast Engineer certification, five years minimum experience with TV studio & transmitter equipment, diplomas from equipment manufacturer's schools desirable, computer & networking literacy - DOS, OS/2, Novell, LanManager, recruiting, training and supervision of maintenance staff, budget management & tracking of maintenance budget. KUHT is an equal opportunity employer. Applicants will be subject to background screening before employment. Please send resumes to: KUHT Television, 4513 Cullen Blvd., Houston, TX 77004, Attn: Al Leverick, C.E.

Detroit's #1 affiliate is seeking a news technical manager to supervise technical operations of all newsroom operations, news programs, satellite feeds, ENG, SNG and maintenance of all related equipment. Must participate in establishing technical facility and crew requirement; recommending various technological and operating methods to production units. Liaison between news and engineering. Must have Assoc. degree or equivalent experience in Engineering or Communications, significant TV technical operations experience and 3 to 5 years of management background. Strong interpersonal skills required. Send resume to WDIV-TV4, Personnel Department, 550 W. Lafayette, Detroit, MI 48231. Equal opportunity employer.

WTXX-TV seeks experienced transmitter supervisor for Hartford/New Haven Independent. High power Klystron experience required. Challenging opportunity. Contact Charles Allen, 203-575-2020. Equal opportunity employer.

Engineering manager. Major satellite communications firm seeking experienced engineer to manage extensive transportable satellite network. Minimum of four years experience in satellite communications operation and maintenance. Thorough knowledge of video and C-band transmission system necessary. Component level maintenance experience. Experience with encryption a plus. Strong interpersonal and leadership skills essential. Travel involved. Only self-motivated individuals need apply. Competitive salary and benefits. Send detailed resume with salary history and references to: Helen Hunter, Telecom Broadcasting, 1930 S. Hill St., Suite 206, Oceanside, CA 92054. FAX# 619-439-8838. EOE.

Chief engineer: Great television station for the right person. CBS affiliate. Must be experienced, technically sound, good with people. Respond to: Jerry Dalrymple, KWTW, Box 14159, Oklahoma City, OK 73113. EOE, M/F

Video control center operator: Los Angeles, IDB Communications Group, Inc., a leading supplier of satellite transmission services, seeks a video control center operator for its Los Angeles facility. Candidates should have 3-5 years experience in satellite operations, or broadcast master control in a medium-to-major market. Uplink experience is essential. Qualified applicants should submit resumes and salary history to: IDB Communications Group Inc., 10525 W. Washington Blvd., Culver City, CA 90232, Attn: Manager of Video Transmission. No phone calls, please. EOE, M/F.

Chief engineer: Reports directly to Director/Operations & Engineering with responsibility for setting technical standards & policies. Strong knowledge of analog & digital electronics is required as well as background in studio electronics & RF technology. Minimum five years experience in broadcast engineering management essential. Send resume to: Personnel Dept., WDBJ Television, Inc., PO Box 7, Roanoke, VA 24022-0007. EOE.

SNV operator: CBS affiliate has opening for operator of satellite news vehicle. Will operate & maintain station's truck. Must be able to acquire DOT commercial driver's license & must hold valid FCC license. Technical training in electronics & high power RF systems is required. Two years experience in RF & electronic maintenance. Send resume to: Personnel Dept., WDBJ Television, Inc., PO Box 7, Roanoke, VA 24022-0007. EOE.

Master control shift supervisor: KPBS-TV engineering. TV shift supervisor sought for KPBS-TV master control area. Responsible for the technical quality and timely execution of KPBS-TV on-air operations; initiates technical trouble reports and makes emergency repairs; performs video and audio editing; operates a variety of broadcast television equipment and a transmitter in compliance with FCC regulations. Qualifications: Minimum six months experience in on-air broadcast operations is required. Equivalent to graduation from a four-year college. Working knowledge of contemporary broadcast television production, transmission and terminal systems including: videotape, color camera, video switching, audio recording, character generator, telecine and processing equipment. Must possess good organizational and communication skills. Concomitant with FCC rules and regulations. Salary range: \$2115 - \$2531 per month. Excellent benefit package offered. Apply: Obtain employment application and supplemental application for Media Production Specialist I position directly from SDSU Employment Office, Third Floor - Administration Building, San Diego, CA 92182. Please specify: KPBS-TV Engineering - SDSU Announcement #9183. Submit completed applications to the above address no later than Friday, June 29, 1990. An Equal Opportunity/Affirmative Action/Title IX Employer. SDSU does not discriminate against disabled persons.

TV maintenance engineer: KPBS-TV engineering. TV maintenance engineer sought for KPBS-TV engineering. Responsible for installing, maintaining, repairing and overhauling TV broadcast equipment. Performs sophisticated test, alignment and other preventive maintenance procedures on assigned equipment. Performs complex troubleshooting analysis and effect emergency repairs to the component level of assigned equipment under high pressure circumstances. Participates in system planning, designing, and fabricating electronic components. Qualifications: Minimum two years of journey level or skilled experience in the maintenance, repair, installation and testing of video, audio, digital, and communications equipment in a broadcast environment. Micro-processor and digital technology experience required. Three years experience specializing in 1" video tape machines, computer control systems; and working knowledge of RF systems. Project supervision experience for complete broadcast sub-system installations. ASEE or ASET coursework in Electrical Engineering or Engineering Technology degree program. Salary range: \$2531 - \$3046 per month. Excellent benefits package offered. Apply: Obtain employment application and supplemental application for Equipment Technician II position directly from SDSU Employment Office, Third Floor, Administration Building, San Diego, CA 92182. Please specify: KPBS-TV Engineering - SDSU Announcement #9179. Submit completed applications to the above address no later than Friday, June 29, 1990. An Equal Opportunity/Affirmative Action/Title IX Employer. SDSU does not discriminate against disabled persons.

Video engineer: Clark Production Associates is seeking just the right person to work with our multiple Betacam packages. We offer technical support to clients locally and nationwide. Great opportunity to work with the newest video technology. Duties include location engineering and sound, equipment maintenance, and rental equipment management. Some post-production maintenance experience also helpful. Send resume and salary requirements to: Clark Production Associates, Inc., 601 N. 6th St., Allentown, PA 18102. EOE.

Maintenance engineer: Midwest UHF ABC affiliate is looking for an ambitious self-starter for full time maintenance position. Broadcast experience preferred. Send letter & resume to Chief Engineer, WXOW-TV 19, PO Box C-4019, La Crosse, WI 54602. WXOW-TV is an equal opportunity employer.

Charlotte R&D arm for prestigious radiological accessories manufacturer seeks EE/ET/technician. Responsibilities include regional service support; troubleshoot/analysis to component level of state-of-the-art television/microcomputer systems; and assisting EE product development staff. Requirements include brains to back up degree, strong instrumentation skills, computer and video systems literacy and a desire for excellence. Some travel required. UNIX/C/MC68K family or strong PC background a plus. Great lateral move for sharp broadcast TV tech with experience in digital video. No wanna-be's. Reply to: 7419 US Hwy 29, Charlotte, NC 28213. EOE.

KTTA-TV is seeking a technical director/master control operator. Individual must be an experienced technical director and also be able to perform some master control and light production duties. Send resumes to Chief Engineer, KTTA, 1007 W. 32nd Ave., Anchorage, AK 99503. EOE. No phone calls, please.

HELP WANTED NEWS

Personable weather anchor, for main newscasts, charismatic and energetic, a people person who lives to talk weather. Box D-27 EOE. No tapes yet.

Two reporters for the Western Pacific where breaking hard news abounds. Solid news and academic credentials with demonstrated news judgement. One position available, Saipan. One in Guam. Outstanding company benefits package inc. retirement and profit sharing plans. Tropical isle lifestyle isn't half-bad either. No-return tapes, resumes and references the first time to Ken Booth, ND, Guam Cable TV, 530 W. O'Brien Dr., Agana, Guam 96910. FAX: 671-477-7847. EOE.

Anchor to compliment our present co-anchor, must be an excellent writer, communicator (not a reader) and most of all a team player. Must be able to lead a staff of top rated journalists. Requires a minimum of 5 years experience. Salary DOE. EOE. Box D-23.

Small market West Texas affiliate is expanding its current news operation and seeks a knowledgeable, self-motivated and hands-on executive news producer. Solid news judgement and strong people skills. Degree in Journalism or related field; plus a minimum of 3 to 5 years of managerial experience preferred. Send tape, resume and salary requirements to News Director, KLST, 2800 Armstrong, San Angelo, TX 76903. EOE.

Reporter: Team player with an expanding news department. 2-3 years experience with some live work necessary. Send non-returnable tapes and resumes to Scott Benjamin, News Director, WROC-TV, 201 Humboldt St., Rochester, NY 14610-0997. EOE, M/F.

Producer: Hard worker who does more than slack a show. Must have good people skills and be able to work with the assignment desk. Send non-returnable tapes and resumes to Scott Benjamin, News Director, WROC-TV, 201 Humboldt St., Rochester, NY 14610-0997. EOE, M/F.

Videographer wanted for growing, aggressive TV news operation. Seeking person who has the "basics" down solid and has a creative flair. Send non-returnable tape, resume, references to Deborah Tibbets, WCIV-TV, PO Box 22165, Charleston, SC 29413. No phone calls, please. EOE.

Weather anchor: Join us on our patio for "Outdoor Weather". WCNC-TV, the NBC affiliate in Charlotte, NC needs a professional with a complete understanding of meteorology. AMS seal preferred. We seek a creative individual who is skilled at planning and delivering weathercasts from remote outdoor locations as well as from our outdoor weather set. Must be able to use sophisticated computer graphics equipment, and Doppler radar. EOE, M/F. Send resume, references and non-returnable tape to Ken Middleton, WCNC-TV, PO Box 18665, Charlotte, NC 28218.

