

Broadcasting Sep 24

Incorporating Broadcasting / Cable

59th Year 1990

TELEVISION / 36

*ABC wins most Emmies;
CBS ahead in early
returns from week one*

CABLE / 43

*Showtime/Movie Channel
to institute rate
increases next March*

RADIO / 60

*DAB, demo-targeting
key issues in Boston;
Birch summer numbers*

WASHINGTON / 77

*Commenters square off
on FCC's proposed
renewal settlement caps*

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Vol. 119 No. 13
**FCC getting up
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RTNDA
Journalism's critical mass
convenes in California

WHAT MORE ADULTS 18-49 DO IN THE DARK.

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TONIGHT
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This summer, they stayed up with Arsenio. According to the results of the July sweep, he turned out the lights of every other late night program. Fact is, more adults 18-49 watched **THE ARSENIO HALL SHOW** than "The Tonight Show" and "Late Night with David Letterman." And that's keeping the competition up at night.

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THIS WEEK

23 / JEOPARDY

Cable regulation legislation appears in trouble, due to the Bush administration's opposition, its continuing controversy on Capitol Hill and time. National Association of Broadcasters throws its political capital elsewhere.

25 / FIN-SYN OPTIONS

A "staff draft" of what will become the FCC's first attempt at crafting new financial interest and syndication rules has begun circulating among the commissioners. It will try to balance the competing interest of the broadcast networks and program producers, and includes a variety of proposals for revamping the rules, including those proffered by the NTIA, the Writer's Guild and Fox Broadcasting.

26 / GOOD HOUSEKEEPING

FCC Chairman Al Sikes said last week that the commission will initiate an "attic-to-basement review of our current regulations in broadcasting" next spring. It is an effort, he said during a gathering of the International Radio and Television Society in New York, that will insure continued "diversity" in the domestic and international broadcasting arenas.

31 / JOURNALISM: STATE OF THE ART

BROADCASTING's special report follows the latest

trends in broadcast journalism as news directors look beyond the traditional newscast to best the competition. Among the early solutions: partnerships of broadcast and cable outlets; specialized, viewer-friendly, profit-making programming, and state-of-the-art technology for local and network news operations in radio, broadcast TV and cable.

46 / RTNDA MENU

The expansion of network satellite news feed services and the growing number of broadcast-cable regional news channels are among the major topics to be addressed at this year's Radio-Television News Directors Association international conference and exhibition in San Jose, Calif. (Sept. 24-27). Additionally, NBC plans

to officially unveil its 1991 launch of NBC News Channel, its 24-hour news feed service for affiliates. ABC will likely finalize a similar startup plan with its station executives.

48 / THE EMMY GOES TO...

ABC led all entrants with 22 prime time Emmy Awards, although its critically acclaimed *Twin Peaks* received only two statuettes, both in technical categories. (It was the most heavily nominated series with 14.) NBC was second with 18 awards and CBS had 14. Fox, which aired the ceremony, tied the Public Broadcasting Service with nine. Among the cable services, HBO was the big winner, capturing eight of the 10 Emmys given out to that medium.

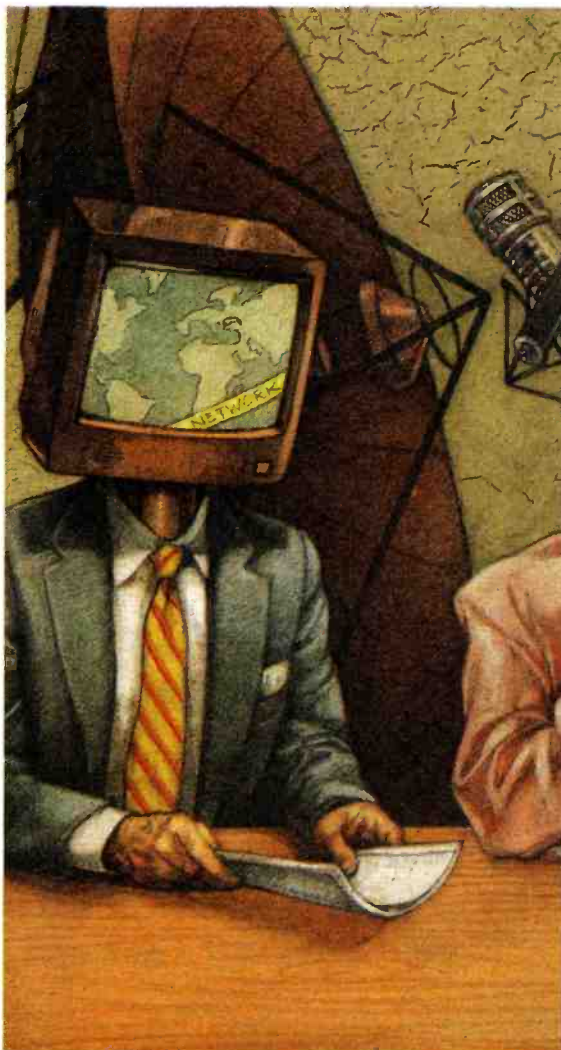
49 / STRONG START

As it did last year, CBS began this year's television season by getting good sampling for its most heavily promoted Monday night comedies and winning the night. In addition to receiving good numbers for its new series, the network also got record numbers from its returning Monday night shows *Major Dad*, *Murphy Brown* and *Designing Women*. NBC rebounded on Tuesday, however, winning the night; CBS was second, and ABC finished third.

50 / EXPANDED VIEW

WSVN-TV Miami dropped its live, nightly crime report, *Crime Check*, in the wake

Journalism special: Merging technology with talent



of criticism from a coalition of community black leaders. The new program will have a "broader approach," according to news director Patricia Clemm, who denies singling out blacks for coverage.

53 / CABLE RATE HIKE

Effective next March, Showtime and The Movie Channel are increasing their rates, a jump that could raise some affiliate license fees by as much as 10%-11%. The increase will bring Showtime's rate closer to HBO's.

56 / WORLD VIEW

Western Europe remains the prime territory for cable expansion over the next few years, according to a panel of worldwide players at the Eastern Cable Show.

60 / RADIO '90: ABUZZ WITH DAB

The convention talk at Radio 990 in Boston was focused both on the future—specifically digital audio broadcasting and the prospects it holds for the industry—as well as the

present, in the form of the Bush administration's proposed 5% spectrum tax. While some operators realized for the first time that the speculative boom is over, others set their sights on management and programming concerns and how to cope with the changing demographic shifts and consumer trends of the 1990's.

69 / URBAN BOOST IN BIRCH

Urban-formatted stations continue to fare well in major markets, according to the Birch Radio summer survey of the top 10 stations in the top 10 markets.

71 / SLUGGISH SCATTER

Fourth-quarter scatter for the three major broadcast networks is nonexistent, as advertisers wait to see what happens in the Middle East in particular and the economy in general. Some networks may move clients up from November and December to fill gaps in October. Prime time and evening news appear to be dayparts hurting the most.

77 / SETTLING SETTLEMENTS

The two dozen or so comments filed at the FCC on the commission's proposals to modify its policy on settlement agreements and the expedient resolutions of comparative hearing cases, indicate a divided Fifth Estate. Not only were various segments of the broadcast community divided, but some groups, such as the Federal Communications Bar Association, had internal disagreement over the issue.

80 / ANTI-PIRACY TACTICS

As the satellite TV industry attempts to fight signal theft by upgrading



Radio '90 wrapup (page 60)

old and, in some cases, adopting new descrambling hardware, it also has put together a nationwide infrastructure of investigators to fight pirates in the courts. The Anti-Piracy Task Force, meeting at Satellite Broadcasting & Communications Association headquarters last week, began to debate how much it is willing to spend next year to unleash targeted sweeps by a network of

former FBI agents against an estimated 5,100 satellite equipment dealers involved in piracy.

82 / CABLE-TELCO REVIEW

Britain's cable television industry and the North American telcos and cable operators that are about to invest billions in its future are being swept into a pending review of British telecommunications policy. The UK government's so-called duopoly review, beginning in November, could be a potential help or hindrance to cable growth.

103 / STEADY AS HE GOES

RTNDA outgoing chairman Tom Bier has been the guiding hand in a year of transition at the association. The WIS-TV news director has helped establish RTNDA president David Bartlett as the voice of news directors, while managing the board and keeping his station number one in the ratings.

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Incorporating

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The Emmy winner's (page 48)



CLOSED CIRCUIT

Washington

Third step's charm?

FCC Chairman Alfred Sikes is now committed to turning commission's fin-syn rule-making into two-step process with issuance of further notice next month, but that may not be good enough for Commissioner Ervin Duggan. Before it's all over, he said, he believes there may be need to adopt tentative decision and accept another round of comment. Third step would help eliminate "ticking time bombs" from whatever agency comes up with, he said. "The potential for doing something stupid is so great, I'm going to do all I can to guard against it."

New York

Boycott troubles

Boycott effort of National Association of Broadcast Employees and Technicians against NBC, its parent General Electric, and sponsors who advertise on NBC affiliates may not get support of AFL-CIO because of possible

conflicts of interest with unions currently in good standing with GE. (Boycott is latest in ongoing confrontation between network and employees currently working under imposed contract that union has not ratified.) Meanwhile, situation inside NBC between union and management may be getting tense; according to one source at NBC O&O, union members are concerned that any time something goes wrong on air, like last week's three minute blank screen when automation machine was missing three commercial events, they will be blamed. Said one engineer: "Anytime there is a discrepancy people think something happened."

Affiliate search

Malrite Communications' CHR outlet WHTZ(FM) is talking to three stations on Long Island about setting up "synchrocasting" arrangement with one of them. Gary Fisher, vice president and general manager, says discussions are still in preliminary stage, but station is looking for "network affiliate" to

complement series of FM translators that already transmit signal outside of city. (Due to FCC rules on maintaining local programming identity, retransmission must be set up as network affiliation agreement.) Ideal situation, said Fisher, would allow station to program, sell and promote stations jointly.

Los Angeles

In works

According to sources, MCA TV, syndication arm for all MCA and Universal Television product, will shortly announce January 1991 syndication launch of newly established Hollywood Premiere Network, three hour dramas financed jointly by Chris-Craft Broadcasting and MCA Broadcasting. Originally intended as fresh product for MCA's independent superstation WWOR-TV New York and Chris-Craft's independent, KCOP-TV Los Angeles (BROADCASTING, July 30), word now has it that MCA TV will target HPN as continuous first-run vehicle for independents to counter-

program Fox Broadcasting Co. and network affiliates.

Three spokes of HPN wheel, *She-Wolf of London*, *Shades of L.A.* and *They Came From Outerspace* are currently in production, each receiving initial 20-episode orders. One station rep source said HPN could prove to be establishment of permanent MCA TV development and distribution pipeline of hour dramas tailored to independents' needs. MCA TV President Shelly Schwab was unavailable for comment.

Is it Ski Season Already?

Fortunately for CBS, network is off to better start this season than its president Howard Stringer. Stringer, president, CBS Broadcast Group, seen at Emmy awards last week using cane, is recovering from broken ankle. Seems Stringer was playing catch with newly acquired dog (Duncan) on deck of his house in East Hampton when he fell off side of deck and into hole. After five weeks on crutches, Stringer is using cane. Meanwhile, CBS won



PEP RALLY

CBS held a Hollywood gala last week to celebrate its new show, *Evening Shade*, starring Burt Reynolds, who is also co-executive producer, as ex-football coach. *Shade* premiered Friday (Sept. 21). Pictured at left are (l-r) Howard Stringer, president, CBS/Broadcast Group; Linda Bloodworth-Thomason, creator and executive producer; Jeff Sagansky, president, CBS Entertainment; Reynolds, and Harry Thomason, executive producer.

first night of season, capturing last Monday night, Sept. 17, getting strong performances from its returning lineup of comedies and new shows, *Uncle Buck* and *The Trials of Rosie O'Neill*.

Six-Million Dollar Man

CBS's new comic book hero, *The Flash*, which premiered in two-hour movie last Thursday night, seems to have performed up to its price tag of \$6.5 million. Television adaptation of Marvel comic books character averaged 14.2 rating and 23 share from 8-10 p.m., leading network to second place for night and highest Thursday night numbers in more than two years. During its two hours, action series outperformed Fox's *The Simpsons*, ABC's *Gabriel's Fire*, and preview of NBC's *American Dreamer*, although not perennial winner, *Cosby*.

Beijing

Gee

When People's Republic of China decided it wanted transportable Ku-band uplinks of its own, it went to U.S. company that has specialized longest in that band. Washington-based GTE Spacenet, which quietly provided two Ku trucks that arrived in Beijing earlier this month. First job for earth stations on wheels was to provide Sept. 8 pregame coverage of 11th Asian Games to Japan's state-owned broadcaster NHK. Uplinks, which Spacenet configured for PAL and NTSC formats, will also send up two analog video signals of Sept. 22-Oct. 5 Games for NHK, then will serve domestic Chinese voice and data users via Intelsat capacity. Several weeks ago, Keystone Communications gained first entry of U.S. C-band uplink into PRC—on temporary basis to transmit Games to Korea—since prodemocracy uprising last year.



'SUPER FORCE' IS WITH THEM

Viacom Enterprises hosted a premiere showing Sept. 15 of the two-hour *Super Force* movie for television that launches the weekly first-run, half-hour series of the same name. Held at Universal Studios Florida, in Orlando, the gala attracted executives, actors and even astronauts (*Super Force* features an astronaut turned crime fighter as its hero). Shown above are Michael Gerber, president, first run, international distribution and acquisitions, Viacom Enterprises; his wife, Nadia Gerber; Lois Aldrin, and her husband, astronaut Buzz Aldrin.

Gdansk

VIP subscriber

One of smallest-ever cable builds began last week when Atlantic Cable Communications began laying two miles of wire to home of Polish presidential candidate, Lech Walesa. Phillip Brown, partner in Holbrook, Mass.-based Atlantic, said that Walesa job had been bid on by two or three companies and that Atlantic, winner, intends only to break even while using opportunity to help decide whether to bid on rest of work in Poland, franchise 70% owned by Chase Communications. Irony exists in fact that nonunion Atlantic is wiring home of Poland's la-

bor leader. Walesa's home should be on-line by beginning of next week.

Bala Cynwyd

Move 'em out

This week, K Prime will begin shipping its proprietary Scientific-Atlanta, B-MAC satellite integrated receiver-decoders (IRD) to 39 test market distributors. In second week of September, K Prime tested first mass production runs of IRD's, which could be in hands of consumers by next month. Although it concedes there will be some theft of units by satellite video pirates, K Prime believes large numbers of decoders will

never be available, since equipment would be re-collected by distributors, given lapse of subscription.

San Diego

Cutbacks

On heels of August shift from public to private ownership under Forstmann Little, General Instrument's VideoCipher Division has done away with its communications department, laying off 15 to 18 people out of about 500 at its San Diego headquarters. Handful of unrelated layoffs also occurred in various operations departments. Michael Meltzer, vice president of marketing, attributed consolidation of communications and marketing to disappearance of requirements to report earnings and other information to SEC and to institutional and individual shareholders. "We are not in any way going to become mushrooms," cutting access to press, he said, adding that consolidation was internal to division, not ordered by Forstmann Little.

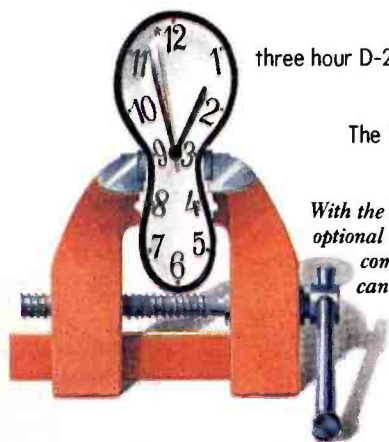
Secaucus

New Jersey and them

There is more to story of "Universal 9" moniker adopted by WWOR-TV (BROADCASTING, Sept. 10) than meets eye. First brought up shortly after MCA bought station in 1987, Universal 9 idea was apparently vetoed by station lawyers concerned about trumpeting station ties to Hollywood-based studio just after petition to deny purchase had alleged new owners did not have sufficient commitment—mandated by Congress—to New Jersey. Fact that name has been adopted even though WWOR-TV is in midst of license renewal hearing probably indicates station feels local identity, aided by daily three-hour local show, has been established.

D-2 has expanded the li Now it can co

It was only a matter of time. Now Sony D-2 composite digital video offers broadcasters something they've been waiting for. Time compression. It's an option now available on the DVR-18, Sony's



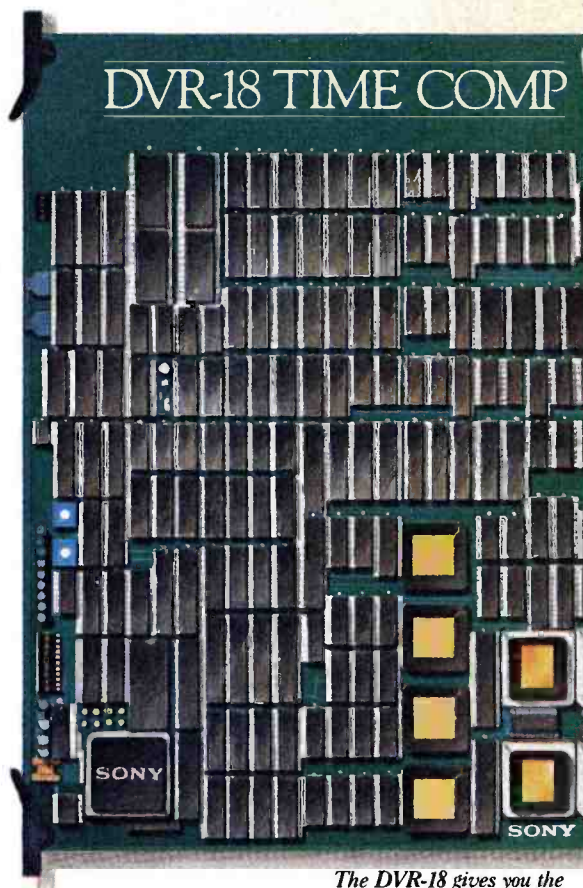
three hour D-2 VTR.

The DVR-18's time

With the DVR-18's optional time compression, you can squeeze more out of the time you've got.

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Plus, the DVR-18 gives you Sony's advanced picture processing for the highest quality video playback. And since it's digital, you'll get a time



The DVR-18 gives you the

compressed program without losing a generation.

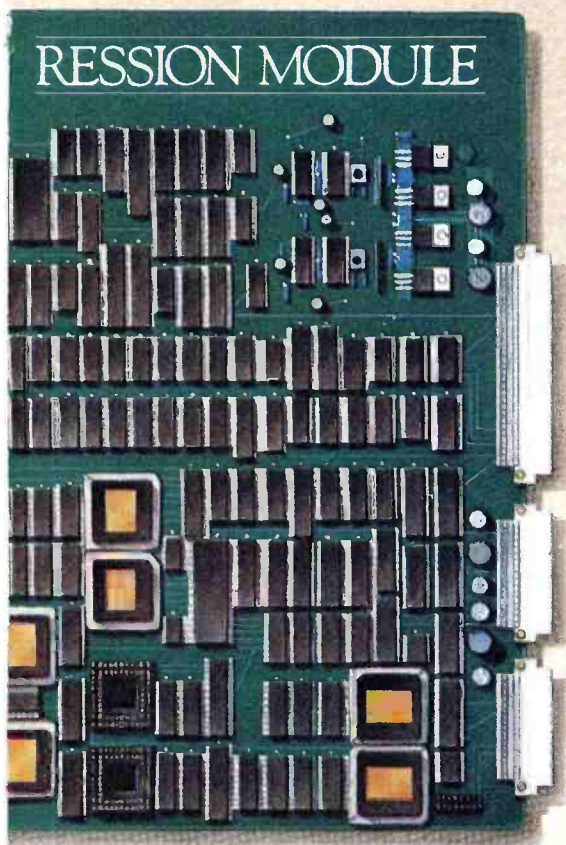
Of course, the DVR-18's time compression

The DVR-18's pitch correction makes it easy to keep your audio in tune, without the need for external equipment.



and expansion isn't the only reason why broad-

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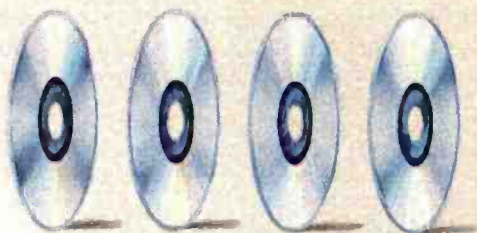
option of time compression.

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B R O A D C A S T P R O D U C T S

MONDAY MEMO

A Supreme Court-First Amendment commentary from Patrick D. Maines, president, The Media Institute, Washington

The First Amendment guarantees our right to speak as we choose, even if foolishly or ill-advisedly. The guarantee, we assume, is so sacred it no longer needs to be affirmed. In fact, the assumption is wrong, and the Supreme Court may soon be facing some of the most momentous First Amendment cases in its history.

At issue is not so much what we will be allowed to say, but how and where we will be allowed to say it. First Amendment cases traditionally were argued over speech content: what could, or could not, be said. The new cases will be argued over how speech is delivered.

That the court must face the new cases is a sure bet for two reasons. First, its posture on many First Amendment questions is unknown or ambiguous, and clarification is long overdue. Second, a host of communications issues now before Congress eventually will end up in court.

These issues range from the regulation of cable TV, to the codification of the now-defunct fairness doctrine, to the entry of phone companies into the "information" business, to what advertisers will be allowed to say and where they will be allowed to say it.

All these issues fall under the purview of the First Amendment, a condition now often overlooked. And on all these issues, a majority of the members of Congress favor government control at the expense of free-speech rights, the clear language of the First Amendment notwithstanding.

One paradox here is that amid all the solemn speculation about where Supreme Court nominee David Souter stands, there has been little speculation about what he thinks about the First Amendment. Yet Souter, if he is confirmed as our next Supreme Court Justice, could be pivotal in significant cases.

Look first at cable TV. Purportedly moved by an "aggrieved" public, Congress is considering a host of re-regulatory measures. Proposed legislation would reinstate local government control over cable, and mandate cable carriage of broadcast signals, even though the courts already have held such "must carry" rules unconstitutional.

Meanwhile, powerful congressmen



have indicated their determination to write the fairness doctrine into law, perhaps by attaching it to other bills. Under former chairman Dennis Patrick in 1987, the FCC wisely opted to repeal the doctrine as a restraint on broadcasters' rights. From that time to this, however,

only a veto by President Reagan and a threatened veto by President Bush has prevented Congress from overturning the FCC's decision.

There is also the aftermath of the divestiture by AT&T of its former operating companies: one of the most tangled webs in the history of communications law. Under the consent decree entered into by the Justice Department and AT&T, the seven so-called Baby Bells are not allowed to enter businesses such as interactive videotext and cable TV.

Congress is now considering bills to allow limited entry by the phone companies into this information business, but prospects for passage are problematical. In any event, the issue is already in the courts. As argued forcefully by the constitutional lawyer Laurence Tribe, the ban on phone company entry into information services raises questions of "prior restraint."

First Amendment protection for commercial speech (which is to say, advertising) is another hot issue likely to come before the Supreme Court.

As most of this suggests, the new First Amendment concerns will focus more on questions of structure than on content. First Amendment attorney Floyd Abrams noted this trend in a speech earlier this year. He cited the FCC's financial interest and syndication rules (which limit the networks' ability to own and distribute programming), and the ban on telephone companies offering information services.

Accordingly, herewith are a few questions—all on the cutting edge of First Amendment law—that nominee Souter and the court will likely be facing in the not-too-distant future:

■ Given that cable TV does not traffic in the scarce (or "publicly owned") electromagnetic spectrum, should cable TV be regulated on the broadcast model, or the much less restrictive print model?

■ Given the explosive growth in new video and television program providers, is it necessary and/or constitutional under

the First Amendment for the government to impose content controls such as the fairness doctrine on broadcasters?

■ Given the inevitability and desirability of technological innovations, what limitations, if any, should be

placed on new entrants in the communications industry, consistent with the First Amendment?

■ What should be the government's role, if any, in determining who owns, distributes and profits from network programming—especially if government intervention affects the First Amendment rights of the parties involved?

■ Should commercial speech be entitled to less protection under the First Amendment than other kinds of speech? If so, for what reasons, and to what degree?

If, as seems likely, Judge Souter is confirmed, how he and his fellow jurists resolve these issues will have much to do with the future course of the telecommunications industry, and everything to do with the continued strength and viability of the First Amendment.

"The Supreme Court may soon be facing some of the most momentous First Amendment cases in its history."

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“ When Tony Rizzoli got out of school, there was a long black limousine waiting at the curb. Lucky Luciano was in the backseat. He waved the boy over to the car. ‘Get in.’ Tony Rizzoli's heart began to pound. ‘I can't, Mr. Luciano, I'm late for...’ ‘Get in.’ ”

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DATEBOOK

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THIS WEEK

Sept. 24—*Cable Television Administration and Marketing Society* Northeast regional cable management conference. Trop World Casino and Entertainment Resort, Atlantic City, N.J. Information: Daniel Sheehy, (703) 549-4200.

Sept. 24—*Academy of Television Arts and Sciences* forum luncheon. Speaker: FCC Chairman Al Sikes on "A Changing Industry: The Evolution of Broadcasting in the 90's." Sheraton Universal, Los Angeles. Information: (818) 953-7575.

Sept. 24-26—*Association of National Advertisers* media strategy seminar. Stouffer Westchester Hotel, White Plains, N.Y. Information: (212) 697-5950.

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—Second annual *International Radio and Television Foundation* dinner, including pan-

el moderated by Tom Brokaw, NBC, and featuring Jane Pauley, NBC; Lynn Sherr, ABC, and Lesley Stahl, CBS. Plaza, New York. Information: (212) 751-5847.

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 Programming* fall forum luncheon, "Life After 35 Channels: The Future of Cable Programming." Participants include Herb Granath, CapCities/ABC Video Enterprises; Gustave Hauser, Hauser Communications; Sharon Patrick, Rainbow Programming Holdings; Arnie Semskey, BBDO, and Robert Wussler, Comsat Video Enterprises. New York Hilton, New York. Information: Bridget Blumberg, (202) 775-3611.

Sept. 25—*Cabletelevision Advertising Bureau* local advertising sales workshop. Holiday Inn Crowne Plaza, San Francisco. Information: (212) 751-7770.

Sept. 25-27—*Atlantic Cable Show*. Atlantic City

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TX / FL	AM/FM, FM	\$4,000,000	12/1/94	P+2.0%
FL	FM	\$3,500,000	12/1/94	P+1.5%
		<u>\$11,600,000</u>		

Television/Pkg #50-002

Market	Type	Principal Balance	Maturity Date	Rate
OR	UHF Indy	\$2,325,000	4/20/95	P + 2.0%
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■ **Sept. 26**—*New York State Broadcasters Association* annual meeting. National Association of Broadcasters headquarters. Washington. (518) 434-6100.

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. 26—*Cabletelevision Advertising Bureau* local advertising sales workshop. Holiday Inn Crowne Plaza, Los Angeles. Information: (212) 751-7770.

Sept. 26—"Television in the '90's," panel

ERRATA

Tribune Broadcasting's new Chicago area news and sports service is called Chicagoland, not Tribune-land, as reported in Sept. 17 issue.

sponsored by *Women in Communications*. New York chapter. Time-Life Building, eighth floor auditorium, New York. Information: Catherine Jarrat Koatz, (212) 496-6100.

Sept. 26—*Advertising Research Foundation* key issues workshop, "The Research Quality Challenges of the 1990's." New York Hilton, New York. Information: (212) 840-1663.

■ **Sept. 26**—"Creating a Creative Environment," seminar sponsored by *Museum of Broadcasting* featuring Jay Chiat, chairman-CEO, Chiat/Day/Mojo (also see Oct. 10). Seminar is part of series sponsored by *MOB*, "The Advertising of Chiat/Day: Examining the New Creativity," which runs Sept. 18-Dec. 15. Museum, New York. Information: (212) 752-4690.

■ **Sept. 26**—Third annual Rita Ellix "mentoring breakfast," sponsored by *Women in Cable*, New York and Philadelphia chapters, during Atlantic Cable Show. Trump Plaza, Atlantic City, N.J. Information: (212) 484-9988 or (215) 443-93003.

Sept. 26-27—"Communication and Minority Enterprise in the 1990's," conference for minority entrepreneurs sponsored by FCC and *National Telecommunications and Information Ad-*

ministration in cooperation with *Howard University Small Business Development Center*. Stouffer Concourse Hotel, Arlington, Va. Information: (202) 632-7260.

Sept. 26-28—*Women in Cable* and *University of Denver* cable management education program, "Putting Cable in Perspective: Public Affairs, Current Issues and Trends." Denver. Information: Nancy Ring, (312) 661-1700.

Sept. 27-28—Fourth annual *National Cable Television Association/National Association of Minorities in Cable* seminar on urban cable operations, "Urban Markets: Expanding Business Opportunities." Keynote speaker: Charles Dolan, chairman-CEO, Cablevision. Luncheon speaker: Percy Sutton, chairman, Inner City Broadcasting. Waldorf-Astoria, New York. Information: (202) 775-3669.

Sept. 28—*Cabletelevision Advertising Bureau* local advertising sales workshop. Dallas Marriott Park Central, Dallas. Information: (212) 751-7770.

Sept. 28—*Federal Communications Bar Association* monthly luncheon. Speaker: Robert Petit, general counsel, FCC. Washington Marriott. Washington. Information: (202) 833-2684.

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.

MAJOR MEETINGS

Sept. 21-25—*International Broadcasting Convention*. Brighton Convention Center, Brighton, England. Information: London. 44 (71) 240-1871.

Sept. 24-27—*Radio-Television News Directors Association* international conference and exhibition. Convention Center, San Jose, Calif. Future conference: Sept. 25-28, 1991, Denver.

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) 689-4220. Future conference: Oct. 10-14, 1991, Cannes.

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. 17-19—*LPTV* annual conference and exposition, sponsored by *Community Broadcast-*

ers Association. Riviera, Las Vegas. (800) 225-8183.

Nov. 28-30—*Western Cable Television Conference & Exposition*, 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. Future convention: Jan. 7-10, 1992, Fairmont Hotel, Stanford Court and Mark Hopkins Hotel, San Francisco.

Jan. 14-18, 1991—28th annual *NATPE International* convention. New Orleans Convention Center, New Orleans.

Jan. 21-23, 1991—*Satellite Broadcasting and Communications Association* trade show. Bally's, Las Vegas. Information: (800) 654-9276.

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.

Jan. 25-31, 1991—*National Association of Broadcasters* winter board meeting. Ritz-Carlton, Naples, Fla.

Feb. 1-2, 1991—*Society of Motion Picture and Television Engineers* 25th annual television conference. Westin Detroit, Detroit. Future conference: Jan. 31-Feb. 1, 1992, Westin St. Francis, San Francisco.

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

March 6-9, 1991—22nd annual *Country Radio Seminar*, sponsored by *Country Radio Broad-*

casters. 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 Cable Financial Management Association* 31st annual convention. Century Plaza, Los Angeles. Future conventions: April 22-25, 1992, New York Hilton, New York, and April 28-30, 1993, Buena Vista Palace, Lake Buena Vista, Fla.

May 15-19, 1991—Annual public radio conference, sponsored by *National Public Radio*. Sheraton, New Orleans.

May 16-19, 1991—*American Women in Radio and Television* 40th annual convention. Omni Hotel, Atlanta. Future convention: May 27-30, 1992, Phoenix.

June 16-19, 1991—*Broadcast Promotion and Marketing Executives & Broadcast Designers Association* annual conference. Baltimore Convention Center, Baltimore.

■ **Aug. 25-27, 1991**—*Eastern Cable Show*, sponsored by *Southern Cable Television Association*. Atlanta.

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TOP OF THE WEEK



NCTA President Jim Mooney and NAB President Eddie Fritts

CAN CABLE WIN FOR LOSING?

Bill's chances appear slim after NAB abandons hope

Any legislation as controversial and important to affected industries as the cable regulation legislation that has been working its way through Congress for the past 10 months is bound to have its ups and downs. Last week, the cable legislation was down again—possibly for the count.

The most devastating blow came from the National Association of Broadcasters, when it concluded last week after meeting with "senior" Bush administration officials at the Department of Commerce that the bill was doomed and dropped its active support for the bill.

"These representatives indicated the administration intends to fight the bill in the Senate, and if it is not stopped there, would strongly recommend a presidential veto," NAB President Eddie Fritts said in a statement released late last Thursday (Sept. 20).

(The administration, through the Office of Management and Budget, threatened two weeks ago to veto the legislation as the House was in the process of passing it for a number of reasons, including what it saw as the un-

constitutionality of its must carry provisions.

The NAB hit came with the legislation already rocked by controversy in the Senate. As reports of senators with amendments to the measure grew, prospects for its eventual passage shrunk commensurately. "The more amendments there are, the less the likelihood it's going to see the floor of the Senate," said Robert Sachs, senior vice president, legal and corporate affairs, Continental Cablevision.

But while NAB was eulogizing the bill, publicly thanking the members of Congress and their staffs who "worked so hard to fashion this delicately balanced package," the National Cable Television Association continued to hold out some hope.

Given the "fair amount of disagreement" in the Senate, the Bush administration's "stepped up" opposition and the NAB's new "officially ambivalent" position, said NCTA President James Mooney, "it's not easy to see anything coming out of the smoke and going all of the way, but stranger things have happened regularly in

Washington and I wouldn't write it off quite yet."

But the controversy of the Hill alone was enough to make NCTA's largest member pessimistic. "The chances are slim, given the intransigence" of those opposing cable's effort to amend the bill, said Robert Thomson, vice president, government affairs, Tele-Communications Inc. "We are very skeptical that there is enough time left to do the necessary negotiations."

Fritts laid the blame for the legislation's demise at the door of cable. "They overdid it when they sent [Washington lobbyist Kenneth] Duberstein in to argue with the Economic Policy Council that the administration should oppose an unacceptable cable bill. They ended up with opposition to any cable bill."

Speaking for broadcasters, Fritts said he was "sorely disappointed that the administration is going to put the stake through the heart" of the bill he and others had fought so hard to support. He attributed the administration's action to "a complete misunderstanding of the importance of a balanced marketplace.

This could severely change free television in the long run."

He said: "But the big loser is cable. The big winners are the telcos. Were there to be a cable bill, the telcos would have been barred from cable entry for at least two or three years. This [action] tees up a big-league fight for the phone companies to move into the cable business."

As for next year, Fritts said broadcasters will again pursue equity for their industry, including must carry, retransmission consent and perhaps repeal of the compulsory license.

But cable lobbyists put a radically different spin on last week's events. According to some, NAB's withdrawal from the legislative game with, as Mooney put it, "time still on the clock," was a result of pressure brought to bear on NAB by the networks.

According to the cable representatives, CBS concluded the cable legislation as it was shaping up could foreclose what the networks and their affiliates really want—some mechanism for charging cable operators for carriage of their signals.

The administration's opposition was a "convenient opportunity to jettison [must carry] and come back next year with some other scheme," said Continental's Sachs. "I don't think CBS ever gave up on must carry, must pay," he said. "The networks came to the conclusion that must carry wasn't the best thing

after all, particularly because it gave parity to Fox [affiliates] and other UHF stations."

The networks were quick to refute cable charges. The notion that the networks caused the NAB to back off from the bill is "simply not true, underscore, exclamation point," said Martin Frank, vice president, Washington, CBS. "To print otherwise would be a disservice," he said.

When the NAB voted to go after must carry, Frank said, CBS agreed not to press for a retransmission fee of any kind until next year. As a result, he said, "CBS has stayed out of the way of this legislation."

Jim Hedlund, president of the Association of Independent Television Stations, which sees must carry as vital to the interests of its members, was dismayed by NAB's abandonment of the bill. "I know the administration doesn't like the bill, but you don't stop just because they don't like it," he said.

INTV intends to keep up the fight, Hedlund said. As if to underscore that commitment, INTV sent letters to every senator last Thursday asking them to support the bill. Without it, the letter says, "our system of universal, free over-the-air broadcasting will be placed in jeopardy."

Hedlund said he has heard different theories for the NAB's action. "Some say the networks pulled the plug; others that the administration agreed to back

off on spectrum fees," he said. "I don't know if anything is true."

Asked whether he had traded the cable bill for protection on spectrum fees, Fritts said, "I wish."

Although the House passed its cable bill two weeks ago, the Senate bill has been hung up over differences about many of its provisions, which are generally seen as more onerous to cable.

According to Senate Commerce staffers, the effort to reconcile the differences and arrive at a consensus bill with a chance of making it through Congress as it heads for a mid-October adjournment began in earnest last week.

Pro-consumer Senators Howard Metzenbaum (D-Ohio) and Joseph Lieberman (D-Conn.) have shown the committee language that would toughen the rate regulation and customer service provision of the bill. And the committee anticipates that the package of pro-cable amendments will emerge today.

According to Hill and industry sources, offering the pro-cable amendments will be Senators Ted Stevens (R-Alaska), John Kerry (D-Mass.), Bob Packwood (R-Ore.), John Breaux (D-La.) and Timothy Wirth (D-Colo.).

One amendment would cure NCTA's chief problem with the Senate bill by adding language that would restore to programmers the right to strike exclusive distribution deals and add a five-year sunset to the access-to-programming provision.

GETTING NOWHERE FAST ON SPECTRUM FEE

Broadcasters came out of last week no better than they went in on the spectrum fee front. The Bush administration, as one of its debt reduction targets, holds adamantly to its plan to raise \$10 billion from the radio and television industries—a determination attested to by Senator Robert Packwood (D-Ore.), who told a meeting of Washington lobbyists last week that the administration was still pushing hard on the issue.

The National Association of Broadcasters sent a mailgram to 9,000 broadcasters Friday afternoon, urging them to contact their legislators on a one-to-one basis. The NAB's strategy is to try to cut the spectrum fee off at the pass, according to Jim May, executive vice president for government relations. The longer it remains on the table the worse things may go for broadcasters, he said, with the worst case scenario being consideration of the fee during a lame duck session of Congress. "The longer the wait, the greater the national urgency," May said.

As for the ongoing budget negotiations, May called them "very much financial. When you take the big dollars off the table, you're left with the cats and dogs. The spectrum fee, at

\$10 billion, is a big dog." May said the two Republicans on the budget panel—House Minority Leader Robert Michel (Ill.) and Senate Minority Leader Robert Dole (Kan.)—were hard pressed to oppose the administration on the issue, although both have assured broadcasters they will oppose it. The so-called "group of five" representing Congress was to meet with the administration again yesterday (Sunday).

In an effort to cut projected budget deficits by \$50 billion in fiscal 1991 and by \$500 billion over the next five years, administration officials and a group of two dozen key congressmen began meeting Sept. 6 in the relative solitude of an Andrews Air Force Base officer's club.

Going into the negotiations, the spectrum fee was a flat 4% of gross annual revenues of radio and television stations. But somewhere along the way, it was changed to lessen the burden on smaller stations.

Under the "active formula," most stations would have to pay 5% of annual revenues. However, television stations generating less than \$2 million in annual revenues and radio stations pulling in less than \$100,000 would pay just 2.5% of those revenues.

-DW

Following an appearance at the Eastern Cable Show, Breaux told reporters he has "bad feelings" about the Senate bill's provision stripping the right of vertically integrated cable programmers to make exclusive deals. Programmers should have the right to exclusivity, he said. "But if it stifles competition, they shouldn't be allowed to do that."

Another amendment would make it easier for cable systems to meet effective competition and avoid rate regula-

tion. As now written, the standard requires markets to be served by a number of broadcasters (to be determined by the FCC) and by at least one other multichannel video provider serving at least 15% of the market. The amendment would make standard an either-or test and eliminate a 15% test.

Also rumored last week: an amendment from Senator Conrad Burns (R-Mont.) requiring cities to offer multiple franchises and one from Senate Minority

Leader Robert Dole (R-Kan.) expanding the so-called rural exemption to the telco-cable crossownership ban. If adopted, telcos could offer cable services in communities with as many as 25,000 homes.

Continental's Sachs counted himself among those optimistic about the legislation. But that was before the NAB's announcement. "Looking at it today," he said, "it's certainly less probable there will be a bill."

-NAJ

FCC HAS DRAFT OF FIN-SYN OPTIONS

Document, circulating among commissioners, will form basis for further notice in proceeding to rewrite rules; notice could be ready within three weeks

FCC Chairman Alfred Sikes last week began circulating among the four other commissioners a "staff draft" of what will become the agency's first attempt at crafting new financial interest and syndication rules balancing the competing interest of the broadcast networks and program producers.

The draft, written by the Office of General Counsel with the help of the Mass Media Bureau, includes a variety of proposals for revamping the rules, including those proffered by the National Telecommunications and Information Administration, the Writer's Guild and Fox Broadcasting.

Sikes has invited the other offices to fold into the draft any ideas or proposals they may have. And at least one, Commissioner Sherrie Marshall, plans to take advantage of the opportunity.

When it has all been assembled, the FCC will issue what one commissioner called the "options paper" as a further notice of proposed rulemaking, giving affected parties an opportunity to comment on them all. Sikes would like to get the notice out no later than Oct. 11, but Commissioner Andrew Barrett told BROADCASTING he would not be ready to vote on it until after that date.

The FCC also plans to hold an *en banc* hearing in the middle of November to give industry representatives a chance to comment on the further notice and the commissioners an opportunity to question the representatives.

In a speech in New York last week, Sikes said he hoped to have a final decision in the proceeding by next March (see story, page 26.).

"Having reviewed the record and visited with members of the network and production communities," said Marshall last week, fresh from a weeklong fin-syn

fact-finding tour of Los Angeles, "I'm optimistic that the further notice will have some good viable options that reflect changes in the video marketplace, but still preserve diversity."

Marshall said she has some ideas that she will be incorporating into the notice, but declined to discuss them.

Commissioner Ervin Duggan said he does not intend to contribute any proposals or solutions to the notice, but he will be inserting a number of questions. In particular, he said, he will ask about the impact repeal or modification of the

"I'm optimistic that the further notice will have some good viable options that reflect changes in the video marketplace, but still preserve diversity."

—FCC Commissioner Sherrie Marshall

rules might have on the prime time access rule, which limits the amount of network or off-network programming during primetime.

"I am loath to do anything, consciously or unconsciously, directly or indirectly, that might destabilize or threaten PTAR," Duggan said. "It is demonstrable and undeniable that PTAR has been good for diversity and localism."

Barrett said he was not certain he would contribute anything to the notice. "I just don't know yet," he said. "I want to see what everybody else is thinking."

Robert Corn-Revere, an aide to FCC Commissioner James Quello, who left for Europe last Thursday, said Quello feels no needs to "pad" the notice with additional purposes. As written, the draft asks enough questions to give the commissioners all the information they will need, he said.

Although the FCC seems intent on reaching a compromise position—a new set of rules somewhere between repeal and preservation of the current rules—the network representatives and executives continue to take a fairly hard line, insisting the rules for the most part must go.

"The networks' job is to keep the focus on the merits, not the politics," said Richard Cotton, general counsel, NBC, in Washington with NBC Enterprises President John Agoglia last week to visit with FCC commissioners and staff. "Many of the so-called compromise proposals would effectively hobble the networks as bad as the existing rules. In today's highly competitive business climate, networks can't afford to be disadvantaged."

The Justice Department and the Federal Trade Commission analysis of the marketplace concluded that there is no justification for the rules. "The commission ought to follow that analysis," he said.

Nonetheless, Cotton said, NBC might be willing to accept restrictions on the networks' financial interest negotiations if they were aimed at protecting only small, independent producers and not the major studios and if they applied equally to the major studios and, possibly, to cable networks.

According to Cotton, NBC would also be willing to consider restrictions of domestic syndication aimed at prevent-

ing network syndicators from discriminating against independent television stations and affiliates of other networks and "warehousing," the holding back of programs from the market. However, such restrictions would have to apply to Fox as well as the big three, he said.

Cotton said that any "residual" fin-syn rules should apply to any entity that programs a third or more of the prime time hours each week.

Like Cotton, representatives of the other networks continue to insist on repeal. "I guess we have yet to see anything other than repeal that meets the test of how the business really works today," said Mark McCarthy, vice president, Capital Cities/ABC.

Given the FTC and Justice findings, said Preston Padden, Fox Broadcasting's senior vice president, affiliates, the FCC should get rid of the rules unless it can show a compelling government need for them and build a record to justify them. "I'm not prepared to concede that the record requires anything more than minimal behavioral regulations like safeguards against warehousing," Padden said.

Despite the apparent give in NBC's position, said one FCC official close to Sikes, it is still an "extreme" one. "If that continues to be the case, I can't imagine them being much of a player," he said. "I would begin to think now is the time to start playing the game."

After listening to Cotton and Agolia last Thursday, Corn-Revere expressed much the same sentiment. "At this point, just to go over the same ground again is a waste of time."

With the further notice, Corn-Revere said, "we are trying to move the debate forward. It's somewhat frustrating. The debate hasn't moved an inch from where it was at the beginning of the year. If anything, the parties are further apart."

Accepting comment on compromise proposals does not necessarily preclude an FCC decision to repeal the rules or leave them intact, Corn-Revere said, but it "fills a gap in the record. All we have gotten so far is the 'extremes,'" he said.

The NTIA proposal would permit the networks to acquire financial interest in network programs, but would protect the producers of those shows by requiring the networks to negotiate for any interest separately from negotiations for basic network exhibition rights and "only after the program pilot has been picked up and scheduled by the network." It would also keep the networks out of domestic syndication, but allow them foreign syndication.

The Writers Guild proposal on finan-

cial interest is similar to NTIA's, but it is aimed primarily at keeping the relationship between independent producers and networks at arm's length.

The Fox proposal, first advanced last March, would preserve the ban against the networks acquiring financial interest in programming produced by others, but would allow them to produce 50% of their programming and to syndicate whatever they produce. (Consent decrees entered into by the networks more than a decade ago to settle antitrust suits brought by the Justice Department now limit network in-house production of prime time programming to five hours a week.)

Corn-Revere cautioned that the inclusion of the three proposals in the draft should not be interpreted as an endorsement of them. The FCC is looking for a compromise, he said. And the three proposals are the only halfway measures the FCC could glean from the reams of comments filed, he said.

The three major networks have criticized the NTIA fin-syn compromise after word leaked out that Sikes was using it as a "starting point" for fin-syn discussion with the other commissioners (BROADCASTING, Sept. 10 and 17).

NBC took its shots last week. Adopting restrictions of financial interest as NTIA proposes would create "almost a worse situation than the current rules," Cotton told the reporters. As a general rule, government regulation that gets into contract negotiations "trips up" because regulations have difficulty "in dealing with the complexities of the marketplace," he said.

During her Hollywood tour, which consumed the entire week of Sept. 10, Marshall said she had lengthy discussion with network and programming executives on the front line of the negotiations that are regulated by the fin-syn rules. "It was very productive," she said. "I have different ideas as a result of all the things I've heard."

-HAJ

FCC TO REVIEW ALL BROADCAST RULES

Sikes tells IRTS that commission will begin top to bottom examination next spring

The FCC will, in the spring of 1991, initiate an "attic-to-base-ment review of our current regulations in broadcasting," according to FCC Chairman Alfred Sikes, in order to insure continued "diversity" in the domestic and international broadcasting arenas.

"We will be looking at the structural rules to determine which ones promote diversity and which—in a 'new media world'—might threaten it," Sikes told a gathering of the International Radio and Television Society in New York last

week. "We must worry about diversity in today's and tomorrow's world, not yesterday's."

The FCC also intends to act "expeditiously and responsibly" with regard to the controversy surrounding the financial interest and syndication rules, said Sikes. He sees an "emerging consensus in Washington" that the rules need adjustment, "although there is less agreement, of course, on what should be done."

It is "likely" that the financial interest and syndication issue will be resolved during the first quarter of 1991, Sikes said. Over the next several months, the FCC will "digest the information we have, gather some additional data," and hold a one-day en banc hearing, giving "each commissioner an opportunity to have a direct and public exchange with the witnesses" from both sides of the fin-syn argument.

Sikes also said that he will go to Poland, Czechoslovakia and Hungary in October "to talk with their leaders about the extraordinary contributions which our longstanding commitment to diversity in American broadcasting has made, and could make in their emerging democracies."

While these countries are starting at a



FCC Chairman Sikes at IRTS last week

IRTS CLASS OF 1990

Prominent members of the Fifth Estate were gathered in New York last Tuesday (Sept. 18) for the annual International Radio and Television Society newsmaker luncheon. This year's meeting featured FCC Chairman Alfred Sikes. Seated on the dais were:

Front row (l to r): Thomas Burchill, Lifetime Television; Herbert Granath, Capcities/ABC Video Enterprises; Robert Gutkowski, Madison Square Garden Communications Group; John Hendricks, The Discovery Channel; Robert Johnson, Black Entertainment Television; Tim Robertson, The Family Channel; Thomas Rogers, NBC Cable & Business Development; Eduardo Caballero, Caballero Spanish

Jerome Feniger, Station Representatives Association.

Third row: Bud Carey, Times Mirror Broadcasting; Arthur Carlson, Susquehanna Radio Corp.; Richard Ferguson, New-City Communications; Lawrence Fraiberg, MCA Broadcasting; J. William Grimes, Univision; David Henderson, Outlet Communications; Stanley E. Hubbard II, Hubbard Broadcasting; G. William Ryan, Post-Newsweek Stations; Philip Jones, Meredith Broadcasting; Frank Osborn, Osborn Communications Corp.; Roy Park, Park Communications; Ed Reilly, McGraw-Hill Broadcasting; James Rupp, Midwest Communications; Ronald Townsend, Gannett Television Group.



Media; Ralph Guild, The Interep Radio Store; J. Walters, Harrington Righter & Parsons; Ward Quaal, The Ward L. Quaal Co.; William Baker, WNET-TV New York; Robert Batscha, Museum of Broadcasting; Pepper O'Brien, New York Governor's Office for Motion Picture & TV Development; Frederick Pierce, Frederick S. Pierce Co.; Lou Weiss, William Morris Agency.

Second row: Maurie Webster, Radio Information Center; Giraud Chester, Mark Goodson Productions; Burton Stanier, Westinghouse Broadcasting; Betty Hudson, NBC; Sumner Redstone, Viacom International; Laurence Tisch, CBS; Alfred Sikes, FCC; James Rosenfield, John Blair Communications; Gerald Levin, Time Warner; Daniel Burke, Capital Cities/ABC; Ralph Baruch, National Academy of Cable Programming; Edward Bleier, Warner Bros.; Carolyn Wall, WNYW(TV) New York; Edward Fritts, National Association of Broadcasters; James Greenwald, Katz Communications;

Fourth row: Robert Alter, Cabletelevision Advertising Bureau; David Bartlett, Radio-Television News Directors Association; Peter Chrisanthopoulos, Network Television Association; Phil Corvo, NATPE International; Edward De-Gray, Broadcast Pioneers; Tim Duncan, Advertiser Syndicated Television Association; James Hedlund, Association of Independent Television Stations; James Joyella, Television Bureau of Advertising; Richard McCauley, New York Market Radio Broadcasters Association; Warren Potash, Radio Advertising Bureau; William Battison, Westwood One; Ronald Davenport, Sheridan Broadcasting Corp.; Nick Verbitsky, Unistar Communications Group.

Fifth row: Richard Cotton, NBC; George Vradenburg III, CBS; Stephen Weiswasser, Capital Cities/ABC; Joel Berger, Act III Publishing; Gerry Byrne, *Variety*; Lawrence Tishoff, BROADCASTING magazine; Albert Warren, Warren Publishing.

point "where all the electronic media are under consolidated, state control." Sikes said he would "emphatically, and I hope persuasively, convince them that while both ownership concentration and economic integration can be useful, that a certain level of ownership dispersal is healthy."

In terms of the U.S., "diversity and competition remain fundamentally important national communications policy goals," said Sikes. "But we need to ask ourselves whether all of the current structural rules advance or retard those fundamental goals."

Almost 60% of American households subscribe to cable television, said Sikes, "yet federal law has sanctioned a mo-

nopoly provision of cable." There are no federal limits, aside from the antitrust laws, he said, on the number of cable systems one entity can own. However, FCC rules currently would not allow two TV stations to be commonly owned if they have any significant overlap in their Grade B signal contours.

"The rules are based on an assumption that diversity would suffer if two broadcast channels were controlled by the same party," said Sikes. "At the same time, we would allow that same party to control all the dozens of cable channels in the market—and expect single-channel broadcasters to compete with him effectively."

Sikes also discussed what he per-

ceives as "anomalies" in rules covering radio, DBS and other broadcast areas. "I am not suggesting that broadcasting's competitors should be controlled or dispersed in order to safeguard broadcasting's unique contribution...but I am concerned that some FCC rules—which were intended to promote and sustain diversity—now may, in fact, be undermining it," he said.

The time has come, Sikes said, for the FCC to look at "the new media world," which bears "almost no similarity to the '40s, '50s, or even the '60s and '70s. It will be our job to recognize the rules that continue to promote diversity from those that threaten a diverse blend of strong voices."

-RG

APPEALS COURT SAYS FCC ERRED IN CERRITOS WAIVER

The U.S. Court of Appeals ruled last week that the FCC overstepped its authority in granting GTE a waiver of the statutory cable-telco crossownership ban so that GTE could build a coaxial-fiber optic cable system in Cerritos, Calif., as a technical and marketing test bed for advanced video services.

A three-judge panel found that the FCC, in justifying the "good cause" waiver, "failed in its obligation" to explain why the benefits to be gained from GTE's experiment could not be realized without the prohibited crossownership. The court remanded the case to the FCC to give it a chance to meet its obligation.

When the FCC takes up the case on remand, said Jim Mooney, president of the National Cable Television Association, which had challenged the waiver, "we will point out that phone companies all over the country have been able to experiment with fiber optic video transmission systems without obtaining a waiver of the crossownership rule, and that there is no reason GTE can't do the same."

"If this case means anything," Mooney said, "it means that the FCC has to take seriously the admonition of Congress that it meant what it said when it enacted the crossownership rule."

Gregory Christopher, the FCC attorney who argued the case, said the FCC is "weighing its options," which include challenging the court's ruling in a petition for a rehearing and reopening the proceeding to provide the necessary explanation.

The FCC also has to weigh the "practical ramifications" of the fact that construction of GTE's system is nearly completed, Christopher said, noting that the court's ruling does not enjoin GTE from proceeding with its project.

"There are some scrambled eggs already," said Bruce Sokler, the Washington attorney who argued the case for NCTA, referring to the fact that the systems are already built. "It makes it a unique situation; I don't know how it plays out."

According to GTE, its plans call for comparing the capabilities of the three discrete networks it will have in Cerritos—telephone twisted pair, coax and fiber—in the delivery of voice, data and video services.

And using the network, GTE plans to offer 600 homes telephone service, 100 homes integrated telephone and television service and five homes video-on-demand and switched video services. The video-on-demand service will allow the home not only to select from an array of movies at any given time, but also to control the video (pause, reverse and fast forward). The switched video service will allow the five homes to transmit video among themselves.

Sokler said the case may have more of

"If this case means anything, it means that the FCC has to take seriously the admonition of Congress that it meant what it said when it enacted the crossownership rule."

—NCTA President Jim Mooney

an immediate impact on Contel, which has asked the FCC for a telco-cable crossownership waiver to build an "experimental" system in the planned community of Rancho Las Flores. "That proposal relied wholly on Cerritos," he said. "I don't think they can climb the fence that the [court] built."

GTE chose to look on the bright side. "GTE is gratified that the court found substantial evidence in the record to support granting of a good cause waiver, and we are pleased the court recognized the FCC decision was appropriately based on benefits that would accrue to customers from experiments," said Julia Spicer, GTE's Washington spokesperson. "GTE is eager to work with the FCC in supplying whatever additional information it needs to answer the court's concerns."

The Cerritos case has been controversial ever since GTE's General Telephone Co. of California, which provides

telephone service to Cerritos, asked the FCC in early 1987 for permission to build a cable system and to lease some of the capacity to Apollo Cablevision, which had just won the cable franchise, and reserve some for its own video experiments. GTE later applied for permission to build a separate smaller fiber system.

NCTA and other industry groups viewed the petition as an assault on the 1984 Cable Act's ban against telephone companies operating cable systems in the same places they provide telephone service.

In challenging the petition at the FCC, the NCTA charged that GTE's proposal violated the crossownership ban. GTE was "affiliated" with Apollo, the trade association alleged, due to GTE's having contracted Apollo's parent, T.L. Robak, to design and carry out the actual construction of the system.

In April 1988, the FCC Common Carrier Bureau found that the GTE-Robak-Apollo relationship was prohibited under the crossownership, but granted Cerritos a so-called "but for" waiver to allow GTE to proceed with its plan. In granting such a waiver, the FCC finds that the community would not receive its desired service "but for" the proposed crossownership.

Upon reconsideration, the full commission affirmed the bureau, but on different grounds. Instead of a "but for" waiver, it granted a "good cause" waiver. As the court opinion puts it, the FCC "concluded that both the coaxial cable and the fiber components of the proposed service would test important new technologies, that the broad range of [GTE's] technical and marketing experiments was unique, and that to foreclose them would deprive the public of the great potential benefits that could accrue from the work that [GTE] was prepared to conduct at its own cost and risk."

The FCC presents benefits supported by "substantial evidence" that supported a "good cause" waiver, wrote Judge James L. Buckley for the unanimous panel that also included Chief Judge Patricia M. Wald and Judge Abner Mikva. "It has failed, however, to explain why any of these advantages require Robak's participation as [GTE's] contractor."

"While the commission conceded that the good cause standard requires that it minimize the potential detriments of a waiver," he said, "it ignored the obvious alternative of eliminating Robak from the picture, thus curing what the [Common Carrier] bureau found to be the source of the affiliation in the first place."

—HAJ

SYNDICATION SCORECARD: KIDS SOLID, ADULTS SHAKY

As the new syndication season rolls on, syndicators, stations and rep executives remain apprehensive about the low ratings for most of the new adult, first-run strips. The good news was to be found in the solid numbers for children's programming.

Through the first three days of its debut (period ending Sept. 19), Warner's new *Tiny Toon Adventures* improved 19% on its lead-in share average (3.2 rating/9 share) with a combined 4.2/11 (NSI). Buena Vista's new *Tale Spin*, part of the *Disney Afternoon* Block, averaged a 5.1/13 for the same period, up about 8% from its lead-in. On Sept. 18, *Tale Spin* helped WPIX(TV) win the 4:30 p.m. time period with a 7.8/22 in New York. In Los Angeles, *Tiny Toon* was tops with a 6.9/17 at 5 p.m. on KTTV-TV.

Merrie Melodies (2.8/9), *Chip 'n Dale* (4.3/12), *Duck Tales* (4/13) and *Gummi Bears* (2.9/11) all scored well last week (three-day averages, Monday-Wednesday), holding or improving time period performances from last fall.

Fox's *Peter Pan and the Pirates*, which launched in early fringe last week, averaged a 2.6/8.

Among new early morning kids entries, Worldvision's *Wake, Rattle & Roll* fared modestly in its debut with a 1.5/8 average, a 12% gain over its lead-in (through Sept. 19), while LBS Communication's *New Adventures of He-Man* dropped 29% of its lead-in with a 1.3/5.

Meanwhile, on the game show front, "patience" is the byword syndicators and station reps have been passing along, as *Challengers* (Buena Vista) and *Trump Card* (Warner Bros.) hope for improved sampling as colder weather and shorter days approach.

In New York, *Challengers* broke into double digit shares for the first time on Sept. 18 (its second week in distribution), with a 6.3/11 at 7 p.m. on WNBC-TV, against such market incumbents as King World's *Wheel of Fortune* (16.4/28) and Paramount's *Entertainment Tonight* (11.2/19). *Challengers'* 3.6/10 average through Sept. 19 is still 29% lower than its lead-in shares. *Trump Card*, on the other hand, remained at a 3.3/11 combined market average, the same share number it accomplished in its first week and 27% behind its lead-ins.

Among the other game shows, the ratings are similar. Guber-Peters Television's *Quiz Kids Challenge* posted no

change in its second week (1.7/7), dropping 30% of its lead-in; *Joker's Wild* averaged a 2.2/8, a 20% drop from its lead-in, and *Tic Tac Dough* held a second week 2.5/11, 18% off its lead-in.

Reality strips are also waiting for viewers to find them, with TPE's *Preview: The Best of the New* getting a mixed debut reception last week, scoring a 2.3/9 three-day average, 18% off its 3.2/11 lead-in. Twentieth (Fox) Television's *Personalities*, into its third week, held at a 2.5/7 last week but loss of lead-ins increased to 30% (3.6/10).

King World's *Instant Recall* posted a 3.3/12, widening its lead-in loss to 20% (4.3/15).

MCA's off-first-run strip, *Out of this World*, got off to pretty good start last week. In Los Angeles on KTLA-TV, the first two days of the show averaged a 6.4/12, ahead of *Love Connection* (5.3/10), off-network *Cosby* (4.6/8) and *Personalities* (2.1/4). In San Francisco, the show was third at 5 p.m. on KTVU(TV), beating three other independents and a local newscast on NBC affiliate KRON(TV).

-MF

CRACKS SHOW IN DISNEY BLOCK

Two weeks after the launch of the *Disney Afternoon*, it appears that in a number of markets at least, Buena Vista's initial demand that the block of programs be scheduled intact from 3 p.m. to 5 p.m. has gone by the boards.

Although the company has cleared 95% of the country with the block (*Duck Tales*, *Chip 'N' Dale*, *Tale Spin* and *Gummi Bears*), nearly 30% of the stations are not running it intact in the afternoon. Four stations in the top-20 markets—KTVU(TV) San Francisco, WTXF-TV Philadelphia, WKBD-TV Detroit and KPLR-TV St. Louis—are carrying one or two of the shows in the morning and the others in the afternoon.

Buena Vista's strategy is straightforward enough. It clearly wants to dominate the 3 p.m. to 5 p.m. block—the prime time children's time period. But many stations appear to be drawing a line on how much of the *Disney Afternoon* they will schedule there, given the options available.

In several top 20 markets, part of the block is airing on one station and part on a competing station. In some cases, one *Disney Afternoon* show is airing against another. In Cleveland, for example, WUAB(TV) carries *Gummi Bears* and *Tale Spin*, with the latter going up against *Chip 'N' Dale's Rescue Rangers* on WOIO-TV at 3:30 p.m. Other markets in the top 20 where the block's programs are divided between stations are Atlanta and Denver.

"Disney was insisting where they could insist; but in markets with only one independent, they took what they could get. They didn't have any clout in



'The Disney Afternoon'

those markets. What could they do? Threaten to take the *Disney Afternoon* over to the NBC affiliate?" said Janeen Bjork, vice president, director of programming, Seltel.

In other markets, Buena Vista gave up scheduling flexibility to clear the block on the strongest station, said Bjork. "In San Francisco, they wanted to be on KTVU, it's a monster station; the same with Detroit," she said.

Some observers feel that next year, Buena Vista will likely get more markets to schedule the block intact in the afternoon. "I think the problem Disney had was that some of the stations that cleared the block had prior commitments that conflicted with the Disney product," said John Von Soosten of Katz Communications. "In other cases, they've been working around Fox stations (which are committed to the Fox Children's Network, which launched last week). I think they'll work out the Fox situation in the next year," he said.

Buena Vista Television President Robert Jacquemin was unavailable for comment.

-SC

CHILDREN'S TV BILL APPEARS HEADED FOR LAW

Although administration opposes bill, sources say presidential veto unlikely; bill limits ads to 10½ minutes per hour on weekends; 12½ on weekdays

Legislation limiting the amount of commercial time allowed in televised children's programming is headed for almost certain passage by Congress this week or next following a compromise between Senate Democrats and House Republicans over a provision setting up a children's programing endowment.

The Senate expects to pass the measure by unanimous consent this morning (Sept. 24). The House is expected to take it up under suspension rules for noncontroversial bills either later in the day or next Monday (Oct. 1). Under the suspension rules, noncontroversial bills can be passed with a three-quarter voice vote.

The only thing standing in the way of the legislation becoming law is the President and his veto power. The Justice Department last year threatened to push for a veto of the legislation, but, due to changes made in the bill since then, most observers believe Bush will sign it into law. "We do not expect the President to veto this," said one Senate Commerce Committee aide.

Much of the optimism about the legislation's prospects at the White House stem from a Sept. 17 statement from the Office of Management and Budget, which expresses "extremely serious" concerns about the constitutionality of the legislation, but contains no direct veto talk. "I would not characterize it as an inflexible veto threat," said a House Republican staffer.

Under the measure, television stations and cable systems would be required to limit advertising in children's programing to 10½ minutes per hour on weekends and 12 minutes per hour on weekdays.

The legislation would impose an affirmative obligation of stations to "serve the informational and educational needs of children through "overall programing, including programing specifically designed to serve such needs."

It would also establish an endowment for the funding of children's educational TV programing amounting to \$2 million in fiscal 1991 and \$4 million in fiscal 1992. The funds would be distributed to producers by the Department of Commerce.

The legislation began rolling through Congress this summer after the National Association of Broadcasters dropped its

opposition to the Senate bill after lawmakers agreed to water down the programing requirements.

However, the bill got hung up over the question of the programing endowment, a pet measure of Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii). The Senate passed the measure in mid-July with a \$10 million endowment in fiscal 1991.

The House passed its version a week later without an endowment. House Republicans opposed the funding, arguing it should be attached to public broadcasting authorization.

According to the one Hill aide, the impasse between Inouye and the House Republicans was broken on late Sept. 14 with both sides agreeing to the \$2 million-\$4 million two-year plan. —NAJ

FCC PULLS CHICAGO TV LICENSE

In a rare move, the FCC denied the license renewal of Video 44, licensee of WSNS-TV Chicago, and granted a Construction Permit to Monroe Communications Corp. for the channel. At issue at the commission was whether a broadcaster's performance in the latter stages of a license term should be used to predict its future performance, and whether Video 44 had at one time aired adult movies.

In denying its renewal, the FCC said that Video 44 "had instituted a dramatic, late term and, on the face of the record, permanent reduction in nonentertainment programing. Because of that finding, and subsequent granting of license to Monroe based on it, the obscenity issue wasn't addressed."

FCC Commissioner Quello said the decision should "in no way" be construed "as an abandonment of the renewal expectancy for traditional broadcast licensees."

Although the FCC reclassified subscription television as a non-broadcast service in 1987, Quello said Video 44 was still "required to live up to our traditional public interests requirements." The commission, said Quello, pulled the license because Video 44 "eliminated most of its non-entertainment programing on WSNS and cut back to zero news and zero local programing."

Quello said "I do not expect the commission's [decision] to be particularly relevant to future renewal contests."

The matter has been working its way through the FCC since 1982. It may not be settled yet, since there is the possibility that Video 44 will appeal the commission's decision to the U.S. Court of Appeals, which, ironically, is where Monroe won its first victory after the

FCC awarded Video 44 a license renewal expectancy in 1988.

The FCC's decision came in a closed meeting Sept. 18 that was prompted when the U.S. Court of Appeals remanded the case to the FCC (BROADCASTING, April 16). The court said the FCC must consider recent format changes during the latter parts of license term, because, it helps "when predicting Video 44's future performance," wrote Judge David Sentelle.

The court also told the commission to consider allegations that Video 44 aired obscene materials.

Video 44 has been airing Spanish programing since July 1, 1985 (BROADCASTING, April 29, 1985). Until then, however, Video 44 had been running a subscription service that showed, on a scrambled basis, sexually oriented adult movies through a service called ON-TV.

In 1985 Administrative Law Judge Joseph Chachkin found that Video 44 did not deserve renewal expectancy (BROADCASTING, Sept. 16, 1985) based on Video 44's failure to provide news and local programing and had, for all intents and purposes, shut down its studio (BROADCASTING, Feb. 25, 1985).

In June 1988, the FCC Review Board reversed that decision, saying that Chachkin was wrong to base his decision on the last half year of Video 44's license term (BROADCASTING, June 13, 1988). The Review Board did not address the issue of whether its pay-per-view programs were obscene.

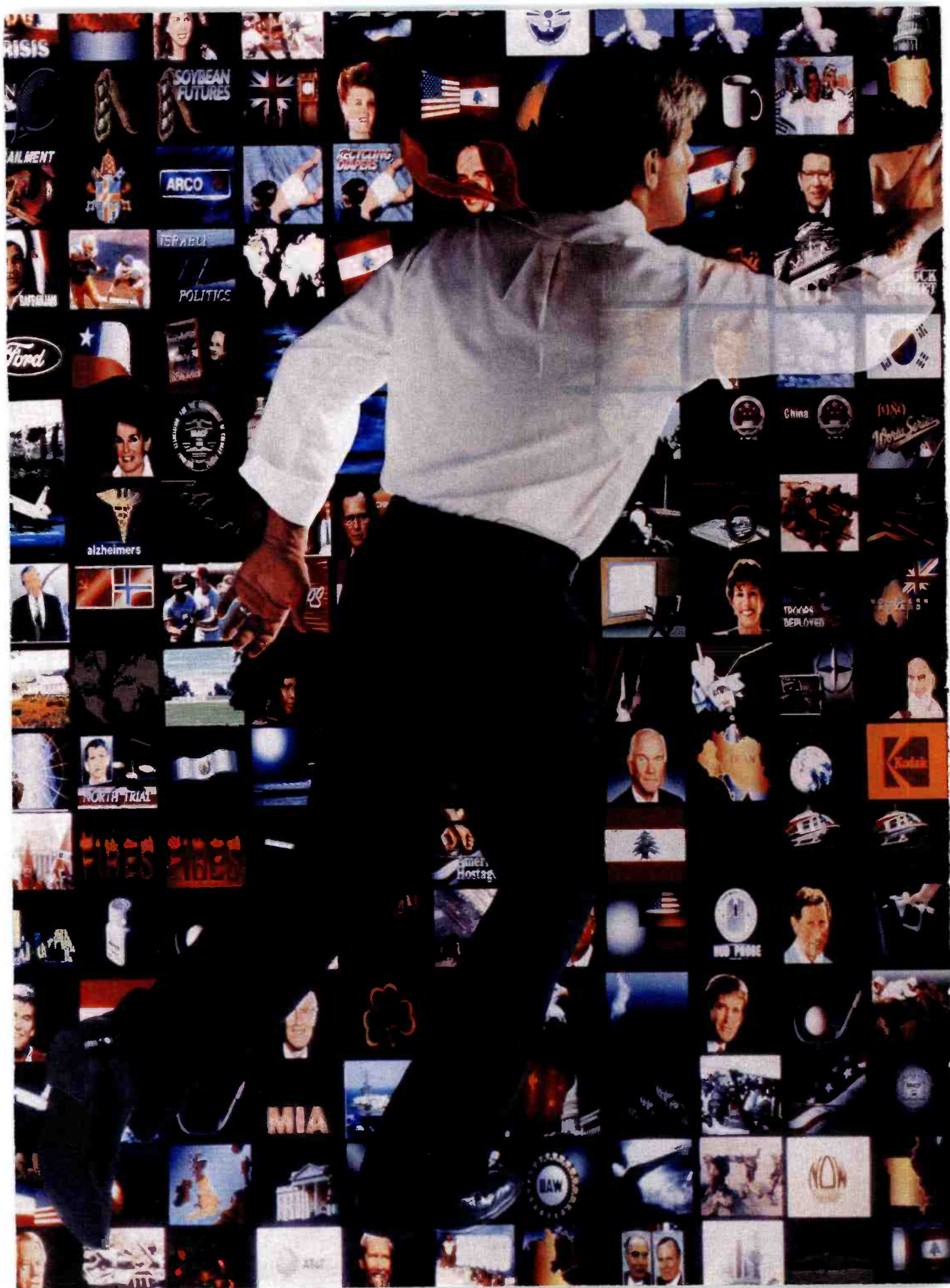
Monroe, said Wayne Fickinger, executive vice president, always "expected" the case to end up at the U.S. Court of Appeals because the commission in 1982 "tended to be more of a rubber stamp" when it came to license renewals. —PJS

SPECIAL REPORT

STATE OF THE ART: JOURNALISM MERGING TECHNOLOGY WITH TALENT



As competition for audience increases, news directors are finding it's not enough to offer traditional newscasts. Among the solutions they have found are untraditional partnerships of broadcast and cable outlets. Specialization and niche programming are the bywords, as local and network news operations in radio, broadcast TV and cable employ state-of-the-art equipment in service of reporters and anchors with increasingly specialized expertise. A look at the state of the broadcast journalism art follows.





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NETWORK NEWS: CHANGING AS IT REMAINS THE SAME

Heading into 1990's, being profitable, appealing to audience still top priorities; news divisions explore new venues for making money, including overseas or in prime time

Viewer friendly, profit-making news—that is what the major network news organizations are striving for in the 1990's.

Witness the changes that Steve Friedman, executive producer of *NBC Nightly News*, is putting into effect on that broadcast, starting tonight (Sept. 24). A new third segment makes its debut, entitled *The Daily Difference*. Each night throughout the week, the segment will focus on a different subject. On Monday the focus is the American family; Tuesday, it is on "what works," and on Wednesday, health and medical issues are addressed ("vital signs"); Thursday's feature is "guns and drugs," and on Friday the segment updates a previous news story.

The segments, said Friedman, are designed to be both important and useful. They are also part of Friedman's ongoing effort to delete from the broadcast much of the "officialdom" often associated with the network evening newscasts.

Some observers wonder whether Friedman isn't "*USA Todaying*" the news, a reference to the syndicated program he developed for GTG Entertainment in 1988 that never caught on with viewers. The program was largely panned as a good-looking program with little substance.

Friedman denies the charge, but also insists that the major TV news networks have to realize that in the modern TV age being good journalists is not enough. To win the hearts and minds, and, more importantly, viewership of audiences, said Friedman, "we have to exist in the landscape of television. We are not an island. These news organizations used to think of themselves as islands...it's the news and we do it. But it's no longer that way."

The other networks are aware of the changing landscape as well. In fact, NBC's *Daily Difference* is not unlike the *American Agenda* segments that *ABC World News Tonight* has been stripping across its fourth segment for more than a year.

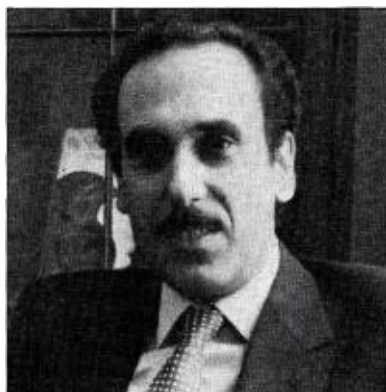
Paul Friedman, executive producer, *ABC World News Tonight*, said that research from focus groups indicates that *American Agenda* is the second most important thing that distinguishes the

newscast for viewers. The first is Peter Jennings, the anchor.

NBC's *Daily Difference* and ABC's *American Agenda* are different in several ways. ABC tends to address macro issues and has devoted 12 correspondents and 20 producers solely to the segment. NBC will focus on micro and macro issues and stories will be assigned in general assignment fashion.

But each approach is a reaction to a changing television environment and a belief that the evening newscasts have to stand out and offer viewers something beyond headlines and bureaucrats to keep their audiences.

"We agree on the nature of the television environment," said Paul Friedman of his counterpart at NBC. "We used to be the only game in town. There are now a lot of alternatives that viewers did not have in the past. There are good local news operations and cable opera-



Paul Friedman

tions doing what we used to do alone."

A good illustration of just how far the competition has come is reflected in a news viewership survey by Times Mirror and The Gallup Organization. The survey (conducted Sept. 10-12 by telephone), addressing interest in the Persian Gulf crisis, reported CNN getting the most mentions (27%) as the news network doing the best job of covering the story. ABC was a clear second (21%) and CBS and NBC were neck and neck (14% and 13% respectively).

The survey also concluded, "it should be underscored that CNN gets top honors from the general public despite the fact that this national sample includes

both cable and noncable areas."

Since CNN launched in 1980, the combined share of the three network evening newscasts has dropped 13 share points to an average 59% of the available audience during the 1989-90 season. That decline equals a loss of roughly seven million viewers.

Eric Ober, recently named president, CBS News, said he too is well aware of the changing environment. The new divisions have to adapt, he said. "Network news should not be an arcane science," he said. "There's nothing wrong with the idea of having news that is relevant to viewers. I support it. The thing you have to remember is television in any form is a one-pass-through medium. [That is, TV stories can't be reviewed like print stories.] We need to be simple, clear and direct. That's critical."

News used to be defined as what happened and what viewers needed to know. But more and more, viewers are insisting on information that is relevant to their lives. "News is everything from what happened of extreme importance to what is interesting to people," Ober said. "In the news business we often debate the issue of what viewers need to know and what viewers want to know. The fact is both are very important."

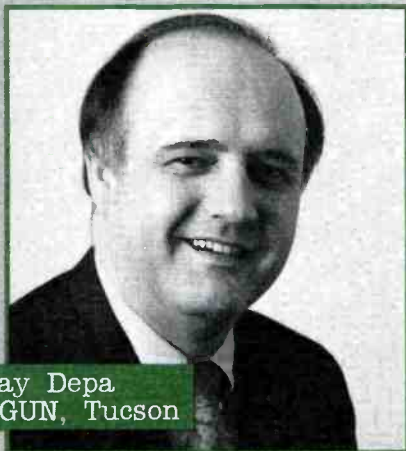
The television landscape that Steve Friedman refers to is a fragmented landscape with lots of viewing choices. It's a landscape that has spoiled viewers in certain ways. The ubiquitous remote tuner provides instant gratification. And, if a joke isn't funny, or a drama not compelling enough, or a newscast becomes boring or unclear, today's viewer will more than likely move on to the next selection.

In fact, Friedman acknowledges that some of the ideas he brought to *USA Today On TV* "are not different" from some of the refinements he is bringing to *Nightly News*, particularly in the effort to clarify a story for viewers. "Graphics are important," he said.

According to Ober, television journalists often "cop out" when confronted with a complicated story that's difficult to tell in 30 seconds. "The challenge is to tell it clearly in the time you have," he said. "Graphics can help."

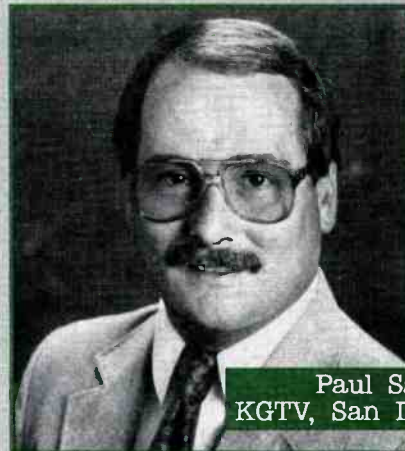
But graphics don't make or break a newscast, network officials insist—good

News Directors are talking about Steve Crowley ...



Ray Depa
KGUN, Tucson

"We get more response during our noon broadcast, due to Steve Crowley's Money/Pro News®. When you get that kind of response, you know the stories have impact - and I love doing impact stories."



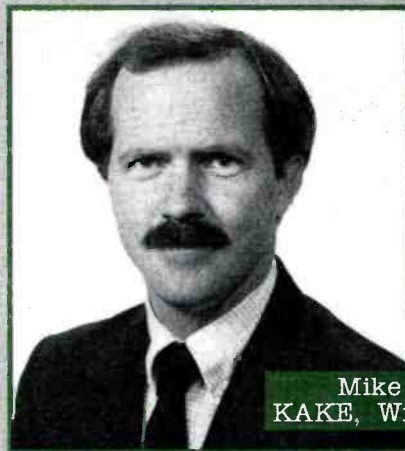
Paul Sands
KGTU, San Diego

"Steve Crowley's Money/Pro News® is timely, effective and understandable. That's probably why it generates more viewer mail than any other feature we air."



Linda Levy
WKBW, Buffalo

"Steve Crowley provides our viewers with news they can use, resourceful ways to save money. The regular series and viewer handouts enhance this already valuable feature."



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THE POWER IS ON

writing does. Paul Friedman, of ABC, said research indicates that roughly 50% of network news viewers listen to but do not watch the news. That may not be good news for advertisers, but the fact is, half the dinner hour news viewers are preoccupied with other tasks as they try to get an update on the day's events.

Therefore, with half the viewership at least, what goes on television may be irrelevant. The writing has to be clear and concise if the newscast is going to deliver its message effectively, Friedman said.

Since the implementation of *American Agenda*, *World News Tonight* has climbed into first place in the evening news race. ABC's Friedman recalled that many counseled the *Agenda* pieces were the "wrong way to go. They said we wouldn't be able to sustain the effort and that four-minute pieces wouldn't go over well with viewers" with itchy trigger fingers and ready-to-fire remotes.

At CNN, providing more depth and perspective to viewers through new programs is one goal in the months ahead, according to recently named network president Thomas Johnson. "I see a continuing commitment to being the global 24 hour news network," said Johnson. "But we will place new emphasis on special projects and investigative reports," he said.

Johnson also said he has instructed Paul Amos, executive vice president, program development at the network, to examine options for improving weekend and daytime afternoon programs. Amos's report is due in the next 60 days.

The new emphasis that Johnson refers to is reflected in a new program known on air as *Special Assignment*, an investigative series that debuted last March. The unit that produces the series is headed by Pam Hill, a long-time veteran of the news wars who joined CNN from ABC in August, 1989. The program has received high marks from critics on its coverage of weighty stories, such as the savings and loan scandal.

But while the major news networks compete vigorously on the air for viewership, behind the scenes managers are keeping a close eye on the bottom line. CBS, ABC and CNN all claim they will be profitable in 1990. At NBC, News President Michael Gartner said the news division would have broken even or made a small profit this year had it not been for the Gulf crisis.

Gartner said he'll make a profit in 1991. How much of one, he said, will be determined by what kind of air time the news division gets in prime time.

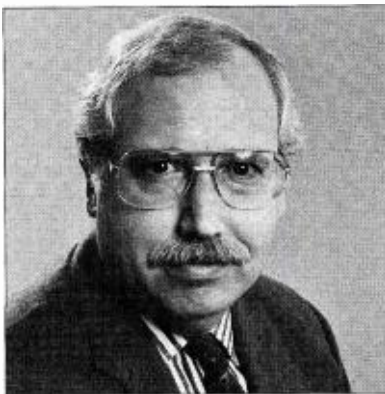
"You can't be journalistically vigorous unless you're financially strong and independent," said Gartner.

All three networks are spending up to \$1 million a week covering the Gulf story. CNN will spend close to \$10 million covering the story in 1990.

So why is NBC the only one of the four to lose money? Gartner's answer is that NBC is the only network without a successful news magazine in prime time. To Gartner's way of thinking, that is the formula for news division profitability. "What you want to do is get your core operation to break even and you want to make money on prime time," he said. "I don't see how you do it any other way, frankly."

Gartner is banking on *Real Life with Jane Pauley* to break the NBC News jinx in prime time. The division has tried more than a dozen magazines in prime time over the past decade and has failed each time. But Gartner doesn't like to dwell on the past.

"I've developed one prime time show and it was a commercial success," he said, referring to *Yesterday, Today and Tomorrow* with Maria Shriver, Mary Alice Williams and Chuck Scarborough. "It just wasn't a journalistic success. I



Eric Ober

took off the only successful magazine show NBC has had in 20 years. But the re-creations caused viewer confusion and our mission is to clarify, not confuse."

Gartner said it is his "hope and expectation" that *Real Life* will be scheduled as a midseason replacement. Tested this summer, the show was second in its time period. The network is also testing several other prime time concepts, including one that would feature investigative reports from the NBC News team of Brain Ross and Ira Silverman.

□

News magazines and other news divi-

sion-produced programs are taking on growing importance for the networks, in prime time and other dayparts. That is a function of both increasing viewer interest in reality programming, as well as the economics of program production.

The cost of producing a one-hour entertainment program, such as a drama or an action-adventure show, usually exceeds \$1 million per episode. The cost of producing a magazine program is roughly half that.

CBS has had the most success with magazines in prime time, with *60 Minutes*, and more recently, with *48 Hours*. ABC has also done well in the area, as evidenced by *20/20*. ABC news officials are also optimistic about the future of *Prime Time Live*, which has seen growth in the ratings since its debut a year ago.

Even the long-since canceled *Our World* on ABC was a financial success. Initially it was conceived as a sacrificial lamb offered to the Thursday, 8 p.m. slot, where NBC's *The Cosby Show* was devouring every show in sight. With the low cost of producing the show, ABC could make money with *Our World*, despite its third place showing.

Magazines that place second or first in their time period make an extraordinary amount of money. Estimates are that *60 Minutes* earns CBS between \$60 million and \$80 million in annual profits.

The economics of news magazines are so appealing that ABC has seriously discussed stripping the format across the 10 p.m.-11 p.m. time period, confirmed Richard Wald, senior vice president, ABC News. The idea reportedly has the backing of ABC Network Group President John Sias, although Wald said while it's currently being discussed, it's not a "front burner priority right now."

That strategy has two-fold appeal. The news division would have an opportunity to make piles of money far exceeding the costs of day-to-day operations. But it would also allow the entertainment division to focus its prime time resources on two hours a night instead of three hours.

The idea has some appeal for affiliates. "I really think one day it's going to happen," said Jim Coppersmith, president and general manager, WCVB-TV Boston. "There's a growing appetite for news and good magazine programming."

It's not just prime time the news divisions have their eyes on. CBS's Ober confirms that CBS News is "seriously considering" a late night news program that would be similar to, and probably compete head to head with, ABC's *Nightline*.

The way Ober sees it, the news divi-

sion "is another potential programing supplier. We have a number of projects we're developing for prime time and other dayparts."

Producing programs for their own networks remains the top priority of the network news divisions. But NBC News is testing the waters, more aggressively than the other two networks, in so-called "off-network" areas, such as syndication, cable and home video.

NBC News Productions, under the direction of News Vice President Therese Byrne, is producing its first series for syndication this fall, *Memories...Then and Now*. The show, distributed by LBS, debuted two weekends ago and got off to a good start, generally maintaining or improving on its lead-in share.

"The meat and potatoes is still what you put on the network," said Gartner. What Byrne's unit does, he said, is allow NBC to take some "relatively risk-free rolls of the dice. It lets us test ideas and look at new markets. There is the potential it will become a robust operation, but probably not next year or the year after."

According to Byrne, "NBC News is not just in the news business, it's in the information business. And we manage resources to create additional products for new markets." The unit's first syndication project was a special last year called *Adventures in Space*, also distributed by LBS. Subsequently, NBC sold the video rights to *Reader's Digest*. That program may yield the network a profit close to \$1 million, said Byrne.

The numbers are bigger with *Memories*. One source indicated that LBS paid NBC around \$8 million for the first-year distribution rights to the show. LBS, in turn, expects to generate around \$20 million in advertising sales from it, in addition to fees from stations clearing the show. If the show takes off, NBC would collect a significantly higher fee in year two.

With luck, Byrne said, *Memories* may have a "potentially long life." In addition to the weekly program, a series of *Memories* syndication specials are planned. The program will be offered internationally at the Monte Carlo television market next spring, and the company is also exploring cable and home video windows, said Byrne. "Over time, we hope to become a significant contributor to the news division's fiscal soundness," she said.

CNN is also exploring nontraditional markets for news product. Last week, the network announced the launch of a venture called Checkout Channel, with partner, ActMedia, a Darien, Ct.-based



Richard Wald

in-store marketer. CNN is responsible for producing an eight-minute *Headline News*-type newswheel that is updated throughout the day. ActMedia is distributing the product in supermarket chains across the nation.

The channel bowed in seven cities last week and will be rolled out to 5,000 stores over the next two years. At that point, the channel would reach a potential 60 million viewers. ActMedia's Sandy Goldman said the company is projecting the channel could generate between \$75 million and \$100 million from advertisers by year three. The five charter advertisers include Disney, Kimberly-Clark, Kraft, Planters and Ford.

The search for bigger profits is also leading the major domestic news organizations to closer ties with international broadcasters and news agencies, as partners, customers and sometimes as acquisition targets.

Last week, Wald of ABC News confirmed that that network was close to a deal that would up its ownership interest in London-based news network WTN

from 45% to 80%. It is understood that the two other WTN co-owners, ITN, the news arm of the Britain's ITV Network, and Australia's Nine Network, would remain as partners, splitting the remaining 20% interest.

Two week's ago, CBS announced a major news venture with Tokyo Broadcasting System. Initially, the companies will jointly develop an international satellite newsgathering system (BROADCASTING, Sept. 17).

"It's a cliché to say the world is getting smaller, said Wald. "But all of us are strengthening ties to overseas organizations because of the internationalization of what we do."

Cost-sharing is just one factor, said Wald. "Sure, we're pushed by costs, but we are also drawn by proximity. Foreign broadcasters, in recent years, he said, "have become more technically adept. Ted Koppel can reach from Washington to Cairo live by satellite. As you make those ties, you get into a closer relationship with the broadcaster in Cairo."

CNN is also strengthening its international reach. It's already in about 90 countries, and the next big push, according Peter Vesey, director, CNN International, will be to increase penetration in countries already served and also create custom feeds for areas such as the Far East and Latin America, that currently receive the domestic CNN feed. "We're preparing to offer ourselves to much wider distribution as the technology allows us," said Vesey. "As cable grows in Europe, we'll expand there. In terms of growth potential, Europe is almost in a fetal stage. And Asia, I think, is also on the verge of a very big bang. We're positioning ourselves as a truly international network." -SM

THE FRAGMENTING OF LOCAL TV NEWS

New formats, dayparts and venues—including indies and cable—proliferate as players seek identity

If you want to see the future of local TV news," said David Bartlett, president of the Radio-Television News Directors Association, "look at the fragmentation of radio." An equivalent fragmentation of programers, distributors, formats and audiences in local television, he said, "is already happening."

Informal survey evidence collected by BROADCASTING bears out Bartlett's further perception that, in response to in-

creased competition and fragmentation of audience, innovations in "format and timing" have become paramount. So have, in many cases, innovations in financing and distribution, particularly in the form of cooperative efforts among broadcasters and cable operators to proliferate local news programing beyond the borders of the stations' over-the-air signals.

In Bartlett's view, two forms of fragmentation now dominate the local TV

journalism scene: (1) more news from independent stations and (2) more news on cable (with and without broadcaster participation). Indeed, BROADCASTING found evidence of both trends, as well as strong evidence that—in an environment of palpable, if not severe, budget restraint—stations are launching new services, trying new looks and taking scheduling risks that stretch the envelope of local TV news.

New 'independent' players

On Sept. 17, independent station WPTT-TV Pittsburgh announced that it had contracted Pittsburgh-based News Corp. of America (NCA) to produce a nightly 10-11 p.m. *News At Ten* for the station, as well as hourly news updates around the clock and calendar. WPTT owner Sinclair Broadcast group said that, without NCA's turnkey assistance, it is also planning to produce local news on its independent stations in Baltimore and Columbus, Ohio.

With WPTT as its first client, NCA hopes to launch many more such operations, saying last week that 11 other stations—all Fox affiliates and all in markets with no 10 p.m. ET news—have demonstrated interest in penning similar agreements.

Independent in name, many of the stations producing news for the first time are also affiliates of Fox Broadcasting, which, noted NCA President Jerry Fedell, is "urging all its affiliates to get into local news." Fox affiliate WTTG-TV Washington, for example, which produces a highly successful 10-11 p.m. local news broadcast, this summer also launched a local morning news program in direct competition with network morning news.

According to a Seltel survey, said Fe-

dell, although Dallas remains the only top-10 market without prime time local news, only 28 markets in the nation now offer news at 10 p.m. ET (9 p.m. Central). WPTT will make 29. In addition to differentiating themselves via the earlier time and one-hour format, he said, newcomers such as WPTT that take the 10 p.m. option also gain the advantage of devoting all their news resources to the single daily show. At the end of the five-year contract with NCA, WPTT may negotiate to take over the operation that NCA plans to make operational by early next year.

"We're like any entrepreneurs," said Sam Vincent, NCA chief financial officer. "We have perceived a demand and are trying to fulfill it."

Creating 'regional CNN's'

Interviews with news directors in every region of the nation discovered a variety of real and proposed local cable news projects that fall under both the innovative timing and innovative formatting rubrics. Cable operators have in a few cases—Long Island, N.Y. and Orange county, Calif.—launched their own regional news operations. But a growing number of broadcast stations appear willing to work with cable operators and programmers to create new venues in which to provide news programming, sell more advertising and/or strengthen identities in their markets.

"The future," said outgoing KYW-TV Philadelphia news director, Randy Covington, "will belong to stations that establish themselves as regional CNN's. As business people take a harder look at local news operations, he said, "the focus is on creating more news programming. Once you get on the cable side, there's more time available."

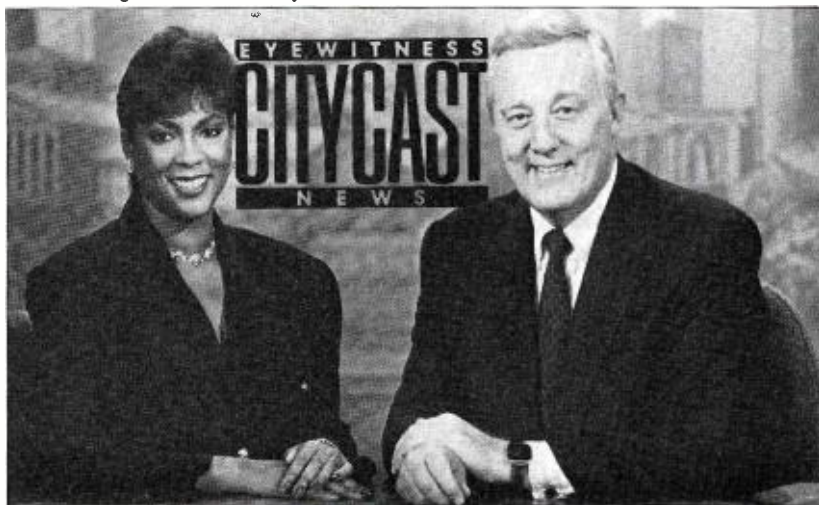
In addition to the highly publicized coventure between WFLD-TV Chicago and Tele-Communications Inc. to create a 24-hour regional news service there (BROADCASTING, Sept. 17), BROADCASTING found a variety of broadcast-cable coventures perhaps less ambitious but equally precedent setting.

Local news cut-ins provided by local broadcasters constitute, so far, the most widespread form of local cable news. At least 21 stations have created cut-ins at the end of each half hour of Turner Broadcasting System's Headline News. In a similar vein, WESH-TV Daytona Beach, Fla.—a region sensitive to hurricanes and other heavy weather—is providing local cut-ins for The Weather Channel.

Taking a different tack, KYW-TV Philadelphia began an experiment two weeks ago in which it is targeting its *Citycast* newscast to specific cable communities via its own signal already carried by those operators—a venue in which it will retain complete control of content, timing and ad sales.

According to Covington (replaced at KYW-TV, notably, by longtime radio newsman Scott Herman: see "Fates & Fortunes"), a 3-4 minute block of "news you can use," including a community bulletin board, a short weather report and school lunch menus, is being delivered to two of the three cable systems in the Philadelphia area during the last segment of KYW-TV's 11 p.m. news. Although no spots have been marketed yet, Covington said, success in selling the ads at a premium higher than paid for the regular news could lead to several such regionally specialized services and, eventually perhaps, to the creation of bureaus at the cable systems. The hope, said station spokeswoman Joanne Calabria, is that South Jersey, Bucks county or other special news services might be spawned.

George Tyll, news director, WCPX-TV Orlando, Fla., said his station is providing the local Cablevision operator with a 10 p.m. newscast which competes indirectly against WCPX-TV's 11 p.m. news. The format includes a solo male anchor and more business news than appears in the station's standard news format. WCPX sells seven minutes of commercial time within the Cablevision news in exchange for the operator's access to a locally produced newscast exclusive to cable. WCPX pays for 35 minutes of satellite transmission. The newscast is also received by The Tourist Channel, a venue that has attracted advertisers well, said Tyll, since many of the area hotels subscribe to cable.



KYW-TV's Beverly Williams and Steve Bell

Additionally, BROADCASTING found that ad hoc business between local broadcast and cable entities may also be on the rise. Several stations plan to, or already did distribute additional election news via cable systems in and around their markets. Two weeks ago, in its coverage of hotly contested gubernatorial and other primary races, NBC affiliate WBZ-TV Boston—owned, like KYW, by Westinghouse Broadcasting—provided cable-only coverage to Continental Cable, Cablevision Systems, Cape Cod Cablevision and Greater Media Cable at 8-9:30 p.m., and cable and broadcast coverage at 9:30-11 p.m., leading into its 11 p.m. broadcast news.

In the same market, ABC affiliate WCVB-TV is "looking at a project" with cable on an ad hoc basis for live coverage of special events that collide with the network's prime time schedule, said news director Emily Rooney, who described developing "any and all cooperative efforts" as a high priority for her station.

Finally, some stations, rather than creating news product in addition to

their own schedules, have begun re-telescoping their regular news shows on cable on a tape-delay basis. WTSP-TV St. Petersburg, Fla., for example, is providing three news shows a day for retelecast on a Paragon Cable public access channel.

NBC O&O KCNC-TV Denver has found a way to provide regional election coverage without preempting its NBC prime time lineup by purchasing a three-hour block of time (7-10 p.m. on Nov. 6) on UHF independent KTVD-TV Denver (BROADCASTING, Sept. 17). In explaining his decision to take the broadcast rather than cable route, KCNC-TV's news director, Marv Rockford, described the broadcast-cable, "regional CNN" idea as "still a loss leader venture," saying it is "difficult to quantify the value...[the] financial dynamics are not there yet."

Top-of-the-hour and other virgin territory

Many stations are experimenting with creating all-news programming. The mix of time slots is widening to include more



George Tyll

prime time and mid-afternoon, as well as some mid-morning, shows.

First, in line with Bartlett's notion that local TV news is following the radio model, several stations report they are introducing top-of-the-hour news spots ranging from 30-60 seconds, including WBZ-TV Boston; KMST-TV Monterey, Calif.; WPTT Pittsburgh; KCNC Denver

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and KPRC-TV Houston. According to KPRC-TV News Executive Producer Jerry Moring, there is a "legitimate market" for hourly news updates. Last week, he said, when construction workers struck a gas main, "we were able to do updates for the several hours that this was a problem." And, he added, "It's a positioning tool" which the station believes can establish a stronger identity—hence the name of the service: "24-Hour News Source."

Experimentation with longer formats entails greater investment and risks, but many stations are demonstrating the willingness to experiment there as well. Several larger market stations, where competition is multiplied, reported audience erosion at 11 p.m. But other day-parts—not including the 10-11 p.m. ET hour so advantageous to independents—are proving relative fertile territory in which to gain, or regain, audience and identity. Early morning hours appear most favored for expansion among network affiliates.

Nancy Valenta, news director for NBC O&O KNBC-TV Los Angeles, said KNBC's jump on competitors in creating morning news (expanded last year from a half hour to hour) during the "sleeper time period," 6-7 a.m., has been a big plus in helping the station maintain top ratings in the market. John Edwards, news director for ABC affiliate KTVX(TV) Salt Lake City, said he has added five new staffers, all devoted to a new morning news edition, 6-7 a.m.—"a pretty good place to pick up viewers" because "more people are available." And News Director Gary Linsay said CBS affiliate KMST(TV) Salinas, Calif., has also "tossed around" the idea of morning news, although no budget decision is expected soon.

Patricia Clemm, news director for WSVN(TV) Miami, said her station broadcasts a three-hour, 6-9 a.m., morning news program, *Today in Florida*. The station recently sent a reporter to Cuba for a special series, and will often send an anchor, as well as a reporter, to a breaking story, she said.

