

# Broadcasting Jul 2

Incorporating Broadcasting / Cable

59th Year 1990

## RADIO / 32

*Prospecting for gold  
in multi-cultural  
broadcasting*

## TELEVISION / 27

*New York heats up:  
stations battle for  
bigger bite of Apple*

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*The maturation of MTV:  
going beyond  
music videos*

## SATELLITE / 58

*ABC, PBS get their  
acts together  
for DBS*



**GRAHAM KERR**

**THE GOURMET  
GALLOPS AGAIN**

**AVAILABLE  
FOR FALL  
1990.**

**MTM**  
TELEVISION DISTRIBUTION

SHOWS AVAILABLE FOR SCREENING

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Vol. 119 No. 1  
**SUPREME COURT**  
stands behind  
minority preferences  
**HOUSE'S TURN**  
to mark up a tough  
cable bill

# AP's Radio Network Except The

Programming a radio station is an art. And with AP Network News you have the control to do it right.

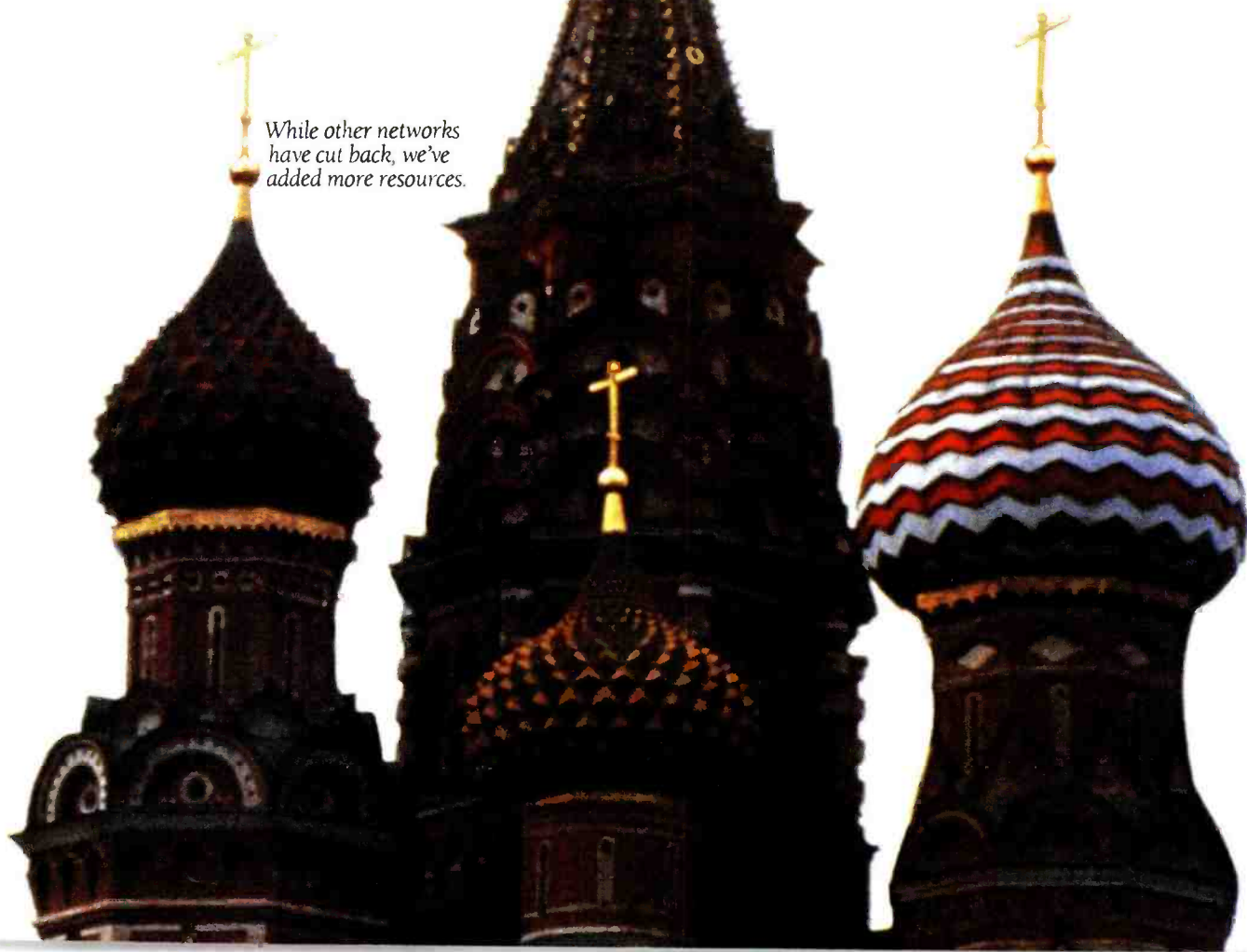
No commercials means more flexibility, more freedom to program the way you want. And that's good news to stations looking for an advantage. Our format is designed to fit your format and provide sales and sponsorship opportunities.

You make all the decisions because all programming is yours to sell without affidavit or clearance requirements from AP. When you carry AP Network News you get more than sales opportunities.



*The only news bureau  
at the U.S. Department  
of Agriculture.*

*While other networks  
have cut back, we've  
added more resources.*





# Gives You Everything. Commercials.

You get the most comprehensive radio news coverage in America. While other networks have cut back, we've added even more resources.

AP Hotline is our second channel for live continuous coverage of breaking news and events.

Now you're where the news is happening, when it's happening. Our



*More live sports coverage than any radio network.*

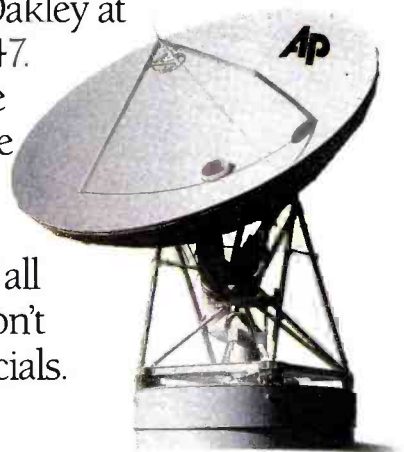


*AP Hotline provides continuous coverage of live events.*

sports staff covers more major sports events than any other network. We cover Wall Street with more reports per day than anyone. Ours is the only broadcast bureau at the U.S. Department of Agriculture.

And we offer over 20 lifestyle and entertainment features to suit any taste or interest. Become an AP Network News affiliate today by calling Rosie Oakley at (800)-821-4747.

You'll get more comprehensive news and the most flexible format. Best of all is what you won't get... commercials.



# AP Network News

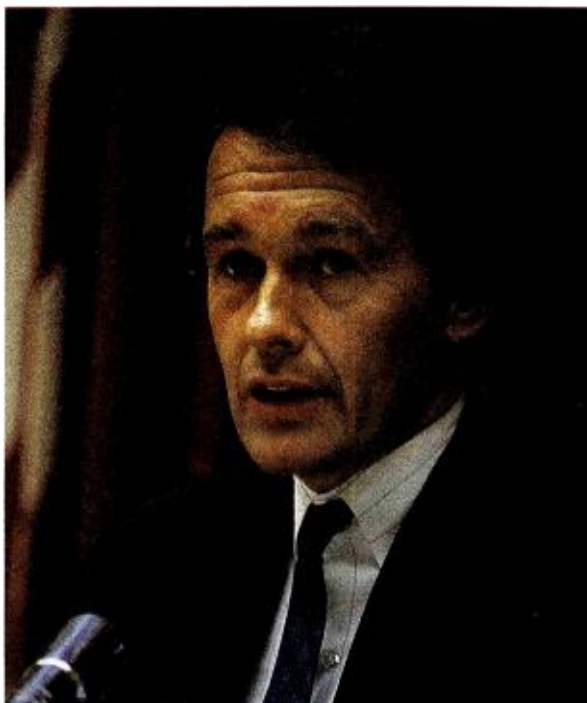
# THIS WEEK

## 19 / LENGTHENING LINE ON CABLE REREGULATION

The House Telecommunications Subcommittee passed a tough cable reregulation bill that is at least as onerous as the version pending in the Senate. Of some consolation to the cable industry was a provision that recognizes exclusivity and a must carry/channel positioning compromise that is less stringent than the Senate language and could bring an end to broadcaster-cable public policy wars. A chart detailing the differences between the House and Senate bills is on page 20.

## 22 / PRIME TIME, UP FRONT

The three networks and Fox pulled in roughly \$4.35 billion in the prime time upfront market, an 8.7% increase over last year's \$4 billion. NBC took in \$1.5 billion; ABC \$1.4 billion; CBS \$900 million, and Fox—with more programming to offer over last year—\$550 million. Prime time ad inventory among the three networks will also be up compared to last year. Despite all the noise about guarantees, it appears that most deals came off without any problems.



House Telecommunications Subcommittee Chairman Ed Markey

## 23 / MORE MOBILITY IN NETWORK SPORTS RIGHTS

There were changes in the network television sports rights picture last week, as Big Ten Conference basketball and the PGA Championship left ABC for CBS, and the Southeastern Conference made its first network basketball deal with ABC.

## 24 / CBS AFFILIATES MEET

CBS and its affiliates kept cool in Los Angeles during that network's annual affiliate meeting, discussing issues ranging from station participation in any revenue earned by CBS if and when the financial interest and syndication rules are relaxed, to affiliates' concerns about

the network's plans for prime time and late night. Larry Tisch, chairman and chief executive officer, CBS Inc., also took the opportunity to say he was "committed to CBS," amid rumors that he has been holding discussions with Disney about a possible sale of the network.

## 25 / COURT MAKES MINORITY PREFERENCES LAW OF THE LAND

The Supreme Court, in a surprise decision, affirmed two FCC policies aimed at promoting minority ownership of broadcast properties. The court held that the policies do not violate the Constitution's equal protection guarantee. The vote was 5-4.

## 27 / NEW YORK TV MARKET HEATS UP

Those keeping track of the New York television market, the nation's largest in audience delivery (but second to Los Angeles in revenues), say competition next fall, particularly among independent stations, will be the most intense in more than a decade. The expansion of the Fox network explains part of the changing competitive situation in New York. Management switches at all three independents and the strategies of the new managers explain much of the rest.

## 30 / 'INSIDE REPORT' CANCELED

Lack of clearance renewals from 61 client stations influenced the decision to cease production Sept. 14 of reality strip *Inside Report*, produced by WSVN-TV Miami and distributed by MCA TV. The show will not be offered in the first-run market next fall.

## 32 / MULTI-CULTURAL RADIO

NonEnglish language, nonHispanic formatted ethnic radio often reaches very large, diverse and loyal audiences. But these stations aren't showing up in the rating books. And although local advertisers are their bread and butter, station operators would like to see recognition from more mainstream businesses and national advertisers.



### 35 / RADIO JOINT VENTURE

The Financial News Network and Unistar Communications Group have entered into an agreement under which Unistar Radio Networks will distribute and market the programming of the FNN Business Radio Network. Unistar will handle all ad sales and affiliate relations functions for the network.

### 37 / MORE LOCAL NEWS

NBC affiliate KETK-TV Jacksonville, Tex., area cable operators and *The Longview Daily News* have formed an unusual arrangement set to launch Aug. 1 in Longview, Tex. In an effort to provide local news, the three media are cooperating in a localized newscast inserted on KETK-TV and distributed to cable subscribers.

### 38 / ANOTHER MSO STRIKES BACK

Continental Cablevision, citing among other things its local programming track record in New Hampshire, requests CBS affiliation for its Concord, N.H., system, as well as for other systems in the state. It's a continuation of the cable industry's effort to make a point on program exclusivity.

### 39 / MORE MTV

Although MTV's ratings have never returned to the levels of several years ago, the service's mix of music videos and original programming continues to produce strong bottom line numbers that would be the envy of many other cable networks.

### 42 / APPEALS COURT ACTION

The U.S. Court of Appeals signals its rejection of a challenge by Action for Children's Television and the Office of Communication of the United



Laurence Tisch makes commitment to CBS

Church of Christ of the FCC policy of not requiring station applicants to provide public service plans.

### 42 / HOUSE CAN'T GIVE ENOUGH TO USIA

The U.S. Information Agency's appropriation request for fiscal 1991 was enhanced on the House floor last week. A recommendation that the USIA receive \$990 million—some \$4 million more than the budget request—was approved.

### 45 / GAMBLING ON INDEPENDENTS

Although network affiliates may be a safe equity bet, it appears that buyers are gambling on independent stations, where there is more room for growth. As one investment analyst said: "The station trading picture is bleak everywhere, but there seems to be more upside with these independents."

### 53 / EAST GERMAN VIEW

As the two Germans move toward unification, preparations are underway for a merger of the two countries' radio and TV services, to the dismay of East German staffers. They had hoped theirs could remain independent. Now they have another worry, as federal funding for their services runs out.

### 57 / NAB WOULD NIX DAB BY SATELLITE

The NAB radio board has taken a hard line against the establishment of satellite-delivered national digital audio broadcasting services, which could be damaging competitors to current AM and FM stations. Of the two current U.S.-backed companies planning to provide national satellite radio, one (Satellite CD Radio Inc.) would like to reach a compromise with the NAB; the other (Radio Satellite Corp.) calls NAB's policy "a pure anticompetitive response."

### 79 / BIGGER IS BETTER FOR CHYRON

Isaac Hersly has watched Chyron Corp. grow from a single-product company into a multi-subsidiary group. As president of the company, Hersly is continuing its philosophy of expansion. The Chyron Group today is among the world's top manufacturers and marketers of video graphics products.

### 56 / DIGICIPHER PRECERTIFIED

General Instrument Corp.'s DigiCipher, the proposed first all-digital HDTV terrestrial transmission system, won unanimous precertification for testing and is now of equal status with the six earlier proposed systems to the FCC's advisory committee on advanced television service.

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Incorporating

### The Fifth Estate TELEVISION. Broadcasting & Cable

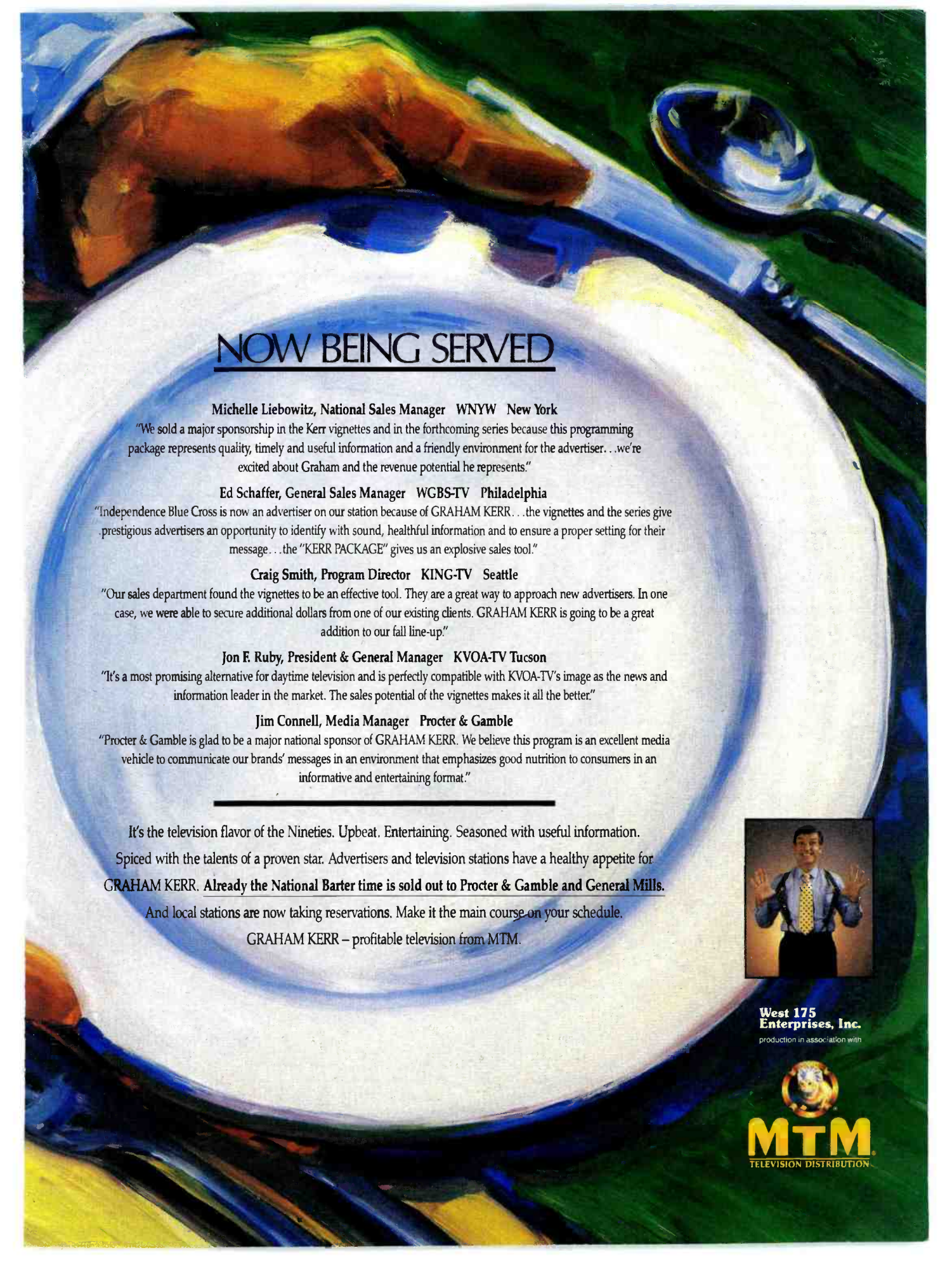
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An abstract painting with bold, expressive brushstrokes. The background is a mix of dark green, blue, and black. A prominent blue shape, possibly representing a shirt or a piece of fabric, is draped across the middle. To the right, there's a bright orange and yellow shape, and a white circular area. The overall style is dynamic and colorful.

GRAHAM KERR  
SERVES  
ADVERTISERS





## NOW BEING SERVED

**Michelle Liebowitz, National Sales Manager WNYW New York**

"We sold a major sponsorship in the Kerr vignettes and in the forthcoming series because this programming package represents quality, timely and useful information and a friendly environment for the advertiser. . . we're excited about Graham and the revenue potential he represents."

**Ed Schaffer, General Sales Manager WGBS-TV Philadelphia**

"Independence Blue Cross is now an advertiser on our station because of GRAHAM KERR. . . the vignettes and the series give prestigious advertisers an opportunity to identify with sound, healthful information and to ensure a proper setting for their message. . . the "KERR PACKAGE" gives us an explosive sales tool."

**Craig Smith, Program Director KING-TV Seattle**

"Our sales department found the vignettes to be an effective tool. They are a great way to approach new advertisers. In one case, we were able to secure additional dollars from one of our existing clients. GRAHAM KERR is going to be a great addition to our fall line-up."

**Jon F. Ruby, President & General Manager KVOA-TV Tucson**

"It's a most promising alternative for daytime television and is perfectly compatible with KVOA-TV's image as the news and information leader in the market. The sales potential of the vignettes makes it all the better."

**Jim Connell, Media Manager Procter & Gamble**

"Procter & Gamble is glad to be a major national sponsor of GRAHAM KERR. We believe this program is an excellent media vehicle to communicate our brands' messages in an environment that emphasizes good nutrition to consumers in an informative and entertaining format."

---

It's the television flavor of the Nineties. Upbeat. Entertaining. Seasoned with useful information. Spiced with the talents of a proven star. Advertisers and television stations have a healthy appetite for **GRAHAM KERR. Already the National Barter time is sold out to Procter & Gamble and General Mills.**

And local stations are now taking reservations. Make it the main course on your schedule.

GRAHAM KERR – profitable television from MTM.



**West 175  
Enterprises, Inc.**  
production in association with





# CLOSED CIRCUIT

## Boston

### Group W's leading edge initiative with cable affiliates

Group W's WBZ-TV Boston is sending trial balloon proposal to DMA cable operators offering them small number of 30-second advertising avails in station's local programming. Station would supply cable system with insertion equipment and charge operators wholesale fee, depending on number of subscribers per headend. Cable operator would determine retail rate and be able to sell advertising in narrowly targeted areas. Programs WBZ-TV listed as eligible for insertion would include noon, late afternoon and evening news programs and *Today*, with early morning news and *Evening Magazine* added later.

Under proposed agreement, avails couldn't be sold by any regional or national sales rep or by interconnect, or used for cross-channel promotion of another broadcast station. Cable operators could not do similar deal with any other area station, nor in any other market where Group W has station—Pittsburgh, Philadelphia, Baltimore and San Francisco—unless it gave Group W station right of first refusal. Letter said agreement would not commence until 60% of Boston cable universe was signed.

## Albany

### If at first...

Fox affiliate WXXA-TV Albany, N.Y., is up for sale again. Heritage Broadcasting Group has retained Communications Equity Associates to shop station to "established group owners." Sta-



CNN CELEBRANTS

CNN carried its 10th anniversary celebration to the West Coast with a festive gala on board the HMS Bounty. On hand (l to r) were Bella Shaw, co-host of CNN's *Showbiz Today*; Burt Reinhardt, CNN president; David Farmer, Los Angeles bureau chief, and Sandy Kenyon, senior entertainment correspondent.

tion was on block little over year ago and almost sold to one group owner, but at last minute Heritage tried to up price and buyer walked. Asking price for station is estimated to be between \$12 million and \$15 million, or nine to 12 times cash flow.

## Denver

### Third third party

Satellite Source, home satellite program distribution subsidiary of Denver-based satellite equipment distributor Echosphere Corp., expects to have new wholesale third-party distribution deal with HBO in place by July 1. HBO hopes to have up to seven such deals done by July 9-11 SBCA show in Nashville. National Program Service and Programers Clearinghouse have confirmed reaching agreements with HBO similar to one with Satellite Source.

Of additional interest, Echosphere President Charles Ergen is also permittee to

launch high-power direct broadcast satellite of his own in mid-1990's under name Echostar Satellite Corp.

## New York

### Silver lining

Budgetary problems afflicting U.S. Information Agency's television service have proved beneficial to ESPN. USIA was renting transponder on Intelsat Pacific Ocean satellite on 24-hour daily basis but lacked wherewithal to fill that time with programming. So USIA-TV director Steve Murphy offered ESPN sharing deal ESPN couldn't refuse. ESPN now occupies transponder most of time—USIA-TV uses it only 18 hours weekly—and is reaching areas from Guam to Thailand to New Zealand, positioning itself in parts of world expecting explosion of interest in TV services.

Murphy seems to like sharing idea. USIA-TV shares transponder time with

France's TV 5 on Eutelsat satellite serving western and eastern Europe. Benefit to USIA is that viewers tuning into TV 5 get USIA-TV. Now Murphy is looking for American programmer to share transponder time on new Eutelsat satellite. USIA-TV would need only six hours during daytime, leaving plenty of time, some of it prime, for partner.

## Counterproductive

USA Network's first effort at episodic series—*Counterstrike*, starring Christopher Plummer—got lots of press last week, all of it bad. Critics panned show, which debuted Sunday night (July 1), and according to USA spokeswoman, reviews didn't surprise anyone. Six episodes of show, currently in production in Paris, have already been shot, but network isn't too pleased. Some writers are being axed, and opening music is being changed. No cast changes are planned, and spokeswoman said network remains committed to 22 episodes.

## On the block

Viacom, which disclosed at NCTA convention that it planned to put its Dayton and Milwaukee systems up for sale, has hired Waller Capital to handle offers for Dayton. Milwaukee has not been listed with broker, but sources say Viacom would entertain offers for system.

## Inside track

Front runner for post of president at ABC Radio Networks being vacated by Aaron Daniels (BROADCASTING, April 30) seems to be John Cravens, president and general manager at WHYT(FM), Capcities/ABC's CHR-Top 40 out-



# D O - E R S P R O F I L E :

## JIM DIAL

HOME: Washington, D.C.

AGE: 50ish

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

HOBBY: Practicing "The Voice."

LAST BOOK READ: Today's *WASHINGTON POST*.

LATEST ACCOMPLISHMENT:

Being hailed by the critics as a member of the cast of television's most critically acclaimed new comedy.

WHY I DO WHAT I DO:

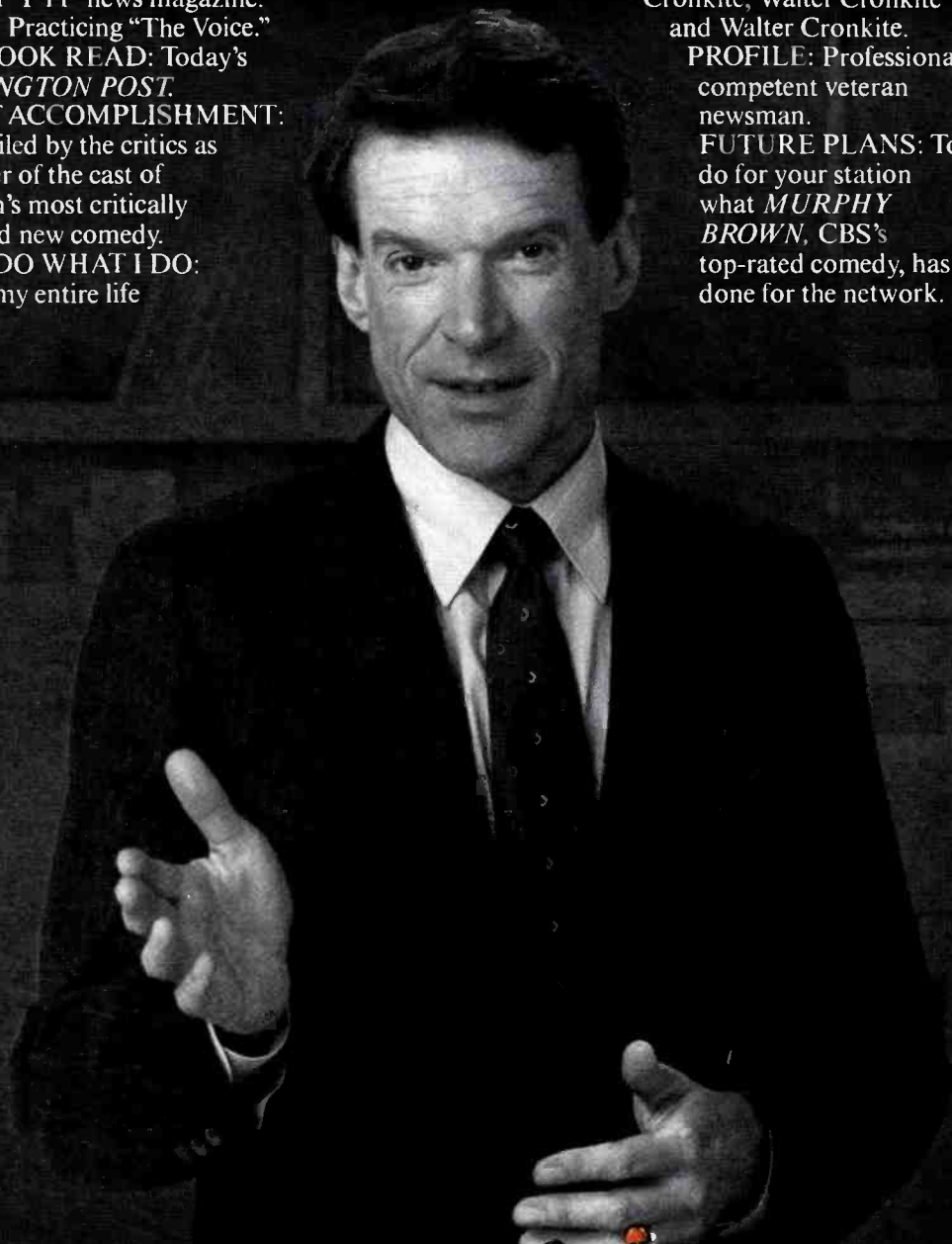
"I spent my entire life

preparing for this. You could say I was born to be a newsman. That's what people tell me."

ROLE MODELS: Walter Cronkite, Walter Cronkite and Walter Cronkite.

PROFILE: Professional, competent veteran newsman.

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



SHUKOVSKY/ENGLISH  
PRODUCTIONS



WARNER BROS.  
DOMESTIC TELEVISION  
DISTRIBUTION  
A Time Warner Company



## MURPHY BROWN

Available Fall '92

let in Detroit. Cravens reportedly has interviewed twice for job, and is one of two Capcities executives being considered by ABC Radio President James Arcara. Other candidate, name unknown, apparently is not from radio side. Network insiders say secrecy surrounding selection is "uncharacteristically tight."

### The one that got away

Fox station group has made commitment this fall to pick up new daytime game show from New York-based Zink Communications called *Get The Picture*. However, show won't have services of television and radio personality Gordon Elliott, who was first choice to host program. Elliott, who is seen on Fox's *A Current Affair* and on morning show on Fox-owned WNYW-TV New York, has signed exclusive agreement to host new Mark Goodson Productions game show *To Tell the Truth* for NBC next fall. According to Elliott's agent and business manager, Evan Bell, of Craft, Haiken & Bell, New York, Zink let Elliott slip through their fingers. "Somebody at Zink screwed up and didn't exercise an option in time," said Bell. Zink, he said, had option to sign Elliott exclusively, but failed to do so by June 1, when option expired.

### San Diego

#### Encore

Ohio State University Professor Roger Blackwell, who led key June 1989 PPV discussion among cable operators and programmers, will moderate discussion at CEO miniconference at Cable Television Administration & Marketing Society convention, July 15-18 in San Diego. Topic is cable's relationship with consumer, in process of great change with return of tiering. Blackwell will focus on consumer's perspective as he leads open forum discussions.



### Las Vegas

#### North of the border

National Association of Broadcasters 1991 convention in Las Vegas from April 15-18 promises to have strong international element. Mexican President Carlos Salinas de Gortari (above) has been invited and is expected to be keynoter at special dinner during convention as part of international program.

### Tulsa

#### Kravis buyout?

Financier Henry Kravis reportedly is negotiating with brother George to purchase KGTO(AM)-KRAV(FM) Tulsa following latter's arrest on charges of solicitation, possession of child pornography, and drug possession (BROADCASTING, June 18). Move could be prompted by concern that if there were conviction

on drug charge, judge could make loss of federal privileges—hence loss of station licenses—part of sentence, and conviction on any of charges would likely precipitate FCC inquiry.

### Louisville

#### Shopping trip

Second shoe will drop in Louisville if CBS has its way. Having lost affiliate WHAS-TV to ABC (see "In Brief," June 4), CBS will now try to woo NBC's affiliate (and only other V in two-V market), WAVE-TV, owned by Cosmos Broadcasting. Top CBS executives are said to be planning visit next week to Greenville, S.C., corporate headquarters of Cosmos parent company, Liberty Corp., where they will likely try to tempt affiliation switch by offering more compensation—WAVE-TV's current compensation from NBC is said to be flat or down slightly under that network's pay-for-performance compensation formula. Also, CBS would no doubt mention long-term rights to NCAA basketball—Kentucky is big on basketball, and University of Louisville has often ended up in NCAA tournament. Working in NBC's favor are close ties to Cosmos president and former affiliate board chairman, James R. Sefert.

### Hollywood

#### Hope springs eternal

*Alien Nation* producer Ken Johnson is keeping hopes alive that "stay of execution from the governor"—Fox Corp. Chairman Barry Diller—will bring decision from Fox Broadcasting Co. to revive hour series as mid-season replacement for 1990-91. Number of options are being left open for recently canceled 1989-90 sci-fi drama, with Johnson and Twentieth (Fox) Television syndication president Michael Lambert indicating that first-run syndication (with potential off-Fox backend deal), cable network or other broadcast network deals are being studied, but "economics" of producing *Alien Nation* at \$1.2 million per episode makes it "long shot," according to Lambert. Johnson said over 150 pickets outside Fox studios after its cancellation last month, support from Viewers for Quality Television (which he said was only Fox show to make organization's list of suggested family viewing) and *Star Trek*-style fan support has Diller's and FBC President Jamie Kellner's phones "ringing off the hooks."

### New kids on block

NBC's long-running comedy *Night Court*, from Warner Bros. Television, has two new executive producers, who, sources say, are planning some changes for the show next season. Stu Kreisman and Chris Cluess, who wrote for show several years ago, return as executive producers, replacing Larry Strother and Gary Murphy. Warner executive said Strother and Murphy wanted to move on to other projects. "Stu and Chris will do some retooling, to breathe a little fresh life into the show," executive said. Executive said one or more new characters may be introduced next season, show's seventh.

### Indies say no

Must carry-channel positioning compromise struck last week was not original version, which ran into opposition from Association of Independent Television Stations. First draft, approved by all other parties to negotiation—National Cable Television Association, Community Antenna Television Association and National Association of Broadcasters—had second-set hookup provision that would have required carriage of all networks plus one independent and one public station in sought-after low channel position. INTV vetoed idea because it had potential of creating more tension among independents, many of whom consider Fox affiliates no different than other network affiliates and feel such approach might give Fox advantage over others.



How do you  
protect your  
program  
schedule?

# Cover your

New York

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MCA Broadcasting

Los Angeles

**KTTV**

Fox Television Stations

Chicago

**WMAQ**

NBC O&O

San Francisco

**KTVU**

Cox Enterprises

St. Louis

**KMOV**

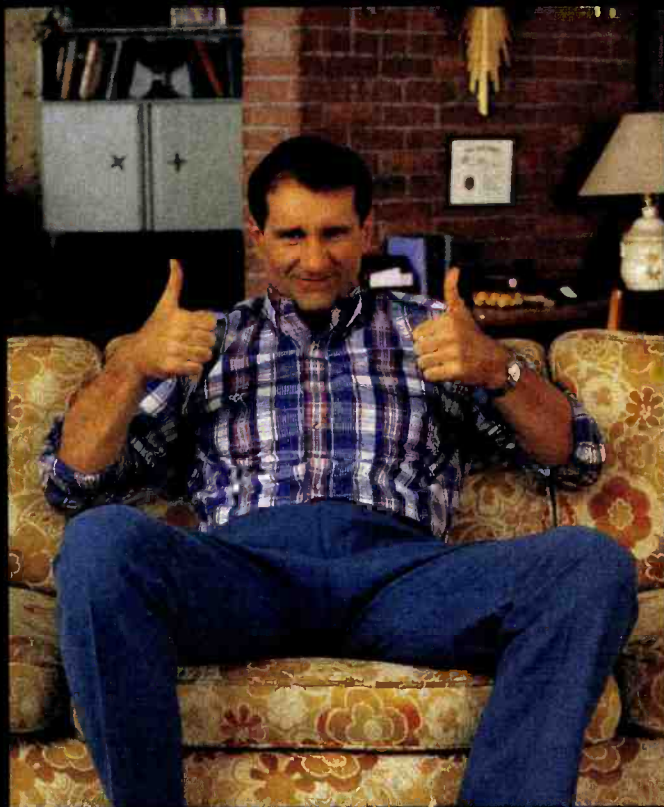
Viacom Broadcasting

**MARRIED**





access, they are.



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

# DATEBOOK

■ indicates new listing or changed item.

## JULY

**July 8**—Showtime Dealer college, workshop sponsored by *Showtime Satellite Networks* during SBCA convention (see July 9-11). 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, Tenn. 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 meet-

ing. 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 11-12**—Seventh annual *Advertising Research Foundation* copy research workshop, "The Copy Research Agenda for the 90's." Omni Park Central hotel, New York. Information: (212) 751-5656.

**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 12-13**—*USA Network* local ad sales/marketing seminar. Marriott Center City, Minneapolis. Information: Karen Yashon, (312) 644-5413.

**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 uni-

versity, 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, Washing-

## MAJOR MEETINGS

**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. Future meeting: Aug. 25-27, 1991, Atlanta.

**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. 25-29, 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.



ton. 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 21**—"Trends in Public Television: A View for the 90's," co-sponsored by *KCET* and *Public Broadcasting Service*. Mark Goodson Screening Room, AFI campus, Los Angeles.

**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**—*USA Network* local ad sales/marketing seminar. Cincinnati Marriott, Cincinnati. Information: Karen Yashon, (312) 644-5413.

**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 29-31**—Communications investment conference, sponsored by *CFM Capital*, *Denver*, and *Financial Conferences International*, Hong Kong. Hong Kong. Information: (303) 721-9767.

**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. Shanty Creek, Bellaire, Mich. Information: (517) 484-7444.

■ **Aug. 4**—*Texas Associated Press Broadcasters* regional seminar. Sheraton Wichita Falls, Wichita Falls, Tex. Information: (214) 991-2100.

**Aug. 6-8**—*Television Bureau of Advertising* sales management meeting and product usage seminar. Hotels at Syracuse Square/Hilton, Syracuse, N.Y. Information: (212) 486-1111.

**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. 20-22**—*Television Bureau of Advertising* sales management meeting and product usage seminar. Stouffer Concourse hotel, Denver. Information: (212) 486-1111.

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

**Aug. 26-28**—*Nebraska Broadcasters Association* annual convention. Holiday Inn, North Platte, Neb. Information: (402) 333-3034.

**Aug. 26-29**—*National Computer Graphics Association* fourth annual conference and exposition. Westin Galleria, Houston. Information: (703) 698-9600.

**Aug. 26-31**—"Ethics in Broadcast News," seminar sponsored by *Poynter Institute for Media Studies*. Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

**Aug. 28**—*Women in Cable*. *Atlanta chapter*. breakfast. Speaker: Ruth Otte, president, Discovery Channel. Westin Lenox, Atlanta. Information: (404) 928-0333.

## SEPTEMBER

**Sept. 6-10**—Cinetex 1990, film market, production exposition, international comedy film festival and conference sponsored by *The Interface Group*, in collaboration with *The American Film Institute*. Bally's, Las Vegas.

**Sept. 9-13**—*National Association of Telecommunications Officers and Advisors* tenth annual conference. Theme: "A Decade of Service." Dearborn, Mich. Information: (202) 626-3061.

**Sept. 10-12**—"Financial Planning and Analysis," cable management program sponsored by *Women in Cable and Denver University*. Denver University campus, Denver. Information: Nancy Ring, (312) 661-1700.

**Sept. 11-14**—*National Broadcast Editorial Association* annual convention. Hilton hotel at Disney World Village, Orlando, Fla. Information: (301) 468-3959.

■ **Sept. 11-14**—*Cable Television Administration and Marketing Society* sales management master course. Philadelphia. Information: (703) 549-4200.

# OPEN MIKE

## MORE FORMAT FANS

EDITOR: Regarding the format for BROADCASTING: I really like the graphics and bolder print, but I'm impressed with the fact that the book is now much easier to read. Stories are summarized with enough information to make me feel like I know what's going on, even without reading every detail. You really made a major step to moving BROADCASTING into the 90's.—*Bernard Mann, president, WWB(FM) High Point, N.C.*

EDITOR: My congratulations on your new format. It looks great, is easier to read and should help continue the success of BROADCASTING.—*Charles W. Larsen, president, Domestic Television Distribution, Republic Pictures Corporation, Los Angeles.*

EDITOR: Congratulations on your new look! It is clean, easy to read and nicely

organized. As a longtime and loyal reader of BROADCASTING, I appreciate your positive step forward.—*Rush Evans, VP, general manager, KJAC-TV Beaumont-Port Arthur, Tex.*

EDITOR: As a subscriber to BROADCASTING for 52 years (that's right, I started reading it in 1938, and haven't missed an issue since), I wish to state your new format is terrific.—*Edwin K. Wheeler, Tucson, Ariz.*

EDITOR: Great new look for the book! Congratulations on the new graphics and your continued commitment.—*Gary Lico, Columbia Pictures Television.*

EDITOR: I'm most impressed by the new look of BROADCASTING. The increased use of color, the new page layouts and the segmentation add liveliness to the magazine. Congratulations on a great move!—*Duane N. Hefner, Broadcast Engineering, Overland Park, Kan.*

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□

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# MONDAY MEMO

*A television station marketing commentary from Barry Rosenthal, VP, creative, Spotwise, Boston*

**M**arketing" is a much overused and often confused term. It has become a catch-all phrase for anything to do with promotion, advertising, and image building. Yet marketing is much more than all of that. It's a way of thinking, a discipline that should be understood and applied to further the cause of increased ratings, net profits or a product's image. In your case the product is a TV outlet and the many sub-products it is designed to carry—your programming.

I have found that few stations, networks or syndicators really practice the science and art of marketing to its fullest degree. One of the reasons is that broadcasters are usually playing catch-up, reacting to situations rather than setting a plan and following it. True, television is a fast-moving business. Yet, nothing can replace having a well-thought-out plan and following it. Broadcasters also try to burden themselves with thinking that they should be able to do it alone.

No one has to tell you what has happened to your business in the last 10 years, with ad revenues falling prey to the "fragmentation" pinch of cable and a host of other competing video technologies. I'll submit that if broadcasters had a targeted plan of how to combat the phenomenon, the problem might have been headed off at the pass. Considering that you have a good product, you'll need to know some basic facts about who your audience is, what they watch and when, and enough about their "psyche" to talk to them; that's right, you need to do some research. It is essential to be integrally involved with the design of the study and stay involved throughout its implementation, because no one knows your station better than you. Once the research is complete, read it, study it, understand it.

Another factor important to the process involves you and your station management's knowledge of your business. Remember, nothing can replace good instincts and nobody knows your business better.

If you do nothing else, design and live by a "mission statement." Usually a paragraph in length, the statement will serve as a clear-cut definition for the entire staff of what kind of station you are, who your target audience is and



what you're trying to say to them. Here's how a sample mission statement might read: "WAAA-TV, Channel 9, is an independent television station with strong local ties to the community it serves. We are and will continue to be known as the 'kids' station in the market. From morning through afternoon we program shows that have a strong youth appeal. In the early fringe area, we have always targeted teens and mothers with our first-rate, off-network series. Our seven p.m. news and access programming, followed by either a movie or sports broadcast, attracts some of the biggest adult audiences on a regular basis. All in all, with the diversity of programming and audiences, we are truly The Family Station, with one-stop shopping for the entire family."

A mission statement, at the very least, will be a useful exercise, and it can become a doctrine by which the station lives, programs and promotes.

In any battle you must first have a strategy. Set your sights on a final goal, such as becoming number one in a particular demo or taking the lead in community awareness. Then decide on how you plan to win the war.

Your strategy should first outline your main competitors, their strengths, and their weaknesses. Once these are determined you can decide which weaknesses you will prey on and which of your strengths to promote.

No war can be won without the proper communications and propaganda. Decide on the message and how you'll say it. This part of the war is known as the creative battle.

Once your creative strategies are in place, you must choose the battleground. Will you promote on your own on-air exclusively or in tandem with print, radio, outdoor or something else?

As in anything, execution is the key. Even mediocre creative can be saved with great execution. And we've all seen what bad execution has done to a great idea. Usually, great execution takes money.

The biggest misconception I have come across with general managers is the belief that they can market their station by doing it entirely in-house. They have done that in order to rationalize large equipment purchases made in the last decade. But all those fancy gadgets don't come with the stuff that makes them effective: ideas.

While it is true that the creative services or promotion director has been elevated over the past 20 years, it is still asking an impossible task of that person to plan and execute entirely in-

house. Something has got to suffer in the process. Instead, these advertising professionals should be managing a team of in-house and outside resources. It is extremely hard to promote

your own station strictly within your own station. There are also many ways to have your outside vendors take advantage of your electronic devices.

Let's face it. You've spent the time and money on equipment. You've invested mega-dollars in programming over the years, yet for all too many, advertising and promotion has fallen prey to shrinking budgets and eroded ratings. I strongly believe that those TV stations that market themselves properly will be the survivors, and the weak marketers will be left to die. The problem is that the death is a slow, lingering one. To paraphrase the quote: "Old TV stations don't die, they just fade to black." ■

*"Few stations, networks or syndicators really practice the science and art of marketing to its fullest degree."*

# Skipp Moss

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# TOP OF THE WEEK

## CABLE TAKES A HIT IN THE HOUSE

*House telcomsubcom passes tough bill that includes compromises on must carry and channel positioning; one bright spot for cable is qualified recognition of its right to exclusive contracts*

**T**here were two dramas being played out in Washington last week. The House Telecommunications Subcommittee passed a tough cable bill that industry executives say they cannot support and in many respects is as onerous as legislation pending in the Senate. On the upside, however, the measure incorporates must carry and channel positioning provisions that reflect an inter-industry compromise reached between broadcasters and cable that should put to rest the public policy battles that have occupied the two media for several years. Details of the new House bill are on page 20.

A new wrinkle in the legislative process was also developing last week. House Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.) is exploring the possibility of seeking a sequential referral to review the measure (ordinarily it would go directly from the Commerce Committee to the floor) because of its potential impact on the Copyright Act. He wrote the Register of Copyrights, Ralph Oman, for an opinion on the matter. Kastenmeier thinks the must carry section, which is tied to cable's compulsory license, and language in the bill dealing with access to programming have copyright implications. If the cable legislation does wind up before the copyright subcommittee, "that's the end of it," said one cable source, in reference to the tight timetable Congress is working under.

Overall the Telecommunications Subcommittee's actions do not bode well for cable, which had hoped to fare better in the House because an initial draft of a bill circulated by House Commerce Committee Chairman John Dingell (D-Mich.) and key Republicans was less regulatory than anything moving in the Senate (BROADCASTING, May 21). But the language that eventually emerged is closer to a draft produced by Subcommittee Chairman Ed Markey (D-Mass.) that many cable executives feel creates more uncertainty about rates and gives the FCC considerable discretion in a



House Telecommunications Subcommittee members at work

number of areas. The full Senate has yet to act on cable deregulation.

Still, cable managed to improve its lot in the House by weakening earlier language that would have given cable competitors such as the proposed DBS service, Sky Cable, guaranteed access to cable programming. Subcommittee Republicans led by Matthew Rinaldo of New Jersey would not accept Markey's proposal for guaranteed access to programming.

After intensive negotiations, Sky Cable lobbyists and the National Cable Television Association agreed to a com-

promise that recognizes cable's right to exclusive contracts as long as they do not "significantly impede" competition. Despite that gain, some cable programmers were still grumbling about their treatment in the House bill.