News photographer: West Palm Beach, Florida. Top 50 CBS affiliate seeking an aggressive photographer with ENG shooting/editing skills and a minimum of 2 years experience. Send resume/tapes to: Personnel Manager, WPEC-TV 12, PO Box 24612, West Palm Beach, FL 33416-4612. EOE, M/F.

Producer: Weekly European news magazine for US public TV seeks experienced TV producer. Based in Cologne. Program deals with European political, economic, social, and cultural issues. International experience and German language skills preferred. Knowledge of Europe, sound "people skills", TV news background, adaptability and flexibility essential. Salary: \$50,000-60,000. Resume and 3/4" tape to: "European Journal," PO Box 803, Corvallis, OR 97339. EOE.

Anchor: Weekly European news magazine for US public TV seeks experienced TV anchor. Based in Cologne. Program deals with European political, economic, social, and cultural issues. International experience and German language skills preferred. Knowledge of Europe, good writing skills, and TV news background essential. Salary: \$45,000-55,000. Resume and 3/4" tape to: "European Journal," PO Box 803, Corvallis, OR 97339. EOE.

Reporter: Weekly European news magazine for US public TV seeks experienced TV reporter. Based in Cologne. Program deals with European political, economic, social, and cultural issues. International experience and German language skills preferred. Knowledge of Europe, good writing skills, and TV news background essential. Salary: \$40,000-50,000. Resume and 3/4" tape to: "European Journal," PO Box 803, Corvallis, OR 97339. EOE.

One of the best small market news operations in the country needs aggressive, team oriented news director. Solid experience and successful track mandatory. All replies totally confidential. Will seriously consider top market assistant news director/executive producers. EOE. Send resume to: Box D-39. No tapes yet.

Reporter-producer-anchor: Major station in Hong Kong seeks news oriented professionals with degree, three or more years of reporting, producing and anchor experience. Resumes, salary expected, references and returnable airchecks should be air-mailed soonest to Raymond R. Wong, TVB News, 77 Broadcast Drive, Kowloon, Hong Kong. Short-listed candidates will be interviewed in late September in LA, San Jose, NYC, Portland, OR, Vancouver and Toronto. EOE.

News producer: Industry leader, 30's market, needs a take-charge news expert to produce fast-paced, well-written newscast. BA/BS and two years experience needed. Send tape and resume to Kim Williams, KWTW, PO Box 14159, Oklahoma City, OK 73113. No phone calls! EOE-M/F.

Auditions: For on-air TV news talent. Media Express is searching for quality video resumes. Monthly satellite transmissions available upon approval of tape. Call 1-800-8-PUBLICITY and ask for Julie.

Reporter/anchor. Applicant must be creative and possess strong writing skills. Send tape and resume to: News Director, KQTV, PO Box 247, St. Joseph, MO 64506. EOE.

Writer/producer needed for top market Fox affiliate. Candidate must possess strong writing, directing, and on-line editing skills. 3 years experience in working with state of the art equipment necessary. Experience with CMX editor, ADO and Paint Box preferred. Competitive salary and benefits (paid vacation, holidays, employer contributes to medical and dental insurance). Must be motivated and a team player. Send resume to: WXIN-TV, PO Box 59, Indianapolis, IN 46206.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Senior editor wanted to join downtown Chicago post production facility. Work with top clients in a friendly atmosphere. Required: Strong aesthetic, technical and client relations skills, experience working with agencies a must. Prefer experience with GV41 editor, GV200 switcher, Ampex ADO and Abekas A-62. Reel and resume to Mike O'Neill, Edit Express, 727 N. Hudson, Chicago, IL 60610. EOE.

KOKH, Oklahoma City's #1 independent and full-service production studio is accepting applicants for promotion positions. Promotion manager: Must have hands-on production capabilities, independent TV experience, knowledge of movies, rating books, and ability to handle a wide range of on-air as well as outside promotion responsibility. Promotion writer/producer: Must have knowledge of movies, creative skills, a desire to learn and work with a full-facility production studio. Send resume to James L. Harmeyer, President/General Manager, PO Box 14925, Oklahoma City, OK 73113. Phone calls welcome 405-843-2525. EOE.

Director: Director for news, local programs, commercials and remotes is needed by KTVU, San Francisco. Call Sterling Davis, 415-874-0154. EOE.

Director, programing and production: Wisconsin Public Television. Directs all activities and personnel related to program acquisition, production and scheduling for Wisconsin Public Television. Coordinate all "works for hire" production, contracted to other Wisconsin Public Television facilities. Responsible for departmental planning budgets. Requires thorough knowledge of methods and techniques of television production and programing and applicable FCC rules. Knowledge of community and public relations principles, supervisory skills and effective oral and written communications skills. Preference will be given to applicants with a BA and seven years of full time experience in PTV broadcasting, at least two of which must have been at a senior management level with responsibility for budgeting and supervision. Send resume, references and salary requirements to: Wisconsin Public Television, Attn: Personnel, 3319 West Bellline Hwy., Madison, WI 53713. Application deadline is July 18, 1990. An Equal Opportunity Employer.

Senior graphics designer/producer: Three years experience in design and production of broadcast graphics. Hands-on knowledge of computer-generated graphics system. Preferably Quantel Paintbox. Supervisory and budgeting experience helpful. College degree (or equivalent) from an accredited design curriculum. Send resume to Barbara Shively, Personnel Manager, PO Box 789, Southfield, MI 48037. EOE.

Executive producer/local programing and public affairs. KERA-TV, Dallas, TX. KERA is seeking an experienced production executive to head its local programing and public affairs department. The EP responsibilities include creative and editorial supervision, budget planning and management of all public affairs staff. Must have 10 years minimum experience in all aspects of broadcast journalism, excellent editorial, administrative, writing and planning skills, and ability to initiate and develop new programs. Please submit resume, salary history and non-returnable tapes to KERA-TV, 3000 Harry Hines Blvd., Dallas, TX 75201. KERA is an EO/AA Employer. Minorities and women are encouraged to apply.

Production manager: Organized, aggressive hands-on leader to direct 4-person production dept. Will oversee commercial production, promotion and newscast production. Minimum two years experience. Excellent opportunity for current #2 person ready to manage his/her own dept. Salary, high teens. Demo reel & resume: General Manager, KDUB-TV, One Cycare Plaza, Dubuque, IA 52001. EOE.

Experienced on-line editor. Must be client oriented and experienced with Grass Valley editors and switchers, ADO and Abekas DVE, D-2, Betacam, and 1 inch. Mills/James is a high-end production company, with new studios and post production complex currently under construction. Send resume and salary history to Scott Lanum, Mills-James Production, 7001 Discovery Blvd., Dublin, OH 43017. Telephone inquiries encouraged. Call 614-761-3131. EOE.

News promotion producer: Dominant CBS affiliate with strong news commitment is searching for an outstanding producer who is capable of initiating & executing marketing strategies to effectively promote a journalistic, content-driven news product. Working knowledge of broadcast equipment skills required. Must be able to create, write, produce & coordinate news & informational promotions. Degree in broadcasting, journalism, or advertising & minimum of one year experience in either broadcast promotion or journalism preferred. Equivalent advertising or news experience will also be considered. Send resume to: Personnel Department WDBJ Television, Inc., PO Box 7, Roanoke, VA 24022-0007. EOE. No phone calls.

Corporate research director: Capable of executing research projects from questionnaire formation to project implementation. Send resume to: Jane Smith, 175 E. Houston Suite 500, San Antonio, TX 78205. EOE.

SITUATIONS WANTED MANAGEMENT

Fifteen years in television production, engineering, management. MA Communications Management Business Administration. Seeking an appropriate position to which I can apply my experience, education, leadership abilities. I am a skilled individual and a good teacher, looking for the right opportunity. Box D-28.

General manager/sales manager: Proven leader in management, sales, and news. Considerable experience in turnarounds with bottom line results. 814-695-6166.

Station owners/GMs: I can help you save 10-25% in cash operating expenses with successful proven productivity methods. 412-367-4452.

Station mgr. or operations mgr. - 19 years in small market news mgt, s/s mgt, general mgt, seeking medium to large market opportunity. People oriented leader with record of performance. Box D-40.

SITUATIONS WANTED TECHNICAL

Former NURAD engineer available. Experienced in design and repair of all models of NURAD microwave equipment. Contact Tom Padwa, 301-235-7225.

TV operations technician seeks entry level position or internship program. SBE certified. 206-335-1770 or Box C-53.

Mobile EIC: Video/maintenance engineer SNV/ENG engineer. 17 years broadcast experience including major television network and nationwide mobile production facilities. FCC licensed/SBE Senior Television certified. For resume and information: 201-494-9443.

RF, studio, chief engineer: 25 years in TV, radio including 15 years broadcast field engineer. Experienced all phases of broadcasting. PO Box 962, Old Town, FL 32680.

SITUATIONS WANTED NEWS

Experienced, award-winning anchor seeks top sixty relocation. Quality shops only. Call 904-439-1425.

Top 20 veteran chief meteorologist with impeccable credentials, AMS seals TV and radio, coming off sabbatical seeking medium market with "happiness factor." Station must strive to be weather authority and be so equipped. No one has a stronger weathercast. Call Miles at 503-684-7558 for resume and tape.

Journalist, late 20's, looking to break into on-air reporting, TV news. Strong production skills, BA Communications, six years media experience. Working towards MA Journalism at NYU. Willing to relocate anywhere! Please call Susan, 201-626-5240.

Major market meteorologist: Seeks medium to large market. Any position. Degreed/AMS seal. Personable, award winning reporter. Jeff, 703-845-5919.

Excellent, experienced sportscaster looking for a fine station in which to work. 216-929-0131.