Leaping into new territory after, rather than before, the networks' morning offerings, KCNC-TV Denver has added three staffers to create a news hour following *Good Morning America* starting next January, said News Director Marv Rockford, who said the station has broadcast a morning hour of news, 6-7 a.m., for nearly nine years.

Phil Wendstrand, news director for KGW-TV Portland, Ore., said that much of his station's new news resources have gone to a 4-5 p.m. news show, created



Emily Rooney

because of evidence that 25% of people at home did not want to watch talk shows. The station, which a year ago moved from a half-hour to hour morning news, has found that the extra afternoon hour is "exceeding expectations," said Wendstrand.

Some daypart windows of opportunity are created by the luck of the draw in such uncontrollable factors as time zone. KNBC, which may look next to improving and expanding weekend news, already carries an hour and a half, sometimes two hours, of news on Sundays because the early start of football games leaves a network programming gap not experienced in the East.

Format innovation: 'Issue' beats, special reports and home grown anchors

If, for the time being, those introducing new local and regional news services remain a minority, most news directors reported they would innovate within their station's current programs.

For many stations, innovation entails a movement toward issue-oriented beats or longer form stories or special reports. Although crime will be one of the "biggest issues over the next 10 years," said KNBC's Valenta, issues such as environment are also "hot buttons."

Steve Baboulis, news director for WNYT(TV) Albany, N.Y., said a new emphasis on "issues" means reporters are "no longer assigned the crime beat, or the suburban beat—now it's the environment beat, health beat, family beat." And Rooney said WCVB's year-old environment beat has not only proved highly

successful in Boston, but also has proved a point of exchange with national news projects, such as Turner Broadcasting's Network Earth.

Also emphasizing environmental news as important to the Portland, Ore., area, KGW's Wendstrand said his station has created a "special assignment" team to do a series of reports on the hottest story each week, beginning this week (Sept. 24). And in Salt Lake City, KTVX news director, John Edwards, said that, in addition to aggressive hard news reporting, segments defined as 'Cover Story,' 'Consumer Watch' and 'For Kids' Sakes' are helping to differentiate his station from the competition.

Anchor identifiability also remains important to most stations. On-air talent remains "the single most important" reason people choose a news program, said KCNC-TV's Marv Rockford. One common angle on anchor appeal appears to be greater public identification of anchors as being home grown. Stephen Hunsicker, news director for WHP-TV Harrisburg, Pa., said his station has recently brought two anchors "back home" from other markets.

"We generally have local or home-grown talent. Our two prime time anchors have been in the market for some time and they're pretty much Nebraska-born and raised," said Mark Nelsen, news director, KHGI-TV Kearney, Neb., an ABC affiliate. "The competition is the same way. The people seem to respond to the home-grown." KMST(TV) Monterey, Calif., is also promoting the fact that its anchors are home grown, although that fact had not played a part in hiring.

Several news directors suggested that use of parent network and other satellite news services, such as Conus, Group W, Gannett and CNN, has decreased, although they agreed that those services will continue to be important. Indeed, WSVN's Clemm believes that without them, news production would be unworkable at times. However, said news director, KHGI-TV Kearney, Neb., "At one point in time a lot of us got away from exclusively local and tried to become 'the source' of information. I think we're finding ourselves going back now to a greater emphasis on local coverage."

Nelsen agrees. "We've discussed taking CNN cut-ins and that sort of thing, but as of yet we haven't been able to work anything out," he said. "A lot of the problem is that we're so spread out. Every town in our viewing area has its own cable system, so logistically it's a nightmare."

—PDL, PJS, RMS, JS

THE RADIO NEWS CONUNDRUM: HOW MUCH IS ENOUGH?

While some have feared that stations would cut back or eliminate news following deregulation, many say aging of baby boomers is creating need for news, but formatted differently and in shorter blocks

One of the many fears that paralleled the deregulation of radio in 1981 was the predicted decline of radio news. Without any news requirements, stations would find any and all reasons to decrease or eliminate their news programming—or so the reasoning went. News was an expensive programming element and radio listeners didn't want to be reminded of how bad things were—they wanted Morning Zoo jokes and 12 songs in a row (without any back-announcing to inform them what artist they just heard). So managers and programmers and consultants cut the news—or eliminated it altogether.

Case in point: the recent format change at CBS Radio's WCAU(AM) Philadelphia from news to oldies. CBS AM Stations Vice President Anna Mae Sokusky said the change was necessary to shore up declining audience shares and erase 10 years of red ink (BROADCASTING, Aug. 27).

At first glance, radio news purists would be hard-pressed to prove any news erosion. According to the New York-based Radio Information Center, five years ago some 50 stations programmed news full time, and an additional 145 programmed various combinations of news-talk. Today, while the number of all-news stations has dropped to 28, news-talk outlets have risen to 357. Also, the 1990 BROADCASTING YEARBOOK shows that some 460 stations program at least 20 hours of news per week—333 AM stations and 127 FM (including 120 noncommercial).

Additionally, an R.H. Bruskin study, often cited by the Radio Advertising Bureau, claims more people receive their first news in the morning from radio than from any other medium (42% vs. 31% for television and 18% for newspapers). Still, industry consensus is that most radio news is found on the AM band, while FM stations have quietly been showing it the door. As one network news director paraphrased an old hockey joke: "I was listening to an all-music station yesterday morning and all of a sudden a newscast broke out."

Not necessarily so, according to David Bartlett, president of the Radio-Television News Directors Association. He suggested that many FM stations pro-

gram news that might not be instantly recognized as news "because it's targeted demographically and it's highly formatted." He said that good programmers realize that news, however broadly defined, may be the only way to distinguish their station from all the others playing demographically targeted music. "If you're in a tight market niche, you distinguish yourself mainly by the elements outside the music—and that includes news," Bartlett added.

Deregulation and tight economic factors of the 1980's were the primary factors that have led to the cutback, if not complete disappearance, of news at many radio stations, according to ABC Radio News Vice President Bob Benson. "These two elements, working hand in hand, allowed stations that never felt news was important to them, to drop more and more of it," he said. "Interestingly, the big survivors, whatever the format, are not those that have dropped news product." This shouldn't be taken as proof that stations are successful be-



Bob Benson



Larry Cooper



Rich Rieman



Ron Nessen

cause they continue to program news, Benson cautioned. "If you're less successful, economic pressures are going to be greater and you're going to try to find an excuse to drop things—but the successful stations haven't."

Still, many (if not most) FM stations have seen fit to drastically pare their news content to a shadow of what it once was, according to Larry Cooper, vice president, CBS News Radio. "We aren't seeing anything like the regular hourly newscasts that we used to on full-service stations," he said. "Listeners have turned to FM in increasing numbers, but most FM stations have not seen fit to go full service." FM music stations might run a few minutes of news in

morning or afternoon drive, "and if they have a network maybe they'll throw in a network newscast on the overnight," Cooper said. "But most news listeners have to turn to AM to get their fill of news and information."

Unistar Vice President of News/Sports Rich Rieman agreed that the amount of news on music stations has declined noticeably. "It's mostly due to deregulation—if you're not required to do a certain amount of news, there is a tendency to do less," he said. Rieman also blames an ever-changing marketplace, which he said provides listeners with 'round-the-clock cable news, television, MTV and any number of music stations. "Because of this, we've seen a major decline in the number of big music stations like WLS(AM) [Chicago] that also carry a lot of information," Rieman said.

Marketplace changes also have led to a major shift in the presentation of network news. While some news purists genuflect at the 15-minute news

block, network news directors increasingly are faced with their affiliates' changing news needs. "Stations just don't want to make that kind of news commitment," said Ron Nessen, Westwood One Radio Networks vice president of news. "Feedback from our affiliates indicates that 15 minutes just didn't fit into their formats anymore. We have to remember that we're not programming for ourselves; we're programming for our stations."

Nessen disagrees that radio news—network or local—is in the dire straits that many observers claim. "Maybe I'm whistling past the cemetery, but I don't see that network radio's prospects are dismal," he said. "Some people believe

that network radio ought to be what it was in the '30s and '40s, but business can't be stuck in the past." The changes that occurred in the 1980's shouldn't be viewed as a diminished commitment to news, Nessen said, but rather as a change in direction. "No longer can you have an Edward R. Murrow standing there, telling you what's happened in London. Today it's 40 minutes of news cuts fed via satellite so stations can program news the way they want it, when they want it."

In fact, most network news directors believe the quantity (as well as quality) of network news has improved because of changing listener habits. While many networks made some false starts with various listener-driven concepts during the mid-1980's, ABC's Benson believes that radio news once again is reaching its own level. "In the mid-'80s we heard a lot about 'lifestyle news,'" he said. "It was the hottest thing in radio, yet what sounded good in the heads of some programmers never became popular as a concept."

The theory behind lifestyle news was to "get close to a listener and the immediate concerns that affected his or her life," Benson said. Yet, while some programmers began viewing "lifestyle" as a format, Benson said that networks soon found that listeners still were more interested in "real news." In fact, as the youth-oriented baby boom bulge has matured, stations that target a younger audience sense that they must have news on for fear that people will switch else-

where, he said. "They realize that maybe the best way to do that is to give them the news in short form—get in and out of it—but not leave people feeling they haven't been informed."

One of the criticisms of the old "lifestyle news" concept that still lingers today is that it focuses only on stories in which listeners have personal interest—that which Westwood One's Nessen calls "water cooler news." "People come to work and they all stand around the coffee machine or water cooler and say: 'Did you hear about so-and-so?' We have to be reporting on what they're talking about. If people are talking about Roseanne Barr singing the national anthem and you're talking about a coup attempt in Liberia, you're really not doing your job."

Lest critics immediately pounce on this news tailoring as pandering to listeners' limited interests, Unistar's Rieman quickly points out that "we're not cutting back and going to rock 'n' roll entertainment type news." He explained that networks have to select stories that affect the people who hear them and realize that "as the baby boom generation ages, some of them are coming back to radio news. They need to know whether they can afford to buy a house or a car—things people in their 30's start worrying about." Networks have to focus not only on "what happened, but also why the listener should care," Rieman said. "And you can't talk down to listeners—you have to approach them at their own level."

Today's radio news focus is driven not by the networks so much as it's determined by the stations, says CBS's Cooper. "I'm not going to make decisions for program directors," he said. "I'm going to give them all the news that I can, and they can pick and choose."

Because of heightened expectations from today's radio listener, audio quality also is of primary importance. Listeners have come to expect CD-quality sound, which can be destroyed by traditional radio news transmission. "How can you reconcile a terrible telephone line from a strange foreign place when a program director is talking about CD's?" Rieman said. "We have to keep our sound in line with the latest audio processing technology, because listeners expect it."

Rieman charged that radio is in danger of sacrificing its "true advantage" over other media—its ability to deliver a lot of information quickly. "That's something TV can't provide," he said.

"You have a lot of people in their 20's and early 30's who grew up with TV," Cooper said. "They watched it in the morning, and when they came home from school they got *Sesame Street*. They almost use TV like a night-light. They're more inclined to turn on their TV in the morning." In this respect, Cooper said, television has become "this generation's radio" over the last few years. For this reason, he said, "we need to see radio stations open up a commitment to news. They owe at least that much to the public." -REB

YOUNGER-SKEWED STATIONS AIM NEWS TO LISTENER NEEDS

CHR, AOR programmers understand need for news, but tailor delivery to fit listeners' tastes and needs

Youth-oriented music stations traditionally try to achieve a balance between keeping their listeners informed and not violating their promise to deliver music. Overall, based on a survey of major market stations by BROADCASTING last week, the quantity of news product a station programs ultimately is decided by the listener.

Dave Logan, program director, WNEW-FM New York, schedules news regularly on the AOR outlet. "News is regularly programmed on our radio station in morning drive, and we have a noon newscast, as well," he said. Each newscast runs about four minutes and the station also airs entertainment and music

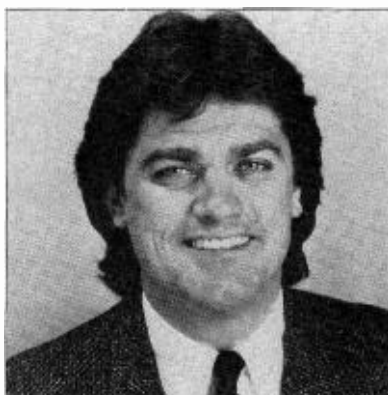
news in a variety of forms throughout the day. Station research indicates that the younger-skewed audience does have an interest in news, said Logan, but it also shows that the primary source of news among their target demographic is television and newspapers. "Listeners are consuming more news, but from an expanded range of outlets," said Logan.

"In the past, AOR radio stations like ours were like a news beacon—almost an alternative presentation of news," Logan added. The evolution of sophisticated news delivery systems, specifically CNN and CNN Headline News, said Logan, led radio stations to reassess the way they deliver the news. "We will

never really stop delivering the news," Logan said. "but many stations have."

Again, research conducted among the station listeners shows that people like to see pictures with their news. A perfect example, said Logan, was the explosion of the Challenger space shuttle in 1986. "Everybody heard about it first on the radio," he said, "but immediately they switched on their television sets to see. TV provides an instant replay of news, whereas radio is the immediacy of news."

Kevin McCabe, music director, at Emmis Broadcasting's WQHT(FM) New York, sees the programming formula evolving from two sources. "I would



Dave Logan

say that the formula that we have here is a combination of two elements," said McCabe. "These are morning news anchor's [Jay Paul Emerson] understanding of the format and the confines of the format for news [typically limited for a high profile CHR station], and listener feedback."

WQHT ("Hot 97") is a dance-oriented CHR station with a very young, active audience. "The news needs to be tailored to their needs and information levels," he said. In particular, said McCabe, the station looks for "fun, life-style-oriented events" as well as harder news. They try to insure that anything that is happening on a local or national level is included in these newscasts, as well as happenings of local community events.

Emerson anchors the news for the station in the morning, the only daypart in which news is scheduled. The newscasts average from three to six minutes, said McCabe. "In addition to our news-related public service shows," he said, "which run mainly in fringe hours, on the weekends we program roughly seven newscasts per morning, Monday through Friday." Elements of the newscast include weather from Nick Gregory, meteorologist for WNYW(TV) New York, and traffic reports from their reporter, "Altitude Lou," who reports from a helicopter. "We focus our newscasts and information to our listener," said McCabe, "nothing gets too deep—we keep it focused with the rest of the radio station."

McCabe hasn't seen a decline in news coverage on music-driven, youth-oriented radio stations at any point over the last nine years. What has evolved is a more targeted product. The listener has certain expectations, he said, and the station must keep its promise to its audience. "When someone tunes into Hot 97," he said, "it is not to hear a newscast—maybe in morning drive, but not the rest of the day. When they punch in

Hot 97, they expect to hear a dance record. And that is what we are giving them."

Audience research points WPOW(FM) Miami in the same direction, said Bill Tanner, vice president of programming at the Beasley-Reed station. "Every piece of research you see," he said, "shows that you have to have hit-them-where-they-live news." Young listeners are very concerned with the news, but the issues that draw them are those that affect them directly. "They are not seeking out news," said Tanner. "It's incidental to what they seek on the radio—but I think it is a vital part of what we package on Power 96."

The station programs a four-minute news package at the top of the hour and a three-minute news package at the bottom of the hour. Tanner, who also handles morning drive for the station, said the station also airs three or four traffic reports every hour in morning drive. Throughout the rest of the day, disk jockeys monitor the news wire twice an hour, said Tanner. When something important arises, the station goes into what Tanner describes as "news-as-needed mode."

Case in point: the bus accident suffered by Miami musical celebrity Gloria Estefan, which Tanner claimed was reported first by Power 96 in the Miami market. The station went into "what you need to know mode," and at 4:30 p.m., when other music FM's were playing records, said Tanner, his station was interviewing hospital officials from the facility treating Estefan.

This flexibility is particularly important for events ranging from the international crisis in the Persian Gulf, said Tanner, to covering such local stories as that of the Mayor of Miami and his wife

being robbed at gunpoint. When the mayor threatened the robbers with a gun and chased them away, local opinion was split on whether he was right to pull a gun when there was a gun being held on his wife. The station opened the phone lines to listeners and debated the issue on the air. The Miami P.D. participated in the discussion, said Tanner, and it was the bulk of the morning show that Monday.

Jim Reihle, news director for the station, managed to get the first interview with the Mayor after the incident. "That's the 'news as needed' concept," said Tanner.

Another example of that concept in action, he said, was the day that President Bush held a news conference announcing the U.S. decision to send troops to Saudi Arabia. "We carried the conference live, which no other FM station in the market did," he said.

The immediacy of radio helps the station know right away whether they are addressing their listeners' interests, Tanner said. "When you hit their hot button the phones don't stop ringing," he said. "If you talk about something they don't care about, you will know immediately, as the phones will be dead as a doornail. That is the beauty of radio: its immediacy." Still, Tanner said, the station regards its news product as a "headline service," unless an event occurs which their listeners would perceive as a major one.

The station has one other news element, somewhat atypical in CHR—a daily 60- to 90-second commentary. "It is a sharp, focused commentary, very opinionated, and we invite our listeners to call in and respond," Tanner said. "Sometimes they do and sometimes they don't."

—LC

NEWS BEAT

The Reporters Committee for Freedom of the Press is providing a guide on access to electronic records kept by state and local governments. The 30-page booklet is "designed to help journalists and other information seekers reap the benefits of modern computer technology already enjoyed by officials who run the public's governments. We hope our guidebook will help dispel some of the mystique, and encourage the public to exercise their rights to examine electronically stored information," said Jane E. Kirtley, executive director of the Reporters Committee. Copies of "Access to Electron-

ic Records" are available for \$5 from The Reporters Committee for Freedom of the Press, Suite 504, 1735 Eye Street, N.W., Washington 20006.



WTSP-TV Tampa Bay, Fla., in a joint project with the Soviet TV Radio Ministry, will host an exchange of journalists in mid-October. Newscenter 10 anchorman John Wilson and reporter Mark Douglas will broadcast from the Soviet Union for two weeks, at the same time two Moscow reporters will be in the Tampa Bay area.

NEWS FEEDS, REGIONAL CHANNELS TOP RTNDA MENU

The expansion of network satellite news feed services and the growing number of broadcast-cable regional news channels are shaping up to be among the dominant topics this week (Sept. 24-27) at the Radio-Television News Directors Association's 45th International Conference and Exhibition in San Jose. Taking the early center stage, NBC will officially unveil its January 1991 launch plans for NBC News Channel, a 24-hour news feed service for affiliates, and ABC, according to sources, will likely finalize a similar New Year launch plan with its station executives.

CBS, however, will not be announcing any near-term plans to expand its existing news feed services, a CBS News spokesman confirmed. Fox Broadcasting Co., which formally announced its Fox News Service launch for early 1991 (BROADCASTING June 11), has, according to sources, hired 30 people to operate the service out of Fox O&O WTTG-TV Washington. Only 16 of 129 Fox affiliates currently have news operations, and FBC executives hope the service will serve as a springboard for development of nightly news operations on the local level.

In a meeting today with NBC affiliate news directors, Robert Horner, vice president, NBC News Channel, will detail plans on how the dedicated transponder service provides stations an opportunity to receive raw footage and packaged news feeds at a lower cost than subscription satellite news services. Horner, who originally joined NBC News as a consultant last September after serving as vice president of news services for three years at CBS, says the satellite news cooperative's primary goal is to "offer every affiliate a greater selection of material to choose from," for targeted late fringe, early morning and daytime dayparts. Horner also expects that affiliate-contributed newsfeeds will exceed the record 2,335 video pieces produced by local outlets last year (September 1989 through September 1990).

Horner said that NBC will focus "much more attention" on providing packaged medical and consumer reports than it has in its regional daily feeds. Although he declined to say where the newsfeed operation would set up shop, sources say New York, NBC News's traditional homebase, is not in the picture.

Details on ABC's plans are still sketchy, but a network source said an



"overnight" (1-6 a.m.) news feed will be added to provide almost continuous day-long news footage, starting in January 1991. The source indicated Dick Wald, senior vice president, ABC News, would possibly unveil a plan this week that would feature news feed "wheels" during each daypart. "The service is really an outgrowth of the affiliates' expressed desire [from ABC's affiliate convention last June] to have news product that uses ABC News talent rather than rely on packaged feeds from CNN or Conus news services," said the source.

The beefed-up network news efforts—thought of as long overdue in some affiliate news circles—come at a time when stations around the country are forging alliances with major cable operators to create joint regional cable news channels. Most recently, Fox affiliate WFLD-TV banded with TeleCommunications Inc.-owned South Chicago Cable TV to market the 24-hour Chicago Cable News channel (BROADCASTING, Sept. 17), in addition to cross-medium partnerships (see story, page 39) developing in Philadelphia, San Francisco, Washington, Dallas, Pittsburgh and Salt Lake City.

"Obviously, with long-standing 24-hour network cable news operations [CNN and Headline News] in place and independent TV stations displaying the largest growth in recent years, affiliates are finding separate regional cable news channel partnerships as a way to survive in an increasingly competitive marketplace," said RTNDA President David Bartlett. Bartlett also said some last-minute cable operators will probably register at the RTNDA conference, looking for broadcast partnerships in the "next great mating ground for expansion." Bartlett added: "I think we're seeing a great deal of experimentation in regards to news marketing; some of it

may fail, but generally it will create more opportunities for broadcast journalists to practice their trade."

However, Bartlett, despite the recent ruling by the Judicial Conference of the United States to open up the federal courts to live coverage of civil cases in a limited number of courts (BROADCASTING, Sept. 17), characterized the federal and U.S. Supreme Court's resistance to allow live broadcast access to criminal and Constitutional proceedings as a "self-sustaining hypocrisy of the judicial branch." Bartlett applauded Supreme Court Chief Justice William Rehnquist and Congressman Robert Kastenmeier (D-Wisc.) for their lobbying efforts for the test of cameras in federal courts, while pointing out that a majority of the 45 states that allow broadcast access, permit "wideranging" coverage of criminal and civil cases already.

Representing a breakthrough in that area, according to Bartlett, is the potential confirmation of New Hampshire Justice David Souter to the U.S. Supreme Court. Souter, who concluded testimony last week before the Senate Judiciary Committee, could be "the first Supreme Court justice that is a veteran of broadcast court coverage," said Bartlett of Souter's past service in the televised New Hampshire court system. "I don't think the court's conservative or liberal makeup will be a barometer in how this issue may be decided. [Supreme Court Justice] Thurgood Marshall is a liberal judge, and he's against live TV coverage. Souter may be conservative on some issues, but I think he will be a proponent of opening the court to public view."

In addition to citing court access as one of the possible chief areas of discussion among news directors, Bartlett believes such access will lead to further development of cable "court channels" at the conference. C-SPAN, he says,

already has a "standing offer" to cover the Supreme Court, and American Lawyer Media and Cablevision are making preparations to launch separate national basic court channels. "Cablevision's extensive court coverage on News 12 was enormously popular on Long Island," he said.

(In fact at the New York state level, according to Steve Baboulis, news director, WNYT(TV) Albany, a revision of New York law has made TV access to courtrooms "more difficult. Lots of people have veto power on whether we can get in," he said, noting that previous laws gave that power only to judges. Now, Baboulis says, judges, prosecutors and even defendants can keep cameras

out of the courts.)

Opening addresses today (Sept. 24) morning from NBC News President Michael Gartner and FCC Chairman Alfred Sikes are expected to set the tone for the conference, according to Bartlett. He described Gartner as an "unparalleled First Amendment advocate," who will likely touch on the issue of unlimited press access in the U.S. and abroad. On the other hand, Bartlett says that news directors will be paying close heed to words from Sikes regarding his "crafting of a 21st Century global broadcasting policy" that would foster the development of U.S. broadcasting opportunities in the "burgeoning democracies of Eastern Europe."

In terms of registration, Bartlett says pre-enrollment for the conference has topped 1,100 people—RTNDA's highest pre-conference levels since 1985. According to Bartlett, last year's conference in Kansas City drew 1,404 news executives, and he thinks this year's additional on-site registration will beat that total because of the opportunity to extend weekend vacations in the Bay Area. On the exhibitor side of the ledger, 116 companies have lined up space in the San Jose Convention Center, compared to 102 exhibitors in 1989. Future convention sites have been booked, with Denver hosting 1991's conference, and San Antonio and Miami the 1992 and 1993 gatherings, respectively. —MF

WHERE THE NEWS IS HAPPENING AT RTNDA

MONDAY, SEPTEMBER 24

All sessions in the Convention Center, unless otherwise noted.

6-7 p.m. Fairmont Imperial Ballroom—RTNDA Edward R. Murrow Awards reception (sponsored by CapCities/ABC News).

8-9:30 p.m. Convention Center Ballroom A—Edward R. Murrow Awards presentation.

9:30-11 Fairmont—Awards Night Celebration Gala (sponsored by NBC News).

TUESDAY, SEPTEMBER 25

7:30-8:45 a.m. Room C—RTNDA business meeting breakfast.

9-10 a.m. Ballroom A—Opening general session.

10 a.m.-5 p.m. Exhibition grand opening.

10:30-11:45 a.m. Concurrent workshops: Room J (2.3)—Future Shock: Media Convergence in the 90's. Room J (1.4)—Managing Your General Manager.

11:30 a.m.-12:15 p.m. Convention Center Terrace—New member and convention first-timer reception.

11:45 a.m.-3:45 p.m. Exhibition Hall luncheon, cash bar reception.

1-2 p.m. Convention Center Room B—Radio workshop: It's Still a Zoo!

2:15-3:30 p.m. Convention Center Room B—Radio workshop: The Use Of Sound.

3:45-5 p.m. Concurrent workshops: What To Do When the "800" Hits My Fan—Television session Room J (2.3); Radio session Room J (1.4).

3:45-5:30 p.m. Convention Center Room F—RTNDA student affiliate meeting.

7:30-9 p.m. Fairmont Hotel. California Room—News Technology of Tomorrow.

WEDNESDAY, SEPTEMBER 26

7:30-8:45 a.m. Fairmont Garden Room—AEJMC Educator Breakfast (Sponsored by RTNDA). Sign up in Association Office.

7:30-8:45 a.m. Fairmont Hotel. Club Regent—Minority Issues Breakfast (Sponsored by NABJ). Sign up in the Association Office.

7:30-8:45 a.m. Convention Center Ballroom A—The Hot 100 News Tips breakfast/program.

9-10:45 a.m. Room J 2.3—This Just In: Crisis in the Middle East.

9-10:15 a.m. Roundtables: Room C-1—One Person Radio Newsrooms. Room C-2—Full Service News in a Small Market. Room C-3—All News/Talk Radio. Room C-4—Small Market

TV. Room D—Understanding Ratings—TV. Room E—8mm TV/Home Video. Room B-1—Independent News—TV. Room B-2—Ethics of Satellite News Releases. Room B-3—Journalism Education. Room B-4—Cable News. Room G—Election Coverage: Making It Work For You (radio); Room H (television). Room F—Coming Up Next In Sports.

10 a.m.-6 p.m. Exhibition open.

10:30-11:30 a.m. Room E—RTNDA State Coordinators/Regional Directors Meeting.

10:30-11:45 a.m. Room J (2.3) Radio Workshop: Effective News Writing.

Noon-2 p.m. Ballroom A—Luncheon with speaker Charles Osgood (sponsored by CBS News).

2:15-3:30 p.m. Room J (2.3)—Concurrent workshops: Substance Abuse: Handling the Tough Case. Room J (1.4)—Minority Success In Broadcast News. Room B—Ethics: Maintaining the Journalistic Flame in an Economic Windstorm. Room C—Double-Speak: From Revenue Enhancement to Terminal Living.

2:30-3:30 p.m. Convention Center Terrace—Student Social (Sponsored by San Jose State University).

4:30-6 p.m. Room J (2.3)—RTNDA annual business meeting and elections.

6-6:30 p.m. Room F—Discussion of proposed RTNDA constitutional changes.

6:30-7:30 p.m. Foyer RTNDA Auction and Reception

7:45-9 p.m. Room B—A Sharp Position, A Sharp Message: The Product for the 90's (presented by Audience Research and Development).

THURSDAY, SEPTEMBER 27

7-8 a.m. Exhibition Hall—Exhibitor annual breakfast meeting.

7:30-10:15 a.m. Room A—International news coverage breakfast and seminar (sponsored by CNN).

8-9 a.m. Lounge Area—Continental breakfast with exhibitors.

9-10:15 a.m. Concurrent Workshops: Room B—Life After "Wheel (of Fortune)." Room C—Crazy English. Room J 1.4—Incoming Information: How Your Newsroom Will Deal With It in the (Very Near) Future.

9 a.m.-noon Room D.E—Resume tape critiques.

10:30-11:45 a.m. Room B—Radio workshop: Sound Ideas for the '90s.

10:30 a.m.-noon Room F—RTNDA data transmission guidelines committee meeting.

12:30-2:30 p.m. Room A—Luncheon with speaker Jerry Nachman, *New York Post* (sponsored by AP).

2:45-5 p.m. Room B—Workshop: News Management: Coaching for Excellence.

2:45-3:45 p.m. Room J (2.3)—Workshop: Hoax! How To Smell o Skunk!

4-5 p.m. Room C—Workshop: Handling Family Issues in the Newsroom.

6:45-10 p.m. Fairmont Regency—Paul White reception and banquet (sponsored by AP).

10-11 p.m. Fairmont Regency—Past presidents' reception.

PROGRAMING

ABC TOPS EMMY LIST, 'TWIN PEAKS' TOPPLES

ABC was the top award winner last Sunday night at the 42nd annual prime time Emmy awards, even though its critically acclaimed *Twin Peaks* was effectively snubbed. The series, created and produced by David Lynch, was the most heavily nominated series with 14, but won only two statuettes, both in technical categories.

ABC led all entrants with 22 awards, followed by NBC with 18 and CBS with 14. Fox, which aired the ceremony, tied PBS with nine. HBO was the big winner among the cable services, capturing eight of the 10 awards given out to that medium. As has been the case in the past, syndicated product was largely ignored, winning three awards, all in technical categories.

Notable winners included Ted Danson, star of NBC's *Cheers*, who won the award for best actor in a comedy. The award was Danson's first after nine nominations. The best supporting actor in a comedy series award went to Alex Rocco, for his portrayal of agent Al Floss in the cancelled CBS series, *The Famous Teddy Z*. CBS's *Murphy Brown* won the best comedy series award while NBC's *L.A. Law* won the award for best drama series. The best comedy series award was *Murphy Brown*'s second consecutive such nod, and *L.A. Law*'s Emmy was its third in four years. The recently cancelled *The Tracey Ullman Show* on Fox received four awards, the most for any single show.

Below is a complete list of the winners.

Governors Award—Leonard Goldenson, founder, ABC

Comedy Series—*Murphy Brown* (CBS).

Drama Series—*L.A. Law* (NBC).

Miniseries—*Drug Wars: The Camarena Story* (NBC).

Variety, Music, Comedy Series—*In Living Color* (Fox).

Variety, Music or Comedy Special—Sammy Davis Jr.'s 60th Anniversary Celebration (ABC).

Drama-Comedy Special—(tie) *Caroline?* (CBS) and *The Incident* (CBS).

Actor, Comedy Series—Ted Danson, *Cheers* (NBC).

Actor, Drama Series—Peter Falk, *Columbo* (ABC).



Actor, Miniseries or Special—Hume Cronyn, *Age-Old Friends* (HBO).

Actress, Comedy Series—Candice Bergen, *Murphy Brown* (CBS).

Actress, Drama Series—Patricia Wettig, *thirtysomething* (ABC).

Actress, Miniseries or Special—Barbara Hershey, *A Killing in a Small Town* (CBS).

Supporting Actor, Comedy Series—Alex Rocco, *The Famous Teddy Z* (CBS).

Supporting Actor, Drama Series—Jimmy Smits, *L.A. Law* (NBC).

Supporting Actor, Miniseries or Special—Vincent Gardenia, *Age-Old Friends* (HBO).

Supporting Actress, Comedy Series—Bebe Neuwirth, *Cheers* (NBC).

Supporting Actress, Drama Series—Marg Helgenberger, *China Beach* (ABC).

Supporting Actress, Miniseries or Special—Eva Marie Saint, *People Like Us* (NBC).

Individual Performance, Variety or Musical Program—Tracey Ullman, *The Best of the Tracey Ullman Show* (Fox).

Writing, Comedy Series—Bob Brush, *The Wonder Years* (ABC).

Writing, Drama Series—David E. Kelley, *L.A. Law* (NBC).

Writing, Miniseries or Special—Terrence McNally, *Andre's Mother* (American Playhouse) (PBS).

Writing, Variety or Music Program—(tie) Billy Crystal, *Midnight Train to Moscow* (HBO) and James L. Brooks, Heide Perlman, Sam Simon, Jerry Belson, Marc Flanagan, Dinah Kirgo, Jay Kogen, Wallace Wolodarsky, Ian Praiser, Marilyn Suzanne Miller, Tracey Ullman, *The Tracey Ullman Show* (Fox).

Art Direction, Series—Richard D. James, James J. Mees, *Star Trek: The Next Generation* (Paramount).

Choreography—Paula Abdul, Micheal Darrin, Dean Barlow, *The 17th Annual American Music Awards* (ABC).

Guest Actor, Comedy Series—Darren McGavin, *Murphy Brown* (CBS).

Guest Actress, Drama Series—Viveca Lindfors, *Life Goes On* (ABC).

Guest Actress, Comedy Series—Swoosie Kurtz, *Carol & Co.* (NBC).

Guest Actor, Drama Series—Patrick McGowan, *Columbo* (ABC).

Director, Comedy Series—Michael Dinner, *The Wonder Years* (ABC).

Director, Drama Series—(tie) Thomas Carter, *Equal Justice* (ABC) and Scott Winant, *thirtysomething* (ABC).

Director, Miniseries or Specials—Joseph Sargent, *Caroline?* (CBS).

Director, Variety or Music Program—Dwight Hemion, *The Kennedy Center Honors: A Celebration of the Performing Arts* (CBS).

Special Visual Effects—(area award: possibility of one, more than one, or no award) Craig Barron, Michael Pangrazio, Charlie Mullen, Bill Mather, *By Dawn's Early Light* (HBO); William Mesa, Tony Tremblay, Tim Donahue, John Coats, David Sharp, *Miracle Landing* (CBS); Zbig Rybczynski, John O'Connor, Ryszard Welnowski, Paul Bachmann, *The Orchestra: Great Performances* (PBS).

Costume Design, Miniseries or Special—Shelly Komarov, *The Kennedys of Massachusetts* (ABC).

Costume Design, Variety or Music Program—Pat Field, *Mother Goose Rock 'N Rhyme* (Disney Channel).

Costume Design, Series—Patricia Norris, *Twin Peaks* (ABC).

Costuming, Series—Frances Hays, *The Young Riders* (ABC).

Informational Series—(area award) *Smithsonian World* (PBS).

Informational Special—(area award) *Dance in America: Bob Fosse Steam Heat Great Performances* (PBS); *Broadway's Dreamers: The Legacy of the Group Theatre American Masters* (PBS).

Classical Program in Performing Arts—*Aida, The Metropolitan Opera Presents* (PBS).

Directing, Classical Music/Dance Programming—Peter Rosen and Alan Skog. *The Eighth Van Cliburn Int'l Piano Competition: Here to Make Music* (PBS).

Performance, Classical Music/Dance Programming—Katarina Witt, Brian Orser, Brian Boitano. *Carmen on Ice* (HBO).

Director, Informational Programming—Gene Lasko, W. Eugene Smith: *Photography Made Difficult* (American Masters) (PBS).

Performance, Informational Programming—George Burns. *A Conversation With...* (Disney Channel).

Children's Program—*A Mother's Courage: The Mary Thomas Story* (NBC).

Animated program—*The Simpsons* (Fox).

Music Composition, Series—Don Davis. *Beauty and the Beast* (CBS).

Music Composition, Miniseries or Special—James Di Pasquale. *The Shell Seekers* (Hallmark Hall of Fame) (ABC).

Music Direction—Ian Fraser, Chris Boardman, Bill Byers, Bob Florence, J. Hill, Angela Morley. *Julie Andrews in Concert* (Great Performances) (PBS).

Music and Lyrics—Larry Grossman, Buz Kohan. *From the Heart: The First International Very Special Arts Festival* (NBC).

Cinematography, Miniseries or Special—Donald Morgan. *Murder in Mississippi* (NBC).

Cinematography, Series—Michael Watkins. *Quantum Leap* (NBC).

Editing, Miniseries or Special: Multi-Camera Production—M. Pam Blumenthal, Douglas Hines, Brian Roberts. *The Best of the Tracey Ullman Show* (Fox).

Editing, Series: Single Camera Production—Duwayne Dunham. *Twin Peaks* (ABC).

Editing, Miniseries or Special: Single Camera Production—Paul Lamastra, *Caroline?* (CBS).

Editing, Series: Multi-Camera Production—Douglas Hines, M. Pam Blumenthal. *The Tracey Ullman Show* (Fox).

Makeup, Miniseries or Special—Ken Chase. *Billy Crystal: Midnight Train to Moscow* (HBO).

Hairstyling, Miniseries or Special—Janice Alexander, Dorothy Andre. *Fall From Grace* (NBC); Cedric Chami. *Phantom of the Opera* (NBC).

Makeup, Series—Rick Stratton, Michelle Burke, Richard Snell, Katalin Elek, Ken Diaz. *Alien Nation* (Fox); Thomas Burman, Bari Dreiband-Burman, Dale Condit, Ron Walters, Greg Nelson. *The Tracey Ullman Show* (Fox).

Hairstyling, Series—Linle White, Peggy Shannon. *The Tracey Ullman Show* (Fox).

Art Direction, Miniseries or Special—Timian Alsaker, Jacques Bufnor. *The Phantom of the Opera* (NBC).

Art Direction, Variety or Music Program—Roy Christopher, Greg Richman. *The 62nd Annual Academy Awards* (ABC).

Sound Editing, Series—William Wistrom, James Wolington, Mace Matosian, Wilson Dyer, Rick Freeman, Gerry Sackman. *Star Trek: The Next Generation* (Paramount).

Sound Mixing, Drama Miniseries or Special—Fred Schultz, William McCaughey, Richard Rogers, Grover Helsley. *Cross of Fire* (NBC).

Sound Mixing, Drama Series—Lowell Harris.

Don Cahn, Artie Torgersen, Jim Cook. *China Beach* (ABC).

Sound Mixing, Variety or Music Series or Special—Gordon Klimuck, Barton Michael Chiate. *The Arsenio Hall Show* (syndicated).

Sound Editing, Miniseries or Special—Vince Gutierrez, Randal Thomas, Ken Gladden, Mace Matosian, Joseph Johnston, T.W. Davis, Douglas Gray, John Orr, Gary Gelfand, Andre Caporaso, Russell Brower, David Scharf, Phillip Jamtaas, John Caper, Jr., *Challenger* (ABC); Burton Weinstein, Michael Gutierrez, Randal Thomas, Joseph Johnston, Ken Gladden, George Groves, Phillip Jamtaas, Sam Black, Andre Caporaso, Clark Conrad, Gary Gelfand, John Orr, David Scharf, Terence Thomas, T.W. Davis, Abby Treloggen, *Family of Spies* (CBS).

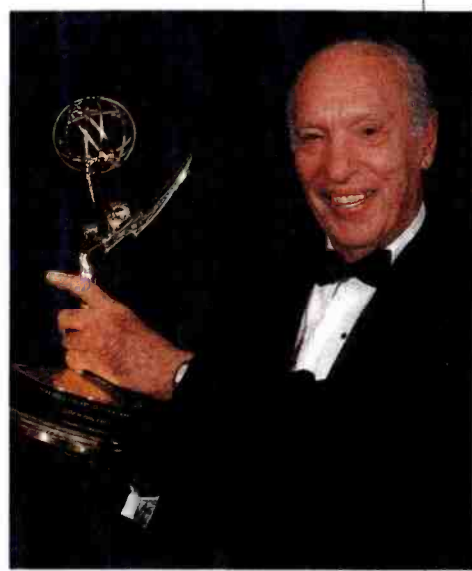
Sound Mixing, Comedy Series or Special—Robert Crosby, Jr., Thomas Huth, Sam Black, Bobby Douglass. *Cheers* (NBC).

Lighting Direction (Electronic), Comedy Series—George Spiro Dibic. *Just the Ten of Us* (ABC).

Lighting Direction (Electronic), Drama Series, Variety Series, Miniseries or Special—Olin Younger. *The 17th Annual American Music Awards*; John Rook. *Time Warner Presents The Earth Day Special* (ABC).

Technical Direction, Camera/Video, Series—Terry Rohnke, Steve Jambeck, Joe Debonis, Jan Kasoff, John Pinto, Robert Reese, Bruce Shapiro. *Saturday Night Live* (NBC).

Technical Direction, Camera/Video, Miniseries or Special—Keith Winikoff, Gary Childs, Dave Banks, Sam Drummy, Hank Geving, Dean Hall, Dave Levisohn, Bill Philbin, Hector Ramirez. *The Magic of David Copperfield XII: The Niagara Falls Challenge* (CBS).



ABC founder Leonard Goldenson receives the Governor's Award

Engineering Development—Comark Communications Inc. and Varian Eimac for Klystron UHF High Power Amplifier Tube and Transmitter; Zaxcom Video Inc. for TBC Control System; Alan Gordon Enterprises for 300 35mm High Speed Camera.

Casting, Miniseries or Special—Holly Powell and Randy Stone. *The Incident* (CBS).

CBS OUT FRONT EARLY IN WEEK ONE

Two days does not a season make, but as of Wednesday last week CBS was the top-rated network of the new season. As it did last year, CBS began this year's television season by getting good sampling for its most heavily promoted new Monday night comedy and winning the night. On Monday, Sept. 17 (the official start of the new season) CBS's *Uncle Buck* beat NBC's highly-touted new Monday night comedy *Fresh Prince of Bel Air* with a 14.1 rating and 23 share versus *Fresh Prince's* 12.7/21.

Last year at the beginning of the season, CBS's tandem of new series *Major Dad* and *People Next Door* from 8-9 p.m., started out strong, pacing CBS to a win the first night of the season. After several weeks, however, the numbers settled down and *The People Next Door* was cancelled shortly thereafter.

CBS also got good numbers for its other new Monday night series, *The Trials of Rosie O'Neill*, which averaged a 14.8/25 from 10-11 p.m.

In addition to the performance of CBS's new series, the network got re-

cord numbers from its returning shows on Monday night. *Major Dad* scored a 17.7/27 at 8:30-9, its highest numbers ever. *Murphy Brown* also got its highest numbers ever, averaging a 19.6/30. *Designing Women* built on the *Murphy Brown* lead-in attracting a 20/31.

In addition to losing the 8 p.m. time slot, NBC's *Ferris Bueller* at 8:30 dropped two rating points from its *Fresh Prince* lead-in, losing by seven rating points to CBS's *Major Dad*.

Despite losing the 8-9 time period NBC pointed to the demographic performance of *Fresh Prince of Bel Air*. At 8-8:30, the network was number one among women 18-34, men 18-34, children 2-11 and 6-11, teens 12-17, and women and men 18-49. *Uncle Buck*, NBC research pointed out, was up 45% among women 50+ and up 34% among men 50+.

For the night, CBS averaged 16.8/27, followed by ABC with a 14.7/24 powered by *Monday Night Football*, and NBC was third with a 12.9/21.

NBC rebounded on Tuesday, winning

the night after getting strong performances from returning series *Matlock* and a special two-hour *In the Heat of the Night*. From 8-9, *Matlock* averaged a 16.4/26 versus CBS's *Rescue: 911* (14/22) and ABC's *Who's the Boss* (16.6/27) and *Head of the Class* (15.8/24).

CBS, which finished second for the night, averaged a 16.4/26 for its Tuesday movie, the television premiere of "Field of Dreams." The movie's airing was the first in an exclusive Universal movie package that CBS purchased that will bypass cable. The acquisition paid immediate dividends to the network by improving the *CBS Tuesday Movie*'s average 58% from last year.

Finishing third was ABC, which saw the premiere of *Roseanne* score a 20.1/30—best of all series on Tuesday night—but down 22% from last year's premiere of 25.9/40. Averaging a 17.1/26 at 8-10, the network was hurt by the performance of its tribute to Oprah Winfrey which averaged only an 11.7/19 at 10-11.

For the night, NBC averaged a 16.6/26, CBS a 15.5/24, and ABC a 15.3/24.

WSVN-TV PULLS SHOW AFTER COMPLAINTS

WSVN-TV Miami has decided to drop *Crime Check*, its live, nightly crime feature after a coalition of black leaders accused the station of portraying blacks unfairly.

"The intent of *Crime Check* was to cover crime in South Florida," according to Robert Leider, the station's vice president and general manager, "but there is a perception in the black community we must be sensitive to."

Crime Check's replacement program, premiering tonight at 10 p.m., is entitled *Night Live*, and it will have a "broader approach," Patricia Clemm, WSVN's news director, told BROADCASTING. "We will still cover crime, because lots of crime happens [in Miami]," she said, "but we will not go out and look for crime. There is a lot of other stuff that does not get reported on." *Crime Check* "ran its course," Clemm said. "How many shootings can you show?"

Live will feature station correspondent Al Naipo, and will feature two segments during the hour broadcast, usually concentrating on an unfolding event and its aftermath. Clemm describes the new

format as "a rock and roll segment" and "very aggressive. We're willing to throw away the scripts and go with what's happening."

In terms of the ongoing controversy, Clemm said "we are sensitive to all the minority groups in this city, and we don't want to paint a picture of any one of them. If [the black community's] perception is that we did, we didn't."

Johnnie McMilliam, president of the Miami-Dade branch of the NAACP and a member of Summit 2000, a coalition of black groups, told BROADCASTING that there is "no question" that WSVN's *Crime Check* coverage was biased. "It's difficult to watch channel 7," she said, "and not know they're insensitive to blacks."

Members of the black community have been complaining about the station "for about a year now," said McMilliam, and "this is consistent in terms of the way we've been portrayed [on WSVN]." Members of Summit 2000, including McMilliam, and executives of WSVN were scheduled to meet and discuss the current situation last Friday.

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FOR BOHBOT, THE VIDEOGAME'S AFOOT

Toy marketer tries its hand at children's programming

Bohbot Entertainment, the production subsidiary of New York-based Bohbot Communications, traditionally known for handling advertising buys for major toy manufacturers, has been quietly building up clearances for *Video Power*, a half-hour live action and animated strip meant to capitalize on the burgeoning video game market.

Promising 52 weeks of first-run production on a budget exceeding \$10 million annually, Allen Bohbot, president and CEO of Bohbot Communications, said the half-hour, which debuts October 1, is aimed at children 6-14 years of age. "kids that are older than the Disney shows skew" in the afternoons, he said.

While early fringe syndicated strips from Disney Buena Vista Television and Warner Bros. will be slugging it out this fall against Fox affiliates' *Fox Children's Network* for the 2-11 age group, Bohbot is positioning *Video Power* for

daytime slots (7-9 a.m.) against Hanna-Barbera Productions' *Wake, Rattle & Roll*. According to Bohbot, 88 stations representing 82% of the country have signed for the show, with two-thirds of the clearances in daytime and the other third in early fringe.

In representing a number of toy accounts, Bohbot says the "multi-million dollar" video game market is being supported by 28 million adolescent and pre-adolescent consumers, "hungry for the latest news and reviews on what video games are coming into the market." Bohbot says he sees no conflict in reviewing games that may be from some of his clients. He promised that all video software manufacturers—Nintendo, Tiger Electronics, NEC, Sega, Williams Electronics, among other suppliers—will be featured in daily "consumer billboard reports."

Certainly, a number of stations are

taking note that Bohbot Communications handles the advertising buys of over 60 toy manufacturers, and Bohbot is guaranteeing them at least a 6 rating for the program. He says that already 87% of *Video Power's* national advertising inventory has been sold for average upfront prices of \$10,000-\$12,000 per 30-second spot. Being offered to stations on a 3½-minute local, 2½ national barter split. TeleRep is handling barter sales that could net up to \$300,000 weekly or \$15.6 million in yearly national advertising revenue, according to Bohbot's preliminary upfront spot figures. With a \$10 million production budget, Bohbot Communications and equal one third partners Saban Entertainment and Acclaim Entertainment would split the profits.

Production of the live-action segments, which will be hosted by Johnny Arcade (a.k.a. Stivi Paskoski), are being taped in New York by Bohbot Entertainment, while Saban Entertainment is producing up to 40 animated segments featuring various popular video game characters. Saban will also be handling international sales of *Video Power*. Bohbot will distribute and sell it domestically and Acclaim is providing research data in addition to financing part of the

production.

Although he admitted that sales of the program were initially slowed by a rushed launch at last January's NATPE convention in New Orleans, Bohbot said 38 of the top 40 markets signed on during the second and third quarters of the sales season. In Los Angeles, KCOP-TV has slated *Video Power* for the 8:30 a.m. slot, while Bohbot said that WWOR-TV New York has set the show for a 6:30 a.m. clearance. Other top clearances are WPWR-TV Chicago, KTVU-TV San Francisco, WKBD-TV Detroit, WFXT-TV Boston, KTXA-TV Dallas and WUAB-TV Cleveland.

—MF

LANDING LONDON

Columbia Pictures Television and Columbia Pictures have entered into an exclusive development agreement with actor Michael Landon. CBS recently announced that Landon has agreed to produce and star in a one-hour dramatic series for the network that will be produced by Michael Landon Productions and distributed by Columbia Pictures Television. The project will be ready for the 1991-92 season.

ITC EXPANDS SALES FORCE

ITC Domestic Television has expanded its sales force with the creation of three new sales positions. Brett Cervantes has been named manager of ITC's central division, Chicago; Richard Easthouse is Eastern division manager in New York; and Dan Menzel is an account executive in New York. Most recently, Cervantes served as senior vice president of sales for Eclipse Entertainment in Chicago, while Easthouse was national sales manager at WOLF-TV, the Fox Broadcasting Co. affiliate in Wilkes Barre-Scranton, Pa., and Menzel worked as sales, planning and pricing analyst for the NBC Television Stations Division in New York. ITC also named John Ballinger to manager, domestic distribution services, which will make Ballinger responsible for coordinating all technical services and satellite transmission of ITC's first-run game show, *Tic Tac Dough*. Ballinger has served as supervisor of domestic syndication since 1988.

PROGRAMING THE VERTICAL BLANKING INTERVAL

In the first quarter of 1991, PBS member stations will begin testing a new data system that will deliver a detailed on-screen TV program guide that consumers can use to program their VCR's to record shows of their choosing with the touch of one button per choice. The system will use PBS for-profit subsidiary PBS National Datacast's six-year-old vertical blanking interval (VBI) data delivery system to deliver InSight Telecast's market-specific video-formatted TV schedule service to viewers via satellite, then via broadcast and cable transmissions to the home.

The system will require a new generation of VCR's that carry the patented InSight receiver, to be licensed and marketed in the U.S., Japan and worldwide by Tokyo-based Sumitomo Corp. The manufacturing consortium put together by Sumitomo will include companies "throughout the Far East," it said. Spelling Entertainment Inc. will provide equity and marketing expertise. And Fort Worth-based publisher TV Host will provide program schedule information to InSight, which will transfer the information to video and feed it to PBS

in Alexandria, Va. PBS, will then insert the information into its national satellite feeds via Westar IV. PBS stations will pass the signals on within video broad-

casts over the air and via cable systems carrying them. InSight said it believes the new generation of VCR's will be available to consumers by early 1992.

	11:00 AM	11:30 AM	12:00 PM
2	Bewitched	Judge	At Noon
4	Golden Girls	News	Inside Edit
DOROTHY BRINGS SOPHIA'S SISTER (NANCY WALKER) OVER FROM SICILY AS A BIRTHDAY SURPRISE			
13	ALL MY CHILDREN	NEWS	
44	EVERYDAY	MOVIE	
A&E	LORNE GREENE'S WORLD OF SFUGITIVE		
CNN	NEWS	NEWS	
DIS	WALT DISNEY PRESENTS	LUNCH BOX	
LIF	JANE WALLACE	FRUGAL GOURM	
TNT	MOVIE		
CH 2	KTVU-FOX	FBI 2	11:25A THUR JUNE ?

RATINGS ROUNDUP

ABC won the last week of the 52-week broadcast year, snapping NBC's 17-week streak. Although CBS claimed the week's top show with *60 Minutes*, ABC, which finished the season in second, was paced by strong premieres of *America's Funniest Home Videos* (ranked second), *Monday Night Football* (third) and *Doogie Howser, M.D.* (seventh). In fact, the network had six of the top 10 shows for the week, with three of them in the home video vein that proved gold for the network at the end of last season (two *Funniest Video*'s and an *America's Funniest People* spin-off). Two of the top 10 spots went to movies, with ABC's airing of the Clint Eastwood theatrical, "Sudden Impact," and NBC's made-for-TV movie, *Joshua's Heart*, tying for ninth place.

In the ongoing *Cosby* vs. the *Simpsons* match-up, NBC's veteran continued to outpace Bart, Fox's new kid on the block, scoring a 13.9/24 for 15th place, compared to *The Simpsons*'s

9.8/17 for 45th place. The Emmy awards telecast on Fox ranked 58 for the week, but was still the network's third highest rated show behind *Simpsons* and *Babes* at 49. Other Fox programs occupied the bottom 11 spots for the week.

ABC scored well with its premiere of the critically acclaimed drama, *Gabriel's Fire*, starring James Earl Jones. The program was ranked 13th, with a 14.3/26 for its initial Wednesday 10 p.m. airing. It also ranked 51st for its repeat broadcast the next night.

For the week of Sept. 10-16, ABC averaged an 11.9 rating/21 share, NBC scored a 10.9/19 and CBS averaged a 10.6/19.

For the year, NBC finished first with a 13.1/23 average, ahead of ABC with an 11.5/20 and CBS's 11.1/19. The bad news for NBC is that it lost 8% of its audience from the 1988-89 audience totals, while CBS lost 3% over the same time and ABC only lost 1%.

Week 51

Sept. 10-Sept. 16

1st column tells rank. 2nd column tells position compared to last week: ▼-Down in rank from last week. ▲-Up in rank from last week.
■-Premiere broadcast. 3rd column tells rating. 4th column tells network. 5th column tells show.

1 ▲	18.4/34	C	60 Minutes
2 ▲	18.2/30	A	Amer. Funniest Videos
3	18.0/32	A	Monday Night Football
4 ▼	16.7/28	N	Cheers
5	16.4/26	A	Amer. Funniest People
5 ▲	16.4/26	C	Murder, She Wrote
7	15.8/26	A	Amer. Funn. Video:Inside
7 ▲	15.8/26	A	Doogie Howser, M.D.
9 ▲	15.6/26	A	Movie:Sudden Impact
9 ▲	15.6/26	N	Movie:Joshua's Heart
11 ■	14.9/27	C	Knots Landing
12	14.3/27	N	Empty Nest
13	14.3/26	A	Gabriel's Fire Spec.
14 ▼	14.1/25	N	Unsolved Mysteries
15 ▼	13.9/24	N	Cosby
16 ▼	13.7/25	N	Golden Girls
17 ■	13.6/24	N	Fresh Prince of Bel Air
17 ■	13.6/22	A	Head of The Class
19 ▲	13.5/23	A	Growing Pains
20 ▼	13.4/26	A	Full House
21	13.3/22	N	Wings Pt.1
22	13.2/26	N	Bob Hope: It's Only Me
23 ▼	3.1/23	N	Matlock
24	12.8/21	C	Lenny Spec.
25 ▲	12.6/21	C	Jake and The Fatman
26 ▼	12.4/19	C	Designing Women
26	12.4/20	N	Ferris Bueller Prev.
26 ▼	12.4/22	A	Who's The Boss?
29 ▼	12.3/21	N	A Different World

29 ▼	12.3/19	C	Murphy Brown
31 ▲	12.1/22	A	Wonder Years
32 ▲	11.9/20	C	48 Hours
33	11.7/22	A	Family Matters
34	11.6/20	C	Rescue:911
35 ▲	11.3/21	C	Top Cops
35	11.3/20	C	Uncle Buck Spec.
37 ▼	11.1/19	A	Roseanne
38 ▼	11.0/22	A	20/20
39	10.7/21	A	Jennings Report:Iraq
40 ▲	10.6/20	A	Perfect Strangers
41	10.4/19	N	Law and Order Prev.
42	10.2/17	N	Fanelli Boys
43	10.0/17	C	Family Man Spec.
44 ■	9.9/17	C	Movie:E.A.R.T.H. Force
45 ▲	9.8/17	F	Simpsons
46 ▼	9.6/16	C	Face to Face w C. Chung
47 ▼	9.2/17	A	Primetime Live
48 ▲	9.1/15	N	My Boyfriend's Back
49 ■	9.0/15	F	Babes
49 ▲	9.0/16	A	Life Goes On
51	8.9/15	A	Gabriel's Fire Spec.
52	8.8/15	N	Dear John
52	8.8/14	N	Unsolved Mysteries
54 ▲	8.5/16	A	Twin Peaks
55	8.4/18	C	College F'ball Primetime
55	8.4/16	N	Wings Pt.2
57	8.3/14	C	Designing Women:Finest
58	8.2/14	F	42 Annual Emmy Awards

59 ▼	8.0/15	C	Movie:Roxanne
59	8.0/16	C	Hogan Family
61 ▼	6.9/14	A	Father Dowling
61	7.9/15	N	Night Court Spec.
63 ▼	7.7/14	A	Macgyver
64	7.5/12	C	Democratic Response
65	7.4/14	A	Young Riders Spec.
66 ▼	7.3/13	N	Hunter
67	7.2/14	N	Hull High Prev.
67	7.2/14	N	Midnight Caller
67	7.2/16	N	News Spec: Kids/Sports
70 ■	7.1/15	C	Family Man
70	7.1/13	N	Super Bloopers & Jokes
72	6.9/13	C	Tiny Toons Adventure
73	6.8/12	C	National Crime Test
74 ▼	6.7/13	N	Quantum Leap
75	6.6/13	A	Fall Preview Spec.
76	6.2/12	C	Mutant Ninja Turtles
77 ▼	6.1/12	F	Amer. Most Wanted
78 ▼	5.2/10	F	Cops
79 ▼	5.1/9	F	Parker Lewis
80 ▼	5.0/9	F	DEA
80 ▼	5.0/9	F	True Colors
82 ▼	4.5/9	F	Totally Hidden Video
83 ▼	4.3/8	F	Haywire
84	3.6/6	F	21 Jump Street
85 ▲	3.3/6	F	Amer. Chronicles
86 ▼	3.0/5	F	Alien Nation
86 ▼	3.0/5	F	Glory Days

CABLE

SHOWTIME, MOVIE CHANNEL BOOST RATES

Increases will range from 6% to 10%, depending on retail rate; new price takes effect in March

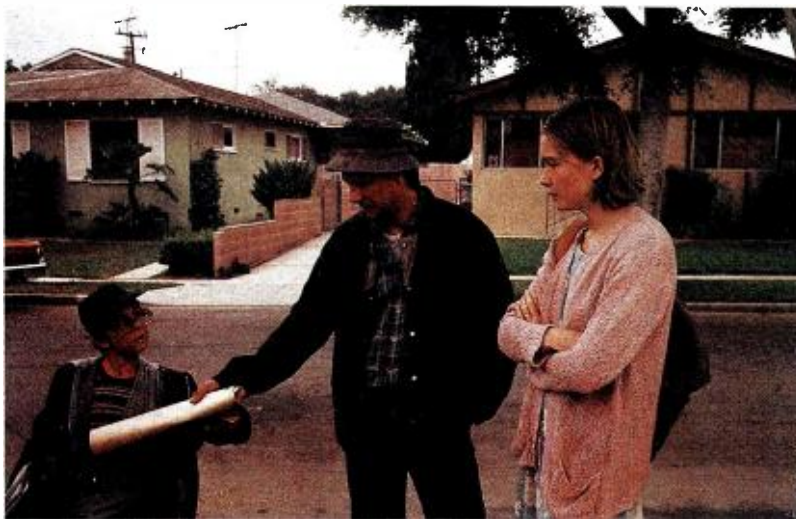
Effective March 1, 1991, Showtime and The Movie Channel are increasing their rates, an increase that could raise some affiliate license fees by as much as 10%-11%.

The increase will bring Showtime's rate, which operators peg at between \$4 and \$4.25 per subscriber, closer to HBO's wholesale rate. The rate increase will be based on the retail price an operator charges. According to one MSO executive, the 10% or more increase applies to systems charging \$10 to \$12, while systems charging \$7 to \$9 retail prices will have increases of approximately 6% to 8%. According to Jack Heim, executive vice president, sales and affiliate marketing, Showtime Networks Inc., a retail price of \$9.95 will bring an operator's license fee "within a nickel of HBO's." As retail rates go higher, wholesale rates will go above HBO's, and as they go lower they will dip below HBO's, he said.

The one major difference between Showtime and HBO pricing will continue to be the multi-pay discounts Showtime offers, according to Heim. "We allow multipay discounts to be applied to the rate card, and HBO doesn't." Showtime also continues to have a rate card based on a cable system's pay-to-basic penetration: the higher the ratio, the lower the rate.

Showtime adjusted rates in 1989 and 1990, but by much lower percentages, around 4% or 5%, operators said, and according to Heim, some operators with low retail prices even got money back in 1989 as a result of that year's rate adjustment. Before that, there had been no increase for three years. TMC has not had a rate increase for the seven years it has been under Showtime's control.

Heim said the new increase will affect operators controlling 50% of TMC's and Showtime's subscriber base. Operators making up the other 50% have contracts with built-in rate increases, which don't expire for another two to two-and-a-half years, he said. These contracts generally



Showtime's '30 Minute Movie'

include lower rate increases than the one being instituted in March, but Heim added that during the three-year period when there were no increases to the general rate card, those operators with contracts did get rate increases.

Showtime CEO Tony Cox reportedly sent a letter to operators, explaining the reason for the March rate increase. The gist of the letter, said Heim, is that there is a disparity between what operators make and what the premium networks make from the pay television category. "The reason we take barely anything to the bottom line," said Heim, "is because we spend an inordinate amount of money doing marketing for the cable operator." According to Heim, operators gross \$4.2 billion from the premium category, and net \$1.6 billion, whereas the networks gross \$1.5 billion, and "only bring \$100 million to the bottom line," he said. With Showtime barely breaking even, the bulk of that money is going to HBO.

The economic story Showtime is telling "is a little one-sided," said one MSO executive. "Operators' retail rates have come down steadily, while whole-

sale rates have steadily increased," he said. "Operator margins have been deteriorating for two to four years."

Operators are mixed about whether they will pass on the rate hike to their customers in the form of higher retail prices, or absorb the costs themselves. If they choose to pass on the rate hike, the retail price they want to charge automatically moves them up to an even higher license fee increase in Showtime's sliding rate scale. Even if operators have no immediate plans to pass the cost on, "price increases do eventually end up hitting the customer," said Mike Luftman, vice president, corporate affairs, ATC.

"It's doubly destructive to raise rates when the market is soft," said one operator. "So operators are more likely to eat the cost to keep churn down, and they'll see their margins squeezed a few more points."

Showtime said its reason for the increase is strictly monetary, a fact no MSO will dispute. But operators said it may also be a bargaining chip for Showtime, which is trying to convince operators to work with them on new position-

ing and marketing of the service. "There are a lot of strategic issues involved, and they're [Showtime] in control. No one is going to get rid of the service, since operators want to keep Showtime as a hedge for HBO," according to one operator.

Showtime has long talked of eliminating buy-throughs and repositioning the service. They are beginning to hold specific talks with operators about pricing and positioning experiments, and have appointments scheduled with at least several operators in the next month or two to talk about pricing changes. **-SDM**

MORE CABLE IN BROADCASTING

- Lobbying by cable industry intensified last week as Senate staffers worked behind the scenes to bring cable bill to floor (see "Top of the Week").
- Turner Entertainment Networks President Gerry Hogan surprises industry with move to Whittle Communications as vice chairman (see "Top of the Week").
- Appeals court judge remands Cerritos case back to FCC, giving cable industry partial victory (see "Top of the Week").
- More and more broadcasters and cable operators are cooperating on local cable news ventures (see page 39).
- Efforts are underway to eliminate foreign ownership restrictions, must carry carveout for Home Shopping Network stations and prohibition against carriage of distant signals on broadcast tier in House cable bill (see page 78).

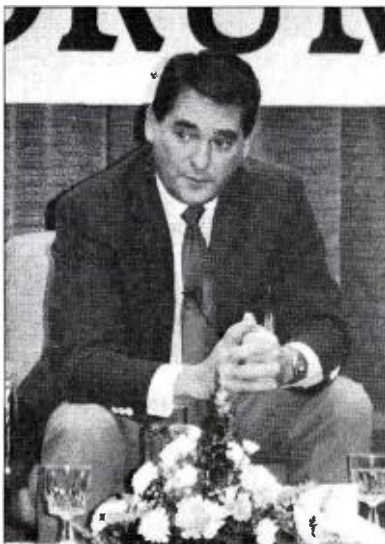
TAUZIN: EXCLUSIVITY, TELCO KEYS TO CABLE BILL

House Commerce Committee member Billy Tauzin (D-La.) told attendees at the Eastern Cable Show that if the issues of program exclusivity and disposition of a Senate telco bill are cleared up, there will likely be a cable bill this year.

"If we can get two of those two things [settled], it will pass," said Tauzin. But, he cautioned, "you've got to win it in the conference." The key on telcos for the cable industry, he said, will be to keep the [Senator Conrad] Burns bill separate from the cable bill, and fight efforts to combine the two. On exclusivity, Tauzin said simply: "Cable has some work to do in the Senate."

Tauzin made those comments during a Community Antenna Television Association open forum that kicked off the Eastern Show last week in Washington.

Although cable companies like to point to the broadcasters and telcos for fomenting the debate against cable on the Hill, Tauzin said cable operators played a part in the minds of many legislators in contributing to their own problems. He said congressmen in the late 1980's began hearing complaints from city officials who had heard complaints from subscribers. Those complaints centered on the fallout from large companies buying up smaller operations, and tiering changes that put channels that customers wanted on a higher-priced tier. In addition, the lower-priced tiers went up in price the fastest, said Tauzin, which spurred on those regulatory-minded congressmen to action. There are some in Congress who think 90% of cable operators are bad actors, Tauzin said in response to a question from Steve Effros, CATA president and moderator of the forum. Tauzin's estimate was



Tauzin

15%.

The House tried to reach a middle ground in its bill, he said, creating legislation aimed at the bad actors. The committee tried to bring "an infusion of some competition, although not full-blown competition," said Tauzin, who is a steadfast ally of the TVRO industry. Tauzin said he stands by his decision to support the 1984 Cable Act, and although he supports the 1990 bill, would prefer to see even less regulation than that in the measure.

Tauzin discussed several areas where changes in the bill might occur. He hopes to be appointed to the conference committee that will meet to rectify the different House and Senate versions. Tauzin said he has heard from small operators who are discriminated against by big cable programming networks, and

said that issue may come up in conference. He pointed to the administration's stance against the foreign ownership provision of the House bill, a provision he said he didn't particularly like either. And, in response to operators' queries about being allowed to put distant signals on the broadcast tier, Tauzin said that was a fight "worth winning."

It was Tauzin's view that the worst thing for cable to do was not to take an acceptable bill this year. Otherwise, "telco entry becomes a hot topic next year," he said, increasing the telcos' chances. If the bill passes, the chances of getting a telco measure up are "greatly diminished for several years," he said.

Cable and broadcasters put aside differences to offer local news

The cable operators and broadcasters who are building news and programming partnerships are reporting success from earlier experiments, and they are planning further joint ventures. A panel devoted to broadcasting-cable local partnerships at the Eastern Show found panelists saying broadcast news on cable would greatly increase in the future.

Orlando, Fla., is one hotbed of activity and WFTV(TV) the ABC affiliate there, has been out in front. The station, which is owned by Cox Enterprises, a company also with significant cable interests, provides the local news insert on Headline News for the ATC system system in the area (Cablevision of Central Florida). Chris Schmidt, news director of the sta-

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A M E R I C A ' S F A V O R I T E C A B L E N E T W O R K



ROUNDTABLE WITH CARTER ON DISCOVERY

Cable and political luminaries were on hand for the taping of *A Carter Center Briefing: Crisis in the Gulf*, which was shown on The Discovery Channel Sept. 16. Former President Jimmy Carter conducted a roundtable discussion on the Middle East crisis

with advisors from his administration at the Carter Center in Atlanta. Shown above (l-r): James Robbins, president, Cox Cable; Carter; Admiral William Crowe, former chairman of the joint chiefs of staff, and Discovery Chairman John Hendricks.

tion, said more cooperative ventures are on the way. Last Wednesday, the station covered an important local debate in an election race and ran it live on cable channel 32. It followed a similar course for the Claude Pepper funeral 18 months ago. "We received a lot of overwhelming good reaction," said Schmidt, from senior citizen groups, while not alienating soap opera fans as it continued to carry that programming on the station.

Schmidt, seconding remarks by Jim Rozier, vice president, marketing and business development for Cablevision, said WFTV would like to do similar inserts on Discovery, Lifetime or ESPN, with information that ties in with those networks, such as health and sports. The station also will provide live election night coverage using its anchors and reporters on the cable system, as WBZ-TV Boston is planning to do (see page 41). That way, it continues to carry the ABC affiliate feed, but provides election coverage for the smaller part of the audience that wants to keep up with local returns, he said. Schmidt would like to develop a statewide five-minute newscast and half-hour state newscast using the resources of Florida News Network, the news cooperative of which WFTV owns 25% and Schmidt is president. The statewide newscast would appear on the cable operator-owned Sunshine Network, a public affairs and regional sports network. The logistics may be challenging, he said, "but if we don't do it, someone else will." The station also would like to

present Hispanic news, but that is in the early development stages, he said.

Rozier reviewed how all three network affiliates provide the cable system with news and information. WESH-TV provides two local weather updates hourly that are inserted in the Weather Channel and WCPX provides a cable-exclusive 10 p.m. newscast weeknights. Schmidt said WFTV was prepared to do all three, but Rozier wanted to maintain good relations with all the broadcasters in town by involving all three.

Schmidt urged cable operators who talked to broadcasters about providing local news to take it seriously. "It's got to be current. It's got to be real news," he said. Rozier pointed out that WFTV has scooped its 6 p.m. news programs by what it carries on Headline News.

Joe Duke, news director at WWL-TV New Orleans, which is running its most recent newscast on a 24-hour basis on a separate channel on Cox Cable, said the biggest hurdle is getting everyone with the station or cable system to sign on to the concept. Long-time animosities have to be laid aside and that is sometimes difficult, he said. The WWL-TV one-year experiment is coming to a close, and Duke said the station is evaluating it, but hopes to continue in some form. Actively selling advertising in the retransmitted program may be the next step.

Duke said he and Cox are discussing other ventures, such as joint high school football productions, business reports and the Headline News cut-ins. The

viewers can get national and international news any time, through CNN, said Duke, and they are demanding the same with local news. Schmidt added that a WFTV analysis found that more than 50% of WFTV viewers watched Headline News at some point in the day. He even said there are 15 to 20 police agencies in the state that have a dedicated television set tuned to Headline News to follow the news on the Gainesville college student murders. And Rozier said the local news on Headline was the third item most commented on in its recent subscribers survey. In fact, Rozier said ATC and WFTV wanted to extend the local Headline News insert into another ATC system in Brevard County. Subscribers in focus groups wanted the service, but only if it covered Brevard County, and didn't just offer more Orlando news. That sent WFTV and ATC back to the drawing board to create a Brevard County news service for insertion. —MS

*All the world's a stage,
but Western Europe
looks best to cable*

Although many new opportunities are opening up all over the world for cable, Western Europe remains the prime territory for expansion over the next few years. That was the consensus from a panel of worldwide players, as they previewed the global media in the '90s in the keynote panel session at the Eastern Show.

Robert Evans, a former CBS newsmen and now global trends forecaster, said there are markets of opportunity in Eastern Europe, but they are further down the road. With no history of a free market economy, those countries will have large hurdles to overcome before U.S. companies can look seriously there. It may take a decade or more for that expansion to take place.

Evans pointed out how basic business transactions, such as using credit cards or checks, are foreign in those countries. "There is not much basic infrastructure," he said. For instance, people pay their bills in cash in person on the day bills are due, he said.

James Lewis, a lender with the Bank of Boston, said: "We have looked extensively outside of Europe," and the "best opportunities" remain in Europe. There are even problems there, he noted. He doesn't see the cable borrowing climate "getting a whole lot better for the near term," which makes it even more difficult for U.S. banks to consider



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loans abroad. The problem in the UK is that the longer it takes for U.S. equity partners to borrow money, the better chance that DBS services BSB and Sky Television have in gaining a stronger foothold in the market.

The lack of money flowing also affects programing networks seeking greater worldwide distribution. Ruth Otte, president of the Discovery Channel, said the question becomes "how long can we keep costs under control until we get the revenue streams" up and running. Discovery has one million subscribers in three European countries. It receives some per-subscriber fees but nascent ad revenues. But she said "we felt it was important that we claim our niche," even though a steady ad stream may be years away. One way to keep costs down, she said, was to look at partnerships, as Discovery has done.

Although other areas of the world are opening up, they present some problems. Evans thought there may be some expansion in Australia, New Zealand, Hong Kong and Singapore. They all are

English or English-language oriented. But Lewis said his company looked at some cable proposals for Hong Kong, and it remains skeptical because of what the change to Chinese control might mean. Australia and New Zealand present critical mass problems, he said, of whether there are enough homes to support major media investments.

As for who will win the battle between DBS and cable globally, panelists gave a slight nod to cable. Otte said Discovery believes it has to be technology neutral, although she acknowledged one of the four MSO's that owns Discovery (United Artists) has heavily invested in UK cable. And she pointed out that as cable is laid past DBS homes in the UK, the conversion rate to cable is 70%. Lewis said his bank has made equity loans to Rupert Murdoch, owner of Sky Television, but added that Boston remains technology neutral. He said cable capacity will be more advantageous in the future and that by the mid-90's, DBS services could be wholesaling to cable.

-MS

TNT SCORES EARLY WITH NFL GAMES

For each of its first two games of the NFL season, TNT earned a 7.3 rating/11.5 share in its universe of 50 million. Combined with the ratings of the two broadcast stations in the teams' markets, which buy the games from TNT, the network is guaranteeing advertisers a 10.4 rating. For the first game, a New York Giants-Philadelphia Eagles match-up, TNT's combined rating was an 11.6, an overdelivery of 12%.

Broadcast results from the second game aren't in yet, but David Levy, vice president, sales, Turner Broadcasting, expects the final rating to underdeliver by about 10%, putting TNT even with its guarantees so far this season. Part of the reason for the underdelivery is that the game, a Pittsburgh Steelers/Houston Oilers match-up, involved teams from smaller markets than the first game, he said.

Levy noted that the broadcast ratings in New York and Philadelphia from the first game were so high also because cable penetration in those cities is low.

TNT believes it will end the season with an overdelivery of between 5% and 10%, according to Levy. "We were conservative in our guarantees," he said.

TNT took into account baseball pennant races, particularly ESPN's Sunday night baseball, which goes head-to-head with many of TNT's games, as well as the playoffs and World Series when it made those guarantees. Even with the expected overdelivery, guarantees for the season will not change, said Levy.

TNT's continued success will depend on the strength of its games, and they do have a strong lineup, especially with teams from top 10 markets, according to one advertising executive who noted that "the NFL bent over backwards to give TNT a good schedule." But, he added, "I'm kind of doubtful they'll achieve their goal."

ESPN, in its NFL season last year, averaged a combined rating of 11.3/16 share, and was only slightly lower in its own universe with a 10.2 rating. But the network, as it does this year, had games in the last half of the season, when "HUTS are higher, and there's no competition from baseball," said one advertiser, which makes higher ratings possible.

-SDM

LIFETIME GETS BOOST FROM 'L.A. LAW'

Lifetime's new fall schedule, helped by *L.A. Law*, picked up the network's prime time ratings from a 1.3 average in August to a 1.9 in the first week of the fall season, despite competition from broadcast network premieres.

L.A. Law, stripped daily at 8 p.m., is averaging a 1.3, increasing the time period by 86%. During August, movies ran from 7 to 9 p.m., averaging a 0.7 rating. Last September, the off-network *Spenser for Hire* aired at 8 p.m. and earned a 1.0. Pat Fili, senior vice president, programing, said *L.A. Law* is doing well, but has yet to reach its peak as it usually takes at least six weeks for off-network strip to build its audience. *Spenser*, which premiered in January 1989, was earning a 1.0 rating in September 1989 in the same time period.

E.N.G., the Canadian hour-long drama Lifetime has scheduled at 7 p.m. as a lead-in to *L.A. Law*, is averaging a 0.7 rating. Fili said she expects ratings to build for *E.N.G.* in response to a promotional campaign that begins in a week. Until now, the network has focused its attention on promoting *L.A. Law*, she said.

The average rating for the 9 p.m. movie has increased since August, from a 1.5 to a 2.1, boosted by *Sudie and Simpson's* strong showing (5.9 rating)

against a presidential address. But Lifetime noted that ratings on the West Coast, where the original movie was not up against the President, did well. In Los Angeles the movie garnered a 6.0 rating, beating KCBS-TV's 5.2 rating in cable households. In San Francisco-Oakland, the movie earned a 5.2 rating.

The combined 11 p.m.-12 a.m. package of the newly-acquired *Tracey Ullman Show* and newly-stripped *The Days and Nights of Molly Dodd* is averaging a 0.7 and 0.4, respectively. Fili said ratings for *Tracey Ullman* are higher than for *Molly Dodd* because "people are more familiar with acquired programing. It takes longer for them to find the original. *Moonlighting*, which Lifetime had last year thought would do much better than it did, is averaging a 0.5 in its midnight slot, better than the 0.4 it earned in its 7 p.m. time slot, from where it was pulled in July. Fili said it works well as a companion with *Tracey Ullman* and *Molly Dodd*.

Lifetime continues to try to find a place for ex-CBS reporter Jane Wallace, whose morning talk show has been taken off the schedule. Fili said the network will be piloting a new Wallace show in the next two weeks. If the pilot is successful, expect to see a new talk show in early or late fringe sometime in the first quarter of next year.

-SDM

STORER GOES TO COURT OVER CITY CABLE RULES

It says Montgomery, Ala., exclusivity ban and uniform pricing violate Cable Act

Facing competition from another cable company in Montgomery, Ala., Storer Cable Communications Inc. has challenged in federal court two Montgomery ordinances requiring uniform cable pricing throughout the franchise and prohibiting exclusive distribution agreements between cable systems and programmers.

The Alabama capital renewed Storer's franchise last November, but it also granted in March a second franchise to the locally owned Montgomery Cablevision. The city subsequently enacted the uniform pricing and exclusivity ban to boost the competitive prospects of the second franchisee.

ESPN, which granted Storer exclusive rights to its NFL football package, joined Storer in the complaint, filed Sept. 6 in the U.S. District Court in Montgomery. Turner Broadcasting System, which granted exclusive rights to TNT, has also moved to intervene in the case on behalf of Storer.

In their complaint, Storer and ESPN charge that the ordinances violate federal laws, including the Cable Communications Policy Act of 1984.

They also allege that the exclusivity ban is unconstitutional—a violation of programmers' First Amendment rights. They asked for damages and for an injunction against enforcement of the provisions.

"The filing of the lawsuit was a last resort," said Jack Gilbert, general man-

ager of Storer system. "Storer has always competed in the marketplace, but cannot accept doing so with one hand tied behind its back. The ability to engage in price competition and to offer exclusive programming are the two main ways that Storer can differentiate itself to the public."

"These ordinances were regularly adopted and are valid," said Maury Smith, of Balch & Bingham, who is representing the city. He declined further comment.

Like Smith, Mike Waters, of Miller, Hamilton, Snider & Odom, who represents Montgomery Cablevision, believes the city "is on solid ground with the ordinances."

The charge that the ordinances are preempted by the Cable Act is "not accurate at all," Waters said. "Based on our research," he said, "we are confident the city has the authority to act in this area."

"This is very simple," Waters said. "Storer and Montgomery are here doing business pursuant to a franchise. The city is entitled to impose reasonable limits on how they are doing business. It has legitimate interest in trying to encourage competition and to passing ordinances to achieve that goal."

Montgomery Cablevision is considering intervening in the case on behalf of the city. Waters said, but has "not made a final decision."

According to Waters, Montgomery

Cablevision, which has already begun laying cable, is principally owned by Bill Blount, president of a Montgomery investment banking firm, Blount, Parish & Roton.

Terry Bienstock, a Miami attorney representing Storer and ESPN, said the case has national implications. As far as he knows, "this is the first time the court has been asked to review local franchising authorities' ability to regulate exclusive programming contracts," he said, noting that ESPN, TNT and other programmers have exclusive contracts with cable operators throughout the country. "This is also the first case to challenge the ability of local authorities to require uniform pricing," he said.

According to Bienstock, the uniform pricing measure violates the Cable Act, which preempts local rate regulation. It is also a breach of Storer's newly won 15-year franchise, which stipulates that no new regulations can be imposed on Storer's activities without its consent.

And, Bienstock added, the exclusivity ban violates the Cable Act, which also preempts program regulation and constitutes "an impairment of contract" between Storer and its exclusive programmers. It violates the programmers' First Amendment rights because it "tells programmers who to speak to," he said.

Aside from ESPN and TBS, Bienstock said, Storer has exclusive deals with SportSouth, a regional sports network, and CNBC.

—MAJ

CABLECASTINGS

ROUND THE CLOCK AMC

AMC announced last week that effective Dec. 1, it will program a 24-hour schedule, up from 18 hours. "There is a strong demand by consumers, particularly women, for quality movies during daytime hours, and AMC is the perfect service to fill that niche," said Josh Sapan, president and chief operating officer, AMC.

Kate McEnroe, vice president and general manager, said about 85% of AMC's subscriber base takes the present, full 18-hour feed. And 75% of those, approximately,

plan to take the full 24-hour feed.

USA EXCLUSIVE

USA Network announced last week it had signed an agreement with Super Channel, the European cable network, establishing USA as its exclusive ad sales representative in the United States.

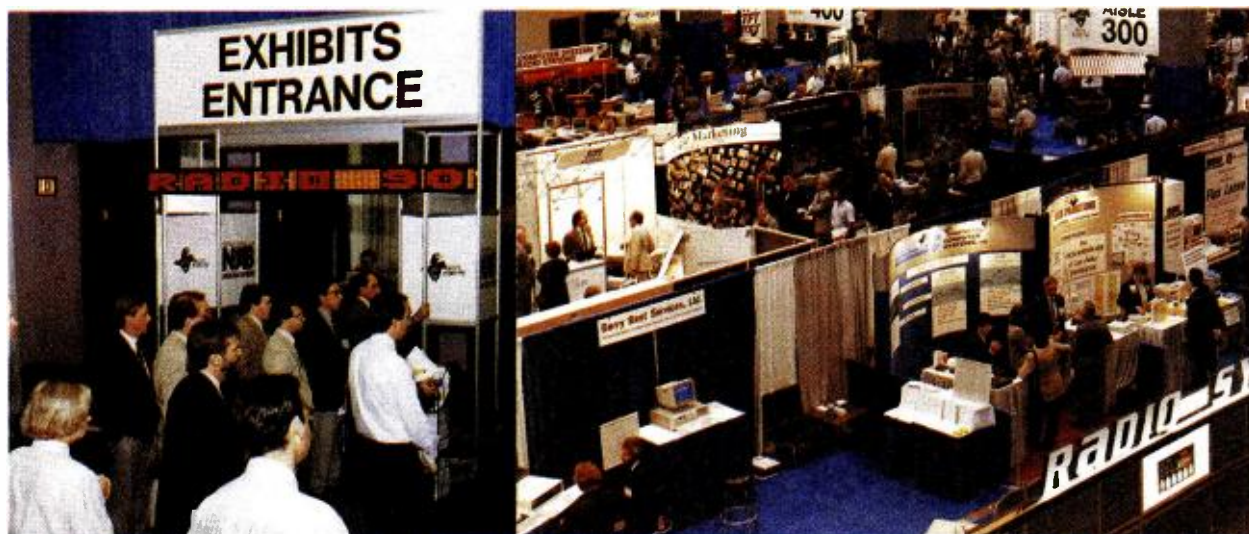
Effective Oct. 1, USA Network will become the exclusive sales representative for American advertisers wishing to buy time on the U.K.-based Super Channel, which has 23 million subscribers in

21 countries. Kay Koplovitz, USA Network president and chief executive officer, said she has talked to Super Channel about the possibility of acquiring equity.

RE-SIGNINGS FOR TNT

TNT has re-signed affiliate deals with Jones Intercable, Newhouse, Post Newsweek, Prime, Multivision, TCA Cable, Simmons and Rifkin & Associates, bringing to two-thirds the number of contract renewals stemming from the rate increases associated with the NFL.

RADIO



RADIO '90: THE DECADE HAS BEGUN

Radio broadcasters who traveled to Boston for the National Association of Broadcasters' Radio '90 convention (BROADCASTING, Sept. 17) came away with a wide range of experiences and ideas on how to better operate their stations as the medium moves into the last decade of the century.

From the 70-plus "hands-on" workshops, to the receptions and luncheons and showcases and awards programs, the record 7,241 attendees for the most part seemed to view the meeting positively. Those individuals who were on the never-ending search for "convention buzz" found that the hot topic was the prospects for Digital Audio Broadcasting, while NAB was trying to place a sub-orbital spin on President George Bush's proposed 5% spectrum fee. Also, for those few who hadn't already seen it coming, some group operators were talking about shifting gears somewhat in preparation to run properties bought in an "up" market.

Traffic on the exhibit floor had a few slow moments, but a majority of exhibitors surveyed by BROADCASTING were generally satisfied with the volume. A total of 185 companies filled 40,800 feet of space at the Hynes Convention Center, the highest numbers ever for NAB's all-radio show.

In order to boost traffic, often a major

challenge for NAB, the exhibit floor this year was the sight of three special events: the Exhibit Hall Carnival on Thursday, complete with food, drink and games of chance; a Programming and Production Showcase on Friday, featuring more than 30 syndicators and distributors of radio programming and production services; and a Saturday walk-around luncheon, designed to generate last-minute traffic. Companies exhibiting their wares ran the gamut from promotions and marketing firms, to satellite-delivered formats, to syndication houses, to software packagers to a certified public accounting firm.

DAB and other radio engineering topics were the focus of a number of convention sessions, with discussion ranging from technical questions regarding spectrum space, land- or satellite-based systems and frequency allocations, to regulatory issues of whom—if anyone—would get preference if and when a DAB system is implemented. Also discussed in radio technology sessions were radio data system, AM and FM improvement, and the state of the art of receivers.

Sales and management issues presented at Radio '90 included target selling, telemarketing, retail selling, value-added selling, qualitative sales and profit-

driven promotions. Programing discussions ranged from the relationship between the radio and record industries, how to be an on-air personality and 18 format forums covering virtually every format niche in radio. Additionally, radio broadcasters were educated on the do's and don'ts of buying and operating small market stations, the fundamental elements of station financial workouts and how operators will have to shift operating styles going into the '90s. European broadcasters cautioned their American colleagues who were interested in international radio opportunities to develop joint ventures with local broadcasters "who know the territory," rather than to think they can invade the continent with "U.S. know-how."

Other Radio '90 highlights included the presentation of the National Radio Award to Robert Hyland Jr., senior vice president of CBS Radio and general manager of KMOX(AM)-KLOU(FM) St. Louis, and the announcement of the 10 NAB Crystal Radio Awards for excellence in local achievement. Additionally, 23 radio personalities and stations received Marconi Radio Awards at a three-hour awards celebration that closed the convention Saturday night. The show was hosted by radio personalities Gary Owens and Larry King. —REB

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BROADCASTERS, COMMERCE OFFICIAL DEBATE DAB

NAB members fear NASA, VOA and USIA support for satellite-delivered systems; NAB research shows need for new FCC propagation measurements for DAB

In a tense, often confrontational Radio '90 session on the federal government's role in the emergence of digital audio broadcasting (DAB), broadcasters in opposition to any implementation of a satellite-delivered DAB service had a chance to make their case to a high official of the Commerce Department.

Wayne Berman, assistant secretary designate and a counselor to Commerce Secretary Robert Mosbacher, said that the administration takes a hands-off policy toward emerging technologies and that it would allow the marketplace to decide DAB's future. But broadcasters pushed Berman on questions about funding from three government agencies—NASA, the Voice of America and the United States Information Agency—to develop satellite DAB technology.

Berman told the audience that the administration is taking a strictly hands-off policy, leaving questions about whether DAB service is established and whether it should be terrestrial, satellite or both to private industry and the FCC. "Our view is that it is an interesting new technology that may or may not have applications in the marketplace.... We're not going to push that technology or pick it to make sure it succeeds or it fails over the current terrestrial system that we have. It's not up to the government to do that," Berman said.

Michael Rau, NAB senior vice president, science and technology, challenged the idea that the government has

a hands-off policy. He described some informal NASA and VOA meetings on DAB that he attended last spring. "Clearly those meetings have had a focus on satellite delivery. Those meetings have not so far focused on the merits of terrestrial delivery," he said. NAB strongly opposes the establishment of any satellite-delivered DAB service directly to consumers in the U.S. because of the negative impact it could have on the system of "localism" now in place with terrestrial services.

"What troubles me is that the NASA and VOA people actually have under way technology development. They are developing the receiver circuits and all of the technology elements necessary to establish a digital satellite radio service," Rau said.

"The government supports basic research in over 600,000 different technologies," Berman responded. "NASA's work is probably important to NASA's mission. VOA's interest is clearly important, from their vantage point, to their mission. These activities do not represent policy," he said. "I think there has been, very candidly, a naive overreaction to meetings that take place at a working level of the government."

Rau also said that the USIA's "interest is in replacing the shortwave broadcast networks that exist around the world with a global digital satellite broadcasting service. In the vision of USIA there would be a service among all the countries of the world. The government of

the United States would broadcast to other countries and, very importantly, other countries would broadcast to the United States."

The government also received criticism from those who said it should take an active role in DAB implementation issues. A Canadian in the audience described the efforts now in progress by the Canadian government and the Canadian Association of Broadcasters to establish a hybrid satellite/terrestrial DAB system and the plans to propose large enough international DAB allocation to support that system at the 1992 World Administrative Radio Conference (WARC) in Spain. "Unless the U.S. government is supporting that effort, it may not go through WARC," he said.

Berman replied that setting policy for WARC is the FCC's responsibility. (The FCC last week released a second inquiry on WARC 1992 with several questions concerning international DAB allocations. See "Top of the Week.")

In other DAB-related news, NAB released the results of a study conducted by its science and technology department that suggests that the current FCC coverage charts and other assumptions used to calculate current analog station reach will have to be revised for DAB stations. NAB charted the likely coverage of DAB stations if they were placed in the VHF or UHF television frequencies (currently among many bands being considered for sharing with DAB). The current VHF and UHF propagation curves assume that up to 50% of the locations in a station's coverage area may not be able to receive the signal. But new assumptions will have to be developed because of the nature of DAB signals, which degrade rapidly at low field strengths, compared to the gradual failure of analog signals, NAB said. DAB signals also will not be prone to the same impediments that often shield analog signals.

NAB suggested that a propagation curve of 90% location reliability up to 99% would be appropriate for DAB in the VHF or UHF bands. NAB has plans to conduct future studies on bands above 1 GHz. The NAB research assumed the use of the Eureka-EBU DAB transmission system. NAB wants to organize a field demonstration of that system for the 1991 NAB convention next spring.

—RMS



Convention hall discussion often focused on the prospects for Digital Audio Broadcasting.

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DIGITAL TRANSMISSION SYSTEM TO INCREASE CARRIER CAPACITY

ABC and CBS radio divisions helped develop SEDAT and will be first to use it

The top story on the exhibit floor at the Radio '90 convention was the announcement by Scientific-Atlanta (S-A) of Spectrum-Efficient Digital Audio Technology (SEDAT), a new digital transmission system that will triple the capacity on the carriers currently used for radio network satellite distribution. ABC Radio Network and the CBS Radio Division participated in the development of the system and will be the first SEDAT users.

Alan L. Freece, vice president, marketing and sales, in S-A's Private Network Business Division, Melbourne, Fla., said the system will be a benefit to S-A, networks and affiliates. "This is win-win-win for all of us.... The affiliate gets higher performance, higher quality of service and a higher number of programming services that [it] didn't have access to before," he said.

The need to increase the quality of the network signal reaching stations has increased now that high-quality digital audio is commonplace in many radio studios, said Richard Martinez, vice president, engineering, ABC Radio Network. "We'll have CD-quality arriving by next year at the stations before anybody's ready to broadcast that quality to the audience," he said.

"We're very excited about this, particularly in light of all the announcements and filings about digital audio and digital cable radio. Our distribution system to our stations at the very least will be able to provide the quality for the future," said Tony Masiello, director, technical operations for CBS Radio. He called the development of SEDAT "more than just an upgrade.... It's very powerful and a quantum leap in the technology."

SEDAT is designed to replace S-A's earlier DAT (Digital Audio Technology) system which was introduced in 1982 and has become the industry standard for digital satellite distribution. The 3:1 compression algorithm developed for SEDAT means that up to 80 radio signals can be delivered over a typical satellite transponder, compared to about 25 that can now be delivered. Each SEDAT signal has fidelity equivalent to consumer compact disk players, 20 khz, compared to DAT's response of 15 khz.

Another advantage to SEDAT is its compatibility with the established DAT equipment. Before development on the system began, "there was concern that [network distribution] technology could become obsolete," Martinez said. "What we've done here today is provide backward, but compatible retrofit which carries the system to new levels of efficiency." Conversion from one algorithm to another on a satellite receiver or transmitter involves changing one chip.

Coverting to SEDAT could be a money-making decision for ABC as well. Since it converted to DAT in the early 1980's, ABC has leased some of its digital transponder space to radio program syndicators, a market that has grown significantly over the past 10 years. "It has been a nice little revenue source and it will continue to be that," Martinez said. Tripling transponder capacity could make that business even more lucrative.

"We wanted to make sure that the equipment could handle more than one algorithm because as long as it is all-digital, as long as you have the proper chips in place, it is really just a matter of changing software," Masiello said. The digital signals delivered by SEDAT will retain a high audio quality for interface with future terrestrial DAB radio stations. Also, if there is ever a future world standard algorithm different from SEDAT's, it will be a simple matter to convert to it, he said.

Freece said that the value of S-A's contract with ABC is more than \$4 million. The system will go into operation in 1991. Under CBS's new arrangement, "because now there is an expanded capability on ABC transponder for the present transponder, we will be leasing our capacity for the next 10 years on that transponder," Masiello said. —RMS



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LOOKING AHEAD

In spite of an early Saturday morning time slot, the panel "Group Heads Look into the 90's," drew a large crowd of broadcasters. It was moderated by Dick Ferguson, New-City Communications (far left, above), and featured (l-r): Jim Champlin, Beck-Ross Communications; Bob Hughes, U.S. Radio; Randy Odeneal, Sconnix Broadcasting, and Jim Thompson, Group W Radio.

Radio in the 1990's is shaping up entirely differently from radio in the 1980's, said Champlin, adding that operators will focus on expense consciousness, long term goals pitted against short term goals, and reducing top-heavy management, which he called "nonproductive." "The nineties," he said, "will be about getting back to broadcasters running broadcast stations."

Radio station operators need new at-

titudes about themselves and their medium, said Thompson. Radio professionals should be proud of their medium and its capabilities—and stop longing to be in television. The medium is "a sleek jet fighter," he said, versus television, which he categorized as a "jumbo jet." That immediacy of action, Thompson added, makes radio the ideal medium for customer focus. "Radio's greatest weakness," said Hughes, "is that it is not a major market medium. But," he added, "radio's greatest strength is that it is not a major market medium." He encouraged operators to exploit radio's ability for reach and frequency and work toward eliminating cost per point sales.

Odeneal addressed the issue of digital audio broadcasting. In his estimation, DAB should be approached as "the ultimate upgrade for FM stations."

ADVICE ON INVESTING OVERSEAS

The best advice U.S. entrepreneurs and broadcasters could heed before expanding and investing in Europe, according to Jeff Pollack, Pollack Media Group, is: "The common strategy to Europe is an individual strategy to each country." Another important element to remember is that the 1992 European union is an economic one, and not a cultural phenomenon.

The panel on opportunities in international radio, moderated by KHS-AM-FM vice president and general manager, Lynn Anderson, featured J. Mark Abson, Mullin Rhyne, Emmons & Topel; Simon Cole, Unique Broadcasting, and Jacques Kerrest, NRJ, Paris.

The panelists urged the audience to study, identify and target the market

they would like to pursue. The consensus was that the ideal way to do business overseas is to form a joint venture with someone already in the market. Fluency in the language is crucial, as is knowledge of the ethnic cultures.

France was described as the most "sophisticated" and competitive market in Europe. West Germany currently has 11 states and 11 communications regulatory bodies. When united with East Germany, Germany will have 16 states (and 16 communications regulatory bodies). England's communications arena is in flux. The current entity that regulates broadcast facilities will be replaced by a Radio Authority, but many areas are still up in the air, such as the amount of foreign ownership to be allowed. —LC

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RADIO TOLD TO PREPARE FOR "POST-YOUTH" MARKET

Radio broadcasters should keep a close eye on the maturing "baby boom bulge" as the U.S. marketplace edges closer to the year 2000, said Ken Dychtwald, president of California-based Age Wave Inc. In a multimedia presentation that incorporated examples of TV and print ads, Dychtwald cautioned broadcasters not to ignore the 35-54 and 50-plus listener in favor of the younger 18-34 demographic. By the year 2000, he said, the 18-34 audience segment will have \$41 billion less in discretionary income per year than they do now, while the 35-54 cell will have an estimated \$281 billion more to spend.

By the end of this decade, Dychtwald

predicted that the 35-54 demographic will represent 28% of the U.S. population, versus 7% today. He said that as this bulge continues to move through middle age, the U.S. consumer marketplace will begin to experience a drastic senior boom—"and that's where most of all ad dollars will be focused."

Dychtwald presented a portrait of tomorrow's mature, power core consumer that he predicts will lay to rest many myths that surround the "Geritol generation." He said that while aging baby boomers will take on a middle-aged perspective, they will keep many "ideals" of their youth. Noting that the average age of the Rolling Stones is 50, he said tomorrow's seniors will be listening to

rock 'n' roll as they dab on Oil of Olay. Concerns for health and youthfulness will mount, as will family concerns. Because of greater life expectancy and today's decreasing birth rate, "the average baby boom couple in middle age will have more parents than children," he said. Also, because today's "yuppies" have experimented with up-scale products, they will continue to be attracted to quality items—and will be able to spend more for them.

"America's youth-oriented era is ending, the post-youth era is beginning and media buyers, advertisers and broadcasters need to be aware of these changes if they are going to compete in the year 2000," Dychtwald said. —REB

FOLLOWING THE FORMATS

Program directors and operators had 18 format forums to choose from at Radio '90. The featured format forums included soft A/C; news/talk; new A/C; Spanish; noncommercial; classic rock; CHR; AOR; A/C; full service; easy listening; dance; religious; country; urban; nostalgia; classical, and oldies. Although the types of music discussed in each session differed, a chief concern continually surfaced: how to keep a target audience interested and tuned in.

Broadcasters attending the Spanish format forum had the opportunity to see and hear just how far Spanish-language radio operators have come. The new generation

of operators was well-represented by Herb Levin, WADO(AM) New York; Charles Fernandez, WAQI(AM)-WXDI(FM) Miami; Elizar Garcia, KCOR(AM) San Antonio, and Mark Rodriguez, KESS(AM)-KLTY(FM) Irving, Tex.

The first myth about Spanish radio to be dispelled is that the language umbrella can encompass the variety of formats programmed by these operators. At last count, there were at least 10 totally distinct formats programmed in Spanish. Those run the gamut from news/talk to contemporary international hits.

