

Broadcasting Jul 23

Incorporating Broadcasting / Cable

59th Year 1990

RADIO / 35

Syndicating the sounds of radio, from oldies to new age and in between

TELEVISION / 56

World Series gets big play as CBS makes its pitch to press

CABLE / 61

The question after CTAM: Where do we go from here?

INTERNATIONAL / 81

Hungary: Closing chapter in BROADCASTING series on Eastern Europe

ALREADY SOLD IN 37 MARKETS!



MURPHY BROWN

AVAILABLE FALL '92

Shukovsky/English
Productions

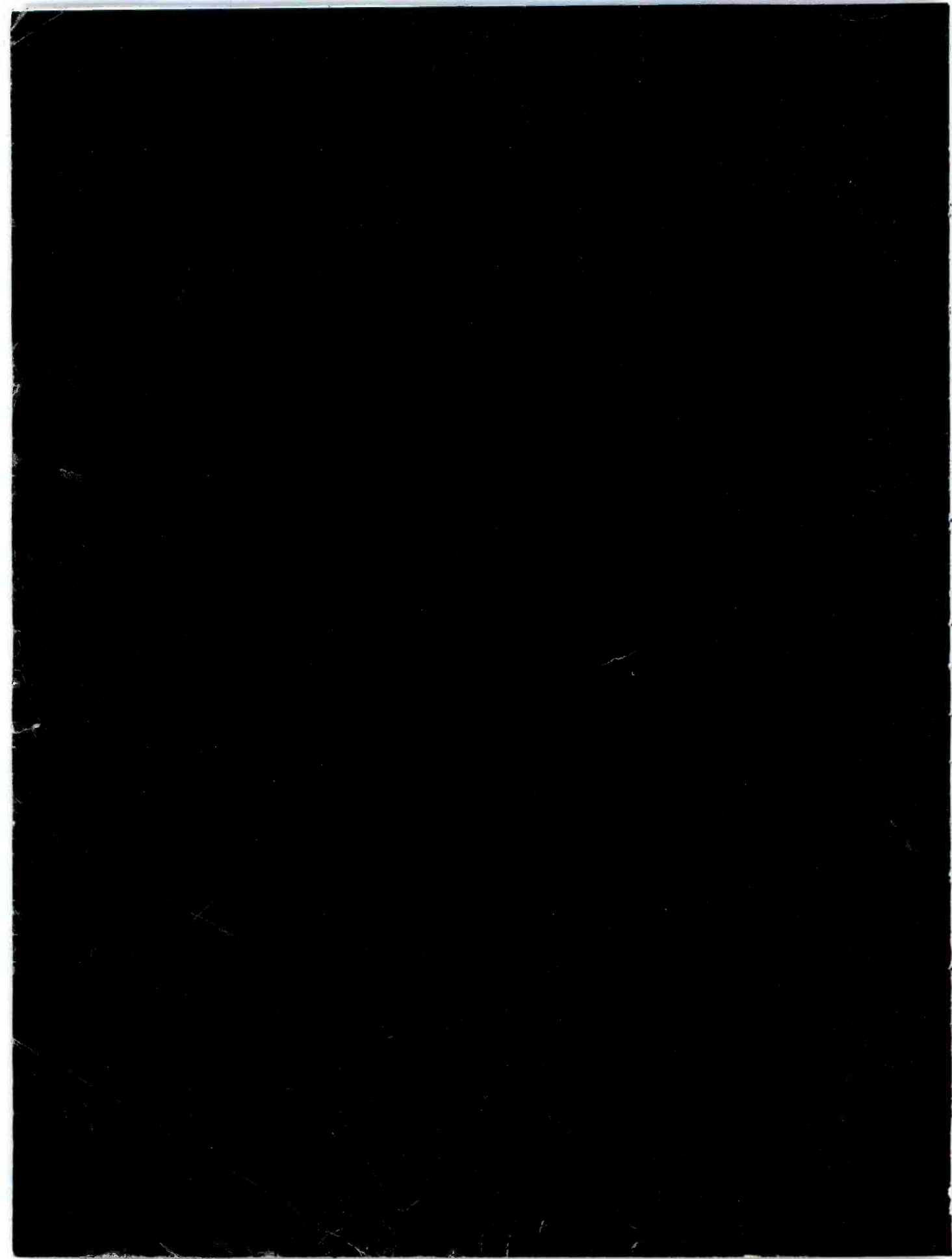


WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION
A Time Warner Company

Santa Clara University

AUG 7 1990

Vol. 119 No. 4
FIN-SYN EXPECTATIONS II
Mergers the major
anticipation
Sikes calls for
new tack on cable





NOBODY EVEN COMES CLOSE

THE STORIES ▲ THE STYLE ▲ THE SUCCESS

- ▲ Improved more stations than any other access show.
- ▲ The only magazine to increase ratings year-to-year.
- ▲ Chosen most often to counterprogram Wheel of Fortune.

THIS WEEK

27 / THE BIG PICTURE ON FIN-SYN

The television networks lost the syndication business 20 years ago, but now they're on the verge of getting at least part of it back. Foreign opportunities will have the most immediate impact, according to the second part of BROADCASTING's study of life after financial interest and syndication. Much of Wall Street is not focused on operations, however, but rather on a quick stock profit—assuming a studio/network merger. The long-term benefit, as opposed to short-term gain, is not as clear.

29 / SIKES FOR COMPETITION

FCC Chairman Alfred Sikes says the commission is unlikely to get enough money to implement any cable legislation now working its way through Congress. He says it wrongly favors regulation over competition.

30 / LAST MINUTE MANEUVERING

While King World Productions works package deal with KABC-TV Los Angeles and Buena Vista Television buys back *Challengers* from WCBS-TV for resale to WNBC-TV in New York, Television Program Enterprises' *Preview: The Best of the New* loses what had been considered two top market access clearances.

31 / WHOLE LOT OF SHAKIN' GOING ON

NBC has announced a restructuring of its Entertainment division, moving Brandon Tartikoff into a newly created position of chairman, NBC Entertainment Group, with Warren Littlefield succeeding him as president of the Entertainment division.

33 / TELCO OBSTACLES

The NAB has released an issue paper containing harsh criticism of the telephone industry and saying that telcos can't be trusted. They should be permitted to enter the television business only as a common carrier, with no interest in programming, the NAB says.

The NAB is also part of a coalition that includes the National Cable Television Association, the American Newspaper Publishers Association, the Association of Independent Television Stations and the National Newspaper Association, all of which have sent letters to the Hill stating their strong objections to telco entry.

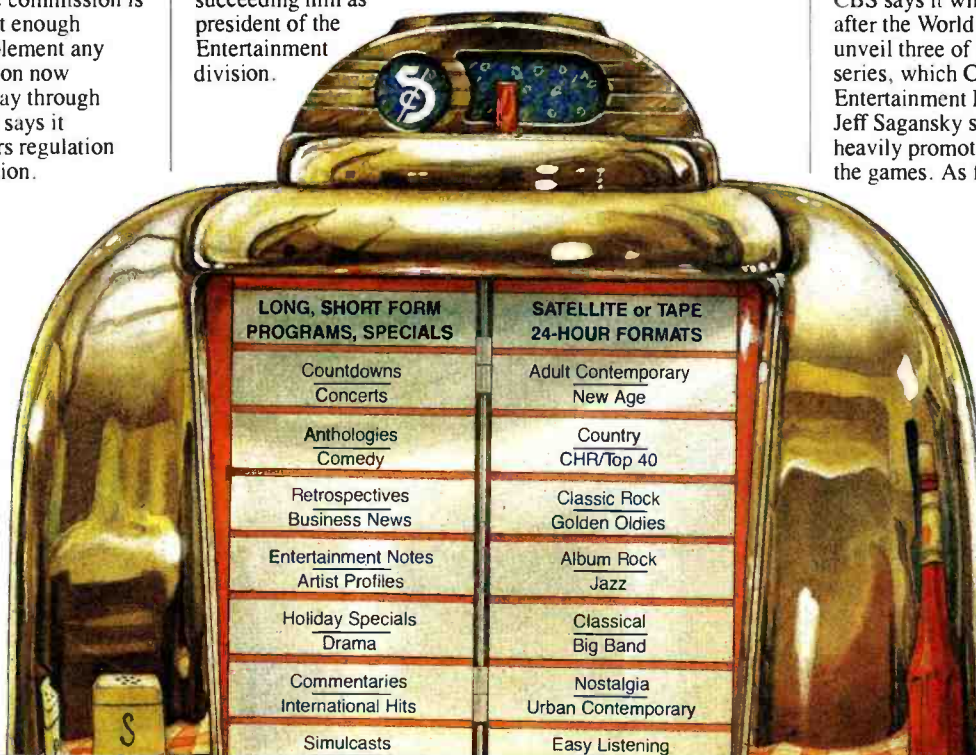
35 / RADIO SYNDICATION: FROM COUNTDOWNS TO TOP 40

This special radio report looks at what syndicators and network programmers are offering—from Oldies to New Age, from countdowns to Top 40 hits—to fight format fragmentation and station resistance.

BROADCASTING also profiles individual program syndicators—including national radio networks distributing long- and short-form features, smaller companies that offer just one highly specialized feature and programmers that provide satellite- and/or tape-delivered 24-hour music formats (page 42).

56 / CBS'S TENTH INNING

CBS says it will wait until after the World Series to unveil three of its fall series, which CBS Entertainment President Jeff Sagansky says will be heavily promoted during the games. As for the



network's ratings next season, Sagansky predicts that CBS will be "much closer to NBC than we were at the end of 30 weeks this year."

57 / ON THE FIRST-RUN TRAIL

Two late season, first-run launches from Hearst Entertainment Distribution, a division of The Hearst Corp., are part of Hearst's new effort to expand the formerly titled King Features Syndicate.

59 / GOING AFTER 'DEAR JOHN'

Embarking on a formal sales launch of *Dear John* after only two seasons on NBC's prime time schedule, Paramount is promising 90 episodes of the half-hour ensemble comedy for 1992-93 off-network syndication. However, if NBC cancels the show after next season, the studio is prepared to produce first-run barter front end. So far, 20 stations, mostly from ACT III, Chris-Craft/United Television and Meredith station groups, have bought into Paramount's four-year, eight-run cash backend contract.

61-65 / CTAM CABLE FOCUS

The CTAM gathering in San Diego provided attendees with a hard dose of reality, pulling together statistics that showed pay television as a mature business and basic as a rapidly maturing one. Pay television proponents Tony Cox (Showtime) and Michael Fuchs (HBO), however, disagreed that pay's best days are behind it, and believe its ills stem from poor marketing. Continental's Ted Livingston acknowledged operators could do better, but said the networks need to make



FCC Chairman Alfred Sikes backs competition (page 29)

programming and promotion adjustments.

66 / SPREADING THE RISK

King World Productions Inc., syndicators of *Inside Edition*, *Monopoly* and *Jeopardy!*, is forming Merlin Programs Capital Inc., an investment fund to raise \$36 million for program development. Two programs already pegged for Merlin money are *Only Yesterday* and the new version of *Candid Camera*.

74 / ONE WAY TO STAY LEGAL

The National Supervisory Network, a start-up company offering monitoring and remote control of radio station facilities via satellite, is picking up business after its first slow months in operation. Current customers are finding NSN an effective tool for keeping their stations within FCC regulations.

75 / TEST SCHEDULE...SOON?

Late equipment deliveries and last-minute details in setting test procedures have delayed setting a schedule for testing proposed HDTV transmission systems. Some still believe, however, that testing may begin by the end of the year.

76 / SARATOGA SUMMIT

The 29th annual meeting of the New York State Broadcasters Association drew such political heavyweights as New York Governor Mario Cuomo, his opponent in the upcoming election, Republican Pierre Rinfret, and New York City Mayor David Dinkins. National Association of Broadcasters President Eddie Fritts told the group that there have never been so many "life

threatening" issues to broadcasters on the table at any one time in the past.

78 / PRE-ELECTION INSPECTION

FCC field agents conducted inspections of 30 TV and radio stations in five cities to make sure they were complying with political broadcasting rules, including the equal time and lowest unit charge requirement.

81 / CHARTING THE FUTURE OF HUNGARIAN TV

After emerging from Communist party rule, Hungary is on the verge of moving into the era of private broadcasting. The energy and ambition are evident, as indicated by a television service called Nap TV. But what some call "political gridlock" continues to prevent the government from creating the machinery and freeing the frequencies needed to establish a commercial system.

INDEX

Advertisers Index.....	100
Business.....	66
Cable.....	61
Cablecastings.....	65
Changing Hands.....	70
Classified Advertising.....	89
Closed Circuit.....	8
Datebook.....	14
Editorials.....	106
Fates & Fortunes.....	99
Fifth Estater.....	103
For the Record.....	84
In Brief.....	104
International.....	81
Masthead.....	22
Media.....	76
Monday Memo.....	23
Open Mike.....	22
Programming.....	56
Radio.....	35
Ratings Roundup.....	60
Stock Index.....	72
Technology.....	74
Top of the Week.....	27
Washington.....	78

Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Television** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Reg. U.S. Patent Office. Copyright 1990 by Broadcasting Publications Inc.

Incorporating

The Fifth Estate TELEVISION Broadcasting & Cable

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions, U.S. and possessions: one year \$70, two years \$135, three years \$190. Canadian and other international subscribers add \$20 per year. U.S. and possessions \$350 yearly for special delivery, \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cable Yearbook* \$115. *Across the Dial* \$9.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$55). Postmaster, please send address corrections to *Broadcasting*, 1705 DeSales St., N.W., Washington, D.C. 20036.

HALL FOR ONE.

AND ONE FOR HALL.

MARKET	STN./AFF.	RANK AMONG LATE-NIGHT TALK SHOWS (RTG.)			
		W18-34	W18-49	M18-34	M18-49
New York	WWOR/I	#1	#1	#1	#1
Los Angeles	KCOP/I	#1	#1	#1	#1
Philadelphia*	WTXF/I	#1	#1	#1	#1
San Francisco*	KBHK/I	#1	#1	#1	#1
Washington, D.C.	WDCA/I	#1	#1	#1	#1
Detroit*	WJBK/C	#1	#1	#1	#1
Dallas	KTXA/I	#1	#1	#1	#1
Cleveland*	WJW/C	#1	#1	#1	#1
Houston	KTXH/I	#1	#1	#1	#1
Atlanta	WAGA/C	#1	#1	#1	#1
Tampa*	WTOG/I	#1	#1	#1	#1
Seattle*	KCPQ/I	#1	#1	#1	#1
Miami	WSVN/I	#1	#1	#1	#1
St. Louis*	KMOV/C	#1	#1	#1	#1
Phoenix	KUTP/I	#1	#1	#1	#1
Baltimore	WBFF/I	#1	#1	#1	#1
San Diego	XETV/I	#1	#1	#1	#1
Orlando*	WOFL/I	#1	#1	#1	#1
Indianapolis*	WXIN/I	#1	#1	#1	#1
Cincinnati	WCPO/C	#1	#1	#1	#1
Kansas City	KSHB/I	#1	#1	#1	#1
Charlotte	WJZY/I	#1	#1	#1	#1
Nashville	WZTV/I	#1	#1	#1	#1
Raleigh	WLFL/I	#1	#1	#1	#1
Columbus, OH	WTTE/I	#1	#1	#1	#1
Greenville-Spartanburg	WHNS/I	#1	#1	#1	#1
New Orleans	WNOL/I	#1	#1	#1	#1
Memphis*	WLMT/I	#1	#1	#1	#1
San Antonio*	KRRT/I	#1	#1	#1	#1
Norfolk-Portsmouth	WTVZ/I	#1	#1	#1	#1
Harrisburg-Lancaster	WPMT/I	#1	#1	#1	#1
Birmingham	WTTO/I	#1	#1	#1	#1
Louisville	WDRB/I	#1	#1	#1	#1
Greensboro	WNRW/I	#1	#1	#1	#1
W. Palm Beach	WPBF/A	#1	#1	#1	#1
Albuquerque	KGSW/I	#1	#1	#1	#1
Dayton	WRGT/I	#1	#1	#1	#1
Charleston-Huntington	WVAH/I	#1	#1	#1	#1
Jacksonville	WAWS/I	#1	#1	#1	#1
Tulsa	KOKI/I	#1	#1	#1	#1
Mobile-Pensacola	WEAR/A	#1	#1	#1	#1
Flint	WSMH/I	#1	#1	#1	#1
Shreveport	KSLA/C	#1	#1	#1	#1
Richmond	WRLH/I	#1	#1	#1	#1
Fresno	KMPH/I	#1	#1	#1	#1
Wichita-Hutchinson	KSAS/I	#1	#1	#1	#1
Knoxville	WKXT/C	#1	#1	#1	#1
Syracuse*	WSYT/I	#1	#1	#1	#1
Rochester, NY	WUHF/I	#1	#1	#1	#1
Roanoke-Lynchburg	WSET/A	#1	#1	#1	#1
Honolulu	KHNL/I	#1	#1	#1	#1
Omaha*	KPTM/I	#1	#1	#1	#1
Austin	KBVO/I	#1	#1	#1	#1
Lexington*	WDKY/I	#1	#1	#1	#1
Spokane	KAYU/I	#1	#1	#1	#1
Chattanooga	WDSI/I	#1	#1	#1	#1
Jackson, MS	WAPT/A	#1	#1	#1	#1
Columbia, SC	WACH/I	#1	#1	#1	#1
Youngstown*	WYTV/A	#1	#1	#1	#1
Madison*	WMSN/I	#1	#1	#1	#1
Las Vegas	KVVU/I	#1	#1	#1	#1
Baton Rouge	WBRZ/A	#1	#1	#1	#1
Waco-Temple	KWKT/I	#1	#1	#1	#1
Ft. Myers*	WFTX/I	#1	#1	#1	#1
Colorado Springs	KXRM/I	#1	#1	#1	#1
Lansing	WSYM/I	#1	#1	#1	#1
Augusta	WJBF/A	#1	#1	#1	#1

Source: NSI, May 1990. *ARB, May 1990.

**THE
ARSENIO
HALL SHOW™**



A Paramount Communications Company

CLOSED CIRCUIT

Washington Manning the barricades

National Association of Broadcasters targeted Hill staffers last week as it continued to fight phone company efforts to gain entry into television business. NAB held two briefings, one for House staff and one for Senate staff, on impact of telco entry. Discussion, which also focused on new technologies, was led by John Abel, executive vice president for operations and NAB's chief expert on subject. Fielding questions were NAB President Eddie Fritts and Jim May, executive vice president for government relations.

Trying, trying again

Telephone industry says it has not abandoned initiative to attach amendment (offered by Rick Boucher and Edward Madigan) to cable reregulation bill in House Commerce Committee that would permit it to compete in television business. According to industry source, telcos would not sign off on suggestion by House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) to address telco-TV issue as part of deliberations on modified final judgment (MFJ) instead of cable bill. MFJ prevents Bell operating companies from entering information services business and from manufacturing equipment. Meanwhile, telcos are keeping heat on by targeting undecided members of committee with major press campaign. United States Telephone Association sent press releases to local media in members's districts—such as Congressman Doug Walgren (D-Pa.)—pointing out that he is

not supporting Boucher-Madigan amendment which would "promote competitive cable marketplace." USTA is also targeting members with radio ads. Walgren aide said congressman had no problem with USTA's tactics. "USTA is welcome to do what it wants...this is a free country, everybody has a right to petition Congress," Walgren aide said.

Naysaying

Don't be surprised if House Republicans resist efforts to amend children's TV bill to include language establishing \$10 million endowment for educational programming; they don't consider it germane, would prefer to see in public broadcasting authorization.

Senate's version of kid's bill (see "Top of the Week"), which passed last week, includes endowment. Issue could come to head when measure hits House floor, possibly before August recess commences.

Battle plans

NAB, in its efforts to halt implementation of radio services delivered directly to consumers by satellite, would seem to have little defense from Radio Satellite Corp. (RSC), which plans to lease spectrum already allocated to American Mobile Satellite Corp. (AMSC) and by mid-1990's begin offering 10 channels of audio to vehicles together with cellular telephone, paging and other

communications services. But Alan L. Box, president, EZ Communications Inc., Fairfax, Va., and chairman of NAB's new digital audio broadcasting task force (see page 79), says that NAB will be able to block RSC's plans as well. AMSC's authorization is for mobile satellite communications without specifying whether audio service is included. RSC has said that AMSC has been given blanket authority for all types of mobile satellite services. "That's really up for interpretation," Box said.

Going between

Voice of America Advisory Committee, chaired by veteran broadcaster Sherril Taylor, is mounting effort to liaison with private sector broadcasters, hoping to avoid misunderstandings over roles each are playing in European expansion. Initial contacts will be sought with National Association of Broadcasters. Increasingly active committee also will take VOA's case to appropriations committees on Capitol Hill.

Charlotte Shady dealings

Possible cable scandal is brewing in Charlotte, N.C., where Securities and Exchange Commission is reportedly conducting investigation of suspicious stock trading out of local Prudential-Bache office. Companies whose stock are focus of inquiry include MSO's WestMarc Communications, just prior to merger with Tele-Communications Inc., and Acton Corp. Additionally, trading activity in Video Jukebox Network and International Broadcasting Corp. are said to be under examination. One

BRISK BUSINESS IN BART

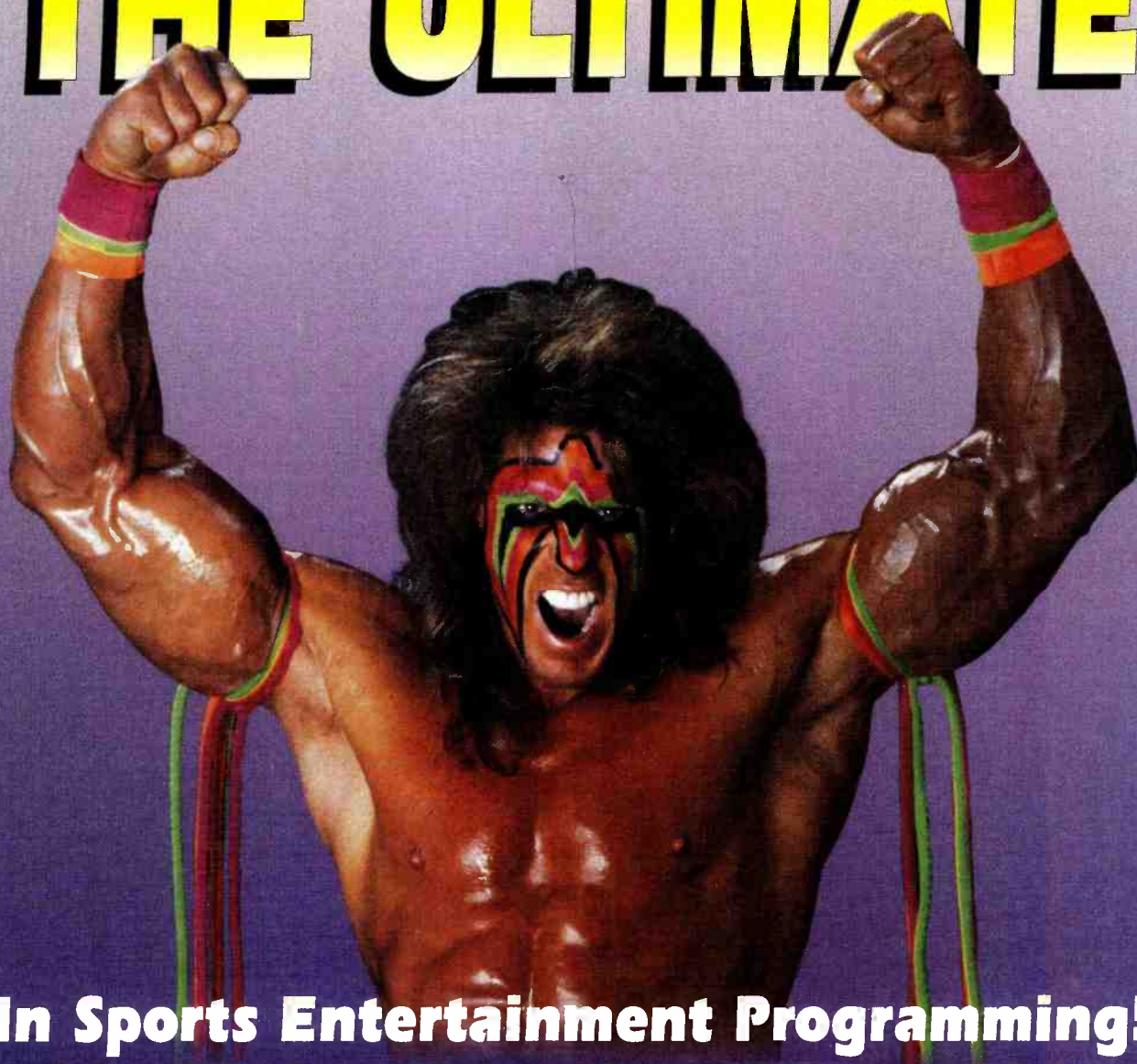
Bart Simpson's image sells, even on eighth floor of FCC. After escorting Fox President Jamie Kellner around floor two weeks ago to make yet another pitch on financial interest and syndication rules to some of commissioners, Fox's Preston Padden and Molly Pauker began peddling limited edition watches with Fox's biggest star on face for \$7.50. Well, not exactly peddling; according to Pauker, they had planned to give them away as they had on Capitol Hill, but FCC ethics guidelines prohibit employees from accepting gifts costing more than \$10. Since watches cost \$17.50, staffers who rushed to buy them had to come up with difference. By time hallway sale was over, Fox executives had unloaded about 20 watches.





WORLD WRESTLING FEDERATION®

THE ULTIMATE



In Sports Entertainment Programming!

Over 250 local stations utilize the power of the WWF Television Network and experience "The Ultimate" in:

EXCITEMENT...non-stop WWF action! 52 weeks of new and exhilarating programs each year. Plus over 10 million loyal fans who tune in week after week.

RATINGS...continually ranked in the top five syndicated programs. Overwhelming delivery both locally and nationally.

KEY DEMOGRAPHICS...advertisers want! Attracts men 18-34, kids 6-11 and more teens than any other syndicated program.

SALES SUPPORT...provides tickets, merchandise and promotional opportunities for your station and clients with WWF live events and appearances.

For attraction, audience and excitement, put the WWF to work for you!

To experience "The Ultimate" call: (203) 352-8600
Affiliate Relations Department, WWF Television Network

®Registered Trademark of TitanSports, Inc. © 1990 TitanSports, Inc. Ultimate Warrior™ and his character likeness are trademarks of TitanSports, Inc. All rights reserved.

of those deposed by agency is said to believe SEC is currently looking for cable industry source who tipped off at least one stockbroker in office about WestMarc-TCI deal before it was announced.

New York Wire act

Unistar Radio Networks has dropped AP wire service and will add Reuters News Service at end of month, according to VP News Rich Rieman. Move is not for financial reasons only, Rieman said, since Unistar's new sales marketing relationship with Financial News Network will bring company closer to UPI, which move Rieman said precludes need for AP. Additionally, suggestion from one source that Unistar is consolidating Capitol Hill coverage from two correspondents to one is not accurate, Rieman said. Following departure of House of Representatives correspondent Karen Chase, Doug Whiteman

JOCKEYING FOR POSITION ON A CABLE BILL

There was a swirl of activity last week as House Commerce Committee members prepared to consider cable deregulation legislation, possibly this Wednesday or Thursday. Up to 10 amendments are said to be pending, and as of late last week there was still no agreement between cable and Sky Cable over access to programming provisions and between cable and motion picture industry over marketing and carriage language. Among amendments: Cardiss Collins (D-Ill.) wants to strengthen EEO requirements in Cable Act with 100% parity; Rick Boucher (D-Va.), John Bryant (D-Tex.) and Jim Cooper (D-Tenn.) are seeking stiffer rate regulation, and Jim Slattery (D-Kan.) and Michael Oxley (R-Ohio) may rescue low-power TV stations that want must carry. Home shopping and Spanish-language stations may also get special amendment to help them gain carriage.

will be promoted from desk to take her place.

Up for grabs

With Association of Independent Television Stations (INTV) shutting down its marketing offices in New York and Los Angeles (BROADCASTING, July 9), Television Bureau of Advertising (TVB) is going after 80

INTV stations it currently does not have as members. In letter to stations, TVB President Jim Joyella stresses that now "TVB is the only voice out there speaking to advertisers on your behalf."

Clarksburg

What's in a name?

Comsat Video Enterprises,

which distributes variety of cable and PPV programming via satellite to 330,000 rooms in 1,700 hotels, is apparently contemplating name change. Phone survey currently being conducted, targeted toward media professionals including press, asks series of questions regarding familiarity with Comsat and requests verbal rating of potential names.

Providence

One more time

Outlet Communications has recently reissued financial documents to prospective buyers of company's two remaining TV station properties: WCMH-TV Columbus and WJAR-TV Providence, R.I. Early effort to sell properties via tax-free stock swap of Outlet securities with those of buyer was hindered by overall decline in value of media stocks. Re-release of selling documents suggests that major Outlet shareholders, including Wesray Capital Corp., may now be willing to consider taxable transaction.

SIKES LOSING HANDLE ON CABLE REPORT

Three-vote majority of Commissioners Sherrie Marshall, Andrew Barrett and Ervin Duggan looks as if it will force major changes in draft of cable report (and attendant legislative recommendations) that is scheduled for vote this Thursday (July 26), according to FCC sources late last Friday.

Most of changes to draft, which represents view of FCC Chairman Alfred Sikes, will come in findings and will have overall effect of making report more "pro-cable" and "pro-competitive," the sources said. Draft in their view is too harsh on cable, fails to recognize benefits it has brought public and relies too much on regulation as cure for lack of competition in cable industry, they said.

"We are not going to go into cable bashing," said aide to one commissioner.

If the three prevail, it would be setback for Sikes, who has made cable centerpiece of his first year as chairman. But it was not as if he were not forewarned. During panel at National Cable Television Association convention last May, three made it clear to all that they were not in sync with chairman on cable issues.

The trio will also insist on changes to some of the dozen or so legislative recommendations contained in report.

Among recommendations "in play" last Friday:

- Require cable programmers to make services available to competitive media for five years.
- Give municipalities principal role in regulating cable

rates, subject to guidelines set down by FCC.

- Give FCC unambiguous authority to impose caps on horizontal and vertical integration.

- Repeal compulsory license. (If license is not repealed, grant broadcast right to retransmission consent or condition license on carriage of local signals).

- Empower FCC to charge cable operators to cover cost of cable regulation.

The trio also wants to jettison section containing options for new "effective competition" standard, which determines which cable systems are subject to municipal rate regulation. According to some FCC watchers, same three forced Sikes to scuttle plans to set new standard at July 26 meeting. Sikes said he removed item from agenda because Congress is looking to adopt radically different approach to cable rate regulation.

Commissioner James Quello backs Sikes to far greater extent than his colleagues, but he is taking lead in demanding changes to the compulsory license-must-carry section. According to aide, he believes it should be turned around: FCC should endorse must-carry and embrace repeal of compulsory license only in absence of must-carry.

Despite disagreement, most expected commissioners to reach consensus and to issue report with 5-0 vote. But, as one aide put, getting to the consensus will be a "bumpy ride."

**All
Long-Running
Sitcom Strips
Have One Thing
In Common...**

GREAT W

"Critics praised the witty writing."

Electronic Media, June 25, 1990

THANK YOU TO THE CRITICS IN THE
ELECTRONIC MEDIA CRITICS' POLL FOR SELECTING
"MURPHY BROWN" AS THE BEST SERIES.

•

AND THANK YOU TO ALL OF THE OTHER CRITICS WHO
HAVE GIVEN US SUCH KIND WORDS OF PRAISE...

"The sitcom doesn't get any better than this... 'Murphy Brown' has evolved from a clearly promising idea, developed by Diane English, into a landmark series. The casting is inspired. Barnet Kellman's direction has become a master course in comic timing. And the scripts can be simultaneously, thoughtful and hilarious. In short, everything comes together with uncanny precision..."

JOHN J. O'CONNOR, NEW YORK TIMES, NOVEMBER 27, 1989

"'Murphy Brown' has become indispensable. Monday night would seem empty without it. In terms of writing, direction, and acting, it's sterling craftsmanship."

TOM SHALES, WASHINGTON POST, SEPTEMBER 21, 1989

"A season in which its acting and writing jumped from very good to just about the best in TV comedy... 'Murphy' is now required viewing."

ENTERTAINMENT WEEKLY, MAY 18, 1990

AVAILABLE FALL '92.

RITING!

Already Bought
By 34 Stations.



"Cheers to the supporting cast of CBS's 'Murphy Brown.' The show is undeniably a great comic vehicle for star Candice Bergen, but it's the rest of the cast that constantly keeps us in stitches. Grant Shaud (Miles), Faith Ford (Corky), Charles Kimbrough (Jim), Robert Pastorelli (Eldin), Joe Regalbuto (Frank), and Pat Corley (Phil) form one of the funniest ensembles in sitcom history."

TV GUIDE, JANUARY 6, 1990

"Each network that has come back from ratings failure in recent years has done so by building on a trademark show — the kind of series that epitomizes the quality of programming it wants to be known for. With NBC, it was 'Hill Street Blues.' With ABC, it was 'Moonlighting.' 'Murphy Brown' is the now and future hope of CBS — a trademark show that any network would be proud of."

RICK DU BROW, LOS ANGELES TIMES, JANUARY 13, 1990

A SHUKOVSKY/ENGLISH PRODUCTION



MURPHY BROWN

WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION
A Time Warner Company

DATEBOOK

■ indicates new listing or changed item.

THIS WEEK

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—"New Directions in Buying and Selling TV Advertising," panel discussion sponsored by *New York Women in Cable*. Warner Conference Center, New York. Information: (212) 916-1040.

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.

ALSO IN JULY

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.

July 30—"Pop a Cork and Celebrate Three

MAJOR MEETINGS

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. Fran-

cis, San Francisco.

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

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.

Decades of *As the World Turns*," drop-in dinner sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Copacabana, New York. Information: (212) 768-4510.

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. 7-10—*Arbitron* radio advisory council meeting. Santa Fe, N.M.

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. 13-14**—"Local Loop Technologies and Strategies Seminar." Sheraton at Fisherman's Wharf, San Francisco. Information: (202) 662-7184.

Aug. 15—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Av Westin, senior vice president, reality-based programing, King World Productions, on "Changes in Television News—The Evolution of Syndication." Copacabana, New York. Information: (212) 768-4510.

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 work-

ers through accurate portrayals of their lives, sponsored by *National Commission on Working Women*. Information: (202) 737-5764.

Aug. 15—"Direct Marketing Workshop for National Advertisers," sponsored by *Association of National Advertisers and Direct Marketing Association*. Hyatt Regency, Chicago. Information: (212) 697-5950.

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. 26-28—*Rocky Mountain Cable Show*. Santa Fe, N.M.

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. 5—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: William Samuels, president, ACTV Inc., with demonstration of individualized participatory programing. Copacabana, New York. Information: (212) 768-4510.

Sept. 5-6—"The 1990 Elections: Looking Toward the Future," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

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.

NO. 2 IN A SERIES

When I need money for acquisition or refinance, why can't I go directly to the source of capital?



"You can.

But since you generally only have one chance to ask for the money, you want to ensure yourself the highest probability of getting a "yes." Our established relationships with banks, insurance companies, pension funds, and other sources of capital, enable us to offer access to capital sources that can commit to the transaction. In addition, we know the elements that must be included in a presentation to these people, what objections they're likely to make, and how to overcome them."

R. Dean Meiszer, President and Managing Director of Crisler Capital Company, investment bankers specializing in mergers and acquisitions by communications organizations, answers many more questions like this in our brochure. Write or call for your copy.

CRISLER CAPITAL COMPANY

600 Vine Street, Suite 2710, Cincinnati, OH 45202

(513) 241-1844



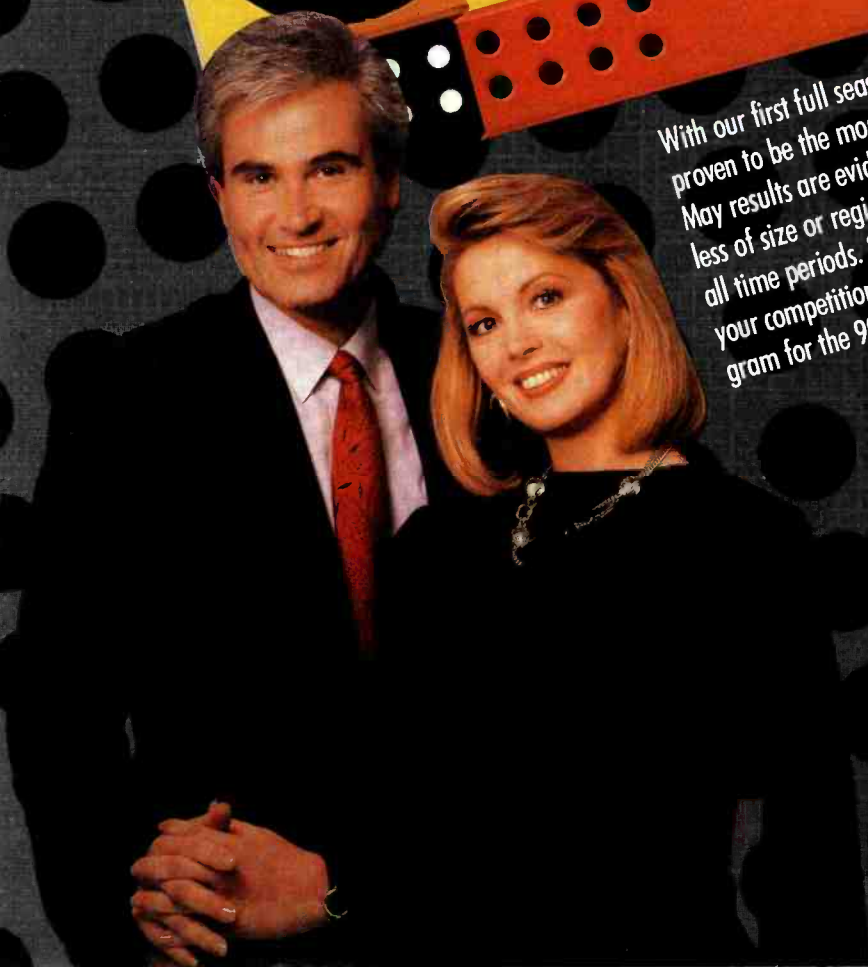
MEMBER: NASD, SIPC

HARD TO BEAT.

Market	Stn./Aff.	Time Period	May 1989 Program	% CHG vs MAY 89	
				WMN 25-54	MEN 25-54
New York*	WCBS/C	7:00 PM	This Evening	+ 57%	+ 117%
Los Angeles	KNBC/N	7:30 PM	USA Today	+ 8%	+ 18%
Chicago	WMAQ/N	6:30 PM	Family Feud	+ 25%	+ 60%
Boston	WHDH/C	4:30 PM	Inside Edition	+ 58%	+ 22%
Washington, D.C.	WRC/N	4:30 PM	People's Court	+ 22%	+ 89%
Dallas	KDFW/C	6:30 PM	USA Today	+ 75%	+ 60%
Cleveland	WKYC/N	7:00 PM	Win, Lose or Draw	+ 25%	+ 130%
Tampa	WTVT/C	11:30 PM	Inside Edition	+ 59%	+ 32%
Seattle*	KCPQ/I	6:30 PM	Little House	+ 100%	+ 120%
Miami	WTVJ/N	4:30 PM	Kojak	+ 60%	+ 56%
Hartford	WVIT/N	7:30 PM	Win, Lose or Draw	+ 71%	+ 133%
Orlando	WCPX/C	7:30 PM	Mama's Family	+ 15%	+ 75%
Indianapolis	WXIN/I	7:30 PM	Newhart	+ 63%	+ 111%
Charlotte*	WCNC/N	7:30 PM	Couch Potatoes	+ 57%	+ 175%
Raleigh*	WPTF/N	7:00 PM	Family Feud	+ 86%	+ 113%
Columbus, OH*	WCMH/N	7:30 PM	Win, Lose or Draw	+ 47%	+ 47%
Grand Rapids*	WOTV/N	5:00 PM	USA Today	+ 13%	+ 29%
Memphis	WVY/N	7:30 PM	USA Today	+ 320%	+ 667%
Norfolk*	WLNE/C	7:30 PM	USA Today	+ 10%	+ 10%
Providence	WVTM/N	6:30 PM	Love Connection	+ 7%	+ 87%
Birmingham	WPBF/A	7:30 PM	USA Today	+ 100%	+ 22%
W. Palm Beach*	WNYT/N	5:00 PM	USA Today	+ 50%	+ 44%
Albany*	WKRQ/C	7:00 PM	T. J. Hooker	+ 63%	+ 69%
Mobile	WSMH/I	7:00 PM	Inside Edition	+ 82%	+ 86%
Flint*	WTVR/C	11:00 PM	Entertainment Tonight	+ 157%	+ 100%
Richmond*	WACH/I	4:00 PM	A-Team	+ 33%	+ 58%
Columbia, SC*	WAAY/A	6:30 PM	News	+ 100%	+ 120%
Huntsville	WBRZ/A	4:30 PM	Morton Downey	+ 73%	+ 91%
Baton Rouge	WINK/C	5:30 PM	Facts of Life	+ 112%	+ 157%
Fr. Myers*	WILX/N	6:30 PM	USA Today	+ 71%	+ 58%
Lansing*	KNTV/A	4:30 PM	Family Feud	+ 37%	+ 40%
Monterey*	WMBD/C	7:00 PM	Cheers	+ 33%	+ 43%
Peoria*	WTLX/A	6:00 PM	Inside Edition	+ 156%	+ 29%
Tallahassee*	WMGT/N	4:30 PM	People's Court	+ 64%	+ 150%
Macon*	WDIO/A	5:00 PM	M*A*S*H	+ 80%	+ 25%
Duluth*	WTRF/C	5:00 PM	USA Today	+ 13%	+ 50%
Wheeling	WCB/C	7:00 PM	Magnum, P.I.	+ 55%	+ 105%
Columbus, MS	WVGA/A	6:00 PM	Win, Lose or Draw	+ 67%	+ 400%
Albany, GA*	WDHN/A	4:30 PM	Family Feud	+ 20%	+ 60%
Dorhan*	KOTA/A	10:30 PM	Donahue	+ 20%	+ 92%
Rapid City*	WKYC/C		New Dating Game	+ 100%	+ 329%
Greenwood			Win, Lose or Draw		
			Pat Sajak Show		

HARD COPY

With our first full season now in the book, HARD COPY has proven to be the most successful launch of the year! And the May results are evidence that in markets everywhere, regardless of size or region we continue our strong performance in all time periods. So for the show that can deliver a blow to your competition, choose HARD COPY, the reality news program for the 90's.



PREMIER
ADVERTISER SALES
A Paramount/MCA Company



A Paramount Communications Company

presentation. Hyatt at Union Station, St. Louis. Information: Susan Matthews, (314) 644-7460.

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.

■ **Sept. 11-14**—"Fiber Optic Installation, Splicing, Maintenance and Restoration for Cable TV Applications," training class offered by Siecor Corp. Siecor, Hickory, N.C. Information: (704) 327-5000.

Sept. 12—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Thomas Burchill, president-chief executive officer, Hearst/ABC-Viacom Entertainment Services. Copacabana, New York. Information: (212) 768-4510.

■ **Sept. 12**—*National Academy of Television Arts and Sciences* news and documentary Emmy Awards presentation. Waldorf-Astoria, New York. Information: Trudy Wilson, (212) 644-7460.

Sept. 12-15—Radio '90 convention, sponsored by *National Association of Broadcasters*. Hynes Center, Boston. Information: (202) 429-5300.

Sept. 12-16—First *National Association of Broadcasters/Broadcast Education Association* Radio Only conference. Hynes Center, Boston. Information: (913) 532-7645.

Sept. 13—"Celebrate the Winners—Creative Blockbusting," sponsored by *Cable Television Administration and Marketing Society, New York City chapter*. HBO auditorium, New York.

Sept. 13-14—*C-SPAN* "Capitol Experience" seminar "to provide cable operators with insight into the network's programming philosophy, reasons to carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

Sept. 13-15—*Public Radio in Mid-America* fall conference and annual business meeting. Best Western Inn of Chicago.

Sept. 14—*Society of Broadcast Engineers, Central New York chapter* 22, 18th annual regional convention. Sheraton Inn Convention Center, Liverpool, N.Y. Information: John Soergel, (315) 437-5805.

Sept. 16—*Broadcast Education Association* "Radio Only Conference," following National Association of Broadcasters' Radio 1990 convention (see listing above). Boston. Information: (202) 429-5355.

Sept. 16—42nd annual prime time Emmy Awards telecast, sponsored by *Academy of Television Arts and Sciences*. Pasadena Civic Auditorium, Pasadena, Calif. Information: (818) 763-2975.

Sept. 16—*Women in Cable, Washington chapter*, annual fall gala, honoring Sidney Topol, chair-

ERRATA

Mrs. Bush's Storytime will be available exclusively to ABC Radio affiliates, not to those of Mutual Broadcasting System as reported in July 9 "Closed Circuit."

man of Scientific Atlanta. Grand Hyatt hotel, Washington. Information: (202) 872-9200.

Sept. 16-18—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Washington Convention Center, Washington. Information: (804) 782-9501.

Sept. 16-18—Fifth annual *National Association of Broadcasters* Hundred Plus Exchange, seminar for small market TV stations. Tabor Center Westin, Denver. Information: (202) 429-5350.

Sept. 17—Regional pay-per-view day, sponsored by *Cable Television Administration and Marketing Society*. Chicago. Information: (703) 549-4200.

Sept. 17-18—"Telecommunications: The Battle for Access to America's Homes," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

Sept. 17-19—*Television Bureau of Advertising* sales management meeting and product usage seminar. Bally's Casino Resort, Las Vegas. Information: (212) 486-1111.

Sept. 18—*International Radio and Television Society* newsmaker luncheon, featuring FCC Chairman Al Sikes. Waldorf Astoria, New York. Information: (212) 490-7707.

Sept. 18-20—*Great Lakes Cable Show*, sponsored by *Michigan, Indiana, Illinois, Wisconsin and Ohio cable TV associations*. Convention Center, Indianapolis. Information: (317) 634-9393.

Sept. 19—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Kay Koplovitz, president and chief executive officer, USA Network. Copacabana, New York. Information: (212) 768-4510.

Sept. 20-22—West Coast Public Radio annual conference. Eugene, Ore. Information: Martin Neeb, (206) 535-7180.

Sept. 21-23—*Maine Association of Broadcasters* annual meeting. Sebasco, Me.

Sept. 21-25—89th *Audio Engineering Society* convention. Los Angeles. Information: (212) 661-8528.

Sept. 22—"A Salute to Betty White," sponsored by *Museum of Broadcast Communications*. Chicago Hilton and Towers, Chicago. Information: (312) 987-1500.

Sept. 24-27—*Radio-Television News Directors Association* international conference and exhibition. Speakers: Michael Gartner, president, NBC News, and Charles Osgood, CBS News. Convention Center, San Jose, Calif. Information: (202) 659-6510.

Sept. 25—"Beyond Television: Reaching Your Audience with Effective Media," *Association of National Advertisers* media workshop. New York Hilton, New York. Information: (212) 697-5950.

■ **Sept. 25**—*Women in Cable, Atlanta chapter*, breakfast. Speaker: Hal Krisbergh, president, Jerrold Communications. Westin Lenox, Atlanta. Information: Pam Hayes, (404) 928-0333.

■ **Sept. 25**—*National Academy of Cable Pro-*

graming fall forum luncheon. New York Hilton, New York. Information: Bridget Blumberg, (202) 775-3611.

Sept. 25-27—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Sept. 26—*The Walter Kaitz Foundation* seventh annual awards dinner, honoring Ralph Roberts, chairman, Comcast Cable Corp. New York Hilton and Towers, New York. Information: (415) 451-9000.

Sept. 26—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Tom Rogers, president, NBC Cable and Business Development. Copacabana, New York. Information: (212) 768-4510.

Sept. 27-28—Fourth annual *National Cable Television Association/National Association of Minorities in Cable* urban markets seminar. Waldorf-Astoria, New York. Information: (202) 775-3669.

Sept. 28-29—*National Broadcasting Society, Alpha Epsilon Rho*, north central regional meeting. University of Wisconsin-Oshkosh. Information: Ken Metz, (715) 723-2257.

Sept. 30-Oct. 2—*Oregon Association of Broadcasters and Washington State Association of Broadcasters* joint annual meeting. Portland Marriott Waterfront, Portland, Ore. Information: (503) 257-3041.

Sept. 30-Oct. 2—*Minnesota Cable Communications Association* annual convention. Radisson Centerplace Hotel, Rochester. Information: Mike Martin, (612) 641-0268.

Sept. 30-Oct. 3—*Southern Educational Communications Association* conference. Hyatt Regency, Miami, Fla. Information: Kathleen McDermott, (803) 799-5517.

OCTOBER

Oct. 1—Deadline for applications for 55th annual Ohio State Awards competition honoring excellence in educational, informational and public affairs broadcasting, sponsored by *Ohio State's Institute for Education by Radio-Television*. Information: (614) 292-0185.

Oct. 1-3—*Television Bureau of Advertising* sales management meeting and product usage seminar. Radisson Hotel Seattle Airport, Seattle. Information: (212) 486-1111.

■ **Oct. 1-4**—"Fiber Optic Installation, Splicing, Maintenance and Restoration for Cable TV Applications," training class offered by Siecor Corp. Siecor, Hickory, N.C. Information: (704) 327-5000.

Oct. 3—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Gerry Hogan, president, Turner Entertainment Networks. Copacabana, New York. Information: (212) 768-4510.

■ **Oct. 3**—*New Jersey Broadcasters Association* annual fall managers' conference. Woodlawn, Rutgers, The State University, New Brunswick, N.J. Information: (201) 247-3337.

Oct. 3-9—21st Photokina Cologne, "World's Fair of Imaging Systems," for photo, film, video, audio, photofinishing and professional image and sound communication. Cologne, Germany. Information: German American Chamber of Commerce, (212) 974-8830.

■ **Oct. 4-5**—"Local Loop Technologies and Strategies Seminar." Cottages Resort and Conference Center, Hilton Head, S.C. Informa-

tion: (202) 662-7184.

Oct. 4-7—*Society of Broadcast Engineers* convention. St. Louis. Information: (317) 842-0836.

Oct. 9—*Caucus for Producers, Writers and Directors* general membership meeting. Los Angeles. Information: (213) 652-0222.

Oct. 9-10—"Education in the 90's: Training for Tomorrow's Workplace," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

Oct. 9-11—*Mid-America Cable TV Association* 33rd annual meeting and show. Hilton Plaza Inn, Kansas City, Mo. Information: Rob Marshall, (913) 841-9241.

Oct. 10—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Jeffrey Reiss, chairman, president and CEO, Reiss Media Enterprises. Copacabana, New York. Information: (212) 768-4510.

■ **Oct. 10**—*World Press Freedom Committee* conference for "all organizations aiding emerging free news media in Central and Eastern Europe." National Press Club, Washington. Information: (703) 648-1000.

■ **Oct. 10-11**—*Society of Professional Journalists* job fair. Galt House East, Louisville, Ky. Information: (312) 922-7424.

Oct. 11-14—*Society of Professional Journalists* national convention. Galt House East, Louisville, Ky. Information: (312) 922-7424.

Oct. 11-14—*Women in Communications* national professional conference. Theme: "Capture the Opportunity." Riviera hotel, Las Vegas. Information: (703) 528-4200.

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. 12-14—*Missouri Broadcasters Association* fall meeting and training seminar. Marriott's Tan-Tar-A Resort, Lake of the Ozarks, Mo.

Oct. 12-14—*National Broadcasting Society, Alpha Epsilon Rho*, east regional meeting. Syracuse University, Syracuse, N.Y. Information: (718) 780-5555.

Oct. 13-15—*Texas Association of Broadcasters* annual convention. San Antonio Convention Center, San Antonio. Information: (512) 322-9944.

Oct. 13-17—*Society of Motion Picture and Television Engineers* 132nd technical conference and equipment exhibit. Jacob Javits Convention Center, New York. Information: (914) 761-1100.

Oct. 14-16—*Pennsylvania Association of Broadcasters* annual convention. Hershey Lodge and Convention Center, Hershey, Pa.

Oct. 14-17—*Women in Cable* national cable management conference. Tampa, Fla. Information: (312) 661-1700.

Oct. 15-17—*Kentucky Cable Television Association's* annual fall convention. Hyatt Hotel, Lexington. Information: Randa Wright, (502) 864-5352.

Oct. 15-17—12th annual Satellite Communications Users Conference. Las Vegas Hilton, Las Vegas. Information: (303) 220-0600.

Oct. 16-17—*Broadcast Credit Association* 24th credit and collection seminar. Harbour Castle Westin hotel, Toronto. Information: Mark Matz, (708) 827-9330.

Oct. 18—Communications Excellence to Black Audiences awards dinner, sponsored by *World Institute of Black Communications*. New York Hilton, New York. Information: (212) 714-1508.

Oct. 18-19—C-SPAN "Capitol Experience" seminar "to provide cable operators with insight into the network's programming philosophy, reasons to carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

Oct. 18-20—*National Religious Broadcasters, Eastern chapter*, meeting. Sandy Cove Conference Center, Northeast, Md. Information: Sue Bahner, (716) 461-9212.

Oct. 18-20—*Friends of Old-Time Radio* 15th annual convention. Holiday Inn-North, Newark, N.J. Information: Jay Hickerson, (203) 248-2887.

Oct. 18-21—*Minnesota Broadcasters Association* 41st annual convention. Radisson hotel, St. Paul. Information: (612) 926-8123.

Oct. 20-23—*North Carolina Association of Broadcasters* annual convention. Adams Mark hotel, Charlotte, N.C. Information: (919) 821-7300.

Oct. 21-24—*Association of National Advertisers* annual convention. Ritz Carlton, Naples, Fla. Information: (212) 697-5950.

Oct. 22-23—*British Academy of Film and Television Arts* salute (reception and banquet, Oct. 23) to Academy of Television Arts and Sciences, its Emmy Awards and American television. Guildhall, London. As part of event, there will be seminar on prospects and challenges for television in Europe after 1992, visit to BBC or independent British TV company and reception held by U.S. ambassador at his official residence in London, Winfield House, all on Oct. 22. Information: (818) 763-2975.

Oct. 24—*Cable Television Administration and Marketing Society* management day. Atlantic City, N.J. Information: (703) 549-4200.

■ **Oct. 24-25**—"Prejudice in America: Racial, Cultural and Religious," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

Oct. 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." Detroit. Information: (212) 254-4800.

Oct. 26-27—*New Hampshire Association of Broadcasters* annual convention. Margate hotel, Laconia, N.H.

Oct. 26-28—*Radio Advertising Bureau* sales university, designed for salespeople with fewer than two years' sales experience. Cincinnati. Information: (212) 254-4800.