Experienced broadcast professional: Wants to trade sales-marketing hat to develop and host local issue TV talk show that makes money, wins awards and makes you excited about your TV station's new energy. My colleagues think I'm crazy but I'm not. I just want the opportunity to use my talent and experience to hit a home run for the team that takes me in a new direction. Box D-35.

Exceptional skills as an interviewer. Several years experience in various facets of communications - both print and electronic media, including talk show host, beat reporter, and national television spokesperson. Highly creative, ideas are sound and producible. Very energetic, believable and sophisticated. Excellent writing and people skills. Very natural on-camera presence and impeccable appearance. BA Broadcast Journalism. Looking for position as talk show host, medical reporter, or general assignment reporter. Tape and resume. Donna Linn, 314-458-0011, 314-458-0109, or write PO Box 440025, St. Louis, MO 63144.

MISCELLANEOUS

IVC-format 1" videotape needs to be transferred to either 1" type 'C', 3/4" or VHS cassette. Box D-21.

Career Videos: Our broadcast professionals prepare your personalized video resume tape. Unique format, excellent rates, many references. 708-272-2917.

Immediate openings nationwide: From major-market to entry-level. Management, news, sports, production, sales, promotion, engineering, public relations. Media Marketing/THE HOT SHEET, PO Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603.

Primo People is seeking weathercasters with solid credentials and experience! Send resume and 3/4" tape to Steve Porricelli or Fred Landau...Box 116, Old Greenwich, CT 06870-0116. 203-637-3653. EOE.

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: Earn money reading books! \$32,000/year income potential. Details. 1-602-838-8885, Ext. Bk 8435.

Attention - hiring! Government jobs - your area. \$17,840 - \$69,485. Call 1-602-838-8885, Ext. R-8435.

Intelligence jobs. FBI, CIA, US Customs, DEA, etc. Now Hiring. Call (1)805 687-6000 Ext. K-7833.

Attention: Government jobs - your area! \$17,840 - \$69,485. Call (1) 602-838-8885, Ext. R-8435.

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On-camera coaching: For TV reporters. Sharpen anchoring, standups, interviewing, writing. TELE-PROMPTER. Learn from former ABC Network News Correspondent/New York local reporter. Demo tapes. Critiquing. Private lessons. 914-937-1719. Eckhart Special Productions (ESP).

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Wanted: 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Ilurbide 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.

Strobe parts: We buy re-buildable flash technology and EG&G circuit boards and system components. Discount Technical Supply, 305-962-0718.

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AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. FAX 215-884-0738.

50Kw AM: CCA-AM 50,000 (1976), excellent condition. Transcom Corp., 215-884-0888. Fax: 215-884-0738.

FM transmitters: RCA BTF20E (1976 and 1972), Harris Gates FM-20H3, (1970), RCA 5D (1967), CSI 1-3-F (1981), 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.

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Blank videotape: Betacam, 3/4" & 1". Broadcast quality guaranteed and evaluated. Betacam \$4.99, 3/4" - 20 minutes \$5.99, 3/4" - 60 minutes \$8.99, 1" - 60 minutes \$24.99 in quantity. Magnetically examined, cleaned and packaged. Guaranteed to perform as new. Sony, 3M, Fuji, or Ampex. Free shipping. For more info, call Carpel Video toll free, 1-800-238-4300.

Newly constructed 26' GMC remote truck. Sony BVH-1100, Dubner 5K, Grass 1600 16 input, 2 M/E switcher, Clearcom 4 channels intercom/IFB. Available May 1990 for only \$185,000. Call to see: 919-977-3600. Don't forget to call Media Concepts when you need to buy or sell used equipment. We need your listings! Call Gary or Marv at 919-977-3600.

Equipment financing: New or used, 36-60 months, no down payment, no financials required under \$35,000. Refinance existing equipment. Mark Wilson, Exchange National Funding, 800-342-2093.

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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. 303-786-8111.

Strobe parts: We sell and install flash technology and EG&G parts at DISCOUNT. Parts in stock. Call Tower Network Service. 305-989-8703.

50Kw -AM transmitter RCA-50H: \$15,000. 10Kw -AM transmitter RCA-BTA10: \$9,000. Call 804-685-3128.

Sony edit suite. 2-Sony 2860 decks, 1-Sony RM 440. Includes control cables. Excellent condition. \$3,000. Pinnacle Productions. 804-270-4288.

Lease purchase option. Need equipment for your radio, television or cable operation? NO down payment. NO financials up to \$70,000.00. Carpenter & Associates, Inc. Voice: 504-465-0908. Fax: 504-465-0910.

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For sale: 70-L upconverter, L-Ku upconverter, PTS 160 frequency synthesizer, traveling wave tube amp (75 watt) LNC power supply, 2-Ku band LNC's, I.F. conditioning panel, 2-modems. Asking \$9,000 or best offer. Coastal: 1-803-821-6900.

RCA UHF transmitter. 110 KW mid band, complete with 3 klystrons, diplexer, available immediately. Call BMA, 813-933-0023.

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.

For sale: 2 Sony BVP-30 cameras with Fuji 14 x 9 lenses: \$13,500 ea. Sony BVV-1A with VA1V adapter: \$4,750.00. Sony BVU-110 with T.C.: \$2,000.00. All items personally owned and maintained. Clark Prod Assoc., 215-434-6363.

RADIO

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Help us hire an experienced salesperson ready to move up to medium market management and we will pay you \$1,000 (applicant eligible to win for themselves). Sales-oriented 50 kw No. Calif. Oldies FM needs person to train, manage and LEAD sales staff. Successful small-medium market radio sales track record required—management experience not required. Ideal person is happily employed and ready to move into management, but current company doesn't have an opening. Only career professionals on-the-way-up need apply. Great "quality-of-life" University community. Equity opportunity. Qualified women/minorities encouraged.

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EOE M/F

Help Wanted Management Continued

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The Barnstable Broadcasting radio group is now accepting applicants for General Manager of WHOM-FM. This is one of the country's most powerful and unique radio stations with its transmitting facility on top of Mt. Washington in Central New Hampshire and studios in Portland, Maine. WHOM-FM's recent switch from Beautiful to Lite AC is already meeting with significant success. We're looking for a General Manager who can build on our progress through his/her leadership, creativity, experience in small to mid-size markets, and passion for the customer and the employee. Northeast preferred. Send your letter and resume to:

DAVID S. GINGOLD, President,
Barnstable Broadcasting Inc.
125 Technology Drive, P.O. Box 9042,
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TELEVISION

Help Wanted News

NEWS DIRECTOR

KDFW-TV in Dallas is looking for an innovative, energetic and experienced professional with a strong background in T.V. news.

Must have at least five years experience in medium to large market television news management. Strong leadership and managerial capabilities required.

Send resume and tape to:

Jeff Rosser
vice president
general manager
KDFW-TV
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TELEVISION

Help Wanted News Continued



ASSIGNMENT EDITOR

Sports background and television desk experience a MUST. Satellite knowledge helpful.

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Help Wanted Programing Production & Others Continued

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Our award winning nationally syndicated show is expanding and needs a sensitive, creative and energetic feature reporter to compliment our dedicated staff. You'll have the time and resources to make good stories great. If you've got a sincere interest in health topics, two years on-camera reporting experience and a fabulous tape of features; rush it and a resume to

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Help Wanted Programing

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KDFW-TV is looking for a writer/producer with 3 to 5 years experience in major broadcast market. Must have experience in Beta and/or 3/4" editing and post production techniques. Knowledge of Vidifont and Quantel Paint system helpful. College degree in Broadcasting, Marketing and/or Advertising preferred. Send resume and tape to:

Jim Monroe
Marketing director
KDFW-TV
400 N. Griffin St.
Dallas, Tx 75202



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ALLIED FIELDS

Help Wanted Management

ASSOCIATE GENERAL SECRETARY Public Media Division

United Methodist Communications, an agency of the United Methodist Church, is seeking candidates for the position of Associate General Secretary, Public Media Division. The candidate must be a committed United Methodist with graduate work or extensive experience in the field of communications. Knowledge of radio and television programming, press and public relations are essential. Position may be based either in Nashville or New York City.

All inquiries and nominations should be sent before June 30 to

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Nashville, Tenn. 37202

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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 classi-
fications \$120 per inch. For Sale Stations: Wanted To Buy
Stations, Public Notice & Business Opportunities adver-
tising 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 sepa-
rate 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 BROADCAST-
ING, 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 ad-
vertisement.
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

Cynthia Donahue Scullin, executive VP, WCRB(FM) Waltham, Mass. (Boston), named president and general manager.

John Dyer, director of operations, finance and administration, Cox Cable Communications, Atlanta, joins Times Mirror Cable Television, Cheshire, Conn., as VP, Northeast region.



Long
Long's duties.

John Long, executive VP and general manager, WJLA-TV Washington, resigns to establish his own broadcasting consulting business there. **Michael Moore**, president and CEO, WJLA-TV Washington, will assume

James Ballard, VP, manager, new business development, Crosby Vandenberg Group, Boston, joins SportsChannel, Cleveland, as VP and general manager.

Craig Harper, engineering administrator, KWTX-TV Waco, Tex., joins WFAA-TV Dallas as news operations manager.

Stephen W. Dant, VP and general manager, WTAJ-TV Altoona, Pa., joins WOWK-TV Huntington, W.Va., in same capacity, succeeding **Leo M. MacCourtney**, who resigns, assuming position as VP, community relations.

Bill Sauer, general sales manager, KXKL-AM-FM Denver, named general manager.

Hugh Roche, VP and general manager, KDBC-TV El Paso, Tex., joins WMBB(TV) Panama City, Fla., as general manager.

Nick Imbornone, of Stan Raymond Associates brokerage firm, Atlanta, joins Mahlman Co. brokerage firm there as VP.

Leona Doyle, project manager, Telaction Corp., Schaumburg, Ill., joins American Medical Television, Chicago, as operations manager.