At the same time, Sky Cable, which is a consortium of NBC, Cablevision, Rupert Murdoch and Hughes, felt they did not completely lose the battle. "There is a recognition that access to programming is needed and of the fundamental principal that vertically integrated cable programmers cannot unreasonably refuse to deal" with new technologies, said one Sky Cable source.

Moreover, Sky Cable is especially pleased with "section 15," which concerns carriage and marketing agreements. It prevents cable operators from "coercing" programmers to provide exclusivity against other competitors as a condition of carriage on a cable system. And the FCC must establish rules to prevent cable operators from discriminating against unaffiliated video programming vendors and from demanding a financial interest in a program service as a condition for carriage. "There is a mechanism now for enforcement and oversight," said the Sky Cable source.

Cable, on the other hand, is apt to fight section 15. "Section 15 makes us

Billy Tauzin, must carry catalyst



# KEY ELEMENTS OF THE HOUSE AND SENATE CABLE BILLS

## Rate regulation

**House:** FCC would regulate rates for broadcast station and access programming tier, and have power to regulate "unreasonable and abusive rates" covering other programming services. FCC would establish procedures for resolving local and state complaints on "unreasonable and abusive" rates. Pay and pay-per-view services are not covered.

**Senate:** FCC would regulate basic service rates in the absence of "effective" competition. FCC can also oversee rates for programming services that are "significantly excessive." Pay and pay-per-view services are not covered.

## Access to programming, marketing and carriage agreements

**House:** Vertically integrated programmers would be prohibited from "unreasonably refusing" to deal with any multichannel provider (DBS, wireless cable, and SMATV). But exclusive contracts would not be considered unreasonable refusal to deal so long as it does not "significantly" impede competition. Access provision sunsets in nine years or earlier if FCC determines competitive market exists.

Under marketing and carriage section, FCC would establish rules to prevent cable operators from discriminating against unaffiliated programmers and from requiring financial interest in program service as condition of carriage. Cable operators would be prohibited from "coercing" programmers into providing exclusive rights against other multichannel video system operators as condition of carriage on cable system.

On TVRO front, volume discounts are sanctioned but there are no reuplinking requirements for Ku-band. This section sunsets in seven years.

**Senate:** Would bar programmers from "unreasonably refusing to deal" and from discriminating in price, terms, and conditions if that action would "impede retail competition." Programmers would have "affirmative duty" to deal with cooperatives, on

similar terms as cable systems. No cable operator could require financial interest in programming as condition of carriage. This applies to all cable competitors (wireless cable, DBS, SMATV and TVRO).

## Must carry/channel positioning

**House:** Requires cable systems to carry noncommercial and commercial stations based on agreements reached by NCTA with NAB, INTV and NABPS. Broadcasters can remain at their June 26, 1990, channel location, or move to its over-the-air assignment or to a mutually agreed upon channel. Cable operators have a one-time option to move all must carry signals to channels 2-13 and, if needed, contiguous channels, but signals already on the VHF band cannot be moved.

**Senate:** Must carry requirements based on NCTA-NAB 1989 agreement. Local broadcasters can choose either their over-the-air channel position or stay where they are.

## Horizontal/vertical integration

**House:** FCC would determine whether limits on horizontal and vertical integration are "necessary or appropriate," and recommend legislative solutions to Congress on market diversity and competition.

**Senate:** FCC would establish rules limiting MSO size and the number of channels offered by vertically integrated operators.

## Customer service

**House:** FCC shall establish customer service standards. Local franchising authorities can also establish standards. FCC would study whether equipment standards are necessary and whether TV sets should be required to include converter and addressability technology.

**Senate:** If industry's standards are found to be inadequate, FCC would set customer service standards.

## Leased Access

**House:** FCC could set maximum

rates for leased access channels.

**Senate:** Same as House.

## Technical standards

**House:** FCC would establish "minimum" technical standards. But cable operators and cities could agree to more excessive standards.

**Senate:** FCC would establish "minimum" technical standards.

## Financial reporting

**House:** Cable operators would file annual report at FCC on financial information needed to monitor finances, rates, revenues, expenses and profitability of systems.

**Senate:** Not covered.

## Anti-trafficking

**House:** Cable operators would be barred from selling or transferring ownership of system within 36 months after its purchase. FCC has waiver authority.

**Senate:** Not covered.

## Foreign ownership

**House:** Foreign ownership restrictions of broadcast and common carrier licenses would be extended to cable, wireless cable and DBS.

**Senate:** Not covered.

## Cable crossownership

**House:** Not covered.

**Senate:** Cable operators would be prohibited from owning MMDS or SMATV systems in their service area. When DBS penetration reaches 10%, FCC would adopt DBS-cable crossownership rules.

## Franchise authority liability

**House:** Not covered.

**Senate:** Franchise authorities are granted immunity from monetary damages under the Civil Rights Act for violations of the First Amendment arising from acts expressly authorized by legislation.



into a common carrier. This is must carry/must pay for CNBC," said Robert Sachs, Continental Cablevision senior vice president for corporate and legal affairs.

Markey predicted the parent Commerce Committee would move the measure before the August recess. He pledged to do all he could to see it enacted this year, but the fate of cable legislation remains questionable: the administration has signaled its opposition to a harsh reregulation of the industry, and a veto might result (see below).

"We are very troubled by this bill," said NCTA President James P. Mooney. "We have not agreed to support it, and we do not support it, implicitly or explicitly. Many important issues remain to be resolved in full committee," said Mooney. NCTA will remain involved in the process, but at this point, he said, "the question of whether a bill acceptable to the industry can be enacted this year remains very much unresolved in our minds."

Community Antenna Television Association President Steve Effros was equally unhappy with the legislation. He said it continues to "represent significant government intrusion," and despite the compromise on must carry and access to programming, it "still would dictate to cable operators and consumers the packaging and pricing of a large share of television programming." "There will have to be a comparable degree of improvement at successive levels of the legislative process before a bill moves within the zone of reason," said Tele-Communication's Bob Thomson.

While cable was disturbed, broadcasters had much to cheer about. National Association of Broadcasters President Eddie Fritts said his organization would push for passage. The must carry/channel positioning deal, he said, "will give long-term stability to the marketplace."

Fritts also praised Representative Billy Tauzin (D-La.) for bringing the two industries together. "He was the glue that made it stick," said Fritts. Mooney said Tauzin's knowledge of the issue was impressive. "He understood the subject matter down to its roots," said Mooney.

A contentious House Commerce Committee markup could still endanger the bill's future. Many amendments are anticipated, key among them is one that would permit the phone companies to enter the television business. Representatives Edward Madigan (R-Ill.) and Rick Boucher (D-Va.) declined to pur-

sue the telco amendment during the subcommittee's markup. Boucher said he did not want to impede the process. And, frankly, he said, "we're a few votes short." They feel they have a better shot in the full committee. If the cable bill includes telco entry language, both broadcasters and cable will undoubtedly oppose it.

Among the amendments: Tauzin wants to insure that appropriate technology is available for consumers so they need only one set-top box to receive both broadcast and DBS signals. He has received assurances from Hughes that they will provide the consumer electronics so that viewers will not have to get up to switch between broadcast and sat-

take a stand against cable reregulation. The bad news was that the administration suggested Congress eliminate the prohibitions in the 1984 Cable Act that prevent the phone companies from entering the television business, something cable vehemently opposes. Cable sources, however, were downplaying that aspect by insisting that the letter from Commerce Secretary Robert Mosbacher and James Rill, assistant attorney general for the Justice Department's antitrust division, was not an endorsement of telco entry but merely said "Congress should consider removing the current legislative prohibitions on telephone company entry found in the 1984 Cable Act."



Right to left: NCTA President Jim Mooney; his wife, Louise Rauscher Mooney, and NCTA lobbyist Pam Turner talk strategy during subcommittee markup.

ellite signals. Bill Richardson (D-N.M.) said he wants to keep home shopping stations from obtaining any must carry protection. Jim Cooper (D-Tenn.) does not feel the rate regulation provisions go far enough and he'll suggest tying rate hikes to the consumer price index.

□

There was good news and bad for cable last week when the administration stepped back into the cable reregulation fight, this time in the House. The good news was that the administration opposes rate regulation and efforts to deny cable programmers the right to sell material on an exclusive basis. Cable has been locked in a battle with proponents of access to programming requirements and had been pressing the White House to

Mosbacher and Rill wrote House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) and John Dingell (D-Mich.), chairman of the parent Commerce Committee, just prior to the subcommittee's vote on a cable bill. An earlier letter to the Senate Commerce Committee from Mosbacher and Rill put the Bush administration on record as opposing harsh cable reregulation (BROADCASTING, June 18), advocating competition instead.

This time, they stated specific objections: "The administration opposes requirements that cable programmers that are owned by cable systems must sell to other, competitive video delivery services. If competitive problems emerge in this area, they can and should be addressed under the existing antitrust laws," the letter stated.

-KM

# AFTER ALL THE GUARANTEE DEBATE, A ROUTINE UPFRONT

*Auto down, Hollywood up, advertisers agree to revised guarantee policy; cable appears headed for record sales*

**T**he three networks added more than \$500 million to their pockets with the completion of the news upfront market late last week. That figure is on top of the \$4.35 billion that the three networks and Fox pulled in last week in the prime time upfront.

The \$4.35 billion prime time figure is about an 8.7% increase over last year's roughly \$4 billion upfront. However, ad inventory among the three networks and Fox is up compared to last year's upfront. According to one network executive, CBS and NBC have added 12 units a week in prime time, while ABC has added four units, and Fox, with four more hours of programming, will also have more ad inventory. A 30-second prime time unit price can average anywhere from \$100,000 to \$135,000, meaning that the additional ads in prime time will generate at least \$150 million (BROAD-

CASTING, June 18).

Contrary to earlier reports, it does not look as though Hollywood picked up all the slack from declining automotive spending in the prime time upfront. According to network and agency sources, automotive spending was \$575 million, down \$125 million from \$700 million last year, and film studios were at \$210 million, up about \$60 million from about \$150 million last year.

Once the dust settles, industry sources estimate that for prime time NBC will take in \$1.5 billion, nosing out ABC's estimated \$1.4 billion take. CBS is expected to get about \$900 million, and Fox should be at \$550 million, for a rough total of \$4.35 billion. Last year, the prime time upfront was between \$3.9 billion and \$4 billion, with industry estimates putting NBC at \$1.65 billion, ABC at \$1.24 billion, CBS at \$1 billion and Fox

(with four hours less programming) at \$300 million. "When you exclude Fox, it was a flat upfront," said one network executive, adding that it was expected after last year's huge upfront boom.

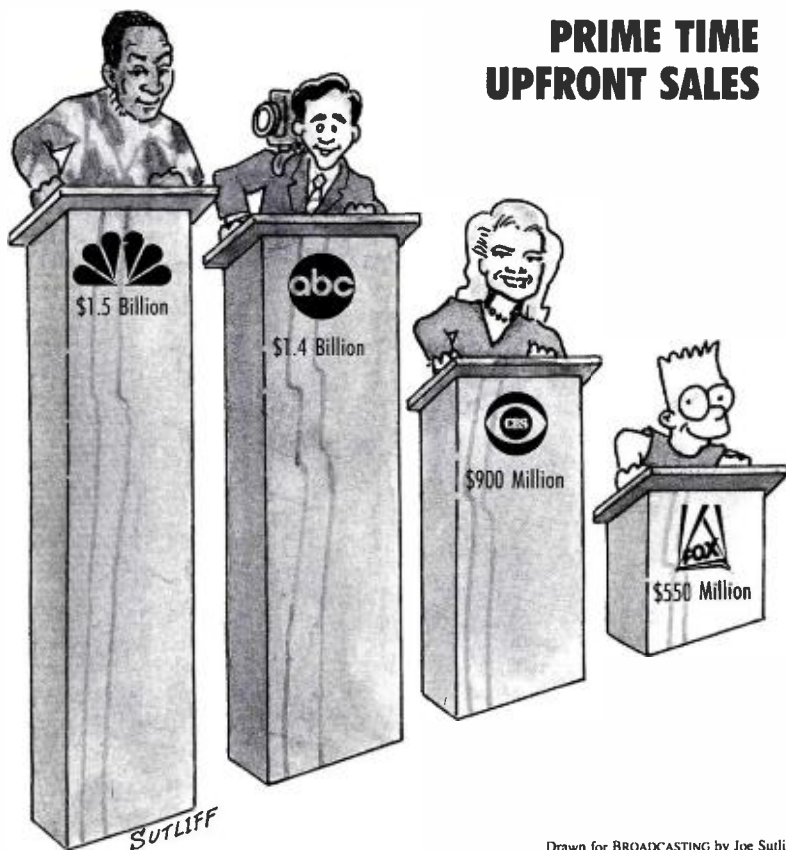
ABC was the network prime time leader, with cost-per-thousand (CPM) increases in the mid-teens. NBC commanded an 11% increase while CBS was around 7%. Fox received CPM increases as high as 20%.

For the news upfront, all three networks, according to media buyers, were getting double-digit CPM (cost-per-thousand) increases for news, with ABC leading the way with increases in the 13% to 16% range. NBC was asking for 12% to 15% increases and CBS was getting 11% to 14%. ABC numbers, one media buyer said, were given a boost by *Nightline*, in which CPM increases started at 15%. Unit prices for a 30-second spot on the evening news last year for the three networks averaged about \$51,000. Unit prices are expected to be up 10%.

Networks and advertisers hope to have the daytime and late night upfront wrapped up by July 4. Daytime, according to one media buyer, is one of the last places where the big three are the only game in town. According to industry estimates, the three networks took in about \$840 million in upfront sales last year. This year that could go up to \$900 million despite audience erosion. Said one media buyer: "The daytime marketplace will be tight for reasons that are unfortunate because advertisers have to buy more units to reach the same amount of viewers [as last year].... The networks may also withhold more units for guarantees later on, making the scatter market ridiculously high." The daytime daypart also has shown an increase in ad inventory. A study by the American Association of Advertising Agencies and the Association of National Advertisers (ANA) reported that during one week monitored late last year, the three networks had 57 seconds more of commercials during an average hour of daytime (BROADCASTING, June 18).

The late night upfront picture is at best unclear. CBS, according to media buyers, is offering "advertiser-friendly" packages for its just-announced

## PRIME TIME UPFRONT SALES



Drawn for BROADCASTING by Joe Sutliff



late night programing. Other new factors in the late night upfront include ABC's unproven Rick Dees show and the success of the syndicated *Arsenio Hall Show* and the potential success of *Party Machine with Nia Peeples*, which debuts in January as a companion to *Arsenio*. NBC's Carson and Letterman are expected to remain at the top of the late night entertainment ledger.

Despite all the controversy about audience guarantees, the upfront market was described by more than one media buyer as "mundane." Both network and agency sources said that the policy designed by NBC and adopted by CBS and ABC that compares current people-using-television (PUT) numbers to trends established over the last eight years has met with little resistance.

Fox, which pleased advertisers when it announced that it would stick with a traditional advertiser guarantee system, upset some by its selling strategy. "Fox cherry picked," said one media buyer. "They went after high-end dollars and walked away from some of their low-end deals that they've had [set up] since day one and upset a lot of packaged goods advertisers." The media buyer went on to say that advertisers initially thought that Fox would attempt to expand its advertiser base but instead chose to do the opposite. —JF

### *Cable cooks in upfront*

The cable industry picked up some momentum going into the upfront season, with a 17% increase in prime time audiences in the Nielsen May sweeps, according to an analysis by the Cable Advertising Bureau. The CAB is projecting a record upfront for cable, up from \$500 million last year to between \$750 million and \$800 million this year. As a percentage of cable's total ad inventory, upfront sales are increasing from 33% of \$1.5 billion last year to 40% of a projected \$1.9 billion this year.

Many of the cable networks are currently in the thick of the upfront market, and some are more than halfway through their upfront inventories. "This is the first year we're part of the planning process simultaneously with the [broadcast] networks," said Doug Greenlaw, executive vice president, ad sales, MTV Networks, which is currently in upfront negotiations with 28 advertisers for both MTV and VH-1. The delay in the broadcast network upfront market due to the audience guarantee problems, in some cases even "put cable ahead of network buying,"

according to Jim Watson, vice president, Eastern region ad sales.

Watson said the delays have helped USA Network sell already 50% of its upfront inventory, and in some cases have netted the network more money.

"In the past, advertisers would underestimate broadcast network increases [in CPM's] and take it out of our hide," said Watson. This year, he said, most advertisers are coming in with 50% to 100% more money than they spent last year. USA expects to sell 65%-70% of its total ad inventory upfront, compared with 50%-55% last year.

Not all advertisers are happy about cable's early showing in the broadcast upfront market. It is "the biggest nuisance in the world to have cable going on" at the same time, said Bart McHugh, senior vice president, director of national radio-television programing, DDB Needham Worldwide. The cable networks "won't get more money out of us because they break at the same time the networks do," he said. Cable will get about 10% of advertisers' total upfront budgets, according to Paul Isacson, executive vice president, broadcast programing and purchasing, Young & Rubicam.

Cable CPM's are enjoying double-digit percentage increases, both advertisers and cable networks agree, although in real money that equals about a 1% increase for network CPM's, said Watson. Lifetime, which is two-thirds of the way through its upfront buying and projects to sell 50% of its total inventory, is seeing as much as a 20% increase in CPM's, according to Doug McCormick, vice president, ad sales.

But some of the cable networks might be pressing their luck on CPM increases. "Some of the rate increases are totally unacceptable," said McHugh, citing a 56% increase one major cable network is asking. McHugh, who has 13 to 15 accounts prepared to spend \$40 million on cable, said there are two major networks he's planning not to buy at all, given the CPM's they're asking. "A reasonable increase," he said, "is in the high single digits."

Original movies and first-run off-network series are proving to be attractive to advertisers, and movie studios and packaged goods companies are showing up strong in cable upfront buys. "Everything's doing well, even automotive," said USA's Watson. "There's no category that's down."

—SDM

## **BIG TEN AND PGA GO TO CBS, SOUTHEASTERN CONFERENCE TO ABC**

**T**he network television sports rights landscape shifted, and shifted again, last week, as Big Ten Conference basketball and the PGA Championship left ABC for CBS, and the Southeastern Conference (SEC) made its first network basketball deal with ABC.

For exclusive network rights to the Big Ten, 1991-1994/95, CBS agreed to pay approximately \$235,000 for each of 20 annual team appearances, or \$4.7 million per season. Published reports valued the four-year, 1991-94 CBS-PGA agreement at \$16 million.

ABC, incumbent rightsholder to both properties, balked at fee increases CBS proved willing to pay. However, characterizing reaction at CBS's affiliates meeting last week as "very positive," Jay Rosenstein, CBS Sports vice president of programing, said the economics of the package "will work for us."

CBS agreed earlier this year to a 1991-94/95, \$20 million extension of its rights to Big East Conference basketball and to a \$1.9 million deal for one season

of Atlantic Coast Conference basketball games, 1990-91 (BROADCASTING, May 28). Coincidental to buying "the best college basketball," he said, CBS sees the Big East/ACC, then Big East/Big Ten Sunday package as "very effective counterprograming" to National Basketball Association games on NBC, which won NBA rights, 1990-93/94, from CBS last fall.

ABC declined comment on its win for the week—a one-year, 1990-91, nine-appearance rights agreement with the Southeastern Conference for an undisclosed amount. It was the SEC's first directly negotiated network contract, handled in the past by Jefferson-Pilot Telecommunications. "We will make more TV revenue this year than in any time in the past," said SEC Associate Commissioner Mark Womack.

After the 1990-91 season, ABC could seek to make the ACC and/or SEC its premiere basketball conference, although Rosenstein said he is "very hopeful" CBS will continue with the ACC. —PDL



CBS executives Howard Stringer, Larry Tisch and Tony Malara with affiliate chairman Berry Smith in Los Angeles

## CBS, AFFILIATES STAY COOL IN CALIFORNIA HEAT

**W**hile the temperatures soared in Los Angeles last week during a record heat wave, CBS tempers remained temperate during that network's annual affiliate meeting. At a closed-door business session described by one affiliate as almost boring, the only curve thrown to CBS brass was a call for station participation in any revenues earned by the network if and when the financial interest and syndication rules are relaxed.

"The point we're trying to make is just don't forget you've asked for our support in the past, so if these rules are relaxed, don't forget us," said Tom Goodgame, president, Group W Television. However, Jay Kriegel, CBS senior vice president, said affiliates don't understand the situation. "Affiliates don't understand fin-syn; they view it as found money. If they'd like to participate, fine. But they'd also have to be involved with the initial investment," he said.

At a press conference immediately following the two closed business sessions—one for just affiliates, the other for affiliates and CBS executives—Larry Tisch, chairman and chief executive officer, CBS Inc., Howard Stringer, presi-

dent, CBS Broadcast Group, Tony Malara, president, CBS affiliate relations, and Berry Smith, chairman, CBS affiliate relations board, told members of the press that the affiliates remain supportive.

Tisch also took the opportunity to reiterate his intention of staying with CBS in the face of rumors that he has been holding discussions with Disney about a possible sale of the network. "I'm committed to CBS," he said.

Regarding the recent request by Continental Cablevision to act as the network's affiliate in the Concord, N.H., market, Malara said CBS has not yet responded, saying that "we have been informed that a company has filed on that license to activate that license. It is our purpose to have our affiliations with television stations that function in the marketplace as we traditionally know them. We have another feeling, obviously, as to the purpose and the reason for that kind of letter, which parallels the reason for the letter which was sent to Bob Wright. We think there is a political purpose there and we prefer not to play that game," he said.

Most of the affiliates' concerns, how-

ever, focused on the network's plans for prime time and late night. As expected (BROADCASTING, June 25), CBS announced it is pinning its late night hopes on a Norman Lear comedy, *Jody Gordon and the News*, and a checkerboard of five first-run action-adventure series.

According to Norman Lear, his company, ACT III Communications, has been given a 13-week, 65-episode commitment for the comedy, which will debut in late October in the 12:30-1 a.m. slot.

The checkerboard of action-adventure shows will premiere in January in the 11:30 p.m. to 12:30 a.m. slot. The five projects making up the checkerboard are *Judgment Night*, from Lorimar Television; *Paris Steele*, from Lewis B. Chesler Productions; *Sweating Bullets*, from Kushner-Locke Productions; *Slick*, from Alliance Productions, and *Scene of the Crime*, from Stephen J. Cannell.

Realizing that the network faces an uphill battle in convincing affiliates to clear the late night package, Jeff Sagsansky, president, CBS Entertainment, appealed to the station executives that CBS was finally on the right track in late night. "We really need your clearances



to make this work. We're developing for late night like we do in prime time," he said, pointing out that CBS is spending a lot of money to produce five first-run shows. "We know you have alternatives but we need your participation," he said. The alternatives he noted were syndicated product, specifically *The Arsenio Hall Show*, which Paramount has pitched to many CBS affiliates since *The Sajak Show* was canceled in April.

Affiliate reaction to the late night plan was guarded, but most generally applauded the attempts being made. "It's the best alternative they have," said one affiliate, who said "it's just not realistic to dream they're going to come up with a magical character who's going to be able to take on Carson...at least it's not a rehash of stuff that's been on before." CBS also announced a slate of summer test projects in the late night time period. Beginning July 23 and running until Sept. 14, *The Midnight Hour* will showcase five and possibly more comics, with each personality starring in his or her own talk show format series.

In addition, CBS Sports is producing three Friday night (11:30-12:30) specials for August that will feature CBS Sports' Pat O'Brien. "Our whole strategy is to go after an audience that is being underserved," said Rod Perth, vice president, late night programs.

Affiliates also got a first look at many of the new projects on the prime time schedule. "There's no question about it, as a group it's a stronger lineup than we've seen in the past two or three years," said Jack Sander, president and general manager, WAGA-TV Atlanta. "At least there are no embarrassments or shows that you know you can immediately throw in the towel on," he said.

Most affiliates cited *Lenny* (Wednesday 8-8:30), *WIOU* (Wednesday 10-11) and *Evening Shade* as the strongest of the new series. Although no pilot was available for *Evening Shade*, most thought the combination of Linda Bloodworth-Thomason, who will produce the show, and Burt Reynolds, who stars, will make for a successful series. Regarding CBS's newest kids action-adventure, one affiliate said, "I don't think anybody really understands *The Flash* (Thursday, 8-9), but with the audience they're going after, maybe we're not supposed to," he said.

"Everybody feels good about the Saganasky and Tortorici team," said Sander, "and they didn't do anything out there to hurt their standing. There are no miracles there and there may not be any breakthroughs, but there are probably shows that can develop into strong shows." —SC

## HIGH COURT UPHOLDS MINORITY PREFERENCE POLICIES

*In 5-4 decision, Supreme Court upheld constitutionality of FCC's distress sale policy and minority preferences*

**F**or the past several years, the constitutionality of the FCC's policies aimed at increasing the number of minority owners of broadcast stations as a means of promoting diversity in programming was in doubt. Courts divided on the issue and the commission itself in recent years seemed prepared to discard the policies. The days of uncertainty ended last week. The Supreme Court, in a 5-4 decision, affirmed the constitutionality of two of the policies that had been challenged, saying they did not violate the Fifth Amendment guarantee of equal protection. A key factor in the decision was the majority's readiness to defer to Congress on the issue.

Justice William Brennan, writing for the majority, said, "It is of overriding significance" that the policies "have been specifically approved—indeed, mandated—by Congress." What's more, he said it is not necessary that the measures, which he described as "benign," be "remedial" in the sense of being designed to compensate victims of past governmental or societal discrimination. "They are constitutionally permissible," he said, "to the extent that they serve important governmental objectives within the power of Congress and are substantially related to achievement of those objectives." And Brennan said the policies at issue meet that test.

Congress expressed itself on FCC affirmative action policies in a series of riders to appropriations bills, in 1988, 1989 and 1990, directing the commission to refrain from spending any of its funds even to study let alone change its minority preference policies. Congress acted in response to indications from the commission it was uncertain as to the constitutionality of the preference policies regarding minorities and women; it had opened an inquiry to examine the question. (The question of women's preferences was not involved in the case last week.) That congressional involvement, Brennan said, distinguished the case from the court's decision last year overturning an ordinance of the City of Richmond, Va., setting aside a percentage of city contracts for minority firms. The question of congressional involve-

ment, Brennan said, "was not before the court" in the Richmond case.

Given the high court's record in deciding civil rights cases in the past several years—and the tone of the justices' questioning during the oral argument, in March—last week's decision, released on the last day of the court's session, came as a surprise. Justices Byron White and John Paul Stevens joined with Brennan and the other two members of the court who would have been expected to support the commission's position—Thurgood Marshall and Harry Blackmun—to create the majority. Chief Justice William Rehnquist and Justices Sandra Day O'Connor, Antonin Scalia and Anthony M. Kennedy dissented.

O'Connor wrote a strongly worded, 30-page dissent, in which Rehnquist, Scalia and Kennedy joined. She said the commission "has used race as a proxy for whatever views it believes to be underrepresented in the broadcasting spectrum," adding, "The reflexive or unthinking use of a suspect classification is the hallmark of an unconstitutional policy.... The ill fit of means to an end is manifest."

Kennedy wrote an equally strong dissent, in which Scalia joined. He criticized the court for allowing racial preferences and added that he "cannot agree with the court that the Constitution permits the government to discriminate among its citizens on the basis of race in order to serve interests so trivial as 'broadcast diversity.'"

At issue were two cases growing out of contradictory decisions by different panels of the U.S. Court of Appeals in Washington. One involved the commission's "distress sale" policy, which allows a broadcaster in danger of losing its license to sell the station at up to 75% of market value, provided the buyer is a minority-group member. Alan Shurberg, who is white, had appealed the approval of a sale of WHCT(TV) Hartford to Astroline, a minority applicant. Shurberg, claiming a violation of the Fifth Amendment, prevailed, in a decision released in March 1989.

Two weeks later, a different panel affirmed the commission's minority preference policy in a case involving the

grant of a UHF construction permit in Orlando, Fla., to Rainbow Broadcasting, which is 90% Hispanic-owned. A panel of the U.S. Court of Appeals rejected an appeal by one of the losing applicants, Metro Broadcasting. It, too, had cited the Fifth Amendment.

In discussing the "important governmental interest" the court majority believes the policies serve—diversity of programming—Brennan made it clear he regards broadcasting as a special institution: "It is axiomatic that broadcasting may be regulated in light of the rights of the viewing public and listening audience and that"—as the court said in an earlier case—"the widest possible dissemination of information from diverse and antagonistic sources is essential to the welfare of the republic."

Therefore, he said, safeguarding the public's right to receive a diversity of views over the airwaves is "an integral component of the FCC's mission." And Brennan said great weight has to be given to the fact that both the commission and Congress see "an empirical nexus between minority ownership and broadcasting diversity."

Furthermore, Brennan said, in the context of the issuance of broadcast licenses, "the burden on nonminorities is slight." He said that since the number of frequencies is limited, no one has a First Amendment right to a license. And "applicants," he said, "have no settled expectation that their applications will be granted without consideration of public interest factors such as minority ownership. Award of a preference in a comparative hearing or transfer of station in a distress sale, he added, "thus contravenes no legitimate firmly rooted expectations of competing applicants."

The two policies involved in the case were adopted in 1978, but have not had much impact on the racial pattern of broadcast ownership. Estimates indicate minority ownership—put at 1% in 1978—now averages between 2.5% and 3.5%.

The commission's position had been opposed by the Bush administration. The Justice Department had argued that the affirmative action policies were invalid because the Congress did not initiate them and did not tailor them narrowly to correct past bias. But most comments issued in response to the decision favored it. FCC Chairman Alfred Sikes, for instance, welcomed the decision as affirming the constitutionality of policies he said are "aimed at maximizing diversity," adding, "I am pleased that the cloud of doubt that has surrounded the commission's implementation of these policies has been dispelled."

National Association of Broadcasters

President Eddie Fritts put the organization and broadcasters generally behind the court's decision. He said NAB "has historically supported many government initiatives designed to bolster minority ownership in the broadcast industry."

Thomas A. Hart, counsel for Astroline in the distress-sale policy case, and James Winston, executive director and general counsel for NABOB (National Association of Black Owned Broadcasters), hailed the decision. Hart said the decision would have a bearing on more than 200 cases pending at the commission that involve a minority ownership issue. Winston said the decision means the commission has "a solid legal basis for expanding [minority preference poli-

cies] into other areas."

The NAACP Legal Defense and Educational Fund also put out a statement in support of the decision.

However, not all comments endorsed the decision. Jerome Boros, a communications attorney who is a partner in a New York law firm, Rosenman & Colin, called it a "subterfuge." Boros said the ruling takes no position on eliminating the "abuses" he said occur daily in the licensing process. Under the current system, he said, new licensees can promptly sell their licenses to large broadcasting groups, "negating the intent of the law, which is meant to promote racial and ethnic diversity of broadcast ownership." **-LZ**

## JUMP STREET HEADED FOR FIRST RUN

*Cancelled Fox hit would reemerge in syndication*



It appears that *21 Jump Street*, the first bonafide hit on Fox, which the network cancelled last month after three seasons, will be reprised. Stephen J. Cannell Productions expects to produce at least 22 new episodes of the show, sources said, to be distributed in first-run syndication by Cannell distributor Televentures.

"Off the record, they tell me it's going to happen," said one source with knowledge of the deal. Barring a last-minute glitch, the source said, "It will probably be official next week." Televentures executives were declining comment last week.

For the past year, Televentures has distributed the off-Fox rerun rights to the show to local stations, assuming it

would have four seasons worth or over 100 episodes to offer stations. Pat Kenny, president, Televentures, said several weeks ago that he and Cannell executives were "shocked" when Fox decided to cancel the show after just three seasons.

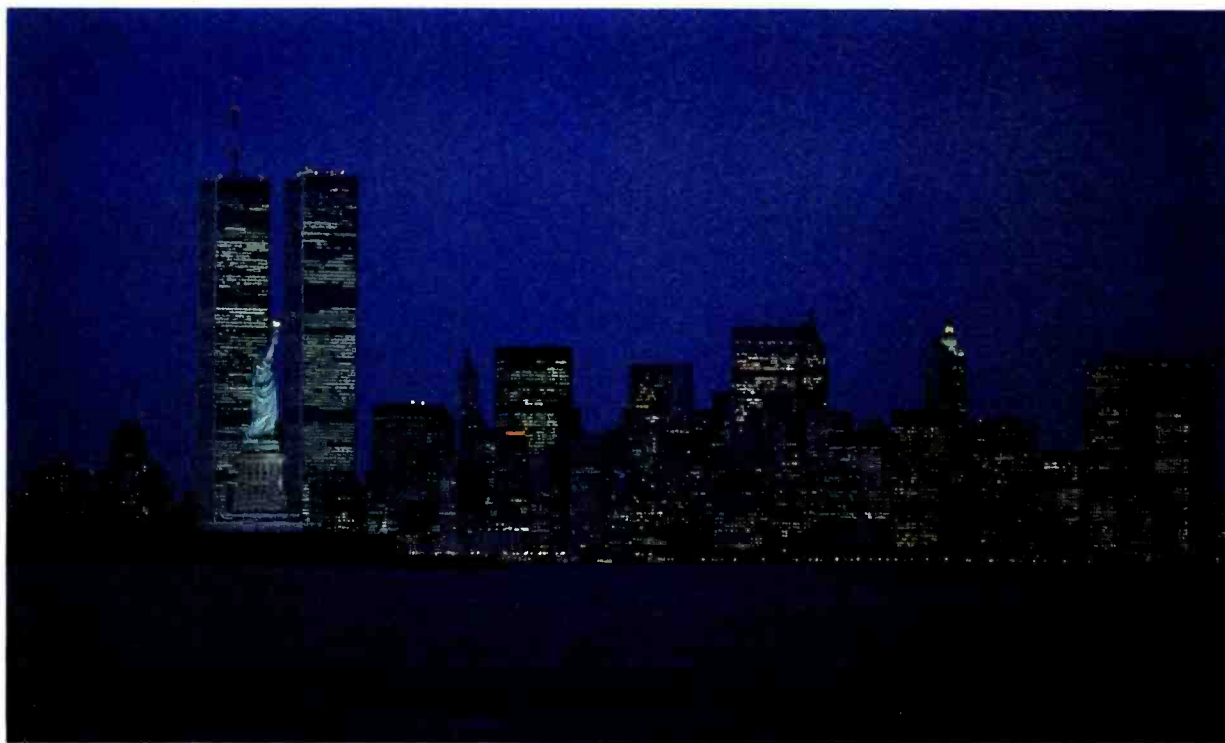
The agreement to take the show into first-run syndication assures the rerun package will be at least 105 episodes. Televentures executives had talked about possibly rolling episodes of the *Jump Street* spinoff, *Booker*, cancelled after just one season, into the *Jump Street* rerun package. That could still happen, depending on how many first-run *Jump Street* episodes are produced.

Next season's first-run episodes will be offered first to those stations that have acquired the three seasons of off-Fox episodes. The first-run repeats will be included in the first-cycle off-Fox package. The first-run episodes will be offered on a barter basis, probably with 6 ½ minutes of national time retained by the distributor, with another 6 ½ minutes retained by the stations.

Most of the *Jump Street* cast will return to do the first-run episodes, with one notable exception—star Johnny Depp, who announced earlier he was leaving the show to pursue his movie career. The show's producers are looking for another potential teen "heart throb" to replace Depp, sources said. *Booker* star Richard Grieco, who first appeared in *Jump Street*, will return in occasional appearances, but not as a core cast member, sources said. □



# PROGRAMING



## BROADCASTERS BATTLE FOR A PIECE OF THE BIG APPLE

*Competition getting fierce among stations, especially independents, due to expansion of Fox schedule and management changes*

**T**he competition next fall in the New York television market, particularly among independents, will be the most intense in more than a decade, market watchers say. And one of the independents, Fox-owned WNYW-TV, is struggling to remain competitive as it makes the transition to become a fourth affiliate in the market.

New York is the nation's largest television market in audience delivery but second to Los Angeles in revenues, with close to \$1 billion in television advertising.

According to Broadcast Investment Analysts Inc., McLean, Va., net television advertising in New York last year totaled about \$925 million. Between \$25 million and \$30 million of that was for network television, with the rest going to local, regional and national spot ad-

vertising, BIA said. The company estimates total TV spending in New York this year will climb to \$990 million and will rise to \$1.1 billion in 1991.

The expansion of the Fox network is only part of the explanation for the changing competitive situation in New York. The changes stem largely from management switches at all three independents and the strategies of the new managers.

WNYW is positioning itself as the fourth affiliate in the market, as it rolls out to five nights of prime time programming next fall. The station's transition has been a little bumpy, if the ratings are any indication. In the May 1990 Arbitron book, WNYW-TV was down three share points compared to the previous May. WPIX was the main beneficiary, climbing two share points into a virtual

tie with WNYW.

WPIX did particularly well with children, where it is the undisputed leader now, and the only independent in the market programming to children in morning and afternoon. Its afternoon lineup next fall will include both the two-hour *Disney Afternoon* block and the current top-rated cartoon, *Teenage Mutant Ninja Turtles*.

WPIX was also first in prime time, where it programed movies, according to both Arbitron and Nielsen.

WWOR-TV dropped a share point in Arbitron to finish third among independents in May. But some industry analysts say the station may be poised to make a big jump in the ratings next season, due mostly to aggressive spending in the off-network comedy market.

For years, under the RKO regime,



Meisel



Eigner



Weber

which owned the station before MCA bought it three years ago WWOR-TV offered little fresh programming, with the exception of some sports. Observers say RKO was reluctant to invest in fresh programming because of the cloud that hung over the station and other RKO-owned outlets, stemming from a 15-year battle with the FCC over charges calling into question the character of RKO parent General Tire and its suitability as a broadcast licensee.

But the situation has changed under new MCA management. The station has gone on a spending spree that has amazed competitors and other executives throughout the industry. Two years ago, WWOR-TV agreed to pay around \$40 million for the off-network rights to *The Cosby Show*. The show has turned around the 7 p.m. time period for WWOR, where it is currently tied for second place, losing only to WABC-TV and *Jeopardy!* (However, WPIX did put a big dent in *Cosby's* lead in May.)

Since that time, the station has spent another \$40 million for the rights to *Who's the Boss* and *Married...With Children* and additional dollars for most of the off-network comedies available for next season, including *ALF*, *Perfect Strangers*, *227*, *Head of the Class* and *Amen*.

The only off-network comedies debuting next season that WWOR-TV did not pick up are *Golden Girls*, which was bought by WNYW, representing that station's only significant off-network pick-up for next season, and *The Hogan Family*, bought by WPIX. WPIX has also picked the one new off-network hour debuting next fall in the market—*21 Jump Street*.

"Basically what you're seeing is WWOR-TV going the most traditional way to independent station success, buying up the available comedy," said one in-

dustry executive, who asked to remain anonymous. "Where they differ is that they've given up the prime movie franchise and they are struggling, so far without much success, at developing original prime time material."

Farrell Meisel, vice president, programming, WWOR, confirmed that the station would expand its evening comedy block from two hours to three hours next season, from 5 p.m. to 8 p.m. With that block in place—a winning late night driven by *Arsenio Hall* and a competitive morning children's block—Meisel proclaimed: "Our goal is to be the number three television station in New York by next season."

The vulnerable affiliate in the market would be WNBC-TV, which in May was off three share points, sign-on to sign-off, from the previous May. WABC-TV collected two of those points, solidifying

its hold on first place, while WCBS-TV raked in the other, holding steadily to second place.

As one would expect, executives at competing independents in the market took issue with Meisel's comment.

"That could be the goal but I think he's totally misguided considering they're the number-three independent in the market," said Michael Eigner, vice president and general manager, WPIX-TV. Eigner joined the station last year from co-owned KTLA-TV Los Angeles where he was station manager. "They have no prime time, no movies. They have the two most expensive shows in syndication, *Cosby* and *Who's the Boss*, and we beat *Boss* this year with *Growing Pains*," he said.

"I don't see anyone being a runaway leader [among independents] next season," said Eigner.

## KING MAY REENTER 'MONOPOLY' IN SYNDICATION

**B**ased on ratings of summer replacements *Super Jeopardy* and *Monopoly* in ABC's 8-9 p.m. slot, Michael King, president and CEO, King World Productions, said his company is considering reentering *Monopoly* in the first-run market for midseason 1990, or at the latest, fall 1991.

*Monopoly*, which previously had tried aborted syndication launches over the last two seasons, will not need new pilot presentation to stations. "I have a show [*Monopoly*] that has a track record on 212 [ABC] stations, and is scoring top women and teen demo numbers despite traditionally lower summer HUT levels," he said. King World's first foray into prime time programming garnered ABC a 42% im-

provement in Saturday's 8-9 p.m. slot for the programs' June 16 debuts. *Super Jeopardy* and *Monopoly* scored a combined 7.1 rating/17 share average. "If both game shows continue to perform strongly, I guarantee that both will be back on ABC's fall schedule," said King. *Super Jeopardy's* 7/17 marked ABC's first Saturday 8-8:30 p.m. win (over NBC's *My Two Dads* 6.4/15) since *Life with Lucy* won that slot in September 1986, and *Monopoly* held onto *SJ's* lead-in with a second-ranked 7.1/16 in the slot June 16. Second week airing (June 23) of both game shows showed a slight decline, with *SJ* scoring a 6.4/15 and *Monopoly* 6.3/13, ranking 63rd and 64th, respectively.

—MF



Others agreed that WWOR officials may be reaching a bit if they expect to knock off WNBC-TV next season. "I don't think there is any doubt they will be the number-one independent next season," said one market analyst. "But they have no prime time to speak of and WNBC-TV would have to fall apart for them to take third. I just don't see that happening," he said.

Joseph Weber, programing and promotion director at WNYW, also questioned how far WWOR-TV will get next season. "They'll see some improvement in 5 p.m. to 8 p.m. But they have no new developments in daytime or prime."

"The market has changed dramatically," said Weber. "This fall is going to be real interesting."

WNYW will freshen its comedy block from 5 p.m. to 7 p.m. next season with *Golden Girls*, which will join *Mr. Belvedere* and *Night Court*. The lead-off show at 5 p.m. may be *Diff'rent Strokes*, which did well in May, or the station may pull a fresh show off the shelf, said Weber.

"It's more difficult to program during a transition like the one we're in now," said Weber of WNYW. "We knew this would probably be our softest year." But with Fox going to five nights a week of prime time programing, Weber said, "everybody still has the perception we are an independent and we no longer are. We're positioning ourselves to take on the affiliates."

Although the station is committed to the Fox Children's Network, debuting in the fall, WNYW has cut back its kid's programing by half over the past two years. In the morning, the station produces its own two-hour morning show, *Goodday New York*, which is competitive with *CBS This Morning* and *Today*.

The station also airs newscasts at 7 p.m. and 10 p.m., where it continues to be the news leader, and also a local *Nightline*-style show at 11:30 p.m., *Newsline New York*, which has been renewed for next season despite low ratings. "We're now an adult demo [skewing station]," Weber said.

In late night next season, WNYW may pair Fox's new *Personalities* with *Newsline*, said Weber. Meanwhile, WPIX will continue with 11 p.m. time-period winner *Cheers*, probably leading into the new *My Talk Show*, said Eigner. WWOR-TV wins with *Arsenio* from 11:30 p.m. to 12:30 a.m. It places third with lead-in *Taxi* at 11 p.m. and is talking with Paramount about picking up *Nia Peeples*, which debuts in January 1991, although no deal has been made yet.

Although all three New York network affiliates have acquired new shows aimed at improving their overall ratings stance, and will not announce their fall schedules until later this summer, there is no indication their respective positions will alter drastically.

WABC-TV is the number-one network affiliate in New York for total day, according to Nielsen's May book. The station received household numbers of a 7 rating/21 share, compared to WCBS-TV's

5/15 and WNBC-TV's 5/13. May book numbers also show WABC-TV on top in the key early fringe and access dayparts.

In what several industry observers describe as the major affiliate story with regard to local time periods, WABC-TV will give up *Entertainment Tonight* to WCBS-TV and substitute *Wheel of Fortune* in its place at 7:30 p.m. According to Walter Liss Jr., president and general manager, WABC-TV, this is the only schedule change his station will make

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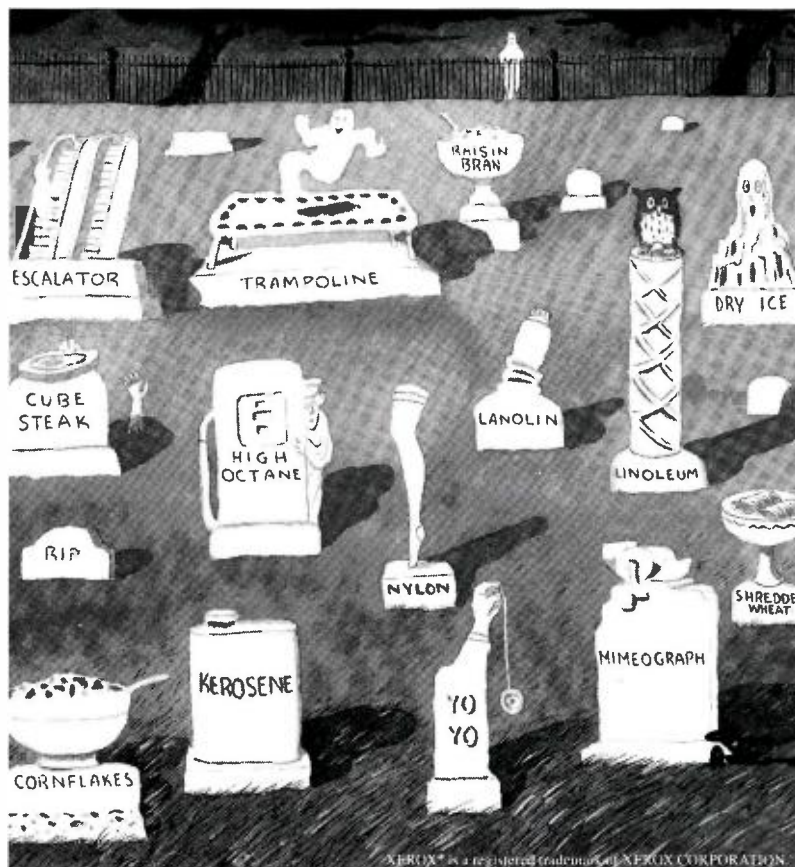
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for fall.