Oct. 28-31—*Canadian Association of Broadcasters/Western Association of Broadcast Engineers* annual convention and trade show. Edmonton, Alberta. Information: (613) 233-4035.

■ **Oct. 30**—*Women in Cable, Atlanta chapter*, breakfast meeting. Speaker: Margaret Richebourg, president, Richebourg Marketing. Westin Lenox, Atlanta. Information: Pam Hayes, (404) 928-0333.

Oct. 30-Nov. 4—*National Black Media Coalition* annual conference. Hyatt Regency, Bethesda, Md. Information: (202) 387-8155.

NOVEMBER

Nov. 7-10—"Women in Broadcasting '90," conference sponsored by *European Broadcasting Union* and *Steering Committee for Equal Opportunities in Broadcasting within European Commission*. Zappion Congress Center, Athens, Greece. Information: (022) 798-7766.

Nov. 11—*Caucus for Producers, Writers and Directors* eighth annual dinner dance and fifth general membership meeting. Los Angeles. Information: (202) 652-0222.

■ **Nov. 13-14**—"America's Fitness Crusade: Good Food, Good Health and Good Looks," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

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

Nov. 14-16—Annual Private Cable Show. Caesars Tahoe, Lake Tahoe, Nev. Information: (713) 342-9826.

■ **Nov. 14-18**—Communications Turkey 90. Istanbul Hilton Convention and Exhibition Center, Istanbul, Turkey. Information: (201) 652-7070.

Nov. 19—18th annual International Emmy Awards gala, sponsored by the *International Council of the National Academy of Television Arts and Sciences*. Sheraton Centre, New York. Information: (212) 489-6969.

RBS

Reid Broadcast Service

Television Consulting
"Quick Fix"
or
"Long Term Plan"

"Survival"
or
"Growth"

Programing — Sales
Promotion — Management
Special Projects

Call - JIM REID
(804) 495-9237

940 Hanover Drive
Virginia Beach, Virginia 23464

FIRST

21 JUM



RUN!

POSTREET

SOLD!
65% OF U.S.
FIRST TWO WEEKS.
INCLUDING
NEW YORK • LOS ANGELES • CHICAGO
62 MARKETS AND COUNTING...

FALL 1990 • ALL NEW EPISODES!
BARTER! • AFFILIATES/INDEPENDENTS!



Reserve Your Market! Call 213•785•0111 Now!



CANNELL DISTRIBUTION CO.

1925 CENTURY PARK EAST, SUITE 2140 LOS ANGELES, CALIFORNIA 90067

OPEN MIKE

Points for honesty

EDITOR: While I don't agree with all of Tom Gammon's comments in his June 11 advertisement in *BROADCASTING*, I do give him credit for at least filing an application with the FCC seeking permission to move his station.

I believe what the National Association of Broadcasters is attempting to do in opposing Gannon's application is to bring FCC attention to the hundreds of FM radio stations that have been "secretly" moved from one community to another.

All of these "secret" moves have been from Small Town, U.S.A., to Biggertown. The city of license remains Smalltown, but the station staff and studios have been moved to Biggertown. I've observed letterheads from these broadcasters that don't even identify their actual Smalltown city of license. (I'm sure the stations kept some old stationery, just in case they have to write the FCC about how they are handling their localism responsibility from 30 miles away or to make sure the FCC mails their licenses to addresses that make sense).

Broadcasters and FCC localism must certainly have a bad name in these small towns. The radio station licensed to their community is now located 30 miles down the road.

Gammon has been honest in asking permission to move and the FCC and the communities involved will have input. NAB is getting this issue attention at the FCC. Unfortunately for many small towns, the horse has left the barn and the barn door is closed.—*Paul C. Hedberg, owner Hedberg Broadcasting Group, Spirit Lake, Iowa.*

Sins of the father

EDITOR: I would like to bring to the attention of the readers of *BROADCASTING* a new ruling by the FCC which is patently unfair and nonsensical. I am the President of Gulf Dunes Broadcasting, the licensee for WOKD-AM-FM Arcadia, Fla.

When we purchased WOKD-AM-FM from Dakos Broadcasting last year, we were aware of EEO violations by Dakos and the possibility that Dakos Broad-

casting would be fined. We were also aware that they were up for renewal of their FCC broadcast licenses.

Six months after Gulf Dunes Broadcasting became the licensee, the FCC issued a ruling imposing an \$18,000 fine on Dakos Broadcasting and granting Gulf Dunes, the new licensee, a short-term renewal of two years. The FCC's ruling is most unjust. What useful purpose is served by a policy of punishing the innocent new owner of a radio station for the transgressions of the former licensee?

This FCC decision can be compared to the case of an individual buying a used car from someone and the Department of Motor Vehicles issuing the new owner a restrictive driver's license because the former owner had a bad driving record.

We have no problem with the EEO policy, but let us be judged on the content of our behavior, not somebody else's. If the FCC wants to make the EEO violator suffer a real hardship, not only fine him but restrict him from obtaining another broadcast license for a period of time.

I hope other broadcasters agree with me and inform the FCC of this absurd policy.—*Dennis Hedlund, president, Gulf Dunes Broadcasting, Arcadia, Fla.*

Inspiration

EDITOR: I was shocked and saddened to learn about the death of Roger Turnbeaugh, published in the June 4 *BROADCASTING*.

I worked with Roger during our years at ABC Radio. Roger was then vice president and general manager of WDAI(FM) Chicago.

Roger was a very special person to the many who knew him. He was the epitome of what radio is all about. He treated radio as if it were his hobby, always getting involved in promotions and working with the community.

Roger inspired me in my career in the broadcasting industry and will always be remembered.

Roger's wife, Bea has now taken over the helm at KWIN(FM) in Stockton, Calif, where I'm sure she will do an excellent job.—*Richard Kaufman, vice president, new business development, Time Buying Services Inc., New York.*

Broadcasting

Founder and Editor
Sol Tishoff (1904-1982)
1705 DeSales Street, N.W., Washington, D.C. 20036
Phone: 202-659-2340
Editorial fax: 202-429-0651 □ Administrative fax:
202-331-1732 □ Advertising fax: 202-293-3278

Lawrence B. Tishoff, publisher.

Editorial

Donald V. West, managing editor.
Mark K. Miller, Harry A. Jessell,
assistant managing editors.
Leonard Zeidenberg, chief correspondent.
Kira Greene, senior news editor.
Matt Stump, Kim McAvoy, John S. Eggerton,
associate editors.
Susan Dillon, A. Adam Glenn (international),
assistant editors.
Randall M. Sukow (technology), Peter D. Lambert,
Patrick J. Sheridan, Janet Sullivan, staff writers.
Marsha L. Bell, editorial assistant.
David R. Borucki, art director.
Todd F. Bowie, editorial production supervisor.
Ed Kaiz, production.
Peggy Robertson, design consultant.

Broadcasting □ Cable

Yearbook

David Seyler, manager.
Joseph A. Esser, associate editor.
Francesca Tadesco, Michael Greco, Janza L. Woods,
editorial assistants.

Advertising

Washington
202-659-2340
Kenneth W. Tishoff, vice president, sales and marketing.
Robert (Skip) Tash, Midwest and Southern regional sales
manager.
Doris Kelly, sales service manager.
Mitzl Miller, classified advertising manager.
New York
212-599-2830
Joseph E. Ondrick, East Coast regional sales manager.
Randi B. Teitelbaum, sales manager.
Yadira Crawford, advertising assistant.
Lewis Edge & Associates, (East Coast equipment and
engineering): 609-683-7900, fax: 609-497-0412.
Dave Berlyn & Associates: 914-631-6468.
Mattilyn Calloway, receptionist.
Hollywood
213-463-3148
John R. Russel, West Coast regional sales manager.
Sandra Klausner, editorial-advertising assistant.
Schiff & Associates (Western equipment
and engineering): 213-393-9285, fax: 213-393-2381.

Circulation

Kwentin K. Keenan, circulation manager.
Patricia Waldron, data entry manager.
Aretha L. Williams, Maureen Sharp, Thomas Simms,
circulation assistants.

Production

Harry Stevens, production manager.
Julie Gunderson, production assistant.

Administration

Philippe E. Boucher, controller.
Tracy Henry, assistant controller.
Albert Anderson, office manager.
Nancy Miller, personnel administrator.
Rhonda Moore, accounting assistant.
David N. Whitcombe, publishing consultant.

Corporate Relations

Patricia A. Vance, director.
Catherine F. Friday, secretary to the publisher.

Bureaus

New York: 630 Third Avenue, 10017
Phone: 212-599-2830
Fax: 212-599-2837
Geoff Foisle, chief correspondent.
Stephen McClellan, chief correspondent (programming).
Reed E. Bunzel, radio editor.
Rod Granger, Lucia Cobo, Joe Flint,
Sharon D. Moshavi, staff writers.
Hollywood: 1680 North Vine Street, 90028
Phone: 213-463-3148
Fax: 213-463-3159
Steve Coe, Mike Freeman, staff writers.
Advertising Representatives
Pattis/3M: Chicago 708-679-1100, fax: 708-679-5926.
Los Angeles 213-462-2700, fax: 213-463-0544.
Hawaii 808-545-2700, fax: 808-599-5802.
London 071-379-9797, fax: 071-379-8049.
Japan (06) 925-4452, fax: (06) 925-5005.
□

Broadcasting Publications Inc.

A Times Mirror Business Publication
Lawrence B. Tishoff, president.
Kenneth W. Tishoff, vice president.
Donald V. West, vice president.

MONDAY MEMO

A business news commentary from Linda O'Bryon, executive editor/co-anchor, "Nightly Business Report," WPBT(TV) Miami

Business news on television won't work. It's not "people-oriented." Viewers won't sit still for all the numbers. We don't need business news on television, when it's already covered in newspapers. Circa 1979.

Those were the kinds of comments I heard from some of my colleagues in the industry as we developed what was to become television's first daily business news program. Despite the skepticism, public station WPBT(TV) Miami was determined that daily business news for television was needed and that viewers would watch, so we launched a program, first for South Florida and then national distribution.

The Nightly Business Report broke a lot of traditional rules to pursue its vision of creating a new vehicle for a subject that had largely been ignored by TV. That was the challenge of the '80s.

The challenge of the '90s is even more complex. What makes it so complex is change: a rapidly changing technology and global marketplace. The challenge is figuring out how to grow and thrive as those changes accelerate. In the decade of the '80s, television has demonstrated it can produce business news that millions of people will watch on broadcast and cable channels. The stock and trade of television immediacy and pictures provide a different dimension for financial reporting than traditional treatment in newspapers and magazines. And in the process of providing that forum for business news, some myths have been shattered.

One, for example, is that business news is dull visually, not right for TV. Stories about takeovers, earnings reports and stock index arbitrage are tough to visualize, but they just take a little more work than general news stories.

Ten years ago, prime time programming on ABC, CBS and NBC attracted about 90% of the nation's television viewers during an average minute. Now, with competition from cable and independents, the combined commercial network share has dropped to 68%. And many see the percentage falling even further in the coming decade. We've already seen the emergence of dozens of specialty publications in the field of business news: high technology, invest-



ments, marketing, travel, real estate. There is far greater emphasis on beat reporting so that reporters become specialists in fields such as currency and commodity trading, energy and banking. The challenge for television will be to develop business news programming around those sectors that create interest to sustain a broad enough audience and still provide the kind of detailed information and analysis that will appeal to a more knowledgeable viewer.

Driving the move toward specialization is technology. In the next 10 to 20 years the face of television may be totally changed. I am one of those who feels that the significant change will not come about because of high-definition television. The more dramatic changes will come from computers and fiber optics. Fiber optics and delivery of programming digitally hold the promise of offering the viewer hundreds of channels and programs.

MIT's Media Lab has a template for a computer system that will customize news according to the individual's needs. News stories are selected according to the viewer's interest, electronically clipped and stored until the user logs on to his/her electronic platter of customized news reports. Text and television are integrated. A videotape insert from the evening's news can become an illustration for a particular piece of elec-

tronic copy. If the reader/viewer wants more of a particular subject, it's only a matter of touching the screen and the computer searches for more. The kind of technology that is being tested at MIT and elsewhere will undoubtedly provide the blueprint for news formats in the next decades.

With today's increased availability of satellite communications, instant communication around the world is even more practical. Superimposed on the technology and its ability to shrink our world is the importance of the coverage of the world itself. The internationalization of business will undoubtedly be the most significant development for business news in the 21st century.

The trend toward the "transnational" or "multinational" corporation will continue to grow. Many companies already are seeking the most cost-efficient labor and capital markets to produce their goods and services. One company's research production and marketing functions may be located in numerous countries.

In my view, the successful business journalist in the '90s will look for not only the "what" of an event, but the "what does it mean." And this means going against traditional views held by some TV consultants. The consultant's dreaded "talking heads" do have an important role to play on television. Explaining complex subject matter in clear, concise terms is one of those crucial roles.

No amount of rapid technological change will alter a basic concept: People watch business news on television because they want up-to-the-minute information, and they want some explanation of the complexities of the developments.

Viewers want breaking business stories, but they also want the broader strokes of social and economic consequences that wrap around those stories and make them relevant on a personal level. ■

"The internationalization of business will undoubtedly be the most significant development for business news in the 21st century."

These Stations Are Banking On Education.

WNYW, New York
WMAQ-TV, Chicago
WCVB-TV, Boston
WXYZ-TV, Detroit
KDFW-TV, Dallas
WKYC-TV, Cleveland
KHTV, Houston
WTSP-TV, Tampa-St. Petersburg
KSTP-TV, Minneapolis-St. Paul
KSTW-TV, Seattle-Tacoma
WTAE-TV, Pittsburgh
KTVI, St. Louis
KRBK-TV, Sacramento
WBAL-TV, Baltimore
KNSD-TV, San Diego
WISN-TV, Milwaukee
KMBC-TV, Kansas City
WSYX, Columbus
WHBQ-TV, Memphis
KXIV, Salt Lake City
KMOL-TV, San Antonio

WHP-TV, Harrisburg
WVTM-TV, Birmingham
WPBF-TV, West Palm Beach
WDTN, Dayton
KOTV, Tulsa
WJRT-TV, Flint-Saginaw
WTVG, Toledo
WSTM-TV, Syracuse
WROC-TV, Rochester
WSLS-TV, Roanoke
KTBC-TV, Austin
WICS-TV, Champaign-Springfield
WTVQ-TV, Lexington
KREM-TV, Spokane
WGME-TV, Portland-Poland Spring
KGAN-TV, Cedar Rapids
KGUN-TV, Tucson
WTVN, Chattanooga
WFMJ-TV, Youngstown
WGGB-TV, Springfield-Holyoke
KFDM-TV, Beaumont-Port Arthur

With The Support of Community Advertisers...

GREAT EXPECTATIONS



Great Expectations focuses on the most important challenge facing communities today —Education.

This turnkey programming and marketing project includes:

- Twenty episodes of "A Likely Story," a series that combines animation and live action.
- Three one-hour and three half-hour dramatic, *primetime* specials.
- A series of thirty 30-second "Pop Quiz" spots and four three- to four-minute dramatic vignettes.
- A music and animation package for custom promotional spots.
- A comprehensive, locally oriented station promotion kit.
- High revenue potential from advertising and non-traditional sales dollars.



Produced by WCVB-TV, (Boston), an award-winning producer of national community service projects.

Contact your Hearst Entertainment representative at:



Hearst Entertainment

235 East 45th St. New York, NY 10017 Phone: (212) 455-4000 1(800) 526-5464 TWX: 7105812391 FAX: (212) 983-6379
London Phone: (071) 408-1229 Telex: 266570 Los Angeles Phone: (818) 889-2047

© 1990 Hearst Entertainment Distribution, Inc. Worldwide Rights Reserved.

A joint project of Hearst Broadcasting.

FM Community Changes Can *Improve* Localism

Some critics of the Commission's community of license change rule say that the rule "spells the end of localism" in radio.

That's not true. Let's look at the facts.

The Rule Allows Improved Localism

Last year, the Commission adopted a rule which allowed FM broadcasters to change their communities of license if the "new" community would be preferred to the "old" community under the FCC's allocations criteria. Proposals to leave any community without service were ineligible. This rule can improve localism - - service can be provided to an unserved local community from a community with multiple services.

The Atlanta Broadcasters' Response

I've filed an application to move my station, WHMA-FM, from Anniston, Alabama to Sandy Springs, Georgia. Sandy Springs is near Atlanta, and we'll be providing service to that market. Some Atlanta stations are attacking our proposal, and the Commission's "community of license change" rule. They say the rule "spells the end of localism". Let's see.

My Anniston Proposal Creates Three Local Stations In Exchange For One

Here are the facts:

1. **Sandy Springs has no local service; Anniston has seven.** Anniston has four local full-time radio stations and three local TV stations serving a community of 29,000 people. Sandy Springs, with 77,000 residents, has no local AM, FM or TV stations. Which community has a greater need for local radio service?
2. **We'll serve Sandy Springs' public interest obligations.** Sure, we hope to serve Atlanta listeners. But as a licensee at Sandy Springs, that's where our public interest service obligations will be. We'll be the only station, radio or TV, with a focus on and coverage of Sandy Springs' problems and needs. Localism wins in Sandy Springs.
3. **Anniston loses no radio service.** As part of our proposal, because we are moving, we're able to put a new, Class C-3 FM in Anniston (on 100.1 vs. 100.5 currently). Anniston isn't losing any local service at all. What's more, there's an opportunity here for **local** (and perhaps **minority**) ownership of this new Anniston station. And we're even willing to run it, keeping the same format and staff, until a new licensee is chosen. No service is lost. Localism wins in Anniston.
4. **Lineville gets a new local FM station.** Our moving WHMA(100.5) to Sandy Springs allows a new Class A FM into Lineville, Alabama at 100.7. It's a first local FM service for that community and another opportunity for local residents to own and operate the local radio station. Localism wins in Lineville.

Localism Wins - Sandy Springs, Lineville and Anniston vs. just Anniston

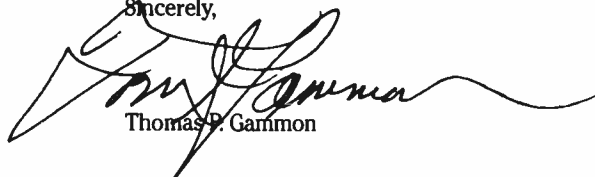
In short, all three communities win: **three new local stations are created in exchange for one local station.** More service - and more **local service** - to tens of thousands of people. No community loses.

If this rule is changed or our proposal is denied, neither Lineville nor Sandy Springs will receive their own local FM service. Maintaining the "status quo" means Anniston would retain four local radio services - **the same number of services as if our proposal were approved.** And two unserved local communities would not receive local service.

It's a Good Rule That Can Improve Local Service

The rule requires that every proposal meet the FCC's tests for localism. 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

TOP OF THE WEEK

'LIFE AFTER FIN-SYN': IS BIGGER BETTER?

Part 2: In the '90's, a network/studio merger is viewed as a given; network syndication reawakens 20 years later to find landscape changed

Those who foresee a noticeably better network economy upon a change in the financial interest and syndication rules might find it interesting to look at broadcast group profit margins 20 years ago. They were, in fact, probably lower, on average, than they are today. And that was also before the prohibition against cigarette advertising, before barter syndication, basic cable networks and declining network shares.

Even if the rules did not greatly affect profit, the fight over financial interest and syndication would still be intense because it affects virtually every contract negotiation the television networks conduct. A central part of those negotiations involves syndication: for how long, for how much and where.

What some people have forgotten, and others never knew, is that syndication was a lesser issue 20 years ago when the FCC essentially kicked the networks out of the business. At the time, BROADCASTING quoted one executive as representative of network sentiment: "...it won't kill any of us, because syndication is a very small percentage of pre-tax profits."

In 1969, CBS, the largest of the three, had just \$3.4 million in pre-tax income from program syndication on revenue of \$10.2 million. Even allowing for inflation, CBS's syndication business then was barely half as big as its foreign syndication is today.

Today, foreign syndication might provide the biggest immediate boost to network earnings, given a change in the rules.

A typical international operation for one of the three networks has roughly two dozen people in sales and fulfill-

At least some additional product could thus be pushed through the existing distribution operation at little additional cost. The variable—as opposed to fixed cost—of foreign distribution, composed of such items as royalties and advertising, is said to average around

20% of total revenue. Thus, particularly with a network's own shows, a large percentage of foreign revenue would go straight to the corporate coffers. Much depends on whether the networks increased their in-house production, which they can currently syndicate abroad, and/or whether they would once again be permitted to syndicate shows which they only partly own.

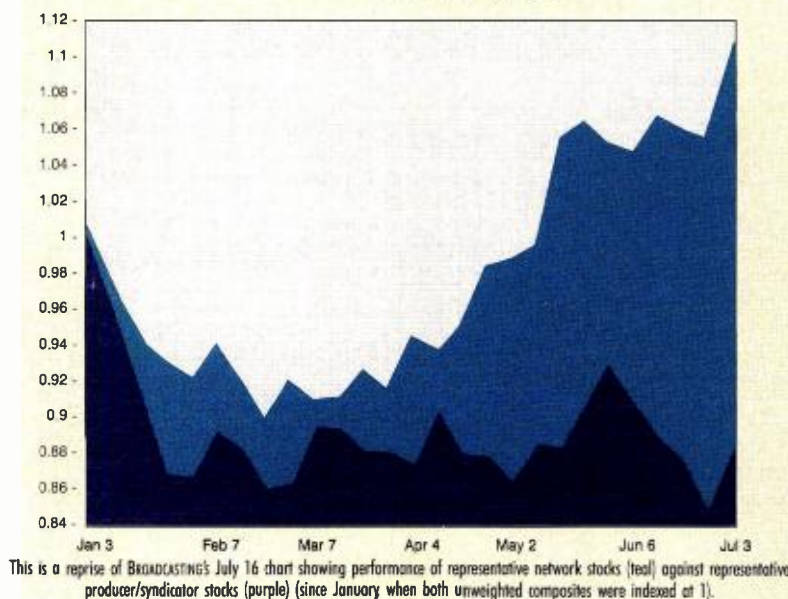
Any leveling of this playing field would come after many of the big points have already been scored. More than one observer suggests that at least for the near term, a number of important foreign markets

have already been "oversold."

Missing out abroad on some of the landrush is even more true, some feel, for domestic syndication. Syndication revenue growth is expected to decline, the main reason being Fox, whose non-network network is gobbling up independent TV station time that otherwise would have provided a home for syndicated programming. In fact, Fox's own shows now qualify for off-network status, thus increasing the supply side of the market. The networks already participate in one of the strongest segments of

WALL ST.'S FIN-SYN SEISMOGRAPH?

Network stocks take the high road



ment located mostly in New York, with some in a second European city, probably London. Selling not done in those two cities is typically provided by independent sales representatives.

By most accounts, the \$5 million annual overhead at ABC, CBS or NBC "international" is underutilized. Those distribution operations lack enough big-ticket items to sell. There is probably a steady flow of news division product and made-for-TV movies, but series, particularly drama or action series, are in short supply.

the syndication market, cable, with ABC's sale of *Moonlighting* to Lifetime and NBC's sale of *Saturday Night Live* to MTV as examples.

What share of the TV station syndication market would the networks get? Studies prior to the rule change indicate that ABC, CBS and NBC combined held between 18% and 24% of the domestic market.

Depending on whether the networks purchase any existing syndication rights, they may or may not take a long time to gain back that market share. But operationally, they could build quite quickly. Said one major syndicator: "I don't think it would take any time for them to get up and running."

There would be two sources of syndication profits. One would come from the distribution share—as opposed to program owner's share—which is typically pegged at 35% to 40%. Growing at 10% annually, industrywide distribution fees could total close to \$1.5 billion by, say, four years from now. Splitting a three-network 20% portion of that evenly, each network might take in \$100 million in distribution revenue, which, assuming good margins, could result in some \$45 million in profit. Thus, using this simplistic model, CBS, for instance, might generate over \$1 per share in future after-tax profits from distribution.

A less quantifiable, but potentially greater, source of syndication profit is participating in the "upside" of a hit series. The networks have had few such series but could by distributing others' shows. Among the unknowns are the extent to which ABC, CBS or NBC would want to get into the barter-syndication business—NBC temporarily did so indirectly through its participation in *House Party*.

To many investors, the relaxation of network rules spells one thing: merger. The structural possibility of a network/studio merger continues to launch rumors every few weeks and although the stock market has yet to get serious about identifying a specific transaction, it has caused interesting gyrations in the price of CBS options.

But what would a studio/network merger mean in real terms? After all, this is post Time Warner, a merger which today is valued by the stock market at a third less than when it was finalized. This question is also worth asking since the current financial environment makes it less likely, although not unlikely, that one of the merger parties would be taken out in an all-cash bid.

From the point of view of ABC, CBS

and NBC, the benefits of a merger with a studio are not immediately compelling, although most assume that ratings would accrue from closer ties to the entertainment world. A merger, as opponents of the rule change regularly point out, would not allow the networks into many new businesses since they can already participate in theatrical film, home video, cable programming and records. Obtaining a television and film library would help to jump start a syndication division, but the major studios already have their own divisions.

But Michael Garsten, a managing director at Bear Stearns & Co., said the entertainment business is not easily jump-started: "The fact that they [networks] aren't prevented from making movies or from parts of the distribution process doesn't mean that they should build their own. We still have the same five or six studios that we've always had, with one or two still uncertain exceptions. So what the networks might ask: Is it riskier to buy Paramount for \$5 billion or to spend \$2 billion to start their own? Sony had that debate for a long time before deciding to buy Columbia."

More popular as a reason for why the networks might want to merge is the disillusionment theory, which suggests that CBS President Laurence Tisch

might decide to quicken the pace of his return-on-investment in CBS by selling the company or that General Electric Chairman Jack Welch can foresee the day when NBC will no longer meet his criteria for GE divisions: that they be number one or two in their industry. For Capital Cities/ABC, a merger might solve the still undecided succession to the current leadership.

From the studio's point of view, the motivation for buying a television network is perhaps more compelling, as witnessed by the amount of in-house programming that Fox does for its network or from Paramount's purchase of the TVX stations. One analyst, describing Disney as a supreme marketer, said he thinks the company's interest in a television network is to have a distribution network through which to push its own products.

Syndication, financial interest, in-house production and strategic combinations: this two-part analysis has briefly analyzed each one and the possible returns ABC, CBS and NBC could expect from them. If anything, the conclusion may be that such a return-on-relaxation of the rules is measurable but will not necessarily cause a head-long rush into network stocks, absent an underlying belief in the business, other than to anticipate some sort of merger. —GF

SCRIPPS TO BUY WMAR-TV; WTNH-TV SEEKS EQUITY

Gillett Holdings (GHI) last week signed a letter of intent to sell WMAR-TV Baltimore to Scripps-Howard for \$154.7 million, a significant discount from the price paid for the NBC affiliate three-and-a-half years ago. Observers believe Gillett was forced to accept the price to complete a \$130 million bank loan repayment said to have been missed at the beginning of this month. For Scripps-Howard, the station would be its 10th.

GHI bought WMAR-TV and WRLH-TV Richmond, Va., at the end of 1986 for \$207.5 million, of which an estimated \$190 million represented WMAR-TV. The station has been hurt in part by a troubled Baltimore economy. Problems with GHI may soon lead to an attempted restructuring of its roughly \$1 billion in debt; Gillett has already held conversations with major bondholders. Howard Stark brokered last week's announced transaction. Some analysts believe the sale price represented roughly 10 times the station's current-year cash flow.

Also last week, the owner of WTNH-TV New Haven, Conn., Cook Inlet Communications Corp., said it is "...exploring various options regarding the possible sale of stock in WTNH-TV to another television broadcaster." The ABC affiliate, bought in 1987 for \$170 million, is roughly equally owned by Cook Inlet Region Inc., a closely held corporation owned by 6,500 native Americans, and Whitcom Partners & Associates, L.P., an affiliate of Whitney Communications, a private partnership whose members include CBS Chairman William Paley.

Cook Inlet Communications President George Christie insisted the station is not looking for an operating partner and said it is still uncertain how much equity was being sought. He did not rule out the possibility the entire station might be sold.

Also last week, Anchor Media, principally owned by Robert M. Bass, was said to be considering offers for ABC affiliate WLOS-TV Asheville, N.C.-Greenville-Spartanburg, S.C.

SIKES PANS CABLE LEGISLATION, BACKS COMPETITION

FCC chairman says pending bills are too regulatory, too costly to implement

FCC Chairman Alfred Sikes last week criticized the cable legislation working its way through Congress, asserting it wrongly favors regulation over competition and that the FCC is unlikely to get enough money to implement it properly.

Instead of pushing bills that would put the FCC in the position of heavily regulating cable, Sikes told reporters assembled in his office last Thursday morning, Congress should be forging legislation that fosters competition to entrenched cable systems by other cable systems or "overbuilders," wireless cable (MMDS) operators and telephone companies.

"I do not believe...either the House or the Senate has been sufficiently aggressive in the area of competition, in opening up the cable market," he said during the wide-ranging press briefing.

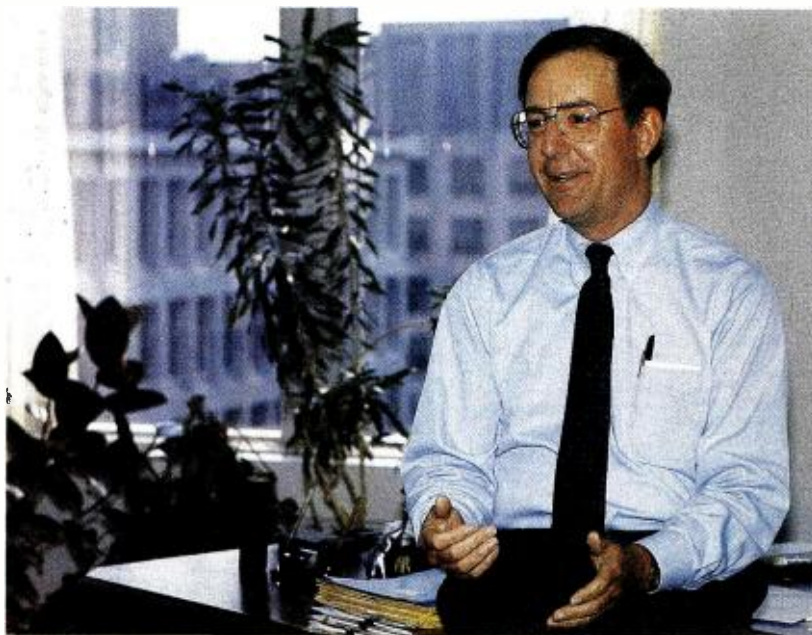
Asked about the enormous regulatory responsibilities the FCC would have if the bills became law, Sikes said, "It scares me. Obligations typically precede resources and generally in recent years resources never catch up," he said.

Congress would probably give the FCC additional money to implement its new duties under the law, Sikes said, but it will not be enough. "The question is often asked in government, 'Can you do something?'; the answer is always yes," he said. "The more important question is, 'Can you do it well?'; the answer in cable is no."

[According to an analysis by the FCC, implementation of the Senate bill, in the worst-case scenario, would cost \$55 million over five years. Most of the money would go into personnel. Over the five years, the analysis found, implementation would consume 838 man years.]

Sikes may be taking his cue from the White House. In letters to key sponsors of the legislation this summer, the Bush administration has made clear its preference for competition and its opposition to regulation. So far, the administration's opinion has failed to slow the legislation.

Arguing for the competitive option, Sikes said cable is not a natural monopoly that needs government's protection. The "establishment" always claims it is, he said. "The fact is that in market after market that's been proven wrong," he said. "I predict it will be proven



wrong in the cable market."

Cable will thrive in a competitive market, Sikes said. "As cable becomes an increasingly profitable enterprise...with growing advertising revenue, I'm convinced [it]...can be competitive."

Sikes was short on specific recommendations for fostering competition, but one thing he said Congress could do was pass a law saying municipalities "cannot unduly or unreasonably refuse to grant" a second cable franchise.

Sikes said municipal authority over cable systems should be limited to "safety and environmental concerns." But until cable systems face "effective competition," he said, municipalities should also be able to regulate cable rates.

The pending cable legislation would place responsibility for the regulation of cable rates with the FCC, but Sikes said he is not "tempted" by the prospect. "To the extent that rate regulation has to occur, I think it's better under our federal system that it be at the local level, although I do think it important for the FCC to have some standards under which the localities exercise their authority."

Sikes's other legislative recommenda-

tions will be contained to one extent or another in the FCC report on the cable marketplace since enactment of the Cable Communications Policy Act of 1984, which largely deregulated the industry. The FCC is expected to vote on the report this Thursday (July 26).

A draft of the report, written by the FCC staff and circulated among the other commissioners two weeks ago, contains Sikes's thinking on cable, but the draft is expected to undergo considerable changes before Thursday as the other commissioners insist on them in exchange for their vote.

For instance, some of the other commissioners are insisting that Sikes excise that portion calling for a new "effective competition" standard. Under the Cable Act, municipalities are allowed to regulate cable rates of systems that do not face "effective competition" as defined by the FCC. The FCC in 1985 defined effective competition as three or more broadcast signals, freeing virtually every cable system from municipal regulation.

At the briefing, Sikes called the current standard "obsolete," noting that the Bush administration, through the National Telecommunications and Information Administration, argued that the standard should be raised to six broad-

cast signals. According to the National Cable Television Association's data, he said, a six-signal standard would potentially subject 60% of all cable systems to municipal rate regulation.

FCC has conducted a rulemaking aimed at setting a new standard, and Sikes had hoped to bring it up for a vote this Thursday along with the cable report. Sikes said that plan was scuttled when it became clear Congress was looking to abandon the effective competition approach and turn the job of rate regulation over to the FCC.

With the momentum of cable legislation picking up, Sikes conceded the cable report may be coming too late to have much impact on the legislation.

When he promised last year to deliver the cable report this July, Sikes said, he believed it would arrive in the beginning legislative process rather than in "mid-stream."

As a result, Sikes said, there has been a "narrowing of the potential" of the report to influence Congress this year. "To attempt to believe otherwise would be to mislead myself," he said. —HAJ

SIKES ON FIN-SYN

Due to "changed circumstances" in the television marketplace, FCC Chairman Alfred Sikes told reporters last week at his early morning press briefing he favors "some modification" of the 20-year-old financial interest and syndication rules, which limit the big three broadcast networks' involvement in program production and syndication.

Since few believe the FCC will toughen its rules in its current fin-syn rulemaking, the assumption is that when FCC commissioners talk about modifying the rules, they are talking about relaxing the rules.

Sikes balked at saying how much the rules need to be modified, however. Noting the rulemaking is still in its early stages (reply comments are due Aug. 1), Sikes said, "I'm really hesitant to put an adjective before the word 'modification.'"

Asked about the "changed circumstances," Sikes said, "There are many, many more channels of distribution. The networks' strength is attenuating. We've got a new network [Fox] on the horizon.... We've also got changes in the consent decrees."

To settle an antitrust suit with the Justice Department in the mid-1970's, the networks agreed to consent decrees, whose restrictions of the networks' activity go beyond the fin-syn rules. A provision of the decrees capping the networks in-house production expires this fall.

In a related matter, Sikes said he is "supportive" of the prime time access rule and does not plan "in the immediate future" to take action on a petition to repeal it. The rule limits the amount of network and off-network programming network affiliates can carry during prime time. —HAJ

ACCESS SHAKES UP IN NEW YORK AND L.A.

Last-minute maneuvering by Buena Vista Television and King World Productions in the nation's top two markets—New York and Los Angeles—has capsized the plans of several other syndicators hoping to capture precious prime access slots on network O&O stations for the fall.

Television Program Enterprises' half-hour *Preview: The Best of the New*, previously considered a solid contender for 7:30 p.m. slots on L.A.'s KABC-TV and New York's WNBC-TV, lost both to high-profile programming, leaving several sources to question *Preview*'s ability to launch two months from now.

Hardball tactics took over in both markets last week, said sources, with KABC-TV picking up King World's reality strips *Inside Edition* and *Instant Recall* (formerly *Only Yesterday*) for next season's 7-8 p.m. slots. It was apparently part of a larger package that saw the station win fall 1992 rights to the distributor's top-rated *Wheel of Fortune* and *Jeopardy!* from incumbent KCBS-TV. (An L.A. independent station source said King World was seeking a steep renewal hike for the game shows.) *Preview* was believed to have had an inside track at 7:30 p.m. because host Chuck Henry is also on-air talent for KABC's

current 7:30 entry, *Eye On L.A.*

In New York, Buena Vista Television paid, according to published accounts, close to \$1 million to pull its half-hour game show *Challengers* from WCBS-TV and resell it to WNBC-TV, which is giving the show first crack at its 7:30 p.m. slot. (A WCBS-TV station executive said reports of the million dollar payoff "are in the ballpark" of what BVT contributed.)

Preview, which had been previously considered for access or a 3:30 p.m. slot on WNBC, is now slotted for 9-9:30 a.m., while *The Joan Rivers Show* will take the 3 p.m. slot according to the station's just released daytime schedule (see "In Brief," page 105).

A New York station rep said only one access clearance for *Preview* has been identified out of the top 20 markets—WSVN-TV Miami, which recently (BROADCASTING, July 2) declared its vacated 7 p.m. slot would go to *Preview* following the end of production on locally produced and syndicated *Inside Report* at the end of this summer.

"With the loss of New York and Los Angeles, Cox Communications [parent company of TPE] can't afford to deficit finance with production costs estimated at \$25-30 million per year," said the rep. Either they'll have to fold up the

tent now or possibly pare down to a weekly offering for the first season."

Rich Goldman, senior vice president, TPE, fired back that company chairman Al Masini has no plans to pull *Preview* from the market or "retreat" into weekly syndication. "We have been a firm go since the NATPE convention [last January] and our station clients will be receiving their promotional material over the next several weeks," said Goldman, who estimated that market clearances have reached 85 stations, representing 77% of the U.S. "We [Cox barter subsidiary TeleRep] have sold 100% of our national ad inventory, and Cox has given us full emotional and financial support to provide six days of programming, 52 weeks a year."

Although Goldman estimated that daytime, early fringe and late night commitments account for 80% of the clearances, and access the balance, he would not identify any of the stations playing the show in access. "Certainly, leverage situations came into play with WNBC and KABC, but I can't understand why some people have always put the major markets on a pedestal when they should be concentrating on our overall lineup," said Goldman. "We are absolutely moving forward as a six-day strip." —MF



NBC President and CEO Bob Wright (center), flanked by his newly restructured programming team (l-r) Warren Littlefield, John Agolia, Brandon Tartikoff and Perry Simon

TARTIKOFF NAMED ENTERTAINMENT CHAIRMAN, LITTLEFIELD SUCCEEDS HIM AS PRESIDENT

Move addresses both executives' desire for change; Simon, Agolia also get new posts

Although the titles have changed, the faces remain the same at NBC, where Brandon Tartikoff, president, NBC Entertainment, for the past 10 years, is passing the mantle to Warren Littlefield, now the president of that division. Tartikoff has moved up in the company to the newly created position of chairman, NBC Entertainment Group. In addition, Perry Simon, senior vice president, series programming, succeeds Littlefield as executive vice president, prime time programming.

John Agolia, executive vice president for NBC Productions, who oversees, among other things, NBC's international programming ventures, was also given the additional title of president of the newly formed NBC Enterprises, an umbrella for what the network describes as its plans for future diversification. Agolia's already diverse duties include, in addition to international ventures, business affairs and oversight of NBC's video-cassette joint venture with Columbia.

Tartikoff appears to fit prominently in those diversification plans as well. One of the first moves in Tartikoff's new capacity will be a trip to Europe to develop overseas relationships for future

co-ventures. In late August, he and Agolia, who oversees NBC International's programming and distribution, will meet with several European production companies for "very high-power meetings."

In making the announcement last Tuesday during NBC's portion of the Television Critics Association press tour in Los Angeles, Bob Wright, president, chief executive officer, NBC, said: "It's all about giving people an opportunity to do what they really can. It's giving them the tools, trusting them and giving them the range to work."

The realignment takes care of at least two potential problems for the first-place network. It helps ensure that NBC won't lose any of the key people that helped the network become number one, and it frees Tartikoff to focus his attentions on what he called "some of the bigger picture issues I'm interested in."

Littlefield said at a follow-up press conference on Thursday that he approached Tartikoff at the beginning of the year with several goals for his future at the network, and Tartikoff assured him that things would be worked out to his satisfaction. "Brandon asked me to

put blinders on and focus on the development season at hand, and things would be worked out," said Littlefield. He said, however, that if the changes had not been worked out, he more than likely would not have stayed at the network, although at that point he had not had any discussions about leaving NBC.

In an interview with BROADCASTING last month (June 4), Tartikoff appeared to express some wanderlust, as well as a desire to get more into the production end. After the fall schedule was firmed up, he said: "[At] that point I would have to seriously look around and see what challenges remain at NBC versus what opportunities there are on the outside." Later in the interview he said: "If I can speculate somewhere out there, several years from now, [a move] would be toward the production side...seeing if I could realize on my own some of these pipe dreams I've given to others."

Many of the questions from critics centered on Littlefield's autonomy in the new position, or anonymity as one critic malaproposed. The new president said that while he "wouldn't be so foolish as to, say, ignore Brandon—he's a tremendous asset and I expect to rely on him—

I'm pleased and excited that I will be running the entertainment division."

Tartikoff said that although the changes don't seem major to those on the outside, the day-to-day operations of all four executives will be "dramatically different. If you're Stephen Cannell or you're Carsey-Werner or you're Witt-Thomas or you're Gary David Goldberg, the guy to talk to about your new show ideas is Warren Littlefield. And if you can't get him, it's Perry," he said.

He likened the relationship he'll have with Littlefield to the arrangement that existed at NBC between himself and Grant Tinker. "I was allowed to run around and give out pilots and series and things like that. But there was always an open door down the hall when Grant was in town. And obviously, I'm going to be more of a West Coast presence than Grant was able to be, to be there for the group," he said.

It seems that the changes will have very little effect on the relationship between NBC Entertainment and the Hollywood production community. "Warren has, from our standpoint, been so much a part of the process that there's no break-in process for us," said John Pike, president, Paramount Television. "It's a very comfortable, logical transition, and he's [Littlefield] eminently qualified for the job. He has relationships with the producers and production executives here that are as strong as Brandon's," he said.

Pike said everyone benefits from the restructuring. "You get the best of all possible worlds because you don't lose the accessibility of Brandon, and the chief architect is Warren. It's also good for G.E., because they definitely don't want to lose a guy like Brandon."

For Tartikoff, the move represents an opportunity to take a break from the day-to-day workings of the division and put his efforts into taking the network into new areas. Of his new title, chairman, NBC Entertainment Group, Tartikoff said it felt uncomfortable. "The only two chairmen I know are Sinatra and Mao, and I'm not a particularly big fan of either," he said.

Tartikoff said he told Wright after NATPE this year, "that I was getting tired, and that I was entering a phase of diminished interest in all areas of the job. However, there were other areas that were interesting."

"The excitement of my part of the equation is that it isn't so specifically described to you, or defined, because I think a lot of those things are out there to be created, just like show ideas are created," he said.



NBC President and CEO Bob Wright faces critics in Los Angeles

Those areas, among others, would seem to be to have NBC ready when the financial interest and syndication rules issue is resolved at the end of this year—a resolution that many believe will be favorable to the networks.

"Our production division has been woefully underpotentialed," he said, adding that increasing in-house production is "part of my agenda."

Of NBC possibly becoming a major producer and distributor should the new rules allow network expansion, he said, "I don't believe I would have taken the change to play in a smaller pond."

Tartikoff also didn't rule out the possibility of General Electric buying a studio to merge with the network. "I doubt G.E. is going to rush out and buy me a big toy to play with...but we'll continue to hold talks."

Under the banner of NBC Entertainment Group, Tartikoff will oversee the entertainment division, NBC Productions and the Program Development Group. The move allows him to spend more time on both of the latter entities. The Program Development Group, which he chairs, consists of the heads of the news, sports, marketing and station divisions. The group examines programming possibilities from each of their divi-

sions and from the station level.

Littlefield, who joined the network from Warner Bros. Television in 1979 as manager, comedy development, had been executive vice president, prime time programs, for NBC Entertainment since August 1987, and before that senior vice president, series, specials and variety programming.

□

NBC will premiere six new fall shows ahead of schedule

In an effort to get a running start when the new fall season starts, Brandon Tartikoff, chairman, NBC Entertainment Group, said the network will premiere six of its new fall series prior to the traditional premiere week.

Taking a page out of Fox's programming book, Tartikoff called his strategy "the double pump," since the episode that airs early will also air again during premiere week. The first of the six to premiere early will be *Ferris Bueller*, which will air on Thursday, Aug. 23, following *The Cosby Show*.

He said Fox's decision to premiere one of its series, *Babes*, in August, motivated NBC to act. "When we saw the early move of *Babes*, we decided we weren't going to let them open the door wide again," he said, referring to last season when Fox caught the other networks napping and premiered several of its series before the season started.

"Sometimes innovation is the product of desperation, so you can call this what you will, but we think it's smart to use the *Cosby* launch pad to premiere *Ferris Bueller* as well as others," said Tartikoff.

The five other shows to air early are *Life Stories*, *Law and Order*, *Parent-hood*, *Hull Street High* and *Working It Out*. Tartikoff said no decision has been made on when they will debut.

Among the other announcements NBC made during the press tour:

■ Tartikoff announced that *Shannon's Deal* has been given a renewal for mid-season next year. Also, he picked up two other shows, *Blossom* and *Sisters*. The first is a comedy from Witt-Thomas Productions, which aired two weeks ago in the slot following *The Cosby Show* and finished third overall for the week. *Sisters*, from Lorimar, is produced by Ron Cowan and Don Lippman, who produced *An Early Frost*. The program examines the relationship between four sisters and stars Swoosie Kurtz and Julianne Phillips.

■ On the confrontation on Thursday

night between *The Cosby Show* and Fox's *The Simpsons*: While not picking a winner, Tartikoff said "history usually sides with the incumbent. I think of it as a serious challenge." He admitted "we'll take a dent on Thursday night, especially among younger viewers." However, he noted that one show that hasn't been mentioned is CBS's *48 Hours*, which was moved from the 8 p.m. to 9 p.m. slot to Saturday night.

He's hoping that the older viewers who tuned out *Cosby* for the CBS show will return now that the only alternative will be *The Simpsons* and *The Flash* on CBS.

■ Tartikoff also said he's confident NBC will remain number one next season for two reasons: First—"because I believe in the shows we're putting on, and second, if we're not [going to be number one] who is? I don't see any momentum at the other two networks."

■ Lorne Michaels will remain the executive producer of *Saturday Night Live* and the show will integrate three new cast members next season. Current cast members Nora Dunn and Jon Lovitz will not return.

■ Jane Pauley's special, *Real Life with Jane Pauley*, scored a 13.3 rating and 23 share, winning its time period last Tuesday (July 17) from 10-11 p.m. -SC

NAB PAPER TO HILL ATTACKS TELCO ENTRY

Says companies could monopolize media, with cross-subsidization difficult to detect

The telcos are so powerful they will squash all competition." That is just one of the charges leveled against the phone industry in an issue paper distributed on Capitol Hill last week by the National Association of Broadcasters.

Entitled "Will telcos replace broadcasters in the video marketplace?," the paper takes a hard line in attacking the telephone industry's efforts to enter the video services business. NAB has been fighting to keep the telcos out of the television business and the paper was sent to members of the House and Senate Commerce Committees, which are slated to consider legislative proposals that would permit the phone companies to operate cable systems in their service areas.

"The telcos have attempted to advance the idea that their position and motives are pure," said NAB President Eddie Fritts. "We think it's time to put all the cards on the table. The question is whether you can really trust the phone companies," stated Fritts. Based on the conclusions in the NAB issue paper, it's clear broadcasters believe the telcos cannot be trusted.

For starters, the document's cover sheet contains a variety of headlines from stories critical of the telephone industry. In the paper, NAB warns Congress that the telcos have the economic power to "swallow up both broadcasting and cable, creating the largest monopoly the nation has ever seen."

The broadcasters also contend that the telcos have nearly four times the economic power of broadcasters. The 1989 revenues of the telcos' regulated services were \$89 billion, compared to \$24.5 billion for the nation's broadcasters, the paper stated. A chart illustrating the phone companies' economic muscle

is included.

The paper also warns that cross-subsidization is hard to detect. For example, it pointed out that, among others: "The Georgia Public Service Commission ordered Southern Bell to repay \$180 million in illegal profits obtained by excluding yellow pages" revenue from its regulated rate of return. The Georgia PUC called Southern Bell's financial data "flat dishonest."

Moreover, NAB argues that the telcos do not need new financial incentives to build a fiber network. "Drawing on their gargantuan resources, the telcos reportedly are spending \$20 billion a year on capital investment. They already have laid more than three million miles of fiber," the paper said.

Furthermore, the paper maintains that the so-called safeguards in telco entry legislation are essentially "useless." A bill is pending in the Senate and a similar measure is expected to be offered as an amendment to a House cable bill. One provision in the legislation would let telcos control the content of "only" 25% of a fiber system's channels. In fact, 25% of a fiber-switched network is virtually an infinite number of chan-

nels," NAB contended.

Newspaper, broadcaster, cable groups uniting to fight telcos

A coalition of broadcaster, cable and newspaper organizations have joined forces to oppose the telephone industry. Letters to House and Senate members from the National Association of Broadcasters, National Cable Television Association, American Newspaper Publishers Association, Association of Independent Television Stations and National Newspaper Association were sent last week in anticipation of Hill action on legislative proposals that would permit telcos to enter the television business.

The coalition's letter encourages lawmakers to oppose telco entry. They warn that the phone companies will use their telephone revenues to drive competitors out of business. The letter also says telcos will jeopardize the survival of free TV by dominating the distribution of video programming. They point out that the law already allows phone companies to serve rural areas. -KM

SENATE OK'S CHILDREN'S BILL

As expected, Senate passed by unanimous consent children's advertising bill (BROADCASTING, July 16). It limits amount of advertising during children's programming on both cable and over-the-air television and also requires broadcast stations to air more educational and informational children's programs for license renewal. Senator Tim Wirth (D-Colo.) offered bill on floor as substitute to earlier version, which broadcasters opposed.

However, industry appears satisfied with changes made that make program requirements less specific. House is expected to pass similar measure, possibly before August recess. Senate bill includes establishment of \$10 million endowment for children's educational television. Under the measure, stations and cable systems must restrict advertisements to 10½ minutes per hour on weekends and 12 minutes per hour on weekdays.

STRONG SHOWING FOR URBAN IN SPRING ARBITRONS

It's gaining ground in New York and Los Angeles, unlike classic rock, which still remains nation's fastest growing format

Urban contemporary stations continue to be a force in the top two markets as they inch their way up the rankings, according to just-released Arbitron spring 1990 numbers. In New York, WRKS(FM) jumps to a 5.1 rating (12-plus, Monday-Sunday, 6 a.m. to midnight), only 0.1 away from the number one spot now held by easy listening simulcasters, WPAT-AM-FM.

In Los Angeles, Evergreen's urban KKB(FM) seems to have found its niche, jumping from a 1.3 in the winter 1990 survey to a 3.1—only 0.2 away from Westwood One's KQLZ(FM) rating of 3.3, down from its winter rating of 3.6.

In Chicago, urban outlets WGCI-FM and WVAZ(FM) continue to gain on market leader WGN(AM), which dropped 0.3 to a 8.0 rating for the winter.

Classic rock, the country's fastest growing format, was a no show in the top two markets, but gained ratings in Chicago with WCKG(FM) moving up from a winter 3.8 to a 4.4; San Francisco's KSFO(AM), from a 1.3 to a 2.7; and Philadelphia's WYSP(FM), from a 6.2 to a 6.4.

In Los Angeles, the one, two and three spots remain unchanged from the winter, with soft contemporary keeping a small lead over perennial CHR competitors, KIIS-AM-FM and KPWR(FM).

Los Angeles also showed two foreign language stations in the top 10. Spanish-formatted KWKW(AM) has the slight edge over the Spanish-formatted KLVE(FM), with only a 0.1 rating between them.

In San Francisco, the market's news/talk station, KGO(AM), slipped to a 6.2 but retains the number one spot. CHR outlet KMEI(FM) is second, in the AM-dominated market, 2.2 ratings ahead of the closest format competitor and FM station. Notable by their absence are the easy listening simulcasters, KABL-AM-FM, dropping from a spring 1989 rating of 4.5 to a 2.6 in the spring 1990 survey.

In Philadelphia, Group W's WMMR(FM) is number one with an 8.2 rating, and urban WUSL(FM) second, with a 6.8.