David F. Metz, program director, WTAJ-

TV Altoona, Pa., joins WLYH-TV Lancaster, Pa., as general manager.

Michael D. Khouri, of Prism Publications, Traverse City, Ill., joins WTVO(TV) Rockford, Ill., as VP and general manager.

Jim Baronet, VP, news, KLFY-TV Lafayette, La., joins KBTX-TV Bryan, Tex., as general manager.

Dale Foshee, general manager, Group W Sports Marketing, Dallas, joins WTWS(TV) New London, Conn., as VP and station manager.

Steven B. Engles, VP and general manager, KZKC(TV) Kansas City, Mo., joins KBSI(TV) Cape Girardeau, Mo., as president and general manager.

SALES AND MARKETING



Sousa

Guy M. Sousa, account executive, sports sales, CBS Marketing division, New York, named director, Olympic marketing and sales.

Rick Sirvaitis, senior VP, national sales, Turner Entertainment Networks, named executive VP, operating officer, Turner Broadcasting Sales Inc., New York.

Cathy Leiden, director of strategic planning, DDB Needham Worldwide, Washington, named VP. **Wendy Wallis**, account supervisor, DDB Needham Worldwide, Chicago, named VP.

Thomas E. Burke, management director, Saatchi & Saatchi Advertising, named executive VP, general manager, Saatchi & Saatchi Marketing Services Group, New York.

Elizabeth A. Pritchard, account executive, Chicago national spot sales, CBS Television Stations, joins WBBM-TV Chicago as national sales manager.

Michele Morris, of Backer Spielvogel Bates Worldwide, New York, joins D'Arcy Masius Benton & Bowles, St. Louis, as broadcast producer.

Ruth Domboski, assistant to deputy di-

rector in charge of sales, Associated Press Broadcast Services, Washington, named marketing coordinator.

Patricia Brennan, regional director, central region, MTV Networks, named VP, affiliate sales and marketing department, Central region, Chicago. **Roberta Koz**, regional director, Western region, MTV Networks, named VP, affiliate sales and marketing department, Western region, Los Angeles.

Caroline L. Cronin, senior staff assistant, Boston University, Boston, and **Kelly A. O'Neill**, account coordinator, Tankel McCarthy Advertising and Public Relations Inc., join WFXT(TV) Boston as sales assistants.

Daniel T. Mills, marketing manager, Cox Cable Quad Cities Inc., Moline, Ill., named director of field marketing, Cox Cable Communications, Atlanta. **J. Mark Rogers**, Southeast regional marketing manager, BMW North America Inc., joins Cox Home Video Inc., division of Cox Cable Communications Inc., Atlanta, as senior director of marketing.

Frank Tow, director of marketing and advertising sales, Century Communications Corp., Philadelphia, joins Earle Palmer Brown & Spiro there as account supervisor.

Lesley Gallo, manager, local ad sales, Financial News Network, New York, named director, local ad sales.

Sil Scaglione, local sales manager, WNUA(FM) Chicago, joins WPGR(AM)-WSNI(FM) Philadelphia as director of sales.

Thomas Bloniarz, of WSHE(FM) Fort Lauderdale, Fla. (Miami), joins WNUA(FM) Chicago as retail sales manager.

Dave Leiner, consultant, WKEG(AM) Washington, Pa., joins KPRC(AM) Houston as account executive.

Kristin Wheeler, of Automatic Data Processing, Baltimore, joins WWRC(AM)-WGAY-FM Washington as account executive.

Paul Sly, of CBS Radio, joins KLOU(FM) St. Louis as general sales manager. **Leona Dunsmore**, account executive, KLOU, named national sales manager.

Jeff Gray, director of creative services, WITI-TV Milwaukee, joins KSDK(TV) St.

Louis in same capacity.

Doris Ponce Aguirre, Hispanic marketing specialist, SIS Radio Network, joins Texas State Networks, Dallas, as director of Hispanic marketing.

PROGRAMING

Stuart Smiley, VP, comedy, East Coast, and senior VP, original programming, The Comedy Channel, New York, joins Fox Broadcasting Co. there as VP, development, East Coast.



Smiley



McGrath

Noreen McGrath, assistant VP, director of national marketing, Worldvision Enterprises Inc., New York, named VP, director of national marketing.

James Graham, director of sales, Northern Europe, Middle East and Africa, Columbia Pictures International Television, London, named VP, European sales.



Smith

Craig Smith, coordinator, special events, Columbia Pictures Television, Los Angeles, named manager, special events. **Laura Levinsky**, music coordinator, Columbia Pictures Television, Los Angeles, named

manager, television music.

Steven Rosenberg, president, Rose Media consulting firm, joins HBO Enterprises, New York, as VP, international development.

Timothy J. Stevens, manager of telecommunications, *Newsweek*, joins Viacom International Inc., New York, as director, telecommunications.

Peter Gaffney, analyst, program research department, Showtime Networks Inc., New York, named manager, program research.

Steve Burns, supervising producer, Na-

MEMPHIS STATE HONORS MORRIS

The Olin F. Morris Fellowship in journalism administration has been established in honor of Morris, president and general manager, WREG-TV Memphis, at Memphis State University. The \$15,000 annual award, established by C. Frank Roberts, president, New York Times Broadcasting, Memphis, will be given to a journalism graduate student to assist mid-level managers interested in the field of journalism administration or management.

tional Geographic Television's *Explorer* documentary series, named supervising producer, National Geographic Television division, Washington. **Patrick Prentice**, supervising writer, National Geographic Television, named senior producer, *Explorer*, Washington.



Harvey

event division, Showtime Event Television, Showtime Networks Inc., joins Turner Network Television, Atlanta, as director of marketing for original programming. **Maureen F. Corley**, independent writer and producer, HBO, Cinemax and Nick-At-Night, joins Turner Network Television, creative services, Atlanta, as supervising senior producer of interstitial programming.

Sid Amira, VP, affiliate affairs, **Martin Brooks**, VP, programming and network operations, and **Douglas Moss**, VP, advertising sales, Madison Square Garden Network, New York, named senior VP's.

Denise Decker, sales assistant, Samuel Goldwyn Co., Los Angeles, named manager of ancillary sales administration.

Michael Sheehy, VP and general manager, Killer Music production company, joins KTWV-FM Los Angeles as production director.

Appointments at The Arthur Co., Uni-

Richard M. Harvey, attorney, Mitchell Silberberg and Knapp law firm, Los Angeles, joins Sullivan Bluth Studios Inc. there as president and chief operating officer.

Susan J. Kroll, director of marketing, pay-per-view

versal City, Calif.: **Dustin Nelson**, associate producer, *The Munsters Today*, named supervising producer, *What a Dummy* and *The Munsters Today*; **Craig Anderson**, post video supervisor, named co-producer, *The Munsters Today*; **David Buelow**, executive in charge of production, *The New Adam-12* and *The New Dragnet*, adds duties as VP, development, and **Tom Buel**, post-audio supervisor, named executive in charge of post-production.

NEWS AND PUBLIC AFFAIRS

Patricia Clemm, news director, KTVN(TV) Reno, joins WSVN(TV) Miami in same capacity.

Tom Yaroschuk, producer, *Evening Magazine*, WBZ-TV Boston, named executive producer.

Lark McCarthy, White House correspondent, ABC News, Washington, and **Tim White**, anchor, *Nightwatch*, CBS News, Washington, join WTTG(TV) there as anchors, *Fox Morning News*.

Tom Bywaters, president, Tom Bywaters Productions Inc., joins KRON-TV San Francisco as producer of documentaries and news specials. **Steve Raleigh**, weather anchor, WCNC-TV Charlotte, N.C., joins KRON-TV as weatherman.

Appointments at *World Monitor*: **Tom Cheatham**, of NBC News, named senior broadcast producer, Boston; **Takashi Oka**, Tokyo bureau chief, named correspondent, Washington, succeeded by **Jeffrey Hammerly**, Tokyo bureau manager; **Tony Hillman**, producer, NBC News, Hong Kong, named senior producer, Europe, London; **Richard Burr**, photographer, NBC News, named cameraman, London, and **Kent Barker**, correspondent, ITN, to same capacity there.

Tamara Haddad, executive producer, *Larry King Live*, CNN, Washington, named senior executive producer. **Marc Levenson**, of New Jersey Network, joins CNN, Atlanta, as science and technology correspondent. **Cecilia Bolocco**, co-host, *Martes Trese*, variety show on Chilean television, joins CNN, Atlanta, as co-anchor, *Noticiero Telemundo/CNN* national and international newscast. **Marsha Needham**, personnel recruiter, CNN, Washington, named personnel manager.

Anne Peterson, 5 p.m. producer, KRON-TV San Francisco, named executive producer.

Jerry Fogel, co-host, KCMO(AM) Kansas City, Mo., joins KNHN(AM) Kansas City, Kan., in same capacity.

Dave Barker, crime reporter and anchor, WCNC-TV Charlotte, N.C., joins KRIV(TV) Houston as co-anchor.

Dale Wilcox, anchor and reporter, WHWH(AM)-WPST(FM) Princeton, N.J., joins KYW(AM) Philadelphia as city hall bureau chief. **Steven Nikazy**, news and public affairs director, KRFX(FM) Denver, joins KYW(AM) as anchor.

Joyce Campbell, senior programming and production executive, WETA-TV Washington, joins KCET(TV) Los Angeles as executive producer.

Named reporters at WGAL-TV Lancaster, Pa.: **Kirk Dorn**, night editor, KYW(AM) Philadelphia; **Larry Rhoten**, news director, WGET(AM)-WGTY(FM) Gettysburg, Pa.; **Tony Romeo**, news director, WFAS-AM-FM White Plains, N.Y.; **Jennifer Gilbert**, former intern, WGAL-TV; **Lauren Hersh**, student, Temple University, Philadelphia, and **Kimberly Ann Cosden**, afternoon anchor, WGET(AM)-WGTY(FM) Gettysburg, Pa.