"One can certainly question the wisdom of this move," said an industry source, "since *Entertainment Tonight* does so well." May book numbers show *Wheel* beating *Entertainment Tonight* in household ratings (12 rating/23 share vs. 11/20) but *Entertainment Tonight* besting *Wheel* in share points among women and men, 18-34 and 25-54.

In the fall, WABC-TV will keep *Regis & Kathie* at 9 a.m., *Sally Jesse Raphael* at 10 a.m., *Oprah* at 4 p.m. and *Jeopardy* at 7 p.m. All four shows won their respective time periods in May against their network affiliate competitors.

WCBS-TV is not sure when it will an-

nounce its fall schedule, according to Program Director Dolores Danska. *Hard Copy* will continue to run at 7 p.m. as an access companion to the newly acquired *Entertainment Tonight*.

Time periods in question include 9-10 a.m., occupied during the 1989-90 season by *The Joan Rivers Show*, which will now be seen on WNBC. *Geraldo* aired at 4-5 p.m. this past season, but it may move in 1990-91 or be paired with two of the station's three new programs, *Challengers*, *Trump Card* and *Quiz Kids Challenge*.

WNBC-TV, whose 1990-91 schedule will be made public at the end of July, has acquired *Tic Tac Dough*, *Joker's*

*Wild*, *Preview: The Best of the New* and *Joan Rivers*. According to Program Director Judy Girard, *Donahue* is likely to continue airing at 4 p.m., where it ranked third behind *Oprah* on WABC and *Geraldo* on WCBS.

WNBC will need to fill its 9-10 a.m. time period now that the ill-fated *House Party* is over. Sources have also speculated on the future of *Inside Edition*, which scored a 5 rating/10 share in May.

While all three network-owned stations would like to emerge victorious in the ratings war, there is no fool-proof formula for insuring the outcome. "We keep our fingers crossed," said Danska. "That's the nature of the business." -SM, RG

## 'INSIDE REPORT' TO END PRODUCTION

*Lack of clearances fells reality strip; producing station WSVN-TV is likely out of syndication business for "foreseeable future."*

**R**eality strip *Inside Report*, produced by WSVN-TV Miami and distributed by MCA TV, will cease production September 14 and will not be offered in the first-run market for fall 1990, an MCA TV spokeswoman confirmed. The cancellation is the result of a "joint decision" based on the judgment by WSVN-TV vice president and general manager, Bob Leider, that lack of clearance renewals from 61 client stations (55% coverage) would result in a financing shortfall for production next season, according to Leider. Annual production costs have been placed in the \$9 million-\$11 million range.

"After talking with Shelly Schwab [president of MCA TV's syndication division], it became apparent it came down to economics," Leider explained. "It was clear that we couldn't reach the 70% clearance threshold to sell our one minute of national barter time, and the cash license fees would not be enough to put us over the top next season. It [syndication] was a great learning experience for us, and MCA was a great partner, but we just felt it was more important for us to focus on the six-and-a-half hours of news that we produce locally. We tried the syndication situation, but we have such a huge commitment to local news that I doubt if we will do another [syndicated] program in the foreseeable future."

*Inside Report*, which premiered nationally in January 1989, turned in a modest 4.6 rating/10 share during last February's sweeps, but most recently dipped to a 2.5/8 mark in Nielsen's May

1990 SNAP (NSI) ratings. Leider said that WSVN will replace tabloid magazine in its 7 p.m. slot with TPE's *Preview: The Best of the New*.

The tabloid's departure from the national marketplace, most undoubtedly, will lead to a mini-scramble among certain game show and reality-based program suppliers looking to pick up the 60 available station markets, which Leider estimated evenly split airings between early fringe and access time periods. Besides TPE's *Preview*, rep sources said other new fall 1990 entrants including Guber-Peter Television's *Quiz Kids Challenge*, Orbis Communications' *Joker's Wild* and ITC Distribution's *Tic Tac Dough* could benefit slightly from *Inside Report*'s departure.

WSVN, long known as a maverick station, made a much publicized move

when it switched its affiliation from NBC to Fox in (TK), thus cultivating a reputation for independent news programming strategies locally, yet also providing stations an alternative to the pricier reality-based offerings from established syndicators. Of the 28 staffers working on *Inside Report*, Leider said "some," possibly four or five, will be retained for the station's local newscasts, while he said many others will be seeking positions with Paramount's *Hard Copy*, Twentieth (Fox) Television's *A Current Affair* and *Personalities* (which former *Report* executive producer Joel Cheatwood will be producing) and King World's *Inside Edition* reality strips. Penny Daniels, who is *Inside Report*'s studio anchor, will continue to anchor the station's 5 p.m. and 6 p.m. half-hour newscasts. -MF

## CAPRA ON 'TODAY'

**A**ccording to Tom Capra, the *Today* show resembled "a train wreck" prior to his arrival as executive producer four months ago, due to the controversy engendered by the departure of the program's co-anchor, Jane Pauley. "I didn't need a typewriter, I needed a shovel," he said, "and some body bags."

Speaking to a gathering of the New York Television Academy, Capra explained that he and the network now hope to translate what was an "ugly" situation into a positive experience. "We have made, by mistake, a heroine of Jane, and we intend to capitalize on

that," he said, referring to Pauley's upcoming summer series of prime time news specials.

Capra denied published reports that *Today* might expand to three hours, a move he described as an "enormous undertaking." NBC is, however, "looking at all kinds of ways to boost" its daytime schedule, which Capra described as "not a great success." Some form of news programming may be considered for daytime hours, he said.

Capra also said that a Saturday version of *Today* had been in the planning stages for some time.



# RATINGS ROUNDUP

**F**or the 37th time in 40 weeks, NBC has captured the weekly ratings race, while CBS after a two-week run in second, slipped back to number three. For the week ending June 24, NBC averaged a 10.3 rating and 20 share, winning Tuesday, Wednesday, Thursday and Saturday nights; ABC scored a 9/18 for the week, capturing Friday, and CBS

averaged an 8.8/17, winning Sunday and Monday.

Fox's *The Simpsons* and *Married...With Children*, which burst into the top five two weeks ago, dropped to 11th and ninth, respectively. The top five programs for the week were *Cheers* (NBC), *Roseanne* (ABC), *The Cosby Show* (NBC), *Empty Nest* (NBC) and *60 Minutes* (CBS).

## Week 39

June 18-June 24

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. 3rd column tells rating, 4th column tells network, 5th column tells show.

|    |   |         |   |                         |
|----|---|---------|---|-------------------------|
| 1  | ▲ | 15.1/28 | N | Cheers                  |
| 2  | ▼ | 15.0/27 | A | Roseanne                |
| 3  | ▲ | 13.9/29 | N | Cosby                   |
| 4  | ▲ | 13.8/29 | N | Empty Nest              |
| 5  | ▲ | 13.6/32 | C | 60 Minutes              |
| 6  | ▲ | 13.5/30 | N | Golden Girls            |
| 7  | ▲ | 13.4/24 | A | Coach                   |
| 7  | ▼ | 13.4/24 | F | Married...With Children |
| 7  | ▲ | 13.4/24 | N | Seinfeld                |
| 10 | ▼ | 13.3/27 | N | A Different World       |
| 10 | ▼ | 13.3/23 | C | Designing Women         |
| 10 | ▼ | 13.3/25 | F | Simpsons                |
| 13 | ▲ | 13.2/25 | N | Unsolved Mysteries      |
| 14 | ▲ | 12.6/23 | F | In Living Color         |
| 15 | ▲ | 12.5/24 | C | Rescue: 911             |
| 16 | ▼ | 12.2/24 | N | L.A. Law                |
| 16 | ▲ | 12.2/23 | N | Sun. Movie: Knows Much  |
| 16 | ▲ | 12.2/25 | A | 20/20                   |
| 19 | ▲ | 12.1/21 | C | Murphy Brown            |
| 20 | ▲ | 12.0/26 | A | Full House              |
| 21 | ▼ | 11.9/24 | A | Amer. Funniest Videos   |
| 22 | ▲ | 11.8/25 | A | Family Matters          |
| 22 | ▲ | 11.8/21 | C | Newhart                 |
| 24 | ▼ | 11.7/21 | N | Heat of the Night       |
| 25 | ▲ | 11.3/20 | A | Doogie Howser, M.D.     |
| 26 | ▼ | 11.2/21 | N | Midnight Caller         |
| 26 | ▲ | 11.2/22 | C | Murder, She Wrote       |
| 26 | ▼ | 11.2/20 | N | Movie: Stranger/Bed     |
| 26 | ▲ | 11.2/23 | A | Perfect Strangers       |

|    |   |         |   |                            |
|----|---|---------|---|----------------------------|
| 30 | ▼ | 11.0/20 | A | Wonder Years               |
| 31 | ▲ | 10.8/23 | N | Hunter                     |
| 32 | ▼ | 10.6/20 | N | Matlock                    |
| 33 | ▲ | 10.3/19 | A | Head of the Class          |
| 34 | ▲ | 10.2/20 | A | Growing Pains              |
| 35 | ▼ | 10.1/20 | A | Who's the Boss?            |
| 36 | ▲ | 9.9/19  | A | Equal Justice              |
| 37 | ▲ | 9.8/17  | A | Movie: Flamingo Kid        |
| 37 | ▲ | 9.8/18  | C | Movie: Penalty Phase       |
| 39 | ▼ | 9.7/19  | C | Major Dad                  |
| 40 | ▲ | 9.6/19  | C | 48 Hours                   |
| 40 | ▼ | 9.6/19  | A | Macgyver                   |
| 42 | ▲ | 9.5/17  | N | Dear John                  |
| 43 | ▲ | 9.4/19  | A | Dr. Ruth's House           |
| 44 | ▼ | 9.1/17  | C | Sydney                     |
| 45 | ▼ | 9.0/17  | C | Sunday Movie: Bridge       |
| 45 | ▲ | 9.0/18  | N | Quantum Leap               |
| 47 | ▲ | 8.9/17  | C | Dave Thomas Show           |
| 48 | ▲ | 8.8/16  | N | Hogan Family               |
| 48 | ▲ | 8.8/16  | C | Jake and the Fatman        |
| 50 | ▼ | 8.7/18  | C | Movie: Mike Hammer         |
| 50 | ▲ | 8.7/16  | F | Live/Greatest Stunts       |
| 52 | ▲ | 8.4/15  | A | Brewster Place             |
| 53 | ▲ | 8.3/16  | A | thirtysomething            |
| 54 | ▼ | 8.1/15  | N | Singer & Sons              |
| 54 | ▲ | 8.1/16  | C | Wolf Special               |
| 56 | ▼ | 7.9/15  | A | Sunday Movie: Star Trek II |
| 56 | ▲ | 7.9/18  | N | Amen                       |

|    |   |        |   |                        |
|----|---|--------|---|------------------------|
| 56 | ▲ | 7.9/16 | A | Father Dowling         |
| 59 | ▲ | 7.8/16 | N | Bodyguard              |
| 60 | ▲ | 7.4/16 | A | Mystery Movie: Stryker |
| 60 | ▲ | 7.4/15 | N | ALF                    |
| 60 | ▲ | 7.4/16 | N | Baywatch               |
| 60 | ▼ | 7.4/14 | A | Young Riders           |
| 64 | ▲ | 7.3/15 | N | Hardball               |
| 65 | ▲ | 7.1/15 | F | Amer. Most Wanted      |
| 66 | ▲ | 6.9/16 | N | 227                    |
| 67 | ▲ | 6.8/13 | C | Sporting Chance        |
| 68 | ▲ | 6.7/14 | N | Disney: Brand New Life |
| 69 | ▼ | 6.4/15 | A | Super Jeopardy!        |
| 70 | ▼ | 6.3/14 | A | Monopoly               |
| 70 | ▲ | 6.3/15 | C | Paradise               |
| 72 | ▲ | 5.5/10 | F | Booker                 |
| 73 | ▲ | 5.4/13 | F | Cops                   |
| 74 | ▲ | 5.3/12 | A | Life Goes On           |
| 75 | ▲ | 5.2/11 | C | Snoops                 |
| 76 | ▲ | 5.1/10 | C | America: C. Brown      |
| 76 | ▲ | 5.1/12 | F | Totally Hidden Video   |
| 78 | ▼ | 4.9/11 | C | Beauty & The Beast     |
| 79 | ▲ | 4.8/9  | C | Normal Life            |
| 79 | ▼ | 4.9/10 | C | Tour of Duty           |
| 81 | ▲ | 4.7/9  | A | Koppel Report          |
| 82 | ▼ | 4.3/8  | F | 21 Jump Street         |
| 83 | ▼ | 4.0/7  | F | Alien Nation           |
| 84 | ▼ | 3.2/7  | F | Outsiders              |
| 85 | ▼ | 2.6/6  | F | Open House             |
| 86 | ▼ | 2.3/5  | F | Tracey Ullman          |

## FREEZE FRAMES: Syndication Scorecard \*

Week ended June 17

| Rank | Program (Syndicator)                   | Rtg  | Sins | Covg | Rank | Program (Syndicator)                       | Rtg | Sins | Covg |
|------|----------------------------------------|------|------|------|------|--------------------------------------------|-----|------|------|
| 1    | Wheel of Fortune, syn. (King World)    | 12.0 | 231  | 98   | 9    | Wheel of Fortune, wknd. (King World)       | 6.5 | 208  | 90   |
| 2    | Jeopardy! (King World)                 | 10.6 | 218  | 98   | 10   | Portfolio XIII (Paramount)                 | 6.4 | 175  | 93   |
| 3    | Star Trek: Next Generation (Paramount) | 10.2 | 233  | 98   | 11   | Donahue (Multimedia)                       | 5.9 | 227  | 98   |
| 4    | TV Net Movie (Tele Trib)               | 9.9  | 194  | 95   | 12   | Case/Shooting Star (Viacom)                | 5.8 | 154  | 89   |
| 5    | Oprah Winfrey (King World)             | 8.3  | 217  | 99   | 13   | Geraldo (Tribune)                          | 5.6 | 190  | 98   |
| 6    | Cosby Show (Viacom)                    | 7.1  | 202  | 97   | 14   | People's Court (Warner Bros. Dom. TV)      | 4.9 | 182  | 92   |
| 6    | Current Affair (20th Century Fox TV)   | 7.1  | 194  | 97   | 15   | Mama's Family, syn. (Warner Bros. Dom. TV) | 4.6 | 176  | 91   |
| 6    | Entertainment Tonight (Paramount)      | 7.1  | 179  | 96   | 15   | Orion Galaxy Network (Orion)               | 4.6 | 126  | 89   |

\* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

# RADIO



WIVU(AM) Dunedin, Fla., helps the Odysseus Greek folk dancers at the Fun and Sun parade in Clearwater

## ETHNIC RADIO LOOKS FOR MAINSTREAM AD APPEAL

*Stations programing multi-cultural niche formats may be programed directly by operator, brokering time to independent producers, or combination of two; formats have loyal listeners; but without ratings, it is difficult to convince advertisers of benefits*

**M**ulti-cultural niche radio programming has been thriving quietly on the sidelines of the industry for many years. According to the BROADCASTING YEARBOOK, 59 stations program some sort of non-English-language, non-Hispanic format. Many of these stations have evolved over the years from programing one hour of foreign language broadcasts to full-time airing of multi-cultural programing. The driving force behind these stations has been the diverse enclaves of ethnic groups that cluster throughout the various areas of the U.S.

Multi-cultural stations may be programed directly by the operator, by brokering time to independent producers, or by some combination of the two. Local advertisers are the bread and butter of these stations, but operators would like to see recognition from more main-

stream businesses and national advertisers.

Audiences for these stations are not usually represented in either Arbitron or Birch numbers, thus making it tough to sell the stations to mainstream businesses. But listener participation in out-of-station events and their interaction with the stations—via call-ins and time spent listening—indicate that stations have loyal and large followings.

A case in point is WEEF(AM) Highland Park, Ill. (Chicago). Myra Winston, administrative manager of the 1 kw day-time-only station, said the station has programed an Italian format for 28 years. "From the time we went on the air, we started a small program, and gradually, over the years, it grew. Eventually we ended up with 12 or 15 hours a week," she said. WEEF also brokers time to several Italian producers, "independ-

ent brokers" who purchase blocks of time from the station and put on their own programing. The end result includes news and music from Italy. On many occasions, said Winston, the programs are broadcast in English as "an explanation or to teach." The station programs local news as well as news from Italy.

The station also carries Greek, Romanian, Russian, Indian, Jewish and Assyrian blocks of programing. According to Winston, some of the programs alternate from one week to the next, sometimes one week per dialect. And in addition to providing the station with programing, the independent producers assume the responsibility of finding, placing and billing advertisers.

Said Winston: "We are reaching a very large, diverse community that has not been covered in broadcast program-



ing. There are still large blocks of minorities who want to retain their language and culture not only for themselves but also for their children."

As an example of the station's loyal listeners, Winston said: "We have a group here right now that has been on 10 years—the Assyrians. They celebrate a unity day and we did a remote from that, using cellular phones."

Another advantage of using independent producers, she said, is that they keep the station current on what is happening in the diverse communities. It allows the station to make timely public service announcements and interview the appropriate local figures. The station also invites guests from Italy to be on the air and has even sponsored a grape stomping.

"We don't participate in any of the ratings," said Winston. "We don't need to—we just know that within the Chicago suburban and metropolitan area that there are certain ethnic groups that have their own community. They always seem to know which programs will reach those areas and those are the ones that approach us."

The main area of coverage for the station is Highland Park and the community of Highwood. Escalating costs of doing remote broadcasts have reduced the station's ability to be everywhere it would like to be, said Winston. In the past, she said, they had always covered the annual parade in Highwood. "Now the parade has gotten much smaller, and more costly," she said. "We really can't afford to do it anymore. Costs have escalated 75% from what they used to be, and with the parade shrinking, we have trouble getting the underwriting for the remote."

There are more than 250,000 Greek-Americans living in the Tampa Bay area, according to Angelo Angelatos, program director for WLWV(AM) Dunedin, Fla. "We have over a million listeners in total," he said. "Our daily talk show in the morning receives over 200 phone calls every day." The station just sponsored an Epiphany Day Festival, said Angelatos, and more than 50,000 people attended.

Angelatos said that the station doesn't show up in the ratings books. "We don't show up in the ratings because of the way they [the rating companies] do the ratings. They don't count the ethnic population," Angelatos said. But the station, according to Angelatos, is "well supported" by the local businesses. "The only thing we try to get and don't are the bigger accounts like Coca-Cola, 7-Up, K



Myra Winston

mart—they don't realize how good and effective ethnic radio stations are," he said.

He added: "We try to tell them we have the marketplace because those Greek-Americans are not going to listen to a mainstream radio station."

In Angelatos's estimation, "ethnic programming is a big market in the United States, but many of the advertisers don't know how to market to those groups." He noted that "the communities are there, but not the radio stations." Greek Voice Radio, the monitor for the station, is actively looking

for financial backing to uplink its programming onto a satellite. Angelatos believes there is a national market of seven million underserved Greek-Americans that would listen to the station's programming.

One of the underlying goals of the station, said Angelatos, is to "help Greek-Americans be more American." The station broadcasts many hours of public affairs programming, including advice on obtaining United States citizenship and directing listeners to the right offices for legal and governmental affairs.

Said Angelatos: "We tell them what is going on, we explain to them what they have to do. We do a talk show every day between 5:30 a.m. and 8 a.m. People can call in with questions—it is in Greek. We feature the local politicians, the Mayor, and we get a lot of response from listeners and advertisers alike," he said.

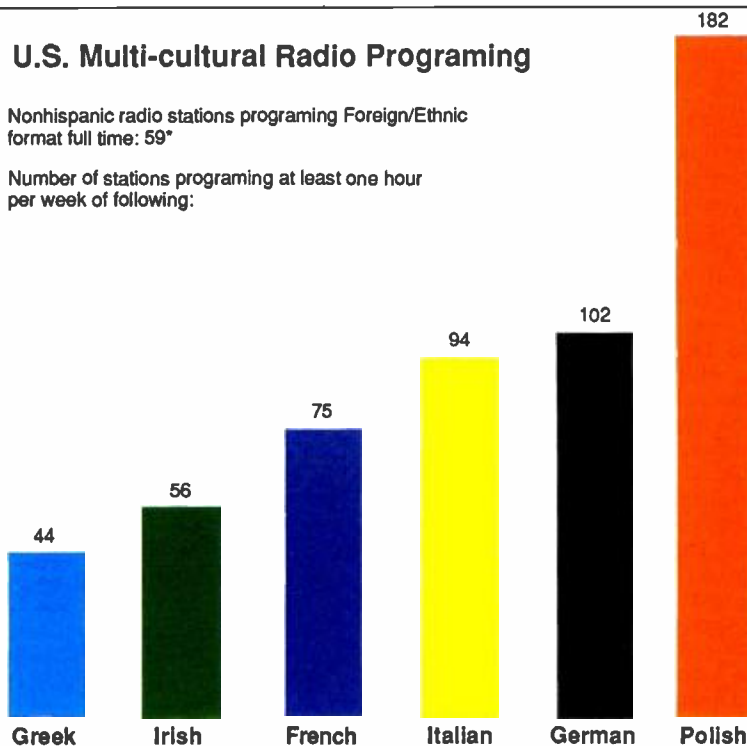
The station also tries to cater to the American listener with an affinity for Greece, said Angelatos. "We have a program featuring Greek music, but the announcers speak in English. Many of our American listeners remember the music from being stationed with the military in Greece."

In an unusual arrangement, Angelatos

## U.S. Multi-cultural Radio Programming

Nonhispanic radio stations programming Foreign/Ethnic format full time: 59\*

Number of stations programming at least one hour per week of following:



\*There are 261 stations with full time Spanish programming; 361 offer at least one hour special Spanish programming per week.

said that the station has just concluded talks with the Voice of America, to receive half an hour of programming from them a week. "They promised us they are going to do it," he said.

Herminio Quadros, assistant manager of Portuguese-formatted KLBS(AM) Los Banos, Calif., told BROADCASTING that "the political activity in Portugal is our main issue. We let the Portuguese immigrants know what is going on in their country."

"We run the station the same way stations are run in Portugal," said Quadros, "because most of our employees came from Portugal." But, he noted, we are members of the National Association of Broadcasters and stay current with what is going on in the business."

The station programming includes newsfeeds from LUSA, the Portuguese news agency, and music from Brazil and Portugal. "We also sell time to 10 different contractors," said Quadros, "who happen to be Portuguese and they put their product on the air."

Financially, the station is doing well, said Quadros: they have managed to attract some car dealers and some national advertisers. "However," he added, "it is extremely difficult for us to convince the national advertisers, because they want statistics and numbers. Our listeners are not represented in those numbers."

"It is not an easy sell," said Quadros, "but we have the advantage of being the only Portuguese station in the area and we are out there in the community." The station is especially active, he said, in promoting cultural events. "We invite potential sponsors to be our guests in cultural events we sponsor," he said.

Karl Rene DeRouen has worked at KEUN(AM) Eunice, La., for 32 years. Ten years ago, along with other investors, he bought the Cajun-formatted radio station.

Said DeRouen: "We were playing Cajun when Cajun wasn't cool. One, because our listeners love it, and two, because fiscally it is a sound decision." The station, he added, finds it "easy" to sell Cajun. The station broadcasts two live remotes per week, said DeRouen, one from a "combination feed store/cocktail lounge, and one from a Cajun saloon and gumbo house."

As with other stations featured here, KEUN does not participate in or show up in any ratings. "We do our own in-house research," said DeRouen, "and we've found we have a fiercely dedicated audience. Some listeners say they never turn the radio off, they listen to our static all night and wake up with us signing on in the morning."

## AIRWAYS

### Jeff Warshaw: Finding the Universal sound

**M**ineola, N.Y.-based group owner Universal Broadcasting has been programming multi-cultural radio stations for over 20 years. According to Jeff Warshaw, vice president of the group: "The way that we do it, we do not produce our own programming. We broker the time out to foreign language brokers or whoever wants to buy the time. They produce their own programming."



Jeff Warshaw

Universal is owned by Marvin Kofsky and Howard and Miriam Warshaw, Jeff Warshaw's parents. Currently the group operates four AM's and three FM's, including inspirational, ethnic outlet KPCC(AM) Pasadena, Calif.; ethnic, heavy metal WVVX(FM) Highland Park, Ill.; Black, religious WGRT(AM) Indianapolis, Ind.; and religious, Black Gospel WTBE(AM) Mineola, N.Y.

WVVX, in addition to its regular format categorization, carries special programming such as Polish, Caribbean, Ukrainian, Irish, Scottish, Armenian, East Indian and Latvian shows. Special programming on WTBE includes German, Gyanese and Haitian shows.

In essence, said Warshaw, the system is similar to the one many religious stations use to stay in business. "People buy the time and do whatever they want with it—within the guidelines of what is legal and so on," he said. The process entails making the time available to people that want to buy it, he said, and they produce their own shows. "They have their loyal followings and their loyal advertisers," said Warshaw. "And they have a niche."

He noted, however, that at no time does Universal turn the operation of the station over to the independent producers. "They provide us with the tapes and we run them ourselves," Warshaw said. "Always somebody from the station is running the control board."

Broadcasters that can gain the most advantage from a multi-cultural format, said Warshaw, are those whose signal does not cover the market as competitively as those of other stations. "If you do not have a signal that covers the market as well as some of the other broadcast outlets," he said, "it is very difficult to compete with them head-to-head. And as far as going after ratings and going after the same types of advertisers they can target, it is not always doable."

In most instances, multi-cultural stations do not participate in any of the ratings surveys and sell the concept of community heritage, culture and news. He cites as an example a Russian show. "They play Russian music and have Russian news and they attract the merchants trying to reach Russian consumers—say a Russian bakery or a Russian newspaper or whatever," he said.

Many stations also will conduct their own research for in-house use. Another way to sell the concept, said Warshaw, is getting the advertisers and potential advertisers out on the streets with the station. "If there is a German parade, for example, we have to be there covering it, obviously, because it is important that we continue to service the people that listen to us," he said. "One of the things that makes it appealing to local businessmen to get involved with the radio station is getting the power of the radio station behind them," he said.

In addition to serving as a selling point to advertisers, keeping the radio station in sync with the various ethnic groups that make up a community gives the stations an advantage in the public affairs and news arenas. Much of the success of many of these multi-cultural stations can be attributed to the desire by the listeners to keep their ties to their homeland, said Warshaw, and, just as important, to keep their children exposed to their heritage and cultural background, he said.

"We do public affairs," said Warshaw, "as much if not more than any other radio station. We have our news and our public affairs programming and we [Universal] program these in English."

Some stations even import news from the home countries of the ethnic groups they serve.



## UNISTAR TO HANDLE SALES FOR FNN RADIO NEWS

**T**he Financial News Network and Unistar Communications Group have entered into a joint venture in which Unistar Radio Networks will distribute and market the programming of the FNN Business Radio Network. Under terms of the joint venture, Unistar will handle all advertising sales and affiliate relations functions for the network. Ad sales formerly were handled by New York-based MediaAmerica. The cooperative arrangement results from the sale by Starstream Communications Group of its 50% equity position in the network to Unistar for \$500,000.

FNN Business Radio Network is produced by Financial News Network. It pro-

vides radio stations with hourly business newscasts, special reports and Market Scan, a service that provides local radio stations with regional business news.

Dom Fioravanti, senior vice president for business development at FNN, told BROADCASTING that the agreement between the two networks strictly is a sales and marketing venture. He stressed that the deal "is not envisioned to go beyond its present structure," and said that neither company has any plans to merge. "This is a joint venture where both parties will contribute their respective resources. FNN will contribute its programming, production and management, and Unistar will contribute its marketing

and advertising sales skills," he said.

Fioravanti said Business Radio News is considering expansion of its programming services, but he indicated it was too early to specifically detail what those plans might be, other than to suggest that they would be functions of current programming and programming concepts.

Unistar Chairman and Chief Executive Officer Nick Verbitsky said the joint venture will allow national advertisers "to continue to seek a business news environment for the advertising message" and indicated that FNN's "financial news credibility [will] fill that lucrative niche for our national clients and for our affiliates' local ones, as well." □

## 'ADJUSTED' REVENUE FIGURES PUT RADIO'S SHARE AT 7.7%

*Subjective analysis adjusts radio's share figure upwards; it indicates that growth is inventory-driven, not inflationary*

**W**hile radio's share of total advertising revenue is expected to top out at 6.8% this year (BROADCASTING, June 25), subjective analysis indicates that this figure may not accurately reflect radio's percentage of available advertising. According to the Radio Advertising Bureau in New York, radio's actual revenue share, "adjusted for forbidden and useless categories," should be closer to 7.7%.

Ken Costa, RAB vice president, information marketing, arrived at this percentage by subtracting from the total ad revenue dollar figures projected by McCann-Erickson's Robert Coen those advertising categories that are legally or traditionally unavailable to radio. This calculation effectively eliminates revenue for restricted tobacco products (\$656 million in 1989), as well as other business categories that Costa said are not practical for radio to pursue. Primary among these, he said, are distilled spirit advertising (\$272 million in 1989), business-to-business advertising (\$2.763 billion) and most classified newspaper advertising (\$12.3 billion).

According to this analysis, revenue "unavailable" to radio in 1989 totaled \$14.981 billion, which Costa subtracted from Coen's total 1989 expenditures figure of \$123.930 billion. The result: an adjusted figure of \$108.949 billion, into which is divided radio's 1989 total of \$8.420 billion, producing a 7.7% revenue

share. Radio's projected share for 1990 would be calculated similarly, producing an identical share figure of 7.7%.

Having arrived at this adjusted share, Costa said that quantity doesn't necessarily equal quality. Over the last five years, Costa said, total ad expenditures increased 30.8%, compared with a 28.2% increase for radio. While initially this might suggest that radio has lagged behind the industry in raising its rates, Costa said that 61% of the industry increase was due to inflationary rates, while radio's rate increase accounted for 24.6% of its total revenue increase. "Approximately 75% of our increase came from added inventory," he said, observing that inventory—units sold—is a truer measure of industry growth than looking at share size.

"We don't grow in share of dollars as fast as other media, largely because we keep our rate card under control," Costa said. "People who suggest we should charge more are ignoring the question of competition. It's the supply-and-demand lesson you learn in economics 101—if

you raise the price too much you lose the customers." Costa said that "real" growth results when dollar volume goes up faster than rate increases, but "if straight unit rates increase faster than dollar volume—as in television and newspaper—that's inflationary."

Marc Guild, president, Marketing Division at the Interep Radio Store, predicted that by the end of the decade radio's revenue share will reach 9%, an increase derived from increases in both rates and inventory. He said the key to increasing radio's share lies in promoting its added value, much the way a car dealer promotes the value of add-on options: "You can either buy a car off the lot or you can get one tailored to your needs, and the more you tailor anything to your needs, the more you're going to pay. The more radio takes advantage of its ability to satisfy the advertiser's needs, the more it will benefit from the total advertising pie." Guild expects radio's share growth will come from an increase in both rates and inventory. —REB

### ELSEWHERE IN BROADCASTING

- Developers of digital audio broadcasting systems react to NAB's hard line against satellite-delivered radio services. *Page 57.*
- NAB radio board says it is willing to petition FCC for rule to require stereo broadcasting by AM stations. *Page 57.*

# ABC RADIO, 'NEWSWEEK' DEVELOP CROSS-MEDIA VENTURE

*'Valuelink' marketing strategy will combine ABC's reach, scope of 'Newsweek' to deliver target audience to advertisers*

**A**BC Radio Networks and *Newsweek* magazine have developed a cross-media marketing program designed to tie customized on-air programs into specialized "advertorial" print reports—special features combining facts and advertising on specific subjects. This program, dubbed Valuelink, was developed over the last nine months in an effort to combine ABC's national network reach and *Newsweek's* editorial scope into various marketing plans that theoretically will tailor special features to individual advertiser's needs.

"The key to this program is customization," said Lou Severine, senior vice president and director of sales at ABC Radio Networks. Noting that Valuelink was developed as a "coordinated, turn-key advertising and promotion" vehicle, Severine said that the program provides a cooperative tie-in between ABC, *Newsweek* and advertisers. This link, he

said, will enable *Newsweek* to target specific audiences with special radio features, drawing them back to the magazine with special print pull-outs. ABC Radio Networks will benefit not only through its advertiser relationship with *Newsweek*, Severine said, but also by providing a visual link to its network listeners.

Nick Friese, director of new business development at *Newsweek*, said Valuelink's primary target is in packaged goods advertisers, who traditionally have been wary of radio. He said this is a good opportunity to "take the synergy of ABC and *Newsweek* and to enable advertisers to go after target audiences that would allow them to improve product awareness of sales." Friese said that other advertiser categories currently being considered for the program include apparel, consumer electronics and insurance.

Severine explained that every Valuelink program will be client-driven. Typically, the cross-media strategy would enable *Newsweek* to develop a special advertorial section, booklet or advertising adjacency highlighting a product or service. ABC then would produce a 60-second wrap-around advertorial report, comprised of a 15-second intro, a 30-second network commercial and a 15-second tag. This series of short-form features would draw attention to the advertiser's print ad in *Newsweek*, said Severine. For additional results, the program also could use a combination of enhanced in-store promotions and sweepstakes.

Valuelink is an exclusive arrangement between ABC and *Newsweek*, but Severine said ABC's radio networks are looking at similar opportunities in other non-competing areas—including women's magazines and cable.

—REB

## RIDING GAIN

### NATIONAL SPOT RADIO

National spot radio billings were \$107,673,600 for May 1990, an increase of 6.3% over May 1989's \$101,278,600 figure. The year-to-date number for 1990 is \$414,381,900, a 0.5% decrease compared to 1989's unadjusted total of \$416,317,600, and a 4.3% increase over the adjusted figure of \$397,393,700. All figures are based on information provided by Radio Expenditure Reports Inc., from information collected from the top 15 rep agencies.

### RETROSPECTIVE

CBS Radio's Bruce (Cousin Brucie) Morrow met with Disneyland's Mickey Mouse to celebrate 35 years of both the Magic Kingdom and rock 'n' roll for CBS's *Cruisin' America Fourth of July* June 29-July 2. Morrow, host of CBS Radio Programs' *Cruisin' America*, a weekly three-hour broadcast featuring the music of the



'Cousin Brucie' and Mickey

'50s, '60s and '70s, will host the summer broadcast retrospective of rock 'n' roll featuring Disneyland and The Beach Boys.

### LOOK AHEAD

What do the increasing influence of Hispanics on Texas culture and politics, the deafening volume of traffic in Los Angeles and the erosion of topsoil on Kansas farms have in

common? National Public Radio's *Morning Edition*, *All Things Considered* and *Weekend Edition* will pull those and other educational, economic, technological, spiritual and political topics together throughout July under the banner "America's Future."

In addition to the news magazine special reports (most to be aired Mondays), a special call-in program, *The American Future*, is scheduled for 2-4 p.m., July 12.

### TRAVELIN' MAN

*The Travel Show*, a weekly two-hour feature highlighting travel destinations around the world, will debut Sept. 8 on Satcom 1R on a barter basis for live or tape-delayed broadcast. *The Travel Show* will originate from various spots worldwide and will be hosted by Paul W. Smith, morning host at WWDB(FM) Philadelphia. Smith said the program aims to "help everyone from the arm chair traveler to the most seasoned business executive."



# CABLE

## TAKING THE LONG VIEW IN LONGVIEW, TEX.

*KETK-TV, area cable operators and 'The Longview Daily News' cooperate in localized newscast inserted on broadcast station*

**A**n unusual arrangement among a local broadcaster, a local newspaper and the area's cable operators will get off the ground by Aug. 1 in Longview, Tex., all in the name of more localized news coverage.

NBC affiliate KETK-TV Jacksonville, Tex. (ch. 56), plans to insert a regionalized newscast for the portion of the ADI surrounding Longview. The newscasts, complete with local Longview commercials, will be sent out separately from a studio KETK-TV is leasing from *The Longview Daily News*, which will also provide some daily features for the newscast. Switching equipment at the headend of four local cable systems will insert the local Longview newscast into the feed of KETK-TV that is being sent to cable subscribers.

"We believe the future of our business is the ability to provide local news and events," said Philip Hurley, vice president and general manager of KETK-TV, and a great way to provide that service "is to work with the local cable company and jointly provide that local service." Localism, said Hurley, "is the only thing that Sky Cable and telephone companies can't take away from you."

KETK-TV will staff a separate news bureau for the Longview area and will produce a separate half-hour newscast at 6 and 10 p.m. Initial capital expenditures (KETK-TV is paying for the cable system headend costs) are about \$600,000, with the yearly operational budget about \$400,000.

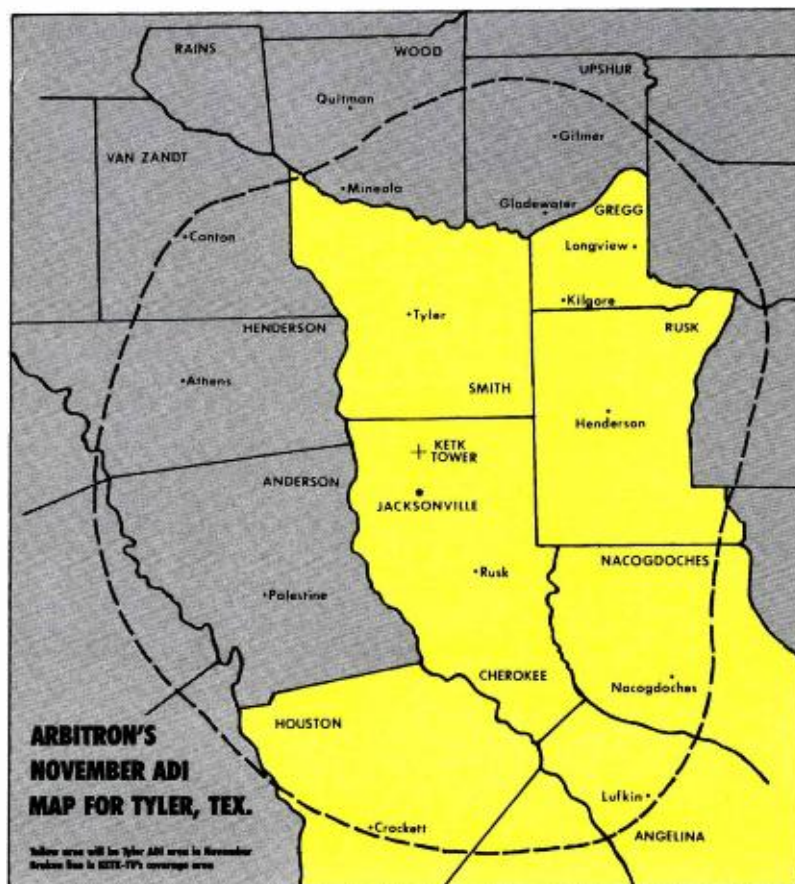
Hurley said the move stems from KETK-TV's desire to better serve the communities in its ADI. The three-year-old UHF station (ch. 56) is 15 miles south of Tyler, Tex., where the ADI's dominant station, VHF ABC affiliate KLTV(TV), is located. In the February sweeps, KLTV(TV) was way ahead with a 48,000 household prime time average to 17,000 for KETK-TV and 6,000 for KLMG-TV, a UHF CBS affiliate in Longview.

Longview is 40 miles east of Tyler, but recent Arbitron county changes make it more fertile ground for KETK-TV. In November, Arbitron will add Rusk

and Trinity counties to the ADI, giving it 22,000 more homes. Nielsen will be adding Gregg and Upshur counties to the Tyler ADI in November. KETK-TV has been working with local cable systems, waiving its syndex rights in return for improved channel placement. KETK-TV is on channel 9 in Longview, Kilgore and Marshall and channel 6 in Gladewater, although the area cable systems continue to carry the NBC affiliate from Texarkana, KTAL-TV. But Longview is not in that ADI, and with the performance of KLMG-TV, KETK-TV saw the local news expansion as a way to

improve revenue.

Local cable operators were receptive to the idea, and Hurley explored ways to insert the newscast into his over-the-air signal. As it happened, the local newspaper, owned, coincidentally by group broadcaster and cable MSO Cox Enterprises, had studio facilities, which were used at one time to program a local origination channel on the cable system. The oil bust caused the operation to shut down, and Cox was leasing the studio to a religious organization. But the lease has expired and KETK-TV and the newspaper plan to sign, today, a new five-year lease



## ELSEWHERE IN BROADCASTING

- House Telecommunications Subcommittee marks up another bill that is tough on cable (see "Top of the Week").
- White House comes out on cable's side on program exclusivity but backs telco entry (see "Top of the Week").
- Cable networks log in on broadcast network upfront season (see "Top of the Week").
- New York renews Time Warner's cable franchises ("In Brief").

## CONTINENTAL CABLE REQUESTS CBS AFFILIATION

**F**or the second time in two weeks, a cable MSO has asked a major broadcast network for affiliation. Last week, on the eve of the CBS affiliates convention, Continental Cablevision requested CBS affiliation for its Concord, N.H., system, as well as other systems in the state.

Continental, citing its local programming track record in the state, and CBS's affiliate agreement with channel 21 in Concord in 1988, a station that has since gone dark, said: "We would like to obtain affiliation status on terms comparable to those enjoyed by CBS's broadcast affiliates. Our plan would be to distribute the CBS programming along with syndicated programs and our own locally originated programs to cable operators throughout New Hampshire."

CBS executives, in the midst of their annual affiliates meeting in Los Angeles last week, had no immediate comment on the letter.

H. Franklin Anthony, Continental's regional senior vice president, who wrote the letter, said: "We started thinking about this last winter," looking at where network affiliates were underserved in Continental cable markets. CBS was chosen because of its one-time affiliation in the area, he said. (NBC also has no affiliate in the state, while ABC has an affiliate in Manchester.) Anthony said the signal from NBC affiliate WBZ-TV Boston "is pretty good," as is WCSH-TV Portland, Me. CBS affiliate WHDH-TV Boston's signal is on the fringe of the Grade B contour for Concord, Anthony said, creating more problems for over-the-air reception.

Unlike TCI, which told NBC President Robert Wright that affiliate compensation would not be required, An-

thony said, "We'd like to get it." As to the timing of the letter, Anthony acknowledged that "TCI did help crystallize what we wanted to do," but said Continental's request was not particularly related to events in Washington. (TCI's letter to NBC was part of a response to NBC's lobbying on cable programming access requirements in Congress. CBS is not a DBS proponent, as is NBC, and has taken no public stand on cable programming exclusivity. ABC, meanwhile, came out two weeks ago in support of cable programming exclusivity.)

Anthony wrote that although the system carries CBS affiliates WGME-TV Portland, Me., and WHDH-TV Boston, and would continue to do so in the future, "these stations are unable to provide the amount and depth of coverage of New Hampshire news and events which a Concord, N.H., affiliate could provide. Having a CBS network affiliate in the capital city would also be a boon to local advertisers, who find that it is very expensive to advertise on television in the Boston media market in order to reach New Hampshire. This is true also for political candidates running for statewide office in New Hampshire, including presidential primary candidates."

Continental serves 17,000 subscribers in Concord, and about 90,000 statewide.

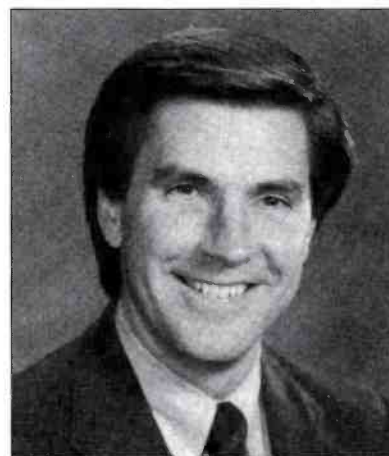
There may be one caveat to the letter. The broadcast station in question that went dark, WNHT-TV, was sold two weeks ago to Rogue Television Corp. for \$1.5 million. Rogue is headed by Stephen Mindich and Michael Mooney, and it also owns a portion of WHRC-TV Norwell, Mass., and WFNX(FM) Lynn, Mass.

-MS

for KETK-TV's Longview newscast.

In addition to the lease, KETK-TV and the newspaper have worked out a separate arrangement whereby a local reporter from the paper will appear in a segment in each night's newscast, featuring consumer, lifestyle, local business, sports and entertainment topics on consecutive nights.

Retta B. Kelley, publisher of the *Longview Daily News*, said the venture is "an exciting opportunity for the Longview area." It's important that from an economic development standpoint Longview have "a first-class newscast," she said. The use of newspaper reporters on the air will "help the newspaper immeasurably," she said, allowing readers to get to know



Philip Hurley

the reporters.

As to the intermedia aspects of advertising competitors working together, Kelley said: "We are all in the information business." Newspapers, television and cable are melding together "more than ever before," she said.

The newscasts will be microwaved to the cable systems in Marshall, Gladewater and Kilgore. For Longview, a hard-wire feed that runs from the studio to the Longview cable system head-end will be used.

Sam Shirley, general manager of Longview Cable TV, said it's a "very positive thing for the cable company to be involved in this type of project. It's a new concept and that's what cable is all about."

The situation in Longview is unusual to the point where it's difficult to determine whether it could work elsewhere. The overall numbers are relatively small. Longview has roughly 20,000 cable homes, and the entire newscast will be seen in some 32,000 homes. The ADI, once the new counties are added, will have roughly 180,000 homes.