All results are based on the Arbitron spring 1990 radio local market report for March 29-June 20 (total persons, age 12-plus, average quarter hour shares, Monday-Sunday, 6 a.m.-midnight). The ratings data used is supplied by Arbitron and is copyrighted; it may not be reprinted or used in any form by nonsubscribers to the company's ratings services. —LC

Station	Format	Winter '90	Spring '90	Station	Format	Winter '90	Spring '90
1. New York				WPEN(AM)	Nostalgia	6.0	5.2
*WPAZ-AM-FM	Easy listening	4.0	5.2	WIOQ(FM)	CHR	5.9	5.1
WRKS(FM)	Urban contemp.	4.5	5.1	WEGX(FM)	CHR	5.4	4.9
WCBS-FM	Oldies	5.1	4.6	WXTU(FM)	Contemp. country	3.3	4.8
WHTZ(FM)	CHR	4.7	4.6	WOGL(FM)	Oldies	3.9	4.6
WINS(AM)	News	4.8	4.3	6. Detroit			
WUW(FM)	Soft contemp.	4.8	4.1	WJR(AM)	MOR/news/talk	7.9	8.5
WQHT(FM)	CHR	4.0	4.0	WJLB(FM)	Urban contemp.	7.3	6.7
WNEW-FM	AOR	3.4	3.9	WLTJ(FM)	Adult contemp.	4.3	5.7
WOR(AM)	Talk	4.0	3.9	WHYY(FM)	CHR	5.9	5.1
WBSL(FM)	Urban contemp.	4.0	3.8	WKQI(FM)	CHR	4.4	4.8
WNSR(FM)	Soft contemp.	3.0	3.7	WWJ(AM)	News	5.8	4.6
WCBS(AM)	News	3.4	3.6	WLLZ(FM)	AOR	3.9	4.3
*WPAZ-AM-FM were not simulcasting in winter 1990 survey				WWWW(FM)	Modern country	4.9	4.1
2. Los Angeles				WJZZ(FM)	Jazz	4.0	4.0
KOST(FM)	Soft contemp.	6.4	6.2	WXYT(AM)	News/talk	3.5	3.9
KIIS-AM-FM	CHR	6.1	5.9	7. Dallas-Ft. Worth			
KPWR(FM)	CHR	5.6	5.0	KSCS(FM)	Country	8.8	8.6
KABC(AM)	Talk	4.4	4.3	KPLX(FM)	Country	5.6	7.4
KLOS(FM)	AOR	3.8	4.1	KVIL-AM-FM	Adult contemp.	7.2	6.7
*KKEZ(FM)	Soft contemp.	2.9	3.4	WBAP(AM)	Country	4.6	5.8
KFWB(AM)	News	3.3	3.3	KKDA-FM	Urban contemp.	6.3	5.7
KQLZ(FM)	Rock hit	3.6	3.3	KHYI(FM)	CHR	4.5	4.7
KWKW(AM)	Spanish	3.3	3.2	KJMJ(FM)	Urban contemp.	5.2	4.6
KKBT(FM)	Urban contemp.	1.3	3.1	KTXQ(FM)	AOR	4.3	4.4
KLVE(FM)	Spanish	3.0	3.1	KRLD(AM)	News/sports	4.5	4.2
KROQ-FM	AOR	3.2	3.1	KEGL(FM)	CHR	4.2	3.9
KTWV(FM)	New A/C	3.0	3.1	8. Boston			
*Previous calls KJOI(FM)				WZLQ(FM)	CHR	7.1	7.4
3. Chicago				WXKS-FM	CHR	5.9	7.2
WGN(AM)	MOR/talk	8.3	8.0	WBCN(FM)	AOR	4.6	7.1
WGCI-FM	Urban contemp.	7.2	7.7	WRKO(AM)	Talk	7.8	6.9
WVAZ(FM)	Urban contemp.	5.3	5.2	WBZ(AM)	Adult contemp.	7.3	5.9
WBBM(AM)	News	4.5	4.6	WJIB(FM)	Easy listening	4.8	4.6
WLUP-FM	Adult rock	4.0	4.5	WODS(FM)	Oldies	4.1	4.1
WBBM-FM	CHR	4.4	4.4	WMJX(FM)	Contemp. hits	4.1	4.0
WCKG(FM)	Classic rock	3.8	4.4	WHDH(AM)	Adult contemp.	4.6	3.9
WKQX(FM)	CHR	3.0	3.5	WSSH-FM	Easy listening	4.3	3.6
WUSN(FM)	Country	3.5	3.4	9. Washington			
WXEZ-AM-FM	Easy listening	4.2	3.4	WGA(FM)	Easy listening	6.2	7.1
WXRJ(FM)	Adult rock	2.5	3.3	WPGC-FM	CHR	7.4	6.8
WTMX(FM)	Adult contemp.	3.5	3.2	WMZO-AM-FM	Country	5.8	6.3
4. San Francisco				WKYS(FM)	Urban contemp.	7.0	4.8
KGO(AM)	News/talk	7.4	6.2	WMA(FM)	CHR	4.0	4.2
KMEI(FM)	CHR	5.5	5.4	WCKR(FM)	Classic rock	4.3	3.9
KOIT-AM-FM	Soft contemp.	5.2	5.0	WTOP(AM)	News	3.9	3.8
KFRC(AM)	Classic MOR	4.2	4.6	WGMS-FM	Classical	2.5	3.3
KNBR(AM)	Talk/sports	2.5	4.6	WLTJ(FM)	Adult contemp.	3.1	3.3
KCBS(AM)	News	4.9	4.3	WROX(FM)	CHR	3.4	3.2
KIOI(FM)	Adult contemp.	3.7	3.2	10. Houston			
KSOL(FM)	Urban contemp.	2.7	3.2	KNUQ(FM)	Urban contemp.	7.7	7.8
KSAN-FM	Country	2.4	3.0	KIKK-FM	Country	7.7	7.7
KSFO(AM)	Classic rock	1.3	2.7	KLOL(FM)	AOR	7.6	7.4
KXXX-FM	CHR	2.7	2.7	KILF-FM	Country	8.6	7.3
KDFC-AM-FM	Classical	2.5	2.6	KBQ-AM-FM	CHR	4.0	5.2
KFOG(FM)	AOR	2.0	2.6	KTRH(AM)	News	5.1	4.6
KROR(FM)	AOR	2.9	2.6	KLIR(FM)	Adult contemp.	5.2	4.4
5. Philadelphia				KRBE-FM	CHR	3.7	4.4
WMMR(FM)	AOR	6.9	8.2	KODA(FM)	Adult spectrum	5.3	4.0
WUSL(FM)	Urban contemp.	6.7	6.8	KZFX(FM)	Classic rock	3.4	3.7
WYSP(FM)	Classic rock	6.2	6.4	KHYS(FM)	Urban contemp.	2.4	3.6
WEAZ-FM	Easy listening	6.3	6.1				
KYW(AM)	News	7.4	5.8				

RADIO

PROGRAM SYNDICATION: PUSHING RADIO'S HOT BUTTONS

Networks and syndicators offer programs ranging from Oldies to New Age to meet challenge of format fragmentation, audience maturation and station resistance

Time was, anyone with a tape recorder and half an idea could put together a radio program and call himself a syndicator. Call up a few stations, charge a few dollars, run off a few cassettes and drop them in the mail. Wait for the profits to roll in.

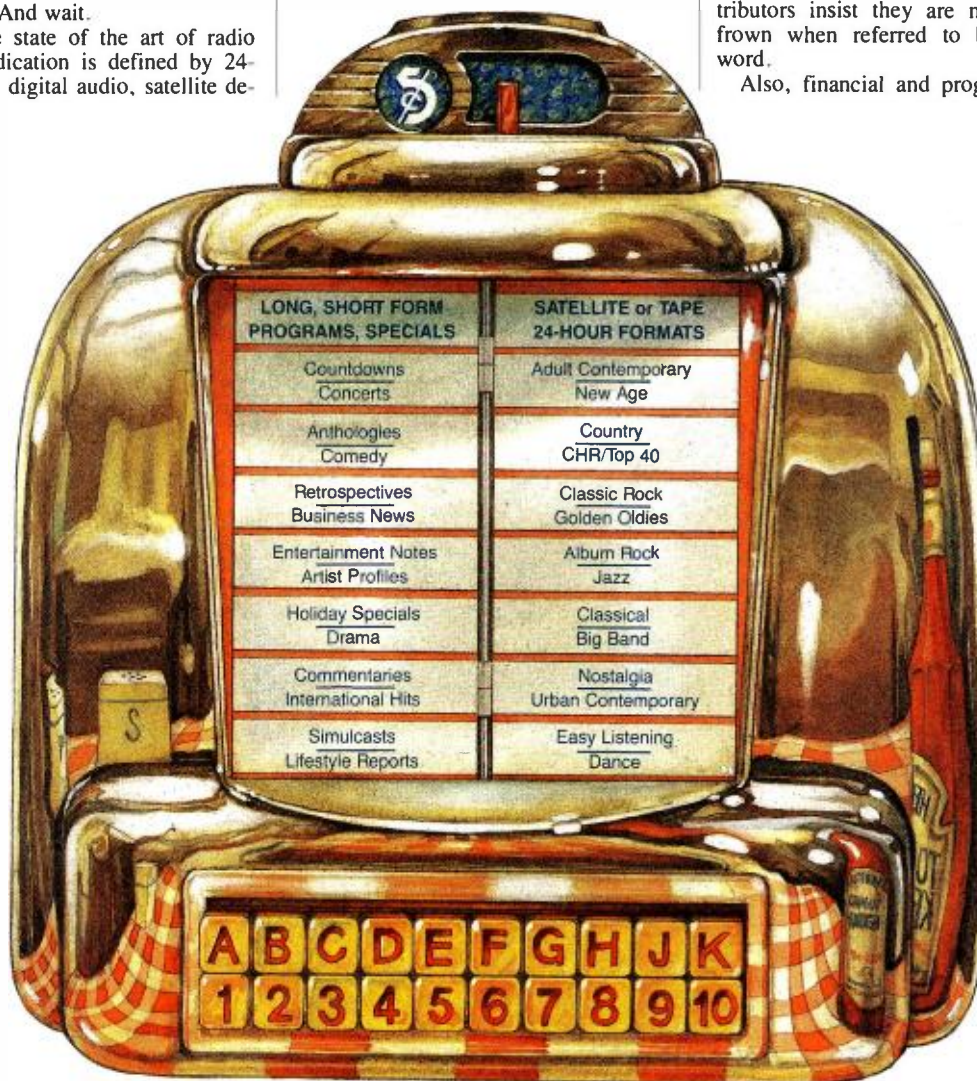
And wait. And wait.

Today, the state of the art of radio program syndication is defined by 24-track studios, digital audio, satellite de-

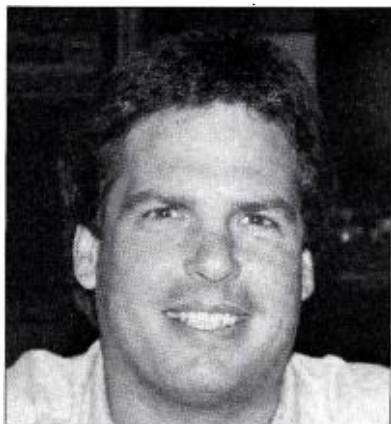
livery, bar-coded reconciliation, marketing and merchandising campaigns, niche formats and audience targeting. In just the past few years the industry has consolidated such that several large companies have established themselves as ma-

jor distributors of radio programing and dominate the arena. Meanwhile, a number of smaller suppliers have either been swallowed up by the larger players, tightened their belts, or disappeared altogether. No longer is the term "syndicator" applied universally: larger distributors insist they are networks and frown when referred to by the "S" word.

Also, financial and programatic ele-



Drawn for BROADCASTING by John Kachik



Westwood's Gary Landis

ments have forced many of the myriad suppliers to constantly shift their programming focus to keep pace with changing industry trends. Additionally, as audience profiles and advertiser targets have changed, so too has the direction and appeal of much of the product.

"The network programming arena is constantly changing," said Gary Landis, vice president, director of programming at Westwood One Radio Networks. "This industry exists as a service to the radio station community, and as a result, it must react to formative and programming shifts at the local level." Landis said that the financial climate of the last few years has forced a number of station program directors to assume a more fiscally mature attitude about their on-air product. "The stereotype programmer of the 1970's and early '80s focused on programming and promotion and left the money matters to general management," he said, adding: "Today we see few PD's who don't have to make some sort of variance report on last month's expenditures. Radio broadcasters have become much more sophisticated and complex in the past few years."

They've also become much more fragmented. Ed Salamon, president of long-form programming at Unistar Radio Networks, said he has seen a dramatic shift in the type of station that is using outside product. "Country and CHR stations historically used a lot of syndicated product, but now more stations in other formats are using outside-produced programs as well." Salamon said that programmers are more widely accepting of syndicated product than they were just a few years ago, regardless of time period, day of week considerations and format. "These shows used to be heard only on weekends, but now they're being programmed throughout the week," he said.

Salamon said that demand for syndi-

cated/network programming has increased to the point where "virtually all stations use entertainment programming produced outside their station. It's something listeners expect, and to meet that expectation, the number of programs available has grown considerably."

So has the number and size of companies producing that programming (see page 42). The difference between the large and the small producer/distributors, Salamon said, is that the larger companies have resources unavailable to the smaller companies. "The major networks and syndicators have a lot of resources in terms of researching the marketplace, the needs of listeners, the needs of radio, and producing programs to meet those needs," he said. "A lot of smaller companies tend to be more product-driven. Smaller companies produce a type of show or group of shows, and they place their emphasis on producing and marketing those particular shows. The larger companies have the ability to produce various types of programming that the customer wants."

Determining what the customer wants—and then delivering on it—presents perhaps the greatest challenge to a program producer/supplier. Frank Murphy, vice president, programs, CBS Radio Networks, said that the quality of programming, not just the number of suppliers, is leading to increased competition and consolidation within the industry. "We're seeing a shake-out of the programming, not the companies," Murphy said, noting that several major suppliers recently canceled some of their less-successful programming. "Because of the competition between stations it is becoming much more difficult to clear syndication in major markets. There's such a lack of originality in much of today's syndication that the program di-



Unistar's Ed Salamon



ABC's Patricia Kresner

rectors just won't take anything they don't feel will directly contribute to their ratings." A program has to be directly significant in terms of talent, production quality and tangible value to the station, Murphy observed.

The age-old notion that the best programming is local programming also restricts the acceptance of syndicated programming. Patricia Kresner, director of entertainment programming at ABC Radio Networks, said most program directors are reluctant to give up air time. "A PD has to be really committed before he'll put a top quality program on his station," she said. "Good programmers are looking for ways to enhance their image, and if that means taking a show—or blocking a competitor from taking a show—they'll recognize it for its value as a programming tool."

Kresner said the key to quality programming is consistency. "The success of any good show will be determined by the producer's ability to be there week in and week out with quality product," she said.

Westwood One's Landis agreed, but added that consistency also breeds a listener expectation that constantly is going to rise. "This places an incredible demand on the elements of a program," Landis said. "Radio is grounded in predictability and syndicated programs cater to this Pavlovian aspect of the audience. Just as the audience likes the familiarity of a morning team, they feel that same warm fuzzy when they turn on the station every Sunday morning and hear Casey Kasem counting down the hits." Landis said that radio's goal is to create a comfort zone for the listener, "and from time to time to give them a gift."

If network/syndicated programs provide the listener with a gift, then they give the station a franchise, said Unis-

THE BEST!

Again!

We've always said it. Our stations and their listeners continue to say it and now the International Radio Festival of New York has said it, again! **Tom Snyder**, last year's **Best Radio Network Personality** is this year's **Best Regularly Scheduled Talk Show**.

Congratulations to **Tom Snyder** and the 200 radio stations who, once again, have been recognized as **The Best!**

To Get the Best on Your Station
Call (212) 887-5464

abc ABC RADIO NETWORKS

Tom Snyder Live!
10 pm - 1 am Eastern

If You Think AP Newspeople And Sports, You've Got

With over 1,500 newspeople in 221 bureaus worldwide, the Associated Press covers virtually every major story as it happens. But we don't just cover the hard



news stories people need to hear, we also cover the stories they want to hear.

Everyday you get *Today in History*. From Bruce Springsteen's newest release to the latest on the royal family. It's anything and everything interesting.

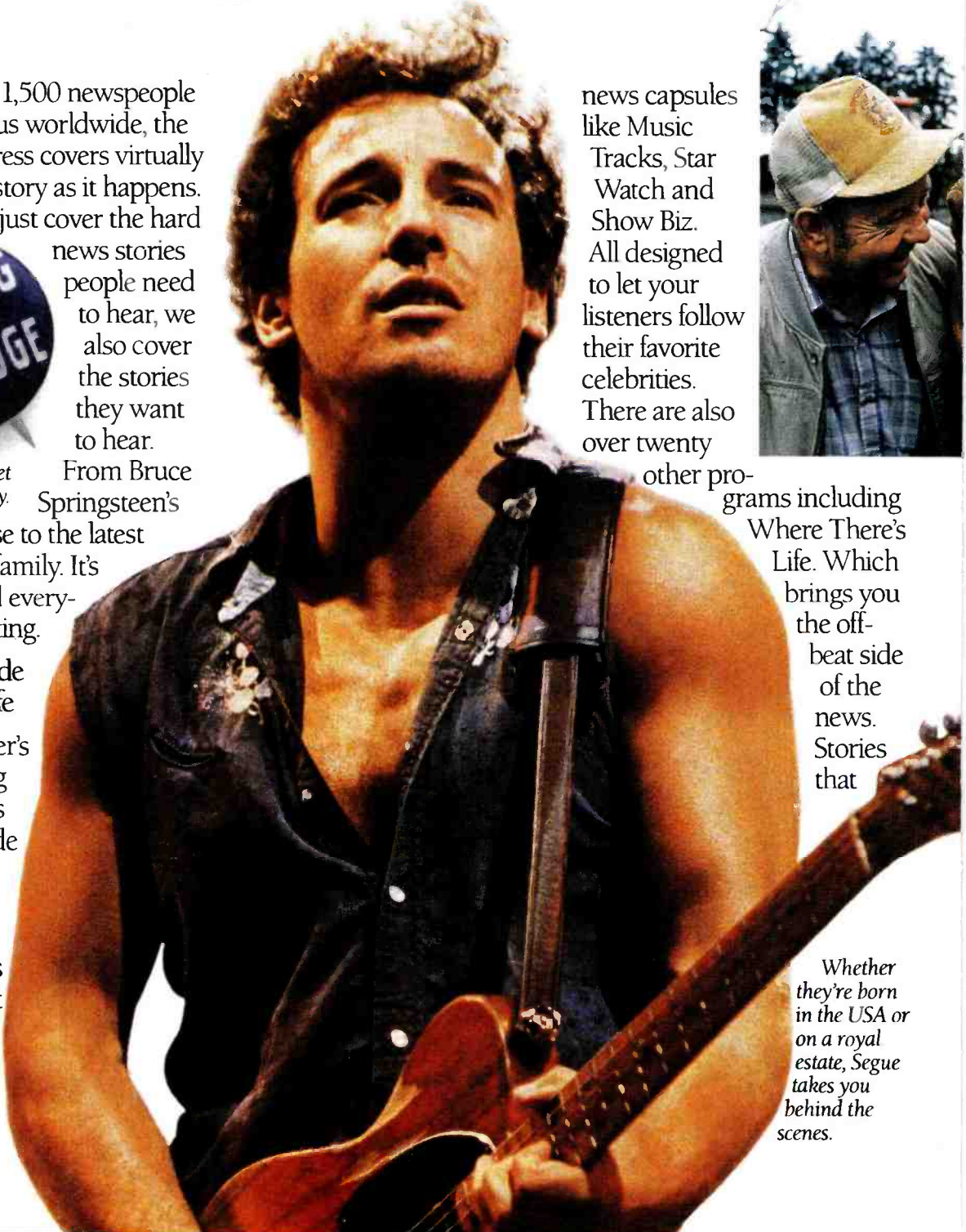
The Flip-Side Side Of Life

Newspower's features bring your listeners the lighter side of the news. Take Segue (SEG-WAY), Newspower's inside look at show biz. It's a daily package of

news capsules like Music Tracks, Star Watch and Show Biz. All designed to let your listeners follow their favorite celebrities. There are also over twenty

other programs including *Where There's Life*. Which brings you the off-beat side of the news. Stories that

Whether they're born in the USA or on a royal estate, Segue takes you behind the scenes.



wer Is Just News, Weather Another Thing Coming.



Where's There's Life features stories that make listeners squeal. make people roll their eyes, shake their heads and remember there's a flip-side of life.

Information That Counts

Newspower's agriculture and business reports give listeners the latest economic news from around the world. Features like

Opening Wall Street will keep commuters tuned in all morning long. And the Sunrises reviews major farm market trends and follows their impact from the commodities market all the way to the supermarket.

For the newest developments in health and fitness, there's *Feeling Good*. Plus throughout the year there are special programs that offer Christmas gift suggestions, tax tips and more. But whether it's big news or small, it's sure to be news both you and your listeners can use.

It's Not Just Good News. It's Good Business.

Every week, Newspower delivers over 500 ready to sell programs like Sports Quiz, People in the News and Today in History. And every one can be sold without AP clearance. Which means that Newspower can create over 1,200 new commercial breaks and adjacencies each week. Providing the programs that are sure to bring

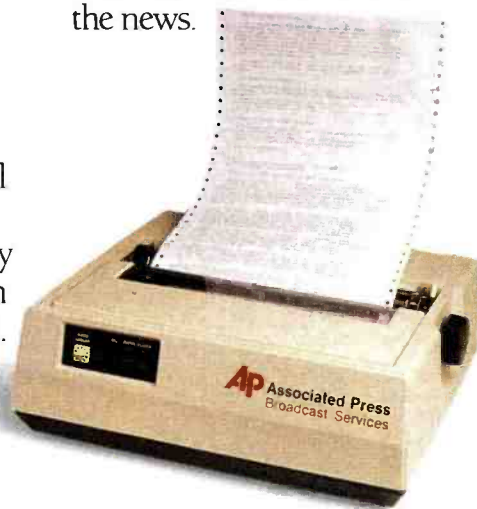
in more advertisers. And more advertising dollars, too.

So if you want the power to attract more listeners and more



Our Wall Street coverage stacks up with the best.

advertisers, call Rosie Oakley at 1-800-821-4747 and ask about Newspower. It's the best way to get more out of the news.



Associated Press Broadcast Services



tar's Salamon. "Every station in a market can play the same music, but only one station in the market can have Rick Dees," he said. "Syndicated programming 'images' the station in a way that it's competitor can't."

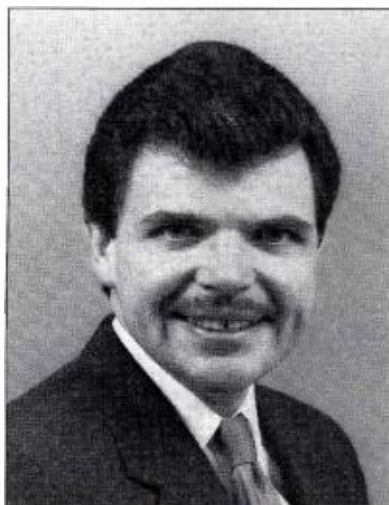
Another advantage to syndicated programming is that it allows the station to present the same kind of music it presents in format, but in a different context—such as mixing records with artist interviews or playing records in context of theme specials. "It gives a freshness to music that the listeners hear in regular rotation but spices it up without deviating a lot from what the format does," Salamon said.

As with all other aspects of radio programming, program producers and suppliers are faced with the challenges of format niche targeting. Most stations are looking for programs that are not only compatible, but complementary to their format. Said ABC's Kresner: "Radio formats have fragmented to the point where it has become difficult to put together a mass appeal show that will be acceptable to everyone. When you produce a countdown show you run this risk, because some stations in some markets are not on every song, or have already burned on those songs." Kresner said this excuse often is used by stations to explain why they won't carry a particular program.

"I liken it to baking a cake," Kresner said. "You might not like to eat flour, but you might like cake as a total product. Over the course of time, people experiment with fragments of formats to see what works, and if you put together a good product that's well-produced and meets the needs of your radio constituency, it will be accepted for what it is."

But not all program directors are as accepting of syndicated products as the suppliers would like them to be. While no two program directors can be said to think alike, they do seem to be divided on this issue. Ed Scarborough, program director at KLTR(FM) Houston, takes no syndicated programming at all—and doesn't intend to. "We've just never been sure that these programs ever fit in with our local programming," he said. "All these programs are offered on a barter basis and that means giving up a lot of inventory that we just don't have. If we were offered a real killer program, we might find a way to live with it. But so far we've never been confident enough about a show to give up the inventory that's required to put it on."

On the other hand, Barry Mardit, director of programming operations at WCXI(AM)-WWWW(FM) Detroit, programs



CBS's Frank Murphy

several weekly syndicated features. He said it is a way for him to offer his listeners something a little extra: "From time to time it's nice to spice up our local programming by doing something special. Generally, these types of features have fared very well in our research and listeners respond very positively."

Mardit noted that some local programming purists are highly critical of syndication, but he insists that network programming "is a part of the fabric that we've woven over the years. These shows are like mile markers on the road; they're accentuators in our format."

CBS' Murphy said that the health of the program supplier industry will be determined by innovation and creativity. "There's a distinct cookie-cutter approach to a lot of what you hear these days," he said. "People follow certain 'proven' formulas and end up producing specials and weekly shows that just sound syndicated. We've gotten beyond the stage where you can just crank the stuff out; after all, how many British Invasion shows can you do?" Program directors today are considerably more savvy than they were five years ago, Murphy said. "They want programming that fits their station and their format as closely as possible. The audience that's grown up on FM has heard so much [outside product] that they don't respond to it anymore. It's just not special."

Audience maturation and advertiser targeting have greatly affected the course of program syndication, according to Landis. "The baby boomer population bubble is arriving at the middle age mark and the bulk of listenership with disposable income is now listening

to oldies, adult contemporary, classic rock, and classic mainstream AOR." This shift, Landis said, "has little to do with the changing taste on the listeners' part; it's more a study in demography and logic. The adult audience has gotten larger and, with age, it has gotten more divergent in its format preference."

At the same time, advertisers are buying more syndicated programming, with a growing emphasis on older listeners, Landis said. "This year we've observed a distinct shift toward the 25-54 demo in terms of ad dollars," he said. "While youth product like *Casey's Top 40* or *Future Hits* is continuing to meet or exceed expectations, the 25-54 demographic is becoming considerably more competitive." Landis predicted that in the next few years "you'll see the smaller program producers shift their production emphasis to more adult programming as advertisers continue to enhance their adult budgets."

One challenge facing the program supplier is providing a station with fragmented niche programming while still delivering simplified audience packages for advertisers. This is where the sales/marketing structure of a larger network or syndicator provides an advantage over the singular approach of the smaller company. "Advertisers are not niche-oriented; they're looking for broader markets," Salamon said. "In order to give them that market, we can package three shows that might be on different types of stations and sell them to the advertiser because those stations are within the advertiser's target audience."

Much of today's advertiser interest in network and syndicated programming comes on the heels of a maturation process within the syndication industry. Gone are the days of embellished affiliate lists and unaccounted-for affidavits of performance. Most large distributors have instituted computerized accounting methods that remove most of the unknowns from the affidavits, which has resulted in a newfound trust between advertisers and suppliers. "As confidence has grown in the accountability side of the business, so has the client's willingness to buy," said Landis.

Kresner agreed, noting that the relationship between network and client is a symbiotic one. "This is a business, and we treat it very seriously," she said. "Any advertiser who buys time in our shows should feel very confident that who we say is on a show is actually on and is accurately represented. We go to great lengths to substantiate our data," she said.

-REB

“Traditional
Country & Western
combined to double our
Country market share
in one book...7.6 to 14.0 ^{*}”

--Bob Kelly
President
WXCL-AM/FM Peoria

Fall '89

WXCL-AM/FM 7.6
Country Combination

Winter '90

WXCL-AM 7.1
Traditional Country & Western
WXCL-FM 6.9
Contemporary Country

Traditional Country & Western

Live 24-Hours-A-Day

Produced by the Award-Winning Buck Owens Production Co.

KNIX-FM / KCW-AM Phoenix

800-527-4892

A Premium Format From



SATELLITE MUSIC NETWORK

^{*}12+. AQH Share, M-Su Birch

AIRWAYS

*Premiere's Steve Lehman:
Network radio's plain
wrap maverick*

Steve Lehman founded the Premiere Radio Network in 1987 following the success of two syndicated features—*National Lampoon's True Facts* and the *Plain Rap Countdown*—originally developed by his former company, Steve Lehman Productions. Since then the company has evolved into one of the major players in the syndicated arena, and today offers 10 programs or products on a national basis.

Lehman says his company was fortunate to have entered the syndication business while the "last windows in the industry" were still open. "When we got into the business four years ago there were still some areas we could get into," he says. "Since then we've seen a number of small companies try to get a foothold, but they've all had a difficult time. Several players tried to transfer into radio from television, but they found that there is a different level of expertise involved in determining what works on radio."

Instead of seeing many new entries in the field, Lehman says the syndication arena is consolidating. "Most of the small players that attempted to go into barter from cash are either back to cash or out of business altogether. In a few cases some of these companies did make a successful transition, but mostly the field has narrowed down to about seven major players. Syndicated programming is a very sophisticated business and has become much more so in the last three to



Steve Lehman

four years."

This sophistication has been forced by product proliferation, tight competition among stations and a highly selective attitude among program directors, Lehman says. "Five years ago, radio stations would pick up just about anything to fill in blocks in their programming," he says. "Today, because of increased market competition and the glut of shows in the syndication arena, stations are becoming increasingly selective about what they will take, forcing producers to turn out a better product. Syndicated shows provide a program element that the competition doesn't have, but it is only of value to the station if it is top quality." Most radio stations use some quantity of syndicated programming, but are increasingly reluctant to give up local control and inventory on "throw-away" programming, Lehman says.

Long-form programs and specials and short-form features both have benefits, depending on the needs of the station, its

listeners and its advertisers, Lehman says. "Advertisers primarily are interested in the atmosphere in which the commercials will run, not the program's length," he explains. "The issue is how powerful is the program and how big are the numbers, and is this environment advantageous to use as an advertising vehicle?"

While the long-form countdown has long been the mainstay of the syndication business, the latest trend is comedy, according to Lehman. "Comedy has become an important programming element, and a lot of stations are using it as a weapon, particularly in morning drive. In the last two years major networks have released comedy services that provide parody songs and commercials and interactive characters and these bits have become a real integral part of a station's morning team."

As the production and distribution end of the syndication business has become more competitive, the advertising/sales end has become more sophisticated, Lehman says. He draws a parallel between program packaging and the sales restructuring most major radio networks experienced in the last 12 months. "The major companies are offering very powerful packages of cumulative shows that can fulfill the needs of the advertisers," he says. "To become able to survive in today's climate, a syndicator must be able to package its shows together." Lehman says that very few programs are sold on an individual basis; rather, he says, "it's usually a package that advertisers look at. When we go in to an advertiser for an upfront buy, we package several shows together for a certain target demo to make their buy more efficient. That doesn't mean that all the affiliates are the same. It means the numbers are bigger and they have greater coverage."

—REB

RADIO SYNDICATION: SOUNDS OF MUSIC AND MORE...

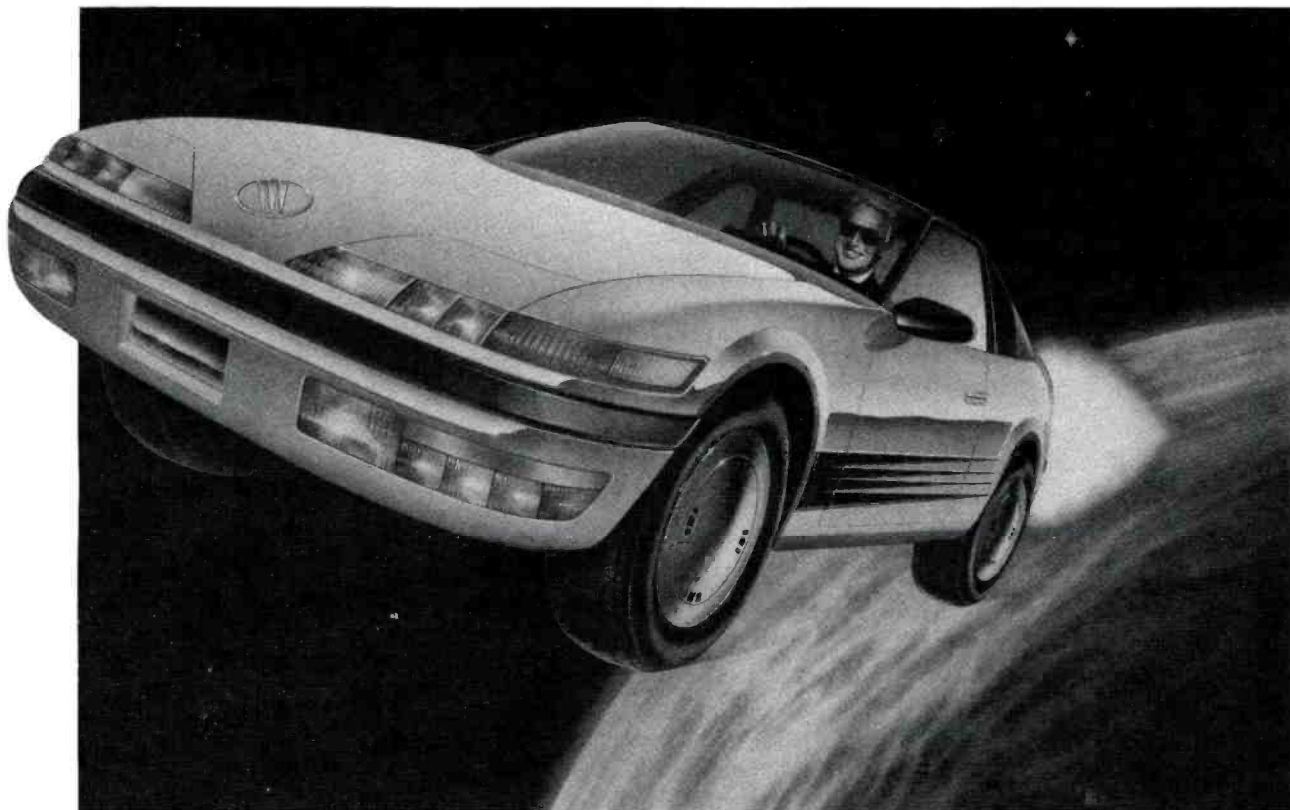
The program syndication distribution industry continues to thrive, providing radio stations in all size markets with programming with which to supplement their local broadcast schedules. The following profile of individual program syndicators includes national radio networks with program divisions that distribute long- and short-form features, smaller companies that offer a few programs, syndicators that offer just one highly specialized feature and programmers who provide satellite- and/or tape-delivered 24-hour music formats.

Not included in this listing are production houses, music libraries, jingle producers, children's networks or services that only provide news feeds or long-form interactive talk programming.

ABC Radio Networks distributes four radio programs to network affiliate and nonaffiliate stations. ABC affiliates are granted first right of refusal for the weekly programs, but if no ABC station in a market picks up a specific program, the network then tries to place it on a

nonaffiliate, according to Patricia Kresner, ABC director of entertainment programming.

The most widely recognized feature ABC offers is *American Top 40 with Shadoe Stevens*, which celebrated its 20th anniversary July 4. The program, which Kresner characterizes as "the chronicler of American culture for the last 20 years," targets a 12-34 audience. *American Country Countdown With Bob Kingsley* targets a 25-54 audience and features the top 40 country songs of the week. *Country Countdown* affiliates also



ZERO TO SEVENTY IN 2.0

TWO YEARS AND SEVENTY AFFILIATES.

Business Radio Network launched July 4, 1988. Since then, we have crafted a solid format for aggressive AM stations. 92% of our affiliates are in the top 100 markets. 17 stations are in the top 20 markets. Today, we reach 57.24% of the U.S.

A FORMAT TO LAUNCH RESPONSE.

The key to BRN's power is our listeners. They are driven to succeed at the business of living. They need knowledge about current events, business, invest-

ments, trends, and technology. For those who get ahead, we thoughtfully designed the premier business news/talk network.

When you blend success and curiosity with a radio listener, you discover a primed market... an audience which unleashes the potency of direct response advertising. Our listeners participate and react: they call, write, and buy. That's why advertisers pay more for success.

HIGH-PERFORMANCE RADIO.

BRN is no longer on the drawing board. We've taken off. And if you like being in the driver's seat, take a test drive... the most enlightening trip you can make.

1(800)321-2468
(Inquiry)

1(719)528-7046
(Listen Line)

Knowledge
You Can Live With™

BRN

Business Radio Network

Los Angeles, KORG-AM
Chicago, WNNR-AM
San Francisco, KSIX-AM
Boston, WMEX-AM
Dallas, KDBN-AM
Washington, D.C., WPGC-AM
Houston, KSEV-AM
Cleveland, WLIK-AM
Atlanta, WFOM-AM

Minneapolis, KUO-AM
Tampa, WTQN-AM
Seattle, KEZX-AM
Wenatchee, WA, KWWW-AM
South Florida, WSBP-AM
Pittsburgh, WEDO-AM
St. Louis, WCEO-AM
Denver, KNUS-AM
Phoenix, KPNN-AM

Sacramento, KXOA-AM
New Haven, WXCT-AM
Danbury, WLAJ-AM
San Diego, KCEO-AM
Orlando, WBZS-AM
Portland, OR, KBNP-AM
Kansas City, KBEA-AM
Cincinnati, WCVG-AM
Charlotte, WSTP-AM

Syracuse
Raleigh, WNRB-AM
Greenville, SC, WPCI-AM
New Orleans, WTDX-AM
Grand Rapids, WGRD-AM
Buffalo, WWKB-AM
Norfolk, WXRJ-FM
Harrisburg, WWIT-AM
Huntington, WV, WNST-AM

Albuquerque, KMBA-AM
Monterey
Albany, WPTR-AM
Honolulu, KGU-AM
Jacksonville
Little Rock, KBIS-AM
Tulsa, KSKS-AM
Richmond, WKIE-AM
Knoxville, WUTK-AM

Roanoke, WBNI-AM
Austin, KWVB-AM
Portland, ME, WCLZ-AM
Spokane
Tucson, KNST-AM
Huntsville, WYNN-AM
Johnstown, WTUM-FM
Youngstown, WFNV-AM
Las Vegas, KVEG-AM

Baton Rouge, WIBR-AM
Springfield, MA, WSPR-AM
Colorado Springs, KCBP-AM
Augusta, WNTA-AM
Lafayette, KINF-AM
Traverse City, WMKT-AM
Mexico City, VIP-FM
Cancun, XHNUC-FM
And More...

can pick up a two-minute daily feature, *Bob Kingsley With America's Music-makers*, featuring personal stories from country artists. The two countdowns are four hours long and all three programs are delivered on either vinyl or CD.

Also, ABC distributes *Hot Mix*, targeted to a 12-34 audience, and available only on CD. It produces and distributes several mainstream CHR and country special programs. Already planned for this year are *Remembering Lennon...Ten Years Later*, slated for broadcast in December, and *Ronnie Milsap...The Man, The Music and The Magic*, scheduled for broadcast next October.

"Just now we're specializing in custom-produced formats for stations rather than straight-out-of-the-box formats. The stations have a say in selecting the inventory," said Mickey Briggs, president, **Alternative Programing Inc.**, Dallas. Ten format categories are currently offered by Alternative Programing, including nostalgia, easy listening, adult contemporary, light adult contemporary, super adult contemporary, contemporary Christian, classical, jazz and urban contemporary. All are delivered by tape on a cash basis. Special programing based on individual artists is also offered.

American Comedy Network offers the National Features Service for stations, consisting of 10 original features per week, 60 seconds to 90 seconds long. The bits include fake commercials, song parodies, interactives and show openings.

The company, a division of NewCity Communications, also offers ACN's Greatest Bits, a package of 260 "ever-green comedy features," said Andrew Goodman, president. Programs are available on tape on a cash basis and are currently received by 278 affiliates in the U.S., Canada, Australia, New Zealand and Ireland.

American Radio Network, which began in 1985, consists of four California radio stations: KPRO(AM) Riverside; KHOT(AM)-KXXM(FM), Madera, and KCLA, a Los Angeles cable FM station. ARN's primary program, *Kaleidoscope*, is an overnight radio magazine broadcast seven days a week. Produced in ARN's Hollywood studios, *Kaleidoscope* goes out on tape.

Toby Arnold & Associates, Carrollton, Tex., continues to offer *Unforgettable*, a nostalgia/MOR format delivered on

tape. Additionally, it provides *Attitude: the Library* and *Spectrum*. Both packages will be offered in 1991 and, like all of the company's other products, will be sold for cash and delivered on compact disk or digital audio tape.

Washington-based **Associated Press Broadcast Services**, offers a wide range of short-form daily entertainment programing to augment its regular News-Power 1200 news service. AP Network features include *Segue*; *Chip Talk*; *Eye On TV*; *Health and Medicine*; *Consumerwatch*; *Flashback*; *On The Home Front*, and *Bestsellers In Review*.

Also offered: *The Competitive Edge*; *Kid Stuff*; *Home Entertainment Update*; *The Hollywood Report*; *Film Clips*; *Music Reports*, and *Real Life*. All features are offered commercial-free to its 1,000 AM and FM affiliate stations and are fed via satellite.

Los Angeles-based **Bailey Broadcasting Services** offers *RadioScope*, a daily three-and-a-half-minute and weekly 60-minute program that combines celebrity interviews with album "sneak previews" and national promotion contests; *The Hip-Hop Countdown & Report*; *Inside Gospel*; *Behind The Beat*; *The Black*

Music Experience; *Marvin Gaye: We Miss You*; *Dream of Freedom*, and *The Bottom Line*. The company also is negotiating with Coca-Cola to develop a new 60-minute weekly series focusing on R&B and soul classics of the 1950's through '70s.

Chicago-based **Beethoven Satellite Network** offers hosted classical music programs in hour modules, drawn from WFMT(FM) Chicago's library of 40,000 recordings. They are available for live or tape-delayed use, and for automated or semi-automated operations. The format is fed daily from midnight to 9 a.m. ET, and the night service is fed Monday-Friday, 10 p.m.-midnight, and Saturday and Sunday, 7 p.m.-midnight. BSN is currently received by 153 affiliates and is available on a cash basis. It is delivered via Westar IV, transponder 2D.

The company also produces the WFMT Fine Arts Network that syndicates the concerts of six symphony orchestras, grand opera companies, exclusive programing from the British Broadcasting Corp. and shows from WFMT(FM) Chicago and WQXR-FM New York.

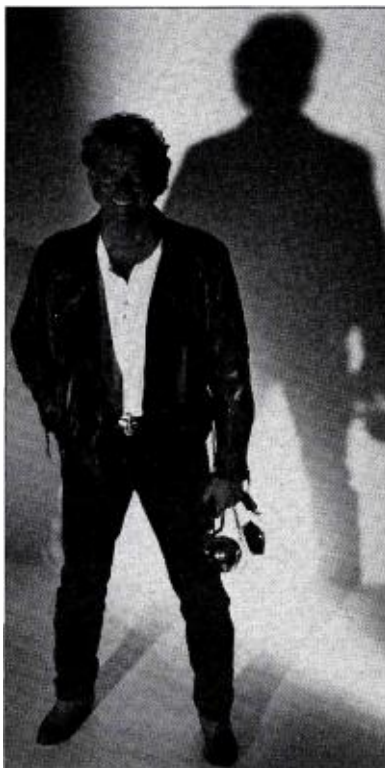
Northbrook, Ill.-based **Bonneville Broadcasting System** has assembled a full-service adult contemporary programing and consulting division in addition to its easy listening format services.

In the past year, Bonneville has converted more than a third of its clients to its digitally recorded compact disk library, now numbering more than 3,000 selections. "This gives us tremendous flexibility in customizing playlists for individual stations. We can literally program song-by-song, unlike tape-based formats," said Opsitnik.

Bonneville's adult contemporary division is now distributing the soft contemporary format of company-owned KOIT-AM-FM San Francisco. In addition, Bonneville is programing soft adult contemporary, classic hits and "mix" type formats, each of which can be tailored to meet station and marketplace needs, according to Ford Colley, adult contemporary program director.

Bonneville also offers its *Ultra* format, an easy listening format that includes hundreds of custom-arranged instrumental selections on CD and reel-to-reel tape.

The Breeze, Minneapolis, now has 30 full-time affiliates and more than 20 stations receiving some portion of its programing. The Breeze is a satellite-deliv-



Just ABC and its Shadow

THE COMPLETE MARKET STRATEGISTS



Radio's Blue-chip Broker 

One Stone Place • Bronxville NY 10708 • (914) 779-7003
34856 Stage Drive • Thousand Palms CA 92276 • (619) 343-0083
1641 East Osborn Road • Phoenix AZ 85016 • (602) 241-1618
5609 Brooke Ridge Drive • Atlanta GA 30338 • (404) 393-3393

ered format featuring new adult contemporary artists. The format, according to Jack Moore, president and general manager, is a blend of 60% instrumental and 40% vocal. Moore said syndicators have expressed interest in selling the format overseas.

The Breeze also offers a two-hour weekly special to nonaffiliated stations in nonaffiliate markets. *The Breeze Special* is delivered on tape and features new releases and interviews with new artists.

The company also offers nine "background" formats, said Moore, on tape, CD or satellite. The Breeze is also doing video production. It currently produces a one-hour weekly video show of new music, on Channel America, a low power television network. In addition, The Breeze also sells video concerts overseas and to 17 U.S. noncommercial TV stations.

Washington-based **The Broadcast Group** is currently in its seventh year of producing *Face Off*. The two-minute, satellite-delivered weekday offering features House Republican Whip Alan Simpson (R-Wyo.) and Senator Ted Kennedy (D-Mass.) debating current issues. The feature is offered on a barter basis.

Leonard Maltin On Video, in its second year, is expanding into Canadian syndication via Toronto-based World Radio Network. The feature, hosted by *Entertainment Tonight*'s Leonard Maltin, reviews home videos (both new releases and classics) and is offered on a barter basis.

Seattle-based **Broadcast Programing Inc.** has seen its client list for its 24 formats grow to more than 600 stations from 100 last year, according to Edith Hilliard, vice president and general



manager. The company specializes in music formats and delivers the majority of its programs on reel-to-reel tape, although it will be demonstrating compact disk and DAT configurations at the upcoming NAB Radio '90 convention. It offers automated and library sources as well as some short-form comedy specials and holiday specials. All products are cash only.

Format choices are: *The Original Adult Contemporary*, *The Adult Contemporary*, *The Ultimate Adult Contemporary*, *Mellow Adult Contemporary*, *Easy Contemporary*, *MOR Contemporary*, *The Great Ones*, *Memory Music*, *Music...Just for the Two of Us*, *MOR Beautiful*, *The Natural Sound*, *Super Country*, *Modern Country*, *All Star Country*, *Super Hits*, *The "Z" Format*, *Urban Contemporary*, *Oldies Format*, *Rock Classics*, *Classical*, *Adult Contemporary Christian*, *Sacred Sounds of Praise*, *Beautiful Sounds of Praise* and *Sacred Sounds of Gospel*.

James Paul Brown Entertainment, Culver City, Calif., specializes in top 40, country, news/talk and classical programs delivered by satellite or on reel to reel and vinyl. Top 40 formats are: *Hitline USA*, which is satellite delivered live every Saturday night and is carried on about 200 stations; *On the Line*, a top 20 dance program, and *The Buzz*, a twice daily one-minute news report by MTV VJ Adam Curry.

Country programs are: *Country Weekly Top 30*; *Country Music Top 10*, and *Country News*.

David Horowitz's consumer program, *Fight Back*, is heard on more than 150 stations. *Classic Line*, featuring contemporary classical artists, goes to 50 stations on a barter-only basis. Long-form programs have self-contained spots from sponsors including American Express, Dole Foods, Fruit of the Loom and Pepsi.

CBS Radio Programs, a division of CBS Radio Networks, was established in 1986 to distribute programs not available through other CBS network services. The division currently offers two long-form programs: *Cruisin' America* and *On The Move*.

Cruisin' America is a weekly three-hour dance party hosted by music historian "Cousin" Bruce Morrow. The program features music from the 1960's through the 1980's and includes artist interviews and recollections of important events from the times. *On The Move* is a weekly, three-hour urban countdown show hosted by air personality Tom Joyner, featuring a mix of comedy bits,

Investing in Radio: THE GAME

It's coming!
Call 800/323-1781

BIA Publications, Inc. - P.O. Box 17307 - Washington, DC 20041

RADIOMIXER.[®]

For everyone who thought a PR&E console was out of reach.

You've tried, but your console budget just can't accommodate a Pacific Recorders BMX—not this time. So you're probably thinking about settling for a copy, even though it won't have the standard-setting features, performance and long-term reliability that have made our BMX consoles so successful.

Fortunately, you don't have to settle. Radiomixer is genuine PR&E. All the way from its high quality components to its efficient BMX-style layout, comprehensive telephone mix system and unique Off Line Mix Matrix. Yet its manufacturer-direct price is no higher than the "clones."

How did the PR&E engineering team build a less expensive console without lowering our standards? Let's start with what we didn't do:

We didn't compromise on quality. Radiomixer uses the highest caliber components throughout, including our standard professional-spec meters, faders, and switches. Plus the best-sounding VCA technology in the industry. To keep Radiomixer's cost down, we've limited the number of different module types and mainframe sizes, and simplified the construction of the card frame, mainframe and modules.

The final result? In less than a year, Radiomixer has quietly become one of our most popular consoles. In fact, it's now one of the best-selling boards in broadcasting. Our color brochure will tell you more of the reasons why, and help you configure a Radiomixer for your particular application. To get your copy, call PR&E direct at 619-438-3911.



PACIFIC RECORDERS & ENGINEERING CORPORATION

2070 Las Palmas Drive • Carlsbad, CA 92009 • Tel 619-438-3911 • Fax 619-438-9277



© 1990 Pacific Recorders
& Engineering Corporation

interviews and the week's top 30 urban hits. Both programs are produced by Los Angeles-based Ron Cutler Productions and are distributed either via satellite or disk. CBS also produces *Morning Circus*, a weekly CD-delivered comedy bit service.

Additionally, CBS Radio Stations News Service syndicates *Byline Magazine*, which consists of 11 short-form features available on a cash basis.

Christian Broadcasting Network, Norfolk, Va., comprises CBN News Network, CBN Music Network and CBN Syndication Network and emphasizes music, news and talk programs targeted to Christian listeners. CBN has more than 240 affiliates, and some of its programs also air on nonreligious formatted stations. All deals are barter only.

Music programs include *Christian Countdown USA*; *Worship! America*; *Today's Christian Music*, and *Rock and Roam*, which is simulcast on The Family Channel. Talk and news programs include *Concerned Women Live*, *Game Plan for Living*, *Conversations* and *News Today*.



CBS's Bruce Morrow

Christian Science Monitor, Boston, distributes its *MonitorRadio* via satellite to subscribing members of American Public Radio. It offers early morning, daily and weekend news reports. Early programs are an hour long, and are broadcast three times, on the hour, starting at 5 a.m.

Lita Cohen Radio Services of Merion, Pa., has a new program targeting sta-

tions in the mid-Atlantic region. *MidAtlantic Sports Network* offers 12 hours of sports information, news and interviews on Saturday and Sunday nights. It is produced by Vince Hill, one of five rotating hosts. The network is available via satellite and is carried by 25 stations. Since 1981, LCRS has been offering the two-hour *Big Band Jump* to stations on cassette or tape with tones. Both *MidAtlantic Sports Network* and *Big Band Jump* are offered on a barter basis.

Concept Productions of Roseville, Calif., began business more than 15 years ago as a radio program syndicator supplying music and voice-tracked personality formats on reel-to-reel tape. Today, Concept continues to provide full-service programming to automated and live-assist radio stations with five formats: Adult Contemporary, CHR, Country, Contemporary MOR and the newest format, Gold, which features oldies from the 1950's, '60s and the early '70s. Each of the formats is available as a music-only service on analog reel-to-reel or digital audio tape or with air personalities.

Creative Radio Networks, Westlake Village, Calif., will mark its 20th anniversary next year with the continued expansion of its Elvis Presley programming franchise. Bringing *The Elvis Hour* up to 140 radio clearances over the last four years, Darwin Lamm, owner and president of Creative Radio Networks, is rolling out an hour-long *Elvis Birthday Tribute* special and two dozen *Elvis Reflections* vignettes for the late king of rock 'n roll's birthday Jan. 8, 1991.

While it is continuing to market a three-hour *Memories of Elvis* special for Aug. 16 (the date of Presley's death), Lamm said the birthday specials will feature "indepth" interviews with Colonel Tom Parker and Elvis' widow, Priscilla Presley. All of the Elvis programming is available on a barter basis.

CRN is also inaugurating *The Joy of Christmas*, an AC and country formatted holiday special. Both are available in 12- and 18-hour versions, and is being offered on a cash basis.

Continuing programming includes *The Rock Files*, a rock 'n roll anthology of 52 hour-long episodes that are available on a cash basis.

CRN International, a Hamden, Conn.-based radio features supplier, pulled off a coup several weeks ago with exclusive rights to tennis's top event, Wimbledon, providing six daily satellite-fed updates

FRITZ BROADCASTING, INC.

Detroit, Michigan



\$10,000,000

SENIOR SECURED NOTES DUE 1997

Financing has been provided by
the Communications Finance Group of

Greyhound Financial Corporation

A Greyhound Dial Company



Greyhound Tower ■ Phoenix, Arizona 85077 ■ 800-525-4532
Matt Breyne ■ 602-248-2808

on 50 stations. Two years are left on CRN's exclusive three-year deal with the All-England Tennis Club, and CRN's director of network operations, Gary Zenobia, said the company is in discussions with "several" radio networks about picking up a play-by-play broadcast CRN is considering. Either way, if the broadcast doesn't happen, Zenobia says the 90-second updates will continue next season and he expects the station lineup to triple next summer.

Zenobia said CRN's regular features include *Ski Watch*, a 60-second, daily update reporting the latest skiing conditions in the station's coverage area, and general skiing information. Summer-oriented programming includes *Beach Watch* and *Summer Watch*. All programs are available on a barter basis.

DC Audio, Washington, has been offering *The Daily Feed* for nearly nine years. Last year the company changed from satellite delivery to cassette and reel-to-reel delivery for the show. The daily 90-second comedy vignettes (described as politically-oriented satires), are delivered to more than 25 stations.

DIR Broadcasting was founded in 1973 to produce and distribute programming to youth-oriented radio stations. Seventeen years later, DIR's first program, *King Biscuit Flower Hour*, is still the company's flagship show and its primary tool for targeting an 18-34 audience.

King Biscuit is a weekly one-hour program delivered via CD, featuring live concert performances of top contemporary recording acts. The program recently added a new segment titled "Future Classics," spotlighting new acts. DIR also distributes two short-form features; *Live Cuts* and *Live from the Improv*.

Drake-Chenault, Albuquerque, N.M.-based radio program producers, distributors and consultants, began offering commercial-free satellite programming last year. The company is in partnership with Jones International Ltd., a Denver-based multiple system operator, under the name Drake-Chenault/Jones Satellite Services. *Great American Country*, a format introduced in 1973 (their first format offered via satellite), targets listeners 25-54. Another satellite-delivered format is *Adult Contemporary*, which

targets the 18-44 audience. A third format, *Prime Demo*, features light music (in between AC and easy listening/beautiful music) from the 1960's to the present, targeted to listeners aged 33-49. *Goldies* is a format in development scheduled for next fall.

Drake-Chenault continues to offer other formats, including *Stereo Rock*; *M-O-R*; *Urban-One*; *Easy Listening*; *Great Gold*, and *Light Jazz*.

All formats are offered automated or live assist and, except for *Easy Listening* and *Light Jazz*, are offered announced or unannounced. The taped formats are offered on reel-to-reel or digital.

Drake-Chenault's special programs include *The History of Rock and Roll*; *The History of Country Music*; *Top 100 of the 70's*; *Elvis: A Three Hour Special*; *Buddy Holly*; *Roy Orbison*; *Evolution of Rock*; *Top 10 Hits of All Time*; *Christmas at Our House*; *Holiday Hits*, and *Christmas in the Country*. All specials are offered for cash.

Eagle Media Productions Ltd., North Salem, N.Y., offers two 90-second reports on a barter basis. *Lou Adler's Med-*

Let's Talk Facts

Fact: About 600,000 Americans serve part-time in the U.S. Army Reserve.

Fact: Tensions in Europe are lessening.

Fact: The Active Army is getting smaller.

Fact: The importance of your hometown Army Reserve will increase.

Army Reserve soldiers—along with their families, friends and neighbors—live and work in your market area. Your audience wants to know the facts.

A complete series of video and audio PSAs and news releases, short subjects and even full-length, half-hour programming on the Army Reserve is available free to media outlets. These products highlight the skill and training of Army Reserve soldiers and their unique contribution to our changing national defense.

To obtain your free products, simply clip out the coupon below and mail to: Chief, Army Reserve, Office of Public Affairs, Room 1E432, The Pentagon, Washington, DC. 20310.