Ollie Dowell, reporter and anchor, WTVG(TV) Toledo, Ohio, named sole anchor, noon.

Laurie Lisowski, weather anchor and health reporter, WGRZ-TV Buffalo, N.Y., named anchor.

Batt Humphreys, 6 p.m. producer, WSPA-TV Spartanburg, S.C., named executive producer.

Katherine Walters, medical reporter, WTVB(TV) Durham, N.C., joins WTVF(TV) Nashville in same capacity.

G. Hayden Brown, director and consultant, ABA Consortium for Professional Education, joins In Court Television national legal channel, Woodbury, N.Y., as executive producer.

Kelly Nigro, of KMST(TV) Monterey, Calif., joins KCBA(TV) Salinas, Calif., as on-air director.

Christi O'Connor, weekend anchor and investigative reporter, WGHP-TV Greensboro, N.C., joins KUTV(TV) Salt Lake City as co-anchor and reporter.

Jeff Joniak, sportscaster, Illinois News Network, Chicago, named sports director.

Appointments at KTVT(TV) Dallas-Fort Worth: **Bobby Estill**, sports director and anchor, KNSD(TV) San Diego, Calif., to same capacity; **Mike Hambrick**, evening anchor, WPXI(TV) Pittsburgh, named co-anchor, and **Bob Goosmann**, meteorologist, WTVR-TV Richmond, Va., named chief meteorologist.

Anne Reynolds, anchor and reporter, WALA-TV Mobile, Ala., joins WRAL-TV

AND THE WINNERS ARE...

The big winner of BPME's International Gold Medallion Awards was MTV Networks, garnering seven top honors for on-air promotions. Individually, Nickelodeon picked up four medals and MTV added three for the Viacom International-owned basic cable networks. ABC, CBS, NBC and HBO picked up two Gold Medallions each.

In program distributor categories, Warner Bros. Domestic TV was awarded gold medallions for promotion of such programs as *Trump Card*, *Night Court* and *Love Connection*. Viacom and King World Productions

also earned honors for *Remote Control* and *The Oprah Winfrey Show* promotions, respectively.

Radio and television station wins were evenly dispersed, with some stations picking up multiple awards. KRIV-TV Houston was the only major market station to pick up two Gold Medallions, as was WWL-TV New Orleans in the medium market category. In the smaller market categories, WNDU-TV South Bend, Ind., WBRZ-TV Baton Rouge and CKCK-TV Regina, Canada were the only stations to win two Gold Medallions apiece.

Raleigh, N.C. (Durham), as general assignment reporter.

Appointments at Unistar Radio Networks, Washington: **Tom Foty**, manager, NBC Radio, New York, named manager and correspondent; **Ron Amadon**, of UPI Radio Network, Washington, **Debra Daigle**, freelance correspondent, United Stations Radio Networks, Washington, **Mike Yardley**, of WDBO(AM) Orlando, Fla., and **Doug Whiteman**, of WCKY(AM) Cincinnati, named anchors and correspondents; **Don Morgan**, senior editor, Unistar, New York, and **Dee McKinsey**, editor, National Public Radio, Washington, named senior producers; **Bob Dore**, national editor, National Public Radio, Washington, and **Sarah Bancroft** and **John Stempin**, producers, NBC Radio, Washington, named producers; **Dave Mattingly**, of WINC(AM) Winchester, Va., **Catherine Smith**, editorial assistant, Unistar, and **Joe Reid**, of WGR(AM) Buffalo, N.Y., named tape editors, and **Bill Murray**, of Sheridan Broadcasting, Pittsburgh, named newsroom coordinator.

Dan Needles, sports reporter and anchor, WAOW-TV Wausau, Wis., joins WISN-TV Milwaukee as sports reporter.

Appointments at WALA-TV Mobile, Ala.: **Charles Bark**, assistant news director, WMC-TV Memphis, to news director; **Chris Coraggio**, sports reporter and anchor, KJCT(TV) Grand Junction, Colo., to same capacity, and **Leon Fraier**, photographer, WLBT(TV) Jackson, Miss., to same capacity.

Mark Curtis, sports director and anchor, KSTP-TV St. Paul, Minn. (Minneapolis), joins KTVI(TV) St. Louis in same capacity.

Appointments at WWMT(TV) Kalamazoo, Mich.: **Jon McCrary**, planning director, to assignment editor; **Christine Miller**, of Central Michigan University,

Mt. Pleasant, Mich., named planning director; **Ralph Brassett**, broadcast news director, University of Mississippi, Oxford, Miss., named weekend sports anchor and reporter; **Terri Ferrucci**, reporter, KELO-TV Sioux Falls, S.D., to same capacity; **Tina Yen**, reporter, WNWO-TV Toledo, Ohio, to same capacity; **Joseph Holtschneider**, photographer, WPRI-TV Providence, R.I., to same capacity; **Chris Kettlewell**, photographer, KARK-TV Little Rock, Ark., to same capacity; **Eric Spink**, part-time videotape editor to full-time videotape editor, and **Ken McQuillan**, production assistant, to part-time videotape editor.

Melissa Sander, general reporter, WNEP-TV Scranton, Pa., joins WTNH-TV New Haven, Conn., as reporter.

Andy Fox, reporter, WAVY-TV Portsmouth, Va., resigns to enter congressional race in Virginia's first district.

Steve Yavner, sports anchor, CNN, Atlanta, joins WPEC(TV) West Palm Beach, Fla., as sports anchor and reporter. **Cynthia Howe**, of WDEF-TV Chattanooga, Tenn., joins WPEC(TV) as newscast producer.

Michael R. Magnifico, producer and director, WTWS(TV) New London, Conn., named executive producer. **Casius A. Shuman**, producer and reporter, WJAR(TV) Providence, R.I., joins WTWS(TV) as sports anchor and producer.

J. Harvey Marshall, chief news photographer, WGRZ-TV Buffalo, N.Y., resigns to start freelance broadcast photography company.

TECHNOLOGY

Stephen L. Ingram, president and owner, Practical Solutions Inc., Indianapolis, joins Society of Broadcast Engineers

Inc. there as executive director.

Barry Goldsmith, director, subsidiary operations, BASYS Group newsroom computer manufacturer, Langley Slough, England, adds duties as president, BASYS Inc. **Robin Adams**, of BBC News & Current Affairs, joins BASYS Group as director of corporate development.

Robert Glassenberg, sales manager, Compact Video Services Inc. post-production house, Burbank, Calif., named VP, sales and marketing. **Tom Jones**, director of sales syndication, Image Transform Inc., division of Compact Video Services, named VP, sales and marketing.

Jesse Maxenchs, marketing director, TFT Inc., Santa Clara, Calif., joins AKG Acoustics Inc., San Leandro, Calif., as regional manager, Western hemisphere.

Karen Anderson, freelancer, *Buffalo Woman* magazine, Buffalo, N.Y., joins WKBW-TV there as vidifont/computer operator. **Tim Warchocki**, of Visual Impressions, Rochester, N.Y., joins WKBW-TV as member of graphics staff.

Elizabeth Gillespie, director of public relations, Harvest with Heart, Garrison, N.Y., joins Clarity there as marketing manager.

Holly L. Barnett, owner, Holly Barnett Public Relations, joins Odetics technology manufacturer as public relations manager.

Technical service engineers appointed at Neve: **Peter Lewis**, of Eaton Corp., and **Stephen Morris**, of Soundtrack N.Y., join New York office, and **Vincent Pietrorazio**, recent graduate, University of Connecticut, Storrs, Conn., joins Bethel, Conn., office.

John Baker, former assistant chief engineer, WRLH-TV Richmond, Va., joins KBSI(TV) Cape Girardeau, Mo., as chief engineer.

Ira Goldstone, director of engineering, KTLA(TV) Los Angeles, named director of broadcast operations and engineering.

Deborah Brenner, cypher artist, Consumer News and Business Channel, joins Quantel, New York, as digital graphics, cypher XL demo artist.

Tom MacPherson, maintenance engineer, Nu Phase Electronics, Miami, joins WPEC(TV) West Palm Beach, Fla., in same capacity.

PROMOTION AND PR

Chris Ender, senior account executive, Bender Goldman & Helper Public Rela-

tions, joins Columbia Pictures Television, Los Angeles, as manager, syndication publicity.

Robert W. Wheeler, manager of sports information, ABC Sports, New York, joins Prime Network, Dallas, as corporate director of public relations.



Calabria

Joanne Calabria, public relations director, KYW-TV Philadelphia, named communications director.

Faith Grobman, manager, human resources, Showtime Networks Inc., New York, named director, human resources.

Craig Wright, formerly on-air promotion director, WOIO(TV) Shaker Heights, Ohio, named senior on-air promotion producer there.

Gregory L. Oxley, account executive, Lieberman-Appalucci advertising and public relations, Allentown, Pa., named VP, account supervisor.

Appointments at Turner Broadcasting System Inc., Atlanta: **Dee Spiro**, program services associate, Close-Up Foundation, named public relations coordinator, TBS SuperStation; **Mary Kathryn Johnson**, recent graduate, University of Mississippi, Oxford, Miss., and **Gregg Byrnes**, photo researcher, Turner Advertising, named public relations coordinators, Turner Network Television; **Jeff Matteson**, assistant editor, Whittle Communications, Knoxville, Tenn., and **Jill Calhoun**, awards coordinator, public relations corporate communications division, named unit publicists, Turner Network Television, and **Jill Carmen**, unit publicist, Turner Network Television, named senior unit publicist.

James J. Horvath, manager, manage-

ment development and administration, Degussa Corp., joins USA Network, New York, as director, human resources.