-MS



## MTV: MOVING WITH THE MUSIC

*Veteran music video channel continues to expand its lifestyle programing and new series to establish its programing identity*

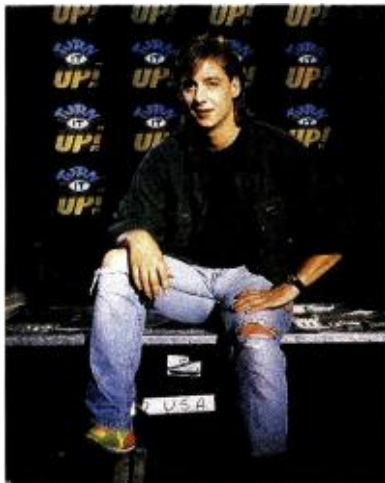
**A**lthough MTV is no longer the new kid on the block, the video music television channel is demonstrating it has definite plans on how to hold and improve upon the real television estate it has already claimed. Despite ratings problems and a continuous grapple for successful programing, MTV continues to supply a demographic advertisers love to reach and have difficulty finding elsewhere.

In January, MTV turned out a host of new shows and this month brings out another new crop. The network continues to step away from simply airing videos, and is making an all-out effort this year to increase its lifestyle programing, centered on topics such as sports, fashion and comedy. It also continues to package videos into weekly and daily hosted series.

Twenty-four-hour ratings for MTV have slipped from the 1 rating the network was getting as little as three years ago, and has remained fairly constant at a .6 rating. For the first quarter of this year, ratings slipped to a .5 due to viewers' unfamiliarity with the new shows, said Marshall Cohen, executive vice president, corporate affairs and communications, MTV Networks. He noted that ratings for the second quarter were back up to a .6 and that the summer, traditionally a good season for MTV, looked even better.

Few would dispute that MTV, regardless of its ratings, is appealing in its demographic reach. Only 15% of MTV's audience is outside the 12-34 demographic, according to Cohen. The ratings lag "probably hurts [MTV] more than it should," given the quality of the teen audience MTV reaches, according to Tom Winner, director of media, Campbell-Mithun-Esty. "But you always like to buy something that's going up," said Winner.

MTV's "underdelivery is a major problem. It's been a problem all year," said Paul Isacson, executive vice president, broadcast programing and purchasing, Young & Rubicam. Jim Cunningham, vice president, associate national broadcast director, Foote, Cone & Belding, gives the network high marks for fulfilling its obligations when guarantees fall short. And "as long as MTV continues to price its inventories properly, I'll have no problem" giving them business,



'Turn It Up' host Jordan Brady

said Cunningham, although he added that the lower numbers "may mean negotiating lower cpm rates."

Cohen challenges charges of underdelivery, and contends that the ratings MTV had in the early days occurred because the network was still a novelty and because viewers had fewer channels from which to choose. In essence, its current ratings reflect the current television environment, he said. The advertising community doesn't appear to agree. Although advertisers still buy MTV for

its strong demographics, they want the ratings to go up. MTV's constant adjustment of its program mix suggests the network wants to raise those numbers as well. In addition, by creating programing often geared to narrower audiences, MTV can please advertisers by offering specific demographic information on each shows' viewers, according to Cohen.

Cable industry sources and advertisers disagree on how much MTV must rely on videos in its programing. While videos should remain the core of the programing, some say, just showing videos can become "passe," say others. MTV is definitely trying it both ways. Following the success of "Remote Control," which even made it into syndication, the network is launching this week (July 2) a new rock-and-roll game show entitled *Turn It Up*. Remote Control is currently out of production, since host Ken Ober is starring in NBC's *Parenthood* series this fall. MTV hopes *Remote Control*, as well as Ober, will return, according to Herzog. Meanwhile, the show's 350 episodes will be repeated on the network, as it turns its attentions to *Turn It Up*.

MTV has several shows on the air that it is banking on, although they haven't managed to raise the network's overall ratings. *The Big Picture*, *Just Say Julie*, *The 112 Hour Comedy Hour* and *Club*



Cutting edge: A scene from 'Buzz,' MTV's mixed-media montage

MTV are all getting set to enter their second and third seasons. But many of the shows launched in January are going through changes. *Pirate TV* has been revamped to pare down to comedy and scrap the videos, according to Doug Herzog, vice president, programing. Colin Quinn's *Manly World* has been axed, and Quinn now appears in *Talk Video*, a phone-in show. MTV will only air 13 episodes of the comedy series *The Ben Stiller Show*, since Stiller has elected not to do any more shows. Kevin Seal: *Sporting Fool* has completed production of 13 episodes, with a total of 20 planned for the rest of the year.

MTV has done some major retooling of its schedule for a summer audience, which "uses MTV differently," said Herzog. Lasting through the summer months, the daily series *Yo! MTV Raps Today* is expanded to an hour, and comedian Pauly Shore hosts *Totally Pauly*, an hour and a half block of videos, each afternoon. If successful, it could become a weekly show in the fall. Daisy Fuentes, from Spanish-language MTV Internacional, has been added as a full-time VJ and her early afternoon show is expected to continue after the summer. Also set to be a fixture on the schedule is *MTV Prime With Martha Quinn*, which will be the programing vehicle for prime time videos.

According to Herzog, the biggest success out of MTV's new programing this year is *UnPlugged*, which features musicians playing acoustic music. The most innovative show to appear on MTV's schedule, *Buzz*, a rapid-fire montage of music and images concentrated around a

theme (censorship and homelessness have been featured subjects), will rerun its original 13 episodes, and MTV is looking at producing another 13. "It's a very expensive program to produce, about three times the cost of an average MTV program," said Herzog.

Cohen believes *Buzz* gives MTV a signature show that puts the network where it wants to be—on the leading edge of music, television and irreverence. "If we stop experimenting, that will be the end," said Cohen.

Advertisers believe when MTV finds shows that work, it will stay with them. "They'll change for the sake of change until something works," said Bart McHugh, senior vice president, director of national radio/television programing, DDB Needham Worldwide.

Although Doug Greenlaw, executive vice president, advertising sales, said that "for vertical networks, ratings aren't as important," MTV is beginning to act less like a vertical network, and more like a broadcast network in order to bolster ratings, say some advertisers. "They're like a broadcast network in that they're throwing up 13 or 14 shows in order to get one hit," said McHugh.

Not only expanded formats, but a greater diversity in the music it plays gives MTV an opportunity to go after higher ratings and more advertising by going after other demographics, particularly black audiences. Musically, MTV has greatly expanded from the days when it used to be "basic whitebread" music, in the words of James Ebron, vice president, network sales, Black Entertainment Television, whose program-

ing is about 60% videos. Now "they know that in order to be successful, they have to urbanize the network," said Ebron.

"They're out on the street, pitching directly against us" to advertisers, said Ebron. He credits MTV with helping BET by giving credibility and awareness to rap music, which BET has been programing for years. Although BET reaches 30 million homes, nearly 20 million fewer than MTV, its *Rap Today* averaged a 1.3 in the first quarter of 1990, compared with *Yo! MTV Raps!*, which earned between a .9 and 1.0 during the first quarter.

Analyst Dorlaine McLaughlin, vice president, J.P. Morgan Securities Inc., is bullish on MTV's ability to gain advertising in spite of its modest ratings, citing its demographics and cable penetration. She forecasts a 16% growth in advertising revenue over last year, although down from the 22% gain in 1989. Cash infusion will also continue to come from increased penetration, she estimates, as MTV's current 49.3 million subscriber base grows an average of 4.2% each year over the next five years.

Although production costs will be increasing with new programing, McLaughlin believes the network will generate enough revenue to keep margins up. In fact, cash flow margins for MTV, whose figures are combined with VH-1, will exceed the 35% margin of 1989. McLaughlin projects revenues for the two networks at \$263.7 million, with cash flow at \$98 million, compared with \$168 million in revenue and \$58 million in cash flow for 1989. —SDM

## CABLECASTINGS

### JONES SHIFTS GALACTIC OWNERSHIP

In an intercompany purchase, Jones Spacelink has purchased 81% of Galactic radio from Jones International, in a deal valued at \$18.67 million.

Spacelink acquired 13,580,000 shares and the remaining 19% is owned by Glenn Jones, chairman and chief executive officer of both Jones International and Jones Spacelink.

Galactic Radio is a partner in GalacticTempo Sound, which offers a stereo audio service to more than 10 million homes. Another Galactic service delivers three commercial-free music formats in conjunction

with Drake-Chenault on 120 radio stations.

### INOUE ENDORSES INTERNATIONAL CHANNEL

The International Channel, set to launch tomorrow (July 3), picked up a major endorsement and a major affiliation agreement last week.

Senator Daniel Inouye (D-Hawaii), a key member of the Senate Commerce Committee overseeing cable legislation, has taped a message for the foreign language programing service. "The International Channel will perform a valuable public service by providing a means for ethnic viewers to maintain a strong cultural

identity within their respective groups," said Inouye. The International Channel signed Media General's Fairfax, Va., cable system as an affiliate.

### HA! COUNT

MTV's HA! said it scored 0.7/2 and 0.6/2 Nielsen incidental ratings in Coaxial Communications's Columbus, Ohio, system and Paragon Cable's Milwaukee system, respectively.

The Comedy Channel, also available in Columbus, registered ratings of less than a 0.1 in the survey. In the Columbus system, 57% of the respondents said they preferred HA!.



## CABLE TO SHOW OFF FOR CRITICS IN LOS ANGELES

**T**he cable networks will be strutting their stuff at the semi-annual Television Critics Association tour in Los Angeles next month. More than 150 journalists will convene at the Century Plaza Hotel July 11-13 to give the programmers a chance to showcase their brightest, introduce their newest and parade their glitziest.

■ Bravo will bring out director Robert Altman, who will be the subject of a one-hour profile on its *Southbank Show* this fall and whose movies will be seen on the cable network. Bravo also will have on hand Reiner Moritz, managing director, RM Associates, to talk about RM's production of the complete operatic works of Mozart, which will premiere on Bravo in the fall. Two six-part episodes from the BBC, with which Bravo has a two-year deal, will be highlighted—*The Six Wives of Henry VII*, which airs in September, and *Tom Brown's School Days*, which premieres in October. Steven Fry, from Bravo's comedy-variety show *A Bit of Fry and Laurie*, will be there to discuss his show's second season. Josh Sapan, president and CEO, national services, Rainbow, also will be in attendance.

■ AMC will announce its original two-hour special, *The Republic Pictures Story*, slated for January 1991, which profiles the studio known for its westerns. Chuck Larsen, president of Republic Pictures Domestic Television, and a handful of the studio's stars will be on hand. AMC will also highlight its *Salute to the States*, a monthly show premiering in July and running through the fall, which focuses on the contributions of various states to filmmaking.

■ USA Network will showcase Simon MacCorkindale, one of the stars, along with Christopher Plummer, of *Counterstrike*, the weekly one-hour series premiering July 1. One of USA's new season of movies, *After the Shock*, about the San Francisco earthquake, will be discussed. Stars Rue McClanahan, Scott Valentine, writer-producer-director Gary Sherman, and an earthquake survivor who plays himself in the movie will be at USA's press conference. USA executives David Kenin, senior vice president of programming, and Andy Besch, senior vice president, marketing, will be present.

■ The Nashville Network will feature a special entitled *Comedy Concert Hour*, hosted by Dick Van Patton and featuring comic Fred Travalena. The show is be-

ing taped in Los Angeles the same week as the TCA tour and will premiere in early fall. On hand will be Denver Pyle, of TNN's *Montana Drive*, a cattle driving show starring Pyle and singers Randy Travis and Roy Rogers, also premiering in early fall. C. Paul Corbin, TNN's program director, will be present to discuss upcoming programming changes and to announce new fall series and special programming.

■ Arts & Entertainment will feature documentary maker and *Roots* producer David L. Wolper, whose show *David L. Wolper Presents*, premiering October 1, is a showcase for Wolper's early documentaries, including *The Making of the President: 1960*. Patrick Macnee, from classic 1960's show, *The Avengers*, will be present. *The Avengers* premieres October 1 and will air Monday-Friday at 10 a.m. and 6 p.m., following another cult show, *The Fugitive*.

Av Westin, executive producer, and Susan Lester, producer, *A&E Revue*, will be on hand to discuss the network's signature show, which has added a rotating guest co-host in addition to host Eric Burns.

A&E will also show clips from other upcoming series including *Inside Track with Graham Nash*, (initially titled *The Ring*) premiering October 14, and the Granada Productions investigative news magazine, *World in Action*, starting October 20. Also highlighted will be a documentary on the black experience entitled *In Search of the Dream*, which is a co-production with ABC News-Bolthead Communications. A&E will also announce its Campaign '60 thematic schedule, which will feature programming throughout the month related to the presidential campaign of 1960. Brooke Bailey Johnson, vice president, programming and production, will be on hand.

■ Turner Broadcasting will have William Shatner, host of WTBS's *Voice of the Planet*. Cicely Tyson and Blair Underwood of the TNT movie *Heat Wave*, premiering August 13, will be on hand as well. Another TNT movie, *The Last Elephant*, starring Isabella Rossellini, will be highlighted, and Dr. Richard Leakey, an environmentalist from Kenya, will be present to discuss the movie, which deals with poaching. Host Tony Verna will be on hand to talk about the *Goodwill Games*, and *Captain Planet*, the animated show that will air on TBS and in syndication, will also be discussed.

■ CNN plans to have present Catherine Crier, co-anchor for *The World Today*. The network will also bring out Pam Hill, new vice president of its investigative unit, and one or two correspondents to talk about the newly formed unit. Stacy Jolna, producer of special reports, will also be on hand to discuss the new documentary unit's upcoming projects. Ted Turner, Scott Sassa, Bob Levy and Barbara Pyle will be present.

■ The Discovery Channel will highlight its new series, *Invention*, a co-production with the Smithsonian Institution. Currently, there are 60 segments of the show completed, which premieres October 2. TDC's fall gateway program, *Treasures of a Lost Voyage*, which plumbs ocean depths for a fortune in gold, will be featured. Several 13- and 26-part series, on topics ranging from disasters to cars to diving, will also be highlighted. TDC also will showcase its *Best of the BBC*.

■ HBO will show highlights from Madonna's *Blond Ambition* tour, a concert which will be carried Aug. 5. On the comedy front, Bob Saget will discuss his upcoming special, "Bob Saget—In the Dream State," and HBO expects to announce a lineup of upcoming comedy specials. Executive Producer John Landis will talk about his 14-part comedy series which debuts July 8. Stars of HBO original movies are expected to attend, including Forest Whitaker of "Criminal Justice" and Elizabeth McGovern, Molly Ringwald, Beau Bridges and Peter Weller of "Women & Men: Stories of Seduction." Also, HBO chief Michael Fuchs will be present.

The Comedy Channel will feature Joel Hodgson of its original two-hour show, *Mystery Science Theater 3000*, and also Edie Adams, widow of comedian Ernie Kovacs. TCC has licensed the rights to Kovacs's material, although it hasn't yet decided how to package the programming. TCC, which is currently undergoing its third scheduling change since going on the air last November, will also make some new original programming announcements.

■ Showtime will have Bob Newhart, host of the upcoming *Just for Laughs: The Montreal International Comedy Festival* (July 21). Anthony Perkins and Henry Thomas, starring in *Psycho IV* (November), and Mimi Rogers and Mark Harmon of *Fourth Story* (December) will also be on hand.

—SDM

# WASHINGTON

## APPEALS COURT TAKES ISSUE WITH ACT/UCC

*Signals its rejection of challenge to FCC policy of not requiring station applicants to provide public service plans*

**T**he U.S. Court of Appeals appears to have signaled a decision to reject a contention that the FCC is illegally soft on broadcast applicants. The challenging groups maintain that the commission should require applicants for new broadcast stations to provide information about plans to address public issues of concern to the community, particularly children's needs.

A three-judge panel of the court last week said it disagreed with the contention of Action for Children's Television and the Office of Communication of the United Church of Christ that the failure to amend the appropriate form, 301, was "arbitrary and capricious." Then, in a statement that surprised lawyers, it said it would set forth its reasons in a later case.

ACT and UCC in December 1986 had filed with the commission an emergency petition challenging the adequacy of the programing statement the commission requires of applicants for construction permits for broadcast stations. Applicants are required to offer only a brief statement that they "are aware of, and intend to comply with, rules governing programing service." On July 5, 1988, while the petition was pending, the commission issued a notice of proposed rule-making proposing revisions to Form 301, and ACT/UCC filed comments, urging the commission to require the filing of something more substantive. The commission on Sept. 13, 1988, denied the request for a declaratory ruling.

Then, on April 20, 1989, the commission issued an order revising Form 301 but without making the changes requested by ACT/UCC. Neither ACT/UCC nor any other party sought reconsideration, but ACT/UCC sought judicial review. It based its appeal on the ground the commission had not addressed its comments. And the commission did not dispute that. But the commission said that since ACT/UCC did not bring that matter to the commission's attention, ACT/UCC was foreclosed by law from raising the issue on appeal. The court agreed.

Then, turning to the substantive challenge, the panel said it disagreed that the failure to require information about an applicant's plans to address public issues of concern to the community, particularly the "unique needs of children," is "arbitrary and capricious." The court also disagreed that the present requirement is inconsistent with the Communications Act because it does not afford a basis for an affirmative public interest

determination. But the panel did not offer its reasons; it said it would do so "later," in the decision it will issue in two related cases, one of them the ACT/UCC appeal of the order denying the petition that the commission amend Form 301.

The opinion was written by Judge Harry Edwards and was joined in by Judges Ruth B. Ginsburg and James L. Buckley.

-LZ

## HOUSE BUDGETS USIA AT \$990 MILLION

*Appropriations committee cites global changes as it approves \$4 million more than requested*

**D**espite the budget crunch on Capitol Hill, the U.S. Information Agency's appropriation request for fiscal year 1991 emerged not only unscathed but enhanced from the House floor last week. The appropriation committee's recommendation that the agency be given \$990,000,000, some \$4 million more than the budget request, was approved. The Bush administration had proposed a program reduction of \$10,259,000 and 108 positions, as a means of easing budget pains.

But the committee said in its report that now is not the time for such reductions. "With the seminal changes that have occurred throughout the world in recent months," the committee said in its report that it "does not believe that an overall reduction in USIA operations is warranted." However, it said it expects the USIA to "assess its priorities and submit reprograming proposals" where warranted.

The \$4 million above the administration's request would be allotted to the agency's general salaries and expenses account to be used as the agency determines. Another \$9 million was appro-

priated for activities not yet authorized.

The bill includes \$29 million for broadcast services aimed at Cuba. Of the total, \$16 million is for TV Marti and the remainder is for Radio Marti. Both amounts represent the full authorizations granted by the House Foreign Affairs Committee. However, the total is \$4 million less than the total budget request for the two items. The committee said it will recommend appropriating the remainder of the money when the necessary authorization measure is enacted.

The USIA funding includes \$96,560,000 for its radio construction. This is \$28 million less than requested. But \$18 million was used to fund the radio and television broadcasting to Cuba operations. The remaining \$10 million was deferred pending the results of the study the National Security Council is conducting on the future of U.S. international broadcasting in the face of the dramatic changes under way in the world's political environment.

The committee's interest in what that report will say was also cited in its recommendation—endorsed last week by



## A Flood of FM Move-Ins?

Like you, my living has depended on a healthy, vibrant broadcasting industry. Recently, there's been a lot of publicity suggesting that I'm up to something that will hurt our business. It's not so, and I want you to know it.

### The FCC Rule was Adopted

Last year, the FCC amended its rules to permit stations to change their communities of license, as long as a series of public interest tests were met. The rule change was one in a series of steps designed by the FCC to allow stations to improve their facilities to be more efficient, reach more audience, and provide new or better public service, all without bogging broadcasters down in lengthy regulatory proceedings.

### I've Studied the Entire United States

I spent over \$500,000 completing exhaustive engineering studies, covering the entire United States, to find the best opportunities created by this new rule. I found only three that made business sense to me, and I invested in them.

### Our Anniston, Alabama Proposal

One of my proposals is to relocate a station from Anniston, Alabama, to Sandy Springs, Georgia. With moves and drop-ins, my proposal will provide a first local station to Sandy Springs (a community of over 77,000 people), reach and serve the Atlanta market, add a new, first FM radio service at Lineville, Alabama, and, most importantly, add a full-service FM radio station in Anniston, so that it loses no service. Over a million people will receive improved radio service. Three new local radio stations are created. No one loses.

### The Atlanta Broadcasters' Response

Now some Atlanta radio stations are crying "foul". They warn that "a flood" of moves like mine are coming, that our "whole system of localism" is threatened. These broadcasters have enlisted the support of the NAB, which has joined them in telling the FCC that a "wholesale migration" of community of license change moves will befall our industry. You may have heard something about this, and I want to set the record straight.

### The Plain Facts are These:

- 1) **Less than 10 site-move changes have been filed in the first year.** There is no "flood", nor barely a trickle. In the first year since the rule's enactment, less than 10 site-move changes have been proposed under this rule. As our engineer volunteered under penalty of perjury to the FCC recently, "based on our studies [over 10,000 of them] only about 14-16 FM stations near the top 150 markets could change their cities of license in such a way as to significantly enhance their value and at the same time comply with the FCC's rules".
- 2) **No Kansas City move-ins are viable.** The scare-tactics arguments – "there are three such possible move-ins to Kansas City alone", for example -- are just wrong. *Radio Business Report* studied the three alleged Kansas City move-ins and then concluded, "only one, WIBW (FM), Topeka could move..." And that's part of Stauffer's AM/FM/TV combination in its home market. Can you see them moving the #2 FM in Topeka to Kansas City as a start-up C-2?
- 3) **No engineering exists to prove "a virtual flood" of applications.** The NAB and the Atlanta stations who have opposed us have not shown any engineering to back up their claims of "a flood". They're flying blind, on instinct, and they're wrong.
- 4) **If it doesn't benefit the public, it won't be granted.** The rule has built-in public interest safeguards: the "new" community of license must be superior to the "old", from an allocations viewpoint; a community must never be left without local service; and the proposal must be mutually-exclusive with current service for a licensee to make this move on a "protected" basis. Every case, including mine, must stand on its own public interest merits.

### This is a Good Rule that Won't Cause a "Wholesale Migration" of Stations

The city-of-license change rule is a good rule, part of a broad package of carefully-crafted deregulatory reforms that the Commission has adopted in recent years. This rule can not, will not and has not caused a flood of applications. I sincerely hope that the FCC and our industry, will recognize, through the anti-competitive shouting, that this rule should be retained as adopted by the FCC so that those few proposals submitted that do offer increased benefits to the public can be granted.

Sincerely,



Thomas P. Gammon  
Crown Broadcasting, Inc.

the House—to defer \$24 million to complete the massive, \$290 million short-wave relay station being built in Israel. The station was designed to transmit signals of Radio Free Europe and Radio Liberty, as well as the Voice of America, to Eastern Europe, the Soviet Union, Africa and parts of Asia.

The committee had another reason, in addition to its interest in the NSC

study, to defer action on the \$24 million request. Late last month, an Israeli planning agency, voted 8 to 6 to delay the project for two years pending completion of studies of the effect of the station on migrating birds. The Board for International Broadcasting, which oversees RFERL and is manager of the project, said in a statement it was confident the planning board's vote would

be reversed when the entire National Council for Building and Planning meets on July 3. Less than half of the members were present for the 8-6 vote.

Overall, the administration had sought \$225,236,000 for BIB. In addition to the funds for the Israel project, the House deferred action on \$8,672,000 for modernization of RFE/RL transmitters. —LZ

## NTIA HEAD OPPOSES SPECTRUM LEGISLATION

*At conference in Washington, Obuchowski takes issue with bill that would require Commerce to decide which frequencies to transfer*

**J**anice Obuchowski, the head of the Commerce Department's National Telecommunications and Information Administration, last week restated the Bush administration's opposition to legislation that would reallocate 200 mhz of spectrum from the government to the private sector. Obuchowski's principal problem with the bill (HR 2965), introduced by Representative John Dingell (D-Mich.) and approved by the House Commerce Committee, is that it would give Commerce responsibility for deciding which frequencies should be transferred, without, she says, the necessary tools to do the job. "NTIA would prefer to rely on incentives rather than administrative edicts," she said. It has neither the desire nor the omniscience to do the job on its own.

Obuchowski, who has expressed administration concerns about the bill in Capitol Hill testimony, was speaking last week at the annual meeting of the American SMR (Specialized Mobile Radio) Network Association in Washington. She said that "weighing the competing merits of these myriad applications [for spectrum] is an extremely complex process and, at times, is frankly beyond the capacity of any coordinating agency." She said that "the right kinds of incentives would encourage agencies to consider not only their own equipment costs, but also society's opportunity costs, when they use radio spectrum."

Indeed, she said that the FCC is already using a system of economic incentives in liberalizing its private radio rules. She noted that the commission allows popular service providers, like SMRS, to buy channel capacity from licensees in most other service categories. "The practical result," she said, "is *de facto* reallocation of spectrum

based on market demand."

Actually, Obuchowski and the chairman of the FCC, Alfred C. Sikes, who preceded Obuchowski at NTIA, took opposing positions on the Dingell bill at the SMR meeting. Sikes, in his remarks, noted that the commission has supported the Dingell bill. As a former head of NTIA, he said, "I don't underestimate" the challenge the bill presents. "At the same time," he added, "the difficulty of the challenge should not discourage us from undertaking it—because the potential gains to the country are great."

Under the Dingell bill, the Commerce Department, within 24 months of enactment, would submit to the President and Congress a report identifying and recommending for reassignment 200 mhz, all below 5 ghz, that meet congressio-

nally mandated criteria for reassignment to the private sector. And the President would have six months to act on the recommendations. The bill also provides for the appointment by the Secretary of Commerce of a private sector advisory committee that would submit to the Commerce Department and Congress recommendations for the reform of the process of reallocating spectrum.

What is missing, Obuchowski said, are the tools to identify which portions of spectrum to release. "If the only tool you give us is administrative edicts," she said, "we will have a very difficult time distinguishing spectrum that can safely be released to the private sector from spectrum that may be critically important to the national interest." —LZ

## BURNS TELCO BILL SLATED FOR INTRODUCTION

**M**ontana Republican Senator Conrad Burns was slated to introduce legislation last week that would permit local phone companies to operate cable systems in their service areas. The Burns bill has been expected since the Senator was promised a hearing and a vote on the legislation by Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) last month (BROADCASTING, June 11).

Burns is the committee's leading proponent of permitting telcos to compete in the video marketplace and was prepared to offer a telco-entry amendment when Commerce marked up a cable reregulation bill. But he dropped the amendment after receiving a commitment that it would move as a standalone bill. A hearing is scheduled for July 18 with a vote by Commerce expected soon after.

Both broadcaster and cable opposition to the bill remains strong, and it is uncertain whether Burns's bill will pass. The United States Telephone Association, however, is backing the initiative.

Under the measure, telcos could have a limited interest in programming (25% of channel capacity). It prohibits the buyouts of existing cable systems and requires phone companies to treat cable as a separate subsidiary. Burns also includes what he calls a "must carry/no pay" approach, which requires telcos to carry all local broadcaster stations at no charge.

The senator's bill also makes clear that telcos would have to obtain a local franchise and the FCC and state regulators will be required to develop cost allocation rules to protect telephone customers.



# BUSINESS

## INDEPENDENT TV STATIONS ATTRACTIVE TO BUYERS

*Station trading market is slow, but independents selling at quicker pace; buyers cite opportunity for growth*

**A**lthough in general the station trading market is dreary, there have been a fair number of both large and small deals for independent stations in the last 12 to 18 months that may indicate that while affiliates may be a safe equity bet, buyers are gambling with independents, where there is more room for growth.

To buy, you need money, and senior lending is hard to obtain. Banks, according to some Fifth Estate observers, are willing to lend about six times cash flow. Most sellers of independents are looking for 12 times cash flow, while buyers do not want to go past nine times cash flow. With that gap, there have been some stations that have been on the block for quite some time. And, as might be expected, the multiples eventually level off.

"The station trading picture is bleak everywhere," said Thomas Buono, president of Broadcast Investment Analysts Inc., "but there seems to be more upside with these independents." From a banker's perspective, affiliates are still very attractive, Buono said, "but from an equity standpoint, independents have more of a chance to grow."

Barry Baker, president and CEO of River City Television, owners of UHF stations KDNL-TV St. Louis and KABB(TV) San Antonio, Tex., agreed with Buono's assessment. Baker, who purchased both his stations last year for \$21.5 million and \$11.5 million, respectively, told BROADCASTING: "Many bankers find that affiliate portfolios are showing the revenue increases that Fox and independents have. Some affiliates, he said, have been hurt by cost increases for *Oprah* and *Entertainment Tonight* and possibly overpaying for *Wheel of Fortune* and *Jeopardy!*."

Despite the seemingly promising independent market, there are stations in softer markets that have been on the block for some time without attracting solid offers.

Group owners that have purchased at least one independent station during that time period include Clear Channel Com-

munications, Renaissance Communications, ABRY Communications and River City Broadcasting.

Over the last 18 months, Clear Channel has purchased WAWS(TV) Jacksonville, Fla., for \$8 million; KTTU-TV Tucson, Ariz., for \$8.5 million and, most recently, KSAS(TV) Wichita, Kan., for \$7.9 million. All three stations are UHF's, are outside the top 50 markets, and are turnaround properties. Clear Channel, according to Chairman L. Lowry Mays, is under-leveraged compared to other companies and has an open line with its lead bank, NCNB, Dallas, that provides them with about 5.5 times the cash flow of the station being purchased. The rest, Mays said, comes from equity.

ABRY Communications, according to partner Andrew Banks, takes a different approach when buying a station. ABRY

currently owns WNUV-TV Baltimore and WIII(TV) Cincinnati and has plans to acquire KZKC Kansas City, Mo.; WTTQ(TV) Birmingham, Ala., and WCGV(TV) Milwaukee. Banks and his partner, Royce Yudkoff, began looking at independents over six years ago and, according to Banks, "waited patiently for over five years to acquire our first station." Most people, Banks said, first learn that a station is available and commit to a deal and then raise the financing and buy it. "Ours was the mirror image: First, we determined what we would do to turn these stations around and then we established strong equity and financing. Then, we looked for deals that may become available." Part of the plan for WNUV(TV) Baltimore (channel 54) included a new signal which now covers all of Baltimore and reaches Washington. The station is also starting to do

## INVESTING IN INDEPENDENTS

| Station          | Buyer                                             | Purchase Price   | Previous Purchase Price |
|------------------|---------------------------------------------------|------------------|-------------------------|
| WUAB(TV)         | Cleveland Cannell Comm.                           | \$60 M (1990)    | \$12.5 M (1977)         |
| KTXL(TV)         | Sacramento Renaissance Comm.                      | \$56 M (1989)    | NM                      |
| KSTU(TV)         | Salt Lake City Fox Television Stations Inc.       | \$41 M (1989)    | \$30 M (1987)           |
| WTTQ(TV)/WCGV-TV | Birmingham/Milwaukee ABRY Comm.                   | \$40 M (1990)    | \$30.1 M (1986)         |
| WHNS(TV)         | Asheville, N.C. Cannell Comm.                     | \$21 M (1989)    | \$206,000 (1979)        |
| WNUV-TV          | Baltimore ABRY Comm.                              | \$20 M (1989)    | NM                      |
| WPMT-TV          | York, PA Renaissance Comm.                        | \$13.5 M (1990)  | \$13.85 M               |
| KABB(TV)         | San Antonio River City Comm.                      | \$11.5 (1989)    | NM                      |
| WTVZ-TV          | Norfolk, VA TVX Broadcast Group                   | \$10.75 M (1989) | NM                      |
| WYAH-TV          | Portsmouth, VA Centennial Comm.                   | \$10 M (1989)    | NM                      |
| WDKY(TV)         | Danville, KY MMC Television Corp.                 | \$9.5 M (1989)   | \$25,000* (1985)        |
| WIII(TV)         | Cincinnati, Ohio ABRY Comm.                       | \$8 M (1989)     | \$9.44 M (1984)         |
| WAWS(TV)         | Jacksonville, Fla. Clear Channel Comm.            | \$8 M (1989)     | POA(1981)               |
| KOKI-TV          | Tulsa, Okla. Clear Channel Comm.                  | \$6.07 M (1989)  | NM                      |
| WNOL-TV          | New Orleans, LA. Quincy Jones Broadcasting        | \$7 M (1989)     | 13.7 M (1986)           |
| WZDX(TV)         | Huntsville, Ala. Huntsville Television Acq. Corp. | \$6.1 M (1989)   | NM                      |

NM—No meaning. Station was either put on air by seller or latest purchase price was not suitable for comparison.

\* station not on air when bought.

better against Fox affiliate WBFF (channel 45).

Traditional methods of valuing a station such as multiples of cash flow do not always play a part in buying an independent. "Most deals today are being made with some fancy financial arrangements," said Bill Schwartz, president and CEO of Cannell Communications, which recently announced

agreements to purchase WUAB(TV) Cleveland for \$60 million and WHNS(TV) Asheville, N.C., for \$21 million. The Asheville deal also includes all film and television barter commitments.

"In many cases," Schwartz said, "you are trying to normalize through a long-term agreement film costs that have gotten inflated and have eaten away at the cash flow."

Buyers of UHF independent stations may get additional viewership from cable reregulation. Independents on the high end of the UHF spectrum could find themselves with better channel positioning in a lower tier. "As cable moves Fox affiliates and independents to lower tiers in response to registration, the gap between VHF and UHF continues to narrow," said Baker. —JF, PJS

## TAKING STOCK OF BROADCAST-ONLY CABLE

*Regulation raises profile of low-cost basic broadcast tier*

Congress will probably mandate it, the FCC will decide it and some MSO's are worried about it. The "it" is the regulation of a broadcast-signal tier, the possibility of which some MSO's are indirectly acknowledging by moving cable networks onto other tiers that would presumably not be regulated.

It is too early to know whether a broadcast-only tier would be capped at \$8 per month, \$10, or whether there would be any cap at all. The proposed legislation from the House Commerce committee on the matter says only that "Cable operators would be required to provide a basic service tier consisting, at a minimum, of local broadcast signals and PEG access programming. The FCC would establish a formula for determining the maximum price cable operators could charge for such a tier."

The Senate version restricts FCC involvement to those markets where "the commission finds that a cable system is not subject to effective competition," in which case it directs the FCC to "ensure that the rates for the provision of basic cable service, including [fees] for the installation or rental of equipment used for the receipt of basic service, are reasonable."

Securities analysts who follow the MSO stocks have generally downplayed the significance of a regulated basic tier, calling it one of the less important issues compared to vertical integration and ownership caps.

But at least some cable operators are concerned. The copy for ads such as one run recently by American Movie Classics plays off such fears: "[I]t seems imminent that either Congress or the FCC will soon require you to create and offer a 'lifeline' tier. What's more, they're going to tell you how much to charge for it."

The impact of such regulation on MSO's would be affected, in part, by

the price-consciousness of cable subscribers, a subject that economists talk about as price "elasticity." Tele-Communications Inc. commissioned one of the only recent studies on the subject from Robert W. Crandall, a senior fellow at the Brookings Institution. Crandall found, using data from TCI systems, that a 1% increase in basic cable

*"Obviously, the cable industry doesn't want a significant percentage of the public taking 'lifeline' services.... It is provided more for cosmetic purposes."*

*—Michael Wirth,  
University of Denver*

rates would on average lead to just over a 2% decline in subscribers. Within a modest range, he told BROADCASTING, that price elasticity would also apply to a lowering of rates, implying that a lower-cost tier might draw some subscribers.

The question is more than one of price, however, since a broadcast tier would contain few, if any, cable networks. Some cable operators themselves may doubt how highly the basic cable networks are valued and so have priced broadcast-only tiers at just a slight discount. Warner, for instance, has an 11-channel tier containing broadcast signals plus C-SPAN and the Learning Channel in Altoona, Pa., for which it charges \$12.95. That compares to the full basic package whose additional 19 channels are, in effect, priced at cost—two dol-

lars, for a total of \$14.95 per month. In the month since the system has instituted the change, only five of 32,000 subscribers have downgraded.

Similarly, American Television & Communications offers a nine-channel broadcast tier for \$14.95 in areas being rebuilt in its Charleston, W.Va. system. That compares to \$15.95 for a 19-channel service in older parts of the system and a 40-channel tier in the rebuilt areas for which it is charging \$19.95 per month. System manager Bill Farmer said that the price of the broadcast tier includes the costs of capital equipment, maintenance, overhead and other items.

In addition to minimizing price savings, cable operators also have other disincentives to discourage "downgrading" to a broadcast-tier. Simmons Communications, for instance, charges customers who want to switch to a broadcast tier \$30 to \$40, said to cover the cost of the traps and truck "roll." The tier averages about \$15; adding the cable networks costs subscribers one to two dollars more. Bob Russman, vice president of marketing, said that on May 1 about 250,000 subscribers were notified of the broadcast tier and 200 have downgraded so far.

The downgrade costs are over two times as great in Los Angeles, where Continental Cablevision charges \$100—to cover costs, it said—for subscribers wishing to switch to a \$2.10-per-month broadcast tier, which also contains some public access channels.

Tom Hazlett, an economist at the University of California, Davis, said that discouraging "downgrading" can take other forms as well. He cited a published report two years ago in which cable TV officials in Sacramento, Calif., admitted their salespeople generally did not describe a low-cost \$2.20 broadcast tier—compared to \$13.50 (now \$18.50) for expanded basic—to customers unless



asked about it, and that in some cases salespeople lied. The report, Hazlett said, also noted that the commission rate was structured so that no commission was paid for selling the broadcast tier, while salespeople received \$6.50 for signing people to the \$13.50-per-month service.

Presumably, the success of broadcast tiers is also dependent on the quantity and quality of over-the-air broadcast signals in the franchise area. Thus, in Clearwater, Fla., where broadcast reception is good, Vision has had few takers for a free 20-channel service, said the system's assistant general manager—basic service there is \$13.95 for 45 channels with remote control. In Manhattan, where over-the-air reception is poor, neither of the two MSO's serving Manhattan, Paragon and Manhattan Cable, offers a broadcast tier.

The impact of broadcast-only tiers, if they were required, advertised, and priced at a meaningful discount to full basic, remains a subject of disagreement. John Kornreich, a partner at MSO-stock investor Sandler Capital Management, doubts that full-priced basic would see much erosion: "I think most people have already told us that they want cable networks, because in most cities you don't need cable to watch television." Michael Wirth, an economist at the University of Denver, said, "Certainly, cable operators would be taking a risk, especially if they went down low enough in price in markets where subscription is driven by over-the-air reception problems. Obviously, the cable industry doesn't want a significant percentage of the public taking

'lifeline' services.... It is provided more for cosmetic purposes."

A significant number of cable subscribers have availed themselves of 'lifeline' discounts—which lower the cost of cable for the elderly or lower income population. More than 2% of Cablevision System's Boston customers avail themselves of a 40% to 50% discount, which they are entitled to if they qualify for Medicaid. One company official said that the discount numbers are growing by more than 100 subscribers per month. ATC's Charleston, W.Va. system, referred to above, has offered to those earning less than \$13,088 a year a 10% discount. Over 7% of the system's subscribers have availed themselves of the discount.

In fact, legislation reported out of committee in both houses of Congress has avoided making reference to 'lifeline,' and there are at least a few important differences between cable and telephone, which has a widespread lifeline program, said Eli Noam, a professor at Columbia University School of Business who authored New York State's lifeline telephone regulations.

Assuming that cable lifeline won't take hold on a national basis and until the FCC is mandated by law to further review basic tier pricing, regulatory impact will continue to be a question mark. If any downgrades are on the order of one percent, most cable operators would hardly feel the impact. However, there are enough leveraged cable operators who barely cover, if at all, their cash interest payments. For them a low-cost basic tier might turn out to be the most important aspect of regulation. —GF, MS

## ABC, CBS, NBC HAVE STRONG HOLD ON VIEWERS

**V**iewers of television are more likely to stay tuned to the three broadcast networks than to Fox or cable, according to a new study commissioned by CBS and released by the Network Television Association.

"The Television Viewer Retention Study" was conducted by Norman Hecht Research Inc. and attempts to measure the level of channel switching for each broadcast and cable network. The results, according to NTA, show that the network television environment "seems to have substantial inherent advantages [to advertisers] over its competition."

The study analyzed prime time Nielsen household tuning data in New York, Los Angeles, Chicago and Philadelphia at 30-second intervals to determine which programs were being watched the week of Nov. 6-12, 1989. Identifying specific programs—using data supplied by Arbitron's Broadcast Advertisers Reports—enabled the researchers to determine how often channels were being switched.

NTA defined the switching with a measurement called the Viewer Volatility Measurement (VVM), a ratio

**'Viewers' continues on page 50**

# SOLD!

WTXL-TV, Tallahassee, Florida, ABC affiliate, has been sold by Tallahassee Limited Partnership, Lou Frey, Joseph Tydings and Miriam Culter, General Partners to Southern Broadcasting Corporation of Tallahassee, Calkins Newspapers, Inc. and SBG, Inc., Principals, for \$6,800,000.

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# CHANGING HANDS

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

**WMJJ(FM) Birmingham, Ala.** □ Sold by Capital Broadcasting Corp. to Ameron Broadcasting for \$16.5 million (see "Closed Circuit," June 18). Station was acquired in Dec. 1982. Seller is headed by Kenneth S. Johnson and has interest in WKSJ-FM Mobile and WKSJ(AM) Prichard, both Alabama; WRKA(FM) St. Matthews, Ky.; WTRG(FM) Rocky Mount, N.C., and WGFX(FM) Gallatin, Tenn. Capital has sold KQFX(FM) Georgetown, Tex., and WCAW(AM)-WVAR(FM) Charleston, W.Va. ("Changing Hands," May 14). **Buyer** is headed by Joseph Dorton, who is Radio Advertising Bureau board member and former Gannett Radio president. WMJJ(FM) has adult contemporary format on 96.5 mhz with 100 kw and antenna 1,027 feet. **Broker:** Blackburn and Co.

**KBUL(FM) Carson City, Nev., and WAVH(FM) Mobile, Ala.** □ Sold by Marathon Communications Inc. to Atmor

## PROPOSED STATION TRADES

Station deals last week: 18

Dollar value: \$33,550,571

1990 station deals: 451

1990 value: \$1,218,650,040

Properties Inc. for assumption of approximately \$5.5 million debt. Stations were acquired in 1988. **Seller** is headed by Patrick Shaughnessy and has sale of KHAT-AM-FM Lincoln, Neb., to Tate Communications for \$1.325 million pending. **Buyer** is subsidiary of AT&T Credit Corp., and is headed by T.C. Wajnert, R.B. Lasken, C.S. Whittaker, and J.H. Krollfeifer, and has no other broadcast interests. KBUL(FM) has country and western format on 98.1 mhz with 75.9 mhz and antenna 2,273 feet above

average terrain. WAVH has oldies format on 96.1 mhz with 100 kw and antenna 1,141 feet.

**WERC(AM) Birmingham, Ala.** □ Sold by SunGroup to Ameron Broadcasting Inc. for \$4.2 million. Station was acquired in 1972. **Seller** is headed by Frank A. Woods. SunGroup will continue operating WKXX-FM Birmingham and has interest in WOWW-FM Pensacola and WGNE(FM). Titusville, both Florida; KESY-AM-FM Omaha; KKSS(FM) Santa Fe; KMJJ(FM) Shreveport, La., and KKYS(FM) Bryan, KWFS(FM) Wichita Falls, KEAN-AM-FM Abilene and KYKX(FM) Longview, all Texas. **Buyer** is headed by Joseph Dorton (see WMJJ(FM) Birmingham, Ala., above). WERC is fulltimer with news and talk format on 960 khz with 5 kw.

**KSOO(AM)-KPAT(FM) Sioux Falls, S.D.** □ Sold by KSOO Radio Inc. to T&J Broadcasting Inc. for \$2.4 million. Price includes \$1.15 million cash at closing, \$500,000 promissory note payable in 13 years at 9%. Stations were acquired in November 1972. **Seller** is headed by Joseph and Sylvia Henkin, and has no other broadcast interests. **Buyer** is headed by Thomas E. Ingstad and Randy Holland, who have interest in KBMW(AM)-KLTA-FM Breckenridge, Minn.; KIT(AM)-KATS(FM) Yakima, Wash.; KXIC(AM)-KKRQ(FM) Iowa City, Iowa; KIMM(AM) Rapid City, S.D.; KFKA(AM)-KSQI-FM Greeley, Colo., and KPXR-FM Anchorage, Alaska. KSOO has MOR format on 1140 khz with 10 kw day and 5 kw night. KPAT has adult contemporary format on 97.3 mhz with 60 kw and antenna 221 feet.

**KDLM(AM)-KKDL-FM Detroit Lakes, Minn.** □ Sold by Grignon Radio Inc. to Leighton Enterprises Inc. for \$1.41 million. Price includes \$1,000 deposit, \$119,000 cash at closing, \$50,000 interest free promissory note payable in five years, and assumption of \$1.24 million of debt. Stations were acquired in June, 1987. **Seller** is headed by Ro D. Grignon and has no other broadcast interests. **Buyer** is headed by Alver Leighton, Clyde Johnson and James Abbey and has interest in KCLD-AM-FM St. Cloud, Minn.; KOUR-AM-FM Independence KNIA(AM)-KRLS-FM Knowville, both Iowa. Leighton and Johnson have interest in Washington Radio Inc., licensee of KCII-AM-FM Washington, Iowa, and SS Broadcasting Inc., licensee of KYCK-FM Crookston, MN. KDLM is fulltimer

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with MOR format on 1340 khz and 1 kw. KKDL-FM has country format on 95.1 mhz with 100 kw and antenna 970 feet above average terrain.

**WSMT-AM-FM Sparta, Tenn.** □ Sold by Austin-Thompson Broadcasting System Inc. to Heartland Broadcasting Inc. for \$851,571. Price includes \$80,000 cash at closing, \$370,000 promissory note payable in 180 equal installments at 10%; \$193,429 noncompete covenant for 15 years payable in 180 monthly installments, and \$208,141 assumption of debt. Stations were acquired in July 1980. **Seller** is wholly owned subsidiary of and is headed by Billy L. Austin, Charles J. Thompson and W.G. Austin and has no other broadcast interests. **Buyer** is headed by Ralph D. Farley, M. Kyle Rice, Charles W. Davidson, Charles W. Davidson III and R. Dewitt Shelton and has no other broadcast interests. WSMT is daytimer with country and western format on 1050 khz and 1 kw. WSMT-FM has adult contemporary format on 105.5 mhz with 3 kw and antenna 35 feet above average terrain.

