

Broadcasting Dec 17

Reaching over 117,000 readers every week

60th Year 1990

TELEVISION / 43

NBC shuffles six nights; ABC reworks nonprime time duties

RADIO / 53

Radio advertising revenue closes in on \$9 million

CABLE / 59

Is Showtime's TOPS too much of risk for cable MSO's?

TECHNOLOGY / 73

Cable's new technology opportunity: personal communications service



Seasons Greetings from Hollywood's Winter Wonderland.

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Vol. 119 No. 25

FIN-SYN SHOWDOWN
A critical mass
descends on the FCC
CBS's \$2 billion
buyback

SORRY "WH IN ST. LOUIS ACCESS OUR RE-RUN

In October, "Love Connection" established itself as the new landmark in St. Louis access. And, with re-runs, no less! Finishing #1 with Women 18 to 34 and 18 to 49.

In the first week of the October book KMOV placed "Love" re-runs in access as a quick fix for a weak time period. Head-to-head with long-running access winners like "Wheel of Fortune" and "Entertainment Tonight." And, without the benefit of any pre-promotion. But, despite this up-hill battle, at the end of the October book, "Love" ranked #1 in key women demos.

Imagine that. "Love Connection's" re-runs beating "Wheel" and "ET's" first-runs. In access! With key demos!

Oh! By the way, in case you were wondering, the first-run episodes of "Love" stripped at 10:30PM pulled a 13 rating/31 share, beating "The Tonight Show," "Cheers," "Hard Copy" and "Star Trek: The Next Generation."

Twice a day. Twice a winner. That's one powerful show.

An Eric Lieber Production



"L" & "E.T."

ARCHED PAST YOUR FIRST-RUNS.

MONDAY-FRIDAY 6:30 PM

SHARE OF WOMEN 18-34

KMOV LOVE CONNECTION	29
KSDK WHEEL OF FORTUNE	22
KPLR NIGHT COURT	22
KTVI ENTERTAINMENT TONIGHT	20
KDNL MASH	9

SHARE OF WOMEN 18-49

KMOV LOVE CONNECTION	27
KSDK WHEEL OF FORTUNE	27
KTVI ENTERTAINMENT TONIGHT	22
KPLR NIGHT COURT	15
KDNL MASH	9



SOURCE: ARB 10/90

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THIS WEEK



Commission hears all sides on fin-syn (page 35)

35 / FIN-SYN REDUX

Hollywood and the networks went head-to-head at a day-long examination of the financial interest and syndication rules before the FCC last Friday (Dec. 14). In the long run, the commissioners may have said more than the witnesses. Back in the book: excerpts of key testimony appear on pages 76, 77, 78.

40 / CBS BUYBACK

CBS Inc. will spend up to \$2 billion to repurchase 44% of its common stock, on a proportionate basis. That means that Loews Corp.'s 24.9% stake and the Paley estate's 8% will not change in percentage terms, thus avoiding FCC transfer proceedings. Larry Tisch, who is chairman of Loew's as well as president and CEO of CBS, also was elected chairman to succeed the late William S. Paley.

43 / ABC CHANGES

With the departure of Michael Brockman, formerly

head of ABC's daytime, late night and children's programming, changes are almost certain to occur at the network in some of those dayparts, particularly daytime. There will also be personnel changes: Dennis Swanson, president of ABC Sports, assumes responsibility for daytime and children's programs; Philip Beuth, senior vice president, ABC Television Network Group, assumes responsibility for late night programs and will continue to oversee *Good Morning, America*.

44 / NBC: ALL SHOOK UP

NBC has changed its lineup on six of seven nights, canceling *Grand* and *Ferris Bueller*, and putting *American Dreamer* on hiatus to make room for new entrants *Dark Shadows*, *Blossom* and *Sunday Best*.

46 / WORLD VIEW

Worldvision is expanding its domestic television operation with the formation of a new cable

program marketing and development division. It should be up and running by January.

47 / UP FOR GRABS

Television rights for the new National Hockey League franchises in San Jose, Calif., and Tampa Bay, Fla., are still up for grabs, but it appears the regional Sunshine Network has a strong lead in winning cable TV rights to the Florida team. The San Jose Sharks debut next year; the Tampa Bay Lightning team is set for a fall 1992 start.

53 / RADIO'S ROSY

Radio is projected to increase its share of total advertising in 1990. McCann-Erickson's Robert Coen sees the medium closing in on \$9 billion and the RAB's Warren Potash encourages the industry to keep the momentum going.

39 / HOLDING THAT LINE

The FCC hopes it has shut

down the "gaming" it says has plagued the comparative hearing process by some applicants for new stations. It now prohibits settlements after the trial phase begins, and then only for out-of-pocket expenses. The commission also has adopted rules that should reduce the time for obtaining a new station construction permit to about a year.

54 / COUNTING COUNTDOWNS

At last count, radio networks and program syndicators were producing and distributing five mainstream top 40 weekly countdown shows. As the 12-34 audience continues to erode, as advertisers continue to shift to the more affluent 25-54 baby boom bubble, and as top 40 music continues to splinter, can the industry sustain all five?

56 / LET IT SNOW

The job of radio ski reporters is to report the surface conditions on the

slopes, but in this competitive industry it is often what's under the surface that counts. Who pays, who does the reporting, and who is most accurate are just some of the questions raised by radio programmers before signing up with a national or local ski reporting service.

59 / REACHING FOR THE TOPS

Showtime's Total Optimization of Pay Services plan—TOPS as it is called—would fundamentally change the structure of its pay economic model. Some cable operators, however, feel it puts far more risk on the operator than on Showtime.

60 / CABLE OUTLOOK

Tele-Communications Inc., Cablevision Systems and Viacom for the most part presented rosy predictions for their companies, despite the overall economic outlook, during PaineWebber's annual Media Outlook Conference in New York last week.

63 / NO BULL MARKET

Also at PaineWebber, many analysts spent much of their time explaining why they were so wrong last year. For 1991, advertising expenditures in the United States are predicted to rise only 4.6%, while the major broadcast media are looking for a 6.1% increase to \$24 billion. Major print media are expected to grow 3.8% to \$11.2 billion, and direct mail 6.5% to \$25.1 billion. Local TV is anticipated to be up 4.2%, to \$15.5 billion.

66 / BY ALL MEANS

With local advertising in a tailspin, more stations are relying on promotions and



Showtime proposes new pricing formula, packaging (page 59)

tie-ins to bring in new revenue. Some stations work with their news departments on special segments that can be sold to advertisers; others rely on high publicity promotions. One station, WJLA-TV Washington, is launching a show based on *Working Woman* magazine. The program will have the same name and give advertisers a chance to become niche-oriented in their advertising.

72 / TWO NEW BIRDS

Leading cable and DBS operator, Astra, awards Hughes Aircraft a \$300 million (EC dollar) contract to build two new television satellites. The Luxembourg-based Astra, which already has one satellite operational and a second launching in February, has also signed European launcher Arianespace to place the first new satellite, Astra 1C, in orbit by the first quarter of 1993; the second, Astra 1D, by 1994.

73 / PCN: THE MEDIUM BEHIND THE INITIALS

Be the first on your block to know what PCN means. Read all about the three large cable system

operators—Cox Enterprises Inc., Cablevision Systems Corp. and Continental Cablevision Inc.—that have asked the FCC for experimental licenses to develop personal communications service technology. The cable industry may be a natural player in the new low-power digital voice communications business

that could potentially replace today's wired telephone service.

78 / POOR ARGUMENT?

The argument that certain First Amendment free speech rights place the burden of justifying telco exclusion from video delivery on the government is weak, said Annenberg fellow Daniel Brenner. He was on hand to debate the issue in Washington, along with NCTA's Michael S. Schooler, NAB's Steven A. Bookshester and FCC's Robert Pepper.

79 / CURBING VIOLENCE

Joined by Kansas Democratic Representative Dan Glickman, Illinois Senator Paul Simon asks industry executives and program producers to comply with a new law aimed at curbing violence in broadcast and cable programming.

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Broadcasting
Cable

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CLOSED CIRCUIT



Bush and the bash

Barbara Bush was among NBC's guests at its 9th annual *Christmas in Washington* taping, whose guest list included seven senators, 53 House members, 23 Bush administration officials, FCC Chairman Alfred Sikes and Commissioners Ervin Duggan and Sherrie Marshall. The event, hosted by John Denver and including performances by singers Aretha Franklin and Reba McEntire, will air Wednesday (Dec. 19) at 10 p.m. Greeting Mrs. Bush above are (l to r): Suzanne Wright; wife of the NBC president; Elizabeth Stevens; NBC President Robert Wright; and George Stevens, head of New Liberty Productions, Washington, which produced the show.

New York

Rate cut query

Some Katz Television-represented CBS affiliates have approached rep firm about lowering commission rates.

High level executive at Katz said that while he empathizes with stations, cuts in commission are unlikely. Said executive: "We can't run Katz on basis of problems between affiliates and CBS." Whether

requests were direct response to CBS cutting affiliate compensation is unclear. Some industry sources said that if affiliates did ask for cut in commission rate, it was unrelated to CBS affiliate cut. Many affiliates are said to be upset with CBS for spending \$2 billion on stock buyback (see story, page 40) after slashing compensation by 20%.

Going after puck

Word is that ESPN and Prime Network have discussed getting together to bid on NHL hockey package, traditional money-loser, when SportsChannel America's \$51 million, three-year deal is up next spring. NHL is contemplating splitting up its national hockey package for first time ever, possibly between regional and basic cable. SCA is entitled to exclusive negotiating period, about to begin, before NHL can talk with other interested parties.

Ladies at Liberty

Liberty Basketball Association, a new women's professional league targeting a December 1991 start-up, will showcase its talent at a Feb. 18 exhibition game to be carried on ESPN. Global Sports, Philadelphia-based TV production and sports marketing firm, owns the league and its franchises and will produce the ESPN telecast. According to a Global Sports executive, TV rights holders have been lined up or are in negotiation for four of the league's six teams: New York Blasters, SportsChannel New York for road and home games; Philadelphia Freedoms, WGBS-TV for road games, home games to be determined; Detroit Dazzlers, Pass Sports for road and home games; and Chicago Slammers, WGBO-TV road, SportsChannel Chicago away. (Other teams are Los Angeles Lancers and sixth city yet to be named.) According to the league, it has signed national sponsors, including McDonald's, Minolta, Wilson Sporting Goods, and Danskin, which is designing the league's uniforms.

Money matters

CNBC, which in May said it would give cable operators \$3 per new subscriber if goal of 10 million new subs were reached, will give out at least dollar per new sub regardless of whether or not goal is met (at last count, seven and a half million had been signed up. No word yet on when CNBC will make decision on how much it will give out, but source said major factor is whether NBC buys FNN.

Smile

KABC-TV has picked up King World's proposed new version of *Candid Camera* for next fall, first confirmed clearance of show. Station plans to air it in access next fall with KWP's *Inside Edition*. KWP isn't planning announcement until NATPE show in January.

Bigger bite?

With Tribune Co.'s *Daily News* struggling to stay afloat amidst continuing employee strike and desertion by advertisers, radio operators in Big Apple are aggressively courting newspaper's clients. Many newspaper advertisers traditionally have used very little radio, according to sources in market, but are now reallocating budgets to other New York dailies and trial runs on radio.

Shifting split

New York-based rep source says Orion Television will reduce its national barter time in hour talk strip, *The Chuck Woolery Show*, to five minutes, with stations getting surprisingly healthy nine-minute local barter split. Previously, source close to Orion said distributor was

**ARE YOU TIRED
OF DERIVATIVE
FIRST-RUN
STRIPS?**

Valenti the winner and still champion

Jack Valenti, president of Motion Picture Association of America, remains highest-paid Fifth Estate lobbyist at \$720,393, making nearly twice as much as runner-up, James P. Mooney, president of National Cable Television Association, at \$418,433. (Both figures are for fiscal 1989. Mooney had earned \$558,813 in 1987, \$376,966 in 1988; his salary varies each year, based on considerations NCTA won't reveal.) Overall, salaries for Fifth Estate association heads rose slightly for year, although Jim Hedlund's salary, in his first year as president of Association of Independent Television Stations (\$165,000), was less than Preston Padden's during

last year of his five-year term (\$196,869).

Also running: Eddie Fritts, president, National Association of Broadcasters, \$274,996 (FY 1988); Steve Effros, president, Community Antenna Television Association, \$220,000 (1990); John Sodolski, president, U. S. Telephone Association, \$199,635 (1989); Charles Hewitt, president, Satellite Broadcasting and Communications Association, \$150,000 (1989); Margita White, president of the Association for Maximum Service Television, \$141,075 (1990), and David Brugger, president, National Association of Public Television Stations, \$97,850 (1988).

offering 6/8 split to better what had been launched for sale as 7/7 split. Rep source said that if *Woolery* achieves 3.0 rating average or above for 1991-92 season, Orion will seek renewals for fall 1992 as standard talk show cash license offering, tagged with two minutes national barter time.

Los Angeles

Duck doings

Station's carrying Buena Vista Television's *Disney Afternoon* are still waiting final word from company on changes in two-hour program block for next fall. New cartoon, *Dark Wing Duck* is scheduled to replace one of existing half-hours in block. One report circulating last week was that Buena Vista was considering spinning *Duck Tales*, which debuted four seasons ago, out of the block, possibly to anchor new morning cartoon block. Another report, from major market station general manager, said Buena Vista had considered that, but was now leaning toward removing *Gummi Bears*, lowest rated performer in block, from syndication altogether, and delaying plans for morning block.

Snagging Snyder?

ITC Domestic Television, which two weeks ago announced that it was discontinuing distribution of *Tic Tac Dough* game show strip ef-

fective March 8, is apparently trying to solidify plans for fall 1991 first-run project featuring former *Tomorrow Show* (1973-82, NBC) host Tom Snyder as headliner for late fringe talk strip.

Nine or nothing

According to production source, *WIOU*, from GTG in association with Orion, has rejected offer from CBS for additional four-episode order beyond original 13 shows. Like many other series expecting word this week or next on whether they will continue into production beyond their original orders,

producers of *WIOU* are holding fast to demand of full nine-episode back-end order.

Washington

One man's grant

Home satellite market could double within next few years if FCC denies request of National Exchange Satellite (Nexsat) for second extension of time to build and launch birds. At least that's view of General Instrument, which argues in petition to deny that Nexsat has failed to justify delays to contract for construction of two birds. Denial of grant, adds GI, would al-

low FCC to adopt three-degree spacing between birds—instead of current two—allowing higher powered satellites to reach receive antennas half size of current dishes.

Hold it

Request by Strother Communications Inc. (SCI), Hammond, La., for experimental licenses in UHF-TV band to test digital audio broadcasting was challenged last week by noncommercial WETA-TV (channel 26) Washington. "While we're not opposing the principle of DAB, we believe that the interference ratios should be resolved in the laboratory environment rather than just putting something on and actually ending up with interference," said Warren Powis, Cohen, Dippell and Everist, engineering consultants representing WETA-TV. Among frequencies requested by SCI were channel 40 in Washington. WETA-TV cited FCC rule barring spacing of two UHF-TV stations 14 or 15 channels apart due to possible image interference.

Berkeley

Thanks but...

Pacifica Radio has given back \$30,000 granted last year by National Endowment for Arts because of indecency language adopted in latest NEA appropriation. Non-commercial group owner and programmer told NEA it will apply for no other funds from that agency if or until language is changed.

Pro and retrospective

Don Hewitt, executive producer of CBS News's *60 Minutes*, shown above (right) with Robert M. Batscha, president of Museum of Broadcasting, New York, was subject of three-day seminar there. Hewitt reviewed his career at CBS, which he began in 1950's as producer and director of *Douglas Edwards with the News*, and in another session focused on *60 Minutes*, which he has produced since it began its run 22 years ago.



**ARE YOU SICK
OF LOSING VIEWERS
IN AN INCREASINGLY
FRAGMENTED
MARKETPLACE?**

DATEBOOK

■ indicates new listing or changed item.

THIS WEEK

Dec. 17-20—"Fiber Optic Installation, Splicing, Maintenance and Restoration for Cable TV Applications," training class offered by Siecor Corp. Siecor, Hickory, N.C. Information: (704) 327-5000.

Dec. 18—"On Location at Channel 13 [WNET]," tour sponsored by Center for Communication. Information: (212) 836-3050.

Dec. 19—Society of Broadcast Engineers, chapter 15, meeting. Topic: "Introduction to digital audio broadcasting." Speaker: Stan Salek, National Association of Broadcasters. Also: "RDS for EBS systems." Speaker: Jerry Liebow, Sage Broadcasting. New York Times Building, New York. Information: David Bialik, (914) 634-6595. Herb Squire, (212) 633-7600.

Dec. 22—Museum of Broadcasting holiday screenings for children. Museum, New York.

ALSO IN DECEMBER

Dec. 31—Deadline for nominations for Break-

through 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. 2-March 31**—"TV Treasures: The MBC Archives," three months of highlights from archives of Museum of Broadcast Communications. Kraft Television Theater of MBC, Chicago. Information: (312) 987-4529.

Jan. 3—Deadline for entries in 41st annual Excellence in Journalism Awards, the Green Eyeshade, sponsored by Society of Professional Journalists/Atlanta chapter. Information: (404) 496-9957.

Jan. 3-5—Association of Independent Television Stations annual convention. Century Plaza, Los Angeles.

Jan. 6-8—Cable Television Administration and Marketing Society research conference. Scottsdale, Ariz. Information: (703) 549-4200.

Jan. 6-11—Annenberg Washington Program's fourth annual winter faculty workshop. Topic: efforts by Congress and the FCC to reregulate cable television. Annenberg Program, Willard Office Building, Washington. Information: (202) 393-7100.

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. 8—Deadline for entries in "RadioBest" Awards for creative radio advertising, sponsored by Twin Cities Radio Broadcasters Association. Information: (612) 544-8575.