I am interested in receiving copies of the following:

- | | |
|--|--|
| <input type="checkbox"/> Video News Releases | <input type="checkbox"/> Radio PSAs |
| <input type="checkbox"/> Radio News Releases | <input type="checkbox"/> Video Short Subjects |
| <input type="checkbox"/> TV PSAs | <input type="checkbox"/> Video Half-Hour Programming |

(Please Print or Type)
(Name) _____

(Station/Company) _____

(Address) _____

(State) _____

(Zip) _____

(Daytime Phone Number) _____

ical Journal, created more than 20 years ago, is hosted and produced by Eagle Media President Lou Adler. LAMJ covers personal and family health matters and features interviews with health experts. The report is available on cassette or via satellite.

A *Matter of Law* is produced in conjunction with New York-based Paul Loewenwarter Inc. It explains the fine points of law to the general public and includes interviews with attorneys, judges and law enforcement officials. It is available on cassette only.

Far West Communications, based in Burbank, Calif., has added *Modern MOR*, a new "niche format that contemporizes the traditional MOR and nostalgia formats of the 1950's to the sounds of today," according to Far West President and CEO Paul Ward. It is delivered to stations by digital audio tape or on reel-to-reel analog tape. Among continued offerings: *Thirty Plus*; *True Country II*; *True Country I*; *Gold Plus*; *The Master Service*, and *Air Force One*.

Images Communication Arts Corp. of

Jericho, N.Y., produces and distributes several short-form radio features and syndicates several "golden age" radio programs. The latest addition to its lineup is *Bassin' With The Pros*, which premieres July 30 and is offered on a barter basis. The series is available in two formats—a three-minute daily feature or a weekly 10-minute show.

Images offers five other short-form, cash-basis features: *Richard Warner's Moneyline*; *Healthstyles*; *American Time Capsule*; *Cameos*, and *A Bit About Computers*.

Image also distributes short-form features on a barter basis. These include *Inside The NFL* and *Countdown To Super Sunday* on a national basis; *Dallas Cowboys Football Report* and *Houston Oilers Football Report* on a regional basis, and six college-conference series.

Jameson Broadcast Inc., Washington, specializes in short-form entertainment and information programs. One example is *Soap Quiz*, the 60-second show featuring stars of ABC soaps asking and answering trivia questions and talking

about the shows. *Soap Quiz* is heard on 312 stations, an increase of 29 stations over a year ago.

Next fall, Jameson will premiere *America's Most Wanted Radio Hotline*, based on the Fox TV show. The 90-second feature, which will be hosted by *America's* John Walsh, will include an 800 number for people to call with tips.

Other new shows from Jameson include the sports blooper show, *The Sports Hall of Shame*, and *The Beautiful Music Challenge*, a show targeted to CHR and AC stations that provides beautiful music versions of contemporary songs for either contest or comic relief purposes. So far, the show has been cleared in 30 markets and should be ready to launch in the fall.

Jameson continues to offer *Mother Earth News*, a country lifestyle feature, and *The Prevention Health Report*.

All shows are bartered with the exception of *The Beautiful Music Challenge*, which is offered on a cash basis.

Don Kirshner Mediators' first venture into the radio syndication arena is *Don Kirshner's 35th Anniversary of Rock 'n' Roll*, a weekly summer series playing on 200 stations between Memorial Day and Labor Day. Co-hosted by Kirshner and Dan Ingram, the program addresses its subject thematically, with segments on such subjects as the founding fathers of rock, rock at the movies, rock on television, the British invasion, Elvis, the Beatles, and the Brill building.

Kirshner is also about to embark on a new venture in radio, targeted toward contemporary radio stations. Details will be announced later this summer.

LBS Radio, New York, offers programming for contemporary hit radio, adult contemporary, album-oriented rock, talk and news stations on a barter basis. Shows include *Flashback*, classic rock (2-hours, CD), *Rock Over London* (1-hour, CD), *UK Chart Attack*, British countdown (one hour, CD), and *Screen Test* movie quiz (two minutes, tape). Also offered are "specials of the week," adult contemporary (three hours, tape), and movie/video reviews (two-and-a-half minutes, tape). LBS has 1,500 affiliate stations carrying its programs.

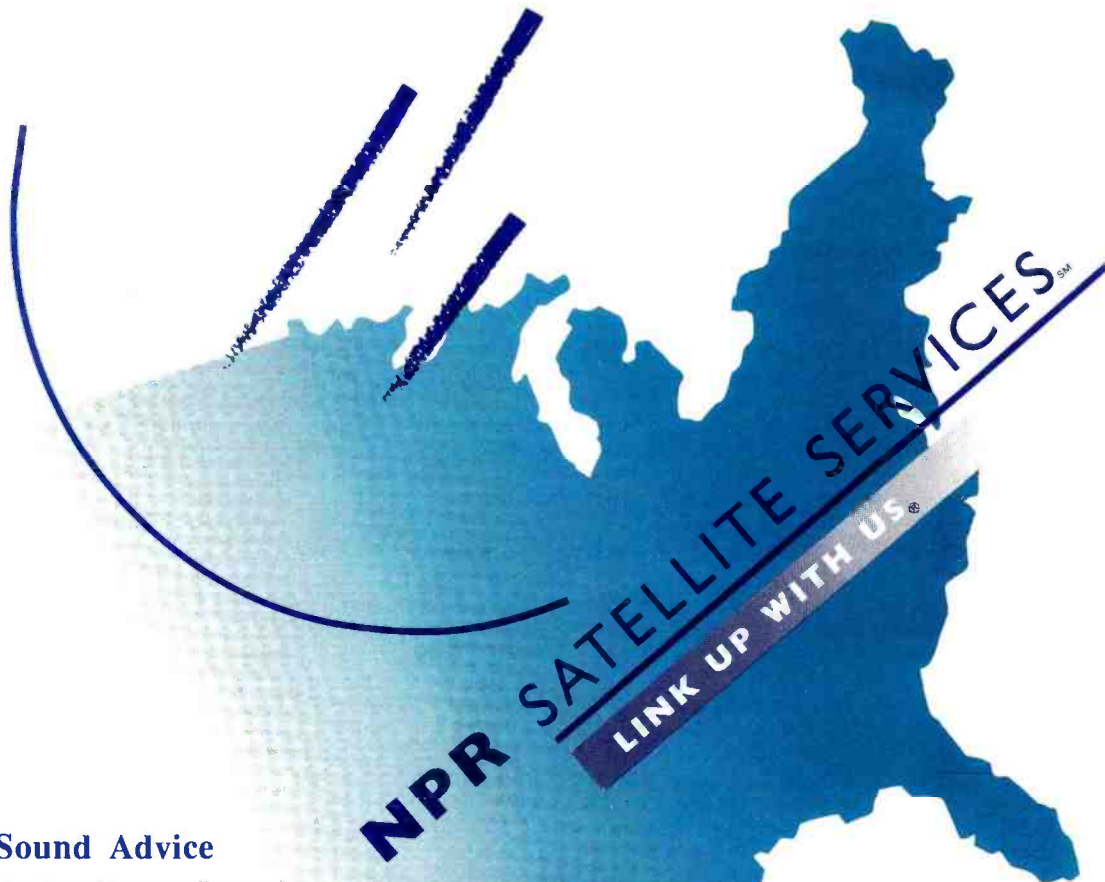
MediaAmerica Inc., New York, has expanded its horizons beyond rock and country into adult contemporary, sports, news/information entertainment, classical and new age programming. The three-year old company is headed by Ron Har-

FREE Health News Feed

- ▼ from the Children's Health News Network, a free, weekly radio news service concentrating on pediatric and adolescent health and medical topics.
- ▼ Feeds are available via satellite and long distance telephone. Produced and reported by Marge Kumaki, an 18 year veteran of radio broadcasting.
- ▼ This radio news feed service is offered by Children's National Medical Center in Washington, D.C., one of the nation's premier pediatric health care facilities.
- ▼ Upcoming topics include: Teen athletes and steroids, Nutritious school lunches, Computer therapy for learning disabled children



For more information on this news feed, contact the Children's Health News Network at Children's National Medical Center, (202) 939-4500.



Take Our Sound Advice

... and let us help you reach your audience with full-time broadcasting or with a single, special event. **NPR Satellite Services'** excellence is rooted in 10 years of satellite broadcast experience -- 10 years of consistent performance in satellite audio technology. As broadcasters, we understand the need for **high audio quality, system reliability and network flexibility.**

At Your Service Full-Time. . .

We operate the first full-time, multiple channel radio satellite distribution system in the nation with the flexibility to provide **superb technical quality and instantaneous reach to both regional and national markets.** We offer full-time space on Westar IV-- space tailored to your station's or network's needs. Our broad range of services includes single channel per carrier (SCPC) service for high-quality, wideband and narrowband audio.

At Your Service On Occasion. . .

NPR Satellite Services provides occasional audio transmission via a number of satellites, including Westar IV, Satcom IR, and Galaxy II. By using both fixed and transportable uplinks, NPR Satellite Services can deliver a high-quality

broadcast from anywhere in the U.S. Our system is expansive enough to help a network grow, yet flexible enough to accommodate a one-time only transmission. We offer the use of over 20 fixed uplinks and hundreds of downlinks nationwide, for both full-time and ad hoc networks.

Take Your Show On The Road-- Put Your Station On the Map

NPR Satellite Services can help you originate programming from anywhere in the nation and deliver it right to you doorstep. By using both fixed and transportable uplinks, NPR Satellite Services makes it possible for you to **transmit live coverage of the nation's most entertaining and newsworthy events--** from Mardi Gras to the 1990 Economic Summit of Industrialized Nations in Houston.

Remote broadcasts from exotic locations, music conventions and sporting events are known audience and revenue builders. Share costs with other radio stations, arrange tradouts with sponsors, and use our contacts. Expand and grow by taking **full advantage of our system's flexibility, versatility, and affordability.** The bottom line will never look better.

NPR SATELLITE SERVICES™

2025 M Street, NW, Washington, DC 20036 (202) 822-2626

tenbaum and Gary Schonfeld. According to Schonfeld, through its various offerings, MediaAmerica supplies programming to about 2,000 stations.

In March, 1988, MediaAmerica acquired the assets of the MCA Radio Networks, allowing the company to offer station affiliation services to the independent network radio production community in addition to ad sales.

Special programs for 1990 include a Labor Day Tribute to Jimi Hendrix. All programming is done on a barter basis. MediaAmerica recently opened offices in Los Angeles and plans to open one in Chicago during the fourth quarter.

Charles Michelson Inc., Beverly Hills, Calif., distributes vintage radio shows from the 1930's, '40s and 50's. Michelson offers 25 series. New additions and specials include *The Milton Berle Comedy Show* (1947-48 series); Orson Welles' *War of The Worlds* and a Christmas package featuring shows with Jack Benny and Burns & Allen. Other Michelson inventory includes *Dragnet*, *F.B.I.*, *Sherlock Holmes* and *Hop-a-Long Cassidy*.

Eleven-year-old **MJI Broadcasting** is "one of the largest producers and syndicators of radio programs in the U.S.," according to company President Josh Feigenbaum. More than 2,500 stations across the country receive MJI's 16 self-produced weekly and daily programs and specials. Among MJI's shows, which go out via satellite and on disk, are *Rock Quiz*, *Rock Today*, *Metal Shop*, *Desert Island Discs* and *Classic Cuts*.

Motor Racing Network, Daytona Beach, will broadcast 46 NASCAR stock car races via satellite to 290 stations. Earlier this year, MRN's broadcast of the Day-

tona 500 race drew 375 stations. The upcoming Diehard 500 will be carried by 300 stations.

MRN also has four shows, the centerpiece of which is *NASCAR Live*, a racing talk show broadcast every Tuesday night. MRN also broadcasts *NASCAR Today*, a Monday-Friday five minute news show; *The Busch Pole Show* that covers qualifying for Winston Cup Races and *Pit Road Preview*, a half-hour series that broadcasts the day before each race broadcast.

Musical Starstreams of Santa Fe, N.M., was established in 1981 as the "leading edge of progressive new age music," according to founder and company president, Frank Forest. *Musical Starstreams* is a weekly two-hour program mix of instrumental music that Forest says "creates a uniquely evocative listening experience...that creates an image of innovation for listeners who often perceive stations as all sounding the same." *Musical Starstreams* is targeted to a 25-49 audience, and is distributed on digital or analog tape to some 50 stations worldwide.

Nashville-based **Musicworks Inc.** offers the following formats: *Factor 5* (adult contemporary), featuring music of the 1960's and '70s, targeted to baby boomers; *Alive Country*, a "personality country music service"; *Country 80* (the "unannounced modern country"), and *Casual Country*, an easy listening, unannounced country music service. All are distributed on tape on a cash basis. Additionally, Musicworks offers *Country Christmas Music*, featuring "major" artists performing Christmas songs.

Nashville-based **The Nashville Network Radio** is jointly owned and operated by

Group W Satellite Communications and Opryland USA Inc. TNNR currently syndicates one weekly radio feature, *The Nashville Record Review*, which is distributed via satellite to some 60 radio stations nationwide. *The Nashville Record Review* is a four-hour countdown of the top 40 country hits of the week. The program is hosted by Lorianne Crook and Charlie Chase who also appear daily on TNN's cable system.

TNNR also distributes several long-form radio specials. This year these include *Superstar Spectacular* and *Country Music Legends*, two four-hour country music concerts recorded in Nashville during the annual Fan Fair Week; *TNN Music City News Country Awards*, a two-hour simulcast of TNN's coverage of the Music City News Country Awards show, and a 12-hour *Year End Nashville Record Review* countdown of the 100 top country hits of the year, hosted by Crook and Chase.

North American Network is offering four barter programs for the fall, according to station services manager Lisa Brusio Heavner: *National Car Care Month Promotion*, *Energy Awareness Month Promotion*, *National Kitchen and Bath Month Radio Promotion* and *It's Christmas Radio Promotion*. Each will include four separate programming opportunities: a series of 20-30 second consumer reports by cassette tape, news feeds by satellite, interview availabilities with experts and a source directory for station use in future news and information programs.

Also in the lineup is *Your Health Choices With Dr. Robert Atkins*, an hour-long talk show, and *Travel 1990*, a series of 60 second travel reports from around the world, interviews with travel experts and travelogues available for individual station programming. *Our Back Yard* lawn and garden series is carried by 52 stations. The series will be available in 1991.

Olympia Broadcasting, St. Louis, offers a variety of sports and entertainment programming. Three of its sports shows are hosted by Bob Costas: *Costas Coast to Coast*, *Sports Flashback*, and *Inside Sports Magazine*. The Costas shows are all packaged together. John Madden hosts the other two sports programs: *John Madden's Sports Calendar* and *John Madden's Sports Quiz*. *Coast to Coast* is delivered via satellite, while the other Costas shows are on cassette; Madden is on CD.

Two CD services began last year: *The Rock Comedy Network* and *The Contem-*

HEALTH NEWSFEED

RADIO REPORTS VIA SATELLITE FROM
THE JOHNS HOPKINS MEDICAL INSTITUTIONS

Broadcast-quality wraps and cuts on timely medical and health topics, designed to fit into your newscasts. Information your listeners want, on subjects such as:

- AIDS
- ALZHEIMER'S DISEASE
- HEART TRANSPLANTS
- HIGH-RISK PREGNANCY
- HEALTH CARE COSTS
- ALCOHOLISM
- CANCER
- BIRTH CONTROL
- and much more.

The service is free, fed weekly in bulk via SATCOM 1R and WESTAR IV.
To find out more, call 301-955-2849.

porary Comedy Network. *The Hit Comedy Network* debuted June 25 and is aimed at CHR, urban, and "hit-oriented" radio stations. *Comedyline*, which began in January, is a one-hour comedy show fed live each Sunday night via satellite.

Orange Productions continues to produce and distribute the weekly two-hour *Sounds of Sinatra* airing on more than 125 stations. The barter series, now in its seventh year, is available on disk and allows for 12 minutes of local advertising time.

Premiere Radio Networks of Los Angeles was founded in 1987 by company president Steve Lehman to produce and distribute *National Lampoon's True Facts* and the *Plain-Rap Countdown*, two features created by Steve Lehman Productions. Premiere's long-form programming line-up includes *Dave Sholin's Insider*; *Live From The Sixties*; *Plain-Rap Countdown*, and the *Plain-Rap Urban Countdown*. Short-form features include *The Cla'ence Update*; *National Lampoon's True Facts*, and *Fraze At The Flicks*.

Comedy services include *On The Phone With Ti-Rone*, *Premiere Comedy Network* and *Premiere Country Comedy Network*. All features and services are offered on a barter basis and are available on disk, tape, mailed script or telephone, depending on the program.

Promedia, Northvale, N.J., has been gradually restructuring its company to position itself as a leading supplier of radio comedy. Now the 13-year-old program supplier is entering the country music market. The company introduced the *The Country Comedy Network* last year on stations in New York and Los Angeles. The 60-second "drops" use musical parodies, spoof commercials and special ID's that stations use on their morning shows. *Kickers*, another one-minute program, consists of song parodies and is cleared in 50 markets.

Other 60-second features distributed via reel-to-reel for 52 weeks include *The Laugh Machine*, *Fun Factory*, *Dr. Dave's Comedy Drops* and *Laugh Attack*.

Public Interest Affiliates, Chicago, has formed the NBA Radio Network in conjunction with the National Basketball Association. In the first of a four-year deal, the network will offer national

coverage of an *NBA Game of the Week* as well as the All-Star Game, playoffs, finals, championship game and draft.

PIA produces and syndicates the *College Football Game of the Week*. PIA will enter its third year doing Northwestern University basketball and football.

Also included in PIA's sports lineup is NBC Sports commentator Marv Albert's five one-hour specials, which are sold on a cash basis. It also produces a consumer-oriented program, *The Ad Age Report*, in 30-minute weekly and 90-second daily versions.

Radio Express of Los Angeles has shifted its focus from international syndicator to producer/distributor of "program-driven radio networks that cross national boundaries," according to company President Tom Rounds. At present, Radio Express primarily distributes two long-form radio programs: *Hot Mix* and *American Top 40*, which are custom-produced in up to 30 different languages worldwide. Radio Express translates and adapts the weekly American version of these two ABC shows and sells inventory to multinational sponsors.

The company also provides a number of other programs to international radio stations on a cash-license basis and plans to launch an international country-formatted countdown program featuring Mutual Broadcasting personality Lee Arnold. Additionally, Radio Express is developing *Love Songs*, a programming service designed to provide strip programming to adult contemporary radio stations around the world.

Radio Programing Management, Orchard Lake, Mich., distributes formats to 145 stations, a 20% increase over a year ago. As of June 1, it expanded its sales department. New marketing offices

were opened in New York, Chicago, Nashville and Dumont, N.J.

All of Radio Programing Management's formats are currently delivered on a cash basis by tape. Beginning next year, both tape and compact disks will be offered.

Easy Jazz Mix, a new format aimed at the 34-49 group, will also be available in

MORE RADIO IN BROADCASTING

- National Supervisory Network, Avon, Colo., offers 24-hour monitoring of radio transmitters at fraction of cost of full-time personnel. *Page 74.*
- Surprise inspections by FCC's Field Operations Bureau to investigate political broadcasting rule compliance hit radio stations in Philadelphia, San Francisco, Dallas-Fort Worth, Cincinnati and Portland, Ore. *Page 78.*
- FTC Chairwoman Janet Steiger tells House hearing that FTC will help Congress in implementing legislation to regulate beer and wine ads. *Page 79.*
- Katz Communications Inc. is negotiating to buy Eastman Radio for \$11 million. *Page 69.*
- Having ridden two major waves in recent history of radio, Heritage Media's Paul Fiddick believes digital to be next big curl. *Page 103.*

THANKS BROADCASTERS!



Sonny Bloch

is America's premiere consumer advocate on radio. He talks with your listeners about Money, Business, Real Estate and Life.

Here is what we can provide you now:

- 18 hours, six days per week, live two-way talk programming.
- A one-hour per day live afternoon drive time business news show with lots of holes for your local traffic, weather and news. (Optional, no dead air!)
- Several satellite feeds to choose from.
- 12 local avail spots for your advertisers per hour.
- A proven ratings and revenue builder. (Documented)
- We are now heard in over 150 cities!

Call me for clearance in your market!

Susan Passarelli 1-212-582-1500

1991. "That is a combination of commercial light jazz instrumentals and what we call 'hip A/C vocal,'" company president, Tom Kirkorian said. Other Radio Programming Management libraries include *Contemporary Easy Listening* (35-64 demographic), *Country I* (25-54) and MOR and nostalgia packages aimed at older listeners.

New York-based **Radio Today Entertainment** provides programming in a number of formats, ranging from AOR to classic rock to jazz. Weekly long-form programming includes *Flashback*; *Special of the Week*; *Portraits in Sound*; *America's Ballroom*, and *The Live Show*. Monthly features include *Rock Stars* and *Masters of Rock*.

RTE also produces several other programs: *LBS Movie Radio Network*; *Screenest*, and *Star Line*. Comedy material distributed by RTE includes *Laugh Tracks* and *Funny Stuff*, consisting of 30-second drop-ins, and Gilbert Gottfried's *Horrorscopes*, a daily comedy



TNNR's Lorianne Crook and Charlie Chase

astrological feature.

Additionally Radio Today syndicates three programs on an international basis: *MTV Internacional*, a Spanish-language two-hour rock show distributed in Central and South America; *Pazz And Jops*, a daily 30-minute music feature heard on FM Japan, and *Sparkling Boulevard*, a 30-minute look at pop music history.

RBM Productions, New York, was founded in 1989 as the radio arm of RBM Television, which produces and distributes cable programming. At present, RBM is producing two daily short-form features: *This Date in Baseball History* and *The Financial Times of London World Report*. Content for the show, which debuts in mid-September, will focus on international finance and market quotes. *This Date* is distributed on vinyl disk; *Financial Times* will be delivered via satellite.

Satellite Music Network, Dallas, offers ten 24-hour, satellite-delivered formats. The company was acquired last year by Capital Cities/ABC Inc., and SMN announced last week that it is consolidating operations in Dallas by moving production and distribution of three of its formats from Chicago.

SMN offerings are *Traditional Country & Western*; *KOOL Gold*; *Stardust*; *The Heat*; *Z Rock*; *The Wave*; *Pure Gold*; *Heart and Soul*; *Star Station*, and

Country Coast to Coast.

Sheridan Broadcasting Network, Pittsburgh, continues to provide its 137 affiliated stations with its staple of five-minute *SBN News* feeds 10 minutes before the hour and *SBN Sports* reports 20 minutes after the hour, eight times daily during weekdays. Among public affairs programming, SBN President Thad Hill says the "lively" half-hour *SBN Public Affairs Journal*, hosted by Peter Wolfork, is offered on a weekly basis. All-news programming is fed via satellite.

Urban-themed entertainment and information programming offered to SBN affiliates includes 90-second vignette *Cameos of Black Women* (hosted by Angela Stribling) and *STRZ Fun Line*, 60-second daily feeds hosted by Michael Lynn. *Black College Football*, five-minute college grid iron reports hosted by Jonas Chaney, are also exclusively available weekdays to SBN affiliates.

SBN also has syndicated *R&B Legends*, a three-hour rhythm and blues musical celebration available on LP to air during Black Music Month. Other SBN barter programming includes *SBN Money Smarts* (90-second financial reports), *King: Celebration of the Man and His Dream* (an hour special on King's birthday), *STRZ Top 30 Countdown* (three hour top 30 music countdown hosted by Donnie Simpson), *The NFL Playbook*

Myth: The cost of everything keeps going up.

Fact: The cost of news just came down.
Way down.

zapnews

1-800-525-2175

The news you need.
No more. No Less.

(five-minute NFL updates hosted by Franco Harris) and *Major League Notebook* (five-minute baseball vignettes hosted by Gary Mathews). Most of the syndicated programs are available either by satellite, cassette or LP.

SJS Entertainment Corp., New York and L.A., offers both weekly and monthly shows to roughly 1,000 radio stations. Programs offered include *The Sounds of Sinatra*, *The B.B. King Blues Hour*, and *America's Ballroom*. SJS also offers shows featuring classic rock, country, urban contemporary and live concerts.

SJS also has programs profiling black America. *Profiles in the Building of America* is a one-minute daily show that highlights personalities in black history and their cultural significance. *Black Collegiate Sports Reporter* is a daily show that reports on the achievements of black college athletes on and off the field. Both shows reach 80% of the United States.

The four-year old company is headed by former NBC Radio Entertainment President Steve Sasslow and media veteran June Brody. Programming is distributed on tape or by satellite and is offered on a barter basis.

Norfolk, Va.-based **Studio Center**, radio and television commercial producer, will offer *Jokebox* to radio stations next fall. The company will provide stations with at least 10 comedy cuts per week, including *Madonna's Morning Workout*, *Mr. Bush's Neighborhood*, *Spot the Sensitive Pit Bull* and *Izzy Sheckman, Agent to the Stars*.

Material will include more than 50 features within the service and will be interactive with a station's personality. Some of the features are interactive with the listeners. Studio Center will also revive former productions of *Rick Devlin*,



Westwood's Casey Kasem

OFF THE AIR

Last week was a bad one for two FM stations. Group W's KQZY-FM Dallas was knocked off the air for about five minutes last Thursday (July 19) when someone apparently shot out its STL cable during its morning show featuring comedian Dana Carvey. A station spokeswoman told BROADCASTING that the station's chief engineer found a .22 calibre bullet lodged in the cable, as well as another hole similar in size. The station was in the second day of a marketing campaign to promote its call letter change and format switch to Star

105, featuring hot adult contemporary mix.

Further East, WKQB(FM) Charleston, S.C., went off the air last Wednesday, July 17, after its transmitter tower was struck by lightning. While the station scrambles to find replacement parts and go back on the air, WTAT(TV) Charleston, channel 24, will air hourly promos "explaining their empathy for Q107." Once the station is back on the air, WTAT(TV) and WKQB(FM) will award \$500 to the 24th caller to the radio station.

Private Eye, and *On (Or About) This Day in History*, within *Jokebox*. Sales will be on a cash basis.

Unistar Communications Group, based in New York and Colorado Springs, is the end product of the merger last August between United Stations Radio Networks and Transtar Radio Networks. The company provides format-specific, long-form music programs and specials, as well as eight satellite-delivered, turn-key network radio formats.

Unistar Radio Programming's regular long-form features include *Countdown America with Dick Clark*, *Rick Dees' Weekly Top 40*, *Solid Gold Saturday Night*, *Super Gold with Mike Harvey*, *The Stories Behind the Songs with Ed Salamon*, *Solid Gold Scrapbook*, *Dick Clark's Rock Roll & Remember*, *Solid Gold Country*, *Weekly Country Music Countdown*, *Country Six Pack*, *Country Gold Saturday Night Live* and *The Great Sounds*.

The networks' eight full-service formats include *ACII*, featuring adult con-

temporary music targeting a 25-44 audience with hits from the 1960's, '70s, '80s and today; *The Oldies Channel*, an oldies format targeting a 35-44 demographic with music ranging from the late 1950's to the early 1970's; *Format 41*, a soft adult contemporary format targeting the 25-54 listener; *Country*, a 25-54 format targeting country listeners with a blend of mainstream gold and contemporary country hits; *AM Only*, a blend of hits from the 1930's through the 1960's, targeting adults 35-54; *Niche 29*, a new music-intensive hybrid CHR/AC format targeting adults 25-34; *Special Blend*, a soft vocal format for adults 35-54, and *Music of Your Life*, featuring Big Band and standard hits targeted to the 45-plus audience.

United Press International offers a number of short-form information features to its affiliate radio stations. UPI's daily features include *Sports In Brief*, *Today's Business*, *Jack Anderson Investigative*, *Almanac*, *Medical Minute*, *TV*

SPECIAL REPORT CONTINUES ON PAGE 73

Right at Home

WITH MIKE MCCLINTOCK

Right at Home is a free, saleable 60-second daily feature on topics ranging from home improvements, maintenance and repair to buying, selling, financing and much more. Provide your listeners with advice from the experts — the nation's home builders!

For more information on satellite and toll-free telephone distribution, call 24-hours **800-221-6242** (In Washington, D.C. and suburbs, 202-861-2970).

Right at Home is underwritten by the National Association of Home Builders.

PROGRAMING



CBS/Broadcast Group President Howard Stringer gets in step with Temptations at annual press tour

CBS UNVEILS FALL STRATEGY OF BASEBALL, NEW SERIES

Sagansky, Stringer spell out plans for prime time, late night before critics at L.A. press tour

CBS will delay the premiere of three series next fall until after the World Series, according to Jeff Sagansky, president, CBS Entertainment, who went before visiting television critics in Los Angeles last week during CBS's portion of the Television Critics Association press tour. And while not predicting where CBS would finish in the ratings next season, Sagansky guaranteed that the network would be more competitive. "The only thing that I'll say is that I really do think that when the 30 weeks are over, and the smoke clears, we're going to be much closer to NBC than we were at the end of 30 weeks this year," he said.

Making room for the baseball playoffs in September, Sagansky said *WIOU*, *Over My Dead Body* and *Dallas* would benefit from the delayed debut by getting heavy promotion during the games.

He said although the first few games of the league championship series usually get beat by female-skewing counterprogramming, the games get stronger until the World Series, "when you get 25-26 ratings, and what's incredible is that everybody watches...they win women 18-49, they win men 18-49, they obviously skew more male than female, but everybody watches. You get a great promotion base," he said.

One new show on the schedule that won't be delayed or moved is *The Flash*, which many believe will be an early-season fatality at the hands of NBC's *The Cosby Show* and Fox's *The Simpsons* which are programed against it on Thursday night at 8. However, Sagansky said there are a couple of reasons to feel confident about the show's prospects. First, he noted that Fox officials have hinted that *The Simpsons* might be

moved back to Sunday night if the evening starts to unravel without the first-year hit. Second, he said that *The Simpsons* will "be in third-run when we're going on with our first-run of *The Flash* in the fall...and that gives us a big advantage." He also expects that his entry in the time period will attract a broader audience than just children. "When these shows succeed, they succeed because they get kids, they get teenagers and they also get men," he said.

When asked about the network's commitment to its recently announced late-night plans in the face of shrinking affiliate support (BROADCASTING, July 9), Sagansky said: "We have no change of plans at all.... We're not going to get the clearances we got from *Sajak*. I think that's clear. But I think that we are going to clear over 80% of the country. For 20 years CBS has been banging its head

against the time period, and I think that with the people we've got doing these shows, we're finally going to have original programming and it's going to be high-quality."

Regarding continued affiliate defections in the day part, he said: "We've got our own discreet way of twisting arms, and we'll try to twist a few."

Sagansky was also grilled by critics about the pilot episode of *Uncle Buck*, which contains the line "You suck," spoken by a young girl. He defended the show's language and said "there's no chance that those words are going to change. Believe it or not, kids say that in homes all over America. We may not like it, we may not say that it's acceptable in our homes, but people say it. And I don't think we can go and put on shows which have no relationship to reality."

Scrapping the trimester development plan that was announced by the network last year, Sagansky said CBS will produce 10 pilots in the next two-and-a-half months. "The development season now goes year-round. I don't know about the trimester or anything else, but I know that we're developing as hard now—coming right off the heels of setting the fall schedule—as we were in January."

He also announced that the first movie scheduled to air from the recent Universal movie package acquisition would be "Field of Dreams," on Oct. 3, to coincide with the start of the National League Championship series.

□

Howard Stringer, president, CBS/Broadcast Group, addressing critics last Monday—a day after Sagansky—was hit with questions about the language in *Uncle Buck* almost immediately. He responded by saying that the tone of the show is an indication to the Hollywood creative community that CBS is no longer "the stodgy, stuffy and old network." He also said that producers who come to the network with their projects will be given "an open throttle," in terms of creative freedom.

The statement marks the latest in moves by the network to make over its reputation in the eyes of the Hollywood production community; the first was the hiring of Sagansky.

Stringer acknowledged that Fox has in large part been responsible for the new limits, and said CBS would try to schedule more programming that has "reality and a harsh edge" to it. "We could not have put *Married...with Children* on the air when it started. Now we can. That



CBS Entertainment President Jeff Sagansky (l) talks shop with 'The Hogans' executive producers Bob Boyett (center) and Tom Miller.

corner is being pushed," he said.

In other areas, Stringer gave David Burke, president of CBS News, a vote of confidence, citing the improvement shown in *CBS This Morning*. "He's been tough and fair," Stringer said.

He also said the network's strong performance during the May sweeps was necessary to boost confidence among affiliates. "We've got concrete evidence that we know what we're doing," he said. Stringer said the kind of stunting that was used to boost CBS to a strong second place during May would be used again.

Stringer also addressed the late night defection situation, and while he didn't suggest any arm twisting would be necessary, he did say affiliates "will need to be convinced" before clearance levels could come close to what *The Sakaj Show* garnered.

Like Sagansky, Stringer said he thought they would have about 80% of the country cleared and that the network was fully committed to go ahead with its plan to schedule a checkerboard of action-adventure series leading into the Norman Lear comedy *Jody Gordon and the News*.

—SC

HEARST PLUGS INTO 1990-91 WITH 'NEON'

A scant two months before the syndication season debuts, Hearst Entertainment Distribution (HED) is launching two weekly first-run projects for fall 1990. The new entries are a Canadian-produced hour weekly, *Neon Rider*, and Hearst-owned WCVB-TV Boston's locally originated half-hour children's program, *Great Expectations: The Education Project*.

The hiring of HED President William Kunkel, president of Tri-Star Pictures Television for three years prior to joining Hearst's syndication division last March, signaled a major shift in the privately held publishing/telecommunica-



'Neon Rider'

tion giant's strategy toward television. Coinciding with Kunkel's hiring, King Features Syndicate, Hearst's veteran distribution property, was rechristened

Hearst Entertainment Distribution, with Kunkel's charter to "aggressively initiate" programing acquisitions and outside distribution deals to revamp a division that made its name distributing telefilms, mini-series, movie packages and *Popeye* cartoons.

Just entering the market this week, *Neon Rider* already has firm commitments in New York, Los Angeles and Chicago, said Kunkel. Of those three, WWOR-TV New York is considering a "possible" prime time, weekday "checkerboard" clearance, he said. Kunkel declined to divulge the interested stations in the other two markets, saying that two stations in each market "have put forward acceptable offers" for the all-barter (five minutes national, seven minutes local) action/adventure series. He added that all other prospective client stations will be offered syndication exclusivity in cable markets served by superstation WWOR.

Neon Rider's plot will center on a child psychologist, played by Winston Rekert (from CBS's 1986-88 late night, Canadian-produced *Adderly* series), who buys a Rocky Mountain ranch to provide

an escape for troubled inner-city youth; "It's a cross between *21 Jump Street* and *Highway To Heaven*," said Kunkel. The reference to *Jump Street* is appropriate. That series, for which Cannell Distribution has launched sales of 26 new episodes for first-run syndication, and has close to 70% of the domestic market committed to its 75-episode off-Fox backend, is already securing a number of the choice weekend time slots *Neon Rider* will be seeking. Another potential stumbling block to *Neon*'s success could be the company's difficulty in reaching the 70% coverage that would allow it to sell *Neon Rider*'s national barter advertising time for premium upfront prices. Although Brian Byrne of barter sales firm Byrne Enterprises said that "holds" from advertisers have been placed on 50% of *Neon Rider*'s national upfront inventory, he had no firm sales to report.

Byrne secured the U.S. distribution rights from Hearst (which Kunkel says is receiving a distribution fee) after Canadian producer Atlantis Films (with Rekert Productions) had already sold the fall Canadian 1990 network rights to

CTV in Canada. Shot in British Columbia, 22 of the 26 *Neon* episodes are already in the can, with Atlantis covering the \$700,000-plus-per-episode production costs, according to Byrne.

Great Expectations is a program Kunkel feels will have a broad public service appeal to stations. Produced this past season by WCVB, 20 episodes of *A Likely Story*, which features live-action and animated children's fables produced by Weston Woods Studios of Weston, Conn., will be included in the *Great Expectations* package, which also includes several four-minute vignettes, two half-hour specials and three hour-long specials. Kunkel says that promotional tie-ins will be provided to stations to encourage community involvement with the series. The entire package, according to Kunkel, has cleared in over 50 markets (16 of the top 20), representing 50% national coverage, and is available on a cash-only basis. —MF

KING WORLD TAKES R&D READ ON REIDS

What is shaping up to be the first "major" pilot test project for King World Productions' 21-station research and development network, President and CEO Michael King says the seven major R&D station group members gave final approval to a 20-week test starting this September for King World's new *Tim and Daphne* talk show. In an interview with BROADCASTING, King and Erni Di Massa, vice president, programing and development, said they have a "99.9% sure-fire hit" for fall 1991 syndication due to "mutual" R&D station group support and funding.

According to King, the executive board of the R&D network together determined the blueprint for the pilot strip in return for advancing the development money into the R&D network's general fund. That group consists of Group W's Vice President and General Manager Debra Zeyen; King Broadcasting President Eric Bremner; Midwest Communications President Jim Rupp; Scripps-Howard President and CEO Dick Janssen; Gillett Holding's chairman and owner, George Gillett, and Post-Newsweek representative Alan Frank, VP and general manager of its WDIV(TV) Detroit.

Although King and Di Massa would not reveal *Tim and Daphne*'s development cost, King said that each of seven

An airplane crashes. And you have the exclusive. Instantly.

Has this type of plane had problems before? Who manufactured the engine? What are the pilot's qualifications? What's the airport manager's phone number?

These answers can be found quickly and accurately with the *Aviation Compendium*™. This comprehensive collection of the latest official FAA and Transport Canada information is designed to work on your IBM, compatible or Macintosh® personal computer. Now you can have immediate access to over 25 million facts on the people, planes, places and problems of civil aviation. *Aviation Compendium* is available as a single copy or by subscription, and is updated monthly.

For more information, call 1 800 FOR-INFO. Or write, Flightline Electronic Publishing, Inc., 506 Kettlehouse Pond, Wayne, PA 19087.



25 million facts at your fingertips.

Aviation
Compendium

station groups (which includes Cook Inlet) receive a "cut" in price from the normal cash licensing fee and a "substantial piece" of back-end revenue if the hour talk show launches nationally in 1991-92.

In the past, brothers Michael and Roger King headed a privately held company that has been known for its maverick, go-it-alone approach with the

lucrative early 1980's launches of *Wheel of Fortune* and *Jeopardy!* But since the company went public and faced a tighter syndication market, it has instituted a committee approach to the decision process. Michael King is apparently happy with the results.

"All of us have a personal stake in this venture," said Michael King, whose King World Productions also

owns WIVB-TV Buffalo. "It is extremely exciting to have partners who can provide feedback on a project and yet share the financial risk of launching a costly venture like this. The real payback is that the station groups have a voice in the pilot's content and can shape their own destiny, while we will collect a ton of rating tracks about *Tim and Daphne's* performance." —MF

PARAMOUNT GUARANTEES 90 EPISODES OF 'DEAR JOHN'

Studio will produce year of first-run episodes if NBC cancels before fourth season's end; show has been pre-sold in 20 markets

With only two years of *Dear John* episodes in the can, Paramount Domestic Television's official off-network sales launch of the NBC sitcom is taking its cue from Cannell Distribution's first-run, front-end offering of *21 Jump Street*. The Hollywood studio is guaranteeing a full complement of 90 episodes of *John*, either by taking four complete seasons to market in 1992-93 or producing 22 episodes for first-run syndication in the 1991-92 season if the show is dropped from the network before that, according to Greg Meidel, executive vice president and general sales manager, Paramount Domestic TV.

In fact, Meidel said Paramount has already pre-sold *Dear John* in 20 markets, although he would not identify the stations. Paramount has structured the potential 1991-92 first-run, front-end deal as an all-barter offering (three minutes national, four local) to be followed by an eight-run, four-year, straight-cash back end. If *Dear John* continues on NBC beyond next season, off-network contracts would take effect in 1992-93 under the original back-end terms.

"A lot of shows get canceled for the wrong reasons," Meidel said. "Cannell has a good show [*Jump Street*], but [Fox Broadcasting Co.] apparently decided the ratings weren't high enough to merit a renewal. However, I think Fox may realize a loss in the younger demographics that it brought to Monday evenings."

Dear John is being targeted in part as a weekday or weekend access and late fringe entry, slots similarly sought by *Jump Street*. Meidel said stations will have the "flexibility" to insert the half-hour ensemble comedy as a weekly or sixth-day entry on the weekends and can slot it as a strip on weekday evenings.

A competing syndication source "in touch" with some of the markets pick-

ing up *Dear John* said Paramount is "pushing" the comedy with the studio's *Arsenio Hall Show* and *The Party Machine with Nia Peeples* late fringe vehicles in a "package that possibly includes the new Maury Povich talk show," which enters syndication in 1991-92. A survey of those markets by BROADCASTING bore out that observation, with the exception that Povich was apparently not part of the deal.

In Columbus, Ohio, WBNS-TV has signed for *Dear John*, *Nia* and *Arsenio*. Meredith Corp.'s three owned stations—KVVU-TV Las Vegas, WOFL-TV Orlando and KPHO-TV Phoenix have also signed up for the three-show package.

With the possible exception of Buffalo, N.Y., Paramount has signed ACT III Broadcasting's stations (most of which, according to the source are current *Arsenio* client stations) to the *Arsenio/Nia/John* package. Those stations are WZTV-TV Nashville; WUTV-TV Buffalo, N.Y.; WVAH-TV Charleston, W. Va.; WNRW-TV Winston-Salem, N.C.; WRGT-TV Dayton, Ohio; WRLH-TV Richmond, Va.; WUHF-TV Rochester, N.Y., and WTAT-TV Charleston, S.C.

Also likely *Dear John* candidates would be Paramount-owned TVX Broadcast Group stations: WTXF-TV Philadelphia, KTXA-TV Dallas, WDCA-TV Washington, KTXH-TV Houston and KRRT-TV Kerrville, Tex. Paramount's Meisel acknowledged that the studio has sold *Dear John* in "some stand-alone deals and in some package deals."

"Steve Goldman [executive vice president, sales and marketing] and Lucie Salhany [president, domestic syndication] drew up the first-run plan to make sure that the asset value of this property will be enhanced for stripping," explained Meidel, who added that the possible first-run version will meet the "quality" and budget of a \$600,000-

plus, half-hour network episode.

One station rep suggested *Dear John's* back-end may be worth \$800,000 per episode in the top 10 markets. "I see no problem with stations making a commitment for the barter front end of *Dear John*, which I think is quite commendable on Paramount's part. But Paramount knows pricing will have to be kept at a reasonable level to attract stations." —MF

ACCU-WEATHER® PRESENTS
the complete system for providing the public with information via a toll free call.

FEATURE FONE™

GENERATE A PROFIT and provide a valuable public service. Commercial messages are heard with every call.

LEASE AND PURCHASE PLANS are attractively priced. Purchase Feature-Fone's turnkey system starting at \$9900, or lease it with no capital outlay.

COMPLETE SERVICE and support from Accu-Weather.

SERVICES

- Accu-Weather Forecasts
- Sports Scores/News
- Soap Opera Summaries
- Lottery Results
- National News/Headlines
- Business News/Headlines
- Daily Horoscopes
- Entertainment Update

- Stocks/Metals/Interest Rates
- Movie/Music/Video
- Resort Weather
- Ski Reports
- And much more

CAPABILITIES

- Talking Classifieds
- Local News/Features
- Polling
- TDD/TTY

Accu-Weather, Inc.

619 W. College Avenue
State College, Pennsylvania 16801

CALL (814) 234-9601

BUSINESS

KING WORLD MAKES PUBLIC OFFERING TO FINANCE PROGRAMS

Producer-distributor hopes to raise \$36 million to fund news shows such as 'Only Yesterday' and 'Candid Camera'

King World Productions Inc. wants to share with outside investors the risk of developing new programs. Last week, the first-run syndication distributor of *Wheel of Fortune* and *Jeopardy!* announced it was forming Merlin Program Capital Inc. to raise \$36 million for funding new shows.

King World and Merlin will divide evenly production, development, advertising, promotion and other third party distribution expenses of new programs. Both will also receive 50% of net receipts from distribution fees. King World said that in the future, the proportion of expenses to be funded and revenues to be received may be changed "under various circumstances."

Two programs already pegged for Merlin money are *Only Yesterday*, a weekly news magazine due to premiere in September, and the new version of *Candid Camera*, which is in development and may be a replacement program for the 1990-91 season or premiere in the fall of 1991. In its prospectus, King World said it has spent about \$2 million on the production, development and distribution of *Only Yesterday*, half of which will be paid by Merlin to King World after the closing of the offering.

In a release, King World said it filed a registration statement with the Securities and Exchange Commission covering a proposed public offering of 2,250,000 units at \$16 per unit. Each unit is made up of one share of Merlin common stock and one warrant to purchase one share of King World common stock from March 1, 1992, through Aug. 31, 1995, at a price to be named later. King World went on to say: "The shares of Merlin common stock which form a portion of the units will be subject to a purchase option held by King World, pursuant to which King World may purchase all such shares from the holders thereof at predetermined prices for a four-year period commencing Aug. 1, 1993." After the offering, King World will own 1.5 million shares of preferred Merlin stock that will be convertible into 40% of Mer-

lin common stock.

The advantage of raising money this way as opposed to borrowing it, according to one industry source, is that it shows that King World is "willing to share the risk." The disadvantage could be that programing, like the entertainment industry as a whole, is a risky investment; whether investors are willing to share the risk remains to be seen.

One Wall Street analyst said Merlin will minimize risk to the company while giving shareholders a chance to share in any "home runs" that King World might hit. To certain investors, the analyst said, Merlin will have appeal.

Merlin will not have any independent management nor will it have employees.

And, although King World and Merlin will share the receipts from Merlin Programs, after the deduction of development, production and distribution fees, Merlin will not share in King World's interest as a distributor.

At the end of King World's third quarter (May 31), the company had \$130.8 million in cash or cash equivalents and its consolidated long-term debt consisted only of \$90 million from the purchase of WIVB-TV Buffalo N.Y. An industry insider familiar with the company said King World may use some of its cash resources for other business purposes including possible expansion in the TV ownership business or the cable business. -JF

THINGS ARE LOOKING UP FOR NETWORK ADVERTISING

Forecast says growth of cable, independent stations and home video leveling off, stabilizing position of TV networks

Network advertising will see accelerated growth during the next five years due to a "moderation of the severe competition experienced [by the networks] since 1984 and a resurgence in the national advertising market." According to the investment banking firm of Veronis, Suhler & Associates Inc., which made the prediction in its fourth annual "Communications Industry Forecast," the rapid growth of independent stations, cable and home video is ending, thus stabilizing the competitive position of the three networks. Said Veronis, Suhler President John Suhler: "Despite past viewer defections, the networks still deliver the largest viewing audience and they remain the medium of choice for advertisers who wish to reach a critical mass of consumers."

However, the networks' share of advertising, which, for the first time was under 50% in 1989, will continue to

decline. The forecast predicts that network television, which last year got 48.5% of national advertising, will drop another 2% in the next five years. For the next five years, network advertising will total close to \$12.8 billion, rising at a 6.6% compound annual rate. From 1983 to 1988, network advertising grew at a compound annual rate of 2.2%.

National spot and local advertising for television for the next five years (1989-94) will grow at a compound annual rate of 6.9%, which, according to the investment firm, is only six-tenths of a percentage point below the 7.5% compound annual rate for 1984-1989 period.

Local advertising, the report says, will continue to grow faster than spot. However, the spot growth rate of 8.9% from 1984 to 1989 will drop to 7.7% for the next five years. Local ad revenue in 1994 will reach \$11.3 billion, \$3.5 billion more than in 1989.

National spot will go from \$7.4 billion in 1989 to \$9.9 billion in 1994. The forecast looks for spot growth to be slow in 1990-91 due to a weak economy, but to pick up in 1992 and 1993 because of improved gross national product growth.

Both subscription and advertising spending growth will decline over the next five years, the study says. The forecast calls for annual cable subscription spending to grow at a compound annual rate of 7.2%, 3.7% less than the growth rate for the last five years. In dollar terms, subscription spending will reach \$16.5 billion in 1994. Cable penetration will be slowed considerably over the next five years—only a 2.0% increase in homes passed compared to 15.4% during the last five years and only 5.0% growth in subscribers over the next five years to 59% penetration compared to 15% for the previous forecast period. "It will be difficult for cable penetration to surpass the 60% level," Suhler said, adding that "the percentage of homes passed by cable is not expected to exceed 90%, when cable construction is finally completed. Therefore, growth must come primarily from subscribers in homes already passed by cable." Suhler said that with cable's availability to practically the entire country, the phase of "rapid expansion is nearing an end."

Revenue from subscription fees, the study says, will be limited by reregulation. The forecast predicts a 4.1% compound annual increase in subscription fees during the next five years compared to the 11.0% increase of the last three years.

The picture for pay cable is also dimming. The study says the number of pay cable subscribers will grow from 36.4 million to 41.2 million over the next five years. According to the study, pay cable will continue to face serious challenges from movies available on home video and basic cable. "Pay cable services," the forecast says, "face a challenge in differentiating their services and justifying their premium fees." As rates continue to increase, the study expects the average number of pay services per pay cable household to decline from 1.3% to 1.2% in 1992. Pay cable fees will increase by only 1% annually over the next five years.

Cable advertising will see a 13.7% compound annual gain by 1994 to \$3 billion. The rate of growth is lower than the 21.7% annual growth of the last forecast period, but is still ahead of the predicted growth rate of network and national spot advertising.

The forecast looks for local cable advertising to grow from \$340 million in

1989 to \$655 million in 1994. The compound annual growth rate of 14.4% is less than half of the 33.6% increase for the 1984-1989 cycle.

Cable may not have to worry too much about direct broadcast satellites (DBS). The forecast says the "environment for DBS has worsened in the past decade, which again raises the issue of DBS's viability." Veronis, Suhler feels households that do not subscribe to cable probably will not subscribe to DBS. "Furthermore, it is unclear what types of programming DBS can provide that are not already available on cable. Thus, it is difficult to envision a situation where cable subscribers would either switch to or add a DBS service." There could be a demand for DBS in regions where there is no cable access, however. The study estimates that by 1994, less than 13% of U.S. television households will be without penetration. If half of those households choose DBS at a monthly cost of \$20, the forecast says total DBS subscription spending will be about \$1.5 billion by 1994, a fraction of cable revenues. DBS, the study says, will probably be no more than a supplementary service for households that do not have cable.

Aside from success as a programmer of championship fights, the study says pay-per-view has yet to realize its potential. As a movie channel, pay-per-view competes with the home video industry. In most cases, home video is cheaper than pay-per-view and viewers, the study says, prefer choosing what to watch.

Radio, Suhler says, "is one of the most durable versatile media that we have." The forecast looks for radio advertising to grow by 8% over the next five years to \$12.3 billion. Last year, advertising spending was up 11.3% to \$7.5 billion, the same growth level for 1988.

The forecast predicts national spot advertising will reach \$2.3 billion by 1994, an annual growth rate of 8.4%, 3% higher than the last forecast period. The study attributes the growth to more listeners and an improved national advertising market. Local advertising is expected to grow at a compound annual rate of 7.9%, to \$9.3 billion by 1994, which is slightly off from the 8.1% annual increase of the last five years. For 1989, local radio advertising accounted for \$6.4 billion or 75.7% of the \$8.4 billion spent on radio advertising, the forecast says.

Advertising on network radio will grow at an average of 8.1% for the next five years, just below the 8.2% average for 1984-1989. Network advertising, the

LOOK TO BORTZ & COMPANY FOR TELEVISION CONSULTING



Successful television station operations and maximization of value require a thorough understanding of today's media environment.

Specializing in Station
Performance Audits, Fair
Market Valuations, and
Group Strategic Planning

Contact: Mark C. Wyche
Vice President

Bortz & Company
1515 Arapahoe St.
Suite 1425
Denver, Colorado
80202

(303) 893-9902

VERONIS, SHULER & ASSOCIATES FIVE-YEAR FORECAST

	1989 (\$ Bil)	1994 (\$ Bil)	Compound annual growth
Network TV advertising	\$9.3	\$12.8	6.6%
Spot TV advertising	\$7.4	\$9.9	6.0%
Local TV advertising	\$7.8	\$11.2	7.7%
Total TV advertising	\$24.5	\$33.9	6.8%
Pay cable subscriptions	\$4.1	\$5.1	4.5%
Basic cable subscriptions	\$7.6	\$11.4	8.5%
National cable advertising	\$1,225	\$2,310	13.5%
Local cable advertising	\$340	\$665	14.3%
Total cable TV spending	\$13.3	\$19.5	8.0%
Network radio advertising	\$500	\$700	8.1%
Spot radio advertising	\$1,560	\$2,340	8.4%
Local radio advertising	\$6,350	\$9,300	7.9%
TV network program buying	\$4,125	\$5,925	7.5%
TV station program buying	\$1,750	\$2,500	7.4%
Cable TV program buying	\$2,050	\$3,225	9.5%
Barter syndication program	\$1,215	\$2,450	15.1%
Total program expenditures	\$9,140	\$14.1	9.1%

report says, should reach \$700 million in 1994 and will be aided by stabilizing audience levels and stronger national advertising.

Listenership in radio should remain consistent. According to the forecast, FM will see small growth, about 1.0% over the next five years, while AM is expected to decline at a compound annual rate of 0.5%. The AM decline is an improvement. The report says that for the previous five years, AM radio averaged 6.1% reduction in audience share.

On the entertainment side, the forecast says that moderating revenue growth will constrain the television industry (networks, stations, cable networks and barter syndication) with regards to paying more for programming. The study says that total TV programming will reach \$14.1 billion by 1994, a \$5 billion increase from 1989.

The three networks, according to the forecast, will see program spending increase at a 7.5% compound annual rate, about the same rate as the previous five

years. By 1994, programming expenditures will total \$5.9 billion.

Demand for programming by TV stations, which was given a boost by the boom in independent stations, will slow down. As a result, high license fees will decline. The rapid growth of barter syndication will also help keep licensee fees in line.

Barter syndication, which the forecast calls the fastest programming purchaser over the past five years, will continue its fast growth. Syndicators, the study says, "will use barter to augment revenues, anticipating that additional barter income will more than compensate for lost license fees." Barter syndication spending will be at \$2.5 billion in 1994, up \$1.3 billion from last year.

The communications industry as a whole, including the Fifth Estate, filmed entertainment, publishing, recorded music and various other segments, will continue to outpace the overall economic growth during the next five years. The forecast says communications industry spending will grow 7.6%, reaching \$461 billion by 1994, up \$320 million from 1989. Overall growth, though, will be below the 8.9% average from 1984 to 1989. The communications industry, according to the Veronis, Suhler forecast, is now the sixth largest in the U.S. —JF

Marietta sues Intelsat

Martin Marietta Corp. beat Intelsat to the judicial punch, filing a suit against Intelsat in U.S. District Court in a squabble over the failed launch of a \$157 million Intelsat VI satellite by Martin Marietta on March 14. In a two-count complaint, Martin Marietta asked the court for a declaratory ruling that under the terms of its contract, it was not liable for the loss. According to the suit, Intelsat demanded on July 3 that Martin Marietta cover the loss, which includes not only the cost of the satellite, but also \$112 million for launch services. Marietta, which admits its error stranded the communications satellite in a useless, low earth orbit, said it arranged \$220 million in insurance, but Intelsat chose not to take it. If held liable, the complaint said, Martin Marietta would be forced to increase prices to a point where its service are no longer competitive.