**WTAN(AM) Clearwater, Fla.** □ Sold by Wagenvoord Advertising Group Inc. to Drenik Communications Inc. for \$750,000. Price includes \$20,000 cash deposit, \$30,000 cash at closing and \$700,000 promissory note payable over 10 years at 10%. **Seller** is headed by Dave and Barry Wagenvoord. Dave Wagenvoord has sold KLAV(FM) Las Vega ("Changing Hands," May 21). Barry Wagenvoord has interest in KWAI(FM) Honolulu. **Buyer** is headed by Virginia C. Nikitakis and George Bouris and has no other broadcast interests. WTAN(AM) is fulltimer with pure gold format on 1340 khz with 1 kw.

**KBMN(AM) Bozeman, Mont.** □ Sold by Western Media-Partnership to Robert F. Cathryn L. Pipinich for \$550,000. Price includes \$10,000 cash at closing; \$54,000 cash at closing; \$86,000 assumption of debt and \$400,000 payable in 120 months with \$280,000 balloon payment due at end. **Seller** is headed by Tony A. and Leonard V. Kehl, and has no other broadcast interests. **Buyers** have no other broadcast interests. KBMN is fulltimer with easy listening format on 1230 khz with 1kw.

**KLEV(AM) Cleveland, Tex.** □ Sold by Cleveland Broadcasting Co. to Carranza Broadcasting Co. for \$355,000. Price includes \$20,000 deposit; \$80,000 cash at closing; \$205,000 assumption of debt, and \$50,000 promissory note payable in 10 years at 10%. **Seller** is headed by L. Giles Rusk and has no other broadcast interests. **Buyer** is headed by Joseph Carranza and has no other broadcast interests. KLEV is fulltimer with country and western format on 1410 khz with 1 kw.

## Cable

**System serving Avery and Watauga County, both North Carolina, and Carter County, Tenn.** □ Sold by American Cable TV Investors to Booth American for undisclosed amount. **Seller** is subsidiary of United Artists Entertainment Co., which is headed by

Gene W. Schneider and has systems in 24 states serving 2.4 million subscribers. **Buyer** is headed by Ralph H. Booth, and has interest in seven AM's, 11 FM's and cable systems in eight states serving 140,000 subscribers. System passes 11,600 homes and serves 7,500 homes.

## STATION ROUNDUP

**C**incinnati-based Jacor Communications Inc. terminated its agreement to sell WMYU(FM) Knoxville, Tenn., for \$11.6 million to Potomac, Md.-based Dalton Group ("Changing Hands," Feb. 19). Jacor terminated the deal because it said Dalton breached the terms of the deal and failed to show up for the closing of the agreement. Jacor is headed by Terry Jacobs and Frank Woods and owns four AM's and six FM's. Dalton is headed by William and Susan Dalton and owns WBLZ(FM) Cincinnati. Americom was the broker.

Radio Ventures I Ltd. has closed on a \$10 million deal for WAFX(FM) Suffolk, Va. from Downs Radio of Virginia. Radio Ventures I consists of Llyman

Radio Corp., headed by Jerry Lyman; 1255 Equities Corp., headed by Ralph W. Hardy Jr., and Carlyle Investors IX Ltd., headed by Stephen L. Norris. Radio Ventures has an interest in WXTR(FM) Washington and WMXB(FM) Richmond, Va. Downs Radio is headed by Paul Downs, who has interest in WAFX(FM) Montgomery, Ala. Brokered by Cecil L. Richards Inc.

Daniels and Associates is representing Karnack Corp., a division of LBJ Co., in the sale of cable systems serving San Marcus, Eagle Pass, Fredericksburg, Cuero and Hebronville, all Texas. Systems serve 45,000 basic and 21,500 pay-TV subscribers. Karnack Corp. is headed by the Lyndon Baines Johnson family.

**We are pleased to have represented  
Narragansett Capital Inc  
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## 'Viewers' continues from page 47

(calculated every 30 seconds) of the audience switching into a network and the audience switching out of a network divided by the total audience to that network.

The study found, according to Peter Chrisanthopoulos, NTA president, that the three networks had a VVM of only 2.9%. Fox programming, the study said, has a VVM of 4%, meaning that it had

a volatility rate that is 38% greater than that of the networks; the six cable networks included in the study—USA, The Family Channel, ESPN, CNN, MTV and WTBS(TV) Atlanta—had a combined volatility rate 193% greater than that of the networks. Those six cable networks are the only ones monitored by Nielsen.

The four markets used in the study have a cable penetration of about 50%, and, according to the NTA, are reflective of the country as a whole. The study did not break out the differences

in viewer volatility for homes with cable compared to those without.

Robert Alter, president of the Cable-television Advertising Bureau (CAB), said that the study was "reaching" and "damages the whole industry." Alter told BROADCASTING that some of the problems with the study are that it does not differentiate between cable and noncable households.

The CAB president said there is a wide difference in viewing habits between households that have six channels from which to choose and those

## 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. † Olympia was delisted by NASDAQ on June 21.

### BROADCASTING

|                            | Closing<br>Wed<br>Jun 27 | Closing<br>Tue<br>Jun 20 | Net<br>Change | Percent<br>Change | P/E<br>Ratio | Market<br>Capitali-<br>zation<br>(000,000) |
|----------------------------|--------------------------|--------------------------|---------------|-------------------|--------------|--------------------------------------------|
| N (CCB) CapCities/ABC      | 600                      | 595                      | 5             | 00.84             | 20           | 10,522                                     |
| N (CBS) CBS                | 195 5/8                  | 204 1/4                  | - 8 5/8       | - 04.22           | 15           | 4,625                                      |
| A (CCU) Clear Channel      | 11 3/8                   | 11 1/2                   | - 1/8         | - 01.08           | -49          | 43                                         |
| O (JCOR) Jacor Commun.     | 4                        | 4 3/8                    | - 3/8         | - 08.57           | 3            | 39                                         |
| O (LINB) LIN               | 73 1/4                   | 72 1/2                   | 3/4           | 01.03             | 68           | 3,775                                      |
| O (OBCCC) Olympia Bcst.    | †                        | 1/32                     |               |                   | 68           | 3,775                                      |
| O (OSBN) Osborn Commun.    | 10 1/2                   | 10 1/2                   |               | 00.00             | -65          | 73                                         |
| O (OCOMA) Outlet Comm.     | 17 1/2                   | 18                       | - 1/2         | - 02.77           | 11           | 114                                        |
| A (PR) Price Commun.       | 3 1/2                    | 3 5/8                    | - 1/8         | - 03.44           | -2           | 32                                         |
| O (SAGB) Sage Bcst.        | 111/16                   | 1 11/16                  |               | 00.00             | -1           | 6                                          |
| O (SCRIP) Scripps Howard   | 57 1/4                   | 62                       | - 4 3/4       | - 07.66           | 28           | 591                                        |
| O (SUNNC) SunGroup Inc.    | 3/4                      | 3/4                      |               |                   | 28           | 591                                        |
| O (TLMD) Telemundo         | 6 1/2                    | 6 3/4                    | - 1/4         | - 03.70           | 2            | 148                                        |
| O (TVXGC) TVX Broadcast    | 413/16                   | 4 3/4                    | 1/16          | 01.31             |              | 35                                         |
| O (UTVI) United Television | 34 1/4                   | 35                       | - 3/4         | - 02.14           | 5            | 373                                        |

### BROADCASTING WITH OTHER MAJOR INTERESTS

|                         |        |        |         |         |     |        |
|-------------------------|--------|--------|---------|---------|-----|--------|
| N (BLC) A.H. Belo       | 35 3/4 | 37 3/8 | - 1 5/8 | - 04.34 | 30  | 695    |
| N (AFL) American Family | 15 5/8 | 16     | - 3/8   | - 02.34 | 16  | 1,269  |
| O (ACCMA) Assoc. Comm.  | 31     | 31 5/8 | - 5/8   | - 01.97 | -70 | 577    |
| N (CCN) Chris-Craft     | 30 7/8 | 32 5/8 | - 1 3/4 | - 05.36 | 1   | 772    |
| O (DUCO) Durham Corp.   | 28     | 28 1/8 | - 1/8   | - 00.44 | 17  | 236    |
| N (GCI) Gannett Co.     | 39 3/8 | 39 3/4 | - 3/8   | - 00.94 | 15  | 6,338  |
| N (GE) General Electric | 69 1/8 | 70 1/8 | - 1     | - 01.42 | 15  | 62,129 |
| O (GACC) Great Am.      | 4 3/8  | 5      | - 5/8   | - 12.50 | -1  | 153    |
| A (HTG) Heritage Media  | 5 1/8  | 4 7/8  | 1/4     | 05.12   | -6  | 228    |
| N (JP) Jefferson-Pilot  | 42 3/4 | 42 3/8 | 3/8     | 00.88   | 11  | 1,597  |
| N (LEE) Lee Enterprises | 25 1/4 | 25 1/8 | 1/8     | 00.49   | 14  | 607    |
| N (LC) Liberty          | 47 3/8 | 47     | 3/8     | 00.79   | 10  | 401    |
| N (MHP) McGraw-Hill     | 56 3/4 | 56     | 3/4     | 01.33   | 83  | 2,762  |
| A (MEGA) Media General  | 27 3/4 | 30 1/8 | - 2 3/8 | - 07.88 | 63  | 715    |
| N (MDP) Meredith Corp.  | 30 3/8 | 30 5/8 | - 1/4   | - 00.81 | 18  | 564    |
| O (MMEDC) Multimedia    | 77     | 79     | - 2     | - 02.53 | 23  | 870    |

|  | Closing<br>Wed<br>Jun 27 | Closing<br>Tue<br>Jun 20 | Net<br>Change | Percent<br>Change | P/E<br>Ratio | Market<br>Capitali-<br>zation<br>(000,000) |
|--|--------------------------|--------------------------|---------------|-------------------|--------------|--------------------------------------------|
|--|--------------------------|--------------------------|---------------|-------------------|--------------|--------------------------------------------|

|                            |         |         |         |         |     |        |
|----------------------------|---------|---------|---------|---------|-----|--------|
| A (NYTA) New York Times    | 23 7/8  | 25 5/8  | - 1 3/4 | - 06.82 | 7   | 1,863  |
| N (NWS) News Corp. Ltd.    | 17 3/4  | 17 5/8  | 1/8     | 00.70   | 7   | 4,765  |
| O (PARC) Park Commun.      | 21      | 21      |         | 00.00   | 23  | 434    |
| O (PLTZ) Pulitzer Pub.     | 24 3/4  | 25      | - 1/4   | - 01.00 | 8   | 259    |
| O (RTRSY) Reuters Ltd.     | 65 1/2  | 66 1/8  | - 5/8   | - 00.94 | 31  | 29,754 |
| O (STAUF) Stauffer Com.    | 144     | 144     |         |         | 31  | 29,754 |
| N (TMC) Times Mirror       | 31 1/2  | 32 1/2  | - 1     | - 03.07 | 13  | 4,070  |
| O (TMCI) TM Commun.        | 3/16    | 3/16    |         | 00.00   | -1  | 1      |
| N (TRB) Tribune            | 42 5/8  | 42 3/4  | - 1/8   | - 00.29 | 13  | 3,010  |
| A (TBSA) Turner Bcstg. 'A' | 49 7/8  | 50 3/4  | - 7/8   | - 01.72 | -64 | 2,472  |
| A (TBSB) Turner Bcstg. 'B' | 48 7/8  | 49 5/8  | - 3/4   | - 01.51 | -63 | 1,399  |
| N (WPO) Washington Post    | 262 3/4 | 255 1/8 | 7 5/8   | 02.98   | 16  | 3,315  |

### PROGRAMING

|                             |        |        |         |         |     |        |
|-----------------------------|--------|--------|---------|---------|-----|--------|
| O (ALLT) All American TV    | 3 1/2  | 3 3/4  | - 1/4   | - 06.66 |     | 6      |
| A (CLR) Color Systems       | 2      | 1 7/8  | 1/8     | 06.66   | -2  | 12     |
| O (DCPI) dick clark prod.   | 6 5/8  | 7 1/2  | - 7/8   | - 11.66 | 30  | 54     |
| N (DIS) Disney              | 127    | 129    | - 2     | - 01.55 | 23  | 17,170 |
| O (FNN) FNN                 | 8 5/8  | 8 7/8  | - 1/4   | - 02.81 | 33  | 156    |
| A (FE) Fries Entertain.     | 1 1/8  | 1 3/8  | - 1/4   | - 18.18 | -1  | 5      |
| A (HHH) Heritage Ent.       | 2      | 2      |         | 00.00   | -1  | 15     |
| N (HSN) Home Shop. Net.     | 8      | 8 1/8  | - 1/8   | - 01.53 | -88 | 718    |
| N (KWP) King World          | 36 1/2 | 35 1/4 | 1 1/4   | 03.54   | 11  | 922    |
| O (KREN) Kings Road Ent.    | 7/32   | 7/32   |         | 00.00   |     | 1      |
| N (MCA) MCA                 | 54 1/8 | 57 7/8 | - 3 3/4 | - 06.47 | 20  | 3,976  |
| N (MGM) MGM/UA Comm.        | 17 3/4 | 16 5/8 | 1 1/8   | 06.76   | -26 | 903    |
| A (NNH) Nelson Holdings     | 5 7/8  | 5 1/2  | 3/8     | 06.81   |     | 25     |
| N (OPC) Orion Pictures      | 16 1/2 | 17 1/4 | - 3/4   | - 04.34 | 20  | 297    |
| N (PCI) Paramount Comm.     | 43 1/8 | 45 1/8 | - 2     | - 04.43 | 24  | 5,125  |
| N (PLA) Playboy Ent.        | 6      | 6      |         | 00.00   | -37 | 56     |
| O (QNTQE) Qintex Ent.       | 1 1/4  | 1 1/4  |         |         | -37 | 56     |
| O (QVCN) QVC Network        | 12     | 12 3/4 | - 3/4   | - 05.88 | 34  | 181    |
| O (RVCC) Reeves Commun.     | 6 3/4  | 6 3/4  |         |         | 34  | 181    |
| O (RPICA) Republic Pic. 'A' | 7 1/2  | 8 1/8  | - 5/8   | - 07.69 | 32  | 32     |
| O (RPICB) Republic Pic. 'B' | 8      | 7 7/8  | 1/8     | 01.58   | 88  | 34     |
| O (SPI) Spelling Ent.       | 7 3/8  | 7 3/4  | - 3/8   | - 04.83 | 30  | 244    |
| O (JUKE) Video Jukebox      | 6      | 6 5/8  | - 5/8   | - 09.43 | -24 | 56     |
| O (WONE) Westwood One       | 5 1/4  | 5 1/2  | - 1/4   | - 04.54 | -3  | 77     |



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that have 50 channels.

Alter also questioned whether the NTA strategy would end up hurting all of television because it reinforces the opinion that television has declined in effectiveness. "We hope that in their desire to bash cable they don't wind up shooting all of television in the foot," Alter said.

This was the first press conference held by NTA, founded recently by ABC, CBS and NBC for the purpose of promoting network television to advertisers. Chrisanthopoulos said the association will hopefully announce this week the hiring of a senior vice president, director of research, from a top-10 advertising agency. The association has also begun working on a trade press campaign. He said that Fox would be invited to join the association when it meets the FCC definition of a network.

-JF

## Fifth Estate Earnings Reports

| Company               | Period | Revenue<br>(000) | %<br>change | Earnings<br>(000) | %<br>change | EPS      |
|-----------------------|--------|------------------|-------------|-------------------|-------------|----------|
| Jefferson-Pilot       | First  | \$36,485         | 3           | \$3,738           | 15          | NM       |
| News Corp.            | Third  | \$1,680,389      | 4           | (\$23,988)        | NM          | (\$0.09) |
| Outlet Communications | First  | \$18,855         | -16         | \$4,917           | NM          | \$0.75   |

■ Results are for **Jefferson-Pilot Communications**, which is wholly owned subsidiary and does not report separate EPS. Company said that radio results were "mixed," while improvement came from television and media services, "particularly sports syndication and production." ■ **News Corp.** said operating profit for third quarter ending March 31 fell 19% to \$226 million. Company said that despite "worsening advertising conditions in all markets," profits would have increased except for losses incurred by DBS operation Sky Television and strike affecting investment in Australian-based airline. Company cited "considerable improvement" at Fox-owned TV stations, "particularly in New York, Washington and Los Angeles." ■ **Outlet Communications** said that revenue decline was partly attributable to "downward advertising trends" for company's remaining TV stations: WJAR-TV Providence, R.I., and WCMH-TV Columbus, Ohio. Company cited increased allowances for doubtful accounts at last station and increased promotion costs at first station.

## STOCK INDEX (CONT.)

### CABLE

|                           | Closing<br>Wed<br>Jun 27 | Closing<br>Tue<br>Jun 20 | Net<br>Change | Percent<br>Change | Market<br>Capitali-<br>zation<br>P/E<br>Ratio(000,000) |
|---------------------------|--------------------------|--------------------------|---------------|-------------------|--------------------------------------------------------|
| A (ATN) Action Corp.      | 11 7/8                   | 12 1/4                   | - 3/8         | -03.06            | 3 18                                                   |
| O (ATCMA) ATC             | 35 1/4                   | 37 3/8                   | - 2 1/8       | -05.68            | 37 3,843                                               |
| O (CTEX) C-Tec Corp.      | 20 1/8                   | 20 3/4                   | - 5/8         | -03.01            | 335 343                                                |
| A (CVC) Cablevision 'A'   | 27                       | 29                       | - 2           | -06.89            | -3 597                                                 |
| A (CTV) Century Comm.     | 8 5/8                    | 8 1/2                    | 1/8           | 01.47             | -8 563                                                 |
| O (CMCSA) Comcast         | 13 1/2                   | 14 1/2                   | - 1           | -06.89            | -9 1,514                                               |
| A (FAL) Falcon Cable Sys. | 14                       | 15 1/2                   | - 1 1/2       | -09.67            | -18 89                                                 |
| O (JOIN) Jones Intercable | 10 3/4                   | 11 5/8                   | - 7/8         | -07.52            | -4 133                                                 |
| N (KRI) Knight-Ridder     | 51 1/2                   | 53 7/8                   | - 2 3/8       | -04.40            | 10 2,649                                               |
| T (RCL.A) Rogers 'A'      | 10 3/4                   | 12 1/4                   | 1 1/2         |                   | 10 2,649                                               |
| T (RCL.B) Rogers 'B'      | 8 1/8                    | 8 3/8                    | 1/4           |                   | 10 2,649                                               |
| O (TCAT) TCA Cable TV     | 15                       | 15 1/2                   | - 1/2         | -03.22            | 40 363                                                 |
| O (TCOMA) Tele-Commun.    | 14 1/8                   | 14 7/8                   | - 3/4         | -05.04            | -19 4,984                                              |
| N (TWX) Time Warner       | 99 1/4                   | 105 1/8                  | - 5 7/8       | -05.58            | -22 6,384                                              |
| O (UAECA) United A. A     | 15 1/2                   | 15 3/8                   | 1/8           | 00.81             | -8 2,158                                               |
| O (UAECA) United A. B     | 15 1/2                   | 15 5/8                   | - 1/8         | -00.80            | -8 1,035                                               |
| A (VIA) Viacom            | 27 3/8                   | 27                       | 3/8           | 01.38             | 12 1,460                                               |

### SERVICE

|                           |        |        |       |                |
|---------------------------|--------|--------|-------|----------------|
| O (AGRPC) Andrews Group   | 2 3/8  | 2 3/8  | -3    | 77             |
| O (BSIM) Burnup & Sims    | 13 5/8 | 13     | 5/8   | 04.80 28 171   |
| N (CQ) Comsat             | 33 1/2 | 34 1/4 | - 3/4 | -02.18 9 558   |
| N (DNB) Dun & Bradstreet  | 46 5/8 | 45 3/4 | 7/8   | 01.91 15 8,633 |
| N (FCB) Foote Cone & B.   | 29 1/4 | 29 1/2 | - 1/4 | -00.84 15 312  |
| O (GREY) Grey Ad.         | 174    | 174    |       | 00.00 16 199   |
| O (IDBX) IDB Comm.        | 10     | 10 1/2 | - 1/2 | -04.76 27 49   |
| N (IPG) Interpublic Group | 33 7/8 | 32 1/8 | 1 3/4 | 05.44 15 1,171 |

|  | Closing<br>Wed<br>Jun 27 | Closing<br>Tue<br>Jun 20 | Net<br>Change | Percent<br>Change | Market<br>Capitali-<br>zation<br>P/E<br>Ratio(000,000) |
|--|--------------------------|--------------------------|---------------|-------------------|--------------------------------------------------------|
|--|--------------------------|--------------------------|---------------|-------------------|--------------------------------------------------------|

|                           |       |        |       |        |        |
|---------------------------|-------|--------|-------|--------|--------|
| O (OMCM) Omnicom Grp      | 26    | 26 1/2 | - 1/2 | -01.88 | 14 682 |
| N (SAA) Saatchi & Saatchi | 4 3/4 | 4 7/8  | - 1/8 | -02.56 | -4 752 |
| O (TLMT) Telemation       | 2 1/4 | 2 1/4  |       | 00.00  | 4 10   |
| A (UNV) Unitel Video      | 8 1/2 | 8 3/4  | - 1/4 | -02.85 | -36 17 |

### EQUIPMENT & MANUFACTURING

|                           |        |        |         |        |           |
|---------------------------|--------|--------|---------|--------|-----------|
| N (MMM) 3M                | 85 1/4 | 85 1/2 | - 1/4   | -00.29 | 15 18,982 |
| N (ARV) Arvin Industries  | 15 3/4 | 15 7/8 | - 1/8   | -00.78 | 28 295    |
| O (CBL) C-Cor Electronics | 11     | 12 3/4 | - 1 3/4 | -13.72 | 9 47      |
| N (CHY) Chyron            | 1 7/8  | 2      | - 1/8   | -06.25 | -10 21    |
| A (COH) Cohu              | 11 7/8 | 12 1/4 | - 3/8   | -03.06 | 9 23      |
| N (EK) Eastman Kodak      | 40     | 41 1/8 | - 1 1/8 | -02.73 | 24 12,983 |
| N (GRI) Gen. Instrument   | 37 3/8 | 36 1/8 | 1 1/4   | 03.46  | 11 1,028  |
| N (HRS) Harris Corp.      | 34 3/8 | 35     | - 5/8   | -01.78 | 35 1,376  |
| N (IV) Mark IV Indus.     | 13 3/8 | 13 3/8 |         | 00.00  | 3 188     |
| O (MAT) Matthews Equip.   | 2 1/8  | 2 1/8  |         | 00.00  | 106 12    |
| O (MCDY) Microdyne        | 4 1/8  | 4 1/4  | - 1/8   | -02.94 | 137 16    |
| O (MCOM) Midwest Comm.    | 3 1/4  | 3 3/4  | - 1/2   | -13.33 | 9 9       |
| N (MOT) Motorola          | 83 1/8 | 86     | - 2 7/8 | -03.34 | 21 10,839 |
| A (PPI) Pico Products     | 1 5/8  | 1 1/4  | - 1/8   | -10.00 | -1 4      |
| N (SFA) Sci-Affanta       | 26 5/8 | 27 1/2 | - 7/8   | -03.18 | 15 589    |
| N (SNE) Sony Corp.        | 57 3/8 | 55 1/8 | 2 1/4   | 04.08  | 25 16,214 |
| N (TEK) Tektronix         | 15 1/8 | 14 1/8 | 1       | 07.07  | -14 439   |
| N (VAR) Varian            | 28     | 28     |         | 0.00   | 18 532    |
| O (WGNR) Wegener          | 1 3/4  | 1 7/8  | - 1/8   | -06.66 | 13 12     |
| N (WX) Westinghouse       | 36 1/4 | 36 1/2 | - 1/4   | -00.68 | 5 5,246   |
| N (ZE) Zenith             | 8 3/8  | 8 1/2  | - 1/8   | -01.47 | -13 224   |

|                       |        |        |       |      |
|-----------------------|--------|--------|-------|------|
| Standard & Poor's 400 | 416.78 | 426.16 | -9.38 | -2.2 |
|-----------------------|--------|--------|-------|------|



# INTERNATIONAL

## EAST GERMANY: PUTTING THE PIECES TOGETHER AGAIN

**F**or more than four decades, East Germany's radio and television services, like their counterparts elsewhere in Communist Eastern Europe, served the state. The entertainment was less than exciting and the news broadcasts over time persuaded listeners and viewers that foreign services, like the Voice of America and Radio Free Europe, were more reliable. But when the revolution that swept over Eastern Europe last fall engulfed East Germany, the radio and television services joined it.

Staffers forced out some of the old apparatchiks and elected members from the ranks to replace them, and began to invest their news coverage with a degree of independence not seen in anyone's memory. Their hopes were that the radio and television services would survive the inevitable merger of the two Germanys as independent nonprofit organizations. But one of the ironies of the anti-Communist revolution is that the broadcast services that participated in it will become history, remaining only as elements of a unified German system.

The first signal of that likelihood came in May, when Hans Bentzien, who had been named "general intendent" (or director) of the television service by the



former, Communist government five months earlier, was forced to resign by the new government, of Lothar de Maizière. Government officials said Bentzien's removal was, principally, part of a normal housecleaning of the appointees of the former government.

But Bentzien, a tough-minded veteran Communist whose career had been marked by losing struggles with the Stalinists who had ruled East Germany (in the 1960's he had been forced out as minister of culture), had been a forceful advocate for maintaining the broadcast services as independent, nonprofit orga-

nizations. "We will go on broadcasting," he would tell visitors. "We are a service that is needed." He was characterized in the East German press as "a stumbling block" to the government's plans, one that should be removed. It was.

The issue of merger was not the only one preoccupying staff and employees of the East German radio and television services last week, as the life of the German Democratic Republic entered its final countdown. An even more pressing one was how long the employees' pay would, or could, continue. The annual state funding for the services—600 million East German marks (\$176,470,000) for television and 190 million (\$55,882,000) for radio—was scheduled to run out July 1. That was a day before the monetary union between the two Germanys was to come into effect, with the weak East German mark being replaced by the strong West German mark. There was no word last week as to how the government expected the services to continue to function. Absent government help, the principal remaining sources of funding would be household fees and the sale of advertising time, a new effort in East Germany. Neither is





Kurt Henssler, deputy chief editor, East German radio service

much of a revenue producer.

It is "a devilish situation," said one of the officials who is attempting to fashion policy. He said the situation was complicated by the demands of some workers and staff for higher pay. Complicating matters further was the exchange of currency between the two Germanys. "We'll have to experience the first few weeks of the effects of the exchange," the official said. Whatever the complications, the situation was seen in the starkest of terms by one official of the radio service. "It's the end of the GDR on the radio," he said, a note of desperation in his voice. "No money, no jobs."

Financial problems had been acute for several weeks. With money running low in the radio service's treasury in June, about 1,400 workers were laid off. No similar cuts were reported by the television side, but one official said the service had been advised about the need to be "more efficient." The cost to the affected individuals in personal terms was high—their first taste of life out from under the protection of a socialist government. But the cutbacks were of a kind American observers had said were needed if efficiency was the goal. The radio operation employed about 4,400 (including 2,000 PTT technicians) and the television, 8,000 (including 1,500 working for the PTT). Even East German officials said the employment figures were excessive—leading to some speculation that forced layoffs was the policy.

Nor was the financial situation the only sign of confusion at the East Berlin headquarters. The government had named Gero Hammer, a theater manager

in Potsdam, to replace Bentzien and to take charge of the radio service as well. But to the government's embarrassment, the powerful if unofficial Mass Media Control Council—it is composed of representatives of political parties, church groups and other interests and its function is to guard against threats to press freedom—rejected the nomination. One observer in East Berlin said the decision to reject Hammer was "political," that his years of service in parliament as a member of the National Democratic Party, an ally of the Communists, worked against him. In any event, the source said, "Herr Hammer is back in his theater in Potsdam."

There has been no official announcement regarding a merger of the two systems, one serving 61 million West Germans, the other, 17 million East Germans. But the State Secretary of the Ministry of Media Policy, Manfred Becker, in a telephone interview two weeks ago, said, "There will be a merger under certain conditions." He did not say what the conditions were. He said only that "several models" of a merger were being considered, and that it would occur sometime after legislation is enacted this summer transforming the state-run broadcasting services into an independent public system. Those developments, furthermore, presage two others.

One involves the complete cut-off of government funding. "Nineteen ninety," said Becker, "is the last year in which radio and television will get any money from the state. Next year, radio

and television will be independent and must finance themselves." He said the services would be given some unspecified period of time for a transition to the new system. But he noted that the West German system finances itself—80% from fees on radio and television sets, and the remainder from the sale of commercial time and programs. He also said there would be a reduction in personnel (without referring to the loss of jobs already under way). "This is the system we want to have," Becker said.

The other development will be the establishment of a private broadcasting system to compete with the public one. Becker said about 70 applications for broadcast licenses, most of them radio, have been filed with the GDR's post and telecommunications ministry. All were filed by West German broadcasters seeking to extend their audiences to the east. But in time, there will be applications from East Germans. One of the mandates of the new Ministry of Mass Media—it was created after the revolution—is to help establish private radio and television stations. Among other things, the deputy minister, Bernt Czajkowski, said, the ministry is to help market local media, enhance their "visibility," even help obtain broadcast rights to copyrighted programs.

It is not only Germans who are interested in obtaining a piece of the broadcasting business in East Germany, as it moves toward unification, possibly by the end of the year. Czajkowski says Swiss, French, other Europeans and Americans are talking of such ventures. Japanese, too. In fact, Asahi, a large commercial Japanese station, and NHK, Japan's public broadcasting network, have their own facilities in the headquarters building of East Germany's television service. Not surprisingly, East Germany welcomes such interest. "We need the money," Czajkowski says. And now, it would seem, is a good time to talk business, now that business is done in East Germany in strong West German marks.

There is another reason for paying close attention to the East German situation. The government is likely to begin granting applications for broadcast frequencies in a matter of months. Becker said the government hoped all of the pending applications could be granted by the fall. However, he said there were "technical problems"—that the former Communist government had dealt with broadcast frequencies as "a top secret" matter and that "now we have to depuzzle the frequency salad."

There is some question as to whether



all of the pending applications can be granted, however, even assuming the problems with the "salad" can be solved. Some officials doubt that there are enough frequencies available to East Germany to accommodate all hopefuls. But if not, that would simply be another boost for cable television. The West German government is cabling the country at a brisk pace, and it is assumed that the government of a unified Germany will push its cabling operations eastward.

□

In a merger of the East and West German broadcast systems, the East Germans would have two national television channels to contribute, three if technical problems can be resolved, and five regional stations now under construction. As for radio, the service has four channels based in Berlin, and a fifth that will be divided this week among the five *länder* (or states) that are to be reconstituted in the fall. The reestablishment of the *länder*—which had been abolished by the Soviets—will place East Germany on the same federal basis as West Germany, which is divided into 11 *länder*. And as in West Germany, the *länder* in the East—not the central government—will have authority over radio and television. The West German *länder* used their authority to cooperate in the establishment of networks, first ARD, in 1950, then ZDF, in 1963, to provide some competition.

There has already been a substantial amount of cooperation between West and East German broadcast services. The two sides have worked together in the production of television programs for both countries. One official said talks between the two sides are on "a permanent basis." And a new ministry—of Media Policy—that was created after the October revolution is working with officials of the FRG to reconcile the two countries' broadcasting laws. But merger was not what veterans of the Rundfunk der DDR (radio of the German Democratic Republic) and Deutsche Fernsefunk (the name of the television service prior to 1972 that has been resurrected) had in mind.

They had talked, hopefully, of a third broadcast service, one geared to what they saw as the special needs of the viewers and listeners in the East, as ARD and ZDF serve those in the West. Knut Henssler, deputy chief editor of the Rundfunk der DDR, says, "You must have an East German identity. You must have journalists who can understand the feelings of East Germans. You can't replace an East German journalist with one from

the West. He doesn't know the people." Then, speaking of Bentzien's resignation, he said, "A lot of people would say, 'This is the beginning of the end.'"

Henssler does indeed feel he speaks for more than himself. Like his superior, Klaus Fischer, a former Moscow correspondent, Henssler, who formerly served in the London bureau, was elected to his post by his colleagues after his predecessor was forced to resign. "So we could say the journalists are behind us," Henssler said.

□

Some East German broadcast journalists speak with pride of the freedom they say they enjoy and the services they say they performed in the interest of the revolution last fall. Audiences did increase substantially, as propaganda was jettisoned in favor of more legitimate news reports. When the revolution came, said Ulrich Makosch, deputy editor-in-chief of television news, "many of the journalists were ready, with pleasure, to work along journalistic lines."

But to some officials who had grown up under socialism, the new freedom has its downside. "It is difficult for me and my colleagues," said Frank Hopf, director of the radio service's international relations department and a former journalist. "We must learn to make free radio, not for the Communist party but for the listener. What the listener wants, we must send. It's not so easy." Hopf is another of those who was elected to his post by his colleagues following the revolution.

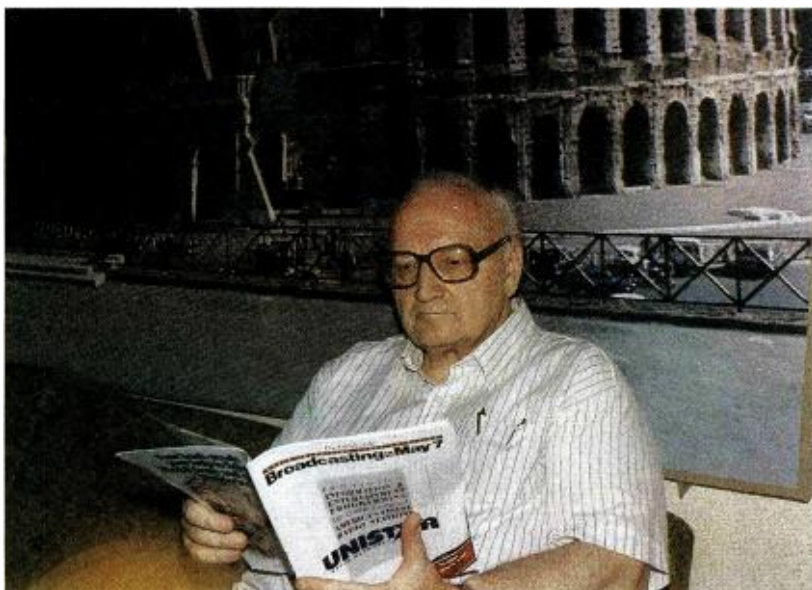
□

The high point of the revolution last fall so far as the East German television service is concerned probably occurred when army personnel stationed in barracks across the street from the service's headquarters threatened to storm it. As Bentzien relates the story, "We tried to calm them. We told them [by telephone] we'll come to see them in their barracks. Three of our people—a correspondent, a cameraman and a technician—went there, and were welcomed in a large hall as though they were stars of La Scala. They shook hands on the stage with the army's representatives, generals and sergeants. They [the generals and sergeants] wanted to declare publicly they belonged to the people. There is an important moment in every revolution when the army joins the people. And I'd like to claim that the three young journalists prevented the soldiers from shooting us during the demonstration."

That was a moment of danger and heroism. Now the technicians and politicians are taking over. Becker said the Mass Media Control Council will be abolished and replaced by "structures written into law." The council, he said, was only for a "transitional" period. Furthermore, he said, "we will reduce personnel and find a new democratic internal structure. We still have some journalists who spread the communist ideology throughout the country. We have to change personnel in leading posts. The process hasn't ended yet."

Which caused one observer to remark, "It seems the revolution is eating its own."

—Leonard Zeidenberg



Ulrich Makosch, deputy editor-in-chief, news, East German Television Service

# TECHNOLOGY

## GI GIVES FULL STORY ON DIGICIPHER

*First all digital system gains equal status with six other HDTV transmission proposals*

**T**he first all-digital system for terrestrial transmission of high-definition television is now a serious proposal before the FCC's advisory committee on advanced TV service, of equal status with the six earlier proposed systems. Considering the many advantages to digital over analog transmission, it may soon be considered the leading proponent.

Analog HDTV in a 6 mhz channel "really is an oxymoron," said Jerrold A. Heller, executive vice president of General Instrument (GI) Corp.'s VideoCipher Division, San Diego, and a chief developer of GI's proposed DigiCipher system. "Any time that you go analog, you're going to have degradation to the point where you're going to be sacrificing" the enhancements of HDTV, he said.

DigiCipher won unanimous pre-certification for testing from the advisory committee's working party on systems analysis during a meeting held at National Association of Broadcasters headquarters in Washington ("In Brief," June 25). "That was pretty painless," the working party's chairman, Birney Dayton, president, N-Vision, Nevada City, Calif., said to Heller following the vote.

The process was painless. After Heller and Woo H. Paik, assistant vice president, advanced development, VideoCipher Division, gave a detailed explanation of the DigiCipher system, experts within the working party questioned them for about two hours before voting approval. The only major technical issue was whether GI's extreme digital compression would work for terrestrial HDTV transmission. Its proposed data transmission rate of 19.43 megabits per second is less than half the rate that has been performed in earlier digital transmissions over fiber.

DigiCipher's subjective quality compared to the other proposed analog and hybrid analog-digital seemed to be of greater concern. Man-made interference, low field strength and adverse weather conditions cause noise in analog video transmission. The DigiCipher system, if the interfering conditions passed



Systems analysis working party discusses DigiCipher

a certain threshold, would freeze the frame until the data error correction mechanism built into the system's algorithm restores the quality a second or two later.

"You say that it either works perfectly or it doesn't work at all," said Charles Rhodes, chief scientist for the Advanced Television Test Center, Alexandria, Va. "It is my personal opinion that the public may react rather badly to a system that isn't predictable.... I want a car to slowly lose acceleration, not have the engine blow up." (As a member of ATTC, Rhodes did not vote on DigiCipher's precertification.)

Merrill Weiss, NBC managing director, advanced television systems, worried that audio garbling or failure while the signal was in a freeze-frame phase might also make DigiCipher unacceptable. Past audience tests have shown "that people will watch a program that has continuous audio and terrible video. If the audio goes away, they won't watch it," he said.

Heller and Paik replied that there are trade-offs involved in the implementation of all the proposed transmission sys-

tems and that graceful versus sudden system failure is an issue that will have to be decided by the FCC. The general opinion of the working party was that decisions based on subjective issues should wait until after the subjective tests. They are "all very important, but I don't think it's the area that this group should be working on at this moment," said Bernard Dickens, CBS senior staff scientist.

An interesting aspect of DigiCipher's compression scheme is its ability to deliver multiple digital NTSC signals. GI claims that system will transmit up to 10 NTSC and two HDTV signals by satellite. In theory, up to five NTSC signals could be transmitted terrestrially over a 6 mhz channel, Heller said. Asked by Dayton whether the system could be configured to send an HDTV and an NTSC signal together in a 6 mhz channel, Heller replied: "The system as we're proposing here is an HDTV system," but there is the potential for a multi-signal system.

GI proposed DigiCipher as an HDTV system by paying all of the testing fees required by the advisory committee and



# FOR THE RECORD

As compiled by BROADCASTING from June 21 through June 27 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; \*—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

## OWNERSHIP CHANGES

### Applications

■ **WTAN(AM)** Clearwater, FL (BAL900606ED; 1340 khz; 1 kw-U).—Seeks assignment of license from Wagenvoort Advertising Group Inc. to Drenik Communications Inc. for \$750,000. Seller is headed by Dave and Barry Wagenvoort. Dave Wagenvoort has sold KLVF(AM) Las Vegas ("Changing Hands," May 21). Barry Wagenvoort has interest in KWAI(FM) Honolulu. Buyer is headed by Virginia C. Nikitakis and George Bouris and has no other broadcast interests. Filed June 6.

■ **KNUI-AM-FM** Kahului, HI (AM: BAL900606EB; 900 khz; 5 kw-U; FM: BALH900606EB; 99.9 mhz; 100 kw; ant. -540 ft.).—Seeks assignment of license from Elkins Broadcasting Corp. CD Broadcasting Corp. for \$1.6 million. Seller is headed by Thomas R. Elkins and has no other broadcast interests. Buyer is headed by Christopher T. Dahl, Russell Cowles II, Richard W. Perkins and Lance W. Riley and has interest in KKBJ-AM-FM Bemidji, KLGR-AM-FM Redwood Falls and KHQT-FM Crookston, all Minnesota, and KJQJ(AM)-KKQQ(FM) Volga and KRRZ(AM)-KZPR-FM Minot, both South Dakota. Filed June 6.

■ **KANS(AM)-KQDF(FM)** Larned, KS (AM: BAL900608EB; 1510 khz; 1 kw-D; FM: BALH900608EC; 96.7 mhz; 3 kw; ant. 290 ft.).—Seeks assignment of license from First National Bank & Trust Co. to C&C Consulting Inc. for \$325,000. Seller is headed by B. Kent Moffet and Stanley A. Moffet, and has no other broadcast interests. Buyer is headed by Ed Lipson, Opal Lipson and Cindy Hoover and has no other broadcast interests. Filed June 8.

■ **KDLM(AM)-KKDL-FM** Detroit Lakes, MN (AM: BAL900613EB; 1340 khz; 1 kw-U; FM: BALH900613EC; 95.1 mhz; 100 kw; ant. 970 ft.).—Seeks assignment of license from Grignon Radio Inc. to Leighton Enterprises Inc. for \$1.41 million. Seller is headed by Ro D. Grignon and has no other broadcast interests. Buyer is headed by Alver Leighton, Clyde Johnson and James Abbey and KCLD-AM-FM St. Cloud, MN; KOUR-AM-FM Independence KNIA(AM)-KRLS-FM Knoxville, both Iowa. Leighton and Johnson have interest in Washington Radio Inc., KCII-AM-FM Washington, IA, and SS Broad-

casting Inc., licensee of KYCK-FM Crookston, MN. Filed June 13.

■ **KLEX(AM)** Lexington, MO (BAL900606EA; 1570 khz; 250 w-D, 58 w-N).—Seeks assignment of license from KLEX Broadcasting Inc. to Summit Operations Inc. for \$75,000. Seller is headed by Edward H. and Vera L. Luehrman and has no other broadcast interests. Buyer is headed by Shelby L. Hendee and Laura L. Hendee, who own 100% of stock in Titan Corp., parent of Cameron Radio Inc., licensee of KMRN(AM) Cameron, MO, and holds a CP for KDEE-FM Cameron, MO. Laura L. Hendee holds CP for KAYX-FM Richmond, MO. Filed June 6.

■ **KBMN(AM)** Bozeman, MT (BAL900604EB; 1230 khz; 1 kw-U).—Seeks assignment of license from Western Media-Partnership to Robert F. and Cathryn L. Pipinich for \$550,000. Seller is headed by Tony A. and Leonard V. Kehl, and has no other broadcast interests. Buyers have no other broadcast interests. Filed June 4.

■ **KHAT-AM-FM** Lincoln, NE (AM: BAL900611ED; 1530 khz; 5 kw-D; FM: BAL900611EE; 106.3 mhz; 2.9 kw; ant. 145 ft.).—Seeks assignment of license from Marathon Communications Inc. to Atmor Properties Inc. for assumption of approximately \$5.5 million debt (includes WAVH(FM) Mobile, AL). Seller is headed by Patrick Shaughnessy and has interest in KBUL(FM) Carson City, NV. Buyer is subsidiary of AT&T Credit Corp., and is headed by T.C. Wajner, R.B. Lasken, C.S. Whittaker and J.H. Krollfeifer and has no other broadcast interests. Filed June 11.

■ **WOKX(AM)** High Point, NC (BAL900608EA; 1590 khz; 1 kw-D, 26 w-N).—Seeks assignment of license from Club Towers Broadcasting Inc. to Key Broadcasting Inc. for \$135,000. Seller is headed by David J. Roddick, Barry McGee, David Miller, Thomas D. Simpson and Goy Green and has no other broadcast interests. Buyer is headed by Joel T. Key, Emeruwa Rose and Faith O. Key, and has no other broadcast interests. Filed June 8.

■ **WTYN(AM)** Tryon, NC (BAL900518EN; 1160 khz; 10 kw-D, 500 w-N, DA-N).—Seeks assignment of license from Gene Alan Milstee to Radio Hendersonville for \$75,000. Seller has no other broadcast interests. Buyer is headed by Kermit Edney and is licensee of WHKP(AM) Hendersonville, NC. Filed May 18.

■ **KBEL(AM)-KWGD-FM** Idabel, OK (AM: BAL900611EB; 1240 khz; 1 kw-U; FM: BALH900611EC; 96.7 mhz; 3 kw; ant. 300 ft.).—Seeks assignment of license from Idabel Broadcasting Co. to Curtis L. Cochran for \$240,000. Seller is headed by Waylon O. and Sheryl E. Ward, husband and wife. Buyer has no other broadcast interests. Filed June 11.

■ **KPNC(FM)** Ponca City, OK (BTCH900605HQ; 100.9 mhz; 3 kw; ant. 285 ft.).—Seeks assignment of license from First Radio Corp. to KPNC Broadcasting Co. for \$174,000. Station is in bankruptcy proceedings and is reorganizing company with minority shareholder becoming majority shareholder for assumption of debt. Seller is Ronald L. Bryant and has no other broadcast interests. Buyer is headed by Kenneth R. and Marian Greenwood, husband and wife. Filed June 5.

■ **WUJA(TV)** Caguas, PR (BALET900323KG; ch. 58; 55 kw-V; 5.5 kw-A; ant. 1,078 ft.).—Seeks assignment of license from Faith Pleases God Church Corp. to Caguas Educational TV Inc. for \$95,000. Seller is headed by Carlos Ortiz, and has interests in KMNZ(TV) Oklahoma City, WELU-TV Aguadilla, PR, and KNVO-TV McAllen, TX. Buyer is headed by Rodolfo Font, Magali Nadal Negron, Juan Jose Escibano Miro and Anabelle Fontanet De Escibano and has no other broadcast interests. Filed March 23.