■ **Jan. 9**—Indiana Broadcasters Association reception for Indiana General Assembly. Hilton at the Circle, Indianapolis. Information: (317) 638-1332.

Jan. 9-10—"The Persian Gulf: Why Are We There, How Do We Get Out—and What Do We Leave Behind?" conference for journalists sponsored by Washington Journalism Center. Watergate Hotel, Washington. Information: (202) 337-3603.

MAJOR MEETINGS

Jan. 3-5, 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. 10-15**—13th International Market of Cinema, TV and Video. Loews Hotel, Monte Carlo. Information: (33) 93-30-49-44 or (fax) (33) 93-50-70-14.

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 13-16, 1992, and Las Vegas, April 19-22, 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 15-18, 1991—American Association of Advertising Agencies annual convention. Greenbrier, White Sulphur Springs, W.Va.

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.

■ **May 22-23, 1991**—NBC-TV affiliates meeting. New York.

June 8-11, 1991—American Advertising Federation national advertising conference. Opryland, Nashville.

June 9-13, 1991—1991 Public Broadcasting Service meeting. Walt Disney World Dolphin, Or-

lando, Fla. Information: (703) 739-5000.

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.

June 18-21, 1991—National Association of Broadcasters summer board meeting. NAB headquarters, Washington.

July 24-27, 1991—Cable Television Administration and Marketing Society annual conference. Opryland, Nashville.

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. 1-3—Atlantic Cable Show. Atlantic City Convention Center, Atlantic City, N.J. Information: (212) 673-9166.

Oct. 3-6, 1991—Society of Broadcast Engineers fifth annual national convention. Houston. Information: 1-800-225-8183.

Oct. 10-14, 1991—MIPCOM, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

Oct. 26-30, 1991—Society of Motion Picture and Television Engineers 133rd technical conference and equipment exhibit. Los Angeles. Future conference: Nov. 11-14, 1992, Metro Toronto Convention Center, Toronto.

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Jan. 10—*International Radio and Television Society* newsmaker luncheon. Panel: Seth Abraham, Time Warner Sports; Steve Bornstein, ESPN; Dick Ebersol, NBC Sports; Robert Gutowski, MSG Corp.; Neal Pilson, CBS Sports; and Dennis Swanson, ABC Sports. Waldorf-Astoria, New York. Information: (212) 867-6650.

Jan. 10—Deadline for entries in Sigma Delta Chi Awards in Journalism, sponsored by *Society of Professional Journalists*, to honor "best journalists in both broadcast and print fields." Information: (317) 653-3333.

Jan. 10-13—International winter Consumer Electronics Show, sponsored by *Electronic Industries Association*. Las Vegas Convention Center, Las Vegas. Information: (202) 457-4900.

Jan. 11—Non-televised portion of 12th annual ACE Awards, sponsored by *National Academy of Cable Programming*. Beverly Wilshire Hotel, Los Angeles. Information: (202) 775-3611.

Jan. 11—*New York Festivals* television and cinema advertising awards presentation and dinner. Sheraton Center, New York. Information: (914) 238-4481.

Jan. 13—12th annual ACE Awards ceremony, televised, sponsored by *National Academy of Cable Programming*. Wilshire Theater, Los Angeles. Information: (202) 775-3611.

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—Deadline for entries in Anson Jones Award, honoring Texas media for excellence in health communication to the public, sponsored by *Texas Medical Association*. Information: (512) 477-6704.

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

Jan. 15—*Nebraska Broadcasters Association* winter meeting and Hall of Fame banquet. Cornhusker Hotel, Lincoln, Neb. Information: (402) 333-3034.

Jan. 15—Deadline for entries in International Monitor Awards, sponsored by *International Teleproduction Society*, honoring "creative achievements of the exceptionally talented teleproduction professionals." Information: (212) 629-3266.

Jan. 15—"The Government as Speaker and Government-Funding of Expression," lecture/debate sponsored by *Annenberg Washington Program*. Annenberg Program, Willard Office Building, Washington. Information: (202) 393-7100.

Jan. 15—"Overview of the Media Challenges in the 1990's and the 21st Century," course offered as part of *Smithsonian Forum*, "The Media and Society." Speaker: Richard Harwood, ombudsman, *Washington Post*. Smithsonian, Washington. Information: (202) 357-3030.

Jan. 15—"Health Care Today: How Accessible? How Affordable?" conference for journalists sponsored by *Washington Journalism Center*. Watergate Hotel, Washington. Information: (202) 337-3603.

Jan. 16—*Caucus for Producers, Writers and Directors* general membership meeting. Chasen's restaurant, Los Angeles. Information: (818) 792-0421.

Jan. 16-17—"Breakthroughs in Medicine: New Optimism About Old Diseases," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

Jan. 16-18—Computer Graphics '91, 13th annual 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. 18—Deadline for entries for *Broadcast Designers' Association International Design Awards*. Information: (415) 788-2324.

Jan. 18—Deadline for entries in Jack R. Howard Broadcast/Cable News Awards of *Scripps Howard Foundation's National Journalism Awards*. Information: Ron Klayman, (513) 977-3035.

Jan. 20-24—MIDEM Radio Conference. Palais des Festivals, Cannes, France. Information: 33-1-45-05-14-03.

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

Jan. 22—Deadline for entries for National Awards for Education Reporting, sponsored by *Education Writers Association*. Information: (202) 429-9680.

Jan. 22-24—46th annual Georgia Radio-TV Institute, sponsored by *Georgia Association of Broadcasters*. University of Georgia, Georgia Center for Continuing Education, Athens, Ga. Information: (404) 993-2200.

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—"Women on the Verge," event sponsored by *American Women in Radio and Television*. New York City chapter, Halloran House, New York. Information: Jennifer Conte, (212) 572-9832.

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—Deadline for entries in 23rd annual Robert F. Kennedy Journalism Awards for Outstanding Coverage of the Problems of the Disadvantaged, sponsored by *Robert F. Kennedy Memorial*. Information: John Bourgeois, (202) 333-1880.

Jan. 25—*New York Festivals* television programming awards presentation and dinner. Sheraton Center, New York. Information: (914) 238-4481.

Jan. 25-26—"Fine-Tuning the Cable Picture," eighth annual conference of *Minnesota Association of Cable Television Administrators*. Scanticon Conference Center and Hotel, Plymouth, Minn. Information: Linda Magee, (612) 782-2812.

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.

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Jan. 29—"Building Even Better Retail Partnerships," retail marketing workshop sponsored by *Television Bureau of Advertising and Retail Marketing Board*. Chicago Hilton & Towers, Chicago. Information: (212) 486-1111.

■ **Jan. 29-30**—*Alfred I. duPont Forum*: "TV as Superpower," featuring keynote speaker Dan Rather of CBS, and "Winning Broadcasts," featuring winners of Alfred I. duPont-Columbia University Awards. Kellogg Conference Center, Columbia University, New York. Information: (212) 854-5047.

Jan. 29—*Iowa Broadcasters Association* mid-winter meeting. Des Moines, Iowa. Information: (319) 366-8016.

Jan. 29-31—*Cable Television Administration and Marketing Society* service management master course. Jacksonville, Fla. Information: (703) 549-4200.

Jan. 30-Feb. 1—*South Carolina Broadcasters Association* 43rd annual winter convention. Columbia, S.C. Information: Richard Uray, (803) 777-6783.

Jan. 31—*American Women in Radio and Television*. Washington chapter, bi-annual reception for new members of Congress. House Cannon Caucus Room, Washington. Information: Patricia Reilly, (202) 429-7285.

Jan. 31—Deadline for entries in annual awards sponsored by *Investigative Reporters and Editors*, including new award for crime reporting. Information: (314) 882-2042.

Jan. 31—Deadline for applications for *Harvard University's* Nieman Fellowships for Journalists. Information: Program officer, Nieman Foundation, Walter Lippman House, One Francis Avenue, Cambridge, Mass. 02138.

■ **Jan. 31**—Deadline for entries in Program Awards, sponsored by *Central Educational Network*. Information: (708) 390-8700.

Jan. 31—*Society of Motion Picture and Television Engineers* tutorial on digital recording for television, prior to 25th annual SMPTE TV conference (see below). Renaissance Center, Detroit. Information: (914) 761-1100.

FEBRUARY 1991

Feb. 1—Deadline for entries in *Action for Children's Television Awards* for "significant contributions toward improving service to children on broadcast and cable television and home

video." Information: Sue Edelman, (617) 876-6620.

Feb. 1—Deadline for entries in National Media Owl Awards for outstanding films, videotapes and TV programs that address issues of aging, capturing authentic images of older persons and illuminating the challenge and the promise of an aging society, sponsored by *Retirement Research Foundation*. Information: (312) 664-6100.

Feb. 1—Deadline for entries in Wilbur Awards competition, recognizing "excellence in the communication of religious values through a variety of media and to focus public attention on the efforts of the religion writer, editor, producer and resource," sponsored by *Religious Public Relations Council*. Information: (215) 642-8895.

Feb. 1-2—25th annual Television Conference, sponsored by *Society of Motion Picture and Television Engineers*. Theme: "A Television Continuum—1967 to 2017." Westin Hotel, Renaissance Center, Detroit. Information: (914) 761-1100.

Feb. 3-4—Fourth annual local cable programming seminar, sponsored by *National Academy of Cable Programming*. Hyatt Regency Hotel on Capitol Hill, Washington. Information: (202) 775-3629.

Feb. 5—"Changes in Television Network News Coverage in the 1990's," course offered as part of *Smithsonian Resident Associate Program's* "The Media and Society." Speaker: Dan Rather, CBS News. Smithsonian, Washington. Information: (202) 357-3030.

Feb. 5-6—*Arizona Cable Television Association* annual meeting. Sheraton Hotel, Phoenix. Information: (602) 257-9338.

Feb. 6-10—19th annual *International Radio and Television Society* Faculty/Industry Seminar, "Breaking the Rules: Finding New Frontiers." Halloran House Hotel, New York. Information: (212) 867-6650.

Feb. 8—*International Radio and Television Society* newsmaker luncheon featuring Peter Chernin, president, Fox Entertainment Group; Robert Iger, president, ABC Entertainment; Warren Littlefield, president, NBC Entertainment, and Jeff Sagansky, president, CBS Entertainment. Waldorf-Astoria, New York. Information: (212) 867-6650.

■ **Feb. 8**—Deadline for regional entries in Mark of Excellence Awards, recognizing the best in student broadcast and print journalism on national and regional levels, sponsored by *Society of Professional Journalists*. Information: (317)

653-3333.

Feb. 10—Presentation of 15th annual *Television Bureau of Advertising* automotive commercial competition. Atlanta Convention Center, Atlanta. Information: (212) 486-1111.

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. 10-15**—13th International Market of Cinema, TV and Video. Loews Hotel, Monte Carlo. Information: (33) 93-30-49-44 or (fax) (33) 93-50-70-14.

■ **Feb. 11-12**—*National Association of Broadcasters* Radio Group Head Fly-In for executives of radio groups. NAB headquarters, Washington.

Feb. 12—"Economic, Demographic and Technological Changes in Television Network News Coverage," course offered as part of *Smithsonian Resident Associate Program's* "The Media and Society." Speaker: ABC News President Roone Arledge. Smithsonian, Washington. Information: (202) 357-3030.

Feb. 12-13—Television Advertising Forum sponsored by *Association of National Advertisers*, examining future of television advertising as a mass medium. Participants include Jamie Kellner, Fox Broadcasting Corp.; Terence McGuirk, Turner Broadcasting System; Peter Chrisanthopoulos, Peter Jennings, ABC News; James Hedlund, Association of Independent Television Stations; Bruce Christensen, Public Broadcasting Service; Grant Tinker, GTG Entertainment; Warren Littlefield, NBC Entertainment; Robert Iger, ABC Entertainment; Jeff Sagansky, CBS Entertainment; Mike Wallace, CBS News, and Maria Shriver, NBC News. Waldorf-Astoria, New York. Information: (202) 659-3711.

Feb. 13-15—*Cable Television Public Affairs Association* forum '91. Keynote speech: Ted Turner, Turner Broadcasting System; other speakers: FCC Commissioner Ervin Duggan, NCTA Chairman Jerry Lindauer. Ritz-Carlton Buckhead, Atlanta. Information: (703) 276-0881.

Feb. 18—Deadline for entries in Charles E. Scripps Awards of National Journalism Awards, sponsored by *Scripps Howard Foundation*, open to newspapers, television and radio stations and local cable systems for outstanding efforts to combat illiteracy in their communities. Information: (513) 977-3035.

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. 21—*Broadcast Pioneers* Golden Mike Award dinner. Recipient: WQAI(AM) San Antonio. Plaza Hotel, New York. Information: (212) 586-2000.

Feb. 21-23—*Louisiana Association of Broadcasters* annual convention. Embassy Suites Hotel, Baton Rouge, La. Information: (504) 383-7486.

Feb. 21-23—*Society of Broadcast Engineers* regional conference. Sportsmen's Lodge, Los Angeles. Information: (213) 871-4660.

Feb. 22-24—"Oil, Foreign Policy and the Economy," economics conference for journalists

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sponsored by *Foundation for American Communications and Ford Foundation*. Asilomar Conference Center, Pacific Grove, Calif. Information: (213) 851-7372.

Feb. 26—"Changes in Television Network News Coverage in the 1990's," course offered as part of *Smithsonian Resident Associate Program's "The Media and Society."* Speaker: Tom Brokaw, NBC News, Smithsonian, Washington. Information: (202) 357-3030.

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**—*National Press Foundation* annual awards dinner, including presentation of Sol B. Taishoff Award for excellence in broadcasting to Roone Arledge, president, ABC News and Sports. Sheraton Washington hotel, Washington. Information: (202) 662-7350.

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.

March 5—*Radio Advertising Bureau* radio marketing workshop. Ramada Inn (McClellan Highway), Boston. Information: (212) 254-4800.

March 6—*Radio Advertising Bureau* radio marketing workshop. Ramada Inn/Seminary Plaza, Arlington, Va. Information: (212) 254-4800.

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

March 7—*Radio Advertising Bureau* radio marketing workshop. Ramada Inn/Crabtree, Raleigh, N.C. Information: (212) 254-4800.

March 7—*National Association of Black Owned Broadcasters* seventh annual communications awards dinner. Sheraton Washington, Washington. Information: Ava Sanders, (202) 463-8970.

March 8—Deadline for applications for summer faculty workshop in communications policy, sponsored by *Annenberg Washington Program*. Information: (202) 393-7100.

March 8-10—*Society of Professional Journalists*, Atlanta chapter, region three conference. Atlanta. Information: (404) 496-9957.

March 9—Green Eyeshade Southeastern regional journalism awards banquet of *Society of Professional Journalists*, Atlanta chapter. Hotel Nikko, Atlanta. Information: (404) 496-9957.

March 11-13—*North Central Cable Television Association* annual convention and trade show. Hyatt Regency, Minneapolis. Information: (612) 641-0268.

March 12—*American Advertising Federation* government affairs conference. Willard hotel, Washington. Information: (202) 898-0159.

March 13—*International Radio and Television Society* Gold Medal Award dinner. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 13-16—*Native American Journalists Association* seventh annual conference. Landmark Inn, Denver.

March 14—16th annual presentation of Commendation Awards, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

March 15—Deadline for entries in Clarion Awards, sponsored by *Women in Communications*. Information: (703) 528-4200.

March 18-21—Supercomm '91, international conference and exhibition co-sponsored by *U.S. Telephone Association and Telecommunications Industry Association*. Included will be two separate conferences sponsored by *Pacific Telecommunications Council and Caribbean Telecommunications Council*. George Brown Convention Center, Houston. Information: (202) 835-3100.

March 19—*Radio Advertising Bureau* radio marketing workshop. Ramada Resort/Florida Center, Orlando, Fla. Information: (212) 254-4800.

March 20—*Radio Advertising Bureau* radio marketing workshop. Holiday Inn/O'Hare, Chicago. Information: (212) 254-4800.

March 20-21—*Illinois Broadcasters Association* spring convention. Ramada Renaissance, Springfield, Ill. Information: (217) 753-2636.

March 21—*Radio Advertising Bureau* radio marketing workshop. Ramada Inn/Airport Freeway, Dallas. Information: (212) 254-4800.

March 21—31st annual International Broadcasting Awards, honoring radio and television commercials, sponsored by *Hollywood Radio and Television Society*. Beverly Hilton Hotel, Los Angeles. Information: (818) 769-4313.

March 21—*Federal Communications Bar Association* monthly luncheon. Speaker: Craig McCaw, president, McCaw Communications. Washington Marriott, Washington. Information: (202) 833-2684.

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

■ **March 25-26**—"The Centralization of Media Buying in Europe," conference of *International Advertising Association, U.K. chapter*. Marriott Hotel, London. Information: David Hanger, (71) 839-7000.

March 26—Advertising Hall of Fame induction ceremonies, sponsored by *American Advertising Federation*. Waldorf-Astoria, New York. Information: (202) 898-0089.

March 27—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 29-30—13th annual Black College Radio convention. Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

APRIL 1991

April 2—*Radio Advertising Bureau* radio marketing workshop. Ramada Inn/South Denver, Denver. Information: (212) 254-4800.

April 3—*Radio Advertising Bureau* radio marketing workshop. Benson Hotel, Portland, Ore. Information: (212) 254-4800.

April 4—*Radio Advertising Bureau* radio marketing workshop. Ramada Hotel/Fisherman's Wharf, San Francisco. Information: (212) 254-4800.

April 4-5—*International Radio and Television Society's* eighth annual minority career workshop. Viacom Conference Center, New York. Information: (212) 867-6650.

April 7-9—*Cabletelevision Advertising Bureau* 10th annual conference. Marriott Marquis, New York. Information: (212) 751-7770.

April 8-11—*Electronic Industries Association* spring conference. Washington. Information: (202) 457-4900.

April 9—*Electronic Industries Association* government/industry dinner, during association's spring conference (see listing above). Washington. Information: (202) 457-4900.