The panelists agreed that the formula for success in Spanish language radio is the same as for general market radio:

concentrating on the sound of the station, tightly formatted music lists, disk jockeys well-versed in the station's image and strict adherence to creating a uniform station sound. The operators also talked about the need for more qualitative and quantitative research of the Hispanic marketplace.

There were five key areas of discussion at the news/talk session, including finding the right on-air balance between the two. Also addressed were the pros and cons of hiring local talent familiar with the market, or importing bigger name talent with more expertise, but less knowledge of the audience. Ron St. Pierre, WPRO(AM) Providence, moderated the session. Panelists were Brian McIntyre, WPTF(AM) Raleigh, N.C., and Al Mayers, WHDH(AM) Boston.

New adult contemporary has become one of the "hot" formats in radio. Panelists described the image of the format as more of a way of life than a music playlist. Chris Brodie, program director at KTWV(FM) Los Angeles, moderated the panel, which featured John Sebastian, KLSK(FM) Santa Fe, N.M.; Anne Williams, WJIB(FM) Boston, and Rob Moore, The Breeze Network.

CHR will continue to be a viable format, well into the next century, according to a CHR panel that featured Mark Evans, moderator, KXKT(AM)-KOIL(FM) Omaha; Stef Rybak, WKCI(FM) New Haven, Conn.; Neil Sullivan, WNTQ(FM) Syracuse, N.Y., and Keith Naftaly,



ABC Radio's Paul Harvey addressed an overflow crowd at Radio '90, mixing anecdotes with news briefs touching on such diverse topics as the U.S. economy, labor statistics, the war in Iraq, indecency and the impact of "negative news." Harvey (second from left) is shown above with (l-r) NAB President Edward O. Fritts; Robert Callahan, president of the ABC Radio Networks, and Richard Novik, vice chairman of NAB's radio executive committee.

KMEL(FM) San Francisco.

If broadcasters remember the key elements that have kept CHR alive and well over the last 20 years, it can continue to be successful. Those elements include portraying an "up and bright and positive" image and continuing to reflect the society that the station is licensed to serve, said the panelists.

Although CHR is fragmenting into urban-leaning, and dance-intensive mixes, the panelists noted that CHR has always been the leader in formats and has the ability to change more rapidly than others. Panelists also urged the audience to remember to keep their hands on the "streets and pulse" of their community.

Religious broadcasters discussed the advantages of network versus locally produced shows (the former, said Tom Sommerville, WMBI-FM Chicago, makes it easier to "get guests of world renown" and can be more economical), and competing with "every radio station in the market...not just religious stations." Indeed, the panelists emphasized that they face most of the same problems as secular broadcasters: finding a target audience and strategically marketing to it by aggressively promoting a station and doing regular audience research.

During the oldies format forum, Joe McCoy of WCBS-FM New York and Mike Bushey of Americom both stressed the need to "have fun"—and to emphasize it—on the air.

As did many panelists in different format forums, Kelly McCann of KSMG(FM) Seguin, Tex., emphasized that marketing a radio station is "as important" as programming it. Dave Anthony, KODJ-FM Los Angeles added that "what you're saying on the air" should reinforce spots in other media. Said McCoy: Make sure "your message is clear."

Panelists also discussed how many songs from the 1950's should be played each hour, how many titles should be played and whether adding music from the 1970's is a way to attract younger listeners.

Andy Bloom, WYSP-FM Philadelphia, said during the Classic Rock format forum (some call the format classic AC) that now, "about five years into the life of Classic Rock," the format has "now achieved the kind of respectability that we once never knew if it would.... And now, there are a lot of people who once predicted it wouldn't last six months making a living off of it today. We've really come full spectrum."

Most of the panelists agreed that in the year 2000 the format will continue to be updated and be successful. Mark Chernoff, WXRK(FM) New York suggest-

HYLAND RECEIVES NAB NATIONAL RADIO AWARD

Robert Hyland Jr., senior vice president, CBS Radio and general manager, KMOX(AM) St. Louis, received the National Association of Broadcasters' National Radio Award for 1990 at the Radio Management luncheon, at Radio 1990 in Boston.

A visibly moved Hyland received a standing ovation. He spoke briefly, concluding his remarks by saying: "To be honored by one's peers is a moment one can only dream about. Today you made that moment come true."

Hyland has spent more than 30 years at CBS-owned KMOX-KLOU(FM) St. Louis. KMOX last year was honored as news/talk station of the year, during the first annual Marconi Radio Awards. This year the station was voted major market station of the year.



ed that as new artists develop, they too could become classics. The question is whether to "chase the baby boomers to the grave," or become "a bridge" for the 25-34 year-olds, said programming consultant Gary Guthrie.

However, Bloom said he was "going out on a limb" and predicting that CR stations would still be playing the same 500 records. He also urged CR stations to "start thinking big, looking to do promotions and marketing in a very big way...that will bring these stations into full maturity."

As for choice of music, Danny Owen, KZPS-FM Dallas, said he plays something that will "sound right," including some current songs. But it goes much deeper than that, he said, adding: "What's between the records is much more important now than it was five years ago."

The aim of the AOR format in the

1990's, said Jack Daniel, WRFX(FM) Kannapolis, N.C., is to "find creative, clever ways to service the 25-plus demo with something more than just music outside of morning drive."

Mark Davis, KDJK(FM) Oakdale, Calif., said his stations targets the 18-49 group, which also tends to attract some "49-54 cross-over" and helps keep the station in touch with new, less "safe" music.

Jeff Carroll, KLBJ-FM Austin, Tex., said his station's primary target is 25-34, but it also tries to reach those 18-34, diversifying enough to capture some of the younger listeners.

Russ Mottla, WIYY(FM) Baltimore, said his target isn't demographically set. Rather, it is "listeners who prefer rock 'n' roll music, and I think that is an important first step in AOR returning to its dominance as a format." —LC, SJD

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NAB MARCONIS: NIGHT OF RADIO'S STARS

Tribune Broadcasting's WGN(AM) Chicago was honored with the Marconi Radio award for legendary station of the year given at a gala event at the Wang Center for performing Arts in Boston. It was one of 23 categories awarded.

Don Imus, WFA(AM) New York, was named the year's major market personality. Larry King of Mutual Broadcasting received the honor for network/syndicated personality of the year. Large, medium and small market personalities of the year went to Gary Burbank, WLW(AM) Cincinnati; Luther Massengill, WDEF-AM-FM Chattanooga, and Bobby Owen, KEAN-AM-FM Abilene, Tex., respectively.

Awards in the category for station of the year by market size went to: KMOX(AM) St. Louis (major); WTIC(AM) Hartford, Conn. (large); KSSN-FM Little Rock (medium), and WAXX-FM Eau Claire, Wis. (small).

Awards were also handed out for stations of the year by format, going to adult contemporary/easy listening, KOST-FM Los Angeles; AOR/classic rock, WLUP-FM Chicago; big band/nostalgia, KFRC(AM) San Francisco; black, urban, WVEE(FM) Atlanta; CHR/top 40, KIIS-FM Los Angeles; classical, KING-FM Seattle; country, KILT-FM Houston; jazz/new age, WJZZ-FM Detroit; MOR/full service, WGN(AM) Chicago;

news/talk, KABC(AM) Los Angeles; oldies, WCBS-FM New York; religious/gospel, WAOX(AM) Atlanta, and Spanish, WAQI(AM) Miami.

Entertainment was supplied by musicians Harry Connick Jr., and Lyle Lovett, as well as comedy from Mack and Jamie. Larry King and Gary Owens hosted the event.

Marconi Award winners (standing): Charles Fernandez, WAQI(AM) Miami; Larry West, WLUP-FM Chicago; Pete Newman, KING-FM Seattle; Jim Reeder, Southwest Subsidiaries Sun Group Inc., accepting for KEAN-AM-FM Abilene, Tex.; Pete King, WHEN(AM)-WRHP(FM) Syracuse, N.Y., accepting for WDEF-AM-FM Chattanooga, Tenn.; Phil Lerza, KFRC(AM) San Francisco; Joe McCoy, WCBS-FM New York.

Seated: Jhani Kay, KOST(FM) Los Angeles; Mike Roberts, WVEE(FM) Atlanta; Jerry Atchley, KSSN(FM) Little Rock, Ark.; Dickie Rosenfeld, KILT-FM Houston; Wayne Vriesman, WGN(AM) Chicago; Lynn Anderson, KIIS-FM Los Angeles; Michael Gamble, WAOX(AM) Atlanta; George Roberts, WAXX(FM) Eau Claire, Wis.; Nelkane Benton, KABC(AM) Los Angeles. Missing from photo: Nancy Widmann, president, CBS Radio division, accepting for KMOX(AM) St. Louis, Mo., and Larry King, Mutual Network.

SPECIALIZATION KEY TO SUCCESS

The "cookie cutter" days of radio programming are over, according to Dennis Constantine, KBCO-AM-FM Boulder, Colo. What "works in Chicago won't necessarily work in Nashville," because every city attracts different types of people, he said. He urged stations to look at their individual markets. "Find out what appeals to the underserved segment and give them a heavy dose of what they love." He advised: Don't try to be a big city station in a small market. "Be unique," he said.

Constantine and other "Finding Your Niche" panelists emphasized the need to determine what listeners want: find a

"hole" in the market—something that is not being done, as perceived by the listener, and then fill that void.

Constantine recommended studying the audience, appealing to a special group and then, from there, growing. In Denver, for example, he went after the "mountain sound" and then spread out from there.

According to Mel Diamond, Kidwaves Radio Network, radio is a product that needs to be positioned; those looking for a niche should market their product, he said. He advised finding a need and then "make sure the niche you've found can support a business." Kid-

waves, he said, found that about \$75 billion is spent by children every year.

Joe Nuckols, Winners News Network, advised throwing "the rating formula out the window." Broadcasters are "hung up on ratings," he said. If a station wants to succeed in a niche it should "think about selling radio to the entrepreneurs—the real business decision makers—and stop worrying about selling to media buyers."

Dave Rose of Business Radio Network agreed. "We need to think in terms of new ways" to verify our listeners, he said, to find out "who can we serve and what is their mindset?"

URBAN STATIONS GAIN IN BIRCH SUMMER SURVEY

Format now holds top slot in four of top 10 markets, comes in second in two others; CHR posts strong gains in Chicago and Dallas-Ft. Worth

The urban format continued to fare well under Birch Radio's call-out retrieval methodology and overall growing audience appeal, as the format claimed victory (adults 12-plus, Monday-Sunday, 6 a.m.-midnight) in four of the top 10 markets. Urban stations finished second in two other markets, and in Los Angeles, Evergreen's urban outlet—KKBT(FM)—continues to make impressive audience gains, pushing the station up to the number-three slot.

Some Birch highlights:

■ In New York, Urban-formatted WRKS(FM) added close to a share point to finish at number one, to outdistance its closest competitor, WQHT(FM), which picked up half a point to finish at 5.8.

■ CHR-formatted KIIS-AM-FM and KPWR(FM) Los Angeles each dropped close to a full point, both of which evidently were picked up by Evergreen's KKBT(FM), which climbed from a 3.9 in the spring survey to a 6.0 in the summer. KLOS(FM) also gained half a point, while talk-formatted KABC(AM) slipped from 5.0 to 4.3.

■ Urban-formatted WGCI(FM) Chicago, which finished on top last survey, finished in second place this time around, largely due to the power of dance-oriented CHR WBBM-FM, which jumped from a 7.1 to a 10.4.

■ Philadelphia urban WUSL(FM) jumped more than a full point to slide into the top slot, while AOR-formatted WMMR(FM) slid into second. Classic rock gained strength as WYSP(FM) jumped from sixth place to third, finishing out the summer with a 7.2.

■ In Dallas, KHYI(FM) appears to be winning the CHR race, gaining more than two points to jump into second place, well ahead of competitor KEGF(FM), which remains mired in eighth with a 4.8. The market leader still is country-formatted KSCS(FM), which finished slightly down but still on top with an 8.9.

■ Washington's Urban-edged CHR-formatted WPGC(FM) continues to hang on to number one with a 10.4, almost four points ahead of its closest rival, urban-formatted WKYS(FM), which finished with a 6.7.

—REB

BIRCH'S TOP 10

Station	Format	Spring '90	Summer '90	Station	Format	Spring '90	Summer '90
NEW YORK				DETROIT			
WRKS(FM)	Urban	6.3	7.1	WJLB(FM)	Urban	9.6	10.1
WQHT(FM)	CHR	5.3	5.8	WJR(AM)	AC-N/T	7.6	7.5
WHTZ(FM)	CHR	5.4	5.5	WHYT(FM)	CHR	7.1	7.2
WBLS(FM)	Urban	5.0	5.2	WDFX(FM)	CHR	5.2	5.9
WNEW-FM	AOR	5.3	5.2	WLIZ(FM)	AOR	4.8	5.1
WCBS-FM	Oldies	4.5	4.9	WRIF(FM)	AOR	4.1	5.1
WXRK(FM)	AOR	3.3	4.2	WJZZ(FM)	Jazz	5.0	4.8
WLTW(FM)	Soft AC	4.0	3.7	WVWW(FM)	Ctry	4.5	4.7
WOR(AM)	Talk	3.7	3.7	WNIC(FM)	AC	4.2	4.1
WPAT-FM	Easy	2.6	3.4	WWJ(AM)	News	4.0	3.8
LOS ANGELES				DALLAS-FT. WORTH			
KIIS-AM-FM	CHR	7.1	6.2	KSCS(FM)	Ctry	9.3	8.9
KPWR(FM)	CHR	7.0	6.1	KHYI(FM)	CHR	5.0	7.1
KKBT(FM)	Urban	3.9	6.0	KKDA-FM	Urban	7.0	7.0
KLOS(FM)	AOR	4.8	5.4	KTXQ(FM)	AOR	5.9	6.6
KOST(FM)	Soft AC	5.0	4.8	KPLX(FM)	Ctry	6.9	6.5
KROQ-FM	AOR	4.3	4.5	KVIL-AM-FM	AC	6.5	6.4
KABC(AM)	Talk	5.0	4.3	KJMZ(FM)	Urban	6.0	6.0
KQLZ(FM)	CHR	4.3	4.0	KEGL(FM)	CHR	5.1	4.8
KFWB(AM)	News	2.5	3.3	WBAP(AM)	Ctry	3.9	4.4
KTWV(FM)	New AC	3.0	3.2	KDGE(FM)	AOR	1.6	3.5
CHICAGO				BOSTON			
WBBM-FM	CHR	7.1	10.4	WZOU(FM)	CHR	9.9	9.7
WGCI-FM	Urban	10.7	10.2	WXKS-FM	CHR	8.7	8.4
WGN(AM)	MOR/Talk	7.5	7.8	WBCN(FM)	AOR	6.3	7.3
WCKG(FM)	CR	4.8	5.7	WRKO(AM)	Talk	5.8	6.9
WLUP-FM	AOR	4.9	4.1	WBZ(AM)	AC	5.1	5.1
WVAZ(FM)	Black/AC	6.6	3.7	WZLX(FM)	CR	3.5	5.0
WUSN(FM)	Ctry	3.4	4.1	WODS(FM)	Oldies	3.6	4.4
WBBM(AM)	News	4.2	3.9	WJIB(FM)	Easy	3.4	3.7
WKQX(FM)	CHR	3.3	3.4	WAAF(FM)	CHR	3.4	3.3
WXRT(FM)	AOR	4.0	3.3	WHDH(AM)	AC	4.4	3.2
WYTZ(FM)	CHR	3.4	3.3				
SAN FRANCISCO/SAN JOSE				WASHINGTON			
KMEL(FM)	CHR	8.4	9.1	WPGC-FM	CHR	10.7	10.4
KGO(AM)	N/T	6.6	6.8	WKYS(FM)	Urban	6.2	6.7
KROR(FM)	AOR	3.6	4.5	WMZQ-AM-FM	Ctry	5.8	6.2
KNBR(AM)	AC	2.4	4.2	WAVA-FM	CHR	5.7	5.5
KITS(FM)	Rock	2.9	3.8	WGAY(FM)	Easy	4.5	4.9
KSOL(FM)	Urban	3.8	3.8	WHUR(FM)	Urban	4.1	4.3
KCBS(AM)	News	4.3	3.5	WMAL(AM)	AC	4.5	4.3
KIOI(FM)	AC	3.9	3.3	WWDG-FM	AOR	4.5	4.2
KSFO(AM)	CR	1.9	3.1	WCXR(FM)	CR	4.6	4.1
KFRC(AM)	Nost.	2.8	2.8	WRQX(FM)	CHR	3.9	3.9
PHILADELPHIA				HOUSTON			
WUSL(FM)	Urban	9.0	10.3	KMJQ(FM)	Urban	9.9	9.9
WMMR(FM)	AOR	9.1	8.2	KIKK-FM	Ctry	9.7	8.1
WYSP(FM)	CR	5.5	7.2	KLOL(FM)	AOR	8.0	8.0
WIOQ(FM)	CHR	7.6	7.0	KILT-FM	Ctry	7.8	7.4
WEGX(FM)	CHR	5.9	6.4	KKBO-AM-FM	CHR	5.6	5.2
WPEN(AM)	Nost.	4.2	5.4	*KHMZ(FM)	Mix	3.0	4.2
KYW(AM)	News	7.2	5.0	KLDE(FM)	Oldies	2.4	4.2
WDAS-FM	Urban	4.4	4.7	KHYS(FM)	Urban	4.2	4.1
WXTU(FM)	Ctry	4.0	4.3	KRBE-FM	CHR	4.5	4.1
WMGK(FM)	AC	3.2	3.8	KTRH(AM)	News	3.6	4.1

Note: CR: Classic rock

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CHANGING HANDS

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

WIOA(FM) San Juan, WIOB(FM) Mayaguez and WIOC-FM Ponce, all Puerto Rico ■ Sold by Radio Americas Corp. to Alfred R. De Arellano III for \$3.79 million. Total is due in cash at closing. Stations went on air in March 1961, October 1947 and January 1970, respectively. Seller is headed by Gloria M.R. De Arellano and Josefina Z.R. De Arellano, and has interest in Estereotempo Inc., licensee of WQBS(AM) San Juan; WORA(AM) Mayaguez and WPRP(AM) Ponce, all Puerto Rico. Gloria M.R. De Arellano and Josefina Z.R. De Arellano are sisters of Alfredo De Arellano III; all are children of Alfredo R. and Esther R. De Arellano Jr., who own Telecino Inc., licensee of WORA-TV Mayaguez, P.R. Buyer has interest in Estereotempo Inc. WIOA(FM) has adult contemporary format on 99.1 mhz with 32 kw and antenna 977 feet above average terrain. WIOB(FM) has ballads format on 97.5 mhz with 25 kw and antenna 990 feet above average terrain. WIOC(FM) has ballads format on 105.1 mhz with 9 kw and antenna 150 feet below average terrain.

WBVE(FM) Hamilton, Ohio (Cincinnati) ■ Sold by Reams Broadcasting Corp. to LC Communications Group Ltd. for \$3.2 million. Station was acquired in November 1986 for \$4.5 million. Earlier sale to Entertainment Communications Inc. (Entercom) for \$5.85 million ("Changing Hands," Nov. 6) fell through. Seller is headed by Frazer Reams and also owns WCWA(AM)-WLOT(FM) Toledo, Ohio. Buyer is headed by Lewis Gibbs. Vince Frugé, Gary Martin and Michael Kromirs. WBVE(FM) has C&W format on 96.5 mhz with 19.5 kw with antenna 810 feet above average terrain. Broker: Gary Stevens.

WQBS(AM) San Juan, WORA(AM) Mayaguez and WPRP(AM) Ponce, all Puerto Rico ■ Sold by Estereotempo Inc. to Alfred R. De Arellano III for \$900,000 (see WIOC-FM Ponce, P.R., item above). Sale is transfer of shares within company. Price includes \$700,000 cash at closing and transfer stock certificates from Ponce Land Inc. WQBS and WORA went on air in March 1961 and Oct. 1947, respectively. WPRP was acquired in 1956. Seller is headed by Gloria M.R. De Arellano and Josefina Z.R. De Arellano, who have interest in Radio Americas Corp., licensee of WQBS(AM) San Juan; WORA(AM) Mayaguez and WPRP(AM) Ponce, all Puerto Rico, respectively. Buyer has interest in Radio Americas Corp. WQBS is fulltimer with Spanish pop format on 630 khz with 5 kw. WORA is fulltimer with Spanish pop format on 760 khz with 5 kw. WPRP is fulltimer

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$2,304,682 □ 14

FM's □ \$8,538,000 □ 10

AM-FM's □ \$162,148 □ 1

TV's □ \$000,000 □ 0

Total □ \$11,004,830 □ 25

Year to Date:

AM's □ \$84,790,759 □ 208

FM's □ \$400,028,062 □ 196

AM-FM's □ \$335,084,346 □ 172

TV's □ \$765,191,900 □ 77

Total □ \$1,577,195,067 □ 665

For 1989 total see Feb. 5, 1990 BROADCASTING.

with Spanish pop format on 910 khz with 5 kw.

WJTL(FM) Lancaster, Pa. ■ Sold by Joy Public Broadcasting Corp. to Creative Ministries Inc. for \$500,000. Price includes \$200,000 cash at closing and \$300,000 promissory note payable in five years. Station went on in August 1984. Seller is headed by Lowell Bush. Mary Lou Denbleyker, Joyce Bush and George Douglas, and is licensee of WJTY(FM) Lancaster, Wis.; KJTY(FM) Topeka, Kans.; WJTL(FM) Lancaster, Pa., and WJTG(FM) Fort Valley, Ga. Buyer is headed by Timothy N. and Cheryl Landis, John Smucker, Paul K. Logson and Harry L. Thomas Jr., and has no other broadcast interests. WJTL(FM) has contemporary Christian format on 90.3 mhz with 4.7 kw and antenna 198 feet above average terrain.

WKDR(AM) Plattsburgh, N.Y. ■ Sold by Walter J. Jakubowski to Hometown Broadcasting Inc. for \$287,500. Total is due in cash at closing. Station was acquired in August 1986 for \$194,000. Seller has no other broadcast interests. Buyer is headed by Mark C. Johnson, Louis A. Manno, Christopher Santee, Herbert Bloomenthal, Ray Pecor, Anthony Virga, James Condon, Robert Swanson, Robert McGill, Peter C. Johnson and Kevin Ohl, and has no other broadcast interests. WKDR is daytimer with talk format on 1070 khz with 5 kw.

For other proposed and approved sales see "For the Record," page 84.

BUSINESS

SLOW GOING FOR SCATTER

Fourth-quarter network market is sluggish; media buyers blame it on Middle East crisis, fears of recession; prime time and news suffering most

The fourth-quarter network scatter market—when the networks sell off ad time not sold in the upfront market—is yet to get off the ground, leaving the networks facing the possibility of a fire sale to unload the inventory. The scatter market, which is usually wrapped up by now, appears to be the victim of recession phobia, the Middle East crisis and the general decline of advertising expenditures that has plagued print media.

Rates for the scatter market are usually higher than those paid in the upfront; a delay, however, does not necessarily indicate that advertisers are resisting the networks' traditional request for double-digit increases. The general consensus is that most advertisers are waiting to get a better feel for the economy before releasing any advertising budgets—concern about the economy in general and what will happen in the Middle East in particular have made advertisers a little more cautious. Fred Dubin, vice president, network broadcast, N W Ayer, said that the Middle East situation has had some impact on the fourth quarter, while unrealistically high prices in upfront has also led to more inventory and "there is not that much money chasing that inventory." John Sisk of J. Walter Thompson Co. added that "if you had some money, you could probably do some pretty good deals." For now, however, the networks may have to wait until November when advertisers are expected to release budgets.

"It's going to be a tough quarter," said one network executive who did not wish to be identified. He said that "the agencies tell us that they have money, but their clients won't release it." To offset this, the network is moving clients up from November and December to fill in October.

Dayparts suffering the most, according to media buyers, are prime time and news. A media buyer said that ABC, the network news leader in the ratings race, has the most inventory. Ironically, NBC does not have as much news inventory available due to makegoods the network



has to provide following ratings decline, the media buyer said.

It's not all bad news for the networks. The daytime daypart, which was up 13%

in upfront, is close to sold out, according to media buyers. One buyer said that premiums for daytime in the scatter market could be 25% higher than what advertisers paid in the upfront for cost-per-thousands (CPM's).

Recession fears aside, some media buyers said that the growth of cable, syndication and Fox are cutting into the network share. During prime time upfront the three networks and Fox pulled in an estimated \$4.45 billion, but when Fox is removed the number is relatively flat compared to a year ago. Cable networks took in an estimated \$750 million to \$800 million in upfront, while syndi-

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has acquired

KQEO-AM/KMGA-FM

Albuquerque, New Mexico
from

UNISTAR BROADCASTING

\$1,317,500.00

The undersigned acted as broker in this transaction and
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cated programing took in about \$1 billion. Both were record figures. "A lot of advertisers put money into less expensive media," said one media buyer, adding that "we suspect that the money [for fourth-quarter scatter] is not there to the degree that we think it is."

Unwired networks also may have taken some money earmarked for the networks. Several unwired networks not affiliated with reps like ITN, ALIN-TV and TVRC pulled in about \$64 million in upfront, according to industry esti-

mates.

Some of the flatness in upfront was also attributed to a decline in automotive spending, which, at \$575 million, was down \$125 million from last year.

The fact that the networks also have more inventory to sell may also have hindered the scatter market. Said one media buyer: "This is the first fourth quarter that is impacted by the extra commercial time; there are also more availabilities because of the Fox programing expansion." CBS and NBC are said to

have added 12 units a week in prime time while ABC added four. Fox added four more hours of programing and did not go along with the network plan that compares current people-using-television numbers to trends established over the last eight years. Although that may have improved Fox's status with media buyers, the move could backfire should its decision to put *The Simpsons* (highly rated on Sunday nights) against the number-one rated *The Cosby Show* fail in the ratings.

-JF

GROUP W TO OFFER 'ONE STOP SHOP' TO ADVERTISERS

It will execute large multimedia campaigns of clients using broadcast and cable properties it owns as well as others

Westinghouse Broadcasting has unveiled a "one-stop shop" structure for advertisers, whereby Group W will execute a client's multimedia campaign, but arranging ad placement utilizing both Group W owned and non-owned media.

The setup will provide "a single uninterrupted path for advertisers to move into national, regional and local media targeted to reaching the 'right audience,'" said Burt Staniar, chairman of Group W.

Group W brings considerable outlets to its "Seamless Communications" program, as it is called. They include five television and 20 radio stations, 10 regional cable sports networks, two other cable networks, 14 properties in syndication for national ad sales, including *The Cosby Show*, a country radio magazine, four TV station community service campaigns and a local news cooperative. But the buys go beyond those properties.

Lloyd Werner, senior vice president, sales and marketing, Group W Satellite Communications, said "most essentially, it is not limited to Group W properties."

What Group W wants to do is coordinate the media buys of an advertiser in all the media. "Many advertisers buy across the media without a lot of coordination," said Werner. Group W's campaign will "save them time and effort," he said. For example, Coke may want to sponsor a tour by the rap artist M.C. Hammer. Group W could arrange media buys in MTV and rock radio stations, the format for some of Group W radio stations. The tour may culminate in a PPV telecast on Request TV (50% owned by Group W) and simulcast by rock stations, which Coke could also sponsor. Coke spots could also appear in syndicated programing. The advertisers "will be the molder of [the campaign]," said Werner. "We'll be the executioner

of it."

Werner said Group W has had about a half dozen conversations with advertisers interested in "Seamless Communications." The dollar figure those campaigns represent is in the tens of millions, but could grow to hundreds of millions in the future, if in an advertiser's quest for brand identity they target more and more narrowly.

Group W, with the properties it owns or markets, has strength in four areas, said Werner—sports, news, country music and rock 'n' roll. Werner said Group W is interested in talking to advertisers contemplating campaigns of at least one year or longer.

Werner does not believe there will be a flood of interested advertisers. "We expect a trickle," he said. But as advertisers use the service, Group W hopes that word of mouth will produce more interest.

A task force has been set up by Group W to coordinate "Seamless Communications," made up of department heads across the company's divisions that will meet once a month to implement the plan. They include Werner; Dan Cosgrove, senior vice president, media sales, Group W Productions; Michael Craven, regional vice president, Group W Radio; Edward Goldman, president, Group W TV Sales; Robert Kunath, vice president and general manager, Group W Sports Marketing; Rich Sheingold, senior vice president, marketing and sales, Group W Productions; John Waugaman, regional vice president, Group W Radio, and Peter Weisbard, vice president, sales, Group W Satellite Communications.

-MS

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KING WORLD'S MERLIN OFFERING HAS LITTLE MAGIC

King World Productions last week canceled its proposed stock offering for a new company, Merlin Program Capital, which would have funded new television shows in conjunction with King World. Stock "market conditions," were cited for pulling the offer, which was to have contained both shares in Merlin and warrants to later purchase King World stock at an estimated 30% premium to the King World value at the offering date (BROADCASTING, July 23).

Jeff Epstein, chief financial officer, said that when the Merlin offering was announced in July, the market for initial public offerings was strong. He noted

that the company was near completion of its European "road show" for the offering when the Iraqi invasion took place. "We had already booked Roger's and Michael's (King brothers, chairman and chief executive officer, respectively) time for the U.S. portion...this was also an opportunity to meet with existing King World shareholders and we thought possibly the stock might rebound," Epstein added while explaining why the road show continued even though King World stock dropped to below 19.

On the day the Merlin offering was canceled, King World stock was back up to 21½—it was 23¾ when the offering

was first announced—but Epstein said it was decided that the warrant holders would still have too good a deal: "We don't need the cash that badly; we have \$160 million already."

Agreeing with Epstein's characterization of the initial public offering market and the value of the road show was Dennis McAlpine, of Oppenheimer & Co. But McAlpine said that King World might have found it a test to sell Merlin even in a better stock market: "They had to do a lot of explaining of why you would want to own Merlin rather than King World, and of the upside value of the warrants versus that of the stock of King World."

SCOTTI BUYS ANOTHER 42.5% OF ALL AMERICAN

Deal by private firm will result in merger of programing companies

Scotti Brothers Entertainment Industries Inc. last week exercised its option to acquire shares owned by certain principal shareholders of All American Television Inc. (BROADCASTING, Aug. 20). The shares, representing approximately 42.5% of All American's outstanding shares, will be acquired at a price of \$5.25 per share.

If consummated, the acquisition will result in a merger, business combination, or similar transaction between the two companies.

Principal shareholders of All American, who are also directors of the company, include George Back, Joseph E. Kovacs and Syd Vinnedge. Principals of Scotti Brothers, including Anthony Scotti, also a director of All American, currently own an aggregate 14% of All American's outstanding common stock.

Scotti Brothers exercised its option at a price \$1 lower than that set forth in the May 18 option agreement, due to the "recent adverse conditions affecting financial markets." As part of the price renegotiation, the principal shareholders have secured from Scotti Brothers, on behalf of All American, the exclusive domestic over-the-air-television and basic cable distribution rights for six films owned by Scotti Brothers. Two of the film titles being considered are *Eddie and the Cruisers Part Two* and *Lady Beware*. The other four titles were not available at press time.

Terms of any business combination

between the two companies are subject to, among other things, regulatory approvals, approval by the boards of directors and shareholders of each company and review of a fairness opinion from an independent investment adviser on the value of the securities of the combined entity.

The closing of the purchase of the shares is scheduled to take place on or before Jan. 31, 1991, unless both companies agree to an extension or if there are regulatory delays not beyond Feb. 28, 1991.

Scotti Brothers is a privately held entertainment corporation based in Los Angeles. Its divisions include a record company, a motion picture production

and distribution company, a television production company and an international sales and distribution organization for films and video.

The New York-based All American is a publicly traded company engaged in the distribution of programing to domestic and international television stations, cable networks and home video markets, and the sale of commercial time to advertisers.

Among the programs nationally syndicated by All American are the music countdown series, *America's Top 10*, *Crimestoppers*, 800, news services including *Senior Report* and *Steve Crowley's Money Pro News*, and a variety of film packages.

—RG

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FOCUS ON FINANCE

Gainers were in the minority of media stocks last week. Among them was Ackerley Communications, up 22%, perhaps because of favorable mention in a recent *Business Week*. Cancellation of a planned TV program funding vehicle (see box, page 73) appears not to have hurt the stock of King World Productions, which closed at 21½ last Wednesday, flat with a week ago. Most cable stock declines were slight: one trader attributed that partially to share repurchases by MSO's such as Jones and Tele-Communications Inc. However, Cablevision Systems fell 12%, to 14¾; for the last reported

period, short interest rose 14%, to 55 times the average daily trading volume. Chyron dropped 50% to 9/16 following a Chapter 11 filing and the New York Stock Exchange said it was reviewing the broadcast equipment manufacturer's continued eligibility for listing. General Electric fell 9%, to 56½, perhaps on credit concerns affecting General Electric Capital Corp. and other finance divisions. Other noticeable declines to 52-week lows included Scientific Atlanta, down 13% to 14¾; Great American Communications, down 25% to 2¼; Disney, down 9% to 90¾.

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 Sep 19	Closing Wed Sep 12	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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BROADCASTING

N	(CCB) Cap. Cities/ABC	471	7/8	485		-13	1/8	-02.70	16	8,165
N	(CBS) CBS	162	172	7/8		-10	7/8	-06.29	12	3,833
A	(CCU) Clear Channel	11	11					00.00	-73	63
O	(JCOR) Jacor Commun.	2	2	1/8	-	1/8		-05.88	-1	19
O	(LINB) LIN	47	1/4	50	3/4	- 3	1/2	-06.89	-16	2,448
O	(OSBN) Osborn Commun.	8	8	1/4	-	1/4		-03.03	-10	55
O	(OCOMA) Outlet Comm.	15	1/4	15	1/4			00.00	18	99
A	(PR) Price Commun.	1	7/8	2		-	1/8	-06.25		16
O	(SAGB) Sage Bcsg.	1	1/2	1	3/8		1/8	09.09	-1	5
O	(SCRIP) Scripps Howard	46	46					00.00	19	475
O	(SUNNC) SunGroup Inc.		3/4	3/4				00.00	-1	5
O	(TLMD) Telemundo	5	1/2	5	3/8		1/8	02.32	-2	125
O	(TVXGC) TVX Group	7	7/8	7	3/4		1/8	01.61		57
O	(UTVI) United Television	30	1/8	29	1/2		5/8	02.11	3	327

EQUIPMENT & MANUFACTURING

N	(MMM) 3M	79	1/2	78	5/8	7/8	01.11	13	17,689
O	(IATV) ACTV Inc.	3		3	1/2	- 1/2	- 14.28		2
O	(AFTI) Am. Film Tech.	8	1/4	8	1/4		00.00	31	80
N	(ARV) Arvin Industries	16	3/8	15	5/8	3/4	04.80	23	307
O	(CCBL) C-Cor Electronics	7	1/2	7	1/2		00.00	6	32
O	(CTEX) C-Tec Corp.	15	1/4	15	3/4	- 1/2	-03.17	254	258
N	(CHY) Chyron		3/4	1	1/8	- 3/8	- 33.33	-2	8
A	(COH) Cohu	9	1/8	9	1/4	- 1/8	-01.35	7	17
N	(EK) Eastman Kodak	42	1/8	41	1/2	5/8	01.50	26	13,666
N	(HRS) Harris Corp.	24	5/8	24	3/4	- 1/8	-00.50	25	985
N	(IV) Mark IV Indus.	10	1/2	10	3/8	1/8	01.20	2	155
O	(MATT) Matthews Equip.	1	3/4	1	3/4		00.00	87	10
O	(MCDY) Microdyne	3	1/16	2	3/4	5/16	11.36	43	12
O	(MCOM) Midwest Comm.	1	1/2	1	3/4	- 1/4	- 14.28	4	4
N	(MOT) Motorola	61		60	7/8	1/8	00.20	15	7,954
A	(PPI) Pico Products		3/4		3/4		00.00		2
N	(SFA) Sci-Atlanta	14	3/4	17		- 2 1/4	- 13.23	8	329
N	(SNE) Sony Corp.	48	5/8	51	1/4	- 2 5/8	-05.12	24	16,140
N	(TEK) Tektronix	14	14	14	1/2	- 1/2	-03.44	-4	407
N	(VAR) Varian Assoc.	31		31	1/8	- 1/8	-00.40	-34	592
O	(WGNR) Wegener		7/8		7/8		00.00	-5	6
N	(WX) Westinghouse	28	1/8	31	7/8	- 3 3/4	- 11.76	8	8,201
N	(ZE) Zenith	5	3/4	6		- 1/4	-04.16	-1	153

	Closing Wed Sep 19	Closing Wed Sep 12	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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PROGRAMING

O	(ALLT) All American TV	2	7/8	2	1/2	3/8	15.00		5
N	(CRC) Carolco Pictures	8		8	1/8	- 1/8	-01.53	18	239
A	(CLR) Color Systems	2	1/8	2	1/2	- 3/8	-15.00	-2	12
O	(DCPI) dick clark prod.	4	1/4	4	1/4		00.00	18	35
N	(DIS) Disney	90	3/8	99	1/8	- 8 3/4	-08.82	15	12,033
O	(FNNI) FNN	6	1/4	6	1/2	- 1/4	-03.84	18	113
A	(FE) Fries Entertain.		5/8		11/16	- 1/16	-09.09		3
A	(HHH) Heritage Ent.	1	1/4	1	1/8	1/8	11.11	-1	9
N	(HISN) Home Shop. Net.	5	1/8	5	1/8		00.00	128	460
O	(IBTVA) IBS	1	3/8	1	3/8		00.00	17	4
N	(KWP) King World	21	1/2	21	1/2		00.00	10	812
O	(KREN) Kings Road Ent.		1/4		1/4		00.00		1
N	(MCA) MCA	36	5/8	39	5/8	- 3	-07.57	13	2,731
N	(MGM) MGM/UA Comm.	13	3/4	15	1/4	- 1 1/2	-09.83	-20	700
A	(NNH) Nelson Holdings	3		3	3/8	- 3/8	-11.11		12
O	(NNET) Nostalgia Net.		9/16		9/16		00.00		3
N	(OPC) Orion Pictures	9	3/8	9	7/8	- 1/2	-05.06	26	169
N	(PCI) Paramount Comm.	34		35	1/8	- 1 1/8	-03.20	24	4,043
N	(PLA) Playboy Ent.	4	3/8	4	3/8		00.00	-62	82
O	(QNTQE) Qintex Ent.		1/8		1/8		00.00		26
O	(QVCN) QVC Network	7	1/2	7	7/8	- 3/8	-04.76	-107	130
O	(RVCC) Reeves Commun.	6	3/4	6	3/4		00.00	-6	85
O	(RPICA) Republic Pic.'A'	5	3/8	5	1/4	1/8	02.38	21	22
O	(RPICB) Republic Pic.'B'	5		5			00.00	55	21
O	(SP) Spelling Ent.	4	1/2	5		- 1/2	-10.00	22	148
O	(JUKE) Video Jukebox	4	3/4	5	1/2	- 3/4	-13.63	-25	44
O	(WONE) Westwood One	3		3			00.00	-1	44

SERVICE

O	(AGRPC) Andrews Group	2	3/8	2	3/8		00.00	-1	21
O	(BSIM) Burnup & Sims	8	5/8	8	7/8	- 1/4	-02.81	107	108
N	(CQ) Comsat	30	1/2	28	1/2	2	07.01	8	516
N	(DNB) Dun & Bradstreet	41	1/2	42	3/8	- 7/8	-02.06	14	7,572
N	(FCB) Foote Cone & B.	24	24	1/8	- 1/8	-00.51	13	256	
O	(GREY) Grey Advertising	139	1/2	155	-15	1/2	-10.00	13	157
O	(IDBX) IDB Commun.	6	1/4	7	- 3/4	-10.71	20	38	
N	(IPG) Interpublic Group	30	5/8	32	- 1	3/8	-04.29	13	1,058
O	(OMCM) Omnicom	26	26			00.00	13	683	
N	(SAA) Saatchi & Saatchi	2	3	1/8	- 1	1/8	-36.00	-4	316
O	(TLMT) Telemation	2	2			00.00	4	9	
A	(UNV) Unitel Video	6	1/4	6	1/4		00.00	-14	13

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	Closing Wed Sep 19	Closing Wed Sep 12	Net Change	Percent Change	P/E Ratio(000,000)	Market Capitali- zation
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BROADCASTING WITH OTHER MAJOR INTERESTS

N	(BLC) A.H. Belo	34	3/8	34	3/8		00.00	29	668
N	(AFL) American Family	14	1/2	15	5/8	- 1	1/8	-07.20	11 1,179
O	(ACCMA) Assoc. Comm.	19	1/4	20			3/4	-03.75	60 359
N	(CCN) Chris-Craft	26	1/8	26	3/8		1/4	-00.94	653
O	(DUCO) Durham Corp.	27		27				00.00	15 228
N	(GCI) Gannett Co.	33	1/8	34	3/8	- 1	1/4	-03.63	13 5,234
N	(GE) General Electric	56	1/8	62		- 5	7/8	-09.47	12 50,352
O	(GACC) Great American	2	1/4	3			3/4	-25.00	79
A	(HTG) Heritage Media	3	5/8	3	3/8		1/4	07.40	-8 163
N	(JP) Jefferson-Pilot	37	1/2	38	5/8	- 1	1/8	-02.91	9 1,378
N	(LEE) Lee Enterprises	22		22	3/8		3/8	-01.67	12 525
N	(LC) Liberty	45		48		- 3		-06.25	10 384
N	(MHP) McGraw-Hill	47	1/8	49		- 1	7/8	-03.82	117 2,294
A	(MEGA) Media General	22	3/8	23	3/8	- 1		-04.27	32 578
N	(MDP) Meredith Corp.	23	3/4	24	3/8		5/8	-02.56	14 436
O	(MMEDC) Multimedia	62	1/8	62			1/8	00.20	18 702
A	(NYTA) New York Times	18	3/8	19	5/8	- 1	1/4	-06.36	6 1,400
N	(NWS) News Corp. Ltd.	17	1/2	18	3/4	- 1	1/4	-06.66	11 4,698
O	(PARC) Park Commun.	16	3/8	17	1/4		7/8	-05.07	17 338
O	(PLTZ) Pulitzer Pub.	21	1/2	23	1/4	- 1	3/4	-07.52	8 225
O	(RTRSY) Reuters	43	1/2	47	7/8	- 4	3/8	-09.13	20 18,752
O	(STAUF) Stauffer Comm.	135		135				-00.00	48 144
N	(TMC) Times Mirror	25	3/8	25	1/4		1/8	00.49	13 3,261
O	(TMC) TM Commun.		1/8		1/8			00.00	-1
N	(TRB) Tribune Co.	7	3/4	38	3/4	-31		-80.00	2 512

	Closing Wed Sep 19	Closing Wed Sep 12	Net Change	Percent Change	P/E Ratio(000,000)	Market Capitali- zation
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A	(TBSA) Turner Bcstg.'A'	12	3/4	12	3/4		00.00	-35	633
A	(TBSB) Turner Bcstg.'B'	13	1/8	13			1/8	00.96	-36 353
N	(WPO) Washington Post	233		240	1/8	- 7	1/8	-02.96	15 2,846

CABLE

A	(ATN) Acton Corp.	7		7	1/2	- 1/2	-06.66	25	10
O	(ATCMA) ATC	30	1/2	30	1/4		1/4	00.82	31 3,325
A	(CVC) Cablevision Sys.'A'	14	3/4	16	3/4	- 2		-11.94	-1 327
A	(CTV) Century Comm.	5	5/8	6	1/4	- 5/8	-10.00	-5	367
O	(CMCSA) Comcast	11	3/8	11	1/4		1/8	01.11	-8 1,283
A	(FAL) Falcon Cable	13	5/8	12	7/8		3/4	05.82	-13 87
O	(JOIN) Jones Intercable	6	1/2	7	1/2	- 1		-13.33	-3 81
N	(KRI) Knight-Ridder	42	3/8	43	3/8	- 1		-02.30	12 2,132
T	(RCI.A) Rogers'A'	9	7/8	10	1/2	- 5/8	-06.00	-17	349
T	(RCI.B) Rogers'B'	6	7/8	6	7/8			00.00	-12 568
O	(TCAT) TCA Cable TV	12		12	1/4	- 1/4	-02.04	40	290
O	(TCOMA) TCI	11	1/8	10	7/8		1/4	02.29	-14 3,961
N	(TWX) Time Warner	77	5/8	79	1/4	- 1	5/8	-02.05	-5 4,462
O	(UAECA) United Art.'A'	12	7/8	11	7/8		1	08.42	-12 1,797
O	(UAECA) United Art.'B'	12	7/8	12			7/8	07.29	-12 860
A	(VIA) Viacom	19	3/4	18	3/4		1	05.33	-20 2,107

Standard & Poor's 400

374.05 381.96 -7.91 -2.1

NABET MEETING WITH AFL-CIO OVER NBC

The National Association of Broadcast Employees and Technicians will meet with the AFL-CIO today (Sept. 24) to discuss the labor dispute between NABET and General Electric-owned NBC. Last month, the network implemented its final offer after the union had twice rejected earlier ones.

In a letter to AFL-CIO President Lane Kirkland, NABET International President James Nolan said that NABET has decided to "utilize, for the present, the AFL-CIO sanctioned 'Inside Game' workplace strategies, preferring to remain on the job rather than strike." Nolan also told Kirkland that NABET is planning a nationwide boycott of NBC, GE, the sponsors who advertise on NBC and their affiliates. NBC does not appear worried.

An AFL-CIO spokesperson said that no formal request for a boycott had been received yet. That may be discussed when NABET meets with the AFL-CIO's dispute committee today. Any boycott probably would not get underway until a decision is reached by the National Labor Relations Board on the

unfair labor practice charge that NABET filed, and that decision is not expected until October.

The union also says that the network's offer destroys "jurisdictional guidelines" and puts the jobs of the 12 bar-

gaining units in jeopardy. The Union said that it also wants to substantially increase the number of daily hires to levels far exceeding its competition while paying them at a reduced rate. NBC has 2,373 NABET members.

TV ADVERTISING BY CAR MAKERS: 1ST HALF 1990

Company	Network	% chg	Station	% chg
General Motors	\$266,274,500	12%	\$167,553,200	
Ford	\$115,037,400	-4%	\$83,117,900	-11%
Chrysler	\$123,419,000	43%	\$65,080,800	-24%
Toyota	\$73,178,000	82%	\$89,211,900	36%
Nissan	\$75,866,600	236%	\$49,790,400	-11%
Honda	\$53,572,700	31%	\$39,465,600	-4%
Mazda	\$34,321,200	77%	\$35,868,000	10%
Hyundai	\$13,691,300	-49%	\$31,432,600	15%
Mitsubishi	\$25,910,100	43%	\$14,944,100	-14%
Volkswagen	\$17,509,500	-15%	\$17,930,200	5%
Total	\$864,557,000	21%	\$640,212,900	-5%

Network television advertising by automobile manufacturers rose 21% to \$865 million in the first half of 1990, while station spending fell 5% to \$640 million. The totals were reported last week by the Television Bureau of Advertising and are based on commercial monitoring and estimated revenue figures compiled by Arbitron's Broadcast Advertisers Reports.

Stations were also hurt by a 17% decline in auto dealership advertising, to \$144 million, according to TVB. The above chart shows that network comparisons to the first half of 1989 were better than station comparisons for all but two auto manufacturers, Hyundai and Volkswagen. TVB President James Joyella said in a statement: "Dealers fund their advertising through co-op plans with the factories based on the number of cars sold. When sales are down (as they are now) the advertising dollars are simply not there."

WASHINGTON

FCC GETS EARFUL ON PROPOSED COMPARATIVE CHANGES

NAB says settlement caps will discourage 'quick-buck artists'; FCBA divided over issue; NBMC, in joint filing, says it agrees with caps so long as they do not apply to minorities

When the FCC sought comments from Fifth Estaters on proposals to modify its policy on settlement agreements and the expedient resolutions of comparative hearing cases, it wasn't asking for a can of worms. But it may have gotten just that. If the two dozen or so comments filed last week at the Commission are any indication, the communications industry is anything but unified. And whether or not the Commission adopts the recommendations it asked for, it has to deal with many groups that don't agree with how the comparative process is run.

The Commission proposed limiting settlement costs to "legitimate and prudent expenses," because it believes that some parties file competing applications in hopes of profiting by settlement (BROADCASTING May 14). It also hoped to eliminate "sham" applications and reduce the time comparative cases take to complete. Typically, such cases take three years, but the FCC would like to reduce it to one year. It also proposed, as part of its streamlining efforts, to modify or eliminate the *Anax* and *Ruarch Associates* policies. *Anax* prevents passive investors from being considered in calculating the comparative credit (the main determining factor in who is awarded a license). *Ruarch* frees those awarded licenses through settlement from divestiture or integration of minority management into ownership commitments.

Not only were various segments of the broadcast community divided, but some groups, like the Federal Communications Bar Association, had internal disagreement over the issue. Said FCBA: "The Executive Committee and much of the membership continue to believe that all participants in the comparative hearing process are best served if the profit motive for filing applications is removed entirely from the process" because "only serious applicants would file for new stations." Applicants "who are only interested in receiving a settlement

payoff would be deterred from filing."

Settlement caps, proposed Katzen, should be "125% of documented expenses" to compensate for "time and effort."

There are other FCBA members, however, who "believe strongly that permitting unlimited settlement payments offers a very positive inducement to settlement and thus contributes to expediting the process." She said many members feel that "the absence of any settlement caps since 1982 has greatly facilitated the settlement of cases, and the reimposition of a cap will once again discourage applicants from settling."

According to the National Association of Broadcasters, which supports the changes, the issues of settlements and streamlining are, in many respects, inseparable. "The sheer number of applications that are filed in a given new station proceeding," said NAB, "can often make pay off of competing applicants an attractive alternative to the expense incurred in comparative hearings. In addition, the relative ease and minimal initial costs involved in filing a new

station application make the process ripe for quick-buck artists."

According to the NAB "any major limitation on settlement payments would reduce the number of applications filed by parties who have no goal other than to seek a settlement. An absolute prohibition would also deter, at an early stage, those who stand no real chance of prevailing in a comparative hearing" and could "save numerous Commission staff hours."

Among the groups opposing the FCC's proposal was American Women in Radio and Television, which said that "a comprehensive ban" on settlements is "not necessary in light of recent and proposed reforms" because "such a ban would eliminate a major incentive for settlements that serve to expedite the hearing process."

The National Association for the Advancement of Colored People, League of Latin American Citizens and the National Black Media Coalition, in a joint filing, agreed with the policy in general, but asked that it not apply to minority buyers: "The high cost of litigation in the comparative process often eats deeply into the capitalization of start-up companies. Well qualified and financially capable minorities often find themselves outfinanced in comparative hearings." The Commission, they said, "has recognized that typical third parties wishing to buy out the field would lend little to the diversity of voices heard on the air by the public." Consequently, they said, the commission "should carve out very limited exceptions to its case settlement policies so as to benefit minority ownership. As long as minorities continue to own only 2.7% of all commercial broadcast facilities, it is reasonable for the commission to be both flexible and creative." Those exceptions would be if the buyer is a minority or if a minority becomes the managing partner and has a right of first refusal to buy within two years of sign-on, at 75% of fair market value.

-PJS

FCC CLOSES CABLE SYSTEM

The FCC has shut down a cable system, Multivision Cable TV of Hermosa Beach, Calif., for violating the cumulative leakage index (CLI) rules. High cumulative leakage from coaxial cable on some VHF frequencies (108-136 mhz) can cause interference to communications between aircraft and control towers. The Hermosa Beach violation was discovered during a nationwide inspection held during the week of Aug. 20 by the FCC Field Operations Bureau. Other systems with high CLI levels detected during the inspections will later receive fines of \$2,000 or more, the FCC said.

Abolishing *Anax*, the group said, "would be a serious mistake" because it "will reverse many of the minority ownership gains of the past decade." "Without the assistance of interested investors, many minorities simply lack the resources to file," it said.

Black Citizens for a Fair Media, filing with several other minority groups, said any modifications to the *Anax* policy should "allow bona fide applicants to take advantage of financing opportunities" available to them. However, Campbell was in favor of repealing the *Ruarch* policy because "applicants should be expected to comply fully with commitments made during the compara-

tive hearing process."

Stonewall Broadcasting, which stands to lose its station permit if the *Anax* policy is modified, then applied retroactively, asked only that any modification of *Anax* not be applied retroactively to "applicants whose ownership structures have emerged untarnished from the initial comparative hearing process."

Sandpiper Broadcasting Inc., permittee of a new FM at Holmes Beach, Fla., said that retroactive application of a modified *Anax* to Sandpiper "would be personally devastating" to its owners and "would send a clear signal to new station aspirants that only speculators and the foolish need apply."

Vincent A. Pepper, commenting on behalf of Pepper and Corazzini, said the process "has been quite successful in determining which applicant will best serve the public interest. Commission case law does not support the concern that the *Ruarch* policy encourages or facilitates abuse."

Lawrence J. Tighe Jr., president and general manager of Radio New Jersey, licensee of WRNJ(AM) Hackettstown, N.J., said the commission "should award a major comparative preference to the party that proposed allotment of the frequency. Major modifications of the hearing process itself is less important than eliminating speculators." -PJS

CONTROVERSIAL ELEMENTS IN HOUSE BILL MAY GO

Among vulnerable House measures: prohibition against foreign ownership of cable and restrictions on what can be carried on low-priced basic

Although the House passed its version of cable reregulation legislation two weeks ago without opposition, major provisions are controversial and may be modified or deleted during the House-Senate conference, assuming, of course, the Senate manages to pass its even more contentious cable bill before Congress adjourns.

The list of vulnerable House measures includes the prohibition against foreign ownership of cable, the restrictions on what can be carried on low-priced basic cable and the inclusion of broadcast affiliates of Home Shopping Network among stations cable system must carry.

The Bush administration has led the charge against foreign ownership restriction, which is a pet provision of House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.).

In its veto message to the House, the Office of Management and Budget said the measure "invites retaliation by other nations that could stifle the growing investment of U.S. firms in foreign cable systems and could hinder U.S. efforts to open foreign markets." What's more, OMB said, it violates the U.S.'s international trade obligations.

Possibly in deference to Markey, the cable, telephone and motion picture industry have not been openly criticizing the measure, but many companies within those industries would like to see it go, fearing the same international backlash as the administration.

The National Cable Television Asso-

ciation and Fox Broadcasting are trying to lift the restriction on the basic tier—each for its own reason. As now written, only local broadcast signals, public access channels and nonprofit public affairs networks such as C-SPAN can be carried on the tier.

NCTA wants to remove the restriction so that cable systems can, if they choose, put popular distant broadcast signals on the tier. That would not only serve the subscriber better, but it would also save them money. The copyright fees cable operators pay for distant signals are based on a percentage of the revenue generated by the tier the signals are on. The operators have an incentive to put the signals on the lowest priced tier.

Fox has two reasons for eliminating the restriction. First, cable systems without local Fox affiliates would not be able to include Fox stations from adjacent markets on the tier. As a result, Fox claims, viewers in some 60 markets will have to pay premium rates to watch adjacent-market Fox stations.

Second, cable systems would be unable to include on the basic tier local channels Fox is creating in cooperation with cable operators to telecast Fox programming in areas unserved by Fox broadcast affiliates. The Fox "white areas" encompass 9% of all television homes, according to Fox.

John Bryant (D-Tex.) went to bat for Fox on the House floor when H.R. 5267 was passed. Bryant said he is interested in "enabling cable viewers in every cor-

ner of our nation to receive both existing and emerging broadcast network programming in the most economic manner as part of the basic tier offerings."

The Bush administration, in its veto statement, took a swipe at the restriction, suggesting it might violate cable operators' First Amendment rights.

The cable industry is strongly opposed to giving HSN's broadcast affiliates must carry status.

Two Republican congressmen hailing from the same part of Pennsylvania as QVC criticized the provision as discriminatory treatment for HSN. Richard Schulze said mandating carriage of HSN stations, but not other home shopping services is "grossly inequitable" and must be corrected in conference.

Curt Weldon agreed: "The fact that HSN goes out and buys up or signs up broadcasters to place their service in front of more people should not give them special must carry status over their competition."

Robert Johnson, president of Black Entertainment Television, a longtime opponent of any kind of must carry regime, asked Senate Communications Subcommittee Chairman Daniel Inouye in a Sept. 19 letter to reject the House language giving HSN must carry status. The special status for HSN threatens minority programmers struggling to find space on cable systems and the concept of localism, Johnson said. If the language survives Johnson said, BET "will have no alternative but to seek its full scope of legal remedies." -HAJ

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SATELLITE

SBCA POISED TO PUT MONEY BEHIND ANTIPIRACY EFFORT

Suspecting majority of dealers involved in signal theft, program, manufacturer and retail members look to bolster budget for network of former FBI agents

The satellite industry's Anti-Piracy Task Force (APTF) heard good and bad news during its Sept. 18 meeting at Satellite Broadcasting and Communications Association in Alexandria, Va. In the bad news department, said Deppish Kirkland III, the SBCA's head of signal theft investigations, the association suspects that, of 6,404 home satellite equipment dealers listed in 1990 telephone books, about 5,120—80%—are involved directly or indirectly in piracy, including, ironically, some of the largest distributors of programming to paying subscribers.

The good news, said Kirkland and SBCA President Chuck Hewitt, is that a nationwide infrastructure that includes former FBI agents, U.S. attorneys and FBI bureaus is in position to complete up to eight regional sweeps of piracy suspects and to pursue up to 2,000 cases by the end of 1991.

Describing a sweep of raids on suspected pirates in Colorado last July and in Tennessee on Sept. 6 as the first two of up to eight targeted sweeps in 1990, Hewitt said the message to hackers who illegally alter satellite video descramblers to receive programming for free, and to retailers who sell the altered boxes, is, "No, we can't get everyone, but if we go into your region, if you're a pirate, we're going to get you."

The APTF, said Hewitt, used the meeting to solve its 1990 budget problems. But tough decisions remain to be made about how much the association will spend to reach 1991 goals set by Kirkland, who said pursuing criminal or civil litigation against all suspected pirates would demand \$23 million-\$34.5 million. Hewitt said the SBCA now knows the basic cost of pursuing each regional sweep and must determine how many cases it wishes to prosecute in criminal court, litigate in civil court or otherwise pursue. If the association quadrupled its budget in 1991, he said, all additional money would go to funding anti-piracy efforts.

Given agreement on some ballpark figure the SBCA wishes to raise for 1991, it will then be faced with finding mechanisms with which to fund APTF efforts. The dollars, said APTF Chairman and HBO Satellite Services President Robert Caird, ought to come from all the manufacturing, programming and distribution companies that gain revenue from satellite TV. As to the prospect of getting funds from a retail segment suspected of heavy participation in the problem, Caird suggested manufacturers could pass on to retailers the anti-theft cost of doing business.

Hewitt believes that out of the 5,000 dealers involved, under 1,000 are "hard core crooks" not likely to be dissuaded from participating in a \$200-million-a-year black market. The vast majority of dealers, he said, believe they have been driven into selling or

referring sellers of pirated boxes to stay in business. Kirkland and Hewitt said that, given a critical mass of cases opened, perhaps 20% of the suspected pirate community, the majority will follow the lead set by pirates in Colorado who Hewitt said called the SBCA following the July raids, asking how to clean up their businesses.

Kirkland said that 569 cases are currently open, 121 of these confirmed by evidence and 82 ready for prosecution. Hoping to open 1,200 more cases in 1991, Kirkland seeks from the association a litigation fund to pursue civil actions against those not prosecuted in criminal court.

For the time being, Hewitt and SBCA Retail Council Chairman Rik Hawkins said they know of only 14 dealers in the U.S. "who won't do anything" piracy related.

—POL

Two more years

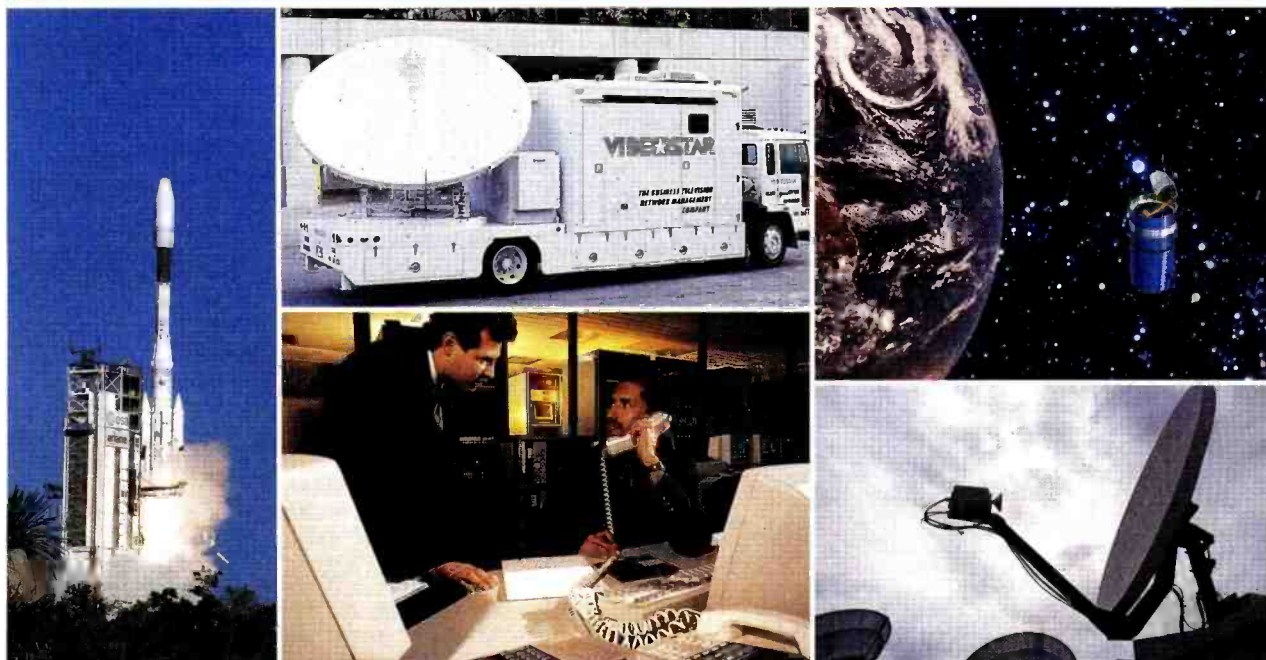
Gannett Broadcasting, which first signed on with GTE Spacenet for satellite newsgathering services in 1986, last week announced it has extended the relationship for another two years. Spacenet will distribute Gannett News Service video to 10 Gannett stations, as well as Spacenet's own News Express service (computer-based scheduling, transponder access management and voice communications systems), for the Gannett News Bureau and its cooperative of eight stations equipped with transportable uplinks.

Total Communications, formed in Virginia by overseas interests, is set to make an offer in court Sept. 26 to buy and continue the business for Skycom, which filed Chapter 11 bankruptcy last March. Skycom and GTE Spacenet created the Skyswitch voice communications system used by CBS and ABC

in coordinating satellite newsgathering operations with their affiliates.

Meanwhile, GTE Spacenet has upgraded the hardware for, and the name of, that voice communications package. Now referred to as the News Express Communicator, the Skyswitch hardware has been reduced in size by 41%—it will open up additional bay space in a standard or downsized Ku truck, said Spacenet—and by 10% in price. A larger data rate will also allow more complete exchange of script revisions or updates, said Spacenet, which did not provide pricing details on what it said is a new upgrade/trade-in program for current Skyswitch owners. News Express will operate on three GTE birds, including Spacenet I and GStars II, III and IV, given a successful launch of the last of those in late November.

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BRITISH, U.S. FIRMS STEEL FOR CABLE-TELCO REVIEW

So-called duopoly review could prove help or hindrance to cable growth

Britain's nascent cable television industry and the North American telcos and cable operators that are about to invest billions in its future are being swept into a pending review of British telecommunications policy.

The UK government's so-called duopoly review, beginning in November, seven years to the month after Britain opened long-distance telephony to competition, will explore a variety of relaxations affecting cable operators that are granted both television and telecommunications licenses in their franchise areas.

In the last year, with Britain's Cable Authority authorizing 100-plus franchises around the country, more than a dozen North American firms helped themselves to substantial stakes in virtually all of them. Among the players are telcos US West, Pacific Telesis, Nynex and Bell Canada, and cable operators United Artists, MacLean, Jones, Videotron, Masada and Comcast.

Each was drawn not just by the potential the new media is showing as a television service—with public interest growing in the newly offered satellite channels of Rupert Murdoch's Sky Television and British Satellite Broadcasting—but by business telephony services allowed for in their licenses and promising a significant boost to cash flow.

But while the duopoly review to be undertaken by the Office of Telecommunications (OFTEL), a branch of the government's Department of Trade and Industry, could help cable's growth by recommending a further easing of its entry into local telephone competition, making residential services profitable as well as business services, OFTEL could as easily hinder the industry by seeking to allow the still-dominant telecom operator British Telecom to use its central infrastructure to supply television services in competition with cable.

OFTEL Director General Bryan Carsberg, during a two-day conference in London last week sponsored by the Economist magazine and British Satellite Broadcasting data subsidiary Datavision, detailed the considerations that

will go into the review, on which OFTEL has already received extensive industry commentary.

"Cable TV companies represent a pivotal element in the development of our communications infrastructure,"

"Every referee knows there is no such thing as a level playing field, only one in which both teams are playing uphill."

—Sir Bryan Carsberg of Britain's OFTEL on cable-telco competition and the upcoming duopoly review.

said Carsberg. "I am personally enthusiastic to see the development of competition. The UK telecommunications regime regards competition as its front line weapon for the improvement of efficiency and quality of service for the benefit of customers."

While Carsberg made clear that his mind was not made up on the subject, he said that "some competition is a promising prospect at the local level and cable television companies are the obvious vehicles for competition." Under consideration in the duopoly review, Carsberg explained, is giving cable companies that operate local phone service greater freedom to choose long-distance interconnection partners, dropping existing requirements that operators reach agreements with either British Telecom or its rival in long-distance interconnects, Mercury. Some cable franchisees have argued that BT is unlikely to cooperate in agreements, leaving them with a single supplier, Mercury, and a weakened bargaining position.

An apparent critic of greater cable entry into telecom was conference speaker and member of parliament Doug Hen-

derson, the British Labour Party's spokesman on trade and industry matters. Henderson, who called the duopoly review a potential watershed, said "The cable TV industry has made no secret of their desire to be able to independently provide a service. Indeed, some analysts argue that their desire to enter the telecom market is their prime motive for seeking cable TV franchises."

Henderson charged, however, that the cable industry's record in meeting their installation commitments was "poor" and suggested operators might wait for the result of the duopoly review, due sometime next year, before making serious investment decisions. He added: "I have doubts as to whether the granting of telephonic franchises to these companies by removing the BT/Mercury duopoly would bring real competition. Its main impact might well be to re-establish a local monopoly."

OFTEL, which has responsibilities to ensure that cable franchisees abide by the terms of their license agreements, is now prepared to crack down on operators who did not meet specified timetables for building their networks, Carsberg warned. The agency is currently considering some form of action against five companies who have fallen behind, but Carsberg added: "My main purpose must be to use enforcement action to set down a new, reasonable timetable for completing the build in the interest of ensuring that service is made available to customers as soon as possible. The aim, in other words, is to focus on service to the customer, not to punish the operator."

Carsberg, knighted last year for his work at OFTEL beginning in 1984, also advised operators that entry into local phone service could bring greater responsibilities. For example, he said his agency could decide that cable companies must accept some form of limited universal obligations, i.e. be required to provide telecommunications service according to a standard tariff to anyone within their franchise area who wants it and has been passed. Operators can currently apply to provide phone services in

those parts of a franchise they themselves choose.

Carsberg dismissed concerns that OFTEL's delay in granting cable company applications for telecommunications services indicated doubts about the merits of competition or a plan to postpone decisions until the duopoly review is complete. He said, instead, that the new applications for the first time are not just pilot schemes, but real competitive plans that require more detailed financial modeling to assess the impact on BT, a process now almost complete.

Three franchises are already operating telecommunications services, another application is pending and Carsberg said he anticipates an acceleration in applications over the next year or two.

In another advisory to cable operators, Carsberg said the duopoly review would also consider British Telecom's role in the provision of television services, a possibility cable companies resist because of the efficiencies BT could achieve by integrating television and telephone capabilities into a planned fiber optic network.

Under rules to be scrutinized by OFTEL, BT is currently prevented from using the telephone infrastructure under its main license for cable TV services. While it could have participated in the franchising process under the same conditions as other startup grantees, it chose not to, citing a desire to begin building integrated operations from scratch. insert? for the same reason, has also recently sold one cable system it has operated since Britain's initial pilot cable program in 1983 and has three more on the market.

Carsberg, noting the economic efficiencies of integrated services and calling for their benefits to be made available to customers, told the conference "it seems likely that British Telecom should be allowed to provide integrated services, at some time, because if cable television is successful, and British Telecom is denied integration, British Telecom will eventually have difficulty in competing in telecommunications."

MP Henderson, in his speech, had also argued that he saw a "strong case" for BT and any other national carrier to become a provider of cable TV either as part of their own network or in association with the cable companies.

At the conference, BT's Alan Rudge, managing director, development and procurement, detailed BT's view of the future UK telecommunications infrastructure, which he said would be an all-fiber, all-digital, highly integrated broadband network. Although he said

the local loop was the "last but greatest hurdle" for fiber, he outlined progress at ongoing BT fiber trials at Bishop's Stortford in the UK, and said he expected "significant penetration" for the technology in the middle-to-late 1990's.

Cable operators at the conference generally agreed telecommunications and cable were coming together. "The convergence of telecommunications and broadcasting is indisputable," said Sally

Davis, managing director of Cable London, at a luncheon speech. Added UK Cable Authority Director General Jon Davey, "distinctions between telecommunications and broadcasting have become impossible to sustain."

But, according to Tony DeStefano, president and chief executive officer of PacTel Cable, his company sees cable television achieving success as a stand-alone business. **-AAG**

BRITISH DBS RIVALS GO TO COURT

After Sky Television publishes report on dish penetration, BSB sues Murdoch-owned firm for libel

UK satellite television services Sky Television and British Satellite Broadcasting may be anxiously awaiting the all-important Christmas selling season so that Santa can bring the British populace loads of new satellite dishes, but it appears the two competitors have little use for the holiday's theme of good cheer toward fellow man.

Two weeks ago, Sky issued a sketchily identified study by an ex-BSB rival knocking BSB's chances in the market, and last week BSB reciprocated by charging the Rupert Murdoch-owned Sky with libel after it published an advertisement BSB said made use of the report.

The document, which Sky identified as coming from the British firm Technology Advisory Services, said BSB would fall well short of its projected installed home dish base of half a million by the end of 1990, and instead would only reach 220,000 installations.

While the report also said Sky would be left short of its own target, it predicted the service would have 1.25 million dishes in place and be installing new ones at a 2-1 rate over BSB.

BSB, which characterized the Anderson report as having "dubious merit," had sought an injunction against Sky TV's plan to place advertisements using extracts from the report in the British national press, but said it "did not pursue the matter to a conclusion when Sky offered binding undertakings not to seek publication." Sky published an advertisement in *Daily Variety* on Sept. 14 that BSB said drew on the report and BSB subsequently filed its suit, which claims undetermined damages for libel, breach of contractual undertakings and attempted interference with the business

of a competitor. While Sky does remain well ahead of BSB in audience reach, the newer of the two services—BSB launched last April, Sky in February of 1989—in August was able to claim higher dish installation, placing 16,000 against Sky's 15,000, according to a *Financial Times* monitor.

BSB also said it has passed the 500,000 household mark, counting 77,500 dish homes, and 430,000 cable and satellite master antenna TV homes. The five-channel BSB maintains it will add between 300,000 and 350,000 dish homes by the end of the year, bringing its total to more than one million, including cable, and said it would boost the numbers with a £50 million advertising and promotion campaign this fall that will include free dish installations and other incentives.

BSB, whose shareholders have sunk £1.2 billion into the venture, cited one of the more optimistic satellite studies to come out in recent times, in which Citicorp predicted satellite TV will beat an impending recession and both BSB and Astra will prosper, with BSB reaching breakeven by 1994 and making £350 million by the end of the decade.

Although one leading BSB shareholder, Granada Group, has seen its stock plummet on the London Exchange in recent months as a result of its participation in the venture, a recent report by analysts at Britain's Barclays de Zoete Wedd predicted that "within the next 18 months, BSB will start to be perceived as a major positive for its shareholders."

The Sky-distributed report said BSB's losses may exceed £450 million (\$800 million) by the end this year, with monthly operating losses and financing charges of more than £35 million. **-AAG**

FOR THE RECORD

As compiled by BROADCASTING from Sep 11 through Sep 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—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Applications

■ **WBQM(FM)** Decatur, AL (BALED900827GV; 91.7 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Grace Baptist Schools Inc. to Bible Broadcasting Network Inc. for \$75,000. Seller is headed by William D. Compton, Ralph Matthews and Bob Johnson. Buyer is headed by Lowell L. and Georganna Davey, Keith Wohlenhaus, H. Ron White, R. Lindsay Poteat, Joseph J. Mast and Joy A. Davey, and has interest in KCEV-FM Wichita, KS; WAVO(AM) Decatur, WYFA(FM) Waynesboro, WYFS-FM Savannah and WYFK-FM Columbus, all Georgia; WFCE-FM Tarpon Springs, WYFB-FM Gainesville and WYFO-FM Lakeland, all Florida; WHPE(FM) High Point and WYFL-FM Henderson, both North Carolina; WHGG(FM) Knoxville and WYFC(FM) Clinton, both Tennessee; WYFG-FM Gaffney, WYFH-FM North Charleston and WYFV-FM Cayce, all South Carolina; WYFI-FM Norfolk, WYFJ-FM Ashland and WYFT-FM Luray, all Virginia. Filed Aug. 27

■ **WDAL(AM)** Linden, AL (BAPLH900828GU; 107.1 mhz; 3 kw; ant. 275 ft.)—Seeks assignment of license from Marengo County Broadcasting Inc. to Radio Communicators Inc. for \$125,000. Seller is headed by Billy Hogan, who has interest in WHOG(AM) Fernandino Beach, FL, WHIY(AM) Moulton, AL, and has CP for new AM at Hobson City, AL. Buyer is headed by Kenneth R. Rainey, David C. Majure and Howard Merson, and has no other broadcast interests. Filed Aug. 28.

■ **KPBQ(FM)** Pine Bluff, AR (BAPH900827GS; 101.3 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Madison Hodges to C. Johnston for \$60,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Aug. 27.

■ **KCNO(AM)** Alturas, CA (BTC900827EI; 570 khz; 5 kw-D, 200 w-N)—Seeks assignment of license from Robert W. Hansen to Richard L. Hansen for \$1. Sale is transfer of stock. Seller has no other broadcast interests. Buyer has interest in KCNO(AM). Filed Aug. 27.

■ **KCVR(AM)-KWIN(FM)** Lodi, CA (AM: BAPL900829EF; 1570 khz; 5 kw-D, 34 w-N; FM: BALH900829EG; 97.7 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Tumbeaugh Communications Ltd. to Stockton Radio Co. for undisclosed price. Seller is headed by Eugene P. Johnson and John P. Crowley, as trustees, who have interest in Command

Cable of Eastern Illinois and Pecan Plantation (Texas) Cable Ltd. Estate of Roger Tumbeaugh (deceased) owns 16% of voting stock of Four W Broadcasting, licensee of KHSS-FM Walla Walla, WA. Buyer is headed by John P. Crowley, Eugene B. Johnson, Gerald J. Kazma, R. Calvin Sutliff and C. Philip Rainwater. Sutliff is director of Summit Communications Inc., licensee of LPTVs K22AD Gillette, WY, and K60BY Cedar City and K27AH St. George, both Utah. Filed Aug. 29.

■ **KLRD(FM)** Yucaipa, CA (BTCED900831HF; 90.1 mhz; 300 w; ant. 1,024 ft.)—Seeks assignment of license from Shepherd Communications Inc. to John E. and Nancy Fugler, Eric Show and Bruce Hibma for undisclosed amount. Seller is headed by John E. and Nancy Fugler, Eric Show and Bruce Hibma, and has interest in KLRD-FM Yucaipa, CA, and in new FMs at Ojai, Bakersfield and Victorville, all California. Buyers have no other broadcast interests. Filed Aug. 31

■ **KRMX(AM)** Pueblo, CO (BAL900904EA; 690 khz; 250 w-D)—Seeks assignment of license from Carole A. Carson, trustee, to Ventana Enterprises Inc. for \$237,181. Seller has no other broadcast interests. Buyer is headed by Jerry J. De La Cruz, Diane K. Young, Baltazar S. Mendez, Richard L. Gonzale and Paul G. Brown, and has no other broadcast interests. Filed Sept. 4.

■ **WDCF(AM)** Dade City, FL (BAL900829EA; 1350 khz; 1 kw-D, 500 w-N)—Seeks assignment of license from Brewer Broadcasting Corp. to Fletcher Broadcasting Inc. for \$225,000. Seller is headed by James L. and Maytha N. Brewer, husband and wife, and has interest in WTOT(AM)-WJAQ(FM) Marianna and WDCF(AM) Dade City, both Florida, and WQLK(FM) Richmond, IN. Buyer is headed by James L. and Sandra A. Fletcher, husband and wife, and has no other broadcast interests. Filed Aug. 29.

■ **WBIT(AM)-WDDQ(FM)** Adel, GA (AM: BAL900830EG; 1470 khz; 1 kw-D, 350 w-N; FM: BALH900830EH; 92.1 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from D.R.R. Broadcasting Inc. to Williams Investment Co. for \$164,148.13. Seller is headed by R.A. Acree and has no other broadcast interests. Buyer is headed by John L. Williams, James Michael Williams, John Richard Williams, Robert Steven Williams and Debra McNeal, and has no other broadcast interests. Filed Aug. 30

■ **KZID(AM)** McCall, ID (BAL900904EC; 1240 khz; 500 w-D, 1 kw-N)—Seeks assignment of license from Mountain Broadcasting Inc. to Idaho Heartland Broadcasting Inc. for \$10,000. Seller is headed by Michael Ballin, Charles McDevitt, Joel Higgins and Peter Torkvei, and has no other broadcast interests. Buyer is headed by Dean C. and Nancy Hagerman, Nancy Gentry, Charles H. Wilson and William M. Boyd, and is permittee of KMCL-FM McCall, ID. Filed Sept. 4.

■ **WKRO(AM)** Cairo, IL (BAL900905EC; 1490 khz; 1 kw-U)—Seeks assignment of license from Cairo Broadcasting Co. to WKRO Inc. for \$148,000. Seller is headed by William T. Crain and has no other broadcast interests. Buyer is headed by Danny A. and Mary L. Mohler, and has no other broadcast interests. Filed Sept. 5.

■ **WJPF(AM)** Herrin, IL (BTC900827EH; 1340 khz; 1 kw-U)—Seeks assignment of license from Egyptian Broadcasting Co. to Egyptian Broadcasting Co. for \$200,000. Seller is headed by Robert A. and R. Keith Ferrari, O.M. Hudgens and John Brewster and has no other broadcast interests. Buyer is headed by Robert A. Ferrari, John S. Brewster, R. Keith Ferrari and Orville Hudgens, and has no other broadcast interests. Filed Aug. 27.

■ **KPLW(FM)** Northwood, IA (BALH900830HP; 102.7 mhz; 3 kw; ant. 97 ft.)—Seeks assignment of

license from Northwood Broadcasting Co. to Tri-Cities Broadcasting Ltd. for \$204,000. Seller is headed by Martin R. and Haruko Hanson, husband and wife, and has no other broadcast interests. Buyer is headed by Andrew P. Mark and Ronald and Carol Gayle Voss, and has no other broadcast interests. Filed Aug. 30.

■ **KBOM(FM)** Los Alamos, NM (BTCH900828GX; 106.7 mhz; 15.5 kw; ant. 1,948 ft.)—Seeks assignment of license from Kathleen McRee to Virgil C. Armer for \$206,000. Seller is headed by Kathleen McRee and Lance Armer, and has no other broadcast interests. Buyer has no other broadcast interests. Filed Aug. 28.

■ **WKDR(AM)** Plattsburgh, NY (BAL900829EB; 1070 khz; 5 kw-D)—Seeks assignment of license from Walter J. Jakubowski to Hometown Broadcasting Inc. for \$287,500. Seller has no other broadcast interests. Buyer is headed by Mark C. Johnson, Louis A. Manno, Christopher Santee, Herbert Bloomenthal, Ray Pecor, Anthony Virga, James Condon, Robert Swanson, Robert McGill, Peter C. Johnson and Kevin Ohl, and has no other broadcast interests. Filed Aug. 29.

■ **WJQZ(FM)** Wellsville, NY (BALH900827GR; 93.5 mhz; 1.45 kw; ant. 466 ft.)—Seeks assignment of license from Scenic Sounds Inc. to Erin Communications Inc. for \$400,000. ("Changing Hands." Sept. 10). Seller is headed by Terry C. Swift, Michael T. Baldwin and Louis Mason. Buyer is headed by John R. and Elaine A. Murphy, husband and wife, and Joseph A. and Anne A. Shambo, husband and wife, and has no other broadcast interests. Filed Aug. 27.

■ **WFAI(AM)** Fayetteville, NC (BAL900904EB; 1230 khz; 1 kw-U)—Seeks assignment of license from Beasley Broadcasting Co. to WFAI Radio Inc. for \$75,000. Seller is headed by George G. and Shirley W. Beasley, husband and wife, and Sam Floyd, and has no other broadcast interests. Buyer is headed by Gardner H. Altman Sr. and Henry W. Hoot. Altman is 100% shareholder of Ahoskie Radio Inc., ultimate owner of WRCS(AM)-WQDK(FM) Ahoskie, NC. HOOT is sole owner of WTSB(AM) Lumberton, NC. Filed Sept. 4.

■ **WNHW(FM)** Nags Head, NC (BTCH900904HT; 92.3 mhz; 3 kw; ant. 67 ft.)—Seeks assignment of license from Ronald K. Bennett to Kenneth L. Mann for \$3,000. Sale is between principals of Coastal Communications Inc., licensee of WNHW(FM). Seller has no other broadcast interests. Buyer has interest in Kill Devil Hills Communications Ltd., applicant for new FM station at Kill Devil Hills, NC. Filed Sept. 4.

■ **WJTL(FM)** Lancaster, PA (BALED900831HG; 90.3 mhz; 4.7 kw; ant. 198 ft.)—Seeks assignment of license from Joy Public Broadcasting Corp. to Creative Ministries Inc. for \$500,000. Seller is headed by Lowell Bush, Mary Lou Denbleyker, Joyce Bush and George Douglas, and is licensee of WJTY(FM) Lancaster, WI; KJTY(FM) Topeka, KS; WJTL(FM) Lancaster, PA and WJTG(FM) Fort Valley, GA. Buyer is headed by Timothy N. and Cheryl Landis, John Smucker, Paul K. Logson and Harry L. Thomas Jr., and has no other broadcast interests. Filed Aug. 31.

■ **WKEG(AM)** Washington, PA (BAL900802EG; 1110 khz; 1 kw-D)—Seeks assignment of license from William H. Ferguson to JIG Communications for \$100,000. Seller has no other broadcast interests. Buyer is headed by John G. Brodak, John A. Stets, Gene Lee, Karl Bailey and John E. Loeper, and has no other broadcast interests. Filed Aug. 2.

■ **WORA(AM)** Mayaguez, PR (AM: BTC900829ED; 760 khz; 5 kw-U)—Seeks assignment of license from Glorycap Investment Fund Inc. and Josycap Investment Fund Inc. and to Alfred R. De Arellano III for \$900,000 (sale includes WQBS[AM] San Juan and WPRP[AM] Ponce, both Puerto Rico). Sellers are

headed by Gloria M.R. De Arellano and Josefina Z.R. De Arellano, respectively (see WQBS[AM] San Juan, PR). Buyer has interest in Estereotempo Inc. and Radio Americas Corp. Filed Aug. 29.

■ **WIOB-FM Mayaguez, PR** (BTCH900829HC: 97.5 mhz; 25 kw; ant. 990 ft.)—Seeks assignment of license from Glorycap Investment Fund Inc. and Josycap Investment Fund Inc. to Alfred R. De Arellano III for \$3.79 million. Sellers are headed by Gloria M.R. De Arellano and Josefina Z.R. De Arellano, respectively. Buyer has interest in Estereotempo Inc. and Radio Americas Corp. Filed Aug. 29.

■ **WPRP(AM) Ponce, PR** (BTC900829EE: 910 khz; 5 kw-U)—Seeks assignment of license from Glorycap Investment Fund Inc. and Josycap Investment Fund Inc. to Alfred R. De Arellano III for \$900,000 (sale includes WORA[AM] Mayaguez and WPRP[AM] Ponce, both Puerto Rico). Seller is headed by Gloria M.R. De Arellano and Josefina Z.R. De Arellano, respectively (see WQBS[AM] San Juan, PR). Buyer has interest in Estereotempo Inc. and Radio Americas Corp. Filed Aug. 29.

■ **WIOC-FM Ponce, PR** (BTCH900829HD: 105.1 mhz; 9 kw; ant. -150 ft.)—Seeks assignment of license from Glorycap Investment Fund Inc. and Josycap Investment Fund Inc. to Alfred R. De Arellano III for \$3.79 million. Seller is headed by Gloria M.R. De Arellano and Josefina Z.R. De Arellano, respectively. Buyer has interest in Estereotempo Inc. and Radio Americas Corp. Filed Aug. 29.

■ **WQBS(AM) San Juan, PR** (AM: BTC900829EC: 630 khz; 5 kw-U)—Seeks assignment of license from Glorycap Investment Inc. and Josycap Investment Fund Inc. to Alfred R. De Arellano III for \$900,000 (sale includes WORA[AM] Mayaguez and WPRP[AM] Ponce, both Puerto Rico). Sellers are headed by Gloria M.R. De Arellano and Josefina Z.R. De Arellano, respectively, and has interest in Estereotempo Inc., licensee of WIOA(FM) San Juan; WIOB(FM) Mayaguez and WIOC(FM) Ponce, all Puerto Rico; Radio Americas Corp., licensee of WQBS(AM) San Juan; WORA(AM) Mayaguez and WPRP(AM) Ponce, all Puerto Rico. Gloria M.R. De Arellano and Josefina Z.R. De Arellano are sisters of Alfred De Arellano III, all are children of Alfredo R. and Esther R. De Arellano Jr., who own all issued and outstanding stock of Telecino Inc., licensee of WORA-TV Mayaguez, PR. Buyer has interest in Estereotempo Inc. and Radio Americas Corp. Filed Aug. 29.

■ **WIOA(FM) San Juan, PR** (BTCH900829HB: 99.9 mhz; 32 kw; ant. 180 ft.)—Seeks assignment of license from Glorycap Investment Fund Inc. to Alfred R. De Arellano III for \$3.79 million. Sellers are headed by Gloria M.R. De Arellano and Josefina Z.R. De Arellano, respectively. Buyer has interest in Estereotempo Inc. and Radio Americas Corp. Filed Aug. 29.

■ **KSMX(AM) Walla Walla, WA** (BTC900831EA: 1320 khz; 1 kw-D)—Seeks assignment of license from KMEX Inc. to Ralph and Cheryl Broetje and Barry and Maria Delaluz Jenkins, for undisclosed price. Seller is headed by Barry and Maria Jenkins and Ralph and Cheryl Broetje. Buyers have no other broadcast interests. Filed Aug. 31.

Actions

■ **KLIQ(FM) Shingle Springs, CA** (BALH900712HE: 102.1 mhz; 9.70 kw; ant. 564 ft.)—Dismissed app. of assignment of license from Lobster Communications Corp. to Olympic Broadcasters Inc. for \$400,000. Seller is headed by W. Richard Green, John R. McRae and Donna M. Crosson, and has no other broadcast interests. Buyer is headed by Douglas D. Kahle and William E. Boeing Jr., who each own 24.5% of Lobster Communications Corp., and has interest in WBRI(AM) Indianapolis and WXIR(FM) Plainfield, both Indiana; WFIA(AM)-WXLN(FM) Louisville, KY; WABS(AM) Arlington, VA, and KFIA(AM) Carmichael and KQNC(FM) Quincy, both California. Action Aug. 31.

■ **WNUE(AM) Fort Walton Beach, FL** (BAL900417EB: 1400 khz; 1 kw-U)—Granted app. of assignment of license from Smith Radio Inc. to Jerry D. Braswell and H.C. and Carolyn M. Van Buskirk, husband and wife, for \$10,000. Seller is headed by

Elizabeth Jones Smith. Smith Radio is subsidiary of Smith Broadcasting Inc., which is parent of SJK Inc., licensee of WAAY(AM) Huntsville, AL, and Rocket Television Inc., licensee of WAAY(TV) Huntsville, AL. Buyers have no other broadcast interests. Action Aug. 30.

■ **WELE(AM) Ormond Beach, FL** (BTC900719EA: 1380 khz; 5 kw-D, 2.5-N)—Granted app. of assignment of license from Wings Communications Inc. to Wings Communications Inc. for \$175,000. Seller is headed by Douglas Wilhite. Buyer is headed by Douglas Wilhite, who is GM and owns 50% of Wings Radio Co., licensee of WSSA(AM) Morrow, GA. Action Aug. 31.

■ **WBTR-FM Carrollton, GA** (BALH900702GJ: 92.1 mhz; 580 W; ant. 635 ft.)—Granted app. of 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. Action Aug. 29.

■ **WYZQ(AM) Hazard, KY** (BTC891026EG: 1560 khz; 1 kw-D)—Granted app. of license from Donald J. Toler to John Earl Edwards to for \$97,500. Seller has no other broadcast interests. Buyer is headed by John Earl Edwards, Colin Kelly Cox and Kenneth R. Finnison and has no other broadcast interests. Action Aug. 30.

■ **WKLA-AM-FM Ludington, MI** (AM: BAL900712HF: 1450 khz; 1 kw-D, 250 w-N; FM: BALH900712HG: 106.3 mhz; 3 kw; ant. 298 ft.)—Granted app. of assignment of license from WKLA Inc. to Chickering Associates Inc. for \$450,000. Seller is headed by R. Thomas and Ann Plank, husband and wife, and has no other broadcast interests. Buyer is headed by John E. Chickering and has no other broadcast interests. Action Sept. 4.

■ **KQAZ(AM) Austin, MN** (BTC900703EA: 970 khz; 5 kw-D, 500 w-N)—Granted app. of assignment of license from S&D Broadcasting to James R. Anderson for \$345,000. Seller is headed by Steven J. Potter, Darrell Solberg, Larry W. Edwards and James W. Hall. Solberg has interest in WNNO-AM-FM Wisconsin Dells, WI. Edwards has interest in WMT-AM-FM

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's ¹	TOTAL ²
Commercial AM	4,979	247	5,226
Commercial FM	4,308	867	5,175
Educational FM	1,430	282	1,712
Total Radio	10,717	1,396	12,118
Commercial VHF TV	550	19	569
Commercial UHF TV	552	185	737
Educational VHF TV	124	4	128
Educational UHF TV	226	20	246
Total TV	1,452	233	1,680
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
Total LPTV	757	1,713	2,470
FM translators	1,849	290	2,139
VHF translators	2,732	116	2,848
UHF translators	2,223	401	2,624

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration [†]	58.6%
Pay cable penetration	29.2%

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

Cedar Rapids, IA. Hall has interest in KHAK-AM-FM Cedar Rapids, IA. Buyer has no other broadcast interests. Action Sept. 7.

■ **WVMI(AM)-WQID(FM)** Biloxi, MS (AM: BAL900629G; 570 kHz; 5 kw-D, 1 kw-N; FM: BALH900629GH; 93.7 mhz; 100 kw; ant. 1.012 ft.).—Granted app. of 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. Action Aug. 29.

■ **KJUL(FM)** North Las Vegas, NV (BALH900322HW; 104.3 mhz; 100 kw; ant. 1.181 ft.).—Granted app. of assignment of license from Carrigan Communications to Waldron Partners for \$4.2 million ("In Brief" April 16.) Seller is headed by group owner Ragan Henry, who purchased 49% share in Oct. 1989 and had option to buy rest. Buyer is headed by Patrick Swygert and Larry Wexler and has interest in WMGR(AM)-WJAD-FM Bainbridge, GA and WMMI(FM) Kokomo, IN. In addition, Waldron has applications pending for KVKI-AM-FM Shreveport, LA, KBFM-FM Edinburg and KFAN(FM) Fredericksburg, both Texas, and WKYY-FM Moss Point, MS. Swygert is executive vice president of Temple University of Commonwealth System of Higher Education, licensee of noncommercial educational WRTI(FM) Philadelphia, and permittee of noncommercial educational WUCP(FM) Summerdale, PA. Henry's wife Regina is nonvoting shareholder of Waldron Partners. Action Aug. 30.

■ **WTRG-FM Rocky Mount, NC** (BALH900502HW; 100.7 mhz; 100 kw; ant. 1.968 ft.).—Granted app. of assignment of license from Capitol Broadcasting Corp. to Joyner Communications Inc. for \$5.999 million. Seller is headed by Kenneth S. Johnson and has interest in WMJJ(FM) Birmingham, WKSI-FM Mobile and WKSJ(AM) Prichard, all Alabama; WRKA(FM) St. Matthews, KY and WGF(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 A. Thomas Joyner and David Weil, and is licensee of WZFX-FM Whiteville, NC, and WROV-FM Martinsville, VA. Joyner owns 60% of Joyner Radio Inc., licensee of WTFX-FM Watertown, WI, and WROV(AM) Roanoke, VA. Weil holds 40% voting stock of Joyner Radio Inc. Action Aug. 29.

■ **KHJM(FM)** Taft, OK (BTCH900717H; 100.3 mhz; 3 kw; ant. 67 ft.).—Granted app. of assignment of license from Taft Broadcasting Inc. to Bryant W. Ellis and George L. Chambers for \$30,000. Seller is headed by Michael and Tarecca McKee, George L. Chambers and Bryant Ellis. Buyers have interest in Taft Broadcasting. Chambers has interest in KKHR(FM) Anson, TX, and Grace Broadcasting, permittee of KGBM(FM) Randsburg, CA. Action Sept. 5.

■ **WMHU(FM)** Renovo, PA (BAPH900709HA; 93.1 mhz; 3 kw; ant. 328 ft.).—Granted app. of assignment of license from Renovo Broadcasting Ltd. to North Penn Broadcasting Inc. for \$125,000. Seller is headed by John A. Kennedy Jr. and has interest in WHUM(AM) Hughesville, WHUM(FM) Avis and WBRX(FM) Patton, all Pennsylvania. Buyer is headed by Harold G. Fulmer III and Boyd G. Hixson, and has interest in WMIM(AM) Mount Carmel, WSP(FM) Shamokin, WKHL(FM) Salladasburg and WHUM(AM) Hughesville, all Pennsylvania. Fulmer is sole stockholder of Penn Central Broadcasting Inc., licensee of WKKU(AM)-WQXA(FM) York, PA; and East Penn Broadcasting Inc., licensee of WKKW(AM) Allentown, WLSH(AM) Lansford and WMGH(FM) Tamaqua, all Pennsylvania. Action Aug. 29.

■ **WKBj Milan, TN** (BAL900516EA; 1600 kHz; 2.5 kw-D).—Granted app. of assignment of license from Andrew Jackson Broadcasting Corp. to Milan Broadcasting Co. for \$80,000. Seller is headed by Andrew Jackson Hendrickson and has no other broadcast interests. Buyer is headed by Russell E. Reviere and James W. Hoppers Jr., and has no other broadcast interests. Action Aug. 31.

■ **WXRI(FM)** Windsor, VA (BAPH900629HZ; 107.7 mhz; 3 kw; ant. 328 ft.).—Granted app. of assignment of license from JH Communications to Willis Broadcasting Corp. for \$450,000. Seller is headed by Joseph A. Booth and Robert H. Cauthen. 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 Lonoke, AR and KSNE-FM Marshall, all Arkansas; WSFU(FM) Union Springs and WAYE(AM) Birmingham, both Alabama; WBOK(AM) New Orleans, LA; WESL(AM) East St. Louis, IL; WGSP(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; WPCE(AM) Portsmouth, VA; WTJH(AM) East Point, GA; WURD(AM) Philadelphia, PA; WWC(AM) Gary and WPZZ(FM) Franklin, IN; WKWQ(FM) Batesburg and WWP(DM) Marion, both South Carolina, and WIMV(FM) Madison, FL. Action Aug. 30.

■ **WVSR-AM-FM** Charleston, WV (AM: BAL900618HE; 1240 kHz; 1 kw-U; FM: BALH900618HF; 102.7 mhz; 50 kw; ant. 403 ft.).—Granted app. of assignment of license from Ardman Broadcasting Corp. to Amlar Broadcasting Ltd. for \$5.75 million. Seller is headed by Myer and Adrienne Feldman (see KCKN(AM) Roswell, NM). Buyer is headed by Dennis Scott Rooker and Michael J. Ludgate, and has interest in WIBM-AM-FM Jackson, MI; WKYD(AM)-WWSF(AM) Andalusia, AL; WKWK-AM-FM Wheeling, WV; WMCL(AM) McLeansboro and WTAO-FM Murphysboro, both Illinois, and WDXI(AM)-WMXX(FM) Jackson, TN. Action Aug. 10.

NEW STATIONS

Applications

■ **Fort Smith, AR** (BPED900816MA)—Bible Broadcasting Network Inc. seeks 89.7 mhz; 1 kw; ant. 387 ft. Address: P.O. Box 1818, Chesapeake, VA 23320. Principal is headed by Lowell L. and Georgeanna Davey. Keith Wohlenhaus, Ron White, Lindsay Poate, Joseph J. Mast and Joy A. Davey, and has interest in WFCE-FM Tarpon Springs, WYFB-FM Gainesville and WYFO-FM Lakeland, all Florida; WAVO(AM) Decatur, WYFA-FM Waynesboro, WYFK-FM Columbus and WYFS-FM Savannah, all Georgia; KCEV-FM Wichita, KS; WHPE-FM High Point and WYFL-FM Henderson, both North Carolina; WYFG-FM Gaffney, WYFH-FM North Charleston and WYFV-FM Cayce, all South Carolina; WHGG-FM Knoxville and WYFC-FM Clinton, both Tennessee, and WYFI-FM Norfolk, WYFJ-FM Ashland and WYFT-FM Luray, all Virginia. Filed Aug. 16.

■ **Blue Earth, MN** (BPH900824MC)—Lucille S. Bill seeks 98.1 mhz; 25 kw; ant. 328 ft. Address: 625 19th St., NW, Rochester, MN 55901. Bill is secretary and director of Olmstead County Broadcasting Co., licensee of KOLM(AM)-KWVK(FM) Rochester, MN. Filed Aug. 24.

■ **Blue Earth, MN** (BPH900823MF)—Robert D. and Jenifer L. Weerts seek 98.1 mhz; 25 kw; ant. 328 ft. Address: 133 S. Main St., Winnebago, MN 56098. Principals have no other broadcast interests. Filed Aug. 23.

■ **Blue Earth, MN** (BPH900822MS)—KBEW Inc. seeks 98.1 mhz; 25 kw; ant. 328 ft. Address: P.O. Box 278, Blue Earth, MN 56013. Principal is headed by Jerry and Patricia Papenfuss, husband and wife, and is licensee of KBEW(AM) Blue Earth, MN. They have interest in KBRF Inc., licensee of KBRF-AM-FM Ferguson Falls, MN, and KAGE Inc., licensee of KAGE-AM-FM Winona, MN. Filed Aug. 22.