■ **KSOO(AM)-KPAT(FM)** Sioux Falls, SD (BA-

L900612EA; 1140 khz; 10 kw-D, 5 kw-N; FM: BALH900612EB; 97.3 mhz; 60 kw; ant. 221 ft.).—Seeks assignment of license from KSOO Radio Inc. to T&J Broadcasting Inc. for \$2.4 million. Seller is headed by Joseph and Sylvia Henkin, and has no other broadcast interests. Buyer is headed by Thomas E. Ingstad and Randy Holland, who have interest in KBMW(AM)-KLTA-FM Breckenridge, MN; KIT(AM)-KATS(FM) Yakima, WA; KXIC(AM)-KKRQ(FM) Iowa City, IA; KIMM(AM) Rapid City, SD; KFKA(AM)-KSQI-FM Greeley, CO, and KPXR-FM Anchorage, AK. Filed June 12.

■ **WLII(AM)** Shelbyville, TN (BAL900531EI; 1580 khz; 1 kw-D, 12 w-N).—Seeks assignment of license from WLII Radio to Hopkins-Hall Broadcasting Inc. for \$110,000. Seller is headed by Arthur Wilkerson, who has interest in WLII(AM) Lenoir and WLII(AM) Newport, both Tennessee. Buyer is headed by Nadine A. Hopkins, Paul A. Hopkins, Lori Hopkins Hall, David M. Hopkins and Terry A. Hall and has no other broadcast interests. Filed May 31.

■ **WSMT-AM-FM** Sparta, TN (AM: BAL900531GF; 1050 khz; 1 kw-D; FM: BALH900531GG; 105.5 mhz; 3 kw; ant. 35 ft.).—Seeks assignment of license from Austin-Thompson Broadcasting System Inc. to Heartland Broadcasting Inc. for \$851,571. Seller is wholly owned subsidiary of, and is headed by, Billy L. Austin, Charles J. Thompson and W.G. Austin, and has no other broadcast interests. Buyer is headed by Ralph D. Farley, M. Kyle Rice, Charles W. Davidson, Charles W. Davidson III and R. Dewitt Shelton, and has no other broadcast interests. Filed May 31.

■ **KLEV(AM)** Cleveland, TX (BAL900611EA; 1410 khz; 1 kw-U).—Seeks assignment of license from Cleveland Broadcasting Co. to Carranza Broadcasting Co. for \$355,000. Seller is headed by L. Giles Rusk and has no other broadcast interests. Buyer is headed by Joseph Carranza and has no other broadcast interests. Filed June 11.

■ **WIUJ(FM)** St. Thomas, VI (BALED900611GJ; 88.9 mhz; 150W; ant. 50 ft.).—Seeks assignment of license from Virgin Islands Council of Boy Scouts of America to Virgin Islands Youth Development Radio for no financial considerations. Seller has no other broadcast interests. Buyer is headed by Leo Morone, Flavius Ottley and Verdell Porter and Peter Church and has no other broadcast interests. Filed June 11.

### Actions

■ **WRLD(AM)** Lanett, AL (BTC900413EC; 1490 khz; 1 kw-D).—Granted app. of assignment of license from Roy F. Matthews to Alford M. Pearce for no financial considerations. Seller has no other broadcast interests. Buyer is general manager of WRLD(AM) Lanett, AL. Action June 14.

■ **KLAM(AM)** Cordova, AK (BAL900413EG; 1450 khz; 250 w-U).—Granted app. of assignment of license from Denali Broadcasting Co. to TCT Communications Inc. for \$450,000. Sale includes KENY(AM) Kenai and KRXA(AM) Seward, both Alaska. Seller is headed by John Lindauer and has interest in KAJD(AM) Juneau and KVAK(AM) Valdez, both Alaska. Buyer is headed by Thomas C. and Patricia Tierney, husband and wife. Action June 12.

■ **KENY(AM)** Kenai, AK (BAL900413ED; 980 khz; 1 kw-U).—Granted app. of assignment of license from Denali Broadcasting Co. to TCT Communications Inc. for \$450,000. Sale includes KLAM(AM) Cordova and KRXA(AM) Seward, both Alaska. Seller is headed by John Lindauer. Buyer is headed by Thomas C. and Patricia Tierney, husband and wife, and has no other broadcast interests. Action June 12.

■ **KVOK(AM)-KJJZ(FM)** Kodiak, AK (AM: BAL900409ED; 560 khz; 1 kw-U; FM: BA-

L900409EE; 101.1 mhz; 3.1 kw; ant. 46 ft.)—Granted app. of assignment of license from Pacific Rim Broadcasters Inc., debtor in possession, to TCT Communications Inc. for no financial considerations. Seller is headed by Howard S. Trickey, Richard L. Cattanauch and Vernon Laird and has interest in KENI-AM-FM Anchorage, AK, and Great Alaska Electric Co., licensee of KBCN(AM)-KINQ(FM) Fairbanks, AK. Buyer is headed by Thomas C. and Patricia M. Tierney, husband and wife, who own KENI(AM)-KBFX(FM) Anchorage, AK. Action June 14.

■ **KRXA(AM) Seward, AK** (BAL900413EH; 950 khz; 1 kw-U)—Granted app. of assignment of license from Denali Broadcasting Co. to TCT Communications Inc. for \$450,000. Sale includes KENY(AM) Kenai and KLAM(AM) Cordova, both Alaska. Seller is headed by John Lindauer. Buyer is headed by Thomas C. and Patricia Tierney, husband and wife. Action June 12.

■ **KHOX(FM) Hoxie, AR** (BALH900313GI; 100.5 mhz; 3 kw; ant. 156 ft.)—Granted app. of assignment of license from Dennis H. Mitchell to Mitchell Broadcasting Co. for no financial considerations. Seller heads Mitchell Broadcasting Co. Buyer is headed by Dennis H. Mitchell, Harold Mitchell, Jentry Mitchell and Vickie Mitchell and has no other broadcast interests. Action June 8.

■ **KCMT(FM) Chester, CA** (BALH900329HF; 98.9 mhz; 25 kw; ant. 2,417 ft.)—Granted app. of assignment of license from Teresa R. and Michael E. Worrall to Ralph E. Wittick for \$175,000. Sellers have no other broadcast interests. Buyer owns KPCO Radio, licensee of KPCO(AM) Quincy, CA. Action June 5.

■ **KDAY(AM) Santa Monica, CA** (BAL900418EA; 1580 khz; 50 kw-U)—Granted app. of assignment of license from Heritage Media Inc. to Redi Media for \$7.2 million ("Changing Hands," April 16). Seller is headed by James M. Hoak Jr., David N. Walthall and Paul Fiddick, and is licensee of KRPM(AM) Seattle and KRPM-FM Tacoma, both Washington, and KAUT-TV Oklahoma City. Heritage Media Corp. owns 100% of WEAR-TV Pensacola, FL; Heritage Broadcasting Group Inc., licensee of KDLT-TV Mitchell, SD; WCHS Ltd., licensee of WCHS-TV Charleston, WV; KEVN Inc., licensee of KEVN-TV Rapid City and KIVV-TV Lead, SD; WIL Music Inc., licensee of WIL-AM-FM St. Louis, MO; WBBF Inc., licensee of WBBF(AM)-WBEE-FM Rochester, NY; Heritage Wisconsin Broadcasting Corp., licensee of WEMP(AM)-WMYX-FM Milwaukee, and KKSJ Inc., licensee of KKSJ-AM Vancouver, WA, and KKSJ-FM Portland, OR. Buyer is headed by Fred C. Sands, who is 100% shareholder of Flagship Broadcasting, licensee of KNAC(FM) Long Beach, CA. Action June 11.

■ **WIRA(AM)-WOV(FM) Ft. Pierce, FL** (AM: BAL900404HY; 1400 khz; 1 kw-U; FM: BALH900404HZ; 95.5 mhz; 100 kw; ant. 1,000 ft.)—Granted app. of assignment of license from Cape Media Inc. to Ardman Broadcasting Corp. of Florida for no financial considerations. Seller is headed by David A. Roth and Robert N. Odenez and has interest in WKPW-AM-FM Orleans, MA; WCHY-AM-FM Savannah, GA; WEEX(AM)-WQQQ(FM) Easton, PA, and KRNO-AM-FM Reno, NV. Buyer is headed by Adrienne A. Feldman, Steven Lapa and Myer Feldman. Adrienne A. Feldman is member of board of directors and 50% shareholder of Ardman Broadcasting Corp., licensee of KCKN(AM)-KBCQ(FM) Roswell, NM, and is 95% shareholder of Ardman Broadcasting Corp. of West Virginia, licensee of WTIP(AM)-WVSR(FM) Charleston, WV; 100% shareholder of Ardman Broadcasting Corp. of Ohio, licensee of WPHR-FM Cleveland, OH; 100% shareholder of Ardman Broadcasting Corp. of Tennessee, licensee of WNWZ(AM)-WEZI-FM Germantown, TN, and 22% stockholder of Ardman Broadcasting Corp. of Massachusetts, licensee of WZOU(AM) Boston. Myer Feldman is president and 50% shareholder of Ardman Broadcasting Corp., licensee of KBCQ(AM)-KCKN-FM Roswell, NM. Action June 8.

■ **KWHK(AM)-KQHK(FM) Hutchinson, KS** (AM: BAL900131EL; 1200 khz; 1 kw-D; 500 w-N; FM: BAPH900131EJ; 97.1 mhz; 2.65 kw; ant. 105 ft.)—Granted app. of assignment of license from KWHK Broadcasting Co. to Great American Broadcasting Co.

of Hutchinson for \$600,000. Seller is headed by William Mitchell, Eleanor Mackey-Ferguson and Maria H. Fox and has interests in Santa Fe Broadcasting Co., licensee of KTRC(AM) Santa Fe, NM, and KBHS-AM-FM Hot Springs, AR. Buyer is headed by Mack Sanders, Sherry Sanders, Ernest McRae, John Bozeman, Janet Bozeman, Robbie Swinney, William L. Mitchell and Maria H. Fox. Mack Sanders, Sherry Sanders and Ernest McRae have interest in Great American Broadcasting of Kansas Inc., licensee of KVGB(AM)-KBGB(FM) Great Bend, KS. John E. Bozeman is licensee of WPFD(AM) Fairview, TN. Action June 11.

■ **WCIB(FM) Falmouth, MA** (BAPLH900329GR; 101.9 mhz; 50 kw; ant. 280 ft.)—Granted app. of assignment of license from Justice Broadcasting Ltd. to Ardman Broadcasting Corp. of Cape Cod for \$2.5 million ("Changing Hands," April 2). Seller is headed by Larry Justice and also owns WQEZ(FM) Fort Meyers Beach, FL. Buyer is headed by Adrienne A. Feldman, Steven Lapa and Myer Feldman. Adrienne A. Feldman is 50% shareholder of Ardman Broadcasting Corp., licensee of KCKN(AM)-KBCQ(FM) Roswell, NM; 95% shareholder of Ardman Broadcasting Corp. of West Virginia, licensee of WTIP(AM)-WVSR(AM) Charleston, WV; 100% shareholder of Ardman Broadcasting Corp. of Ohio, licensee of WPHR(FM) Cleveland, OH; 100% shareholder of Ardman Broadcasting Corp. of Tennessee, licensee of WNWZ(AM)-WEZI-FM Germantown, TN; 22% stockholder of Ardman Broadcasting Corp. of Massachusetts, licensee of WZOU(AM) Boston. Myer Feldman is 50% shareholder of Ardman Broadcasting Corp., licensee of KCKN(AM)-KBCQ(FM) Roswell, NM. Action June 4.

■ **KNOR(AM) Norman, OK** (BAL900213EH; 1400 khz; 1 kw-D; 250 w-N)—Granted app. of assignment of license from Breckenridge Broadcasting Co. to Norman Broadcasting Inc. for \$143,000. Seller is headed by Owen Woodward and Doug Williams, and has interests in KSTB(AM)-KROQ(FM) Breckenridge and KILE(FM) Galveston, both Texas, and KTAT(AM)-KYBE(FM) Frederick, OK. Buyer is headed by Harold and Kay McEwen, and Debra Baldschwiler, and has no other broadcast interests. Action June 11.

■ **KCFO(AM) Tulsa, OK** (BAL900131EF; 970 khz; 2.5 kw-D; 1 kw-N)—Granted app. of assignment of license from Salem Media of OK Inc. to Friendship Broadcasting Ltd. for \$953,000. Seller is headed by Stuart W. Epperson and Edward G. Atsinger, brother-in-laws, and has interests in KFAX(AM) San Francisco, KKKX(FM) Delano and KKLX(FM) Los Angeles, all California. Buyer is headed by Raymond J. Clatworthy and has no other broadcast interests. Action June 11.

■ **KVAS(AM) Astoria, OR** (BAL900406EE; 1230 khz; 1 kw-U)—Granted app. of assignment of license from Kay Broadcasting Inc. to Lower Columbia Broadcasting Co. for \$64,169 (sale includes KKEE(AM) Long Beach, WA). Seller is headed by Robert F. Loucks and Lawrence L. Heinrich. Buyer is headed by Charles A. Farmer, who owns KTDO-AM-FM Toledo and KCST(AM) Florence, both Oregon. Action June 11.

■ **WJNL-AM-FM Johnstown, PA** (AM: BAL891218HD; 1490 khz; 1 kw-U; FM: BALH891218HE; 96.5 mhz; 50 kw; 100 ft.)—Granted app. of assignment of license from The United Federal Credit Union to Pennsylvania Broadcasting Associates II for \$1.35 million. Seller is headed by Edward P. Susa, George E. Obush, Ronald C. Peterman, Nicholas Petroff and John Stiffler Jr. and has no other broadcast interests. Buyer is headed by J. Albert Dame and son John Dame, J. Albert Dame owns WRAC(AM) and WKSB(FM) Williamsport and WKBO(AM) Harrisburg, both Pennsylvania. Action June 12.

■ **WYSH(AM) Clinton, TN** (BAL900327EA; 1380 khz; 1kw-D; 500 w-N)—Granted app. of assignment of license from Ann Mostoller, trustee, to Clinton Broadcasters Inc. for no financial considerations. Seller has no other broadcast interests. Buyer is headed by George Guertin and Jim Stair. Guertin has interest in WBNT-AM-FM Onida, TN. Action June 14.

■ **WPRQ(AM) Colonial Heights, TN** (BAL900316EA; 870 khz; 10 kw-D; 1)—Granted app. of

assignment of license from Covenant Broadcasting Corp. to First Kinsport Broadcasting Inc. for \$412,924. Seller is headed by Martin and Donna Tinglehoff, husband and wife, and Jerry Ramsey, and has no other broadcast interests. Buyer is headed by Grady A. Thomas, Balus S. Chastain, Jack Webb, Melvin E. Riesenber, Smitty Thomas and John Carter and has no other broadcast interests. Action June 11.

■ **WMSR-FM Manchester, TN** (BAPLH900223GR; 99.7 mhz; 30 kw; ant. 200 ft.)—Granted app. of assignment of license from American General Media-Nashville to Dickerson Associates for \$2.5 million. Seller is headed by Ray Spivey and has no other broadcast interests. Buyer is headed by Gerald Roberts, Arthur Payne and Ruth Carmen. Roberts has interests in First Media of Monterey Inc., licensee of WRJT(FM) Monterey, TN (which has application for CP pending). Payne is director of WNAB-Channel 58, Nashville Inc., permittee of WNAB(TV) Nashville. Carmen is president and 100% shareholder of WNAB-Channel 58 Nashville Inc. Action June 8.

■ **WDEH-AM-FM Sweetwater, TN** (AM: BAL900330GS; 800 khz; 1 kw-D; 389 w-N; FM: BALH900330GT; 98.3 mhz; 2.8 kw; ant. 135 ft.)—Granted app. of assignment of license from M&H Broadcasting Corp. to Sweetwater Broadcasting Co. for \$375,000 ("Changing Hands," Apr. 30). Seller is headed by J. Bazzell Mull and Charlotte Hutchinson. Hutchinson is applicant for new FM at Seymour, TN. Buyer is headed by Edward Horde who is programming director at WSJK(TV) Sneedville, TN, and is applicant for new FM at Knoxville. Action June 5.

■ **KPBC(AM) Dallas** (BAL900226EC; 1040 khz; 1 kw-D; 1)—Granted app. of assignment of license from Dentrone Inc. to Jack M. Mortenson for \$650,000. Seller is headed by Donald B. Crawford and Margaret Chichester and has interest in WYCA(FM) Hammond, IN. Buyer is president and 46.25% stockholder of Mortenson Broadcasting Co., licensee of WHLO(AM) Akron and WTOF-FM Canton, both Ohio; WEMM-FM Huntington, WV; WBGR(AM) Baltimore; KLT(TV) Brighton, CO, and WCGW(AM) Nicholasville and WJMM-FM Versailles, both Kentucky. Action June 8.

■ **KKEE(FM) Long Beach, WA** (BAL900406EF; 94.3 mhz; 3 kw; ant. 233 ft.)—Granted app. of assignment of license from Kay Broadcasting Inc. to Lower Columbia Broadcasting Co. Inc. for \$64,169 (sale includes KVAS(AM) Astoria, OR). Seller is headed by Robert F. Loucks and Lawrence L. Heinrich. Buyer is headed by Charles A. Farmer, who owns KTDO-AM-FM Toledo and KCST(AM) Florence, both Oregon. Action June 11.

■ **KOMW-AM-FM Omak, WA** (AM: BAL900212IE; 680 khz; 5 kw-D; FM: BALH900212IG; 92.7 mhz; 3 kw; ant. -836 ft.)—Granted app. of assignment of license from Andrist Telecommunications Enterprises to North Cascades Broadcasting for no financial considerations. Sale is reorganization and re-naming of company. Principals are same for both seller and buyer and are headed by John P. Andrist and Russell Brantner. Andrist owns 20% of stock in LPTV K31AH Omak, WA, and 20% in LPTV K35BJ Ellsford, WA. Action June 11.

■ **KHDL(AM)-KKPL(FM) Opportunity, WA** (AM: BAL900309EB; 630 khz; 1 kw-D; FM: BALH900309EC; 96.1 mhz; 100 kw; ant. 2,380 ft.)—Dismissed app. of assignment of license from Alpha Radio Inc. to Lee Tiddens Broadcasting Corp. for \$2.3 million. Seller is headed by D. Gary Munson and Scott I. Christenson, and has no other broadcast interests. Buyer is headed by Jerry L. Lee and F. Robert Tiddens and has no other broadcast interests. Action June 12.

■ **WOAY(AM)-WVMA(FM) Oak Hill, WV** (AM: BAL900315GM; 860 khz; 10 kw-D; 5 kw-CH; FM: BALH900315GN; 94.1 mhz; 25.5 kw; ant. 650 ft.)—Granted app. of assignment of license from Thomas Radio Co. to Adventure Communications Inc. for \$500,000. Seller is headed by Helen G. Thomas, Curtis W. Butler, Robert R. Thomas III and Helen L. Thomas and recently sold WOAY(TV) Oak Hill ("Changing Hands," March 12). Buyer is headed by Michael R. Shott, Karen A. Shott and John H. Shott, and is licensee of WHIS(AM)-WHAJ(FM) Bluefield, WV. Adventure Communications has interests in Ad-



venture Two Inc., licensee of WKEE-AM-FM Huntington, WV, and Adventure Four Inc., licensee of WSIC(AM)-WFMX(FM) Statesville, NC. Michael R. Shott owns 49% of Adventure Three Inc., permittee of WBJF-FM Wheeling, WV. Action June 8.

## NEW STATIONS

### Applications

■ **Baker, CA (BPH900607MA)**—Baker Broadcasting Co. seeks 101.5 mhz; 4.6 kw; ant. 1,289 ft. Address: 2322 S. Second Ave., Arcadia, CA 91006. Principal is headed by Joel T. Saxberg and Joseph E. Talbot and has no other broadcast interests. Filed June 7.

■ **Baker, CA (BPH900607ME)**—Dulos Broadcasting Inc. seeks 101.5 mhz; 50 kw; ant. 492 ft. Address: 9111 Pristine Circle, Orlando, FL 32818. Principal is headed by Anthony Renay Adams, Denise Folse Adams, Henry L. Marine and Ruby L. Ford and has no other broadcast interests. Filed June 7.

■ **Lompoc, CA (BPH900522MH)**—Noe-Wal Broadcasting seeks 104.9 mhz; 3 kw; ant. 328 ft. Address: 5146 Onacrest Dr., Los Angeles 90043. Principal is headed by John W. Smith Jr. and has no other broadcast interests. Filed May 22.

■ **Warner Robins, GA (BPH900530MF)**—Warner Robins Communications Inc. seeks 102.5 mhz; 3 kw; ant. 328 ft. Address: 2361 Kensington Rd., Macon, GA 31211. Principal is headed by Charles E. Richardson and Obi and Esther Okehi and has no other broadcast interests. Filed May 30.

■ **Warner Robins, GA (BPH900531MC)**—Voice North Inc. seeks 102.5 mhz; 4 kw; ant. 328 ft. Address: 125 Holly St., Warner Robins, GA 31093. Principal is headed by John Norville, Andrew J. Guest and Troy Mattox. Guest and Mattox each own 50% of Mattox Guest Broadcasting Inc., licensee of WKUB(FM) Blackshear and WDEC-AM-FM Americus, both Georgia, and WCOG(AM)-WZBZ(FM) Ridgeland, SC. Filed May 31.

■ **Bolingbroke, GA (BPH900529MD)**—Q3 Corp. seeks 102.1 mhz; 3 kw; ant. 328 ft. Address: P.O. Box 71, Bolingbroke, GA 31004. Principal is headed by Quimby and Louisa Melton III, and has no other broadcast interests. Filed May 29.

■ **Bolingbroke, GA (BPH900530MG)**—Leslie E. Gradick seeks 102.1 mhz; 3 kw; ant. 328 ft. Address: 32 Saddle Mountain Rd., Rome, GA 30161. Gradick has no other broadcast interests. Filed May 30.

■ **Bolingbroke, GA (BPH900530ME)**—Donald L. Jones seeks 102.1 mhz; 3 kw; ant. 328 ft. Address: 3017 Piedmont Rd., NE, #200, Atlanta 30305. Jones holds CP's for LPTV's at Daytona Beach, Cocoa, Titusville and Sebastian, all Florida, and has interest in WAOS(AM) Austell, GA. Filed May 30.

■ **Bolingbroke, GA (BPH900531ME)**—Joseph I. Kendrick seeks 102.1 mhz; 3 kw; ant. 328 ft. Address: P.O. Box 300, Bolingbroke, GA 31004. Kendrick has no other broadcast interests. Filed May 31.

■ **Streator, IL (BPH900516MJ)**—Daughterly-Reagan Partnership seeks 106.1 mhz; 3 kw; ant. 328 ft. Address: 25 Boys Rd., Streator, IL 61364. Principal is headed by Caroline A. Daughterly and Joseph F. Reagan and has no other broadcast interests. Filed May 16.

■ **Stamping Ground, KY (BPH900607MC)**—Scott County Broadcasting Inc. seeks 99.1 mhz; 3 kw; ant. 328 ft. Address: 11 E. Main St., Georgetown, KY 40324. Principal is headed by Patrick R. Leigh, Mark Farrow and James P. Gray and has no other broadcast interests. Filed June 7.

■ **Slidell, LA (BPCT900518KO)**—Unicorn/Slidell LPTV seeks ch. 54; 14 kw; ant. 498 ft. Address: 1536 Logan Ave., Altoona, PA 16602. Principal is headed by Caroline K. Powley. Filed May 18.

■ **Bridgman, MI (BPH900510MS)**—Dybedock and Associates Inc. seeks 97.5 mhz; 3 kw; ant. 328 ft. Address: 1455 Budd Blvd., Kankakee, IL 60901. Principal is headed by Howard S. and Charlene H. Dybedock. Howard Dybedock is director of Michigan City

FM Broadcasters Inc., licensee of WEFM-FM Michigan City, IN. Filed May 10.

■ **Winona, MN (BPH900514MD)**—James Ingstad Broadcasting Inc. seeks 101.1 mhz; 1.9 kw; ant. 574 ft. Address: 232 3rd St. Northeast, Valley City, ND 58072. Principal is headed by James Ingstad, who has interest in KNUJ(AM)-KXLP-FM New Ulm and KRFO-AM-FM Owatonna, both Minnesota; holds CP for new FM at Springfield, MN; KOVC-AM-FM Valley City, ND; KWAD(AM)-KKWS-FM Wadena, MN, and KFKA(AM)-KSQI(FM) Greeley, CO. Filed May 14.

■ **Winona, MN (BPH900514MJ)**—Winona Radio Co. seeks 101.1 mhz; 2.25 kw; ant. 544 ft. Address: 2405 Fawn Ln., Green Bay, WI 54307. Principal is headed by Ahna M. Wheeler and Ray L. Wheeler, who have interests in WOMA-FM Algoma and WOWM-FM Shawano, WI, and WJNR-FM Iron Mountain, MI. Filed May 14.

■ **Winona, MN (BPH900514ML)**—R and B Partnership seeks 101.1 mhz; 1.89 kw; ant. 593 ft. Address: 3715 First Pl., NW, Rochester, MN 55901. Principal

is headed by George A. Braunreiter and Richard Radke and has no other broadcast interests. Filed May 14.

■ **Chateaugay, NY (BPH900518MN)**—Vector Broadcasting Inc. seeks 94.7 mhz; 1.703 kw; ant. 610 ft. Address: P.O. Box 36, Fairfield, CT 06430. Principal is headed by Timothy D. Martz and Richard J. Young. Martz is 90% shareholder of Zephyr Broadcasting, permittee of WNZL(FM) Norway, MI. Filed May 18.

■ **Conklin, NY (BPH900514MK)**—Terri L. English seeks 100.5 mhz; 1.3 kw; ant. 186 ft. Address: 30 Merriman St., Rochester, NY 14607. English has no other broadcast interests. Filed May 14.

■ **Endwell, NY (BPH900515ME)**—Maurice F.A. Battisti seeks 107.5 mhz; 3 kw; ant. 328 ft. Address: 314 Skye Island Dr., Endicott, NY 13760. Battisti has no other broadcast interests. Filed May 15.

■ **Endwell, NY (BPH900516ML)**—Great Scott Broadcasting seeks 107.5 mhz; 3 kw; ant. 328 ft. Address: P.O. Box 638, Pottstown, PA 19464. Principal is headed by Faye Scott, Elmer S. Friedberg and Harold Litvin, and has interest in WKST(AM) New Castle.

## SUMMARY OF BROADCASTING & CABLE

### BROADCASTING

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

### CABLE

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

<sup>1</sup> Includes off-air licenses. <sup>2</sup> Penetration percentages are of TV household universe of 92.1 million. <sup>3</sup> Construction permit. <sup>4</sup> Instructional TV fixed service. <sup>5</sup> Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

WKST-FM Elmwood and WPAZ(AM)-WZBH-FM Pottstown, all Pennsylvania; WTTM(AM) Trenton, NJ; WSEA(AM)-WCHR(FM) Georgetown, DE, and WMBO(AM)-WPCX-FM Auburn, NY. Filed May 16.

■ **Endwell, NY** (BPH900514MM)—Edward F. and Pamela J. Levine seek 107.5 mhz; 3 kw; ant. 328 ft. Address: 3597 Plum Dale Dr., Fairfax, VA 22033. Principals own 100% of Raivine Broadcasting Inc., permittee of WKLL-FM Frankfort, NY (application is pending to transfer control). Filed May 14.

■ **Endwell, NY** (BPH900516MP)—Allswell Broadcasting Inc. seeks 107.5 mhz; .83 kw; ant. 616 ft. Address: P.O. Box 249, Endwell, NY 13760. Principal is headed by Walter G. Adams, who is general manager of WINR(AM) Binghamton, NY. Filed May 16.

■ **Endwell, NY** (BPH900514MN)—Virginia Caldwell Kozlowski seeks 107.5 mhz; 3 kw. Address: 164 Larkwood Dr., Rochester, NY 14626. Kozlowski has no other broadcast interests. Filed May 14.

■ **Endwell, NY** (BPH900516MO)—JB Communications seeks 107.5 mhz; 3 kw; ant. 324 ft. Address: 2701 Helen St., Endwell, NY 13760. Principal is headed by Joseph and Beverly A. Rauchwarg, and has no other broadcast interests. Filed May 16.

■ **Endwell, NY** (BPH900515MG)—Lois W. O'Connor seeks 107.5 mhz; 1.25 kw; ant. 504 ft. Address: RFD Box 12, Rte. 44-55, Clintondale, NY. O'Connor has no other broadcast interests. Filed May 15.

■ **Endwell, NY** (BPH900516MQ)—Endwell FM Associates seeks 107.5 mhz; 3 kw; ant. 328 ft. Address: 115 Munro Dr., Camillus, NY 13031. Principal is headed by Grover Hubbell and has no other broadcast interests. Filed May 16.

■ **Southport, NY** (BPH900516MR)—Lori L. Michael seeks 99.5 mhz; .82 kw; ant. 616 ft. Address: R.D. 4, Box 175A-1, Muncy, PA 17756. Michael owns 51% of Pro Marketing Inc., licensee of WHTO-FM Muncy and LPTV W05B Williamsport, both Pennsylvania. Filed May 16.

■ **Southport, NY** (BPH900516MK)—Southport Broadcasters seeks 99.5 mhz; .637 kw; ant. 700 ft. Address: 200 Latta Brook Rd., Horseheads, NY 14845. Principal is headed by Mark Saia and Raymond L. Ross. Ross is licensee of WEHH(AM) Elmira Heights, NY. Filed May 16.

■ **Southport, NY** (BPH900515MF)—Dean F. and Petrina B. Aubol seek 99.5 mhz; 1.9 kw; ant. 387 ft. Address: Rte. 2, Box 337, Pine City, NY 14871. Dean F. Aubol is 50% owner of WBOB(AM)-WQXT-FM Oswego, NY. Filed May 15.

■ **Southport, NY** (BPH900516MM)—Lois W. O'Connor seeks 99.5 mhz; .74 kw; ant. 659 ft. Address: RFD Box 12, Rte. 44-55, Clintondale, NY. O'Connor has no other broadcast interests. Filed May 16.

■ **Southport, NY** (BPH900516MN)—Nancy Nicastro seeks 99.5 mhz; 1.27 kw; ant. 492 ft. Address: 2999 Olcott Rd., Big Flats, NY 14814. Nicastro has no other broadcast interests. Filed May 16.

■ **Huron, SD** (BPH900525MA)—Christensen Broadcast Group Inc. seeks 105.1 mhz; 3 kw; ant. 328 ft. Address: 1407 E. Cherry St., Box 282, Vermillion, SD 57069. Principal is headed by Wallace and Diane L. Christensen, husband and wife, and is licensee of KLOH(AM)-KISD(FM) Pipestone, MN. Filed May 25.

■ **Centerville, TX** (BPH900518MP)—Unicorn/Slidell LPTV seeks 103.1 mhz; 1.9 kw. Address: 1536 Logan Ave., Altoona, PA 16602. Principal is headed by Caroline K. Powlev. Filed May 18.

■ **Altoona, WI** (BPH900607MD)—Altoona Broadcasting Inc. seeks 98.1 mhz; 6 kw; ant. 328 ft. Address: 5344 Monroe St., Skokie, IL 60077. Principal is headed by Randal L. Phillips, Stephen A. Sinicropi, Anthony V. Sinicropi and William Russo. Phillips is 15% shareholder of Dekalb County Radio Ltd., permittee of new FM at Dekalb, IL. Stephen Sinicropi is vice president of Suburbanair Inc., licensee of WLUM(FM) Milwaukee and WMVP(AM) Greenfield, both Wisconsin. Filed June 7.

■ **Altoona, WI** (BPH900517MH)—Altoona FM Radio seeks 98.1 mhz; 6 kw. Address: 1819 Mitchell Ave., Eau Claire, WI 54701. Principal is headed by Dale A.

Ganske and Elizabeth J. Harris. Ganske is 50% owner of Dri-Five Inc., licensee of WISM(AM) Eau Claire, WI. Filed May 17.

■ **Whitewater, WI** (BPH900604MA)—Scott M. Trentadue seeks 106.5 mhz; 3 kw; ant. 328 ft. Address: 1231 Orchard Ln., Fort Atkinson, WI 53538. Trentadue has interest in Goetz Communications Corp., licensee of WJPD-AM-FM Ishpeming and WDMJ(AM) Marquette, both Michigan; Farm Belt Radio Inc., licensee of WIXN-AM-FM Dixon, IL; Sauk Broadcasting Corp., licensee of WRDB(AM)-WNFM(FM) Reedsburg; WFAW(AM)-WSJY(FM) Fort Atkinson; WDLB(AM)-WLJY(FM) Marshfield and WQJY(AM) West Salem, all Wisconsin. Filed June 4.

## Actions

■ **Big Pine, CA** (BPH891228MI)—Returned app. of David A. and Mary Ann Dignerness for 93.3 mhz; .853 kw; ant. 2.925 ft. Address: P.O. Box 1284, Mammoth Lakes, CA 93546. David A. Dignerness owns 100% of Mammoth Mountain FM Associates Inc., licensee of KMMT-FM. Action June 13.

■ **Mendota, CA** (BPED900222ME)—Returned app. of Fresno-Merced Educational Foundation Inc. for 102.3 mhz; 3 kw. Address: 12550 Brookhurst St., Suite A, Garden Grove, CA 92640. Principal is headed by Linda Ross, George W. Sullivan, Michael T. McKenna, Roger Silke and Don Stewart, and has no other broadcast interests. Action June 6.

■ **Palm Bay, FL** (BPED881101MA)—Granted app. of Victory Ministries Inc. for 88.5 mhz; 1 kw. Address: 100 Emerson Dr., NW, Palm Bay, FL 32907. Principal is headed by L. Mark Ostrander, Jack Lanier and Gray Chunn and has no other broadcast interests. Action June 13.

■ **Tice, FL** (BPH880519NJ)—Dismissed app. of Orange River Broadcasting Ltd. for 93.7 mhz; 3 kw; ant. 328 ft. Address: P.O. Box 178, Punta Gorda, FL 33957. Principal is headed by Elaine O. Lane and has no other broadcast interests. Action June 13.

■ **Blairsville, GA** (BPED890905MI)—Returned app. of Ellards W. Nichols for 89.5 mhz; 5 kw. Address: Rte. 1, Box 308, Morganton, GA 30560. Nichols has no other broadcast interests. Action June 11.

■ **Jamestown, NY** (BPED890830MA)—Returned app. of Family Life Ministries Radio Inc. for 90.9 mhz; 10 kw; ant. 492 ft. Address: 7634 Campbell Rd., Bath, NY 14810. Principal is headed by Richard M. Snively, Jacqueline D. Snively and Richard Snively Jr. and has no other broadcast interests. Action June 14.

■ **Wapato, WA** (BPED880602MN)—Granted app. of Central Washington Education Foundation for 89.5 mhz; 15 kw; ant. 974 ft. Address: 507 N. 35th Ave., Yakima, WA 98902. Principal is headed by Paul E. Moore, Stanley Wilkinson, Lynda Osborne, Aida Cazares, Melvin Kimmell, Vern Libby and Larry Waymire and has no other broadcast interests. Action June 11.

## FACILITIES CHANGES

### Applications

#### AM's

■ **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.

■ **Mooresville, NC** WHIP(AM) 1350 mhz—May 14 application for CP to correct coordinates to 35 36 04N 80 48 51W; remove tower painting and lighting requirements, and make changes in ant. system.

■ **Milwaukie, OR** KZRC(AM) 1010 khz—May 17 application for mod. of CP (BP881202AB) to change TL to SE of intersection of Hogan and Palmquist Rds. 0.5 km SE of Gresham, OR; 45 29 03N 122 24 40W.

■ **Penuelas, PR** WENA(AM) 1330 mhz—June 4 application for mod. of CP (BP860229AD) to change TL: to approximately 1 km SW of Central Yauco, PR 18 01 49N 66 51 10W.

■ **Quebradillas, PR** WORR(AM) 960 khz—June 7

petition for recon. and reinstatement of application nunc pro tunc.

#### FM's

■ **Haleyville, AL** WJBB-FM 92.7 khz—May 31 application for mod. of license to increase ERP: 3.9 kw H&V (pursuant to docket #88-375).

■ **Jackson, AL** WHOD-FM 104.9 mhz—June 5 application for CP to change freq: 94.5 mhz; ERP: 19.54 kw H&V; change ant.: 112.5 m H&V; change class to 233 (per docket #88-124).

■ **Berryville, AR** KSCC(FM) 107.1 khz—May 02 application for mod. of license to increase ERP: 2.3 kw H&V (pursuant to docket #88-375).

■ **Texarkana, AR** KTWN-FM 107.1 khz—April 12 application for mod. of license to increase ERP: 2.9 kw H&V (pursuant to docket #88-375).

■ **Green Acres, CA** KRAB(FM) 106.3 khz—June 1 application for license to cover (BPH841231MI) and increase ERP: 4.6 kw H&V (pursuant to docket #88-375).

■ **Red Bluff, CA** KALF(FM) 95.9 khz—May 24 application for mod. of license to relocate main studio from Red Bluff, CA to 312 Otterson, Chico, CA.

■ **San Francisco** KXXX-FM 99.7 khz—May 4 application for CP to change ERP: 39.5 kw H&V; ant. 396 m.

■ **Columbus, GA** WFEX(FM) 104.9 khz—April 9 application for mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Rome, GA** WKCX(FM) 97.7 khz—March 20 application for mod. of license to increase ERP: 1.05 kw H&V (pursuant to docket #88-375).

■ **Macomb, IL** WKAI(FM) 100.1 mhz—May 18 application for CP to change ERP: 3.08 kw H&V; ant.: 141 m H&V; change TL: Grant Rd., .6 km W. of City; Macomb, IL.

■ **Pana, IL** WXKO(FM) 100.9 khz—June 13 application for mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Hiawatha, KS** KNZA(FM) 103.9 mhz—May 18 application for CP to change ERP: 50 kw H&V; ant.: 127 m H&V; change TL: 2 km from Willis, KS, at bearing of 28.8 degree; class: C2 (per docket #87-36).

■ **Winfield, KS** KWKS(FM) 105.5 khz—April 18 application for mod. of license to increase ERP: 3 kw H&V (pursuant to docket #88-375).

■ **Benton, KY** WCBL-FM 102.3 khz—May 14 application for mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Campbellsville, KY** WCKQ(FM) 103.9 khz—May 2 application for mod. of license to increase ERP: 3.3 kw H&V (pursuant to docket #88-375).

■ **Central City, KY** WKYA(FM) 101.9 khz—June 8 application for mod. of CP (BPH870221Q) to change ant.: 213 m H&V; change class: C1; change length transmission line: TL: 3.5 km NNE of Nuckols, KY; E. side Hwy. 431.

■ **Lafayette, LA** KRRQ(FM) 95.5 mhz—May 14 application for mod. of CP (BPH860507OF as mod.) to change ERP: 6 kw H&V; TL: 7.9 km SE of intersection of Rte. 343 and State Rte. 90, Lafayette Parish, LA.

■ **Framingham, MA** WVBF(FM) 105.7 mhz—May 18 application for CP to change ERP: 8.5 kw H&V; ant.: 349 m H&V; change TL: 1165 Chestnut Newton, Upper Falls, MA.

■ **Greenfield, MA** WHAI-FM 98.3 mhz—June 4 application for mod. of CP (BPH890929IK) to change ERP: 2 kw H&V; change ant.: 123 m H&V; other: correct ant. site coordinate.

■ **Waite Park, MN** KXSS-FM 103.7 khz—May 15 application for mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Aberdeen, MS** WWZQ-FM 105.5 mhz—May 16 application for CP to change ERP: 25 kw H&V; ant.: 90 m H&V; class: C3.

■ **Butler, MO** KMoe(FM) 92.1 khz—June 1 application for mod. of license to increase ERP: 4.725 kw H&V (pursuant to docket #88-375).

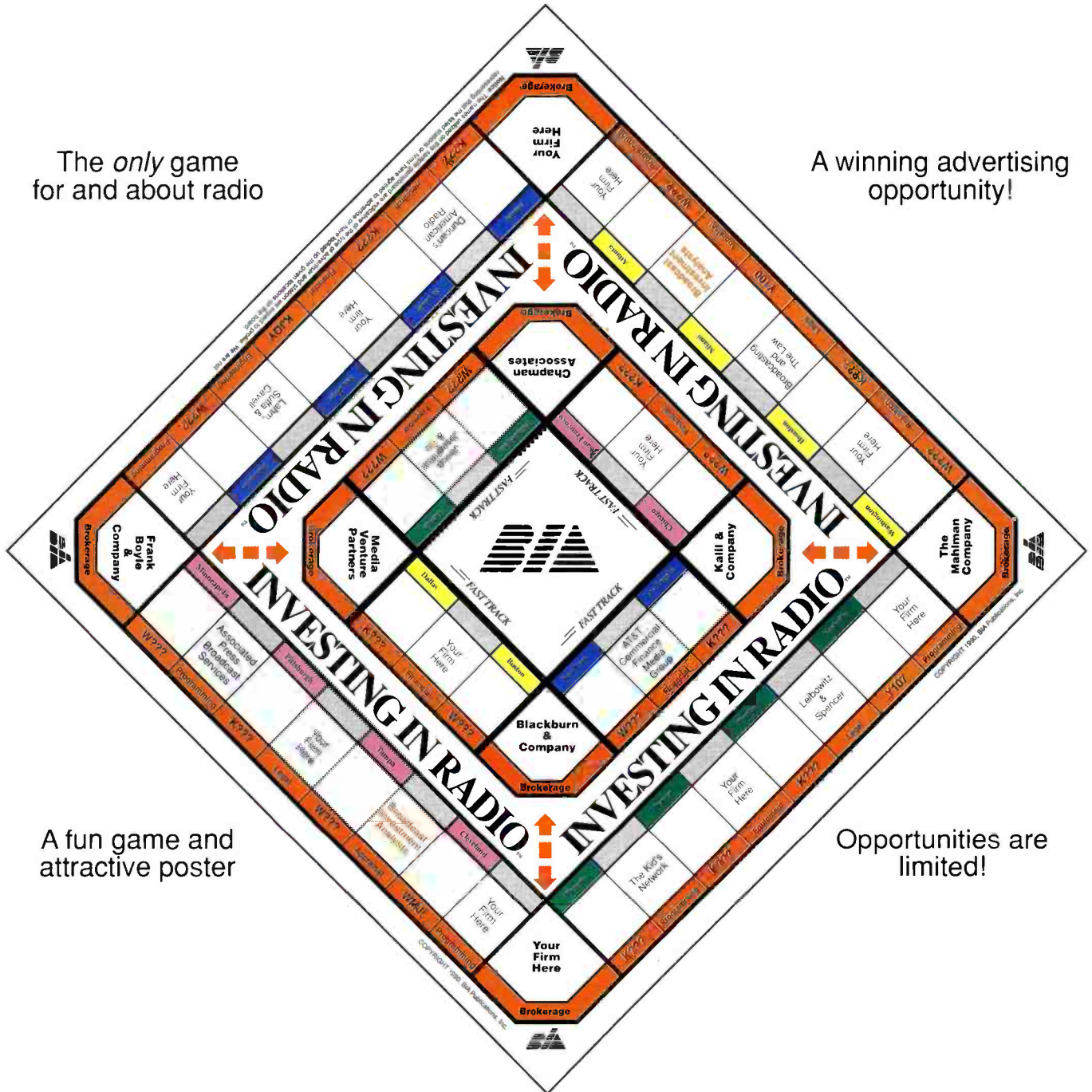


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■ **Canton, MO KBXB(FM)** 102.3 khz—April 11 application for mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Warsaw, MO KAYQ(FM)** 97.7 khz—May 18 application for mod. of license to increase ERP: 3.9 kw H&V (pursuant to docket #88-375).

■ **Webb City, MO KKLL-FM** 95.1 khz—May 15 application for mod. of license to increase ERP: 3.4 kw H&V (pursuant to docket #88-375).

■ **Bennington, NE KRRK(FM)** 93.3 khz—May 18 application for mod. of CP (BPH871109MB) to change ERP: 3.6 kw H&V; ant.: 130 m H&V; TL: 5002 N. 72nd St., Omaha, NE; other: antenna type (to directional).

■ **Nebraska City, NE KNCY-FM** 97.7 khz—June 8 application for CP to change ant.: 492 ft.; change TL: on Rte. 50, 6.5 km NNW of Otoe, NE.

■ **Laconia, NH WLNH-FM** 98.3 khz—June 8 application for CP to change ERP: 3.8 kw H&V.

■ **Manchester, NH WGIR-FM** 101.1 khz—May 31 application for CP to change ERP: 11.5 kw H&V; ant. 313 m H&V; change TL: 30 m S. of Perimeter Rd. on S. Mountain of Uncanoonuc Mountains, near Pinardville, NH.

■ **Franklin, NJ WSUS(FM)** 102.3 mhz—June 4 application for CP to change ERP: 1.178 kw H, 1.104 kw V.

■ **Boonville, NY WBRV-FM** 101.5 khz—May 3 application for mod. of license to increase ERP: .0721 kw H&V (pursuant to docket #88-375).

■ **East Hampton, NY WVEH(FM)** 96.7 mhz—May 31 application for mod. of CP (BPH830318AC) to change ERP: 4.3 kw H&V; change ant.: 116.8 m H&V; TL: Springs-Fireplace Rd. at intersection with Abrahams Path, E. Hampton, NY; other: application for modification of CP to increase ERP to equivalent of 6 kw and change transmitter site.

■ **Remsen, NY WIBQ-FM** 93.5 mhz—May 31 application for CP to change ERP: 6 kw H&V.

■ **Burlington, NC WPCM-FM** 101.1 mhz—June 1 application for CP to change other: replace DA.

■ **Concord, NC WPEG(FM)** 97.9 mhz—June 1 application for CP to change other: modify DA pattern.

■ **Durham, NC WFXC(FM)** 107.1 mhz—June 1 application for CP to change ERP: 2.83 kw H&V; ant.: 489 ft.