April 9-11—*Cable Television Administration and Marketing Society* service management master course. Chicago. Information: (703) 549-4200.

April 10—Presentation of RadioBest Awards, sponsored by *Twin Cities Radio Broadcasters Association*, Minneapolis Convention Center, Minneapolis. Information: (612) 544-8575.

April 10-13—*National Broadcasting Society, Alpha Epsilon Rho*, 49th annual convention. Sheraton Universal Hotel, Los Angeles. Information: G. Richard Gainey, (803) 777-3324.

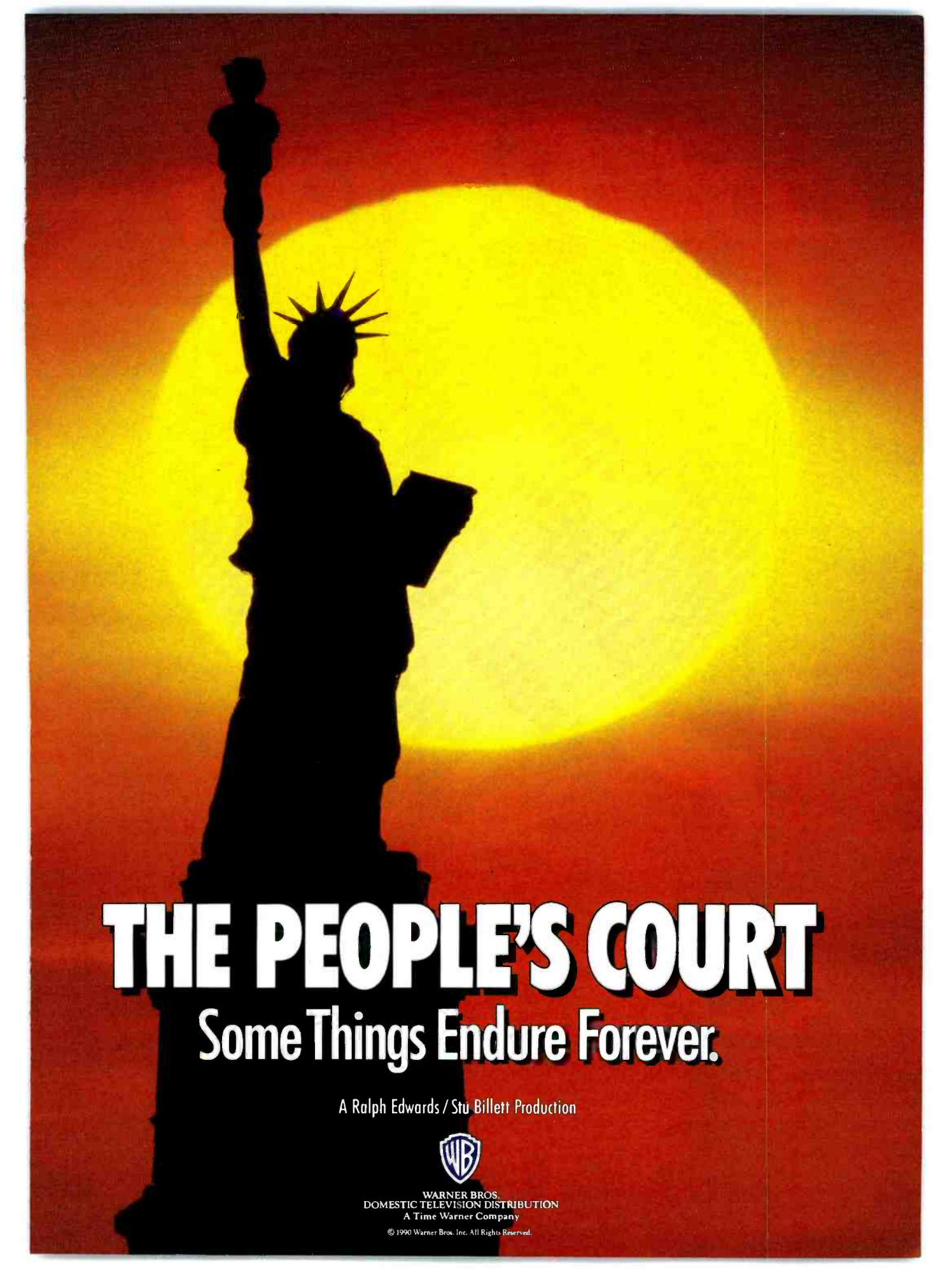
April 12-14—"TV News: The Cutting Edge," sponsored by *Scientists Institute for Public Information*. Bloomington, Ill. Information: Barbara Rich, (212) 661-9110.

April 13-15—*Broadcast Education Association*

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36th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5355.

April 15-18—HDTV World Conference and Exhibition, sponsored by *National Association of Broadcasters*, to be held concurrently with NAB annual convention (see item below). Hilton Center, Las Vegas. Information: (202) 429-5300.

April 15-18—*National Association of Broadcasters* 69th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300.

April 18—*Broadcast Pioneers* breakfast, during NAB convention (see listing above). Las Vegas Hilton, Las Vegas. Information: (212) 586-2000.

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

April 21-24—*Broadcast Financial Management Association* 31st annual convention. Century Plaza, Los Angeles. Information: (708) 296-0200.

April 22-25—*National Computer Graphics Association* 12th annual conference and exposition. McCormick Place North, Chicago. Information: (703) 698-9600.

April 23—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

April 29-30—"Spectrum Allocation and Management," sponsored by *Annenberg Washington Program*. Annenberg Program, Willard Office

Building, Washington. Information: (202) 393-7100.

MAY 1991

May 6-9—Nebraska Interactive Media Symposium, "A New Decade of Technology," forum for exploring strengths of various interactive formats, sponsored by *University of Nebraska-Lincoln*. Nebraska Center for Continuing Education, Lincoln, Neb. Information: (402) 472-3611.

May 12-14—*Pacific Telecommunications Council* mid-year seminar, "The Telecommunications and Travel Industry Interface and its Role in National and Regional Development." Bali Beach Resort. Indonesia. Information: (808) 941-3789.

May 13—George Foster Peabody luncheon, sponsored by *Broadcast Pioneers*. Plaza Hotel, New York. Information: (212) 586-2000.

May 13-15—Pay Per View '91 annual convention, sponsored by *Cable Television Administration and Marketing Society*. Marriott World Center, Orlando, Fla. Information: Bob Westerfield, (703) 549-4200.

May 14—*International Radio and Television Society* Broadcaster of the Year luncheon. Recipients: Robert MacNeil and Jim Lehrer, MacNeil/Lehrer Newshour. Waldorf-Astoria, New York. Information: (212) 867-6650.

May 15-18—*American Association of Advertising Agencies* annual meeting. Greenbrier, White

ERRATA

Last sentence in Dec. 10 "Monday Memo" by **Brent Weingardt**, president, Consultants Inc., contained typographical error. It should have read: **"Congress must commit to looking beyond its short-term revenue needs to a funding mechanism that provides incentives for spectrum conservation."**

In Dec. 10 story about future funding for children's programming, seminar sponsor should have been identified as **The Annenberg Washington Program**.

Viacom produces Super Force, not King World as reported in Dec. 10 Ratings Round Up.

New Providence, N.J.-based **Naar Media**, not **Near Media** as reported in "Riding Gain," Dec. 3, is handling all marketing and support for Rantel Research Corp.'s Arbitron ratings analysis computer program, "The Extrapolator." Naar's phone number (201) 635-1812.

WEIR-FM Roanoke, Ala., is on 102.3 mhz, not 95.3 mhz, as reported in facilities changes in Dec. 10 "For the Record."

Sulphur Springs, W. Va. Information: (212) 682-2500.

May 15-19—Annual public radio conference, sponsored by *National Public Radio*. Sheraton, New Orleans. Information: (202) 822-2090.

May 16-19—*American Women in Radio and Television* 40th annual convention. Omni, Atlanta. Information: (202) 429-5102.

May 19-21—*Concert Music Broadcasters Association* annual meeting, hosted by KING-FM Seattle. Seattle Sheraton, Seattle. Information: Peter Newman. (206) 448-3672.

May 19-25—*National Association of Broadcasters* small group seminars on investment opportunities in Europe. London and Paris. Information: Charles Sherman, (202) 429-5361.

May 22-23—*NBC-TV* affiliates meeting. New York.

May 23—*Federal Communications Bar Association* monthly luncheon. Speaker: Peggy Charren, Action for Children's Television. Washington Marriott, Washington. Information: (202) 833-2684.

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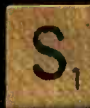
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JUNE 1991

June 1-4—International Summer Consumer Electronics Show, sponsored by *Electronic Industries Association*. McCormick Place, Chicago. Information: (202) 457-4900.

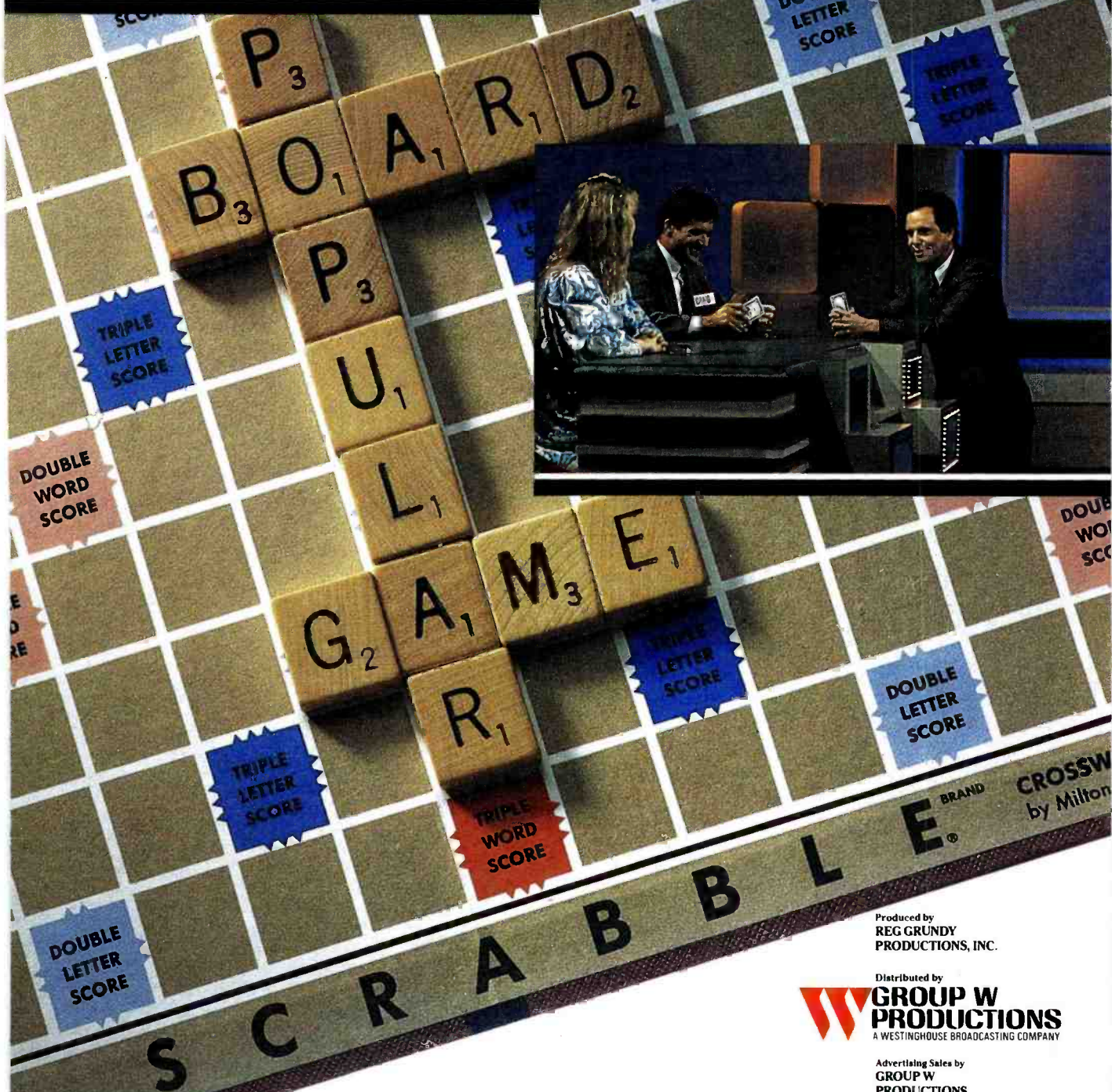


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June 2-8—*Banff Television Festival*. Banff, Alberta, Canada. Information: (403) 762-3060.

June 2-14—Summer faculty workshop in communications policy, sponsored by *Annenberg Washington Program*. Annenberg Program, Willard Office Building, Washington. Information: (202) 393-7100.

June 3-6—Fifth international broadcast news workshop, hosted by *North American National Broadcasters Association*. Harbour Castle Westin Hotel, Toronto. Information: (613) 738-6553.

June 8—*National Academy of Television Arts* Cleveland chapter Emmy Awards presentation. Stouffer Tower City Plaza, Cleveland. Information: Janice Giering, (216) 621-5925.

June 8-11—*American Advertising Federation* national advertising conference. Opryland, Nashville. Information: (202) 898-0089.

June 9-12—*Radio-Television News Directors Association/University of Missouri School of Journalism* management seminar for news directors. Columbia, Mo. Information: (314) 882-4201.

June 9-13—1991 *Public Broadcasting Service* meeting. Walt Disney World Dolphin, Orlando, Fla. Information: (703) 739-5000.

■ **June 9-14**—International Symposium on the Media, Protest and Political Violence. Jerusalem. Information: (972) 2) 667402.

June 11-13—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 11-13—*Cable Television Administration and Marketing Society* service management master course. Alexandria, Va. Information: (703) 549-4200.

June 13-16—*Missouri Broadcasters Association* spring meeting. Holiday Inn, Lake of the Ozarks, Mo. Information: (314) 636-6692.

June 16-19—*Broadcast Promotion and Marketing Executives & Broadcast Designers Association* annual conference. Baltimore Convention Center, Baltimore. Information: (213) 465-3777.

June 18-20—*Iowa Broadcasters Association* annual convention. Des Moines, Iowa. Information: (319) 366-8016.

June 18-21—*National Association of Broadcasters* summer board meeting. NAB headquarters, Washington.

June 21-24—Sunny side, international market for European documentaries. Palais du Pharo, Marseilles, France. Information: 33-91-08-43-15.

JULY 1991

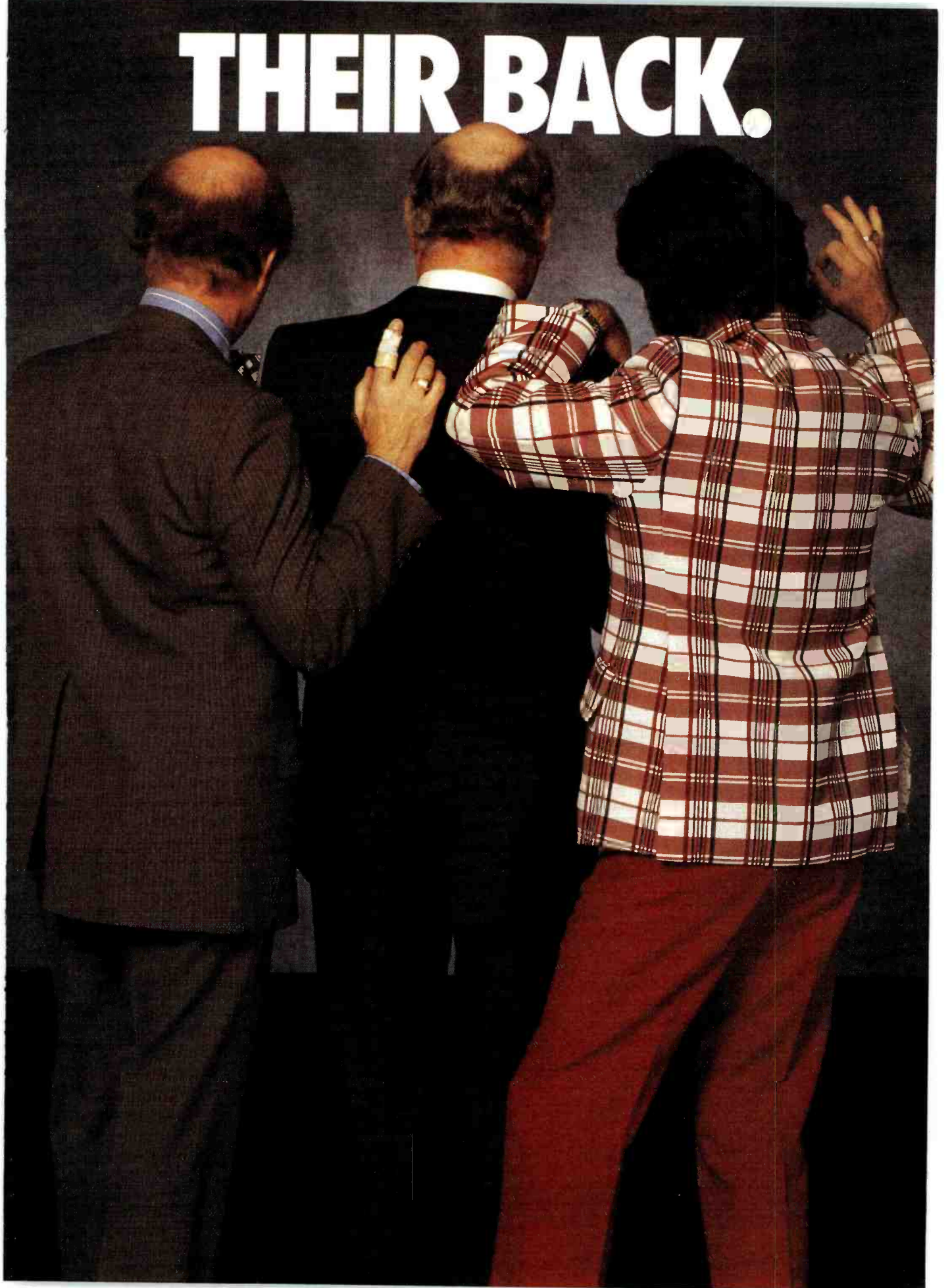
July 10-12—Pro Audio Asia '91, third international trade exhibition for professionals in the recording, public address, sound reinforcement, installation/contracting, sound-for-vision, broadcast and duplication industries in Asia, organized by *Business & Industrial Trade Fairs Ltd.* World Trade Center, Singapore. Information, in Hong Kong: 575-6333.