This announcement appears as a matter of record only. June 30, 1990.

KCI Radio Partners, Ltd.

\$1,300,000 Private Placement of Limited Partnership Equity
\$2,300,000 Senior Secured Credit Facility

The undersigned served as financial advisor to KCI Radio Partners, Ltd. in the purchase of KKBB-FM in Bakersfield, California.

MALARKEY-TAYLOR ASSOCIATES_{INC.}
COMMUNICATIONS CONSULTANTS, APPRAISERS & INVESTMENT ADVISORS

1130 Connecticut Avenue, NW Suite 700 Washington, DC 20036 202-835-7800 FAX 202-835-7811

KATZ NEGOTIATING TO BUY EASTMAN

*Price tag said to be
\$11 million for rep*

Negotiations are under way for the sale of Eastman Radio, a division of Cincinnati-based Jacor Communications, to New York-based megarep, Katz Communications. Ken Swetz, president of Katz Radio Group, confirmed that a "confidentiality agreement" had been signed last week and that the process was now in the "inspection" stage.

Industry sources confirm an \$11 million price tag for the deal. Swetz said no final amount had yet been settled and the parties are still in the "talking stages" of the process.

Jacor has been looking to exit the rep business since earlier this year, but the resignation of president and chief operating officer, Frank E. Wood, slowed the process. Sources told BROADCASTING that although the purchase of Eastman seemed like a "good idea," strategically it has created some conflict for the company. Specifically, after Jacor's station in Tampa, Fla., WFLZ-FM, rose in the ratings, largely at the expense of Edens Broadcasting's outlet there, WRBQ-FM, Edens, Fla., one of Eastman Radio's largest accounts, took its rep business to Christal Radio—a Katz division.

Prompt resolution of the deal is thought to be of crucial importance to Jacor, since Aug. 20 is the deadline for an extension on interest payments the group owner was given by its banks. In connection with the agreement announced last Monday with the banks, they also extended until Aug. 20 a waiver of a loan provision requiring Jacor to raise \$15 million in equity. The company said that as a condition of the negotiations, Jacor agreed to "defer indefinitely certain payments on subordinated indebtedness, warrants on its capital stock, including the July 16 dividend payment on its 7% cumulative preferred stock."

To help in its refinancing, Jacor announced it has retained Salomon Brothers Inc. In addition to Eastman, Jacor Communications currently owns 13 radio stations, a cable TV system and the Georgia Network.

—LC

DEFERRED PAYMENT

The Management Company Entertainment Group Inc. (M.C.E.G.), an entertainment company involved in talent management, entertainment production, distribution, marketing and financing has reached a 30-day standstill with G.E. Capital regarding a \$72.5 million bridge and credit loans that matured July 14.

M.C.E.G. borrowed the money from G.E. to buy Virgin Vision Ltd., an independent movie, television distributor from the London-based Virgin Group. M.C.E.G. will continue to negotiate financing arrangements and also has a 30-day grace period on the interest of the subordinated debentures before they will be in default.

PARTNERS NEEDED

One of the Nation's largest 900 services providers is looking for individuals with solid media contacts in any of the top 50 markets.

Qualified candidates may be invited to participate in a strategic partnership for the purpose of developing a major new 900 service.

Profit potential is essentially unlimited.

An investment of \$5,000 is required upon acceptance.

Call Brent Franks or Wayne Menthon for detailed information.

(214) 960 - 9281

CHANGING HANDS

WAWK(AM) Kendallville and WBTU(FM) Fort Wayne, both Indiana. □ Sold by Fort Wayne Media Ltd. to Kempff Communications Co. for \$5.6 million ("In Brief," July 16). Price includes \$3.2 million cash at closing, \$1.6 million noncompete covenant and \$800,000 promissory note payable in 10 years at 10%. Stations were acquired in December 1986 and January 1987 respectively. Seller is headed by Carl Lanci and has no other broadcast interests. Buyer is headed by Ronald L. and Paul L. Kempff, father and son, and is licensee of WKFI-FM Celina, Ohio, and KLDZ-FM Lincoln, Neb. WAWK is daytime with oldies format on 1140 khz with 250 watts. WBTU has country format on 93.3 mhz with 50 kw and antenna 450 feet above average terrain. *Broker: Lee M. Hague of Cecil L. Richards Inc.*

WVMI(AM)-WQID(FM) Biloxi, Miss. □ Sold

PROPOSED STATION TRADES

Station deals last week: **19**

Dollar value: **\$12,404,010**

1990 station deals: **505**

1990 value: **\$1,289,747,401**

by Family Group Broadcasting Operating Ltd. to Telesouth Communications Inc. for \$2.1 million. Price includes \$50,000 deposit with balance due in cash at closing. Stations were acquired in October 1987 for \$7.9 million. Seller is headed by Ian Wheeler and Frank S. Detillo, and has interest in WPGX-TV Panama City, Fla., and WLKT-TV Lexington, Ky. Buyer is headed by Stephen C. Davenport and Harris B. Henley, and is licensee of

WKXG(AM)-WYMX(FM) Greenwood, Miss. WVMI has country format on 570 khz with 5 kw day and 1 kw night. WQID has Top 40 format on 93.7 mhz with 100 kw and antenna 1,012 feet above average terrain. *Broker: The Connelly Co.*

WSJU(TV) San Juan, P.R. □ Sold by For Three Star Telecast to International Broadcasting Corp. for \$1.22 million. Price includes \$1 million cash at closing and \$220,000 assumption of debt. Station went on air in August 1984. Seller is headed by Barakat Saleh and Len Gawrych and has interest in WSVI(TV) Christiansted, St. Croix, V.I. Buyer is headed by Pedro Roman Collazo and Margarita Nazario and is licensee of WVOZ-FM Carolina, P.R., and parent of Continental Broadcasting Corp., licensee of WVOZ(AM) San Juan, P.R. Collazo owns 100% of Southwestern Broadcasting Corp., licensee of WYKO(AM) Sabana Grande and WBOZ-FM Hormigueros, both Puerto Rico. Sale of WVOZ(AM) and WYKO(AM) to Aerco and Juan Galiano Rivera, respectively, are pending. WSJU is NBC affiliate on ch. 18 with 700 kw vis. 70 kw aural and antenna 2,790 feet above average terrain.

WBTR-FM Carrollton, Ga. □ Sold by Carroll County Media Inc. to Reliance Broadcasting Inc. for \$1.115 million. Total is due in cash at closing, and includes \$300,000 noncompete covenant and \$15,000 for accounts receivable. Station was acquired in July 1985 for \$525,000. Seller is headed by Dallas M. Tarkenton, who has interest in Tarkenton Broadcasting Co., licensee of WJGA(FM) Jackson, Ga. Tarkenton is brother of former NFL quarterback Fran Tarkenton. Buyer is headed by Sheldon and Paula Davis, Jeffrey Davis, F.J. Damewood III and Kenneth L. Bazzle, and has no other broadcast interests. WBTR-FM has adult contemporary format on 92.1 mhz with 580 watts and antenna 635 feet above average terrain. *Broker: The Thorburn Co.*

KXTQ(AM)-KKIK(FM) Lubbock, Tex. □ Sold by Bakcor Broadcasting Inc., debtor in possession, to William S. Sanders for \$750,000. Total is due in cash at closing. Stations were acquired in March 1987 for \$1.3 million. Seller is headed by George Bakke and recently sold KORQ-AM-FM Abilene, and KMND(AM)-KNMF(FM) Midland, both Texas. Buyer is headed by William S. Sanders, who is 86.83% shareholder of Wagontrain Communications Inc., which owns 100% of Arroyo Broadcasting Corp., licensee of KPER-FM Hobbs, N.M. Sanders

MID-ATLANTIC BROADCASTING COMPANY

\$9,250,000

Refinancing of Senior Credit Facility

The undersigned acted as financial advisor to the borrower and arranged for the private placement of the notes.

**BLACKBURN
CAPITAL MARKETS**

BLACKBURN & COMPANY, INCORPORATED

Washington • New York • Atlanta • Chicago • Beverly Hills

owns 23.75% of Encantada Broadcasting Corp., licensee of KHEI(AM) Kiehi and KVIB(FM) Makawao, both Hawaii. KXTQ has Spanish hit format on 950 khz with 5 kw day and 500 watts night. KKIK has country format on 93.7 mhz with 100 kw and antenna 740 feet above average terrain. *Broker: Chapman Associates.*

WXRI(FM) Windsor, Va. □ Sold by JH Communications to Willis Broadcasting Corp. for \$450,000. Total is due in cash at closing. Station is dark. Seller is headed by Joseph A. Booth and Robert H. Cauthen and has no other broadcast interests. Buyer is headed by L.E. Willis Sr. and Hortense Willis, and has interest in KDFT(AM) Ferris, Tex.; KLRG(AM) North Little Rock, KFTH-FM Marion, KMZX-FM Lonoke and KSNE-FM Marshall, all Arkansas; WSFU(FM) Union Springs and WAYE(AM) Birmingham, both Alabama; WBOK(AM) New Orleans; WESL(AM) East St. Louis, Ill.; WGSP(AM) Charlotte, WSRC(AM) Durham, WBXB-FM Edenton, WDJB-FM Windsor, WKJA(FM) Belhaven and WVRS(FM) Warrenton, all North Carolina; WIMG(AM) Ewing, N.J.; WPCE(AM) Portsmouth, Va.; WTJH(AM) East Point, Ga.; WURD(AM) Philadelphia; WWCA(AM) Gary and WPZZ(FM) Franklin, both Indiana; WKWQ(FM) Batesburg and WWPB(FM) Marion, both South Carolina, and WIMV(FM) Madison, Fla. WXRI is on 107.7 mhz with 3 kw and antenna 328 feet above average terrain. *Broker: Snowden Associates.*

KSPK(FM) Walsenburg, Colo. □ Sold by Hargrave Broadcasting Co. to Mainstreet

Broadcasting Co. of Colorado Inc. for \$275,000. Price includes \$90,000 cash at closing, 50% of all accounts receivable 120 days or less old and \$185,000 promissory note payable in five years at 8%. Station was acquired in January 1989 for \$100,000. Seller is headed by Charles M. and Cindi Johnson Hargrove, husband and wife, and has no other broadcast interests. Buyer is headed by Elliot H. Weir Jr. and Tom E. Greene III, and has no other broadcast interests. KSPK has country format on 102.3 mhz with 1.9 kw and antenna 377 feet above average terrain.

KMLA(AM) Texarkana, Tex., and KMLA-FM Ashdown, Ark. □ Sold by KMLA Radio Co. to Waller Broadcasting Inc. for \$250,000. Price includes \$100,000 cash at closing and \$150,000 promissory note payable in five years at 10%. Stations were acquired in April 1980 and May 1983, respectively. Seller is headed by John and David Crow, and has no other broadcast interests. Buyer is headed by William Dudley Waller, Dorothy Reid Waller and William Dudley Waller Jr., and has contracted to sell KEBE(AM)-KOOI(FM) Jacksonville, Fla., to Broad Based Communications ("Changing Hands," Feb. 26). KMLA is fulltime with Top 40 format on 1400 khz with 1 kw. KMLA-FM has country format on 103.9 mhz with 3 kw and antenna 210 feet above average terrain. *Broker: Chapman Associates.*

For other proposed and approved sales see "For the Record," page 93.

Fifth Estate Earnings Reports

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
MGM/UA	Third	\$148,381	-44%	(\$2,970)	NM	(\$0.45)
Nelson Holdings	First	\$18,917	15.6%	(\$3,234)	NM	(\$0.92)
Paramount	Second	\$811,500	16%	\$21,200	-67%	\$0.18
Spelling Ent.	Third	\$37,429	-40%	\$1,329	-53%	\$0.03

MGM/UA attributed third-quarter loss to decline in number of feature films released this year. For nine months ended May 31, 1990, MGM/UA posted operating income of \$24,363,000 compared to \$11,842,000 for same period last year, including \$24.5 million gain for television programs. ■ **Paramount Communications Inc.** said that television syndication results benefitted from profitability of *Arsenio Hall Show*, *Cheers*, *The Lucy Show* and *Love American Style*. Company also said that USA Network (jointly-owned with MCA) posted improved profits for six months ended April 30, because of higher advertising revenues. ■ **Spelling Entertainment** said lower net income for quarter "reflects increased interest and purchase price amortization resulting from the company's acquisition of Worldvision." Worldvision has also acquired distribution rights for Spelling's *Twin Peaks* and *American Chronicles*, which premieres on Fox this fall. Spelling says revenue from its program library is also increasing.

The industry's
most intelligent,
hard working,
street fighting,
hands-on team.

Providing the Broadcast Industry with Brokerage Services Based Strictly on Integrity, Discretion and Results

BRIAN E. COBB
CHARLES E. GIDDENS
703-827-2727

RANDALL E. JEFFERY
407-295-2572

ELLIOT B. EVERS
415-391-4877

RADIO and TELEVISION BROKERAGE
FINANCING • APPRAISALS



MEDIA VENTURE
PARTNERS

WASHINGTON, DC
ORLANDO
SAN FRANCISCO

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.

	Closing Wed Jul 18	Closing Wed Jul 11	Net Change	Percent Change	P/E Ratio(000,000)	Market Capitali- zation
--	--------------------------	--------------------------	---------------	-------------------	-----------------------	-------------------------------

BROADCASTING

N	(CCB) Capital Cities/ABC 615	625	1/2	-10	1/2	-01.67	21	10,662		
N	(CBS) CBS	193	5/8	198	1/2	-4	7/8	-02.45	15	4,580
A	(CCU) Clear Channel	11	5/8	11	3/8	1/4	02.19	-50	44	
O	(JCOR) Jacor Commun.	3	1/8	3	3/8	-	1/4	-07.40	-2	31
O	(LINB) LIN	72	72	1/8	-	1/8	-00.17	-25	3,713	
O	(OSBN) Osborn Commun.	10	10				00.00	-62	69	
O	(OCOMA) Outlet Comm	17	17				00.00	27	111	
A	(PR) Price Comm.	3	3/8	3	3/8		00.00		30	
O	(SAGB) Sage Best	1	5/8	1	5/8		00.00	-1	6	
O	(SCRIP) Scripps Howard	56	57			-1	-01.75	25	578	
O	(SUNNC) SunGroup Inc.	3/4	3/4			-	-00.00	-1	1	
O	(TLMD) Telemundo	5	7/8	6	5/8	-	3/4	-11.32	-2	134
O	(TVXGC) TVX Broadcast	7	1/2	7	1/2		00.00		54	
O	(UTVI) United Television	34	1/2	34	1/4	1/4	00.72	3	374	

BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	34	5/8	34	1/8	1/2	01.46	29	673	
N (AFL) American Family	16	3/4	16	3/4		00.00	17	1,361	
O (ACOMA) Assoc. Comm.	31	30	1/2	1/2	01.63	-70	577		
N (CCN) Chris-Craft	30	5/8	30	1/2	1/8	00.40	1	769	
O (DUCO) Durham Corp.	28	28				00.00	15	236	
N (GCI) Gannett Co.	36	1/2	37	-	1/2	-01.35	14	5,875	
N (GE) General Electric	74	3/8	72	1/8	2	1/4	03.11	16	66,724
O (GACC) Great American	4	3/4	5	1/8	-	3/8	-07.31	-1	166
A (HTG) Heritage Media	5	1/4	5		1/4	05.00	-7	236	
N (JP) Jefferson-Pilot	43	1/4	43	1/2	-	1/4	-00.57	11	1,616
N (LEE) Lee Enterprises	22	5/8	24	3/8	-1	3/4	-07.17	13	544
N (LC) Liberty	50	1/8	47	5/8	2	1/2	05.24	11	426
N (MHP) McGraw-Hill	55	1/2	56	5/8	-1	1/8	-01.98	81	2,701
A (MEGA) Media General	28	26	1/4	1	3/4	06.66	63	722	
N (NDP) Meredith Corp.	29	3/8	30	1/4	-	7/8	-02.89	17	546
O (NMEDC) Multimedia	69	69	1/4	-	1/4	-00.36	21	780	
A (NYTA) New York Times	23	3/4	24	3/8	-	5/8	-02.56	7	1,854
N (NWS) News Corp. Ltd.	20	1/2	21	-	1/2	-02.38	12	5,503	
O (PARC) Park Commun.	20	3/4	20	3/8	3/8	01.84	22	429	
O (PLTZ) Pulitzer Pub	26	25			1	04.00	9	272	
O (RTSY) Reuters Ltd.	68	1/2	70	1/4	-1	3/4	-02.49	32	29,529
O (AUF) Stauffer Comm	145	145				-00.00	48	144	
N (TMC) Times Mirror	30	1/4	30	3/8	-	1/8	-00.41	14	3,887
O (TMCD) TM Commun	3/16	3/16				00.00	-1	1	
N (TRB) Tribune	41	7/8	42	-	1/8	-00.29	13	2,874	
A (TBSA) Turner Bstg.'A'	51	1/2	51	3/4	-	1/4	-00.48	-143	2,553
A (TBNB) Turner Bstg.'B'	50	1/2	51	1/8	-	5/8	-01.22	-140	1,353
N (WPO) Washington Post	263	259	3/4	3	1/4	01.25	17	3,284	

	Closing Wed Jul 18	Closing Wed Jul 11	Net Change	Percent Change	P/E Ratio(000,000)	Market Capitali- zation
--	--------------------------	--------------------------	---------------	-------------------	-----------------------	-------------------------------

PROGRAMING

O (ALLT) All American TV	3	1/2	3	1/2		00.00	6		
N (CRC) Carolco Pictures	12	3/8	12		3/8	03.12	28	369	
A (CLR) Color Systems	2	5/8	2	1/4	3/8	16.66	-2	15	
O (DCPI) dick clark prod.	6	3/4	7	-	1/4	-03.57	29	55	
O (FNNI) FNN	8	1/2	8	7/8	-	3/8	-04.22	25	153
A (FE) Fries Entertain.	15/16	15/16				00.00	-1	4	
A (HHH) Heritage Ent.	1	7/8	1	3/4	1/8	07.14	-1	14	
N (HSN) Home Shop. Net.	7	3/8	7	3/4	-	3/8	-04.83	-81	661
O (IBTV) IBS	1	1/2	1	1/2		00.00	18	4	
N (KWP) King World	35	1/2	35	1/2		00.00	11	897	
O (KREN) Kings Road Ent.	7/32	7/32				00.00		1	
N (MCA) MCA	51	53	1/2	-2	1/2	-04.67	19	3,746	
N (MGM) MGM/UA Comm.	18	1/4	17	3/4	1/2	02.81	-27	928	
A (NNH) Nelson Holdings	5	1/8	5	3/4	-	5/8	-10.86	22	
O (NNET) Nostalgia Net	1	1/16	1	3/16	-	1/8	-10.52	-1	5
N (OPC) Orion Pictures	15	3/8	15	7/8	-	1/2	-03.14	22	277
N (PCI) Paramount Comm	43	3/4	41	3/4	2	04.79	24	5,199	
N (PLA) Playboy Ent.	5	1/2	5	3/4	-	1/4	-04.34	-39	51
O (QNTQE) Quintex Ent	1	1/4	1	1/4		-00.00		2651	
O (QVCN) QVC Network	12	1/2	12	1/4	1/4	02.04	-178	214	
O (RVCC) Reeves Commun.	6	3/4	6	3/4		00.00	-6	85	
O (RPICA) Republic Pic.'A'	8	8				00.00	32	34	
O (RPICB) Republic Pic.'B'	6	3/4	7	7/8	-1	1/8	-14.28	75	28
O (SP) Spelling Ent	7	1/4	7	1/2	-	1/4	-03.33	30	240
O (JUKE) Video Jukebox	6	3/8	6	7/8	-	1/2	-07.27	-33	59
N (DIS) Walt Disney Co.	130	134	1/2	-4	1/2	-03.34	23	17,575	
O (WONE) Westwood One	6	1/4	6		1/4	04.16	-3	91	

CABLE

A (ATN) Acton Corp.	10	3/8	11	-	5/8	-05.68	38	16	
O (ATCMA) ATC	35	36	1/4	-1	1/4	-03.44	37	3,815	
O (CTEX) C-Tec Corp.	21	3/4	20		1	3/4	08.75	362	368
A (CVC) Cablevision Sys.'A'	25	5/8	25	3/4	-	1/8	-00.48	-3	567
A (CTY) Century Comm	8	8				00.00	-7	522	
O (CMCSA) Comcast	14	13	1/8	7/8	06.66	-10	1,579		
A (FAL) Falcon Cable Sys	12	3/4	12	5/8	1/8	00.99	-12	81	
O (JOIN) Jones Intercable	9	1/2	9	3/4	-	1/4	-02.56	-5	117
N (KRI) Knight-Ridder	50	3/4	49	3/8	1	3/8	02.78	10	2,610
I (RCL.A) Rogers 'A'	12	3/4	11	7/8	7/8	07.30	-17	349	
I (RCL.B) Rogers 'B'	8	5/8	8	3/8	1/4	03.60	-12	568	
O (TCAT) TCA Cable TV	15	1/4	14	1/2	3/4	05.17	-41	369	
O (TCOMA) Tele-Commun.	15	1/8	14	1/2	5/8	04.31	-20	5,340	
N (TWX) Time Warner	102	5/8	99	3/8	3	1/4	03.27	-12	5,890
O (UAECA) United Art.'A'	15	15				00.00	-15	2,094	
O (UAECB) United Art.'B'	15	1/2	15	1/4	1/4	01.63	-15	1,035	
N (VIA) Viacom	25	5/8	24	5/8	1	04.06	-13	1,367	

FOCUS ON FINANCE

Media stock activity was generally mixed and modest last week, in line with market indices. Among deal stocks, MGM, whose shareholders are to receive a partial payment of \$4 cash per share beginning this Friday, was up 3% for the week, to 18 1/4. TVX Broadcast Group was even for the week at 7 1/2, while General Instrument was down 1% to 45 1/4. The slide in Jacor that began over a month ago continued last week with the stock falling 7% to 3 1/4. The company said it would indefinitely defer certain payments on subordinated debt, warrants or stock. Also continuing to slide on bad news was C-Cor Electronics, which fell 11% to \$9. The cable equipment manufacturer said it planned to lay off about 90 workers at two Pennsylvania plants due to weak orders caused, in part, by

cable operator concerns about reregulation. MSO stocks themselves were mixed for the week. Orion Pictures Corp. was off 3% for the week during which the company announced a loss for the first quarter. MCA announced a decline in second-quarter net income and the stock was off 5% to \$51. Liberty Corp. was up 5% to 50 1/4. Gabelli Group said it had increased its holding in Cosmos Broadcasting parent company to 7.22%. Sandler Capital Management said it cut its stake in Multimedia from roughly 8% to 3%. Telemundo fell 11% to 5 1/4. The Hispanic broadcaster recently said it sold six million newly issued shares, for \$37.5 million, to controlling stockholders Reliance Capital Group and Reliance Insurance company, increasing their respective holdings to 43% and 35%.

Closing Wed Jul 18	Closing Wed Jul 11	Net Change	Percent Change	Market Capital- ization P/E Ratio(000,000)
--------------------------	--------------------------	---------------	-------------------	--

EQUIPMENT & MANUFACTURING

N (MMM) 3M	89	3/4	89	1/2	1/4	00.27	15	19,984
O (AFTI) Am. Film Tech	11	1/2	11	5/8	-	-01.07	44	1,123
N (ARV) Arvin Industries	17	1/2	16	3/4	3/4	04.47	31	328
O (CCBL) C-Cor Electronics	9	10	1/8	-	1 1/8	-11.11	7	38
N (CHY) Chyron	1	7/8	1	7/8		00.00	-5	21
A (COH) Cohn	11	3/4	11	7/8	-	-01.05	9	22
N (EK) Eastman Kodak	40	3/4	39	7/8	7/8	02.19	25	13,226
N (GRI) Gen. Instrument	45	5/8	46	1/8	-	-01.08	13	1,258
N (HRS) Harris Corp.	34	1/8	32	3/4	1 3/8	04.19	35	1,366
N (IV) Mark IV Indus.	12	3/4	12	3/4		00.00	3	179
O (MATT) Matthews Equip.	1	7/8	2	1/8	-	-11.76	93	11
O (MCDY) Microdyne	3	7/8	3	7/8		00.00	55	15
O (MCOM) Midwest Comm.	2	1/2	3		-	-16.66	7	7
N (MOT) Motorola	85	7/8	86	3/8	-	-00.57	22	11,198
A (PPI) Pico Products	1		1			00.00		3
N (SFA) Sci-Atlanta	28	3/8	28	1/2	-	-00.43	15	628
N (SNE) Sony Corp.	60	1/4	58	5/8	1 5/8	02.77	30	17,026
N (TEK) Tektronix	16	1/8	15	7/8	1/4	01.57	-15	468
N (VAR) Varian Assoc.	30	1/2	30	1/8	3/8	01.24	23	580

Closing Wed Jul 18	Closing Wed Jul 11	Net Change	Percent Change	Market Capital- ization P/E Ratio(000,000)
--------------------------	--------------------------	---------------	-------------------	--

O (WGNR) Wegener	1	3/4	1	3/4		00.00	-87	12
N (WX) Westinghouse	39	37	1/4	1 3/4		04.69	12	11,288
N (ZE) Zenith	7	5/8	7	3/4	-	-01.61	-2	203

SERVICE

O (AGRPC) Andrews Group	2	3/8	2	3/8		00.00	-1	21
O (BSIM) Burnup & Sims	9	3/8	9		3/8	04.16	19	118
N (CQ) Comsat	33	7/8	33	3/4	1/8	00.37	9	573
N (DNB) Dun & Bradstreet	46	1/8	46	5/8	-	-01.07	15	8,540
N (FCB) Foote Cone & B.	28	1/4	29	1/8	-	-03.00	15	302
O (GREY) Grey Adv.	182	163		19		11.65	17	206
O (IDBX) IDB Comm.	10	1/2	11		-	-04.54	35	52
N (IPG) Interpublic Group	36	5/8	35	1/2	1 1/8	03.16	17	1,266
O (OMCM) Omnicom	26		26			00.00	13	676
N (SAA) Saatchi & Saatchi	4	1/2	4	3/8	1/8	02.85	-4	713
O (TLMT) Telemation	2	1/4	2	1/4		00.00	4	10
A (UNV) Unitel Video	8	1/4	8		1/4	03.12	-19	17

Standard & Poor's 400	431.53	419.50	12.03	2.8
-----------------------	--------	--------	-------	-----

RADIO SYNDICATION SPECIAL REPORT

Continued from page 55

Tonight, *People in the News*, *Consumer Focus*, *Farm Focus*, *Commodity Focus*, *Hollywood Focus*, *Science and You*, *Your Money*, *My Side*, *Sports File* and *Feature File*. Also, three times each day, UPI feeds *Perceptions*, a commentary program featuring observations from correspondent Pye Chamberlayne. All features are 60 seconds long, except for *Sports File* and *Feature File*, which are two minutes.

Los Angeles-based **Westwood One Radio Networks** was founded in 1975 by Chairman and CEO Norm Pattiz to produce and distribute syndicated radio programming. The company went public in

1984 and a year later purchased the Mutual Broadcasting System. In 1987 Westwood One also acquired the NBC Radio Networks, including The Source and TalkNet. Through its individual radio networks the company currently distributes a wide variety of short- and long-form programming to some 3,000 affiliates nationwide. All Westwood One programs are distributed via satellite on Satcom 1-R.

Westwood One's long-form programs—ranging in length from one to five hours—include *American Dance Traxx*; *Casey's Top 40 with Casey Kasem*; *Classic CD's*; *The Countdown*; *Dick Bartley's Original Rock & Roll Oldies Show*; *Dr. Demento*; *Encore with*

William B. Williams; *Fresh Traxx*; *Future Hits*; *High Voltage*; *In Concert*; *In Concert: New Rock*; *In the Spotlight*; *The Jazz Show with David Sanborn*; *The Lost Lennon Tapes*; *Off the Record with Mary Turner*; *On a Country Road with Lee Arnold*; *On the Radio*; *Pirate Radio USA*; *Scott Shannon's Rockin' America Top 30 Countdown*; *Superstar Concert Series*, and *Timothy White's Rock Stars*.

Short-form features, varying in length from 60 seconds to seven minutes, include *BBC Classic Tracks*, *Casey's Biggest Hits*, *Country Comments*, *Entertainment Report*; *In the Lyons Den with Jeffrey Lyons*, *MTV News*, *New Gold on CD with Dick Bartley*, *Rock Calendar* and *The Rock Report*. ■

TECHNOLOGY

MONITORING RADIO STATIONS VIA SATELLITE

NSN tracks variety of station technical operations from Colorado

National Supervisory Network, Avon, Colo., a company which a year ago began offering a new way for radio stations to monitor their transmitter operations and maintain their emissions within FCC regulations (BROADCASTING, June 5, 1989), has had a slow start. So far, the network includes only nine stations. But NSN's president, Bill Sepmeier, still expects to reach his goal of 250 stations on line by the end of the company's second year.

He has reasons to feel optimistic. Within the next 60 days, Sepmeier plans to have an additional 20 stations on line in cities across the country. Since NSN exhibited at the National Association of Broadcasters convention in April, the pace of contract agreements has risen to one a week. The network's staff and services have grown to the extent that next month it is moving out of its current Avon headquarters to more spacious facilities in South Denver, Colo.

NSN is a satellite-linked system designed to monitor and adjust station systems by remote control, including transmitters, Emergency Broadcast System interfaces, alarm systems, tower lighting systems and others. Engineers at NSN's "hub" in Avon monitor station operations seven days a week, 24 hours a day. In emergencies, an alarm goes off at the hub and NSN's engineers contact station engineers. A malfunctioning transmitter can be restarted or readjusted from the hub in some cases. NSN will also reduce power for nighttime operation, test backup power systems and perform several other functions normally done by station engineers.

The current rate for NSN's service is \$875 a month (\$10,500 annually) following a 9% increase that went into effect June 1. "But it's still less than a third of [the cost of 24-hour staffing at] minimum wage," Sepmeier said.

But still, NSN has been a hard sell. "You never know why people are hesitant to sign," Sepmeier said. "I think it's been a combination of the fact that we are using a new technology for the broadcasting industry. No one has ever done this type of thing. Controlling a station in Florida from Colorado just



NSN's hub in Avon, Colo.

sounds like there is a sort of gray area of the rules to a lot of people." But now he claims that broadcasters are beginning to see NSN as a legal service and not a fly-by-night business, he said.

Most of the nine stations now on the network have been receiving the service for about six months. They are located in cities in four different time zones in the continental U.S. and in all market sizes. One of NSN's stations is in San Diego and two stations going on line soon are in the Dallas-Fort Worth area. "It depends on what people want us for. If they want to lock the door and run away unattended in a little town they can do it. Other stations see us strictly as quality assurance," Sepmeier said.

NSN has been located at its current Avon offices since Sepmeier founded the firm two years ago. In mid-August it will move to the Inverness Technical Park in South Denver because "the whole plant is outgrown," he said. The company has recently grown to 10 employees, he said, and will continue to grow as more stations join the network.

Those who wish to subscribe to NSN are provided free installation of satellite and computer hardware and software, including a proprietary computer card

for interface with the hub. So far, system installations have been relatively easy, even for stations with very old transmitters and other facilities, Sepmeier said. "We try to cover all of the bases in planning of this. We send out one of our engineers to help if there is a problem," he said.

Sepmeier declined to give a list of the stations now on the network for legal reasons. Because some of the NSN subscribers use the service as a way to close their doors at night and leave their facilities unattended, publishing the call letters of those stations could leave NSN liable for damages should a break-in occur, he claimed.

One station, however, that gave Sepmeier permission to name it is KSNO-AM-FM Aspen, Colo. That station's programming and operations director, Vic Garrett, gave the system high marks for its 24-hour monitoring. The main advantage for KSNO, he said, is that it keeps it within FCC guidelines. "We were basically not that legal" before implementing NSN, Garrett said. "I was able to monitor the transmitter at home via phone lines on a real shaky system. There was no alarm system. It was just a matter of me checking it all the time,

which, of course, is not legal. Also we were not legal as far as EBS goes."

In addition to monitoring and remote control, several other satellite-delivered services are offered to NSN subscribers. "Any station in the group can establish communications with any other station in the group," Sepmeier said. If a large radio group, for example, wanted to transfer a particular spot to all of its stations, it could do it over NSN and in CD-quality digital audio if desired.

In addition, FCC-related news and other information is regularly delivered to NSN customers over the network. "They send a lot of great information over the computer line, such as up-to-date weather reports" KSNO's Garrett said. "They can tell us when an electrical storm is coming our way. They monitor all of the lightning strikes, and that's real nice to know for planning back-up engineering."

A new feature, now in the testing

phase, is NSN's TrendSetter software, designed for stations that are staffed with engineers 24 hours a day but would still like some of the network's features. The software provides for automatic logging of the transmitter, EBS and alarms. It is upgradeable to the full NSN software package. Sepmeier said that TrendSetter will be available for purchase in time for NAB's Radio '90 convention in Boston (Sept. 12-15). No price has been set.

—RMS

AUGUST RELEASE EXPECTED FOR HDTV TEST SCHEDULE

The often-delayed announcement of the schedule for testing of the seven high-definition and enhanced-definition terrestrial transmission systems proposed to the FCC's advisory committee on advanced television service, has been delayed yet again. The advisory committee's chairman, Richard Wiley, partner in the law firm of Wiley, Rein & Fielding, has decided to postpone release of the schedule until after the completion of two key tasks, the delivery of a video format converter and the finalization of a test procedures plan.

"I think [Wiley] would be wise to wait until he's sure he has all of the things lined up that are necessary from the advisory committee," said Peter Fannon, executive director of the Advanced Television Test Center (ATTC). When testing begins, hopefully by the end of the year, it will be performed at a lab built by ATTC in Alexandria, Va. Along with the format converter and test procedures plan, there are other issues that could cause delays, although it appears most or all of them will be solved by the end of August, Fannon said.

Announcement of the new test schedule had been expected from Advisory Committee Chairman Wiley this month, following a delay in the announcement in early June which was in part due to General Instrument's late entry of its DigiCipher all-digital transmission system to the advisory committee. But potentially more serious causes for delay were already looming at the time.

During a meeting of the advisory committee's systems subcommittee last month (BROADCASTING, July 2) Fannon reported that the format converter was behind schedule for its delivery. It is considered a crucial piece of equipment, needed to produce videotaped test materials to be used in the lab tests.

The format converter is a device

ATTC designed to simultaneously record the same moving pictures in the video formats that are optimal for each proposed transmission system. The resulting test videos will be input into each proponent's encoding equipment and through an RF test bed that will simulate the systems performance over a TV transmitter.

ATTC contracted with Tektronix Inc., Beaverton, Ore., to build the system, which was originally scheduled for delivery in June. "We anticipate that it will be delivered in time for production to begin this year, perhaps as late as September," said Wiley's assistant, Alex Felker, former FCC Mass Media Bureau Chief.

Fannon said last week that ATTC has a written commitment from Tektronix to have a testable prototype of the format converter ready by early August, a deadline that ATTC still expects will be met. Production of the test material with a finished format converter is not expected

to start until September.

The techniques that will be used to produce the test materials have also been a source of delay and controversy. A specialists group within the advisory committee recently decided what scenes will be included in the videos. The precise techniques for adjusting the cameras during the shooting of those scenes is still being discussed.

Meanwhile, even the still images to be tested on each system have not yet been finished. NASA and Kodak donated test stills to ATTC, but many of them were found to be unsatisfactory. New stills "are shot and sitting on a roll of film. Whether they are good enough remains to be seen," Fannon said.

The test procedures plan appears to be on a smoother track, with completion expected by the end of this month. Most of the work now centers on updating the earlier-approved draft of the plan (to take out references to augmentation systems, for example) and simplify it where possible. It now appears that under the new plan, eight weeks will be set aside for testing of the four proposed analog systems (Faroudja's SuperNTSC, Sarnoff's ACTV, Philips' analog simulcast HDTV and NHK's NarrowMUSE) and 10 weeks for the three all-digital or hybrid digital systems (General Instrument's DigiCipher, Zenith's SC-HDTV and MIT's channel-compatible system).

After the test schedule is set, Fannon said that there will be other urgent issues to be settled before the first system can be tested. Among them will be the question of how to interpret the huge amounts of data that will be compiled during the testing process.

The interpretation method "really has to be in place before testing begins because you can't assume that you're going to change the way in which you analyze the information each time you find something new," Fannon said. —RMS

DESTINATION HOLLAND

IBC, the leading international technical gathering will move from Brighton, England, to Amsterdam beginning in 1992, after more than two decades in the UK coastal resort town. Organizers of the biennial International Broadcasting Convention, next scheduled for Sept. 21-25 in Brighton, cited as reasons behind the move the greater exhibit space of Amsterdam's RAI Exhibition and Congress Center, along with the city's larger hotel capacity. More than 20,000 attended the last IBC conference and equipment exhibit in 1988.

MEDIA

NEW YORK BROADCASTERS TACKLE TOUGH ISSUES

Among concerns at annual meeting are ad tax and beer and wine proposals, cable reregulation, political ads and telco entry

The 29th annual meeting of the New York State Broadcasters Association gave members a chance to talk about the issues that matter the most to them, including programing, cable reregulation, ad taxes, political advertising and license renewal.

The convention, held last week at Saratoga Springs, N.Y., drew more than 360 members of the Fifth Estate. Also in attendance were New York Governor Mario Cuomo, New York Mayor David Dinkins, who was honored as the association's "New Yorker of the Year" and Republican gubernatorial candidate Pierre Rinfret.

Cuomo, who has often been suggested as a possible Democratic presidential candidate, told attendees that television and radio together are one of the "most important institutions in the United States." The governor said that he was "close to the Reagan position on the Fairness Doctrine" and questioned whether the electronic media should be regulated. The survival of the media, Cuomo said, rests on business and on that note the governor reiterated his advocacy of budgetary responsibility. He said that he supports lower interest rates as a way to encourage business and added that this would also bring in advertising revenue. The governor concluded by praising broadcasters for their voluntary efforts in antidrug campaigns. He also criticized the federal government for not allocating additional funds for on-air antidrug programs.

The governor's opponent, a 66-year-old economist turned politician, told broadcasters that he was "not going to get into your territory" except to say "thank God you are around. If not, this democracy would not exist." However, Rinfret did not praise every broadcaster in attendance. Bill O'Shaughnessy, president of WVON(AM)-WRTN(FM) New Rochelle, N.Y., was repeatedly chided by Rinfret for apparently being a "Republican for Cuomo." O'Shaughnessy took the ribbing in stride.

New York State Republican Party Chairman Pat Barrett told attendees that

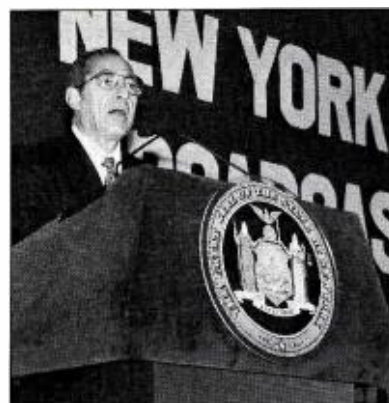


Representative Lent and NAB's Eddie Fritts (above) and Governor Cuomo (below).

he is against regulating negative political ads and opposed to free air time for politicians. "If I were looking for a way to get Americans to watch less TV, that would be it," Barrett said, adding that broadcasters "should not have to pay the price to change the attitudes of the American electorate."

National Association of Broadcasters President Eddie Fritts, who, along with Congressman Norm Lent (R-N.Y.) addressed the convention, said that he did not think that there had ever been so many "life threatening" issues to broadcasters on the table at any one time in history. Fritts praised Lent, the ranking Republican on the House Energy and Commerce Committee, as someone who has been "very helpful to broadcasters."

Lent, while "applauding the fact that there was less regulation in broadcasting," reminded attendees that he voted for cable deregulation in 1984. Said Lent: "I think on balance [cable deregulation] has been pretty good for consumers, but we're going back and taking another look. We're not doing this for the benefit of your industry, we're doing it for the general public at large. There is a general uneasiness out there in the country with respect to cable." Lent said that there are "pockets of prob-



lems" throughout the United States. Lent said that his house has been picketed by irate consumers upset about not seeing certain sporting events on cable because of a dispute between Madison Square Garden Network and a Long Island cable system. "We found out that there is a whole subculture out there of people who don't care about anything else except sports on television, the congressman said. Lent called the reregulation efforts modest. A modest dose, he said, is a good thing. Lent added that he hoped that reregulation would help fix the other problems concerning broadcasters such as must carry and channel

positioning.

On the subject of telco entry, Lent said that he is a "typical Republican" who believes that entrepreneurs should be permitted to go into any business. "Some of us who don't feel strongly towards reregulation [of cable]," Lent said, "say, better than reregulation, how about some competition?" Lent recognized broadcasting concerns, but added that "as a Republican who has never supported structural regulation in your own industry, on the same basis I feel that we really have no reason to keep the telephone companies out." Lent said that the middle ground, "which may not be suitable to broadcasters," would allow the telcos not to program, but to simply transmit the service.

Fritts said that replacing one monopoly with another would not solve any problems.

On the issue of free time for politicians, Lent said that he viewed all campaign reform bills with "suspicion." Although he does not expect any sort of reform to be passed this year, Lent warned broadcasters to watch it. "It has a ring to it...it will come back," Lent said.

Both Fritts and Lent stated that they are against warning statements for beer and wine commercials. Fritts said that would drive the advertisers off the air. Lent wondered if it wasn't redundant to have warnings on both bottles and cans of beer and wine and on TV and radio ads. Lent does not think any warning legislation will pass this year, but he added that there is a constituency that wants the warnings.

Another advertising issue discussed at the convention was ad taxes. A panel made up of Dennis Brown of the State Advertising Coalition, Washington, D.C.; DeWitt Helm of the Association of National Advertisers; Matt Mataraso, Shea Gould, Albany; and Arthur Angstreich, NBC vice president, treasury and tax administration, all voiced their objections to any taxes on advertising and said that any tax imposed on the industry would be "devastating."

Brown said that with 37 of 50 states running deficits going into elections, the media industry may see more attempts at ad taxes. Brown said that Pennsylvania is looking at an ad tax.

DeWitt said that there are four reasons why ad taxes are no good: they are economically unsound, unconstitutional; hard to administer, and bad public policy. He pointed to Florida's attempt at an ad tax as an example of flawed policy. In Florida, he said, the tax lasted less than a year because of the financial bur-



NEW UPI VICE CHAIRMAN

John Berentson, Infotechnology Inc. senior vice president and chief operating officer, has been named to the additional post of vice chairman and chief operating officer of United Press International, which is owned by Infotechnology. According to UPI Chairman Earl W. Brian, the appointment is designed, in part, to help "link UPI with Financial News Network" (47% owned by Infotechnology). The move follows earlier announcements of managerial changes and joint sports reporting ventures with FNN ("In Brief" and "Cablecastings" July 16). UPI and FNN are nearing completion of plans for general news, news photos, and radio and television ventures. Berentson replaces Joseph K. Tausig, who is leaving the company.

Brian also said UPI is considering candidates for the company's president post, vacant since Paul Steinle left in March.

den put on local businesses who suffered economically because they had to cut back on advertising and thus cut back on reaching consumers.

Broadcasters in Florida, according to DeWitt, found themselves at less than 70% of previous, pre-ad tax revenue. "When advertisers cut," DeWitt said, "the first thing to go is local media."

There has been concern about a similar tax being considered in New York. Mataraso told the conference that New York is a "tax and spend state and that you can be assured that spending won't be curtailed." One argument against an

ad tax, according to Mataraso, is that business may leave the state if a tax is passed.

DeWitt said it is "imperative" to stop any proposed state tax. "If another state like Florida does one, it will be like dominoes," said DeWitt, who believes the government should "tax profit, not the process of getting profit."

Programming was also discussed at the convention. A panel titled "The Future of Television Programming" was made up of Gary Lico, vice president, syndicated sales, Columbia Pictures Television; John Orr, general manager of WGR-TV Rochester, the local cable channel; Jim Monahan, Telerep director of special projects and audience development; and Steve Rosenbaum, executive producer, Our Town Television Production in Albany, which produces the regional news show *Broadcast New York* seen on nine network affiliates in the state.

The key to network success, according to Lico, is comedy. "No network has ever made a move towards first without comedy," the Columbia executive said, adding that while some formats come and go, comedies remain a big part of strategic success.

Orr, who compared his station's impact to the dropping of the atomic bomb on Hiroshima, said that television is becoming more like radio in that it is programming specific. The next generation of viewers, he said, will not know three affiliates and one independent, but 35 or 40 channels.

One key for cable operators, he added, is to get a local identity either through news or children's programming.

As for the syndication market, Monahan said that it will continue to be a buyer's market. Syndication contracts today, the Telerep executive said, have out clauses, performance clauses and promotional agreements.

Stations, he added, have been stockpiling programming, while cable has been picking up hour-long action shows and old comedies. On a somewhat futuristic note, Monahan said that the key questions are how well cable can put small ratings numbers together and whether the networks will use direct broadcast satellites to bypass affiliates and go right into the home.

Rosenbaum advised the attendees not to "program to needs, but to create needs...it's costly, but it works." Rosenbaum pointed to CNN, MTV and *The Simpsons* as examples of programming where "people said: 'I'm going to decide that my people need this.'" -JF

WASHINGTON

FCC TARGETS STATIONS FOR RULES INSPECTIONS

Field Operations Bureau checks political broadcasting records of radio and TV stations in five cities

With the November elections less than four months away, FCC field agents conducted inspections last Monday and Tuesday (July 16-17) of 30 television and radio stations in five cities to make sure they were complying with political broadcasting rules, most notably the equal time rule and lowest unit charge requirement.

Officials from the FCC Field Operations Bureau hit four television stations (three network affiliates and one independent) and two radio stations in Cincinnati, Dallas-Fort Worth, Philadelphia, San Francisco and Portland, Ore.

Most of the stations received their visits on Monday, but those in San Francisco and at least one other had to wait until Tuesday. For some, the inspections came as a complete surprise, but others had at least a few hours to get their files in order. Those on the Tuesday schedule had a day.

Officials from the Field Operations Bureau obtained copies of the stations' political files for 1990, which are supposed to contain all requests for political spots and what, if anything, the stations charged for them, and picked up all 1990 advertising rate cards.

They left behind letters requesting program logs and invoices for political spots for the nine days preceeding the spring primaries and information on some of the stations' advertising practices, including how they calculate lowest unit charge for campaign spots. The stations were given 20 days to supply the additional information.

The political branch of the Mass Media Bureau's Enforcement Division has been charged with collecting and analyzing the information, according to Branch Chief Milton Gross. The branch will prepare a report on its findings "as soon as possible," he said. And stations found to have violated the rules could be admonished or fined, he said.

Targeted stations contacted by BROADCASTING said they were happy to supply the requested information, even though some were inconvenienced.

"We don't view this as anything un-

usual," said Jonathan Klein, vice president-general manager of Westinghouse Broadcasting's KYW-TV Philadelphia, in a prepared statement. "As a regulatory agency, the FCC is obligated to review our procedures and, as always, we comply fully with its request."

The 13-pound political file at A.H. Belo Broadcasting's WFAA-TV Dallas took two persons some six hours to copy for the FCC inspector, said John Irvin, the station's executive director of administration. And because the work did not begin until late Monday afternoon due to a malfunctioning copier, he said, the station was not able to deliver the files to the FCC field office until 11:45 a.m. Tuesday. But Irvin was not complaining. "We want to be as cooperative as possible," he said.

Jeff Rosser, vice president-general manager, KDFW-TV Dallas, said station employees were busy for about four hours copying material for the FCC inspector. "We opened up our file and made copies of everything he wanted," Rosser said. "To our knowledge, he made no indication that there was any

problem [with the file] while he was here."

"There was nothing to it," said Jim Wood, general manager, WWNK-FM Cincinnati, an adult contemporary station licensed to Booth American Co. Having sold no time to political campaigns this year, he said, he had little for the inspector. "He was only here for two minutes," he said.

Dean Tyler, vice president-general manager of the General Media's WPEN(AM) Philadelphia, also said his MOR-formatted station had no trouble accommodating the FCC inspector because it runs little political advertising. It aired just a "handful of spots" during the spring primaries, he said.

Richard Smith, chief of the Field Operations Bureau, said last week's inspections were the first aimed specifically at checking compliance with the political broadcasting rules.

However, Smith said, the FCC has conducted similar operations over the years aimed at checking compliance with other rules. Just two weeks ago, Smith said, officials at each of the

THE 30 STATIONS VISITED BY THE FCC

Station	Net	Licensee	Station	Net	Licensee
Cincinnati			WPVI-TV	ABC	Capital Cities/ABC Inc.
WCPC-TV	CBS	Scripps Howard Broadcasting	WGBS-TV	Ind	Combined Broadcasting Inc.
WKRC-TV	ABC	Great American TV & Radio	WPEN(AM)		Greater Philadelphia Radio
WLWT-TV	NBC	Multimedia Entertainment	WWDB(FM)		Panache Broadcasting
WUW(TV)	Ind	Abry Communications			
WKYC(AM)		Federated Media	Portland, Ore.		
WWNK-FM		Booth American Co.	KATU(TV)	ABC	Fisher Broadcasting Inc.
Dallas-Fort Worth			KQW-TV	NBC	King Broadcasting Co.
KDFW-TV	CBS	Times Mirror	KOIN-TV	CBS	Leo Enterprises
KXAS-TV	NBC	LIN Broadcasting Stations	KPTV(TV)	Ind	Oregon Television Inc.
WFAA-TV	ABC	A. H. Belo Corp.	KWJZ(AM)		Roy H. Park Broadcasting
KTXA(TV)	Ind	TVX Broadcast Group	KKSN-FM		Heritage Media Corp.
KRLD(AM)		Metropolitan Broadcasting			
KPLX(FM)		Susquehanna Radio Corp.	San Francisco		
Philadelphia			KGO-TV	ABC	KGO-TV Inc.
KYW-TV	NBC	Westinghouse Broadcasting	Chronicle Broadcasting Co.		
WCAU-TV	CBS	CBS Inc.	KTVU-TV	NBC	Chronicle Broadcasting Co.
			KTVU-TV	Fox	KTVU Inc.
			KOFY-TV	Ind	Pacific FM Inc.
			KNBR(AM)		Susquehanna Radio Corp.
			KABL-FM		Shamrock Broadcasting

FOB's 35 field bureaus visited around 10 AM stations to see if they were complying with the FCC's new NRSC rules, which are intended to mitigate adjacent channel interference among stations. The results should be ready in a "few weeks," he said.

And last April, Smith said, FOB officials visited 351 hotels, airports and other institutions served by independent long-distance telephone operators to see if the operators were obeying common carrier rules governing their business. That effort resulted in a rulemaking, he said.

According to Smith, each of the efforts is equal parts data collection, education and enforcement. The FCC not only wants to take action against violators, he said, but it also wants to gauge overall compliance. If compliance is at an "acceptable level," he said, "we can move on to other areas." If not, he said,

"we have to go back and do more education and more enforcement."

Aside from the special projects, FOB officials visit around 300 broadcast stations a year in response to complaints, which usually involve allegations of out-of-band emissions, Smith said.

According to Gross, last week's effort was not triggered by a rash of complaints from politicians. Complaints from the 1988 general election yielded just one enforcement action—a \$10,000 notice of apparent liability against Chase Broadcasting's WXIN(TV) Indianapolis last May for repeatedly failing to afford candidates the lowest unit charge, he said. Chase, which did not own the station at the time, is challenging the commission's fine.

The FCC's principal objective, Gross said, was making sure local broadcasters are complying with the statutorily mandated lowest unit charge requirement

that they sell time for campaign spots at the lowest rate paid by regular commercial advertisers.

On Aug. 4, 1988, the FCC issued further guidelines for calculating the charge in an effort to keep pace with broadcasters' increasingly complex advertising sales practices. Short of an inspection, he said, the FCC has no way of knowing whether broadcasters' are following the guidelines. The fine against WXIN indicates that not everybody is toeing the line, he said.

Gross chose the markets he did for the inspections to insure some "geographic diversity," he said. Also, he said, the Cincinnati and Philadelphia stations serve more than one state. The choice of radio stations was "random," he said, although the selections were skewed by his preference for "powerful stations" that would be more likely to attract political advertising. —HAJ

HILL HEARS PROS, CONS OF BANNING BEER AND WINE ADS

Hearing convened to investigate effect of alcohol ads on teen-agers

Federal Trade Commission Chairman Janet Steiger told a House panel last week that her agency stands ready to assist Congress in implementing legislation (H.R. 4493) that would regulate beer and wine advertisements. Steiger appeared before the House Subcommittee on Transportation and Hazardous Materials, which has jurisdiction over her agency.

Subcommittee Chairman Thomas Luken (D-Ohio), who retires this year, convened the hearing because of his concern that beer commercials are targeting teen-agers. He urged the FTC to complete its investigations into the legality of beer and wine ads, especially those aimed at consumers under the minimum legal drinking age of 21. Steiger indicated the FTC would continue its on-going scrutiny of alcohol ads. The legislation is not considered to be on a fast track. However, broadcasters and the advertising community fear it will set the stage for a more serious debate next year. No action has taken place in the Senate.

The bill was introduced by Representatives Joe Kennedy (D-Mass.) and John Conyers (D-Mich.) and would require health and safety warnings for all alcohol advertising including, print, broadcast and cable. Both members appeared before the subcommittee. Kennedy said the warnings were needed to counterbalance the liquor industry's message that

drinking is glamorous and sexy. Conyers emphasized that most Americans are not knowledgeable about the risks of alcohol and addiction. Warning labels are the "quickest, cheapest and probably the most effective means of imparting the necessary knowledge," said Conyers.

Steiger's written testimony was a mixed bag. On the one hand, she told lawmakers the commission believes the evidence is "inconclusive" as to whether there is a link between alcohol advertising and consumption. But at the same time, it does not prove that no relationship exists, she said, adding that it is "appropriate for the committee to examine whether warning information should be included."

It was a marathon hearing with 23 witnesses and lasted all day. Among those opposed to the legislation was National Association of Broadcasters President Eddie Fritts. He said such require-

ments would not solve the problems of alcohol abuse. He also emphasized there is no proven scientific link between alcohol advertising and alcohol abuse problems.

NAB's president also pointed out that broadcasters have played a major role in airing public service announcements aimed at fighting drug and alcohol abuse. He presented a four-and-a-half-minute tape summing up broadcaster activity on that front. A strong revenue base is needed to maintain those activities, said Fritts, and a labeling bill will lead to a de facto ban on broadcast beer and wine ads and cut into station revenues. Fritts put it this way: "If you, in a campaign for re-election, were required to run a warning at the end of your announcement that said: 'Beware. This congressman might cause an increase in the federal deficit,' I think it would have a significant chilling effect."