■ **Franklin, NC WRFR(FM)** 96.7 khz—May 8 application for mod. of license to increase ERP: 6 kw H&V

(pursuant to docket #88-375).

■ **Raleigh, NC WQDR(FM)** 94.7 mhz—May 18 application for mod. of CP (BPH8908241A) to change ant.: 512 m H&V; change TL: 1.6 miles SE of Auburn, NC.

■ **Erie, PA WJET(FM)** 102.3 mhz—May 18 application for CP to change ERP: 1.6 kw H&V.

■ **Pittston, PA WWRB(FM)** 102.3 mhz—June 4 application for CP to change ERP: 1.37 kw H&V; ant.: 206 m H&V; change TL: site is located 1.5 km NW of Austin Heights in Ransom Township, PA; other: install DA.

■ **St. Marys, PA WKBI-FM** 94.3 mhz—May 18 application for CP to change ERP: 2.27 kw H&V; ant.: 164 m H&V; change TL: 41 23 05N 78 41 25W.

■ **Chester, SC WDKZ(FM)** 99.3 khz—May 14 application license to cover (BPH8910021B) to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Columbia, SC WOMG-FM** 103.1 khz—June 6 application for mod. of license to increase ERP: 3.3 kw H&V (pursuant to docket #88-375).

■ **Myrtle Beach, SCWJYR(FM)** 92.1 khz—April 30 application for mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

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■ **Elizabethton, TN** WUSJ-FM 99.3 khz—April 30 application for mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Lexington, TN** WZLT(FM) 99.3 khz—May 29 application for mod. of license to increase ERP: 5 kw H only (pursuant to docket #88-375).

■ **Morristown, TN** WMXX(FM) 95.9 khz—May 2 application for mod. of license to increase ERP: 1100 kw H&V (pursuant to docket #88-375).

■ **Odessa, TX** KKKK(FM) 99.1 khz—April 6 petition for reconsideration of application (BPH890928IE).

■ **Wichita Falls, TX** KMOC(FM) 89.5 khz—May 18 application for CP to change ERP: 10 kw H&V; chg. ant. from 3-Bay to 6-Bay.

■ **Luray, VA** WYFT(FM) 103.9 khz—April 20 application for mod. of license to increase ERP: 3.3 kw H&V (pursuant to docket #88-375).

■ **South Hill, VA** WSHV(FM) 105.5 mhz—June 1 application for CP to change ERP: 6 kw H&V; ant 322 ft.

■ **Morgantown, WV** WCLG-FM 100.1 mhz—May 18 application for CP to change ERP: 6 kw H&V.

■ **Oshkosh, WI** WMGV(FM) 103.9 khz—June 6 application for mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Waupaca, WI** WDXFM 92.7 mhz—June 1 application for CP to change ERP: 6 kw H&V; ant.: 74.2 m H&V; replace existing 2-bay antenna with 4-bay antenna.

#### TV's

■ **Durham, NC** WPTF-TV ch. 28—May 18 application for CP to change ERP: 5,000 kw (vis); ant.: 585 m; change TL: 1.6 miles SE of Auburn, NC; ant.: Dielectric TFU-28EVS(BT); 35 40 35N 78 32 09W.

■ **Salisbury, MD** WMDT(TV) ch. 47—May 18 application for mod. of CP (BPCT900314KE) to change ERP: 2190 kw-H (vis); 324-V (vis); TL: .3 km NW of intersection of State Rds. 452 and 477 in Wicomico County, MD; ant.: Dielectric TFU-30JDAS/V, (DA)(BT); 38 30 06N 75 44 09W.

■ **Baytown, TX** KRTW(TV) ch. 57—June 12 application for CP to change ERP: 5,000 kw (vis); ant. 585 m; change TL: near Stringtown Rd., 6.4 km SE of corner of Stringtown Rd. and Hwy. 35, 12.9 km S. of Alvin, TX; ant.: SWR, INC. TM-30-DA (DA)(BT); 29 17 56N 95 14 11W.

#### Actions

■ **Long Island, AK** KABN(AM) 830 mhz—June 14 application (BP891109AD) granted for CP to change freq. to 840 khz.

■ **Sand Point, AK** KSDP(AM) 840 mhz—June 14 application (BP891109AA) granted for CP to change freq to 830 khz.

■ **Taylor, MI** WCHB(AM) 1200 mhz—June 13 application (BMP900112AC) granted for mod. of CP (BP801119AA) to change TL: .6 km W. of Middle Belt Rd. on King Rd. and .5 km N. of King Rd., Taylor, MI, and make changes in ant. system: 42 09 24N 83 19 56W.

■ **Sumner, WA** KZIZ(AM) 1560 khz—June 7 application (BMP900404AD) returned for mod. of CP (BP891120AD) to add night service with 1 kw.

#### FM's

■ **Fresno, CA** KNAX(FM) 97.9 khz—May 25 application (BPH890915IH) granted for CP to change ERP: 2.07 kw H&V; change ant.: 606 m H&V; TL: Meadow Lakes 4.7 km E. of Auberry, CA.

■ **Pueblo, CO** KATM-FM 100.7 khz—May 29 application (BPH890720IG) granted for CP to change ERP: 72.4 kw; change ant.: 676 m H&V; TL: Cheyenne Mountain ant. Farm, Colorado Springs; 38 44 44N 104 51 39W.

■ **Hartford, CT** WLVIH-FM 93.7 khz—May 24 application (BMPH900328IF) granted for mod. of CP (BPH890731IB) to change ERP: 16 kw H&V; change ant.: 265 m H&V; TL: on W Peak, 0.8 km N of Rte. 66, Meriden, CT.

■ **New Britain, CT** WFCS(FM) 97.9 khz—June 12

application (BPED881205MC) granted for CP to change freq: 107.7 mhz and install new ant.

■ **New Canaan, CT** WSLX(FM) 91.9 khz—May 29 application (BPED900212IG) granted for CP to change ant. supporting structure height.

■ **Waterbury, CT** WYVZ(FM) 92.5 khz—May 22 application (BPH900103IE) granted for CP to change ant.: 268 m H&V; 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.

■ **Eldorado, IL** WEBQ-FM 102.3 khz—June 13 application (BPH900309IE) dismissed for CP to change ERP: 6 kw H&V; change ant. 328 ft.; TL: 701 S. Commercial St., Harrisburg, IL; other: install directional ant.

■ **Mendota, IL** WGLC-FM 100.1 khz—June 13 application (BPH900209IC) dismissed for CP to change ERP: 6 kw H&V; change to DA.

■ **Ida Grove, IA** KIDA-FM 92.7 khz—June 14 application (BMPH900316IF) granted for mod. of CP (BPH880819IG) to change ERP: 15.9 kw H&V. and to change class: C3.

■ **Hagerstown, MD** WWMD(FM) 104.7 khz—May 29 application (BPH900216IB) granted for CP to change ERP: 8.32 kw H&V; change ant.: 420 m H&V; TL: on top of Mount Quirauk, 12 miles NE of Hagerstown, MD.

■ **Boston WERS(FM)** 88.9 khz—June 7 application (BPED890609IA) granted for CP to change ERP: 5.29 kw H&V; change ant.: 186.4 m H&V; TL: One Financial Center, Boston: 42 21 08N 71 03 26W.

■ **Houghton, MI** WHUH(FM) 96.3 khz—June 13 application (BMPH890509IB) granted for mod. of CP (BPH850122MC) to change ant. 185.1 m H&V; TL: .55 km S. of Pewabic, MI., in Franklin Township, MI; Class: C1, amended Dec. 18, 1989, to change ant.: 176.9 m H&V.

■ **Marion, MS** WZMP(FM) 103.1 khz—June 11 application (BMPH900228IC) granted for mod. of CP (BPH890724IB) to change ant.: 182 m H&V.

■ **Yazoo City, MS** WJNS-FM 92.1 khz—May 23 application (BPH891124IA) granted for CP to change ERP: 20 kw H&V; change class: C3.

■ **Gordonville, MO** KTXI(FM) 99.3 khz—June 12 (BPH880815IF) granted for CP to change TL: 2 miles E. of Hwy. W and Y on Hwy. Y (3.95 km N. of Cape Gerardeau City limits) 37 22 07N 89 35 34W.

■ **Farmingington, NM** KSJE(FM) 90.9 khz—May 25 application (BMPED881208MN) granted for mod. of CP (BPED870202MD) to change ant. 118 m H&V; TL: .2 km E. of Hwy. 371 and U.S. 550 intersection.

■ **Sallisaw, OK** KKID-FM 95.9 khz—May 23 application (BMPH900122IK) granted for mod. of CP (BPH890724IG) to change ERP: 8 kw H&V; and correct coordinates.

■ **Sweet Home, OR** KSKD(FM) 107.1 mhz—May 29 application (BPH900312IC) granted for CP to change ERP: 1.35 kw H&V; change ant. 2,410 ft.; TL: Green Peter Mtn., 14.83 km NE of Sweet Home, OR on bearing of 50, and to change class: C2 (per docket #89-13, RM-6547).

■ **Curwensville, PA** WOKW(FM) 102.9 khz—June 14 application (BPH891208IB) granted for CP to change ERP: .35 kw H&V; change ant.: 288 m H&V.

■ **Philadelphia WXPX(FM)** 88.9 mhz—May 30 application (BMPED900301IA) granted for mod. of CP (BPED870515OE) to change ERP: 2.8 kw H&V; ant. 918 ft.; TL: at foot of Culp St., just off Flamingo Lane, Philadelphia.

■ **Hillsboro, TX** KJNE(FM) 102.5 mhz—May 17 application (BPH870224MM) dismissed for CP to change ant. 986 ft.

■ **Raymondville, TX** KSXO-FM 101.7 khz—June 12 application (BPH900323ID) dismissed for CP to change freq: 102.1 mhz; ERP: 17.9 kw H&V; ant.: 231 m H&V; TL: 6.9 km W. of Hwy. 77 and 17.1 km N. of Raymondville, TX; change to class C2 (per docket #87-88).

■ **Bridgewater, VA** WRDJ-FM 105.1 khz—June 13 application (BMPH890606IH) granted for mod. of CP

(BPH850312MR) to change ant. 328 ft.

■ **Crozet, VA** WJLT-FM 102.3 khz—May 24 application (BPH890929IH) granted for CP to change ERP: 4.9 kw H&V; change ant.: 108 m; TL: 38 04 47N 78 44 22W.

■ **Oshkosh, WI** WMGV(FM) 103.9 mhz—June 4 application (BMLH900425KA) returned for mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

#### TV

■ **Macon, GA** WGNM(TV) ch. 64—May application (BMPCT890324KM) dismissed for mod. of CP (BPCT870212KF) to change ERP: 52 kw (vis); 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.

■ **Macon, GA** WGNM(TV) ch. 64—May 31 application (BMPCT891101KO) granted for mod. of CP (BPCT870212KF) to change ERP: .52 kw (vis); ant.: 606 ft.; TL: U.S. Hwy. 23-129, 11 km SW of Macon, GA; ant.: Andrew ALP24L3-HSN-64 (DA)(BT); 32 44 58N 83 33 35W.

■ **Las Cruces, NM** KZIA(TV) ch. 48—June 13 application (BMPCT900514KF) granted for mod. of CP (BPCT880203KF) to change ant.: 134 m.

■ **Erie, PA** WETG(TV) ch. 66—May 31 application (BMPCT880129KV) granted for mod. of CP (BPCT830429KG) to change ERP: 567 kw (vis); ant. 888 ft.; ant.: Bogner/B-24U(188)H.

■ **Klamath Falls, OR** KOTI(TV) ch. 2—May 30 application (BPCT900314KF) granted for CP to change ERP: 85 kw (vis).

### ACTIONS

■ **Tempe, AZ**—Denied Tri-State Broadcasting Co. Inc. as request for reconsideration and motion for scheduling of reargument concerning renewal of licenses for KUKQ(AM)-KPUD-FM Tempe. (MM docket 89-355 by MO&O [FCC 90R-47] adopted June 6 by Review Board.)

■ **Avalon, CA** Commission has affirmed decision by ALJ Edward J. Kuhlmann which denied request by Crescent Radio Ltd. that he disqualify himself from this proceeding. (MM docket 89-9 by MO&O [FCC 90-218] adopted June 7 by commission.)

■ **Blanco, TX**. Dismissed as moot, documents filed by applicants for new TV station at Blanco. (MM docket 85-269 by order [DA 90R-44] adopted May 31 by Review Board.)

### ALLOCATIONS

■ **Greenwood, AR**. Effective July 26, substituted ch. 292C3 for ch. 292A at Greenwood and conditionally modified license of KZKZ-FM accordingly. (MM docket 89-284 by R&O [DA 90-809] adopted June 1 by chief, Policy and Rules Division, Mass Media Bureau.)

■ **Camarillo, CA**. Effective July 26, substituted ch. 240B1 for ch. 240A at Camarillo and conditionally modified license of KZTR-FM accordingly. (MM docket 89-333 by R&O [DA 90-808] adopted June 1 by chief, Policy and Rules Division.)

■ **Springfield and Tallahassee, both Florida**. Effective July 30, substituted ch. 240C2 for ch. 240A at Springfield and modified license of WRBA(FM) accordingly; substituted ch. 241C2 for ch. 240A at Tallahassee and modified license of WTMG(FM) accordingly. (MM docket 89-23 by R&O [DA 90-802] adopted May 30 deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ **El Dorado, KS**. Effective July 30, substituted ch. 256C1 for ch. 256C2; modified license of KBUZ(FM) accordingly. (MM docket 89-476 by R&O [DA 90-803] adopted May 29 by deputy chief, Policy and Rules Division, Mass Media Bureau.)



# CLASSIFIED

## RADIO

### HELP WANTED MANAGEMENT

**General manager** for established Wyoming radio stations. Send resume to: KWYO, 130 South Main, Buffalo, WY 82834 or call 307-684-2207. 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.

**GM for 2 C2 FM's** in a 220,000 metro market in SW. Also need GSM for 5,000 watt AM, 50,000 watt FM. PO Box 878, Fayetteville, AR 72702 or call 501-521-5566. EOE.

**Ohio, general manager:** Single station market, minimum competition, very co-operative and competent staff. Billing increasing rapidly. Excellent pay. Reply David Rogers, Box 1577, Martinsville, IN 46151. EOE.

**Experienced radio GM** for major college market. Must be hands-on. Bottom line oriented. Program and sales background a must. Send resumes to: Gary Todd, 2380 First Indiana Plaza, 135 N. Pennsylvania St., Indianapolis, IN 46204. EOE.

**Sales manager wanted:** Aggressive FM station needs an aggressive sales manager that understands and can sell concepts. Must have strong organization skills, be a good motivator and communicator, have CRMC-type credentials, and be a good trainer. Community involvement a must. This FM station is located in a top 80 market in the sunny desert Southwest in one of the most rapidly growing cities in the US. Stable group with good benefits. Send resume to: Box M-4. An equal opportunity employer.

**Lead the charge!** One of broadcastings top groups is looking for our next great GSM. The stations are top rated. The facility is state-of-the-art; the medium market is a lucrative Midwest state capital. You'll get all the tools you need to capture top billing. Simply put, there's money and a reputation to be made and we need an experienced, make-it-happen general sales manager to lead the charge. We'll treat your response with the strictest of confidence. So pardon the blind box and send your best shot to Box M-2. EOE.

**Central Missouri FM** has immediate opening for sales oriented general manager with proven background. Ability to hire, train and motivate staff essential. Desirable, stable market, good compensation. Will consider sales manager candidates looking for advancement. EOE, M/F. Resume and salary requirements in confidence to Box M-1.

**General sales manager** needed for small market AM/FM Combo on north eastern Ohio's Lake Erie Shores. We need an experienced, proven, hands-on manager who can lead, motivate and help us to continue to grow. Will carry list. Send cover letter, resume and salary history to: Box M-10. EOE.

### HELP WANTED SALES

**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.

**The senior traditional Country** and Bluegrass music radio station in the USA is seeking an aggressive sales person to become sales manager. Must be goal oriented, relentless. Make 1990 a record income year. Wide open market with sales tools provided. Resume and salary requirements to Robert Watson, GM, WKCW Radio, PO Box 740, Warrenton, VA 22186. EOE.

**WHP-AM and B-97.3** want only the best radio sales people. Benefits, continual training and management support. Resumes only to Russ Whitnah-WHP, PO Box 1507, Harrisburg, PA 17105. EOE.

**Account executive:** Long Island's monster AC powerhouse and ratings leader, WALK FM/AM, has exceptional opportunity for an established radio sales professional. Join strong, progressive group at flagship station in nation's 13th MSA. Resumes to Tracy Soto, General Sales Manager, WALK FM/AM, PO Box 230, Patchogue, NY 11772. EOE, M/F.

**Indiana-Group owned WBOW/WZZQ** has an opening for sales manager with good people skills, and the ability to manage staff with emphasis on sales and market development. Good opportunity for advancement to GM within growing Midwest chain. Send resume to Tom Lawrence, GM, WBOW/WZZQ, 1341 Ohio, Terre Haute, IN 47807. EOE, M/F.

**Sales-account executive:** Leading Long Island AM/FM has top-billing account list available for the right energetic pro. Rare oppy. to earn top dollars quickly. 3 years radio sales exp. only. Benefits. Call Ms. Demas at 516-423-6740. WGSW/WCTO is EOE.

**Salesperson:** Experienced person, but still willing to learn, to represent the areas top station and enjoy Ocean City, MD. Must be ambitious and a team player. Growing area and a fun place to live. Must produce! List and benefits. Resume to: General Sales Manager Stevie Prettyman, PO Box 758, Ocean City, MD 21842. EOE.

### HELP WANTED ANNOUNCERS

**KMPL-AM:** Full Service/AC has opening for experienced AT willing to work mornings or midday in pleasant Midwest town of 20,000 convenient to St. Louis & Memphis. Tape/resume to John David, PO Box 907, Sikeston, MO 63801. EOE.

**Looking for your first break?** Got a couple years experience and want to get into real radio. News dir. and announcers contact this NC AM radio station. EOE. Box D-46.

**General manager** wanted for central Michigan. Candidate should possess strong leadership skills in sales, programming, and operations. Group broadcasting benefits. Send replies in confidence to Box M-3. EOE.

**Radio sportscaster/editor:** Min. 5 years experience. Must be able to gather/edit tape, write, produce and deliver sportscasts. Send tape and resume to: Mailroom, 1400 I St., NW, 9th Fl., Washington, DC 20005. EOE.

**Classical music announcer,** major East Coast market. Must be familiar with all aspects of Classical music, musical terms and artist and composer names. Duties will include some programming. Must be comfortable with radio production and have strong commercial presentation. Air-check must accompany resume to: Dave Conant, WFLN, 8200 Ridge Avenue, Philadelphia, PA 19128, by July 9th. EOE.

**Top AC station** Monterey, Salinas, Santa Cruz, Calif. Need strong morning talent. T&R to: Alan Richmond, KWAV 97FM, PO Box 1391, Monterey, CA 93942. EOE.

### HELP WANTED NEWS

**News director** needed for small market near Albuquerque. Real journalistic position, not rip and read. Resume and tape: Alpenglou Communications, Suite 378, 5555 Zuni SE, Albuquerque, NM 87108. EOE, M/F.

**Radio News:** One of Nebraska's leading information stations seeks an entry level assistant to our news director. Person would gather and report news, plus assist with public affairs programming. Send tape and resume to KHAS Radio, PO Box 726, Hastings, NE 68902. Jim at 402-462-5101. EOE.

### HELP WANTED PROGRAMING PRODUCTION AND OTHERS

**Director, station relations.** The Corporation for Public Broadcasting, a private, non-profit corporation, is seeking an individual to initiate, maintain, and foster liaison with public radio and television stations, to ascertain station problems and needs, and to recommend resolution of problems. Requires: college degree in business or broadcast-related field; thorough understanding of public broadcasting station needs obtained through a minimum 5 years management experience at a public broadcasting station, and including experience working in both public radio and television, preferably at a joint licensee; knowledge of EEO laws and practices; demonstrated strong oral and written communications and presentation skills; and minimum 3 years experience managing professional staff and budget. Graduate degree in related field, and knowledge of grants administration highly desirable. NOTE: CPB has a restricted smoking policy. Excellent benefits with salary to mid-sixties. Send resume to: The Corporation for Public Broadcasting, 901 E Street, NW, Washington, DC 20004, Attn: Marcia Grossman, Personnel Manager, AA/EOE.

**Major market** soft AC station needs a program director/marketing director. Candidate must be a good people manager with the ability to motivate a staff. AC musical intuition, as well as the ability to interpret and implement research data required. We're looking for someone with exceptional marketing skills to take us through the 90s. Direct mail and telemarketing experience required. Applicant must be a team player. We're the market leader in our format, and we are committed to expanding our position despite competition. We're in it for the long haul. (Our employees are aware of this ad.) EOE M/F. Box M-12.

#### SITUATIONS WANTED MANAGEMENT

**General manager available.** Excellent and interesting track record. Can win big for you! Call Ken Patch - 508-775-7400 or 508-540-8216.

**Problems?** Sales, programming, financial, acquisitions, management, whatever. Solution! A total management consultant. Up your bottom line now! Call RPM, 804-232-5197.

**Need a take charge,** experienced GM/SM immediately...interim, long range? Strong retail background plus programming, promotion expertise. NJ, NY, CT area. Call Rich Rapioti 201-429-7323.

**Owners:** Get this guy out of our market! In less than three years he's taken poor equipment, talent and no money and buried us (8 stations!). He's taken his staff and stations through the roof! Your inquiries go to him. Box D-53.

**General sales manager** with 5 years of Combo sales experience/14 years of programming experience available for GENERAL MANAGER position. Bobby Rivers 602-297-4808.

**Major market PD** available now for PD or station manager position in a medium to major market. Sales and programming experience in AC, Lite AC, and Oldies formats. 21 years radio experience. Win with ratings and revenue! Call now: 619-672-2225.

**Metro/medium management** slot sought by major market radio veteran. Currently SM related field. \$5K minimum. 305-770-5149.

**Will turnaround** or buy sick AM's or FM's in Northeast, Box 13344, Albany, NY 12212. 518-456-2980.

#### SITUATIONS WANTED SALES

**Degreed individual** with radio background wants to return. Currently GM of a \$1.5M service business. Interested in a sales position with a growing company. Send inquiries to: Tom Newhouse, 5110 Azalea Trace, #1216, Houston, TX 77063.

#### SITUATIONS WANTED ANNOUNCERS

**Major Washington, DC-based** freelance voice seeks to establish long-distance, next-day turnaround production relationships with TV and radio stations. Have fully equipped digital (Dyaxis) audio production studio and fax. Need an out-of-market voice? Let's talk. Mike Weiner 1-800-950-2834 Ext. 2.

**Energetic NYC opr. mgr** wants to move to South Florida. Looking for strong FM station for home. Good ref. Carl 201-351-3637.

#### 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.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Forthcoming sale** or format change? Illness? Turnaround? Shopping for candidates? 17-year all-format programming pro seeks interim PD or consulting position. 303-363-8902 or WRITE 14175 E. Montview Blvd., #6, Aurora, CO 80011.

#### 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.

**Fax your scripts,** I'll FedEx tape. Lowest rates. For demo write or call: Mix Productions, Box 200, Budd Lake, NJ 07828. 201-691-6919.

#### TELEVISION

##### HELP WANTED MANAGEMENT

**Operations manager:** Growth opportunity with one of the finest group operations in the country. Dominant NBC station in two station Southeastern market needs a strong #2 to direct all station operations. The individual selected will work in close concept with the GM and be responsible for all phases of the daily operation of the station. Applicants must possess a strong background in production and/or programming; be well-organized, creative, and possess excellent people skills. Excellent fringe benefits package and advancement potential. Contact Charlie Webb, VP/GM, WVVA-TV, PO Box 1930, Bluefield, WV 24701. 304-325-5487. We are an equal opportunity employer.

**TV station** in major Texas market seeking business manager/controller. 5 years experience minimum. Hands-on administrator with strong management and communication skills. Experience with budgets, personnel matters and computer systems. Send resume and salary requirements to Box D-54. EOE.

**Station manager:** Small market network affiliate in Farmington, NM seeks experienced, dynamic leader. Proven management skills in overall broadcast operational and administrative activities. Successful track record in local sales. Possess exceptional people skills. Strong client/public relations. Great opportunity for right person. Send resume and salary requirements to: Dave Herman, Sr. VP/General Manager, KOB-TV, 4 Broadcast Plaza, SW, Albuquerque, NM 87103. EOE, M/F.

**Need battle-hardened pro** who's been through the indie wars. Exciting new ownership will provide abundant opportunities. Must be skilled in hiring, training, motivating! Five years experience minimum. Attractive compensation package. Resume to Fox 68 WSYT, 1000 James St., Syracuse, NY 13203. EOE.

**Account exec's:** Radio, TV and print. Staff expansion due to booming economy and strong market. Tropical Western Pacific location. Excellent earning potential and benefit package for individual with proven track record. Send resume and income history to Harrison O. Flora, Group Vice President, 530 W. O'Brien Dr., Agana Guam 96910. Fax: 671-477-7847. EOE.

**WOWT-TV in Omaha** is looking for a national sales manager with 3 years experience in station or rep firm sales. Prefer previous national sales manager experience or equivalent position. Must have knowledge of rating books and application to the national market. Send resumes to: Don Grubaugh, General Sales Manager, WOWT, 3501 Farnam St., Omaha, NE 68131. WOWT is an equal opportunity employer.

**Commercial manager** with proven sales and administrative ability for station in growing Texas city. EOE. Box D-49.

#### HELP WANTED SALES

**Florida sales pro?** Help us sign advertisers for our barter positions in innovative new "advertiser friendly" regional news magazine. Quality show sells itself, set to launch in September on Florida's top stations. 305-384-8765. EOE.

**Top 35 market** in Southeast...NBC affiliate seeking sales oriented research person wanting to make home in vacation type climate. Send resume and salary requirements to: Box M-5. EOE.

#### HELP WANTED TECHNICAL

**WTTX-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.

**SNV operator/newsroom engineer:** WSAV-TV is seeking someone to operate and maintain our SNG truck as well as perform maintenance on our newsroom gear. SNG experience necessary along with 2 to 3 years experience in maintenance of 3/4" equipment and ENG microwave. Valid driver's license and good driving record required. Letter and resume to: News Director, WSAV-TV, Box 2429, Savannah, GA 31404. EOE.

**KUAT AM/FM-TV** licensed by The University of Arizona, is looking for a broadcast engineer. Responsibilities include maintaining a variety of broadcast electronic equipment for the three stations. Minimum qualifications: Associate's degree in Radio and Television or related field and three years broadcast engineering experience in equipment repair and maintenance. Prefer broadcast engineering technical training/experience. Desire FCC general license. Minimum salary: \$25,464 annually. Usual University of Arizona benefit package. An official U of A application required (resumes cannot substitute). Send request for application to University of Arizona Employment Office, 1717 E. Speedway Blvd., Tucson, AZ 85719 or phone 602-621-3668. Application closing date is July 27, 1990. Equal employment opportunity/affirmative action employer.

**Chief engineer** for Christian station. Hands-on exp. with UHF transmitters, studio maintenance and ability to train and supervise small engineering staff. SBE certification a plus. Send resume to Ruth Ward, Personnel Dir., Trinity Broadcasting Network, 2442 Michelle Dr., Tustin, CA 92680. 714-832-2950. EOE.

**Maintenance engineer** must have minimum of 2 years recent exp. in TV broadcasting maintenance. Should be able to repair, to component level, equipment such as VCR's, cameras, switchers and edit suites. Please contact Ruth Ward, Personnel Dir., Trinity Broadcasting Network, 2442 Michelle Dr., Tustin, CA 92680. 714-832-2950. EOE.

**Engineer:** Advanced development department of leading UHF transmitter manufacturing firm seeking engineer with experience in electronic engineering, understanding of video, audio, and modulation circuits and high power RF amplifiers, tube type and solid state. Trouble-shooting skills and familiarity with circuit design is essential. Comark offers creative environment for professional seeking career opportunity. Send resume to: Comark Communications, Inc., Personnel Manager, PO Box 229, Southwick, MA 01077. EOE.



**Experienced television maintenance engineer** for Houston, Texas network affiliate, UHF station. All new facilities, competitive salary and benefits. Advancement opportunities. KXLN-TV, 9440 Kirby Dr., Houston, TX 77054. Attn: Personnel. EOE.

**Maintenance engineer:** 2-3 years experience in broadcasting, repair to component level on cameras, VPR's and related studio equipment. Knowledge of VHF transmitters and remote control helpful. FCC license or SBE certification preferred. Excellent pay and benefits. Send letter, resume and salary requirements to Veronica Bilbo, EEO Officer, KPLC-TV, PO Box 1488, Lake Charles, LA 70602. EOE.

**Midwestern market,** network affiliate is seeking a hands-on maintenance driven chief engineer. Strong RF, VTR and ENG is preferred. Send resume to Don Hicks, KOAM-TV, PO Box 659, Pittsburg, KS 66762. EOE.

**Maintenance supervisor:** Immediate opening at upstate NY. Fox affiliate UHF stereo TV station. Must have strong maintenance background: Sony 1" and Betacam, BVE-5000 editor, Betacart, Sony cameras, Ampex ADO, Chyron Scribe, Grass Valley switchers, and Harris transmitter. Must have FCC General Class license and/or SBE certification. Send resume to: Chief Engineer, WUHF-TV, 360 East Ave., Rochester, NY 14604. EOE.

**Prominent Washington, DC** Consulting electronics engineering firm has an immediate opening for a bright, eager person, preferably with EE degree. Send resume to Box M-11. EOE.

**WCTI-TV is seeking** a chief engineer which will be responsible for setting technical standards and policies. Must have a strong knowledge, with hands-on experience of Harris VHF transmitter and studio equipment. This person must be a self-motivator with strong administration and communication skills. Must also ensure station's FCC compliance, set annual budget, evaluate, and recommend equipment for capital expenditures. Three years television broadcast experience required. Mail resume to Robert G. Salat, VP & GM, WCTI-TV, PO Box 2325, New Bern, NC 28561 or Fax to: 919-637-4141. EOE.

#### HELP WANTED NEWS

**WFSB,** a Post Newsweek Station in Hartford is looking for a first rate producer for a 5:00 p.m. broadcast that blends a hard news segment with news-driven interviews and features. The person we seek has newscast producing experience, but also knows how to produce exciting and provocative talk segments. If you have a strong journalism background, understand television, have eclectic tastes, and know how to manage and lead, are very organized, and are looking for an exciting challenge with a top notch television station, please send letter and resume to Deborah Johnson, Asst. News Director, WFSB 3 Constitution Plaza, Hartford, CT 06115. We are an equal opportunity employer.

**Primo People** has the answers! News directors and talent... we can help you, call Steve Porcicelli or Fred Landau at 203 637-3653, or send resume and 3/4" tape to Box 116, Old Greenwich, CT 06870-0116. EOE.

**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.

**Personable weather anchor,** for main newscasts, charismatic and energetic, a people person who lives to talk weather. Box D-27. EOE. No tapes yet.

**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.

**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.

**Writer/reporter for Telemundo/CNN.** Applicant must be able to speak and write both Spanish and English fluently. Should write conversationally with emphasis on simplicity and clarity. Ability to do voice tracks and/or reporting is a plus. Should be familiar with Hispanic issues in the US as well as political issues in Spanish-speaking countries. Must be free to travel occasionally. Previous work experience in television and radio news very helpful. Send resume, references, and examples of writing/reporting to: Jon Petrovich, Telemundo/CNN, One CNN Center, Box 105366, Atlanta, GA 30348. No calls, please. Telemundo/CNN is an equal opportunity employer.

**Reporter for Telemundo/CNN.** Applicant must be able to speak and write both Spanish and English fluently. Should pull together facts and report them in a concise, clear manner. Five years previous experience as a reporter required. College degree in Journalism helpful. Must be free to travel occasionally. Applicant should be familiar with Hispanic issues in the US as well as political issues in Spanish-speaking countries. Send resume, references, and examples of writing/reporting to: Jon Petrovich, Telemundo/CNN, One CNN Center, Box 105366, Atlanta, GA 30348. No calls, please. Telemundo/CNN is an equal opportunity employer.

**Photojournalist:** Top station in top thirties market is accepting applications for experienced ENG shooter/editor. Minimum 1 year experience shooting TV news. If you can tell stories using pictures, if you strive for excellence, send resume and tape to David Tamez, KWTV, PO Box 14159, Oklahoma City, OK 73113. No phone calls, please! EOE, M/F.

**Newsbreak/newsbrief anchor/reporter:** Washington, DC. Split day between news inserts and on-street reporting. Includes doing live shots, writing and producing. Send cover letter and resume to Box D-47. EOE.

**Best regional newsmagazine** in America adding experienced enterprise reporter, field producer and researcher. Investigative-style weekly broadcast with network news standards debuts in September on Florida's top stations. Production already underway. Fax letter, resume today! 305-384-8852. EOE.

**Defensive coordinator (assignments editor):** Lou Holtz has Barry Alvarez. Who do I have? Nobody now. Our assignments editor is leaving to pursue other interests. Between me and our offensive coordinator (executive producer), we can put the points on the board. Now, we need somebody to provide the "D". We need someone to research story ideas, keep abreast of a fantastic city, work with our reporters (especially our beat reporters) and make sure we don't get beat on stories. Musts: Good mind for news, excellent people skills, good organizational skills, good perspective, sense of humor, will to win, heart of a champion, creative mind, thinker. This is a key position on the coaching staff of a "Championship Newsball" team. Send resume along with a description of your news philosophy to: Tim G. Gardner, Head Coach and News Director, KTBC-TV, PO Box 2223, Austin, TX 78768. EOE, M/F.

**Temporary positions available:** From July 15-November 5. Statewide public television needs experienced journalists and ENG videographers to work with statewide election unit. Send resume, tape and salary history to Personnel, PO Box 20066, Tallahassee, FL 32316 by July 13, 1990. EOE.

**News producer:** Aggressive, compelling, concise, immediate controversial. If this describes the newscast you produce, send your best sample tape to: Mildred McNeill, Vice President, News and Public Affairs, WVIT-TV, 1422 New Britain Ave., West Hartford, CT 06110. No phone calls. WVIT-TV is an equal opportunity employer.

**News photographer:** Wanted: Aggressive news photographer with a good eye, looking to move up. One year shooting experience, microwave and SNG experience helpful. Send non-returnable tape and resume promptly to Richard Simms, WTVC-TV, PO Box 1150, Chattanooga, TN 37401. Minority applicants encouraged to apply. WTVC is an equal opportunity employer.

**Television reporter/anchor/photographer** position open at KSAX-TV, Alexandria. Person will be primarily a reporter/anchor, but at times it will be necessary for the person to be able to shoot their own news story. Writing and editing skills important. At least two years of experience in television required. Knowledge of beta cams and electronic news gathering vehicle a plus. Send resume and demo tape to Mark Vanderwerf, KSAX-TV, Box 637, Alexandria, MN 56308. Equal opportunity employer, 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-Publicity and ask for Julie. EOE.

**Weathercaster:** Very well-equipped affiliate in 100+ tornado market needs #2 weatherperson. Meteorology degree helpful, strong weather knowledge and presentation required. Have great computer system, need someone who can make it sing! EOE. Resumes to Box M-7.

**Co-anchor** for weeknight 6 and 10 news. Some reporting and producing. The right candidate will work with our male anchor. Apply to Box M-6. EOE, M/F.

**News anchor/reporter:** #1 rated, CBS affiliate in Oklahoma City is looking for a dynamic and enthusiastic anchor/reporter for 6 and 10 p.m. newscasts. If you're a strong, comfortable communicator with anchoring and reporting experience, send resume and tape to: Jerry Dalrymple, Vice President, KWTV-9, 7401 N. Kelley, Oklahoma City, OK 73111. No phone calls, please! EOE, M/F.

**Producer:** We're a couple good ideas away from becoming number one. Got any? WISN-TV is looking for producers who are creative enough to see them through. That's in addition to having good news judgement and people skills. Candidates must have at least two years producing experience. Please rush your best stuff and resume to Mary Ann Lazarski, Assistant News Director, WISN-TV, PO Box 402, Milwaukee, WI 53201. We encourage women and minorities to apply. EOE.

**Sports anchor** for aggressive southwest affiliate. Need out-going, polished anchor who's not afraid to work sports as news. Strong local emphasis--with four universities, countless high schools and two pro teams to cover. Resume and tape to: Peggy Carpenter, KTXS-TV, PO Box 2297, Abilene, TX 79604. EOE.

**News director:** Growing northern California Independent seeks creative and energetic news director or assistant eager for a challenge. Must be innovative and have outstanding people skills. Please send resume, cover letter and salary history to Elliott Troshinsky, KRBB-TV, 500 Media Pl., Sacramento, CA 95815. No phone calls, please. EOE, M/F.

**News director:** ABC affiliate needs strong leader, motivator and teacher. Eager staff, good news product, but we need to take it up to the next level. Resume and salary requirements to Clark Cipra, KAAL-TV, PO Box 577, Austin, MN 55912, EOE, M/F.

**Weekend reporter:** Television is like baseball, except with more intensity. That triple "A" farm club in Austin just sent another one to "the show". We just lost a reporter to KCRA-TV in Sacramento. The guy was terrific. Now, we need another terrific person to fill that role. It's a full time gig. A highly motivated team player with positive attitude, good news judgement, strong writing skills, common sense, sense of humor, heart of a champion and will to win is what we're looking for. Call before you send tape and resume!!! Ask for Tim Gardner, News Director, or Suzanne Haffey, Assistant to the ND, 512-476-7777. KTBC-TV, Austin, TX. EOE, M/F.

**Weekend anchor:** Must have 5 years anchoring experience and a strong delivery. Good opportunity for a weekday anchor in a smaller market to move up to the top 50. Tapes and resumes to Steve Hunsinker, News Director, WHP-TV, 3300 N. Sixth St., Harrisburg, PA 17105. EOE.

**Nashville's Newschannel 5** will soon be expanding again! We'll need more top reporters, photographers, producers, assignment editors and a business manager. At least two years experience, a college degree and the real desire to work hard and win are requirements for all these positions. We do more news than any other station in the market and we've got all the tools to do it right--SNG, NewStar computers, Beta and a brand new facility. If you're among the best, send a non-returnable tape, resume and references along with salary requirements to: Mike Cavender, News Director, WTVF, 474 James Robertson Pkwy., Nashville, TN 37219. Absolutely no phone calls, please. WTVF is an equal opportunity employer and encourages applications from minority group members.

**Job opening. KAPP Television:** The ABC affiliate in Yakima is looking for a general assignment reporter. Must have college degree and must be able to find, shoot and edit own material. We need a hardcore hard news specialist who preferably has some experience generating news under a deadline. Solid company, good working conditions for the right team player. Send tape and resume to: Dave Ettl, News Director, KAPP-TV, 1610 So. 24th Ave., Yakima, WA 98902. Applications will be accepted the June 29th, 1990. KAPP Television is an equal opportunity employer.

**Meteorologist:** Top 50 market station needs experienced weather forecaster. Should have at least two years experience. Tapes and resumes to Steve Hunsinker, News Director, WHP-TV, 3300 N. Sixth St., Harrisburg, PA 17105. EOE.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Small fish in big pond** ready to jump into small pond as sports producer. Currently at top Indy in LA. Creative ideas including one NEVER done before (FCC legal). Erik, 818-243-5125.

**Western Kentucky University's WKYU-TV** has an opening for a producer-director. The position will be responsible for producing and directing instructional and informational programs as well as shooting and editing features for a magazine show. Excellent shooting and editing skills are required. Facilities include BetaCam, 1" editing, and full studio, remote, and post-production capability. Bachelor's degree and at least two years experience in cable broadcast, or corporate television are required. Position offers excellent benefits and a competitive salary. Send letter of application, vita with three references, and sample videotape to: Office of Academic Affairs, TV Producer-Director Search, Western Kentucky University, Bowling Green, KY 42101. Women and minorities are encouraged to apply. An affirmative action, equal opportunity employer.

**Promotion senior writer/producer:** Top 50 South Florida affiliate seeks creative promotion professional on the way up. News promotion experience a must. Send resume and salary requirements to: Box M-16. EOE/M/F.

**Graphics producer:** KTBC, CBS affiliate in Austin, TX is looking for a graphics producer. Seeking a creative person who has a good eye for color and layout, can work well within deadlines and who can interact favorably with news, production and sales. Experience with Vidafont character generator and paint system is required. Send resume tapes to: Londa Trial, Program Manager, KTBC-TV, PO Box 2223, Austin, TX 78768. EOE.

**Senior associate producer** for major market daily talk show. Candidate must be top-notch writer with excellent leadership abilities, strong production skills, good news judgement and the ability to think under pressure. Competitive salary and benefits with a rapidly expanding organization. Two years experience and Bachelor's degree required. Send resume and tape to: The First Church of Christ Scientist, Personnel Dept., A130, 175 Huntington Ave., Boston, MA 02115. EOE.

**WOWT-TV in Omaha** is looking for an executive producer with 3-5 years of experience in news and 1-2 years in management. Prefer previous executive producer background, daily producing of newscast or information programming. Must demonstrate solid news judgement. Prefer Bachelor's degree in Journalism. Send resumes to: Steve Murphy, News Director, WOWT, 3501 Farnam St., Omaha, NE 68131. WOWT is an equal opportunity employer.

**TV production assistant:** AETN has an opening for self-starter experienced in operating studio and remote cameras, audio/video production equipment, and performing 3/4" editing. Candidates should have education equivalent to a HS diploma, advanced training and two years related work experience. Starting salary of \$14,000. Send letter of application, two copies of current resume with names and addresses of three professional references to: Personnel-Arkansas ETV Network, PO Box 1250, Conway, AR 72032 prior to July 9th. AETN is an EO/AA employer. Minorities and women encouraged to apply.

**KTVA-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, KTVA, 1007 W. 32nd Ave., Anchorage, AK 99503. EOE. No phone calls, please.

**Producer/host. Black Nouveau:** WMVS/WMTV is seeking a co-host for Black Nouveau, a program from an African-American perspective. Duties include research, writing production and editing of features running within program. Applicant must have strong knowledge of and sensitivity to the Black experience. This is a part time position and there are no benefits. Send resume and tapes to Joseph Savage, Executive Producer, WMVS/WMTV, 1036 North 8th St., Milwaukee, WI 53233. EOE.

**Editor** wanted to join Midwest production house post facility. Work with commercial and industrial clients in a friendly atmosphere. Prefer experience with ACE 200 editor, AVC 23 switcher, ADO 10000. Post facility includes AVA graphic system and the Vertigo 3-D graphic system. Send resume to Stan Newman, Jim Gilmore Productions, PO Box 25, Evansville, IN 47701. EOE, M/F.

**Suny, Plattsburgh** seeks applicants for a tenure track faculty position in television production beginning Fall 1990. Duties will include teaching courses in studio and field production. The position also involves supervision of the campus cable television operation, the advisement of program majors, and active participation in the department internship program. A Master's degree in Mass Communication or related field is absolutely required. Three years or more of experience in the broadcast industry is desired. Teaching and/or commercial experience in television news is desirable but not essential. Individuals with an understanding of and sensitivity to minority and gender concerns are encouraged to apply. The salary and rank are negotiable based upon qualifications and experience. The application deadline is Friday, July 25, 1990, however, applications will be accepted until the position is filled. Send letter of application and current resume to: Chair, Search Committee, c/o Office of Personnel/Affirmative Action, SUNY Plattsburgh, Box 1684-50, Plattsburgh, NY 12901. SUNY is an equal opportunity/affirmative action employer.

**Leading Nashville production company** seeks innovative, enthusiastic paintbox artist. AVA experience preferred, 3D animation experience helpful. Ability to handle projects from concept to completion a must! Contact Scene Three, Inc., 1813 Avenue South, Nashville, TN 37203, Attn: Mike Arnold, 615-385-2820. EOE.

**Promotion manager** for central Texas' leading news station. KWTX-TV needs an innovative, "hands-on" manager who can successfully market our news. Experience in television news promotion required. Send written resume and a recent tape to Virgil Teter, VP/News, PO Box 2636, Waco, TX 76702. EOE.

**Technical director** for Spanish language LA television station. Need two years experience as TD on live news show, ability w/Grass Valley 1680 switcher w/E-mem, Abekas A42 still store w/library system, NEC system 10 DVE, and Chyron RGU-2. Bilingual (Spanish/English) preferred. Good benefits, growing station. Send resume and demo tape to Personnel, KVEA, 1139 Grand Central Ave., Glendale, CA 91201. EOE.

**News producer:** To oversee the writing and various production elements of fast-paced, highly visual daily newscasts. Must possess excellent writing, organizational, and people skill. Three years experience producing daily newscasts required. Send resume, non-returnable tape and letter explaining how you would do the job (no calls) to Edward B. Schimmel, WPVI-TV, 4100 City Line Ave., Suite 400, Philadelphia, PA 19131. EOE.



#### SITUATIONS WANTED MANAGEMENT

**General manager** available with 26 years experience in all phases of television operation. Great profit record. Station sold. Call Bill Acker 417-781-4110.

#### 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.

**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.

**26 years** broadcast engineering. 15 years as hands-on television chief engineer & director of engineering. Start-up & upgrade construction both studios and transmitters. Experienced people management and departmental budgeting. Please reply Box M-9.

#### SITUATIONS WANTED NEWS

**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.

**News director**, 20 years in TV news, 3 as ND. Winner, people skills, a strong budget administrator. Box D-52.

**Accomplished television professional:** Seeks advancement from NY technical manager of network news remotes to control room director for TV news programs. Strong organizational and communication skills, creative audio/visual style, imaginative technical composition and versatility to cope with late changes. Interested in an entry level position leading to an opportunity to direct an upbeat and distinctive program. Send replies to Box M-15.

**I just completed** my meteorology - broadcast communication college degree. "Middle-aged" gentleman and knowledgeable weather forecaster seeks entry level weathercaster position. Will relocate. Call Michael Joyce at 214-986-6144.

**Experienced law enforcement officer** top 30 market wants TV news opportunity. Sharp college grad and reporting experience makes great police beat reporter. Add unique experience to your news team. Call Brian 317-298-3708.