July 13-17—Fourth annual International Teleproduction Society forum and exhibition, featuring presentation of International Monitor Awards. Waldorf-Astoria, New York. Information: (212) 877-5560.

July 18-20—*Idaho State Broadcasters Association* annual convention. Sun Valley Resort, Sun Valley, Idaho. Information: (208) 345-3072.

July 24-27—*Cable Television Administration and*

THEIR BACK.

A black and white photograph showing the backs of three people. On the left, a man in a dark suit and bow tie. In the center, a man in a dark suit. On the right, a woman in a red and white plaid jacket and red pants. The woman's hands are on the shoulders of the man in the center suit. The background is dark and textured.

Marketing Society annual conference. Opryland, Nashville. Information: (703) 549-4200.

AUGUST 1991

Aug. 1-4—North Carolina CATV Association annual meeting. Grove Park Inn, Asheville, N.C. Information: Kelly Edwards, (919) 821-4711.

OCTOBER 1991

Oct. 1-3—Atlantic Cable Show. Atlantic City Convention Center, Atlantic City, N.J. Information: (212) 673-9166.

Oct. 16-20—Society of Professional Journalists national convention, including presentation of Sigma Delta Chi Awards. Cleveland. Information: (317) 653-3333.

Oct. 25-26—Missouri Broadcasters Association fall meeting/seminars. Holiday Inn Executive Center, Columbia, Mo. Information: (314) 636-6692.

JULY 1992

July 2-7, 1992—International Broadcasting Convention. RAI Center, Amsterdam. Information: London—44 (71) 240-1871.

OPEN MIKE

LOWEST OR HIGHEST?

EDITOR: Jonathan D. Blake's political broadcast "Monday Memo" in the Nov. 19 issue advances an oft-used regulated industry complaint: that the regulatory scheme under which the broadcast industry is forced to operate in regard to political broadcasts is too complex. The argument continues that the regulatory agency, here the FCC, has improperly interpreted the unnecessarily complex law. The result, of course, is widespread confusion for which the broadcast industry should not be held accountable.

It is consistent with the history of regulated industries that the broadcast industry appears to have forgotten the enormous advantage of its license to operate on public airways and resents its obligations in exchange therefore. The obligations most resented are the "lowest unit charge" and "reasonable access" provisions of the political programming law. Consistently, the industry alleges that here is precisely where the confusion lies.

Contrary to the industry's position, however, the fact remains that rarely has a regulated industry enjoyed a more clear statutory and regulatory directive: treat political advertisers as if they were your most favored commercial advertisers. Rather than adopt this simple directive, stations too often choose to steer political candidates to a higher "political rate," the cost for which can be as much as twice that paid by a commercial advertiser. The result is not the "lowest unit charge" of the station but the highest unit charge. This presupposes, of course, that the station first grants the

candidate access; still a tedious, recurring argument with many stations.

On Sept. 7, 1990, the FCC released findings of its political programming audit of select markets conducted principally to assess compliance with the obligation to charge campaigns the "lowest unit charge" of the station pursuant to Section 315(b) of the Federal Communications Act. The findings were shocking. Eighty percent of the stations appeared to have overcharged candidates for political ads aired. In one market, the commission found that "candidates paid an average of \$6,000 for a 30-second television spot, while the average cost of a commercial advertiser's 30-second spot during the same daypart was \$2,713."

This systematic practice of overcharge has a direct and significant negative impact upon the elective process. Reaching the electorate through the media is not simply a good idea, it is critical. Congress created the "lowest unit charge" requirement to decrease the cost of campaigns and to ensure even lower rates during the statutory pre-election periods. Instead, the commission's audit found that "sales practices actually encourage candidates to spend more for advertising time."

The FCC has little option but to initiate a comprehensive enforcement action. Also, campaigns will independently demand of stations a full accounting of all charges and rebates where appropriate. Perhaps thereafter the confusion will subside with a recognition by the industry that the "highest unit charge" is not worth the price. *Michael P. Phillips, attorney, Washington.*

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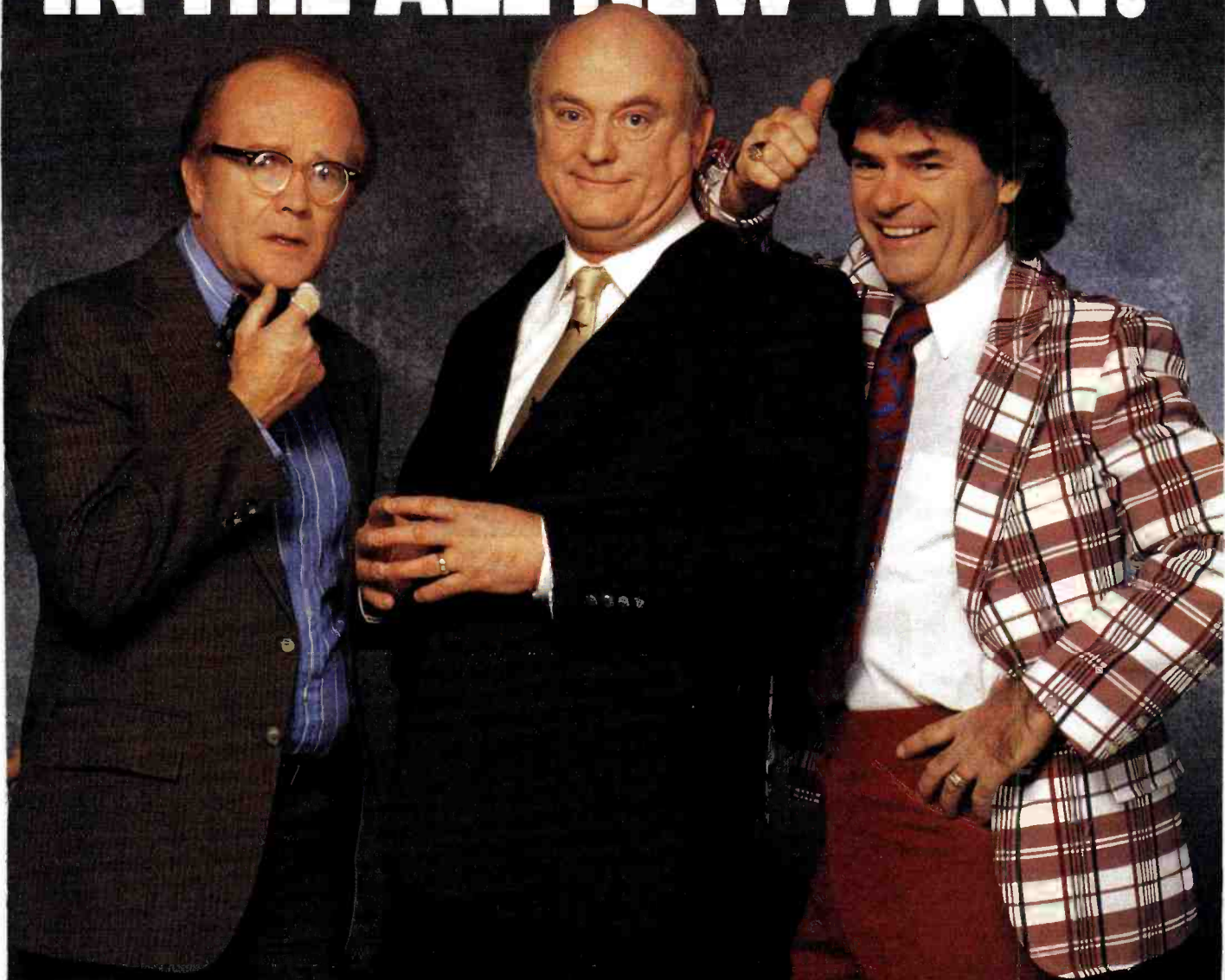
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MONDAY MEMO

A television commentary from Gene F. Jankowski, Jankowski Communications System Inc., New York

In all of the commentary on the astonishing political changes in Eastern Europe and the Soviet Union over the past year, little has been said about one of the most intriguing aspects: The results are now in on the largest controlled media experiment in history.

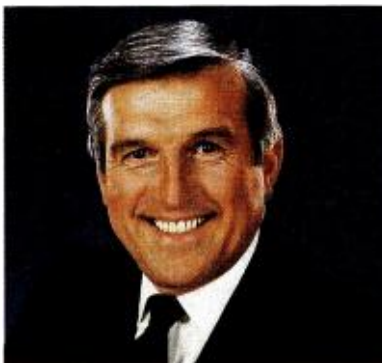
Without exception, these regimes controlled all the means of communication, top to bottom all the content, all the production and all the distribution including television, the most powerful medium ever devised; the medium that in America has been accused of causing everything from tooth decay to declining reading scores, of usurping the role of parent, teacher and cleric, of determining whom we elect, what we eat and which side our brains will grow the fastest.

Surely, total control of this overpowering device would produce astonishing social consequences. And it did. It turns out that the more the governments turned it on, the more the people turned it off. It turns out that it is not just what is on the screen but also what is on the people's minds that counts, and that the greater the distance between the two, the less the real contact becomes.

That is to say, television like any other medium, works when it responds to real interests and real needs in the audience. When these are ignored, when programing is dictated from above without regard to the users' sensibilities, the set is just a shadow box or, even worse, an unwitting stage on which a farce is enacted: the all-powerful "communicator" becomes an object of ridicule.

In the same years when this was happening across the seas, television in America was growing from the bottom up, fed by audience demand. In the so-called television era, America has been conservative, liberal and then conservative again; it has had both a baby boom and a lowered birth rate; it has seen Big Labor and Big Capital; it has favored government intervention in the economy and the virtues of the free market; it has undergone both boom and recession, high inflation and low inflation, permissive and restrictive behavioral philosophies, growing secularization and religious revival.

It is very hard to believe that television



caused all or even any of this to happen. And if it did contribute to some parts of it, it is even harder to say what parts were, despite decades of media research. This is because what transpires during the actual interface between the reader and the words on the page, or between the viewer and the sights and sounds coming from the screen, remains a mystery. The medium brings its materials to the user; the user brings his or hers as well. The response is formed out of that complex exchange.

Media are not prime movers. To cite examples, I know of no country where television has either caused a revolution or stopped one, made people fat or thin, created a disease or cured one. Experience simply does not support the notion that television is some kind of preemptive force that can displace home, school, family, church, state, friends, genes or history.

Television can certainly enlarge and enhance the collective experience, but it cannot reinvent the individual. It is a wonderful dispenser of information and entertainment, but it will not remedy enduring problems, no undo old values. It can facilitate, but it cannot enforce. It can enliven and enrich a culture, but it cannot overhaul it.

To put it simply, if we have learned anything, at all about television, it is that the real question is not "what does television do to people?" but "what do

people do with television?" given the opportunity.

And there is the heart of the matter the individual television viewer. If television is perceived as a force capable of manipulating the individual, without his or her consent, it will be structured one way. If it is seen as a device used by the individual to satisfy his or her needs, it will be structured another way. That was the great dichotomy that separated the screens in the West from the screens in the Eastern block for all those years. It is the question of whether television is to be shaped arbitrarily, from the top down, regardless of what viewers may actually want or need, or realistically, from the bottom up, by its users.

This is a distinction in content that derives from a distinction in philosophy. One point of view holds that television is a self-contained and powerful force molding the lives, actions and attitudes of its viewers. Another holds that television is a significant advance in the long history of media development whose

value, like that of all its predecessors, comes from the degree of satisfaction the user derives from it.

Any society is, of course, free to choose either viewpoint, but there should be no doubt

that they have quite different outcomes. One leads to unrealistic expectations and ultimate disillusionment when the medium fails to deliver. The other leads to a vibrant presence in a blossoming informational/entertainment scene.

The one thing we do know is that the results are not determined by the content alone as any of the state-controlled media heads will now ruefully acknowledge. And yet, once again, our legislators are moving towards regulating programing from Washington.

The paradox of power for television, then, is that whatever power the medium has derives from the willing consent of the user. Tyranny on the tube didn't play any better in Prague than it would in Peoria, no better in Moscow than it could in Manhattan.

"Television works when it responds to real interests and real needs in the audience."

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TOP OF THE WEEK



DRAMA IN WASHINGTON: THE FCC'S EN BANC FIN-SYN HEARING

THE COMMISSION SAID MORE THAN THE WITNESSES

Before the FCC's day-long hearing on the financial interest and syndication rules last week was 15 minutes old, FCC Chairman Alfred Sikes had made it clear that as far as he is concerned, the burden of proof is on the Hollywood producers and others who believe the prohibitions should be retained or replaced by tough new "safeguards" against the networks' alleged market power.

"Inequality in bargaining power is commonplace," said Sikes in his opening statement, recalling his days in the radio business. "Thus, the underlying question that should be addressed in this proceeding is what persistent uniqueness attaches to the contract negotiations between networks and program producers

that warrants federal intervention in the contract negotiations between them."

"If the networks are in a position to exact, by methods akin to extortion, financial or syndication interests, then some continuing commission role would be warranted," said Sikes. "However, as I define the public interest, it does not equate with whether one party got a better deal than another in a given contract."

Sikes also undercut another of Hollywood's arguments for preserving the rules: that they foster diversity in network programming. Although diversity is key, he said, he believes "the truest measure of diversity is local programming.

"I would also be more concerned

about diversity if there was not, in many respects, a sameness to the prime time offerings," Sikes said. "In fact, the Fox network, which to this stage, is under virtually no financial or syndication interest restrictions, is cited over and over again as having succeeded because it is different."

The FCC launched last year its review of the 20-year-old fin-syn rules, which prohibit the networks from acquiring financial interest in network shows produced by outside producers and syndicating them. At stake is the hundreds of millions of dollars generated annually by the sale of network reruns of television stations.

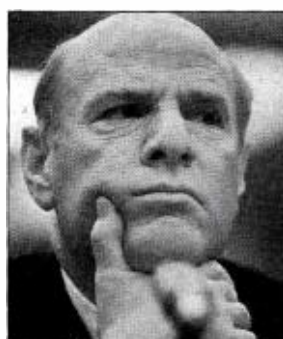
The networks have gone all out to persuade the FCC to repeal the rules,



ABC's Burke



Time-Warner's Daly



Fox's Diller



Disney's Frank



Prestowitz for NBC



Independent producer Hill



NBC's Agolia



Independent producer Cannell

KEY WITNESSES: THE FIRST THREE FIN-SYN PANELS FRIDAY.

arguing at the hearing and in earlier rounds of comments that the rules are no longer necessary and are counterproductive to their goal of fostering programing diversity.

With equal fervor, Hollywood producers and syndicators have called for preserving the rules or, in the alternative, replacing them with a tough set of safeguards against the network leverage in program negotiation.

Sikes's tilt toward the networks came as no surprise to those who have been following the fin-syn proceeding throughout the year. Observers on both sides of the debate put him and FCC Commissioner James Quello in the networks' camp, although Quello is said to favor some continuing restrictions on network participation in domestic syndication to protect independent television stations. "It seems time to consider allowing networks to at least negotiate for full program rights, probably with some safeguards," Quello said in his opening statement.

"Sikes wants to get rid of the rules, but he doesn't have a third vote," said a network chief during a break in the action.

On the other hand, FCC Commissioners Sherrie Marshall and Ervin Duggan

are suspected by the networks of favoring retention of significant restrictions on the networks. Duggan nearly said as much in his opening statement. "I think it conceivable that the solution we eventually suggest may feature safeguards for those less powerful contenders whom we commissioners, as defenders of the public interest, are obligated to consider," he said. "To the extent that such safeguards are a feature of our solution, the result could indeed fall short of total victory for either of the most powerful contending parties."

Duggan urged participants to consider a compromise solution. "It is at least conceivable that this commission may come down somewhere between the polar extremes, somewhere between total victory for one of the powerful contenders or total victory for the other." Some safeguards may be necessary in such a finding, he added.

Duggan sought assurances from a panel of network programing executives that elimination of the rules would not allow the network to "extract" rights and interest in programs without paying their full value. The fear of "extraction" haunts his thinking on fin-syn like "Banquo's ghost," he said.

If Marshall is pro-Hollywood, it was

not evident from her questioning, which was as evenhanded as it was pointed. It seemed aimed principally at learning about the programing and distribution business as she said it would be in her opening statement.

FCC Commissioner Andrew Barrett's position on the controversy was as much a mystery when the hearing wound to a close shortly after 5:30 as it was when the session started at 9 a.m.

However, some credited Barrett with the toughest line of questioning when he took on CBS Chairman and President Laurence Tisch. Barrett said the networks' argument that the rules are aggravating their financial woes did not square with published quotes in which Tisch calls operating a network a "great business."

Tisch replied that network broadcasting is an "interesting" business, but not a great one. Pressed by Barrett about the quotes, Tisch said, "The New York Times, Wall Street Journal and most of the newspapers in America have a propensity to misquote me.... Between 1985 and today, the velocity of decline of the network business is beyond anything I contemplated at the time."