Actions

■ **Florence, AL** (BPH870327KH)—Granted app. of Benny Carle Broadcasting Inc. for 96.1 mhz; 3 kw H&V; ant. 328 ft. Address: P.O. Box 1316, Florence, AL 35631. Principal is headed by Benny Carle, and is licensee of WBCF(AM) Florence, AL. Action Aug. 31.

■ **Marked Tree, AR** (BPH880518ML)—Granted app. of Marked Tree Media Partnership for 93.7 mhz; 3 kw H&V; ant. 328 ft. Address: 806 Liberty St., Marked Tree, AR 72365. Principal is headed by John Allen, James T. Canfield, Jerry Flippo, Don Nicholas and Boyce Baird, and has no other broadcast interests. Action Aug. 31.

■ **Sacramento, CA** (BPED860226MC)—Granted app. of Sacramento City Unified School District for 89.7 mhz; 371 kw H&V; ant. 1,193 ft. Address: 1619 N. St., Sacramento, CA 95814. Principal has no other broadcast interests. Action Aug. 30.

■ **Carthage, NY** (BPCT890501KG)—Dismissed app. of Moreland Broadcast Associates for ch. 7; 316 kw; ant. 1,256 ft. Address: 1222 Arsenal St., Watertown, NY 13601. Principal is headed by Moreland Group Inc., which is headed by Guyon Turner, David C. Schaller, George W. Kimble and David James Alteri, and has no other broadcast interests. Action Aug. 31.

FACILITIES CHANGES

Applications

AM

■ **Cypress, TX** KYND(AM) 1520 kHz—Aug. 23 application for recon nunc pro tunc application (BP900405BR).

FM's

■ **Sylacauga, AL** WAWV(FM) 98.3 mhz—Aug. 27 application for CP to change ERP: 3.7 kw H&V; ant.: 252 ft.

■ **Winfield, AL** WXZX(FM) 105.9 mhz—Aug. 27 application for mod. of CP (BPH870903MC) to change ant.: 432 ft.; change TL: .5 mile N. of Mount Pleasant Church, 2 1/4 miles W. of Brilliant, AL.

■ **Rexburg, ID** KADQ(FM) 94.3 mhz—Aug. 28 application for CP to change ERP: 25 kw H&V; ant.: 294 ft.; change to class C3 (per docket #89-170).

■ **Webster City, IA** KQWC-FM 95.9 mhz—Aug. 27 application for CP to change freq: 95.7 mhz; ant.: 328 ft.; change TL: Hwy. 20, .8 km E. of Webster City, IA; class: C3 (per docket #88-369).

■ **Wamego, KS** KSKT(FM) 95.3 mhz—Aug. 20 application for mod. of license to increase ERP: 6 kw H&V, (pursuant to docket #88-375).

■ **Scottsville, KY** WVLE(FM) 99.3 mhz—July 5 application for mod. of license to increase ERP: 3.6 kw H&V, (pursuant to docket #88-375).

■ **Brusly, LA** KIEZ(FM) 96.3 mhz—Aug. 30 application for mod. of CP (BPH870701MR) to change ant. supporting structure height.

■ **Gladwin, MI** WGDN-FM 103.1 mhz—Aug. 28 application for CP to change ERP: 11 kw H&V; class: C3.

■ **Austin, MN** KAVT-FM 91.3 mhz—Aug. 22 application for CP to change ant. supporting-structure height.

■ **Hoosick Falls, NY** 97.5 mhz—Aug. 30 application for mod. of CP (BPH880601MZ) to change ERP: .45 kw H&V; change ant.: 1,167 ft.; TL: top of Mount Anthony, 2.9 km SW of Bennington, VT.

■ **Lone Grove, OK** KYNZ(FM) 106.7 mhz—Aug. 29 application for CP to change ERP: 5.45 kw H&V; ant.: 341 ft.

■ **Dyersburg, TN** WASL(FM) 100.1 mhz—Aug. 22 application for CP to change ant.: 675 ft.; TL: 1.55 km NE of Lenox, TN; ERP: 26 kw H&V; class: C-2.

■ **Parsons, TN** WKJQ(FM) 97.3 mhz—Aug. 29 application for CP to change ERP: 6 kw H&V; ant.: 255 ft.

■ **Oliver Springs, TN** WXVO(FM) 98.7 mhz—Aug. 30 application for mod. of CP (BPH870105MC) to change ant. supporting-structure height.

■ **Rosenberg, TX** KFRD-FM 104.9 mhz—Aug. 28 application for CP to change ERP: 1.35 kw H&V; ant.: 505 ft.; TL: .4 mile N. of Morton Rd. on Skinner Rd.

■ **Charlotte Amalie, VI** WVG(NM) 107.1 mhz—

Aug. 27 application for CP to change freq: 105.3 mhz; ERP: 32.3 kw H&V; change ant.: 1.679 ft.; class: B (per docket #86-290).

■ **Farmville, VA** WXJK(FM) 101.3 mhz—Aug. 29 application for mod. of CP (BPH890830ME) to change ERP: 6 kw H&V; change ant.: 328 ft.

■ **Manassas, VA** WJFK(FM) 106.7 mhz—Aug. 22 application for CP to change ant.: 744 ft.; ERP: 22.

■ **Staunton, VA** WSGM(FM) 93.5 mhz—Aug. 30 application for CP to correct coordinates: 38 10 32N 79 04 12W.

■ **Grand Coulee, WA** KEYG-FM 98.5 mhz—Aug. 28 application for CP to change ERP: 92 kw H&V; ant.: 993 ft.; TL: in Lincoln County on Jack Wood Butte, 8.6 km N. of Almira, WA; change to class C (per RM 6702).

■ **Lewisburg, WV** WKCI(FM) 105.5 mhz—Aug. 30 application for CP to change ERP: .54 kw H&V; ant.: 780 ft.; change TL: Glen Andrew Rd. on Greenbrier Mountain, White Sulphur Springs, WV.

■ **Platteville, WI** WKPL(FM) 107.1 mhz—Aug. 20 application for mod. of license to increase ERP: 6 kw H&V. (pursuant to docket #88-375).

TV

■ **Arlington, VA** WTMW(TV) ch. 14—Sept. 5 application for mod. of CP (BPT800118KN) to change ERP: 2,750 kw (vis): ant.: Dielectric Communications TPU-26EC(BT).

Actions

AM's

■ **Apple Valley, CA** KITH(AM) 1550 khz—Sept. 6 application (BMP900405CH) granted for mod. of CP (BP860402AF) to increase day power to 5 kw and make changes in ant. system.

■ **Brush, CA** KKGZ(AM) 1010 khz—Sept. 4 application (BP900405BT) granted for CP to increase daytime power to 10 kw; 5 kw-CH.

■ **Royal Palm Beach, FL** WOEQ(AM) 1190 khz—Sept. 5 application (BMP890612AE) granted nunc pro tunc MP (BP831031AS) to reduce day power to .89 kw and increase night power 1 kw (DA-N) change TL: to Lake Park West Rd. and Avocado Blvd. Royal Palm Beach, FL: 26 49 01N 80 15 07W.

■ **Orange Park, FL** WAYR(AM) 550 khz—Sept. 4 application (BP900326AE) granted for CP to increase power to 5 kw.

■ **Hilo, HI** KIPA(AM) 620 khz—Sept. 5 application (BP900405BV) granted for CP to increase power to 10 kw.

■ **Ann Arbor, MI** WPZA(AM) 1050 khz—Sept. 4 application (BP900313AC) granted for CP to increase day power to 10 kw; change TL: to NW side of Stony Creek Rd., .6 km SW of intersection with McCrone Rd., 10.2 km SSE of Ann Arbor, MI and make changes in ant. system: 42 08 46N 83 39 36W.

■ **Fergus Falls, MN** KBRF(AM) 1250 khz—Sept. 4 application (BP900405AV) granted for CP to increase night power to 2.2 kw change TL: to Town Rd., 1.52 km N. of Hwy. 210, 6 km E. of Fergus Falls, Otter Tail County, MN; make changes in ant. system and change from DA to non-DA daytime: 46 17 53N 95 58 42W.

■ **Middletown, NY** WALL(AM) 1340 khz—Aug. 31 application (BP900323AE) granted for CP to reduce power to 660 watts and make changes in ant. system.

FM's

■ **Lake Village, AR** KUZZ(FM) 95.9 mhz—Sept. 5 application (BPH9003151B) granted for CP to change ERP: 6 kw H&V; change ant.: 328 ft.; TL: S. of Greenville, MS. at Sawgrass Lake Washington County.

■ **Batesville, AR** KZLE(FM) 93.1 mhz—Sept. 5 application (BMPH9006181A) granted for mod. of CP (BPH8702241I as mod.) to change TL: Land section #3, Twn. 14-N, range #7-W, 1.28 statute miles to NE of Cushman, AR.

■ **Liberty, MO** WKDO-FM 105.5 mhz—Aug. 30 application (BPH8910171B) granted for CP to change

freq: 98.7 mhz; change ant.: 73 m H&V; TL: County Rd., .95 mile SE of Liberty, MO.

■ **Montauk, NY** WMNK(FM) 104.7 mhz—Sept. 5 application (BMPH9006151C) granted for mod. of CP (BPH870331MO as mod.) to change ERP: 6 kw H&V.

CALL LETTERS

Grants

New FM's

KISK(FM) Whitman Broadcasting Corp., Lowell, AR

KKAQ-FM Olmstead Broadcasting Inc., Thief River Falls, MN

KRCQ(FM) TY Stevens Broadcasting Ltd., Indio, CA

KXGA(FM) E.W. Bie, Eldora, IA

KXGH(FM) Lincoln Broadcasting Inc., Lincoln, NE

KXGJ(FM) Ammerman Enterprises Inc., Bay City, TX

KXGM(FM) Gain Air Co., Muenster, TX

KXGP(FM) Radio Ingstad Minnesota Inc., Deer River, MN

WAVX(FM) Jonathan Lee Leveen, Thomaston, ME

WFXQ(FM) Patricia B. Wagstaff, Chase City, VA

WHHM-FM Wanda Smith, Henderson, TN

WJBZ(FM) Seymour Communications, Seymour, TN

WJIK(FM) Victory Christian Academy, Palm Bay, FL

WMOO(FM) Steele Communication Co., Derby Center, VT

WNGN(FM) Brian Andrew Larson, Valley Falls, NY

WQME(FM) Anderson University Inc., Anderson, IN

WQZS(FM) Roger Wahl, Meyersdale, PA

WKKD(FM) James P. Gray, Ripley, OR

WXXF(FM) Illinois Bible Institute, Terre Haute, IN

WXXH(FM) Value Radio Corp., Lomira, WI

New Tv's

KOFF(TV) Omaha Telecasters Inc., Omaha, NE

KXGR(TV) Sungilt Corp., Green Valley, AZ

Existing AM's

KAOI(AM) KHEI Visionary Related Entertainment Inc., Kihei, Maui, HI

KBSR(AM) KFBN Regency Communications Ltd., Laurel, MT

KGTN(AM) KWWB Dan Kubiak, Georgetown, TX

KNSI(AM) KCLD Leighton Enterprises Inc., St. Cloud, MN

KRNI(AM) KLSS University of Northern Iowa, Mason City, IA

KSPE(AM) KDB Pacific Broadcasting Co., Santa Barbara, CA

KVJY(AM) KIKN Tate Communications Inc., Pharr, TX

WBCI(AM) WIRE McLean County Broadcasters Inc., Normal, IL

WBNM(AM) WYGO Quality Broadcasting Inc.,

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WXMY(AM) WKGK Sound Media Inc., Saltville, VA	WCCA(FM) WPGO WTAS Communications Inc., Charlotte, NC			WQUL(FM)	WKEU Design Media Inc., Griffin, GA
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KAOI-FM KAOI Visionary Related Entertainment Inc., Wailuku, Maui, HI	WEZO(FM) WUMH Fairfield Broadcast Partners, Fairfield, ME			WXHD(FM)	WDHZ Shawangunk Communications, Mt. Hope, NY
KCLR-FM KDBX Bluff City Broadcasting Inc., Boonville, MO	WEZR(FM) WLWR Brillion Radio Company, Brillion, WI			WYPR(FM)	WHUM Avis FM Radio Inc., Avis, PA
KDB(FM) KDB-FM Pacific Broadcasting Co.,	WFXD(FM) WRUP Vista Point Inc., Marquette, MI			WZMX(FM)	WLVH-FM Multi Market Communications Inc., Hartford, CT

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Selling GM needed for Southwest Texas FM. Equity and a college town are some of the benefits. If you can take charge and love radio, this is your job. Resume, references and your philosophy on radio to Box P-44 EOE

Central Texas AM/FM (KTEM/KPLE, Temple, Texas) soon to increase power seeks aggressive sales minded manager. Must be community oriented. Same ownership for 17 years with three managers in that entire period. Opening is immediate. EOE. Letter/resume by mail only, please. Clint Formby, President, Formby Stations, Drawer 1757, Hereford, TX 79045.

Station manager: WNIN-FM in Evansville, IN seeks an energetic and enthusiastic person to manage its daily operations. A strong radio marketing background is highly desirable. Individual should be self motivated and capable of providing strong leadership to staff and volunteers 2 years experience. BA required. Salary competitive. Send resume to Personnel, WNIN-FM, 405 Carpenter St., Evansville, IN 47708. No phone calls please. EOE.

GM or GSM capable of eventually moving up. Join a growing Pacific Northwest radio group Great small market southern Oregon location. Call 503-882-8833 or Fax resume 503-882-8836. EOE.

General manager needed for top-rated station in Lima, Ohio. Looking for a sales intensive leader who believes in hitting goals and delivering the bottom line. Send cover letter, resume and references to: WZOQ, c/o C. O'Leary, PO Box 1487, Lima, OH 45802. EOE.

General manager for Austin, Texas FM must be a strong leader with a proven track record. Send resume and salary history in confidence to Box P-61. Group owned with good signal. EOE.

HELP WANTED SALES

Top-rated 100kw Country FM/NewsTalk AM College town. Looking for creative, promotion oriented salesreps. Must be aggressive, self-starter with megarete philosophy, and ability to close. Can lead to management. Base plus commission, negotiable. Send sales philosophy and resume to Gera Ely, K-103/KZIM Sales, PO Box 1610, Cape Girardeau, MO 63702. EOE.

Sales manager: Experienced, small-medium market broadcaster needed to direct sales at #1 AM-FM, Western Massachusetts. Excellent opportunity for energetic, motivator. EOE. Resume to: Box P-32

Experienced sales rep wanted for growing south Florida FM. 2-5 years solid radio sales background required. If you are a proven winner and want to expand your career in a top 50 market, send your resume with references to Box P-62. Order takers need not apply—we want serious career-minded people who can sell. EOE/AA.

Experienced, enthusiastic sales professional who is looking to move to sales management. Preferably now in the Western states. Stable operation in Southwest Sunbelt. Call GM 505-863-4444 EOE.

Sales manager - AM/FM single station market. Small but growing community in recreational area offers tremendous opportunity to sales minded individual. Move up to GM quickly. Equal opportunity employer. Salary + commission = \$30,000+! Send confidential resume to Box P-59.

HELP WANTED TECHNICAL

Chief engineer: AM-FM combo in NJ is looking for roll-up-the-sleeves type. FCC General Class Radio-Telephone license. RF & studio design, engineering & maintenance exp. Leadership and interpersonal skills EOE. Send resume & salary history to Box P-18.

NW Washington AM/FM seeks chief engineer with computer knowledge. Send resume to GM, KGMI/KISM, 2219 Yew St., Bellingham, WA 98226. KGMI is an equal opportunity employer.

Chief engineer: KHYS-FM, Houston and KALO-AM, Port Arthur are searching for an engineer that is self directed and a stickler for detail. Send resume, references, salary history to Rex Tackett, KHYS Radio, Five Post Oak Park, Suite 1398, Houston, TX 77027. 713-622-0010. EOE.

HELP WANTED ANNOUNCERS

Award winning community service station in New York's scenic Finger Lakes region seeks creative morning jock with energy, production skills and top notch air sound. The proven performer becomes operations manager in six months. Box P-33. EOE.

HELP WANTED NEWS

Chief reporter: WUFT-FM Gainesville, Florida. Chief reporter with RTNDA and Ohio State award winning highly rated news staff. Supervise local news, contributes in-depth reports to state and national networks. Teach student reporters long-form reporting helpful. Salary range 17,351-20,000. High school diploma and 5 years experience or appropriate college coursework may substitute at an equivalent rate for the required experience. Send tape, current resume and reference letters to: University of Florida, Division of University Personnel Service, Referral #807340, 434 Stadium, Gainesville, FL 32611, by 10/22/90. An EEO/AA employer.

News director. NPR station KDSU-FM seeks news director. Directs local news, part-time student reporters, produces interviews and feature reports. Must have bachelor's degree or equivalent education and experience as journalist and good delivery, interview and production skills. Minimum salary: \$16,859 plus benefits. Review of applications begins 10/1/90. Send letter, resume, three reference letters and recent audition tape including news delivery, interview and production samples to PO Box 5227, Fargo, ND 58105. NDSU is an equal opportunity institution.

News anchor needed for mornings at KBIM AM/FM, market leader. Send resume, references, and cassette to John King, PO Box 2308, Roswell, NM 88201. EOE.

News writer/anchor needed for a three person department. Tape, resume and salary requirements to Allison Michaels, WGHQ, 82 John St., Kingston, NY 12401. EOE.

News announcer/producer: N.P.R. stations need producer/announcer, news, to serve as news reporter/host for top-rated news programs. Must have clear, accurate, authoritative delivery, excellent diction, good news sense. Position requires background in broadcast journalism: with interviewing and reporting skills. 4-year degree in Journalism or related field and minimum of 2 years experience in news. Salary range 19,090 - 22,270. Review of applications will commence on October 15, 1990. Open until filled. Send letter, resume, and recent audition tape with news delivery and production samples to: Carl R. Jenkins, KUNI-KUNY/KHKE/KRNI, University of Northern Iowa, Cedar Falls, IA 50614-0359. An affirmative action/equal opportunity educator and employer.

Anchor/reporter: There aren't many serious radio news operations left. This is one of them. Potential management opportunity, 160,000 + market 90 minutes from Chicago on Lake Michigan's Sunset Coast. T & R to Bob De Witt, ND/PD, PO Box 107, St. Joseph, MI 49085. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Looking for top notch program director. West Coast AM/FM combo. Pay top dollar. Medium market. Decisions made immediately. Reply Box P-46. EOE.

Live assist/production: Coastal North Carolina's exclusive 100,000 watt beautiful music leader. T/R to WNCT A/F, PO Box 7167, Greenville, NC 27835. EOE.

SITUATIONS WANTED MANAGEMENT

Experience: 20 plus years in top 20 markets from sales, start up and turn arounds. Want GM position in South Florida. Tom 305-431-8472.

Turnaround GM: Present station billing up 160%. Previous station moved 7th to 3rd in market revenue. Good crisis manager; see radio as war. Top 50 markets, no standalone AMs. Call 800-835-2246 ext. 126.

GM sales pro, leadership intensive, profit motivated, bottom line oriented, programing background, people skills, turnaround or start-up considered, prefer class C FM, 409-639-6040.

GM: Integrity, professionalism, dedication to excellence. Strong sales, programming, organizational, people skills. 25 years experience. Market size/location secondary to opportunity. Evenings/weekends 919—637-9776.

General manager: Successful, sales oriented broadcaster with over 20 years of proven experience. New station & turnarounds welcomed. Box P-43.

Retiring? Dark? Entrepreneur will assume responsibilities and rebuild for partnership/sale (owner financing). You are paid first. 515—472-8211.

SITUATIONS WANTED ANNOUNCERS

Seeking entry-level DJ position. Broadcasting school graduate. Looking for full or part-time position in New England but will consider elsewhere. Contact Charles Urnie, PO Box 3055, Waterbury, CT 06705.

Intelligent AT looking for bigger and greener pastures. Three years S/M market experience. Willing to relocate. Todd: 815—436-9135.

SITUATIONS WANTED NEWS

Sports networks and metro markets. Professional sportscaster with 28 years experience PBP, talk shows, anchor, reporter. Ready to put it to work for your opportunity. Box P-21.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

AM/FM traffic manager with programming experience looking to relocate to Conn. or Westchester County, NY. Box P-34.

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.

Voices wanted: Producers' audition hotline in DC, Baltimore, NY and LA now adding additional demo tapes. Call 1—800—950-AUDITION. EOE.

Lease-option wanted! Married couple, experienced, desires lease/lease option, radio station. NE, CO, WY, SD. Call 308—995-5006.

Radio Sales Training Workshop for new salespeople conducted by C.R.M.C.'s. Two weeks (60 classroom hours) starting October 22. Call Colin 1-800—336-7329 free information.

TELEVISION

HELP WANTED MANAGEMENT

Account executive. Work with a marketing leader. WVEC-TV, Norfolk has an opening for an experienced TV salesperson. Must have strong credentials in developmental sales and use of Stowell or Marshall. Write: Local Sales Manager, WVEC-TV, 613 Woodis Ave., Norfolk, VA 23510. EOE.

Account executive: Dominant NBC affiliate in Columbia, SC, seeks a sales professional. Must possess strong organization and communication skills. Must project positive image and maintain a high profile in the community. Minimum 2 years direct sales experience required. Broadcast sales preferred. Will consider Yellow Pages, cable, or newspaper experience. Offer good training program, established list, and excellent benefits. Straight commission. Send resume to: C. Joseph Tonsing, GSM, WIS-TV, PO Box 367, Columbia, SC 29202. EOE.

Traffic manager: Midwest Fox affiliate seeks Columbine experienced individual to lead staff of four. Great opportunity with growth potential. EOE. Mail resume in confidence to Box P-35.

Portland, OR: The largest cable interconnect in Oregon seeks an aggressive professional with a strong desire to join an industry leader in cable advertising. This is a tremendous opportunity to work in a growing market with an excellent quality of life. Send resume to KBL-TV, 3075 NE Sandy Blvd., Portland, OR 97232. EOE.

Television management major market career opportunity for educational/instructional telecommunication specialist. Requirements: Strong administrative educational background, including classroom experience; computer literate; knowledge of broadcast studio and distant learning technologies. Box P-53. EOE.

WPTT has an opening for a general sales manager. Responsibilities include creation and achievement of revenue goals, control of department expenses, leadership and administration of sales and traffic. Successful candidates will have five years broadcast sales experience and at least two years experience as a local or national sales manager at an Independent. Ability to lead and motivate sales managers and salespeople a must. Send resumes only to WPTT, Box 2809, Pittsburgh, PA 15230. EOE.

Business manager: Top 30 group-owned Independent is seeking business manager with at least 2 yrs. TV experience, preferably with Columbine software. Strong accounting background a plus. Respond to Box P-54. EOE.

Local sales manager needed for satellite TV station in small Midwestern community. If you have experience in TV sales and would like to move into management this is an opportunity for you. Applicant must be interested in becoming involved in the community, coordinating progressive sales promotions and developing a winning sales team. EOE. Reply Box P-55.

Research director: KABB-TV is seeking a highly motivated team player to play a vital role in our sales/marketing efforts. Media buying/planning or TV research background preferred. PC experience necessary. Join the fastest growing television station in San Antonio (becoming NSI 25th Metered Market this Fall). KABB-TV is an equal opportunity employer. Respond to: Michael Granados, GSM, KABB-TV, 520 N. Medina, San Antonio, TX 78207.

General sales manager: KBJR-TV, a growing NBC affiliate in Duluth, Minnesota seeks experienced strategist to direct market's top LSM, NSM and 6-member sales force. Good people/teaching skills, experience with a variety of available systems, and multi-station sales management experience required. Preference given to applicants with demonstrated revenue success in development, research and marketing. Stable, progressive, and growing group-ownership with equity participation, excellent fringe benefits, and great advancement potential. Send resume, references, and salary history to F. Robert Kalthoff, KBJR-TV, 230 E. Superior St., Duluth MN 55802. EOE. A Granite Broadcasting Corporation station.

KAET-TV manager, finance and administration. KAET/Channel 8, part of Arizona State University, seeks an individual to manage supervisors and staff in accounting, human resources and office services. Duties and responsibilities include budget development and oversight; and analysis of revenue projections. Serves as the KAET contracts officer, and oversees property management. Oversees KAET compliance with EEO/AA, ASU, state and federal rules and regulations. Provides financial management information, advice and counsel to KAET managers. Analyzes and approves accounting data processing systems and software. Maintains liaison within ASU and with external entities. MINIMUM QUALIFICATIONS: Bachelor's degree, preferably in Business Administration or Management; and five years experience in business operations management which included three years of supervisory experience. Or, nine years of experience in business operations management which included three years of supervisory experience. Experience preferred in public television station(s), higher education institution(s). PREFERRED: Knowledge of the theory, principles and practices of budget planning, accounting, business management, and personnel administration. Skill in analyzing revenue projections. Ability to plan, develop and monitor budgets and reports. Knowledge of fund investing and maintenance of cash flow. Ability to effectively manage subordinate supervisors. Knowledge of contract management; state and federal regulations pertaining to fiscal management; requirements of funding entities; and EEO/AA requirements. Skill in oral and written communications. Knowledge of data processing hardware and software systems. MINIMUM SALARY RANGE: \$42,000 - \$52,500, plus benefits including reduced ASU tuition for employee, spouse and dependent children. DIRECT LETTER of application to: Employment Section, Department of Human Resources, Arizona State University, Tempe, Arizona 85287-1403. Application should include a detailed, current resume of work experience; and an attachment which directly relates applicant's education, knowledge, skills, and work experience to each of the specific duties and tasks outlined above. Provide three or more professional references including existing and former supervisors and other individuals who have directly experienced applicant's knowledge and skills in performing the duties, tasks, & responsibilities outlined in this announcement. References may be checked prior to interview. Deadline: October 19, 1990. Indicate in letter of application the source of referral: i.e., identify specific media advertisement, employment agency, women's or minority organization, personal contact, or other source. An equal employment opportunity/affirmative action employer.

Houston Public Television membership manager: Responsible for administration of membership fund-raising services: planning, implementation of membership drives, direct mail, telemarketing and other fund-raising activities. Responsible for donor computer services, budget and inventory control, statistical reports. Qualifications: Minimum, three years experience in administration/supervision-public television fund raising, or related membership program. College degree or equivalent experience required. Must have computer knowledge (prefer Memtrac experience), strong writing and oral communication skills. Salary commensurate with experience and education. No phone calls, please. Send resume with cover letter to Ms. Laura Gonzales, Houston Public Television, 4513 Cullen Blvd., Houston, TX 77004. Application deadline: October 15, 1990. EOE.

Looking for an aggressive company or individual to sell advertising for an established outdoor show. Opportunity to make money and get on ground floor with an aggressive producer. For more information, call 503—884-2999. EOE.

HELP WANTED SALES

Knowledgeable radio/TV account executive with ability to prospect and concept sell. Promotion experience helpful. Career opportunity at independent with news and professional sports in top 5 market. Send resume to: Vivian Serrano, KICU-TV36, PO Box 36, San Jose, CA 95109. EOE. M/F/H/V.

Account executive: WHP-TV, Harrisburg, PA (ADI 45) is looking for an experienced account executive. 2-3 years experience preferred. Must be a self-starter who is proven in new business development, and creative selling. If you're interested in top 50 and want to be on the ground floor of major growth, send resume and salary requirements to David Moldrem, GSM, 3300 N 6th St., Harrisburg, PA 17105. EOE.

TV station in Washington DC needs strong sales person. Base + commission. Spanish a plus, not required. Apply in person. 3400 Idaho Ave., NW, Suite 401, Washington, DC 20016. 202-363-4717. EOE.

Creative consultant sales person to help grow national business video production center for major broadcast group. Production background required. EOE. M/F. Send resumes to: Box P-56.

Account executive: San Francisco UHF TV station seeks local experienced professional to sell both advertising and programing time. Resume, salary requirements to Box P-1. EOE.

HELP WANTED TECHNICAL

Television maintenance engineer to maintain and troubleshoot all equipment associated with operations of commercial TV station with emphasis on UHF transmitters at our NY facilities. 2-3 years experience required. Resume to: Chief Engineer HSN Broadcasting of NJ, Inc., 390 West Market Street, Newark, NJ 07107 EOE. M/F.

Medium market California affiliate looking for engineering maintenance and operations personnel. Operations applicants should have experience with VTR's, audio consoles, switchers, lighting studio cameras, etc. Degree and/or SBE certification preferred. Two years experience required. Send resume to Box P-37. EOE.

Senior maintenance position at affiliate station in California's San Joaquin Valley area. Candidate must have strong background in UHF transmitters and studio maintenance experience. Send letter with resume to T. Arthur Bone, Bone & Associates, Inc., 6 Blackstone Valley Pl., Suite 109, Lincoln, RI 02865. EOE.

Engineer sought for New York City facility. Experience with digital television, tape machine, Telecine, editing systems, and system design is desirable. EOE. All inquiries will be kept strictly confidential. Box P-40, or FAX resume to 212-867-4914.

Experienced maintenance engineer, SBE certification or FCC General Class license. VTR's (1", 3/4", MII), monitors, switchers, cameras, (CCD), microwave systems. Competitive salary and excellent benefits. Resume to KCEN-TV, PO Box 6103, Temple, TX 76503-6103. EOE.

TV Maintenance. Immediate opening for a Los Angeles Independent broadcast station and production facility. Bilingual a plus. 3-4 years maintenance experience, including CMX-Sony post suite, UHF transmitters, and familiarity with DOS. Send or fax resume to: KSCI-TV, Personnel Department, 12401 W. Olympic Blvd., Los Angeles, CA 90064. 213-479-8118. An equal opportunity employer.

Broadcast/studio maintenance engineer: 3-5 years experience required on studio equipment repair and maintenance. Send resume to WXEL-Personnel, PO Drawer 6607, West Palm Beach, FL 33405. EOE.

Maintenance engineer: Want to work in rural Alaska? Need an engineer with at least two years experience for one year contract with PBS combo station. SBE certification highly desirable. \$24K plus moving expenses. Contact: Joe Seibert, 907-543-3131 or fax 907-543-3130. KYUK, Bethel, AK. EOE.

PBS affiliate KVZK-TV, Pago Pago, American Samoa, located in the South Pacific has two engineering openings. The first is a TV Engineer III (assistant chief engineer) and the second is a TV Engineer III (maintenance engineer). KVZK-TV is in the process of renovating and upgrading its 4 camera studios, production editing, master control, studio control and 4 camera remote units. There are two (renewable) contract positions with the American Samoa Government. The pay scale is from \$18,657 to \$26,847 per annum, depending upon qualifications and experience. Benefits include subsidized housing and medical care, 26 days vacation per year, paid sick leave, paid travel from point of hire to American Samoa and return, and personal belongings shipping allowance. The islands of the South Pacific are ideal for the water sport enthusiast with plenty of fishing, sailing, scuba diving, snorkeling and swimming. Additional information may be obtained from: Robert G. Blauvelt, Chief Engineer, KVZK-TV, Pago Pago, American Samoa, 96799. Telephone inquiries: 011-684-633-4191. Please be aware that American Samoa is 7 hours behind Eastern Daylight time, i.e., 3:00pm in New York is 8:00am in Samoa. EOE.

Maintenance technician: 100 plus market affiliate seeking full-time maintenance technician. One year electronic maintenance experience necessary. Some master control experience preferred. Send resume to Lawrence Richesin, KCAU-TV, Sioux City, IA 51101. EOE. M/F

VHF NBC network affiliate in beautiful Montana Rockies. Engineer, assistant to chief. Maintenance, studio/transmitter. Mechanically inclined willing to learn. Good physical condition. Trainee OK. Send letter/resume and salary requirements to: KTVH, PO Box 6125, Helena, MT 59604. EOE.

Mtce. engr. Need engr to maintain 300/Kscope, digital F/X200, 141 post prod., Harris 9100 AM-FM-TV remote control. VPR-2's, ACR's, 3's, 80's, FM 2 SCA's, AM stereo, 5 ENG remote sites, transmitter sites. Not an entry level position. Experienced in all areas desirable. CMML lic. or SBE certificate. Contact KFMB, John Weigand, AM-FM-TV, PO Box 85888, San Diego, CA 92138. EOE.

Maintenance engineer. To install and maintain all types of television broadcast equipment. Associate degree in Electronics Technology or equivalent training and experience. FCC General Class license or SBE certification preferred. Send resumes to Lyle Kaufman, KOLN-TV, PO Box 30350, Lincoln, NE 68503. EOE.

Affiliate in medium size Midwest market seeking hands-on chief engineer. Responsibilities include supervising and training technicians and operators, maintaining FCC Standards, maintenance of all technical equipment. Must have good people skills, be a good team player and UHF experience. Good benefits, salary mid 30's. Group owned. EOE. Reply to Box P-57.

Full-time Dubber/editor for evening shift with progressive Midwestern production facility. Salary commensurate with experience. Resumes, tapes: John Prechtel, NorStar Video Productions, 304 North 16th St., PO Box 1630, Fairfield, IA 52556. EOE.

Electronic maintenance technician: First-rate, experienced technician, capable of caring for wide range of modern equipment in a large network affiliate. Solid technical background. Heavy experience in systems trouble shooting and repair of studio video and audio equipment, digital equipment, computer systems, electronic news gathering equipment, video and audio recording equipment, etc. FCC General license required. Qualified applicants, send resume to Human Resource Department, KOMO Television, 100 Fourth Ave. North, Seattle, WA 98109. Equal opportunity employer.

WFTX-TV Ft. Myers (FOX) needs an experienced street shooter able to visualize story and contribute more than just pictures. Send resume and tape to: WFTX-TV, Troubleshooter, 621 Pine Island Rd., Cape Coral, FL 33991. EOE.

California dreaming? Odetics Inc., manufacturer of Broadcast Cart Machines has immediate openings for video maintenance technicians. A sound video fundamentals background required. Experience on U-matic, Betacam or MII preferred. As "One of the 100 best companies to work for", we offer exciting opportunities, excellent benefits and an unbeatable location. Send resume to Linda Krumme, Odetics Inc., 1515 S. Manchester, Anaheim, CA 92802. EOE.

Broadcast engineer: Must have a minimum of four years experience as a broadcast engineer. Background with Vidifont, Ampex AVC, ADO, and ESS desirable. Knowledge of machine control, computers, computer interfacing and software writing a big plus. Send resume to: Mike Nichols, WSMV-TV, PO Box 4, Nashville, TN 37202. No phone calls. EOE.

Maintenance engineer: Ability to repair all types of broadcast equipment. ENG equipment, television transmitter; technical school with background in electronics; 5 years electronic repair in television equipment; ability to troubleshoot to board level, good mechanical aptitude, work well under pressure, read electronic schematics. Send resume to Becky Strother, WVTM-TV 13, PO Box 10502, Birmingham, AL 35202. An equal opportunity employer.

Director/technical director/AM supervisor: Number one CBS affiliate is seeking a director/technical director with proven ability to direct live newscasts, as well as commercials, promotions, and special projects. Work with fully loaded GVG 300 switcher. Strong leadership skills a must! Send resume and tape to: Matt Heffernan, WTVR-TV, 3301 West Broad St., Richmond, VA 23230. No phone calls please. M/F/EOE.

HELP WANTED NEWS

News photographer/editor wanted for position with network-affiliated newsroom in California. Prior ENG experience a must. Send resume to Box P-38. EOE.

General assignment reporter: Midwest NBC affiliate seeks an experienced, strong journalist with commanding on-air presence to be general assignment reporter. Top rated. Computerized. Live truck. EOE. Tape, resume to: John Baumgartner, News Director, WTVQ-TV, Box 470, Rockford, IL 61105.

Sports reporter. Strong reporting background required for general sports assignment and week-end anchor duties. Small Mid-Atlantic NBC affiliate (ARB 192). Comprehensive benefit package, including 401(k) and Section 125 Plans. Send non-returnable 3/4" demo tape to Personnel, WHAG-TV, 13 East Washington St., Hagerstown, MD 21740. No phone calls, WHAG-TV is an equal opportunity employer.

News photographer. NPPA oriented. Minimum two years experience. Working knowledge of field lighting and audio equipment. Betacam and 3/4 inch editing skills essential. Contact Mark S. Jacobs, KLAS-TV, PO Box 15047, Las Vegas, NV 89114. EOE.

Producer for Sunrise and Midday show needed for top rated NBC affiliate on California's central coast. Need a creative, quick thinking producer with at least one year experience producing daily newscasts. Tape and resume to News Director, KSBW-TV, 238 John St., Salinas, CA 93901. No phone calls, please. EOE.

Meteorologist: Well-equipped affiliate in Sunbelt 100+ market seeks strong 6 & 10 weatherperson. Computer graphics must be strong suit. AMS seal preferred. Experienced only. Minorities encouraged to apply. EOE. Reply Box P-58.

Meteorologist for All News Channel. Twenty-four hour news service is planning a possible weather expansion. Send tape with resume to Jon Janes, Executive Producer, All News Channel, 3415 University Ave., Minneapolis, MN 55414. No phone calls. EOE.

News promotion writer/producer: CBS affiliate in Nashville seeks trendsetter to create effective live daily news teasers and dynamic special report spots. Knowledge of newsroom operations and electronic graphics is desired. Rush tape and resume to: Jodi Bull, WTVF, 474 James Robertson Pkwy., Nashville, TN 37219. EOE. M/F.

Videotape editor: ABC affiliate is in need of a videotape editor. Duties include: editing videotape for newscasts, help maintain story archives, assist in preproduction and other newsroom responsibilities. One year experience in videotape editing for television preferred. Send resume to: WSYX-TV PO Box 718, Columbus, OH 43216. Attn: Job 09129001B. Company is especially interested in seeking qualified minority and women applicants. EOE. M/F.

Anchor/reporter: Need experience for top-rated noon newscast. Three to four years experience with exceptional live reporting background. Tape and resume to: Ken Elmore, News Director, WSPA-TV, PO Box 1717, Spartanburg, SC 29304. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Exciting opportunity for Columbine experienced traffic manager. Start-up station in Indonesia looking for traffic manager/consultant to train and run department. Indy experience preferred. Great opportunity and benefits. Resumes to Box P-14. EOE.

Producer: Special opportunity to create and supervise production of television information programming for international news and information service. This position requires experience with strong editorial news, and visual graphics skills. Journalism and video production background essential. Position located in northern Virginia near Washington DC. Excellent benefits accompany this professional opportunity with expanding, mid-size independent company. Send information and salary range in strict confidence to Box P-41. EOE.

Creative services director: Southwest top 40 independent is seeking a person to produce commercials and station promotions. Must be innovative with excellent creative writing skills and a good knowledge of directing and production techniques. Person selected will supervise a small department in pleasant surroundings and reside in a most livable city. Send letter and resume only to Box P-42. EOE. M/F.

Executive producer: KTCA-TV, Minneapolis/St. Paul, is looking for gifted executive producer for local arts/cultural programming. This is an extraordinary opportunity to lead a production group in one of the most creative stations in public broadcasting. We are looking for someone with extensive arts background, and outstanding production skills in multi-camera performance and documentary work. Must have strong leadership skills and demonstrated ability to produce work with originality, spark and power. This is a rare and exceptional job, with the mandate to do highly innovative and knock-the-world-out work. Send resume and tape to: Box EP, KTCA, 172 E. 4th St., St. Paul, MN 55101. EOE.

Audio-visual producer: The audio-visual unit of the public support department has an exciting, growth-oriented opportunity for an individual to produce and direct a wide variety of programming, from informational/instructional (in-house) formats, to complex documentary and dramatic programs. Program subjects could include: blood donor recruitment, first aid, disaster relief, international assistance, AIDs education, and more. Will also produce video conference programming as well. Requirements include: * 4 yrs. plus experience as a video/film producer is a must; multi-camera director experience is highly desirable. * Strong customer service skills a must; assuming full responsibility for delivering the product they want on time and within budget. * Must be able to handle all phases of production, with little supervision, and possess skills as a scriptwriter, producer, director, and off-line tape editing. * Willingness to travel at least 4-6 weeks out of the year. Minorities are encouraged to apply. If you can step right in and assume responsibility for major projects, and meet a majority of our requirements, Do not call in, send your resume to: American Red Cross, Attn: DG7, 18th & E Streets, NW, Washington, DC 20006. EOE.

We're looking for a graphics artist who can produce dazzling daily news graphics. Candidate will be working on a Colorgraphics ArtStar 3-D paint box and animation system. Sound like fun? Send resume and tape to: David Earnhardt, WTVF, 474 James Robertson Pkwy., Nashville, TN 37219. EOE. M/F.

Graphic artist: Experience with state-of-the-art 3-D paint and animation for news, promotion and commercial production. We are a top 100 NBC affiliate in the NE. Send resume and salary requirements to Box P-60. EOE.

Promotion manager: WFXI Fox 8 is looking for a very creative and organized individual with a television production background to manage the marketing of a successful VHF Fox affiliate in beautiful coastal North Carolina. Send resume & demo tape to: General Manager, WFXI Fox 8, PO Box 2069, Morehead City, NC 28557. EOE.

SITUATIONS WANTED MANAGEMENT

General manager with 20 plus year background in television. Ready for challenge. Excellent profit record. Looking for GM or station manager position. Box P-25.

General manager. Leader and motivator with excellent record in repositioning, sales, and bottom line performance in 50 to 125 markets. Box P-8.

SITUATIONS WANTED TECHNICAL

25 years broadcast engineering. 14 years as hands-on television chief engineer & director of engineering. Experienced with complete, full service news operations including live trucks, vehicles and all associated ENG & microwave equipment. Please reply Box P-12.

Experienced operations engineer: 14 years Master Control and video tape operations with Midwest and Southwest net affiliates, and major cable net. Seeks position in related facility, excellent references. Call 612-432-6430.

SITUATIONS WANTED NEWS

Excellent experienced sportscaster looking for a fine station in which to work, also knowledgeable newscaster. 216-929-0131.

Feature reporter. Six years experience. Excellent writing skills. Also have strong news background. Currently in top 50 market. 513-399-5058.

On-fire, go-getting, experienced reporter seeks aggressive, progressive news operation. I love to beat the pants off of my competition. Long hours/relocation...no problem. Call Natalie @ 601-329-4785.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Young Hispanic/bilingual USC graduate with 6 years experience in television. Currently hosting & producing public affairs in LA, but looking for new challenge. Can host, produce, write, edit, shoot, you name it! Call me. No market too small! Dustin 714-272-9142.

MISCELLANEOUS

Need an agent? We are looking to add 15 clients. We offer job search, financial planning, and legal services. We are not just for top 10 markets. Call 608-845-8773 for a free brochure.

Immediate openings nationwide! Television, radio, corporate communications. All fields, levels, regions. Broadcasting's biggest job-listings service! Media Marketing/THE HOT SHEET, PO Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603.

Bill Slater and Associates gets you that better job in TV. Talent coaching and placement help for reporters and anchors. Help with audition tape. 601-446-6347.

ALLIED FIELDS

HELP WANTED TECHNICAL

Broadcast engineer: Installation & component level maintenance of broadcast electronics. Facilities include: Public FM Radio & UHF TV stations, TV and audio prod. studios, mobile TV prod. truck, CCTV/CATV, mobile satellite uplink. Min. 3-yr component level video electronics maintenance experience required. 2-yr degree in related field preferred. Previous maintenance experience on 3-tube cameras and 1" C format tape machines a plus. Experience with computer hardware and software, and supervisory experience helpful. Competitive salary with University benefits. Send applications including 4 prof. ref. to: Keith Turcot, Chief Engineer, Bradley Univ., WCBU-FM/WTP-TV, Peoria, IL 61625. For full consideration, app. should be received by Oct. 6, 1990. AA/EOE.

EMPLOYMENT SERVICES

Government jobs: \$16,412 - \$59,932/yr. Now hiring. Your area. Call 1-805-687-6000 Ext. R-7833 for listings.

Intelligence jobs. FED, CIA, US Customs, DEA, etc. Now hiring. Listings. (1) 805-687-6000, Ext. K-7833.

Looking for a position in radio or television? Need personnel for your station? Contact Bill Elliott, Consultant, Head Hunter, 413-442-1283.

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.

Wanted to buy... 1000 watt AM Harris solid state transmitter. KWRD Radio. 816-882-6686.

FOR SALE HOUSING

Are you relocating to the #1 market but don't want to live in N.Y.C.? 3 1/2 Rm CO-OP for sale in quiet suburban area. Large rooms with high ceilings, new eat-in kitchen, w/w carpet, walk-in closets and more. Move-in condition. Easy commute by car or train. \$67K. Call John 914-237-0786. No brokers please.

FOR SALE EQUIPMENT

Television mobile unit-41" Gerstenslager trailer with complete power, hvac systems. Grass Valley 1600-7k switcher, Ward Beck 24 input audio console, eight Philips LDK-5 cameras with lenses (40x) monitor wall and video support equipment. Call Rick Melamed ABC-TV. 212-887-4981.

50kw - AM transmitter RCA-50H —\$14,000. 10kw - AM transmitter RCA-BTA10 —\$9,000. Call 804-685-3128.

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: Wilkinson 25000E (1983), CCA 20000D (1972), RCA BTF 20E1 (1976), RCA BTF 10ES1 (1975), Harris FM5H3 (1975), CCA 2500R (1978), Transcom Corp., 800-441-8454. 215-884-0888. FAX 215-884-0738.

AM transmitters: Harris MWSA (1979), CCA 5000D (1974), McMartin BA 5K (1980), Cont. 315B (1966), Collins 828E-1 (1978), 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.

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

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.

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.

FM 25/30KW BE FM30 (1984) w/FX-30 exciter. Harris FM25K (1983) w/MS-15 exciter. Transcom Corp., 800-441-8454. 215-884-0888. Fax 215-884-0738.

Used GE TT61-A UHF TV transmitter - Tube Exciter: 1 control cabinet, 1 Aural Cab., 1 Rectifier Cab., 2 Visual Cab.; Varian/Eimac 55 KW Klystrons (4KM 150-LA); Klystron Magnetic Assemblies and related equipment. Repossession: No Warranty. Best offer. DeWitt King. 704-386-8554.

Television/video equipment. Studio, transmitters, microwave. Buyouts, liquidations, brokering. Since 1967. Maze Broadcast 205-956-2227. Fax 956-5027.

Blank tape, half price! Perfect for editing, dubbing or studio recording commercials, resumes, student projects, training, copying, etc. Elcon evaluated 3/4" video cassettes guaranteed broadcast quality. Call for our new catalog. To order, call Carpel Video Inc., toll free, 1-800-238-4300.

Blind Box Responses.

BOX ???

c/o Broadcasting Magazine
1705 DeSales St., NW
Washington, DC 20036

(No tapes accepted)

RADIO

Help Wanted Announcers

Morning talent for top rate resort market AC. Above average benefits, pay and bonus play. EOE. Send tapes and resumes to:

Ron Gillenardo
WQHQ Radio
P.O. Box U
Salisbury, MD 21801

Help Wanted Programing Promotion & Others

EASTERN KENTUCKY UNIVERSITY

OPERATIONS SUPERVISOR.
WEKU-FM/WEKH, Richmond, KY.
RESPONSIBILITIES: Supervise overall execution of programming and quality of on-air promotional material. Responsible for remote digital recordings to include Lexington Philharmonic broadcasts. Schedule and supervise students, maintain training materials for student staff, supervise night operations assistant, schedule operators and monitor and coordinate network feeds. **QUALIFICATIONS:** Bachelor's degree and three years experience in radio broadcasting, experience in stereo music recording, and familiarity with classical music and related pronunciation. Computer background desirable. Salary: \$20,000. plus fringe benefits. Send cover letter, resume, three letters of reference, and sample of stereo location recording to: Tim Singleton, WEKU-FM/WEKH, 102 Perkins Bldg., Eastern Kentucky University, Richmond, KY 40475 by October 26, 1990. AA/EOE. Employment eligibility verification required. Immigration Reform and Control Act of 1986.

CORPORATE CONTROLLER

Corporate Controller to run the financial operations of Boston based, 8 station radio group in medium and small markets. Qualified candidates should possess a minimum of a 4 yr acctg/business degree, 5 yrs in public acctg and a broadcast related industry (radio preferred). Expertise necessary in accounting, radio operations, financing and computers. Travel required. Excellent benefits. Please send resume with salary history to:

Cathy Carlucci
Roth Communications
3 Woodland Road
Stoneham, MA 02180
Fax: (617) 662-9675.

Miscellaneous

RADIO WEATHERCASTS VIA BARTER

EDWARD STREIBER & NATIONAL WEATHER NETWORKS
ANSI SEAL CERTIFIED CUSTOM WEATHERCASTS
BY QUALIFIED METEOROLOGISTS
FREE TO STATION VIA SPOT BARTER 7 day week service
National Weather Association Radio Contributor of the
Year 1988. The professional weather solution for radio.
Complete Barter! 1-800-722-8847
Over 250 Affiliates online. Call NWN Today!

Situations Wanted Management

MADE FOR EACH OTHER???

President/General Manager of a successful four station group, recently sold, my profitable bottom lines evolve from a team effort that includes planned and executed programing, directed and inspired sales efforts and thrift of operation. If your quality medium market station offers a challenge and the opportunity for earned and purchased equity, please reply **Box P-63**.

General Manager/Trouble Shooter

Currently employed by outstanding company in sales management position in top 10 market. Unfortunately, advancement opportunities are limited. With 20-years experience, most of it in management positions including VP/GM, GSM, and OPS-/PROGRAMING, I am looking for a challenging GM position. If you represent a company which appreciates dedication, hard work, & results, we should talk. Would also consider working with Lenders that may be financing under-performing operations in need of help. All inquiries held in strictest confidence.

Replies to Box: P-64.

TELEVISION

Help Wanted Management



NEWSCAST PRODUCER

WFSB, Post Newsweek in Connecticut and Southern New England's number one station, is looking for the best. We want a terrific broadcast journalist who can create compelling newscasts using wit, ingenuity, and all the tools you'll ever need.

If you produce by rote, or if your idea of history is what happened last week, forget about it. If however, you're challenged by breaking news and new ideas, and don't mind risking failure every now and then, send resume and tape to:

Deb Johnson
Assistant News Director
WFSB TV 3, 3 Constitution Plaza,
Hartford, CT, 06103. EOE.

Help Wanted Management Continued

National Sales Manager

Fastest growing Fox Independent in Top 15 market needs a strong NSM. Prefer applicant with 2-3 years experience in television sales management with a strong emphasis on local sports, independent sales and sales promotions. Send resume to: Marty Sokoler, General Sales Manager, KITN-TV, 7325 Aspen Lane North, Minneapolis, MN 55428.

Qualified women and minorities are encouraged to apply. KITN-TV is an equal opportunity employer of Nationwide Communications Inc.

Director Advertising & Creative Services PBS

We have a challenging opportunity for a talented creative professional to direct our Advertising & Creative Services Department, with responsibility for the advertising, video promotion, and design and graphics areas. Also responsible for advertising and on-air promo materials commissioned or created by PBS: the selection of ad agencies and liaison with media reps; and providing guidance to other PBS departments and PBS member stations. Qualifications: College degree with at least 10 years experience in advertising, promotion, marketing, and/or TV/film production. Must have at least 3 years experience managing a staff and budget and 5 years direct working experience in broadcast advertising; ad agency experience strongly preferred. Must also have accomplished managerial skills. PBS offers a salary commensurate with experience and an excellent benefits package. Please send letter of interest, resume, and salary requirements to:

PBS
Attn: Carla A. Gibson
1320 Braddock Place
Alexandria, VA 22314



PBS is an equal opportunity employer

OPERATIONS/ TRAFFIC MANAGER

A terrific opportunity to join the fabulous Post-Newsweek group! WJXT, the number one station in Jacksonville, Florida needs a manager to oversee its traffic and operations unit.

We're JDS with an IBM 36. Looking for someone who can match technical skills with proven managerial and leadership abilities.

This is a Senior department head position, reporting to the General Manager. Our brand new broadcast facility opens in January.

Send resumes to:

Steve Wasserman
VP/General Manager
WJXT Box 5270
Jacksonville, FL 32207



Post-Newsweek Stations, Inc.
is an Equal Opportunity Employer.

ATTENTION BUYERS, PLANNERS, MEDIA RESEARCH ANALYST

CLIENT SERVICE REPRESENTATIVE

Los Angeles &
San Francisco Offices

Arbitron has two openings (one in Los Angeles and one in San Francisco) for a Client Service Representative in our Television Station Services department. This position requires a degree, research and/or broadcast experience, and excellent written/oral communication skills. Experience with micro-computers a preferred plus. Person will handle telephone contact and written correspondence with Television station clients and our product group. Will also work on analytical projects, travel, and train clients in the use of our micro-computer services.

If you are qualified, send resume with salary requirements to:

Bill Shafer
THE ARBITRON COMPANY
3333 Wilshire Blvd.
Los Angeles, CA 90010
An equal opportunity employer

See last page of Classified Section for rates, closing dates, box numbers and other details

Help Wanted Management Continued

NATIONAL SALES MANAGER

Detroit's #1 affiliate has an opening for a National Sales Manager. This position reports to the General Sales Manager and is responsible for the station's national revenue. NSM will oversee all efforts of our national rep organization and will maintain active hands-on involvement in all key national business for the station. Must develop and maintain productive relationships with national time-buyers as well as building useful contacts with decision-makers beyond the buyer level. Must have ability to target and close potential sponsors for our major special and sponsorship vehicles (such as Tiger Baseball). Candidate should have television sales management experience and background in national sales. Written communication skills are important as well as ability to handle heavy volume of detail and change.

Equal Opportunity Employer
Personnel Department
WDIV - 550 West Lafayette
Detroit, MI 48231

Help Wanted Sales

ACCOUNT EXECUTIVE SALES

Applicant must be experienced in development and agency business.

Candidates should have significant broadcast (preferably television) sales experience in a major market. Previous experience in a sales development/new business function very helpful. Presentation skills a must. Vendor experience helpful.

WJLA-TV 

3007 Tilden Street, NW
Washington, DC 20008
202-364-7777

**For fast
Action Use
BROADCASTING'S
Classified Advertising**

Help Wanted Technical

VTC HAS EXPANDED TO THE BIG APPLE!

VTC Teletape, in the Kaufman Astoria studio complex in Long Island City, specializes in television program delivery and videotape duplication. Immediate openings for:

Exp. Tape Operators
Broadcast Maintenance Engs w/1", 3/4 & 1/2" VCR exp

Excellent benefits. Send resume w/salary history to:

Jo Blackburn,
VP-Human Resources
10523 Burbank Blvd.
No. Hollywood, CA 91016

EOE/M/F/H



V.P. of Operations and Engineering

Innovative and experienced professional, with production and operation expertise, needed as V.P. of Operations and Engineering to oversee broadcast operations, network program production, and development of new facilities for this established and aggressive television station operated by this exciting company. Unique opportunity for responsibility and creativity. B.S. or Electrical Engineering degree required. If qualified, please rush resume and salary requirements to:

Personnel
Fox Television/WTTG
5151 Wisconsin Avenue N.W.
Washington, D.C. 20016

E.O.E.



Help Wanted Programing Promotion & Others

Promotion Producer Wanted!

W*USA TV, the top rated CBS affiliate in Washington DC has an opportunity for a writer producer to join our award winning promotion team. If you have great creative writing skills, are up on the latest production techniques, love news and thrive in a fast paced environment... send a resume and reel to:

W*USA TV PROMOTION
Attn: Donna Meyer
4001 Brandywine St. NW
Washington, DC 20016

WUSA 9



Equal Opportunity Employer

Help Wanted Programing Promotion & Others Continued

National Publicist PBS

We have an excellent new opportunity for a Publicist in our National Press Relations office to pitch selected items to the press and service press requests, write press releases and features, and track and analyze specific issues and programs in the media. Will also be responsible for the day-to-day administration of the semiannual PBS press tours, managing press lists, and coordinating special mailings. Qualifications: BA degree with at least 3-5 years progressively more responsible experience in media (print or electronic) or public relations; familiarity with public television a plus. Must have excellent demonstrated writing and editing skills, good verbal communications skills, and strong organizational skills. PBS offers a salary commensurate with experience and an excellent benefits package. Please send letter of interest, resume, and salary requirements to:

PBS
Attn: Carla A. Gibson
1320 Braddock Place
Alexandria, VA 22314



**PBS is an equal opportunity
employer**

GraphicArtist

Computerized public television graphics department needs artist experienced in desktop publishing techniques. Also work with high-end video paint system. Requires good design skills; proficiency in layout, photo darkroom and stat camera techniques. Send resume by Sept. 28 to Executive Secretary, WVPT, 298 Port Republic Rd., Harrisonburg, VA 22801.

WVPT

Equal Opportunity Employer

Make Tracks...

...to your nearest mailbox and send for the latest copy of the free Consumer Information Catalog.

It lists about 200 free or low-cost government publications.

Just send your name and address to:

Consumer Information Center
Department MT
Pueblo, Colorado 81008

A public service of this publication and the Consumer Information Center of the U.S. Commerce Department.

Help Wanted Programing Promotion & Others Continued

CREATIVE SERVICES PRODUCER

to join award-winning staff.
*Strong writing, production and
people skills required.
*2-3 years experience preferred.
Send TAPE/resume to:

Carol Lawrence
WSMV
P.O. Box 4
Nashville, TN 37202.



No phone calls please.

Business Opportunities

BE YOUR OWN HERO!

You have all the ingredients to do great things. Feed the hungry, shelter the needy, enlighten the ignorant, cheer the miserable. **HAVE FUN!** We'll provide a 900 phone number for a hundred bucks a month—let your vision and your accountant do the rest.

Gossien & Accomplices
(of Ompower Productions)
Fax: 916—961-4460
Phone: 916—961-6932

TOWER SPACE

Available for lease on 1,865-foot tower to UHF-TV, LPTV, FM and auxilary services in Des Moines, Iowa.

REPLY TO BOX P-67.

ALLIED FIELDS

Employment Services

JOBPHONE

INSIDE JOB LISTINGS

RADIO • TV • ADVERTISING • CABLE

1-900-234-INFO ext. TV (88)

\$2 per minute

From any touch tone phone

THE MEDIA TRAINING CENTER*

Now in our 6th YEAR
WE MARKET TELEVISION TALENT
ANCHORS • REPORTERS • SPORTSCASTERS • WEATHERCASTERS
ALL MARKET SIZES

Rush your 3/4" TAPE AND RESUME TO:
THE MEDIA TRAINING CENTER*
1961 Reed Ave., Suite 100
Pacific Beach, California 92109
(619) 270-6808

Additional Services: Coaching • Demo Tape Preparation in your area • On-Camera Delivery Instruction Video (\$49.95).

Employment Services Continued

PROMOTION AND PRODUCTION JOBS

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: 408-848-5200



THE BEST JOBS ARE ON THE LINE
PO Box 51909, Pacific Grove, CA 93950

Broadcast



JobLine

Your Career is on the line

1-900-990-6865

Daily updated rundown of television Anchor, Sports, Reporter, Weather, Producer, Photographer, Production, Promotion, Sales and Management positions!

Complete report of Radio Sales, News, Disc Jockey, Programming and Management jobs!

Corporate Public Relation positions for those looking to make a switch!

1-900-990-6865

\$1.95 first minute \$.95 each add'l

Wanted to Buy Stations

We have tax certificate money to re-invest. We are seeking FM or AM/FM stations in medium to large markets. Total confidentiality. Banks & principals only. No brokers. Reply Box P-68

For Sale Stations

ALASKAN AM

BUY LOW SELL HIGH

Here's your chance to pick up an AM station and equipment at a bargain price. Our recession is just ending. Alaska is coming back strong.

Call Jerry Moses @ Marston Real Estate 907-376-2414. Only \$100,000 Seller will finance.

For Sale Stations Continued

PAUL E. REID COMPANY
BROKER-CONSULTANT
C-2 MOVE IN MOBILE MKT. 1.5M
C-2 MOVE IN SAVANNAH MKT. 500K
C-1 MOVE IN TOP SEVENTY MKT. 2.3M
C-2 NEW TOP 140 MKT. 500K
AM'S GA.....FL..... LGE MKTS.
Paul E. Reid
404-882-1214
Box 2869
LaGrange, GA 30240

FOR SALE - SUNBELT
FM CLASS C-3 C.P. AND EXISTING
AM INCLUDES BUILDING AND
TOWERS.
COLLEGE TOWN-HISTORIC AREA.
WRITE BOX P-65.

MEDIA BROKERS • APPRAISERS

RADIO • TV • LPTV
A Confidential & Personal Service

BURT

SHERWOOD INC.

4171 Dundas Rd., Suite 289, Northbrook, IL 60062

708-272-4970



AM/FM Combo, Midwest near
major market. Only stations
in town. Full-time AM, 6kw
FM (C2 C.P.). Priced to sell.
Box P-51.

Major market sub-carrier for lease.
100,000 watt reaches nearly 4,000
square miles. Proposals/inquiries to
Manager, WBVM, Box 18081, Tampa,
Florida 33679 by October 5,
1990.

SKIER STATION!!

This LPTV station stands in the heart of America's Choice for the '98/'02 Winter Olympics.

Where else can you buy so much fun for under \$400,000?

Contact the owner, Bill Coleman at (801)649-7171 and talk over the tremendous terms we're offering !!



For Sale Stations Continued

SUNNY FLORIDA

Florida AM with trailing and current cash flow. Near Tampa. Great opportunity for owner operator. Call Don Roberts, Kozacko-Horton Company. (813) 966-3411

STOP DREAMING! START DOING!

You *can* afford to own your own stations. Start in a good market with a 1KW AM plus 2 FM CPs for growth. Cover ID, NV, & UT. Cash, terms, or lease option. Take this opportunity to be your own boss. Phone Bob: 305-386-3842, FAX 305-374-4871



HONOLULU, HAWAII

Owner seeks Partner To Develop Class C FM Opportunity in Paradise! PO Box 12469, Dallas, TX 75225

ARIZONA

AM/FM in the beautiful White Mountains of Northeastern Arizona. Wide area coverage AM at 970 khz; FM at 93.5 mhz. \$300,000. Located on prime 15.8 acres of commercial property also available. Write or call Lou Reynolds, Century 21 Sunshine Realty, PO Box 1659, Show Low, AZ 85901 Phone 602-537-7121.

SUPER OPPORTUNITY

1,000KW AM COVERING TOP 50 MARKET FOR SALE! CONSISTENTLY TOPS IN BILLING AND RATINGS. OWNERS WANT TO UPGRADE TO 5,000 IN METRO MARKET. \$350,000 CASH. IMMEDIATE BUYER NEEDED. DON'T WAIT. CALL NOW 812-283-3577.

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 in today's environment. Call Robin Martin or Erwin Krasnow today for details and a brochure. The Deer River Group Washington, D.C. - (202) 659-3331

Central Kentucky
6KW Class A
City grade signal over
County Seat with County
population over 99,000!
\$300,000. with half cash
down. Box P-66

We'll give you all the credit.

Broadcasting, the number one industry publication for classified advertising, is now accepting classified ads paid by credit card.

IT'S EASY TO DO. Just include your personal or company Mastercard or VISA credit card number and the expiration date in your FAX or letter (please, no phone orders at this time).



FAX (202) 293-FAST

OR MAIL TO: Classified Dept., 1705 DeSales Street, NW, Washington, DC 20036.
Deadline is Monday at noon Eastern Time for the following Monday's issue.

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, money order or credit card (Visa or Mastercard). Full and correct payment must accompany all orders. All orders must be in writing by either letter or Fax 202-293-3278. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

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.

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. **Please do not send tapes.**

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.

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

Martin D. Payson, vice chairman and general counsel, Time Warner Inc., New York, relinquishes responsibilities as general counsel and devotes full-time attention as vice chairman.



Segal

Terry L. Segal, VP and general manager, Turner Network Television, Atlanta, named senior VP and general manager. **Neal S. Baseman**, senior VP, TNT, joins Turner Pictures, Los Angeles as senior VP, business

affairs.

Gloria Dickey, senior human resources executive, Summit Health Ltd., joins Fox Broadcasting Co., Los Angeles as VP, personnel.

Les R. Wandler, chief financial officer and treasurer, Home Shopping Network Inc., adds duties as executive VP, board of directors, succeeding **Nando DiFilippo Jr.**, executive VP and general counsel, resigned.

Mark Henderson, senior VP, Turner Cable Network sales, joins NBC pay-per-view olympics, New York as VP, affiliate services. **Louise Henry**, consultant, Showtime Event Television, joins NBC and Cablevision, pay-per-view olympics as VP, affiliate services.

James T. Lynagh, president, chief operating officer, member of board of directors and executive management committee, Multimedia Inc., Greenville, S.C., resigns and remains as consultant to CEO.

Jack Claiborne, associate editor, *The Charlotte (N.C.) Observer*, joins Park Communications Inc. group owners of 7 TV's, 10 AM's and 9 FM's, Ithaca, N.Y., as VP, assistant to chairman, succeeding **Walter W. Borton**, who resigned to join The Pacific Group consulting firm, Los Angeles as executive VP and chief operating officer.

Debby Nichols, general manager, WODZ (AM)-WRVR-FM Memphis and **Gerald Getz**, general manager, co-owned WILK(AM)-WKRZ-FM Wilkes-Barre, Pa., named VP's and general manager.

SALES AND MARKETING

Susan J. Kroll, director of marketing, original programming, Turner Network Television, Atlanta, named VP, marketing.



Kroll



Muldoon

Doreen Muldoon, account executive, advertiser sales, Worldvision Enterprises, New York, named director, advertiser sales management.

Ronald Inman, VP, sales and marketing, ACT III Broadcasting, Atlanta, named head of newly formed corporate sales and marketing department there as VP, marketing. **William White**, VP and general manager, co-owned WVAH-TV Charleston, W. Va., adds new corporate responsibilities as VP, sales there.

Margaret T. Montague, public relations director, General Lafayette Inn, joins Prism regional sports and movies premium-TV service, Bala Cynwyd, Pa., as marketing coordinator.

Appointments at Saatchi & Saatchi, New York: **Christine Cacace**, **Steven Friedman** and **Susan Scherl**, VP's and producers, named senior VP's, executive producers; **Bobbi John** and **Gene Johnson**, senior VP's, creative directors, appointed to operating committee.

Susan Scott, programing manager, Comcast Cable, Philadelphia, joins Turner Cable Network sales, Atlanta as account executive.

Appointments at AC&R Advertising Inc., Irvine, Calif.: **John Butcher**, senior VP and director of client services, named executive VP; **Ray Roschmann**, senior VP, director of research and strategic planning, named executive VP; **Jack Gerken**, VP, public relations, named senior VP, public relations; **Susan Yusi**, financial manager, named VP, finance, West Coast; **Cindy Gough** and **Deborah Hensley**, associate media

director, named VP's, media directors.

Rose Pagel, account executive, KWTR(AM)-KXBX(FM) Lakeport, Calif., named sales manager. **Amy Werner**, account executive, KWTR-KXBX, named senior account executive.

John A. Stevenson Jr., operations manager, Greater Dayton Cable, advertising division of Continental Cablevision of Ohio Inc., Dayton, Ohio, named general manager.

Peg McDermott, local account executive, WTVH(TV) Syracuse, N.Y., named national sales manager.

Ron Hatcher, VP and media director, Burkhardt & Christy Advertising Inc., named senior VP, media director.

Chuck Stuart, from KSTW(TV) Tacoma, Wash. (Seattle), joins Northwest Cable Advertising, Seattle, as local sales manager, Northwest Visitors Network.

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The Performance Company 

PROGRAMING

Robert Silberling, visiting professor, University of California graduate school of theatre, film and television, joins MTM Television, Studio City, Calif., as executive producer, movies and miniseries.

Robert Eimicke, attorney, Columbia Pictures Entertainment Inc., New York, named senior counsel.

Ronald L. Nelson, senior VP, chief financial officer, Paramount Communications Inc., New York, named executive VP, chief financial officer.



Muirhead

Stephen Muirhead, VP, sales and marketing, Fisher-Price toys, joins Hannar-Barbara Productions Inc., Los Angeles as senior VP, international, London.

Baxter Urist, VP, worldwide marketing, public relations and corporate

communications, Emery Worldwide, joins Children's Television Workshop, New York as group VP, worldwide licensing. **Robert Rose**, VP, strategic marketing, Children's Television Workshop, named group VP, CTW products operations.

Doug Williams, former Redskins quarterback, Washington, joins Black Entertainment Television, there as college football analyst.

John P. Ballinger, supervisor, domestic syndication, ITC Distribution, Studio City, Calif., named manager, domestic distribution services.

Ray Giuliani, producer, *This Evening*, Group W Productions, San Francisco, and **Karen Stein**, producer, *CBS This Evening*, join *Geraldo Show*, New York in same capacities.

David Knight, VP, talent acquisition, Westwood One Radio Networks, New York, joins Radio Vision International Inc. distributor of television and radio programming, Los Angeles as VP, product acquisition.

David Engel, director of financial analysis, Lorimar Television, joins Miller-Boyett Productions, Culver City, Calif., as director, budget analysis.

Cathy Sanchez, manager of program scheduling and research, Fox Broadcasting, joins KTLA(TV) Los Angeles as assistant program director.

NEWS AND PUBLIC AFFAIRS

Terence Smith, Washington correspondent, CBS News, add duties as senior correspondent, CBS News' *Sunday Morning*.

Appointments at Associated Press, New York: **Tom Stathis**, day supervisor, photo desk, named senior photo editor; **George Mikulec**, deputy newsphoto editor, named senior photo editor, North America; **Mike Feldman**, world services supervisor for photos, named senior photo editor, news in Europe, Africa and Middle East, London; **Horst Faas**, photo editor, Europe, Africa and Middle East, named deputy newsphoto editor.

Scott Herman, executive editor, director of news programming, WMAQ(AM) Chicago, joins KYW-TV Philadelphia as news director.

Mike Rice, former commentator, ESPN and SportsChannel America, joins Portland Trail Blazers radio broadcasts, Portland, Ore., as analyst.

Appointments at WALA-TV Mobile, Ala. (Pensacola, Fla.): **Lisa Colagrossi**, weekend anchor reporter, WCHS-TV Charleston, W. Va., to same capacity; **Amy Greer**, reporter, WHLT-TV Johnson City, Tenn., to same capacity, and **Dave Leval**, reporter, WTZH(TV) Meridian, Miss., to same capacity.

Stan Jayson, from WEDU(TV) Tampa, Fla., joins WTVT(TV) there as anchor, *13 Eyewitness Overnight News*.

Bob Rathbun, 6 and 7 a.m. sports anchor, WTKR-TV Norfolk, Va., named 3, 6 and 11 p.m. sports anchor.

Leslye Gale, weekend anchor and reporter, KOAA-TV Pueblo, Colo. (Colorado Springs), joins WPBF(TV) Tequesta, Fla., as weekend anchor and environmental reporter. **Dave Bloom**, reporter, WPBF, named weekend anchor and reporter.

Appointments at Alaska Public Radio Network, Anchorage: **John McWhorter**, from KALX(FM) Berkeley, Calif., named rural reporter, Fairbanks, Alaska, succeeding **Brian Mann**, named producer. **Doreen Ransom**, host, morning news, KSKA(FM) Anchorage, named host, *Alaska Morning News*.

Felicia Taylor, correspondent and field producer, FNN's *Moneytalk* and *Business Tonight*, joins *This Morning's Business* as co-anchor. **Doug Ramsey**, managing editor and anchor, *This Morning's Business*, adds duties as executive producer.

Richard Hall, former executive producer, KVVU(TV) Oakland, Calif. (San Fran-

cisco), joins News Travel Network, San Francisco, as managing producer, *Week-end Travel Update*.

John McIntire, consumer reporter and 5:30 p.m. anchor, WESH(TV) Orlando, Fla., joins WCPX-TV there as investigative producer, consumer unit.

Roger Harvey, reporter, WTVR-TV Richmond, Va., and **Barbara Cain**, noon anchor and medical reporter, WNCT-TV Greenville, N.C., named WTVR-TV co-anchors, *Richmond This Morning*.

Andrew Wittenberg, weekend anchor and producer, KBJR-TV Superior, Wis. (Duluth), joins KEYC-TV Mankato, Minn., as 10 p.m. anchor and producer.

David Marshall, intern, Maryland Public Television, joins KBJR-TV Superior, Wis. (Duluth), as general assignment reporter.

Melissa A. Mancini, former news coordinator, Connecticut Public Radio, joins WSPF-FM Fort Myers, Fla., as reporter.

Morrie Goodman, news director, WSJV(TV) Elkhart, Ind. (South Bend), joins WGGB-TV Springfield, Mass., in same capacity.

Marilyn Konigsberg, community affairs director, WOWT(TV) Omaha, named public affairs director.

Michael Tuck, anchor and commentator, KGT(TV) San Diego, Calif., joins KCBS(TV) Los Angeles as anchor.

Richard Brown, reporter and co-anchor, Global Television Network of Canada, joins KGO-TV San Francisco as reporter and co-anchor.



Sechrist

Mike Sechrist, news director, WPLG(TV) Miami, joins KDFW-TV Dallas as VP, news.

Katherine Adams, owner, Katherine Enterprises Inc., joins WDIV(TV) Detroit as co-anchor, *Newsbeat Today*. **Tom Varato**, from

WPXI(TV) Pittsburgh, joins WDIV as sports reporter and substitute sports anchor.

Vince Greco, weekend sports anchor, reporter, producer and photographer, KGWN-TV Cheyenne, Wyo., joins KRDO-AM-FM-TV Colorado Springs, as sports reporter. **Paulina Vera**, associate producer, writer, field reporter and translator, KMGH-TV Denver, joins KRDO as reporter.

Claudia Cowan, reporter and fill-in anchor, KQVR(TV) Stockton, Calif. (Sacramento), named 6 a.m. and noon co-anchor.

PROMOTION AND PR



Pierce

Justin Pierce, VP, publicity, New World Television, Los Angeles named senior VP, special projects and media relations.

Betty S. Cohen, VP, creative services, TNT, Atlanta, named senior VP, creative services.

Cliff Dektar, VP, The Lippin Group, Los Angeles named senior VP.

Catherine Dion, assistant, corporate affairs department, Showtime Networks Inc., West Coast, Los Angeles named publicist. **Walter A. Ward III**, account executive, Baker/Winokur/Ryder Public Relations, joins Showtime, West Coast as senior publicist.

Larry Thomas, on-air promotions man-

ager, WLVI-TV Cambridge, Mass. (Boston), joins WZTV(TV) Nashville as promotion manager.

Diane Marks, graphic designers, KATU(TV) Portland, Ore., joins KGW-TV there as art director.

TECHNOLOGY

Dave Phillips, director of engineering, KGO-TV San Francisco, joins KPDX(TV) there as manager of broadcast operations and engineering.

Ken Britton, from WMHT(TV) Schenectady, N.Y., joins WIVB-TV Buffalo, N.Y. as chief engineer.

Quintin Williams, part-time instructor, Columbus State University, Columbus, Ohio joins Pioneer Communications of America Inc., there as senior systems engineer.

George Symeonidis, from Hellenic Telecommunications Organization, Athens, Greece, joins Inmarsat satellite operator, London as director of corporate affairs.

ALLIED FIELDS

James R. Burt, supervisory engineer, Low Power Television Branch, Mass Media Bureau, Federal Communications Commission, Washington named chief, AM branch, Audio Services Division, Mass Media Bureau. **David E. Horowitz**, lead attorney, Commission's Cable Inquiry, MM docket No. 89-600, FCC, named chief, legal branch, Policy and Rules Division, Mass Media Bureau.

Lars Etzkorn, recent law graduate, St. Louis University, joins Communications Subcommittee staff, Washington.

Carsten Philipson, from Arthur D. Little Inc., Boston, joins Communications Equity Associates, Munich as financial analyst. **Donald Russell**, president, CEA Inc., New York, elected to board of International Radio and Television Foundation.

New sales advisory committee members for Television Bureau of Advertising: **Bill Fine**, local sales manager, WCVB-TV

Let's Talk Facts

Fact: Due to tensions in the Middle East, over 20,000 U.S. Army Reservists are being called to duty.

Fact: They will be performing critical missions both in the United States and overseas.

Fact: They are trained and willing to serve our country in the event of any emergency.

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WILD BLUE YONDERING

One of TV programming's veteran executives is giving up show business for the friendly skies. Phil Boyer, senior vice president, international and program development, Capital Cities/ABC Video Enterprises Inc., has been named president of the Aircraft Owners and Pilots Association, effective Jan. 1. Aviation has been a Boyer avocation for years; while programming director and station manager at KCRA-TV Sacramento, Calif., Boyer flew television crews and reported traffic over Northern California; and at ABC Video Enterprises he developed the video magazine *Wide World of Flying*. He owns a Cessna 340A and has over 3,000 flying hours.

Before joining ABC in 1974 as vice president, programming for the ABC-owned television stations, Boyer had stints at KEZI-TV Eugene, Ore., and KNBC-TV Los Angeles. For ABC's owned television stations, Boyer served as vice president and general manager for WABC-TV New York and WLS-TV Chicago. Additionally, Boyer served as president for the National Association of Television Program Executives in 1977, helped establish an ESPN cable channel in Japan and was active in the formation of an all-sports cable channel in Europe.

"I think it's very evident it is a changing business in the 1990's. I've had the pleasure of seeing where it's been and where it's going in the future with cable, DBS, etc. Capcities has been unique in its approach and successful in both cable and technology acquisitions that will be a part of the years to come. Anyone sitting with his head in the sand in a traditional sense will be left behind," Boyer told BROADCASTING.



Boston, named to executive committee: **Bob Blacher**, local sales manager, WTVJ-TV Miami; **Diane Gower**, general sales manager, WBBH-TV Fort Myers, Fla.; **Rick Henry**, general sales manager, WTAE-TV Pittsburgh; **Rick Keilty**, director of sales and marketing, KHOU-TV Houston; **Rob McConnell**, local sales manager, WRTV-TV Indianapolis, and **Greg Strauser**, general sales manager, KOAT-TV Albuquerque, N.M.

DEATHS

Roger Clark, 66, air personality, WFOG(FM) Suffolk, Va., died of heart attack in Virginia Beach, Va., Aug. 14. Clark joined WNOR(AM) Norfolk, Va., in 1949, later moving to WGH(AM) Newport News, Va., as program director, announcer and host of *The Roger Clark*

Show. Clark was programming consultant and owner of Roger Clark Productions since 1974. Additionally having stints as sales representative and announcer at WTJZ(AM) and WGH-FM both in Newport News, Va., Clark most recently was producing and hosting *The WFOG Make Believe Ballroom* show. He is survived by his wife, Janie; son, Roger Jr.; brother, Laurence, and two grandchildren.

Gerald C. Vander Sloot, 53, former VP and director of engineering, WOOD-AM-FM Grand Rapids, Mich., died of cancer Sept. 8 at his home there. Vander Sloot began 34 1/2-year stint with WOOD in 1955 as an engineer until he resigned in 1989 due to his illness. He is survived by his wife, Joanne; three daughters, Susan, Sally and Lauri, and son, Jerry.

Patricia G. Johnson, 44, former radio membership program coordinator at National Association of Broadcasters, died of cancer Aug. 31 at Georgetown University Hospital, Washington. Beginning career at WMAL-AM-FM Washington as advertising accounts representative, Johnson later joined NAB in mid 1970's until she resigned in 1987. She is survived by her husband, Kenneth; son, David; parents, Raymond and Eleanor; brother, James, and grandmother, Ethel.

J. Barry Weed, 49, marketing executive, died of cancer Sept. 12 in Barrington, Ill. Beginning career at Leo Burnett Co., Weed later moved to broadcast representative firm, PGW, serving as VP. He helped launch new Spanish station, WBBS(TV) Chicago and founded Net-Span, which helped position Hispanic stations in seeking advertisers. After sale of station in 1986, Weed represented Univision and Telemundo Group. He is survived by his daughter, Alexis; son, J. Barry Jr. and three brothers, Neal, Edward and William.

Robert W. Ferguson, 77, retired broadcasting executive and general manager WTRF-TV Wheeling, W. Va., died of cancer Aug. 16 at Ohio Valley Medical Center there. Beginning career with WTRF Radio in 1947, Ferguson was named president and general manager of WTRF-TV in 1953, until his retirement in 1979. He is survived by his wife, Eloise; daughter, Ann; two stepsons, Thomas and Michael; brother, Paul; 10 grandchildren, and one great grandchild.

William Marshall White, 74, retired Federal Communications Commission accounting official, died Sept 12 at his home in Temple Hills, Md., of Parkinson's disease. White joined the FCC in 1940 and retired in 1975 as chief of accounting and field operations branch of common carrier bureau. He is survived by his wife, Wilma; three daughters, Mary Louise, Deborah and Linda, three brothers, Zane, Fred and Dale.

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FIFTH ESTATE

TOM BIER: RUNNING THE SHOW

For Tom Bier, 1990 may have been the culmination of a dream. The life-long news buff is finishing his run as chairman of the Radio-Television News Directors Association and is in his 13th year as news director of WISC-TV Madison, Wis. He has managed to do it all without leaving the community he loves.

"This year has been an absolute pleasure," says Bier. "I am sitting here in Madison and have the opportunity to make friends throughout the industry and to be involved in some of the big things that have happened across the country." Bier cites broadcast coverage of the courts as one of the most significant that he has been involved in. As news director, he served as a coordinator in the push to get cameras in the court in Wisconsin, and Madison may be the first testing ground for cameras in federal courts.

With Dave Bartlett the association's paid president, the role of chairman is that of a behind-the-scenes manager—a role Bier may have been born to play.

While not known for flashiness, Bier is considered a steady leader with the ability to see down the road. "His advice is sound and he is a very easy guy to work with," says Bartlett.

Incoming Chairman Rob Sunde also praises Bier. "He is probably one of the most thoughtful people I know. I've never known him to make a wrong call, and you can't say that about too many people."

There was never any doubt about what Tom Bier wanted to do with his life. He recalled that when he was a child he used to go to the paperboy's house to get the newspaper rather than wait for it to be delivered. However, it was broadcasting that fascinated him.

In the 1960's, however, not many colleges were offering classes, much less degrees, in broadcast journalism. Bier ended up studying speech at the University of Wisconsin, the only program that offered any type broadcasting courses. "I took all the writing courses I could in the journalism school," recalls Bier, "but my real interest was radio and television."

Immediately upon graduation, Bier joined the Army and spent a year in Viet Nam as an information officer. On his



return, he went to working for WCLO-AM-FM as a reporter-anchor. He moved to various stations over the next few years as an anchor and reporter, but there was something missing. He wanted to run the show instead of just narrate it. "I was not a good anchor," he says.

At a time when the average length of stay for a news director is 2½ years, Bier is something of an anomaly, having held the position of news director at WISC-TV for 13 years. Explains Bier: "I've never applied for a position [with another station] since I've been here and I have no desire to leave. I grew up 40 miles from the station and you can't beat the community."

Only once did Bier wonder if he wanted to do something outside of broadcasting. In 1976, he left WISC-TV for the State Medical Society of Wisconsin as a communications director.

Three months later, he was back. "Anybody who gets out of this business misses the action," he says, "especially if you love news."

Bier has been involved with the RTNDA since 1977, when he attended his first convention. "Having never been to a convention of any type, I

thought it would be all play and no work, but instead I found it to be very rewarding," says Bier. "The conventions are an opportunity to put work into perspective," he says, and to help news directors and news managers look at the "long range picture." The convention, he says, "made me see the importance of the association."

Bier, who has been on the RTNDA board since 1983, chose to run so he could be involved in the long range picture for news directors. After planning last year's convention, which Bier describes as particularly intense, he settled down to focus on the issues that are important to the association.

Among those concerns is the day-to-day economics of running a news division. "TV news," says Bier, "is learning to adapt to change [in the industry]...we certainly look at radio and wonder what brought on some of the changes, like the fact that many stations have reduced or eliminated coverage."

The decline in radio news coverage and what part deregulation has played in that decline is a question that Bier has had to wrestle with. He has no easy answers for the members who suggest that deregulation has not been in the best interest of radio news, but he believes it difficult to square excessive regulation with broadcasters' First Amendment rights.

Even though the role of RTNDA chairman has been reduced over the years, that does not mean there is not a lot of work involved. Bier estimates that he spends 25 hours a week on RTNDA matters and has

traveled to Washington 10 times over the past year.

Although he has enjoyed his year in office, Bier is ready to return full time to WISC-TV. "What I'm looking forward to when my term is over is getting involved again with our newsroom and spending more time with the staff members here."

Thomas Phillip Bier

News director, WISC-TV Madison, Wis., and outgoing chairman, Radio-Television News Directors Association; b. Dec. 12, 1945, Janesville, Wis.; BA, Broadcast Communications, University of Wisconsin-Madison, 1969; U.S. Army, 1969-70; reporter and anchor, WCLO-AM-FM Janesville, Wis., 1970-71; news-sports reporter and anchor, KATV-AM-FM-TV, 1971-74; reporter-anchor-assignment editor, WISC-TV Madison, Wis., 1974-1976; assistant communications director, State Medical Society of Wisconsin, October 1976-December 1976; news director, WISC-TV, 1977-present; present position since January 1977: m. Katherine Droske, Nov. 28, 1970; children—Laura, 18; Julie, 14.

IN BRIEF

Nielsen weekly Pocketpiece syndicated ratings for week ended Sept. 9 had *Wheel of Fortune* in number-one spot with 11.4 rating average for 208 stations covering 99% of country. Others in top 15: *Jeopardy* (10.5/205/96%), *Oprah Winfrey* (8.3/210/97), *The Cosby Show* (7.3/197/96), *A Current Affair* (7.2/180/95), *Entertainment Tonight* (7.0/147/94), *Star Trek: The Next Generation* (6.7/232/97), *A Current Affair Labor Day Special* (6.6/157/86), *Donahue* (5.9/227/99), *Wheel of Fortune, weekend* (5.7/156/79), *Color Classic Network 3* (5.1/173/95), *Chip 'n' Dale* (5.0/177/94), *Ducktales* (4.7/193/96), *Inside Edition* (4.6/109/81) and *Supermodel of the World-'90s* (4.5/184/96).

Scattered premieres of off-network sitcoms continued last week, with Buena Vista Television's *Golden Girls* leading with 7.2 rating/14 share season-to-date NSI average (starting Sept. 3) in 11 metered markets, 13% better than its lead-ins (5.8/13). Warner Bros.' new three-some—*Hogan Family* (4.4/9 in six overnight markets), *Perfect Strangers* (5.7/10 in five overnights) and *ALF* (4.3/10 in 11)—held or beat lead-ins by up to 12%. Warner's other other off-net entry, *Head of the Class*, makes limited debuts this week. Columbia Television's

227 also bounded back its second week with a 4/10 three-day mark (ending Sept. 19) in nine overnight markets, and MCA TV made its debut in four markets with 3/6, 17% better than its lead-ins.

Pathe Communications Corp. has made final \$50 million escrow payment toward \$1.3 billion merger with MGM/UA. Upon payment of checks, Pathe will have paid \$353 million cash and will provide MGM/UA with \$75 million in security. MGM/UA shareholders will meet to vote on merger Oct. 2. Deal is set to close on or before Oct. 23.

ABC News said last Friday it had "agreement in principal" with London's ITN to acquire majority of ITN's stake in WTN, London-based news service. If deal is completed, ABC said, ITN, news arm of ITV television network, will reduce its stake in WTN from current 45% to 10%. ABC will increase its stake from 45% to 80%. Third partner in WTN, Australia's Nine Network, will retain its 10% interest.

Jury in 192nd District Court, Dallas, awarded \$2.4 million to Angelo Broadcasting, owner of KTEO-AM-FM San Angelo, Tex., in its suit against **Satellite Music Networks**, owned by CapCities/ABC. Award includes \$940,000 in damages

and \$1.4 million in punitive damages. Angelo claimed that SMN's ads, which appeared in BROADCASTING beginning in 1981, were deceptive and misleading. Station purchased formats from SMN in 1983-1984 and later brought suit after dropping them in 1985. CapCities/ABC acquired SMN in 1988.

FCC upheld Review Board in three decisions last week. Commission granted Bradenton Broadcast Television Ltd. CP for ch. 66 in Bradenton, Fla., citing "100% integration" on comparative standard. FCC said resident of community gets more "credit" than resident of service area in hearing. Also, Reece Associates was granted CP for ch. 27 in Orlando, Fla., because it "is clear winner under standard comparative issue." Posey County Broadcasting was awarded CP for new FM in Mt. Vernon, N.Y., over Southern Indiana Broadcasting Ltd. for "substantial quantitative integration preference."

According to statistics provided by Larry Hyams, ABC's director of audience research, summer replacement **Monopoly** finished its 12-episode run Sept. 1 with 5.6 rating/12 share (NTI) in its Saturday 8:30 p.m. slot, placing it 147th of 164 ranked network shows for season. King World's other companion quiz game, *Super Jeopardy*, finished with 6.4/15 (142nd) in 13-episode run at 8 p.m.

General Electric Capital Corp. said it completed purchase of Pegasus Broadcasting, and that Michael Eskridge, former president of CNBC, would provide management services for three TV stations: KSCH-TV Stockton (Sacramento), Calif., WJBR-TV Augusta, Ga. and WAPA-TV San Juan, P.R. Previous Pegasus president, Christopher Brennan, resigned position, announcement said, and previous owners will retain KCAP(AM)-KZMT(FM) Helena, Mont.

Internal Revenue Service and family of S.I. Newhouse Sr. reached settlement under which family will reportedly pay \$46.4 million in taxes on estate of Newhouse Sr., who died in 1979. Settlement is more than \$2 million judgment imposed

SOUTER DIVIDED OVER CAMERAS IN COURTS

Supreme Court nominee David Souter told the Senate Judiciary Committee last week that he was "of two minds" on the issue of cameras in the courtroom, suggesting he did not oppose them if they were not distracting, but saying that if they "are obtrusive to oral argument...that is something that needs to be avoided." When asked whether there was value in bringing "courts into our homes," and oral argument on the Supreme Court level in particular, Souter responded: "There's no question there is value there."

Souter's comments came during questioning from Senator Herbert Kohl (D-Wis.) during the Senate Judiciary Committee confirmation hearings Sept. 14. Souter is currently the chief judge of the New Hampshire Supreme Court, where cameras are allowed.

He said his experience there was that there was an initial "spate of great interest in taking photographs in the courtroom," that lasted about two years, after which "apparently the news media or the New Hampshire public at that point grew so bored with what they were seeing photographed that people stopped taking pictures and we haven't seen them for a long time," he said.

Radio-Television News Directors Association President David Bartlett, commenting on Souter's responses, said he found nothing to dissuade him from his belief that Souter will be receptive to cameras in the court (see story, page 46).

by tax court but less than \$900 million (including \$300 million in penalties) that IRS had sought. IRS agreed to apply same valuation method to stock of Newhouse's widow, Mitzi, and his brother, Norman, both now deceased.

Walt Disney Co. has reportedly decided to cease production of hour dramas. Disney is apparently giving up on hours because of increasing difficulty of meeting costs even for successful dramas. With market for off-network dramas down over past five years and with network license fees usually covering only about three-quarters of cost of production for hour-long series, studio will concentrate on half-hour comedies which are generally cheaper to produce and more in demand for syndication.

NAB and Broadcast Cable Financial Management Association have published 1990 Radio Financial Report that found 76.9% of 1989 total time sales came from local advertisers, while 21.5% came from national or regional advertisers. Administrative costs accounted for 42.1% and program and productions 20.8% of ex-

penses. Report contains average and ranges of cash flow for different categories of station operations. It's available from NAB Station Services for \$125 for members, \$225 for nonmembers.

CBS was prepared last Friday to provide pool feed of Iraqi President Saddam Hussein's address to U.S. soon after videotape's arrival at Andrews Air Force Base. Ready at press time to transfer tape from PAL to NTSC standard whenever it arrived over weekend, Henninger Video in Arlington, Va., said CBS would microwave video immediately to satellite uplink in Washington. Iraq had requested U.S. broadcast networks air tape of Hussein telling his side of Gulf crisis story to American people. CNN spokesman said, "we plan to air it in its entirety," if it is delivered. Spokespersons for ABC, CBS and NBC said that it was difficult to say how they would treat it without screening it first. But CBS spokesman ventured that tape would be screened and likely aired in context of news story in regularly scheduled newscasts.

Graff Pay-Per-View bought Cable Video

Store, PPV operation of General Instrument Corp., last week for undisclosed price. Most recent PPV purchase has been Group W's 50% stake in Request TV's seven million homes for \$10 million. Graff and GI will continue joint operation of CVS, which serves one million homes, for next several months. Graff intends to keep CVS 'A' title service, and will be renegotiating CVS's Hollywood contracts. CVS will be combined with Graff's Spice and Drive-In Cinema, giving it 4.8 million homes and making it third largest PPV supplier behind Viewer's Choice and Request. For Graff, CVS represents neutral profit operation. Its two PPV services are slightly ahead of breakeven.

After four days of new season, **NBC is leading network prime time race**, having won Tuesday and Thursday nights. CBS is second after winning last Monday night, and ABC is third after winning Wednesday night, but finishing third on Tuesday and Thursday. Averages for first four days of new season have NBC with 15/25, CBS second with 14.5/24, and ABC with 13.7/23.

TURNER'S HOGAN DEPARTS FOR WHITTLE

Gerry Hogan surprised the cable industry last week with the announcement of his departure as president of Turner Entertainment Networks to become vice chairman of Whittle Communications. Hogan, who spent 18 years at Turner, and who most recently guided TNT from inception to 50 million homes in less than two years, will oversee five magazine divisions at Whittle, as well as work on several other projects in development. He will become a senior partner at Whittle and report directly to Chairman Chris Whittle. Between the salary and the partnership, said Hogan, it was a "real attractive financial package."

"Gerry has played an important role in the success of our company," said Turner Chairman Ted Turner, before he left last week for his ranch in Montana and was unavailable for comment. "We wish him well in his new endeavor."

The move leaves Turner Cable Sports President Terry McGuirk as the only senior level executive from a group that once included Robert Wussler, now president and chief executive officer of Comsat Video Enterprises; Bill Bevins, Turner's former chief financial officer, and Farrell Reynolds, Turner's top advertising executive in New York, who reported directly to Turner, and who has also left to join Whittle. "Under Ted, you learn a lot that makes you very valuable outside," said Wussler. But "Ted



is not willing to match those [outside] opportunities." Mary Kukowski, an analyst with Bear Stearns, cited Hogan's success with TNT and said his departure was "a real loss" for the company.

Turner has set up a search committee to find a successor and/or divide up Hogan's duties. The committee—McGuirk, Turner, Bill Shaw, vice president of personnel, and Jack Petrik, vice president, syndication—is the same one that tapped former L.A. Times Chairman Tom Johnson for the presidency of CNN, except that Hogan was in Petrik's slot.

Hogan, who oversaw TNT, WTBS(TV) Atlanta and Turner Pictures, as well as Turner's public relations, advertising, promotion, research and ad sales departments, said his recommendation would be to split up the duties. Hogan said the move to Whittle represented a career growth opportunity. "I would like to learn the publishing and magazine side," said Hogan, "and build on the knowledge they have about magazines and what I know about electronic media and see if we can find new businesses" for Whittle. "They are on the forefront of new ideas," he said.

Hogan said he was first approached by Whittle four months ago. While the salary offer, higher than the \$500,000 he made at Turner last year, according to proxy statements, first got Hogan's attention, he said his decision to move came after reevaluating his future at Turner—"I had done a lot of things here more than once," he said—and the new challenges Whittle offered. "Really, what it came down to, the next spot in this company is Ted's job and he's not going anywhere and he shouldn't," said Hogan. "My personality is much better suited to building things than it is operating things," he said.

—MS

EDITORIALS

Committed to the First Amendment and the Fifth Estate

LOSE SOME, WIN SOME

Washington woke up to a new casualty report last Friday. Although no official shot had been fired, the cable bill had been declared by one of its chief proponents, the National Association of Broadcasters, to have been mortally wounded. If its reading was correct, countless months of hard work and high hopes were about to go down the drain, while the future of cable, broadcasting and all other electronic communication would be inevitably altered.

If future events uphold the NAB scenario—and the odds certainly support it—the most immediate casualty would be cable itself, which hadn't wanted regulation in the first place but wanted certainty even more. In trouble with the money markets, as well as with some consumers, it had hoped to achieve a new stability at the cost of some less welcome new rules to live by.

The companion casualty would be broadcasting, which hoped to secure its own future alongside cable with new must carry regulations that would protect most stations for years to come. Legalized must carry—at best a difficult concept for the media, the Congress and the courts—may be dead forever if this session's cable act founders.

The probable big winner would be the telephone industry, which was about to be foreclosed from television entry by this round of legislative effort and probably wouldn't have found a new forum for at least two or three more years. It would then have a golden opportunity to make a new run for it next year, and with even more momentum on its side.

As always in politics, where there are losers there are winners. Cable would then be free of all those impediments the new law would have posed, including must carry. Broadcasters, should they choose, would then be free to abandon must carry in favor of must pay. Both those industries, in the long run, might come to bless this unlikely turn of fate. And the telcos? They may just be inevitable in everybody's future.

VOICE OF EXPERIENCE

Supreme Court nominee David Souter, who proved a master at skillfully sidestepping tough questions during his congressional cross-examination, proved only somewhat less elusive on the issue of cameras in the federal and Supreme Courts (and even then, tunes have been known to change between the nomination hot seat and a secure seat on the bench). Still, there was reason to be encouraged by the tenor of his responses to questions on the subject.

Souter told the committee that cameras that are distracting and obtrusive should be avoided, while suggesting he had no quarrel with ones that were inconspicuous. That sounds like a reasonable concern to us, and to RTNDA President David Bartlett, whose point all along has been that, handled correctly, such coverage—now being practiced in 45 out of 50 state courts—is not obtrusive. Perhaps even more heartening was

Souter's response to the question of whether he thought there was educational value to cameras in the courtroom—in particular, oral argument before the Supreme Court. "There's no question there is value there," he said.

Another reason for optimism regarding Judge Souter is that he brings to the equation first-hand experience from his service on the New Hampshire Supreme Court.

Combine Souter's recognition of the educational value of television coverage of the courts with his experience of the viability of such coverage and the result should suggest an open mind on the subject of open courts.

We just wouldn't bet on it.

SHAKEDOWN SHAKEOUT

The FCC has gotten an earful in comments on its plan to cap the payments—read payoffs—in comparative cases for the granting of new station licenses. Having taken the first step in March 1989 of limiting such settlement payments in comparative renewal cases to reasonable expenses incurred, the commission dropped the other shoe in May of this year by extending that policy to new station applications as well (BROADCASTING, May 14). Frankly, outside of the handful of application-chasing attorneys who fear having their whopping fees whittled down and those nonbroadcasters who have made a cottage industry out of sham applications, we can think of few who would take issue with the move.

Last week, commenters aligned as expected. Not surprisingly, the NAB was all for removing this lure to the "quick-buck artists." The FCBA was caught in something of a conflict of interest, in the main motivated by a desire to see excesses checked, but with the realization that it will come at the expense of sizable attorneys' fees. The most inventive of the comments came from a collection of minority groups that included the National Black Media Coalition. They were all for a cap on settlements, so long as they were excepted.

It remains clear to this page that limiting settlement payments to reasonable and proper expenses is, well, reasonable and proper.