James Benson, vice president of telephone directory advertising in Cincinnati, who testified on behalf of the American Advertising Federation, told the lawmakers the bill was an "ineffective solution to a complex problem which will cause undue harm to numerous industries and businesses while doing nothing to solve the problems it attempts to address." Like Fritts, Benson also argued there would be economic harm. He predicted there would be a reduction in broadcast ads if the health

"Broadcasters and the ad community fear (the bill) will set the stage for a more serious debate next year."

warnings were mandated. Any reduction, said Benson, will affect media revenues and consequently jobs. He said

\$823.3 million was spent on beer and wine advertising on television in 1988, 32% of it on local spot television. —KM

CRT CUTS SYNDEX SURCHARGE

With Congress looking increasingly likely to impose new regulations on cable this year, the industry needed some good news out of Washington.

It got it last week from the Copyright Royalty Tribunal.

After a two-month proceeding, the three-member tribunal voted to eliminate part of the so-called syndicated exclusivity surcharge for the importation of most stations, saving the cable industry around \$40 million on its annual compulsory copyright royalties.

The news came in the form of a two-page preliminary order—issued to fulfill the CRT's promise to reach a decision before the Aug. 29 deadline for payments of cable royalties for the first six months of 1990.

CRT Chairman J.C. Argetsinger said he would not comment on the action until the final order containing the tribunal's rationale is issued in mid-August. He also declined to say how he or the other two commissioners voted. "I can't even give you a good quote," he said.

The proceeding that led to the CRT's action was triggered by petitions from the National Cable Television Association and the Community Antenna Television Association. Both trade groups

argued that since the surcharge was imposed to compensate copyright holders for the repeal of the FCC's syndicated exclusivity rules in 1981, it should be eliminated in light of the FCC's reimposition of the rules, which went into effect Jan. 1.

Copyright holders, led by the Motion Picture Association of America, opposed elimination on the ground that the new syndex rules were not as broad as the original set, which were repealed by the FCC in 1981.

Recognizing that the new rules restore to a limited extent local program exclusivity, however, the copyright holders proposed slashing the surcharge 25% in 1990 and 50% thereafter.

The CRT's ruling does not completely repeal the surcharge. Cable systems must continue to pay it for the importation of distant VHF stations that place so-called Grade B signals over the systems. The CRT reasoned that such stations should be exempted because they were subject to the original syndex rules, but not the new ones.

NCTA President James P. Mooney applauded the CRT's action, calling it "fair and appropriate." The decision "helps restore some balance to the copyright liabilities imposed on cable sys-

tems," he said.

Stuart Feldstein, Fleishman & Walsh, cable's lead attorney on the case, said the exemption is a minor one. According to NCTA's estimates, he said, only about 140 of the 2,900 distant signals imported by cable systems fall within it. As a result, the exempted signals account for only about \$2 million of the annual surcharge.

"It's about time," said CATA President Steve Effros of the ruling. "If this is any indication of what we can expect from the government when it takes on the regulatory role, they should stay out of our business," he said, using the decision to take a swipe at Congress's regulatory efforts. "It took them seven months to decide to do something that was obviously required in the first place."

Dennis Lane, of Holland & Knight, who represents the copyright holders, acknowledged that the CRT did not leave much of the surcharge intact. "But a lot of people didn't think we'd get anything," he said. "So it depends how you look at it."

A decision on whether to appeal the decision will not be made until the copyright holders have had a chance to study the final order, Lane said.

Under the Cable Copyright Act of 1976, cable operators must pay royalties for each distant broadcast signal they carry. The CRT was created to determine what the royalties should be; the Copyright Office was tapped to collect and disburse the fees.

When the FCC dropped its syndicated exclusivity rules, cable operators were forced to black out syndicated programs on distant signals for which local broadcast stations have exclusive local rights.

In the wake of that deregulatory move, the copyright holders asked the FCC to increase the copyright fees to compensate for the anticipated loss of revenues they said would result from their inability to guarantee local stations local exclusivity. The CRT agreed, and in 1982 imposed the syndex surcharge.

After the FCC voted to bring back the rules in 1988 in a somewhat modified form, the cable industry began agitating to repeal the syndex surcharge.

Over the years, the copyright fees have grown along with the cable operators' basic subscription revenues upon which the fees are based. In 1988, the last year for which a full accounting is available, the fees totalled \$209 million. Of that, \$41.6 million or about 20%, derived from the surcharge. Both figures are expected to be 10% to 15% higher for 1989. —NAJ

WASHINGTON WATCH

The FCC's Mass Media Bureau attached sanctions to the renewal of radio stations in Florida and North Carolina for failure to comply with EEO obligations. The stations and sanctions: WRCM(FM) Jacksonville and WRRF(AM)-WDLX(FM) Washington, both North Carolina, reporting requirements; WBTF(AM) Beaufort, N.C., and WZYC-FM Newport, both North Carolina, reporting requirements and \$5,000 fine; WKRR(FM) Asheville, N.C., short term renewal and \$10,000 fine; WQAM(AM)-WKIS(FM) Miami and WMXQ(FM) Riviera Beach, all Florida, reporting conditions; WPFM(FM) Panama City, Fla., reporting conditions and \$15,000 fine; WTRS-AM-FM Dunnellon, Fla., reporting conditions and \$18,000 fine; WMMK(FM) Destin, Fla., reporting conditions and \$15,000 fine, and WLVC-AM-FM Dunedin-Holiday, Fla., short-term renewal, reporting conditions and \$18,000 fine.

□

The FCC has affirmed a \$18,000 fine against Prime Cable for failure to comply with EEO obligations at its headquarters unit in Austin, Tex., between 1986 and 1988. The FCC notified Prime of its liability in February 1989, but Prime did not respond. If Prime ignores the fine order, the FCC will refer the matter to the Justice Department, which could file a civil suit. Gardner Gillespie, of Hogan & Hartson, who represents Prime, said the action is "simply a restatement" of the February notice and offered no further comment.

INTERNATIONAL

HUNGARY: A GOULASH OF MEDIA ACTIVITY

In a less than fashionable section of Budapest, in a down-at-the-heels building that is home to a film studio called Movi, an enterprise that some see as possibly representing the future of Hungarian television occupies a couple of rooms. It is called Nap TV (Sun Television). It is less a television station than a program service; it rents time on Hungary's state-owned Channel 1 three or four mornings a week. But it runs not only on the commercial time it sells, and with the backing of the four companies that own it, but on the ambition and enthusiasm of the staff's 30-plus members, most of whom are free-lancers. Indeed, Szekely Ferenc, the 38-year-old editor-in-chief, says: "We get 20 calls a day from people who want to work here." Those applicants, at least, would seem to see Nap TV as the future.

The existence of Nap TV is one reason that American government and broadcast industry representatives who have visited Hungary, which has a population of 10.5 million, describe it as probably the liveliest country in Eastern Europe in terms of broadcasting and cable television activity. In part, that liveliness is a function of the goulash Communism that Hungary's rulers permitted even before the revolutions sweeping Eastern Europe deposed the Communist governments, a kind of Communism that permitted some free enterprise. Indeed, Hungarian Radio over the past several years established a couple of radio operations as first steps on the road to privatization. And cable television systems—most of them resembling satellite master antenna television operations, actually, and owned, most of them, by entities of local government—have sprung up all over the country, like mushrooms.

But if visitors sense a surge of energy through the broadcasting and cable television elements of the economy, they are also struck by the government's inability to provide the framework within which those operations can develop. A moratorium that the former government imposed on the allocation of radio and television frequencies a year ago, for instance, remains in effect. And four months after the new government was elected, the leaders of the state-owned



radio and television services still have not been named. Two months ago, an official of the television service said the failure to name those leaders had left the broadcasting services "facing collapse" (BROADCASTING, June 25).

Last week, finally, parliament appeared to be moving toward enactment of legislation that would begin the break-up of what one American visitor described as the "political gridlock." The issue was no longer who the presidents of the state-owned services should be—the two principal political coalitions had agreed on the individuals to be chosen, both academicians—but how they should be formally appointed. The ruling Democratic Forum wanted them named by the cabinet. But the liberal opposition, the Alliance of Free Democrats, contending that would make the services subject to governmental influence and citing an agreement they said the two parties had made, argued that the appointments should be made by the president of the republic. The president, in Hungary, occupies a position above political parties. The Free Democrats won their point.

Still to be resolved are a number of issues involving the establishment of a proposed committee that would serve as a media watchdog, or a "collective ombudsman," as it was described by Miklos Haraszti, the Free Democratic member of parliament whose bill is the basis for the debate. The bill would provide for a 21-member committee that would include representatives of the six parliamentary parties, the state-owned radio and television services and the state-owned news agency, MTI, as well as professional organizations. It would meet whenever it decided it was necessary to receive complaints and make judgments about them. But the Demo-

cratic Forum wants a committee that would meet only quarterly and would not include representatives of the media to be judged or party members. Those issues may be resolved this week.

□
Once they are, the parliament would begin work on a media bill, one that would provide for the establishment of commercial radio and television stations, lift the moratorium on the allocation of frequencies and provide the method of their distribution. The moratorium was imposed a year ago to permit the government to regain control of a situation that was getting out of hand. There had been a large number of applications—more than 100 for television stations, and scores for radio—more than the PTT could handle comfortably. What's more, the transition from a socialist to a capitalist economy gave rise to at least one scandal when the West German media giant Axel Springer obtained ownership of half a dozen government newspapers at what critics said was virtually no cost. A parliamentary committee is preparing a report on the Springer case. In any event, parliament now appears ready to move on a media bill, with action expected by October.

One thing the bill would not do is privatize the country's state-owned broadcasting services—two television and three radio networks. "We have to have public broadcasting," Haraszti says simply, reflecting the sentiments of legislators not only in Hungary but in other Eastern European countries emerging from socialism. But Haraszti also notes the importance attached to private broadcasting: "It will provide the necessary competition for public broadcasting."

It is not clear how many stations will eventually emerge. Haraszti last week said three new television "channels," or networks, would be possible. But the National Telecommunications and Information Administration says that under various international agreements, Hungary would have spectrum available for as many as 161 FM stations and 65 television outlets, 54 UHF and 11 VHF. According to the *World Fact Book*, an annual resource published by the Central Intelligence Agency, Hungary now is

served by only 11 FM, 13 AM and 21 TV stations.

As for competition, though, Hungarian broadcasting is not without it today. According to some estimates, more than 10% of the audience watches satellite-delivered television, either as members of community antenna television systems or through individual downlinks.

□

Despite its taste of goulash Communism, Hungary is having trouble moving from more than 40 years of socialism to capitalism. Hungarian officials themselves speak, like their counterparts elsewhere in Eastern Europe, of their hopes for joint ventures with strong western companies that would help in the development of Hungarian broadcasting, in providing capital and the know-how needed to operate in a capitalist economy. But one of the questions that remains to be resolved is the degree of foreign ownership that will be allowed.

At present, corporate law permits foreign ownership of 49% of a Hungarian company, up to 100% with special government approval. Reports out of Budapest indicate the ruling Democratic Forum favors a 30% cap. But the Free Democrats do not agree. Some prefer no cap at all; they say that Hungary needs to attract as much foreign investment as possible—that the tax laws could be shaped to guard against monopolies and to encourage the hiring of Hungarian talent.

Meanwhile, the usual foreign suspects

have been on the scene, checking out investment possibilities—the Italian Silvio Berlusconi, the Czech-born Britisher Robert Maxwell, the Australian-born American Rupert Murdoch, and, of course, Springer. Then there is Chase Enterprises Inc. of Hartford, Conn., already involved in a joint venture with the government of Poland to establish cable systems throughout that country. It has signed a letter of intent that would give it 85% control of a company contemplating wiring cities throughout Hungary. However, the agreement is subject to verification of the data submitted by the prospective partner, Kabel TV. Time Warner Inc. representatives have scouted cable television possibilities on a couple of occasions. And former FCC Chairman Dennis Patrick, now a media consultant, is part of a group that, Patrick says, has “looked at” a television station about 60 miles outside Budapest and a commercial and film production house.

□

But there are problems beyond the political.

One that is peculiar to countries emerging from socialism is determining the ownership and value of properties—cable television, for instance. Many of the 40 cable television systems in the country resemble SMATV's and were established by local governments or elements of governments when they were installing other services—like water or electricity—that the apartment dwellers needed. So if a local government de-

cides to sell off a power company to a private party, the government has to determine if the cable system that the power company created should go with the sale—or be sold separately. And how does one establish the value of properties? So many multiples of trailing cash flow? Not likely in a socialist country.

All of that may be academic, since no one seems to be buying systems—probably, according to some who have examined the situation, because of systems' generally low rate of income. Systems generally charge about \$1 for basic service that includes 12 channels, and there is no advertising.

Still, those in the business seem to believe it has a future. Endre Nagypal is managing director and chief executive officer of Global Television Ltd., which is owned principally by the district in Budapest that it serves, and he is also the first president of the new Hungarian Cabletelevision Association. Global has 25,000 subscribers, and the association, which came into existence early this year, has 22 members. All told, the 30 to 40 systems in the country are said to serve more than 500,000 subscribers. And that, Nagypal says, “is a good start. We're not starting from scratch.” And he sees Hungary's becoming part of Western Europe's economy as helping to raise living standards in the country—and cable systems' fortunes along with them.

□

Once past the state-owned broadcasting systems, Hungarian broadcasting pro-



vides an odd kaleidoscope, in part because the moratorium on the allocation of frequencies prevents the emergence of a uniform pattern of service.

For instance, there is Radio Bridge, a station whose owners obtained an FM frequency shortly before the moratorium was decreed. It is a 24-hour, English-language outlet in Budapest that is half-owned by an American chiropractor from Santa Barbara, Calif., Steven Anderson. It obtains its programming—music and news—from VOA Europe. Then there is a television station, TV-S, in Siofok, in the resort area of Lake Balaton, which operates during the tourist season using the facilities of the local regional television station. According to the MTI news agency, it reserves its late-night programs for an amateur strip tease program.

What's more, Hungarians listen to two radio services that are the progeny of Hungarian Radio, and that represent Hungary's first experiment with commercial broadcasting. Danubius Radio, still owned by the government service, operates five FM stations that are supported by the sale of commercial time. It began life in July 1986 as a German-language outlet designed to appeal to German tourists in the Lake Balaton area of the country. Now, with a decrease in German tourism, 90% of the programming is in Hungarian. Hungarian Radio would like to sell up to a 49% share in Danubius. The other spinoff is Calypso Radio, which began broadcasting on an AM frequency in Budapest in May 1989. It is still 40% owned by the Hungarian service, but is half owned by a British company headed by a native of Hungary. The remaining 10% is held by a private Hungarian company. Calypso, too, depends on the sale of advertising.

But it is Nap TV that, as the former head of Hungary's Channel One put it, "may be the future of commercial television in Hungary." Istvan Wisinger noted that "it's just a program service, but they want to be Hungary's first commercial television station. I hope they make it. The competition will help." Nap TV began broadcasting a year ago, renting unused transmitter time of Channel One, and is now seen from 5:30 a.m. to 8:30 a.m., Wednesday, Friday and Sunday. Nap TV uses two anchors, and consciously patterns itself on ABC's *Good Morning, America*, carrying news, sports and interviews with public officials—the president and prime minister have appeared on the show—and occasionally beats the competition with a breaking story. Once a satellite dish promised by U.S. Information Agency

OPENING UP USSR'S AIRWAYS

Soviet President Mikhail Gorbachev moved his policy of glasnost, or openness, a major step forward last week by decreeing an end to Communist Party monopoly of state-owned television and radio. He issued a presidential order declaring that any party, public organization or local government has the right to establish a broadcast station. And the order said broadcasts should provide "impartial and thorough" coverage of events in the Soviet Union.

The decree also makes clear that the government retains final control over television and radio in all of the country's 15 republics. The central government has been put on the defensive by

newly elected insurgent governments in such cities as Moscow and Leningrad in their efforts to take control of local television stations. The order says that any act taken by a local government to change the legal status of a broadcast station without coordination with the USSR would be invalid.

The decree would appear to signal a major change in the Soviet Union's approach to the broadcast media. Censorship has always been heavy. And until now, only groups approved by state committees have been allowed access to air time. The order says that the monopolization of "air time by this or that party, political current or group" should no longer be permitted.

TV is installed, Nap TV will begin offering Worldnet programming.

One sign of Nap TV's popularity is the letters it receives from viewers—some praising the show, others denouncing it—and the strong acceptance by advertisers. ("Sometimes we get too many commercials," says the editor-in-chief, Ferenc. "There is no room for content.") Another sign may be the less than total cooperation given Nap TV by Hungarian Television. It not only has turned down requests for the rental of additional time, at night; it has begun its broadcast day on Saturday at 7 a.m., effectively preventing Nap TV from continuing what had been a three-hour Saturday morning broadcast. Some Nap TV staffers think Hungarian TV is suffering a case of professional insecurity.

The television service is largely Ferenc's brainchild. As an editor of newsreels produced by Movi, Ferenc early last year decided he was in a dying profession, and began considering his options. Operating a commercial television

station seemed the thing to do. He had some of the skills. So he checked and found Hungarian Television amenable to the idea of renting unused transmitter time, at about \$4,000 a day, then assembled the four present owners of Nap TV—the publisher of *Sport Plus*, a sports magazine; the state news agency, MTI; his employer, Movi, and a new newspaper, *Mai Nap*. (Murdoch became a 7% owner of the television service when he bought a 50% interest in the newspaper for \$3 million.) Then Ferenc found his staff; it now numbers more than 30, all but one of them free-lancers who moonlight at Nap TV.

As for the future, Nap TV would like some security. That would mean a license to operate on its own frequency, rather than renting time on Channel 1's transmitter on a quarterly basis. At least as important, it would like a substantial infusion of capital. That is why the owners have been trying to peddle 49% of the operation for \$1.8 million. ("What you see here is OK for now," Ferenc tells a visitor to Nap TV's two rooms. "But we need more equipment, more people, not only free-lancers. We must grow up.") There have been some nibbles of interest, including one from Capital Cities/ABC, but no bites, though Nap TV would probably look more attractive to prospective bidders with a license on one of its few walls.

So Nap TV seems to be ready for the real world. So might some others whose applications for frequencies are piling up on a government desk. All confront serious problems in taking the plunge, but the main one would be removed if parliament did its job, and created the machinery that let them. —Leonard Zeidenberg



Szekely Ferenc

FOR THE RECORD

As compiled by BROADCASTING from July 11 through July 18 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—presumable 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

■ **WMJJ(FM) Birmingham, AL** (BALH900629GF; 96.5 mhz; 100 kw; ant. 1,027 ft.)—Seeks assignment of license from Capitol-Birmingham Inc. to Ameron Broadcasting Inc. for \$16.5 million ("Changing Hands," July 2). 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, NC, and WGFY(FM) Gallatin, TN. Capital recently sold KQFX(FM) Georgetown, TX, and WCAW(AM) WVA(FM) Charleston, WV ("Changing Hands," May 14). Buyer is headed by Menlo F. Smith, Joseph L. Dorton, Thomas F. O'Brien and Ronald W. Recker, and has no other broadcast interests. Filed June 29.

■ **KMLA(FM) Ashdown, AR** (BALH900621HQ; 103.9 mhz; 3 kw; ant. 210 ft.)—Seeks assignment of license from KMLA Radio Co. to Waller Broadcasting Inc. for \$250,000. Sale includes KMLA(AM) Texarkana, TX. Seller is headed by John and David Crow, and has no other broadcast interests. Buyer is headed by William Dudley Waller, Dorothy Reid Waller and William Dudley Waller Jr., and has contracted to sell KEBE(AM)-KOO(FM) Jacksonville, FL to Broad Based Communications. Filed June 21.

■ **KSPK(FM) Walsenburg, CO** (BALH900702GK; 102.3 mhz; 1.9 kw; ant. 377 ft.)—Seeks assignment of license from Hargrave Broadcasting Co. to Mainstreet Broadcasting Co. of Colorado Inc. for \$275,000. Seller is headed by Charles M. and Cindi Johnson Hargrave. Buyer is headed by Elliot H. Weir Jr. and Tom E. Greene III and has no other broadcast interests. Filed July 2.

■ **WGFL-TV High Springs, FL** (BTCCT900702KF; ch. 53; 530 kw-V; 53 kw-A; ant. 549 ft.)—Seeks assignment of license from Budd Broadcasting Co. to Harvey and Ilene S. Budd for \$10. Sale is transfer of 51% interest. Seller is headed by Carol Hennes and has no other broadcast interests. Buyers have interest in American Communications and Television Inc., licensee of WTGS-TV Hardeeville, SC and KOOG-TV Ogden, UT, and currently have 49% interest in Budd Broadcasting. Filed July 2.

■ **WBTR-FM Carrollton, GA** (BALH900702GJ; 92.1 mhz; 580 w; ant. 635 ft.)—Seeks assignment of license from Carroll County Media Inc. to Reliance Broadcasting Inc. for \$1.115 million. Seller is headed

by Dallas M. Tarkenton, who has interest in Tarkenton Broadcasting Co., licensee of WJGA(FM) Jackson, Ga. Buyer is headed by Sheldon and Paula Davis, Jeffrey Davis, F.J. Damewood III and Kenneth L. Bazzle, and has no other broadcast interests. Filed July 2.

■ **WGIL(AM)-WAAG(FM) Galesburg, IL** (AM: BTC900702EA; 1400 khz; 1 kw-U; FM: BTCH900702EB; 94.9 mhz; 50 kw; ant. 350 ft.)—Seeks assignment of license from Lester T. Pritchard, John T. Pritchard and Sally Custer Day to First Illini Bank, trustee, for no financial considerations (includes KMCD(AM)-KILK(FM) Fairfield, IA). Sellers have no other broadcast interests. Buyer is headed by Malcolm E. Lambing Jr., and is on partnership with Galesburg Broadcasting Co. and Northwest Corp. Galesburg Broadcasting is headed by Lester T. Pritchard, David L. Isackson, Janis Day Calais, Sarah Pritchard Nielson and Christopher N. Pritchard. Northwest Corp. is headed by David A. Christensen, Pierson M. Grieve, Charles M. Harper, William A. Hodder and George C. Howe, and has interest in Community Pacific Broadcasting Corp., licensee of KKSD(AM)-KASH(FM) Anchorage; KFIV-AM-FM Modesto and KTOM-AM-KTOM-FM Salinas, both California, and KEED(AM) Eugene and KSND(FM) Springfield, both Oregon. Filed July 2.

■ **WPRC(AM) Lincoln, IL** (BAL900629EB; 1370 khz; 1 kw-D; .35 kw-N)—Seeks assignment of license from Capital Broadcasting Inc. to L&M Broadcasting Co. Inc. for \$390,000 (includes WESZ(FM) Lincoln, see "Changing Hands," July 16). Seller is headed by Harold J. Hoskins, John W. Johnson and William R. Wheeler, and has no other broadcast interests. Buyer is headed by Stephen J. Lovellette, Robert Z. Morris, Douglas W. Morris and Anne Morris. Lovellette owns WNOI-FM Flora, IL. Filed June 29.

■ **WAWK(AM)-WBTU(FM) Kendallville, IN** (AM: BAL900628EB; 1140 khz; 250 w-D; FM: BALH900628EC; 93.3 mhz; 50 kw; ant. 450 ft.)—Seeks assignment of license from Fort Wayne Media Ltd. to Kempff Communications Co. for \$5.6 million ("In Brief," July 16). Seller is headed by Carl Lanci and has no other broadcast interests. Buyer is headed by Ronald L. and Paul L. Kempff, father and son, and is licensee of WKFI-FM Celina, OH and KLDZ-FM Lincoln, NE. Filed June 28.

■ **KMCD(AM)-KILK(FM) Fairfield, IA** (AM: BTC900620EA; 1570 khz; 250 w-D; 108 w-N; FM: BTCH900620EB; 95.9 mhz; 3 kw; ant. 135 ft.)—Seeks assignment of license from Lester T. Pritchard, John T. Pritchard and Sally Custer Day to First Illini Bank, trustee, for no financial considerations (includes WGIL(AM)-WAAG(FM) Galesburg, IL, see above). Sellers have no other broadcast interests. Buyer is headed by Malcolm E. Lambing Jr., Lester T. Pritchard and David A. Christensen (see WGIL(AM)-WAAG(FM) Galesburg, IL). Filed June 20.

■ **WKZN(AM) Gorham, ME** (BAPL900705EF; 1590 khz; 5 kw-D, 2.5 kw-N)—Seeks assignment of license from The Great Portland Wireless to Broadcast Communications Inc. for \$50,000. Seller is headed by Ron Frizzell and Myer Feldman. Feldman has interest in Ardman Broadcasting Corp. Buyer is headed by Eric W. Reid, who is sole proprietor of CP for WANQ(AM) Delmar, NY. Reid also has interests in Primo Communications Inc., which holds CP for new FM at Truro, MA, and WNYQ Associates, licensee of WNYQ(AM) Rotterdam NY. Filed July 5.

■ **WVMI(AM)-WQID(FM) Biloxi, MS** (AM: BAL900629GG; 570 khz; 5 kw-D, 1 kw-N; FM: BALH900629GH; 93.7 mhz; 100 kw; ant. 1,012 ft.)—Seeks assignment of license from Family Group Broadcasting Operating Ltd. to Telesouth Communications Inc. for \$2.1 million. Seller is headed by Ian Wheeler

and Frank S. Detillo, and has interest in WPGX-TV Panama City, FL, and WLKT-TV Lexington, KY. Buyer is headed by Stephen C. Davenport, Harris B. Henley, William S. Henley II, H.B. Henley Jr., John H. Henley, Charles Patton Henley and Ross E. Henley, and is licensee of WKXG(AM)-WYMX(FM) Greenwood, MS. Filed June 29.

■ **KDBX(FM) Boonville, MO** (BAPLH900628HV; 99.3 mhz; 3 kw; ant. 285 ft.)—Seeks assignment of license from Big Country of Missouri Inc. to Bluff City Broadcasting Inc. for \$1.5 million ("Changing Hands," July 16). Seller is headed by Dick and Patricia Billings, husband and wife, and has interest in KWRT(AM) Boonville. Buyer is headed by Jerome R. Zimmer, Mary Zimmer, Donald W. Zimmer, John P. Zimmer and James L. Zimmer, and is licensee of KWOC-AM-FM Cape Girardeau and KKL-FM Popular Bluff, both Missouri. Jerome R. Zimmer owns 100% of Zimmer Communications Inc., licensee of KZIM(AM) Cape Girardeau, MO. Donald W. Zimmer owns 18.4% of Zimmer Broadcasting Co., licensee of KEZS-FM Cape Girardeau, MO. Filed June 28.

■ **KMRP(AM) Marshfield, MO** (BTC900702EB; 1510 khz; 250 w-D)—Seeks assignment of license from T.H. Media Inc. to William E. and Lindy L. Williams for no financial considerations. Seller is headed by John and Carolyn Thompson, husband and wife, and Philip and Sherry Huffman, husband and wife, and has no other broadcast interests. Buyers have no other broadcast interests. Filed July 2.

■ **KRFS-AM-FM Superior, NE** (BAL900703EB; 1600 khz; 500 w-D, 44 w-N; FM: BALH900703EC; 103.9 mhz; 500 w; ant. 59 ft.)—Seeks assignment of license from Valley Broadcasting Co. Inc. to Superior Broadcasting Inc. for \$120,000. Seller is headed by Dennis and Mary Hull, husband and wife, and has no other broadcast interests. Buyer is headed by Herbert R. and Ruby J. Hoefflicker, husband and wife, who are each 50% shareholders of H.R.H. Broadcasting Corp., licensee of KFRM(AM) Salina, KS. Filed July 3.

■ **WAQX-FM Manlius, NY** (BALH900629GE; 95.7 mhz; 25 kw; ant. 300 ft.)—Seeks assignment of license from Atlantic Ventures of New York to Pilot Communications of Syracuse Inc. for \$3.875 million. Seller is headed by Stephen Dodge and Joseph Winn, and has interest in WRKO(AM)-WROR(FM) Boston and WRMM-AM-FM Rochester, NY. Buyer is headed by James L. Leven and William Vasser and has no other broadcast interests. Filed June 29.

■ **WONO(AM) Black Mountain, NC** (BAL900628EA; 1350 khz; 1 kw-D)—Seeks assignment of license from Taylor Communications Inc. to Master Media Inc. for \$179,381. Seller is headed by Donald, Jeffrey and Harold Taylor. TKTKTKTKTKT, and has no other broadcast interests. Buyer is headed by Danny B. Dyer and Donna Lewis, and has no other broadcast interests. Filed June 28.

■ **WSJU(TV) San Juan, PR** (BALCT900709KL; ch. 18; 700 kw-V; 70 kw-A; ant. 2,790 ft.)—Seeks assignment of license from For Three Star Telecast to International Broadcasting Corp. for \$1.22 million. Seller is headed by Barakat Saleh and Len Gawrych, and has interest in WSVI(TV) Christiansted, St. Croix, VI. Buyer is headed by Pedro Roman Collazo and Margarita Nazario, and is licensee of WVOZ-FM Carolina, PR, and parent of Continental Broadcasting Corp., licensee of WVOZ(AM) San Juan, PR. Collazo owns 100% of Southwestern Broadcasting Corp., licensee of WYKO(AM) Sabana Grande and WBOZ-FM Hormigueros, both Puerto Rico. Sale of WVOZ and WYKO to Aerco and Juan Galiano Rivera, respectively, are pending. Filed July 9.

■ **WSDT(AM) Soddy Daisy, TN** (BAL900702EA; 1240 khz; 1 kw-U)—Seeks assignment of license from

Roberta G. Davis to Lee College for no financial consideration. Seller has no other broadcast interests. Buyer is headed by Charles Paul Conn and Robert Daugherty and has no other broadcast interests. Filed June 26.

■ **KXTQ(AM)-KKIK(FM) Lubbock, TX** (AM: BAL900626EB; 950 khz; 5 kw-D; 500 w-N; FM: BALH900626EC; 93.7 mhz; 100 kw; ant. 740 ft.)—Seeks assignment of license from Bakcor Broadcasting Inc., debtor in possession, to William S. Sanders for \$750,000. Seller is headed by George Bakke and recently sold KORQ-AM-FM Abilene and KMND(AM)-KNMF(FM) Midland, both Texas. Buyer is headed by William S. Sanders, who is 86.83% shareholder of Wagontrain Communications Inc., which owns 100% of Arroyo Broadcasting Corp., licensee of KPER-FM Hobbs, NM. Sanders owns 23.75% of Encantada Broadcasting Corp., licensee of KHEI(AM) Kiehi and KVI(BF) Makawao, both Hawaii. Filed June 26.

■ **KJLR-FM Olney, TX** (BAPH900628HW; 97.5 mhz; 50 kw; ant. 407 ft.)—Seeks assignment of license from Wes-Tex Broadcasting Inc. to Stone Broadcasting Corp. for \$35,000. Seller is headed by Jean L. Ruth and has no other broadcast interests. Buyer is headed by Lloyd V. Stone Jr., Wayne Duncan and Jean L. Ruth. Lloyd V. Stone Jr. has 45% interest in KTJB-FM New Boston, TX. Filed June 28.

■ **WKGK(AM) Saltville, VA** (BAL900705EE; 1600 khz; 5 kw-D)—Seeks assignment of license from Laurence R. Brown to Sound Media Inc. for \$75,000. Seller has 43% interest in High Knob Broadcasters Inc., licensee of WGTN(FM) Richlands, VA. Buyer is headed by Timothy M. Baxter and Robert P. Flanigan, and has no other broadcast interests. Filed July 5.

■ **WXR(FM) Windsor, VA** (BAPH900629HZ; 107.7 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from JH Communications to Willis Broadcasting Corp. for \$450,000. Seller is headed by Joseph A. Booth and Robert H. Cauthen, and has no other broadcast interests. Buyer is headed by L.E. Willis Sr. and Hortense Willis, and has interest in KDFT(AM) Ferris, TX; KLRG(AM) North Little Rock, KFTH-FM Marion, KMZX-FM Loneoke, AR and KSNE-FM Marshall, all Arkansas; WSFU(FM) Union Springs and WAYE(AM) Birmingham, both Alabama; WBOK(AM) New Orleans; WESL(AM) East St. Louis, IL; WGSF(AM) Charlotte, WSRG(AM) Durham, WBXB-FM Edenton, WDJB-FM Windsor, WKJA(FM) Belhaven and WVRG(FM) Warrenton, all North Carolina; WIMG(AM) Ewing, NJ; WPEC(AM) Portsmouth, VA; WTJH(AM) East Point, GA; WURD(AM) Philadelphia; WWCA(AM) Gary and WPZZ(FM) Franklin, both Indiana; WKWQ(FM) Batesburg and WWP(DM) Marion, both South Carolina, and WIMV(FM) Madison, FL. Filed June 29.

■ **WKTS(AM) Sheboygan, WI** (BAL900626EA; 950 khz; 500 w-D)—Seeks assignment of license from Sheboygan Broadcasting Corp. to Airwaves Communications of Wisconsin for \$185,000. Seller is headed by Julian and Jane Jetzer, husband and wife, and V. Thomas Shanahan. Buyer is headed by Marshall Harris and Gary R. Johnson, and has interest in KQIX-AM-FM Grand Junction, CO. Johnson owns 90% of Good Neighbor Broadcasting, licensee of WAGN(AM) Menominee, MI and WHYB-FM Peshtigo, WI. Filed June 26.

Actions

■ **KGRX-FM Globe, AZ** (BALH900327GQ; 100.3 mhz; 90 kw; ant. 2,047 ft.)—Granted app. of assignment of license from Daytona Group of Arizona Inc. to Allison Broadcasting Co. for \$2 million ("Changing Hands," April 2). Seller is headed by Norman Drubner who has interest in two AM's and five FM's. Buyer is headed by Stephen G. Allison, Harold L. Purkey, Bruce Garver and William O. Brachman, who are shareholders of Allison Broadcast Group Inc., licensee of KZRK(FM) Dallas. Action July 5.

■ **KEZL-FM Fowler, CA** (BTCH900502HO; 96.7 mhz; 25 kw; ant. 300 ft.)—Granted app. of assignment of license from Bilmar Communications Inc. to Edward G. Atsinger III for \$186,825. Seller is headed by William E. Donohue and has no other broadcast interests. Buyer has 50% interest in KFAX(AM) San Fran-

cisco; 40% interest in KKLA-FM Los Angeles, and 50% interest in KXXX-FM Delano, CA. Atsinger owns 50% of Salem Communications, which is licensee of KPDD(AM) Portland, OR; KGNW(AM) Seattle-Burien, WA; KLFE(AM) San Bernardino, KPRZ-AM San Marcos, KDAR-FM Oxnard, and KGER(AM) Long Beach and KAVC-FM Rosamond, all California; KCFO(AM) Tulsa, OK; WEZE-FM Boston; WRFD(AM) Columbus-Worthington, OH; WMCA(AM) New York, and WEZE-FM Pittsburgh and WKPA(AM) New Kensington, both Pennsylvania. Action July 3.

■ **KAMB(FM) Merced, CA** (BTCH900417GR; 101.5 mhz; 50 kw; ant. 390 ft.)—Granted app. of assignment of license from Central Valley Broadcasting Co. to Central Valley Broadcasting Co. for no financial considerations. Sale is part of reorganization of partners, whereby one partner is replaced with three. All partners will have equal shares. Seller is owned by Eric Bettencourt, Bob McMillen, Ken Holgate, Stan Davis and Jack Cauwels, and has no other broadcast interests. Buyer is owned by Eric Bettencourt, Bob McMillen, Ken Holgate, Stan Davis, Tom Vogel, Doug Vickery and Roger Wibbels, and has no other broadcast interests. Action June 29.

■ **KRKY(AM) Granby and KRKM(FM) Kremmling, both Colorado** (AM: BTC900409EA; 930 khz; 4.5 kw-D; FM: BTCH900409EB; 106.3 mhz; 152W; ant. 1,096 ft.)—Granted app. of assignment of license from Grand Lake Broadcasting Inc. to Coit Drapery and Cleaners Inc. for \$110,000. Seller is headed by Cathy A. Lasswell, William J. and Carolyn Kitchen, husband and wife. Buyer is headed by Louis J. Kearns, Robert L. Kearns, Shirley C. Kearns, John Dedrick, Jeanne Speckman, Carmelo Celestre and Janet L. Kearns and is 100% stockholder of Amsterdam Broadcasting Inc., licensee of WOCD(TV) Amsterdam, NY. Action July 2.

■ **WSRZ-AM Sarasota, FL** (BAL900424EA; 1450 khz; 1 kw-D, 250W-N)—Granted app. of assignment of license from Sarasota AM Inc. to Sarasota Bay Broadcasting Co. for \$400,000 ("Changing Hands," May 21). Seller is headed by subsidiary of Wilks Schwartz Broadcasting, which is headed by Donald Wilks and Michael Schwartz, and has interest in WSRZ-FM Sarasota; WHYN-AM-FM Springfield, MA; WNVZ(FM) Norfolk, VA; WVEZ(AM)-WKY(FM) Louisville, KY; KKNQ(FM) Oklahoma City; WKFM(AM) Fulton and WFLB(FM) Syracuse, both New York, and WBBB(FM) Providence, RI. Buyer is headed by Richard H. and Jessie Lynne Harris, husband and wife, and has no other broadcast interests. Action June 28.

■ **WROM(AM) Rome, GA** (BAL900517EA; 710 khz; 1 kw-D)—Granted app. of assignment of license from Briar Creek Broadcasting Corp. to Inspiration Communications Inc. for \$200,000. Seller is headed by A. Mills Fitzner and has no other broadcast interests. Buyer is headed by J. Pamick and Margaret E. Jennings, husband and wife, and has no other broadcast interests. Action July 2.

■ **KUKC(FM) Pearl City, HI** (BAPH900327HZ; 101.9 mhz; 100 kw; ant. 551 ft.)—Granted app. of assignment of license from Carmen D. Dwight to Paul Yang for \$232,394. Seller has no other broadcast interests. Buyer is nonvoting stockholder of Hamakua Broadcasting Co., permittee of KHCR(FM) Paauilo, HI. He is in process of converting those shares from nonvoting to voting stock. Action July 2.

■ **KIFG-AM-FM Iowa Falls, IA** (AM: BTC900430EH; 1510 khz; 1 kw-D, 500 w; FM: BTCH900430EI; 95.3 mhz; 3 kw; ant. 237 ft.)—Granted app. of assignment of license from P.B.W. Broadcasting Corp. to John P. Whitesell for \$129,000. Seller is headed by John P. Whitesell II, James W. Starr, Patricia Whitesell and Mary M. Starr, and has no other broadcast interests. Buyer is father of seller and has no other broadcast interests. Action July 2.

■ **KGCI(AM) Marshalltown and KGCI(FM) Grundy Center, both Iowa** (AM: BAL900426KJ; 1190 khz; 250 w-D; FM: BALH900426KI; 97.7 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from MTN Broadcasting Inc. to FM Iowa Inc. for \$1.3 million. Sale includes KZJB-TV Newton, IA. Seller is headed by Audrey G. Osmundson, Mark K. Osmund-

son and Jean O. Rothman and has interest in KDAO(AM) and LPTV K39AS, both Marshalltown, Iowa. Buyer is headed by Ronald R. Hamilton, Farnell I. O'Quinn and E. Edward Hancock. Hamilton is 73% shareholder in Radio Cedar Falls Inc., licensee of KCFI(AM) Cedar Falls, IA. Hancock is 20% shareholder in MTN Broadcasting Inc. and is 4% shareholder of Radio Cedar Falls Inc. O'Quinn is sole proprietor of WUFF-AM-FM Eastman, GA, and is 24% shareholder in Mitchell Broadcasting, licensee of WOFF-FM Camilla, GA. Action July 2.

■ **KZJB-TV Newton, IA** (BAPCT900426; CH. 39; 1,330 kw; ant. 656 ft.)—Granted app. of assignment of license from MTN Broadcasting Inc. to FM Iowa Inc. for \$1.3 million. Sale includes KGCI(AM) Marshalltown and KGCI(FM) Grundy Center, both Iowa. Seller is headed by Audrey G. Osmundson, Mark K. Osmundson and Jean O. Rothman and has interest in KDAO(AM) and LPTV K39AS, both Marshalltown, Iowa. Buyer is headed by Ronald R. Hamilton, Farnell I. O'Quinn and E. Edward Hancock (see KGCI(AM) Marshalltown, IA above). Action July 2.

■ **WKXF-AM-FM Eminence, KY** (AM: BAL900411HM; 1600 khz; 500 w-D, 48 w-N; FM: BALH900411HN; 105.7 mhz; 3 kw; ant. 325 ft.)—Granted app. of assignment of license from Bass Broadcasting Company to Midwestern Broadcasting Association of Kentucky for \$300,000. Seller is headed by Stuart A. Bass and Martin H. Bass and has no other broadcast interests. Buyer is headed by Mark Roberts, Ken Kilgore and Malcolm H. Roberts, and has no other broadcast interests. Action July 3.

■ **WLEN(FM) Adrian, MI** (BTCH900424GV; 103.9 mhz; 3 kw; ant. 326 ft.)—Granted app. of assignment of license from Lenawee Broadcasting Co. to Julie M. Koehn for no financial considerations. Transfer is pursuant to trust of John W. Koehn, who headed Lenawee Broadcasting Co. until his death. Buyer is daughter of deceased. Action June 27.

■ **WFLT(AM) Flint, MI** (BAL900511EG; 1420 khz; 500 w-D, 142 w-N)—Granted app. of assignment of license from Stuart A. Gold, trustee, to Metropolitan Missionary Baptist Church for \$225,000. Seller has no other broadcast interests. Buyer is headed by Arthur J. Pointer, Julia Adams, Willa Hawkins, Sammy Beard, T.J. Pointer, O.J. Roberts, Monroe Adams, Wilmont Austin, John Allen, Thomas Davis, Nobel Jones and Alvin Phillip, and has no other broadcast interests. Action July 2.

■ **WUPY Ontonagon, MI** (BTCH900403HQ; 101.1 mhz; 30 kw; HAAT: ANT 300 ft.)—Granted app. of assignment of license from Octagon County Broadcasting Inc. to Sandra K. Schulz for \$300,000. Seller is headed by David J. and Joyce D. Savolainen husband and wife, and has no other broadcast interests. Buyer has no other broadcast interests. Action June 29.

■ **WMIH Gorham, NH** (BAPH891215HG; 107.1 mhz; 3 kw; HAAT: ANT 631 ft.)—Dismissed app. of assignment of license from Metrocomco Inc. to White Mountain FM Inc. for \$25,000. Action June 29.

■ **WPNF(AM) Brevard, NC** (BAL900511ED; 1240 khz; 1 kw-U)—Granted app. of assignment of license from Pisgah Broadcasting Co. to Radio Hendersonville for \$60,000. Seller is headed by Stella Anderson and Stella Trapp and has interest in WBBO(AM) Forrester City, NC. Buyer is headed by Kermit Edney, and is licensee of WHKP(AM) Hendersonville, NC. Action July 2.

■ **WPJV(FM) Willard, OH** (BAPH890517HT; 96.9 mhz; 3 kw; ant. 91 ft.)—Granted app. of assignment of license from Pioneer Joint Vocational School to Mansfield Christian School for no financial considerations. Seller is headed by Richard Jones and Jerry Payne, and has no other broadcast interests. Buyer is headed by Roger Shaull and has no other broadcast interests. Action June 3.

■ **WZOL-FM Luquillo, PR** (BALH900501HA; 92.1 mhz; 3 kw; ant. 112 ft.)—Granted app. of assignment of license from AerCo. Broadcasting Corp. to Asociacion Puertorriquiana Del Este De Los Adventista Del Septimo Dia for \$825,000. Seller is headed by Angel E. Roman and has no other broadcast interests. Buyer is headed by Felix Rio Lopez, Elias Lopez, Hector L. Reyes, Dagoberto Castro, Carmen Cruz, Hector Her-

nandez, Jose D. Garcia and Rafael Irsula, and has no other broadcast interests. Action June 29.

■ **WSUY(FM) Charleston, SC** (BTCH900504HH: 100.7 mhz; 3 kw; ant. 328 ft.)—Granted app. of assignment of license from Southern Communications Inc. to William G. Dudley III for \$502,858. Price is for 51% of company. Seller is Allan Jenkins who is selling his 51% share. Buyer currently owns 39% of Southern Communications, and owns 50% of GRR Marketing Inc., licensee of WJY(FM) New Ellenton, SC; owns 75% of Jett Communications Inc., licensee of WTMA(AM) Charleston, SC; owns 50% of Segue Communications Ltd., permittee of WYBJ(FM) Greenville, MS. Action July 3.

■ **WHUB-AM-FM Cookeville, TN** (AM: BTCH900516GX; 1400 khz; 1 kw-U; FM: BTCH900516GY; 98.3 mhz; 1.5 kw; ant. 400 ft.)—Granted app. of assignment of license from M.L. Medley, d.b.a. WHUB Inc., to Martin L., Paul M. and Donal R. Medley, brothers, for no financial considerations. Transfer of shares is gift. Seller is father of assignees, and has no other broadcast interests. Buyers have no other broadcast interests. Action June 29.

■ **WGH-AM-WGH Newport News, VA** (BAL900316GW; 1310 khz; 5 kw-U; FM: BALH900316GX; 97.3 mhz; 74 kw; ant. 415 ft.)—

Granted app. of assignment of license from Susquehanna Radio Corp. to Paco-Jon Broadcasting Corp. for \$6.5 million. Buyer is headed by Glen Mahone and is licensee of WGCV(AM)-WPLZ(FM) Petersburg WPLC(FM) Spotsylvania, both Virginia. Seller is headed by Louis J. Appell and Arthur W. Carlson, and has interests in KFOG(FM) San Francisco, CA; WTKN(AM) Pinellas Park and WHVE(FM) Sarasota, both Florida; WAPW(FM) Atlanta, GA; WFMS(FM) Indianapolis, IN; WRRM(FM) Cincinnati, OH; WAR-M(AM) Scranton, WMGS(FM) Wilkes-Barre and WSBA(AM)-WARM-FM York, all Pennsylvania; KLIF(AM) Dallas, KPLX(FM) Fort Worth and KKZR(AM)-KRBE-FM Houston, all Texas. Action June 21.

■ **KGDN Ephrata, WA** (BALH891212HQ; 95.9 mhz; 1.5 kw; HAAT: ANT 470 ft.)—Granted app. of assignment of license from Read Broadcasting to B & G Enterprises for \$120,000. Seller is headed by Thomas W. Read, who has 55% interest in TRMR Inc., licensee of KTBI(AM) Spokane, WA. Buyer is headed by Randy E. Boruff and Al C. Geesey and is licensee of KULE(AM) Ephrata, WA. Action July 3.

■ **KXAA-FM Rock Island, WA** (BAPH900305HL; 99.5 mhz; 447 kw; ant. -511 ft.)—Granted app. of assignment of license from KXA Radio Corporation to

Sunbrook Wenatchee Ltd. for \$91,000. Seller is headed by Thomas W. Read, who has interest in KTBI(AM)-KGDN(FM) Ephrata and KOL Radio Corp., holder of CP for new AM Dishman, WA. has interest in TRMR Inc., licensee of KTBI(AM) Ephrata, WA. Buyer is subsidiary of Sunbrook Communications Corp. (see KAAR(FM) Medical Lake, WA above), and Danny L. Sollom. Action June 29.

■ **WCEF-FM Ripley, WV** (BALH900412GZ; 98.3 mhz; 3 kw; HAAT: ANT 300 ft.)—Granted app. of assignment of license from Thomas Communications Corp. to McWhorter Communications Corp. for \$420,000. Seller is headed by Wayne A. Thomas and Pat R. and Helen M. Hamilton, husband and wife, and has interest in WETZ(AM)-WATQ(FM) New Martinsville and WKKW(FM) Clarksburg, both West Virginia. Buyer is headed by Robert D. McWhorter, Ronald W. Hill and Roger J. Morgan, and has no other broadcast interests. Action June 28.

NEW STATIONS

Applications

■ **Lincoln, NE** (BPED900621M)—Joy Public Broadcasting Corp. seeks 88.5 mhz; 5 kw; ant. 314 ft. Address: 5712 Massachusetts Ave., Bethesda, MD

SERVICES

BROADCAST DATABASE dataworld[®] MAPS

Coverage/Terrain Shadowing
Allocation Studies • Directories
P.O. Box 30730 301-652-8822
Bethesda, MD 20814 800-368-5754

BROADCAST DATA SERVICES
Computerized Broadcast Service
including
Data Base-Allocation Studies
Terrain Profiles
A Div. of Moffet, Larson & Johnson, Inc.
703 824-5666
FAX: 703-824-5672

**UNUSED CALL LETTERS
MAILING LABELS**
AM • FM • TV
dataworld[®]
301-652-8822 800-368-5754

Telatech, Inc.
BROADCAST CONSULTANTS AND ENGINEERS
• FCC Applications and Field Engineering
• Frequency Searches and Coordination
• Tower Erection and Maintenance
• Facility Design and Construction
Contact: KENNETH W. HOEHN 23400 Mich. Ave.
(313) 562-6873 Dearborn, MI 48124

dataworld[®] LPTV/TV Translator

Detailed Interference Studies
Regional Directories
Maps - Terrain - Popcount
301-652-8822 800-368-5754

DSI
COMMUNICATIONS INC.
• Radio and Television System Design
• Transmitter and Studio Installation
• Microwave and Satellite
Engineering and Installation
627 Boulevard
201-245-4833 Kenilworth, NJ 07033

Stainless, Inc.
New Towers, Antenna Structures
Engineering Studies, Modifications
Inspections, Erection, Appraisals
North Wales, PA 19454
215 699-4871 FAX 699-9597

Shoolbred Engineers, Inc.
Structural Consultants
Towers and Antenna Structures
Robert A. Shoolbred, P.E.
1049 Morrison Drive
Charleston, S.C. 29403 • (803) 577-4681

SG Communications, Inc.
TV/FM RF Systems Specialists
RF System Measurements
Tower Erection & Maintenance
1-800-824-7865 Tucson, AZ
1-800-874-5449 Tampa, FL

KLINE TOWERS
Towers, Antenna Structures
Engineering & Installation
P.O. Box 1013
Columbia, S.C. 29202
Tel: 803 251-8000 - FAX 251-8080

LDL COMMUNICATIONS, Inc.
RF DESIGN & INSTALLATION SPECIALISTS
LARCAN SOLID STATE TRANSMITTERS
ALAN DICK ANTENNAS & COMBINERS
LEBLANC & ROYLE TOWER SYSTEMS
14440 CHERRY LANE CT. LAUREL, MD 20707
TEL: 301-498-2200 FAX: 301-498-7952

PIROD INC.
ENGINEERS & MANUFACTURERS OF
SOLID STEEL TOWER STRUCTURES
PHONE 219-936-4221
FAX 219-936-6796
P.O. Box 128, 1200 N. Oak Rd.
Plymouth, IN 46563

New towers, transmitter buildings, earth stations, turnkey site development.
Tower Structures, Inc.
1060 Mirvana Avenue
Chula Vista, CA 92011
619/421-1181
Fax: 619/421-0533 Lic. No. 254513

ENGINEERING SERVICES
REGISTERED PROFESSIONAL ENGINEERING STAFF
• STRUCTURAL • CIVIL • MECHANICAL •
Tower and Antenna Support Systems Analysis,
Inspection, Modifications, and Appraisals.
division of
CENTRAL TOWER INC.
P.O. Box 630
Newburgh, NY 12550 (phone) 812-853-0895

Utility Tower COMPANY
A CORPORATION
SERVING BROADCASTERS
FOR OVER FORTY YEARS
(405) 946-5551

NEW STATIONS
Find out about every chance
to apply - TV, AM, FM.
broadcast alert
1711 Riggs Pl., Washington, DC 20009
Tel: (202) 667-0630 Fax: (202) 483-0952

TOWER NETWORK SERVICES
DISCOUNT RATES
FLASH TECH / EG-G
NATIONWIDE SERVICE
Timer
(305) 989-8703
STROBE LIGHT REPAIR

DON'T BE A STRANGER
To Broadcasting's 117,323 Readers • Display
your Professional or Service Card here. It will be
seen by station and cable TV system owners
and decision makers.
* 1989 Readership Survey showing 3.7 readers
per copy

contact
BROADCASTING MAGAZINE
1705 DeSales St., N.W.
Washington, D.C. 20036
for availabilities
Phone: (202) 659-2340

PROFESSIONAL CARDS

du Treil, Lundin & Rackley, Inc.

A Subsidiary of A.D. Ring, P.C.

1019 19th Street, N.W., Suite 300
Washington, D.C. 20036
Telephone: 202-223-6700
Member AFCEE



Carl T. Jones
Corporation
A Subsidiary of Science Applications International Corporation

CONSULTING ENGINEERS
7901 YARNWOOD COURT
SPRINGFIELD, VA 22153
(703) 569-7704
MEMBER AFCEE

LOHNES & CULVER

Consulting Radio-TV Engineers
1156 15th. St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722



Member AFCEE

COHEN, DIPPELL and EVERIST, P.C.

CONSULTING ENGINEERS
1300 "L" STREET, N.W. SUITE 1100
Washington, D.C. 20005
(202) 898-0111
Member AFCEE

SILLIMAN AND SILLIMAN

8121 Georgia Ave. #700
Silver Spring, MD 20910
ROBERT M. SILLIMAN, P.E.
(301) 589-8288
THOMAS B. SILLIMAN, P.E.
(812) 853-9754
Member AFCEE

Moffet, Larson & Johnson, Inc.

Consulting Telecommunications Engineers
Two Skyline Place, Suite 800
5203 Leesburg Pike
Falls Church, VA 22041
703 824-5660
FAX: 703-824-5672
Member AFCEE

HAMMETT & EDISON, INC.

CONSULTING ENGINEERS
Box 280068
San Francisco, California 94128
HE (415) 342-5200
(202) 396-5200
Member AFCEE

Jules Cohen & Associates, P.C.

Consulting Electronics Engineers
Suite 600
1725 DeSales, N.W.
Washington, D.C. 20036
Telephone: (202) 659-3707
Telecopy: (202) 659-0360
Member AFCEE

CARL E. SMITH CONSULTING ENGINEERS

AM-FM-TV Engineering Consultants
Complete Tower and Rigging Services
"Serving the Broadcast Industry
for over 50 Years"
Box 807 Bath, Ohio 44210
(216) 659-4440

VIR JAMES

CONSULTING ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
3137 W. Kentucky Ave. - 80219
(303) 937-1900
DENVER, COLORADO
Member AFCEE & NAB

E. Harold Munn, Jr., & Associates, Inc.

Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

ROSNER TELEVISION SYSTEMS

CONSULTING & ENGINEERING
250 West 57 Street
New York, N.Y. 10107
(212) 246-2850

Mullaney Engineering, Inc.