Also under questioning from Barrett, Tisch strayed into dangerous waters,



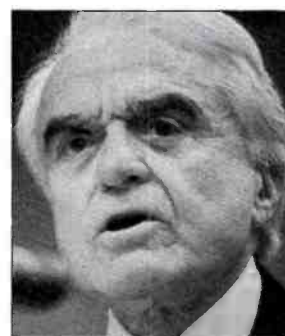
CBS's Tisch



NBC's Wright



Brock for CBS



MPAA's Valenti



ABC's Iger



Caucus's Leider



Warner Bros.'s Meyer



CBS's Sagansky

FOR EXCERPTS OF THE DAY'S TESTIMONY, SEE PAGES 76-78.

suggesting that, if allowed into the syndication business, he might withhold *Murphy Brown* from the market until it was no longer airing on the network. But I think this is something the commission can set the rule on when a program should be syndicated. If you feel after four years, or five years, or six years, a program should be syndicated, so be it and let you set the rules on how the auction should be held."

"He showed his true colors with that," said Andy Schwartzman, a pro-fin-syn witness and public interest lawyer.

Sikes and Quello also seemed in sync with the networks with their willingness to consider the foreign ownership of four of the major studios into the fin-syn debate. "I do not object to foreign ownership of production assets," Sikes said, "but I do have questions about U.S. laws which favor foreign companies over U.S. television companies, which must by law use their principal assets in the public interest."

Said Quello: "It strikes me as somewhat perverse that foreign companies can purchase major American studios with full program syndication rights that are out of bounds for American controlled network companies.

Two possible scenarios for revision of the rules were raised by Sikes and Quello in an afternoon panel on syndication issues. Sikes asked panelists how they would respond to relaxed rules that would prohibit network self-dealing (for

"As I define the public interest, it does not equate with whether one party got a better deal than another in a given contract."

—FCC Chairman Alfred Sikes

instance, preventing CBS from selling an owned show to its own affiliate), prohibit warehousing and keep the prime time access rule in place.

Ralph Baruch, chairman of the Program Producers and Distributors Com-

mittee, responded the networks "cannot have any say in the syndication of programs directly or indirectly," but added that if the network is willing to fully fund a program, the PPDC would have no objection to its having a passive financial interest in the profits as defined by the networks.

Al Devaney, general manager of independent UHF WPWR-TV Gary, Ind., said, however, that such a proposal would not totally protect independents, since networks would incur less damage selling a high-rated, off-network show to another network affiliate, which would be limited to the prime time access rule from running it outside the prime access period, effectively preventing independents from carrying it against network affiliates' more critical and expensive access programming.

In another hypothetical, Quello asked for response to a proposal where the networks could have financial interest but would have to up rights to a syndicator to distribute. Devaney, speaking in his role as INTV board member, said the association would support a passive financial interest from the networks as long as there is a clear barrier between financial interest and the control of syndication.

—HAJ, AAG

FCC WANTS TO TOUGHEN CABLE REGULATIONS

Commission votes to raise 'effective competition' standard that exempts systems from local rate regulation, but offers exception for 'good actors' that offer 'competitive' basic rates and provide customer service

Cable systems that would otherwise be subject to municipal rate regulation can avoid it by offering basic service at a "competitive" price and adhering to customer service guidelines, according to a new "effective competition" standard proposed by the FCC last week.

By a unanimous vote, the FCC proposed a standard exempting from local regulation cable systems that:

- 1) have less than 50% penetration and face competition from six or more non-duplicative television stations, or
- 2) face competition from one or more multichannel video providers (cable overbuilds, wireless cable systems or satellite broadcasting) available to 50% of the homes and serving 10%, or
- 3) provide, as FCC attorney Marcia Glauberman put it in presenting the standard for the vote, "a basic service at a competitive price level as well as a minimum level of customer service."

Under the two "structural prongs" of

the standard, Glauberman said, "only a minority" of cable systems would be exempt from local regulation. But the majority could still elude the long arm of the regulators under the third "behavioral" or "good actor" test, she said.

FCC Commissioner James Quello called the good actor test "the best free enterprise solution we have." It "has the potential to minimize intrusive government regulation of rates and still provide consumers with a stable, reasonable basic and, I would hope, enhanced basic service."

The cable industry is prepared to accept a tougher standard, believing it would lessen the chance of Congress passing legislation more onerous to cable (see box). But National Cable Television Association President James Mooney, in a prepared statement, said he felt the FCC may have gone too far. "[T]his proposal raises the prospect of the government inhibiting the future de-

velopment of cable programming by crimping its economic lifeblood."

The FCC was at a loss to predict how many cable systems would be regulated under the proposed standard partly because it had yet to settle on any of the benchmarks of the "good actor" test.

Robert Pepper, chief of the FCC Office of Plans and Policy, said the agency is looking at a "package approach" in which operators would have to provide a certain number of services "within a certain price range," a price-per-channel approach or some combination of both.

FCC Commissioner Sherrie Marshall took credit for the price-per-channel approach, saying it would have less impact on how cable operators structured their basic tiers.

At the prompting of Continental Cablevision, Commissioner Ervin Duggan, a self-described "champion" of the good-actor concept, suggested making customer service one of the good-actor criteria. Continental Cablevision is the third largest cable operator and a key member of NCTA, but, says it acted on its own in pushing for the additional criteria.

The Cable Act has for the past four years preempted municipalities and states from regulating the basic rates of cable systems that are subject to "effective competition" as defined by the FCC. The agency's original 1985 "effective competition" standard—three broadcast signals—put most cable systems beyond the reach of the regulators.

At the behest of Marshall, the FCC also proposed guidelines for franchising authorities to use in their rate-making proceedings. As described by Glauberman, the proposal would require regulators to grant cable systems a "reasonable return" in light of "costs attributable to obtaining and transmitting signals carried on the basic tier and the costs of any franchise-imposed requirements not directly related to cable services as well as a reasonable profit."

According to Mass Media Bureau Chief Roy Stewart, the FCC intends to act quickly in the proceeding, accepting comments early next year and bringing up the proposals for final adoption in April or May.

DESPITE FCC ACTION, HILL LIKELY TO MOVE ON CABLE

Congress is not likely to lose interest in reregulating the cable industry, said Washington insiders and congressional staff who think the FCC's proposed standard on effective competition will not deter lawmakers from limiting cable's power. House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) is not going to wait for the FCC. A cable bill is his top priority for 1991 (BROADCASTING, Dec. 10). And Markey aide Larry Irving said there is also "some concern about how effective the commission's rulemaking will be with regard to urban consumers." Plus, some Democratic senators have promised to renew their efforts to reregulate the industry. "It may be premature to make an evaluation until the FCC completes the process, but it is my impression that members want to move forward on cable reregulation," said Antoinette Cook, Senate Communications Subcommittee counsel.

Even FCC officials seemed doubtful that the agency's proposed standard would stem the reregulatory tide on Capitol Hill. "I don't think you can preempt Congress if they don't want to be preempted," said Roy Stewart, FCC Mass Media Bureau chief.

However, some observers felt House Republicans may, like their colleagues in the Senate who opposed cable reregulation this year, decide that legislation is unnecessary. As one Hill aide said, members have been primarily concerned about rising cable rates and if the FCC adopts the proposed standard, it would "fix what needs to be fixed."

Moreover, National Cable Television Association President James Mooney said his industry will try to stall legislation—at least until the FCC has a chance to allay concerns about rates. And the debate could shift some if the National Association of Broadcasters, which originally endorsed this year's cable bill but later withdrew its support, launches a major campaign to pass legislation requiring cable operators to pay a fee for retransmitting broadcast signals.

—KM

—HAJ

FCC LIMITS NEW STATION APPLICATION PAYMENTS

Steps taken to streamline process and stem abuses

At its Dec. 10 open meeting, the FCC voted unanimously to shut down what it sees as the "gaming" of the comparative new station licensing process. The commission took the actions—capping settlement payments and streamlining the process, among others—to deter the filing of applications by those seeking profitable settlements from legitimate applicants for new station licenses.

In making the decision, FCC Chairman Alfred Sikes said there has been an "alarmingly high degree" of sham applications for new stations. Commissioner Ervin Duggan said "people were cynically 'gaming' the process for profit," and Commissioner James Quello called the sham applicants "pirateers."

The commission is counting on the "weeding out" of such sham applications to further a related goal: expediting the comparative hearing process.

In its action, the FCC limited settlements to "legitimate and prudent out-of-pocket expenses up to the point that the trial phase of the hearing commences. After that point, payments are prohibited." All settlement proposals must, along with an "itemized accounting of the expenses for which they seek reimbursement," indicate the "exact nature and amount of any considerations paid or promised...[and] the terms of any oral agreement relating to the dismissal or amendment of the application."

Once the trial phase begins, any applicant that withdraws from the hearings must certify that they have not been compensated by any of the remaining parties. The new rules on settlement limits apply to applications currently pending, although there will be a grace period of about 60 days, said Mass Media Chief Roy Stewart, because the rule needs the approval of the Office of Management and Budget.

Commissioner Quello called the measure "15 years too late...I've seen these things drag on for years, and no one is served."

Commissioner Andrew Barrett said the objective of "eliminating sham applications" will be met.

Another major change concerned the *Ruarch Associates* policy. The commission acknowledged that *Ruarch*, which allowed winning applicants to renege on integration and divestiture commitments without penalty, may have "encouraged inflated comparative commitments."

The new ruling only allows such renegeing when all parties have agreed to a settlement.

Although the *Anax* policy makes it more difficult to determine the true ownership makeup of an applicant by allowing, according to the FCC, the exclusion of limited partners and nonvoting stockholders "from the calculation to determine the comparative credit for integration of ownership and management," it was retained because the abuses of *Anax* did not outweigh "its utility to help minorities get into broadcasting," said Commissioner Sherrie Marshall.

As anticipated, the commission decided not to eliminate the review board. However, the board will now hear oral arguments "at its discretion," said FCC attorney Martin Blumenthal. The board is expected to "complete consideration of routine cases [in] approximately five and a half months after the issuance of the initial decision," although it did not define "routine." The commission also committed to "disposing of applications within six months of the Review Board's decision" or it will issue an order indi-

cating that more time is required.

Sally Katzen, president, Federal Communications Bar Association, said her organization "applauds the commission for improving the integrity of the process."

National Association of Broadcasters President Eddie Fritts said the actions should "end greenmail-like practices and other abuses."

While Quello had "no quarrel" with the scope of Thursday's proceeding, he said other ideas should be considered in future rulemaking proceedings. "I have long argued," he said, "that the Commission should adopt a 'finders preference' for the applicant that searches for and finds a vacant allotment or successfully obtains a change in the table of allotments."

Duggan said the FCBA's suggestion of designating a "runner-up" in its September comments might be another issue worth looking into. If a legitimate runner-up is in the wings," he said, "the permit holder may be more inclined to honor the comparative commitments made."

—PJS

FCC'S COMPARATIVE HEARING CHANGES

Pre-trial

Settlements limited to:

- Out-of-pocket expenses.
- Pre-trial phase of hearing.
- Professional services not performed by applicant on behalf of applicant.

Settlement proposals must:

- Itemize expenses.
- Indicate nature and amounts paid or promised.
- Disclose terms of oral agreements.

Post-trial

- No settlements.
- Certification of no compensation for withdrawal.
- Grace period of about 60 days for Office of Management and Budget Approval.

FCC streamlined process by:

- Encouraging more and earlier settlements.
- Prohibiting winning applicant from renegeing on promises made during hearing.
- Requiring filing fee payment for hearing 30 days after petition to deny date.
- Establishing standardized discovery forms.
- Requiring documentation for discovery within 20 days of Hearing Designation Order.
- Prohibiting the use of limited partners and nonvoting stockholders for comparative credit.

FCC altered Review Board by:

- Establishing 12-month maximum for completion of review, with routine cases expected to be completed in 5½ months.
- Eliminating oral arguments in appropriate cases.
- Granting it discretion to hear oral arguments in other cases.

CBS ANNOUNCES \$2 BILLION STOCK BUYBACK

Network purchasing 44% of its common stock, Loews Corp. and Paley estate stakes remain unchanged; baseball losses documented; Tisch elected chairman

As had been anticipated, CBS announced last Wednesday (Dec. 12) that it would spend up to \$2 billion on a stock buyback. The network also said that it is lowering its quarterly dividend below the current \$1.10 per share and will take an after-tax operating loss of \$115 million for the fourth quarter on its four-year contract with Major League Baseball.

The \$190 per share offer to purchase up to 10,526,000 shares of common stock amounts to 44% of the company's total stock and the tender offer will commence this week. The network said that if fully subscribed, the percentage of CBS common stock owned by the Loews Corp., the William S. Paley Estate and other shareholders would not change since its shares will be tendered proportionately. Loews Corp. holds 24.9% of CBS stock and the Paley Estate owns 8%, and both will tender all their shares for the offer. Rumors of a CBS buyback had been floating around for two weeks but the company had declined to comment.

In a prepared statement, CBS President and Chief Executive Officer Laurance Tisch, who also heads Loews Corp., said that the CBS Board "has concluded that a repurchase of CBS common stock is the best use for a substantial portion of its cash and marketable securities." The offer, Tisch said, will also provide CBS shareholders with the chance to receive a premium over recent market prices while retaining their equity investment in CBS.

The buyback also helps ease the tax burdens facing the Paley Estate. The estate had approached the board about selling shares to fund tax obligations and that was probably a factor in Tisch's buyback decision. The estate had a pre-existing option that required CBS to buy

buy 374,427 shares at \$150 per share but will waive that option if the shares are sold during the offer.

CBS has been sitting on the money for the buyback since 1988 after its sale of the Records Group to Sony and the sale of various publishing assets. According to a spokesperson, CBS decided that after looking for the last three years for something to invest in it decided it was

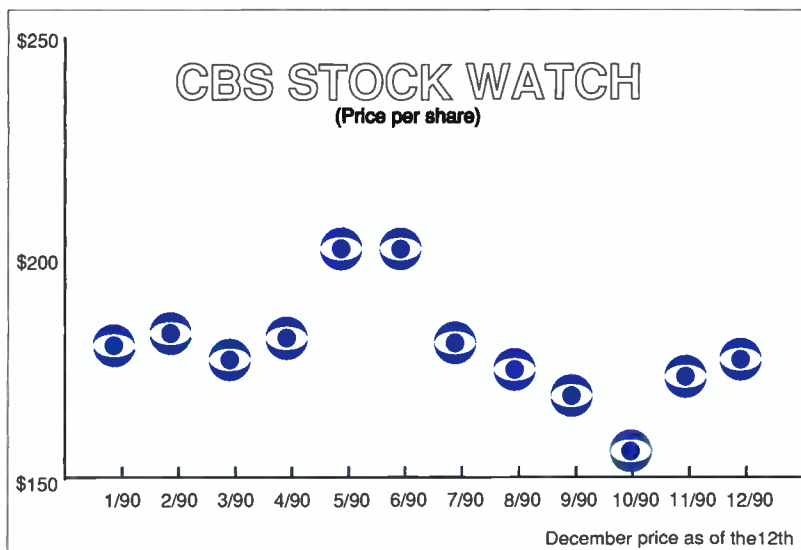
Said David Londoner, analyst, Wertheim & Schroeder Co.: "What they are doing is the equivalent of a dividend. Presumably everybody will take advantage of the tender offer and everybody will still own the same percentage. This is a way of declaring dividend proceeds of the sale of the record company without it being taxed as a dividend."

However, the buyback would limit

CBS's abilities to use the favored "pooling" treatment if it should decide to do a stock-for-stock merger.

CBS said that the buyback was not initiated for any sort of sale or merger. Said a spokesperson: "The company is not for sale."

It is unclear whether stockholders will be eager to tender their holdings at \$190 per share. The stock was trading at over \$200 per share in April and May and some shareholders may want to hold on



better to do a tender offer and let the shareholders participate.

After the buyback, which is scheduled to close on Jan. 22, 1991, CBS will still have cash and securities of about \$800 million and, Tisch said, it "will remain fully capable of funding its current operations and continue to be flexible with respect to the acquisition of additional broadcast properties...."

Wall Street reacted favorably to the CBS news. Wednesday, the day of the announcement, the stock closed at 175½, up from 169¾ on Tuesday.

Analysts interviewed by BROADCASTING did not think the buyback would make CBS any less attractive a takeover target by a Hollywood studio. "CBS is still just as attractive and this does not change anything," said industry analyst Jessica Reif. She saw the buyback as a way for Tisch to "get some cash out of the company" and "make sure the Paley Estate did not go into a third party's hands."

now in hopes of getting a bigger boost later should CBS be sold. Said Reif: "Some may not want to tender now. There is so much uncertainty. Do you take some cash now? Maybe six to 12 months down the road you'll get a higher price."

Jay Nelson, analyst, Brown Brothers Harriman & Co., said once the buyback is completed, CBS stock will trade in the \$145 to \$165 range and that he is leaning towards advising clients to sell the stock instead of participating in the buyback. He is also not anticipating any sale or takeover of CBS in the near future.

In reaction to the buyback, Standard and Poor's put CBS's roughly \$1.5 billion of debt on CreditWatch with negative implications. Besides the buyback, the ratings agency cited CBS's expected fourth quarter loss and a weak advertising market as reasons for a potential downgrading.

Also, for the first time, CBS an-



CBS President-CEO—and now chairman too—Laurence Tisch

nounced what it expects to lose on its Major League Baseball contract. The network said that operating results for the fourth quarter 1990 would include an operating loss of \$55 million from its 1990 coverage of baseball and an after-tax provision of \$115 million for anticipated losses over the life of the contract. Some analysts, who earlier had said that CBS losses for this year alone would

total close to \$100 million, thought that CBS may be underestimating its total loss. But, by taking the loss now, CBS will improve its earnings next year. Also, there is no guarantee that next year's playoffs and World Series will be as short and as lackluster as the season just ended.

CBS said the weak advertising market and the growing costs run up by the news division's coverage of the Middle East crisis also contributed to the fourth quarter loss. The CBS television network, the company said, is also expected to show an operating loss in 1991. CBS said it is "attempting to mitigate the projected losses at the Television Network, in both the fourth quarter of 1990 and fiscal 1991, by wherever possible reducing its operating costs." In recent weeks, CBS has closed both its Chicago and Denver news bureaus and laid off between 30 and 40 employees in New York.