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Broadcasting Sep 10

59th Year 1990

Incorporating Broadcasting / Cable

TELEVISION / 63

*PBS fights fire with
fire; ITC discloses
1991-92 development*

CABLE / 70

*MLB on ESPN: its
exclusivity gains
are broadcasters' loss*

WASHINGTON / 94

*FCC ponders NTIA's
fin-syn proposal; MLB
plays hardball with cable*

BUSINESS / 77

*New study confirms
resale value
of radio*





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TELEVISION / 49

Fox gets lukewarm reception to new program schedule

RADIO / 54

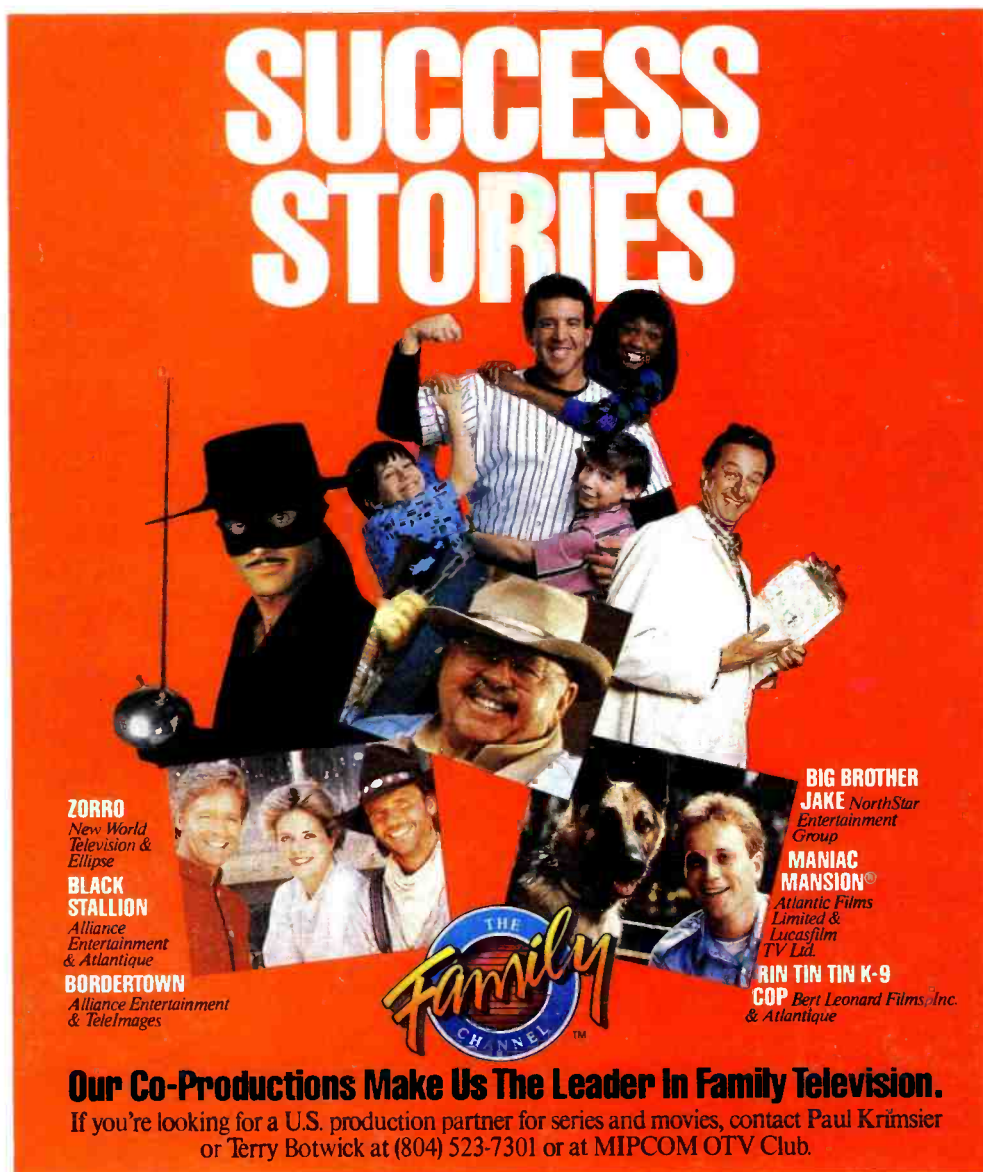
Unistar's Verbitsky tracks networks' past with eye on future

CABLE / 59

TNT reorganizes; urban markets untapped resource for cable

BUSINESS / 63

Cross-media marketing looks good on paper, but will it fly?



SUCCESS STORIES

ZORRO
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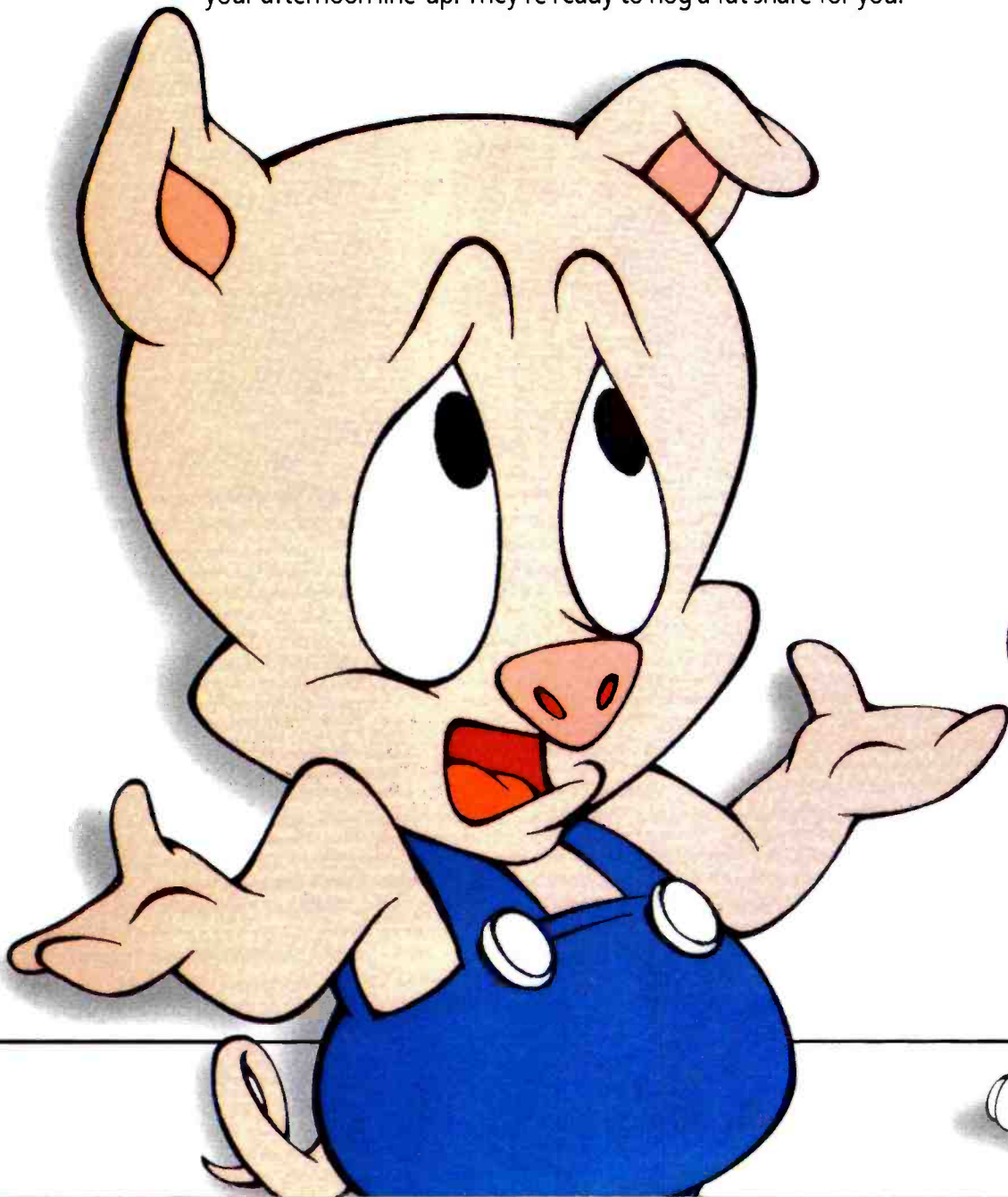
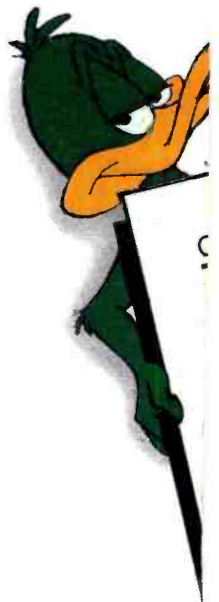
NETWORK TV / SYNDICATION
The Early Returns
SPECIAL REPORT
Basketball

OK, We Got Greedy For R

On September 17th "Tiny Toon Adventures" debuted. And debuted big! Finishing the week as the #1 kids show in its time period. In major markets across the country.

Now, we don't mean to be greedy, but in week #2 the toons consumed an even larger audience. Boosting time period shares in broadcasting's most competitive markets.

Do you hunger for a larger kids audience? Turn the Tiny Toons loose in your afternoon line-up. They're ready to hog a fat share for you.



atings... So Call Me A Pig!

	Station	Time Period	Week #1 Share	Week #2 Share	Increase vs Week #1
York	WNYW*	4:00PM	12	13	+8%
Angeles	KTTV	5:00PM	16	17	+6%
icago	WFLD	4:00PM	12	13	+8%
hiladelphia	WTFX*	4:00PM	10	14	+40%
San Francisco	KTVU	4:30PM	15	18	+20%
Washington, D.C.	WTTG*	4:00PM	16	18	+13%
Dallas	KDAF*	4:00PM	5	7	+40%
Cleveland	WUAB*	4:30PM	16	20	+25%
Houston	KRIV	4:00PM	12	13	+8%
Atlanta	WGNX	5:30PM	9	10	+11%
Seattle	KSTW	4:30PM	10	11	+10%
Denver	KWGN*	3:00PM	14	15	+7%
Sacramento	KSCH	4:30PM	7	8	+14%
Milwaukee	WVTV	4:00PM	7	9	+29%

SOURCE: NSI Metered MarkeTrak Report (w/o 9/97 & 9/24); *ARB

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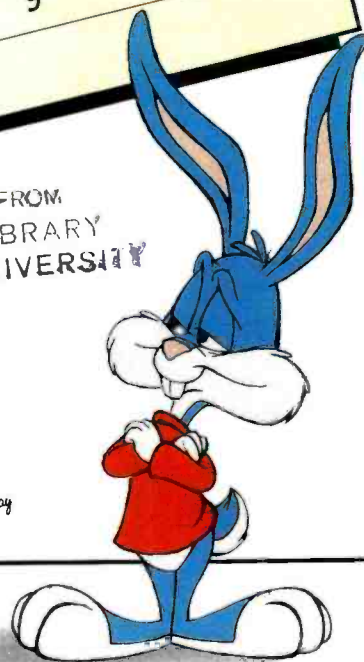
Steven Spielberg
Presents



Happy Birthday
Bugs

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THIS WEEK

35 / GETTING THE AX

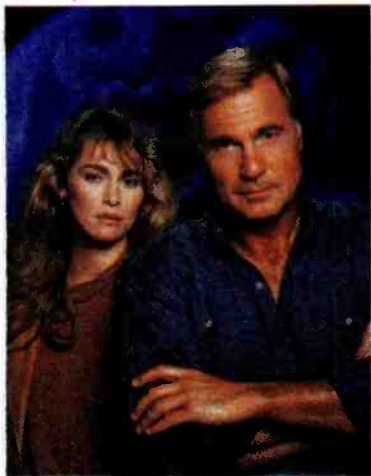
As the new season begins, cancellations and reshuffling of network schedules are also underway. So far, CBS is removing two series and has reworked three nights on its prime time schedule. At NBC, Entertainment President Warren Littlefield answered rumors about impending changes on his schedule by giving two underperformers a vote of confidence—but only for the present.

Meanwhile, stations are still waiting for a viable contender among first-run syndication entries as they decide whether to tough it out with new game and reality shows—many of which are performing poorly—or make some moves.

37 / WONDERING

Turner Program Services completed its marketing plan last week for the anticipated off-network

CBS's 'E.A.R.T.H. Force' is early prime time casualty (page 35)



'D.E.A.' is among new Fox shows off to poor start (page 49)

launch of *The Wonder Years*, in an offering that TV executives say is reminiscent of the sales strategy Viacom Enterprises put together for the controversial 1988-89 off-network launch of *The Cosby Show*. In fact, Viacom's ex-syndication president, Joe Zaleski, the man widely credited for developing the *Cosby* marketing plan, worked as an independent consultant with TPS and New World executives to fashion the *Wonder Years*' off-network blueprint.

43 / SHOOTING HOOPS

As NBC takes the court to carry its first NBA season, and as TNT continues to carry professional basketball above the 50 million subscriber mark, the league will see its total TV and radio revenue increase from about \$160 million to more than \$320 million, thanks mainly to nearly tripled national TV rights

fees, as well as an expected 22% increase in aggregate local TV and radio rights. Meanwhile, CBS, ESPN and Raycom Sports continue to dominate the layers of college basketball rights holders, all preparing to present hundreds of games—mainly in weeknight prime time—perhaps all prelude to the coming season's great experiment: highlights of the entire NCAA tournament on CBS.

49 / LACKLUSTER BEGINNING

Despite the buzz generated by Fox toward the end of last season, mostly attributable to the break-out popularity of *The Simpsons*, its momentum seems to have cooled during the summer. However, Fox says the real determinant of how the network will fare this season will come when original episodes of *The Simpsons* begin. "Until we

have at least another couple of weeks behind us, we won't be able to determine how we're doing," said Jamie Kellner, president of Fox Broadcasting.

50 / NEW TALK

The format for Paramount's new talk show, *The Maury Povich Show*, will differ somewhat from existing afternoon talk shows. *Povich* will address up to three topics per show and set up pieces produced from the field each day. Station clearances have climbed to 50% with those signing on citing *Povich's* success with *A Current Affair* and discounting his past track record as a local talk show host, when his ratings were marginal.

54 / UNISTAR TREK

In less than 10 years Unistar Radio Networks has expanded from a producer-distributor of radio programs to one of the largest radio networks in the U.S. In this exclusive "At Large" interview, Co-Chairman/Chief Executive Officer Nick Verbitsky charts Unistar's rapid growth, discusses radio's current financial health and shares his thoughts on where the industry is headed as the Fifth Estate closes in on the next century.

59 / SPLIT PERSONALITIES

Following Turner Entertainment Network President Gerry Hogan's departure, TNT Executive

Vice President Scoft Sassa and Terence McGuirk, president of Turner Sports, have been promoted and will split Hogan's duties.

60 / CITYSCAPE

Cablevision's Chuck Dolan says that the cable industry should tap the potential of urban markets, trying to meet the multicultural and multilingual demands of the diverse populations there.

63 / CROSS-MEDIA AT THE CROSSROADS

Cross-media packages are in the news again as the Gannett Co., owner of seven AM's, nine FM's, 10 TV's and more than 85 newspapers, announces that for the second time in six years, the company will offer one-stop shopping to advertisers. Advertisers and media buyers are still not sold on the idea, however, feeling that in some cases it is a "solution looking for a problem."

67 / CBS SHUFFLE

CBS has restructured the CBS/Broadcast Group, bringing back former executive Peter Lund as executive vice president of the CBS/Broadcast Group and as president. CBS



Unistar's Nick Verbitsky (page 54)

Marketing. With Lund coming back, CBG President Howard Stringer announced that Tom Leahy, currently president of CBS Marketing, has been named senior vice president of CBG, reporting to Stringer. Leahy, who has been with the network for almost 30 years, will retire in 18 months at age 55. Lund most recently was president of Multimedia Entertainment. Prior to that he spent 10 years at CBS in a variety of positions, including president of CBS Sports and president of the CBS Television Stations Division. In his new position, Lund will oversee both the Television Stations

Division and the Radio Division, two areas that used to report to Stringer.

70 / SETTING STANDARDS

People for the American Way and the Media Access Project have filed a petition at the FCC seeking clarification on what constitutes "identifiable" sponsorship claims on negative campaign ads. The

identification, they claim, is often "incomprehensible and imperceptible to viewers." Candidates should not benefit from FCC lowest unit charge policies, the petitioners propose, unless certain objective standards regarding duration and size of sponsorship tags are met.

71 / GOING TO COURT

In a case that could further define the First Amendment rights of cable operators, the Supreme Court has agreed to review an Arkansas case involving the constitutionality of a state sales tax on cable and satellite services.

73 / SMPTE STAGE IS SET

Digital and high-definition television technologies will dominate the technical sessions at the five-day Society of Motion Picture and Television Engineers Technical Conference and Equipment Exhibition in New York, Oct. 13-17.

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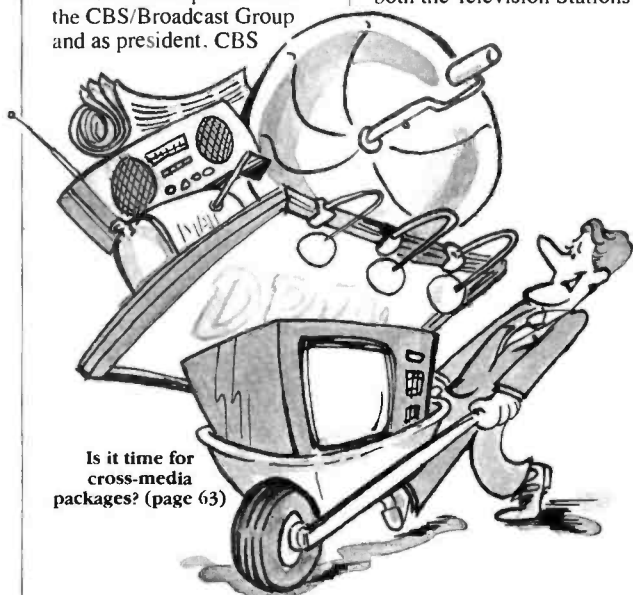
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Is it time for cross-media packages? (page 63)

CLOSED CIRCUIT

New York

Light still green for Sky Cable

Of four Sky Cable partners, only NBC waived over continued commitment to high-power DBS, as cable bill—and access legislation—died slow death in Senate last week. Over course of summer, NBC and News Corp. led partners in lobbying push for access language in cable bill; on record, Cablevision Systems and Hughes Communications insisted market would provide software on its own. As cable bill died, News Corp. source said access legislation is "important," but next year will provide another chance on Capitol Hill. In meantime, source said: "We're in Sky Cable"—view reiterated by Cablevision and Hughes.

But launching Sky Cable without access, "has always been a difficult proposition," said NBC President Bob Wright. "We'll have to meet and discuss this over the next couple of weeks." NBC Cable President Tom Rogers said in July NBC would

"probably" drop DBS if it became convinced that neither market nor government would assure access. At that time, he said, NBC had lost much confidence in programmers' willingness to buck cable operators to deal with DBS. Rogers could not be reached to revisit those comments by press time.

Radio-TV option

Group owners of broadcast, cable and publishing properties may not be only ones trying to get into cross-media packaging game (see story, page 63). Katz Communications Inc., largest and only independent rep firm handling both radio and television stations is taking serious look at offering advertisers chance to tap into its 192 TV stations and more than 1,700 radio stations. Rep firm has had "preliminary discussions" with several companies and hopes to get something off the ground in 1991.

Wheeling, dealing

Cable operators are apparently interested in reaching Hispanic markets, but they don't

want to pay much to do it. Cable-exclusive Spanish language channel Viva Television Network, which has said it wants to launch in January with 500,000 subscribers, has agreements in principle for 530,000 subscribers from 15 MSO's. But with exception of one MSO representing 50,000 subscribers, Viva and operators can't agree on contract terms, according to Leo Perez, Viva's executive VP. Cable operators want Viva to discount its 6-8 cent rate card to about 2 cents per subscriber, which network says it is unwilling to do, leaving negotiations at standstill.

Greenville, S.C.

Attrition

Despite departure of Multimedia Entertainment President Peter Lund for CBS (see story, page 67), shortly after announced stepping down of company President Jim Lynch ("In Brief," Sept. 17), no one has offered evidence suggesting anything other than coincidence. Company's Chairman-CEO Walter Bartlett said he will probably not start interviewing repla-

ment for Lund until next month, noting that 85% of division's revenue for 1991 has already been booked. Also, Sally Jesse Raphael has signed new five-year contract, while other star host, Phil Donahue, has two years left on his contract. Entertainment division profits are running 25%-30% ahead of last year.

Washington

Sticking to his guns

In his first reaction since he characterized NBC and Cablevision's Pay Per View Olympics two weeks ago as "ill-conceived" and "half-baked," Robert Wussler, president-CEO, Comsat Video Enterprises, acknowledged that his comments "came out a touch heavier than I would have liked." He added: "This thing has gone too far. I'm not interested in going to war with Tom Rogers [president, NBC Cable]." But Wussler said he also stood by his comments, and summed up his position by saying he's fan of PPV and doesn't want its fate resting on PPV Olympics, particularly when coverage will be "done simultaneously for free on NBC during the hours most people watch television."



◀ CRYSTAL WINNER

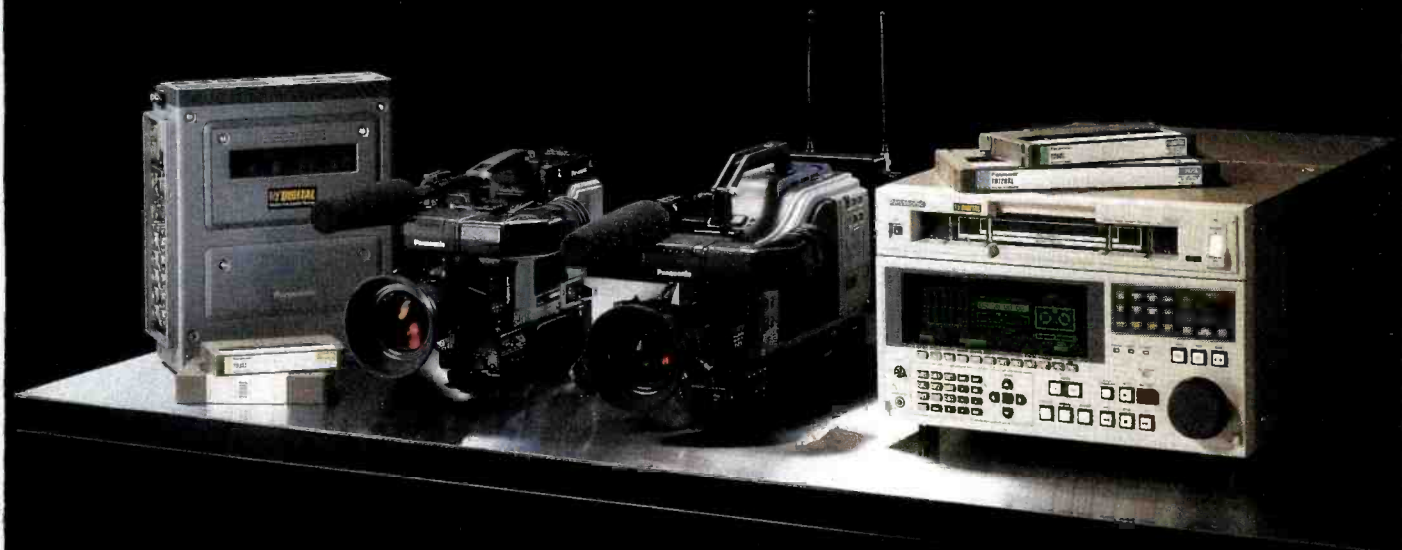
The National Association of Broadcasters awarded a special NAB Crystal Radio Award to Representative Matthew Rinaldo (R-N.J.) for his leadership role in Congress on radio issues. NAB Executive Vice President, Government Relations Jim May (l) and NAB President Eddie Fritts (r) present Rinaldo with the award.

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Classic comedies. Those long-running sitcoms that have the ability to hold up episode after episode in syndication. Repeating as strongly in their second and third cycles as in their first. This quality of syndication excellence requires three essential elements of success. Great writing, a great premise and a great cast. Those are the components that result in

preeminent recognition. Like winning 3 Emmy Awards this year alone. And quality, classic comedy results in classic ratings power too. Like a 19.6 rating and 30 share for "Murphy Brown's" third season debut.

Classic comedy. It works once a week on the network. And come Fall '92, it'll work five times a week for you.

MURPHY BROWN

A Shukovsky/English Production



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Cross-media push

PBS will have national, multi-page advertising supplement, its first, in Dec. 3 issue of *New Yorker* magazine, as part of network's efforts to maintain momentum gathered from *Civil War* victory (see page 52). Appearing under title "PBS: Much More Than Television," supplement will be divided into two sections, with first including general information about public television, followed by program guide to PBS's new season.

Chicago

Reverse split for Sinbad

Word from New York station rep source is that Tribune Entertainment is discussing plans to set sail with Sinbad, actor-comedian of NBC's *Different World* fame, for new syndicated late night 1991-92 variety show. However, source said that Tribune executives are floating idea

of four-minute national and three-minute local barter ad split, reverse of normal split. Tribune Entertainment spokeswoman would neither confirm nor deny existence of project and had no knowledge of barter split consider-

ations. It is also rumored that Keenan Ivory Wayans' production company, Ivory Way Productions, is actively involved in developing project. Wayan's company produces Fox Broadcasting Co.'s *In Living Color*.

SEARCHING FOR FIN-SYN ANSWERS

The FCC's eagerly awaited further notice in the fin-syn proceeding is expected to emerge from the agency this week or next weighted down with ideas, questions and comments from the five commissioners.

To the original draft notice containing compromise proposals for resolving the fin-syn dispute, Chairman Al Sikes has added questions about what impact the rules—or lack of them—would have on international competitiveness of broadcast networks. Commissioner Sherrie Marshall is looking for information on various proposed safeguards against networks' abusing power if they were allowed to acquire financial interest in network programs and enter the syndication business. Marshall also wants to know more about the 50-50 plan proposed by NBC. Under that plan, the networks would be free of the rules for half of their prime time schedule.

Also, word last week was that the FCC's en banc hearing on fin-syn had been set for Dec. 14.

Los Angeles

Turned tables

In strange incident of role reversal, cancellation of CBS's *E.A.R.T.H. Force* (see page 35) apparently was prompted not by network but by producer Paramount Pictures Television. According to source, Paramount called CBS and told network that "we're out of production and we don't want to go back into production on the series." Action by Paramount would seem to be latest example of waning enthusiasm for production of hour series because of difficulty in recouping front-end costs.

New York

Bundle to Britain

Nickelodeon and British Satellite Broadcasting have come to preliminary agreement that will bring *Eureeka's Castle* to U.K. BSB, launched in April 1990, will either carry actual shows produced by Nickelodeon or produce own version under same title.

RECONCILIATION AMERICOM STYLE

Blood is definitely thicker than water at Americom Radio Brokers, as once-expelled founder Tom Gammon, with the aid of his brother, Americom president Dan Gammon, last week regained control of the firm. The coup was not bloodless: Americom Managing Partner Bill Stedding was removed from the board and further controversy is expected over a love-it-or-leave-it compensation plan that may result in further housecleaning and/or lawsuits against the firm from upset employees.

Gammon left the firm in January to start his own company, Crown Broadcasting, and has since been drawing fire from broadcasters because of his proposal to move WHMA(FM) Anniston, Ala., 90 miles across state lines to the Atlanta market. Americom, under threat of a boycott from broadcasters, severed all ties with Gammon and arranged a buyback of his interest in the privately held company. However, with the station trading market in remission, the value of Gammon's stock began to decline and the deal never closed. He still holds a majority interest in Americom.

There are at least two different versions of why Gammon wants back in Americom. One version has Gammon's station group in financial trouble and wanting to tap into Americom's said-to-be-deep pockets; he confirms making a late payment to one Crown Broadcasting lender, Baybank of San Francisco. There is speculation that the value of his properties, should his move-ins fail, could be worth less than he

paid for them. Gammon says this is not the case, that he has since made his bank payment and that Crown Broadcasting has \$1.6 million in the bank.

Another version has Gammon unhappy with the way Americom has been spending money. He told BROADCASTING that he wants to change the sizable fixed costs of the company and change the current compensation structure. Americom has been known as a firm unafraid to spend money. Each year it takes clients on lavish trips and cruises. It recently opened up an investment banking service and hired a new broker, in spite of a soft trading marketplace.

At the heart of the Gammon-Americom dispute is Americom's current compensation system. Americom brokers are paid an advance against commission and, upon completion of a deal, pay back the advance and get a smaller share of the commission. Americom covers all travelling and entertainment expenses. Under the new compensation system, which most brokerage firms use, brokers are paid a higher commission, but cover their own expenses. Americom employees have been told that they can accept the new plan or leave.

Being a private company, it is difficult to assess what Americom's financial picture looks like. One industry source estimated that the company has \$500,000 in the bank, not a large amount when one considers that it was paying all expenses, hired new employees and redesigned its downtown Washington offices.



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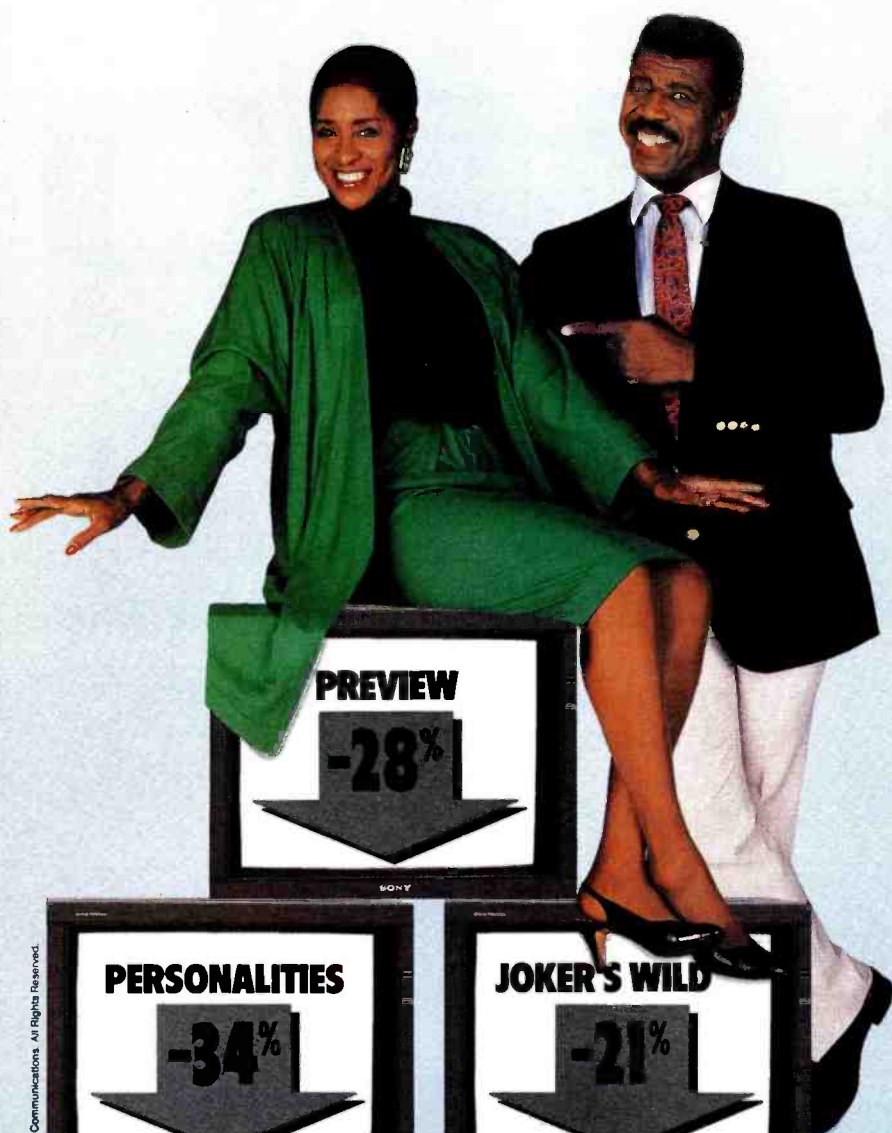
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Source: NSI 9/10-9/26/90 overnight market avg. wtd. rtg. vs. year-ago 1p.

its up...



downs.



DATEBOOK

■ indicates new listing or changed item.

THIS WEEK

Oct. 9—*Cabletelevision Advertising Bureau* local advertising sales workshop. Boston Marriott Newton, Boston. Information: (212) 751-7770.

Oct. 9—*National Academy of Television Arts and Sciences* Engineering Emmy Awards presentation. Sheraton Centre, New York. Information: Trudy Wilson, (212) 586-8424.

■ **Oct. 9**—Media access seminar, sponsored by *American Women in Radio and Television, Houston chapter*. Holiday Inn Crowne Plaza, Houston. Information: (713) 840-9500.

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—"The Role of Women in Television and Radio News/Talk Shows," meeting of *American Women in Radio and Television, Washington chapter*. Washington. Information: Jan Du Plain, (202) 998-2696.

Oct. 10—"1984: Chiat/Day in Microcosm," seminar sponsored by *Museum of Broadcasting* featuring Jay Chiat, chairman-CEO, Chiat/Day/Mojo. Seminar is part of series sponsored by MOB, "The Advertising of Chiat/Day: Examining the New Creativity," which runs Sept. 18-Dec. 15. Museum, New York. Information: (212) 752-4690.

■ **Oct. 10**—*Society of Broadcast Engineers, New York chapter* 15, facility tour of solid state AM transmitters in New York. Information: Chris Tobin, (212) 541-9200.

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

Oct. 10-12—*Kansas Association of Broadcasters* annual convention. Holiday Inn/Holidome, Lawrence, Kan. Information: (913) 235-1307.

Oct. 11—*Cabletelevision Advertising Bureau* local advertising sales workshop. Philadelphia Airport Marriott, Philadelphia. Information: (212) 751-7770.

Oct. 11—*Federal Communications Bar Association* monthly luncheon. Speaker: Ervin Duggan, FCC commissioner. Washington Marriott, Washington. Information: (202) 833-2684.

Oct. 11—Reception for new members of *American Women in Radio and Television, Washington chapter*. Washington. Information: (202) 998-2696.

Oct. 11-12—*Arizona Broadcasters Association* annual convention. Scottsdale Plaza Resort, Scottsdale, Ariz. Information: (602) 274-1418.

Oct. 11-13—*Howard University School of Communications* 19th annual communications conference, "Global Communications: Economic, Political and Social Perspectives." Armour J. Blackburn University Center and The Howard

MAJOR MEETINGS

Oct. 11-15—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 689-4220. Future conference: Oct. 10-14, 1991, Cannes.

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. 17-19—*LPTV* annual conference and exposition, sponsored by *Community Broadcasters Association*. Riviera, Las Vegas. (800) 225-8183.

Nov. 28-30—*Western Cable Television Conference & Exposition*, 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. Future convention: Jan. 7-10, 1992, Fairmont Hotel, Stanford Court and Mark Hopkins Hotel, San Francisco.

Jan. 14-18, 1991—28th annual *NATPE International* convention. New Orleans Convention Center, New Orleans.

Jan. 21-23, 1991—*Satellite Broadcasting and*

Communications Association trade show. Bally's, Las Vegas. Information: (800) 654-9276.

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.

Jan. 25-31, 1991—*National Association of Broadcasters* winter board meeting. Ritz-Carlton, Naples, Fla.

Feb. 1-2, 1991—*Society of Motion Picture and Television Engineers* 25th annual television conference. Westin Detroit, Detroit. Future conference: Jan. 31-Feb. 1, 1992, Westin St. Francis, San Francisco.

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

sion program marketplace. Palais des Festivals. Cannes, France. Information: (212) 750-8899.

April 21-24, 1991—*Broadcast Cable Financial Management Association* 31st annual convention. Century Plaza, Los Angeles. Future conventions: April 22-25, 1992, New York Hilton, New York, and April 28-30, 1993, Buena Vista Palace, Lake Buena Vista, Fla.

May 15-19, 1991—Annual public radio conference, sponsored by *National Public Radio*. Sheraton, New Orleans.

May 16-19, 1991—*American Women in Radio and Television* 40th annual convention. Omni Hotel, Atlanta. Future convention: May 27-30, 1992, Phoenix.

■ **June 11-13, 1991**—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 16-19, 1991—*Broadcast Promotion and Marketing Executives & Broadcast Designers Association* annual conference. Baltimore Convention Center, Baltimore.

Aug. 25-27, 1991—*Eastern Cable Show*, sponsored by *Southern Cable Television Association*. Atlanta.

Sept. 11-14, 1991—Radio '91 convention, sponsored by *National Association of Broadcasters*. San Francisco.

Sept. 25-28, 1991—*Radio-Television News Directors Association* international conference and exhibition. Denver.

■ **Oct. 3-6, 1991**—*Society of Broadcast Engineers* fifth annual national convention. Houston. Information: 1-800-225-8183.

■ **July 2-7, 1992**—*International Broadcasting Convention*. RAI Center, Amsterdam. Information: London—44 (71) 240-1871.

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Westar 4, transponder 14V,
channel 14
downlink frequency 3980 MHz

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Inn, Howard University campus, Washington. Information: (202) 636-7690.

Oct. 11-14—*Society of Professional Journalists* national convention. Speakers include Vice President Dan Quayle and NBC News President Michael Gartner. 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—"An Afternoon with Jeff Smith (Frugal Gourmet)," part of screening exhibition, "WTTW/Channel 11: A 35th Anniversary Celebration," which runs Oct. 3-Dec. 3, at *Museum of Broadcast Communications*, Museum, Chicago. Information: (312) 987-1500.

■ **Oct. 13-14**—"Comedy Writing for Television," seminar sponsored by *American Film Institute* and co-sponsored by *School of Visual Arts*. School of Visual Arts, New York. Informa-

tion: (800) 999-4234.

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

Oct. 13-15—*American Women in Radio and Television* western area conference. Westin hotel, Denver. Information: Lavonna Stathes, (303) 832-5665.

ALSO IN OCTOBER

Oct. 13-15—*American Women in Radio and Television* Northeast area conference. Philadelphia.

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. (717) 534-2504.

Oct. 14-17—*Women in Cable* national cable management conference. Theme: "Mastering-Trade Offs: Results by Design." Tampa, Fla. Information: (312) 661-1700.

Oct. 15—*Women in Cable* presentation of Annual Chapter Recognition Awards. Tampa, Fla. Information: (314) 298-6322.

Oct. 15—Deadline for nominations for 1990 Advertising Hall of Fame, sponsored by *American Advertising Federation*. Information: Dick Blatt or Karen Gilanyi, (202) 898-0089.

Oct. 15—Deadline for entries in *Hispanic Journalism Awards* program, sponsored by *Media Institute*, for best news and feature stories in Hispanic newspapers and magazines and on Spanish-language broadcast outlets. Information: Elena Castellanos, (202) 298-7512.

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. 15-18—*Electronic Industries Association* 66th annual fall conference. Hotel del Coronado, San Diego. Information: (202) 457-4900.

Oct. 16—"Visual Communications," seminar sponsored by *Center for Communication*. Speakers: Tom Bodkin, *New York Times*; Rick Levine, Wells, Rich, Greene; Bill Wurtzel, Advertising & Graphic Design; Will Hopkins, Hopkins/Baumann, and Lou Dorfman, former CBS Inc. creative director. General Electric Auditorium, New York. Information: (212) 836-3050.

Oct. 16—"Negligent Dissemination of Computer Viruses: Liability to Injured Parties," seminar sponsored by *Communications Media Center*. New York Law School, New York. Information: (212) 431-2160.

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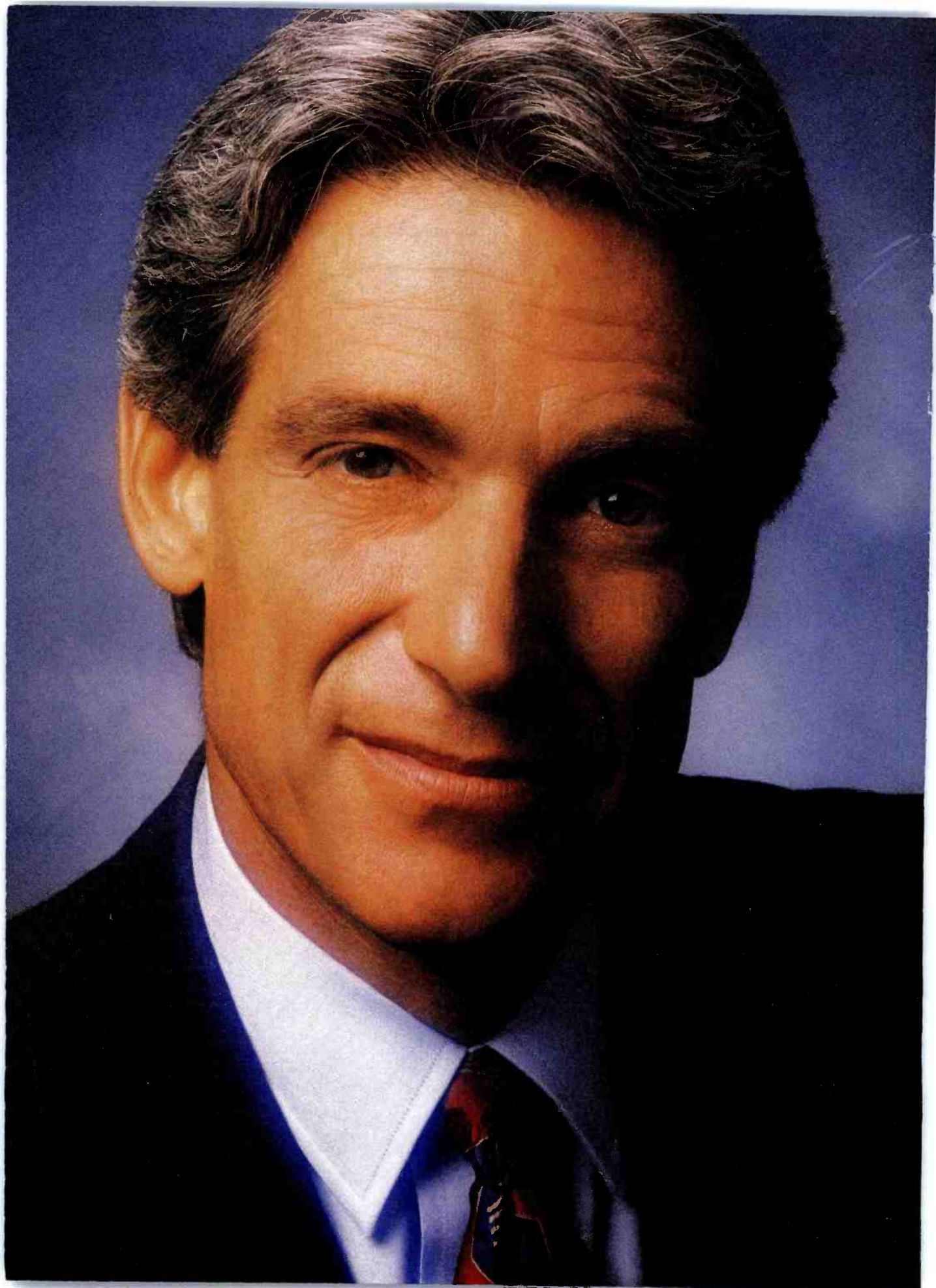
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Oct. 16—12th annual Business Advertising Research conference, sponsored by *Advertising Research Foundation*. Theme: "New Opportunities in Business Marketing." Omni Park Central, New York. Information: (212) 840-1661.

■ **Oct. 16**—*National Academy of Television Arts and Sciences, Washington chapter*, seminar, "Marketing Strategies and Station Promotion." WDCA-TV Washington. Information: Dianne Bruno, (301) 587-3993.

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

Oct. 17—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Robert MacNeil, *MacNeill/Lehrer News Hour*. Copacabana, New York. Information: (212) 768-4510.

■ **Oct. 17**—*Washington Metropolitan Cable Club* meeting. Speaker: Robert Wussler, president-CEO, Comsat Video Enterprises. Washington Marriott, Washington. Information: Melva Daniel, (301) 294-7610.

■ **Oct. 17**—*Society of Broadcast Engineers, New York chapter 15*, meeting. Topic: broadcast cartridge machine technology for the 1990's and a new technique on digital stereo generation for FM broadcasting. New York Times building, New York. Information: Chris Tobin (212) 541-9200, or David Bialik (212) 634-6595.

Oct. 17-18—*San Diego Communications Coun-*

cil's fourth annual conference. Theme: "Uncertain Future: New Directions for Communications Technologies and Public Policy." Participants include: FCC Chairman Al Sikes; Ambassador Diana Lady Dougan; Brian Lamb, C-SPAN; James Robbins, Cox Cable Communications; Stephen Petrucci, Hughes Communications, and David Bartlett, Radio-Television News Directors Association. La Jolla Marriott, La Jolla, Calif. Information: (619) 237-2430.

Oct. 17-18—*Kentucky Broadcasters Association* convention. Radisson, Lexington, Ky.

Oct. 17-19—*Indiana Broadcasters Association* fall convention. Theme: "Broadcasting's Changing Landscape." Airport Holiday Inn, Indianapolis. Information: (317) 638-1332.

■ **Oct. 18**—*International Radio and Television Society* newsmaker luncheon. Speaker: New York Mayor David Dinkins. Waldorf-Astoria, New York. Information: (212) 867-6650.

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 Confer-

ence 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. 19—*Minnesota Association of Cable Television Administrators* sixth annual fall conference. Theme: "Expanding Visions of Community Television: What's Your City's Role?" Holiday Inn-St. Louis Park, Minneapolis. Information: (612) 347-0434.

Oct. 19-20—*American Women in Radio and Television* South Central area conference. Hilton Inn, Northwest, Oklahoma City. Information: (405) 728-1111.

Oct. 19-21—*Investigative Reporters & Editors* regional conference. Westin hotel, Detroit. Information: (314) 882-2042.

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 and National 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. 23—"The New Realities of Women's Power," conference sponsored by *Women, Men and Media*, including panel on "Women in Broadcast News." Columbia University Graduate School of Journalism, New York. Information: (212) 877-1250.

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

Oct. 24—Annual Bayliss Media Roast, sponsored by *John Bayliss Broadcast Foundation*. Plaza Hotel, New York. Information: Kit Hunter Franke, (408) 624-1536.

Oct. 24—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Thomas Morgan, president, WNYC Communications Group. Copacabana, New York. Information: (212) 768-4510.

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. 24-26—Third annual short course on "Management of Electromagnetic Energy Hazards," sponsored by *Rutgers University and Electromagnetic Energy Policy Alliance*. Cook College Campus, Rutgers University, New Brunswick, N.J. Information: (201) 932-9271.

Oct. 25—*Radio Advertising Bureau* regional sales training workshop, "dramatizing radio's competitive advantages against other media, and ways radio salespeople can accentuate



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radio's strengths in a media mix with other media, especially newspapers." Detroit. Information: (212) 254-4800.

Oct. 25-27—*Tennessee Association of Broadcasters* annual convention. Park Vista Hotel, Gatlinburg, Tenn. Information: (615) 399-3791.

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

Oct. 26-27—*National Academy of Television Arts and Sciences* trustees meeting. Marriott Marquis Hotel, New York. Information: Trudy Wilson, (212) 586-8424.

Oct. 26-27—"Covering the Clean Air Act in 1990's," science and economics conference for journalists sponsored by *Foundation for American Communications* and *Gannett Foundation*. Harrison Conference Center, Wellesley, Mass. Information: (213) 851-7372.

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

Oct. 26-28—*American Women in Radio and Television* North Central area conference. Louisville, Ky. Information: Sondra Lee, (502) 426-2626.

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

Oct. 29-31—Third annual international confer-

ence on interactive entertainment, *InterTainment '90*, co-sponsored by *Alexander & Associates* and *NYNEX Corp.* Marriott Marquis, New York. Information: (212) 382-3929.

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. 1—*Utilities Telecommunications Council* board of directors meeting. Capitol Hilton, Washington. Information: (202) 872-0030.

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

Oct. 31—"Terrific! Let's Do It!," or Convincing Your Clients to Buy Your Ideas," personal development seminar sponsored by *American Association of Advertising Agencies*. Ritz Carlton Buckhead, Atlanta. Information: (212) 682-2500.

■ **Oct. 31**—Deadline for entries in radio promotion contest sponsored by *Georgia Association of Broadcasters*. Information: GAB, 500 Sugar Mill Road, suite 240A, Atlanta, Ga., 30350.

Oct. 31-Nov. 3—Sportel, "first international television program market devoted solely to sport." Participants will include broadcasters, cable, satellite and DBS programmers. Loews Hotel, Monte Carlo. Information: Vital Communications, (201) 869-4022.

NOVEMBER

Nov. 1—Deadline for applications for focus news workshop, to be held Dec. 13-16, for radio reporters and producers working in bilingual environments, sponsored by *Alaska Public Radio Workshop and Corporation for Public Broadcasting* and hosted by Western Public Radio and KQED-FM San Francisco. Information: Karen Cox, (907) 563-7733.

Nov. 1-2—"Writing Your Way Into: Daytime Television Dramas, Television Documentaries, Print Journalism and Public Relations," seminar sponsored by *Center for Communication*. General Electric Auditorium, New York. Information: (212) 836-3050.

Nov. 1-4—*American Advertising Federation* Western advertising leadership conference. Marriott Rancho Las Palmas Resort, Rancho Mirage, Calif. Information: (415) 421-6867.

Nov. 3—"Managing with Skill and Style," seminar sponsored by *Women in Communications* and *Working Woman* magazine. New York. Information: Rhoda Pauley, (212) 532-3669.

■ **Nov. 7**—"Winning New Business: Strategies That Sell Your Agency," seminar sponsored by *American Association of Advertising Agencies*. Hotel MacKlowe, New York. Information: (212) 682-2500.

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. 8**—*MMT Sales* dinner-dance on behalf of New York chapter of Make a Wish Foundation. Club 20/20, New York. Information: (212) 319-8008.

Nov. 8-9—18th annual communications law seminar, sponsored by *Practising Law Institute*. Among topics: "Which Is Better—Cable or Broadcast News?" featuring Mary Alice Williams, co-anchor, NBC, formerly with CNN. Sheraton Center, New York. Information: (212) 765-5700.

Nov. 9—*Long Island Coalition for Fair Broadcasting's* sixth annual "Connection Day," for "broadcast professionals to provide advice and guidance on working with today's media." Long Island Marriott, Uniondale, N.Y. Information: (516) 222-0146.

Nov. 9—*North American National Broadcasters Association* advisory council meeting at CBS. New York. Information: NANBA secretariat, (613) 738-6553.

Nov. 9-10—*Broadcast Promotion and Marketing Executives UK* seminar. Hilton Hotel, Leeds, England. Information: (011-44) 0532-438-283 or (213) 288-0481.

Nov. 9-11—*National Broadcasting Society, Alpha Epsilon Rho*. Central plains regional meeting. St. Louis. Information: Dianna Kirby-Clark, (314) 595-4463.

Nov. 10—*National Academy of Television Arts and Sciences* Nashville chapter Emmy Awards presentation. Opryland Hotel, Nashville. Information: Monty Nugent, (615) 373-8295.

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

Nov. 12-14—"Regulating the Cable Industry," satellite-delivered course from *Cable Manage-*

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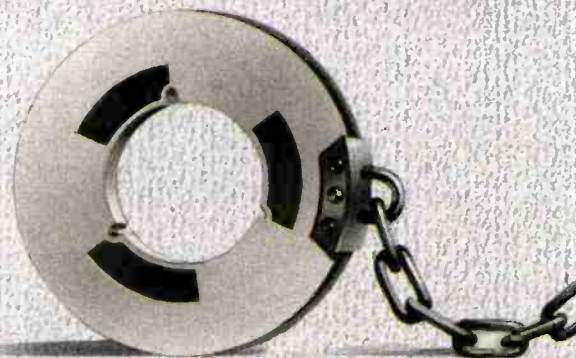
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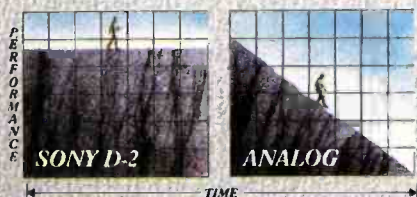
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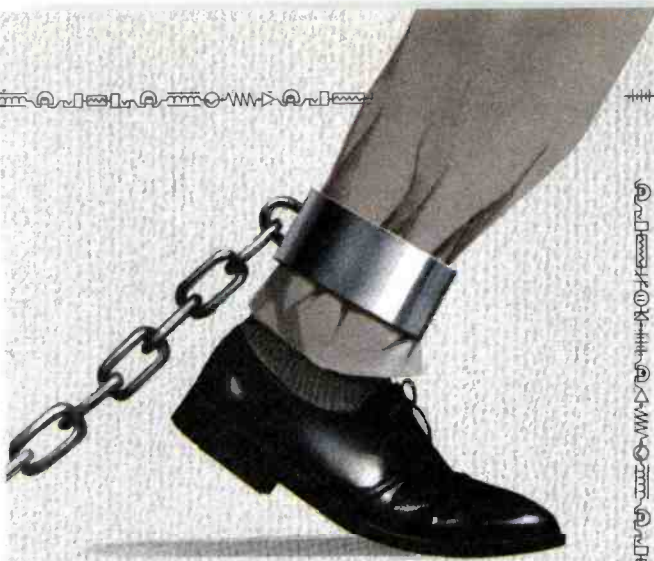
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ment Education Program, with collaboration from Women in Cable and University of Denver, originating from Pennsylvania State. Sites scheduled to receive course are Atlanta, San Francisco, Chicago and Boston. Information: Christine Kane, (312) 661-1700.

Nov. 12-14—"Regulating the Cable Industry," cable management education program of *Women in Cable and University of Denver*. Atlanta, San Francisco, Chicago and Boston. Information: Nancy Ring, (312) 661-1700.

Nov. 13—Third annual radio/television summit, hosted by *IDB Communications Group*. Hotel Parker Meridian, New York. Information: Beth Morris, (213) 280-3779.

Nov. 13—*Academy of Television Arts & Sciences* forum luncheon. Speakers: Russell Goldsmith, Republic Pictures Corp.; Harris Kattelman, 20th Century Fox Television, and Frank von Zerneck, von Zerneck/Sertner Films. Beverly Hilton hotel, Los Angeles. Information: (818) 953-7575.

Nov. 13—Sixth annual Nancy Susan Reynolds awards dinner, honoring television programs for "outstanding portrayal of sexuality, family planning and reproductive health." Among award winners: Ted Turner, Turner Broadcasting System. Regent Beverly Wilshire, Los Angeles.

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.

Dec. 13-16—Focus news workshop for radio reporters and producers working in bilingual environments, sponsored by *Alaska Public Radio Network and Corporation for Public Broadcasting* and hosted by Western Public Radio and KQED-FM San Francisco. San Francisco. Information: Karen Cox, (907) 563-7733.

Nov. 14—Women at Work Broadcast Awards luncheon, sponsored by *National Commission on Working Women*. Washington. Information: (202) 737-5764.

Nov. 14—*American Women in Radio and Television*, Washington chapter, meeting. Topic: cable. Washington. Information: Cheryl Jones, (301) 577-1999.

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. 15—Deadline for entries in International Film and Video Festival for Black History Month, sponsored by *PCTV, Peralta Colleges Television*, cable network. Theme of festival: "Global Africa: Looking Back-Moving Forward." Information: (415) 464-3253.

Nov. 15-16—*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.

Nov. 16—*University Network (U-Net)* annual affiliates conference, preceding National Association of College Broadcasters annual confer-

ERRATA

Quote by **FCC Commissioner James Quello** on FCC's consideration of digital audio broadcasting was reportedly incorrectly in Oct. 1 issue. Correct quote: "Ultimately, DAB allocations should be determined by the best service to the public, not merely based on advanced technology for technology's sake."

Name of **Martin Franks**, CBS vice president, Washington, was misspelled in Sept. 24 story on troubles of cable legislation.

KSLA-TV Shreveport, La., was sold for \$23 million to KSLA-TV Ltd. by VSC Communications Inc., not for \$2.3 million as reported in Oct. 1 "Changing Hands."

ence. Brown University, Providence, R.I. Information: (401) 863-2225.

Nov. 16—"An Evening with Ben Hollis and *Wild Chicago*," part of screening exhibition, "WTTW/Channel 11: A 35th Anniversary Celebration," which runs Oct. 3-Dec. 3, at *Museum of Broadcast Communications*. Museum, Chicago. Information: (312) 987-1500.

Nov. 16-18—*National Association of College Broadcasters* third annual conference. Theme: "Voices and Visions: College Broadcasters Forging the '90's." Keynote speaker: Quincy Jones, producer of music, film and television and head of Quincy Jones Entertainment. Brown University, Providence, R.I. Information: (401) 863-2225.

Nov. 17-19—LPTV annual conference and exposition, sponsored by *Community Broadcasters Association*. Riviera, Las Vegas. Information: (800) 225-8183.

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.

Nov. 20—*Federal Communications Bar Association* monthly luncheon. Speaker: Paul Tagliabue, NFL commissioner. Washington Marriott, Washington. Information: (202) 833-2684.

Nov. 21-23—"Managing the Communications Mix in the Orient and the Pacific," seminar designed to assist advertising professionals working in the Pacific Rim, sponsored by *Association of National Advertisers*. Sheraton Hong Kong, Hong Kong. Information: (212) 661-8057.

Nov. 27—Pay per view conference, sponsored by *Cable Television Administration and Marketing Society*. Anaheim, Calif. Information: Bob Westerfield, (703) 549-4200.

Nov. 27—"How Does the Press Cover Economic Abuse?" seminar sponsored by *Center for Communication*. Panelists include Lou Dobbs, CNN, and Robert Krulwich, correspondent, CBS News. Center auditorium, 570 Lexington Avenue, New York. Information: (212) 836-3050.

Nov. 28-30—Western Cable Television Conference & Exposition, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif. Information: (415) 428-2225.

Nov. 29—*American Sportscasters Association* sixth annual Hall of Fame dinner. Marriott Marquis, New York. Information: (212) 227-8080.

Nov. 29—"An Evening with John Callaway (*Chicago Tonight* and *Callaway Interviews*)," part of screening exhibition, "WTTW/Channel 11: A 35th Anniversary Celebration," which runs Oct. 3-Dec. 3, at *Museum of Broadcast Communications*. Museum, Chicago. Information: (312) 987-1500.

Nov. 30—"Marketing to Youth: New Forms of Communication," seminar sponsored by *Center for Communication* featuring executives of Fred/Alan Inc., entertainment-based "youth advertisers" associated with MTV. Center auditorium, 570 Lexington Avenue, New York. Information: (212) 836-3050.

DECEMBER

Dec. 1—*National Academy of Television Arts and Sciences Miami chapter* Emmy Awards presentation. Diplomat hotel, Miami. Information: Christi Shea, (305) 325-2465.

Dec. 2-7—*Poynter Institute for Media Studies* seminar, "Broadcast: Video Graphic Design." Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

Dec. 3-9—Africa Telecom '90, sponsored by *Posts and Telecommunications Corp. of Zimbabwe and International Telecommunication Union*. Theme: "Mobilizing Resources for Development." Harare International Conference Center and Sheraton hotel, Zimbabwe. Information: 41-22-730-5244.

Dec. 4—"An Evening with Bill McCarter (president, WTTW)," part of screening exhibition, "WTTW/Channel 11: A 35th Anniversary Celebration," which runs Oct. 3-Dec. 3, at *Museum of Broadcast Communications*. Museum, Chicago. Information: (312) 987-1500.

Dec. 4-5—"The Economic Outlook for 1991," conference for journalists sponsored by *Washington Journalism Center*. Watergate Hotel, Washington. Information: (202) 337-3603.

Dec. 4-7—*Cable Television Administration and Marketing Society* sales management master course. Orlando, Fla. Information: (703) 549-4200.

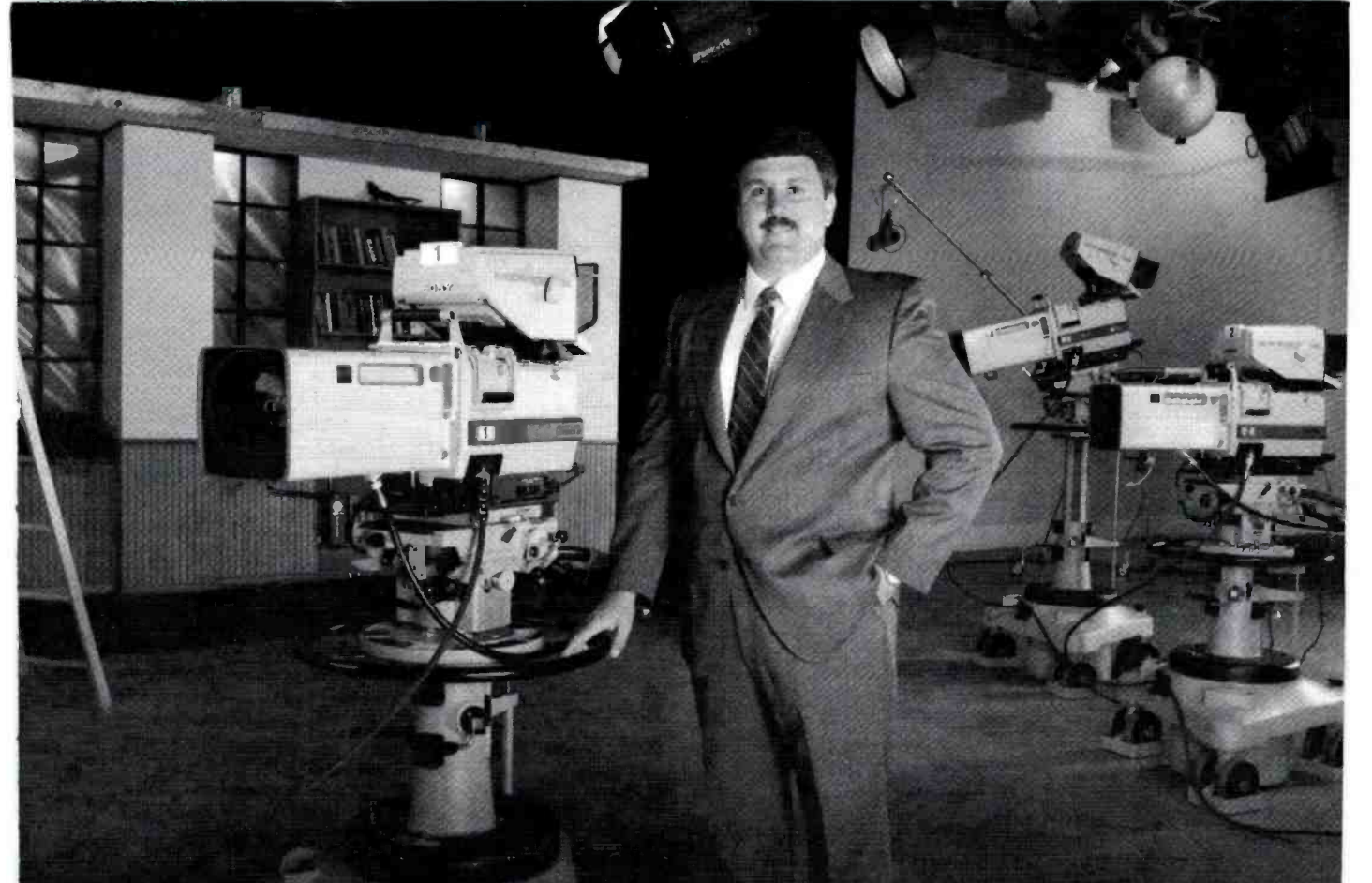
Dec. 4-7—*Arbitron* radio advisory council meeting. Laguna Niguel, Calif.

Dec. 5-8—*Poynter Institute for Media Studies* seminar, "Broadcast: News Graphics for Producers." Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

Dec. 8—*Texas Associated Press Broadcasters* regional seminar. Corpus Christi Marriott, Corpus Christi, Tex. Information: Diana Jensen, (214) 991-2100.

Dec. 11—"New Technologies: Fiber Optics and the Opening of Communications," seminar sponsored by *Center for Communication*. Among speakers: Reese Schonfeld, president, Current Trends Productions; former president, CNN, and past president, Optic Fiber in America. Center auditorium, New York. Information: (212) 836-3050.

Dec. 12—*Academy of Television Arts and Sci-*



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— Rex Greenwell, Director of Engineering, WDSE-TV, Duluth, Minnesota

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OPEN MIKE

Taking umbrage

EDITOR: I write to take issue with one aspect of your Sept. 24 editorial on reinstatement of a cap on settlement payments. As president of the Federal Communications Bar Association and one who participated in the preparation of its comments in the comparative hearing reform and settlement rule-makings, I strenuously disagree with your assertion that our comments were "in the main motivated by a desire to see excesses checked, *but with the realization that it will come at the expense of sizeable attorneys' fees* [italics supplied]."

Some FCBA members oppose a rigid cap on settlement payments, but not in an effort to protect their fees. Rather, they believe, in good faith and based on years of hands-on experience, that a return to the pre-1982 settlement cap rule could result in a paralysis of the already overburdened comparative hearing process. As Congress noted in abandoning the cap by amending Section 311 at the commission's request in 1982, absent a financial incentive, litigants in the process often chose to pursue the hearing and any appeals for many years. Locked as prisoners in litigation they did not truly wish to pursue, they used precious public and private resources; ironically, the lawyers who worked on such cases in that era were financially rewarded. Moreover, prior to 1982, the FCC staff time spent on resolving disputes over what constitutes "reasonable and prudent expenses" was enormous. Today, at a time when the commission's litigation resources are severely restricted and the need to expedite new broadcast service is paramount, a settlement payment cap could backfire at the expense

not of avaricious lawyers, but of the public.

Not all members of the FCBA subscribe to this view. In fact, the predominant view of the FCBA executive committee is that a settlement payment ceiling would ultimately expedite the initiation of new service by taking the profit motive out of the process, thereby discouraging insincere potential applicants. The comments we filed were based on that premise. However, in taking this position, the executive committee recognized that the contrary position was neither a frivolous nor unprincipled one and had been advanced out of a legitimate concern for the public interest.

The important thing is that there are certain issues as to which there is no disagreement within the FCBA. Chief among these are our firm commitment to insuring the integrity of the commission's processes and a recognition of the undisputed need to reform the comparative hearing process. In my opinion, the FCBA has made and will continue to make a significant contribution in this area. We believe that a robust and uninhibited debate on the merits of the commission's and others' reform proposals is essential. Regrettably, this goal is not advanced by your broad brush allegations that unfairly impugn the motives of professionals who have devoted many hours of uncompensated time to restoring the integrity of the process.—*Sally Katzen, president, FCBA, Washington.*

Editor's note: *The thrust of BROADCASTING's editorial was to support a cap on settlement fees. In the process we dealt a glancing blow to those who have profited—or would—from strike applications and similar opportunistic abuses of the comparative process. We stand by those positions.*

Continued from page 30

ences forum luncheon. Speakers: J. Nicholas Counter III, Alliance of Motion Picture and Television Producers, and Alfred DiTolla, International Alliance of Theatrical Stage Employees. Topic: "New Technologies and Industry Changes." Beverly Hilton Hotel, Los Angeles. Information: (818) 953-7575.

Dec. 12—American Women in Radio and Television. Washington chapter, Christmas party. Washington. Information: MacKenzie Kearney, (202) 820-2048.

Dec. 13—"Is There a Future for Public Television? What Should It Be?" seminar sponsored

by Center for Communication. Center auditorium, 570 Lexington Avenue, New York. Information: (212) 836-3050.

Dec. 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.

Dec. 18—"On Location at Channel 13 [WNET]," tour sponsored by Center for Commu-

"Datebook" continues on page 82

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MONDAY MEMO

A cable regulation commentary from Michael F. Starr, assistant professor, Southern Illinois University at Carbondale

The cable television reregulation drama now unfolding in Washington is but another sorry chapter of a hopelessly fragmented, politically gridlocked government in search of a communications policy.

Cable television as a fledgling new technology was subjected for over two decades to an FCC policy that was uneven, at best. When its Declaration of Independence was finally proclaimed by the U.S. Congress in 1984, the powers that be once again mistakenly assumed that the cable charter would long endure. The Washington crowd, who should have had a keen awareness of human frailties, failed to project the pent-up rate pressure which would launch the newly freed industry on a robber baron binge; nor were they correct in assuming that the technological revolution which began with cable would end with cable.

So now, we have, at the behest of Congress, reinaugurated the cycle once again with reactive and not thoughtful legislation. And the prospects for the durability of the Congressional work product are no better than before. Already the outlines of the next regulatory crisis are in place as cable MSO's and independent operators scramble to blunt the effect of projected rate regulation.

Is the solution to return to rate control and give the responsibility for it to an already beleaguered FCC which cannot process things now? How in the world can an FCC which does not collectively believe in reregulation administer rates for approximately 10,000 local systems from Portland to Honolulu? With all the really important communications policy issues to decide, it is wise to bog down our primary communications and regulatory policy making vehicle with a burden it cannot handle and does not want? How can we justify this proposed new assignment for the FCC when there is no demonstrable ability of the commission to tend to half completed and confusing old business which remains undone?

Congress has a position; the White House has a position; the National Telecommunications and Information Administration, National Association of Broadcasters, Association of Independent Television Stations, United States Telephone Association, citizen groups all have input and positions. The ques-



tion is: How should all the divergent interests be digested and formulated into a meaningful national communications policy?

What is needed to finally resolve cable, it is said, is more competition. Idle off-the-cuff policy making, typified by such a remark, is much like writing checks with no bank balance. Checks so written won't clear, and policy so made won't work.

For a start, let us use the example of the cable reregulation debacle to recognize the collective madness for what it is. Congressman Michael Synar is on the verge of doing that with his suggestion to rewrite and 1934 Act. That is, at least, a recognition of failed policy; but it is not enough. Another rewrite proposal almost got done in the late 1970's. In the late 1980's, proposals spanned the spectrum from a cabinet-level Department of Communications to a Presidential Council of Communications Advisers. The problem with most proposals is that they are fatally flawed at the outset by virtue of their sponsors. All parties, public and private, are

thought to be the captives of some special interest. Hence, the requisite credibility and impartiality are automatically absent from solutions being advanced. That absence precludes serious consider-

ation.

Consequently, a totally new approach is mandatory. It is time to convene a national commission, appointed by the White House and the Congress, to make recommendations on overall total reform of our national communication laws and policy.

There exists ample precedent for the appointment of national commissions to provide recommendations to solve weighty, complex problems. In fact, the 1965 Carnegie Commission was created to resolve issues and propose reforms for educational television. While not a presidential commission, it was a national commission with presidential approval.

The approach which worked with the Carnegie Commission is what is needed now. The level playing field is so crowded with competing interests, and the political process is so compromised and fragmented that no proposal made can have any real credibility. To resolve the national impasse over communications issues and policy, this country needs the same independent impartial study and proposals which guaranteed the Carnegie Commission's success. National commissions are an established part of our political culture and have been utilized frequently.

History has proven that consensus short-term policy making negotiated in the hall of Congress, subject as it is to politics, pressure and quick fixes, is no solution. Sometimes truly monumental

restructuring involves study, though and tough decision, most of which are incompatible with the current political process.

One has to spend political capital or significant monetary resources to invest in the appointment of a national communications policy commission. And

if, for a moment, we take the job away from people who don't have time for it, don't understand it, and even view it as a nuisance, perhaps something lasting will result.

"It is time to convene a national commission to make recommendations on overall total reform of our national communication laws and policy."

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TOP OF THE WEEK

IF AT FIRST YOU DON'T SUCCEED... NEW SEASON CANCELLATIONS AND RESHUFFLINGS BEGIN

CBS removes two new shows from prime time, reschedules others; stations still looking for viable contender among first-run entries

NETWORK

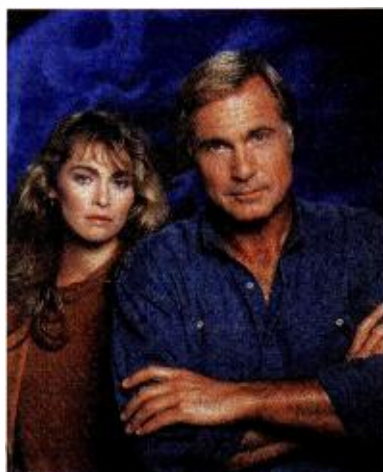
When CBS Entertainment President Jeff Sagansky was hired last November, his management style was often characterized as decisive. Just two-and-a-half weeks into the new season, Sagansky has demonstrated that quality to those unfamiliar with the former president of Tri-Star Pictures, by reworking three nights on CBS's schedule and, in the process, putting two series on hiatus.

Meanwhile at NBC, despite persistent rumors suggesting that Warren Littlefield, president, NBC Entertainment, is on the verge of reshuffling his schedule, Littlefield says he is standing pat—at least as of last Friday—with his current lineup, including the underperforming *Ferris Bueller* and *The Fanelli Boys*. Littlefield, however, would not give any of his struggling new shows a vote of confidence beyond the present.

Removed from CBS's schedule are *Lenny* (Wednesday, 8-8:30 p.m.) and *E.A.R.T.H. Force* (Saturday, 9-10 p.m.), and new to the lineup are *Wiseguy*, making its return to CBS's schedule, and *Broken Badges* from Stephen J. Cannell. Shows undergoing time period changes are *The Flash*, *48 Hours*, *Doctor, Doctor* and *Top Cops*, which also is shortened to a half hour from an hour.

In the case of *Lenny*, it appears CBS is still confident the show will attract an audience, and plans call for the show to return in a less competitive time period. Despite heavy promotion from the CBS-K mart campaign, targeted to push CBS's 8 p.m. shows, the blue-collar comedy never got off the ground, averaging an 8.5 rating and 15 share in its four airings. In its most recent airing last Wednesday, the show scored a 6.8/11.

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CBS's 'E.A.R.T.H. Force' removed from schedule



Syndicated 'Trump Card': endangered species?

SYNDICATION

Across the nation, managers at local television stations are breaking out the Roloids as they puzzle over the bleak returns for the new first-run programs in syndication. According to rep and station executives, it's not a pretty picture, with the exception of children's animation fare, which continues to grow by leaps and bounds.

The problem for stations is that the November sweep TV listings for various program guides are due in about a week and decisions have to be made whether to tough it out with new game and reality shows, many of which are performing poorly, or make some moves.

A number of stations have already made some moves, including KCOP-TV Los Angeles, which cancelled the new game show, *Quiz Kids Challenge*, effective today (Oct. 8). *Kids* has been airing as part of an early fringe game block that also includes *Tic Tac Dough* and *Jokers Wild*.

According to the latest overnight ratings available (the week ended Sept. 30), *Quiz Kids* averaged a 1.1 rating and a 3 share on KCOP-TV. Carol Martz, the station's program director, said the decision to shelve *Kids* came a week after WXIA-TV Atlanta made a similar move, and more than doubled its share by replacing it with *Family Feud*, now entering its third season, from LBS.

"*Tic Tac* and *Jokers* have a way to go too," said Martz, indicating the vulnerability of both shows on the station's schedule. Both programs are averaging less than a 1.5 rating on the station.

Quiz Kids has been cancelled or demoted in several other markets, including St. Louis, where KMOV-TV pulled it from 4 p.m. and moved it to late night. The station opted to schedule a double-

run of *Golden Girls*. At 4:30 p.m., *Girls* had been more than doubling the rating and share of *Quiz Kids* at 4 p.m.

Trump Card and *Challengers* have also been pulled or downgraded in markets including Hartford, Conn., and St. Louis. At the same time KMOV-TV moved *Quiz Kids*, it also bumped *Trump* from its 6:30 p.m. access slot to late night, replacing it with *Best of Love Connection*. The station has been getting solid numbers from *Connection* as a late fringe program.

At WTIC-TV Hartford, general manager Ed Karlik confirmed the station demoted *Trump* and *Challengers* from access to daytime, replacing the game block at 7-8 p.m. with a strip of *Star Trek: The Next Generation*. So far, *Trek* has doubled the rating the two games were getting in access, from a 2 to a 4.

"We had to make a move," said Karlik, who is also president of Chase Broadcasting. "We were high on both shows and the production quality was high, but we couldn't go into the November book without larger ratings."

And it is not just the new game shows that are taking a beating. None of the new first-run strips (excluding cartoons) are working.

"It's mind blowing," said Janeen Bjork, vice president and director of programming at Seltel, the New York-based rep firm. "Viewers are saying no to new programming in larger numbers than we can ever remember. And it's not that they are unaware of these new shows. They are saying no to *Quiz Kids*. It did a 7 share on WXIA Atlanta, and a week later *Feud* did a 15 share in the same time period as a replacement. In Hartford, it wasn't that viewers did not know about *Trump* and *Challengers*. They just didn't want them."

According to a Seltel rundown of Nielsen ratings for all the new strips, for the week ended Sept. 30, none held their lead-in share and all were down from the time-period share a year ago. "I think a lot of the distributors of the new product are reeling, trying to figure out if there is a way to get viewers to give these shows another shot," said Bjork.

James Curtin, vice president of program services, Harrington, Richter and Parsons, New York, agreed with Bjork's assessment. "It is not uncommon to see a 95% failure rate for new first-run shows. But we're looking at nearly a 100% failure rate. You generally expect to find at least one new show getting

sizeable sampling and holding on. We are still waiting for a viable entry to appear."

While it is hard to know with any certainty why viewers are rejecting the entire slate of new first-run strips, Curtin said the syndicators are "delivering the shows they promised. They aren't producing junk. It may be that station managers misread what viewers were looking for."

Bill Carroll, vice president, director of programming, Katz American Television, said part of the problem first-run is having is due to the continued success of returning programs such as *Jeopardy* and *A Current Affair*, and the increasing number of viewing choices in the television marketplace. "The longer the incumbents go unchallenged, the more habit forming they become," he said. "With each season, there are more options to distract viewers from watching the new shows."

While the first-run early returns are bleak, the new crop of off-network shows seem to be faring better. *Golden Girls*, for example, has the best story, delivering about a 15% higher share than both its lead-in and the shows in the time period a year ago. -SM

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numbers almost doubled on ABC and NBC. "One of the things we've learned from the sampling of co-promotion deals like ours with K mart or the NBC McMillions is that they work best in getting sampling for a show in a time period where there may only be one entrenched show rather than two entrenched in the time period," said George Schweitzer, senior VP, communications, CBS. He pointed out that in *Lenny's* case at 8 p.m. on Wednesday, the show came in against two established programs, *The Wonder Years* on ABC and *Unsolved Mysteries* on NBC.

While network sources have confirmed CBS's intent to bring *Lenny* back, there has been no such talk about *E.A.R.T.H. Force*, which failed CBS programmers but persistently met the expectations of most critics and other television observers who predicted the hour drama about an environmental action team would be the first of the new season breed to face extinction.

Those two series may get company in the network junkyard from two NBC shows, *Ferris Bueller* and *The Fanelli Boys*, both of which are underperforming in their time periods. "Right now,

when I look up at my [schedule] board, both shows are still up there," said Littlefield last Friday morning when asked if he is considering a move. However, he would not rule out the possibility of change as early as this week when last week's ratings come out on Tuesday, Oct. 9. About *Ferris Bueller*, he said, "Clearly, there's a concern about the drop-off at 8:30 that could hurt our NBC movie at 9 p.m." As for *The Fanelli Boys*, he said the show is in "good shape creatively but we need to market it better. What we don't want to do is panic and say too quickly that it's not working and say goodbye to a *Cheers* or *Family Ties*," he said, referring to two NBC comedies which started slowly and built into powerhouses.

"In the case of *Ferris Bueller*, it may have been by the time the McMillions campaign came out, the jury had already returned its verdict," said John Miller, executive VP, marketing, NBC-TV. He said pre-season airings, part of the "double-pump" strategy, may have preempted the sampling potential NBC might have gotten from its co-promotion with McDonald's.

CBS's reshuffling starts on Wednesday with *48 Hours* moving to Wednesday at 8-9 p.m. from Saturdays at 10 p.m., beginning Oct. 24. Also on

Wednesday, *WIOU*, an hour drama from Grant Tinker about a TV newsroom, will make its debut at 10-11 p.m. on Oct. 24 or Oct. 31, depending on the length of the World Series. *48 Hours* replaces *Lenny* and *Doctor, Doctor*, and *WIOU* replaces *Top Cops*.

Thursday is the most reworked night of the week, starting with *Top Cops* at 8 p.m., pared down to a half-hour show. *The Flash* follows at 8:30-9:30 p.m. Moving *The Flash* out of the 8 p.m. time period allows the sci-fi action/adventure series to avoid competing head-to-head with *The Cosby Show* and soon-to-arrive original episodes of *The Simpsons*. Its competition, instead, will be *A Different World* on NBC and *Babes* on Fox. *Doctor, Doctor* follows at 9:30 p.m., and *Knots Landing* remains in the 10-11 p.m. time slot.

Saturday finds the first hour of the evening unchanged with *Family Man* and *The Hogan Family* at 8-9 p.m. *Broken Badges* (9-10 p.m.), replacing *E.A.R.T.H. Force*, is Cannell's latest action series. At 10 p.m. the network has brought back *Wiseguy* replacing *48 Hours*.

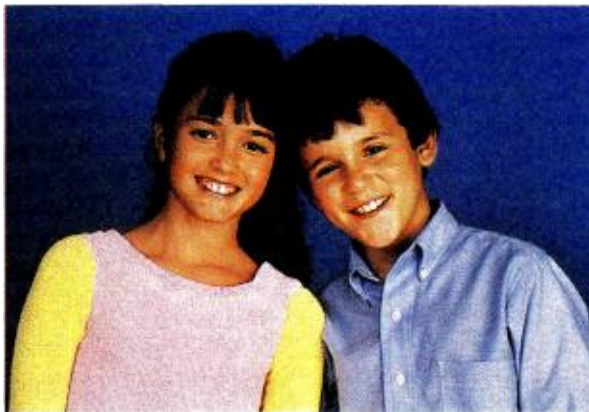
In addition, *Sons and Daughters*, starring Lucy Arnaz and Rick Rossovich, set to make its season premiere on Thursday, Oct. 25 at 9-10 p.m., has been shelved for the time being. -SC

TPS TO TAKE CLOSED BIDS FOR 'WONDER YEARS'

Turner Program Services completed its marketing plan last week for the anticipated 1992-93 off-network launch of *The Wonder Years* (BROADCASTING, Aug. 6), in an offering that TV executives say is reminiscent of the sales strategy Viacom Enterprises put together for the controversial 1988-89 off-network launch of *The Cosby Show*. In fact, according to TPS President Russell Barry, Viacom's ex-syndication president Joe Zaleski, the man widely credited for developing the *Cosby* marketing plan, worked as an independent consultant with TPS and New World executives to fashion the *Wonder Years* off-network plan.

Just over two months ago, the Turner Broadcasting System division was reported to have paid more than \$100 million to New World Television (producers of *Wonder Years*) for the show's distribution rights. Now TPS is confident stations will make closed bids for the half-hour sitcom that has one minute of barter ad time attached to its cash license fee during the first three years (156 weeks) of its five-year contract. Like *Cosby*, stations will be billed on a weekly cash licensing basis (with 10%

down initially), while the three-year barter element could be extended six additional months if ABC renews the first-



run *Wonder Years* for a seventh season in 1993-94, Barry said. Rather than having two years of straight cash payments, the extended network run would reduce the cash term of the remaining contract to 1½ years (78 weeks).

Also, similar to the original Viacom plan, once TPS has presented *The Wonder Years* packages on a "market-by-market" basis, Barry said, stations will receive "closed offer letters" by messenger (to which stations will have 48 hours to respond). But he stressed that

unlike the *Cosby* bidding process, a minimum floor price will not be set prior to the bidding; "stations will be able to set the price."

However, one New York station rep source said TPS "will have a reserve price in mind for what they think *Wonder Years* is worth in each market, or they will sit it out and wait." The source added: "As good as a majority of people think *Wonder Years* is, I don't think the closed bidding process is going to impress station people. Those pre-*Cosby* salad days are gone...stations will not be in a frenzy to mortgage away their future and will be focusing more on bottom line projections this time around."

Estimates of what *Wonder Years*—TPS and New World are guaranteeing more than 100 episodes due to a two-year order from ABC that extends through the 1991-92 season—may fetch in major markets varies from \$30,000 to \$70,000 per week, according to several sources. Figuring on a national per episode equivalent, another New York rep source guessed that the program could earn just under \$1 million per episode

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MAXWELL TO SELL HIS TV AND CABLE INTERESTS

Publishing mogul Robert Maxwell has ended his flirtation with the TV medium, last week unveiling plans to sell his broadcasting and cable holdings in France and Britain. That may be easier said than done.

Among the interests Maxwell will shed—in part to lighten his company's \$3.6 billion debt load, as well as to sharpen his focus on publishing expansions—are a 12.5% share in leading French national network TF1; 20% of UK commercial broadcaster Central TV; and a 51% stake in European satellite TV service, MTV Europe and UK cable, operations serving nearly 300,000 households. The media ratings firm A&B is not believed to be on the block.

Maxwell's TF1 stake in France is by far the largest of the holdings, worth about \$140 million at current stock prices. The most likely suitor is Italian media magnate Silvio Berlusconi, who has already purchased 4% of TF1 and said publicly he would like to take 15%.

Berlusconi, however, owns a 25% stake in rival channel La Cinq and is now in a contest for control of that channel with another 25% shareholder, French media giant Hachette. Even if Berlusconi gave up his position in La Cinq, it is not a certainty Italy's dominant broadcaster would gain manage-

ment control of TF1, given the firm management grip maintained by leading shareholder Francis Bouygues.

Maxwell's sale of 20% of Britain's Central TV could be similarly problematic. The planned auction of Britain's regional commercial TV franchises under a pending new broadcast law leaves the acquirer gambling that their investment could vanish overnight if Central loses bidding to maintain the channel. A negative indicator for Central may be the lack of news in the sale of a majority stake in UK commercial broadcaster, Thames Television, put up last summer by owners Thorn EMI and BET.

As to Maxwell's UK cable interests, which have been placed on and pulled from the market several times in recent years, the technical limitations and need for rebuilds will be deciding factors for potential buyers. Although representing the largest single concentration of cable operations in the country, it comprises mostly older relay systems.

As to his holding in pan-European channel, MTV Europe, which reaches 16 million European households, primarily through cable, a potential buyer would face continuing losses for the service, as well as a lack of management control, as 49% shareholder Viacom has, until now, run the channel. —AAG

GORE AND WIRTH TRY TO BREATHE LIFE INTO CABLE BILL

Two senators hold talks aimed at finding compromise on programing access; observers not optimistic they will be successful

Senators Albert Gore (D-Tenn.) and Timothy Wirth (D-Colo.) started last week by setting forth in toughly worded speeches on the Senate floor their opposing positions on the beleaguered cable reregulation legislation. They ended it joined in intense discussions aimed at reaching a compromise on the access-to-programing provisions at the root of their differences and jump-starting the legislation that had ground to a halt.

The talks provided a glimmer of hope for the legislation, but only a glimmer. "The overwhelming weight of opinion

publican on the Senate Commerce Committee, who got the legislation moving last November and who is adamantly opposed to watering down the controversial access provisions.

Like Gore, Danforth took to the floor last Monday afternoon to counter Wirth, but, unlike Gore, he did not signal a willingness to compromise in an effort to revive the measure. "For all practical purposes, the issue is dead for this Congress," Danforth said, vowing to return with the Commerce Committee's leadership with similar legislation next year. "I believe that the legislation that will

energy lawmakers and their staffs have put into it over the past year. All would like to put the issue behind them.

There were unconfirmed reports last week that Edward Markey (D-Mass.) and Matthew Rinaldo (R-N.J.), the leadership of the House Telecommunications Subcommittee, were bringing what pressure they could muster to bear on the Senate Commerce leadership.

If the access-to-programing provision in the Senate bill could be made to conform with that of the Senate bill, Wirth would probably be satisfied, but not Danforth. The House bill prohibits dis-



Wirth



Gore

is that there are still too many obstacles to overcome," said one industry lobbyist.

The legislation would impose hefty doses of cable rate and customer service regulation and bring back a must carry regime requiring cable system to carry local broadcast signals.

The House passed its version on Sept. 10 by a unanimous voice vote. But when the Senate tried to move the bill Sept. 30, several members led by Wirth objected. The chief sticking point was the access-to-programing provision, which denies cable programers the right to strike exclusive distribution deals.

Had the objections not been raised, the measure would likely have been passed within a few hours. Although a host of other senators had amendments, the bill managers were prepared to deal with them under a comprehensive time agreement.

Even if the Gore-Wirth talks bear fruit, passage of the legislation is a long shot. Among the obstacles is Senator John Danforth (R-Mo.), the ranking Re-

publican on the Senate Commerce Committee, who got the legislation moving last November and who is adamantly opposed to watering down the controversial access provisions.

Also weighing in against passage of the legislation is the Bush Administration, which has threatened to veto it as too regulatory and, in some respects, unconstitutional. The threat alone is having a negative effect on the legislative process, according to industry lobbyists, sapping the will of many lawmakers to take the time and make the deals necessary to win passage.

The threat of a veto looms larger with each passing day. Congress was hoping to adjourn by Oct. 19. If the legislation is not on the President's desk at least 10 days before adjournment, it becomes vulnerable to the politically easier pocket veto.

Congress's budget troubles, however, are threatening to push back the adjournment date, giving the legislation's proponents more time to rescue the bill and avoid a pocket veto, if not a veto.

At this point, the best thing the legislation has going for it is all the time and

tribution agreements that "significantly impede competition," but preserves the right of programers to enter into exclusive distribution agreements.

Also continuing to push for legislation is the cable industry, led by the National Cable Television Association, even though it is suspected of conspiring to run the bill aground two weeks ago. The NCTA vowed to kill the bill if the right to programing exclusivity were not preserved in it, and most believe Wirth, a longtime friend of the industry, carried out that threat when he objected to bringing up the bill for a vote.

Cable wants a bill, but only with a right to exclusivity. The industry believes the legislation will bring to an end the regulatory instability that has contributed to the fall of cable stocks and dearth of financing.

Leading the cable effort last week to keep hopes of "reasonable" legislation alive was Steve Ross, chairman and co-CEO of Time Warner, who visited a number of senators last Tuesday. Time Warner has been the chief proponent on

the NCTA board for legislation.

According to some lobbyists, Wirth is highly motivated to reach a compromise and produce a bill that he can vote for. Wirth's blocking of the Senate bill generated negative press in Washington and in his hometown papers that noted his longtime ties to the cable industry. The stories cited an April 23 cable-sponsored fundraiser for Wirth in Washington. According to filings with the Federal Election Commission, the reception generated at least \$40,000 for Wirth's campaign coffers from cable executives.

The Wirth-Gore talks have been con-

ducted primarily at the staff level between Wirth aide Mike Perko and Gore aide Roy Neel. "We have been talking in an effort to resolve our conceptual differences over programing access," Neel said.

"They have been productive conversations, but at this point only conversations," he said. "We're hopeful we can find a middle ground on this."

Neel dismissed rumors that Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) were involved in the negoti-

ations.

Gore's role will end if and when a compromise is struck, Neel said. "It's not our intention to join forces with cable's advocates to make any changes in the Senate legislation."

According to one source, NCTA has been been integrally involved in the Wirth-Gore talks and has seen some of the proposed compromise language generated by them.

Neel denied it. "The only way this can happen is if the two senators think this through themselves," he said. "This is not a rump markup session." —NAJ

HOUSE IN A HURRY TO MOVE LOWEST UNIT CHARGE BILL

Chances are good legislation clarifying political ad rules will pass and also be approved by Senate before Congress adjourns

Upset by the FCC "audit" of broadcast stations last July that found ample evidence of political candidates being overcharged for campaign spots, the House Energy and Commerce Committee suddenly launched an 11th hour push last week to pass legislation aimed at making the law requiring stations to charge candidates their lowest rates for advertising time easier to enforce and comply with.

"I would like...to put broadcasters on notice," said Committee Chairman John Dingell (D-Mich.) before the committee reported out the legislation (H.R. 5756) last Tuesday morning (Oct. 2), just two days after it was introduced and less than an hour after it was given an airing at a House Telecommunications Subcommittee hearing. "Section 315 of the Communications Act requires them to sell time at their lowest unit rate," he said. "I am going to make the observation that they have not been doing this. Some of it is not culpable; some of it is very much culpable."

Commerce committee staffers were optimistic that the bill could be moved to the House floor for quick passage this week or early next. With the Senate prepared to proceed down a parallel track and the National Association of Broadcasters prepared to cooperate, observers were optimistic Congress could pass legislation before it adjourns. Assuming all goes well with the contentious

budget process, Congress hopes to wrap things up by Oct. 20.

Although the legislation's congressional advocates put their support for the bill in terms of furthering the democratic process, one Hill aide said more mundane concerns motivate many lawmakers. "All incumbents are enthusiastic about it," the aide said. "It's the incumbents that have the biggest war chests and will be able to buy more time."

At the markup, House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.), a co-sponsor, called the bill "a very important piece of legislation...that goes to the guts of what has been happening over the last 10 or 15 years in American politics—that is, most of us go out and raise hundreds of thousands of dollars and hand it over to the sales managers of...television sta-

tions."

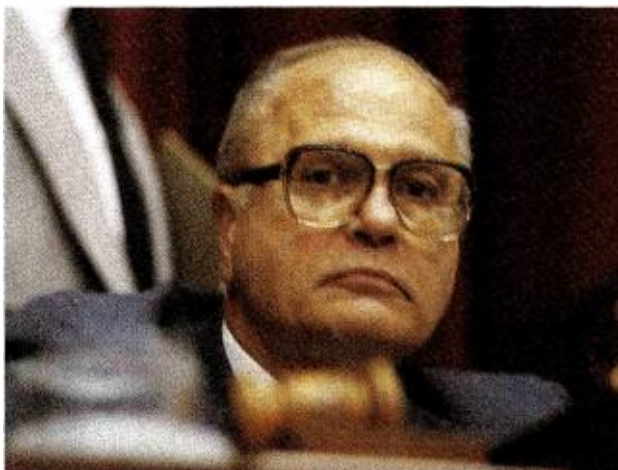
The FCC audit found that in many cases candidates are not only not getting the lowest rates as mandated by the law, but are getting the highest rates, Markey said. The "very serious problem" is due, in part, to the "dramatic changes" in the advertising sales practices of stations since the law was adopted in 1972, he said.

The reform legislation lays out explicitly "what the guidelines are so that we are guaranteed that candidates for public office do benefit from the lowest-unit-rate price," Markey said.

The legislation is "an attempt to revive the spirit of the lowest unit rate law by making clarifying changes to it," said co-sponsor and committee member Matthew Rinaldo (R-N.J.).

According to the "disturbing" results of the FCC audit, he said, the lowest unit rate "is frequently not being offered in a meaningful way to candidates apparently due to changes in the advertising sales practices [of broadcasters] and to uncertainty about the current obligation of broadcasters...aided by spotty FCC enforcement in the past years."

The legislation would require stations to afford candidates seeking time "the lowest charge of the station for the same amount of time for the same time of day and day of week." It would also prohibit stations from preempting campaign spots, unless the program in which the spot



Chairman Dingell

is to appear is preempted for reasons beyond the stations' control.

The bill is similar to legislation (S. 1009) which was introduced by the Senate Commerce Committee's ranking Republican John Danforth (R-Mo.) and reported out by the committee a year ago. It was subsequently incorporated in a campaign reform package (S. 137), which has little, if any, chance of passage this year.

House Telecommunications Subcommittee member Al Swift (D-Wash.) was the only lawmaker to voice concerns about the legislation at the hearing and the subsequent markup. But he voted to report out the bill after receiving assurances from Dingell that he would work with him in "perfecting" the bill's language.

According to Swift, some stations, particularly struggling small-market

ones, sometimes unload unsold inventory at drastically reduced prices—"a dollar a holler" or its "inflationary equivalent." As the bill is now written, he said, those fire sale prices would set the rate for the campaign spots.

"I don't think we intend to prevent those kinds of marginal stations to raise that kind of money," Swift said, "nor do we intend that we are supposed to get that incredibly low fire-sale rate."

NAB President Eddie Fritts, who along with FCC Chairman Alfred Sikes were the only witnesses at the subcommittee hearing, said the association "can obviously live with reasonable legislation" and pledged to work with the lawmakers in "crafting legislation that makes sense" for broadcasters and candidates.

According to Fritts, the NAB signed off with Danforth's S. 1009 as Danforth

agreed to amend it to remedy concerns raised by broadcasters. "To the extent [the House bill] follows along those lines, obviously we do not oppose that," he said.

Chairman Sikes endorsed the legislative initiative. If the bill is passed, he said, "I think clearly the law will be less ambiguous and therefore easier at the station level and the FCC level to comply with and administer."

Responding to a question from Michael Oxley (R-Ohio), Sikes discouraged members from using the audit to make sweeping conclusions about compliance with the law. The 30 stations in five cities involved in the audit are not a "representative sample," he said. "It speaks only to what was found in those stations in those five cities," Sikes continued. "I don't think you can extrapolate to a national average." —NAJ, PDI

BROADCASTERS JUBILANT, THEN WARY ON SPECTRUM TAX

They breathe sigh of relief that proposed 5% revenue tax is left out of budget agreement, but House defeat of package leaves door open

Like other Americans, broadcasters are facing stiffer gasoline, cigarette and liquor taxes as a result of the controversial congressional budget agreement, but they are not facing the prospect of turning over up to 5% of their annual revenue to the federal treasury.

When the budget agreement finally emerged Sept. 30, after 24 days of intensive negotiations between congressional leaders and Bush administration officials, it did not contain an administration proposal to levy a yearly spectrum fee on broadcast stations.

The news was met with enthusiastic applause from the broadcasters, who mounted a massive campaign to keep congressional negotiators from agreeing to include the fee in the budget package, which would cut the projected federal deficit \$40 billion in fiscal 1991 and \$500 billion over five years.

However, with what the National Association of Broadcasters described as the "devastating" defeat of the budget package in the House last Thursday (Oct. 4), broadcasters cannot yet assume that a final budget resolution will include no spectrum fee.

According to Hill and industry sources, although the administration pushed the spectrum fee to the end, the fee, which

would have generated \$10 billion-\$11 billion over five years, never gained any traction with the congressional negotiators. They may have been deferring to the leaders of the House and Commerce Committee with oversight over broadcasting law and regulation, who opposed the fee.

Jim May, executive vice president of NAB, which led the fight against the fee, warned last Friday that the fee in some form could be resurrected as the budget agreement is debated in Congress and folded into a series of appropriations bills.

Particularly worrisome to the NAB is a line in the agreement calling for the collection of \$3 billion over five years in "miscellaneous fees." The concern is that appropriate committee members may lock onto the fee idea to fill at least a portion of the \$3 billion hole.

But according to May, the fact that committee chairmen would likely play a larger role in the next negotiations does not raise the likelihood the fee proposal will be introduced, "not if [Representative] John Dingell [D-Mich.] or [Senator] Ernest Hollings [D-S.C.] is one of those chairs." In an environment marked by about 17 industries facing user fees, May said, each would like to see Congress tax some other industry.

He suggested, however, that protocol also made it unlikely that any other chairman would encroach on the respective House or Senate Commerce Committees' turf to propose the fee.

Nevertheless, May said that, as of Oct. 5, "cloudy" best described prospects that the fee would become a revenue-enhancer to offset politically difficult cuts in domestic spending. That the agreement may undergo significant changes before all is said and done was underscored last Thursday when House Speaker Thomas Foley (D-Wash.) promised rebellious House Democrats that some changes could be made in the agreement to assuage the growing ranks in opposition to it. Despite the promise, the House overwhelmingly defeated the budget resolution later in the day, fueling speculation that it would not survive Congress in its original form.

Going into the negotiations, the spectrum fee was a flat 4% of gross annual revenue. However, early on it was transformed in an effort to mitigate the impact of smaller stations. Under it, most stations would have paid 5% of their annual revenue, but television stations generating less than \$2 million in annual revenue and radio stations making less than \$100,000 would pay just 2.5% of those revenues.