Melisse L. Marks, corporate promotions director, CR Broadcasting, Jackson, Tenn., joins WEHT(TV) Evansville, Ind., as promotion marketing director.

Sarah Eagle, assistant promotion director, WYST-AM-FM Baltimore, joins WCAO(AM) there as promotions director.

ALLIED FIELDS

David C. Bender, president and CEO, Bruskin Associates, New Brunswick, N.J., joins Mediamark Research Inc., New York, as president and chief operating officer.

Robert Marmet and **Harold McCombs Jr.**, of communications law firm Marmet McCombs, Washington, join with Holland & Knight law firm as partners there.

DEATHS

Rita Jacobs Willens, 62, radio station co-founder, died of lung cancer June 10 at her home in Barrington Hills, Ill. Willens co-founded WFMT(FM) Chicago in 1960, which was later sold to WGN Continental Broadcasting Co. She is survived by two sons, two daughters and one sister.

Paul H. Hershey, 62, radio newscaster, died May 30 of heart attack at Lakeland Regional Medical Center, Winter Haven, Fla. Having 36-year career in radio, Hershey most recently was news director at WLKF(AM)-WEZY-FM Lakeland, Fla. He is survived by two daughters, Tina and Michelle; step-daughter, Stephanie; two sons, Daryl and Paul; sister, Charlotte, and six grandchildren.

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FIFTH ESTATE

COLIN DAVIS: OVERSEEING OVERSEAS

Twenty years ago, a temporarily unemployed Toronto ad man was searching for a new toehold in television. Colin Davis found his footing, and in a big way.

The British-born executive now stands among the top ranks at one of Hollywood's largest studios—MCA/Universal—where he heads its international TV sales arm, purveying a vast library of films and TV programs in an era when global TV expansion means an ever-growing and all-important non-U.S. revenue stream.

The hard road is not unfamiliar to the 60-year-old Davis, whose elegant appearance is paired with a wag's sharp tongue—he says of himself that he has no outside interests, doesn't exercise, doesn't watch his diet and smokes two packs a day.

Born in the British port of Weymouth and raised in London during World War II, Davis was drafted at 18 out of university. While he jokes about his military experience (he claims to have chosen the Royal Air Force over the British Army because the former had sheets on the beds, and he later became the only officer ever to apply to the Navy to become a pilot; "everybody in our family had a navel"), he eventually bucked the family's four-generation naval tradition to resign his commission with a group of fellow pilots-in-training in Pensacola, Fla., following the accidental training deaths of other British pilots in Egypt.

Although he returned briefly to the UK, Davis had already begun the love affair with North America that was to draw him away from post-war Britain on a two-and-a-half-decade sojourn to Canada and, finally, to New York and Hollywood.

His first, low-paying bank job in Toronto—he couldn't find his way into the U.S. at the time—quickly gave way to his initial media posting as a TV buyer with Procter & Gamble in Toronto.

The ambitious ad executive later joined Young & Rubicam there, and during the course of the next decade rose to director of client services, buying programs on behalf of such companies as P&G, General Foods and Chrysler at a time when private TV was starting in Canada in a major way.

A 1970 run-in with a new American



boss at Y&R Toronto, however, landed Davis in the street. Davis later helped to set up a Toronto organization called 40 Plus, a self-help group for unemployed executives in their 40's.

It must have worked. By the late 1970's he got the break that was to catapult him to his current post and to the big time of New York and Hollywood.

MCA hired him in 1977 to run its television sales operation in Canada. The company shortly afterward decided it needed a second-in-command for its international TV operation in New York, and tapped Davis.

Good fortune was with him the following year when a retirement brought his predecessor, Bob Bramson, the presidency of MCA TV International, and led to Davis's promotion to executive vice president in Los Angeles. When Bramson retired at the end of 1986, Davis took over the presidency.

Davis at times plays down the complexities of his job, which he says, "very simply put, [is the] licensing of our feature films and TV product everywhere in the world except the United States." In fact, though, the volatile ex-

pansions and contractions of markets worldwide make Davis's task anything but simple. Still, his unit has managed to bring in record revenues in the last several years with MCA's immense collection of 2,000 feature films, 13,000 hours of prime time television product and about 250 TV movies, handled with offices in London, Paris, Toronto, Tokyo, Sao Paulo, Sydney and Beirut.

According to the executive, the only likely growth area for international sales to TV in the next five years will be Europe, which already represents up to 70% of the unit's business.

Other world markets offer slim prospects: Latin America, mired in economic difficulties; Australia, damaged by its debt-crippled broadcast industry; Japan, whose new outlets in satellite and pay TV Davis believes will not be a significant user of U.S. product; the Eastern Bloc, which Davis maintained will be hampered by a lack of hard currency and serious economic weaknesses, and his

ex-home turf of Canada, where U.S. program sales are still limited because of spillover by U.S. TV signals.

While Davis is keen to satisfy the needs of international telecasters—he's on the road in Europe, Canada and elsewhere 30%-40% of his time—the reality remains that TV product is "made for the American market and if you do have a show that does well internationally, 90 percent of the time it's pure luck." That will remain true, he says, until the economic influence of the international market is such that it helps determine the content of U.S. programming."

Davis, who remains a British citizen but expresses no regrets about having made his mark here in North America, added: "Everybody asks about Europe and pan-European product, and my answer is the only pan-European product I know of is American product."

Colin Peter Davis

President, MCA Television International; b. April 9, 1930, Weymouth, England; officer/pilot, Royal Air Force and Royal Navy, 1948-54; executive, Bank of Montreal, Toronto, 1954-56; TV buyer, brand manager, Procter & Gamble, Toronto, 1956-60; various positions, Young & Rubicam, Toronto, 1960-70; director of marketing, Metro Market Newspapers, Toronto, 1970-72; VP, media, Baker, Lovick, Toronto, 1972-77; VP-general manager, MCA TV Canada, Toronto, 1977-78; director, international sales, MCA TV International, New York, 1978-80, and executive VP, Los Angeles, 1980-87; present position since January 1987; m. Carol, Dec. 15, 1979; children: Sharon, 29 (from previous marriage).

IN BRIEF

FCC proposed new rules implementing 1988 law aimed at denying such federal "benefits" as FCC licenses to individuals convicted of drug-related crimes. Anti-Drug Abuse Act of 1988 empowers federal and state judges to deny federal benefits to anyone convicted of drug possession or distribution. Like other federal agencies, FCC would routinely check General Services Administration's master list of individuals banned from federal benefits prior to granting licenses. But agency also proposed requiring all applicants to certify that they are not subject to such ban and requiring licensees to notify FCC as soon as they become subject to ban.

Plug was pulled on two first-run shows last week. As expected, NBC and Westinghouse canceled their daytime information magazine show, *House Party with Steve Doocy*. In most markets, show failed to attract anything but negligible audience since January debut. Barry Sand, original executive producer, was replaced by WKYC-TV Cleveland's Betsy Alexander two months into production. NBC and Group W officials said their program partnership will continue. One

project in works is information magazine show, probably targeted for prime access. In another development last week, Fox Stations Productions Inc. announced cancellation of *Tribes*, teen and young-adult soap strip that launched in March. Show had recently been renewed for second 13-week cycle, but Fox pulled plug on costly project (\$500,000 per week) when it became evident it could not recoup costs or make profit in national syndication due to tight marketplace.

Second Viacom-owned affiliate, WVTI-TV Hartford, Conn., has relinquished rights to off-network episodes of *The Cosby Show*. Picking up rights (for first cycle only, and not including *A Different World*) is Renaissance Communications-owned WTXN, independent serving market from Waterbury, Conn. Deal takes effect in September. Rod Bacon, who assumed post of VP-general manager at WTXN six weeks ago, said station would double run *Cosby* at 6 and 7 p.m., with *ALF* at 6:30 and *M*A*S*H* at 7:30.

Married...With Children has been sold in several more markets, including St.

Louis, on KMOV-TV, CBS affiliate. It is second affiliate in top 20 to acquire show, and plans to air it in prime access at 6:30. Sources said KMOV-TV paid \$15,000-\$20,000. Barry Thurston, president, Columbia Pictures Television, which distributes show, confirmed that WKBD(TV) Detroit has acquired program, as has KABB(TV), independent in San Antonio. Also, two Renaissance Communications stations have picked up program—WPGH Pittsburgh and KTXL Sacramento, both independents.

NBC and National Association of Broadcast Employees & Technicians appear to have reached agreement on some modifications in NBC's final offer. NABET said NBC made modifications on daily hires, recall provisions, four-wall and wages. NBC agreed not to implement its March 30 contract on June 20 as planned. NBC agreed to resubmit offer with understanding that NABET-NBC/GE negotiating committee remain neutral and take modified proposal to NABET membership for vote. Ballots will be mailed July 3 and counted on July 26. Results will be announced July 27.

Cable issues dominated agenda for Association of Independent Television Station's general managers meeting last week. Group was in Washington to voice support for S. 1880, bill recently adopted by Senate Commerce Committee that contains favorable must carry and channel positioning language. Broadcasters also met with House members to convey interest in seeing same provisions inserted in any cable bill that moves through lower chamber. Issue of sports programming migrating from over-air TV to cable was also brought up during Hill visits.

NAB announced last Thursday (June 14) that it has signed contract with Denon America Inc. to manufacture and market high-end consumer AM-FM tuner designed by NAB. In 1987, NAB hired outside consultant to design radio incorporating recently developed enhancements, including FMX tuning for FM side and, for AM, wider bandwidth and deemphasis provisions of National Radio Systems Committee's audio standard, stereo and expanded band to 1705 khz. First prototype of tuner was demonstrated at

CLOSED COURTROOM IN NEW YORK

The judge presiding at the Central Park jogger rape case last week banned radio, television and still-camera coverage of the trial, and an administrative judge of the State Supreme Court in Manhattan on Thursday (June 14) rejected an appeal. Justice Thomas B. Galligan, the presiding judge in the trial of three youths charged with the rape, sodomy and attempted murder of a 29-year-old woman in Central Park last year, issued his ban after both the defense and the prosecution urged it.