Consulting Telecommunications Engineers
9049 Shady Grove Court
Gaithersburg, MD 20877
301-921-0115
Member AFCEE

HATFIELD & DAWSON

CONSULTING ENGINEERS
4226 SIXTH AVE. N.W.
SEATTLE, WASHINGTON 98107
(206) 783-9151; Facsimile: (206) 789-9834
MEMBER AFCEE

F.W. HANNEL & ASSOCIATES

Registered Professional Engineers
911 Edward Street
Henry, Illinois 61537
(309) 364-3903
Fax (309) 364-3775

STRUCTURAL SYSTEMS TECHNOLOGY, INC.

J. Cabot Goudy, P.E.
PRESIDENT
TOWERS, ANTENNAS, STRUCTURES
New Tall Towers, Existing Towers
Studies, Analysis, Design Modifications,
Inspections, Erection, Etc
6867 Elm St., McLean, VA 22101 (703) 556-9765

C. P. CROSSNO & ASSOCIATES

Consulting Engineers
P.O. Box 18312
Dallas, Texas 75218
(214) 669-0294
Member AFCEE

JOHN F.X. BROWNE & ASSOCIATES, P.C.

525 Woodward Ave.
Bloomfield Hills, MI 48013
(313) 642-6226
Washington Office
(202) 293-2020
Member AFCEE

D.C. WILLIAMS & ASSOCIATES, INC.

Consulting Engineers
AM-FM-TV-LPTV-CATV
POST OFFICE BOX 700
FOLSOM, CALIFORNIA 95630
(916) 933-5000

COMMUNICATIONS TECHNOLOGIES INC.

BROADCAST ENGINEERING CONSULTANTS
CLARENCE M. BEVERAGE
LAURA M. MIZRAHI
(609) 965-0877
P.O. BOX #1139
MARLTON, NJ 08053
FAX: (609) 965-8124



LAWRENCE L. MORTON
ASSOCIATES
1231 MESA OAKS LANE
MESA OAKS, CALIFORNIA 93046

LAWRENCE L. MORTON, P.E.

AM • FM • TV
APPLICATIONS • FIELD ENGINEERING
MEMBER AFCEE
(805) 733-4275 / FAX (805) 733-4793

SELLMEYER ENGINEERING

Consulting Engineers
P.O. Box 356
McKinney, Texas 75069
(214) 542-2056
Member AFCEE

PAUL DEAN FORD, P.E.

BROADCAST ENGINEERING CONSULTANT
R.R. 12, Box 351
WEST TERRE HAUTE, INDIANA 47885
812-535-3831
Member AFCEE

EVANS ASSOCIATES

Consulting Communications Engineers
AM-FM-TV-CATV-ITFS Cellular
Broadcast Engineering Software
216 N. Green Bay Rd.
THIENSVILLE, WISCONSIN 53092
Phone (414) 242-6000
Member AFCEE

RICHARD L. BIBY, P.E.

COMMUNICATIONS ENGINEERING
SERVICES, P.C.
CONSULTING ENGINEERS
6105-G Arlington Blvd.
Falls Church, VA 22044
(703) 534-7880 (703) 534-7884 Fax
Member AFCEE

J. Boyd Ingram and Associates

Specialists in
FM Radio Applications
Best Service Best Prices
PO Box 73
Batesville, Mississippi 38606
601 563-4664

Datel Corporation

BROADCAST CONSULTANTS
Applications • Inspections

Call Toll-Free
(800) 969-3900
1515 N Court House Rd, Arlington, VA 22201

George Jacobs

& Associates, Inc.
Consulting Broadcast Engineers
Domestic & International
Member AFCEE

Suite 410
(301) 587-8800
8701 Georgia Ave.
Silver Spring, MD
20910

Radiotechniques

EDWARD A. SCHOBEL, P.E.
FCC Applications • Field Engineering
AM • FM • TV • Boosters
P.O. Box 367 • Haddon Heights, NJ 08035
609-548-6008
Member AFCEE and NAB

DON'T BE A STRANGER

To Broadcasting's 117,323 Readers - Display
your Professional or Service Card here. It will be
seen by station and cable TV system owners
and decision makers
* 1989 Readership Survey showing 37 readers
per copy

contact

BROADCASTING MAGAZINE
1705 DeSales St., N.W.
Washington, D.C. 20036
for availabilities
Phone: (202) 650-2340

AFCEE

Association of
Federal Communications
Consulting Engineers
P.O. Box 19333
20th Street Station
Washington, DC 20036
(703) 534-7880

20816. Principal is headed by George Douglas. Filed June 21.

■ **Bridgeton, NJ** (BPED900618ME)—New Jersey Public Broadcasting Authority seeks 89.3 mhz; 4.05 kw; ant. 203 ft. Address: 1573 Parkside Ave. CN777, Trenton, NJ 08625. Principal is headed by Robert Berkowitz, Vera King Farris, George Muller and Robert G. Ottenhoff, and has no other broadcast interests. Filed June 18.

■ **Hudson, NY** (BPED900621MO)—Sound of Life Inc. seeks 91.1 mhz; .08 kw; ant. 347 ft. Address: Box 380A, Lake Rd., Kingston, NY 12401. Principal is headed by Bruce Winchell, and is licensee of WFGB(FM) Kingston, NY. Filed June 21.

■ **Belvedere, SC** (BPED900618MD)—Toccoa Falls College seeks 88.3 mhz; 4.46 kw; ant. 1,505 ft.; Falls Rd., Toccoa Falls, GA 30598. Principal is headed by Paul L. Alford, and is licensee of WRAF(FM) Toccoa Falls WCOP(AM) Warner Robin, both Georgia. Filed June 18.

■ **Abilene, TX** (BP900625AH)—Abilene Community Radio seeks 1340 khz. Address: P.O. Box 7147, Amarillo, TX 79114. Principal is headed by C.K. Adams, who has interest in Tascosa Broadcasting, licensee of KQIZ-AM-FM Amarillo, TX. Filed June 25.

Actions

■ **Quincy, CA** (BPH890308MC)—Dismissed app. of Ralph E. Wittick for 100.3 mhz; 3 kw; ant. 646 ft. Address: 33 Kato Trail, P.O. Box 20116, Grayeagle, CA 96103. Wittick has no other broadcast interests. Action July 2.

■ **Redding, CA** (BPED900129MH)—Returned app. of State of Oregon Board of Higher Education for 88.9 mhz; 4.6 kw; ant. 1,584 ft. Address: P.O. Box 3175, Eugene OR 97403. Principal is headed by Wilma Foster and has no other broadcast interests. Action June 21.

■ **Eldora, IA** (BPH880415MF)—Granted app. of E.W. Bie for 99.5 mhz; 3 kw; ant. 328 ft. Address: 3911 Mallard Point Dr., Memphis, TN 38128. Bie has no other broadcast interests. Action July 5.

■ **Arkansas City, KS** (BPED870508MC)—Dismissed app. of Faith Broadcasting Inc., for 91.9 mhz; 3 kw; ant. 308 ft. Address: Summit and Edgemont, Arkansas City, KS 67005. Principal is headed by Gregory A. Hudson and has no other broadcast interests. Action July 5.

■ **Liberal, KS** (BPH890103MB)—Dismissed app. of Thunderbird Broadcasting for 105.1 mhz; 50 kw; ant. 209 ft. Address: Box 1511, Liberal, KS 67905. Principal has no other broadcast interests. Action July 3.

■ **Thief River Falls, MN** (BPED880816MK)—Granted app. of Minnesota Public Radio Inc. for 91.5 mhz; 100 kw; ant. 449 ft. Address: 45 E. 8th St., St. Paul, MN 55101. Principal is headed by William H. Kling and has no other broadcast interests. Action July 5.

■ **Troy, MO** (BPH891002MP)—Returned app. of Betty A. Salois for 100.7 mhz; 6 kw; ant. 328 ft. Address: Rte. 1, Box 92, Bowling Green, MO 63334. Salois owns 31.5% of Pike County Broadcasting Co., licensee of KPCR-AM-FM Bowling Green, MO. Action July 2.

■ **Toledo, OH** (BPED880516MO)—Granted app. of The University of Toledo for 88.3 mhz; .017 kw; ant. 124 ft. Address: 2801 W. Bancroft St., Toledo, OH 43606. Principal is headed by Terrance M. Teagarden and has no other broadcast interests. Action June 29.

■ **Cayce, SC** (BPED881018MA)—Granted app. of Bible Broadcasting Network Inc. for 88.7 mhz; .15 kw; ant. 141 ft. Address: P.O. Box 1818, 130 N. Battlefield Blvd., Chesapeake, VA. Principal is headed by Lowell L. Davey and has no other broadcast interests. Action June 26.

■ **Waynesboro, TN** (BPH890104MC)—Granted app. of Pioneer Radio Inc. for 94.9 mhz; 3 kw; ant. 328 ft. Address: 100 Public Square South, P.O. Box 100, Waynesboro, TN 38485. Principal is headed by Wayne C. Hall and has no other broadcast interests. Action July 5.

■ **Waynesboro, TN** (BPH890105MB)—Dismissed

app. of Thomas J. Johnson for 94.9 mhz; 3 kw; ant. 328 ft. Address: 544 Wilson Bridge Dr., Oxon Hill, MD 20745. Johnson has no other broadcast interests. Action July 5.

■ **Bay City, TX** (BPH880523ME)—Granted app. of Ammerman Enterprises Inc. for 96.1 mhz; 50 kw; ant. 514 ft. Address: 4800 Sugar Grove Blvd., Stafford, TX 77477. Principal is headed by Dan Amerman, and has interest in KANI(AM) Wharton, TX. Action June 29.

■ **Muenster, TX** (BPH880714NB)—Granted app. of Gain-Air Co. for 106.5 mhz; 3 kw; ant. 328 ft. Address: P.O. Box 227, Gainesville, TX 76240. Principal is headed by Robert H. Wurst and has no other broadcast interests. Action June 29.

■ **Chase City, VA** (BPH880107NH)—Granted app. of Patricia B. Wagstaff for 99.9 mhz; 3 kw; ant. 328 ft. Address: 570 Boyd St., Chase City, VA 23924. Wagstaff has no other broadcast interests. Action June 26.

FACILITIES CHANGES

Applications

AM's

■ **Palm Beach, FL** WPBR(AM) 1340 khz—June 27 application for CP to change TL: to Industrial Way, .2 km W. of interstate 95 and 1.6 km S. of Hypoluxo Rd., Boynton Beach, FL and make changes in ant. system 26 33 26N 80 04 20W.

■ **Lincoln, NE** KLIN(AM) 1400 khz—July 2 application for CP to change TL: to 4345 Vine St., Lincoln, NE 40 49 12N 96 39 29W.

■ **Reno, NV** KQLO(AM) 920 khz—June 27 application for CP to change TL: 8.8 km E. of Central Reno at 90 degrees (T), Reno, NV and make changes in ant. system 39 30 39N 119 45 17W.

■ **Houston, TX** KLAT(AM) 1010 khz—July 3 application for CP to change TL: 2,750 ft. E. of Fairbanks N. Houston Rd. 2,075 ft. N. of intersection of Fairbanks N, Houston Rd. and Taub Rd., NR Houston, TX 29 55 06N 95 30 58W.

FM's

■ **Beebe, AR** 101.5 mhz—June 21 application for mod. of CP (BPH80407MH) to change ERP: 6 kw H&V; change TL: 4.5 km 102 degrees (T) from Floyd, AR.

■ **Grangeville, ID** KORT-FM 92.7 mhz—June 28 application for CP to change ERP: .362 kw H&V; ant.: 2,351 ft.; change TL: atop Grangeville Mountain, 7 km S. of Grangeville, ID; upgrade to class C3 in accordance with MM docket #89-142.

■ **Algona, IA** KLGA-FM 92.7 mhz—June 28 application for CP to change ERP: 30 kw H&V; change to class C3 (per docket No. 89-25).

■ **Decorah, IA** KRDI-FM 100.9 mhz—June 27 application for CP to change freq: 100.5 mhz; ERP: 50 kw H&V; ant.: 492 ft.; TL: 110 Highland Dr., Decorah, Winneshiek CO., IA; class: C2 (per docket # 89-298).

■ **Basile, LA** KBAZ(FM) 102.1 mhz—June 26 application for CP to change class: C3.

■ **Many, LA** KWLTV(FM) 107.1 mhz—June 29 application for CP to change ERP: 25 kw H&V; ant. 252 ft.; change to class C3; and to correct site coordinates 31 36 27N 93 24 05W (per docket No. 89-276).

■ **Winnfield, LA** KVCL-FM 92.1 mhz—July 2 application for CP to change ERP: 6 kw H&V; ant.: 209 ft.

■ **Billings, MT** KRKX(FM) 94.1 mhz—June 26 application for mod. of CP (BPH850712UQ) to change ant. supporting structure height.

■ **Missoula, MT** KZOQ(FM) 100.1 mhz—June 26 application for CP to change ERP: 12.15 kw H&H; change to class C3 (per docket #89-223).

■ **Cameron, MO** KDEE(FM) 92.3 mhz—June 29 application for mod. of CP (BPH880421MG) to change ant.: 328 ft.; change TL: approximately 5.1 km N. of Cameron, Grand River Township, MO.

■ **Rochester, NY** WIRQ(FM) 90.9 mhz—June 15 ap-

plication for CP to change freq: 94.3 mhz.

■ **Utica, NY** 100.7 mhz—June 27 application for mod. of CP (BPH860203MY) to change ERP: 1.16 kw H&V; change ant.: 551 ft.; TL: .25 km SE of Hill Rd. on Grace Rd., NY.

■ **East Liverpool, OH** WELA(FM) 104.3 mhz—June 26 application for CP to change ant.: 492 ft.; modify directional pattern.

■ **Huntingdon, PA** WQHG(FM) 106.3 mhz—May 18 application for mod. of CP (BPH870224MP) to change ERP: 6 kw H&V; change ant. 154 ft.; TL: RD#3, Stone Creek Ridge, 1.5 miles E. of Huntingdon Borough, PA.

■ **New Kensington, PA** WMXP(FM) 100.7 mhz—June 27 application for mod. of CP (BPH890804IA) to change ERP: 16.9 kw H&V; change ant.: 849 ft.

■ **Tobyhanna, PA** 107.9 mhz—June 27 application for mod. of CP (BPH870615MJ) to change ERP: 2 kw H&V; change ant.: 564 ft.

■ **Washington, PA** WYTK(FM) 95.3 mhz—June 27 application for CP to change ERP: 4.2 kw H&V; other: change to DA system.

■ **Mineral Wells, TX** KYXS-FM 95.9 mhz—June 27 application for CP to change ERP: 25 kw H&V; ant.: 285 ft.; change to class C3 (per docket #89-191).

■ **Bridgewater, VA** WRDI-FM 105.1 mhz—June 29 application for CP to change ERP: 2 kw H&V.

■ **Lomira, WI** 106.7 mhz—June 20 application for mod. of CP (BPH870617MI) to change ERP: 1.35 kw H&V; change ant. 486 ft.; TL: .65 km E. of Highland Rd. on Kinwood, Oakfield, WI.

TV's

■ **Dalton, GA** WYDJ(TV) ch. 23—July 3 application for mod. of CP (BPT850815KO) to change ERP: 3378 kw (vis); ant.: 1,466 ft.; TL: GA Hwy. 157, 3.45 km SSW of Lookout Mountain, GA; ant.: Andrew ATW30H5-HTC2-23H(DA)(BT); 34 57 07N 85 22 58W.

■ **Bethlehem, PA** WBPH-TV ch. 60—July 5 application for mod. of CP (BPT850812KG) to change ERP: 12.16 kw (vis); ant.: 757 ft.; ant.: Bogner B8UA-(DA)(BT)

Actions

AM's

■ **Naples, FL** WNOC(AM) 1270 khz—June 27 application (BP900419AF) granted for CP to change night TL: to 1.75 km E. of intersection of State Rts. 846 and 1.3 km E. of State Rte. 951, Naples Park, FL; reduce nighttime power to 1.9 kw and make changes in ant. system 26 15 26N 81 40 33W.

■ **Chicago, IL** WCRW(AM) 1240 khz—July 6 application (BP900221AE) granted for CP to make changes in ant. system; also change TL: 5475 N. Milwaukee, Chicago, IL 41 58 53N 87 46 20W.

FM's

■ **Cordova, AL** WFFN(FM) 92.9 mhz—June 29 application (BPH890510IB) granted for CP to change freq: 95.3 mhz; change ERP: 2.1 kw H&V; ant.: 380 ft. (per docket #87-451). Amended March 28 for changes: change ERP: 2.2 kw; ant.: 544 ft.; change TL: 33 50 42N 87 18 26W.

■ **Winfield, AL** WXZZ(FM) 105.9 mhz—June 28 application (BMPH900322IC) dismissed for mod. of CP (BPH870903MC) to change ERP: 3.4 kw (H&V); ant.: 432 ft.; TL: .5 mile N. of Mt. Pleasant Church, 2.25 miles W. of Brilliant, AL.

■ **Booneville, AR** KBSS-FM 92.1 mhz—July 2 application (BPH880722I) granted for CP to change freq: 104.7 mhz; change ERP: 50 kw H&V; ant.: 492 ft.; TL: 12 miles W. of Booneville on Hwy. 10; change to class C2 (per docket #87-216).

■ **Oakdale, CA** KDJF-FM 95.1 mhz—June 29 application (BPH891003IC) dismissed for CP to change ERP: 16 kw H&V; ant.: 875 ft.; TL: proposed location is on Rushing Mountain, rural area 5.6 miles E. of Knights Ferry, and 1.5 miles S. of Hwy. 108/ 120, in Tuolumne County, CA; other: change ant from non-directional to directional.

CLASSIFIED

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Energetic sales manager needed to lead young CHR into Virginia's fastest growing region. Must be promotion-minded and goal oriented. Salary + commission. Send track record to: WGRQ, Box 689, King George, VA 22485. EEO.

Are you tired of the hassle of running a radio station? We market sales promotions to radio station managers and are looking for professionals who are interested in a very excellent income (commission sales), willing to travel a one or two state area, and know how to close a sale. Please send picture and resume to Box M-50. EOE.

Group Broadcaster is seeking general manager for successful Southwest Coastal market operation. Organizational ability, goal orientation, successful sales background and strong people skills are absolute prerequisites. Send resume, salary history, and references to: M-51. EOE.

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.

Operations manager: WUFT-FM, Gainesville, Florida. Coordinates day-to-day studio operations. Recruit, audition, train and evaluate student air staff in proper production procedures and coordinates all studio scheduling. Monitor all equipment performance, coordinate equipment maintenance scheduling. Requires a Bachelor's degree, Master's degree preferred. Minimum of 4 years full time public radio experience with 2 in mid-management. Demonstrated expertise in training and supervision of volunteer, part-time or student announcers and high degree of skill in pronunciation of classical composers' names and foreign phrases. Fundraising, budget, computer knowledge are definite pluses. Salary: \$23,000. Send current resume and 3 reference letters to: Operations Manager, Search Committee, WUFT-FM, 2208 Weimer Hall, University of Florida, Gainesville, FL 32611 by August 16, 1990. An EEO/AA employer.

Sales manager needed: Aggressive sales manager that's capable of training, maintaining and motivating a growing sales staff is needed. Capable of developing quarterly and yearly plans to achieve realistic budgets? --- then here's an opportunity --- AM/FM combo in the Raleigh/Durham market. Mgt. experience or 5 yrs sales experience necessary. Excellent compensation package. Real opportunity for advancement. Send resume, refs., and salary history to: Treva Hunter, 2515 Apex Highway, Durham, NC 27713. EOE.

General manager needed for A/C station in growing northern Colorado market. Must have stable employment history, a strong sales background and programming knowledge. We're looking for a winner to join a winning team. Send resumes to: Greg Herpin, 5125 South College, Fort Collins, CO 80525. EOE.

Minnesota medium market looking for general manager to lead and motivate staff of successful AM/FM. Please send resume to Box M-53. 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.

Highly sales oriented general manager for established Arizona medium market top rated combo. EOE. M/F. Replies to M-43.

HELP WANTED SALES

Nebraska-Kansas Group is expanding. Need top-notch sales representatives who are ambitious and looking for growth. Right person could become sales manager. Resumes to: Gene McCoy, KZEN, Box 100, Central City, NE 68826. EOE.

WFXX-FOXY107 FM, Durham, NC, has an immediate opening for an account executive. 3 to 5 years of experience required. Should be capable of handling billing list of \$20,000 plus. Income potential \$30,000 plus. Send resumes to Treva Hunter, c/o WFXX-FM, 2515 Apex Hwy., Durham, NC 27713 or call 919-596-2000. EOE.

Established CHR, legendary call letters, medium market, in the Great Lakes region, seeking a hard-working, personable type who enjoys a creative approach to selling. Available list, good salary, excellent fringe benefits. Send resume to Box M-49. EOE. M-F.

Sales manager wanted: New California FM the hottest station in the Central Valley, we need a sharp sales manager who knows the consultant sell and can teach and carry a list. I trained a common laborer three years ago in radio and in radio sales. Today he is in a top station and earned \$45,000 plus perks last year. If not lazy, this a major growth opportunity for you. Experts say our station is too good for the market. Base plus commissions. Advancements, rewards plus perks and other benefits as you grow. I can't do it all. We are an EOE employer, all resumes are answered. Please send a letter and resume to: Mr. Owen PO Box 1033, Porterville, CA 93258.

Director of Community Support. KMWU-FM, National Public Radio station operated by The Wichita State University, seeks Director of Community Support with three to five years experience in fundraising and development. Responsibilities include on-air fundraising, underwriting, project grants, contributor records, station magazine, news release and events, and developing and directing a staff of full-time, student and volunteer assistants. Bachelor's degree required, master's preferred. Salary commensurate with qualifications. Substantial benefits package. Twelve-month unclassified professional contract. Send cover letter, resume, and names of three references to: General Manager, KMWU-FM, 3317 East 17th, Wichita, KS 67208. Deadline for applications: July 31, 1990. AA/EOE.

Stable, successful, top-rated group owned station in top 100 market looking for hungry over-achiever who wants to grow. Send resume to Mike Binkley, PO Box 2684, New Bern, NC 28561. EOE.

Alaska: Experienced announcer/production person for AM/FM on Kenai Peninsula - \$1500 - \$1800. mo. DOE - Exp. w/Schafer 902 Automation a plus not must. Tape/resume to G. Sartain, HC-2 Box 852, Soldotna, AK 99669. EOE.

Experienced account executive position available in Hilton Head Island, South Carolina. Apply to the Island's first radio station WHHR-FM, 803-785-9447 - Contact Leslie Richardson. EOE.

HELP WANTED TECHNICAL

Warm water, sand, sun, palm trees. Take charge engineer, 3 powerful FM's in Virgin Islands. Relocation assistance. Salary, tremendous benefits, commensurate with experience. FAX 809-775-6063.

Chief engineer for top-rated Midwest combo. 100KW FM, 1KW non-directional AM. Previous broadcast engineering required. Will maintain transmitters, STLs, satellite receivers, all studio equipment. Must have knowledge of FCC guidelines. Create and adhere to annual engineering budget. Well-maintained and modern facilities in a great family city. Competitive pay and benefits available. Contact Roger Larson, KFOR/KFRX, PO Box 80209, Lincoln, NE 68501. EOE.

Chief engineer for top 40 FM and DA AM in Fort Wayne, Indiana. Must have extensive analytical troubleshooting and repair skills for all types of radio broadcast equipment. Position will require leadership abilities and interaction with other staff members on a daily basis. This is a first-class radio group operation with quality people and top notch equipment. Send resume and salary history to Director of Engineering, Federated Media, PO Box 2500, Elkhart, IN 46515. EOE.

Chief engineer for Premier Boston Stations WRKO, WROR-FM. Five years experience. Strength in transmitters and management. Resumes to: Susan Theye, 3 Fenway Plaza, Boston, MA 02215. An EOE M/F/H/V.

Engineer: Major market AM station seeks chief engineer experienced in installation and maintenance of broadcast equipment. FCC General Class radio-telephone license required. Must have Hi-Power directional experience. Send resume and salary requirements to Engineering Dept., 314 NE Park Circle, Kansas, MO 64116. EOE.

Engineer, HF Broadcasting/Freq. Mgr., 25-30 hrs/wk, contract to support USG agency, HFBC WARC Preparation. Must have experience in int'l HF Broadcasting and good communication skills. Security clearance required. Previous applicants need not apply. 202-254-8040, Kay Burke. EOE.

HELP WANTED NEWS

WKRM-AM-FM combo in middle Tennessee seeks experienced news director. No calls, please. T & R: Robert McKay III, PO Box 1377, Columbia, TN 38402. EOE.

**HELP WANTED PROGRAMING
PRODUCTION AND OTHERS**

Operations manager for Cape Cod's leading radio station, programming news, easy listening, jazz and classical. Requires strong management ability, precise programming skills, high caliber production capability, and computer experience. If you've got everything it takes to keep us on top for another 10 years, send a letter, resume and tape to Stephen Colella, General Manager, WQRC-FM, 737 West Main Street, Hyannis, MA 02601. EOE/MF.

Writer/producer: For nationally-syndicated radio program. Strong research, writing and organizational skills. Minimum three years experience in radio and/or television news. No calls. Resume and writing samples to Linda Edwards, Manager, Broadcast News Service, Chemical Manufacturers Association, 2501 M Street, NW, Washington, DC 20037. EOE.

Boise State University is seeking a director of operations & production engineering who will be responsible for supervising broadcast production facilities at BSU radio, including studio and remote facilities and assisting the BSU radio director of engineering with regard to installation and maintenance of BSU radio's RF transmission system. Qualifications: Bachelor's degree in Broadcast Engineering or combination of bachelor's degree in related field plus formal electronics training. Minimum 4 years experience in radio broadcast engineering, including systems design, equipment maintenance, production management, transmitter maintenance, and broadcast operations. Additional experience may be substituted for formal education on a year for year basis. FCC General Class license and/or SBE certification preferred. Salary \$33,000 plus fringe benefits. Screening will begin on July 31, 1990 (position will remain open until filled). Send resume & references to: Ralph Hogan, Director of Engineering & Chair, Search Committee, BSU Radio Network, 1910 University Drive, Boise, ID 83725. 208-385-3663. EOE/AA Institution.

Director of Information Programing. KMWU-FM, National Public Radio station operated by The Wichita State University, seeks director of information programing to produce and supervise newscast, commentaries, and feature reports, research community issues, develop programing to serve community interests, and develop and direct staff of full-time, student and volunteer assistants. Three years experience and Bachelor's degree required, Master's degree preferred. Salary commensurate with qualifications. Substantial benefits package. Twelve-month unclassified professional contract. Send cover letter, resume, names of three references, and non-returnable audition cassette to: General Manager, KMWU-FM, 3317 East 17th, Wichita, KS 67208. Deadline for applications: July 31, 1990. AA/EOE.

Program director: Implement & advise on broadcast and production systems for an album oriented rock station. Supervise and direct all on-air programing research for the radio station. Negotiate fees & utilize over 18 announcers, producers and writers in presenting all on air programs. Must have at least 10 years experience or 10 years experience in a senior radio position, or the equivalent in education and experience. Knowledge of FCC regulations. Extensive knowledge of program directing especially for a music radio station, marketing and market research analysis as relates to listenership. Background in FM format philosophy, programing & guidelines. Salary: \$6,242.00 per month. Place of employment and interview: Seattle, Washington. By August 23, 1990 send resume to Employment Security Dept., ES Div., Attn: Job #212613-Y, Olympia, WA 98504. EOE.

Eastern Long Island FM station seeks hands-on production operations manager, who can also host morning program. Excellent opportunity with #1 Adult 25-54 station. Mature professionals only. EOE, M/F. Write or call Jeff Fisher, Station Manager, WBAZ, Box 1200, Southold, NY 11971. 516-765-1017.

SITUATIONS WANTED MANAGEMENT

General manager: Successful, quality GM seeks small-mid sized market opportunity. Proven results, 20+ years experience, CRMC. Strong on sales and programing. Outstanding credentials and references. If you can offer a quality situation, I can offer results! East coast preferred. Call 301-426-5344.

Full service consultant for your station. 13 years experience in management, sales, programing, promotion. Specialists in FCC rules and regulations. Regardless of market size, can analyze and improve your operation. Reasonable rates, personal service. Call Gregory J. Eyerman today! 614-687-1080.

SITUATIONS WANTED SALES

Texas Pro seeks GM or GSM in Texas. Major/medium market winning track record. Let me do it for you. 512-829-4645.

SITUATIONS WANTED ANNOUNCERS

Hard-working, intelligent A/T with over two years S/M market experience seeks bigger & greener pastures. Willing to relocate. Todd: 814-662-2044.

Engineer/air talent: Will engineer AM/FM. Prefer airshift on rock FM; milder climate; medium to large market. Experienced. Eric, evenings 219-924-7004.

Network voice: Seasoned professional looking for opportunity to work as an announcer or PD with station in eastern PA. or New Jersey. (No Rock). Vince Carr, Box L938, Langhorne, PA 19047.

Capable, dependable chief engineer: Extensive studio, transmitter and STL troubleshooting experience. Degree, 1st phone, SBE certification. Reply to Box M-46.

SITUATIONS WANTED NEWS

Sports specialist: Knowledgeable, opinionated; accurate, concise; humorous; dependable. 15 yrs pro award winning sportscast/PBP 303 241-6452.

**SITUATIONS WANTED PROGRAMING
PRODUCTION & OTHERS**

Let's make \$\$\$\$\$! Program director who knows how to help sales raise revenues and increase an audience seeks bigger and better challenges. Currently programing top rated AC/FSAC combo. Call 603-448-6589. EOE.

San Diego area! Former DJ ("Willie B." style); creative copywriter; potent phone salesman; voice-overs ("real people"). Seeks part-time work. Prefers MOR &/or jazz format. Available Fall '91. Contact Dean Favor, 9060 Palisade Ave., North Bergen, NJ 07047.

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.

Blimpy floating signs: Giant blimps, hot air balloons, rooftop balloons. Increase recognition by 25% instantly! Special sale. 12 ft blimp or balloon only \$299.00. Custom messages. Shipping in 24 hours! 407-738-5300.

Free traffic, logs, and billing software for IBM or MS-DOS compatible computers. Call Epilog toll free at 1-800-292-3569.

TELEVISION

HELP WANTED MANAGEMENT

Broadcast controller: KSBW-TV, the NBC affiliate serving Salinas/Monterey, CA, is seeking a self-motivated starter as broadcast controller. Ideal candidate is a CPA with public accounting experience or a person with a four year accounting degree and 2-4 years of experience as a broadcast controller or assistant controller. Applicants must also possess good managerial skills and a strong background in computer systems and PC software. Send resume to: Larry Haugen, Gillett Group Management, Inc., 555 17th St., Suite 3300, Denver, CO 80202. EOE.

Promotion director: Position available at top 50 NBC affiliate. Responsible for all aspects of station promotion, supervision of staff. College degree preferred. At least five years experience in commercial television; background in promotion, production. Send resume and tape to: Dow Smith, WVTM-TV13, PO Box 10502, Birmingham, AL 35202. An equal opportunity employer.

Bilingual Spanish/English promotions manager. Responsible for on-air look of new Latin American Entertainment Network. Must have creative and operational promotional experience in television. Strongly prefer individual to have knowledge of Latin culture. Send resume and demo tape to: Promotion Manager, PO Box 8207, Atlanta, GA 30306. Or send fax to: 404-827-1223. EOE.

Bilingual Spanish/English programing manager. Individual will be responsible for programing new Latin American Entertainment Network. Must have good working knowledge of movies, actors and actresses, as well as formatting experience in television. Strongly prefer individual to have knowledge of Latin culture. Send resume and demo tape to: Programing Manager, PO Box 8207, Atlanta, GA 30306. Or send fax to: 404-827-1223. EOE.

Accounting clerk: Position requires a detail-oriented person with good figure aptitude who will assist news bureau manager in processing invoices and payrolls and the maintenance of budget records. Must have the ability to work independently under pressure and meet deadlines. Knowledge of IBM PC helpful, typing required. Send resumes only to: Grace Anorve, WABC-TV, 7 Lincoln Sq., New York, NY 10023. No phone calls. We are an equal opportunity employer.

General manager: WPTT-Pittsburgh, is seeking experienced GM with minimum 5 years in sales. Management experience important. Must be leader/motivator able to budget/control expenses. Excellent benefits. Join Sinclair Broadcast Group. Resumes: Rob Smith, 3500 Parkdale Ave., Baltimore, MD 21211. No calls. EOE.

HELP WANTED SALES

National sales manager: WLIG-TV, Long Island, NY, seeks Manhattan-based sales pro. Successful station or rep experience required. Outstanding growth opportunity with full benefit package. Contact Marvin Chauvin, GM, WLIG-TV, 300 Crossways Park Dr., Woodbury, NY 11797. 516-364-1500. EOE.

Marketing/research director: Experienced, creative, sales oriented for dominant independent in top 10 market. Send resume to: Joe Occhionero, GSM, WUAB-TV, 8443 Day Dr., Cleveland, OH 44129. EOE.

Account executive: Midwest network affiliate VHF seeks experienced, aggressive account executive. Send resume and income history to Box M-38. EOE.

Account executive: Strong NBC looking for highly motivated self-starter with ability to develop new business. Experience preferred, but will strongly consider successful radio candidates looking to move into TV. Resume to Tim Sharky, General Sales Manager, WTVQ-TV, PO Box 470, Rockford, IL 61105. EOE.

General sales manager TV: Major broadcast group, NBC affiliate, mid-Atlantic location, accepting applications: Direct inquiries to: Box M-48. EOE.

HELP WANTED TECHNICAL

Engineering - assistant chief position available at top 50 NBC affiliate. Works closely with Chief Engineer. Must have 7 to 10 years television engineering with strong background in maintenance and daily operations. Good written and verbal skills required. College or technical degree in electronics or engineering preferred. Send resume to: John E. Krauser, WVTM-TV, Inc., PO Box 10502, Birmingham, AL 35202. An equal opportunity employer.

Engineering maintenance supervisor position available at top 50 NBC affiliate. Works closely with Chief Engineer to ensure proper operation of technical facility. Must have 5 to 7 years television maintenance including ENG repair, SNG operations and transmitters and be able to troubleshoot to component level. General FCC license and/or SBC certification helpful. Send resume to: John E. Krauser, WVTM-TV, Inc., PO Box 10502, Birmingham, AL 35202. An equal opportunity employer.

Assistant chief engineer: #1 station seeking person to handle administrative and technical management duties. Applicant must have minimum 5 years progressive experience in TV technical operations and maintenance. Must have proven record of supervising personnel. FCC General Class license required. SBE certification desired. Send resume by July 31 to Personnel Director, WIBW-TV, Box 119 Topeka, KS 66601. EOE.

Videographer: Oregon Public Broadcasting, a state-wide radio and TV public broadcasting network serving Oregon and southwest Washington, seeks outstanding videographer to shoot, edit, produce and post-produce for local and national PBS productions. Requires three years appropriate experience; grace and clarity in shooting/editing; and excellent interpersonal skills. Salary: \$1613-\$2140 per month. Permanent, full-time position with excellent benefits package. OPB headquarters is located in Portland, Oregon, in the beautiful Pacific-Northwest, with easy access to rivers, mountains, Columbia Gorge, and the Pacific Ocean. To apply, send your written request for application to Debbie Kuper, Oregon Public Broadcasting, 7140 SW Macadam Ave., Portland, OR 97219, by August 3, 1990. AA/EOE.

Broadcast maintenance engineer: Maintain and troubleshoot all equipment associated with operation of commercial television station, with special emphasis on transmitter (RCA TTU110C); assist with other duties as required by chief engineer. Must have UHF transmitter experience and current General Radio Telephone Operator license and 2-3 years experience. Resume to: Mary McKee, WHSP-TV, 4449 N. Delsea Dr., Newfield, NJ 08344. Deadline: July 30, 1990. EOE, M/F.

Industry leader in infomercial direct response advertising seeks creative, sales oriented editor experienced in 3/4", 1", Beta SP computer editing. State-of-the-art facility in small, wonderful Midwestern community. Salary negotiable. Resume, tape to: Terry Prechtel, Hawthorne Communications, Inc., PO Box 1366, Fairfield, IA 52556. EOE.

Studio maintenance engineer: WTEN/WDCB-TV the ABC affiliate in Albany, NY is searching for an experienced studio maintenance engineer to join our excellent technical staff. Three years studio maintenance background is preferred, troubleshooting to a component level; Sony 1" and 1/2" VTR's, Sony camcorders and Grass Valley switchers. Competitive salary and benefits (health insurance, paid vacations, holidays and 401K). Send resumes to WTEN-TV, 341 Northern Blvd., Albany, NY 12204, Attn: Skeeter Lansing, Chief Engineer. EOE.

TV maintenance engineer needed for a national Christian studio post production satellite uplink facility. Three years component level maintenance experience. Ampex, AVC, ADO, VPR-3, Beta, Scientific Atlanta uplink. Positions available in San Diego and Dallas. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

TV broadcast maintenance: KOCE-TV, Huntington Beach, Calif., needs two experienced maintenance engineers to service broadcast, production, and transmission equipment at component level. Broadcast operations experience required. Call for required application form, which must be submitted by deadline of 5 p.m., 8/24/90. Coast Community College District, 1370 Adams Ave., Costa Mesa, CA 92626. 714-432-5008. EOE, M/F/H.

Field engineer: One of the world's leading manufacturers of broadcast video equipment is increasing its product support team for computerized cameras. This is an opportunity for growth and advancement for the individual who has experience with today's camera technology. Field service, on-site operation/maintenance training and technical sales support make this a challenging and diversified position based in Atlanta, Georgia. If you have this unusual combination of technical knowledge and a people-oriented personality, please send your resume to: Fred Scott, Director of Engineering, Hitachi Denshi America, Ltd., 150 Crossways Park Dr., Woodbury, NY 11797. EOE.

HELP WANTED NEWS

Executive producer: Needed for #1 CBS affiliate in the West. Candidate must have strong writing skills and previous producing experience. Send resume, references and non-returnable tape to Robert Stoldal, News Director, KLAS-TV, PO Box 15047, Las Vegas, NV 89114. EOE.

Promotion writer/producer: Top 20 affiliate is looking for someone who wants to do breakthrough work. If you have excellent creative writing skills, at least two yrs. experience in advertising or broadcast promotion and want to work for an innovative station where promotion really counts, send us a reel. Big budget, competitive market with great lifestyle. Send tape and resume to Lynn Handley, Creative Services Manager, KTVK-TV, 3435 N. 16th St., Phoenix, AZ 85016. Tapes will not be returned. EOE.

Co-anchor/reporter needed to compliment male anchor. Poise, smarts, warmth and work ethic are just some of the requirements for this outstanding opportunity at a successful top 50 affiliate where news is number one. Resumes to Box M-40. EOE.

Dominant west Texas affiliate seeks weekend weathercaster. Knowledge of the Triton Weather System and computer graphics desired. Experienced and/or degree preferred. Send tape and resume to: News Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

ENG photographer: 1 year experience desired. Shooting, some editing. We want someone who cares. Open now. Also seeking reporters for future openings. Should have 1 year experience or very strong internship. Tapes, resumes: Bill Hoel, News Director, WXOW-TV, PO C-4019, La Crosse, WI 54602-4019. EOE.

Producer: Twin Cities Public Television is seeking applications for an outstanding producer for arts and cultural affairs. The position requires knowledge of popular and classical arts and culture, and provides an opportunity to work with production team committed to quality and innovation. Several years experience with multi-camera studio and remote television production plus documentary production experience preferred. The position will be available beginning September 1, 1990. Salary: DOE. Send resume, reel and cover letter by August 15, 1990 to: Box 414, KTCATV, 172 East Fourth St., St. Paul, MN 55101. EOE.

Consumer producer: Can you solve other people's problems? Blockbuster NBC affiliate in St. Louis, MO seeks consumer unit producer. Must have three years TV news experience, ability to produce series and substitute as newscast producer. Send tapes, resumes and salary history to Ava Ehrlich, Executive Producer, KSDK, 1000 Market St., St. Louis, MO 63101. 314-444-5120. EOE.

Series producer: Top twenty NBC affiliate. Must be able to sub on newscasts. Production, writing, and ability to make these babies fly is essential. No "Big J" purists. Resumes to Box M-54. EOE.

NBC affiliate accepting applications for news director. Mid-size market located in Mid-South looking for person with strong leadership qualities, skilled at working cooperatively with others. Solid news background. Submit resume and salary requirements to: John McCutcheon, Vice President/General Manager, KPOM-TV, PO Box 4610, Fort Smith, AR 72914. No phone calls, please. EOE.

Trained photographer: Able to edit, creative. Tape and resume to Jay Hildebrandt, KIFI-TV8, PO Box 2148, Idaho Falls, ID 83403. EOE.

Photographer: NBC affiliate in Charlotte, NC seeks a talented photographer with a minimum of five years experience to join our news team. We need a highly creative journalist who can tell the story when shooting spot news or packages. Must be able to set up live shots. College degree preferred. EOE. Send resume and non-returnable tape to Doug Stacker, WCNC-TV, PO Box 18665, Charlotte, NC 28218-0665.

Editor/writer: New York-based network morning program looking for experienced editor/writer for management position. Minimum 10 years experience. Job requires producing, shaping and editing interviews which range from George Bush to George Carlin. Resumes with salary history and requirements in confidence to: Box 717B, 12 W. 37th St., 10th Floor, New York, NY 10018. Equal opportunity employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Promotion manager: Top 100 mid-western CBS affiliate looking for a promotion manager to run a 2-person department. Experience necessary. Send resume and salary requirements to Box M-30. EOE.

Videoconference producer/writer: KPBS-TV program production department seeks a full-time producer/writer to be primarily assigned to produce and write projects for KPBS telecommunications, the unit responsible for researching, developing, marketing and implementing a wide range of non-broadcast public telecommunications services including videoconferencing, distant learning activities, data distribution, and international projects. This individual will be responsible for a wide variety of tasks including videoconferences involving complex production values, sophisticated professional live studio productions and remote productions. Qualifications: Three years of progressively responsible television production experience with thorough knowledge of production and media design is required. Equivalent to Bachelor's degree is required. Must have the ability to provide creativity in the planning and writing of productions; ability to convert ideas and concepts into an effective combination of audio and visual impression; and the ability to develop solutions to communications problems. Strong interpersonal skills and leadership abilities are essential. Ability to work with outside clients and interpret their ideas into sophisticated television productions. Demonstrated ability to write television scripts and proposals is required. Familiarity with distant learning activities is highly desirable. Salary range: \$2696 - \$3328 per month. Excellent benefit package. Apply: Request employment application materials directly from: SDSU Foundation Personnel Office at 619-594-5703, or submit resume and written request to SDSU Foundation Personnel Office, 6475 Alvarado Rd., Suite #128, San Diego, CA 92120. Position closes on Friday, August 3, 1990. KPBS-TV/FM in an EEO/AA/Title IX employer and we welcome all applications.

Industry leader in informal direct response advertising seeks creative, sales oriented, experienced producer/director. Will supervise all production phases of 30 minute programs including: Location/studio shooting, off/on-line post production. Small, wonderful Midwestern community. Salary negotiable. Resume, tape to: Terry Prechtel, Hawthorne Communications, Inc., PO Box 1366, Fairfield, IA 52556. EOE.

Industry leader in informal direct response advertising seeks highly creative, sales oriented, experienced scriptwriter. Responsibilities include: Product research, show treatment, final scripting. Small, wonderful Midwestern community. Salary negotiable. Resume, scripts to: Terry Prechtel, Hawthorne Communications, Inc., PO Box 1366, Fairfield, IA 52556. EOE.

Industry leader in informal direct response advertising seeks highly creative, sales oriented, experienced writer/producer/director. Will supervise all phases of production including: Creative concept, scriptwriting, on-location/studio community. Salary negotiable. Resume, tape, scripts to: Terry Prechtel, Hawthorne Communications, Inc., PO Box 1366, Fairfield, IA 52556. EOE.

Television videographer/director: Minimum one year EFP with news TD/director experience. Creative shooter for commercial, promo and PSA field work, as well as, back-up TV and/or director for newscasts. Good lighting and strong visualization skills. Send tape and resume to: Bill Ramsey, WPTF-TV, 3012 Highwoods Blvd., Raleigh, NC 27604. EOE.

Assistant design director: Looking for dynamic broadcast designer and good team-player for terrific major market opportunity. Must have experience in designing and producing TV news graphics, electronic paint, on-air graphics and animation, print advertising and color printed sales collateral material. Send resume, salary requirements and non-returnable copies of work to: Personnel, Fox Television/WTG, 5151 Wisconsin Ave., NW, Washington, DC 20016. EOE.

The BBC's New York office seeks an assistant researcher with television experience to provide support for news and documentary production. Duties are varied, including library research, footage logging, providing interviewees, and location scouting. Knowledge of videotape and basic computer renewal, beginning September 1990. Please send resume and references to: Sally Irvine, BBC Television, 630 Fifth Ave., Suite 2153, New York, NY 10111. EOE.

Creative producer w/strong writing, directing and production skills needed for a national Christian TV program. Three years spot and feature production a must. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

Graphic artist needed for a national TV program. Two years experience with state-of-the-art 3D computer graphics, animation, and video post production. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

Producer/videographer: Beautiful Southeastern city by the ocean. Thorough knowledge of producing, writing, lighting and videography required. Resumes to Charlie Thompson, WCSC-TV, PO Box 186, Charleston, SC 29402. EOE, M/F.

Post production editor: California CBS affiliate has immediate full-time opening for commercial, promotion & long form production editor. Creativity, computer editing exp. & ability to work well with producers & outside agencies a must. College degree preferred. Send resume: Operations Mgr., KCOY-TV 12, 1211 W. McCoy Ln., Santa Maria, CA 93455. EOE.

SITUATIONS WANTED MANAGEMENT

GSM ready to move to GM. If you're looking for an aggressive, knowledgeable, mature individual with excellent credentials and people skills, I am your man. Replies to Box M-41.

Experienced medium market general manager and VP seeking new challenges. Knowledgeable all aspects of broadcasting: sales, upgrades, technical, financial, FCC, etc. Excellent references. Write: 202 West 19th Street, El Dorado, AR 71730 or call 214-297-3924 or Fax 501-862-0203.

Station in trouble? Twenty five year veteran manager seeking "turn around" challenge. If you've got the guts to admit you need help, I've got the skills to do the job. Full P&L responsibility, budgeting, sales, operations, engineering, and programming experience. Now employed by major group owner but seeking to make my own mark without "corporate" umbrella. All markets considered, but prefer East Coast. PO Box 1161 Little Falls, NJ 07424.

SITUATIONS WANTED TECHNICAL

Nine years master control: Video tape operations with major UHF Gulf Coast Independent seeks related position in Northern NJ-NYC area. 504-738-9560 Mornings - Avail. 8/16.

Blind Box Responses:

BOX ???
c/o Broadcasting Magazine
1705 DeSales St., NW
Washington, DC 20036

(No tapes accepted)

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

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.

Seasoned sportscaster seeking anchor/reporter position. Three years of top 20 experience, over 10 years in the business. Call Mark 813-254-4423.

Sportscaster: Strong PBP. Versatile with production knowledge. News, host experience. College degree. Hard worker. Will relocate. Jay 312-528-8223. EOE.

MISCELLANEOUS

Coming up next productions, weekly episodics, very reasonable rates! 15 year pro, guaranteed quality! Dyana Daniels 803-242-0389.

Primo People needs specialists! Investigative, consumer, medical and feature reporters, send resume and 3/4 in. tape to Steve Porricelli or Fred Landau at Box 116, Old Greenwich, CT. 06870. (203) 637-3653.

Bill Slatter and Associates gets you that better job in TV. Talent coaching and placement help for reporters and anchors. Help with audition tape. 601-446-6347. EOE.

CABLE

HELP WANTED TECHNICAL

Engineer III - cable programming: \$39,878 - \$61,723. Job Ann #90-1268. Cable Programming Division, Department of Consumer Affairs. Senior engineer for major government cable facility. Designs, oversees installation of, and manages technical operations of studio complex, including studio and field production facilities, institutional and subscriber network distribution systems and related cablecast operations. REQS: Education and experience equivalent to graduation from an accredited four year college or university with a degree in engineering management experience with supervisory and organizational responsibilities. Prefer: Experience with the maintenance and operation of broadcast equipment. Technical degree with emphasis on broadcast television design and maintenance. This position is open until filled. For more information or an application call or write: Fairfax County Application Center, 4103 Chain Bridge Rd., Suite 100, Fairfax, VA 22030. 703-385-HIRE (385-4473). An EOE/AA employer.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Southern Illinois University: Lecturer (term, one year). Effective: August 1990. Qualifications: M.A. or Bachelors plus five years professional experience is required. Duties: television production, writing, directing and TV criticism. Send resume and three references to Joe Foote, Radio-TV Department, Southern Illinois University, Carbondale, IL 62901-6609. Closing date: July 27, 1990 or until filled. EOE.

instructor for temporary full-time position to teach basic radio and TV production skills, Intro to Broadcasting and Society, possibly Broadcast Journalism. PhD preferred, MA required. Begin Fall 1990. Competitive salary. Send resume, resume tape, three letters of recommendation, letter of application to Carolyn Collins, 300 Memorial Hall, Western Illinois University, Macomb, IL 61455. Closing date Monday, August 6, 1990 or until position is filled. Application especially encouraged from females, minorities, persons with disabilities. EEO/Affirmative Action employer.

The University of Utah seeks assistant/associate professor for tenure track position in broadcast journalism beginning September 1991 to direct the broadcast journalism sequence. Significant industry experience and professional recognition expected; advanced academic credentials preferred. Salary is competitive. Submit an application letter, resume, three letters of recommendation and samples of professional or scholarly activity to: Professor Tim Larson, University of Utah, Department of Communication, LCB 204, Salt Lake City, UT 84112. Screening will begin February 1, 1991 and will continue until the position is filled. AA/EEO.

EMPLOYMENT SERVICES

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.

Attention: Postal jobs! Start \$11.41/hour! For application info call 602-838-8835, 6am-10pm, 7 days.

Looking for a position in radio or television? I can help! Reasonable rates. Free information. Bill Elliott, Consultant, 413-442-1283.

ATTENTION - HIRING! Government jobs - your area. \$17,840 - \$69,485. Call 1-602-838-8885, Ext. R 8435.

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).

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.

Syndication company looking to purchase used 1" dubbing package. please call Victor Rumore at 615-329-4112.

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 BA5K (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 tape, half price! Perfect for editing, dubbing or studio recording commercials, resumes, student projects, training, copying, etc. Elcon evaluated 3/4" videocassettes guaranteed broadcast quality. Call for our new catalog. To order, call Carpel Video Inc.: toll free, 800-238-4300.

Broadcast equipment (used): AM/FM transmitters, RPU's, STL's antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497. FAX 314-664-9427.

Utah-Scientific MC-502 stereo master control switcher and SAS-1 automation. New. Save 40%. Maze Broadcast, 205-956-2227.

Copper: All sizes of wire and strap for AM, FM and TV. Construction, counter poise, grounding. 800-622-0022.

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.

Strobe parts: We sell and install flash technology and EG&G parts at DISCOUNT. Parts in stock. Call Tower Network Service, 305-989-8703.

Lease purchase option. Need equipment for your radio, television or cable operation? NO down payment. NO financials up to \$70,000.00. Carpenter & Associates, Inc. Voice: 504-465-0908. Fax: 504-465-0910.

SWR 120 KW UHF antenna, 1040 ft SWR WRI400 waveguide system, Channel 62 MCI switchless combiner/diplexer, medium intensity strobe light kit, RCA film island incl TK-28 TP7 TP66S. Echolab SE3 prod switcher with chromakey, other misc. MT Communications, Ray McInturff, 615-256-3030.

2 TV RCA transmitter magnets. High band Varian 1592B \$3500 each. Marvin 815-964-4191.

Equipment for sale: GV1600-4S Master Control Switcher; GV 3240 Proc Amps; BTS BVV-5 Beta-Cam recorder; Tektronix 1900 Digital Transmitter Test Set; Ampex TBC-7 1" TBCs. Ampex ADO 3000; Ross RVS 514-12 production switcher w/RS422 interface. Many more items.. will make deals! Call 1-800-331-8333 or 1-805-344-2118.

Chain broadcaster embarrassed! Put up 1,400 feet of highest quality MYAT 6-1/8 inch, 75 ohm transmission line in 20 foot lengths instead of the 19-1/2 foot lengths their channel requires. The line is undamaged, mint condition, on the ground, ready for inspection and purchase at half-cost. Copper is copper! and MYAT is beautiful. See for yourself. No dings. Bullets like new. Lowered with loving care. This line is excellent for VHF and UHF channels which requires 20 foot lengths. Call Strozier Electronics - 205 928-9406 to arrange an inspection.

Used/new TV transmitter, full power-LPTV, antennas, cable connectors, STL's etc. Save thousands. Broadcasting Systems. 602-582-6550.

Used towers! Dismantled. Self-supporting and guyed. 502-826-8700. Nationwide Tower Company.

RADIO Help Wanted Management

Chief Financial Officer

Expanding radio group needs bright, experienced C.F.O. to manage business affairs and bank/investor relations. Must have both strong financial and people skills. Suburban Washington, DC location. All replies strictly confidential. E.E.O. Send letter, resume, references and salary requirements to Box M-33.

FREE FORM ROCK RADIO NETWORK

Start-up cable radio programming network seeks highly motivated, risk-taking Sales and Marketing Executive to complete founding management team in preparation for national satellite launch.

Responsibilities will include strategic planning, management of marketing, sales and affiliate relations. This key employee position offers an opportunity for significant equity participation to a qualified individual. Experience in sales, advertising strongly preferred, budgeting skills essential, good sense of humor and affinity for rock music a strong plus. Background in media management, knowledge of cable industry also a plus.

Send letter and resume to
PO Box 2337,
Providence, RI 02906
EOE, M/F

Help Wanted Sales

GENERAL SALES MANAGER LEGENDARY WIKY EVANSVILLE, IN

South Central Communications has an immediate opening for General Sales Manager of WIKY AM/FM in Evansville, Indiana. Our top candidate must have excellent people skills and the talents needed to motivate and lead an experienced staff of 10. As G.S.M. of WIKY AM/FM, you would have the benefit of working at one of America's premier radio facilities, with a legendary existence as Evansville's market leader. Midwest experience preferred. Rush resume and cover letter to:

NEIL KEARNEY, GENERAL MANGER
WIKY AM/FM
1162 MT. AUBURN ROAD
PO BOX 3848
EVANSVILLE, INDIANA 47736
EOE M/F/H

Situations Wanted Announcers

When I'm on the air,
FM LISTENERS COME BACK TO AM!

My unique blend of talk, comedy
and music grabs the 18-49 demos.
Entertaining talk with no issues
And few guests.

305-424-7661.

HE CAN DO IT ALL!

Morning drive host at news/talk powerhouse seeks new horizons in full-service, news/talk, or personality A/C. Sharp, versatile, educated, creative, funny, great phones, great interviewer, tons of experience, good team player, stable, nice guy. Enjoys present job, so serious & discreet inquiries only please!

CONTACT "TALKHOST"
Phone (313) 446-6889
FAX: (313) 259-6024

TELEVISION

Help Wanted News

GROUP W NEWS SERVICES

is looking for an anchor/reporter in Washington D.C. This individual will anchor nightly news briefs as well as cover stories in Washington.