"Obviously we'd be elated" if the measure is dead for good, said a cautious Thomas Goodgame, president emeritus, Group W Television. It would have been "a major blow to this company." He added: "One never knows" if it will be raised again. He then said that he hopes he "never hears [talk of] a spectrum fee again."

Goodgame said it would have been "pure insanity" to base any fee on gross revenue, because it would have put a lot of broadcasters out of business. Besides, said Goodgame, the tax "would be a violation of the FCC intent" to grant licenses in "exchange for services rendered to the public."

Had the fee been adopted, said Steve Crane, president of Emmis Broadcasting, "it would have been quite adverse and, in some cases, devastating."

Crane said members of Congress who equated the spectrum tax with a user fee for natural resources were caught in a "wrongful analogy." So are those who compared broadcasters with some sort of public utility, he said. "Time on radio and television is very price sensitive, and price increases can't just be passed along as could a utility that was protect-

ed in a rate structure," he said.

Gary R. Chapman, president of LIN Broadcasting, said because 1990 "has not been a great year," the fee "would have been devastating." Revenue problems and "greater fragmentation" within most markets have drastically reduced profitability for many stations, he said. "There's always a chance" the issue will be raised again, he said, but "we'll continue with vigilance" to see that it is not.

Scott Ginsburg, president of Evergreen Media, said he was relieved, at least temporarily, that the proposed spectrum tax had been abandoned. "It would have greatly affected our bottom line," he said. "We have an admirable conversion factor from revenue to broadcast cash flow; and had advertising revenue been taxed at a 5% rate, it would have turned into a direct 5% expense."

"It is always an ugly spectre which is haunting us," said Shamrock Broadcasting's Bill Clark. "I don't know of anything we can do except continue to be extremely vigilant. In this case, justice is on our side thus far."

Clark said the industry pays its dues

through public service obligations, performance and capital gains and regular income taxes. "There is no particular reason why we should be hit with something that would exempt other media with whom we compete for dollars," he said.

Richard Ferguson, president of New-City Communications, believes the issue should be debated thoroughly on a number of levels. The issue of the spectrum tax was thought up as a way to raise revenue, he said. "I'm not sure there was any discussion as to whether the spectrum should be taxed, and in what ways," said Ferguson, "or how it should be phased in."

Also not thought out, said Ferguson, was the effect the tax would have on broadcasters' ability to continue to stay in business. "If they passed that tax, many, many broadcasters would have gone out of business," he said. "It would have created a very short-sighted situation." Many broadcasters would simply not have been financially able to pay the tax, he said. "The idea of the tax," he said, "defies economic gravity. It would have brought the industry to its knees, and quite frankly, the industry is already wobbling along."

-HAI

CABLE RATINGS RISE IN THIRD QUARTER

Prime time ratings for 15 cable networks reporting figures for the third quarter show a 12.3% increase over the same period last year. The networks earned a combined 16.4 rating, up from a 14.6 last year.

A&E showed the largest increase, nearly doubling its prime time rating. The network attributed the increase to its programming and to scheduling that is less helter-skelter and more viewer-friendly and similar to that used by broadcasters.

For the second consecutive quarter, USA was the top-rated cable network. Despite lower than projected ratings for

ESPN baseball, the MLB package still managed to increase that network's rating by 0.4 over last year's third quarter, and make it the number-two ranked channel.

WTBS(TV) Atlanta dipped 0.2 of a rating point, due, according to the network, to the Atlanta Braves' poor performance this season. And CNN's ratings were up, buoyed by its coverage of the Persian Gulf crisis.

On a full-day basis, the 15 reporting networks earned a 10.6 rating, up from the 9.7 turned in during the third-quarter of 1989.

Network	Prime Time				Full Day			
	2Q 90 Rating	(HH)	2Q 89 Rating	(HH)	2Q 90 Rating	(HH)	2Q 89 Rating	(HH)
USA	2.4	(1,279,000)	2.1	(1,035,000)	1.2	(639,000)	1.1	(532,000)
ESPN	2.3	(1,309,000)	1.9	(990,000)	0.9	(512,000)	0.8	(420,000)
WTBS	2.0	(1,116,000)	2.2	(1,115,000)	1.4	(787,000)	1.4	(699,000)
TNT	1.7	(824,000)	1.4	(434,000)	0.9	(446,000)	0.8	(264,000)
CNN	1.4	(766,000)	1.1	(553,000)	0.8	(460,000)	0.6	(309,000)
Lifetime	1.2	(597,000)	1.2	(523,000)	0.6	(300,000)	0.7	(312,000)
A&E	1.1	(503,000)	0.6	(225,000)	0.7	(312,000)	0.3	(115,000)
Nashville	1.0	(550,000)	0.9	(418,000)	0.5	(274,000)	0.4	(214,000)
Nick at Nite	0.9	(476,000)	1.0	(485,000)	0.5	(265,000)	0.5	(242,500)
Discovery	0.8	(429,000)	0.7	(321,000)	0.5	(232,000)	0.4	(187,000)
MTV	0.7	(367,000)	0.7	(337,400)	0.6	(314,000)	0.6	(289,200)
HL News	0.4	(195,000)	0.4	(153,000)	0.4	(176,000)	0.4	(145,000)
VH-1	0.3	(116,000)	0.3	(100,800)	0.2	(78,000)	0.2	(67,200)
FNN	0.2*	(68,000)	0.2	(38,300)	0.3	(103,000)	0.3	(94,200)
Nickelodeon	—	—	—	—	1.1	(582,000)	1.2	(533,500)

USA's prime time is 7-11 p.m. Discovery's full day is 9 a.m.-3 a.m.; Lifetime's is 7 a.m.-1 a.m.; Nickelodeon's is 7 a.m.-8 p.m.; Nick at Nite's is 8 p.m.-7 a.m. A&E figures are the combined unit rating of its two programming blocks from 8 p.m. to 4 a.m. * initial data.

Continued from page 37

(for 12-15 runs over the life of its contracts) or just over \$100 million total in its first cycle. With barter revenue added for three years (at a conservatively estimated \$40,000-\$60,000 per 30-second spot), approximately \$60 million-\$100 million could be added to TPS's coffers, according to the source.

Comparably, the source said that *Cosby* earned a benchmark \$5 million per episode, and went for upwards of

\$250,000 per week in New York and Los Angeles. Columbia Television's *Married...with Children*, which went on the sales block earlier this year, secured an average \$90,000 per week in those same markets.

Carol Martz, program director for Los Angeles independent KCOP-TV, a station that picked up *Cosby* for its first cycle in 1988, expressed concern that some stations may be willing to pay a weekly, rather than per episode, cash license fee,

"forcing them to straightline costs over a five-year period, when the real plus is to amortize costs up front."

Barry emphasized that stations will "dictate" the price in each market and that the barter minute is implemented for a maximum of 3½ years, so TPS can "recoup its costs and maximize revenues for New World. If a station bids \$1,000 or \$10,000 per week, that will be the cash license and they will not be asked for extra dollars at any other time."

—MF

N.Y. URBAN UP, L.A. CHR DOWN IN SUMMER ARBITRON

Results of the summer 1990 Arbitron survey, released late last week, for the top 10 stations in the top 10 markets, adults 12-plus, Monday-Sunday, 6 a.m. to midnight, include:

■ New York: top-ranked, Urban WRKS(FM) continued to add to its 12-plus share, rising from 5.1 to 5.5 for summer. ■ Los Angeles: Soft-AC KOST(FM) continued in first,

improving to 6.6; two top CHR's—KIIIS-AM-FM and KPWR(FM)—declined .9 and .7, respectively. ■ Chicago: Top-ranked WGN(AM) and second place WGCI-FM both improved by .2. ■ San Francisco: KGO(AM) recouped much of its spring loss, finishing first at 7.0. ■ Philadelphia: All-news KYW(AM) jumped more than two full points to tie with AOR WMMR(FM) at 7.9. ■ De-

troit: WJR(AM) continued its recovery from its winter '90 slump, finishing first with 8.9. ■ Dallas-Ft. Worth: KSCS(FM) and KPXX(FM), two top Country stations, both suffered slight declines, but kept top two slots with 8.3 and 7.2, respectively. ■ Boston: Red Sox fever helped edge WRKO(AM) into tie with CHR-oriented WXXS-FM for top slot with 7.0.

Station	Format	Spring '90	Summer '90	Station	Format	Spring '90	Summer '90	Station	Format	Spring '90	Summer '90
1. New York											
WRKS(FM)	Urban	5.1	5.5	KCBS(AM)	News	4.3	4.8	KTXQ(FM)	AOR	4.4	4.9
WCBS-FM	Oldies	4.6	5.1	KIOI(FM)	AC	3.2	3.8	KJMJ(FM)	Urban	4.6	3.7
WLTW(FM)	Soft AC	4.1	5.1	KOIT-AM-FM	Soft AC	5.0	3.7	KEGL(FM)	CHR	3.9	3.4
WHITZ(FM)	CHR	4.6	4.8	KSFO(AM)	Classic rock	2.7	3.4	KLVV(FM)	Oldies	3.5	3.4
WINS(AM)	News	4.3	4.4	KROR(FM)	AOR	2.6	3.3	8. Boston			
WPAT-AM-FM	Easy	5.2	4.3	KFOG(FM)	AOR	2.6	3.2	WRKO(AM)	Talk	6.9	7.0
WOHT(FM)	CHR	4.0	4.2	KSOL(FM)	Urban	3.2	3.2	WXXS-FM	CHR	7.2	7.0
WNEW-FM	AOR	3.9	4.1	5. Philadelphia				WZOU(FM)	CHR	7.4	6.9
WOR(AM)	Talk	3.9	4.0	KYW(AM)	News	5.8	7.9	WBCH(FM)	AOR	7.1	5.8
WBLS(FM)	Urban	3.8	3.7	WMMR(FM)	AOR	8.2	7.9	WMJX(FM)	AC	4.0	5.2
WNSR(FM)	Soft AC	3.7	3.7	WUSL(FM)	Urban	6.8	7.0	WBZ(AM)	AC	5.9	5.1
2. Los Angeles				WYSP(FM)	Classic rock	6.4	6.8	WZLX(FM)	Classic rock	3.9	4.9
KOST(FM)	Soft AC	6.2	6.6	WEAZ-FM	Adult rock	6.1	5.5	WODS(FM)	Oldies	4.1	4.8
KIIS-AM-FM	CHR	5.9	5.0	WIOQ(FM)	CHR	5.1	5.5	WSSH-FM	Easy	3.6	4.1
KABC(AM)	Talk	4.3	4.9	WOGL(FM)	Oldies	4.6	5.3	WEEI(AM)	News	3.4	3.8
KPWR(FM)	CHR	5.0	4.3	WPEN(AM)	Nostalgia	5.2	5.2	WJIB(FM)	Soft AC	4.6	3.8
KLOS(FM)	AOR	4.1	4.1	WEGX(FM)	CHR	4.9	4.5	9. Washington			
KWKW(AM)	Spanish	3.2	3.6	WXTU(FM)	Country	4.8	4.3	WPGC-FM	CHR	6.8	7.5
KBIG(FM)	AC	3.0	3.5	6. Detroit				WKYS(FM)	Urban	6.3	6.6
KOLZ(FM)	CHR	3.3	3.5	WJR(AM)	MOR/News/Talk	8.5	8.9	WMZQ-AM-FM	Country	6.3	6.5
KROQ-FM	AOR	3.1	3.4	WJLB(FM)	Urban	6.7	7.3	WGAY(FM)	Easy	7.1	5.9
KFWB(AM)	News	3.3	3.1	WHYT(FM)	CHR	5.1	5.3	WASH(FM)	AC	4.2	5.1
KXEZ(FM)	Soft AC	3.4	3.1	WWJ(AM)	News	4.6	5.1	WMAL(AM)	News/Talk	5.1	5.1
3. Chicago				WJOL(FM)	Easy	3.8	4.8	WCKR(FM)	Classic rock	3.9	4.3
WGN(AM)	MOR/Talk	8.0	8.2	WJZZ(FM)	Jazz	4.0	4.1	WWDC-FM	AOR	2.9	4.3
WGCI-FM	Urban	7.7	7.9	WKQI(FM)	CHR	4.8	4.1	WTOP(AM)	News	3.8	3.7
WBBM-FM	CHR	4.4	5.2	WDFX(FM)	CHR	3.1	4.0	WAVA(FM)	CHR	4.2	3.6
WCKG(FM)	Classic rock	4.4	4.8	WWWV(FM)	Country	4.1	4.0	WHUR(FM)	Urban	3.9	3.6
WLUP-FM	AOR	4.5	4.8	WLTJ(FM)	AC	5.7	3.9	10. Houston			
WVAZ(FM)	Urban	5.2	4.4	WOMC(FM)	Oldies	3.2	3.9	KILT-FM	Country	7.3	8.6
WBBM(AM)	News	4.6	4.1	7. Dallas-Ft. Worth				KIKK-FM	Country	7.7	7.5
WJMK(FM)	Oldies	3.0	3.4	KSCS(FM)	Country	8.6	8.3	KMJQ(FM)	Urban	7.8	7.2
WKQX(FM)	CHR	3.5	3.2	KPLX(FM)	Country	7.4	7.2	KLOL(FM)	AOR	7.4	6.2
WNIA(AM)	New AC	2.6	3.2	KVIL-AM-FM	AC	6.9	6.9	KTRH(AM)	News	4.6	5.9
4. San Francisco				KKDA-FM	Urban	5.7	5.8	KKBO-AM-FM	CHR	5.2	4.7
KGO(AM)	News/Talk	6.2	7.0	WBAP(AM)	Country	5.8	5.8	KZFX(FM)	Classic rock	3.7	4.2
KMEL(FM)	CHR	5.4	5.3	KRLD(AM)	News/Sports	4.2	5.4	KQJUE(FM)	Nostalgia	3.3	4.1
KNBR(AM)	Talk/Sports	4.6	5.1	KHYI(FM)	CHR	4.7	4.9	KODA(FM)	Soft AC	4.0	4.0
								KRBE-FM	CHR	4.4	3.9

SPECIAL REPORT

NBA '90: NBC, TNT AND LOCAL RIGHTS TOP \$320 MILLION

For the 1990-91 season, the National Basketball Association will collect approximately \$218.8 million in national television rights fees from NBC and Turner Broadcasting—a whopping 2.9 times more than the \$74.5 million paid by CBS and Turner last season.

Add to that aggregate team-by-team local rights, which are expected to rise 22% above last season's \$85 million to about \$104 million—\$82 million from over-the-air and cable TV stations and \$22 million from local radio—and “a modest amount” from ABC Radio for its carriage of the All-Star game and championship series.

The NBA's total TV and radio revenue for the coming season should break the \$320 million per season barrier.

When NBC Sports executives met in August 1989, about 10 months after losing Major League Baseball to CBS, the NBA was made acquisition “target number one,” according to Ken Schanzer, executive vice president of NBC Sports. At the time, NBC was hopeful but uncertain, he said, that CBS would pass on its right to meet an NBA rights figure before the league could offer it elsewhere. Hope turned to reality last November when CBS passed on the NBA's figure, thereby opening the door for NBC to seal a four-year, \$600 million package (at \$150 million per season) that begins this fall. “We loved baseball, but in business terms,” said Schanzer, NBC traded a “mature product priced at its margin” for “demonstrably the fastest growing...undervalued” sports product in the U.S.

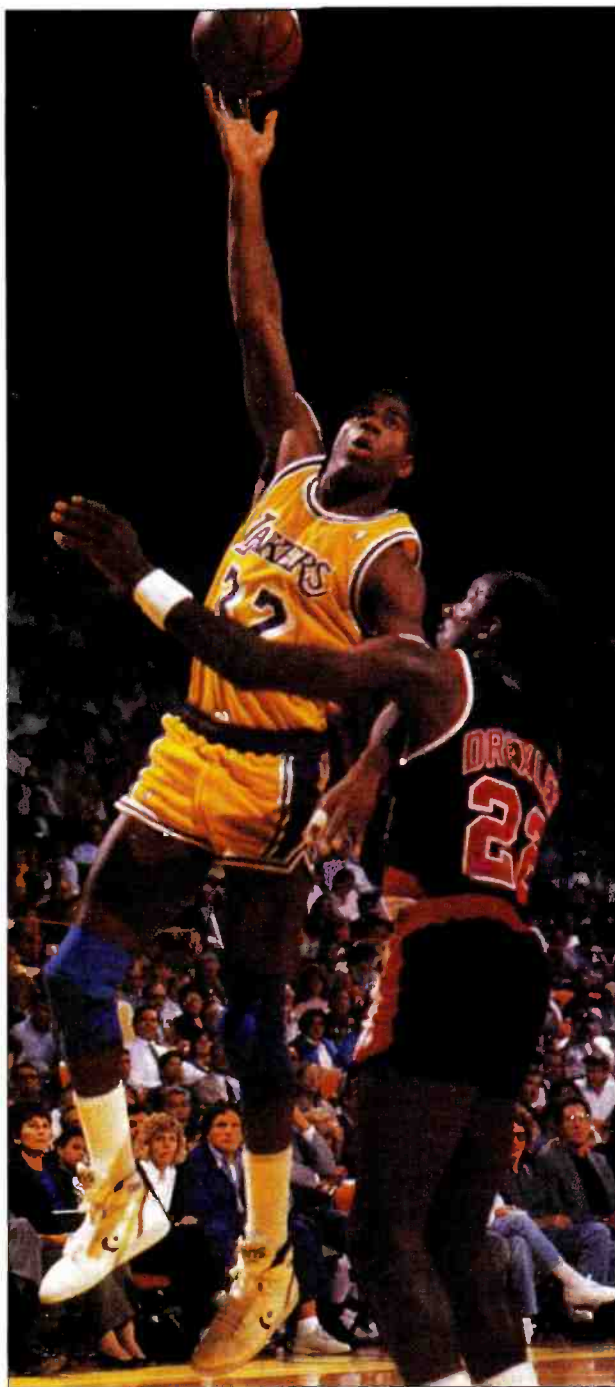
Like NBC, Turner Broadcasting System is bullish about the prospects for its new four-year, \$275 million NBA deal (also beginning this fall), if not in terms of instant profit from ad sales, certainly in terms of further boosting TNT's subscriber base. Although the \$68.8 million-per-year price tag means a 175% jump in rights over the previous two-year \$50 million contract, Turner has pledged no per-subscriber surcharge to cover that cost.

NBA on NBC: 'More demand than supply'

NBC's average \$150 million per season rights fee to the NBA represents a 241% increase over the \$44 million paid by CBS, but NBC Sports President Dick Ebersol said at the time the deal was signed that NBC will “break even or make a profit.”

Schanzer expressed yet greater certainty last week, saying: “We will make a profit this year.” Mainly he pointed to growing NBA popularity. The average regular season ratings/share rose from 5.8/18 in 1981-82 to 6.1/17 in 1984-85 to 6.2/17 in 1988-89, and the NBA Championship Finals rose from 13.0/28 to 15.5/28 to 16.2/30 in those same seasons, according to NBC. According to CBS, however, the season rating average dropped to 5.2 and the five-game championship to 12.3 last season.

But, said Schanzer, NBC “made the deal based on the belief that the NBA had been very undervalued.” If NBC was “wholly unprepared to stretch the rights to anywhere near” the \$250 million per season CBS is now paying for Major League





NBC's NBA pregame host Pat Riley (c), flanked by NBC Sports President Dick Ebersol (r) and executive producer Terry O'Neil

Baseball—"a figure greatly out of proportion to its value," he said—it was prepared to pay for a growing sports product that "controls the marketplace," Schanzer said. "There is much more demand than supply" for the NBA, he said.

So far, the demand from advertisers has come in the forms of an exclusive deal with Miller beer and eight exclusives with eight automakers—one domestic and one import manufacturer for each of the four quarters of each game. Higher ad rates accrue from NBC's belief that the game had been undervalued, said Schanzer. And although NBC will not put more spots into each game, its overall NBA ad inventory will be larger than CBS's, with the addition of a half-hour pre-game show preceding every matchup, as well as the weekly half-hour early Saturday afternoon NBA show produced by the league, the latter constituting "something like" a 50-50 barter agreement between NBC and the NBA, he said. NBC will also broadcast more of the post season—four conference final games, formerly shown on cable, which should command higher rates than regular season games.

"We are," said Schanzer, "very confident about the viability of this package."

Most of the 22 games on 18 dates in NBC's regular season schedule will air on Sunday at noon, 12:30, 1 or 3 p.m. ET, but the schedule will also include a handful of Saturday games and four doubleheaders (all on Sundays), as well as a Christmas Day rematch between last year's Eastern Conference teams, Detroit and Chicago, and a Monday, Feb. 18, game. All of the 18 dates will feature national telecasts.

NBC coverage of the game this fall will comprise only three dates, debuting Saturday, Oct. 13, at 3 p.m. ET, with the McDonald's Open, matching the New York Knicks against a European team in Barcelona, where NBC will televise the 1992 summer Olympics. A Saturday, Nov. 3, game and the Christmas Day game are the only contests scheduled until regular weekly telecasts begin at noon, Sunday, Jan. 27, with the Lakers playing the Celtics in Boston. April 21 will be the last regular season Sunday game.

In addition to the 22 regular season matchups, NBC will air the 41st NBA All-Star Game from Charlotte, N.C., on Sunday, Feb. 10, at 1 p.m. ET. And up to 30 post-season games will appear on NBC, depending on how long each best-of-seven season goes.

In the booth for NBC's first NBA season will be former Lakers head coach Pat Riley, hosting the pregame show preceding each game; Bob Costas hosting each telecast and sharing the top play-by-play position with Marv Albert and former Atlanta Hawks head coach Mike Fratello providing analysis throughout the regular and post seasons.

NBA: The sports ingredient in TNT

Just last week, Turner Broadcasting System announced that, on its second anniversary, Turner Network Television (TNT) had passed the 50 million subscriber mark, reaching 50,067,000 households as of Sept. 25. TNT has garnered an average four million new subs per quarter since its debut and is the fastest growing national cable service in history, said TBS.

Turner hopes that the NBA will continue to aid that growth and, in its second season on TNT, recover from ratings losses suffered last year, which both TBS and the league had expected with the move from Turner's superstation WTBS(TV) Atlanta (since 1984) to the brand new basic cable service. Over the past three seasons, the average NBA regular season game rating has dropped from 2.9 to 2.4 (on WTBS) to 2.0 (on TNT); the average post season game rating has also declined from 4.4 to 4.2 (on WTBS) to 3.6 (on TNT).

But with the leap from 40 million TNT subs, when it began carrying the NBA, to 50 million subs at the outset of this season, so confident is Turner that the public will follow the NBA from one channel to the other that, last December, it agreed to the 175% rights increase to \$275 million for the 1990-91 through 1993-94 seasons.

Despite the handful of post-season conference finals that move from TNT to NBC next May, the TNT schedule remains the same with 50 regular season and at least 26 post-season games.



NBC's Schanzer

Unlike NBC, which will not begin weekly NBA telecasts until the last weekend in January, TNT has scheduled 8 p.m. ET games for every Friday and Tuesday from Nov. 2 through mid-April 1991, as well as half a dozen Wednesdays in 1991.

Like NBC, TNT will also open the season in Barcelona with a McDonald's Open doubleheader this Thursday, Oct. 11.

Then the Hall of Fame Game will feature the world champion Detroit Pistons against the Houston Rockets on Oct. 30.

Three doubleheader nights in November will be followed by one doubleheader per month for the remainder of the season until the first post-season wild card game on April 19.

Although the All-Star Game will appear on NBC, Turner will again telecast All-Star Friday Night and All-Star Saturday programming on Friday, Feb. 8, and on Saturday, Feb. 9, 1991, featuring a slam dunk contest among various NBA stars. —PBI

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LOCAL NBA TV AND RADIO COVERAGE

Atlanta Hawks

WTBS(TV) Atlanta
WGNX(TV) Atlanta
SportSouth
WGST(AM) Atlanta

Boston Celtics

WFXT(TV) Boston
SportsChannel Boston
WEEI(AM) Boston

Charlotte

Hornets

WCCB(TV) Charlotte
SportSouth
WBT(AM) Charlotte

Chicago Bulls

WGN-TV Chicago
SportsChannel Chicago
WLUP(AM) Chicago

Cleveland Cavaliers

WOIO(TV) Shaker Heights,
Ohio
SportsChannel Ohio
WWWE(AM) Cleveland

Indiana Pacers

WXIN(TV) Indianapolis
Prime Sports Network
Midwest
WVDE(AM) Indianapolis

Miami Heat

WBFS-TV Miami
SportsChannel Florida
WQAM(AM) Miami
WRTM(AM) Hialeah (Spanish)

Dallas

Mavericks

KTVT(TV) Fort Worth
Home Sports Entertainment
WBAP(AM) Fort Worth

Denver Nuggets

KWGN-TV Denver
Prime Sports Network
KOA(AM) Denver

Detroit Pistons

WKBD-TV Detroit
Pro Am Sports
WWJ(AM) Detroit

Golden State Warriors

KPIX(TV) San Francisco
KICU-TV San Jose, Calif.
Pacific Sports Network
KNBR(AM) San Francisco

Houston Rockets

KTXH(TV) Houston
Home Sports Entertainment
KTRH(AM) Houston
KXYZ(AM) Houston (Spanish)

Los Angeles Clippers

KTLA(TV) Los Angeles
(cable negotiations)
KRLA(AM) Pasadena, Calif.

Milwaukee Bucks

WCGV-TV Milwaukee
WTMJ(AM) Milwaukee

New York

Knicks

Madison Square Garden
Network
WFAN(AM) New York

Orlando Magic

WXCF(TV) Clermont, Fla.
Sunshine Network
WWXZ(AM) Orlando

Philadelphia

76ers

WPHL-TV Philadelphia
Prism
WIP(AM) Philadelphia
WSPJ(AM) Camden, N.J.

Phoenix Suns

KUTP(TV) Phoenix
Dimension Cable
KTAR(AM) Phoenix

Portland

Trailblazers

KDIN-TV Portland
Blazer Cable
KEX(AM) Portland

Sacramento Kings

KRBL-TV Sacramento
Pacific West Cable
KFBK(AM) Sacramento

San Antonio

Spurs

KSAT-TV San Antonio, Tex.
Home Sports Entertainment
Paragon Cable (pay per view)
WOAI(FM) San Antonio
KSAH(AM) Universal City, Tex.
(Spanish)

Seattle

Supersonics

KING-TV Seattle
Prime Sports Northwest
KIR(AM) Seattle

Utah Jazz

KSTU(TV) Salt Lake City
KISN(AM) Salt Lake City

Washington Bullets

WDCA-TV
Home Team Sports
WTOP(AM)

Minnesota Timberwolves

KSTP(TV) Minneapolis
KITT(TV) Minneapolis
Prime Sports Upper Midwest

New Jersey Nets

WWOR-TV Secaucus, N.J.
SportsChannel New York
WNEW(AM) New York

THE OLD COLLEGE (BASKETBALL) TRY

When Federal Trade Commission antitrust attorneys make their case for breaking up the College Football Association television rights "cartel" before an administrative judge beginning next month, they will undoubtedly make some reference to college basketball on TV as an example of a more competitive way of doing things.

Indeed, the outlets and games are many. For the most part, basketball rights negotiating power lies with college conferences, most of which have sold their schedules in layers of picks to national broadcast, national cable, regional broadcast syndication, regional cable and local broadcast entities.

First pick of games in the regular season goes to CBS, ABC and NBC. Second pick goes to Raycom Sports and Entertainment, on the regional over-the-air side, and to ESPN and SportsChannel America in national cable.

In a few cases, the conferences have sold third pick to regional cable sports channels. Most of those cable channels fill out their schedules further with games from conferences outside their regions through affiliation with Prime Network or SportsChannel. Also in many cases, individual local broadcasters and regional channels hold rights to third- or fourth-pick games from individual college team schedules.

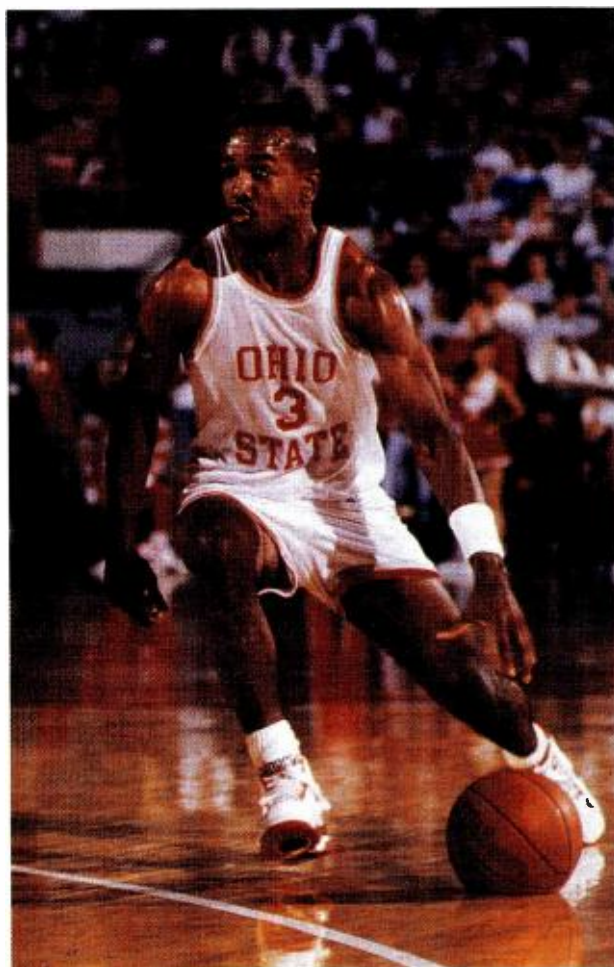
In the past season, although ABC, Raycom and ESPN retain rights to some major conference championship games, CBS paid more than \$1 billion last winter to retain rights to all 63 NCAA tournament games through 1997; the early rounds of the tournament had appeared on ESPN (BROADCASTING, Nov. 27, 1989). Now considered a premium annual sports event, the 31 NCAA tournament games televised by CBS gained an average 9.5 rating last March, with the championship game (UNLV vs. Duke) earning a 20.0 rating/31 share, on a par with the previous year's 21.3/33 (an overtime matchup between Michigan and Seton Hall).

Critical mass? Not yet.

If the NCAA tournament has gathered strength, ratings averages for broadcast network regular season schedules have fared less well. In the 1989-90 season, according to CBS, regular season games averaged 3.5 on CBS, continuing a ratings slide from 4.5, 4.2 and 4.1 the three previous seasons, respectively. Dominated by the Big Ten, the nearly 30-game schedule on ABC dropped slightly from 3.3 to 3.2. NBC's mix of ACC and independent school matchups came in last at 2.6.

All told, in the 1990-91 season, the broadcast networks will again telecast about 70 regular season games; ESPN will deliver another 208; Raycom Sports will syndicate about 170 games, and regional cable channels will each carry dozens of games. Some rightsholders agreed there may be too much out there, but none indicated plans to cut back.

"I believe it [college basketball] is overexposed, but it hasn't hurt us," said Tom McElroy, assistant commissioner for the Big East Conference—which holds rights agreements with CBS and ESPN, and also syndicates its own package of games to regional and local outlets in the Big East region. The Big East Television Network begins a two-year deal with Gillette this season, exemplifying the fact that "advertisers are catching on to the value of regionalization"—delivering games where home team interest is strongest, said McElroy. Although he said he "very seriously questions the financial viability" of some basketball schedules, McElroy said "if you have the most exciting product in the region, it's attractive."



On the other hand, ESPN's schedule comprises all national telecasts, yet regular season, prime time ratings rose for the sixth consecutive season in 1989-90, with the Monday night Big East-Big Ten doubleheaders maintaining the schedule's greatest strength. The overall ratings had increased from a 1.4 in 1983-84, to 2.0 in 1988-89. Last season's prime time average reached 2.1, meaning 1.17 million homes, up from one million the previous season. "In this age of proliferation of outlets, that's a very positive statement," said Loren Matthews, senior vice president of programming for ESPN.

Jack Bonanni, ESPN senior vice president of advertising sales, said fourth-first quarter college basketball sales are running ahead of last year's pace.

"We have to believe that we haven't oversaturated" the market, Matthews said. "If there is a danger of oversaturation, we're not going to change. We're the all-sports network; I think we have an obligation to bring the national story to the viewer." Matthews argued, however, that the increase in regional cable channel schedules of games from outside the region "feeds the perception" that college basketball is verging on overexposure.

Raycom Sports and Entertainment has also "based its suc-

cess on regionalization and home team appeal," said Ken Haines, executive vice president of the Charlotte-based syndicator which can offer advertisers 75% of the nation through a network of five regional broadcast networks.

Raycom is "in a very secure position" in college basketball, said Haines, as it enters the first year of new five-year agreements with the Southwestern and Metro conferences; the second of six years with the Big Ten; the second of five years with the ACC and the first of four years with the Big Eight.

All told, 155 stations, 85 of them network affiliates, carry Raycom productions of conference games in their regions. The "home team appeal" in the 1989-90 season generated 10.1 average ratings for the Big Eight; 9.8 for the Metro; 9.1 for the ACC; 6.4 for the Big Ten; 4.9 for the SWC and 3.2 for the Pac-10 (where ESPN and Prime Ticket hold sway over broadcast syndication with second pick after ABC's first pick).



ESPN's Matthews



Raycom's Haines

Providing some local avails to affiliates, Raycom's advance sales of national advertising are "very, very good" again this year, said Haines, who noted that, unlike the fourth quarter—which spreads ad dollars out among professional football and baseball and college football—the first quarter is "very secure" for college basketball, since it faces little competition for sports ad budgets.

College schedules: Prime time venues

Whether national or local, broadcast or cable TV, only a handful of notable changes appear between last season and this season's college basketball schedules.

On the national network level, NBC will drastically reduce its schedule from 20 games last season to only four—three Notre Dame and one Big Eight—this season, attributable mainly to NBC's acquisition of the NBA, which it will air on both weekend days. ESPN, with the loss of early NCAA Tournament rounds, will drop from 225 games to around 208. And on the local level, WWOR-TV New York has wrested rights to two regular season Big East games and to the conference quarterfinals from Madison Square Garden Network.

Although CBS paid big for the NCAA tournament, its signature will remain, and even expand a bit, on the regular season as well, thanks to a new \$20 million four-year rights extension with the Big East and a one-year \$1.9 million deal with the ACC. Big East appearances on CBS will increase from 22 to 24 and, combined with 11 ACC appearances and then the NCAA tournament, will fill gaps left by the NBA on Sundays, January through March. The ACC had appeared on

NBC through last season.

Otherwise, the largest TV players will virtually stand pat. ABC's 25-30-game schedule will continue to feature the Big Ten and Pacific-10. (Next year, however, the Big Ten will jump to CBS, which last summer agreed to pay approximately \$4.7 million per season for 20 annual team appearances, 1991-1994-95.)

Although the network schedules will be concentrated in weekend dayparts, national cable and regional syndication and cable will focus on weeknight prime time.

ESPN last season added a third night to a strategy predicated on placing each conference in a consistent weeknight prime time window. Beginning in the first quarter of 1991, "Big Monday" will again comprise 7:30 and 9:30 p.m. ET doubleheaders featuring Big East, then Big Ten, games (and, sometimes, tripleheaders, with Big West teams starting at 11:30 p.m. ET, 8:30 p.m. PT). "Big Tuesday," created last season, is another doubleheader night showcasing SEC and Big Eight teams. The Big East is also featured on Wednesday nights, along with the ACC. Thursday nights will feature teams from a variety of conferences. In the fourth quarter of 1990, ESPN will, for the second consecutive year, present the Big East-ACC Challenge, a single-elimination tournament between the two conferences telecast as four doubleheaders, Monday through Thursday, the first week of December.

Raycom will again provide the second largest number of games—about 170—through its regional syndication rights to five of the top seven conferences, with most games also appearing in weeknight prime time.

Through a long-term agreement with ESPN, Raycom also sells some of its inventory to national cable. And, through expanding co-ventures with Prime Network, a national consortium of co-owned or affiliated regional cable sports channels, Raycom and Prime Productions also have access to approximately 20 million cable homes.

In most cases, a Prime affiliate unable to gain rights to a conference near home, will, for example, in the Northeast carry Raycom games from the Southeast, Midwest and West Coast—and vice versa—an arrangement, said Haines, that "protects our over-the-air broadcasters" from cable competition in their markets, while also extending conference reach and filling out regional cable schedules. In other cases, Prime takes conference games not taken by Raycom and delivers them to the home audience in the conference's region.

National cable networks other than ESPN and Prime Network planning to cablecast anywhere from 25 to 80 games this season include SportsChannel America (featuring Notre Dame, UNLV and Atlantic 10 games); USA Network (featuring the Diet Pepsi Tournament of Champions in early December); Black Entertainment Television (featuring black college conferences), and superstation WGN-TV Chicago (with DePaul and Illinois University).

Although in a few isolated cases regional cable has wrested second pick positions from national cable and regional broadcast—Prime Ticket and ESPN share second pick of Pac-10 games, and Turner Broadcasting's new SportSouth retains rights to a dozen Southeast Conference games—most regional cable channels have gained rights to some last pick games from individual schools, rather than making deals with the conferences.

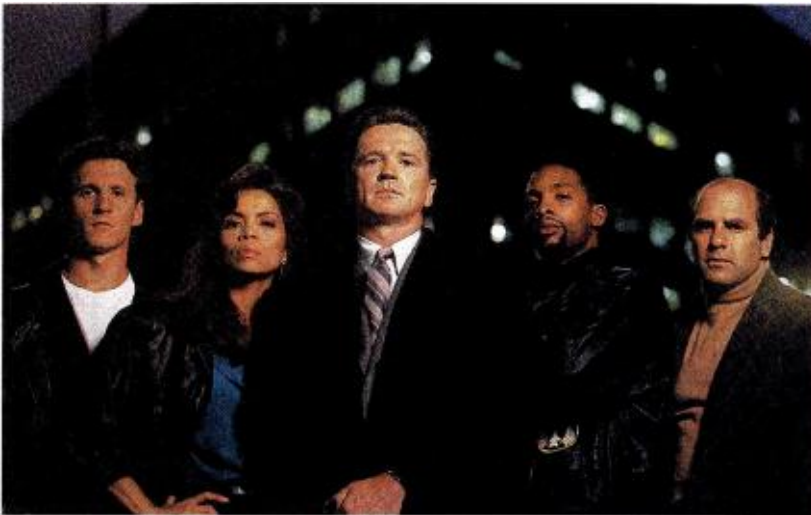
Minneapolis-based Midwest Sports Channel (MSC), for example, holds no rights to the Big Ten, but does hold rights to games played by a Big Ten team, the University of Minnesota—after ABC, ESPN and Raycom have taken their Big Ten picks. MSC also cablecasts Big Ten, Pac-10 and other conference games provided through Prime Network.

—PD

PROGRAMING

FOX HOPING 'SIMPSONS' WILL BOOST SLOW START

Network has lost some of its summer momentum in early weeks of new season, but says it won't replace shows until after Bart & Co. premiere



Fox's 'D.E.A.' (above) and 'Get a Life' (right)

Somewhat lost in the peculiarities of the new season—CBS's strength during the first two weeks and PBS being a factor last week—is the surprisingly lukewarm audience reception to Fox's prime time schedule, particularly most of its new series. For the week of Sept. 24-30, 10 of the lowest-rated shows were Fox properties, and five of those 10 were new series—*True Colors* ranked 86th of 95 shows, *Against the Law* was 91st, *D.E.A.*, 92nd, *Haywire*, 93rd and *American Chronicles*, 94th. And already, some observers are suggesting that Fox will be making some early season schedule adjustments.

Despite the buzz generated by Fox toward the end of last season, mostly attributable to the break-out popularity of *The Simpsons*, its momentum seems to have cooled during the summer. However, current viewer apathy aside, Jamie Kellner, president of Fox Broadcasting Co., says the real determinant of how Fox will do this season will come when original episodes of *The Simpsons* begin airing on Oct. 4.

"Until we have at least another couple of weeks behind us we won't be able to determine how we're doing," said

Kellner. "One of the engines of our lineup is *The Simpsons* and that, in turn, will help the rest of our schedule through promotion and visibility. We really need a week or more with our full schedule in place to gauge the performance of our other shows," he said, calling Fox's performance so far "stellar." *The Simpsons* will be the last of Fox's series to premiere, with *Beverly Hills, 90210* having premiered last Thursday (Oct. 4).

Kellner's confidence about the schedule however isn't shared by all observers. "Based on the first two weeks of the season, they sure have lost momentum over the summer. It's tough to turn that around. They've been running *The Simpsons* repeats and they're losing more and more audience that they may not be able to get back," said Richard Kostyra, executive vice president, director of media services, J. Walter Thompson. "It's definitely not too early to generalize Fox's schedule as being disappointing."

Paul Schulman, of the Paul Schulman Co., called Fox's performance to date "dismal," and also expects that Fox will make some of the first moves in



schedule changes.

Kostyra pointed to several time slots where Fox might make some moves, including Friday at 9 p.m. where *D.E.A.* is scheduled; Saturday at 9-9:30 with *American Chronicles*, and *Against the Law*'s Sunday 10 p.m. slot.

On Saturday Sept. 29, *Haywire*, the new series added to make up the *Fox Video Hour* along with *Totally Hidden Video* scored a 3.8/7 following its *Totally Hidden Video* lead-in of 4.4/9. *Cops* boosted the numbers back up, with a 5.2/10 at 9-9:30, only to see *American Chronicles* drop 1.8 rating points with a 3.0/6 at 9:30-10.

Fox's restructured Sunday night is "doing OK," said Kostyra, hitting ratings peaks with *In Living Color* and *Married...With Children*. The Sunday

night lineup picked up steam in the second week, improving from a 6.8/11 average the first Sunday of the season to an 8.3/14 in the second. Kostyra pointed to ratings drop-offs during the night from *Get A Life* at 8:30 and *Against the Law* at 10 p.m. "The drop-off from *Get a Life* is too much," he said, noting that the show lost 1.3 rating points from its 11.6/19 lead-in from *In Living Color*.

The rating and share loss suffered by *Against the Law* is more severe, however. On Sept. 23, the first Sunday of the season, in its 90-minute premiere, *Against the Law* averaged a 3.9/6, losing more than eight rating points and 12 share points from its *Married...With Children* lead-in of 12.3/18. On the following Sunday, *Married...With Children* won its time period with a 14.5/22, but saw those lead-in numbers dwindle between the next two programs.

Good Grief, making its premiere, dropped more than four rating points on its way to a 10.1/16 at 9:30, and *Against the Law* dropped nearly six more rating points, averaging a 4.3/7 for the final hour of the night.

Household numbers aside, Kostyra said one of the surprising aspects of Fox's performance thus far is their performance in key demos compared to last year. "Last year Fox was beating CBS among adults 18-34; this year, CBS is about two points ahead of Fox in that category," he said.

Despite the rumors of early replacements on the Fox schedule, Kellner said no such decisions are being discussed. "There's no truth to that at all, we haven't come close to making any decision such as that," he said.

Like Kellner, Fox affiliates seem to be waiting until the full schedule has

debuted before making judgments on any of the shows. "We're probably experiencing the biggest barrage of promotion from the networks that we've ever seen," said Michael Fisher, general manager, KTXL(TV) Sacramento, Calif., "and the dust hasn't settled yet. Nobody believes that everything that Fox puts on the schedule will do as well as *The Simpsons*, obviously some will work and others will not," he said.

"There are only a few horses coming out of the gate real fast at any of the networks," said Gail Brekke, general manager, KITN(TV) Minneapolis-St. Paul, who also believes that the premiere of original episodes of *The Simpsons* will boost the rest of the schedule. "Certainly we'd like to see *Against the Law* come up, but Fox has reasonable expectations and they're doing a good job," she said. -SC

PARAMOUNT HOPING POVICH 'CURRENT AFFAIR' SUCCESS TRANSLATES TO NEW TALK SHOW

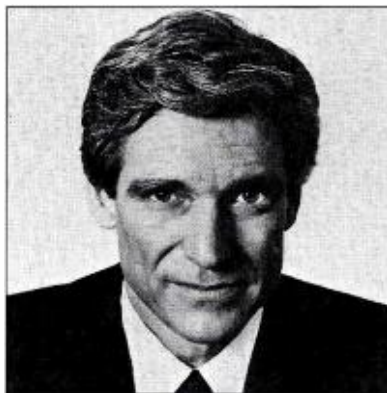
While ratings for some of his previous local talk shows were not impressive, buyers of new offering feel he'll do well with format

When King World Productions launched *The Oprah Winfrey Show* in syndication in fall 1986, one of the primary selling points the company made was Winfrey's performance as a local talk show host in Chicago, where she beat *Phil Donahue*, then in his prime, by a wide margin.

Paramount Domestic Television has sold its proposed new syndicated talk show with Maury Povich to television stations covering about 50% of the country. But one issue the company has skirted in its sales presentations is Povich's performance as a local talk show host in the early and mid-1980's.

Even Povich's admirers say the reason for that is simple—his ratings track record as a local talk show host are not good. Before signing on as host of *A Current Affair* in 1986, Povich served as host of a noon talk show on WTTG(TV) Washington called *Panorama*. WTTG was and continues to be, one of the strongest independent news stations in the country.

Panorama was one of the lowest rated programs in the time period in the market, and with Povich as host, sank to a 1 rating and a 5 share in February 1984, behind the three network affiliates, as well as WDCA-TV, a UHF independent. *Panorama* did manage to beat religious



Maury Povich

programming on a third independent in the market that sweep period, WTWK(TV).

However, *Panorama*'s numbers did build during Povich's reign. They grew to, and remained in the 10-12 share range, good enough to beat WDCA, but typically a couple of share points behind the nearest affiliate.

Before hosting *Panorama* in the mid-1980's, Povich served at KYW-TV, the NBC affiliate in Philadelphia. There he hosted a 10 a.m. program called *People Are Talking*, a formula talk show that Westinghouse Broadcasting subsequently exported to its other owned stations.

With Povich as host, *People Are Talking* averaged about a 15 share, third in affiliate competition, and neck and neck with sitcoms on UHF independent WTAF-TV.

In Philadelphia, Povich and *People are Talking* went head to head with *AM Philadelphia* on WPVI-TV, the ABC affiliate. *People are Talking* usually lost by between 5 and 10 share points.

But last week Povich defended the numbers on both shows as "respectable" since he improved the time period for the stations in both cases. "But I was never in a position to be on the boomer [station] in town."

And program executives at local stations who have bought Povich's proposed new talk show, are unfazed by his less-than-stellar past as a local talk show host. Instead, they tend to focus on his recent success as anchor of *A Current Affair*, which debuted in 1986 as the first of the sassy tabloid television magazine shows in syndication. Now in its fourth season in syndication, *Affair* remains a top 10 show each week, according to Nielsen.

Station executives also said that those buying into the new program are banking on Paramount's ability to develop the right format for Povich. Last week, Povich confirmed that the plan is to address as many as three topics a day in the

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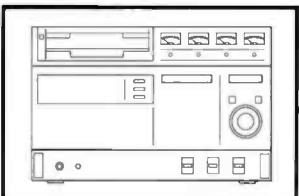
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program, with field-produced set-up pieces for many of those topics.

That would be a departure from current talk shows, such as *Oprah* and *Donahue*, which address one issue per show, and do no set-up pieces. When *Geraldo* first launched three years ago, the pitch was that the program would also do many field-produced pieces to set up the day's topic, but that has turned out to be rarely the case.

"It's a matter of getting the right format" for Povich, said Judy Girard, director of programming and broadcast operations at WNBC-TV New York, which has bought the Povich show. "The ability of Paramount to create the right format is what you're buying into."

Girard also said Povich's poor local talk numbers, at least in Philadelphia, might be explained by the relative weakness of KYW-TV at the time, and also the rigid structure of *People are Talking*. "Maury's style is pretty intense to do *People are Talking*, she said. "I think his ability to interview is without question. I think he has a great ability to communicate."

Others also point out that Povich's poor local talk show numbers are balanced by a solid performance as news co-anchor at WTTG from 1983 to 1986. The station's 10 p.m. news consistently vied with KTVU(TV) San Francisco's 10 p.m. newscast for honors as the highest rated independent newscast in the country. Povich also won an Emmy for best co-anchor in 1984.

Other station officials said they discounted Povich's past local track record altogether. "It's really a new ball game," said Oscar Welch, programming and promotion director, WPLG-TV Miami, which has picked up the program, to be called *The Maury Povich Show*. "As a company, we're pretty high on Maury. We had *Affair* one summer before getting *Wheel of Fortune* and he was a big success. But really, in these situations it comes down to a pretty strong hunch. He seems to have an uncanny ability to sell himself in a newsy or quasi-newsy format to viewers. And he makes that bond quickly."

Povich, who is co-producing the program with Paramount, said last week the show in many respects would reflect a *Current Affair* approach to stories, but in a talk format. "Talk shows end up taking on the identity and personality of the host," said Povich. "One strong aspect of the show is that we will take what we consider to be the really good stories [that might be seen on] *A Current Affair*, personal, intimate stories with twists and turns, employ a field piece and then bring the major players into the studio." —SM

TALK SHOWS ON THE REBOUND

Into the young season—with the ratings of five new game shows and reality-based strips foundering—it appears the development pendulum is swinging back to talk shows as a number of syndicators ready sales plans for the 1991-92 season. With the absence of new talk shows for fall 1990, the wisdom is that new opportunities may open in morning and late fringe.

Three major syndication players—Paramount Domestic Television, King World Productions and Orion Television—have already launched sales or are testing new morning talk show projects, while Reeves Entertainment and Blair Entertainment last week announced a joint November late-night test of *The John DeBella Show* on Philadelphia's WTXF-TV.

The move has also touched off speculation that MCA-TV may pick up *The Howard Stern Show* (which just received a 13-episode renewal on MCA-owned WWOR-TV New York and additional air play on Chris-Craft's KCOP-TV Los Angeles) for national late fringe syndication, and Tribune Entertainment is still pouring over the results of Grant Tribune Productions' September test of *The Late Mr. Pete Show* on Tribune Broadcasting's KTLA-TV Los Angeles.

Receiving a protected 12:30 a.m. ET slot on Paramount's TVX group-owned WTXF-TV, following Paramount's *The Arsenio Hall Show*, the Reeves-Blair project is a first-time showcase for John DeBella, a local "morning zoo" disk jockey on Philadelphia's WMMR-FM. Richard Reisberg, president of Reeves Entertainment, says the test, set for four successive Fridays in November, will serve as Blair's prelude to a full station sales launch prior to this January's NATPE International program conference in New Orleans.

Reisberg says the hour project will highlight music and comedy in a "stylized version of a radio studio." While DeBella has little prior television exposure, Reisberg said he conceived the talk show vehicle after seeing DeBella perform his standup comedy act on *Over the Edge*, a midseason ABC replacement produced by Woody Fraser Productions, whose production company is producing *DeBella* in association with Reeves and Blair.

After talking to several stations in Philadelphia, Reisberg said WTXF Program Director Lonnie Burstein "stepped up to bat by offering us the ideal target

lead-in for our test—*The Arsenio Hall Show*." In return for providing the slot, Reisberg said the station will realize all of the revenues from local spot sales. On the other hand, Reeves and Blair are equity partners, with Blair likely offering the hour on an undetermined cash-plus-barter basis, according to Reisberg.

With *Arsenio* and NBC's *Tonight Show* with Johnny Carson and *Late Night* with David Letterman solidly entrenched, *DeBella* will be marketed as a late night companion piece following those shows. However, soft spots late night syndicators may seek to exploit at midnight include affiliates airing ABC's modestly rated *Into the Night* with Rick Dees and CBS's revolving off-network fare. (Paramount lured a number of CBS affiliates this past summer when one-year *Arsenio* contracts dangled away from lower power UHF incumbents.)

Besides DeBella and Dees, another disk jockey, Howard Stern, whose "shock radio" comedy is heard on flagship station WXRT(FM) New York, may be seeking a wider late-night TV medium. An MCA TV source said "talk in the halls" has it that MCA-TV President Shelly Schwab is toying with the idea of offering *Stern* in syndication, aside from his current on-air commitments from WWOR and KCOP. Schwab was unavailable for comment.

Tribune Entertainment is also said to be considering the distribution of *The Late Mr. Pete Show*, which features Los Angeles cable access host Pete Chaconis. However, when the weekly half hour completed its September test on KTLA, it averaged a meager 1.4 rating/5 share (NSI) on Sundays at 11:30 p.m. PT. That performance left Tribune Entertainment President Sheldon Cooper to acknowledge that such a rating a "is not enough for us to yet consider it for syndication." He did not know if KTLA is going to commit to additional airings.

Nonetheless, on the morning talk show front, Tribune Entertainment is reviving *Kelly & Gail*, an hour talk-show pilot from last year's production slate, as a half hour, 13-episode test project on KNBC-TV Los Angeles. Featuring KNBC news anchor Kelly Lange and writer/producer Gail Parent (*Golden Girls*), Cooper says the abbreviated half-hour format will focus more on Lange's knowledge of topical issues and Parent's "acerbic" sense of humor. *Kelly & Gail* will precede NBC's *Marsha Warfield Show* at 9 a.m. PT, starting Oct. 22.

TO TELL THE TRUTH?

The U.S. District Court in Manhattan last week determined that television personality Gordon Elliott should not continue his role as host of NBC's new game show, *To Tell the Truth*, which debuted Sept. 8. The court held Elliott broke a previous and binding commitment to host another game show, *Get the Picture*, from Zink Entertainment, that was to have aired on the Fox-owned stations this fall. The project was put on hold when Elliott bowed out to do *Truth* for Goodson Productions and NBC.

In finding for Zink, Judge Charles S. Haight Jr. concluded that Elliott's agent, Evan Bell, of Craft, Haiken &

Bell, lied when he denied receiving notification by fax from Zink that it was exercising an option to extend its right to Elliott's services as a game show host last summer. "Indeed, in over 14 years as a trial judge I am not sure I have ever seen a witness in whom I can repose less confidence than Mr. Bell," wrote Judge Haight, of the U.S. Southern District. A Goodson executive said producers were looking for a replacement for Elliott on *To Tell the Truth*, currently on production hiatus. Elliott could not be reached for comment. Bell said: "My only comment is round one is over. We do plan an appeal."

Two weeks ago, Tribune announced it was taking the sales of its other two talk shows—*Geraldo* and *The Joan Rivers Show*—back in house after Paramount handled the station sales of those programs (BROADCASTING, Oct. 1). The move had been expected since Paramount signed a deal with *Current Affair* host Maury Povich to leave that show and helm a fall 1991 early fringe talk show. Citing Paramount's representation of *The Maury Povich Show*, *Entertainment Tonight* and *Arsenio*, Cooper contended it is in Tribune's "best interest" to make use of its existing station and barter sales staffs.

Carol Martz, program director for KCOP Los Angeles, and Katz Communications' vice president-director of programming, John von Soosten, agreed *Joan*

and *Geraldo* may be the most vulnerable among the six incumbent talk shows in the market. With competition from Buena Vista Television's *Live with Regis & Kathie Lee* in morning slots, Martz said the key will be if Tribune can "redouble marketing and promotion efforts to preserve *Joan's* and *Geraldo's* time slot positions." Tribune's Cooper conceded: "It's a real war out there for time periods, but at least now it's in our own hands."

Possibly entering the morning fray is King World Production's *Tim & Daphne*, an hour talk show hosted by husband and wife acting team, Tim Reid and Daphne Maxwell Reid, slated for an October test on KW's research and development network. King World's president and CEO, Michael King, and his

brother, Chairman Roger King, have indicated that if all goes well, *Tim & Daphne* will be pitched and presented at the NATPE convention. Also, Orion Television is making its sales pitches for *The Chuck Woolery Show*, but domestic sales president Bob King (who is a brother of Roger and Michael King) did not return calls to discuss a potential pre-sale of the hour talk show.

The only show to make a dent in early fringe sales is Paramount's *Povich* talk vehicle. Based on Povich's name recognition, Paramount has already cleared the top 25 markets (representing close to 50% coverage of the U.S.) with no pilot and little advance sales. Its ability to crack openings in an early fringe gridlocked by the presence of King World's *The Oprah Winfrey Show*, Tribune's *Geraldo* and Multimedia's *Donahue* and *Sally Jessy Raphael*, is an accomplishment, but the question is whether Povich will achieve substantial early sampling in such a cluttered environment.

"When you look at how Twentieth [Fox] TV sold *Personalities* this season on the basis of Povich's association with *Current Affair*, it didn't mean viewers were going to flock to the new show also," Katz's von Soosten said, referring to *Personalities'* lackluster early ratings. "Povich is a known commodity, but we'll have to see how he fits in [Paramount's] new talk show format. There's going to be a lot of pressures brought to bear on the market, with the likes of King World and Paramount throwing their weight around, so *Joan*, *Geraldo* or *Woolery* could end up feeling the squeeze." —MF

LEARNING LESSONS FROM 'THE CIVIL WAR'

The Civil War made its way into the history books again, this time as PBS's top-rated series of all time. Over its five-night run, Ken Burns's \$3.5 million, 11-hour documentary averaged a 9.0 rating/13 share in Nielsen's top 24 overnight markets, and was watched by approximately 14 million people each night.

In *War's* aftermath, PBS is attempting to determine how it may best build on the network's present success and visibility, continuing to boost its growing reputation and draft increasing numbers of viewers to its audience ranks.

One of the primary things learned "is that there is a larger market than even we thought for well-produced programs that tell a great story," said John Grant, PBS vice president, program scheduling

and administration. "We have and always will view great story telling as one of our prime missions; we're on the right track."

During the next several months, PBS will "look at all the things we've done this fall," including *War*, Showcase Week and its advertising campaign, Grant told BROADCASTING, to measure their collective impact on ratings and general audience perception of the network. "Extensive research" will be conducted with stations "to see what they like and dislike," Grant said, while the network will also engage in such activities as random calling to determine if its audience has increased.

PBS also intends to continue advertising programs on the major broadcast and cable networks, as it did Sept. 30-Oct. 6

during its Showcase Week, but cannot do as much as it would like due to limited funding. "It's a matter of resources," said Grant. "We won't ever have as much as we want, so we have to pick our spots. We will, however, have a commitment to promotion and advertising as a major part of what we're trying to accomplish."

PBS will also strip several other series during the 1990-91 season, a la *Civil War*. They include *Race to Save the Planet*, a 10-hour examination of ecological topics, scheduled for this week; Peter Brooks's *The Mahabharata*, and *Making Sense of the '60s*, a six-part series to be seen on three successive nights, beginning Jan. 6. *The Civil War* will also air again in its entirety in January and July 1991. —RG

RATINGS ROUNDUP

After suffering a first-week-of-the-season defeat at the hands of CBS two weeks ago, NBC rebounded and won last week, a week uncharacteristically influenced by PBS programming. For the week of Sept. 24-30, NBC averaged a 12.9 rating and 22 share, followed by CBS which had another strong week, averaging a 12.3/21, while ABC was third again with a 12.6/21. The five top-rated shows for the week were *Cheers* (NBC), *60 Minutes* (CBS), *The Cosby Show* (NBC), *Murphy*

Brown (CBS) and *Golden Girls* (NBC) and *Designing Women* (CBS) tied for fifth.

PBS's *The Civil War* a 12-hour documentary averaged a 9.013 over its five nights of Sept. 23-27. In doing so, the historical retrospective outperformed such new, highly touted series as CBS's *Family Man* (7.2/14) *Lenny* (6.9/12) and *E.A.R.T.H. Force* (6.0/11), and NBC's *Lifestories* (6.4/10) and *Hull High* (6.1/11) among others.

Week 2

Sept. 24-Sept. 30

1st column tells rank. 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network. 5th column tells show.

1	19.7/31	N	Cheers
2	▲ 19.6/35	C	60 Minutes
3	▲ 18.4/31	N	Cosby
4	▲ 18.2/27	C	Murphy Brown
5	▼ 18.1/27	C	Designing Women
5	▲ 18.1/34	N	Golden Girls
7	▼ 17.6/26	A	Roseanne
8	▲ 17.4/33	N	Empty Nest
9	▲ 17.2/27	A	Amer. Funniest Videos
10	▼ 17.1/27	N	A Different World
11	▲ 17.0/27	C	Murder, She Wrote
12	▼ 16.6/26	C	Major Dad
13	▲ 16.5/25	A	Amer. Funniest People
14	▲ 16.2/25	N	Matlock
15	▲ 15.9/26	A	Who's the Boss?
16	▼ 15.8/25	A	Growing Pains
17	▼ 15.7/24	A	Doogie Howser, M.D.
18	▲ 15.6/24	A	Head Of The Class
19	▼ 15.4/26	N	Heat Of The Night
20	▼ 15.3/25	N	Unsolved Mysteries
21	▼ 14.9/23	C	Wife:Murder/Boston
22	■ 14.8/22	A	Coach
22	▼ 14.8/25	A	Wonder Years
24	▲ 14.7/24	N	Movie:Perry Mason
25	▲ 14.5/22	F	Married...With Children
26	▲ 14.3/26	A	Family Matters
26	▲ 14.3/23	N	Fresh Prince Of Bel Air
28	▲ 14.2/28	N	Carol & Company
28	▼ 14.2/25	C	Knots Landing
30	▼ 14.0/23	C	Movie:Face Of Fear
30	14.0/27	A	Full House

30	▲ 14.0/22	N	Movie:Casey's Gift
33	▼ 13.9/24	A	Monday Night Football
34	▲ 13.7/22	C	Rescue: 911
35	13.6/23	N	Tonight Show 28th Anniv.
36	▼ 13.0/20	C	Jake and The Fatman
37	▼ 12.6/20	A	Married People
37	▼ 12.6/20	C	Uncle Buck
39	▲ 12.5/22	N	Hunter
40	▼ 12.4/21	C	Trials Of Rosie O'Neill
41	▲ 12.2/20	A	Movie:Twin Peaks
41	■ 12.2/22	A	Perfect Strangers
43	▲ 11.6/19	F	In Living Color
43	▲ 11.6/22	A	20/20
45	■ 11.4/21	N	Night Court
46	11.3/18	C	Candid Camera Spec.
46	■ 11.3/19	A	thirtysomething
48	▲ 11.2/17	N	Ferris Bueller
48	▼ 11.2/18	C	Flash
50	10.9/17	N	Fanelli Boys
51	▲ 10.7/23	N	American Dreamer
52	▲ 10.5/17	N	Dear John
52	▼ 10.5/20	A	Going Places
52	▼ 10.5/18	A	Macgyver
52	10.5/19	C	Mike Wallace
56	■ 10.3/19	A	Cop Rock
56	▲ 10.3/16	F	Get A Life
58	■ 10.1/16	F	Good Grief
59	▼ 10.0/19	C	Movie:Coins/Fountain
60	■ 9.9/19	N	Midnight Caller
61	▼ 9.7/18	C	Evening Shade
61	▼ 9.7/16	A	Father Dowling

61	9.7/15	A	Gabriel's Fire
64	▼ 9.6/18	N	Working It Out
65	▼ 9.5/19	A	Young Riders
66	■ 9.4/18	N	Wings
67	■ 9.2/17	C	Bagdad Cafe
68	▼ 9.0/16	A	Primetime Live
69	▼ 8.9/16	A	Life Goes On
69	8.9/15	C	Top Cops Spec.
71	▼ 8.7/17	N	Parenthood
72	■ 8.4/16	N	Quantum Leap
73	▼ 8.2/16	C	Hogan Family
73	▼ 8.2/14	F	Simpsons
75	▼ 7.7/16	C	48 Hours
76	■ 7.6/14	A	China Beach
77	▼ 7.2/14	C	Family Man
78	▼ 6.9/12	C	Lenny
79	▼ 6.6/11	C	Doctor, Doctor
80	■ 6.4/10	N	Lifestories
81	6.3/13	A	Cop Rock Spec.
82	▼ 6.1/10	F	Babes
82	■ 6.1/11	N	Hull High
82	▼ 6.1/10	F	Parker Lewis
85	▼ 6.0/11	C	E.A.R.T.H. Force
86	▼ 5.5/10	F	True Colors
87	▼ 5.3/10	F	Amer. Most Wanted
88	▼ 2.6/5	F	Amer. Chronicles
88	▼ 5.2/10	F	Cops
89	■ 4.7/7	F	Movie:The Sure Thing
90	▼ 4.4/9	F	Totally Hidden Video
91	▼ 4.3/7	F	Against The Law
92	▼ 3.9/7	F	DEA

FREEZE FRAMES: Syndication Scorecard *

Week ended Sept. 23

Rank	Program (Syndicator)	Rtg	Sns	Covg	Rank	Program (Syndicator)	Rtg	Sns	Covg
1	Wheel of Fortune, syn. (King World)	12.7	219	98	9	Donahue (Multimedia)	5.8	231	98
2	Jeopardy! (King World)	11.9	216	98	10	Inside Edition (King World)	5.6	125	81
3	Oprah Winfrey (King World)	8.4	222	99	11	Tale Spin (Buena Vista)	4.8	170	96
4	Star Trek: Next Generation (Paramount)	8.3	231	98	12	Geraldo (Tribune)	4.6	150	95
5	Entertainment Tonight (Paramount)	7.8	158	95	13	Current Affair Spec. (20th Century Fox TV)	4.5	172	90
6	Current Affair (20th Century Fox TV)	7.7	189	95	13	Hard Copy (Paramount)	4.5	151	89
7	Cosby Show (Viacom)	7.6	206	98	15	Chip 'N' Dale (Buena Vista)	4.4	182	94
8	Wheel of Fortune, wknd. (King World)	6.7	176	83	15	Sally Jessy Raphael (Multimedia)	4.4	186	95

* Nielsen weekly package

Source: Nielsen and Broadcasting's own research.

RADIO



Unistar's Nick Verbitsky in his Manhattan office

VERBITSKY: CONSERVATIVE YET OPTIMISTIC ON RADIO

Nick Verbitsky has headed the Unistar Radio Networks from their infancy in 1981, when United Stations first signed on the air as a radio program supplier. Since then, the company has purchased the RKO Radio Networks in 1985, merged with Transtar Radio Networks in 1989 and entered into a sales and marketing agreement with FNN Radio in 1990. Unistar also is looking to expand its relationship with Group W Radio, with which it already has a healthy affiliation pact. In this "At Large" interview, Verbitsky discusses Unistar's position in the radio network business and shares his observations on where the radio industry as a whole is headed in this last decade of the 20th century.

We've heard a lot of talk lately about how radio has come upon hard times, that business and the industry is hurting. From where you sit, do you see trouble or fortune ahead?

The first quarter of 1990 was terrific. The second quarter was not, and the third quarter has been gangbusters. The market was up close to 12% in August alone, and September has been another great month.... But everyone is worried about the fourth quarter.

Do you have reason to worry about the fourth quarter?

We always worry. In the past, radio business was booked way in advance. But when we entered the satellite era we told

advertisers that because of satellites, we'd be able to do business a lot quicker and be a lot more responsive and have a shorter lead time. So now it is a lot like spot radio, because we're writing a lot of business in the current month, whereas in the past, we'd be working three months in advance.

So it's too early to tell about the fourth quarter?

The fourth quarter should be good. We had a great fourth quarter last year, so we're working against some pretty good numbers. But overall, the networks are doing better.

In the last 18 months, virtually all major radio networks have restructured their sales efforts. How has Unistar's restruc-

turing affected its sales, and to what extent did sales drive your decision to restructure?

We consolidated because we saw an opportunity to strengthen ourselves in terms of rank. And when you have too much inventory on the market, it's not good for the whole industry. When other networks saw what we did, they also consolidated, which overall, has made the industry much stronger. In addition, some weak inventory was dropped, both from the news and programing side, which in the long run is good. Everybody has done some belt-tightening and the marketplace really dictates that. The motto of every radio network is that we do for stations what they can't do for themselves. We provide them with programs and services that they could never do on a local basis, and that's what makes our business tick. But the advertising end tells you what's viable and not viable.

How much of this network consolidation is due to a shift in the U.S. population?

The aging of America has tempered a lot of what we have done, because the youth market right now is very soft. The consensus is that it will be soft for the next several years, because there's a blip in the population. And until that youth segment comes back, we won't be doing as much youth-oriented programing as we have in the past. Right now the demo of choice is 25-54, and it will soon go to 25-64, or even 35-64. So we're going to be doing a lot more adult-type programing for the next several years.

You supply programing to radio stations, but you draw almost all your revenue from advertisers. To whom do you owe your first allegiance?

Our first allegiance is to the radio broadcaster, because without the stations we wouldn't have any advertising. But advertisers were telling us there was a lot of inventory on the market they didn't want to purchase. That's when we did our consolidation, and now a lot of low-rated inventory is off the market. Over time we'll see rates rise, because less inventory will be available. And that's good for everybody, because the advertiser gets higher-rated programing to buy and we don't have to produce quite as much programing as we were. Every network has gone through this. At this point business is good.

Is Unistar still in an expansion mode, or does your marketing arrangement with FNN Radio mark a hiatus from future deals?

We've had steady growth over the past few years, but we've timed these expansions. When we merged with Transtar it took awhile for both companies to digest it. We had a long relationship before the formal merger, so we knew everyone pretty well. The FNN deal took 18 months to negotiate and we finally completed it in June (BROADCASTING, July 2). They produce the product and we clear all the stations and sell the ad time. They've built up a great franchise, and we thought it would be a great opportunity for our company. In September we billed more money for FNN than they

had done the entire previous year, so it's a pretty happy marriage at this point.

You also entered into a sales and marketing arrangement with Transtar before the two companies merged. Can we expect the same result from your relationship with FNN?

We never contemplated anything like that when we started this, but who knows? Anything can happen.

And your relationship with Group W? In the past few weeks there's been lots of talk that they're buying Unistar, or that Unistar is buying into Group W. Do you care to comment?

We enjoy a very good relationship with Group W. Their stations in New York, Chicago, Philadelphia and Los Angeles carry FNN, and some of their other stations are affiliated with us on a regular news basis. In my mind, they're the most exciting group in radio right now and any way we can foster that warm fuzzy feeling, we'll do it. They have stations in all the top markets and they've been around a long time. These people really like radio and they've made a hell of an investment in the medium. And those are people we like to be around.

Up to this point, Unistar has concentrated specifically on radio programing and news. With station prices coming down, do you have any plans to enter the station side of the business?

Right now we have a full plate on the network side. Some people are saying that it's going to get more attractive to get into the station end of the business because prices are getting more realistic. But you also have to look at the lenders; they're very cautious right now and it's tough to put together some of these big deals. However, if the opportunity arose, and if it

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was the right one, we probably could convince somebody to loan us the money to do it, if it makes sense.

But you don't think it makes sense?

Well, recently I went to a meeting of some major radio group operators and all they talked about was restructuring debt. Not one word was said about the basic business of radio, about programming or personalities or news or formats. Everybody's asking questions such as "How did you approach your bank?" and "What did you do when you restructured?" Business in a lot of markets is down and a lot of radio broadcasters are hurting.

What's your slice of the network pie?

We don't do that. That's why we're a private company. But I would say we're tied for second with Westwood One, in terms of radio network share. ABC, of course, dominates the business, not to mention Paul Harvey, who alone is a big network.

Did you ever consider the advantages of going public?

We had a window of opportunity to do that, but we were making a considerable amount of money without having to put up with the pressure of the public marketplace, and it was just more comfortable for us to remain private. It gave us a lot more freedom and a lot more flexibility and we were just enjoying ourselves too much to get involved in a public offering. And at that time—early 1985—the possibility of a merger with TranStar was more exciting to us than anything.

Some radio companies see great opportunity in Europe and elsewhere overseas. Does Unistar share in this view?

In our last meeting we started to form some plans for Europe. We're talking to a lot of people over there, and we're trying to filter all this information so we can make an intelligent decision. I can't give you a specific date, but we are going to get into it in the not-too-distant future. We don't want to be a pioneer in Europe; we would prefer to form a joint venture with someone over there and learn the business that way.

You're looking specifically at program syndication possibilities?

That's the business we're in. But I think there's a tremendous opportunity for The Research Group, and people have approached us about beaming our satellite-delivered formats over there, as well. And that day is coming.

Where do you see the radio industry headed, and how do you think it will fare in these days of such media diversification?

The media diversification that has taken place is in TV. Radio

is still radio. People still put radio on to get the news first. When you're in your car, you're listening to radio. Sure, radio may sound different than it did in 1970; you have all sorts of formats now and [they] are so diverse it's wild. And you have multiple news stations in the market, multiple talk stations and a whole array of FM stations. Radio is as exciting today as it's ever been, and I think advertisers think so, too.

Then why are so many radio broadcasters dealing with mounting financial uncertainty?

We always hear about the people who are in trouble, not the people who are making a hell of a lot of money. It's not the medium that's in trouble, it's those people who got caught up in the let's-go-get-'em attitude and leveraged themselves ridiculously. Investment bankers were saying: "Yes, you can do this" and "you shouldn't have any trouble doing this cash flow." When we were going through the merger with TranStar we had hundreds of meetings where the bankers would roll out a model of our business in five years. And I looked at those models and said: "If we are going to make this kind of money, why the hell would I be merging with them? I may be a Pollock from Green Point, but I'm not that stupid."

A lot of people got caught up in that have-to-do-a-deal mentality and they did deals they shouldn't have done. A lot of groups are in trouble because they're losing money and they can't make their payments on these models that were set up for them. The way these deals were structured, you could be out of covenant real quickly, if you're not hitting the plan right on—and in this business, it's very difficult to hit a plan right on.

Do advertisers and media buyers still look at radio as a passive medium and buy it accordingly?

Radio is just not top-of-mind, mainly because society is so visually oriented. All the industry associations—the Radio Advertising Bureau, the National Association of Broadcasters, the Radio Network Association, the Station Rep Association—are trying to raise the awareness of radio, but it's tough. I sit on the board of the International Radio and Television Society, and 90% of the conversation is about TV—until you say "wait a minute, what about radio?" If you talk to ad managers, they're talking about strategy and you're waiting for the R-word to come up, and it doesn't, because radio is not part of the mix right now.

Some broadcasters suggest that this "third world" attitude toward radio causes it to be sold more aggressively, making it a stronger medium. Do you go along with this?

Radio is a great value. When you get into the efficiencies of radio versus any other media, it's just tremendous. Advertisers are looking to maximize delivery and to do it in a real efficient manner. And if you look at the economy for 1991, the most efficient media are those that will do best. There's going to be some belt-tightening for everybody and, hopefully, with the efficiencies of radio we'll do well and increase our share.

How does Unistar fit in the near and long term future of radio?

We love the network end of the business, and we will do everything we can to expand that in the right way. But at the same time, we're very conservative in all of this expansion—we don't do things just for the sake of expanding. If there's another FNN deal out there, we'll find it. If radio stations tell us they want us to provide them with another kind of service, we'll do it. And if the [Group W] deal we talked about earlier ever materializes—if a group is for sale or wants to talk about getting together in some meaningful way—we'd like to do that, too. The station end of this business is a good one. There are a lot of opportunities out there, but all these things we do are very expensive. If you take a chance you want it to be a calculated risk. ■

RADIO IS GROWING OVERSEAS

U.S. companies are finding increased opportunities in program production and distribution in international marketplace

Places as diverse as Rio de Janeiro, Paris and Osaka are increasingly providing opportunities in international program production and distribution for U.S. radio concerns. Over the last few years, companies such as Westwood One, The Pollack Media Group and Satellite Music Network have established their presence overseas through consultancy and concert arrangements. As the number of broadcast outlets continues to rise worldwide, so has the need for expertise in "localizing" radio product.

In an effort to capitalize on that need, Los Angeles-based Premiere Radio Networks will open an office in Paris by the end of October. It will be headed by Ed Mann, one of the comedy program supplier's founding principals and vice president of affiliate relations.

Kraig Kitchin, Premiere vice president of sales, said the company initially intended to explore the European arena over a period of a couple of years. About nine months ago, Mann spoke at a European convention on the success of U.S. radio operators in tailoring syndicated interviews with the bigger names in movies and music to each market. Said Kitchin: "He was literally inundated at the end of his speech with people that just gravitated toward this idea."

In a matter of three months, the idea had materialized into "significant relationships" with "European radio concerns that really wanted to access our braintrust in terms of localized radio—locally hosted countdown shows, locally hosted interview shows, locally hosted comedy—all material that has a central base," said Kitchin. Based on the response, Premiere decided to open an office on the Continent and to make "an investment in Europe."

Premiere, said Kitchin, will not be looking to market any of its pre-produced American programming. Rather, it will "work in partnership with all of our scripts, our interview material and a lot of our comedy material, which can be transferred very well to morning drive in Europe," he said. Premiere will still rely on its U.S. scripts and writers, but in partnership with European program producers. Mann will show them how to produce and maximize the product in Europe, said Kitchin.



Kraig Kitchin

There, he said, Premiere will be working on a "collaborative" basis. "Here we sell programs on a barter basis," he said, adding: "in Europe, we work in partnership. We would go out and sell the advertising with the radio entity, convincing advertisers of the virtues of the program, right in the agency with the European radio entity."

Across the globe, Japanese radio listeners were introduced to a new FM station on Saturday, Sept. 29, when "KISS-FM Kobe" debuted with the help of KIIS-AM-FM Los Angeles personality, "Magic" Matt Alan. The afternoon drive-time personality for the top-rated CHR outlet in Los Angeles signed the station on the air at noon. Alan will also host a weekly hour-long radio show titled "Kissing the Globe" for the Japanese station for 26 weeks. Radio personalities from around the world from stations using the "Kiss" moniker are invited to join "KISS-FM Kobe," to as-

sist in its debut.

Austin, Tex.-based Thelese Broadcast International has signed an agreement with Aleksander Akhtyrsky, director general of the All Union Radio Network of Gostelradio (U.S.S.R. State Committee for Radio and Television) to provide advertising and selected programming for Soviet network channels One and Three and the local Moscow channels.

Under the terms of the agreement, Thelese will market, sell and produce commercials for broadcast on Soviet radio on a global basis. Included is advertising on Channel One—the one signal broadcast in all 11 time zones of the U.S.S.R. to approximately 287 million listeners. Additionally, Thelese can contract for selected programs to be broadcast on the All Union Network.

Another radio network looking to capitalize on global exposure is Radio Vision International. RVI has acquired the international television and radio rights to the upcoming musical festival, "Rock in Rio II." Scheduled for January 1991, the 10-day event will feature artists such as George Michael, INXS, Guns 'n' Roses, Billy Idol, David Lee Roth and Lisa Stansfield.

Rock in Rio II will begin Jan. 18, 1991, at the 170,000 seat Maracana Stadium and will conclude Jan. 27th. RVI has signed a deal with Visnews Location Specials to jointly produce the broadcasts for both TV and radio. According to RVI, 500 million people are expected to tune in to the concert worldwide.

During the festival, RVI will produce two three-hour live shows and five 30-minute shows which will be transmitted live from the stadium. Brazil's TV-Globo will broadcast the event in South America.

—AC

PAY HIKE FOR RADIO TALENT

Air talent salaries in radio have increased far more than sales and administrative salaries over the last five years. Numbers compiled by Los Angeles-based certified public accountants, Miller, Kaplan, Arase & Co., based on a comparison of 1990 and 1985 salary surveys, reveal that morning drive salaries have increased 82%,

from an average \$65,000 to \$118,000. Afternoon drive salaries have increased 60%, from an average \$45,000 in 1985 to \$72,000 in 1990.

Numbers are based on surveys for the 10 top 25 markets: Los Angeles, San Francisco, Denver, Dallas, Miami, Atlanta, Seattle, San Diego, Tampa and Phoenix.

MCGAVREN GUILD, CABALLERO FORM NEW REP FIRM

Merger of rep interests designed to boost Hispanic radio sales by 2000

New York-based Interep Radio Store last week announced that McGavren Guild Radio and Caballero/MG Spanish Media. Interep Chairman Ralph Guild said the arrangement was finalized with a small stock swap between the two companies.

While the deal is not being positioned as a merger between McGavren Guild and CSM, both Guild and CSM Chairman Eduardo Caballero are positioning the new company as Interep's eighth rep firm. (Interep announced the formation of its seventh rep company, Schubert Radio Sales, to be directed by former Eastman Radio President Jerry Schubert, late last month.)

The agreement between the two companies essentially provides CSM with McGavren Guild's marketing and research resources, with the ultimate goal of accelerating the growth of Hispanic radio. "It's been predicted that by the year 2000 some 40% of all radio listeners will be Hispanic, and if that's true, we need to be part of that," Guild said.

McGavren Guild President Peter Doyle said the deal between the two firms was formed to "establish a dominant presence in the Hispanic radio market" and to "rectify the noticeable absence of Spanish radio stations in



Eduardo Caballero and Peter Doyle

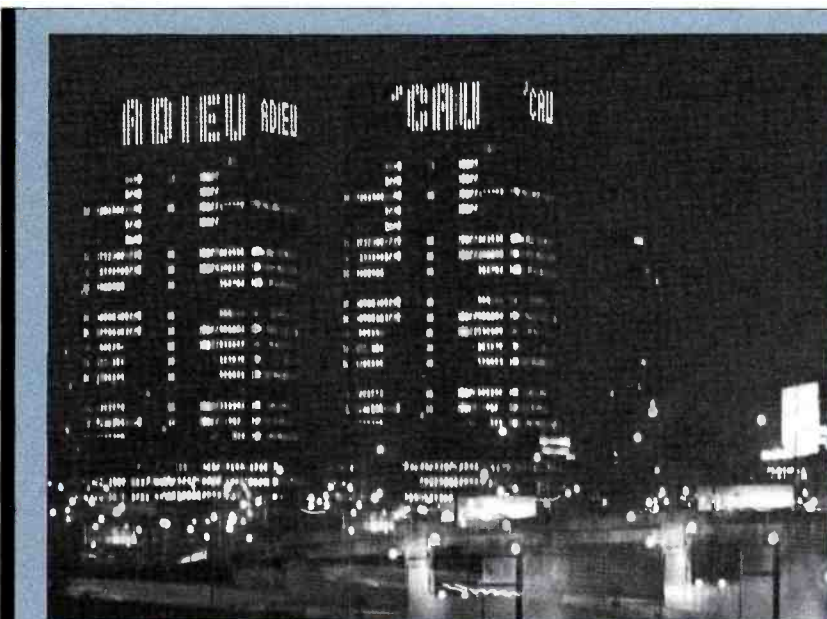
McGavren Guild Radio and Interep."

Caballero said that he and Guild have been talking about developing a relationship between their two companies for several years. He said that Interep's new Radio 2000 marketing strategy—which calls for an alliance among all facets of the radio industry to increase the medium's total share of advertising to 9% by the year 2000—created a healthy climate for this joint venture. "You certainly cannot talk about Radio 2000 without including Spanish radio," Caballero told BROADCASTING.

He said that a full merger between the two companies some time in the future was a possibility, "but at this point not a probability."

Guild said that a president of Caballero/MG has yet to be named, but he indicated that that person would come from the ranks of Interep, while Caballero will remain chairman of CSM. "Technically, this is a joint venture between our companies," Guild said, adding: "Caballero/MG isn't a subsidiary, but it does fall under the Interep umbrella."

—REB



FAREWELL IN LIGHTS

The Philadelphia Electric Co. marked the passing of 20 years of news/talk on CBS's WCAU(AM) on the evening of Aug. 16 with a farewell message on its Tower Lights message board. The station switched to an oldies format and changed its calls to WOGL(AM) Aug. 15 (BROADCASTING, Aug. 20). In a letter to BROADCASTING, Nick DeBenedictis, Philadelphia Electric Co. senior vice president, corporate and public affairs, said: "It is rare to find such tremendous talents concentrated within one organization, and Philadelphia will always be proud to have claimed you [WCAU] as our own."

CABLE

TBS REORGANIZES FOLLOWING HOGAN MOVE

Sassa and McGuirk will split up duties of Turner network's former head

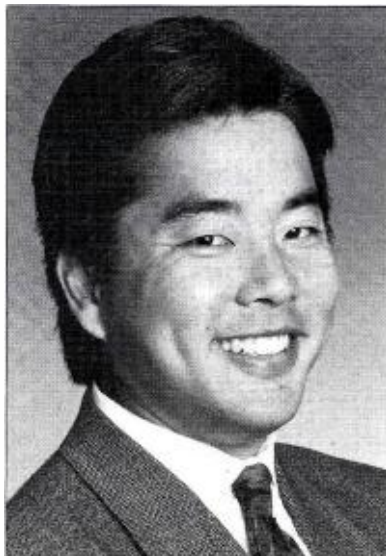
In the wake of Turner Entertainment Network President Gerry Hogan's departure to Whittle Communications (BROADCASTING, Sept. 24), TNT Executive Vice President Scott Sassa and Terrence McGuirk, president of Turner Sports, have been promoted, and will split Hogan's responsibilities.

Nineteen-year Turner veteran McGuirk replaces Hogan as the number-two man in the Turner organization, and has been named executive vice president of Turner Broadcasting System. His responsibilities include Turner Broadcast Sales, corporate research, public relations, marketing and advertising, all functions Hogan had overseen. McGuirk will continue as president of Turner Sports and president of Turner Cable Network Sales and its subsidiary, CNN International Sales Ltd.

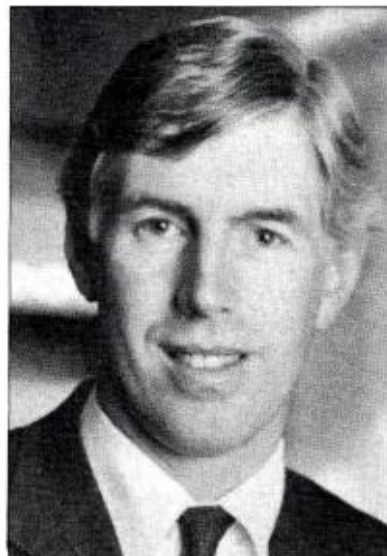
Hogan's other responsibility as head of TNT and for superstation WTBS(TV) Atlanta, goes to Sassa, who has been given Hogan's title of president, Turner Entertainment Networks, and a seat on the executive committee. In addition to overseeing the two cable networks, Sassa will also oversee TBS Productions, which includes a documentary programming unit and publishing company. Sassa first joined Turner in 1982, and left for two years in 1986, which included a stint at Fox Broadcasting.

McGuirk said there was never any intention of going outside the company to fill Hogan's position, as Turner did with the appointment of former *Los Angeles Times* chairman Thomas Johnson as CNN president. McGuirk said company chairman Ted Turner will "continue to be pervasive in all major roles of the company," but "decisions that need to be made at the end of the day" will fall in his own lap, said McGuirk, who added he would have responsibility for 75% of the company's revenue. But McGuirk added that the "teamwork" that has come to characterize Turner management will continue, with Turner making the major decisions.

Robert Wussler, now president and chief executive officer at Comsat Video Enterprises, was the last person to hold



Scott Sassa



Terrence McGuirk

McGuirk's new title. But McGuirk stressed that "this is the first time we've combined majority revenue responsibility with that title."

McGuirk, in response to Hogan's comments that there is no room for growth at TBS, since Turner's was the only job left for him and "he's not going anywhere," said: "I think it's incredible that anyone would hit a wall at Turner and not find any room to grow."

As part of his new position, Sassa announced that WTBS(TV) would be get-

ting a marketing facelift. "It's about time for TBS to stay ahead of the game and not fall behind," he said. Marketing and promotion changes are in the works, although "it won't happen overnight, because we're not putting out any fires," said Sassa.

Also promoted was Julia Sprunt, from senior vice president, Turner Cable Sales, to vice president, marketing and communications for TBS. She'll also have a seat on the executive committee, and will report directly to McGuirk. —SDM

Investors on cable bill: Delay with little reckoning

Observers in the financial community all seem to agree that failure to pass cable legislation in the current session of Congress would have little effect on MSO stock prices. Steven Rattner, a partner at Lazard Freres, said, "I think the issues now are far beyond the regulatory side and into the liquidity and financing side." Said Alan Gottesman, a securities analyst for Paine Webber: "Cable legislation has been an overhang on the stock prices for so long that

I don't think there will be much effect from a delay. In fact, there is disagreement whether a delay is good news or bad news...because people aren't sure which side will grow stronger in the interim." Another securities analyst agreed, saying: "There is always the chance that a bill next year would be tougher on the industry, but if that is the case, how come MSO's can't even agree on whether it is in their interest to get a bill now."

URBAN MARKETS UNTAPPED RESOURCE FOR CABLE, SAYS CABLEVISION'S DOLAN

To achieve urban penetration, cable system must reflect the community in its programming and employes, cable executive tells NAMIC/NCTA seminar

As the focus of cable turns from rural to urban areas, systems and programers must be able to meet the multicultural and multilingual demands of the diverse populations of the cities, according to Chuck Dolan, chairman and chief executive officer, Cablevision Systems.

"A major factor in the slow progress in the cities is that cable is only now becoming sufficiently diverse to appeal to urban households," Dolan told an audience at a seminar sponsored by the National Association of Minorities in Cable and the National Cable Television Association. By tapping the urban markets, where penetration lags behind the national average, "\$1 billion could be added to the cable industry," Dolan said.

To achieve urban penetration, "a system must reflect the character of its community" in both its programming and the employes it hires. Marketing to different populations presents challenges that a cable system cannot meet unless it represents and recognizes the groups it is seeking to attract, according to Dolan.

He used the opportunity to promote unbundling of programming services, with



Chuck Dolan

which Cablevision is experimenting in its New York City systems. Unbundling—letting subscribers choose their own package of programming services—is a way to attract the diverse populations of urban areas and increase penetration, he said.

Dolan described his own experience and success in urban areas, including New York City, where 36% of the population speaks a language other than En-

glish, he said. Dolan began a build of Brooklyn and Queens in 1987, scheduled to be complete in the mid-1990's and eventually to have a million subscribers. He employs people from the community "not just meeting EEO guidelines, but training and recruiting." Cablevision's Boston franchise has the highest level of minority employment of any company in the city, he said. The city average for minority employes is 30%; the Boston franchise is 40%. Dolan also said 69% of the franchise's employes are residents of the area, compared with the city average of 60%. But Dolan said, "We recognize that we can and should increase minority [representation] in upper level management."

Another way to entice minority households to subscribe is to work with local entrepreneurs to produce niche programming, Dolan said, but he cited the lack of minority-owned television production outlets as a hurdle to creating such programming. But as technology increases channel capacity, and as "cable channels become as available as printing presses, it's likely lots of entrepreneurial producers and niche programming" will develop, he said. —SDM

PPV OLYMPICS PLAN TOOK INDUSTRY BY SURPRISE

When the NBC/Cablevision Pay-Per-View Olympics announced two weeks ago that the Request Television PPV network would carry the 1992 event, it wasn't just news to the general public, but also to the studios that own programming slots on the service.

Although Jeffrey Reiss, Request Television chairman and chairman of Reiss Media Enterprises, said "we've informed the studios every step of the way," many pay television studio executives said they knew nothing beforehand about the agreement in principle between Request and the PPV Olympics.

"I was a little surprised that there was an announcement," said Edward Bleier, president, pay TV, Warner Bros, echo-

ing the sentiments of other studios. Dennis Wood, vice president, worldwide pay TV, Columbia Pictures, was more than surprised. "We found the news rather alarming," he said. "The studios own a share of the programming—we are an investor in that company. We should be consulted on all programming decisions out of the normal constraints or guidelines." Wood added, however, that the studio supports the event. "We'll do everything we can to make it successful," he said.

Request's carriage will not be exclusive. NBC and Cablevision are also looking to strike deals with Viewer's Choice and Graff Pay-Per-View. Marty Lafferty, vice president, PPV Olympics, said the Request signing should help negotiations with the other networks. Ap-

parently it is, since Graff Pay-Per-View now says it intends to carry the Olympics on at least its newly acquired Cable Video Store. Whether it plans further channel commitments remains to be seen, according to a spokeswoman. An exact deal has not yet been hammered out.

Reiss stressed that the specifics of the Request deal aren't yet set, specifically the money NBC/Cablevision will contribute for promotion and marketing of the PPV category. Reiss said it would be a "substantial portion" of the PPV Olympics' \$40 million marketing budget, and would kick in as early as September 1991, and run through (and perhaps even after) the Olympics. "NBC is not yet ready with that plan," he said.

Reiss did say that the financial terms

between the PPV Olympics and the studios, who will lose movie slots to the games, have been "solidified." But Columbia's Wood said "nothing is finalized. There is no deal.... We have not agreed to any financial terms."

How many channels Request will carry of the three-channel PPV Olympics remains to be seen. The deal calls for one to three channels, although currently Request has only two. Reiss said he wants to keep one channel open for movies, if possible. But studio executives said movies should stay on no matter what, even if it means less coverage of the Olympics. Bleier said it would be counterproductive for the Olympics to preempt the movies, since that would

"incur the wrath of regular PPV buyers." He wants to see the Olympics on Request 2, which currently has half the subscriber base of Request 1, and movies on Request 1.

But if Request, which is co-owned by Reiss Media and Group W Satellite, sticks to its game plan, it may have enough channels to carry all three Olympic channels. Reiss said Request is looking to provide the Olympics with all the channels it needs in the systems where the network exists. While Reiss refused to disclose details, he said plans were underway for the creation of two more PPV channels, either under the Request name or a new moniker, by the time of the Olympics in 1992.

While Reiss and the studios expressed desire for the games to be a success, and to do what they can to help them, they are skeptical about how it will be done. "I'm not convinced that NBC and Cablevision know how they will approach the games or the [PPV] category," said Hal Richardson, senior vice president, worldwide pay TV, Walt Disney Television. Request feels "a lot of work needs to be done," said Reiss, who is skeptical there will be 25 million addressable homes by 1992, as NBC predicts. Nor does he believe a three-day package selling for \$150 will get a 10% buy rate. Studio executives stressed the usefulness of that their marketing expertise to the PPV Olympics. -SDM

ACCOUNTING DIFFERENCE MAY CAUSE LOSS FOR FNN

A dispute between Financial News Network and its auditors could force the network to post a "very substantial non-cash loss" for at least the fourth quarter of this year.

The dispute arises over accounting differences. Most notably, FNN wants to capitalize the \$28 million in start-up costs it has fed into the development of FNN:PRO, a new video and marketing service launched in July, according to Ken Goldman, an analyst with Hanifen, Imhoff. He said Deloitte & Touche, the auditors, want to list that money as expense. Also under dispute are the value, as well as sales and lease-back accounting, of FNN:Data Broadcasting's data receivers. Goldman described the disputes as "almost a technicality."

If the auditors' position prevails, as well as reporting a cash-loss, FNN would be in danger of defaulting on its bank credit agreements of \$48.5 million. It is also obliged to pay \$73 million on lease agreements as of June 30. FNN is seeking waivers to prevent default, and Goldman said he doesn't "anticipate any problem in getting that done."

Because of the dispute, both FNN and its parent company, Infotech, last week asked for a two-week extension to submit their 10-K annual reports for the fiscal year ending June 30, 1990, to the Securities and Exchange Commission.

Last Monday (Oct. 1) when FNN announced its problems, its stock price dipped to 2¾, down from 5¼ on the previous Friday. Tuesday it rebounded somewhat to 3½.

FNN's lower stock price, as any company's unplanned stock performance, "does raise the spectre of potential buyers coming out of the woodwork," said Goldman. FNN is often talked of as a property some would want to acquire. Industry sources say Whittle Communications is a potential buyer, but a Whittle spokesman denied it, saying: "It's preposterous," and not in keeping with Whittle's other properties. FNN refused to comment.

Turner Broadcasting was close to a purchase of FNN a year ago, at a stock

price of \$12 a share. Despite its auditing dispute, "FNN is in even better shape now than it was a year ago," said Goldman, and is currently worth more than \$10 a share, although "it's hard to say," whether FNN could get that much for its stock, Goldman added.

The week also held some good news for FNN on the affiliation side. As expected, Tele-Communications Inc., the nation's largest MSO, announced a long-term agreement for continued broad carriage of FNN on its cable systems. -SDM

CABLE AVOIDS INNER CITY FEARING IT MAY NOT COLLECT, SAYS SUTTON

This is myth, broadcaster/cable operator tells cable gathering; if cable wants to expand its universe, inner city holds key

Cable systems have not expanded in urban areas because of a misguided belief that poor and minority households are risky customers, said Percy Sutton, chairman of Inner City Broadcasting, at the NAMIC/NCTA conference in New York. "I live in Harlem, and I've never once seen the local sheriff repossess a TV set." He addressed cable systems directly: "If you have the method, equipment and personnel, you should not fear to go in [to poor urban areas] because of fear you may not

collect."

Sutton also said it is a myth that poor households are not willing to pay for cable television. "What do people do who have not had access to the rest of society?" he asked. "What are they to do? They watch television."

Cable systems need to learn how poorer households allocate their dollars, said Sutton. They need to know how much goes to food, housing and clothing, and "what does entertainment mean and how much are they willing to pay,"

he said.

Recognize the economics that exist and "don't oversell in lower income areas," advised Don Barden, president, Barden Communications, earlier in the day. "You can't afford to price yourself out of the marketplace," he said.

If cable systems want to expand their universe, it is urban areas that will provide the means, according to Andrew Paul, chief operating officer, National Data Planning Corp., who revealed an outline of changing American demographics and how cable needs to approach those changes. Growth in the U.S. population will come from immigration, with largely Hispanic and Asian groups moving into urban areas, he said.

To reach these diverse groups, cable operators in urban and suburban areas need to identify segments of their markets, according to Paul. "Cable still has a propensity to the broadcast market. Mass marketing is too expensive an answer," he said. Cable should learn to reach small but highly condensed markets.

-SDM



Percy Sutton

FOX AFFILIATE TURNS TO CABLE FOR LOCAL NEWS HELP

WBFF Baltimore is looking for cable partners to supply it with suburban coverage for planned 10 p.m. newscast

In what could become a model for Fox Broadcasting affiliates' local newscasts, WBFF(TV) Baltimore is launching an hour-long newscast with the help of area cable operators.

Scheduled to launch in late May 1991, WBFF's 10 p.m. news will air six evenings a week, with a half-hour telecast on Sundays, focusing on suburban news from Baltimore's five surrounding counties. The station is currently in talks with eight area cable operators about working together on the newscast. Only 16 of 129 Fox affiliates have local newscasts.

WBFF is interested in having the cable systems supply news footage to its newscast, allowing it to cover regional news in a way the other broadcast stations do not, according to Bruce Lumpkin, general manager. Lumpkin has hired a news director, and is looking to have a 35-person news staff. The cable operator "would be another reporter in the field," said Lumpkin. WBFF is also interested in forming ventures for the five-minute insert on Headline News, and in creating news features for cable operators' community and public access

channels.

While no deals have yet been struck, operators who have already held several rounds of talks with WBFF are expressing interest in working with the station on the newscast. Gary Massaglia, general manager at Jones Intercable in Anne Arundel County, said his system is interested in becoming a "news bureau" for Fox as well as doing a Headline News insert. Massaglia said a venture with Fox also could benefit the operator's own planned evening news show focusing on county news.

Terry Hicks, general manager of United Cable of Annapolis, sees a lot of potential for a joint venture with WBFF. "My interest is a big one, because Annapolis doesn't have any TV stations, or any local news," he said. In addition to providing footage and coverage for WBFF's 10 p.m. newscast, for which the system already has suitable equipment, Hicks envisions WBFF helping his system start its own local newscast as well as rerunning the WBFF newscast on community programming channels. "I'm sure there are other things we haven't even thought about yet where we can share

our resources," he said.

Doing joint news ventures with WBFF on the system's community programming channel presents the prospect of an additional revenue stream, said Hicks. It could attract local advertisers who want to reach the local market, but can't afford to advertise on channels and programs that reach the Baltimore and Washington markets, which are markets those advertisers don't even want, according to Hicks.