Although CBS affiliates may not be too pleased with CBS spending \$2 billion to buy back stock just three weeks after it cut affiliate compensation by 20%, the two actions are not necessarily related. Said CBS Affiliate Rela-

tions President Tony Malara: "This fund was not and is not designed to fund shortfalls in operating divisions." Malara went on to say that questions have been asked in the past about not using the \$3 billion nest egg, and it was made clear that the asset fund from the sale of assets was "designed to park money for acquisitions" and that the operating divisions have to stand on their own. Added an industry analyst: "Buying back stock has nothing to do with running the network as efficiently as possible."

Much has also been made of the fact that when the buyback is concluded, Tisch—whose Loews Corp. bought most of its shares at an average of \$127 per share—will receive a profit of \$157.5 million for the 44% of Loews Corp. shares tendered during the buyback. The compound average of Tisch's profit would be equal to 8.4% a year.

Tisch was unanimously elected chairman of the CBS board last week and will also continue to serve as president and chief executive officer. He succeeds William S. Paley, who died Oct. 26. —JF

WARNER LAYS OUT ITS NEW ORLEANS SPREAD

Two new first run shows, cash/barter movie package are among shows distributor is taking with it to New Orleans

Warner Bros. Domestic Television Distribution confirmed last week it was bringing two new first-run properties to the NATPE International convention in New Orleans next month—a new, one-hour talk strip, *Jenny Jones*, and a new half-hour magazine, *Getting Even*.

In addition, Warner is launching a new cash-barter movie package that includes "Batman," the top theatrical draw for 1989, as well as "Lethal Weapon 2" and "Gorillas in the Mist." "Batman" does not become available to stations until Dec. of 1998.

According to Scott Carlin, senior vice president, Warner Bros. first run consumer division, *Jones* has been cleared by 50 stations over 30% of the country. Stations picking up the show include NBC-owned WTVJ-TV Miami, KPRC-TV Houston, KRON-TV San Francisco, as well as the LIN Broadcasting group.

Warner is currently looking for a production base for the *Jones* program. The company has held talks with NBC-

owned WMAQ-TV Chicago about producing the program at the station's new production facility there. Bonnie Kaplan, who will produce the show for Warner, is based in Chicago and would prefer to stay there, sources said.

"We've had talks with a number of stations in a number of cities about producing the show for us," said Carlin. "There is no deal yet." Currently, *Jones* is being offered for straight barter, seven minutes each for local and national sales.

The second new first-run program Warner is launching is *Getting Even*, described as an investigative news magazine that will focus on exposing consumer rip-offs and bureaucratic ineptitude.

No word yet on clearances for the half-hour magazine, which is being offered for cash plus barter, with Warner retaining one-and-a-half minutes of national barter time.

On the off-network side, Warner will focus on selling *Murphy Brown* and *Full*

House. So far, *Brown*, now in its third season on CBS, has been sold in 26 of the top 30 markets, including the three Tribune-owned stations: WPIX-TV New York, KTLA-TV Los Angeles and WGN-TV Chicago.

Full House is also sold in 26 of the top 30 markets, including the Tribune stations in the top three markets. "There has been a lot of talk about the bad market for program sales," said Keith Samples, senior vice president, Warner's off-network division. "It almost becomes a self-fulfilling prophecy. But the fact is a lot of shows are being purchased. You just have to work at it."

In first-run, Warner is committed to the new game show, *Trump Card*, for one full year, said Carlin. But given the ratings so far, he said, prospects for a second year are "not realistic." But the company believes strongly, he said, that the weekly talk show with Jesse Jackson, not off to a good start, can be salvaged, and production and format changes are in the works. —SM

AMERICAN FIRMS NEGLECTING OVERSEAS OPPORTUNITIES

Although there is worry about foreign companies gobbling up too much of U.S. media, there is also concern that media companies still in American hands are not moving fast enough in overseas markets, doing little to instill Wall Street with confidence—a desire to provide financing for international ventures.

At a conference on media globalization sponsored by the National Telecommunications and Information Administration and the City University of New York, John Tinker, associate, Morgan Stanley & Co., said the media industry, plagued by battered stock prices, has become so complex and fragmented that it has created financial uncertainty. "Wall Street is trying to get a handle on what the media business is doing," he said during a panel session moderated by BROADCASTING Managing Editor Donald West which featured Ed Bleier, president for pay TV animation and network features, Time Warner, and J.B. Holston III, NBC International senior vice president.

The U.S. companies that are looking globally are highly leveraged, increasing the uncertainty, said Tinker, and so far, they are not aggressive enough, nor have they presented a sufficient blueprint of how they plan to go forward in international markets. But if these companies can convince Wall Street of their growth potential in international markets, then Wall Street will be willing to support the debt, Tinker said.

Tinker complained that U.S. media

companies still see overseas markets as incremental revenue. "The problem is that as Europe and the rest of the world begin to develop, they may not appreciate that attitude," he said. And they may choose not to deal with it as they begin to build up their own programming resources, according to Tinker.

The financial community is going to need some significant convincing, since Tinker contended that the climate for U.S. involvement in foreign media operations is getting tough. "Americans are a little late to the table," he said. The planned limit for a 25% ownership in European companies by non-EC companies will present an obstacle to U.S. involvement, as do established media players, such as Canal Plus which domi-

nates European pay TV. Even in Eastern Europe, where media is a new frontier, "there's no infrastructure, so you're not sure what you're actually buying," Tinker said.

Time Warner says it has a plan for international involvement in the form of strategic alliances, according to Bleier, whose sentiments were later echoed in a speech by Gerald Levin, the company's vice chairman.

NBC's Holston bemoaned the fin-syn rules, which he said have hampered NBC's efforts to get into the international arena. Even if the fin-syn rules are changed (see story, page 35), Holston maintained it is several years too late for the network to jump effectively into the international market. -SDM

WGA, AMPTP TO VOTE ON EXTENSION OF CURRENT PACT

With 1988's five-and-a-half month writer's strike still fresh in the minds of Hollywood writers and producers, the Writer's Guild of America and Alliance of Motion Picture and Television Producers are mulling over a proposal for a three-year contract, extension of their current four-year pact. The two sides have come to agreement on the details of the new contract, and the extension will go before the WGA membership for a vote

Jan. 16, 1991. The pact has already been given the green light from WGA's board members on the East and West Coasts. If approved, the new contract would be in effect through May 1, 1995.

"We are poised to begin a new era of peace in the history of our negotiations in this industry," said George Kirgo, president, WGA, West Coast. "This is no mere extension of a contract. Not only does this deal extend industrial peace for another five years, it improves the contract, provides healthy financial increases, protects our health fund, contains no rollbacks and, perhaps most importantly, it sets the stage for a new way of doing business between this Guild and the companies," he said.

Representing the producers, Nick Counter, AMPTP president, said: "This extension is good for the industry. This will allow men and women of vision an extended period of time in which to make their arrangements for creative filmmaking without being distracted by lengthy Guild contract negotiations and potential conflict."

The new pact calls for the establishment of a Contract Adjustment Committee that will meet at least every 12 months to discuss amendments to the agreement. In addition to the formation of a committee, WGA's health fund will be increased by 4.5%, compounded annually in each of the contract's three additional years. -SC

'PREVIEW' CANCELED

Television Program Enterprises, the program syndication arm of Telerep, last week announced the cancellation of *Preview: First Look at the New*. The cancellation, effective Dec. 30, is this season's first casualty among first-run magazines. It also represents a major blow for TPE and Telerep Chairman Al Masini, who spent two years developing the program, which was hosted by Chuck Henry.

In recent weeks the TPE sales force made a full court press on stations to add or upgrade the program, and the company spent generously in cash compensation, and cooperative advertising and promotion dollars to get the show upgraded. In Boston it reportedly paid WBZ-TV around \$500,000 in cash and co-op ad support to move the show from the afternoon to prime access. Sources also said the company paid WRC-TV Washington several hundred thousand to upgrade the show to early fringe. But the latest marketing push was apparently too little too late. According to sources, TPE's corporate parent, Cox Enterprises, was not encouraged by the show's November performance and concluded there would not be a long-term payoff to justify continuing the show. The sources also said Cox was unhappy with TPE's strategy of "subsidizing" other broadcasters to get them to carry the show.

PROGRAMING

ABC RESTRUCTURES TV GROUP

Swanson, Beuth divide up programing duties of departing Brockman

With Michael Brockman out as head of daytime, late night and children's programing, executives at ABC say program changes are almost certain to occur in some of those dayparts, particularly daytime.

Last week, ABC restructured the network television group. Dennis Swanson, president of ABC Sports, assumes responsibility for daytime and children's programs as well. Philip Beuth, senior vice president, ABC Television Network Group, assumes responsibility for late night programs. He will continue to oversee *Good Morning America*.

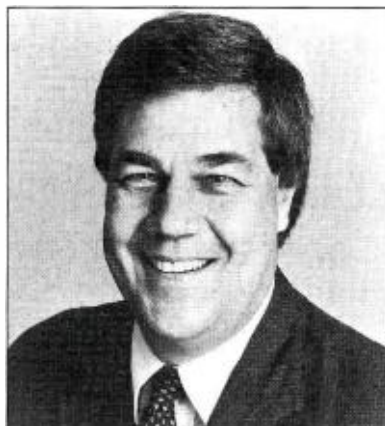
In an interview last week, Swanson suggested strongly that the *The Home Show*, which kicks off ABC's daytime at 10 a.m., would be canceled. "We've got to take a look at how we start our day," he said. "That has been a weakness and we have to see if we can improve that" time period. "We need to find the most effective programing we can put in there." The show is a distant second in the ratings, behind CBS's hour-long game show, *The Price is Right*.

A little over a year and a half ago, ABC, in an unprecedented move, split off three entertainment dayparts into a separate Hollywood-based division run by Brockman, who had been recruited from CBS, where he had been in charge of the same dayparts.

At the time of the reorganization, ABC executives said it was being done to enable newly installed ABC Entertainment President Robert Iger to focus exclusively on prime time. The thinking also was that daytime, which yields the highest profit margins of any daypart, needed full-time attention for two key reasons.

First, the network daytime revenue pie was shrinking, from about \$1.6 billion in 1985 to \$1.2 billion in 1989. Second, ABC was losing ground to CBS fast. By the time Brockman took over at ABC, CBS had already taken over the daytime household ratings lead and had closed to within one rating point of the key women demographics.

And since Brockman's arrival, CBS has narrowed the gap even further—to



Dennis Swanson



Philip Beuth

within about a half a rating point in the key women demos so far this season. ABC's share of daytime viewing, and revenues, continue to shrink.

Season to date (through November), ABC's average daytime rating is off 13% to a 4.6. (CBS is off 2% to a 5.5, and NBC is down 16% to 3.1.) According to Broadcast Advertiser Reports (BAR), for the third quarter of 1990, ABC's share of daytime revenue dropped to 35% from 38% the previous

year. CBS's share of daytime revenues rose a percentage point to 36% and NBC's climbed two points for the same period to 29%.

CBS has also made dramatic gains in the Saturday morning daypart this season, due largely to the runaway hit cartoon, *Teenage Mutant Ninja Turtles*. The network has taken the lead in the daypart, as of the last week of November.

But Swanson said he does not foresee

THE 'BUCKY' STARTS HERE

Claster Television is rolling out *Bucky O'Hare and the Toad Wars*, a new half-hour weekly animated series—initially with a planned June-September 1991 introductory broadcast window planned, followed by its regular weekly run in fall 1991. The characters are taken from a serial strip that Continuity Comics has published since 1986. Sunbow Productions acquired domestic distribution rights and has turned them over to Claster Television, according to President John Claster. Claster, who characterized *Bucky's* "off-the-wall" humor as a meld of classic Warner Bros. "Looney Tunes" cartoons with Group W Production's *Teenage Mutant Ninja Turtles*, says the animated series will be skewed to children ages 6-11 (a slightly older target than the traditional 2-11). An initial allotment of 13 episodes for next season is slated, but Claster said there is a possibility the number of episodes could be increased for 1992-93. However, Claster says both companies will look over *Bucky's* first-year performance before making any commitment to daily stripping. According to Claster, *Bucky* will be offered on a two-minute national, three-minute local barter split.

A source close to both companies estimated the per-episode production cost at approximately \$250,000.

any "radical changes" in Saturday morning. "You have to give the competition credit," said Swanson, referring to CBS. "But it really comes down to one program [*Ninja Turtles*]. Our Saturday morning situation is pretty good overall. We are strong in the 2 to 11 demographic."

In late night, ABC has renewed the struggling *Into the Night with Rick Dees* through next April, and new late night chief Beuth said he is committed to finding ways to make the show work. "I really can't tell you how the show

might change," said Beuth. "All I know is we have to get better numbers." In the fourth quarter, the show is last in network competition and has fallen several points from its *Nightline* lead-in.

Beuth denied reports he has a mandate to develop *Nightline*—compatible programming in the daypart. In fact, just the opposite is true, he said. "We don't need a carry over from Ted Koppel," he said. "A good entertainment show will find its audience. In this age of multiple viewing choices, you can create a new

audience at midnight. We're going after young adults, 18 to 34."

Brockman's falling out with higher-up management at ABC apparently came to a head during an affiliate board meeting in Palm Springs, Calif., two weeks ago. It was during that meeting that John Sias, network group president, first approached Swanson about taking added daytime and Saturday morning duties. That Thursday (Dec. 6), Brockman was out. The following weekend, both Swanson and Beuth had agreed to fill the management void. —SM

NBC SHUFFLES DECK ON SIX OF SEVEN NIGHTS

'Grand,' 'Ferris Bueller' out, 'American Dreamer' on hold to make room for new entries

NBC shook up its lineup on six of seven nights last week, announcing changes that will bring three new series to the schedule and signal the return of another.

Grand and *Ferris Bueller* have been canceled and *American Dreamer* has been put on hiatus to make room for new entrants *Dark Shadows*, *Blossom*, and *Sunday Best*. *Seinfeld*, which had a brief summer run on the network, also will make its way onto the schedule. In addition, *Night Court*, *Dear John* and *Wings* will be given new time periods. The changes, announced last Wednesday and set to take effect in January, represent the most upheaval any network's lineup has undergone since the start of the fall season.

On Monday, *Blossom* takes over the 8:30-9 time slot from the outgoing *Ferris Bueller*. *Blossom*, produced by Witt Thomas and Touchstone, stars Mayim Bialik as a teenage girl coming of age while living with her father and two brothers. The series follows *Fresh Prince of Bel Air* and leads into the NBC Monday night movie.

Tuesday night is unchanged with *Matlock* 8-9, *In the Heat of the Night* 9-10, and *Law & Order*, 10-11.

Wednesday night undergoes two time period changes, with *Night Court* returning at 9:00, followed by *Seinfeld* at 9:30. *Seinfeld* stars comedian Jerry Seinfeld and is produced by Castle Rock Entertainment. For the evening, *Unsolved Mysteries* and *Hunter* remain in their time periods of 8-9 p.m. and 10-11 p.m., respectively.

The only change in NBC's keystone

Thursday lineup is *Wings* in the 9:30-10 slot replacing Carsey-Werner's *Grand*. *Grand* had been renewed for this season as part of NBC's efforts to secure another season of *The Cosby Show*, also a Carsey-Werner production. *Wings* moves to Thursday 9:30 Friday.

Friday sees the debut of *Dark Shadows* in the 9-10 time period vacated by *Night Court* and *Wings*. The series, produced by Dan Curtis and MGM/UA Television, stars Ben Cross and Joanna Going.

Dear John, formerly in the 9:30-10 time slot on Wednesday night, takes over the 10:30-11 time period on Satur-

day night. The show replaces *American Dreamer* starring Robert Urich, which NBC says will return to the schedule in the spring. *American Dreamer* recently received a four-episode, back-end order from the network rather than the typical full order of nine.

On Sunday, *Sunday Best* from NBC Productions debuts in the 7-8 time slot. The show will feature highlights from NBC series as well as incorporate original material in the hour series. Following, from 8-9, are the pairing of *Real Life with Jane Pauley* and *Expose*. The two NBC News series lead into *NBC Sunday Night at the Movies*. —SC

CANNELL TARGETS 'STREET JUSTICE' FOR FIRST RUN IN '91

Hour action/adventure will be veteran drama producer's first show for first run debut

Stephen J. Cannell Productions, veteran producer of hour dramas for network and syndication and fresh from its successful launch of *21 Jump Street* in first run (following its run on Fox), is rolling out its first program specifically targeted to that market.

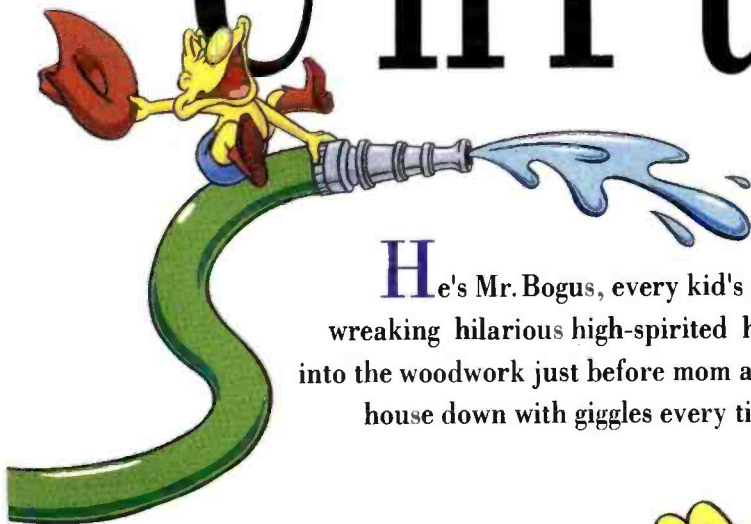
Cannell Distribution, which has kept a tight lid on the show's preproduction details ("Closed Circuit," Oct. 29), released specifics to BROADCASTING last week.