The New York Broadcasters Pool and six New York television stations and CNN appealed a portion of the ruling—that applying to the opening and closing statements and to announcement of the verdict. David Boostaver, administrator of the pool, said it would have been difficult to argue abuse of discretion—the only ground on which Galligan's ruling could be overturned—as to the testimony that would be given.

Galligan cited in his ruling the fact that the charges involved "lewd and scandalous matters," one of the issues judges in New York are directed to consider when weighing requests for broadcast coverage. He also noted that defense attorneys objected to coverage on the ground the defendants were legally children—under the age of 16 at the time of the attack—and that one still is. Justice Peter J. McQuillan, who rejected the appeal, said in his opinion that the record demonstrates that Galligan "both understood the range of his discretion and considered all of the relevant factors prescribed by the statutes and rules bearing on the news media's application...."

—LZ

NAB's Radio '88 convention in Washington (BROADCASTING, Sept. 19, 1988). Finished product, which will bear both Denon and NAB logos, is expected to be available in early 1991 at retail price of \$475.

ML Media Inc. bought WYSR-AM-FM Charleston, W.Va., and KCKN(AM)-KBCQ(FM) Roswell, N.M., from Ardman Broadcasting Co. for \$5.75 million. M.L. Media is headed by Michael L. Ludgate, who is former general manager of WCHV(AM)-WWWV(FM) Charlottesville, Va. Ardman Broadcasting is headed by Myer Feldman and has interests in WZOU(FM) Boston, WPHR(FM) Cleveland and WEZI-AM-FM Memphis. Ardman recently purchased WCIB(FM) Falmouth, Mass., from Justice Broadcasting Ltd. for \$2.5 million, and WIRA(AM) Fort Pierce and WOV(FM) West Palm Beach, both Florida, from Roth Communications Inc. for \$8.9 million. Broker: Cecil L. Richards Inc.

FCC fined WOJ-AM-FM Lehigh Acres, Fla. (Dwyer Broadcasting Inc.), and WAPC (AM)-WQCD(FM) Arcadia, Fla. (Dakos Broadcasting), \$18,000 and \$15,000, respectively, for repeated EEO violations. Licenses were given short-term renewal subject to EEO reporting conditions. Dwyer Broadcasting sought reduction of fine, but was denied.

Seattle-based Olympia Broadcasting said it filed for Chapter 11 bankruptcy protection last week, to restructure obligations and to stay certain litigation brought against company. Olympia expects to continue discussions with creditors and formulate plan of reorganization. Olympia listed consolidated assets of approximately \$21.9 million and liabilities of approximately \$38 million. Also, Olympia sold KRZR(FM) Hanford, Calif. (Fresno), to Fred Sands for \$1.5 million.

Joint announcement in New York, Moscow and Tokyo last week promised creation of massive pictorial history of 20th century, one that would be produced for television, cable TV and variety of other technologies. **ABC News; Gostelradio, the Soviet national broadcast company, and NHK, Japan's public broadcasting company,** said they will collaborate in use of their libraries and production facilities to create history. They also said they will search out people and pictures around world that will contribute to what ABC News in its announcement said will be "the best recorded century in the history of the world." Other international partners will be invited to participate. Three

SYNDICATED KID'S SHOWS ON THE GROW

Children's programming continues to be the key growth area in syndication, according to a Petry analysis of the May 1990 books. Figures for 214 local markets representing 100% of the U.S. indicate PUT levels (persons using television) are up 9% from May 1989 for kids 2-11 and 6-11, Monday-Friday, 3-5 p.m. Numbers are also up for all children's programming within that demographic, with the exception of *Maxie's World*. "As the quality improves, the kids come back," said Dick Kurlander, Petry's vice president, director of programming.

The number one children's program (all figures based on 80% of U.S. markets reporting) was Group W Production's *Teenage Mutant Ninja Turtles*. Among children 2-11, *Turtles* scored a 14.1 rating/51 share, up from May 1989's 5.6/28. The show was also three ratings points ahead of second-place Disney's *Chip 'N' Dale Rescue Rangers*, which came in with an 11.2/40 among children 2-11.

In the talk show category, *Oprah Winfrey* came out on top. Her 10.2/32 household numbers showed an increase over May 1989 time period numbers of 9.7/30. Phil Donahue scored a 6.4/28, compared to May 1989 numbers of 6.6/27. *Geraldo's* numbers for May 1990, 5.0/18, were down from the May 1989 time period's figures of 5.3/19.

Sally Jesse Raphael and *Regis and Kathie Lee* each beat *Geraldo* among the important demographics of women 18-34 and 25-54. *Sally* also ranked first in 62 of 127 markets reporting, or virtually half her time periods.

Wheel of Fortune was flat from February but down from May 1989 and its lead-in, *Jeopardy!*, was ahead of *Wheel* in "key demos," according to Petry. *Jeopardy!* was also flat from February and up slightly from year-to-year.

A Current Affair was the number-one magazine show for May 1990. Significantly, it performed better where it ranked number two: it was first in 24 of 143 reporting markets with an 8.4/24, but achieved a 9.2/20 in the 59 of 143 markets where it came in second. *Entertainment Tonight*, which tied with *Affair* in household ratings at 7.6, beat it slightly in demographics.

Cosby continued to be the number one syndicated sitcom, although it was down two share points from its February book. *Cheers* was number two, followed by *Night Court*. *Who's The Boss*, "the second most expensive sitcom in history [after *Cosby*]," according to Kurlander, was flat compared to the May 1989 time period, a fact he described as "distressing." *Boss* was third behind *Cosby* and *Growing Pains* among teen-agers and children.

-RG

partners are in process of establishing company—tentatively titled "The Twentieth Century"—that will operate project from New York. Partners are expected to announce officials and staff in matter of weeks. Historical and picture research will also be centered in New York, but it will be connected to research efforts at broadcast headquarters of cooperating national companies.

Pathé Communications Corp. is again extending its tender offer for shares of MGM/UA. Offer, which was set to expire June 15, has been extended to 4 p.m. PT, June 22. Pathé's agreement with MGM/UA and Tracinda Corp., MGM/UA's majority stockholder, states that Pathé can complete its tender offer any time on or before June 23. At close of business June 14, 7,358,958 shares of common stock and 10,926 shares of preferred stock had been tendered pursuant to Pathé's tender offer.

In other developments at ABC affiliates meeting last week (see page 25), Edward Quinn, VP of McGraw-Hill Broadcasting Co. and GM of KGTU-TV San Diego, was elected chairman of ABC Affiliates Association's board of governors. Quinn replaces Clyde Payne, VP-GM, WBKO-TV Bowling Green, Ky., who remains as immediate past chairman. Peter Desnoes, managing general partner-CEO, Burnham Broadcasting, was elected vice chairman. Jim Coppersmith, VP-GM, WCVB-TV Boston, was appointed treasurer, and John Garwood, VP-GM, WPLG-TV Miami was named secretary. ■ It was also announced by Mark Zakarin, ABC VP, marketing, that ABC will supply promotional trailers to 6,000 theaters with distributor Screenvision. Target of promotion will be 10 p.m. Wednesday musical police drama, *Cop Rock*. ■ During closed-door meeting, straw poll of 200-plus affiliates had 50 raising hands to study 24-hour news feed service.

EDITORIALS

Committed to the First Amendment and the Fifth Estate

INSIDE INTERFACE

We having been partially responsible for the Broadcasting/Cable Interface conference that occupied a day in Washington last week—and a fair number of pages in this issue—it would not be properly ours to comment on its worthiness. We can, nevertheless, cite some outstanding recollections.

To begin at the finish, we remember particularly FCC Commissioner Ervin Duggan's discourse on convergence, which he saw as the ultimate end to the relationship between broadcasting and cable. A consummation devoutly to be wished, we would add. Although he specifically disavowed having made up his mind on the subject, it could be inferred from his remarks that a change in the crossownership restrictions that involve those two media would be a good place to begin the reconciliation. Confirming, as Washington has suspected, that the commissioner is a fast study.

To go back to the beginning, we were struck by the boldness in Representative Michael Synar's (D-Okla.) approach to contemporary communications policy issues: rewrite the Communications Act. None stood to second that approach, but it did open the mind. One thing's certainly true: the television media, in all their manifestations, are certainly moving faster than policy these days. Washington's playing catch-up ball.

Nor could one forget National Telecommunications & Information Administration Director Janice Obuchowski's speech on cable regulation, so striking in its contrast to the actions on the Hill the preceding week (when the Senate Commerce Committee reported out a bill that would severely hobble the wired medium) and to the stand taken by FCC Chairman Alfred Sikes, her immediate predecessor at the NTIA. Director Obuchowski, of course, speaks not only for herself and for the Secretary of Commerce but for the President. Regrettably, for cable's sake, she doesn't have a vote.

Chairman Sikes made news by saying he might support access to programming legislation in the minor leagues but not in the majors. That is, he might make cable give up its programming for MMDS or SMATV but not for the "Generals—General Electric and General Motors," both involved in plans for a nationwide DBS system.

National Association of Broadcasters President Eddie Fritts and National Cable Television Association President Jim Mooney surprised us by the similarity of their remarks and their sentiments on the state of affairs between their two industries. Both noted a cooling of the rhetoric and hinted at the possibility of a deal between them, presumably on must carry. We were heartened by the possibility without being convinced of its imminence.