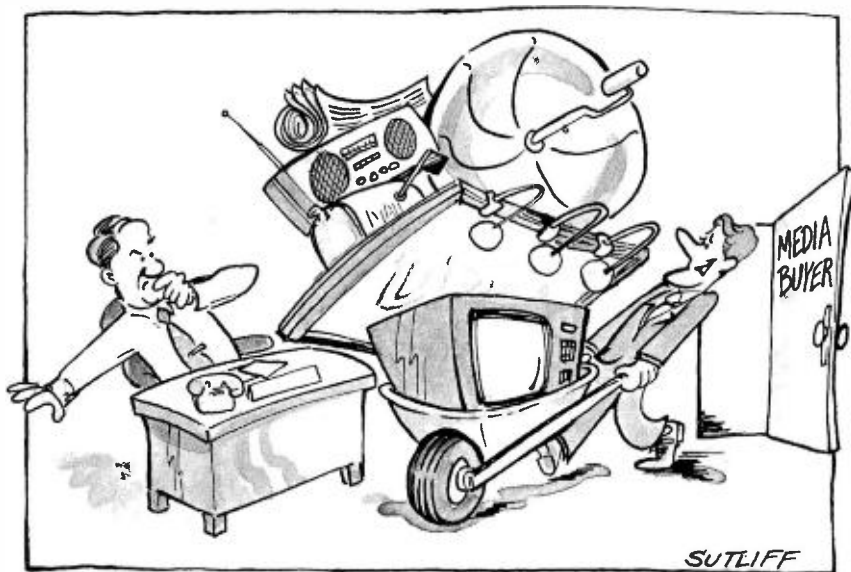
While the news operations will be oriented toward suburban issues, Baltimore City's United Cable system is also interested in participating, according to Euan Fannell, president and general manager. While the system currently has no news-gathering capabilities, "we expect to in the future," he said. While a broadcast network affiliate has also approached the system about doing a Headline News insert, Fannell said Fox's concept "sounds very promising," since it has more to offer than just that five-minute insert, including fewer network programming hours, which means more space available on its station for joint local programming.

-SDM

BUSINESS

CROSS-MEDIA PACKAGES: INNOVATIVE MARKETING OR SOLUTION LOOKING FOR A PROBLEM

Some criticize 'one stop shopping' for advertising as inefficient, but others feel the client gets more for the money



The jury is still out on whether cross-media packaging—when multimedia companies offer advertisers a combination of media outlets through which to advertise—is an idea whose time has come or just another example of something that looks great on paper but fails to materialize.

The Gannett Co., owners of seven AM's, nine FM's, 10 TV's and publishers of about 90 newspapers including *USA Today*, is the latest company to offer cross-media packages. Other companies offering or considering offering cross-media packages include NBC, Group W, Time Warner Inc., Hearst Corp. and Meredith Corp.

For Gannett, this is the second time in six years that it will offer advertisers the chance to do "one stop shopping" where Gannett will utilize all of its owned media. *USA Today* publisher and Gannett executive vice president of marketing, Cathleen Black, is optimistic

that this time the company can make cross-media packaging work. The Gannett executive told BROADCASTING there is a "dramatic difference" between the 1984 effort and the current effort. In 1984, "advertisers and agencies were not thinking of buying media in innovative ways," Black said, adding that it was a "good idea at the wrong time."

Not all media buyers and advertisers share Black's excitement. Said Jon Mandel, senior vice president, director of national broadcasting, Grey Advertising: "All too often it is a solution looking for a problem." Mandel said cross-media packaging has fantastic potential, but the media has to fit the client's needs. "You can't put a size nine foot in size five shoes."

Ralph Heim, media placement manager, Adolph Coors Co., agrees with Mandel. "Commitments across different mediums," Heim said, "have to be looked at very hard and require a lot of

planning....For most categories, it is not a good fit." For example, Coors, Heim said, would like to advertise on Gannett-owned KUSA-TV Denver, an ABC affiliate that attracts young viewers. However, the brewery would not want to advertise on Gannett-owned WUSA-TV Washington, a CBS affiliate which attracts older viewers the brewer may not be eager to reach. "Unless it is a mega-deal, for most advertisers it is a force fit." Looking at the Group W one-stop shop, Heim questioned, for example, whether Group W's local markets and Nashville Network cable channel would fit a specific target audience.

Responding to Heim's concerns about the different Gannett affiliates, Gannett vice president Wayne Friedman said there are similar risks when one buys network television. "When you buy time on ABC, you get strong and weak

continues on page 65

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CHANGING HANDS

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

WYOC(FM) High Springs, Fla. □ Sold by Country Broadcasting Co. to Santa Fe Wireless Inc. for \$800,000. Price includes \$175,000 cash at closing, \$525,000 interest-bearing note at 10% and \$100,000 for 100-month noncompete covenant. Station went on air in January 1984. Seller is owned by Baxter Forrester, who has no other broadcast interests. Buyer is headed by Tom and Beth Kenney, husband and wife, and has no other broadcast interests. WYOC has C&W format on 104.9 mhz with 1.6 kw and antenna 450 feet. Broker: Doyle Hadden.

WFFG(AM)-WMUM(FM) Marathon, Fla. □ Sold by Marathon Wireless Communications Inc. and Breeze 94 Inc. to The Great Marathon Radio Co. for \$750,000. Price includes \$310,000 cash at closing, \$240,000 noninterest-bearing note and \$200,000 for consulting agreement. WFFG was acquired in February 1980. WMUM went on air in December 1976. Sellers are headed by John F. Thacker; June I. Thacker, and William G. Evans and have no other broadcast interests. Buyer is headed by Joseph P. and Jason W. Nascone and has no other broadcast interests. WFFG is fulltimer with country format on 1300 khz with 2.5 kw. WMUM has beautiful music format on 94.3 mhz with 3 kw and antenna 160 feet.

WSCR(AM) Scranton and WBCR(AM) Wilkes-Barre, both Pennsylvania □ Sold by Gore-Overgaard Broadcasting Inc. to Source Communications Inc. for \$400,000. Price includes \$100,000 cash at closing and \$300,000 interest-bearing note. Stations were acquired in September 1988 and July 1989 for \$250,000 and \$125,000, respectively. Seller is headed by Harold W. Gore and Cordell J. Overgaard and has interests in WTAC(AM) Flint, Mich.; WTMR(AM) Camden, N.J., and WRDZ(AM) Cleveland. Buyer is headed by Scott B. Korb and James J. Blumer Jr. and has no other broadcast interests. WSCR has religious format on 1320 khz with 1 kw day and 500 w night. WBCR is fulltimer with MOR format on 1340 khz with 1 kw.

KNVO(TV) McAllen, Tex. Sold by Mundovision Broadcasting Co. to Valley Channel 48 Inc. for \$500,000. Price includes \$400,000 cash at closing and \$100,000 noninterest-bearing note. Station is not on air. Seller is headed by Gloria and Michael Stromberg and has no other broadcast interests. Buyer is headed by Billy B. and Rosalie Goldberg, husband and wife, Mitchell Levy and Thomas R. Matthews. Matthews has interests in 21st Century Corp. and Mundovision Broadcasting. Billy Goldberg has interests in Southwest Multi-

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$2,169,015 □ 8

FM's □ \$1,066,010 □ 6

AM-FM's □ \$755,000 □ 5

TV's □ \$500,000 □ 3

Total □ \$4,490,025 □ 20

Year to Date:

AM's □ \$88,056,068 □ 224

FM's □ \$420,591,793 □ 206

AM-FM's □ \$336,935,640 □ 185

TV's □ \$792,841,900 □ 81

Total □ \$1,638,425,401 □ 696

For 1989 total see Feb. 5, 1990 BROADCASTING.

media Corp., licensee of KVEO-TV Brownsville, KPEJ(TV) Odessa, KWKT(TV) Waco, all Texas, and KMSS-TV Shreveport, La.; Balcones Broadcasting Ltd. is permittee of KCFP(TV) Austin, Tex. KNVO is independent on ch. 48 with 5,000 kw visual and antenna 650 feet.

KQFX(FM) Georgetown, Tex. (Austin) □ Sold by Red River Broadcasting to KHFI Venture Ltd. for \$3.85 million. Station was purchased with WTRG(FM) Rocky Mount, N.C. (Raleigh) for \$13.1 million ("Changing Hands," May 14). Seller is headed by Tom Joyner, president of Joyner Broadcasting, licensee of WZFX(FM) Whiteville, N.C. (Fayetteville); WROV-AM-FM Roanoke, Va., and WTFX(FM) Watertown, Wis. (Madison). Buyer is headed by Jay Jones, who is president of Rusk Corp., which has interest in KWES(FM) Odessa, KTRH(AM)-KLOL(FM) Houston and KSMG(FM) Sanguin, all Texas. KQFX is on 96.5 mhz with 100 kw and antenna 930 feet. Broker: Charles Giddens.

WTBM(FM) Mexico, Me. Sold by Tansit Broadcasting Inc. to Richard D. Gleason for \$300,000. Station went on air in September 1988. Seller is headed by T. Barton Carter, who is licensee of new FM's at Pittsfield and Madison, both Maine. Buyer owns WOXO(FM) Norway, WKTQ(AM) South Paris and WTME(AM) Auburn, all Maine. WTBM(FM) has country and AOR formats on 100.7 mhz with 3 kw and antenna 1,125 feet. Broker: New England Media Inc.

Continued from page 63

affiliates," Friedman said.

Another company considering cross-media packages but still not completely sold on the concept is Chrysler Corp. Ray Dreyfus, a media specialist at Chrysler, said the auto manufacturer is talking to some people about cross-media packages. Said Dreyfus: "It [the package] has to meet the needs and be custom tailored. If the market list does not match, then it does not make any sense no matter how good the deal might be." Dreyfus said Chrysler is looking at cross-media packages that would include broadcast/cable and magazine ads.

The idea of cross-media packages is not new. In 1973, John Blair & Co. offered multimedia packages for advertising-marketing by radio, television and direct-response media (BROADCASTING, Aug. 20, 1973). Gannett first tried cross-media packaging in 1984. "The history of cross-media," said one network executive, "is that despite the opportunities in the broadcast business with radio and TV side-by-side, it just does not work."

It is previous failures that leave advertisers, media buyers and network executives questioning whether cross-media packaging will ever get off the ground. Lou Schultz, executive vice president, director of media services, Lintas: USA, said there is an opportunity for the packages to work but they "can't be started by the media. They have to be started by the clients and the agencies." Schultz said although the media [industry] has announced a willingness to start propositions, they have not put the staff in place yet and the agencies are not geared up yet." Schultz added that "there are only so many guys that can play in that [cross-media] arena."

Rich Kostyra, executive vice president, director of media services, J. Walter Thompson, said the agency's recent campaign for Prodigy software with Time Warner was a success. The effort included print and cable and "represented the optimum from the advertiser standpoint wherein the cross-mix of media within one corporation represented considerable ad value for the client." Kostyra advises advertisers that it is "essential to proceed with caution because it is too easy to fall into the trap of purchasing packages to the detriment of the client's interest." The media's purpose, said Kostyra, "is to get us to buy something we don't want; our purpose is to buy only the desired elements. It has to prove of value and benefit to both the seller and the buyer." Larry Cole, me-

dia director, Ogilvy & Mather Inc., said that in a soft media environment, companies are looking for ways to give advertisers an opportunity to spend more money. As for the concept, Cole said "no companies have a perfect mix of different media."

One multimedia company that appears to be tailor-made for reaching women through cross-media packaging is Hearst Corp., which publishes *Cosmopolitan*, *Good Housekeeping* and *Redbook* and has interest in the *Lifetime* and *Arts and Entertainment* cable services. Doug McCormick, group vice president, HAVES, and executive vice president, Lifetime, said the company has been working "very successfully" with cross-media packages, most recently putting one together with Weight Watchers that included several Hearst magazines and Lifetime, which attracts women 24-49, and A&E, which goes after adults 25-54.

Those offering cross-media packages know they are facing a world of skeptics but remain confident. Said Gannett's Black: "We have to crawl before we walk, but if we had listened to the naysayers, *USA Today* would not be where it is today."

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MURDOCH'S \$11 BILLION IMAGE PROBLEM

Rupert Murdoch not only has created a global media empire but he has also borrowed billions of dollars to do so. In a stock market backpedaling from other leveraged companies, including Time Warner, News Corp. has now found its shares falling rapidly out of favor during the past two weeks (see chart, page 66). The most pessimistic investor lobbying claims the Fox Broadcasting parent company has "already hit the wall."

What set off the most recent round of stock selling were some unexpected debt numbers in the Australian-based company's annual report and, somewhat related, the proposed authorization to issue at least one of two new types of stock (BROADCASTING, Oct. 1). Following the debt and equity disclosures, News Corp. American Depositary Receipts dropped 25% during the five trading days ending Sept. 26, followed by a 17% decline for

QUALIFY

(kwol'i fi)

to be fit or to prove one's fitness for any particular service.

CLOSE

(kloz)

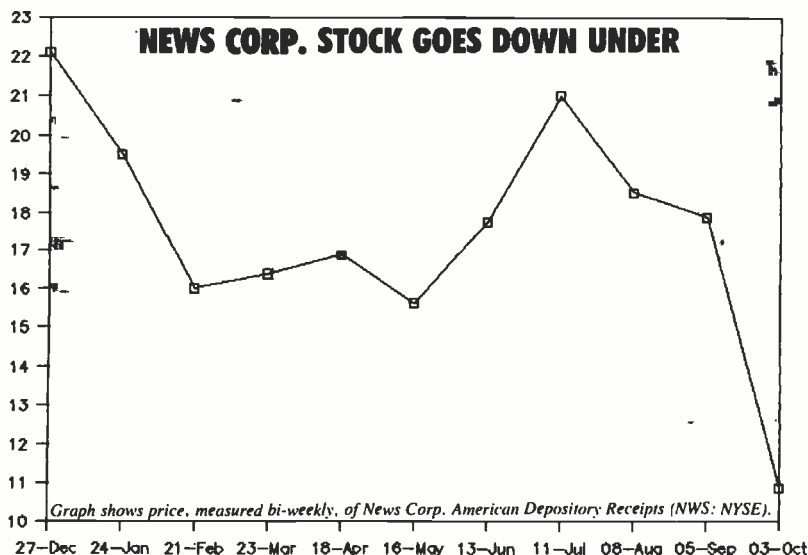
to end, as to close a debate or a business deal.

In the present business climate, you should have a buyer who is fully *qualified* and able to *close* on any contemplated sale. For over twenty years, The Ted Hepburn Company has been recognized as the industry leader for delivering *qualified* buyers. No sales are announced until we can *qualify* the buyer's ability to *close*! Don't take chances. We can help you qualify your prospect even if you are well into negotiations. It is our specialty, our expertise! We are here to assist you in these difficult times.

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the subsequent five trading days ending last Wednesday (Oct. 3).

The discomfort with the proposed new securities, according to one securities analyst last week, went beyond traditional shareholder concerns over dilu-

tion of their existing holdings. He said that having no or restricted voting power, the new shares will have to offer a higher yield to attract buyers. In that case, he asked rhetorically, why would anyone want to hold the lower-yielding

voting stock if the majority of that class of shares are effectively controlled by News Corp. Chief Executive Rupert Murdoch anyway?

The company said that it might use proceeds of such a stock offering to pay down debt, the size and composition of which surprised most of those analysts commenting last week. Total liabilities, using U.S. accounting rules, increased from \$8.3 billion to \$11.6 billion, with \$4.7 billion due within the next 12 months. Cash interest on the more than \$8 billion in bank debt is roughly half at fixed rates, 25% floating and the remainder floating with a cap, according to First Boston securities analyst, Jessica Reif.

Some of the increased debt had been expected, due for instance to the \$455 million purchase of Scott Foresman publishing, balance sheet consolidation of some other book operations, and the capital expenditures for Sky Television. But at least some of the capital expenditures proved higher than some analysts had calculated.

Short interest, another measure—this one negative—of investor opinion about the company, was up 10% through Sept. 15, to about 29 times daily trading volume. One investor, who said his firm held a large short position in News Corp., suggested that debt climbed for the company because cash flow was less than expected.

Noting that the margin by which the company's cash flow "covers" its interest had declined, Reif last Wednesday also downgraded her earnings and cash flow estimates for News Corp.'s current fiscal year, ending June 30, 1991. The main disappointments, said Reif, from earlier expectations are in the publishing operations, including newspapers, magazines and books. The company's "bright spot," she added, is at Fox, on both the TV and entertainment side.

Even at Fox, there is at least some uncertainty because the company is not achieving audience levels upon which up-front sales were based, and the network may have to make good on those deficiencies. But agency executives such as Gary Carr of Lintas New York, note that it is still too early to say definitively how Fox will do. In the second week of the season, it improved its delivery of male and female demographics, 18-49.

At last Wednesday's price of 10 7/8, News Corp. ADR's were trading at less than twice Reif's estimated cash flow per share, and at a five price-earnings ratio. She expressed some concern but also noted that Murdoch has pulled some rabbits out of the hat before.

—CF

September, 1990

\$20,000,000

Limited Partnership Interests

Third quarter closing

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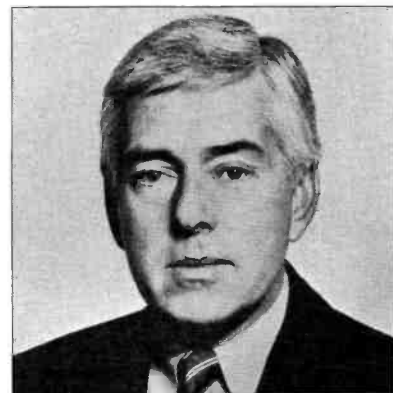
CBS/BROADCAST GROUP IS RESHAPED

Peter Lund, Multimedia Entertainment president, becomes CBG executive VP

In a restructuring of the CBS/Broadcast Group, Peter A. Lund has been named to the new post of executive vice president, CBS/Broadcast Group, and will also serve as president, CBS Marketing. Lund will report to CBS/Broadcast Group President Howard Stringer, who also announced that Tom Leahy, who has been president of CBS Marketing, has been named senior vice president, CBS/Broadcast Group, and will retire in 18 months.

Lund, 49, returns to CBS after four

years as president, Multimedia Entertainment. He originally joined CBS in 1977 and has served there in a variety of positions, including president, CBS Television Stations Divisions; president, CBS Sports, and vice president and general manager of CBS-owned WCBM-TV New York and WBBM-TV Chicago.



Peter Lund, CBG executive VP

Besides overseeing CBS Marketing, where he will be responsible for the network sales and marketing of CBS Entertainment, CBS Sports and CBS News, Lund will also be in charge of CBS Television Stations and CBS Radio Divisions, two areas that used to report to Stringer. Johnathan Rodgers, president, Television Stations, and Nancy Widmann, president, Radio Division, will both report to Lund.

In a press release, Lund said that "CBS has great opportunities to enhance revenues and profits at the network, the stations and in radio, and to strengthen the relationship among these divisions."

With Lund taking over some of Stringer's responsibilities, it is speculated that Stringer will become more in-

involved in CBS's programming activities.

"Programming is Howard's strength," said one source at the network, adding that Lund is "sales friendly" and "ready to lead the station groups into the future."

Leahy, who has been with CBS for

almost 30 years, announced that he will retire in 18 months when he turns 55. Until then, he will work with Stringer on a number of issues, including the Nielsen ratings controversy. Leahy told BROADCASTING that he will be a "roving ambassador."

-JF

This announcement appears as a matter of record only.

UNITED ARTISTS

Micro-Cable Communications Corp.

US \$150,000,000

Senior Term Loan

Underwriting by

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DIAMOND LEASE (CAYMAN) LTD.

MITSUI LEASING (U.S.A.) INC.

ORIX USA CORPORATION

as Lead Managers

We arranged the placement of this facility.

Bear, Stearns & Co. Inc. **Kleinwort Benson**
North America Inc.

September 1990

FOCUS ON FINANCE

Most market indices were up slightly while some were slightly down for the five trading days ending last Wednesday; the same was true for media stocks. Entertainment stocks and publisher/group owners generally improved slightly while most MSO stocks and leveraged issues fared poorly. Among deal stocks TVX Broadcast Group was flat at 9%, while MCA rose 3% to 63½. Bid for Gray Communications at \$162.50 per share expired on Monday without being completed. Board's investment banker reportedly declined to issue fairness opinion on offer, made by James Gray Jr., son of group owner's late founder. BHC was up 4%, and Gabelli Group increased hold-

ings in group owner to 15.4%. Among BHC sister companies, Chris Craft Industries was up even more, 19%, to 29½, while United Television was flat. King World Productions climbed 12%, to 24, perhaps on First Boston buy recommendation. Financial News Network dropped 44%, to 3¼, perhaps due to announced disagreement with auditors over accounting treatment of expenses incurred for new service. Among MSO stocks, Adelphia fell to new 52-week low at 7¼, while American Television & Communications rose 9%, to 29¼. Multimedia was up slightly; company announced stock repurchase authorization of up to 750,000 shares.

	Closing Wed Oct 3	Closing Wed Sep 26	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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BROADCASTING

A BHC) BHC Comm.	42	3/8	41	5/8	3/4	01.80	-8	1,241
N CCB) Cap. Cities/ABC	483		455	1/4	27 3/4	06.09	16	8,371
N CBS) CBS	170	5/8	165	3/8	5 1/4	03.17	12	4,039
A CCU) Clear Channel	10	3/4	10	3/4		00.00	-63	61
O JCOR) Jacor Commun.	1	7/8	2		1/8	-06.25	-1	18
O OSBN) Osborn Commun.	7	1/2	7	3/4	1/4	-03.22	-11	52
O OCOMA) Outlet Comm.	13	3/4	15	1/4	1 1/2	-09.83	16	90
A PR) Price Commun.	1	7/8	1	5/8	1/4	15.38		16
O SAGB) Sage Bcsg.	1	1/2	1	1/2		00.00	-1	5
O SCRPP) Scripps Howard	45		46		1	-02.17	19	464
O SUNNC) SunGroup Inc.		3/4		3/4		00.00	-1	5
O TLMD) Telemundo	4	1/2	5	1/4	3/4	-14.28	-2	102
O TVXGC) TVX Group	9	1/8	9	1/8		00.00		66
O UTVI) United Television	29	1/4	29	1/4		00.00	3	317

PROGRAMING

O IATV) ACTV Inc.	2	3/8	2	1/2	1/8	-05.00		2
O ALLT) All American TV	2	1/2	2	3/4	1/4	-09.09		4
N CRC) Carolco Pictures	8	3/8	7	3/4	5/8	08.06	13	253
O DCP) Dick Clark Prod.	4		3	3/4	1/4	06.66	17	33
N DIS) Disney	94	1/8	90	1/2	3 5/8	04.00	16	12,532
O FNNI) FNN	3	1/8	5	5/8	2 1/2	-44.44	9	56
A FE) Fries Entertain.		9/16		1/2	1/16	12.50		2
A HHH) Heritage Ent.	1		1	1/8	1/8	-11.11	-1	7
N HSN) Home Shop. Net.	4	1/2	4	3/4	1/4	-05.26	112	405
O IBTVA) IBS	1	1/4	1	3/8	1/8	-09.09	15	4
N KWP) King World	24		21	3/8	2 5/8	12.28	11	912
O KREN) Kings Road Ent.		9/32		1/4	1/32	12.50	-1	1
N MCA) MCA	63	1/2	61	1/2	2	03.25	24	4,735
N MGM) MGM/UA Comm.	14		13		1	07.69	-14	714
A NNH) Nelson Holdings	2	3/4	3	1/8	3/8	-12.00		11
O NNET) Nostalgia Net.		9/16		9/16		00.00		3
N OPC) Orion Pictures	8	5/8	8		5/8	07.81	24	156
N PCI) Paramount Comm.	26	1/8	34	7/8	8 3/4	-25.08	18	3,107
N PLA) Playboy Ent.	4	1/8	4	1/4	1/8	-02.94	21	76
O QNTQE) Qintex Ent.		1/8		1/8		00.00		26
O QVCN) QVC Network	6		5	3/4	1/4	04.34	-15	104
O RVCC) Reeves Commun.	6	3/4	6	3/4		00.00	-16	85
O RPICA) Republic Pic.'A'	4	1/2	5	1/4	3/4	-14.28	25	19
O SP) Spelling Ent.	3	3/8	3	7/8	1/2	-12.90	16	111
O JUKE) Video Jukebox	4	7/8	4	5/8	1/4	05.40	-37	45
O WONE) Westwood One	2	5/8	2	1/2	1/8	05.00	-1	38

	Closing Wed Oct 3	Closing Wed Sep 26	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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BROADCASTING WITH OTHER MAJOR INTERESTS

N BLC) A.H. Belo	34		33	3/8	5/8	01.87	29	635
N AFL) American Family	14		14			00.00	10	1,139
O ACCMA) Assoc. Comm.	19		18		1	05.55	-48	354
N CCN) Chris-Craft	29	3/4	25		4 3/4	19.00	1	758
O DUCO) Durham Corp.	26	1/2	26		1/2	01.92	13	224
N GCI) Gannett Co.	33	1/4	30	1/4	3	09.91	13	5,253
N GE) General Electric	54	1/2	55		1/2	-00.90	11	48,429
O GACC) Great American	1	7/8	2		1/8	-06.25		65
A HTG) Heritage Media	3	1/4	3	1/4		00.00	-7	146
N JP) Jefferson-Pilot	34	1/8	35	1/2	1 3/8	-03.87	8	1,254
N LEE) Lee Enterprises	21	3/4	20	1/4	1 1/2	07.40	12	519
N LC) Liberty	44	1/4	41	1/2	2 3/4	06.62	10	378
O LINB) LIN	46	1/4	44	3/4	1 1/2	03.35	-15	2,396
N MHP) McGraw-Hill	43	1/4	43	1/8	1/8	00.28	108	2,105
A MEGA) Media General	21	3/8	21	1/8	1/4	01.18	30	552
N MDP) Meredith Corp.	22	1/2	22	1/8	3/8	01.69	-15	413
O MMEDC) Multimedia	60		59	1/8	7/8	01.47	17	678
A NYTA) New York Times	18	1/2	17	1/2	1	05.71	6	1,410
N NWS) News Corp. Ltd.	10	7/8	10	7/8		00.00	6	2,919
O PARC) Park Commun.	15	7/8	16	1/4	3/8	-02.30	17	328
O PLTZ) Pulitzer Pub.	20		20	1/2	1/2	-02.43	7	209
O STAUF) Stauffer Comm.	130		130			00.00	-48	144
N TMC) Times Mirror	25	1/4	23	5/8	1 5/8	06.87	13	3,244
N TRB) Tribune Co.	39	1/8	36	1/2	2 5/8	07.19	13	2,589
A TBSA) Turner Bestg.'A'	12	3/4	12	3/8	3/8	03.03	-29	633
N WPO) Washington Post	216	3/4	211	1/2	5 1/4	02.48	14	2,648
N WX) Westinghouse	30	3/8	27	3/4	2 5/8	09.45	9	8,857

CABLE

A ATN) Acton Corp.	6	5/8	7		3/8	-05.35	-5	10
O ATCMA) ATC	29	1/4	26	3/4	2 1/2	09.34	30	3,189
A CVC) Cablevision Sys.'A'	14	1/2	13	5/8	7/8	06.42	-1	321
A CTY) Century Comm.	5	1/4	5		1/4	05.00	-5	343
O CMCSA) Comcast	9	3/4	10	1/4	1/2	-04.87	-6	1,100
A FAL) Falcon Cable	10	1/4	11	3/8	1 1/8	-09.89	-7	65
O JOIN) Jones Intercable	6	1/4	5	1/2	3/4	13.63	-3	78
N KRI) Knight-Ridder	41	1/2	40	7/8	5/8	01.52	12	2,088
T RCL.A) Rogers'A'	9	1/4	9	1/2	1/4	-02.70	-17	349
O TCAT) TCA Cable TV	11	1/2	12		1/2	-04.16	38	278
O TCOMA) TCI	10	5/8	9	3/4	7/8	08.97	-15	3,783
N TWX) Time Warner	73	7/8	70	7/8	3	04.23	-5	4,246
O UAEA) United Art.'A'	11	1/2	12	1/8	5/8	-05.15	-16	1,605
A VIA) Viacom	18	7/8	17	7/8	1	05.59	-22	2,014

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EQUIPMENT & MANUFACTURING

N	(MMM) 3M	78	1/4	78	1/4	00.32	13	17,411
N	(ARV) Arvin Industries	15	5/8	15	5/8	00.00	22	293
O	(CCBL) C-Cor Electronics	5	1/2	5	1/8	3/8	07.31	4 23
O	(CTEX) C-Tec Corp.	14	3/4	15	-	1/4	-01.66	-54 242
N	(CHY) Chyron	5/8	9/16	1/16	1/16	11.11	-1	7
A	(COH) Cohu	8	5/8	8	3/4	- 1/8	-01.42	6 16
N	(EK) Eastman Kodak	37	1/4	40	1/8	- 2 7/8	-07.16	14 12,085
N	(HRS) Harris Corp.	18	3/4	21	- 2 1/4	-10.71	5	750
N	(IV) Mark IV Indus.	9	1/2	9	7/8	- 3/8	-03.79	2 132
O	(MATT) Matthews Equip.	1	7/16	1 11/16	- 1/4	-14.81	71	8
O	(MCDY) Microdyne	3	1/4	3	1/8	1/8	04.00	46 13
O	(MCOM) Midwest Comm.	1	1/2	1	1/2		00.00	4 4
N	(MOT) Motorola	64	60	5/8	3 3/8	05.56	16	8,417
A	(PPD) Pico Products	3/4	3/4			00.00		2
N	(SEA) Sci-Atlanta	14	1/4	13	5/8	5/8	04.58	7 317
N	(SNE) Sony Corp.	48	1/2	43	1/8	5 3/8	12.46	24 16,098
N	(TEK) Tektronix	14	7/8	13	3/4	1 1/8	08.18	-4 432
N	(VAR) Varian Assoc.	30	1/4	31	-	3/4	-02.41	-33 577
O	(WGNR) Wegener	3/4	1	-	1/4	-25.00	-4	5
N	(ZE) Zenith	5	5	1/2	- 1/2	-09.09	-1	133

	Closing Wed Oct 3	Closing Wed Sep 26	Net Change	Percent Change	P/E Ratio(000,000)	Market Capitali- zation
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SERVICE

O	(AFTI) Am. Film Tech.	7	3/4	7	1/4	1/2	06.89	25	75
O	(AGRPC) Andrews Group	2	3/8	2	3/8		00.00	-1	21
O	(BSIM) Burnup & Sims	7	1/8	8	1/4	- 1 1/8	- 13.63	79	89
A	(CLR) Color Systems	1	7/8	1	3/4	1/8	07.14	-2	11
N	(CQ) Comsat	29	5/8	29	1/8	1/2	01.71	8	554
N	(CDA) Control Data	9	1/4	10		- 3/4	-07.50	-2	393
N	(DNB) Dun & Bradstreet	41	3/4	41	3/4		00.00	14	7,618
N	(FCB) Foote Cone & B.	23	3/8	22	1/2	7/8	03.88	12	250
O	(GREY) Grey Advertising	138		147		- 9	- 06.12	12	156
O	(IDBX) IDB Commun.	5	3/4	6		- 1/4	- 04.16	63	35
N	(IPG) Interpublic Group	30		29	1/4	3/4	02.56	13	1,038
O	(OMCM) Omnicom	26		26			00.00	13	683
O	(RTRSY) Reuters	44		40	7/8	3 1/8	07.64	20	18,967
N	(SAA) Saatchi & Saatchi	2	1/8	1	3/4	3/8	21.42	-1	336
O	(TLMT) Telemation	2		2			00.00	4	9
O	(TMCI) TM Commun.		1/8		1/8		00.00		2
A	(UNV) Unitel Video	6		6			00.00	-10	9
O	(WPPGY) WPP Group	15	1/4	15	3/4	- 1/2	- 03.17	7	406
Standard & Poor's 400		367.37		359.99		7.38		2.0	

GANNETT VERSUS GANNETT

Foundation says company made inadequate offer for stock; outside bidders now being courted for largest holding in media company

The vulnerability of Gannett Co. (GCI) to a hostile takeover bid increased as its largest single shareholder went public with a complaint against the company. The Gannett Foundation, which in April said it wished to sell its 10% holding in GCI—and the foundation's only asset—claimed last week the company made a repurchase offer for the stock at an "unsatisfactory" price. The announcement, released midday last Monday (Oct. 1), said the foundation has authorized its investment bankers to "explore other offers."

The foundation has on prior occasions said it had received "numerous expressions of interest" from potential buyers, but last week it elaborated that it had not "substantively" responded to those expressions of interest because it was still having "serious negotiations" with the company. How active those negotiations were is not clear since Douglas McCorkindale, the company's vice chairman and chief financial/administrative officer, told BROADCASTING several weeks ago "...it's been a while since we talked with them [the foundation]."

A Gannett newspaper, *USA Today*, reported that GCI has made six offers to repurchase the stock held by the foundation, all offers at market price, the highest of which was at 41 3/4 on June 7.

Both sides apparently agree that the latest offer was for 33 3/8 on Sept. 14. But foundation chief executive, Charles Overby, when asked about the report of five other offers said: "That's not true."

One security analyst earlier this year estimated the company's private market value—ostensibly the price which a bidder for the whole company might pay—at \$74 per share.

An outside buyer of the foundation's stock would have to be interested in bidding for the whole company, reselling the block or holding it for the long term because the Gannett Foundation's 15.9 million shares are not registered. SEC laws stipulate that unregistered stock can only be sold on the open market in small increments. McCorkindale said that under New York state law the foundation must get court approval before it sells "substantially all of its assets."

To the extent that the reported hostil-

ity between the foundation and company actually exists, former Gannett chairman and current foundation chairman, Al Neuhauser, might be willing to sell the 10% block to someone with designs on the media company.

Gannett adopted a "poison pill" defense in May, distributing shareholder rights to shareholders in early June. The rights have the effect of letting shareholders buy shares at half price if anyone purchases a 15% interest in the company. The GCI board has the authority to reduce that threshold to not less than 10%.

The foundation points to IRS regulations as the motivation for selling the stock. Those regulations require the foundation to distribute an amount equal to five percent of its assets—determined by averaging end-of-the-month stock prices during the year. But even at current stock price, Gannett's yields less than five percent in dividends.

That requirement would still allow the company roughly 18 months to sell the stock or otherwise meet the requirement, in part because the foundation has exceeded guidelines in the past.

—GF

WASHINGTON

GUIDELINES SOUGHT FOR POLITICAL AD SPONSOR ID'S

People for the American Way and Media Access Project ask FCC to establish guidelines for clear identification in negative spots

Sponsorship identification of negative political ads is often so "incomprehensible and imperceptible to viewers" that they should not benefit from the FCC lowest unit charge (LUC) policy. Or so believes People for the American Way (PFAW) and the Media Access Project (MAP), which filed a petition at the FCC last Tuesday (Oct. 2) seeking action "to insure that viewers know who paid for television airtime used for political campaign commercials."

PFAW and MAP asked the FCC to set a tough sponsorship identification standard for campaign spots that candidates would have to meet to qualify for lowest unit rates. The proposed standard would require a candidate's likeness to appear for at least four seconds and take up no less than 20% of the screen. Letters identifying the candidate would have to be 4% of vertical screen height.

The groups' petition brought a quick response from the FCC. A day after it was filed, the agency released it for comment, setting Oct. 15 for comments and Oct. 22 for replies. It also set forth its general sponsorship identification guidelines.

Robert Baker, senior attorney of the FCC Political Programming Branch said commercials that do "not adequately display who is sponsoring" them are in violation of current FCC policy. If a broadcaster "has reason to believe that the audience" can't determine the sponsor, then the "broadcaster has an obligation" to have it fixed, he said. Previously, he said, the FCC has addressed problems on an ad hoc basis.

One reason the groups are addressing the negative ads is because candidates "happily appear" in their own positive spots, said Andrew J. Schwartzman, MAP executive director.

To satisfy current FCC identification guidelines that apply to all commercials, candidates include so-called identifiers in their negative spots, but they hide them so that most viewers would miss them, said Schwartzman. The groups in-



PFAW says candidate identifiers 'are often too small to be noticed or read by most viewers'

cluded with their petition a videotape containing examples of hidden identifiers.

Negative spots without clear identification are an "equal opportunity abuse" because both Republicans and Democrats are guilty of producing them, he said.

In its filing, the groups said, candidates hide the identifiers because "there is ample support for the proposition that minimizing candidate identification...increases [the spots'] effectiveness."

Some believe, they said, "the impact of negative commercials can be undercut" if the candidates sponsoring them were easily identifiable.

PFAW President Arthur J. Kropp, said such ads have "a negative impact on people's willingness to participate in the [election] process." Kropp called the practice a "paradox" because "voters don't like negative ads, but they work."

Schwartzman said he had "no lack of confidence in the creativity of candidates and their handlers" to circumvent

existing policies. The petition lists other abuses the FCC should address: low contrast and busy backgrounds that make it difficult to see, much less read, the text; distracting motion away from the identifier, including scrolling messages in larger type rolling at the same time that the sponsorship tag appears below, and the placement of the identifier at the beginning of the ad.

The problem, as the two groups see it, is that the FCC does not provide broadcasters with any "objective standards" for evaluating campaign spots. Schwartzman said he realizes that any new guidelines will not be in place for this November's elections, but he hopes they will be for the 1992 campaigns.

The FCC's current sponsorship identification policy, which applies to all commercials, requires that the identifier be of "sufficient size to be readily legible to an average viewer, should be shown against a background that does not reduce its legibility, and should remain on the screen long enough to be read in full by the average viewer."

-PJS

ARKANSAS CABLE TAX GOING TO SUPREME COURT

Among many media-related cases high court was asked to review, it will consider constitutionality of sales tax on cable and satellite services

The Supreme Court agreed last week to review an Arkansas case involving the constitutionality of a state sales tax on cable services that could further define the First Amendment rights of cable operators.

"We are very pleased the court saw fit to grant cert," said Eugene Sayre, the Little Rock, Ark., attorney representing state cable operators and taxpayers. The case, *Pledger v. Medlock; Medlock v. Pledger*, presents "a unique opportunity to establish some of the parameters of the First Amendment rights of cable operators and subscribers," he said.

The case was among about 1,300 the high court either accepted or rejected for review or returned to lower courts last week after reconvening on the first Monday of October. Of the some 5,500 cases brought to its door, it will choose to hear and issue opinions in only about 150.

At issue in the Arkansas case is a 5% sales tax the state imposed on cable services in 1987 and two years later extended

to home satellite services as well. According to Sayre, the tax has raised some \$15 million for the state coffers to date.

The Arkansas Supreme Court ruled in February that the tax was unconstitutional during the two years that cable services, but not satellite services, were taxed. Such discrimination between "mass communicators delivering the same services runs afoul of the First Amendment," the court said.

However, the court refused to strike down the tax after it was extended to satellite services based on the cable operators' argument that the tax still discriminated between electronic and print media. Magazines and newspapers in the state are not subject to taxes.

Both the state and the cable operators petitioned the court to review the case.

In other decisions, the court:

- Refused to review a federal appeals court ruling allowing further broadcasts of the British Broadcasting Corp.'s documentary on the custody battle over eight-

year-old Hilary Foretich. Hilary's father, Eric Foretich, has sought to block airing of segments of documentary, in which a four-year-old Hilary discussed alleged sexual abuse by her father, even though the feature has already been shown in entirety on Lifetime. The appeals court said stopping broadcast of any portion of program would have violated First Amendment ban on "prior restraint."

- Agreed to take up a libel suit brought by psychologist Jeffrey Masson who alleges that writer Janet Malcolm made up quotes attributed to him in a *New Yorker* article. A federal appeals court threw out the suit in August 1989, ruling that "malice will not be inferred from evidence showing the the quoted language does not contain the exact words used...provided that the fabricated quotations are either rational interpretations of ambiguous remarks made by a public figure...or do not alter the substantive content of unambiguous remarks actually made by a public figure."

—NAJ

FCC EXTENDS MINORITY OWNERSHIP PROGRAM

Expanding the scope of its tax certificate program for increasing minority ownership of broadcast stations, the FCC last week granted certificates to the black owners of WKBW-TV Buffalo, N.Y., covering the capital gains they made last year when they sold a 45% stake in the station to Prudential Insurance.

The owners of the independent VHF station (ch. 7) who will benefit from the certificates include record producer/composer Quincy Jones and professional athletes Julius Erving, Patrick Ewing, O.J. Simpson and Dave Winfield.

The certificates permit the holders to defer capital gains if they reinvest the taxable gains in other media properties.

To promote minority ownership of stations, the FCC began awarding certificates to broadcasters who sell properties to minority-controlled buyers in 1978. Four years later, the FCC expanded the program to include investors who provide start-up capital to minority buyers. The investors would be granted certificates when they sold their interest.

Alan Glasser, staff attorney for Mass

Media Bureau, said the FCC, in the WKBW-TV case, further expanded the program by granting certificates to a large number of investors with relatively small interests. In the past, he said, only large investors with less than a controlling interest would be granted certificates.

"You don't have one large block here," Glasser said. "You have lots of different people. This is the first statement on that."

Erwin Krasnow, of Verner, Liipfert, Bernhard, McPherson and Hand, who helped launch the tax certificate program 12 years ago as general counsel of the National Association of Broadcasters, also saw the action as precedent-setting. "This shows that the FCC is willing in a sense to make new law or give a new interpretation to its policy to encourage start-up financing of minority enterprises," he said.

The FCC had reserved the investor certificate for groups with a less than controlling interest in stations, Krasnow said. The controlling minority group had not been eligible, he said.

But in this case, Krasnow said, there

is no controlling minority group, just a lot of individuals with relatively small interests. So the FCC decided that "everybody is eligible," he said.

Queen City Broadcasting Inc., the minority-controlled corporation that bought the station in 1986, decided last year to reorganize as a limited partnership and to sell a 45% limited partnership interest to Prudential Insurance. Most of the original shareholders received general partnership units and a share of the Prudential money.

Because the deal resulted in a dilution of their interest and capital gains for the shareholders, they asked for a certificate to defer taxes on the gain.

The tax certificate program helped Queen City acquire the station. Its bid for the station in 1986 was enhanced by the fact that the seller, Capital Cities Communications Inc., was entitled to a certificate for selling it to a minority-controlled group.

Queen City III, the name of the partnership that now holds the license, is headed by J. Bruce Llewellyn and Stephen Kimatian, who is general manager of the station.

—NAJ

WRIGHT, TISCH TAKE TO STUMP AGAINST FIN-SYN RULES

NBC President Robert Wright says major studios no longer need protection by rules; Tisch, in letter to FCC chairman, calls rules 'ridiculous artifact of a bygone era'

Taking news of the prospective merger of MCA and Matsushita as another opportunity for an attack on the financial interest and syndication rules, NBC President Robert Wright told reporters in Washington last week that the protection that MCA and the other major studios are afforded by the rules is no longer warranted.

The mergers and sales involving major studios "has dramatically pointed out that you are no longer dealing with small, modestly capitalized" companies in need of governmental protection, he said.

Wright charged that it is "fundamentally unfair" that the three major broadcast networks are prohibited by the rules from competing with the major studios in the financing of network programs by independent producers and the domestic and foreign distribution businesses. "It is not the nature of the [studios'] new owners that we object to," he said. "It is simply our inability to participate in the same manner, in the same business as they are."

Sounding much the same theme in an Oct. 1 letter to FCC Chairman Alfred Sikes, CBS President Laurence Tisch said the mergers and acquisitions provide further evidence of the "concentration of power and resources in the Hollywood production community."

According to Wright, the eight major studios represented by the Motion Picture Association of America have come to dominate the television production market. With the networks barred by the fin-syn rules, he said, studios are the only entities willing and able to finance the production of network programs by independent producers.

The eight MPAA companies include MCA, Columbia Pictures, Walt Disney, MGM/UA, Orion Pictures, Paramount Pictures, 20th Century Fox and Warner Bros. Within the last few years, Warner has merged with Time; Japan's Sony has bought Columbia, and Australia's News Corp. has purchased Fox.

As a result of the consolidations and the studios' unchallenged role as program financiers, Wright said, "we see...an environment in three to five years where there will only be a half dozen or so major entities that will effectively provide us with all of our pro-

gramming in one form or another."

Said Wright: "Economically and creatively, we do not want to be dependent on five or six major studios for our programming. That is not in our interest and, we contend, that is not in the public's best interest."

Since the implementation of the rules in 1970, Wright said, the number of independent producers supplying programs to the networks and not controlled by the major studios has dwindled from 52 to nine. Also, he said, 72% of the networks' current schedule comes from the major studios.

Lifting the fin-syn rules would free three more potential financiers—the networks—into the production market and

"We do not want to be dependent on five or six major studios for our programming."

—Robert Wright, NBC

make more truly independent producers viable, Wright said. "We want to see a very broad [production] community out there," he said. "We have the ability and interest to support a number of those players."

Wright's comments were aimed at the FCC, which has a proceeding under way to modify the rules. Right now, all the signals emanating from the commission indicate that it is looking for a compromise position that would allow the networks to participate in financing and syndication in some limited fashion.

But Wright said he is not interested in a "nice compromise." "It is very hard to do anything right now other than to say 'Take the rules away,'" he said. "That provides the assurance that you are going to have at least three more major financing opportunities for independents," he said.

Pressed on the question of a compromise, Wright said that in the course of the debate NBC has advanced two. One would give the networks freedom from

the rules for half of their prime time schedule, he said. The other would require that any rules apply equally to the networks and the studios. "If the issue really is independents, we will abide any set of rules designed to protect independents if the studios abide by the same set of rules," he said.

Asked why independent producers are opposing repeal of the rules if it would, as the networks claim, benefit from them, Wright said, in essence, they are scared. Given the fact that the independent producers are dependent upon the major studios for financing, "it's only human nature" not to go up against the studios in a "debate of this nature," he said, adding: "You want to be very careful about insulting the banks when there are fewer of them every day."

In his letter to Sikes, Tisch said any one of the transactions involving the studios "provides clear and ample evidence that the FISR are outdated and bear no relevance to the current television production marketplace. Taken together, [they]...should provide not just overwhelming proof that these rules are a ridiculous artifact of a bygone era, but should raise deep concerns about the rapidly increasing concentration of television production in the hands of the major Hollywood studios and the rapid takeover of American television production companies by foreign businesses," he said.

"In my view, a continuation of U.S. regulations protecting foreign-owned mega studios from the competition of American-owned networks, both here and especially abroad, is ludicrous," said Tisch, who did more flag waving than Wright.

"As foreign-owned companies speed their consolidation of the television production business, the ability of many of the smaller American-owned independent producers to survive is increasingly in doubt," Tisch said.

"If the FISR are removed, American-owned networks will then be able to become the source of desperately needed financial support for independent producers," he said. "A strong independent production community will provide a critical competitive counterweight and source of diversity to foreign-owned and other mega studios."

—NAJ

TECHNOLOGY

SMPTE CONFERENCE TURNS ATTENTION TO DIGITAL, HDTV

Engineers gathering in New York for annual TV meeting will see exhibits, hear technical on latest advances

Digital" and "HDTV" will be the key words during the five days of the Society of Motion Picture and Television Engineers 132nd Technical Conference and Equipment Exhibition.

All of the television technology paper sessions will focus on one or both of those two topics. Those on the exhibit floor will see how every form of video production, distribution and storage is being digitized. The latest enhancements in the maturing equipment built according to the SMPTE 240M standard (1,125/60) will also be on display.

(This year's fall conference is being held at the Jacob K. Javits Convention Center in New York, Saturday, Oct. 13-Wednesday, Oct. 17. After it leaves New York this year, the SMPTE show will not be back for a while. The fall conference has for decades been held in New York on even-numbered years and in Los Angeles during odd-numbered years. But because of difficulties between exhibitors and local New York electricians' unions, SMPTE will be testing a different site. The 1992 conference will be held at the Metro Toronto Convention Center (Nov. 11-14). SMPTE is tentatively planning to return to New York in 1994, but a final decision has not been made.)

The paper sessions on digital technologies have been scheduled for the opening days of the conference. The first, covering digital video processing, will be held Saturday afternoon (Oct. 13). Robert J. Zavrel Jr. of Stanford Telecom, Santa Clara, Calif., will discuss applications for digital video for TV broadcasters. Stevan Vigneaux, product development manager, Sony Corp., Teaneck, N.J., will present a paper on audio and video compression for either satellite or wired transmission systems. Two engineers from Telettra of Milan, Italy, will discuss the flexible uses for a DS3 (45 megabits per second) coder/decoder. Papers by engineers from Tektronix, Beaverton, Ore.; DYNAIR Electronics Inc., San Diego; BTS Broadcast Television Systems, Darmstadt, Germa-

ny; Japan Broadcasting Corp. (NHK), and the University of Tokyo will also be featured in this session.

The second digital session, set for Sunday morning, will feature papers on digital TV studio equipment, including automation systems, computer-operated multi-cart videotape systems and master control switchers. Speakers will include engineers from Ampex Corp., Redwood City, Calif.; Utah Scientific, Salt Lake City, and Odetics Corp., Wayne, N.J. In addition, Peter D. Symes, production planning engineer, Grass Valley Group (GVG), Grass Valley, Calif., will give an update on the progress being made toward developing digital video standards, such as the D-2 composite digital system and Matsushita's half-inch composite digital format. Michael Guess, GVG product marketing manager, will present a paper on the transitions TV studios face in changing from analog to digital.

Digital video distribution issues will be taken up on Sunday afternoon. Howard Meiseles, director of engineering, VVX National Video Network, will give an overview of his company's nationwide DS3 fiber optic network which has attracted the major broadcast TV networks and CNN as regular customers (BROADCASTING, July 16). Also appearing will be engineers from Radiotelevi-

sione Italiana (RAI), the Italian national TV network, to give the results of experiments in point-to-multipoint digital transmissions of HDTV by satellite held during the 1990 World Cup soccer tournament in Rome. Other distribution papers will be given by engineers from Sony, BTS, Utah Scientific and DYN-AIR.

The high-definition sessions will be held during the conference's final two days. On Tuesday afternoon (Oct. 12) and all day Wednesday, papers in general "Advanced Television" sessions will mainly stress advancements in enhanced-definition television (EDTV) systems. European plans for EDTV implementation was a main topic of the recent International Broadcasting Convention in Brighton, England (BROADCASTING, Oct. 1). At SMPTE, similar plans for EDTV in Japan will be discussed by engineers from NEC Corp., Hitachi and Nippon Television Network.

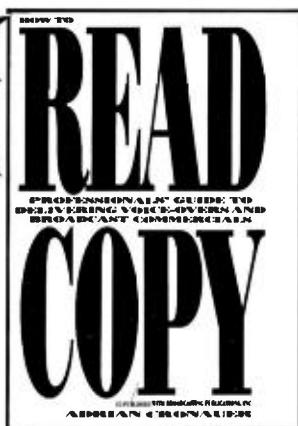
In the U.S., all EDTV proposals for FCC standardization have been dropped except for the ACTV system developed by the David Saroff Research Center, Princeton, N.J. But a number of U.S. and Canadian labs have continued to develop technologies that could be applied to EDTV. Engineers from North American Philips, Briarcliff Manor, N.Y.; the Massachusetts Institute of Technology,

VARIAN POWER

Varian Associates, Palo Alto, Calif., has completed the sale of its subsidiary Continental Electronics, Dallas, manufacturer of radio transmitters, to Tech-Sym Corp., Houston (BROADCASTING, Sept. 3), for \$20 million—a price which includes the company's assumed liabilities.

In another development by Varian, the company claims to have set a new record for power generation using a high-powered RF tube. Its "140 ghz gyrotron oscillator" produced 400 kw

while operating at 30% efficiency. The company says the project goal is to produce a 1 megawatt continuous wave. Varian is under contract to Lawrence Livermore National Laboratory of the University of California in a Department of Energy-sponsored program. Gyrotron is being developed as a method to produce fusion energy by electron cyclotron resonance heating, a process that involves heating plasma through radio frequency power generation.



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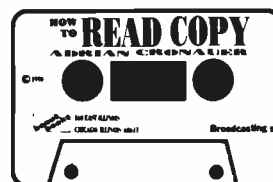
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Cambridge, Mass., and Miranda Technologies Inc., Verdun, Quebec, will touch on those developments.

On Wednesday afternoon, the final SMPTE session will feature a paper written by Public Broadcasting Service engineers looking at the transition costs TV stations will be facing entitled "Taking the Fear Out of HDTV." On the same topic, Merrill Weiss, managing director, advanced television systems engineering, NBC Operations and Technical Services, will discuss widescreen NTSC, an evolutionary approach toward equipping an HDTV studio.

A Wednesday morning session has been set aside for discussion of HDTV video production. Hugo Gaggioni of Sony Advanced Products Corp., will provide an update on SMPTE work to develop a digital representation of the 1,125/60 system. A paper prepared by the WGBH Caption Center, Boston, will explain what has been done to apply closed captioning to HDTV systems. Earlier in the week, at a Monday afternoon session on TV post production, David Scammell, senior product manager, Quantel Ltd., Berkshire, England, will discuss techniques for video editing in HDTV formats. An engineer from Toshiba Corp., Kawasaki, Japan, will explain the details of a new HDTV 3D special effects system.

The keynote speaker at SMPTE's opening session on Saturday will be George Vradenburg III, CBS senior vice president, who is a director of the Advanced Television Test Center (ATTC), Alexandria, Va. Vradenburg also serves as chairman of ATTC's budget, finance and operations committee. He is expected to give an update on ATTC's progress toward building a test facility for the proposed HDTV terrestrial transmission systems.

Other speakers at the opening session will be SMPTE President Maurice French, manager, technical planning, Canadian Broadcasting Corp., Toronto, and SMPTE Engineering Vice President

Stanley Baron, managing director of technical development, NBC. This will be French's last fall conference as president. New officers who will serve two-year terms will be elected and announced during the conference.

The fall conference is also SMPTE's stage for bestowing honors on its outstanding members. Marvin Camras, a professor at the Illinois Institute of Technology, Chicago, will receive an Honorary Membership, SMPTE's highest award, recognizing pioneering work in television or film engineering. Camras is being recognized for his part in the development of erasable magnetic recording during the 1930's. Frederick M. Remley Jr., staff video specialist for the University of Michigan, Ann Arbor, is to receive the SMPTE Progress Medal for development of a significant advance in TV technology. Remley was the chairman of SMPTE groups that developed the Type C and D-1 video formats.

A number of SMPTE working groups studying various proposed TV standards have scheduled meetings to coincide with the conference. The working group on studio video standards, chaired by GVG's Symes, will be meeting during the two days immediately following the conference (Oct. 18-19) at the Marriott Marquis Hotel. The group is currently developing a standard serial interface for carrying component or composite digital signals over coaxial cable. Testing of prototype equipment will be performed during the two-day meeting.

The study group on fiber optic applications, recently formed to study use of fiber in TV production plants for routing NTSC, component or composite digital or HDTV signals, will meet Thursday, Oct. 11, in room 1A01, 9 a.m.-5 p.m., at the Javits Convention Center. Nomination and election of study group officers is on the agenda for the meeting. Robert Paulson, director, product management, AVP Communication, Westborough, Mass., is chairman of the group.

-RMS

GUIDE GUIDANCE

Cable Laboratories Inc., Boulder, Colo., has issued a request for information on the progress of companies developing automated, interactive program guides for cable systems. According to CableLabs, over 1,000 programs are shown daily over a typical 35-channel system and program selection and tuning by consumers is becoming increasingly complex. Currently

developed electronic program guides require a full 6 mhz channel to deliver. The goals of the research are to develop an interactive system organized according to the time of day and program type. Eventually systems will automatically program cable converter boxes and videocassette recorders for certain shows. CableLabs sent its request to 26 cable equipment companies.

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

OWNERSHIP CHANGES

Applications

- **WHZI(AM) Hanceville, AL** (BAL900913ED; 1170 khz; 460 w-D;—Seeks assignment of license from Betty Jane Morgan Stineford to Rojo Inc. for \$45,487. Seller is headed by B.J. Morgan and has no other broadcast interests. Buyer is owned by Rolland French and Jo French and has no other broadcast interests. Filed Sept. 13.
- **WKAX(AM) Russellville, AL** (BAL900907ED; 1500 khz; 1 kw-D;—Seeks assignment of license from William Perkins for \$50,000. Seller has interests in WPKY(AM) Dora, AL. Buyer is headed by Ron Underwood and has no other broadcast interests. Filed Sept. 9.
- **New FM Ft. Bragg, CA** (BAPH900824HZ; 96.7 mhz; 1.741 kw; ant. 128 ft.)—Seeks assignment of license from Susan I. Waters to The Henry Radio Co. for \$41,000. Seller has no other broadcast interests. Buyer is headed by James B. Henry, Nancy L. Henry and Brian J. Henry, and have interests in The Henry Radio Co. James B., Nancy L. and Brian J. Henry have interests in The Henry Radio Co., licensee of KLLK(AM). Willits, CA. Filed Sept. 24.
- **WYOC(AM) High Springs, FL** (BALH900911GZ; 104.9 mhz; 1.6 kw; ant. 450 ft.)—Seeks assignment of license from Country Broadcasting Co. Inc., to Santa Fe Wireless Inc. for \$800,000. Seller is Baxter Forrester and has no other broadcast interests. Buyer is owned by Tom Kenney and Beth Kenney, and has no other broadcast interests. Filed Sept. 11.
- **WFFG(AM) Marathon, FL** (BAL900917HH; 1300 khz; 2.5 kw-U, -1;—Seeks assignment of license from Marathon Wireless Communications, Inc. to The Great Marathon Radio Co. for \$750,000. Sale includes WMUM(FM), Marathon. Seller is headed by John F. Thacker, June I. Thacker, and William G. Evans. Buyer is headed by Joseph P. Nascone and Jason W. Nascone. Filed Sept. 17.
- **WMUM(FM) Marathon, FL** (BAPLH900917HI; 94.3 mhz; 3 kw; ant. 160 ft.)—Seeks assignment of license from Breeze 94 Inc. to The Great Marathon Radio Co. for \$750,000. Sale includes WFFG(AM) Marathon, FL. Seller is headed by John F. Thacker and June I. Thacker. Buyer is headed by Joseph P. Nascone and Jason W. Nascone. Filed Sept. 17.
- **WLOV(AM)(FM) Washington, GA**

(BAL900917HJ; 1370 khz; 1 kw-D;—Seeks assignment of license from Scorpio Enterprises Inc. to Prak Broadcasting Inc. for \$355,000. Seller is headed by Oscar and Dorothy B.H. Wisely, husband and wife. Buyer is headed by Thomas Ptak and Tera Alice Ptak, husband and wife. Thomas Ptak is general manager of WRXR-AM-FM Aiken, SC. Filed Sept. 17.

■ **WDFD(AM)-WDZZ(FM) Flint, MI** (AM: BAL900914HD; 910 khz; 5 kw-D, 1 kw-N; FM: (BALH900914HE; 92.7 mhz; 3 kw; ant. 260 ft.)—Seeks assignment of license from Erie Coast Communications Inc. to McVay Broadcasting of State College, for undisclosed amount. Seller is headed by Earle C. Horton. Buyer is headed by Michael A. McVay (see WRSC(AM) State College, PA) Doris E. McVay, Chesley Y. Maddox and Osborne Mills Jr. Michael McVay is licensee of WDZZ-FM Flint, MI, and has interests in Vista Communications Inc. and Naples Radio Partners Ltd., licensee WCOO-FM Immocalee and WKWF(AM)-WAIL(FM) Key West, both Florida. Filed Sept. 14.

■ **WGY(AM)(FM) Schenectady, NY** (AM: BTC900907GE; 810 khz; 50 kw-U; FM: BTCH900907GF; 99.5 mhz; 14.5 kw; ant. 925 ft.)—Seeks assignment of license from Empire Radio Partners to Empire Radio Partners for \$10. Deal constitutes a transfer of general partners within parent company. Seller is headed by Dennis R. Israel. Buyer is Great Northeast Communications and is headed by Guyon W. Turner, R. Andrew Brothers and Chloe W. Brothers, husband and wife, and Gilbert Hoban. Chloe W. Brothers has interests in Hurst Hill Holdings Ltd., Empire Radio Partners Ltd., and Empire State Radio Inc., licensee of WIPS(AM) Ticonderoga, NY. Turner has interests in Wolf Media Management Group Inc., Wolf Media Management Ltd., licensee of WDBD TV Jackson, MS; K Broadcast Properties Ltd.; F-B Communications Inc., licensee of WGER-FM Saginaw, MI.; WOLF-TV Associates Ltd.; Scranton TV Partners Ltd., licensee of WOLF-TV Scranton, PA; and WWLF-TV Hazelton, PA. Filed Sept. 7.

■ **WJYY-FM Concord, NH** (BTCH900907GG; 105.5 mhz; 1.72 kw; ant. 430 ft.)—Seeks assignment of license from Empire Radio Partners to Empire Radio Partners for \$10 (see WGY(AM)-[FM] above).

■ **WRCI-FM Hillsboro, NH** (BTCH900907GH; 107.7 mhz; 3 kw; ant. -275.52 ft.)—Seeks assignment of license from Empire Radio Partners to Empire Radio Partners for \$10 (see WGY(AM)-[FM] above).

■ **KRUI(AM) Ruidoso Downs and KMMW-FM Maljamar, both New Mexico** (AM: BTC900920EA; 1490 khz; 1 kw-U; FM: BTCH900920EB; 105.1 MHz; 100KW; ant. 1.100 ft.)—Seeks assignment of license from Woodrow Michael Warren to AFG Industries Inc. for \$100,000. Seller has no other broadcast interests. Buyer is headed by R. P. Hubbard and has no other broadcast interests. Filed Sept. 20.

■ **WFBG AM-FM Altoona, PA** (AM: BTC900907GI; 1290 khz; 5 kw-D, 1 kw-N; FM: BTCH900907GJ; 98.1 mhz; 30 kw; ant. 1,020 ft.)—Seeks assignment of license from license from Empire Radio Partners to Empire Radio Partners for \$10 (see WGY(AM)-[FM] above).

■ **WDSN-FM Reynoldsville, PA** (BAPLH900912GX; 99.5 mhz; 3 kw; ant. 1,020 ft.)—Seeks assignment of license from Clarion County Broadcasting Co. to Priority Communications Inc. for \$275,000. Seller is headed by William S. Hearst and has no other broadcast interests. Buyer is headed by Jay M. Philippone and has no other broadcast interests. Filed Sept. 12.

■ **WSCR(AM)-WBCR(AM) Scranton and Wilkes-Barre, both Pennsylvania** (WSCR: BAL900917EB; 1320 khz; 1 kw-D, 500 w-N; WBCR: BAL900917EA; 1340 khz; 1 kw-U)—Seeks assignment of license from

Gore-Overgaard Broadcasting Inc. to Source Communications Inc. for \$400,000. Seller is headed by Harold W. Gore and Cordell J. Overgaard and has interests in WTAC(AM) Flint, MI; WTMRI(AM) Camden, NJ and WRDZ (AM) Cleveland. Buyer is headed by Scott B. Korb and James J. Blumer, Jr. and has no other broadcast interests. Filed Sept. 17.

■ **WRSC(AM) State College and WQWK(FM) University Park, both Pennsylvania** (AM: BAL900914HF; 1390 khz; 2.5 kw-D, 1 kw-N; FM: BALH900914HG; 97.1 mhz; 3 kw; ant. 403 ft.)—Seeks assignment of license from Tmz Broadcasting Co. to McVay Broadcasting of State College, for an undisclosed amount. Seller is headed by Robert E. Tudek and Everett I. Mundy, and has interests in WTAD(AM)-WQCY(FM) Quincy, IL; WEST(AM)-WLEV(FM) Easton, PA; WRKZ(FM) Hershey, PA; WVAZ(AM)-WWLI(FM) Providence, RI; LPTV W50 BA Bellefonte, PA. Buyer is headed by headed by Michael A. McVay (see WDFD(AM)-WDZZ(FM) Flint, MI, above) Doris E. McVay, Chesley Y. Maddox and Osborne Mills Jr. Michael McVay has interests in Erie Coast Communications Inc., licensee of WDFD(AM) and WDZZ-FM Flint, MI; Vista Communications Inc. and Naples Radio Partners Ltd., licensee WCOO-FM Immocalee, FL and Vista Communications Inc., licensee of WKWF(AM) and WAIL-FM Key West, FL. Filed Sept. 14.

■ **WTNI(AM) Hartsville, SC** (BAL900919EA; 1490 khz; 1 kw-U;—Seeks assignment of license from Hardison Broadcasting Co. Inc. to J & H Broadcasting Inc. for \$28,528. Seller is headed by Jerry T. Hardison, and has no other broadcast interests. Buyer is headed by James A. Jackson and Walter J. Hunter and has no other broadcast interests. Filed Sept. 19.

■ **KNVO-TV McAllen, TX** (BAPCT900910KK; ch. 48; 5,000 kw-V; ant. 650 ft.)—Seeks assignment of license from Mundovision Broadcasting Co. to Valley Channel 48 Inc. for \$500,000. Seller is headed by tktktk. Buyer is headed by Billy B. Goldberg, Rosalie Goldberg tktktk Mitchel Levy and Thomas R. Matthews. Matthews has interests in 21st Century Corp. and Mundovision Broadcasting. Billy Goldberg has interests in Southwest Multimedia Corporation, licensee of KVEO-TV Brownsville and KPEJ(TV) Odessa. KWKT(TV) Waco, all Texas, and KMSS-TV Shreveport, LA.; Balcones Broadcasting Ltd., permittee of KCFT(TV) Austin, TX. Filed Sept. 10.

■ **WHWB(AM) Rutland, VT** (BAL900917EF; 970 khz; 1 kw-D;—Seeks assignment of license from Con Brio Broadcasting Inc. to Jewel Radio Inc. for \$325,000. Seller is headed by Edward G. Pickett and has no other broadcast interests. Buyer is headed by Harrison M. Fuerst, George Joachim, Richard Noble, Harry Weinhausen, William H. Albers, Robert A. Fuerst, S. Charles Evans, Jewel Radio is licensee of WJJR-FM Rutland, VT and W280CS, Hanover, NH. Harrison M. and Robert Fuerst, Joachim, Albers, have interests in Radio Associates Ltd., license of WMAN-WYHT, Mansfield, OH. Filed Sept. 17.

■ **WGAT(AM) Gate City, VA** (BTC900917EG; 1050 khz; 1 kw-D, 266 w-N)—Seeks assignment of license from Tri-cities Broadcasting Corp. to Freida C. McConnell & J. Herman Long for \$70,000. Seller is headed by Nancy W. Barker and has no other broadcast interests. Buyer has interests in Tri-cities Broadcasting Corporation. Filed Sept. 17.

Actions

■ **KTVE-TV El Dorado, AR** (BTCCT900725KJ; ch. 1 mhz; 316 kw-V; ant. 2,027 ft.)—Dismissed app. of assignment of license from Terry P. McKenna, executor, to GCC Holdings Inc. for no financial considerations (includes WALB(TV) Albany and WJHG(TV) Panama City, FL). Seller has no other broadcast inter-

ests. Buyer is headed by James H. Gray Jr., Richard D. Carson, G. William Speer, Lawrence E. Mock Jr. and Charles Moseley Jr., and has no other broadcast interests. Action Sept. 20.

■ **KSCH-TV Stockton, CA** (BTCCT900425KM; ch. 58; 5000 kw-V; ant. 1,890 ft.)—Granted app. of assignment of license from Pegasus Broadcasting of Augusta, GA to General Electric Capital Corp. Deal includes WJBF(TV) Augusta, GA and WAPA-TV San Juan, PR. Seller is headed by Christopher J. Brennan and Terry R. Sans and has interest in KCAP(AM)-KZMT(FM) Helena, MT. Buyer is headed by John F. Welch Jr., Lawrence A. Bossidy Jr., Edward E. Hood Jr., John M. Trani, John A. Urquhart Sr. and Paul W. Van Orden, and is subsidiary of General Electric (GE). GE owns National Broadcasting Co. (NBC), licensee WNBC-TV New York; WRC-TV Washington; WMAQ-TV Chicago; WKYC-TV Cleveland; KNBC-TV Los Angeles; KCNC-TV Denver, and WTVJ-TV Miami. Action Sept. 11.

■ **KSPK(FM) Walsenburg, CO** (BALH900702GK; 102.3 mhz; 1.9 kw; ant. 377 ft.)—Granted app. of 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 Hargrove. Buyer is headed by Elliot H. Weir Jr. and Tom E. Greene III, and has no other broadcast interests. Action Sept. 12.

■ **WKEN(AM) Dover, DE** (BTC900717EE; 1600 khz; 5 kw-D; 1 kw-N.)—Granted app. of assignment of license from First State Broadcasting Inc. to Rosemary P. Farley for \$1. Seller is headed by Joseph P. Farley Sr. and Paul Teevan, and has no other broadcast interests. Buyer is 50% voting shareholder of Blue Hen Broadcasting Inc., licensee of WAMS(AM) Wilmington, DE. Action Sept. 20.

■ **WDKC(AM) Fort Pierce, FL** (BAL900824EA; 1330 khz; 5 kw-D; 1 kw-N.)—Dismissed app. of assignment of license from Treasure Coast 1330 Corp. to Indian River Wireless Inc. for \$425,000. Seller is headed by Edward G. Enns, Bruce R. Abernethy, Michael J. Brown, Richard K. Davis, Maltby F. Watkins, Frank H. Fee III and Richard B. Hellstrom, and has no other broadcast interests. Buyer is headed by Dennis R. Linsin and Jeffrey C. Hennig, and has no other broadcast interests. Action Sept. 24.

■ **WJHG-TV Panama City, FL** (BTCCT900725KI; ch. 7; 316 kw-V; ant. 870 ft.)—Dismissed app. of assignment of license from Terry P. McKenna, executor, to GCC Holdings Inc. for no financial considerations (includes WALB(TV) Albany and KTVE(TV) El Dorado, AR). Seller has no other broadcast interests. Buyer is headed by James H. Gray Jr., Richard D. Carson, G. William Speer, Lawrence E. Mock Jr. and Charles Moseley Jr., and has no other broadcast interests. Action Sept. 20.

■ **WALG(AM)-WKAK(FM) Albany, GA** (AM: BAL900810EC; 1590 khz; 5 kw-D; 1 kw-N; FM: BALH900810ED; 101.7 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Platinum Broadcast Ltd. to Radio One - WKAK Inc. for \$1,255,200. Seller is headed by Ilene Berns and has no other broadcast interests. Buyer is headed by Dan Rouse, Bob Roddy and Dave Cobb, and has no other broadcast interests. Action Sept. 21.

■ **WALB-TV Albany, GA** (BTCCT900725KH; ch. 1 mhz; 316 kw-V; ant. 964 ft.)—Dismissed app. of assignment of license from Terry P. McKenna, executor, to GCC Holdings Inc. for no financial considerations. Seller has no other broadcast interests. Buyer is headed by James H. Gray Jr., Richard D. Carson, G. William Speer, Lawrence E. Mock Jr. and Charles Moseley Jr. Gray is president and director of Gray Communications Systems Inc. Filed July 25.

■ **WBEZ(FM) Chicago, IL** (BALED900727HV; 91.5 mhz; 8.3 kw; ant. 1,180 ft.)—Granted app. of assignment of license from City of Chicago Board of Education to The WBEZ Alliance Inc. for no financial considerations. Seller is headed by James Compton and has no other broadcast interests. Buyer is headed by Allan Arlow, Carole R. Nolan, Robert Einberge Kay W. McCurd, V. Timothy Goodsel, Wendy Posner and D. John Ayers, and has no other broadcast interests. Action Sept. 18.

■ **WPRT(AM)-WKKZ(FM) Prestonsburg, KY** (AM: BTC900723GE; 960 khz; 5 kw-D; FM: BTCH900723GF; 105.5 mhz; 1.7 kw; ant. 390 ft.)—Granted app. of assignment of license from Ed Walters Management Inc. to Jeffrey L. Meek and Arnold L. Meek for \$300,000. Seller is headed by Ed Walters and has no other broadcast interests. Buyers have no other broadcast interests. Action Sept. 17.

■ **WXOK(AM) Baton Rouge, LA** (BAL900119EC; 1460 khz; 5 kw-D; 1 kw-N.)—Granted app. of assignment of license from Winnfield Life Broadcasting Corp. to Citywide Broadcasting Corp. \$1 million. Seller is headed by Ben D. Johnson and has no other broadcast interests. Buyer is headed by Peter Moncrieffe and Willie E. Tucker and is licensee of KQXL-FM New Roads, LA. Action Sept. 20.

■ **KJEZ(FM) Poplar Bluff, MO** (BALH900801GL; 95.5 mhz; 100 kw; ant. 860 ft.)—Granted app. of assignment of license from K-W Broadcasting Inc. to ACI Broadcasting of Poplar Bluff Inc. for \$900,000. Seller is headed by Truman J. and Robyn S. Walker, husband and wife, and has no other broadcast interests. Buyer is headed by Vincent A. King, John W. Titus, William A. Pitney and John W. Perdue Jr., and has no

other broadcast interests. Action Sept. 20.

■ **WJCS(FM) Bayboro, NC** (BAPH900716HJ; 97.9 mhz; 3 kw; ant. 312 ft.)—Granted app. of assignment of license from Theresa Schreiber, et al., to Spartan Broadcasting Inc. for no financial considerations. Transfer is part of reorganization of company. Sellers have interests in Spartan Broadcasting. Buyer is headed by Edward L. Bolding, S. Paul Schreiber, Edward L. Bolding, J. Thomas Moore, and have interest in WJCS(FM). Action Sept. 17.

■ **WFNV(AM) Campbell, OH** (BTC900726EH; 1330 khz; 0.50 kw-D.)—Granted app. of assignment of license from WVBR Inc. to Raymond D. Travaglini and Sandy B. Petruso for \$130,000. Seller is headed by Michael F. Perry. Buyer has no other broadcast interests. Action Sept. 24.

■ **WVOZ-AM San Juan, PR** (BAPL900405ED; 870 khz; 10 kw-U.)—Granted app. of assignment of license from Continental Broadcasting Corp. to Aerco Broadcasting Corp. for \$800,000. Seller is headed by Pedro Roman Collazo, who has interest in Southwestern Broadcasting Co., licensee of WBOZ(AM) Sabana Grande and WBOZ(FM) Hormigueros, both Puerto

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's ¹	TOTAL ²
Commercial AM	4,979	247	5,226
Commercial FM	4,308	867	5,175
Educational FM	1,430	282	1,712
Total Radio	10,717	1,396	12,118
Commercial VHF TV	550	19	569
Commercial UHF TV	552	185	737
Educational VHF TV	124	4	128
Educational UHF TV	226	20	246
■ Total TV	1,452	233	1,680
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,849	290	2,139
VHF translators	2,732	116	2,848
UHF translators	2,223	401	2,624

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

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

Rica. Buyer is headed by Angel E. Roman and is permittee of WFAB(AM) Ceiba and WZOL(FM) Loquillo, both Puerto Rico. Action Sept. 24.

■ **WWKX-FM Woonsocket, RI** (BALH900719NH; 106.3 mhz; 1.5 kw; ant. 518 ft.)—Granted app. of assignment of license from Ocean State Broadcasting Ltd. to Ten Mile Communications Inc. for \$2.4 million. Seller is headed by Bernard Barczak. Buyer is headed by Attleboro Radio Association. Eugene Lombardi, Peter H. Ottmar, James H. Ottmar and Barbara A. Botelho, and is licensee of WARA(AM) Attleboro, MA. Attleboro Radio Association Inc. owns 48% of Inland Bay Cable TV Associates, operator of cable systems at Attleboro and Rehoboth, both Massachusetts. Action Sept. 10.

■ **KKAA(AM)-KQAA(FM) Aberdeen, SD** (AM: BAL900726EC; 1560 kHz; 10 kw-D; 5 kw-N; FM: BALH900726ED; 94.9 mhz; 100 kw; ant. 1,383 ft.)—Granted app. of assignment of license from T&J Broadcasting Inc. to CD Broadcasting Corp. for \$850,000. Seller is headed by Thomas E. Ingstad and Randy K. Holland and has interest in KBMW(AM)-KLTA Breckinridge, MN, and KIT(AM)-KATS(FM) Yakima, WA. Buyer is headed by Christopher T. Dahl, Russell Cowles II, Richard W. Perkins, Lance W. Riley and Mel Paradis, and has interest in KRRZ(AM)-KZPR(FM) Minot and KJQ(AM)-KKQ(FM) Volga, both South Dakota, and KKB(AM)-KKBJ(FM) Bemidji, KLG(AM)-KLBR(FM) Redwood Falls and KQHT-FM Crookston, all Minnesota. Action Sept. 18.

■ **WATX(AM) Algodon, TN** (BTC900330EG; 1590 kHz; 1 kw-D)—Granted app. of assignment of license from Manna Broadcasting Co. to Joe B. Wilmoth for no financial considerations. Seller is headed by Joe B. Wilmoth and has no other broadcast interests. Buyer has no other broadcast interests. Action Sept. 17.

■ **WJPJ(AM) Huntingdon, TN** (BTC900417EE; 1530KHz; 1 kw-D)—Dismissed app. of assignment of license from Randall Stuart McGowan to Lynn M. Dickinson and Carol S. Leahy for \$25,000. Seller is headed by Randall S. McGowan and has no other broadcast interests. Buyers have no other broadcast interests. Action Sept. 24.

■ **WVGO(FM) Richmond, VA** (BALH900801GK; 106.5 mhz; 7.6 kw; ant. 1,233 ft.)—Granted app. of assignment of license from Daytona Group of Virginia to Richmond Radio Inc. for \$5.5 million. Seller is subsidiary of Daytona Group Inc., which is headed by Norman Drubner, and has interest in WJLQ(AM)-WCOA(FM) Pensacola, FL; KXYQ(AM)-KZRC(FM) Portland, OR; KIVA(AM) Santa Fe and KZRQ(FM) Albuquerque, both New Mexico. Daytona Group is in process of selling KGRX(FM) Globe, AZ ("Changing Hands," April 2) for \$2 million; and KRGE(AM) Weslaco and KRIX(FM) Brownsville, both Texas ("Changing Hands," July 16) for \$1.1 million, and WPAP-FM Panama City, FL ("Changing Hands," Aug 13) for \$1.9 million. Buyer is headed by Aylett B. and Mary Kay Coleman, husband and wife, and P. Scott Quesinberry, who have interest in CEBE Inc., licensee of WJQI(AM) Chesapeake and WJQI-FM Virginia Beach, both Virginia. Aylett B. Coleman is 100% stockholder of CEBE Investment Inc. and Radio WJQI Inc. Action Sept. 14.

■ **KBRO(AM) Bremerton, WA** (BAL900801EA; 1490 kHz; 1 kw-U)—Granted app. of assignment of license from Robert La Bonte, receiver, to Nelson Investment Enterprises Inc. for \$130,000. Seller has interest in KYSN(AM) Bremerton, WA. Buyer is headed by Geraldine Nelson, Shirley Borcharding, David Borcharding, Barbara Knudsen, Roger Knudsen, Wayne Nelson, Carol Nelson, Dale Nelson, Marit Nelson and Rich Bichler, and has no other broadcast interests. Action Sept. 18.

NEW STATIONS

Actions

■ **Golconda, IL** (BPH890315MG)—Granted app. of William L. Moir for 105.1 mhz; .922 kw; 179 m. Address: P.O. BOX 460072, St. Louis, MO 63146. Principal has no other broadcast interests. Action Sept. 19.

■ **Kankakee, IL** (BPED880518MV)—Granted app. of Kankakee Community College for 91.1 mhz; 1.75 kw. Address: P.O. Box 888, Kankakee, IL 60901. Principal is headed by Larry D. Huffman, Fey R. Orr, Paul F. Blanke, Donald L. Haley and Charles C. Huber, and has no other broadcast interests. Action Sept. 12.

■ **Lucedale, MS** (BPH880728NA)—Granted app. of Allen Broadcasting Co. for 106.9 mhz; .3 kw. Address: P.O. Box 827 Lucedale, MS 39452. Principal has no other broadcast interests. Action Sept. 14.

■ **St. Peter, MN** (BPED881025MC)—Granted app. of Minnesota Public Radio Inc. for 91.5 mhz; 8.5 kw-V; ant. 600 ft. Address: 45 E. 8th St., St. Paul, MN 55101. Principal is headed by Joanne Von Blon, Thomas R. McBurney, William H. Kling, Robert Auritt, Stanley W. Thiele and William J. Cosgriff, and has no other broadcast interests. Action Sept. 12.

■ **Cassville, MO** (BPH880629MA)—Granted app. of Kevin M. and Patricia W. Wodlinger for 93.3 mhz; 1 kw; ant. 495 ft. Address: Rte. 1, Box 180 Verona, MO 65769. Principal has no other broadcast interests. Action Sept. 17.

■ **North Platte, NE** (BPED881208MB)—Granted app. of Nebraska Educational Telecommunications Commission for 91.7 mhz. Address: 1800 N. 33rd St., BOX 83111, Lincoln, NE 68501. Principal is headed by Vance D. Rogers. Action Sept. 14.

■ **Palmyra, NY** (BPH880217NH)—Granted app. of Palmyra Broadcasting Corp. for 99.7 mhz; 3 kw. Address: 1 East Main St., Rochester, NY 14614. Principal is headed by Leonard Relin, Martin B. Hoffman, Herbert N. Stern, Michelle Falcone, Paul T. Rubery, Ruby Lockhart, Richard A. Calabrese, Herbert S. Hoffman and Richard J. Elliot, and has no other broadcast interests. Action Sept. 20.

■ **Leland, NC** (BPH890316MA)—Dismissed app. of Antoinette Gray Inc. for 94.1 mhz; 3 kw; ant. 328 ft. Address: 714B South 12th Street, Wilmington, NC 28401. Principal is headed by Antoinette Gray and Kevin Quarles, and has no other broadcast interests. Action Sept. 17.

■ **Lawton, OK** (BPH870827NT)—Granted app. of Arthur Patrick for 107.3 mhz; 50 kw; ant. 492 ft. Address: 5902 NW Lincoln Lawton, OK 73505. Principal has no other broadcast interests. Action Sept. 17.

■ **Wakefield-Peacedale, RI** (BPH880217NC)—Dismissed app. of Southern Rhode Island Broadcasting Inc. for 99.7 mhz; 3 kw; ant. 328 ft. Address: 24 Salt Pond Rd., Suite B-1, Wakefield, RI 02879. Principal is headed by Ulysses S. Gallman, Mark A. Fruehauf and Steven B. Feldman, and has no other broadcast interests. Action Sept. 14.

■ **Elgin, TX** (BPH871124MR)—Granted app. of Dynamic Radio Broadcasting Corp. for 292.5 mhz; 1.3 kw; ant. 482 ft. Address: 7524 N. Lamar Blvd., suite 200, Austin, TX 78758. Principal is headed by Lorenza O. Garcia, Linda A. Garcia, Bertha June Garcia, Evelyn L. Garcia Garza, Jose Jaime Garcia Jr., Napoleon Jaime Colombo and Sarah Sylvia Garcia Kau, and is licensee of KELG(AM) Elgin, TX. Action Sept. 13.

■ **Pearsall, TX** (BPH880715NA)—Dismissed app. of Diane Grove for 94.1 mhz; 2.8 kw; ant. 328 ft. Address: 201 SW Parkway, #10205, Lewisville, TX 75067. Principal has no other broadcast interests. Action Sept. 14.

■ **Elk Mound, WI** (BPH880225MQ)—Granted app. of Emallee C. Payne for 92.9 mhz; 3 kw; ant. 328 ft. Address: 1107 Cummings, Eau Claire, WI 54701. Principal has no other broadcast interests. Action Sept. 13.

FACILITIES CHANGES

Applications

AM's

■ **Thousand Oaks, CA** KMDY(AM) 850 kHz—Sept. 17 app. resubmitted nunc pro tunc (BP900405CG).
■ **Fort Scott, KS** KMDO(AM) 1600 kHz—Sept. 20 app. for CP to move TL: to .5 km S. of Ft. Scott City limits on Hwy. 69 S. and .4 km W. of Hwy. 69 in

Bourbon County, KS. Ft. Scott, KS; 37 48 27N 94 42 33W.

■ **Grayson, KY** WGOH(AM) 1370 kHz—Sept. 17 app. for CP to correct coordinates: 38 19 44N 82 58 33W.

■ **Provo, UT** KSRR(AM) 1400 kHz—Sept. 17 app. (BP900917AD) to change TL: W. 1/2 of NE 1/4 of NW 1/4 of section 34, Township 6 S., range 2 E., Salt Lake Base and Meridian, Orem, UT, and make changes in ant. system 40 15 29N 111 42 24W.

FM's

■ **Harrison, AR** KCWD(FM) 96.7 mhz—Sept. 13 app. for mod. of CP (BPH900420ID) to change ant.: 1,190 ft.; change TL: 3.4 miles SW of Valley Springs, AR, on Boat Mt.

■ **Bartow, CA** KXXZ(FM) 95.9 mhz—Sept. 17 app. for mod. of CP (BPH851029MI) to change ant. height supporting structure.

■ **Winnebago, NE** KSUX(FM) 105.7 mhz—Sept. 11 app. for mod. of CP (BPH870224MQ) to change ERP: 50 kw H&V; change ant.: 462 ft.; change class 289 A to 289 C2.

■ **Seneca, SC** WBFM(FM) 98.1 mhz—Sept. 18 app. for mod. of CP (BPH870302IN) to change TL: radio station Rd. Seneca, SC.

■ **Watertown, SD** KIXX(FM) 96.1 mhz—Sept. 11 app. for CP to change ant.: 977 ft.; change TL: Grant County Hwy. 5, .5 km S. of Grant County Hwy. 14, 8.9 km NW of S. Shore, SD.

■ **Sheboygan, WI** WSHS(FM) 91.7 mhz—Sept. 17 app. for mod. of CP (BPED860624MA) to change ERP: .180 kw V; change ant.: 80 ft.; specify vertical polarization only.

TV's

■ **Flagstaff, AZ** KZJC(TV) ch. 4—Sept. 12 app. for mod. of CP (BPCT870821KG) to change ant.: 1,597 ft.; change TL: atop Mormon Mountain, 76 meters SW of KNAZ-TV tower, 29 km of Flagstaff, AZ; ant.: Dielectric/TF-6BM; 34 58 04N 111 30 30W.

■ **Houston, TX** KZJL(TV) ch. 61—Sept. 13 app. for mod. of CP (BPCT820510KR) to change ERP: 2,776 kw (vis); ant.: 1,699 ft.m; TL: .8 mile S. of Rte. 2234, Missouri City, TX; ant.: Andrew ATW30H2-HSC2-61S(1DA); 29 34 06N 95 29 57W.

Actions

Am's

■ **Soledad, CA** KSUR(AM) 700 kHz—Sept. 19 app. (BP900323AH) granted for CP to increase night power to 2,500 watts.

■ **Pearl City, HI** KIPO(AM) 1380 kHz—Sept. 13 app. (BP900405AD) granted for CP to increase day power to 10 kw; make changes in ant. system and change from DA to nonDA.

■ **Lewiston, ME** WXGL(AM) 1240 kHz—Sept. 19 app. (BP900305AH) granted for CP to change transmitter location to S. of Summer St. on Park Ave., Auburn, ME 44 06 55N 70 14 56W.

■ **Frederick, MD** WQSI(AM) 820 kHz—Sept. 20 app. (BP900216AB) granted for CP to make changes in ant. system.

■ **Dublin, VA** WKNV(AM) 810 kHz—Sept. 12 app. (BMP900205AC) granted for mod. of CP (BP870629AI) to reduce power to 350 w; make changes in ant. system and change TL: on N. side of U.S. 11, approximately two miles W. of city of Fairlawn, VA, 37 08 26N 80 36 49W.

■ **Sumner, WA** KZIZ(AM) 1560 kHz—Sept. 17 app. (BMP900620AB) returned for petition for recon nunc pro tunc; for mod. of CP (BP891120AD) to add night service with 1 kw.

FM's

■ **Tuscaloosa, AL** WTUG(FM) 92.7 mhz—Sept. 11 app. (BPH900220ID) granted for CP to change freq: 92.9 mhz; change ERP: 12.5 kw H&V; ant.: 980 ft.; change to class C2 (per docket #87-451).

■ **Long Beach, CA** KLON(FM) 88.1 mhz—Sept. 17

app. (BPED88015MJ) granted for CP to change ERP: 30 kw H&V: change 33 48 00N 118 09 45W.

■ Quincy, CA KQNC(FM) 101.9 mhz—Aug. 29 app. (BPH890201C) granted for CP to change ERP: 1.850 kw H&V: change ant.: 2,115 ft.; and TL: 40 03 36N 120 54 46W.

■ Riverside, CA KUCR(FM) 88.1 mhz—Sept. 17 app. (BPED880406ML) granted for CP to change ERP: .75 kw H&V: change ant.: 291 ft.; change freq: 88.2, change TL: 1 km N. of San Bernardino .5 km W. of Hwy. 18: 34 11 52N 117 17 09W.

■ Shingle Springs, CA KLIQ(FM) 102.1 mhz—Sept. 7 app. (BPH900122IH) granted for CP to change ERP: 4.07 kw H&V: change ant.: 826 ft.; TL: .35 km W. of Hwy. 49. 5.9 km S. of town of El Dorado. CA: freq: 101.9 mhz: change to class B1 (per docket #89-62).

■ Temecula, CA KRTM(FM) 88.9 mhz—Aug. 30 app. (BPED900223MA) granted for CP to change ERP: 2.45 kw H&V: change ant.: 328 ft.; TL: 30113 Front St., Temecula, CA 92390.

■ Security, CO KBZE(FM) 105.5 mhz—Sept. 20 app. (BPH900511A) granted for CP to change ERP: .409 kw H&V: change class: C3; other: specify new main studio location transmitter control point.

■ Carbondale, CO KDNK(FM) 90.5 mhz—Sept. 14 app. (BPED900117MK) granted for CP to change ERP: .220 kw H&V: change ant.: 2,797 ft.; change TL: at 129 degrees true, three miles from proposed transmitter location is Sunlight Ski Area.

■ Vail, CO KVMF(FM) 104.7 mhz—Sept. 20 app. (BPH900618IF) granted for CP to change ant.: 783 ft.

■ Cocoa, FL WLRQ-FM 99.3 mhz—Sept. 17 app. (BPH890515IE) granted for CP to change ERP: 50 kw H&V: change ant.: 492 ft. H&V: change to class C2 (per docket #87-257).

■ Marco, FL WGUF(FM) 92.7 mhz—Sept. 7 app. (BMPH900813ID) granted for mod. of CP (BPH850712OF) to change TL: NE side of Hwy. 41. 6.5 km NW of junction with Rte. 92, approximately 12 km NE of Marco, FL.

■ Eastman, GA WUFF-FM 92.1 mhz—Sept. 19 app. (BPH900618IG) granted for CP to change freq: 92.1 mhz: change ERP: 4.6 kw H&V: ant.: 364 ft. (per docket #88-460).

■ Kailua-Kona, HI KLUA(FM) 93.5 mhz—Sept. 12 app. (BPH900611IC) granted for CP to change freq: 93.9 mhz: change class: C: ERP: 40 kw H&V maximum (beam tilt): ant.: 2,925 ft.; (per docket #89-395).

■ Normal, IL WGLT(FM) 89.1 mhz—Sept. 12 app. (BPED890821MD) granted for CP to change ERP: 25 kw H&V: change ant.: 377 ft.; TL: Washington St., one mile W. of Bloomington, IL: change to class B.

■ Earl Park, IN WIBN(FM) 98.3 mhz—Sept. 12 app. (BPH880811IC) granted for CP to change TL: NW corner of 600 S 100 W in Chavée, IN: change ant.: 328 ft.; change ERP: 25 kw H&V: change to class B1 (per docket #87-181). Amended Feb. 15 to change TL to 5 km NE of Dunn, IN.

■ Wamego, KS KHCA(FM) 95.3 mhz—Sept. 14 app. (BMLH900820KH) returned for mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ Glen Arbor, MI WMLB(FM) 98.1 mhz—Aug. 30 app. (BMPH900518IO) granted for CP to change ERP: 7.9 kw H&V: change ant.: 590 ft.; TL: E. of Valley Rd. (Co. Rd. 677). 9 km S. of Glen Arbor, MI: change to class C3: 44 49 15N 85 59 42W (per DA 90-461) (per docket #89-204).

■ St. Joseph, MI WIRX(FM) 107.1 mhz—Sept. 11 app. (BPH900801IE) granted for CP to change ERP: 1.22 km H&V: change ant.: 498 ft.

■ Sault Ste. Marie, MI WCMZ-FM 98.3 mhz—Sept. 18 app. (BMPED900806IB) granted for CP to change ant. supporting structure height, mod. of CP (BPED850712XX).

■ Zeeland, MI WJQK(FM) 99.3 mhz—Sept. 19 app. (BPH890928IG) granted for CP to change ERP: 2.36 kw H&V: change ant.: 370 ft.; TL: SE corner of I-96 and 72d St., Zeeland, MI. Amended April 19 to change ERP: 4.7 kw.

■ Brandon, MS WRJH(FM) 97.7 mhz—Sept. 12 app. (BMLH900814KC) returned for mod. of license to increase ERP: 3.4 kw H&V (pursuant to docket #88-375).

■ Gulfport, MS WGCM(FM) 102.3 mhz—Sept. 11 app. (BPH900618IB) granted for CP to change ERP: 25 kw H&V: change ant.: 298 ft.; change to class C3 (per docket #89-246).

■ Greenfield, MO KXBR(FM) 93.5 mhz—Sept. 10 app. (BPH900608ID) returned for CP to make changes.

■ Seligman, MO KJEM(FM) 95.3 mhz—Sept. 10 app. (BPH890118IG) granted for CP to change ERP: 1.7 kw H&V: change ant.: 432 ft. H&V: TL: on Garfield Mountain.

■ Missoula, MT KZOQ(FM) 100.1 mhz—Sept. 10 app. (BPH900626IB) granted for CP to change ERP: 12.15 kw H&V: change to class C3 (per docket #89-223).

■ Binghamton, NY WUCI-FM 91.5 mhz—Sept. 14 app. (BPED890615IA) dismissed for CP to change ERP: 97 kw (H: ant.: 629 ft.; TL: Ingraham Hill Rd., 1.7 SW of Binghamton, NY).

■ Clyde, NY 93.7 mhz—June 8 app. (BMPH890929IP) granted for mod. of CP (BPH880519OI) to change ERP: 2.30 kw H&V: ant.: 364 ft.; TL: Rte. 414. 2.7 km S. of Clyde Village boundary, Galen, NY.

■ Plattsburgh, NY 91.9 mhz—Sept. 14 app. (BMPED900418MG) dismissed for mod. of CP (BPED890110MC) to change ERP: .19 kw H&V: ant.: 2,200 ft.; TL: near Averill Peak on Lyon Mtn. Summit, 4.3 SE at 140 degrees of village of Lyon Mtn., NY.

■ Concord, NC WPEG(FM) 97.9 mhz—Sept. 12 app. (BPH900601IC) dismissed for CP to change other: modify DA pattern.

■ Coal Grove, OH WXVK(FM) 97.1 mhz—Sept. 12 app. (BPH900625IB) granted for CP to change ERP: 3 kw H&V.

■ State College, PA WTLR(FM) 89.9 mhz—Sept. 10 app. (BPED891013ME) returned for CP to change ERP: 25 kw H&V: change ant.: 656 ft. H&V: TL: eight km WSW of Bellefonte on Bald Eagle Ridge.

■ Susquehanna, PA WKGB-FM 92.5 mhz—Sept. 11 app. (BPH900621IA) granted for CP to change ERP: 1.3 kw H&V: change ant.: 708 ft.; TL: Anne Rd., town of Windsor, NY. 3.5 km S. of Occanum, NY.

■ Cayce, SC WYYS(FM) 96.7 mhz—Sept. 18 app. (BMPH900614IB) granted for mod. of CP (BPH891017ID) to change ERP: 1.65 kw H&V: ant.: 442 ft.; TL: 1201 Main St., Columbia, SC: change to nondirectional operation.

■ Dyersburg, TN WASL(FM) 100.1 mhz—Sept. 12 app. (BPH900822IB) returned for CP to change ant.: 675 ft.; change TL: 1.55 km NE of Lenox, TN, change ERP: 26 kw H&V: class: C2.

■ Arlington, TX KHYI(FM) 94.9 mhz—Sept. 17 app. (BPH900801IC) returned for CP to change ERP: 100 kw H&V: change ant.: 1,699 ft.; TL: 1455 W. Beltline Rd., Cedar Hill, TX: class: C (per docket #88-48).

■ Lubbock, TX KEIS(FM) 106.3 mhz—Sept. 12 app. (BPH891106IH as mod.) granted for CP (BPH831027AL as mod.) to change freq: 106.5 mhz: ERP: 34 kw H&V: ant.: 587 ft.; TL: 8.5 km from Lubbock, TX, at bearing of 10.9 degrees.

■ Mineral Wells, TX KYXS-FM 95.9 mhz—Sept. 4 app. (BPH900627IE) granted for CP to change ERP: 25 kw H&V: change ant.: 285 ft.; change to class C3 (per docket #89-191).

■ Muleshoe, TX KMUL-FM 103.1 mhz—Sept. 10 app. (BPH900223ID) granted for CP to change ant.: 403 ft.; change TL: 1.21 km S/SW of intersection of U.S. Hwy. 84 and Texas Hwy. 216.

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■ **Rutland, VT** WKLZ(FM) 94.5 mhz—Sept. 11 app. (BPH9006201D) returned for CP to change ERP: 3.5 kw H&V: change ant.: 377 ft., change location 43 44 16 NL 73 01 36 WL.

■ **Longview, WA** KLYK(FM) 105.5 mhz—Sept. 13 app. (BPH9008081A) returned for CP to correct geographic coordinates: 46 09 52N 122 51 13W.

■ **Dunbar, WV** WBES-FM(FM) 94.5 mhz—Sept. 12 app. (BPH9002151C) granted for CP to change ERP: 8.5 kw H&V: change ant.: 524 ft.: TL: 6.4 miles NE of Dunbar, WV: class: B1 (per docket #89-185).

■ **Beaver Dam, WI** WXRO(FM) 95.3 mhz—Sept. 10 app. (BPH9006151B) granted for CP to change ERP: 6 kw H&V: change ant.: 328 ft.

TV's

■ **Shreveport, LA** KCDN(TV) ch. 45—Sept. 20 app. (BMPCT900803KE) granted for mod. of CP (BPT861029KY) to change ERP: 786 kw (vis): ant.: 662 ft.: TL: two miles NE of Blanchard, LA: 6 miles N. of Pine Hills Rd. Blanchard, LA: Caddo Parish: ant.: ALP24L3-HSW-45(DA)(BT) 32 35 38N 93 51 39W.

■ **Minneapolis** KITN(TV) ch. 29—Sept. 14 app. (BPCT900719KE) granted for CP to change ant.: 1,243 ft.: change ERP: 4556 kw (vis): TL: 550 Gramsie Rd., Shoreview, MN: ant.: Andrew ATW 30H3-ESC2-29H (DA)(BT).

■ **Montclair, NJ** WJNM(TV) ch. 50 khz—Sept. 20 app. (BPCT891219KE) granted for CP to change ERP: 5000 kw (vis): ant.: 797 ft.: TL: 42 Clove Rd., Little Falls, NJ: ant.: RCA TFU-40K: (DA) (BT): 40 51 53N 74 12 03W.