Street Justice, a new action/adventure hour targeted for launch in 1991-92, is the story of a Vietnamese martial arts expert who meets up 20 years later with an American Vietnam veteran to fight injustice on the streets of a major urban metropolis. (The "rebels with a cause" theme has been a consistent winner and younger demo draw for Cannell).

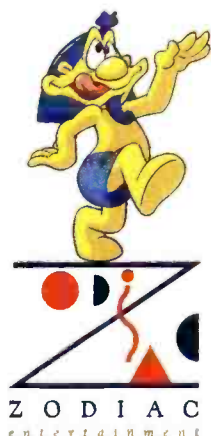
There is no pilot yet for the program, which will be cast following the NATPE convention in New Orleans (Jan. 14-

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18). "We will mount initial discussions at INTV [Jan. 3-5 in Los Angeles] and NATPE," said Pat Kenney, President, Cannell Distribution. "I anticipate that by the end of both conventions we will have 70% coverage. The success of our action/adventures *Hunter* and *21 Jump Street* encourage us that counterprogramming sitcoms has proven very successful on a wide scale."

Kenney said that *Street Justice* will be an all-barter offering, but has yet to decide the split (the split for *Jump Street* is 6½ minutes local/6½ national). Co-ex-

ecutive producers of *Justice* are Mark Lisson and David H. Balkan.

Commenting on the prospects for the Cannell offering, Jim Curtain, VP, director of programing, Harrington, Righter & Parsons, said: "It's certainly a good market for action hours, especially where the show can piggyback on Fox affiliates in the post 10 p.m. slot., and in late night on CBS affiliates." There is also an "obvious niche" with independents, said Curtain, who felt the 70% clearance projection was "doable." Unlike another popular action hour in first

run, Paramount's *Star Trek: The Next Generation*, both *Jump Street* and *Street Justice*, said Curtain, "can get a bigger bang in terms of Hollywood-quality production values in Canada at a much lower cost [*Street Justice*, like *Jump Street*, will be produced at Cannell's North Shore studios in Vancouver]."

On the financial side, Curtain said a key question about the show is whether there will be an "eventual cash back end" (it generally takes four seasons and 100 episodes to achieve what is essentially off-first run syndication). -MF,JE

WORLDVISION EXPANDS ITS PROGRAMING WORLD VIEW

Cable programing, second movie package in works

Worldvision is expanding its domestic television operation with the formation of a new cable program marketing and development division. Gary Montanus, senior vice president, marketing, Worldvision, confirmed the plans, and said the new division should be up and running by January.

In addition, the company is currently putting together a second movie package, which will be launched at NATPE, and is developing with Hanna-Barbera several new animated programs, including a new version of the former network prime time and Saturday morning cartoon, *Top Cat*. The company will also start knocking on station doors this week with a new weekly first-run version of *Tarzan*.

William Baffi, vice president and eastern regional sales manager, will head the new cable arm. Word of the new unit comes just two months after the company announced the formation of a new broadcast program development arm headed by Don Micallef.

According to Montanus, the new cable unit is a recognition of the growing importance of cable to program distributors. In addition to distributing library product to cable, the new division would look to develop first-run cable product as well, said Montanus. "Cable could also be another testing ground for new product," he said.

The company's new movie package is called *Worldvision Fantastic Fantasies*, a younger-skewing package aimed at 12-34 year olds. The package, which includes theatrical film titles only, will be offered for barter, with stations committing to a two-year license term. Titles in the package include, "Ghost Fever,"



Montanus

with Sherman Helmsley, "The Quest," with Henry Thomas, and "Purple People Eater," with Ned Beatty and Neil Patrick Harris.

The *Fantasy* package comes just two months after the company began marketing its first movie package, *Worldvision I*, a 24-title collection of theatrical movies, including "My Left Foot," "She's Out of Control," and "A Nightmare on Elm Street IV: The Dream Master." So far, the package has cleared over half the country, including the Tribune, Gaylord

and Renaissance station groups.

Acquiring film title rights will continue to be a priority for the company, said Montanus. A third package, *Worldvision II*, will be released within the next year, he said.

After a one-season hiatus, the company has also decided to re-enter the weekly, half-hour first-run business with the proposed launch of a new *Tarzan*. As yet uncased, the show is a joint venture of Balenciaga/William F. Cooke Production, and will be shot in Mexico at the facilities of Producciones Telemex.

Although still sporting the trademark loincloth, the latest *Tarzan* (the 19th to be exact), will be a hero for the 90's, Montanus said. "The show will deal with contemporary issues like strip mining and deforestation," he said. Jane will be a thoroughly modern woman in this latest update, and will be portrayed as a scientist working in the jungle. "We think this property has long-term asset values," said Montanus.

The new version of *Top Cat* is one of four new programs in development for possible rotation in the two-hour Sunday morning cartoon block called *Fantastic World of Hanna-Barbera*, which will go into year seven next season. -SM

NEW DEAL

Emmy Award nominees Mark Egan and Mark Soloman, writers and producers of MTM Enterprises' *Newhart* during its last two seasons on CBS, have signed a new exclusive three-year deal that an MTM Television spokesman would only say is a multi-million-dollar contract. Egan and Soloman's first project for MTM, the half-hour *Ruth Harper* sitcom, has received a six-episode, midseason commitment from the network. The team also served as supervising producers of MTM's *Eisenhower & Lutz* (CBS, 1987-88) and acted as staff writers and later producers for the last three seasons of *Alice* (CBS, 1976-85).

THE PUCK STOPS HERE: TWO NEW FRANCHISES WOOED BY POTENTIAL TV RIGHTSHOLDERS

TV rights for new hockey teams up for grabs; sunshine network a front runner

While television rights are still up for grabs for the newly awarded National Hockey League franchises in San Jose, Calif., and Tampa Bay, Fla., it appears the regional Sunshine Network has a good jump on winning cable TV rights to the Florida team.

The Sunshine Network, with 95% penetration of all cable homes in the state (approximately 3 million), has had several discussions in recent months with the Tampa Bay Lightning ownership group, headed by former NHL pro Phil Esposito. The network also worked with the group earlier this year in sponsoring, promoting and televising exhibition hockey games in Florida, months before the NHL approved the team for a fall 1992 start.

The courtship could pay off for the Sunshine Network, according to Esposito, who told BROADCASTING that he is currently favoring the network over its competitor, SportsChannel Florida. Esposito said that SportsChannel Florida had not approached the Tampa Bay Lightning until after the team had been awarded its franchise by the NHL on Dec. 7.

"I think SportsChannel made a tactical error, but it doesn't mean I won't listen to them," said Esposito. He acknowledged that SportsChannel Florida has the experience gained by associations between several NHL teams and other regional SportsChannels (Chicago, Philadelphia, New York, New Jersey and New England), is tied to SportsChannel America, which currently holds national NHL rights and appears to have significant financial backing.

But he said the Tampa Bay Lightning would not compromise simply on the basis of who places the highest bid, noting that the franchise already has strong financial backing. Several Japanese investors, for example, are backing a \$90 million arena to be constructed for the team.

In a further sign of support for the Sunshine Network, Esposito said he and his management team have already consulted with the regional network on innovative ways of televising the team from the proposed facility. In addition to signing a cable outlet, Esposito said the team will also consider a local broadcast package.

Less clear is which regional cable net-

work has the upper hand in negotiating rights to the San Jose Sharks, which make their debut in fall 1991. SportsChannel Bay Area and the Pacific Sports Network are both aggressively pursuing the cable TV rights, according to Chuck Prewitt, vice president, broadcast and media marketing for the team.

The Sharks are seeking to close deals by the end of the month, which will allow for approximately 25 over-the-air and 30 cable games, said Prewitt. Among the more aggressive broadcasters in the bidding process has been KICU-TV San Jose, he said, which has been

seeking to add sports properties to its Golden State Warriors basketball and Oakland A's baseball packages.

Prewitt said other interested broadcasters in the market have included KBHK-TV and KRON-TV, both San Francisco. A possibility might be to provide broadcast rights jointly to two stations in the market, he said, along the lines of an existing Warriors deal between KPX(TV) and KICU. Definitely out of the running is ABC affiliate KGO-TV San Francisco, which was told by Capcities/ABC that it could not preempt its network schedule. —B

BOARDWALK HOPES TO SPAN ATLANTIC

New production house, headed by Alan Wagner, will specialize in European co-productions

Alan Wagner, former president and chief executive officer of The Disney Channel and most recently executive vice president, Grosso-Jacobson Entertainment, has joined with Fred Tarter, founder and president, The Rainbow Group, in forming Boardwalk Entertainment. The new company will produce both television and feature film projects with an eye towards Europe, according to Wagner.

The first television project for Boardwalk will be *Frame by Frame: Prime-Time Animation*, a half-hour weekly series produced in association with Group W, which will syndicate the show. The project is set to debut in fall 1991 as a one-hour special, with the weekly series set to premiere in "the first or second quarter in 1992" according to Wagner. Wagner said the company's desire to start with an animation series stems from his and Tarter's "fascination" with the genre. In fact, Tarter is in the process of building an animation house in Luxembourg, which will handle much of the company's future animation projects.

Frame by Frame, animation mixed with live-action, will be hosted by a comedian and is targeted to an adult audience. Although Group W will sell the

series, Wagner said future distribution rights will be sold on a project by project basis.

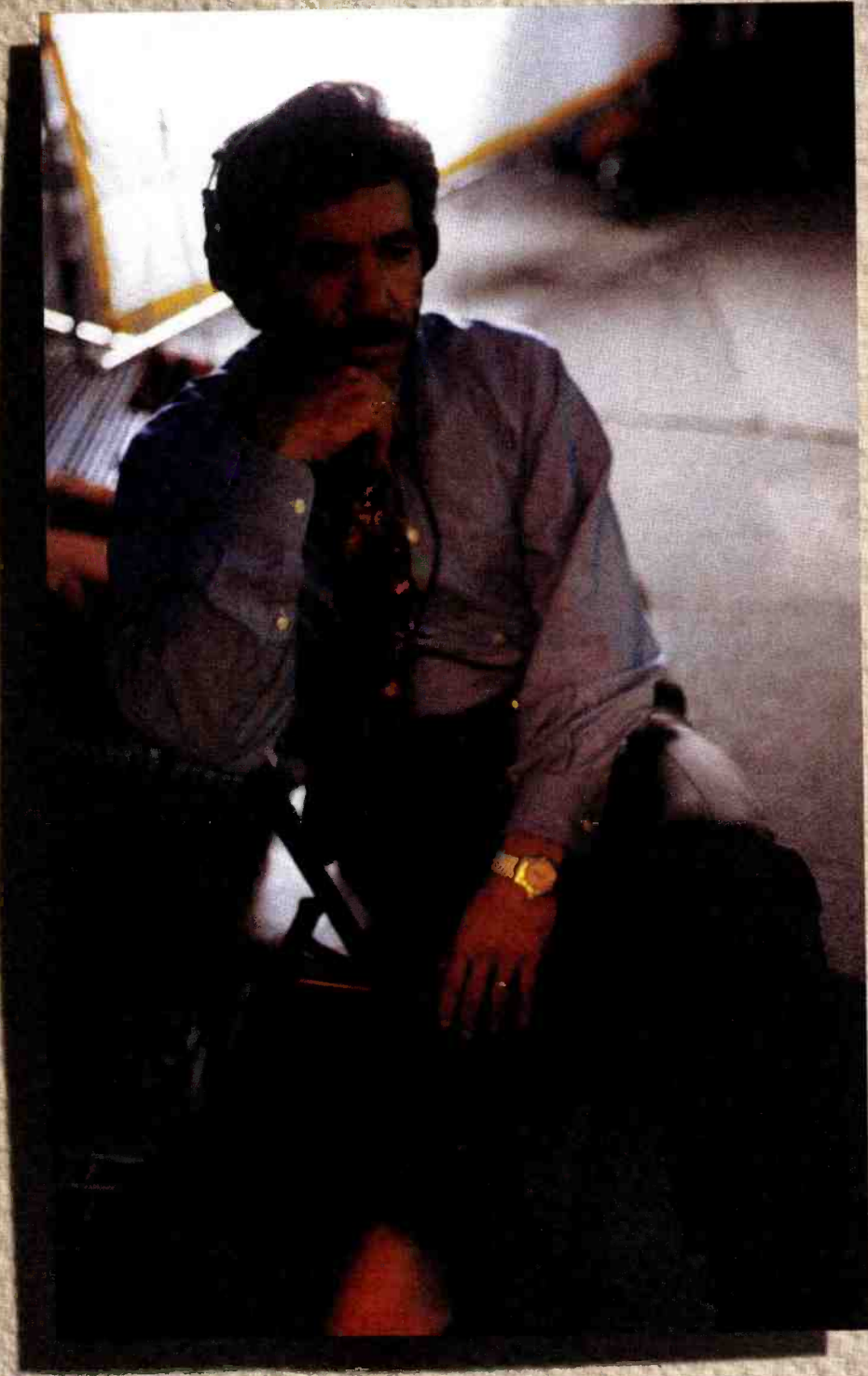
The animated series is unique, said Wagner, in that it will probably be the company's only project to be produced without foreign partnership. Wagner said animation is a genre easy to produce for both sides of the Atlantic because "it's easy to dub. Because the movements of the mouth are imprecise, you can insert a different language without it looking odd," he said.

The majority of the Boardwalk production will be shot in Europe, with a European flavor, but Wagner said the company will still be looking to sell product to all U.S. outlets, including the networks.

With CBS filling its late-night lineup with five foreign co-produced action-adventure series, Wagner acknowledged missing that opportunity by "about six months," but said he still has friends at CBS where he spent 21 years, including a time as vice president in charge of program development. While at CBS, he also worked on developing European co-production opportunities for the network.

Boardwalk will have a European presence with a subsidiary in London, Boardwalk U.K. Ltd. —SC

Great reporter.



T **TRIBUNE ENTERTAINMENT** Company

Great report card.

MARKET	STATION	RATING INCREASE	SHARE INCREASE
Atlanta	WSB	+13%	+15%
Chicago	WGN	+39%	+29%
Cincinnati	WKRC	+19%	+17%
Dallas	KTXA	+33%	+20%
Denver	KUSA	+34%	+39%
Milwaukee	WISN	+30%	+26%
Minneapolis	KSTP	+11%	+12%
New York	WCBS	N/C	N/C
Phoenix	KTSP	+21%	+13%
Sacramento	KCRA	+46%	+39%
St. Louis	KTVI	+43%	+60%
Tampa	WTOG	+75%	+83%
Washington, D.C.	WJLA	N/C	+27%

Source: NSI Nov. '90/Nov. '89 Overnights

Station Clearance
Contact David Sifford
Executive V.P./Marketing & Sales
(615) 242-7017
or your regional sales representative

The logo for Gerald, featuring the word "Gerald" in a stylized, cursive script font. The letters are dark with a metallic, reflective sheen. A horizontal line with a small upward curve at the left end is positioned below the text.

Joan
shows
a gain
again
& again
& again
& again
& again
& again
& again.

MARKET	STATION
---------------	----------------

New York	WNBC
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Chicago	WGN
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Philadelphia	KYW
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San Francisco	KTVU
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Detroit	WDIV
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Cleveland*	WKYC
------------	------

Minneapolis	KSTP
-------------	------

Miami	WCIX
-------	------

Sacramento	KCRA
------------	------

Phoenix	KTVK
---------	------

Denver	KWGN
--------	------

Milwaukee	WITI
-----------	------

Source: *ARB/NSI, Nov. '90/Nov. '89 Overnights

 **TRIBUNE
ENTERTAINMENT**
Company

TIME PERIOD	RATING/SHARE INCREASE	'89 PROGRAM	COMMENTS
3 p.m.	58%/63%	Santa Barbara	Tied for 2nd place, beating Guiding Light. Trump show delivered a 6.0 rating—highest ever for WNBC at 3 p.m.
10 a.m.	91%/78%	The Joan Rivers Show	Beat two network affiliates.
3 p.m.	16%/18%	Jackpot/ 3rd Degree	Effective against network soaps.
9 a.m.	14%/10%	Regis & Kathie Lee	#1 independent in the time period.
3 p.m.	31%/44%	Santa Barbara	Tied with Guiding Light for 2nd place.
9 a.m.	15%/13%	Everyday with Joan Lunden	Overwhelmed November '89 talk show performance.
10 a.m.	8%/11%	The Joan Rivers Show	2nd place in the time period.
9 a.m.	75%/50%	Everyday with Joan Lunden	50% HH share gain over the lead-in.
10 a.m.	38%/40%	Generations/ Classic Concentration	Tied for 2nd place in the time period.
12:30 a.m.	9%/13%	The Joan Rivers Show/ It's a Living	Tied for 1st place.
10 a.m.	42%/50%	Rockford Files	#1 independent in the time period.
12 a.m.	37%/54%	Benson/ USA Today	1st place in the time period.



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RATINGS ROUNDUP

NBC won four nights out of the week, but ABC, first in prime time for the week ended Dec. 9, won on the strength of *Monday Night Football*—the highest rated program of the week

and one of the highest rated Monday night games ever—and its Friday night comedy lineup. Averages for the week: ABC, 12.7/21, NBC, 11.9/20 and CBS, 11.2/19.