**Excellent experienced sportscaster** looking for a fine station in which to work, also knowledgeable newswoman. 216-929-0131.

**Top-notch entertainment reporter** will bring exclusive reports, interviews and reviews to your medium to large market. Contract with major station group ends soon. Great for news, talk and magazine formats. Currently seen on top 20 local news, network and syndicated programs. Box M-8.

**Experienced, award-winning anchor** seeks top sixty relocation. Quality shops only. Call 904-439-1425.

#### ALLIED FIELDS

##### HELP WANTED INSTRUCTION

**Broadcast journalism:** Position to teach courses in broadcast journalism sequence and advise campus FM radio station. Master's required, PhD preferred, in addition to teaching and professional experience. Application review will begin July 1. Send resume, letters, transcripts to Tom Whitehead, Journalism Coordinator, Northwestern State University, Natchitoches, LA. EOE.

##### 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.

**Government jobs:** \$16,412-\$59,932/yr. Now Hiring. Your area. Call 1-805-687-6000 Ext. R. 7833.

##### EDUCATIONAL SERVICES

**On-camera coaching:** For TV reporters. Sharpen anchoring, standups, interviewing, writing. Teleprompter. Learn from former ABC Network News Correspondent/New York local reporter. Demo tapes. Critiquing. Private lessons. 914-937-1719. Eckhart Special Productions (ESP).

##### CONSULTANTS

**Legal/marketing consultant:** To translate all legal documents from Spanish to English and analyze their legal terminology in order to counsel employer on the proper course of action; to execute documents and contracts within Mexico on behalf of the company after establishing that the required collateral, to be secured in individual cases, falls within legal guidelines as applicable under the United States and Mexican laws; to represent the company before the Secretary of Communications in Mexico, in legal matters concerning communications law; to understand and apply the rules and regulations of Mexico; to answer all notices of conflicting radio and television frequencies to the Secretary of Communications of Mexico; to understand and apply all international broadcast agreements the United States and Mexico are signatory to; to develop a complete marketing strategy in compliance with the North American Broadcasting Agreement. 40 hrs/wk. \$1,500/mo. Requires Bachelor or equivalent in Law or Marketing. Requires 4 yrs. exp. in the job or 4 yrs. exp. as a consultant on radio and television station on US-Mexico border. Apply at Texas Employment Commission, El Paso, TX or send resume to Texas Employment Commission, TEC Building, Austin, TX 78771, J.O. #5424708. Ad paid for by an equal employment opportunity employer.

##### WANTED TO BUY EQUIPMENT

**Wanted:** 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Used 1", 3/4", VHS videotape.** Looking for large quantities. No minis or Beta. Will pay shipping. Call Carpel Video, 301-694-3500.

**Top dollar** for your used AM or FM transmitter. Call now. Transcom Corp., 800-441-8454.

**Strobe parts:** We buy re-buildable flash technology and EG&G circuit boards and system components. Discount Technical Supply, 305-962-0718.

##### FOR SALE EQUIPMENT

**AM and FM transmitter**, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. FAX 215-884-0738.

**50Kw AM:** CCA-AM 50,000 (1976), excellent condition. Transcom Corp., 215-884-0888. Fax: 215-884-0738.

**FM transmitters:** RCA BTF20E1 (1976), McMartin BF5K (1981), CSI T-3-F (1981), Harris 2.5K (1983), CCA 2500R (1978), 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 BASK (1980), McMartin BA 2.5K (1981), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

**1Kw AM transmitters:** Cont 314R1 (1986), Harris BC1H1 (1974), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

**Transmitters, radio & television:** TTC manufactures state-of-the-art low power and full power television; and FM transmitters 10 watts to 50Kw, solid state from 10 watt to 8Kw. Call 303-665-8000.

**FM antennas.** CP antennas, excellent price quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

**TV antennas.** Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

**Blank 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.

**Sony BVH 3000 & 3100's:** Several in stock - New Condition. All with D.T. Call Video Brokers Inc. 1-800-476-4595.

**Sony BVH 2000's:** NTSC and PAL with Type 1,2, or 3 Control Panels and choice of TBC's - Full Warranty. Call Video Brokers Inc., 1-800-476-4595.

**Sony BVH-2800's:** 1 with PCM Audio - complete System. 1 ONLY AVAILABLE. Call Video Brokers Inc. 1-800-476-4595.

**Sony BETA-SP-BVW-75:** Almost NEW - SAVE \$10,000.00 OFF NEW PRICE! Call for immediate delivery. Video Brokers Inc. 1-800-476-4595.

**Ampex VPR-2's:** Fully Refurbished with Warranty! Get into 1" at a low cost. Call for details. Video Brokers Inc. 1-800-495-4595.

**Ampex VPR-3's:** with ZEUS. Choice of table top or console. Call NOW. Video Brokers Inc. 1-800-495-4595.

**GVG 100 CV:** In stock. Used only 30 days. In New Condition. Call Video Brokers Inc. 1-800-495-4595.

**Sony BVP-360:** Studio Camera. Complete System - CCU's, 20:1-Zoom Lens. Call for immediate delivery. Video Brokers Inc. 1-800-495-4595.

## Help Wanted Management Continued

**Sony BVW-505:** BETA SP Camcorder, Betacam Studio Recorders, BVW-10, 15, 25, 40 also in stock. Call Video Brokers Inc. 1-800-495-4595.

**SA-8005** 4.6 meter satellite antennas \$2,500. SA-414 broadcast quality receivers \$1,975 702-386-2844.

**For sale:** 70-L upconverter. L-Ku converter. 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.

**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.

**Save on videotape stock.** We have 3/4" & 1" evaluated broadcast quality videotape. Available in all time lengths. Call for best prices. IVC, 800-726-0241.

**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.

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## RADIO

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For the Eagle 92.9 KTGL Lincoln, NE. We need an organized leader, motivator and trainer. Great opportunity for the currently SM who is ready to move up. Reply in confidence to:

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3201 Pioneers Blvd., Suite 208,  
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At least 3-4 years experience in Top 30 Market. Familiarity with 30- and 60-minute formats preferable. Extensive knowledge of wide range of sports a must. Send tape & resume.

#### SPORTS ANCHOR

At least 3-4 years experience in Top 30 Market or experience in national sports or news production. Familiarity with long-format programming preferable. Send resume to:

**Carlotta Eike**  
SNN  
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27th Floor  
Arlington, VA 22209

**Absolutely no calls, please.**  
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#### KFOR TV, 4 STRONG!

has a position open for an AM anchor. Applicant must have street reporting skills and anchor experience. Send your tape and resume to News Director, KFOR-TV, 500 E. Britton Road, OKC, OK 73114. EOE.

### Help Wanted Programing

#### Tape Editor

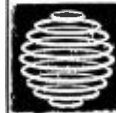
KPIX in San Francisco has an opening for a top-notch Videotape editor for Evening Magazine. The position demands a highly creative person to select music, work with producers and edit long and short form stories. Previous CMX and Beta editing experience required. Candidates should rush a tape and resume to:

**Eric Temple,**  
Executive Producer  
Evening Magazine  
855 Battery Street  
San Francisco, Ca 94111  
No phone calls, please.

### Help Wanted Programing Continued

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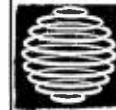
**Personnel Director**  
Washington International Teleport  
1133 21st Street, N.W., Suite 300  
Washington, DC 20036

EOE/M-F

### Help Wanted Technical

#### SATELLITE EARTH STATION MICROWAVE TECHNICIANS & OPERATORS

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**Washington International Teleport**  
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# FATES & FORTUNES

## MEDIA

**David S. Grossman**, principal, JAG Associates business consulting firm, Potomac, Md., joins Times Mirror, New York, as assistant to Bud Carey, broadcasting president.

**Michael Carter**, station manager, KXTX-TV Dallas, named VP and general manager.

**Krys Keller**, media services supervisor, Coca-Cola USA, Dallas, joins ABC Television Network Group, New York, as director of station relations, North Central region.



**Wilensky**

**Paul Wilensky**, VP and general manager, WMZQ-FM Washington, joins co-owned KOFY-FM San Francisco and KLRS-FM Santa Cruz, Calif., in same capacity.

**Steve Ennen**, general sales manager, WUSN(FM)

Chicago, named general manager.

**C. Norman Reeves**, director of operations, WCPO-TV Cincinnati, joins WTAV-TV Altoona, Pa., as general manager.

**Ray J. Chumley**, general manager, WREX-TV Rockford, Ill., joins WRBL-TV Columbus, Ga., in same capacity, succeeding **Mark Prather**, resigned.

**Paige Lamers**, general sales manager, WLEV(FM)-WEST(AM) Easton, Pa., named general manager.

**Ronald Reeger**, operations manager, WTAZ(AM)-WLTY(FM) Norfolk, Va., named VP and general manager.

**Barbara Beddor**, general manager, KJRB(AM)-KEZE(FM) Spokane, Wash., named VP and general manager, succeeding **Truman W. Conley**, resigned.

## SALES AND MARKETING

**Jan Fisher**, account supervisor, Lippin Group, Los Angeles, named VP. **Don**

**Ciaramella**, account supervisor, Lippin Group, New York, named VP.

**Mathew G. Crisci**, senior VP, director of client services and board member, Chiat/Day/Mojo, San Francisco, joins Backer Spielvogel Bates Inc., New York, as executive VP.

**Rudi C. Loehwing**, executive director, U.S. operations, American Culture Entertainment advertising agency, Los Angeles, named chief executive officer.

**Deborah O'Bryan**, account executive, Christal Radio, Chicago, joins CBS Radio Representatives there in same capacity.

**Heidi Wilson**, manager of program research and senior research analyst, Group W Television Sales, New York, named account executive, Group W Television Sales Target Marketing Group there.

**Steve Carlston**, national sales manager,

WTAE-TV Pittsburgh, Pa., joins Buena Vista Television, Burbank, Calif., as executive director of local ad sales & marketing.

**Dale A. Remy**, regional sales manager, Broadcast Management Plus, joins WRGT-TV Dayton, Ohio, as general sales manager.

**Gary Seaberg**, local sales manager, KFVS-TV Cape Girardeau, Mo., joins WHBF-TV Rock Island, Ill., in same capacity.

**Myrtle Jenkins**, consumer broadcast buyer, Fahlgren & Swink Advertising, joins Shelly Berman Communicators, Westerville, Ohio, as senior media buyer.

**Cheryl King**, account manager, KROR(FM) Yucca Valley, Calif. (Palm Springs), named sales manager.

**Scot Sandlin**, sports marketing specialist, Learfield Communications, joins

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Texas State Network, Dallas, as account executive.

## PROGRAMING

Appointments, MCA Television Entertainment, Universal City, Calif.: **Michael Lansbury**, VP, daytime programming, Fox Television, named VP, series programs; **Angela Mancuso**, VP, production, Lifetime Network, New York, to same capacity, succeeding **Jim Watt-ers**, senior VP, studio operations group, Universal Cities Studios Inc., and **Michael Houbbrick**, assistant director of publicity, to director of publicity and promotions.

**Marc Solomon**, VP, Warner Bros. Domestic Television Distribution, Burbank, Calif., named VP, general sales manager, media sales.



Solomon



Johnson

**Henry Johnson**, producer, *Growing Pains* and *Just the 10 of Us*, Warner Bros. Television, Burbank, Calif., named VP, film and tape production.

**Burl Hechtman**, executive VP, television, Motown Productions, joins King World Productions, Los Angeles, as VP, cable television and special projects.



Hechtman



Gilbert

**Edward Gilbert**, VP, legal and business affairs, ITC Distribution, Studio City, Calif., named senior VP, legal and business affairs.

**Steve Levitan**, VP, business affairs, Sunrise Films Inc., Los Angeles, named

## HONOREE

**W**ard Chamberlin Jr., founding executive of CPB who left positions as president and chief executive officer of noncommercial WETA-TV Washington last December, received the 1990 Ralph Lowell award for special achievement in public TV during the PBS annual meeting in Dallas. Developments preceding the meeting included the appointment of John Schott, executive producer of the PBS series *Alive From Off Center*, to executive director of the Independent Television Service, which established headquarters in Minneapolis; and CPB President Donald Ledwig delivered a letter to Senators Ernest Hollings (D-S.C.) and Daniel Inouye (D-Hawaii) asking that the Commerce Committee amend the cable deregulation bill to include the cable-public TV must carry agreement reached in March (BROADCASTING, April 2).

president.

**Sherri Thomas**, of KOOL-FM Phoenix, joins KMBT-FM Seaside, Calif. (Monte-rey), as music director and air personality.

**Karen Smith**, director of clearances, film, television and music, dick clark productions inc., Los Angeles, named director of international distribution.

**Richard Bencivengo**, VP, programming and development, Movietime Channel Inc., joins Playboy Entertainment Group, Los Angeles, as VP, programming, Playboy At Night.

Appointments at Avalon Pictures Inc., Santa Monica, Calif.: **Melinda Hamilton**, director of marketing services, Viewer's Choice, named VP, marketing; **Richard Glascock**, general manager, United Artists Cable Television, East San Fernando Valley, Calif., named VP, affiliate relations; **Andrew Reimer**, manager, feature film and television contract administration, Warner Bros. Inc., named director of programming, and **Randall Fritchie**, division controller, United Cable Television, City of Industry, Calif., named controller.

**Chuck McLain**, executive producer, *People Like Us*, NBC mini-series, joins Republic Pictures Productions Inc., Los Angeles, in same capacity.

**Dale Snyder**, director of programming, WNUV-TV Baltimore, joins group owner

ABRY Communications, Boston, in same capacity.

**Jeffrey H. Kazmark**, director of sales, WNBC-TV New York, joins Orbis Communications, Los Angeles, as manager, West Coast sales.

**Al Nassar**, acting program director, WCKW-AM-FM New Orleans, named program director.

**Jane Small**, program sales manager, Channel Four International, joins Granada Television International, London, as head of sales.

**Mark A. Traverso**, of Mark Traverso Productions, joins Strategic Concepts Inc., Chicago, as senior partner.

**Teri Silver**, manager, contract administration, Buena Vista Television, Burbank, Calif., named director of business affairs, contract administration.

**Bob Kucken**, program assistant, WMTG(AM)-WNIC(FM) Dearborn, Mich., named assistant program director, music director.

**Beth Sosin**, account executive, Group W Target Marketing, New York, named director of programming and development.

**Greg Budell**, air personality, WLVE(FM) Miami Beach, joins WAXY(FM) Fort Lauderdale, Fla., in same capacity.

**Mark Basford**, manager of programming services, E! Entertainment Television, Los Angeles, named manager, post production and scheduling.

**Larry Reisman**, regional affiliate relations manager, Westwood One Radio Networks, named national manager, Los Angeles.

**Douglas B. Willard**, senior account executive, Brown Kraft & Co., joins Saban Entertainment, Burbank, Calif., as controller.

**Beth Hymson**, independent casting director, joins Patrick Hasburgh Productions, Los Angeles, as director of casting.

**Gary Austin**, news director, WQBK(AM) Rensselaer, N.Y. (Albany), adds duties as program manager.

**Dan Balla**, program director, WMMQ(FM) Charlotte, Mich. (Lansing), joins KRXX(FM) Oklahoma City as FM program director.

**Brian Hocker**, account executive, Dallas, KXAS-TV Fort Worth, named director of programming and administration.

**Stewart Harding**, VP, production investment, Astral Film Enterprise, joins Alliance Entertainment Corp., Toronto, as executive in charge of production.

**Bob Marrone**, production director,

## CHANGING TIMES

# Thanks TO TE CHERS



**T**he Akron (Ohio) Radio Hall of Fame, which memorializes the "Golden Age" of radio broadcasting and recognizes people from the area who have made notable contributions to the development of the industry, has changed its name to the Broadcasters Hall of Fame and will honor people

nationwide for contributions in television and radio, in response to nominations coming from all over the country. Jean Hartz, president, Broadcasters Hall of Fame, and Fred Bock, chairman of the board of directors, are congratulated by Congressman Tom Sawyer on the new change.

WQQQ(FM) Stamford, Conn., named program director and air personality.

## NEWS AND PUBLIC AFFAIRS

Appointments at NBC News, New York: **Jim Dick**, senior news producer, *Today*, named morning news director, NBC News. **Jeanee von Essen**, VP, foreign news, CNN, named director of foreign news development. **Jeffrey Gaspin**, director of financial planning and analysis, named director of program development and planning.

Appointments at CBS News: **Phil Jones**, national correspondent, **Harold Dow**, news correspondent, Northeast bureau, **Erin Moriarty**, contributor, *CBS Evening News* and *48 Hours*, and **Richard Schlesinger**, correspondent, Northeast bureau, named *48 Hours* staff correspondents, New York.

Appointments at Associated Press: **Eduardo Gallardo**, regional correspondent, Santiago, Chile, named chief of bureau; **James J. Reindl**, news editor, Chicago, named assistant chief of bureau/news for Illinois, and **Victoria Smith**, promotions specialist, Arbitron Ratings, named special projects coordinator, corporate communications, suc-

ceeding **Janet Cappiello**, named correspondent, Stamford, Conn.

**Julie Golden**, weather and news reporter and anchor, WFTV(TV) Orlando, Fla., joins WNYW(TV) New York as weather reporter, *Good Day New York*.

## TECHNOLOGY



Baldock

tainment Television, Los Angeles, named director of engineering and network services.

**Joe Scheur**, former president and chief operating officer, Chyron Corp., joins Vertigo/Cubicomp Corp., Hayward, Calif., as president and CEO, and board member.

## PROMOTION AND PR



Button

information.

**Linda Button**, director of broadcasting, WTVJ(TV) Miami, joins WNBC-TV New York as director, communications.

**Mark Mandel**, sports publicist, ABC Television Network, New York, named manager, sports

**Jayne Wallace**, director of publicity, Paramount Domestic Television, joins Bender Goldman & Helper, New York, as senior VP and head of New York office.

**Edward P. Frack**, media buyer, Liebermann-Appalucci advertising and public relations, Allentown, Pa., named director, media department.

## ALLIED FIELDS

**Alfred Lee**, telecommunications policy specialist, office of policy analysis, Na-

## NEW FCBA OFFICERS

New officers for the Federal Communications Bar Association, Washington, have been elected for the July 1, 1990, thru June 30, 1991, term. Elected president, **Sally Katzen**, partner, Wilmer Cutler & Pickering, Washington; president-elect, **John D. Lane**, partner, Wilkes Artis Hedrick & Lane, Washington; treasurer, **Peter Tannenwald**, partner, Arent Fox Kintner Plotkin & Kahn, Washington; secretary, **James M. Smith**, president, Comptel, Washington; assistant secretary, **Renee Licht**, deputy general counsel, Federal Communications Commission, Washington. Elected as executive committee members: **Howard M. Weiss**, partner, Mullin Rhyne Emmons & Topel; **Robert E. Branson**, senior legal advisor to Commissioner Andrew C. Barrett, Federal Communications Commission, Washington; **Kathryn R. Schmeltzer**, partner, Fisher Wayland Cooper & Leader.



## PRO BONO



**G**roup W Television was one of four national companies sponsoring the national "Thanks To Teachers" program, a joint effort between business leaders and the nation's top elementary and secondary school teachers to voice opinions on important American education issues and learn how to improve America's schools. Tom Goodgame

(l), president of Group W Television, is pictured here with three partners in public affairs: William Kolberg, president of the National Alliance of Business; Donna Rhodes, executive director, National Foundation for the Improvement of Education, and John Sculley, chairman and president of Apple Computer.

tional Telecommunications and Information Administration, Washington, named senior policy advisor for common carrier and technology issues.

**Jim Carr**, on leave from engineering department, ABC, New York, joins USA/World Relief Organization, Mt. Pocono, Pa., as audio/video producer and narrator.

**Sandy Martin**, director of marketing, creative services and promotion, KSHB-TV Kansas City, Mo., named to Broadcast Promotion and Marketing Executives board of directors.

Board appointments, National Association of Broadcasters, Washington: **Gary R. Chapman**, president, LIN Broad-

casting, New York, named chairman, television board, succeeding **Thomas L. Goodgame**, president, Television Station Group, Westinghouse Broadcasting Co., New York, whose term expired. **Ronald Townsend**, president, Gannett Television Group, Arlington, Va., named vice chairman, television board, succeeding **Benjamin McKeel**, VP, television, Nationwide Communications, Columbus, Ohio, whose term expired. **David L. Hicks**, president and CEO, Hicks Broadcasting Corp., Kalamazoo, Mich., named chairman, radio board, succeeding **William R. Sanders**, president and owner, KICD-AM-FM Spencer, Iowa, whose term expired. Succeeding Hicks as vice chairman is **Rich-**

**ard D. Novik**, president, WKIP(AM)-WRNQ(FM) Poughkeepsie, N.Y.

**Donald E. Petersen**, former board chairman and CEO, Ford Motor Co., named to board of directors, Public Broadcasting Service, Alexandria, Va.

Appointments at Birch/Scarborough Research, Coral Springs, Fla.: **Anne Olvey**, managing editor of publications, Mitel Inc., Boca Raton, Fla., named marketing and communications specialist; **Lisa Hildalgo**, manager of media services, Coca-Cola USA, named local market manager, Western region, Los Angeles; **Evan Goldfarb**, account executive, WITL-AM-FM Lansing, Mich., to local market manager, Chicago, and **Katharyn Goldthorpe**, recent graduate, Appalachian State University, Boone, N.C., named local market manager, New York.

## DEATHS

**Gerard Appy**, 69, retired public television executive, died June 24 of congestive heart failure at his home in Lake Oswego, Ore. After stint as radio actor and broadcast engineer, Appy joined National Educational Television, forerunner to WNET(TV) Newark, N.J. (New York), and Public Broadcasting Service, serving as VP and director of operations of corporate services and administration, and was board member for Public Broadcasting Service. He is survived by his wife, Shirley; daughter, Karen, and son, Christian.

**William P. Acquino**, 64, producer, died June 6 of stomach cancer at Millard Filmore Gate Circle hospital, Buffalo, N.Y. Most recently, Acquino was stage manager and producer, Buffalo Sabres Hockey broadcasts, Niagara Frontier Sports Network. Employed at WGR(TV) Buffalo, N.Y., from 1957 through 1971 as floor manager, Acquino also was freelance stage manager for NBC's NFL football telecasts, Orchard Park, N.Y., and for baseball aired on WNYB-TV Buffalo, N.Y. He is survived by his mother, Grace, and nephew, Michael.

**Victor R. Gordon**, 67, producer/director, died of cancer June 12 at Roswell Park Cancer Institute in Buffalo, N.Y. He began his career at KEYL(TV) San Antonio, Tex., and later worked at WOAI-TV there. Gordon moved to Buffalo, N.Y., as director for WBUF(TV) and then joined WGR(TV) Buffalo as producer and director; later named production coordinator. In 1965, Gordon joined WKBW(TV) Buffalo as cameraman and retired in 1987. He is survived by his wife, Lois; daughter, Melissa; son, Jeff; sister, Shirley, and two grandchildren.

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# FIFTH ESTATE

## ISAAC HERSLY: CHYRON'S HANDS-ON PRESIDENT

**W**hile Isaac Hersly was evaluating new television equipment developments for the ABC Television Network during the 1970's and early 1980's, he was in a position to evaluate which companies were up and coming. He watched Chyron Corp. grow from a single-product company, selling its Chyron IV character generator, into a multi-subsidary group.

"The goal was to diversify into various products and focus on broadcast, production and lower-priced products for both America and overseas," he recalls. Hersly is now president of Chyron and is continuing the company's philosophy of expansion. The Chyron Group today is among the world's top manufacturers and marketers of video graphics products, with subsidiaries specializing in character generators (Chyron), high-end paint and animation systems (Aurora, Redwood City, Calif.), editing systems (CMX, Santa Clara, Calif.) and digital special effects (Digital Services Co. [DSC], Gainesville, Fla.).

Earlier this year, efforts to complete another merger, this time with equipment distributor Midwest Communications, fell through (BROADCASTING, March 19). But that does not mean the company has stopped looking for expansion opportunities. "We are always open to two things, a strategic partner and/or a financial partner."

The pace of Hersly's workday is rapid. He oversees operations at Chyron's two East Coast-based companies and coordinates the company's sales staffs both domestically and abroad. A good portion of his day is spent in the car on the way to a meeting in New York while on the cellular phone to either the West Coast or Europe. (About a third of Chyron's business is done overseas, he says.)

"I am of the opinion that it is important for me to know the customers one-on-one the best that I can," Hersly says. Business has been pretty good for Chyron lately, Hersly says. "It was a good NAB," with healthy sales of CMX's new OMNI editor and Chyron's iNFiNiT! character generator. He finds that broadcasters have changed from traditional cyclical patterns of buying equipment. "We think we're seeing broadcasters making 'event-oriented' purchases. We're seeing lots of business



coming in because of the football season and buying of gear for elections, even though these are mid-term elections." Product design at Chyron is done with the latest technologies, but at the same time balanced with as many off-the-shelf components as possible in order to keep costs down, Hersly says. The real value in a Chyron company product, he says, is in the software.

A great deal of attention must be paid to technological video advances that can affect product design. Writeable optical disks, for example, are an advance that appears to be a few years away from widespread use. "We're constantly looking at that. The question is, when will it be fast and cost-efficient? We are ready to interface to that immediately for storage of our data." Chyron is now studying digital video compression for graphics storage and future generation editing systems. Hersly expects that the company may eventually provide a "logo-on-demand" service over regular telephone lines, similar to a character generator font delivery service it already operates.

Many video effects, animation, paint

and character systems sold by Chyron are designed to work with component or composite digital videotape recorders. But Hersly does not expect that D-1 and D-2 will ever be commonplace formats in broadcast studios. The first widespread digital tape format for broadcasters will be a high-definition system, he predicts.

HDTV is another technology Chyron plans to be ready for. "We were the first to build [high-definition] character generators, and to my knowledge, no one else has," he says.

Hersly was born in a small town in West Germany in the late 1940's. His parents, both Polish survivors of Nazi concentration camps, immigrated to the United States soon after he was born. He grew up in New York City and attended college at nearby Fairleigh Dickinson University, where he first became interested in electronics and the broadcasting business while working at the school's AM station. "I tried to get a job one

summer announcing at WABC(AM) radio [New York], which every kid would have loved to do." He missed getting the on-air internship, but was offered an internship in the operations department.

That internship led to his first job out of college, evaluating equipment for ABC-TV. "I was there for the first ENG cameras and the first microwave trucks.... There was always something new and you were always on the verge of something different," Hersly says. His duties changed little when he was promoted to the head engineering job for ABC owned and operated stations, except that there was a greater need for his

administrative and financial skills.

The move to Chyron gave him the chance to use all those skills to the fullest, he says. "It lets me move in areas of equipment and technology on a base not limited to the U.S., but worldwide."

### Isaac Hersly

*President and chief operating officer, Chyron Corp., Melville, N.Y.; b. Sept. 6, 1948, Schwandorf, West Germany; degrees: BS, electrical engineering, Fairleigh Dickinson University, Rutherford, N.J., 1970; Masters Business Administration, New York University, 1974; equipment planning engineer, broadcast operations and engineering, ABC-TV, New York, 1970-80; VP, engineering, ABC Owned Stations, 1980-86; VP, marketing, Chyron Telesystems and Video Products Division, 1986-88; president of division and group VP, marketing and production planning, Chyron, 1988-89; present position since 1989; m. Susan Eagelfeld, Aug. 27, 1972; children: Greg, 12; Adam, 9.*

# IN BRIEF

## ABC TALKRADIO CUTS DAYTIME SHOWS

**A**BC Talkradio is getting out of the daytime talk network programming business. The all-talk network, established in 1982 as a joint venture between the ABC Radio Networks and ABC Radio Enterprises (BROADCASTING, July 27, 1981), will cease production and distribution of its four weekday talk shows as of Sept. 28. Concurrently, the network will concentrate on its weeknight and weekend programming, according to Talkradio Vice President Maurice Tunick.

Tunick told BROADCASTING that the decision was primarily financial. "We had to make some decisions," he said. "As we expanded and branched out, we reached the point where we could look back and see what we do best. We hung in for a long time in daytime but, given our success in evenings and weekend, we have decided our emphasis should be with Tom Snyder and Sally Jesse Raphael, and the weekend shows. The strength of our programming has been evenings and weekends, where we'll continue to provide our affiliates and advertisers [with] what they have come to expect." Discontinued shows include programs featuring Joy Browne, Gordon Elliot, Barry Farber and Bob Arronson. Unaffected by the network programming decision are the successful evening programs featuring Sally Jesse Raphael and Tom Snyder, as well as weekend programs *Money Talk with Bob Brinker*, *Home Sense with Mike McClintock* and *The Garden Hotline with Ralph Snodsmith*.

Tunick said the cessation of daytime programming should have no effect on ABC's distribution arrangement with New York-based EFM Media, which produces *The Rush Limbaugh Show* and the *Dr. Dead Edell Show* for some Talkradio affiliates. "EFM has been very successful with their programming and this move doesn't affect our relationship with them," Tunick said. ABC Talkradio provides programs to some 200 radio affiliates.

**Pathé Communications Corp. and MGM/UA signed agreement making official terms of merger** announced last week ("In Brief," June 25). Under new agreement, holders of MGM/UA common and preferred shares will receive \$21.50 per share, \$4 of which will be paid July 20 (original agreement was for \$20 per share with expiration June 23). Payment of \$4 will be made from escrow account into which Pathé has already put \$200 million. Under new terms, Pathé will deposit \$53 million by July 16 and two installments of \$50 million Aug. 21 and Sept. 20. Deal should close by Oct. 23. In other Pathé news, company announced that it has "reached impasse" in its discussions with Time Warner Inc. Pathé said that it intends to continue talking to Time Warner, but will also seek alternative sources of financing. MGM/UA stock closed at 17 1/2 on June 28 and opened at 17 1/4 next day. It was trading at press time on June 29th at 17.

Most recent study by **Committee on Na-**

**tional Television Audience Measurement (CONTAM)** asserts that Nielsen understates prime time viewing by teenagers by 33%, men 18-34 by 26% and women 18-34 by 13%. Study measured daytime and prime time viewing from April 30 to June 10.

**Reporter for KMOL-TV San Antonio last week began serving six-month jail term for refusing to turn over confidential notes that prosecutors and defense attorneys are seeking in case involving murder of San Antonio policeman.** Brian Karem has appealed contempt of court ruling by state judge, but his last hope of avoiding jail while U.S. Court of Appeals in New Orleans considers his case was dashed on Wednesday when Supreme Court Justice Byron White refused to grant Karem's emergency petition for stay. White acted without comment. Radio-Television News Directors Association President David Bartlett criticized White's rejection of Karem's request for stay while full ap-

peals process has yet to run its course. "Locking up reporters for refusing to cooperate with police smacks of totalitarianism," Bartlett said.

**Group W Productions announced it will go ahead with production of two new weekly half-hours for upcoming season—*Home Again with Bob Vila* and *On Scene: Emergency Response***—to be included with half-hour renewals, *Missing Reward* and *Teenage Mutant Ninja Turtles*, for fall 1990. *On Scene*, hosted by Dave Forman, has cleared 83 stations and 83% of country, and *Home Again*, also weekend early fringe or access offering, with home repair expert Vila, has cleared 98 station markets, representing 86% national coverage. *Home Again* and *On Scene* are both being offered on three-minute national/three-and-half-minute local barter basis and premiere week of Sept. 17.

**Georgia PSC has ruled that Southern Bell overcharged phone customers \$180 million**, ordering half of money to be returned to customers through future rate reductions, other half to be spent on telephone service improvements. Return on equity was lowered from 15% to 12.375%, which accounted for \$66.5 million of total. Other money accrued from telco's attempt to place Yellow Pages in unregulated subsidiary. PSC also reduced telco's \$49 million accelerated depreciation request, for fiber-to-home video, to \$12 million. Southern Bell plans to appeal ruling.

**Whittle Communications signed four-year agreement with GTE Spacenet** for two transponders aboard GStar II to deliver Channel One, daily 12-minute news and information program, to schools.

**International Frequency Registration Board** is said to have restated its position that **broadcasts of U.S.'s TV Marti** aimed at Cuba **violate international agreements**, and again called on U.S. to eliminate "this harmful interference." IFRB, arm of International Telecommunication Union, submitted its original complaint with U.S. State Department last spring, after TV Marti began broadcasting. IFRB acted in response to complaint from Cuba. State Department, in detailed statement, and President Bush,

in speech to National Association of Broadcasters, in April, rejected IFRB's complaint. Bush said U.S. will "scrupulously adhere to letter of law." But board is said to have maintained that the U.S. is operating in contravention of accords signed at International Telecommunication Union's plenipotentiary conference, in Nairobi, in 1982. Word of IFRB's most recent statement appeared in official Cuban publication, *Granma*. According to report, reprinted in "World Broadcasting Information," which is compiled by the BBC, IFRB "asked Washington to promptly eliminate this harmful interference."

**Cablevision Systems' purchase of Gilbert Media's Gateway Cable system in Newark, N.J., is back on**, with new purchase price of \$90 million. Cablevision has right to terminate agreement before Sept. 17. MSO made initial announcement of purchase last December for \$102.5 million. Cablevision backed out May 30, saying certain conditions for purchase had not been met. Last Friday (June 29), deal was back on, at 11% off initial purchase price.

**Sony Corp. of America is establishing new Sony Sales and Marketing Co.**, in Park Ridge, N.J. Company will encompass several of Sony's current independent divisions under new centralized organization. Divisions within new group will include Broadcast Products, Professional Video, Professional Audio, Data Recording, Direct Markets, JumboTron, Intelligent Video, Duplication and Security and Video Conferencing. Mark Gray, who joined company earlier this year as president, Sony Communications Products Co., has been named president of new company.

**Representative Billy Tauzin (D-La.)** will appear at SBCA home satellite trade show. Member of House Energy and Commerce Committee plans to address "Dealer Town Hall Meeting," July 8, at Opryland hotel.

**Arianespace last week scheduled dual launch of France's second direct broadcast satellite, TDF-2, and German communications bird DFS Kopernikus** for 6:25-7:14 p.m. ET, July 24, five months and two days after most recently launched Ariane rocket exploded after takeoff, destroying NHK's second DBS bird, BS2X, and Mitsubishi's Superbird B. Sources said Ariane will launch Hughes Communications' Galaxy VI and SBS 6 together in early October and GTE Spacenet's GStar IV in November.

## TIME WARNER'S NEW YORK CABLE FRANCHISES RENEWED

**A**fter months of negotiation and posturing, Time Warner's two Manhattan cable franchises, which expire Aug. 17, have been renewed. With three days to spare before it lost all power under New York's new city charter, the Board of Estimate voted 10-1 to renew the Manhattan Cable and Paragon systems, which serve 395,000 subscribers.

The Board had preliminarily denied renewal in a May 15 vote, on the recommendation of John Hanks, director of the Bureau of Franchises. Since then the two sides have hammered out an agreement that, according to Richard Aurelio, president of Time Warner New York City Cable Group, will cost the cable systems \$52 million in "giveaways," and mean a \$1 increase in basic cable rates. That increase is in addition to whatever costs "programming, inflation, et cetera," add to consumers' cable bills, he said.

But, said Hanks, "if they were giving us nothing, they'd still raise rates. They were holding off an increase until the franchise renewal was over so they'd have something to point to."

During the first three or four years of their new 13½-year franchises, Time Warner will spend \$5.4 million for four public access channels, \$3 million for five municipal access channels, with the option for three more if needed, and \$13 million for I-Net, a city government cable system.

Operating support over the life of the franchise—which includes \$250,000 annually in grants for independent producers, and \$3 to \$3.50 per subscriber per year in support of community access organizations—will cost Time Warner about \$30 million. Time Warner will continue to pay an annual franchise fee of 5% of gross revenue, which amounts to about \$7 million. It has also agreed to pay \$2.4 million of the city's legal fees.

Last Friday (June 29), Time Warner and the city won a lawsuit which was seeking to nullify the vote. The plaintiff, a local newspaper publisher, plans to appeal.

**Multimedia stock opened 9% lower on Friday following announcement of company's refinancing package.** By late Friday, stock (MMEDC) was trading at 71, down from Thursday close of 77. Greenville, S.C.-based MSO, group owner, publisher and entertainment company said it would redeem \$480 million in notes with new \$700 million bank credit facility and \$400 million private placement of notes. Company said new financing would also provide approximately "\$375 million of additional funds for acquisitions....the new credit agreements also allow repurchase of the company's stock within certain limits."

**WUTV(TV) Buffalo has purchased Fox programming formerly on WNYB-TV Buffalo from Tri-State Christian Broadcasting.** WNYB-TV will air religious programming. FCC waived one-to-market rule and granted transfer of license of WUTV from Citadel Communications to Act III for \$46 million (BROADCASTING, June 25). WNYB-TV was sold by Niagara Frontier Broadcasting Partnership to WNYB to Tri-State Christian Broadcasting for \$2.5 million ("Changing Hands," Sept. 11).

**Blair Entertainment** has signed NBC-TV to another 52-week cycle of *On Line*,

vignette series seen in network's daytime schedule and offering viewers tips on health, parenting, pet care, diet and exercise. Sponsors include Warner-Lambert, Bristol-Myers, Mars (Kalkin) and Lever Brothers.



**Game winner.** Veteran television game show producer Mark Goodson (*What's My Line*, *To Tell the Truth*, *The Price Is Right*) received daytime television's first Lifetime Achievement award from the National Academy of Television Arts and Sciences and the Academy of Television Arts and Sciences at the 17th annual Daytime Television Emmy Awards ceremonies June 28 in New York. Shown above (l-r): ATAS President Leo Chaloukian, Goodson and NATAS Chairman Michael Collyer. In Emmy race, CBS took five, ABC and NBC four apiece and PBS one. Four statues went to syndicated programs.



# EDITORIALS

*Committed to the First Amendment and the Fifth Estate*

## READ MY LIPS

**A**fter what seems an eon, broadcasters and cable operators have once again worked out a compromise on must carry. This one even treats channel positioning in a way that should make most broadcasters ecstatic.

That's the good news. The bad is that the deal is attached to a House cable reregulation bill that may never see the light of law. That's the so-called Markey bill—for Chairman Ed Markey (D-Mass.), chairman of the House Telecommunications Subcommittee—which, like the Senate bill that preceded it, may prove too stiff for cable's taste.

The sticking point this time is telco entry, although access to programming, the prior No. 1 problem, still rankles. A Boucher-Madigan amendment is expected to be offered in the full committee, admitting local telephone companies to the television business in their own service areas, not only as common carriers but with the power to program up to 25% of their channel capacity.

Broadcasters will be equally vocal in opposing the telco provision, which will now be taken up by the full House Commerce Committee under John Dingell. Both industries will be dedicated to scuttling telephone entry, no matter how much they may desire a cable rereg bill.

Increasingly, the odds are on no bill at all—assuming the combined broadcaster/cable muscle can kill the measure on the floor. (Absent the telco provision, of course, the bill will have broadcasting's full support.) Cable's trump card may well end up being a presidential veto.

## PRECURSOR

**T**CI and Continental have individually approached NBC and CBS, respectively, asking to affiliate with the networks in areas served by their cable systems but currently without affiliated broadcast stations (see page 38)—applications that owe more to cable's sense of the ironic than to real world intent. The less visible broadcasting-cable coventuring in Longview, Tex. (see page 37), may have more of the future in them.

The stakes are much lower but the goal no less clear—increasing each's share of a fragmenting media marketplace by combining strengths. The prime mover is KETK-TV Jacksonville, Tex., which plans to inaugurate a local newscast for the Longview portion of its ADI. The station will produce separate newscasts and insert them in place of its over-the-air newscast in Longview. It's a venture that couldn't be done without the cooperation of local cable operators. Even the local newspaper is joining the effort.

"We believe the future of our business is the ability to provide local news and events," said Philip Hurley, vice president and general manager of KETK-TV, which is joining forces with the local cable company and newspaper to provide

a news service. Hurley put the three usually competing media on the same side in the battle for viewers, with telcos and DBS on the other. Localism, said Hurley, "is the only thing that Sky Cable and telephone companies can't take away from you."

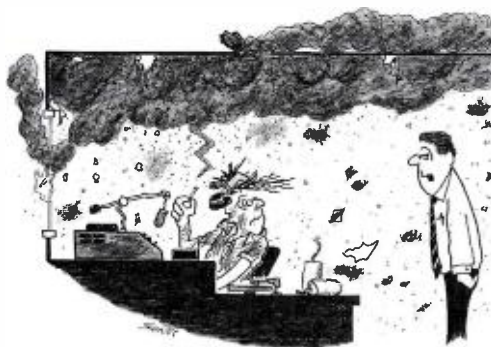
Amid the rhetorical shot and shell, could this be the beginning of a beautiful friendship?

## NICE TRY

**W**e agree wholeheartedly with the answer NBC News President Michael Gartner gave to leaders of the Republican and Democratic parties who proposed to strike a bargain over airtime. The Commission on National Political Conventions, headed by former chairmen of the two parties, suggested that the parties would agree to cut their presidential nominating conventions from four nights to three, in exchange for which the networks would donate that three-hour savings of airtime to campaign messages from the parties' presidential and vice presidential candidates come the fall stretch run. Gartner's answer: "We don't make deals."

The fallacy of the proposal is that the parties had any time to bargain with in the first place. If the Republicans and Democrats want to cut back on the balloons and bombast by a day (probably not a bad idea considering how accomplished the feat is come convention time, thanks to the primary system), that is fine by the networks. But the time has always been the networks to use or not use in covering the conventions as news events of national import. Airtime for last-minute campaigning is an entirely separate issue, and can already be got at a bargain-basement price.

Again, Gartner's elaboration will serve nicely as the last words on the subject. "We shouldn't be involved in the planning of conventions, and conventions shouldn't be involved in the planning of television."



"You were supposed to use the sound effects record for the fireworks."

Drawn for BROADCASTING by Jack Schmidt

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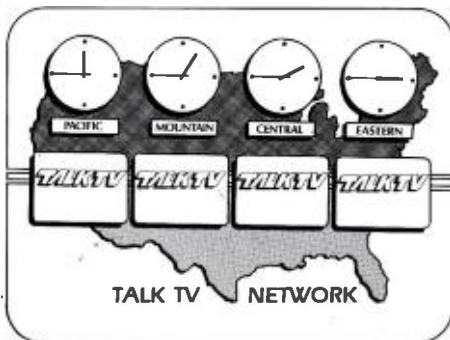
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|--------------------------------------------------------------------------------|--------------------------------------------|
| TIMES                                                                          | MONDAY-FRIDAY                              |
| 6AM-8AM PACIFIC<br>7AM-9AM MOUNTAIN<br>8AM-10AM CENTRAL<br>9AM-11AM EASTERN    | <b>TALK BUSINESS/FINANCE</b><br>with _____ |
| 8AM-10AM PACIFIC<br>9AM-11AM MOUNTAIN<br>10AM-NOON CENTRAL<br>11AM-1PM EASTERN | <b>TALK HEALTH/LIFESTYLE</b><br>with _____ |
| 10AM-NOON PACIFIC<br>11AM-1PM MOUNTAIN<br>NOON-2PM CENTRAL<br>1PM-3PM EASTERN  | <b>TALK PSYCHOLOGY</b><br>with _____       |
| NOON-2PM PACIFIC<br>1PM-3PM MOUNTAIN<br>2PM-4PM CENTRAL<br>3PM-5PM EASTERN     | <b>TALK WITH . . .</b><br>host _____       |
| 2PM-4PM PACIFIC<br>3PM-5PM MOUNTAIN<br>4PM-6PM CENTRAL<br>5PM-7PM EASTERN      | <b>TALK WITH . . .</b><br>host _____       |
| 4PM-6PM PACIFIC<br>5PM-7PM MOUNTAIN<br>6PM-8PM CENTRAL<br>7PM-9PM EASTERN      | <b>TALK WITH . . .</b><br>host _____       |
| 6PM-8PM PACIFIC<br>7PM-9PM MOUNTAIN<br>8PM-10PM CENTRAL<br>9PM-11PM EASTERN    | <b>TALK TODAY'S NEWS</b><br>with _____     |
| 8PM-10PM PACIFIC<br>9PM-11PM MOUNTAIN<br>10PM-MID CENTRAL<br>11PM-1AM EASTERN  | <b>TALK SPORTS</b><br>with _____           |
| 10PM-MID PACIFIC<br>11PM-1AM MOUNTAIN<br>MID-2AM CENTRAL<br>1AM-3AM EASTERN    | <b>TALK SHOW BUSINESS</b><br>with _____    |
| MID-6AM PACIFIC<br>1AM-7AM MOUNTAIN<br>2AM-8AM CENTRAL<br>3AM-9AM EASTERN      | <b>TALK THROUGH THE NIGHT</b><br>PHASE II  |

| WEEKENDS<br>ROTATING/ALTERNATING HOSTS       |                                            |
|----------------------------------------------|--------------------------------------------|
| SATURDAY                                     | SUNDAY                                     |
| <b>TALK FASHION</b><br>with _____            | <b>TALK GARDENING</b><br>with _____        |
| <b>LEGAL TALK</b><br>with _____              | <b>MEDICAL TALK</b><br>with _____          |
| <b>TALK NATIONAL NEWS</b><br>with _____      | <b>TALK WORLD NEWS</b><br>with _____       |
| <b>TALK PRESS/MEDIA</b><br>with _____        | <b>TALK BUSINESS</b><br>with _____         |
| <b>TALK MUSIC</b><br>with _____              | <b>TALK BROADWAY</b><br>with _____         |
| <b>SATURDAY HOLLYWOOD TALK</b><br>with _____ | <b>SUNDAY HOLLYWOOD TALK</b><br>with _____ |
| <b>TALK SATURDAY'S NEWS</b><br>with _____    | <b>TALK SUNDAY'S NEWS</b><br>with _____    |
| <b>SATURDAY SPORTS TALK</b><br>with _____    | <b>SUNDAY SPORTS TALK</b><br>with _____    |
| <b>TALK ENTERTAINMENT</b><br>with _____      | <b>TALK ENTERTAINMENT</b><br>with _____    |

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