We're looking for someone with anchoring experience as well as superb writing, reporting and presentation skills.

Send tapes and resumes to:

Group W News Services
888 Seventh Avenue
New York, NY 10106
No phone calls please!



Help Wanted News Continued

evening MAGAZINE EDITOR

Minimum two years experience in daily half-hour program. Experience with Sony BVE 3000 a plus. Editing three to six minute features. Selecting music where needed.

Send resumes to:

Thomas Yaroschuk,
Executive Producer
WBZ-TV4
1170 Soldiers Field Road
Boston, MA 02134

(No phone calls please!)

GROUP W Television
An equal opportunity employer

NEWS DIRECTOR

Dynamic news professional to design from ground up, Baltimore's first 10 O'clock News. The Market is ready, are you? Creativity, marketing concepts, hands-on management, in addition to a minimum of 5 years of journalistic Supervisory/Management background required. Anticipate hiring decision by late August. Please forward resume and News Philosophy to:

WBFF-TV,
P.O. Box 4830,
Baltimore, MD 21211.

Attn: Personnel Dept.
Equal Opportunity Employer.



WRITER/PUBLICIST:

A major television distribution co. is seeking a staff writer/publicist. Responsibilities would include writing for a weekly newsletter as well as press releases, show synopses, brochures and possible ad copy. Must have writing experience. Please send resumes and writing samples to:

P.O. Box 7406,
Studio City, CA 91614

Blind Box Responses:

BOX ???
c/o Broadcasting Magazine
1705 DeSales St., NW
Washington, DC 20036
(No tapes accepted)

Help Wanted Sales

TV Sales Representative Monitor Television, Inc. WQTV

Boston's Quality Television station seeks an aggressive professional with creative skills in selling beyond the numbers. Candidate will have a college degree with a minimum of three years selling experience, preferably in media. Applicants should send resumes to:

General Sales Manager
Monitor Television, Inc.
1660 Soldiers Field Road
Boston, MA 02135

An Equal Opportunity Employer

WQTV 68
BOSTON

Help Wanted Management

ON AIR PROMOTION SUPERVISOR

**We're looking for someone
to fill these shoes:**

If you have at least 3 years as a promotion producer under your belt, excellent writing skills, a firm grasp of production and strong leadership abilities, then MIAMI's most aggressive independent WANTS YOU to join our award-winning staff.

SEND RESUME AND 3/4" TAPE TO:

WDZL TV
2055 Lee Street
Hollywood, Florida 33020



EASTERN EUROPEAN OPPORTUNITY

Chase International is looking for an experienced general manager to head up its Eastern European operations. This individual will be responsible for obtaining and building TV franchise in Eastern Europe. Ground floor, start-up experience is important. Must be comfortable with all aspects of station operations, including lease negotiations, engineering, programming, promotion, sales and marketing. Excellent compensation and benefits. Chase is an equal opportunity employer.

Send resume to:

Roger Freedman, CEO
Chase International
One Commercial Plaza
Hartford, CT 06103

Help Wanted Technical

Group W Satellite Communications, a leading national provider of broadcast and cable programming and satellite transmission services, has the following opportunities available:

Master Control Switcher

We're seeking an experienced professional to take charge of daily switcher operations in Playback Operations. You'll be responsible for performing Master Control Switching, Tape Operations and machine to machine editing; logging and trafficking configurations and familiarization with automation. You must have at least two years of formal education in communication, production or the equivalent, with one to two years' experience in TV broadcast operation or satellite (video) communication. Six months' experience in master control operation, video handling of playback, and recording and editing of 1/2", 3/4" and 1" videotape also required. Familiarization with daily logs and operation schedules and knowledge of operations of videotape machines, audio tape machines, character generators and readers, video waveform monitors, audio metering and all monitoring equipment is essential.

Broadcast Maintenance Technician

We're seeking a qualified Maintenance Technician to install and maintain program origination and production facilities.

We offer a competitive salary, excellent benefits and an attractive, professional environment in a state-of-the-art facility on the Stamford, Connecticut waterfront. Send your cover letter, resume and salary requirement to: Human Resources, Group W Satellite Communications, 250 Harbor Drive, P.O. Box 10210, Stamford, CT 06904. An equal opportunity employer m/f.

**GROUP
W
SATELLITE
COMMUNICATIONS**

Business Opportunities

IT'S ABOUT TIME!

NOT ONLY TIME...BUT TIME, DATE, AND TEMPERATURE TELEPHONE ADVERTISING WITH THE TEL-AD 2000!

Time & Temperature is the most often dialed number in the world. Millions of people daily call for time and temperature. What does that mean to you? That's your audience. With a large captive audience you can sell advertising sponsorships that are effective and inexpensive.

For under \$5,000 you can own a multi-function, multi-line Time-Date-Temperature Digital Telephone Announcement System.
For a demonstration call (813) 746-2211

ANNOUNCEMENT TECHNOLOGIES
1401 Manatee Ave. W. #3, Bradenton, FL 34205
(813) 747-0195

"THE INFOLAB"

MEDIA/AUDIO - TEXT JOINT VENTURES

DIGITAL AUDIO TEXT COMPUTER MANUFACTURER AND INFORMATION SUPPLIER DESIRES JOINT VENTURES NATIONWIDE WITH RADIO, TV, CABLE & OTHER MEDIA. GREAT PROMO AND ADVERTISING REVENUE POTENTIAL FOR RADIO, TV, CABLE AND ALL MEDIA. "INFOLAB" TURN-KEY SYSTEMS. SALES AND PROGRAMING ALSO PROVIDED. CALL MR L.H. LINE - 1-800-722-9847.

Help Wanted Programing Production & Others

ART DIRECTOR

WCBS-TV NEW YORK

We seek a talented professional with at least 5 years experience to manage the graphics staff of a design conscious station. Paintbox and station experience required. Qualified candidates may send resume and reels... no print portfolios or phone calls, please... to: D. LaFountaine, Director Communications, WCBS-TV, Room 3350, 524 West 57th Street, New York, NY 10019.

Equal opportunity employer.

Promotions Producer

E! Entertainment Television is seeking qualified individuals for the position of Promotions Producer. Applicants must have 5 years experience in a broadcast television environment. Send resumes and non-returnable tapes to: John Rieber, Dir. of On-Air Promotions, E! Entertainment Television, 6561 Santa Monica Blvd., Hollywood CA 90038. No phone calls, please. EOE.

CLASSIFIED ADVERTISING IS YOUR BEST BUY...

This space could be working for you for a very low cost.

CABLE

Help Wanted Management

MEDIA ADVERTISING MANAGERS

Lafayette, IN & Williamsport, PA

National cable television company has two excellent opportunities for energetic individuals with experience in customer ad sales and P & L responsibility. Requires BS/BA in Marketing or equivalent and 2-4 years marketing experience. Candidates must also possess good communication and interpersonal skills. Prior direct sales management and CATV experience preferred.

Competitive salary and benefits package offered. For immediate consideration, please send resume with salary history and cover letter to the appropriate address listed below. EOE M/F/H.

LAFAYETTE, IN

DMS Regional Manager
105 N. 11th Street
Newark, OH 43055

WILLIAMSPORT, PA

DMS Regional Manager
683 E. Main Street
Meriden, CT 06450



Times Mirror
Cable Television



EDITOR

A/B editor needed
for 24 hour network.
2 years experience necessary.
Familiarity with BVE 900 a must.

Please send resume to:

Editor Search
SNN

1100 Wilson Blvd.
27th Floor

Arlington, VA 22209

or FAX to: (703) 524-6370

ABSOLUTELY NO CALLS, PLEASE.

ALLIED FIELDS

Employment Services

JOBPHONE

1-900-234-INFO ext. TV (88)

- Inside Job Listings
- No upfront membership fees
- Small Stations to Networks
- Continuously Updated

\$2 per minute From any touch tone phone

NEWSCAST PRODUCERS

Great jobs are available...but do you know about them? The MediaLine daily telephone report puts you in touch with the best jobs. MediaLine has jobs for reporters, anchors, sportscasters, weathercasters, producers, assignment editors, promotion and production and programming people. For details call:

800-237-8073

IN CA: 1-408-646-6200



THE BEST JOBS ARE ON THE LINE
PO Box 51909, Pacific Grove, CA 93950

California

Broadcast Job Bank

For application information call
(916) 444-2237

California Broadcasters Association

Wanted to Buy Stations

Is Your Top 100 Mkt AM Near Death...Dark?

Let's Talk. We're interested
in buying even if yours is a
high dial/low power facility.
With or without real estate.
Bankruptcies considered

Call: (512) 448-0058

We're Principals, NOT brokers

For Sale Stations

Hogan - Feldmann, Inc.
MEDIA BROKERS • CONSULTANTS
P.O. Box 146
Encino, California 91426
Area Code (818) 980-3201

PALM SPRINGS
FM
AVAILABLE

KANSAS METRO- largest metro, big power FM, big ratings, \$2.5-mil. Terms.

BIG LAKES REGION- Missouri-Arkansas big power FM, excellent opportunity, growth region. \$350K-Terms.

Qualified Principals only. No Brokers.

Box M-28

For sale AM/FM radio station
100,000 watts FM
1,000 AM
S.E. Georgia
Box M-21

Help Wanted Programing
Production & Others

ON-AIR PROMOTION SUPERVISING PRODUCER

Cable's Most Popular Network is seeking a Senior Level Producer to assist the Director in shaping the on-air look of TBS. Qualified candidates must have three years' experience, writing samples that will make me weep, and strong management skills.
Find me at BPME or:

Send resume and 3/4" tape to:
Peter A. Moore
Director, TBS On-Air Promotion
1050 Techwood Drive
Atlanta, Georgia 30318
EOE

TBS

For Sale Stations Continued

Atlanta
1K Daytimer-1420
Real Estate Included
\$475,000
804-547-9421

Luray, Virginia
3K (App. pending for 6K)
Beautiful Shenandoah Valley
\$695,000
804-547-9421

AM/FM COMBO
10 KW AM, low freq. non dir.
25 KW CLASS C FM
Top market position. Profitable.
Positive cash flow
Owners retiring. Management available.
\$2,000,000.
Contact Earl Reilly, BPW agent.
206-282-6914.

IOWA
CLASS A FM
30,000 pop.
Retiring
Box M-52

WISCONSIN
Class A, C/3 Possible
\$395,000
414-482-2638

FOR SALE
Full-day, individual seminar for radio investors, given privately to you. Group owner/operator with 22 years experience and ex-NAB General Counsel explain station search, negotiation, financing, FCC rules, takeover, and many other topics you choose. Learn how to buy in today's environment. Call Robin Martin or Erwin Krasnow today for details and a brochure.

The Deer River Group
Washington, DC 202 659-3331

For Sale Stations Continued

ROCKY MOUNTAIN AM/FM

Small Market
Ideal for Owner/Operator.
Priced To Sell by Group Owner
Trading up.

Reply Owner, Box M-47.

FANTASTIC 3 STATION DEAL

Covering Idaho, Nevada, and Utah.
1KW AM, 3KW FM CP (25KW pending),
plus 100,000 watt FM CP
Valuable Realty - NO DEBT
Terms or 30% discount for cash
G.P. Broadcasting Corp;
Phone: 305-386-3842; FAX: 305-374-4871
CALL OR FAX FOR DETAILS TODAY!

4 UHF Stations

in NC, TN, FL, and AL
Can be purchased
as a group or separately
Priced from \$1.5 mil to \$2.5 mil
Contact Wayne Wetzel (813) 799-4906

Owner wishes to retire.
Florida Full-timer. Only station in the city and county.
Excellent facilities. \$300M.
Call 407-788-2265.

East Texas Piney Woods. Small to Medium Market AM/FM.
\$900,000 Terms.
San Antonio Suburbia. Small Market FM. Priced to Sell at
\$250,000. W/ Low Down Payment and Liberal Terms.

NF&A
Media Brokerage - Appraisals
+ Management Consultants
1209 Parkway
Austin, TX 78703
(512) 476-9457

Radio Stations for Sale

- 1) 1000 Watt AM with Class A (6000 Watt) Construction Permit plus FM equipment. Includes 40 acres of land. Priced at \$300,000. Seller is open to terms, depends on qualifications of buyer. Motivated Seller!!!
- 2) 3400 Watt FM, went on air in 1983 with almost all new equipment. Located in County Seat. Priced at \$250,000. Approx 2 hours from Mpls. MN. Try \$100,000 Down

DO YOU WANT TO SELL YOUR RADIO STATION?

We have potential buyers for larger stations. If interested, Please call Nick Strandberg, CALHOUN COMPANIES, (612) 831-3300 Mpls, Minnesota.

VIDEO PRODUCTION COMPANY

Leading S.E. Co. specializing in corporate video. Sales growing 60% annually, hi cash flow.
Principals desire to stay on and grow company with new owner.
80% interest, \$6 MM.
Contact Esty & Associates
(602) 948-2124

For Sale Stations Continued

Colorado Mountain Resort
AM/FM with C-3 Upgrade
\$450,000 Terms
West Texas Medium Market
Class C-FM
Price Reduced to Sell
\$750,000 Terms
New Mexico Medium Market
Full Power FM
Cash Flow
Reduced price \$750,000 Terms

NF&A

Media Brokerage - Appraisals
+ Management Consultants
1209 Parkway
Austin, TX 78703
(512) 476-9457



813.949.9311

Box 340617, Tampa, FL 33694

Donald K. Clark, Inc.
Media Broker

W. John Grandy

BROADCASTING BROKER
1150 Osos St., Suite 206
San Luis Obispo, CA 93401
Phone: (805) 541-1900
Fax: (805) 543-7885

MEDIA BROKERS • APPRAISERS

RADIO • TV • LPTV
A Confidential & Personal Service
BURT

SHERWOOD INC.

4171 Dundee Rd., Suite 200, Northbrook, IL 60062

708-272-4970



America's Competitive Edge... American Workers.

To find out how your company
can tap this valuable resource, write:



Elizabeth Dole
Secretary of Labor
U.S. Department of Labor
Room N-5419
Washington, DC 20210

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.20 per word, \$22 weekly minimum. Situations Wanted: 60¢ per word, \$11 weekly minimum. All other classifications: \$1.30 per word, \$24 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$90 per inch. Situations Wanted: \$50 per inch. All other classifications: \$120 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Blind Box Service: (In addition to basic advertising costs) Situations wanted: \$5 per ad per issue. All other classifications: \$10 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like.

Replies to ads with Blind Box numbers should be addressed to: Box (letter & number), c/o BROADCASTING, 1705 DeSales St., NW, Washington, DC 20036.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

FATES & FORTUNES

MEDIA

Jeff Ruhe, senior VP and executive producer, SportsChannel America, Woodbury, N.Y., named president and chief operating officer, succeeding **Jim Greiner**, named senior VP, financial operations and business development, NBC News, New York.



Ruhe



Frank

Sarah Frank, senior VP, British Broadcasting Corporation co-productions, New York, named president and CEO, BBC/Lionheart Television International Inc., succeeding **Jack Masters**, resigned.

Patti L. Hoth, VP, operations, Pikes Peak Broadcasting Co., Colorado Springs, owner of one AM, one FM and two TV's, named president, succeeding **Harry Hoth**, named chief executive officer and chairman of board.

Michael A. Fields, executive producer, KDKA-TV Pittsburgh, joins WQEX(TV) there as station manager.

James Morgese, station manager, WUFT(TV) Gainesville, Fla., joins KRMA-TV Denver in same capacity.

Mike McGann, VP and general manager, WEST(AM)-WLEV(FM) Easton, Pa. (Allentown, Bethlehem), joins WKHK(FM) Colonial Heights, Va. (Richmond), as general manager.

Kelly Carls, program director, KQFX(FM) Georgetown, Tex. (Austin), named general manager, succeeding **Greg Hale**, who resigned.

Timothy P. Gilbert, general sales manager, KATC(TV) Lafayette, La., joins WTWO(TV) Terre Haute, Ind., as general manager, succeeding **Mark Allen**, who resigned.

Michael E. Sileck, director of finance,

Narragansett Broadcasting, Providence, R.I., joins KDNL-TV St. Louis as director of finance and business affairs.

Patricia Robinson, human resources consultant, Times Mirror Co., joins E! Entertainment Television, Los Angeles, as director, human resources.

Neil Manheimer, cable industry financial and management consultant, Cable Communications Consultants Inc., Falls Church, Va., joins Monmouth Cablevision Associates, Wall Township, N.J., as director of finance and administration.

Henry Balfanz, sales manager, WURL(AM)-WSWT(FM) Peoria, Ill., joins KRVR(FM) Davenport, Iowa, as general manager.

Barbara Sampeur, manager, customer service, TKR Cable, Warren, N.J., joins Riverview Cablevision Associates, Hoboken, N.J., as director of customer service operations.

Greg Roberson, director of affiliate relations, Motor Racing Network, Daytona Beach, Fla., joins American Network Group Inc., Nashville, as affiliate relations director.

SALES AND MARKETING

John Hopkins, chairman, Ogilvy & Mather, Australia, joins Foote Cone & Belding International, Sydney, Australia, as chief executive, succeeding **Kelly Farrimond**, named chairman and CEO.

Robert J. Kunath, VP and general manager, WNYW(TV) New York, joins Group W Sports Marketing there as senior VP and general manager.



Kunath



Linden

Jay Linden, director of Eastern spot sales, NBC television stations, WNBC-TV

New York, named director of sales.

Ronni M. Faust, VP, corporate communications, Network Media America Inc., New York, joins Television Bureau of Advertising there as director of communications.

S. Kay Broaddus, product line development manager, Coca-Cola USA, joins TBS Superstation, Atlanta, as VP, marketing.

Appointments at CBS Television Stations, national spot sales: **Al Ramono**, account executive, Katz American Television, New York, to same capacity there; **Julie Ballard**, office manager, Los Angeles, adds duties as director of Western sales, and **Marc Lesage**, account executive, Harrington Righter & Parsons, Chicago, to same capacity there.

Maryanne Micchelli, account executive, WFAN(AM) New York, named national sales manager and research director.

Lisa Churchville, manager, local sales office, WMAG-TV Chicago, named director of sales.

Dave Kerr, national sales manager, WLIT-FM Chicago, named general sales manager, succeeding **Mike Gahagan**, resigned.

Robert Ramoska, formerly of WBBM(AM) Chicago, joins WMAQ(AM) there as account executive.

Appointments at WHDH-TV Boston: **Adam Levy**, account executive, WLVI-TV Cambridge, Mass. (Boston), named account executive; **Morris Peck**, sales manager, CBS Television Stations National sales, Boston, named account executive, and **Jeffrey Silverman**, assistant account executive, Telerep Inc., New York, named account executive trainee.

Steve Vourakis, retail marketing manager, KMPH(TV) Visalia, Calif. (Fresno), joins KTXL(TV) Sacramento, Calif., as local sales manager.

David Joseph, national marketing manager, WRGB(TV) Schenectady, N.Y., joins KTTU-TV Tucson, Ariz., as general sales manager. **Maria Elena Verdugo**, account executive, KKLD(FM) Tucson, Ariz., joins KTTU-TV there in same capacity.

Len Davis, national sales manager, WCIA(TV) Champaign, Ill., retires.

Dorothy Fees, local sales manager, WAFF(TV) Huntsville, Ala., named general sales manager.

Larry S. Magnuson, president and general manager, Flagship Communications Inc., joins WRBQ-AM-FM Tampa-St. Petersburg, Fla., as local sales manager.

Fred Nemecek, account executive, WTLV(TV) Jacksonville, Fla., joins WNFT(TV) there in same capacity.

Mark Granger, account executive, Ocala, WKTK(TV) Crystal River, Fla., named regional sales manager. **Jim Siwy**, WKTK(TV) account executive in Gainesville, Fla., named local sales manager.

Donn Peterson, account executive, Louisiana News Network, joins Arkansas Radio Network, Little Rock, Ark., as regional sales manager.

Ann Jackson, account executive, KWJJ-FM Portland, Ore., joins KINK(FM) there in same capacity.

Mary Moss, sales assistant, KCBS-TV Los Angeles, joins WMTV(TV) Madison, Wis., as marketing specialist.

Bill Hussey, of Tucson Cable Advertising, joins KGUN(TV) Tucson, Ariz., as account executive.

Jim Lannin, station and sales manager, WTCW(TV) Tallahassee, Fla., joins WKRN-TV Nashville, as national sales manager.

Robert Lindenfelzer, sales manager, Cablevision, Rockford, Ill., named sales and marketing manager, Chicagoland

operation, Oak Park, Ill., as sales and marketing manager, succeeding **Tony Ruopoli**, named assistant general manager.

Kevin Hickey, account executive, Whitemco Metrocom, Providence, R.I., joins WJAR(TV) there as account manager.

Appointments at Superstar Connection, Tulsa, Okla.: **Reggie Burch**, dealer account executive, named dealer/distributor account manager; **Janet Ferrill**, regional account executive, named cable account manager, and **Todd Collier**, regional account executive, named dealer account executive.

Mike Thomas, local and regional account executive, KRRT(TV) Kerrville, Tex. (San Antonio), joins Seltel, Dallas, as account executive. **Linda Peacock**, media director, Jackson/Fitzgerald Advertising, joins Seltel, Charlotte, N.C., as account executive.

Marie A. Dabney, marketing and research director, WGRZ-TV Buffalo, N.Y., joins WJYE(FM) there as radio marketing consultant.

Christopher P. Noah, account executive, Compass Marketing Services Inc., joins Dudreck Depaul Ficco & Morgan Inc., Pittsburgh, in same capacity.

PROGRAMING

John Matoian, VP, international program development, CBS Entertainment, Los Angeles, named VP, motion pictures for television and mini-series, suc-

BROADCAST PIONEERS NAME NEW OFFICERS



Jim Delmonico, retired president, WGRB Inc., was named president of Broadcast Pioneers for the 1990-91 term. Among re-elected officers are **Jim Greenwald**, chairman, Katz Communications, as vice president; **William Stakelin**, president, Apollo Radio, as secretary, and **Sherrel Taylor**, president, Taylor Co., as treasurer.

ceeding **Pat Faulstich**, who resigned to pursue independent production.

Dan McDermott, director, development, Wilshire Court Productions, Los Angeles, joins Box Broadcasting Co. there as director, current programming.



Sowa

Richard V. Sowa, president, Playboy Video Enterprises Inc., Hollywood, named chief operating officer, Playboy Entertainment Group.

Rick Millikan, manager, talent and casting, MGM/UA Televi-

sion, Culver City, Calif., named director, talent and casting.

Philip Martzolf, sales executive, Worldvision Enterprises Inc., joins MCA TV, New York, in same capacity.

Cameron Hutton, account executive, WFAA-TV Dallas/Ft. Worth, joins MCA TV, Dallas as sales executive.

Appointments at Paramount Pictures, Hollywood, Calif.: **Leslie Brown**, of Brobeck Phleger & Harrison law firm, named attorney, video division; **Michelle M. Katz**, attorney, marketing division, Motion Picture Group, named director, anti-piracy, video division, and **Winnie Leung**, director, television sys-

INDEX TO ADVERTISERS

ABC Radio Networks 37 ■ Accu-Weather, Inc. 59 ■ Associated Press Broadcast Services 38-39 ■ Avery-Knodel Television 102 ■ BIA Publications, Inc. 46 ■ Blackburn & Co., Inc. 70 ■ Bortz & Company 67 ■ Business Radio Network 43 ■ Cannell Distribution Co. 20-21 ■ Children's Health News Network 50 ■ Classified Ads 89-99 ■ Crisler Capital Company 15 ■ Crown Broadcasting, Inc. 26 ■ Flightline Electronic Publishing 58 ■ Greyhound Financial Corporation 48 ■ Health NewsFeed 52 ■ Hearst Entertainment 24-25 ■ Mahlman Company, The 45 ■ Malarkey-Taylor Assocs. 68 ■ Media Venture Partners 71 ■ National Association of Home Builders 55 ■ NPR Satellite Services 51 ■ Pacific Recorders & Engineering Corp. 47 ■ Paramount 6-7, 16-17 ■ Professional Cards 87 ■ Reid Broadcast Service 19 ■ Satellite Music Network 41 ■ Services Directory 86 ■ Sun Radio Network 53 ■ Twentieth Century Fox Television C2-3 ■ UPI Cover 4 ■ U.S. Army, OCAR 49 ■ Warner Bros. Domestic Television Distribution Front Cover, 11, 12-13 ■ World Wrestling Federation 9 ■ Zapnews 54

tems and special projects, named executive director, television planning systems, Television Group.

Ronald Murphy, partner and VP, Korm/Ferry International Ltd., named head, Worldwide Entertainment division, London.

Appointments at SportsChannel New England, Woburn, Mass.: **Stevan Reagan**, director of operations, named assistant general manager, director of operations; **Patrice Driscoll-Stigliano**, affiliate marketing manager, named senior affiliate marketing manager; **Jim Burgoyne**, on-air promotions manager, named producer; **Jim Daddona**, master control supervisor, named on-air promotions manager; **Brian O'Sullivan**, operations manager, Boston Community Access and Programing Foundation, named associate producer, and **David Chalfin**, part-time master control technician, named full-time master control technician.

Delores Morris, VP, *Magical World of Disney*, Walt Disney Co., joins Churchill Entertainment, Los Angeles, as independent producer.

Charlotte Leonard, manager, direct response department, Turner Broadcasting System Inc., named VP and general manager, Latin America division, Turner Network Television, Atlanta. **Steve Orr**, president and CEO, KOE Associates, New York, joins Turner Program Services, Chicago, as account executive.

Katharine E. Grunwald, senior attorney, business affairs, Buena Vista Television, Burbank, Calif., named director of business affairs.

Gerald McGrath, program manager, WTMJ-TV Milwaukee, retires.

NEWS AND PUBLIC AFFAIRS

Sherrie S. Rollins, assistant secretary for public affairs, U.S. Department of Housing and Urban Development, Washington, joins ABC News there as director of news information.

Anita Klever, VP, news and program services, Conus Communications, joins Fox Network News, Los Angeles, as senior VP.

Appointments at Associated Press: **Sue Cross**, news editor, Dallas, to same capacity, Chicago; **Brian Horton**, director, LaserPhoto picture network, New York, named senior photo editor there, and **Marcus Eliason**, news editor, London, named Jerusalem bureau chief.



Towne

Loyola University Rambler basketball, Chicago, joins Illinois News Network, there as anchor, sports division.

Jennifer West, writer and fill-in producer, WLVI-TV Cambridge, Mass. (Boston), joins WHDH-TV there as writer.

Charlie Towne, bureau chief, Group W Newsfeed, Washington, named executive producer, Group W News Services there.

Brian Wheeler, host, *Loyola University Basketball With Will Rey* and play-by-play host,

PROMOTION AND PR

Frank J. Cuciti, director of on-air promotion, East Coast, ABC Television Network Group, New York, named VP, planning and scheduling, on-air advertising and promotion.

Jeff Kreiner, director of production, news advertising, CBS/Broadcast Group, New York, named creative director, director of production, CBS News advertising and promotion.

Ron Qurashi, director of marketing, E! Entertainment Television, Los Angeles, named VP, advertising and creative services.

TECHNOLOGY

Elizabeth Owens, president, Owens and Associates consulting firm, joins IDB Broadcast, radio and television transmission service division of IDB Communications Group Inc., Los Angeles, as VP, marketing.

Eric Rowland, Northeast account executive, Magnavox CATV Systems, joins Pioneer Communications of America Inc., Upper Saddle River, N.J., as Northeast accounts manager, cable television division.

James T. Stenberg, R.F. design engineer, Micro Communications Inc., Manchester, N.H., named director of engineering.

Broadcasting

The News Magazine of the Fifth Estate

1705 DeSales St., N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

☐ **Broadcasting** ☒ **Magazine**

☐ 3 years \$190 ☐ 2 years \$135 ☐ 1 year \$70 ☐ 6 mos. \$35

(International subscribers add \$20 per year) (6 mos. term must be prepaid)

☐ **Broadcasting** ☒ **Yearbook 1990**

The complete guide to radio, television, cable and satellite facts and figures—\$115 (if payment with order \$95). **Billable orders** for the Yearbook must be accompanied by company purchase order. Please give street address for UPS delivery. Off press April 1990.

ORDER TOLL-FREE USING VISA OR MASTERCARD 1-800-638-7827

Name _____ ☐ Payment enclosed

Company _____ ☐ Bill me

Address _____ Home? Yes ☐ No ☐

City _____ State _____ Zip _____

Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations ☐ Yes ☐ No (required)

For renewal or address change
place most recent label here

Joseph Peter Dougherty, credited as a key member of the team that built Capital Cities/ABC Inc., died July 14 of a heart attack at his home in Sea Girt, N.J. He was 66. Survivors include his wife, Mary; seven children, Geraldine, Jody, Peter, David, Elizabeth, Aimee and Brighde; four stepchildren, Robert, Tyler, Melissa and Hilary.

Beginning his broadcasting career in 1954 as a salesman for WPTZ(TV) Philadelphia, Dougherty moved to Cleveland, two years later as assistant sales manager for KYW-TV. In 1957 he was appointed sales manager for WJZ(TV) Baltimore. His 29-year tenure with Capital Cities began in 1959 as general manager of WPRO-TV Providence, R.I.; later that year he was named vice president. In 1966, Dougherty was appointed executive vice president, television and radio, and was elected director the following year. He was appointed president of the broadcasting division in 1969 and retired as executive vice president and director of Capital Cities/ABC Inc. in 1988. Dougherty was past chairman and member of the Steering Committee of the Television Operators Caucus Inc., former director of the International Radio and Television Society Inc., member of the Association of Maximum Service Telecasters Inc., and former chairman of the Television Bureau of Advertising.



Burrud

William James Burrud, 65, television producer and narrator, died of heart attack July 12 at his home in Sunset Beach, Calif. Setting up Bill Burrud Productions, Los Angeles in 1950's, Burrud sent film crews around world to produce documentaries on variety of animals. His animal series included *The Great Red Apes*, *Animal World*, *New! Animal World*, *Animal Odyssey* and *Where did all the Animals Go?* Nature and travel shows included *World of the Sea*, *Islands in the Sun*, *True Adventure* and *Vagabond*. He is survived by his wife, Marlene, and four sons, John, Bob, Gary and Tom.

Bill Cerri, 60, air personality, WETA-FM Washington, died July 17 at National Hospital for Orthopaedics and Rehabilitation in Arlington, Va., several hours after suffering stroke while on-air. Moving to Washington in 1950 from Utica, N.Y., Cerri was named classical music announcer for Continental FM Network, later serving stints at Washington radio stations WASH-FM, WGMS-AM-FM and WO-L(AM). After performing voices for several Hanna-Barbera cartoon characters, Cerri joined WETA-FM at its start in 1970. He planned to retire in August due to struggle with Parkinson's disease. He is survived by three children; four grandchildren, and brother, Dick, host, *Music Americana*, WLTT(FM) Bethesda, Md.

Sam Jones, 67, retired chief financial officer, Katz Communications, died May 16 of cancer at Norwalk (Conn.) Hospital. Joining Katz, New York in 1951, Jones was appointed assistant treasurer in 1960, treasurer in 1969 and chief financial officer in 1973. In addition to serving as senior VP, Jones was board member and executive committee member, retiring in 1979. He is survived by his wife, Elma; daughter, Lelie and son, Bruce.

Frank McCormick Nesbitt, 48, documentary filmmaker, died of cancer July 15 at his home in Upper Marlboro, Md. Nesbitt made produced documentaries for Public Broadcasting Service and National Geographic Society, including *Inside Out*, *Yours and Mine* and *America's Embattled Economy*. He worked as cameraman at WMAL-TV Washington, in late sixties before joining Educational Film Center, Annandale, Va., in 1970's, where he produced series of documentaries for PBS. He is survived by his wife, Sandy; two sons, Andrew and Graham; sister, Marie, and brother, Samuel.

ALLIED FIELDS

Dominick Morra, administrative manager, CBS Entertainment account, Backer Spielvogel Bates, joins Broadcast Promotion and Marketing Executives,

Los Angeles, as communications manager.



Shepard

as VP and general counsel.

Julian L. Shepard, senior policy advisor, National Telecommunications and Information Administration, U.S. Department of Commerce, Washington, joins Association for Maximum Service Television, there

Ron Asplund, general manager, United Artists Cable, Kennewick, Wash., elected president, Washington State Cable Communications Association.

Gary J. Shapiro, VP and general counsel, Electronic Industries Association, Washington, named group VP, consumer electronics group, succeeding **Thomas P. Friel**, resigned.

Daniel Brenner, professor, University of California Law School, Los Angeles, and vice chairman, Corporation for Public Broadcasting, joins LeBoeuf Lamb Leiby & MacRae law firm there as counsel, telecommunications.

DEATHS

Evelyn Spitalny, 78, violinist for radio, died July 8 of heart failure at Mount Sinai Medical Center, Miami Beach, Fla. As featured soloist in husband Phil Spitalny's All-Girl Orchestra, Evelyn Spitalny performed on radio show *Hour of Charm* in 1930's through 1950's.

Bill Azan
June 1990

Thanks for the
friendship, laughter
and music.

We'll miss you.

Liz C.	Dave E.
Lew L.	Dave S.
Jim L.	John P.
Bob K.	Susan L.
Ray T.	Kathy M.
Joe C.	Peter D.
Bill J.	Donna A.

Annette G.



FIFTH ESTATE

PAUL FIDDICK: RIDING THE RADIO WAVE

The term "mobile radio" could easily apply to Paul Fiddick's career in an industry noted for the movement of its shakers. In his 18 years in radio, Heritage Radio Group President Fiddick has been responsible for the purchase or sale of 20 radio properties and has managed—either at the local or corporate level—a total of 28 stations.

In just the last half of the 1980's, Fiddick has operated radio groups that, at different times, were both private and public, the latter on the New York Stock Exchange, American exchange and sold over the counter. "You can't plan these things; you just take advantage of good timing," he says.

Fiddick's career appears to have been marked by good timing. Starting with his second job out of college (his first was at KCMO-AM-FM Kansas City) Fiddick found himself on what he calls "the breaking wave of FM." At the risk of being "one of those old greybeards who tells hoary old stories about the way radio used to be," Fiddick risks a comment about that second job, as an account executive at WEZW(FM) Milwaukee in 1972. "I was working at an FM beautiful music station and the most common objection I heard on the street was: 'I don't buy FM.' The local retailers looked at FM as a separate kind of broadcasting, a superfluous kind of advertising. But they wouldn't listen."

That ostrich approach to FM was typical of the times, Fiddick says. His first exposure to the potential of FM came in the early 70's while he was driving a rental car from Milwaukee to St. Louis shortly after the Bartell Group turned on KSLQ-FM (Washington, Mo.), one of the nation's first FM Top 40 stations. "The car had an FM radio in it, and when I cranked the volume up I knew right away that AM Top 40 was dead."

Fiddick stayed with WEZW and parent Sudbrink Group through the formative stages of FM, and was named general manager in 1976. "It was a tremendous challenge," Fiddick recalls. "I was working with Woody Sudbrink and I learned cash flow management and an entrepreneurial attitude. WEZW was one of the first FM's to be number one in total audience, and it was the first to do that in Milwaukee."

In 1978, he says, two events hap-



pened almost concurrently: FM reached parity with AM in listenership levels and Sudbrink sold the station to Multimedia. "At the time, AM operators thought parity was something that would be achieved and then would stop, that there was some sort of equilibrium in the universe," Fiddick says.

"The AM powerhouses didn't want to recognize that the same forces that brought FM to 50% would keep driving it to be the dominant force in the industry, which would come at AM's expense."

When Sudbrink sold the station to Multimedia, Fiddick found himself working for a "public company worth billions of dollars." In 1982, Fiddick was named President of Multimedia Radio. As chief executive of the group from 1982 to 1986, he managed 12 stations in seven medium-sized markets.

In 1985, Multimedia re-capitalized, ultimately deciding to pay down the debt as quickly as possible. Fiddick saw the move as a shift away from what he hoped would be an aggressive acquisition stance. At the same time, the station buying frenzy in the industry began. It was, he notes, "not just the normal buying and selling of stations between players. This was something entirely different: Big players getting out and new players getting in. It was another once-

in-a-lifetime opportunity, and I wanted a chance to participate."

In 1986, Heritage Communications founder and chairman Jim Hoak gave him that chance, recruiting Fiddick to build a new radio division through acquisitions. The opportunity, says Fiddick, allowed him to combine his "entrepreneurial bent with a cash-flow orientation." In the subsequent three years, Fiddick acquired for Heritage Communications and its successor, Heritage Media, 11 stations in six major markets for a total of about \$50 million.

"We saw more turnover of stations in that period than there may have been in all the preceding years of radio," Fiddick says. "Now we're seeing the start of a major shakeout, a minor re-ordering of the business. We'll see an adjustment of prices, which we have to remember is just part of the process. It's something we're going to have to reckon with in the coming years."

Having ridden two major waves in the recent history of radio, Fiddick believes digital to be the next big curl. "AM and FM are efficient uses of spectrum, but we could be much more efficient broadcasting digitally up in the one-to-two gigahertz range. The answer for AM would be for all of radio to be reallocated to a digital band and for everyone who currently owns an FCC license to be homesteaded on that band."

While politics and regulatory issues make such a move years away if at all, Fiddick says that the industry has to come to grips with technology.

"The first time I listened to a compact disk it reminded me of listening to that FM Top 40 station in St. Louis," he remembers. "I knew the difference between digital and analog was at least as big as the difference I heard between FM and AM. I knew what had happened to our business when better technology butted heads with AM, and I know what will happen now. The question is 'when?'"

Paul William Fiddick

Executive vice president, Heritage Media Corp. and president, Heritage Radio Group, Dallas; b. Nov. 20, 1949, St. Joseph, Mo. B.J., University of Missouri School of Journalism, 1971; KCMO(AM-FM), Kansas City, 1971-72; WEZW(FM) Milwaukee, 1972-82; president, Multimedia Radio Inc., Cincinnati, 1982-86; present position since September 1986; m. Julie Hanna Lorms, July 31, 1983; children: Lea Elizabeth, 5; Hanna Manring, 3.

IN BRIEF

Week after it affirmed 24-hour ban against broadcasting of indecent programming, **FCC tentatively fined Great American Television and Radio Co. \$10,000 for alleged indecent broadcasts** by WFBQ(FM) Indianapolis (and simulcasting WNDE(AM)) during morning drive *Bob and Tom Show*. Five broadcasts that are subject of notice of apparent liability occurred in 1987 and 1989. Acting on complaints about 1987 broadcast, FCC had issued letter of inquiry to licensee last August.

NBC will end up losing more than \$10 million in advertising revenue as result of drop in ratings by the *Today* show, after Jane Pauley was replaced. Michael Gartner, president, NBC News, acknowledged network would lose that much, and NBC owned and operated stations would lose about \$2 million more because of confusing host changes in show.

In statement issued late last Thursday, Paramount Domestic Television confirmed that **ACT III, Chris-Craft-United Television and Meredith Corp. station groups have bought 1992-93 off-network, and possible 1991-92 first-run syndication rights to half-hour *Dear John* sitcom** (see story, page 59). Chris-Craft/United group of eight stations includes largest market clearance for *Dear John* with KCOP-TV Los Angeles taking show, renewing *Arsenio* and picking up late night companion, *The Party Machine with Nia Peeples*. Only other Chris-Craft station believed to be left out of package deal was Phoenix independent KUTP(TV), which will lose rights to *Arsenio* in January 1991 to Meredith's KPHO-TV.

World International Network (WIN) and Procter & Gamble Productions have formed joint venture for production and worldwide distribution of made-for-TV features, with first project, \$3.2 million feature, *The Perfect Tribute*, slated for ABC's prime time schedule in April 1991. As part of deal, WIN's foreign broadcast members (which includes England's Central Television and Revcom as European reps, ProTel for Latin American distribution and Canada's CTV) are contributing venture capital,

with Procter & Gamble providing production support and sponsoring entire movie's ad time. Independent producer Dorothea Petrie pitched Civil War teleplay (which stars Jason Robards as President Lincoln) to WIN and will receive advance on delivery of project and percentage of net profit from distribution revenue.

FCC is planning to launch broad inquiry into digital audio broadcasting, possibly at Aug. 1 open meeting. DAB, which promises to deliver CD quality audio via satellite or terrestrial transmitters, has alarmed some radio broadcasters who see new medium as competitive threat. FCC Chairman Alfred Sikes acknowledged at press briefing last Thursday that inquiry is on way, noting that technology could bring "clearer, cleaner, fuller sound." He also mentioned angst DAB is causing in broadcasting ranks. "They are looking over their shoulders," he said.

MGM/UA Communications Co. said that \$4 per share payment to holders of common and preferred stock in connection with Pathe Communication Corp.'s planned merger with MGM/UA was made as scheduled July 20. Under agreement, holders of common and preferred shares of MGM/UA will receive total of \$21.50 per share. Earlier this week, Pathe made \$53 million escrow payment into account from which MGM/UA payment was made. Payment of remaining \$17.50 and closing of deal is expected to

occur on or before Oct. 23.

Senate Communications Subcommittee hearing on telco entry Tuesday, July 24, will focus on legislation that would remove legal barriers keeping phone companies from competing with cable. Senator Conrad Burns (R-Mont.) is author of bill, which may be marked up by Commerce Committee July 31. **Slated to testify:** Gary Chapman, LIN Broadcasting; Amos Hostetter, Continental Cablevision; Dean Swanson, Standard Telephone Co.; Hal Selander, Braxton Associates; Robert Harris, school of business and public policy, University of California, Berkeley; Leland Johnson, Rand Corp.; Jack Fishman, Morristown Citizen Tribune, and Richard Simmons, Washington Post Co.

United Church of Christ's office of communication and consumer groups are asking House Commerce Committee Chairman John Dingell (D-Mich) to support changes to cable reregulation legislation pending before the committee. UCC, Consumer Federation of America, National Council of Churches, National Federation of Local Cable Programers, Public Citizen's Congress Watch, wrote Dingell calling for further refinement if "this is to be a true consumer protection measure." They say "certain very important issues, such as the franchise renewal process and the problems facing public, educational and governmental access channels, are still not addressed by this legislation."

FOX MULLS REPPING IN-HOUSE

Fox Television Stations Inc. is considering starting an in-house rep firm to handle spot sales for its seven TV stations. Currently the stations are repped by Petry Television; Harrington, Righter, and Parsons and TeleRep. Robert Kreek, president and chief operating officer, Fox Television Stations, told BROADCASTING that the group owner is reviewing its national sales force and that starting an in-house rep firm is one of the "infinite array of alternatives" in an effort to consolidate sales efforts. Kreek, who is spearheading the review, said that no decision has been made. Six of the seven rep contracts run until next summer and the TeleRep contract for KSTU(TV) Salt Lake City runs until 1993. Petry Inc., with contracts to represent Fox stations in New York, Los Angeles, Chicago and Dallas, stands to lose the most if Fox choose to rep its own properties. Those four markets, according to one rep's estimate, bill about \$105 million annually. TeleRep reps Fox's Washington and Salt Lake City stations; Washington is said to bill some \$44 million annually. HRP handles Houston, which is said to bill about \$13 million annually.

According to syndication president Barry Thurston, **Columbia Pictures Television has cleared off-Fox sitcom *Married...with Children* in 30 markets**, with 95% of those committing to access airings when show launches in 1991-92. Stations Thurston says have newly contracted for 3½-year, cash-plus-one-minute-barter offering, include WFXT-TV Boston, WKBD-TV Detroit, WDZL-TV Miami, WPGH-TV Pittsburgh, KTXL-TV Sacramento, XETV-TV San Diego, WXIX-TV Cincinnati, WTTV-TV Indianapolis and KPTV-TV Portland, Ore. Thurston says he already has "probable" access commitments from top market indies WWOR-TV New York and KTTV-TV Los Angeles, while NBC O&O WMAQ-TV Chicago has bought *Married* with avowed intention of placing it in access.

DMB&B has named Jeff Grant to newly created position of senior vice president and director of broadcast programming. Grant will be responsible for all aspects of original television programming for agency clients, including developing story ideas independently and with assistance of outside producers.

First-run episodes of **21 Jump Street** for fall have been **cleared in more than 65% of U.S.**, according to Cannell Distribution Company. Cannell has closed on 65 stations, including New York, Los Angeles and Chicago. LBS Communications' barter sales unit, TV Horizons, has been signed to sell national barter time for *Jump Street*.

WERC(AM) Birmingham, Ala. talk show host Tim Lennox was reinstated last Tuesday (July 17) after being suspended for banning black listeners from speaking on his program. Station manager Berkley Fraser and Lennox each offered apologies, which several local black and religious groups had demanded.

Texaco Inc. will become major co-sponsor of PBS' *Great Performances* for next two seasons. Company will also extend for two years sponsorship of *The Metropolitan Opera Presents*. Due to Texaco's sponsorship, *Performances* will for first time present production by Metropolitan Opera. Verdi's *A Masked Ball*, starring Luciano Pavarotti, will air April 10, 1991.

Prime Ticket is producing "A Midsummer Night's Magic," special starring Laker basketball star Magic Johnson for NBC, to air Aug. 11. Regional cable network said it was first time broadcast network contracted cable programmer to produce event. Elsewhere, SportsChannel Los

PAS ASKS FOR RELIEF

Pan American Satellite has asked the FCC to roll back the key condition attached to the commission's authorizations of separate satellite systems: a ban on the carriage of any traffic interconnected with the public switched network. PAS says that, as the only operational separate system, it has found the restriction "unduly burdensome." And it said that "unless the imbalance in Intelsat's favor is corrected, the fragile toehold that separate systems have gained in the marketplace will be lost." It also said the policy is counterproductive for the U.S.—that it is "the policy equivalent of shooting oneself in the foot."

The condition was written into the separate system policy the commission adopted in 1985 in response to President Reagan's determination, issued in November 1984, that separate systems are required in the national interest, provided they do not have an adverse economic impact on the International Telecommunications Satellite Organization. Intelsat now has 118 members, most of them PTTs. Accordingly, the Reagan administration called on the commission to prohibit separate systems from engaging in the business that now generates some 90% of Intelsat revenues.

In claiming the present policy is counterproductive, PAS says it increases costs to U.S. consumers and businesses and harms the new private entities overseas that are beginning to compete with their domestic PTTs. And those emerging telecommunications entrepreneurs, PAS adds, offer the U.S. its best hope for achieving its goal for global telecommunications deregulation and expanding market opportunities for U.S. telecommunications exporters.

Angeles has signed multiyear agreement with Big West conference for 52 events.

House committee approved bill with \$306.5 million 1993 appropriation for CPB. Figure, which matches administration recommendation, represents \$259.56 million for CPB operations and \$46.94 million for public TV and radio satellite replacement. Congress had authorized \$285 million for CPB and \$66.94 million for final installment on \$200 satellite fund.

C-COR Electronics Inc., State College, Pa.-based manufacturer of electronic equipment for cable TV systems, **has given layoff notices to about 90 employees at its State College and Altoona plants**, effective this Friday (July 27). Company blamed layoffs on drop-off of equipment orders due to nervousness within cable industry about costs of possible reregulation. Following layoffs, C-COR will employ total of 525 at all of its locations in U.S. and abroad.

C-SPAN will televise July 24 Senate Communications Subcommittee hearing on telco-entry on July 28, Saturday, 1 p.m. NYT.

Anita Klever has been named senior vice president, Fox Network News. Klever will be responsible for overseeing design and organization of newsgathering needs of Fox affiliates for news other than local coverage.

Peter Brennan has been named executive

producer of Paramount Domestic Television's *Hard Copy*, starting his new job today after serving as executive producer of Twentieth (Fox) Television's *A Current Affair* since latter tabloid program's creation in July 1986.

WNBC-TV New York last week announced its fall 1990 daytime lineup: *The Joan Rivers Show* begins Sept. 10 at 3 p.m., replacing *Concentration* and *Scrabble*. *Preview: The Best of the New* begins Sept. 17, airing at 9-9:30 a.m., replacing *The Flying Nun*. Other new shows include *Let's Make a Deal*, airing at 9:30 a.m., and *To Tell the Truth*, airing at 10:30 a.m.

U.S. District Court Judge has ruled in favor of TCI Miami subsidiary in lawsuit brought by city seeking injunctive and declaratory relief for fines city placed on cable system. City cited service complaints and failure to meet minority contract goals in levying fines, but TCI sued and won in lower court.

BBC has made initial 13-week commitment to air British-produced version of HBO's *The Comedy Channel* for eight hours a week beginning in December. In return, U.S. channel will have access to BBC's comedy library. For U.K. channel, British comedians will host comedy clip selections, of which 40% to 60% will be from U.K. sources. Two hours of programming will air late night Friday and Saturday on BBC-2, with two daytime repeats.

EDITORIALS

Committed to the First Amendment and the Fifth Estate

THE BIG PICTURE

Indecency, beer and wine advertising, children's programming/station renewal quid pro quos: all are issues currently drawing attention on Capitol Hill and elsewhere, each with a history of extensive treatment on this page. While each has its own set of circumstances and attendant emotional accessories, all carry the seeds of a government-issue media environment. With due deference to the various trees involved, we'd like to look at the forest.

It's the politics of media control that bothers this page, not the good intentions of helping children or trying to reduce the suffering caused by the abuse of alcohol. Everyone applauds such goals. What is troubling are the means—the government-sponsored bans, labels, ghettos and deals—that are not justified by those ends, that we are not convinced would achieve those ends were they justifiable and that in some cases would, in truth, disserve them.

Trying to affect social policy by manipulating information media—from bans on indecency to restricting advertising of legal products—is a bad habit for the government to get into. Unfortunately, it's also one for which it seems to have acquired a taste. That is understandable from a political standpoint, if no more defensible; it is easier to manipulate information about an issue than to tackle the issue itself.

But the problem is not alcohol, it is the abuse of alcohol. The issue is not whether some children will be exposed to material that some people believe is offensive, but whether the government should be able to use those concerns to justify micromanaging what its citizens see and hear in the interests of appeasing particular political interests. The answer is no.

The Constitution recognizes—if its avowed servants sometimes do not—certain fundamental freedoms that are in the country's interest to protect from the ebb and flow of political majorities. Free media rank foremost among them.

SO MUCH FOR THE DAYS OF WINE AND ROSES

The hard realities of a maturing industry emerged from last week's CTAM (Cable Television Administration and Marketing Society) meeting in San Diego. While many on the outside still think of cable as a runaway media phenomenon, those on the inside are concerned that the halcyon days are fast falling behind. It was a sobering assessment, and eminently valuable.

Broadcasters, who have seen their own television medium cut off at the pass by cable's advances, may be bemused that cable is now endangered by its own new media competition: DBS. They may be even more amused to hear cable talk of localism and news as its aces in the hole against the Sky Cables of the future. Broadcasters have had a corner on those

attributes from the beginning of their medium while, for the most part, cable has given them short shrift. Now it's time either for reckoning or for catching up.

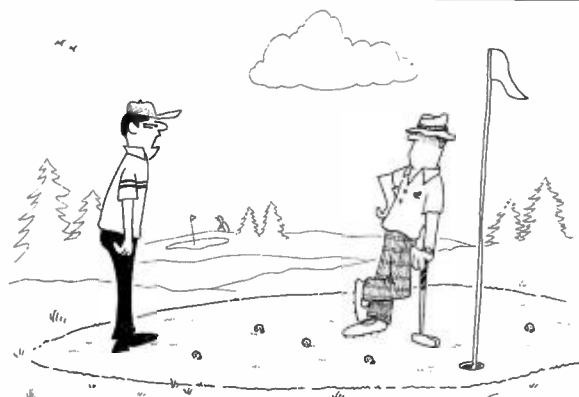
Indeed, the similarities in the competitive positions of broadcasting and cable become increasingly apparent. Both need access to audience. Both need increased channel capacity. Both need to solidify their local media base and broaden their revenue streams. Neither may need the urging of this page to see a mutuality of interest staring each in the face.

BOTH SIDES NOW?

Continuing on the subject of free media, the Soviet Union is trying to take a giant step in that direction. In an order declaring an end to Communist party monopoly of state-owned radio and television, the Soviet government said that monopolization "of air time by this or that party, political current or group" should no longer be permitted. Since such monopolization all but defines the old Soviet system, the turnaround, if it can be realized, would be an impressive 180 degrees.

The "if" comes from the concern that a "liberated media" might not quite translate into the Western equivalent. We are reminded, for instance, that the press secretary to Czechoslovakia's new president, Vaclav Havel, characterized freedom of the press as a "sacred cow largely of the press's own making," and suggested of journalists trying to uncover a list of those who had collaborated with the prior regime: "Anyone who publishes this list will go to jail."

That cautionary note having been sounded, in a country where the government has kept as tight a leash on its press (a term best used loosely in regards to what has been a party pipeline) as has the Soviet Union, with only groups approved by the state allowed air time, such a declaration, including a call for "impartial and thorough" coverage, is good news indeed.



"Well, you should have read the memo more carefully. It said I wanted you to get to work improving the PUT's."

Drawn for BROADCASTING by Jack Schmidt

Radio Special Reports.

Sep10. Radio '90 Special.

(Bonus distribution at Radio '90 Convention)

- State of the medium in Boston, Philadelphia, Chicago, Miami and Seattle.
- Top 10 stations in top 50 markets.
- Interviews that focus on regulatory issues such as obscenity and fitness of licensees.
- Radio '90 advance and agenda.

Nov12. Business Special.

- State of the radio industry in 1990. Examine projections for radio in 1991 from brokers, financial institutions, NAB and RAB.
- Group, network and rep predictions for radio sales in 1991.

Broadcasting

**Deadline for materials:
10 days prior to publication date.**





Is your newsroom slowed by miscommunications? Gridlocked by inefficiency? Drowning in a sea of paper and printer ribbons? If it is, relax. UPI and BASYS have teamed up to offer newsroom software that any station can afford.

PC NewsDesk is the most advanced multi-wire, multi-user PC software. It's designed specifically for broadcast, with powerful editing, communications and security features you won't find in any other PC newsroom software.

THE WIRE SERVICE OF THE FUTURE ANNOUNCES THE END OF THE NEWSROOM OF THE PAST.

time received. It alerts you instantly when a bulletin crosses the wire. Its unique split-screen feature lets you edit a story or build a newscast on one side and monitor the latest UPI news on the other.

PC NewsDesk helps you produce a more current, more accurate newscast. Turn copy into scripts, add late-breaking details to the top of the broadcast, insert commercials. PC NewsDesk even times the copy auto-

PC NewsDesk sorts UPI and other wires by category, by keyword or by

matically after each change is made.

PC NewsDesk has an Assignment Desk to streamline scheduling. Electronic Mail to improve staff communications. Security log-on and secure files to keep an exclusive story from leaking.

How much does the future cost? Less than you'd imagine. And you'll save a small fortune in paper and ribbons, besides.

If you're tired of working in the past, wire into the future today — with PC NewsDesk, from the UPI/BASYS team.

**UPI WIRE INTO
THE FUTURE.**

For more information about PC NewsDesk, call 1-800-UPI-8870.