■ **Tacoma, WA** KCPQ-TV ch. 13—Sept. 20 app. (BPCT900104KF) granted for CP to change ERP: 316 kw (vis): ant.: 1,190 ft.: TL: SW corner of 19th and E. Madison St., Seattle: 47 36 59N 122 18 23W: ant.: Dielectric TCL-12A13 (DA)(BT).

ACTIONS

■ **Edgewater, FL** Granted appeal by John Spencer Robinson and reinstated his application in this proceeding for new FM station on ch. 226A at Edgewater. (MM docket 90-167 by MO&O [FCC 90R-80] adopted

Sept. 4 by Review Board.)

■ **Miami Beach** Commission upheld decision by Mass Media Bureau which dismissed application of Gilmore Broadcasting Corp. to regain class C status of WLVE(FM) Miami Beach, and for waiver of FCC short-spacing rules. (By MO&O [FCC 90-289] adopted Aug. 16 by commission.)

■ **Sarasota, FL** Conditionally renewed licenses of 11 Sarasota, FL, area radio stations over objections of Florida State Conference of Branches of NAACP and National Black Media Coalition. (By MO&O and NAL [FCC 90-292], adopted Aug. 20 by commission.)

■ **Vero Beach, FL** Dismissed request by Gilmore Broadcasting Corp., licensee of WLVE(FM) Miami, for reconsideration of action by Mass Media Bureau which substituted ch. 229C2 for ch. 228A, both at Vero Beach. (MM docket 88-111 by MO&O [DA 90-1226] adopted Sept. 7 by chief, Policy and Rules Division, Mass Media Bureau.)

■ **Greenwood, IN** Granted application of Greater Greenwood Broadcasting Ltd. for new FM station on ch. 294A in Greenwood: denied competing application

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of Sanders Broadcasting Co. (MM docket 88-468 by initial decision [FCC 90D-40]; issued Sept. 14 by ALJ Joseph Chachkin.)

■ **Radcliff, KY** Granted application of W&B Broadcasting Inc., for new FM station at Radcliff, subject to divestiture; denied competing application of Virgil L. Pearman. (MM docket 89-82, by decision [FCC 90R-84]; adopted Sept. 11 by Review Board.)

■ **Shreveport, LA** Dismissed with prejudice application of Kymhilkylaa Broadcasting Co. for new FM station on ch. 275C2 at Shreveport, LA. (MM docket 88-524 by order [FCC 90R-83] adopted Sept. 11 by Review Board.)

■ **Laurel, MS** Admonished Design Media, Inc. licensee of WNSL(FM) Laurel, MS, for discriminating between opposing legally qualified candidates and for failing to broadcast required sponsorship identification. (By letter [DA 90-1187]; adopted Sept. 4 by chief, Fairness Political Programming Branch, Mass Media Bureau.)

■ **Reno, NV** Affirmed Review Board decision granting application of Nevada Television Corp. for new TV on ch. 11 at Reno, NV, and approved settlement agreement providing for dismissal of competing application of Reno-Eleven Telecasters Inc. (MM docket 85-293 by MO&O [FCC 90-293]; adopted Aug. 24 by commission.)

■ **Chester and Wedgefield, both South Carolina De-**

nied Chester County Broadcasting Co. request for review of decision by Mass Media Bureau returning its petition to amend FM table by substituting ch. 257C2 for ch. 257A at Chester, and ch. 283A for ch. 257A at Wedgefield, and modifying license of WDKZ-FM Chester, accordingly. (By MO&O [FCC 90-184]; adopted May 1 by commission.)

■ **Donelson, TN** Commission granted application of Great Southern Broadcasting Co., licensee of AM broadcast station WAMB Donelson, TN, for special temporary authority to duplicate its programming on AM channel to alleviate serious nighttime interference to WAMB signal caused by co-channel Cuban broadcast station (by letter [FCC 90-286]; adopted Aug. 14 by commission).

■ **Hayward, VI** Dismissed petition to substitute ch. 222C3 for ch. 221A at Hayward. (MM docket 89-620 by SO [DA 90-1179]; adopted Aug. 24 by deputy chief, Policy and Rules Division.)

ALLOCATIONS

■ **Baxley, GA** Effective Oct. 29, allotted UHF ch. 34 to Baxley as its first local television service. (MM docket 89-396 by R&O [DA 90-1174] adopted Aug. 24 by deputy chief, Policy and Rules Division. Mass

Media Bureau.)

■ **Sylvania, GA** Effective Nov. 8 allotted ch. 293A to Sylvania as its first FM service. Filing window opens Nov. 9, closes Dec. 10. (MM docket 89-426 by R&O [DA 90-1225] adopted Sept. 11 by deputy chief, Policy and Rules Division. Mass Media Bureau.)

■ **Carlisle, KY** Effective Oct. 29, allotted ch. 264A to Carlisle as its first FM service. Filing window opens Oct. 30, closes Nov. 29. (MM docket 89-351 by R&O [DA 90-1176] adopted Aug. 24 by deputy chief, Policy and Rules Division.)

■ **Abbeville, LA** Effective Nov. 8 substituted ch. 286C3 for ch. 285A in Abbeville, and conditionally modified license of KROF-FM accordingly. (MM docket 89-389 by R&O [DA 90-1224] adopted Sept. 11 by chief, Policy and Rules Division.)

■ **Lampasas and Franklin, both Texas** Effective Nov. 8 substituted ch. 255C1 for ch. 256C1 at Lampasas and conditionally modified license of KLTD(FM) accordingly and substituted ch. 270A for ch. 255A at Franklin. (MM docket 89-598 by R&O [DA 90-1223] adopted Sept. 11 by deputy chief, Policy and Rules Division.)

■ **Pulaski, VA** Effective Nov. 8 allotted substituted ch. 296C3 for ch. 296A at Pulaski, and conditionally modified license of WPSK(FM) accordingly. (MM docket 89-444 by R&O [DA 90-1222] adopted Sept. 13 by deputy chief, Policy and Rules Division.)

DATEBOOK

Continued from page 32

nication. Information: (212) 836-3050.

Dec. 31—Deadline for nominations for Breakthrough Awards, sponsored by *Women, Men and Media*, a national research institution of University of Southern California, School of Journalism, honoring "media industry's most significant breakthroughs in the portrayal and employment of women." Information: (213) 743-8180.

Dec. 31—Deadline for applications for *National Association of Hispanic Journalists* annual scholarship awards. Information: Patricia Rodriguez, (202) 783-6228.

JANUARY 1991

Jan. 3-6—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles.

Jan. 7—Deadline for entries in Commendation Awards, sponsored by *American Women in Radio and Television*. Information: (202) 429-5102, AWRT, suite 700, 1101 Connecticut Avenue, N.W., Washington, D.C. 20036.

Jan. 14—*Academy of Television Arts and Sciences* forum luncheon. Speaker: Michael Fuchs, chairman, Home Box Office. Topic: "Reality, Relevance and Quality: TV in the 90's." Beverly Hilton, Los Angeles. Information: (818) 953-7575.

Jan. 14-18—28th annual *NATPE International* convention. New Orleans Convention Center, New Orleans.

Jan. 16-18—Computer Graphics '91, 13th an-

nual conference. Hyatt Regency, Monterey, Calif. Information: (212) 233-1080.

Jan. 17-18—*Pacific Telecommunications Council* series of "Telecom Skills" workshops. Sheraton-Waikiki, Honolulu. Information: (808) 941-3789.

Jan. 21-23—*Satellite Broadcasting and Communications Association* trade show. Bally's, Las Vegas. Information: (800) 654-9276.

Jan. 24—*Federal Communications Bar Association* monthly luncheon. Speaker: Laurence Silberman, judge, U.S. Court of Appeals for District of Columbia. Washington Marriott, Washington. Information: (202) 833-2684.

Jan. 24-25—*North American National Broadcasters Association* annual meeting. Televisa, Mexico City. Information: (613) 738-6553.

Jan. 24-27—*Radio Advertising Bureau* Managing Sales Conference. Opryland hotel, Nashville.

Jan. 25-29—*National Religious Broadcasters* annual convention. Sheraton Washington, Washington.

Jan. 25-31—*National Association of Broadcasters* winter board meeting. Ritz-Carlton, Naples, Fla.

FEBRUARY 1991

Feb. 5-6—*Arizona Cable Television Association* annual meeting. Sheraton hotel, Phoenix. Information: (602) 257-9338.

Feb. 10-15—*National Association of Broadcasters* 26th annual management development

seminars for broadcast engineers. University of Notre Dame, South Bend, Ind. Information: (202) 429-5350.

Feb. 13-15—*Cable Television Public Affairs Association* forum '91. Keynote speech: Ted Turner. Turner Broadcasting System, Ritz-Carlton Buckhead, Atlanta. Information: (703) 276-0881.

Feb. 19-20—*North Carolina CATV Association* winter meeting. Sheraton Imperial hotel. Research Triangle Park, N.C. Information: Kelly Edwards, (919) 821-4711.

Feb. 21—*Federal Communications Bar Association* monthly luncheon. Speaker: Peter Jennings. ABC's *World News Tonight*. Washington Marriott, Washington. Information: (202) 833-2684.

Feb. 26-28—The 13th international "Sport Summit" conference and exhibition, sponsored by *American Specialty Underwriters* and held in cooperation with *Los Angeles Sports Council*. Beverly Hilton, Los Angeles. Information: (301) 986-7800 or (212) 502-5306.

Feb. 27-March 1—*Texas Cable Show*, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio. Information: (512) 474-2082.

MARCH 1991

March 4-8—Basic Videodisk Design/Production Workshop, sponsored by *Nebraska Videodisk Group*. University of Nebraska-Lincoln. Information: (402) 472-3611.

CLASSIFIED

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Southeast group seeking GM and GSM candidates for our top rated stations. Please document your leadership, training, and fiscal skills in first letter. Reply Box Q-1. EOE.

Radio sales manager AM/FM, small market. 40K+, experience required. "The speed of the leader determines the rate of the pack!" Reply to Box Q-4. EOE.

Sales manager: K-LITE 94/KBIS in Little Rock needs a superior sales manager to pilot our sales growth and dominance of market. Solid management skills required and previous successful media sales management experience of at least 3 years preferred. Great benefits and opportunity. Reply to: Signal Media Corp., 14951 Dallas Pkwy, Suite 1030, Dallas, TX 75240, 214-458-8400. EOE.

Local sales manager: Professional radio sales veteran with management experience to direct, motivate, train and lead our sales executives. Minimum of 3 years experience required. Please send resume and salary requirements to: General Manager, KIIWW FM 96.1 Spanish Radio, 1519 W. Harrison, Harlingen, Texas 78550. No calls please. KIIWW FM Radio/Tichenor Media System, Inc. is an affirmative action, equal opportunity employer.

Sales manager wanted: Must be a strong leader, willing to carry accounts on own. Excellent opportunity to move into general management, and possible equity position. Cheyenne, Wyoming's leading stations, well respected in the community. Close to the mountains, wonderful skiing, hunting and fishing. Contact John Shideler, KFBC/KFBQ, 307-634-4461. EOE.

Top New England market FM needs a general manager who can take this station to the next level. We are already winning the game but want to widen the score. We need a coach who can send in winning plays to a brilliant team that already understands blocking and tackling! Dynamic group with plenty of upward mobility. Send your reply to Box Q-11. EOE.

Fast growing Los Angeles radio station seeks general sales manager. Candidate must have significant retail experience and understand numbers. Stable employment history, high energy level and the proven ability to train, lead and manage a large sales staff is a must. Excellent compensation package for the right person. Strict confidence respected. Send resumes to PO Box 4492, North Hollywood, CA 91607. EOE.

Promotions director: Hawaii's independent television station seeks promotions director with radio background to create promotions that sell. Fax resume to Mark Holmes, 808-842-4594. KFVE/Channel 5, 315 Sand Island Road, Honolulu, HI 96819-2295. EOE.

General manager: Midwest. Dynamic, market leading, contemporary FM needs take charge, sales intensive, goal oriented team leader. We will provide top technical facilities, a world class staff, exemplary marketing and the support of a great group owner. Reply in confidence to Box Q-10. EOE.

Proven general/sales manager sought for the New River Valley of Virginia's #1 station, WPSK-FM Pulaski. Strong general and sales management experience required with proven results in similar size region (200,000 + TSA). Station currently holds strong rating's position and offers significant sales growth potential. Received C3 rule-making. Competitive package with opportunity for equity. Resume & references to Gary Hearl, The Cumberland Group, PO Box 1480, Richlands, VA 24641. 703-964-7416. EOE.

General sales manager: Group Broadcaster, Entercom, is seeking a GSM for WDSY-FM, Pittsburgh's exclusive country station. We need a creative, driven sales professional capable of training and motivating a top-notch sales department. You must have excellent technical, research, and presentation skills, plus sales management experience in a top 60 market. You will have all the resources you need to succeed, including ratings. Resume to: WDSY, Fulton Building, 107 Sixth Street, Pittsburgh, PA 15222-3371. EOE.

Sales/station manager for small New England combo. Need sales manager ready for next step. Challenging opportunity. Great outdoor area. Flexible compensation. Send resume to Box Q-12. EOE.

Program/operations manager for Lubbock, TX full service-country AM/hot CHR FM. Requires strong management ability, programming and production skills, computer and research knowledge, and minimum five years' experience with outstanding track record. Resume by October 12 to General Manager, KFYO/KZII, Box 64670, Lubbock, TX 79464. Include salary requirements. EOE.

HELP WANTED SALES

Experienced, enthusiastic sales professional who is looking to move to sales management. Preferably now in the Western states. Stable operation in Southwest Sunbelt. Call GM 505-863-4444. EOE.

Motivated, creative, professional salespeople to handle new and established account lists. In small and medium markets. On-going training, first-class sales aids and production support. Send resume, billing and salary history to: StarCom, Inc., 5001 West 80th Street, Suite 901, Bloomington, MN 55437. EOE.

Selling sales manager: Promotion minded. Combo. Start-up FM, prosperous eastern Pennsylvania university town. Guaranteed base or percent of sales. Benefits. Reply Box Q-2. EOE.

Co-Op/vendor director: Aggressive, creative, experienced individual needed in Philadelphia. Capable of creating quarterly new business plans and leading sales staff. Excellent compensation package. Real opportunity for advancement. Send resume to: Elise Eilman, WXTU, 23 West City Avenue, Bala Cynwyd, PA 19004. EOE.

Experienced radio sales rep opportunity. If things aren't going the way you feel they should, come grow with us. Applications taken through October 12. Send resume to Steve Laukhuf, KWTX AM/FM, PO Box 2636, Waco, TX 76702. EOE.

Sales: Excellent opportunity with established Hudson Valley station. Proven producer preferred. Will give right person the chance you've been waiting for. Send resume, references, requirements. WCZX General Sales Manager, 319 Mill Street, Poughkeepsie, NY 12601. EOE.

#1 rated N/T & A/C combo, top 100 Midwest market, seeks aggressive, knowledgeable sales manager. Retail development, sales training skills, and motivation essential. Selling ratings important; we've got great numbers! Send resume to June Lund, The Lund Consultants, 1330 Millbrae Avenue, Millbrae, CA 94030. EOE.

WLWI AM/FM, now taking applications for future sales positions. Send resumes to Rick Brown; PO Box 4999; Montgomery, AL 36195. WLWI is an equal opportunity employer.

HELP WANTED TECHNICAL

Chief/maintenance technician. Modern AM, new FM. Automation satellite, RPUs, station two-way. Benefits. WTGC/WUNS, PO Box 592, Lewisburg, PA 17837. EOE.

Chief engineer for Shamrock Communications Maryland AM-FM. Applicants should have strong organizational skills. SBE certification desired. Send resume to Mark Timpany, WQFM, 606 West Wisconsin Avenue, Milwaukee, WI 53203. EOE.

HELP WANTED NEWS

Chief reporter: WUFT-FM Gainesville, Florida. Chief reporter with RTNDA and Ohio State award winning highly rated news staff. Supervise local news, contributes in-depth reports to state and national networks. Teach student reporters long-form reporting helpful. Salary range 17,351-20,000. High school diploma and 5 years experience or appropriate college coursework may substitute at an equivalent rate for the required experience. Send tape, current resume and reference letters to: University of Florida, Division of University Personnel Service, Referral #807340, 434 Stadium, Gainesville, FL 32611, by 10/22/90. An EEO/AA employer.

General assignment reporter/Sports director at #1 FM in Chattanooga, TN. Anchor AM drive sports as part of morning team. Extensive street reporting required. T&R to: News Director Ed Buice, WUSY/US-101. PO 8799, Chattanooga, TN 37411. Colonial Broadcasting/WUSY is an equal opportunity employer.

SITUATIONS WANTED SALES

Salesman-announcer combo: 25 years sales experience prefer Sunbelt, other areas considered. Ken Kandall, Box 67193, Rochester, NY 14617.

HELP WANTED PROGRAMMING PRODUCTION AND OTHERS

Live assist/production: Coastal North Carolina's exclusive 100,000 watt beautiful music leader. T/R to WNCT A/F, PO Box 7167, Greenville, NC 27835. EOE.

SITUATIONS WANTED MANAGEMENT

Twenty-five year pro, sales motivating, bottom line manager, seeks challenging and rewarding situation. Small-medium market. Carolinas, Florida, Georgia, Alabama, near coast. Reply: Winner, 114 Levee Road, Mt. Sterling, KY 40353.

Former Los Angeles manager, sales, announcer, available. Prefer small market. Route 1, Box 73Q, McNeal, AZ 85617.

Retiring? Dark? Entrepreneur will assume responsibilities and rebuild for partnership/sale (owner financing). You are paid first 515-472-8211.

Excellent broadcast corporate controller/business manager looking for fine station(s) to work. Knowledgeable in other management areas. New England preferred. 508-699-8226 - Steve.

SITUATIONS WANTED NEWS

World's best talk show host, win any time slot-any market! Not a nut-jut good! Box 13344, Albany, NY 12212.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

PD/AT: Expert in AC and NAC. Production, promotion, management. High community public service profile. BA and multi media experienced. Good sense of humor. Contact Tom Parker 702-831-3842.

Cost-effective professional consultation designed for small market radio. I specialize in news, information, and community involvement/not a condescending big city jerk. Prepared to serve your small or medium station. Reply Box Q-7.

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.

Radio Sales Training Workshop for new salespeople conducted by C.R.M.C.'s. Two weeks (60 classroom hours) starting October 22. Call Colin 1-800-336-7329 free information.

Wanted: Contacts with liberally oriented stations. Multiconsultants, Box 188, Monticello, GA 31064.

TELEVISION

HELP WANTED MANAGEMENT

Regional manager needed: Highly motivated, take charge sales person for TV affiliate. Must be street wise and competitive. All replies to PO Box 2787, Florence, AL 35630. EOE.

General manager: Small Northeastern network affiliate seeks candidates with concentration in sales. This person should be prepared for involvement in all aspects of station operation. Send resume to: Green Partners 314 Catharine St. Suite 402 Philadelphia, PA 19147. EOE.

KCOY-TV has immediate opening for a local sales mgr. 2 yrs. management experience, excellent marketing skills, ability to motivate sales team a must. Contact: KCOY-TV 12 Cliff Williams 1211 W. McCoy Lane Santa Maria, CA 93455. EOE.

WHCT-TV18 Connecticut's rising star and home of the Celtics seeks an aggressive, highly motivated A.E. with TV, radio or cable experience. Must be a street fighter. This is an excellent growth opportunity. EOE. Send a resume immediately to: Thomas Forst GSM - WHCT-TV 18 Garden Street Hartford, CT 06105.

National sales manager Spanish TV station. Motivated bi-lingual individual with strong communication and organizational skills, creative ideas for new business development and marketing. National TV sales experience preferred. Excellent income and benefits. Send resume to: Antonia D. Gamez, WCIU, 141 W. Jackson, Chicago, IL 60604. EOE.

General sales manager: KBJR-TV, a growing NBC affiliate in Duluth, Minnesota seeks experienced strategist to direct market's top LSM and 6-member sales force. Good people/teaching skills, experience with a variety of available systems, and multi-station sales management experience required. Preference given to applicants with demonstrated revenue success in development, research and marketing. Stable, progressive, and growing group-ownership with equity participation, excellent fringe benefits, and great advancement potential. Send resume, references, and salary history to F. Robert Kalthoff, KBJR-TV, 230 E. Superior St., Duluth MN 55802. EOE. A Granite Broadcasting Corporation station.

Community relations director: Responsibilities include, but are not limited to, marketing and development, scholarship and internship programs, public service announcements, a community liaison. Person will develop and create projects for corporate underwriting, interview and place student interns stationwide, administrate scholarship program, supervise writing and production of all station public service announcements and occasional long form programming. This is a management level position which requires a well-rounded background in television and public relations. A creative writing ability is essential, as is a basic knowledge of television production techniques. Should have excellent organizational skills and the ability to deal with all types of people under varying circumstances. Submit resume, writing samples and salary requirement to: Jan Young, Creative Services Director, KCRA-TV, 3 Television Circle, Sacramento, CA 95814-0794. Please, no calls. Note: Any offer of employment is contingent upon passing a medical test for drug and alcohol use. EOE M/F.

HELP WANTED SALES

Account executive: WHP-TV, Harrisburg, PA (ADI 45) is looking for an experienced account executive, 2-3 years experience preferred. Must be a self-starter who is proven in new business development, and creative selling. If you're interested in top 50 and want to be on the ground floor of major growth, send resume and salary requirements to David Mollidren, GSM, 3300 N 6th St., Harrisburg, PA 17105. EOE.

KVTN-Reno has an opening for the position of general sales manager. Applicants should have both local and national TV sales experience, with a minimum of two years sales management experience. Preference will be given to applicants who can show proven success in new business development and research/marketing skills. Please send resumes to Dennis E. Siewert, President/General Manager. KVTN-TV, PO Box 7220, Reno, NV 89510. No phone calls please. KVTN-TV is an equal opportunity employer.

General sales manager for strong Midwest affiliate. Previous sales management experience preferred, plus good people skills. This is an excellent growth opportunity. Please respond to Box Q-6. EOE.

Promotions director: Hawaii's independent seeks promotions director with radio background to create promotions that sell. Fax resume to Mark Holmes, 808-842-4594, KFVE/Channel 5, 315 Sand Island Road, Honolulu, HI 96819-2295. EEO.

Dominate small market west Texas affiliate is expanding its local sales department. We are seeking energetic and dedicated self-starters to compliment our 6-person local sales team. Experience in radio-TV sales & marketing and/or degree preferred. Excellent compensation package and benefit plan. Send detailed resume to: Personnel Director, PO Box 1941, San Angelo, TX 76902. EOE.

General sales manager: 100 plus market network affiliate is seeking a dynamic individual to train, lead and manage sales staff. Must have a proven track record in local and national sales plus management skills. Successful applicant will be aggressive and self-motivated. Minorities and women encouraged to apply. Strictly confidential. Send resume and salary history to Box Q-14. EOE, M/F.

HELP WANTED TECHNICAL

Senior maintenance position at affiliate station in California's San Joaquin Valley area. Candidate must have strong background in UHF transmitters and studio maintenance experience. Send letter with resume to T. Arthur Bone, Bone & Associates, Inc., 6 Blackstone Valley Pl., Suite 109, Lincoln, RI 02865. EOE.

Engineer sought for New York City facility. Experience with digital television, tape machine, Telecine, editing systems, and system design is desirable. EOE. All inquiries will be kept strictly confidential. Box P-40, or FAX resume to 212-867-4914.

Mtce. engr. Need engr to maintain 300/Kscope, digital F/X200, 141 post prod., Harris 9100 AM-FM-TV remote control. VPR-2's, ACR's, 3's, 80's. FM 2 SCA's, AM stereo, 5 ENG remote sites, transmitter sites. Not an entry level position. Experienced in all areas desirable. CMMML lic. or SBE certificate. Contact KFMB, John Weigand, AM-FM-TV, PO Box 85888, San Diego, CA 92138. EOE.

Television: Full-time master control air operator. Basic understanding of FCC regulations, switchboard and program logging. Knowledge of Beta Cart system, Model BVC, a plus. Familiarity of waveform monitor and blanking perimeters needed. Experience preferred. Send resume to: Trinity Broadcasting Network, Attn: Personnel Dept., 14131 Chambers St., Tustin, CA 92680. 714-832-2950. EOE.

Chief engineer: Hawaii's independent seeks state-of-art CE for its Channel 5 Solid State transmitter, newest Sony/Ampex VCR's, Ikegami cameras. Fax resume to Mark Holmes, 808-842-4594. KFVE/Channel 5, 315 Sand Island Road, Honolulu, HI 96819-2295. EEO.

Chief engineer for small market network affiliate. A hands-on type with good people skills and leadership qualities. Should have hands-on experience with UHF transmitter and the latest state-of-the-art studio equipment. A perfect opportunity for a person in the #2 position to advance to #1. Send resume to: Mr. Jon Wingate Vice President and General Manager WETM-TV PO Box 1207 Elmira, NY 14902. EOE.

Chief television engineer. WKYU-TV, the Public Television Service of Western Kentucky University, is seeking a chief television engineer to assume responsibility for the transmitting system, production center, and associated television facilities. The Channel 24 400KW ERP transmitting plant is less than 2 years old. The production facility includes Sony 1", Betacam, Chyron, Ampex ADO, etc. Required qualifications include at least five years experience with RF and studio maintenance and formal training in electronics. Knowledge of microwave, broadband cable and fiber optics is desirable. Applicants must demonstrate good interpersonal and leadership skills. The position offers a competitive salary and excellent benefits. Bowling Green, Kentucky is a progressive and growing community with a diversified economic base located just one hour north of Nashville, Tennessee. Western Kentucky University is a comprehensive institution with an enrollment in excess of 15,000. Send a letter of application, resume and names of three references to: Chief Television Engineer Search, office of Academic Affairs, Western Kentucky University, Bowling Green, KY 42101. Women and minorities are encouraged to apply. An affirmative action, equal opportunity employer.

Medium market California affiliate looking for engineering maintenance and operations personnel. Operations applicants should have experience with VTR's audio consoles, switchers, lighting studio cameras, etc. Degree and/or SBE certification preferred. Two years experience required. Send resume to Box P-37. EOE.

Wanted: Experienced, hands on, chief engineer for medium sized Florida Network affiliate. Salary 30-40 K. Excellent benefits. Send resume and references to: Box Q-15. EOE.

Chief engineer: Industry leader, 30's market, southwest location, seeks take-charge manager, experienced, technically sound, good with people. BS/BSEE preferred. Applications will be kept confidential. Send resume to Box Q-16. EOE.

Chief engineer for historic Charleston, South Carolina. WTAT-TV Fox 24 an ACT III Broadcasting UHF station is seeking computer smart personable chief. RCA TTU 110CS Trans., Grass Valley, Beta Cam. Please send resume to George Paricizza, Corporate Chief Engineer, WVAH-TV 11, 11 Broadcast Plaza, Hurricane, WV 25526. No phone calls please. EOE.

HELP WANTED NEWS

Producer: We're looking for a highly motivated newscast producer for our 5:00pm newscast. Applicant must have good news judgement and writing skills. Must be able to deal with fast paced, hard news format. We need someone who is creative. No stackers. Tape and resume to Ed Scripps, News Director, KJRH-TV, 3701 South Peoria Avenue, Tulsa, OK 74105. No phone calls. EOE.

WCBD-TV2 Action News in Charleston, SC. one of the best small market news operations in the country, needs aggressive, team oriented news director. Solid experience and successful track mandatory. All replies totally confidential. Will seriously consider top market assistant news director/executive producers. Send resume to: WCBD-TV, Personnel Dept. #676, PO Box 879, Charleston, SC 29402. WCBD-TV EOE M/F. Applicant drug screened.

Top 50 market seeks experienced co-anchor for 6 and 11pm weekday newscasts. Must be great writer, reporter, and communicator. Emphasis on live reporting and field anchoring. Resume, references, and non-returnable tape to News Director, WBRE-TV, 62 S. Franklin St., Wilkes Barre, PA 18773. EOE.

News photographer/editor wanted for position with network affiliated news room in California. Prior ENG experience a must. Send resume to Box P-38. EOE.

Producer KTCA-TV: The News & Public Affairs department of Twin Cities Public Television is seeking applicants for a full-time producer position within KTCA's newly-formed "Disadvantaged Communities" reporting unit. The position will be available beginning approximately November 1, 1990. The successful applicant will possess a broad familiarity with and personal interest in issues related to communities of color, the handicapped, the poor, and the elderly. A minimum of three years' broadcast production experience is required. Management experience desirable. Salary dependent upon experience. Send cover letter & resume by October 15, 1990, to: Box 700 KTCA-TV 172 East Fourth Street St. Paul, MN 55101. EOE.

Morning anchor: KARE-TV wants a bright, energetic conversationalist to complement female anchor. Must have 4-5 years anchoring and reporting experience. Send non-returnable tape to: Paul Baldwin, KARE-TV, 8811 Olson Memorial Highway, Minneapolis, MN 55427. EOE/Gannett Broadcasting, Inc.

Morning meteorologist. Your wake up forecasts have to be more than just fronts and stats. We want someone who's glad to be up in the morning and bracing Minnesota for any type of weather. You must have AMS seal and degree in meteorology. Send non-returnable tape to: Paul Baldwin, KARE-TV, 8811 Olson Memorial Highway, Minneapolis, MN 55427 EOE/Gannett Broadcasting, Inc.

Morning show and noon news co-host. Dominant small west Texas affiliate seeks a creative and talented person to co-host a well established and top-rated morning news/talk show and co-anchor a noon newscast. Must be knowledgeable in the Triton Weather System and must be able to do both morning and noon weather. Send resume and tape to: News Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

Senior cinematographer: Opportunity to shoot and edit national documentaries with state-of-the-art equipment. Responsible for planning, shooting, editing videotape and film for statewide ETV Network. Bachelor's with major in Broadcasting, Film, Television Production, or related area, plus minimum three years experience in single camera production required. Equivalency considered. \$22,508 (\$10.82/hour) minimum. Apply by November 1 to: Personnel Coordinator, University Television Box 83111, Lincoln, NE 68501. AA/EOE.

Weathercaster - reporter: Produce and deliver early weather forecast report during evening. Meteorology degree, seal preferred. Experience with Triton X a plus. Send resume and cover letter to Box Q-19. An equal opportunity employer.

Anchor/producer: 2-3 years experience anchoring, reporting, producing in a smaller market. Good writing skills. Excellent on-camera presentation. Good show production ideas. Thorough knowledge of current events. Produce and co-anchor early morning news program. BA preferred. Send tape and resume to Dan Webster, News Director, KUTV, 2185 South 3600 West, Salt Lake City, UT 84119. EOE.

Reporter - co-anchor: Mature, experienced reporter/co-anchor wanted for top 70 Midwest affiliate. Report during day, co-anchor early newscast. Send tape, resume and cover letter to Christopher W. Jones, WNWO-TV, 300 South Byrne Road, Toledo, OH 43615. WNWO-TV is an equal opportunity employer.

KOVR-TV is searching for assignment editor/writer. HS diploma/equivalent. Strong research experience, sound news judgement, good writing/communication skills, prior assignment desk experience helpful, knowledge of N. California. College degree/journalism or related field w/computer experience preferred. Send resume to Personnel, KOVR-TV, 2713 KOVR Drive, West Sacramento, CA 95605. EOE M/F.

Executive producer: Experience required, good people skills, along with good writing ability, and dedication to the profession. Resume's and salary requirements to News Director WJTN-TV PO Box 8887 Jackson, MS 39204. EOE.

Associate producer-public affairs/production assistant-news: Full time position in public affairs and news departments. Assist documentary/specials producer. Responsible for research, scheduling, field producing and writing. In/news department, responsible for coordination of videotapes, incoming feeds and teleprompter. Must be able to work weekends. Send resume to Lisa Franco, Public Affairs Director, WTNH-TV, 8 Elm St., New Haven, CT 06510. No phone calls please. EOE.

Meteorologist for west Texas network affiliate. This is a Monday through Friday position. A Colorgraphics background is preferred. Applicants must have a minimum of one year forecasting experience. AMS or NWA seal required. EOE. Box Q-18.

WFTX-TV Ft. Myers (FOX) needs an experienced street shooter able to visualize story and contribute more than just pictures. Send resume and tape to: WFTX-TV, Troublesooter, 621 Pine Island Road, Cape Coral, FL 33991. EOE.

WEVU-TV ABC affiliate in Naples/Ft. Myers seeks an experienced news director who thinks like a winner. In a top growth market, we seek a professional who can motivate a young staff. If you are honest, a team player, creative with limited sources, and sensitive to people, send me a letter. If you're a good writer, prove it. Attractive lifestyle and professional opportunity awaits the right person. Send letter and resume to: Larry Landaker, General Manager, WEVU-TV, PO Box 06260, Ft. Myers, FL 33906. Equal employment opportunity employer.

Executive producer: Number one station is looking for an experienced producer. Individual must be an excellent writer and creative thinker. We are looking for a good team player who can show produce. Minimum three years news producing experience required. Send resume and salary history to: Elliott Wiser, News Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. EOE.

Show host: National syndicator is looking for an experienced field feature reporter with excellent writing skills to host new syndicated magazine show. Feature experience can be with entertainment or soft news stories. Familiarity with Southern region of the US is a must. Send resume and 3/4 or VHS tapes only to: Raycom Entertainment, Box 33367, Charlotte, NC 28233. EOE.

Executive producer. We're the Capital Cities/ABC O&O in the heart of Carolina, and we need a new EP to lead our top-rated news team. If you're a crackerjack show producer who can step back far enough to see the big picture, you could be our ideal candidate. Integrity, good people skills and a burning desire to win are some of the personal attributes our new EP will have. Five years of experience as a newscast producer or news manager are required. No phone calls. Send resume, videotapes and other support materials to Lee Meredith, News Director, WTVD Television, PO Box 2069, Durham, NC 27702. EOE.

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.

Sports producer. To oversee production of fast-paced, highly visual sports segments of daily newscasts. Successful applicant must be able to create and write interesting features and daily sports news. Prior broadcasting experience and strong knowledge of sports required. Flexible hours, including nights and weekends. Resume, tape (no calls) and letter detailing your qualifications to Edward B. Schimmel, Asst. News Director, WPVI-TV, 4100 City Line Ave., Suite 400, Phila., PA 19131. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Exciting opportunity for Columbine experienced traffic manager. Start-up station in Indonesia looking for traffic manager/consultant to train and run department. Indy experience preferred. Great opportunity and benefits. Resumes to Box P-14. EOE.

On air promotion director: New position. Applicant should have degree and minimum one year experience. Strong hands on ability and background in news promotion essential. Send resume, tape and salary history to Brett K. Smith WCBI TV PO Box 271 Columbus, MS 39703. EOE.

Administrative program manager II, Wisconsin Public Television, Madison. Supervise design unit which produces graphic and electronic design. Six years training and full-time experience in commercial art, experience in broadcast video design and desk-top publishing. Bachelors degree desirable. \$31,000 annual. Call 608-263-2114 for application. EOE.

TV production manager: WNIN-TV, Evansville, IN. 91st market PTV station is seeking qualified hands-on individual to supervise its television production efforts. Must have creative talents and experienced in field, studio and post-production. BA required w/3 years of production experience. Salary competitive. Send resume to Personnel, WNIN-TV, 405 Carpenter St., Evansville, IN 47708. No phone calls, please. EOE.

Promotion producer: WNUV, Baltimore's movie station, is looking for a creative pro. Hands-on Beta editing experience a must. If you are creative, experienced, and love independent television, send your reel and resume to: WNUV-TV54 3001 Druid Park Drive, Baltimore, MD 21215. Attn: Promotion Manager. EOE - M/F.

Associate producer: Freelance position on weekly movie wraparound show shot on location around NYC. Three years field AP experience, post-production skills a must, NYC location scouting. Send resume to: PO Box 4600 New York, NY 10185-0039. EOE.

KTVN-TV, Reno, Network affiliate has an immediate opening for the position of director/TD. Applicants should demonstrate they are creative, highly motivated with at least one year's experience directing, switching news and live programming as well as commercial production. Applicants should be able to operate the following equipment: GV300 switcher, Ampex ADO, Sony 1 inch VTR, Sony Beta VCR, Dubner CG & still store, or equivalent. Send tape, resume with good verifiable references and salary requirements to Tom Jeans, Creative Services Director, PO Box 7220, Reno, NV 89510. Tapes will not be returned. KTVN-TV is an equal opportunity employer.

Experienced television promotion writer/producer. Must be bilingual English/Spanish or English/Portuguese. Knowledge of motion pictures preferred. Please send demo tape and resume to: TNT Latin America, 1050 Techwood Drive NW, Atlanta, GA 30318. Job location: Atlanta, GA. EOE.

Commercial director: CBS affiliate is seeking a quality commercial/creative services director to produce commercials and station promotions with some news/special projects production. Must be innovative with excellent creative skills with a good knowledge of remote production techniques. Send resume/tapes to: Wade Davis, Operations/Production Manager, Box 1400, Amarillo, TX 79189-1400 Phone 806-383-2226. EOE.

Director of public affairs. WPVI-TV Philadelphia, PA. To manage a department of 12 people and take overall responsibility for extensive public affairs programming and other station projects. Successful candidate will have supervisory experience, skills in both editorial and production of television material, and abilities for substantial community contact. Contact Alan Nesbitt, Pres. & GM, 4100 City Line Ave., Suite 400, Phila., PA 19131. EOE.

SITUATIONS WANTED MANAGEMENT

Successful television group head wants to return to a station as general manager. 28 years of hands-on experience in all areas of television station operation. Please reply Q-20.

Director of operations/engineering. Former indie group manager seeking return to line position following year in technical publishing. Extensive experience in station start-up, facility construction, UHF transmission, and station automation systems. Cost efficient manager of manpower and resources. Call 201-812-9676.

TV general manager: Employed, experienced, excellent record. Seeks relocation due to pending estate breakup by group owner. Box P-8.

SITUATIONS WANTED TECHNICAL

25 years broadcast engineering. 14 years as hands-on television chief engineer & director of engineering. Experienced with complete, full service news operations including live trucks, vehicles and all associated ENG & microwave equipment. Please reply Box Q-5.

SITUATIONS WANTED NEWS

Excellent experienced sportscaster looking for a fine station in which to work, also knowledgeable newsperson. 216-929-0131.

Sports anchor/reporter: Experienced doing nightly news sportscast in Long Island/NYC market. Background ranges from interviewing players of major NYC professional teams to producing local features. Play-by-play experience. Call Mike 718-934-1434. Messages 718-565-4149.

15 years TV and radio experience as staff ann., 3 years account executive, sports and news TV anchor, one year sales manager and assistant manager. Excellent on production. Spots and voiceovers. Sincere. Seeks anchor sports/news TV Southwest. 214-270-1114.

CABLE

HELP WANTED NEWS

Senior sports news producer: National cable network in the West needs strong producer for sports wheel. Must have in-depth sports knowledge, ability to write, produce, supervise and lead other production and news personnel. Prior TV news background a must. Send confidential letter, resume, salary requirements to Box Q-17. EOE.

SITUATIONS WANTED TECHNICAL

Cable TV engineer with 7 years experience as VP/Director of Engineering and strong business management skills seeks full time management position in Philadelphia area or temporary assignment anywhere as project manager 215-482-9930.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Assistant professor or visiting professional; effective Aug. 16, 1991; radio-television, tenure track, 9 months, possibility of summer employment. Required qualifications: 3 years professional broadcast journalism experience. For assistant professor, master's. For visiting professional: bachelor's. Preferred: additional experience in corporate communications. Send application letter, resume and names of 3 references to: Mary Wallace, School of Journalism, University of Kansas, Lawrence, KS 66045-2350, by Oct. 31, 1990. Phone:913-864-4755. EOE/AA.

Television instructor/cable manager: Mississippi State University is seeking an energetic producer/director to teach television production courses in a state of the art facility and manage a newly developed cable channel. Interaction with students, new program development, and producing and directing opportunities are important components of this opportunity. Minimum of two years experience in television production and a Masters degree in Television Production or related field required. Deadline is open until position is filled. Send resume and three letters of reference to David Hutto, Director, University Television Center, PO Box 6101, Mississippi State, MS 39762. MSU is an AA/EEO.

Broadcast journalism. Nicholls State University is seeking a faculty member starting fall 1991 in broadcast journalism. This is a tenure-track position. Salary and rank are open. Applicants should have a Ph.D. or be ABD and have teaching and research ability. Professional experience is desirable. Nicholls has 200 journalism majors. It is located 60 miles southwest of New Orleans in the culturally rich Cajun-Creole, plantation country of Louisiana just a short distance from the beaches of the Gulf of Mexico. Deadline for applying is Dec. 1, 1990. Submit a letter of application, vita and three references to Dr. E. Joseph Broussard, Head Department of Communication, Nicholls State University, Thibodaux, LA 70310. Nicholls is an equal opportunity, affirmative action employer.

Indiana University: The Department of Telecommunications seeks applicants for two tenure-track entry-level faculty positions to begin August 15, 1991. Salary and support highly competitive. Areas of particular interest include: advertising, critical studies, international communication, management and economics, process and effects research, and voice/data/video telecommunications. Terminal degree, university-level teaching experience, and demonstrated commitment to scholarly research required. For more information phone 812-855-6895 or write: Don Agostino, Department of Telecommunications, Indiana University, Bloomington, IN 47405. An equal opportunity/affirmative action employer.

Walter Cronkite School of Journalism and Telecommunication Arizona State University. Due to retirements, the Walter Cronkite School of Journalism and Telecommunication at Arizona State University has three tenure-track faculty positions open beginning Fall 1991. JOURNALISM: ASSISTANT PROFESSOR. Applicants must possess earned doctorate at time of appointment; applications from ABDs will be considered. Successful candidate will teach news-editorial courses and media law. Significant professional experience required; teaching experience desirable. ASSISTANT PROFESSOR. Applicants with earned doctorates preferred. Others with outstanding professional experience considered. Successful candidate will teach general news-editorial courses and have an ability to teach public relations techniques or writing for public relations. Significant professional experience required; teaching experience desirable. BROADCASTING: ASSISTANT PROFESSOR. Applicants with earned doctorates preferred; applicants with master's degree considered. Successful candidate will teach broadcast news writing and reporting classes and will coordinate the broadcast news emphasis. Significant professional broadcast news experience required; teaching experience desirable. All positions are academic year appointments with the possibility of summer teaching. Applicants should send resumes and references by Nov. 30, 1990 to: Search Committee Walter Cronkite School of Journalism and Telecommunication, Arizona State University, Tempe, AZ 85287-1305. Arizona State University is an equal opportunity/affirmative action employer.

HELP WANTED NEWS

Ohio University seeks a news director and classroom instructor to develop and manage news programming for the Telecommunications Center's AM, FM and TV facilities and serve as half-time instructor teaching professional courses in the Scripps School of Journalism. The broadcast news professional will have a Master's degree in Journalism or equivalent, two to five years demonstrated proficiency in radio and television news and/or college-level teaching experience in broadcast journalism. Appointment is effective January 1, 1991. (Salary range is \$22,000 to \$26,000 plus benefits.) (Applications accepted until October 19, 1990.) Send letter, resume, video/audio tape and references to: Paul Witkowski, Associate Director, Ohio University Telecommunications Center, 9 South College Street, Athens, OH 45701. Ohio University is an equal opportunity employer.

INSTRUCTIONAL SERVICES

Ithaca College-Roy H. Park School of Communications seeks candidates for a tenure-eligible position in video production beginning August 15, 1991. Successful candidate must be able to teach a combination of courses in basic and advanced video field production-direction. Other areas may include documentary production, computer applications in video technology and/or other courses in areas of expertise. Experience in minicams and video editing essential. Ph.D. or MFA with successful teaching experience required; professional experience desirable. Screening will begin December 1, 1990. Send resume and statement of interest to: Professor Megan Roberts, Video Production Search Committee, Roy H. Park School of Communications, Ithaca College, Ithaca, NY 14850, 607-274-3242. Ithaca College is an equal opportunity/affirmative action employer.

EMPLOYMENT SERVICES

Government jobs: \$16,412 - \$59,932/yr. Now hiring. Your area. Call 1-805-687-6000 Ext. R-7833 for listings.

Intelligence jobs. FED, CIA, US Customs, DEA, etc. Now hiring. Listings. (1) 805-687-6000, Ext. K-7833.

Anchors-reporters-sports & weathercasters: we place talent in all market sizes. Call The Media Marketing and Training Center now. 619-270-6808. Also available, demo tape preparation.

Looking for a position in radio or television? Need personnel for your station? Contact Bill Elliott, Consultant, Head Hunter, 413-442-1283.

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

FOR SALE EQUIPMENT

FM transmitters: Wilkinson 25000E (1983), CCA 20000D (1972), RCA BTF 20E1 (1976), RCA BTF 10ES1 (1975), Harris FM5H3 (1975), CCA 2500R (1978), Transcom Corp., 800-441-8454, 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.

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 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.

FM 25/30KW BE FM30 (1984) w/FX-30 exciter, Harris FM25K (1983) w/MS-15 exciter, Transcom Corp., 800-441-8454, 215-884-0888, Fax 215-884-0738.

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.

Transmitters, radio & television: TTC manufactures state-of-the-art low power and full power television; and FM transmitters 10 watts to 50Kw, solid state from 10 watt to 8Kw. Call 303-665-8000.

FM antennas. CP antennas, excellent price, quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

Blank videotape: Betacam, 3/4" & 1". Broadcast quality guaranteed and evaluated. Betacam \$4.99, 3/4" - 20 minutes \$5.99, 3/4" - 60 minutes - \$8.99, 1" - 60 minutes \$24.99 in quantity. Magnetically examined, cleaned and packaged. Guaranteed to perform as new. Sony, 3M, Fuji, or Ampex. Free shipping. For more info, call Carpel Video toll free, 1-800-238-4300.

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.

Television/video equipment. Studio, transmitters, microwave. Buyouts, liquidations, brokering. Since 1967. Maze Broadcast 205-956-2227 Fax 956-5027.

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.

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

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. Carpenter & Associates, Inc. Voice: 504-764-6610. Fax: 504-764-7170.

Betacam BVV5/BVP5 CCD camera/recorder package, SVS. Component Chroma. Keyer, Sony, BVE 3000 Editor, Ikegami TM 20-9RH monitor, Grass Valley 3240 Proc AMP. Call Ron Fries at 703-525-7000.

Phase Chaser 2300A \$2150. Amek BCII production console call for price. Both pieces new. Call Lou at TekCom Corporation 215-426-6700.

RCA UHF transmitter, 110KW mid band, complete with 3 klystrons, diplexer, available immediately. Call Petracom 813-848-7629.

Sony BVP 30 camera with CA 30 back, Cannon 13x1 zoom lens. Excellent production camera, like new. Call Depth of Field Inc. 305-443-4764.

Klystron leasing makes sense! Conserve cash-flow..reduce risk. Broadband tubes in stock. Pauza & Co. LTD 615-894-4200.

Portable loop antennas for distant AM band reception. Helps small market daytime stations increase coverage and listeners! Price/information: Eldon Electronics, Box 713, Port Coquitlam, British Columbia V3B 6H9 Canada.

Wanted: A used 2GHz microwave transmitter for news bureau. Must meet FCC frequency stability requirements. Roger Rosenbaum, North Country NewsWorks. 518-584-5652.

Ampex Quad machines, parts, and video tape, 315-683-5669.

RADIO

Situations Wanted Management

GROUP/GENERAL MANAGER

The most successful General Manager in the New York area for the past 6 years will be available in December 1990. If you are currently looking for the perfect Group Head or General Manager whose history includes high double-digit increases in Net Profits every year, respond now. All inquiries will be held in strictest confidence. Reply Box Q-23

SOMETIMES, WHEN YOU PROMOTE FROM WITHIN, A GREAT SALES MANAGER BECOMES A MEDIOCRE GENERAL MANAGER AND EVERYBODY LOSES.

I'm a successful, experienced and complete, medium market, General Manager. I am available due to the recent, profitable sale of our very successful stations. I would like to succeed for you, too. If you are willing to allow me to earn and/or purchase equity in your station or group, please contact:

Box Q-22

Miscellaneous

RADIO WEATHERCASTS VIA BARTER

EDWARD ST PE & NATIONAL WEATHER NETWORKS
AMS SEAL CERTIFIED CUSTOM WEATHERCASTS
BY QUALIFIED METEOROLOGISTS
FREE TO STATION VIA SPOT BARTER 7 day week service
National Weather Association Radio Contributor for the
Year 1989. This professional weather service for radio
Complete format 1-480-722-2847
Over 250 Affiliates online. Call NWN Today!

TELEVISION

Help Wanted News

PROGRAM PRODUCERS SEGMENT PRODUCERS REPORTERS PHOTOGRAPHERS EDITORS NEWS WRITERS

We need pros with journalistic excellence mixed with the ability to produce extraordinary stories. Extensive travel. Staff based in Sacramento.

Send non-returnable tapes and resumes to: KCRA-TV/Kelly News & Entertainment, ATTN: Dept CPG, 3 Television Circle, Sacramento, CA 95814-0794. No calls please!

Equal Opportunity Employer M/F

NOTE: Any offer of employment is contingent upon passing a medical test for drug and alcohol use.

Help Wanted Management

DIRECTOR

Division of Television, Radio & Film Services

American Medical Television, a division of the American Medical Association, produces high-quality and informative broadcasts for cable TV's Discovery Channel which are seen by over 40,000 physicians and health care professionals nationwide. We are currently seeking the services of a seasoned media production professional to be the Director of the Division of Television, Radio & Film Services. For an individual well-versed in the technical aspects of the trade, this position presents the opportunity to branch out into administrative/managerial functions.

Reporting to our Vice President of Radio, Television and Consumer Activities, the selected candidate will guide the overall quality and profitability of the Division and its products. Responsibilities will encompass the coordination of funding sources, budget development and management, supervision during all production phases, and airtime negotiation and distribution. Position requires approximately 33% travel.

We require a relevant Bachelor's degree with either an MBA or three years electronic media business management experience. Additionally, recent production experience and exceptional skills in interpersonal relations, presentations, and personnel and fiscal management are vital to success. Sales experience will be considered a plus.

In exchange for the above skills and expertise, we can offer you an exceptional salary and benefits package, high visibility and an outstanding work environment. Qualified candidates should direct their resumes to: **Martin J. Gaughan, Senior Corporate Recruiter, Division of Placement, Dept MJG-MBA, American Medical Association, 515 N. State Street, Chicago, IL 60610. Equal Opportunity Employer M/F.**

AMERICAN
MEDICAL
TELEVISION



Help Wanted Sales

GENERAL SALES MANAGER

KTVN-Reno has an opening for the position of General Sales Manager. Applicants should have both local and national TV sales experience, with a minimum of two years sales management experience. Preference will be given to applicants who can show proven success in new business development and research/marketing skills. Please send resumes to Dennis E. Sewert, President/General Manager, KTVN-TV, P.O. Box 7220, Reno, NV 89510. No phone calls please. KTVN-TV is an Equal Opportunity Employer.

Blind Box Responses:

BOX ???

c/o Broadcasting Magazine
1705 DeSales St., NW
Washington, DC 20036

(No tapes accepted)

Public Notice

PUBLIC NOTICE

The Board of Directors of National Public Radio will meet in open session on Wednesday, October 17, beginning at 9:00 a.m. in the Board Room of National Public Radio, 2025 M Street, N.W., Washington, D.C. Subject to amendment, the agenda is: Seating of Newly Elected Station Manager Members, Seating of Public Members and Non-Board D/I Committee Member, Election of Chairperson, Election of Vice-Chairperson, Elections of Officers and Appointment of Committees. The Board will reconvene on Friday, October 19. Subject to amendment, the agenda is: Chair's Report, President's Report and Committee Reports. The committees will meet on Thursday, October 18 and Friday, October 19 in the same location.

**Help Wanted Programing
Promotion & Others**

PRODUCER

Networking For Tomorrow

Home Shopping Network, America's leading video retailing organization, has an immediate opportunity available for a Producer with at least 3 years of promotional experience to join our St. Petersburg, Florida headquarters. The ideal candidate will possess the ability to write, direct and provide voice-overs for broadcast spots. Familiarity with Quantil + A-62 is preferred.

Please send your resume along with a non-returnable 3/4" or VHS tape of your most creative work to:

**Home Shopping Network,
Professional Staffing,
Dept. BC/1008,
PO Box 9090,
Clearwater, FL 34618-9090.**

**HSN is an equal opportunity
employer.**

**HOME SHOPPING NETWORK
You'll Feel Right
At Home With Us.**



**ALLIED FIELDS
For Sale Equipment**

FOR SALE

1 GRASS VALLEY GVG 300-2B SWITCHER WITH 2 M/E UNITS. DOWNSTREAM KEYS, E-MEM AND 16 PRIMARY VIDEO INPUTS. BEST REASONABLE OFFER
MR. TAYLOR 212-691-1300

FOR SALE

2 FULLY LOADED, FULLY OPERATIONAL BVE 5000'S IN PERFECT CONDITION, BOTH INCLUDE MAINFRAME WITH INTERNAL VIDEO, PREVIEW, AUDIO AND MONITOR SWITCHER WITH BKE-5032 FOR PRINTING OR DISK DRIVE, BLACK & WHITE MONITOR AND KEYBOARD FOR SYSTEM. BEST OFFER ABOVE \$12,000?

MR. TAYLOR 212-691-1300

For Sale Equipment Continued



FOR SALE

**BROADCAST
PRODUCTION
EQUIPMENT**

Final Items From
TBS' Goodwill Games
Includes: Quantel Paintbox,
Tek Frame Syncs, etc.

Call for more information:
Jorie Wackerman
Turner Leasing Company, Inc.
7043 16th Avenue N.E.
Seattle, WA 98115
(206) 554-3016

Business Opportunities

TOWER SPACE

Available for lease on 1,865-foot tower to UHF-TV, LPTV, FM and auxiliary services in Des Moines, Iowa.

REPLY TO BOX P-67.

Employment Services

**Broadcast
JobLine**
Your Career is on the line

1-900-990-6865

Daily updated rundown of television Anchor, Sports, Reporter, Weather, Producer, Photographer, Production, Promotion, Sales and Management positions!

Complete report of Radio Sales, News, Disc Jockey, Programming and Management jobs!

Corporate Public Relation positions for those looking to make a switch!

1-900-990-6865

\$1.95 first minute \$.95 each add'l

**THIS PUBLICATION AVAILABLE
IN MICROFORM**

University Microfilms International

300 North Zeeb Road,
Dept. P.R., Ann Arbor, MI 48106

Employment Services Continued

JOBPHONE

• Inside Job Listings • Small Stations to Networks
• No upfront membership fees • Continuously Updated
1-900-234-INFO ext. TV (88)
\$2 per minute From any touch tone phone

**GET A JUMP
ON THE COMPETITION!**

MediaLine is your best source of job leads because you hear about jobs just hours after we do. A daily telephone report puts you in touch with the best jobs at the lowest prices. For more information call:

800-237-8073
In CA: 408-648-5200



THE BEST JOBS ARE ON THE LINE
PO Box 51909, Pacific Grove, CA 93950

For Sale Stations

OHIO-TV STATION SALE

SEALED BID

**ALL MAJOR ASSETS
YOUR PARTICIPATION INVITED !
DETAILS: Rob Burch
(614) 349-8451, Ext. 2224
PARK NATIONAL BANK**

SUNNY FLORIDA

Great opportunity for first time buyer. Florida AM with trailing and current cash flow near Tampa. Call Don Roberts, Kozacko-Horton Company, (813) 966-3411.

No. Calif. Class C Combo

Buy on the "way up"
Positive Cashflow & Growth
Asking \$875K w/\$275K down

East Bay, San Francisco

Broadcast School & Cable FM Network
Unique business opportunity
Asking \$375K with \$150K down
Broker: 805-523-7312

WKKX - ST. LOUIS

For Sale At Auction

Class B FM. Bids must be submitted on or before October 24, 1990.

**DON CAVALERI, RECEIVER
314-878-1040**

For Sale Stations Continued

**TOP 50 MARKET
POWER FM
START-UP UNDER
\$4,000,000.00
REPLY BOX Q-21**

**FULLTIME OHIO AM
With Real Estate
\$125,000
Clarence Bucaro
216-352-1460**

Profitable Texas AM/FM

No other radio and no TV in market. Also, Class C uncontested application. Realistically priced. Majority financing by owner.

Box Q-24

TEXAS

AM/FM Small Market
Near Gulf Coast
Limited Competition.

Positioned for high growth with two MAJOR new employers coming to the market.

\$450,000.
Qualified buyers contact:
Charles Goyette
602-992-7242

FOR SALE:

**Southeast Television
Station;**

**Network Affiliate
\$2,000,000 Cash;**

Unusual Circumstances;

Box Q-25

**For Fast Action Use
Broadcasting's
Classified
Advertising**



FAX (202) 293-FAST

Deadline is Monday at noon Eastern Time for the following Monday's issue.

**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, money order or credit card (Visa or Mastercard). Full and correct payment must accompany all orders. All orders must be in writing by either letter or Fax 202-293-3278. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

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.



**Opportunities!
ALL OWNER
FINANCED**

- FM** SE upgrade to C3 cover larger city **\$300K dn**
 - FM** Florida hot medium market **\$1.5 mil dn**
 - FM** Profitable, SW best full C signal **\$1 mil dn**
 - FM** Profitable, South upgrade, growing **\$300K dn**
- Several other excellent AMs & FM's, primarily Sunbelt. Call us.

Donald K. Clark, Inc.
Media Broker



813.949.9311

P. O. Box 340617, Tampa, FL 33694

FATES & FORTUNES

MEDIA



Yeldell

Eric Yeldell, VP, legal affairs, Fox Broadcasting Co., Los Angeles, named senior VP, legal affairs.

Julia W. Sprunt, VP, advertising and promotions department, Turner Broadcasting System, Atlanta, named VP, marketing and communications, TBS.

L. Dale Crandall, managing partner, Price Waterhouse, San Francisco, and managing partner of merger acquisition and corporate finance services, Western region, named managing partner, Southern California practice, Los Angeles, succeeding **Abbott L. Brown**, who resigned to join Columbia Pictures there as executive VP and chief financial officer.

Jack Abernethy, director of broadcast operations and finance, WRC-TV Washington, joins Consumer News and Business Channel, Fort Lee, N.J., as VP, finance and operations.

Jerry Pont, customer service support manager, American Express Information services, Omaha, named director, cable control system, product development, cable services group.

Jo Anne Wallace, former director of administration and planning, National Public Radio, joins KQED-FM San Francisco as general manager, radio.

Gregg Filandrinis, station manager, director of sales, KDNL-TV St. Louis, named VP and general manager.

New appointments at Commonwealth Communications Services Inc., Harrisburg, Pa.: **M. David Detweiler**, president and CEO, co-owned Stackpole Inc., adds duties in same capacity; **Joseph M. Higgins**, retired president and CEO, co-owned WHP Inc. since 1986, to same capacity; **John R. Eby**, president and CEO, resigned, and **Kenneth Gaines**, VP, WHP Inc., resigned.

Michael M. Cohen, manager of realty company, Chevy Chase, Md., joins WIOI-FM Brunswick, Ga. (Jacksonville, Fla.), as VP and general manager.

Tom Voegeli, producer and VP, national programing, Minnesota Public Radio, joins Chicago Educational Television Association there as senior VP, radio.

Charles Wolf, manager of creative services, KTRK-TV Houston, adds duties as operations manager.

Mark W. Driscoll, general sales manager, WPTT-TV Pittsburgh, named general manager.

Andrew Bast, employment manager, Warner Cable Communications, Dublin, Ohio, named general manager, Dekalb, Ill., system.

Priscilla Forte, interim manager, educational services, New Hampshire Public Television, Durham, N.H., named educational services manager. **Nancy Beach**, manager and leasing director, Foster Executive Suites, Portsmouth, N.H., joins New Hampshire Public Television as auction manager.

Ray Edwards, assistant controller, CBS Radio, joins Win Communications, Greenwich, Conn., as VP and chief financial officer. **Miles Sexton**, VP and general manager, KLTR(FM) Houston, joins Win Communication's KORG(AM)-KEZY(FM) Anaheim, Calif., in same capacity.

Judith M. Carlough, general manager, WKKU(AM)-WSSH-FM Boston, joins co-owned XETRA(AM) Tijuana, Mex. (San Diego), as VP and general manager.

Thomas Jimenez, VP and general manager, XETRA named VP, business development.

John T. Price, from Arbitron Co., joins MaxTel Cablevision, Atlanta, as regional manager.

Rich Lindsey, program director, WNDZ(AM) Portage, Ind. (Lansing, Ill.), named operations manager.

Paul E. Stankavich, general manager, KAWB(TV)-KAWB(TV) Bemidji, Minn., joins WLN-FM-TV Erie, Pa., as president and general manager.

SALES AND MARKETING

Dale G. Parker, general manager, WSYM-TV Lansing, Mich., joins Orbis Communications, New York, as director of Southeast sales.

Ron Lorentzen, executive producer, programing, KPIX(TV) San Francisco, named marketing director.

Harry Remboldt Jr., national sales manager, WDIV(TV) Detroit, named local sales manager.

Elsie Fuller, national TV buyer, media department, BBDO New York, named network supervisor.



Turner

Keith G. Turner, account executive, prime time network, NBC, named VP, sports sales.

Rob Sadler, director of sales and marketing, Warner Cable Communications, Milwaukee, named VP, marketing, Dublin, Ohio.

Diane Opelt, manager, Katz Communi-

CASE 88-3:

The Experienced TV Group Head

The Assignment:

President needed for major TV group. Must have history of proven success dealing with diverse markets and producing strong, consistent bottom-line results.

The Search:

Thorough nationwide search by JS&A identifies the most effective group executives in the industry.

The Solution:

Meticulous reference checking and screening reveals the ideal candidate is President of a smaller group. JS&A recruits him successfully, persuading him that the larger company offers a more challenging environment and a superior career opportunity.

Joe Sullivan & Associates, Inc.
Executive Search & Recruitment

44210 North Road
Southold, NY 11971
(516) 765-5050

The person you describe is the person we'll deliver.



cations, Boston, joins WROR(FM) there as local sales manager.

Michael Jeary, executive VP, group account director, Della Femina McNamee, joins Saatchi & Saatchi Advertising, New York, as executive VP, director of business development.

Charlie Levy, sales manager, WEGL-AM Fitchburg, Mass., joins WHOB(FM) Nashua, N.H., in same capacity. **Mary Decker**, account executive, WSNO(AM)-WORK(FM) Barre, Vt., joins WHOB in same capacity.

Marsha Reagan, former local sales manager, KISW(FM) Seattle, joins KKNW(FM) there in same capacity.

Appointments at DDB Needham, Chicago: **Wendy Lapidus-Saltz**, senior VP, creative director, Campbell-Mithun-Esty, named associate creative director; **Katherine Zeppelin**, art director, creative marketing, Revlon Inc., named art director; **Adam Glickman**, art supervisor, Leo Burnett Co., and **Mike Meyers**, copy supervisor, Leo Burnett Co., named associate creative directors, and **Rosa Capobianco**, account executive, New York, named account supervisor.

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Act. of August 12, 1970: Section 3685; Title 39, United States Code). 1. Title of Publication: BROADCASTING. 1B. Publication No. 7202800. 2. Date of Filing: September 24, 1990. 3. Frequency of Issue: Weekly. 3A. No. of issues published annually: 52. 3B. Annual subscription price: \$70.00. 4. Location of known office of publication: 1705 DeSales St., NW, Washington, D.C. 20036. 5. Location of headquarters or general business offices of the publishers: 1705 DeSales St., NW, Washington, D.C. 20036. 6. Names and addresses of the publisher and managing editor: Publisher—Lawrence B. Taishoff, 1705 DeSales St., NW, Washington, D.C. 20036. Managing Editor: Donald V. West, 1705 DeSales St., NW, Washington, D.C. 20036. 7. Owner: Broadcasting Publications, Inc., Washington, D.C. Times Mirror Companies, Los Angeles, CA 8. Known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities: (If there are none, so state.) None. 9. Not applicable. 10. Not applicable. 11. Circulation: A. Total number of copies. Average number of copies each issue during preceding 12 months 36,077. Actual number of copies of single issue published nearest to filing date 36,900. B. Paid and/or requested circulation 1. Sales through dealers & carriers, street vendors & counter sales. Average number of copies each issue during preceding 12 months 205. Actual number of copies of single issue published nearest to filing date 185. 2. Mail subscriptions (paid and/or requested) Average number of copies each issue during preceding 12 months 30,548. Actual number of copies of single issue published nearest to filing date 31,882. C. Total paid and/or requested circulation Average number of copies each issue during preceding 12 months 30,753. Actual number of copies of single issue published nearest to filing date 32,067. D. Free distribution by mail, carrier or other means, samples, complimentary and other free copies. Average number of copies each issue during preceding 12 months 4,601. Actual number of copies of single issue published nearest to filing date 4,003. E. Total distribution. Average number of copies each issue during preceding 12 months 35,354. Actual number of copies of single issue published nearest to filing date 36,070. F. Copies not distributed. 1. Office use, left-over, unaccounted, spoiled after printing. Average number of copies each issue during preceding 12 months 723. Actual number of copies of single issue published nearest to filing date 830. G. Total. Average number of copies each issue during preceding 12 months 36,077. Actual number of copies of single issue published nearest to filing date 36,900. I certify that the statements made by me are correct and complete.

Lawrence B. Taishoff
Publisher

John Gee, national sales manager, WLOS(TV) Asheville, N.C., joins WPEC(TV) West Palm Beach, Fla., as local sales manager. **John Heislman**, sales manager, WJKS(TV) Jacksonville, Fla., joins WPEC as national sales manager.

Hunter Meadows, VP, sales manager, Christal Radio, Atlanta, named VP, stations, Southeast division. **Ellen O'Connell**, account executive, Christal Radio, Boston, named sales manager.

Dick Harbison, general sales manager, WREX-TV Rockford, Ill., joins WTWO(TV) Terre Haute, Ind., in same capacity.

Dan Dillier, production manager, WTAJ-TV Altoona, Pa., named marketing director. **Pete James**, account executive, WTAJ-TV, named local sales manager.

Appointments at Interep Radio Store: **Art Salisch**, research analyst and sports sales coordinator, Christal Radio, named research manager, New York; **Katrina Liendecker**, research analyst, New York, to same capacity, Los Angeles; **Lynne Mecca**, office manager, Durpetti & Associates, named sales associate, New York; Appointments at McGavren Guild Radio, Philadelphia: **Kathleen O'Connor**, sales assistant, named office manager; **Deborah Nichols**, account executive, named senior account executive; **Brian Nagy**, account executive, named director of sales and **Gary Blum**, from WQCD(FM) New York, named account executive there; **Durpetti & Associates: Kelly Chandler**, radio division manager, Thatcher Co., named regional manager there, and **Don Triolo**, sales assistant, named account executive, Los Angeles; **Greg Obata**, general manager, Major Market Radio/Northwest, named director of sales, Los Angeles.

Will McManus, regional director, Home Shopping Network, joins WSYT(TV) Syracuse, N.Y., as general sales manager.

Thomas Gatti, senior VP and general manager, DIR Broadcasting, New York, joins co-owned KYW(AM) and WMMR(FM) Philadelphia, as director of national sales.

Jack Sweeney, general manager, KCBS(AM) San Francisco, joins KJAZ(FM) Alameda, Calif., as general sales manager.

Christopher R. McCleary, from Radiation Systems Inc., Atlanta, joins American Mobile Satellite Corp., Washington, as VP, sales and marketing, succeeding **David Castiel**, who resigned.

Brenda Caver, former account executive, MMT Sales, San Francisco, joins KBHK-TV there as national sales manager.

Michael G. Martinez, local sales manager, KMEX-TV Los Angeles, named director of sales.

PROGRAMMING

Deborah Service, VP, Television, ITC Entertainment Group, joins MGM/UA Television, Culver City, Calif., as VP, movies for television and mini-series.

Nancy Alspaugh, executive producer, current projects, Group W Productions, Los Angeles, named VP, programming.

Karen Miller, director of broadcasting, CBS owned WBBM-TV Chicago, named VP, programming, CBS Television Stations, Los Angeles.



Miller



Lampel

David Lampel, general manager and host of programming, WLIB(AM)-WBLS(FM) New York, joins WPIX(TV) there as host, *Best Talk*.

Paul R. Wissmann, VP, finance, Ventura Entertainment Group Ltd., Hollywood, named senior VP, corporate development.

Bruce Mann, VP, marketing, Microband Co. Inc., joins E! Entertainment Television, Los Angeles, as VP, affiliate sales, Western division.

Appointments at Columbia Pictures Television, Los Angeles: **Michael Hanel**, manager, current programs, named director, current programs, comedy; **Steve Maddox**, from Orion Television Entertainment, named account executive, syndication; **David Saunders**, independent producer, Los Angeles, joins Columbia Pictures Entertainment Inc., there as president, Guber Peters Entertainment Co.

S. William Scott, chairman, H&S Communications consulting firm, joins The Travel Channel, Hollywood, Calif., as president and CEO.

Appointments at King World Productions: **Lee Keirsted**, account executive, named manager, Central division, Chicago; **Steve Hackett**, manager, Southeast division, World Vision Enterprises, joins King World, Dallas, as manager, Southwest division, and **Michael Auerbach**, VP, Eastern sales, Camelot Entertainment, barter division of King World, named senior VP, Camelot Entertainment Sales, New York.

Kevin Harris, director of programing, WGBH-TV Boston, joins KQED(TV) San Francisco in same capacity.

John Cook, from KKBQ-FM Pasadena, Tex. (Houston), joins WSNF(FM) Philadelphia as music director.

David B. Beasing, operations manager, KRMG(AM) Tulsa, Okla., joins WLTJ(FM) Detroit as program director.

Laurie Oberman, executive producer of programing, WDIV(TV) Detroit, adds duties as assistant program manager.

Nancy Geller, from International Creative Management's motion picture department, joins The Comedy Channel, New York, as VP, original programming.

Jonathan Wickham, senior producer, nonfiction and documentary program division, Turner Entertainment Networks, Atlanta, named executive producer, Turner Entertainment Networks' nonfiction and documentary program division.

Michael Hassan, VP, special markets, Playboy Entertainment Group, Los Angeles, named VP, special markets and international distribution. **Susan Eaton**, senior VP, international sales, has resigned to join James Phillips Distribution Co., Los Angeles, as senior VP, worldwide television sales.

Ann Garfield Black, director of documentaries and specials, Lifetime Television, and **Alex Williamson**, producer, *Sally Jessy Raphael*, join *The Joan Rivers Show*, New York as producers.

Enid J. H. Karpeh, from Steven J. Massarsky, joins Arts & Entertainment Network, New York as director, legal and business affairs. **Susan Wittenberg**, manager of documentaries, Arts & Entertainment Network, New York, named director of performing arts programming.

Steve Harris, program director, WJMO(AM) Cleveland, joins WVAZ(FM) Oak Park, Ill. (Chicago), as program director.

Kate Forte, former director of development, Marian Rees Associates, joins HARPO Productions Inc., Los Angeles, as VP, development.

Ken Barnett, air personality and program director, WMJJ(FM) Birmingham, Ala., joins KHYI(FM) Arlington, Tex. (Dallas), as air personality.

Daniel Wilhelm, former partner, DW and Co., joins Prime Network, Houston, as general manager, program operations.

NEWS AND PUBLIC AFFAIRS

Judith A. Foy, community affairs coordinator and producer, WCVB-TV Boston, named executive producer of public affairs.

AWRT LAUNCHES NEW SEASON



The New York City chapter of American Women in Radio & Television inaugurated its 1990-91 calendar with the "Start of the Season" cocktail reception. Pictured are Lucille Luongo, vice president, corporate relations, Katz Communications and president, AWRT; Jim Greenwald, chairman, Katz Communications; Dolores

White, corporate vice president, business operations, MMT Sales Inc., and treasurer, AWRT; Charlie Lizzo, executive vice president, MMT Sales Inc.; Jerry Feniger, managing director, Station Representatives Association, and Audrey Tanzer, administrative assistant, SRA and executive vice president, AWRT.

Erika Dilday, recent graduate, Harvard University, Cambridge, Mass., joins WFXT(TV) Boston as public service coordinator.

Brad Hicks, Mass Media Fellow, CNN, Atlanta, joins WGAL-TV Lancaster, Pa., as anchor and reporter, *Farm Report*.

Rick Hepner, associate producer, South Dakota Public Television, Vermillion, S.D., named development producer.

Gene Burke, special projects director, KTRK-TV Houston, resigned.

Mark Miller, reporter, WBAL(AM) Baltimore, named news director.

New news team for KUSI-TV San Diego, 10 p.m. newscast: **Pete Jacobus**, former VP, ABC Network News, news director; **Roger Grimsby**, from WNBC-TV New York, sports anchor; **George Reading**, from KMST(TV) Monterey, Calif., anchor; **Rod Luck**, from WCPX-TV Orlando, Fla., sports director; **Carol Novotny**, from WDBJ(TV) Roanoke, Va., weather anchor; **John Ireland**, from KBMT(TV) Beaumont, Tex., sports anchor, and **Connie Colla**, formerly from KTGF(TV) Great Falls, Mont., weather anchor.

Appointments at WWLV(FM) Daytona Beach, Fla.: **Jay Cresswell**, promotion director, named program director; **Jessie Scott**, operations manager, WAOA(FM) Melbourne, Fla., named morning announcer, and **George White**, weekend announcer, named morning announcer.

Peter Cashion, from U.S. Army, and **Cheryl W. Lurie**, formerly with Corporation for Public Broadcasting, join The Blackwell Corp., as associate producers, *American Interests*, PBS weekly foreign affairs series.

TECHNOLOGY



Evola

Maria Evola, Midwest sales manager, HLC Killer Music, joins Editel/Chicago as broadcast communications sales representative.

Lamont Dorrity, product manager, BTS Broadcast Television Systems Inc., Salt

Lake City, named regional sales manager.

Laurie Deitz, associate producer, *Night Music*, Broadway Video, joins Captain of America HDTV production co., New York as director of development.

Lynn Regino, consultant, Hugin Sweda Inc., joins Pioneer Communications of America Inc., Upper Saddle River, N.J., as marketing coordinator.

Glenn Miller, sales manager, SAT-TEL Communications Ltd., joins General Instrument's Jerrold Communications, Reading, Berkshire, England, as sales executive, European operation.

Robert H. Fisher, controller, consumer products group, Zenith Electronics Corp., Glenview, Ill., named corporate controller.

Bill Culbertson, customer service manager, Varian TVT, Dallas, retired. **Kevin Mooney**, field service engineer, Continental Electronics, joins Varian, in same capacity.

PROMOTION AND PR

Janet Bonifer, director of advertising, promotion and publicity, MTM Television Distribution, Studio City, Calif., named VP, creative services.

Frank Brooks, director of marketing, King World Productions, New York, named director of creative services.

Darlene Fiscus, director of advertising and promotion, WOR(AM) New York, joins Katz Radio Group, there as manager, publicity and promotion.

Michael Goldberg, design director, WBZ-TV Boston, joins WLVI-TV Cambridge, Mass. (Boston), as art director.

ALLIED FIELDS

Michael D. Osterhout, president and chief operating officer, Edens Broadcasting, Tampa, Fla., reappointed chairman of group radio committee at National Association of Broadcasters.

Lamar Marchese, general manager, KNPR(FM) Las Vegas, elected to National Public Radio board of directors.

Beverly McKittrick, associate, Laxalt, Washington, Perito & Dubuc law firm, joins FCC, Washington, as assistant division chief for spectrum management, policy and rules division, Mass Media Bureau, reporting to Douglas W. Web-bink, chief of policy and rules division.

Andrew P. McClure, VP, William A. Exline Inc. media brokerage, San Rafael, Calif., named president.

New officers elected at West Coast Public Radio, Eugene, Ore.: **Ronald Kramer**, from KSOR(FM) Ashland, Ore., president; **Dennis Haarsager**, from KWSU(AM) Pullman, Wash., VP; **Patricia Swenson**, from KBPS(AM) Portland, Ore., secretary; **Michael Huntsberger**, from KAOS(FM) Olympia, Wash., treasurer, and **Martin J. Neeb**, from KPLU-FM Tacoma, Wash., member-at-large.

New officers elected at Concert Music Broadcasters Association, 1990-91: **John K. Major**, from KMCA(FM) Broken Arrow, Okla. (Tulsa), president; **Warren Bodow**, from WQXR-AM-FM New York, VP; **Elise Topaz**, from WNCN(FM) New York, secretary; **Sue Swigart**, from WRR(FM) Dallas, treasurer, and **Ron Klemm**, from KFUD-FM Clayton, Mo. (St. Louis), past president.

Ronald A. Johnson, business development manager, American Appraisal Associates, New York, joins Kane Reece Associates Inc., Metro Park, N.J., as VP, business development, Valuation

Consulting Group.

Susan Kraus, VP, media relations, National Association of Broadcasters, Washington, joins Telecom/US Sprint, there as VP, national media relations.



Kraus



Swanson

Dennis Swanson, president, ABC Sports, New York, named recipient of 1990 Graham McNamee Award, from American Sportscasters Association.

DEATHS



Glick

Carl Glick, 60, local and regional sales manager, WESH(TV) Daytona Beach, Fla., died Sept. 12 at Winter Park (Fla.) Memorial Hospital of cancer. His 30 year tenure in broadcasting sales included positions at WALT(AM) Tampa, Fla., WYLD-AM-FM New Orleans, WFUN(AM) Miami, Fla., WCIN(AM) Cincinnati, WDAE(AM) Tampa, and WKIX(AM) Raleigh, N.C. Glick was named president and general manager of Home Security Broadcasting in 1971 before joining WESH in 1980. He is survived by his wife, Conny; daughter, Cynthia; three sons,

Jeff, David and Douglas, and four grandchildren. Donations for scholarship fund established in Glick's name should be sent to: The Carl Glick Broadcast Scholarship Fund, Orlando Area Advertising Federation, P.O. Box 1614, Orlando, FL 32802.

David Moore, 27, development associate and music director, KHSU-FM Arcata, Calif., died of leukemia July 28 at Stanford (Calif.) University Medical Center. He is survived by his parents, Eric and Halfrid; sister, Carrie; brother, Stephen, and nephew, Ryan.

Robert M. Egan, 55, former senior VP and management supervisor, Saatchi & Saatchi Advertising, died Sept. 24 of cancer at Memorial Sloan-Kettering Cancer Center in New York. Egan had stints at Kudner Agency and Chesebrough-Pond's Inc. before joining Saatchi & Saatchi (formerly Dancer Fitzgerald Sample), in 1961. He is survived by his wife, Betty; daughter, Nancy; three sons, Leo, Kenneth and Michael; sister, Virginia, and brother, Peter.

Lawrence Kasha, 57, producer, died of brain cancer Sept. 29 at Cedars-Sinai Medical Center, Los Angeles. Kasha was co-executive producer of *Knots Landing*. He is survived by brother, Al, and niece, Dana.

Peter Herman Adler, 91, pioneer television opera conductor, died in his sleep at friend's house in Ridgefield, Conn., October 2. From 1949-59, Adler was music and artistic director of NBC Opera, and National Educational Television network, predecessor of Public Broadcasting Service.

Charles Ellis II, 71, retired RCA executive, died of liver cancer Sept. 26 at Sibley Memorial Hospital, Washington. Ellis served as executive VP, financial planning from 1972 until his retirement in 1982. He is survived by his wife, Jean; two daughters, Pauline and Nancy; two sons, Charles and Richard; sister, Ruth and four grandchildren.

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FIFTH ESTATE

GERRY LAYBOURNE: ARCHITECT OF CHILDREN'S TELEVISION

The first time Gerry Laybourne encountered a television, it spoke to her, literally. "It arrived at our house, my mother said to the set: 'Hello, television,' and somebody on a program said back to her: 'Hello out there in television land.' It was one of those amazing coincidences," she says today. "but to me, three years old, it looked like television answered people, and that it could see."

Laybourne grew up to be president of MTV Networks' Nickelodeon and Nick at Nite, and has come a long way in her understanding of how television and children relate. However, she continues to believe in the medium as a tool that can be utilized to respond to children's needs and at the same time broaden their visions.

Laybourne sees herself today as a "bifurcated executive: I'm half creative and half business oriented. I think that's because of my parents, and how I was raised. My father was a businessman and my mother was a soap opera writer, producer, actress for radio. There was a lot of stuff going on in my childhood that pulled me in both directions."

After graduating from Vassar with a degree in art history, Laybourne decided on a career in architecture, took a job with a firm in Philadelphia and quickly decided her future lay elsewhere. "I realized that I had a spatial orientation problem and figured that was pretty much of a liability in architecture," she quips. After a year, she left, and began building the career that would lead her to Nickelodeon.

While in Philadelphia, Laybourne met her future husband, Kit Laybourne, who was to have a strong influence on her professional path. "He was a pioneer in media education," she says, "and what he was doing was infinitely more interesting, so I went to the University of Pennsylvania and got a Master's in elementary education." During this process, Laybourne also discovered that "I have a strong interest in kids; I'm more excited to be with them than anybody else."

Back in New York, Laybourne co-founded the Media Center for Children, a nonprofit agency serving as a resource library for schools, libraries and media producers. She also contributed to media education books, coordinated the Ameri-



can Film Festival and did a "short stint" at the EPIE Institute, a consumer group for teachers. "This all melds together," she says, "because what I was doing was making myself an expert in kids and media."

Laybourne was becoming increasingly concerned about what she believed to be a move away from the "diversity of programing" available during the early days of television.

"What I saw now for the kids I was teaching and the kids I was bringing into the world was a narrowing of television. Basically in my research I was trying to find kids' tolerance, what they would accept, and how you introduce new things to kids."

In 1979 while researching players in the area of children's programing, Laybourne hooked up with a brand new cable channel for kids called Nickelodeon. "We got them to hire us to produce two pilots. In the process they liked working with me and asked me to come work there." Laybourne joined the small Nickelodeon staff in September 1980 as program manager, and

was promoted six times in eight years, culminating in her rise to president.

She says the things she brought to the network included a belief in targeting programing towards "2-5, 6-9 and 9-12 year olds, rather than 2-11 year olds"; faith in "researching things with a few number of kids—I don't believe you need quantifiable, statistical information to improve your product," and a "let's not waste kids' time" bias.

In 1984, Laybourne and Nickelodeon decided to take advertising "because one of the difficult things in children's television has been to find an economic basis for good programing." Using co-owned MTV as a model, Nickelodeon set out "to create an attitude. Our single-minded goal became 'how do we get to be first choice with kids?'"

Other Nickelodeon milestones include the 1985 birth of Nick at Nite and the 1986 premiere of *Double Dare*, a game show for children. Nickelodeon took *Dare* into syndication in 1987 and the added income enabled it to double its original programing.

Today, Nickelodeon and Nick at Nite

are thriving enterprises, seen in approximately 52 million households. Nickelodeon Studios, a 90,000 square foot soundstage and tour located at Universal Studios in Orlando, opened last June.

Upcoming projects include the December debut of *Early Days*, the first original in-house production for Nick at Nite.

"Kids have consistently watched about 25 hours of television a week for the past 20 years," says Laybourne. "As long as they're going to watch that much television, we think they should be smart while they're watching it, and learn to question and analyze; we're trying to be sensitive to the needs of kids in the 1990's."

Geraldine Bond Laybourne

President, Nickelodeon and Nick at Nite, New York; b. May 19, 1947; BA, art history, Vassar College, 1969; MS, elementary education, University of Pennsylvania, 1971; administrator, Wallace, McHarg, Roberts & Todd, Philadelphia, 1969-1970; teacher, Concord Academy, Concord, Mass., 1972-73; festival coordinator, American Film Festival, New York, 1974-76; co-founder, Media Center for Children, New York, 1974-77; partner, Early Bird Specials Co., New York, 1978-80; joined Nickelodeon as program manager, 1980; held variety of acquisitions, scheduling and programing positions, 1981-86; senior VP-GM, Nickelodeon and Nick at Nite, 1986-87; executive VP-GM, Nickelodeon-Nick at Nite, 1987-89; present position since 1989; m. Kit Laybourne June 28, 1970; children: Emily, 19; Sam, 15.

IN BRIEF

Department of Justice Antitrust Division filed comments to FCC last week in favor of repealing financial interest and syndication rules. Second set of comments on fin-syn filed by Justice this year (first comments, also in favor of repeal, were filed four months ago) specifically responds to latest argument by Coalition to Preserve Financial Interest and Syndications Rule that repeal would allow networks to control off-network syndication market by acquiring partial interest in new network programs to discourage producers from making program by program investments in 'syndicability' of their programs. Justice said analysis of coalition's theory led it to "seriously question" underlying assumptions, and, further, even if assumptions were judged "realistic," off-network theory "would not provide a competition basis for retention."

"Most likely revenue-enhancing option" before Congress next year would cost advertising industry \$15.3 billion over five years, American Advertising Federation President Howard Bell told AAF Advertising Law & Business Conference last week. Option would require that advertisers amortize 20% of business tax de-

duction over four years, he said, adding that ad taxes are also "attractive source" of revenue for at least 37 states facing deficits next year—with New York, California, Pennsylvania, Minnesota, Kansas and New Jersey considered most "high risk" states.

As result of FCC political broadcasting audit, testified FCC Chairman Alfred Sikes before House Subcommittee on Telecommunications and Finance, **one station will "refund nearly \$20,000 in possible overcharges."** Sikes did not identify station. Commission sent formal letters of inquiry to KRON-TV and KZTV(TV), both San Francisco; KGW-TV and KPTV(TV), both Portland, Ore.; WCAU-TV Philadelphia, and KDFW-TV Dallas. More notices to some stations hit by audit (BROADCASTING July 23, Sept. 10) are due out early this week.

By voice vote, **House passed closed captioning bill (H.R. 4267)** Oct. 1. Senate already passed companion bill of its own, and President Bush is expected to make it law. Measure would require TV manufacturers, as of July 1993, to include decoders for receiving closed captions on sets 13 inches or larger.

CBS News's *America Tonight* premiered **Oct. 1, receiving 3.9 rating/12 share**, according to Nielsen overnights (show airs in 17 of top 24 markets). *Tonight* scored 3.2/12 on Oct. 2 and 3.7/13 next day. *Tonight* is anchored by Charles Kuralt in New York and Lesley Stahl in Washington. Monday-Thursday at 11:30 p.m. ET. More informal Friday edition, known as *America Tonight Friday*, is anchored by Robert Krulwich and Edie Magnus.

FCC Chairman Alfred C. Sikes will address and do Q&A at Community Broadcasters Association convention in Las Vegas (trade group for low-power TV stations) via satellite Nov. 17.

WMTR(AM) Morristown and WDHA(FM) Dover, both New Jersey, have been sold by Drexel Hill Associates to Signal Communications of New Jersey for \$12 million and includes minority tax certificate. Seller, headed by Peter Arnow, owns WEOW(FM)-WKIZ-(AM) Key West, Fla. Buyer is headed by Larry Patrick, who is also President of Legend Communications, which owns WYCL(FM) Boyerstown, Pa., WSOM(AM)-WQXX(FM) Salem, Ohio, and KMNS(AM)-KSEZ(FM) Sioux City, Iowa. WMTR is on 1250 khz with 5 kw day, 1 kw night. WDHA is on 105.5 mhz with 3 kw. Broker: Hickman Associates.

HOUSE SENDS CHILDREN'S TV BILL TO BUSH

The House gave final congressional approval last Monday (Oct. 1) to legislation limiting commercial time in children's TV programing and giving broadcasters an explicit license renewal obligation to serve children. Hill proponents expect the President to sign the measure or at least allow it to become law by not vetoing it within 10 days of receiving it, even though the White House has repeatedly raised concerns about the constitutionality of the measure. The latest were expressed last Wednesday by White House Press Secretary Marlin Fitzwater. At a press briefing, Fitzwater said "conditioning broadcast licensing renewals on program content is constitutionally suspect." Commercial limits are "questionable constitutionally and could have adverse consequences for children's programing," he said.

The legislation reflects a compromise between NAB and lawmakers. "We believe it addresses congressional concerns about overcommercialization in children's TV and cable programs, but avoids unnecessary and unconstitutional programing standards," said Jim May, NAB executive VP. Legislation entitles FCC to consider at license renewal time whether stations provided "programing specifically designed to serve the educational and informational needs" of children. The commercial limits—10½ minutes per hour on weekends and 12½ minutes per hour on weekdays—would apply to cable as well as broadcasting. The bill also creates a programing endowment, to be administered by the Commerce Department or the Corporation for Public Broadcasting. It would amount to \$2 million in fiscal 1991 and \$4 million in fiscal '92.

Hoping to "remove all the filters between the candidates and the voters"—at least in three elections in Kentucky and Illinois—**Fred Paxton, president of WPSD-TV Paducah, Ky., is giving free air time to candidates.** WPSD-TV will, at time and place designated by candidate, "turn the cameras on and then two minutes later shut them off." Paxton will run spots unedited during "the heart of the 6 p.m. and 10 p.m. newscasts" two weeks before Nov. 6 election, he said. "Two minutes is enough time to address an issue, while being too little time" to avoid one, Paxton said.

King World has signed comedian Dom DeLuise to host its new version of *Candid Camera*, scheduled to debut in fall of 1991. Pilot has been shot and King World is currently offering show to stations. Sources said neither Allen Funt, nor his son Peter, would have day-to-

REBATE STATUS

CNBC's Oct. 1 deadline for 10 million new homes to qualify for a \$3 rebate per subscriber has come and gone, but CNBC hasn't quite reached its goal. More than seven million subscribers are committed, and "we're still in significant negotiations with key MSO's," said CNBC President Al Barber. "I'm encouraged by our progress to date."

Barber said CNBC is undecided whether it will give MSO's the rebate even if it doesn't reach its goal of 10 million subscribers. While operators are to be notified if they'll get the rebate by Oct. 22, Barber said he's looking forward to a "positive announcement" this week. The Oct. 1 date had already been an extension from the deadline of Aug. 31.

The rebate is open to new affiliates if they commit 75% of their subscribers, and to existing affiliates if they add on 25% more. Slightly more than half of the participating MSO's are already existing affiliates. Barber wouldn't specify how many MSO's are taking part in the rebate offer, saying only that a lot of "small and medium MSO's are coming in."

day roles in new show, which is being produced by Vin Di Bona, who also produces *America's Funniest Home Videos* and *America's Funniest People* for ABC.

Taking aim at USA Network and Lifetime, newly-appointed Turner Entertainment Networks President **Scott Sassa criticized basic cable networks that pay too much to buy movie packages that bypass syndication.** At luncheon speech in New York two days after his promotion, Sassa called such buys "lack of creativity," and said basic cable networks are unnecessarily spiraling programing costs. Sassa's comments came on heels of USA's recent purchase of Paramount and MCA packages for reported \$2 million per title. "I'm not saying we shouldn't bid, but how high do we go?" he asked. "What premium is it worth to have that [syndication] window missing?" Sassa also said that such purchases potentially devalue pay category by shortening window.

Newly-launched **Action Pay Per View** has made its first major carriage deal. PPV

network specializing in adventure and thriller films **signed corporate-wide affiliation agreement with United Artists Cable**, which has 330,000 subscribers. Service will be launched in UA's 250,000 addressable homes.

NAB has announced its opposition to FCC proposal to establish new personal communications services (PCS) in 1990-2110 mhz. Those frequencies are used by many TV stations as auxiliary spectrum for electronic newsgathering and microwave links between studio and transmitter. NAB said that broadcasters have invested heavily in equipment for that band and that FCC proposal to relocate TV users "could result in severe operational and financial burdens."

Christian Science Monitor purchased space for The Monitor Channel (TMC) on Galaxy V, Hughes Communications' cable programming satellite scheduled to replace Westar V in early 1992. Monitor was unprepared to identify "very prominent cable bird" that will carry TMC in interim between May 1991 launch of service and move to Galaxy V.

NASA's Television Development Division awarded Florida Atlantic University, Boca Raton, contract to develop digital high-definition system. One-year contract went into effect on Sept. 27 and may be renewed for up to four more years. Potential value of agreement is \$3.05 million. Research will be performed by William Glenn, former head of New York Institute of Technology's Dania, Fla., TV lab where he developed "Vista," high-definition augmentation system for terrestrial transmission that was formerly proposed for standardization before FCC eliminated consideration of augmentation systems last spring.

NCTA and superstations have taken swing at Major League Baseball pitch for special relief or waiver concerning program syndication and exclusivity protection. NCTA called request "legally unsustainable and factually insufficient" and that "relief sought by MLB is aimed at maximizing the revenues of sports interest, not enhancing the public interest." Tribune Broadcasting, owner of Chicago superstation WGN(TV), which broadcasts Cubs and White Sox games, said MLB petition is "protectionist" and said there was no evidence that "viewers' current ability to choose between a local broad-

cast and a different version of the same game is harmful to either sports or the public interest." Turner Broadcasting, owner of superstation WTBS(TV Atlanta, exclusive rights holders to certain Atlanta Braves games, said that since "neither the audio nor the video" is same as opposing team, nonduplication rule does not apply. United Video said "blackout one game would deprive viewers...an important programming choice" while "MLB proposal would do nothing to increase program supply [but] would diminish existing program diversity."

CBS IN BARCELONA

CBS has chosen a drama coproduction between Lorimar and Spanish broadcaster TV3 to fill part of its new late-night checkerboard. Two other projects are in the works between Lorimar and TV3, including a prime time series and a syndicated program for early fringe or access. The network ordered 22 episodes of the hour-long *Dark Justice*, which is to be shot entirely in Barcelona, Spain, with a predominately American cast, and centers on a American judge who adopts a secret identity at night to bring criminals to justice. The show is to air at 11:30 p.m. beginning the week of Jan. 7.

Lorimar TV President David Salzman said the show's budget would be at a level normally associated with prime-time programing, although Lorimar's Les Moonves added that the CBS license fee is considerably lower than normal prime time fees. The deficit burden is to be shared by Lorimar and TV3. The Spanish channel will also carry the program and worldwide distribution rights will be handled by Time Warner division, Warner Bros. International Television.

In related activity last week, Orion Television International signed \$75 million deal with TV Catalunya (on behalf of Spanish Federation of Regional Television Stations) for exclusive free television broadcast rights to new Orion motion picture and television product over next three years. Agreement also includes broadcast rights to product from Orion's library.

EDITORIALS

Committed to the First Amendment and the Fifth Estate

LET GEORGE DO IT

The Fifth Estate had a new cliff-hanger last week. Would George Bush follow his predecessor's presidential lead in vetoing the children's TV bill fashioned from a cozy arrangement between the National Association of Broadcasters and a to-hell-with-the-First Amendment Congress? The odds, we fear, are against it, but one can hope.

Basically, the bill is deceptively simple. It requires that broadcasters serve children as part of their community—and conditions license renewals on their having done so. And it limits advertising in children's programming to 10 1/2 minutes per hour on weekends and 12 1/2 minutes per hour on weekdays—a limit applicable to cable as to conventional TV.

The White House is at least aware of what's going down. Marvin Fitzwater, the President's press secretary, told a news conference last week that "the provisions of this bill raise serious constitutional concerns. For example, conditioning broadcast licensing renewals on program content is constitutionally suspect. Similarly, imposing rigid quantitative limits on advertising during children's programming is also questionable constitutionally and could have adverse consequences for children's programming....I guess we don't have a veto threat on the bill, but we do have very strong reservations."

Would that such reservations were expressed by the NAB. Instead, that organization's executive vice president for government relations, Jim May, went on record as saying: "If President Bush decides to sign this bill into law, at least broadcasters will once and for all know where they stand on children's programming." Preferring safety over freedom, the NAB is likely in the long run to have neither.

THE DOCILE MEDIUM

Just when you thought that broadcasting's fate at the hands of the politicians couldn't get worse, up comes the newest initiative on the lowest unit rate—that's the law that says political advertising must be sold to candidates at the lowest discount in sight (or sound). Make that "radio and TV" political advertising; no other media need apply. As in children's TV advertising (see above), or the prohibition of tobacco advertising on the air, Congress may again demonstrate how it considers the Fifth Estate to be a mere extension of the Second and Third Estates that are its heritage.*

We rise not to defend any malpractice on the part of broadcast stations in their administration of the lowest unit rate law. We simply take the occasion to again protest the iniquity of imposing on broadcasting a political obligation shared by no other medium in the country.

The worst of it is, broadcasters have gotten used to it. Not to pick on the NAB, but that organization was up on the Hill last week testifying there would be no problem in going along with Congress's new demands, instead of pressing for a return to basic fairness and/or a level media playing field. What broadcasting may need is the approach cable has perfected to a T: high statesmanship in public and some hard-nosed industry

members who take off the gloves in court whenever their constitutional rights are infringed.

Oh, well, you can't win 'em all. But too often, we feel lately, the broadcasting industry has been so fearful of being exposed to something terminal that it settles for the merely outrageous. It's as though the industry has accepted as inevitable the second-class citizenship to which it has been assigned, and only goes to Capitol Hill to renegotiate the terms of its current servitude. There must be a better way.

**Periodic reminder to readers: in English history, the First Estate was the Church of England, the Second Estate was the House of Lords and the Third Estate was the House of Commons. Edmund Burke is credited with creating the Fourth Estate when, pointing to the reporters gallery in Commons, he said: "There sits a Fourth Estate far more important than them all." The Fifth Estate—first radio and then the successor broadcast and cable media—was so dubbed by BROADCASTING magazine at its founding in 1931.*

MORNING LINE

Two things that are not yet dead in Washington: the spectrum fee and the cable bill. In reverse order:

Despite the near mortal blow given to cable bill prospects by Senator Tim Wirth's (D-Colo.) virtual veto the previous Friday, proponents (all from the cable industry) were working feverishly behind closed doors to work out a last-minute compromise.

Last Monday, when news of the budget compromise circulated in Washington, broadcasters breathed a sigh of relief at not being on the list for a \$10 billion contribution. The euphoria was short lived; when it became evident that the initial package would not be the final one, the NAB began assembling its defense for yet another goal line stand.

This page would not be surprised if the cable bill makes it—and, indeed, would rejoice if it did. The combination of stability for cable and for broadcasting (primarily because of the must carry provisions) is almost irresistible. As for the spectrum fee: our disbelief that the government would consider such a thing is matched only by our fear that it might. Vigilance remains the order of the day.



Drawn for BROADCASTING by Jack Schmidt

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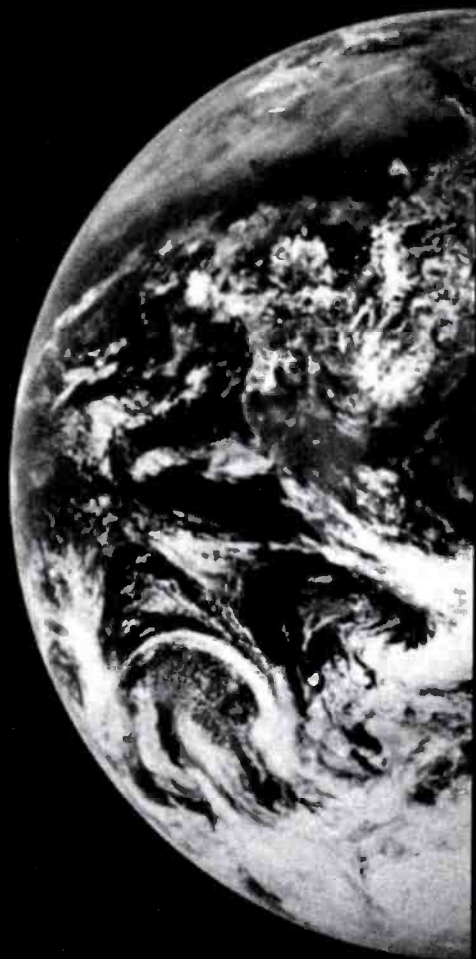
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