It may be too much to ask that the broadcaster/cable relationship be stabilized when so much else concerning cable is up in the air. The sticking points between the industries are at the moment very few. Must carry is about what it would be if there were a deal, and channel positioning isn't getting worse. Broadcasters could benefit from a bonanza if the so-called "lifeline" tiering concept becomes state of the art; that would

provide both carriage and positioning in the VHF band, presumably in a noncoercive way that wouldn't invite constitutional challenge.

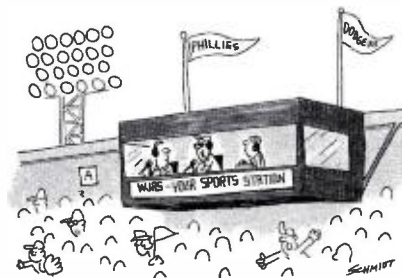
At bottom, we were struck by what the conference said about how quickly things are moving. Cable's advent and the growth of independent stations have revolutionized the TV network business. As has Fox. The prospect of a change in the financial interest and syndication rules may reorder the programming power structure at all levels. Cable reregulation may have an important effect on competing media, and telco entry would have an overwhelming effect on everybody. DBS is just around the corner and compression technology could change the name of everybody's game (imagine five over-the-air channels where there are now one).

Chuck Dolan, who never really left broadcasting when he became one of cable's most innovative entrepreneurs, put his finger on it when he said we are moving from a television of channel scarcity to one of channel abundance. He's getting ready for 200 channels. Isn't everybody?

OUT OF THE FRYING PAN

The fat's in the fire now. All within reading of this page were up to their patience on the subject of fin-syn (financial interest and syndication, officially, but nobody wants to spend the extra energy on the long form) before last week's final failure of the networks and Hollywood to strike a deal. Now the FCC has taken over—to work its own way, as likely as not, in a direction that will make both parties wish they'd gone the extra mile.

Inevitably, we too will get caught up in the drama as it progresses, but not this week. It's going to be a long, hard summer, fall and winter in the fin-syn arena; we'll revisit the subject when it comes to a boil.



"Here it is only June. Hard to believe basketball season is over already."

Drawn for BROADCASTING by Jack Schmidt

AN OPEN LETTER TO BROADCASTERS/CABLE OPERATORS

The FIRST AMENDMENT RIGHTS of television viewers and the intent of the Communications Act of 1934 are being eroded.

Legislation is being considered in Washington, RIGHT NOW, that incorporates the thinking of the NAB, NCTA, and INTV, which could adversely affect the TV viewers' rights. If it is enacted, a local television station expecting carriage on a major cable system could be in for a BIG surprise. That cable system could reach out to 50 miles and carry a distant signal competitor and deny carriage to the local station.

A growing coalition of 42 television licensees and permittees have assembled to protect the interests of viewers and small local TV stations. A study of one of our coalition members and the eleven (11) TV markets they serve, shows there are 29,274,980 TV households inside a 35-mile radius. Cable penetration is 44% or 13,055,525 households; 5,781,266 of those cable households (or 44%) are denied access to these 11 stations. Furthermore, these 11 stations carry on average over 20 hours weekly of locally produced non-entertainment and issue oriented programming. The viewers in these 5.7 million homes are denied access to this locally produced programming.

A second study incorporating 36 of the 46 minority-owned, on-air TV stations shows in these markets there are 25,213,820 TV households within a 35-mile radius. These stations are denied access to nearly 4 million of the 13,500,465 cable homes within a 35-mile radius (46% non carriage). Again, the viewers in those 4 million homes are denied the local programming of these 36 stations. If these studies had used a 50-mile radius, the number of homes denied cable access would increase significantly.

A study utilizing the A.C. Nielsen data base indicates (referencing the proposed draft bills) that within just the top 25 markets, there are thirteen ADIs where cable has the potential of excluding one or more local stations (inside 35 miles), by reaching out to stations between 36 to 50 miles from the cable system and importing a distant station. The above studies utilized the higher channel set-a-side charts as proposed in the current draft bills. Should a lower channel set-a-side be applied, even more homes and markets would be affected. This data supports the need for a must carry law or regulation including a 35-mile mandatory carriage rule.

Clearly, Cable is the gatekeeper to the home. FCC Chairman Sikes has said that today, cable is the dominant video delivery mechanism, and that cable homes do not retain the ability to receive television signals over-the-air. Without a must carry regulation and without a 35-mile mandatory carriage requirement, TV stations are being and will continue to be denied access to the homes they are licensed to serve. This denial infringes upon the first amendment rights of TV viewers, by blocking the local programming these stations provide.

The three associations, NAB, NCTA, and INTV have not come to a final agreement on must carry, but have reached an accord on standards that recognize any station within a 50-mile radius of a cable system headend as being considered "local". However, Congress in creating the cable compulsory license, established that any station within a 35-mile radius of a cable system headend shall be considered "local". The Federal Communications Commission in re-establishing the syndicated exclusivity rules earlier this year, also recognized that any station within a 35-mile radius shall be considered "local". The NAB, NCTA, and INTV are hung up on issues of channel placement, if carry must pay, etc. . Our coalition of higher-numbered UHF stations, stations who have recently gone on the air, and minority owned stations are worried about just getting on cable.

Our coalition is active at the FCC and Congress, proposing only a slight change in the must carry proposals, as drafted. The change is mandatory carriage of all local full-power television stations FIRST within 35 miles of a cable system's headend before carriage of any stations located between 36 and 50 miles of the headend.

The three associations would still have their 50-mile radius, and the small local television stations would be assured of carriage, and viewers would have access to the programming of local stations.

The constitutionality of any must carry law or regulation is certainly an issue. Our coalition has a firm legal opinion from the nation's leading communications law firm that a must carry rule can pass judicial muster if premised on Section 307(b) of the Communications Act. FCC Commissioner Quello is on record supporting must carry based on Section 307(b).

All full-power television station licenses are granted and renewed, in part, based on Section 307(b) of the Communications Act of 1934, as amended. Section 307(b) requires television stations to provide programming to serve their local communities. To ensure that viewers have the ability to receive the local issue oriented and non-entertainment programs that stations are required (by Congress) to air, any proposed legislation should require mandatory carriage of all local full power stations within 35 miles of the cable systems' primary headend, before carriage of any stations within the 36 to 50 miles. IF THE SUBSCRIBERS OF ONE CABLE SYSTEM ARE DENIED ACCESS TO THIS MANDATORY PROGRAMMING, THEN CLEARLY THEIR CONSTITUTIONAL RIGHTS HAVE BEEN VIOLATED.

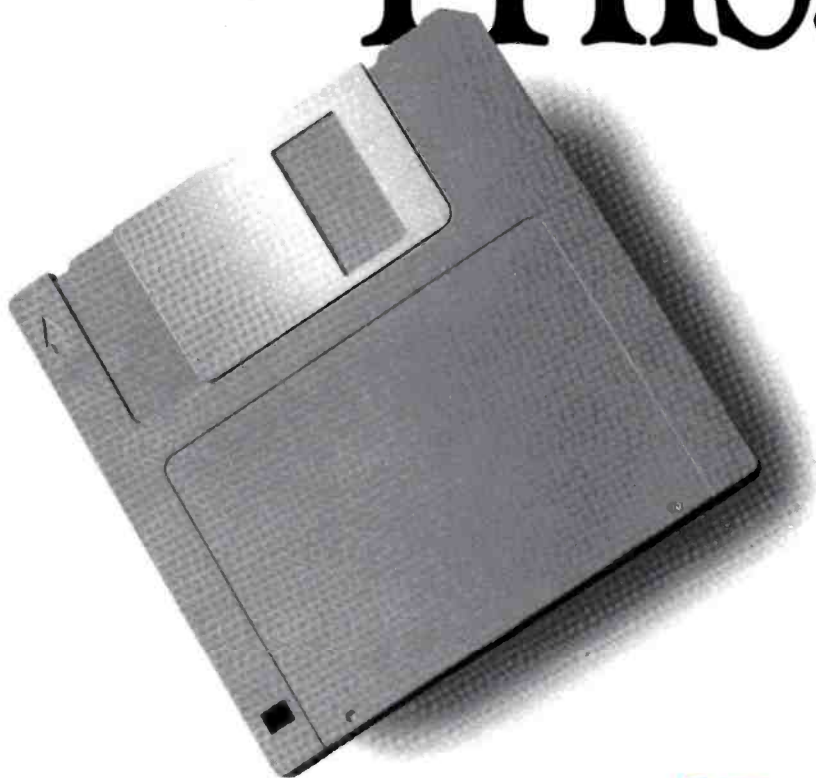
One of our coalition members, Lowell W. Paxson, President, Home Shopping Network, licensee of 12 full-power TV stations, testified recently before the House Subcommittee on Telecommunications. The testimony urged enactment of a constitutionally supportable "must carry" rule, based on the following:

- 1) Local television stations have an obligation under Section 307(b) of the Communications Act of 1934, as amended, to provide programming to serve their local communities. Congress has mandated that the FCC issue and renew licenses in part on this basis.
- 2) Must carry legislation tied to the 307(b) programming obligation, and a quantitative standard is constitutionally sound, and will withstand the test of the Judicial system.
- 3) No local television station should be denied access to the homes in its immediate service area, as having been defined as 35 miles. A 50-mile rule will not guarantee this access and 35 miles will.

Localism is the cornerstone of American broadcasting. With cable clearly the gatekeeper to the home, no local television station should be denied access to the homes in its immediate service area. Nor should any individual be denied his or her FIRST AMENDMENT RIGHT to access the local stations' local programming. Finally, our coalition urges Congress to pass must carry legislation as outlined herein. Furthermore, if Congress fails to act, we urge the leadership of the FCC to step forward and do the job that broadcasting deserves and do it right this time.

If you are a broadcaster and want more information or would consider adding your voice to our coalition, contact Ken Becker, G.M., WHSW TV-24, P.O. Box 30510, Baltimore, MD 21270. (No monies will be sought or collected)

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