Week 12

Dec.3-Dec. 9

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 ▲ 27.0/42 A Monday Night Football
- 2 23.0/38 C 60 Minutes
- 3 ▼ 21.4/34 N Cheers
- 4 19.0/29 A Roseanne
- 5 ▼ 18.0/29 N A Different World
- 6 17.2/26 C Murder, She Wrote
- 7 ▲ 17.0/31 N Empty Nest
- 8 ▼ 16.1/25 N Cosby Show
- 8 ▲ 16.1/29 N Golden Girls
- 10 15.9/25 N Matlock
- 11 ▲ 15.8/25 N Heat Of The Night
- 12 ▲ 15.6/24 A Amer. Funniest Videos
- 13 ▲ 15.5/23 A Amer. Funniest People
- 13 ▲ 15.5/25 N Unsolved Mysteries
- 15 ▲ 15.3/24 A Who's the Boss?
- 16 ▲ 15.2/24 A Coach
- 16 ▲ 15.2/27 A Full House
- 16 ▲ 15.2/27 N L.A. Law
- 16 ▼ 15.2/22 C Murphy Brown
- 20 ▲ 15.0/24 F The Simpsons
- 21 ▲ 14.9/24 A Movie: Columbo
- 21 ▲ 14.9/25 N Grand
- 23 ▲ 14.8/24 C Movie: Donor
- 23 ▼ 14.8/24 A Doogie Howser, M.D.
- 25 ▼ 14.7/21 C Designing Women
- 25 ▼ 14.7/26 A Family Matters
- 27 ▼ 14.2/21 C Major Dad
- 28 ▲ 14.1/26 N Carol & Company
- 29 ▲ 14.0/26 N Hunter
- 30 ▲ 13.9/21 N Fresh Prince Of Bel Air
- 30 ▲ 13.9/21 A Macgyver
- 32 ▲ 13.8/21 A Head Of The Class

33 ▼ 13.3/21 C Rescue: 911
34 ▼ 13.2/23 C Knots Landing
35 ▼ 13.0/19 C Evening Shade
36 ▼ 12.9/21 A Growing Pains
36 ▼ 12.9/23 A Perfect Strangers
38 12.6/19 N Movie: Will I Be Loved?
39 ▲ 12.5/21 A Married People
40 ▲ 12.2/22 N Law And Order
41 ▼ 12.1/20 A Wonder Years
42 ▲ 12.0/22 A 20/20
43 ▲ 11.2/20 A Going Places
43 ▲ 11.2/17 F Married...With Children
45 ▲ 11.0/22 N American Dreamer
46 ▲ 10.9/16 N Ferris Bueller
46 ▲ 10.9/20 A thirtysomething
48 ▼ 10.5/20 C Dallas
48 ▼ 10.5/17 C Jake And The Fatman
50 10.3/19 C Night Before Christmas
51 10.1/16 C Trials Of Rosie O'Neill
52 9.7/18 C B. Bunny Christmas
52 ▼ 9.7/16 C Movie: Menu For Murder
52 ▲ 9.7/18 N Fanelli Boys
55 9.2/16 N Night Court
56 9.1/15 N Night Caller Spec.
57 ▼ 9.0/14 F In Living Color
58 ▲ 8.9/17 N Amen
58 8.9/14 N Movie:Good/Bad Cops
60 8.7/16 C WIOU
61 ▼ 8.6/14 A Gabriel's Fire
61 ▼ 8.6/15 A Primetime Live
63 ▼ 8.5/14 C Flash
64 ▼ 8.3/14 C Doctor, Doctor

65	▼	8.1/13	A	Father Dowling
66		8.0/14	C	Garfield Christmas
67		7.9/15	N	News Sp.:Houston
67	▼	7.9/12	C	Top Cops
69	▲	7.7/12	F	Babes
70		7.6/13	A	A Life Goes On
70	▼	7.6/13	C	Over My Dead Body
70		7.6/14	N	Wings
70		7.6/14	A	Young Riders
74	▼	7.5/12	C	48 Hours
75	▼	7.4/13	N	Quantum Leap
75	▼	7.4/14	A	Twin Peaks
77		7.2/13	C	Claymation Christmas
78	▼	7.1/13	F	America's Most Wanted
79	▲	6.8/12	C	Broken Badges
79	▼	6.8/11	F	Good Grief
81		6.0/9	N	R. Redford Spec.
82	▲	5.9/11	C	Wiseguy
83		5.6/9	N	Chipmunks
84	▼	5.5/10	A	China Beach
84	▼	5.5/9	F	Parker Lewis
86	▲	5.2/8	F	Beverly Hills, 90210
87	▼	5.1/9	F	True Colors
88		4.9/8	F	Comic Strip Live
88		4.9/9	A	Cop Rock
88	▼	4.9/9	F	Cops
91		4.7/8	N	Saved By The Bell Spec.
92	▼	4.3/8	F	Totally Hidden Video
93	▼	4.2/6	F	Movie: Portland
94	▼	4.1/7	F	Against The Law
95	▼	3.2/6	F	Haywire
96	▼	2.6/5	F	American Chronicles

FREEZE FRAMES: Syndication Scorecard *

Week ended Dec. 2

Rank	Program (Syndicator)	Rtg	Sns	Covg									
					8	Cosby Show (Viacom)		8.8	207	99			
1	Wheel of Fortune, syn. (King World)	14.8	221	99	9	Wheel of Fortune, wknd. (King World)		8.2	185	83			
2	Jeopardy! (King World)	13.1	217	98	10	TV Net Movie (Tribune)		7.1	136	90			
3	Star Trek: Next Generation (Paramount)	11.5	234	97	11	Donahue (Multimedia)		6.2	230	98			
4	Oprah Winfrey (King World)	10.0	223	99	11	Inside Edition (King World)		6.2	131	81			
5	Warner Bros. Prem. Edition (Warner Bros.)	9.9	138	92	11	Pegasus II (Televentures)		6.2	96	81			
6	Entertainment Tonight (Paramount)	9.0	176	95	14	21 Jump Street, syn (Cannell Dist.)		5.2	128	92			
7	Current Affair (20th Century Fox TV)	8.9	193	96	15	Hard Copy (Paramount)		4.9	159	90			

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

RADIO

RADIO INCREASES REVENUE SHARE

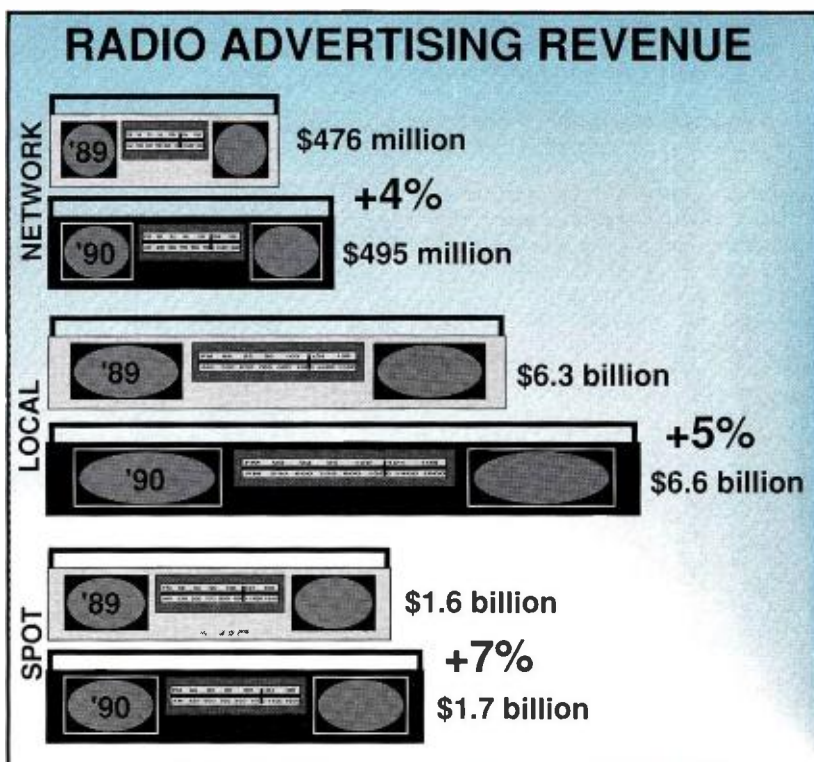
Coen forecasts radio closing in on \$9 billion; industry leaders say advertising efforts are beginning to pay off; operators need to keep momentum going for 1991, says RAB

Radio increased its share of the advertising revenue pie in 1990, according to figures released last week. Robert Coen, senior vice president, director of forecasting, McCann-Erickson, released the forecasts at the agency's semi-annual presentation of its "Insider Report" (see story, page 63). Coen projected that radio's total share of advertising would grow from 6.7% in 1989 to 6.8% in 1990, or approximately \$8.8 billion. The RAB projects that in 1991, radio's share will increase to 7% of the total advertising pie.

Warren Potash, president and chief operating officer of the Radio Advertising Bureau, sees the trend continuing over the next few years. "With the erosion of mass media and the growth of targeted media, all we have to do is show up every day," said Potash. "We have to be the premiere target media in the world." The advertising community, added Potash, will continue to learn about radio and the share will gradually increase. "We never, ever, look for giant leaps," he said, "because these trends are put together with small little ratchets—each year the ratchet goes up just a little bit."

Network radio revenue was up 4% over 1989, according to Coen's figures, \$495 million in 1990 versus \$476 million in 1989. Bud Heck, president, Radio Network Association, sees a bright year ahead for the industry. "We have a medium that was born in the 1920's, but is really geared to the 90's from a marketing standpoint," he said. In his view, there are still going to be hundreds of millions of dollars invested in national advertising. The emphasis should be, Heck said, on carving out a bigger share for radio. "I like to remain a little bit optimistic," said Heck, "even if there is a 15% cut in advertising investments, which is not likely to happen, you still have 85% of the pie left."

Radio is being reexplored, said Heck. "Many people tend to forget that when there is any kind of recession or crisis in the economy, advertisers start to look a little bit closer at how they are spending



their dollars." The economic pressures being brought to bear on everyone, said Heck, can help operators underline the strengths of their medium—the targetability and locality of radio.

Local radio revenue is projected to increase overall by 5% in 1990, to \$6.615 billion, versus \$6.3 billion in 1989. The increase projected is 1% less than Coen predicted last June (BROADCASTING, June 25), but he attributes the shortfall to the Iraqi invasion of Kuwait and disruptions in the economy.

Total 1991 expenditures for all U.S. advertisers, according to Coen's analysis, is expected to rise about 4.6% to \$136 billion. He forecasts only modest growth for 1991, but an economic recovery of sorts in 1992, aided by the Olympics. That recovery, said Coen,

should fuel a reexpansion in advertising throughout the rest of the decade.

Spot radio posted the biggest overall growth of the three radio categories, a 7% increase to \$1.655 billion versus \$1.547 billion in 1989.

Overall, radio advertising grew at about a 5.0% rate from 1989's total of \$8.42 billion to the projected 1990 figure of \$8.8 billion. "I just know that we are on the right track," said Potash. "We see the future and we are going to be the most elated people in town."

In essence, he added, the numbers show that the newspaper industry is declining and radio is starting to reap the benefits of their situation. Said Potash: "As time rolls on, we will be gaining more momentum. We just have to keep this bloody momentum going." —LC

COUNTDOWNS THRIVE DESPITE TEEN AUDIENCE EROSION

Market is 'saturated' as five countdowns struggle for lagging 12-34 audience

As many advertisers shift their focus to the 25-54 population segment, teen-ager dollars are drying up. Radio stations continue to change to adult-oriented Hot AC or oldies-based formats, and program suppliers are slashing their marginal teen-age-targeted programs. Such major networks as Unistar and Westwood One have pruned their 12-34 programming rosters—a move explained by one programming executive as “natural selection”—and have shifted focus to programming that appeals to the much larger baby boom cell. Coupled with an extreme fragmentation of contemporary music product and a growing trend toward tighter niche programming, the predictions of many industry analysts seem dire: youth-oriented programming is in trouble.

So what's with all the countdowns? At last count, radio stations had five Top 40 countdown programs, distributed by four different suppliers, from which to choose (see chart). In fact, in the 20 years since Casey Kasem first kicked on American Top 40, the mainstream countdown has

still want to reach the young adults to sell typical teen-age products, such as bubble gum and candy. Also, the 20-year cross-generation appeal of Casey Kasem helps it to sustain strong 12-plus numbers (as well as the revenue to justify the estimated \$13 million-\$14 million, five-year package that lured Kasem away from ABC [BROADCASTING, April 4, 1988]).

Tim Kelly, executive vice president and VP of programming at Premiere Radio Networks in Los Angeles, concurs that “there's still plenty of business in the 12-

shows are on the air today, two of them produced by the same company, and there's just so many slots available in a market,” he said, adding: “It's definitely tough out there.”

Tough enough for usually aggressive Unistar Radio Networks to at least temporarily bow out of the countdown fold. Earlier this month (BROADCASTING, Dec. 3) Unistar passed on an option with Lorimar (whose DIR Broadcasting contracted in 1986 to distribute the show) to renew its agreement to market the Dees show. According to Nick Verbitsky, Unistar co-chairman and chief executive officer, Unistar never had a contract to distribute the program and, when Lorimar approached them with an option to renew the agreement for 1991—“for a lucrative fee”—Unistar declined.

Unistar president of programming Ed Salamon said that Unistar's decision in no way reflected its regard for Dees or his show. Salamon also reiterated growing concerns that more advertisers are shifting their focus from youth audiences to the



Casey Kasem (l) and Bert Kleinman, 'Top 40' producer



Rick Dees

COUNTING THE NETWORK RADIO COUNTDOWN SHOWS

Program	Host	Network	Length	Mins. spots/hour (network:local)	Affiliates
American Top 40	Shadoe Stevens	ABC	4 hours	12 (6:6)	400
Casey's Top 40	Casey Kasem	Westwood One	4 hours	12 (6:6)	450
Dave Sholin's Insider	Dave Sholin	Premiere	4 hours	10 (4:6)	80
Rick Dees' Weekly Top 40	Rick Dees	Clark-Dees	4 hours	12 (6:6)	375
All-Request Countdown	Scott Shannon	Westwood One	3 hours	10 (6:4)	215



Shadoe Stevens

become one of radio's most popular programming elements. Top 40 countdowns are heard on a combined 1,420 U.S. radio stations, and some carry two or more countdowns and/or repeat the same show on Saturday and Sunday. According to one countdown producer, countdowns can be “ludicrously profitable” for networks and stations alike.

Westwood One Radio Networks produces two Top 40 countdowns, *Casey's Top 40* and *Scott Shannon's All-Request Countdown*. Gary Landis, vice president of programming, confirms that the countdown program is alive and well and that “advertisers continue to have a great interest in youth-oriented programming.” Much of the attrition in the youth programming market has been experienced with features that lacked the strength of a countdown, Landis said, but advertisers



Scott Shannon



Dave Sholin

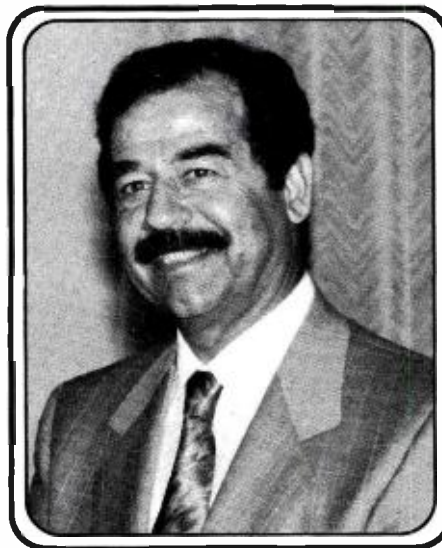
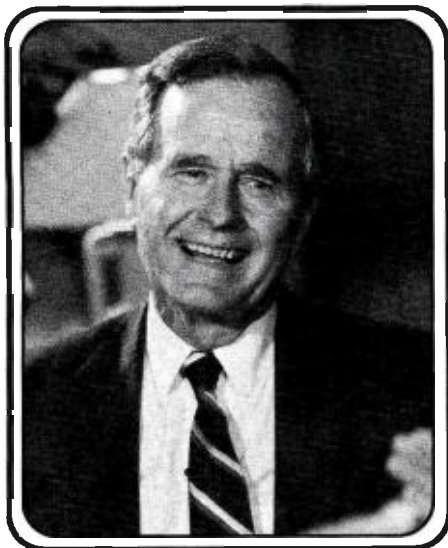
34 cell on the network side. To say that in some significant way there's a lack of revenue or interest on the part of advertisers in that demographic isn't true.” Premiere distributes *Dave Sholin's Insider*, a countdown feature that evolved out of a former Westwood One show.

Competition among countdowns is friendly but fierce and is driven primarily by marketplace constrictions, according to Kelly. “Five major network countdown

25-54 baby boom bubble. “There seems to be less interest now in youth-oriented programming among advertisers than at any time I can remember,” Salamon said. “All these [countdown] shows are very successful with radio audiences, even if they're not as healthy from a revenue standpoint as other network shows.” Salamon said steep talent fees place a heavy burden on a show's budget. “They're paying a lot of money for these guys, and it makes you wonder whether they're getting a return in today's advertising climate,” he said.

Wally Clark, president of Clark-Dees Media, stressed that his company always has produced the Dees countdown. Lacking an agreement with Unistar or Lorimar, CD Media is attempting to market the show in-house for the first time. He said that he's seen little erosion

JANUARY 15TH



2100 Radio Stations across America are ready for whatever happens on January 15, 1991 (and every other day).

"ABC Radio has kept WINS on top of the Gulf Crisis and ahead of the competition. We've carried all of the ABC Updates since the very beginning of the crisis. Whatever happens, New Yorkers know they'll get the latest, first and best from WINS and ABC."

Steve Swenson, Executive Editor, WINS, New York, NY

"ABC Radio's coverage of the Middle East has been superb. The related national and international stories have really put the events and personalities in perspective."

Laura Morris, General Manager, KTRH, Houston, TX

"People ask us how we maintain our legendary share; we know ABC is part of it. The Mideast crisis is a very emotional issue for our listeners since lots of them have family in the service. Listeners are calling to thank us for the coverage we and ABC are providing!"

Les Acree, Program Director, WIVK, Knoxville, TN

"Although we're a music and personality driven station, information plays a key role in making WKTI the 25-54 leader in Milwaukee. ABC keeps our audience on top of Persian Gulf developments. Whatever happens on January 15th, we're confident WKTI and ABC Radio won't miss a beat."

Douglas Kiel, Executive VP, WKTI-FM, Milwaukee, WI

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abc ABC RADIO NETWORKS
"WE MAKE A DIFFERENCE"

of youth-oriented advertisers, especially among countdowns. "We have seen a fall-off in revenue this past year and we are seeing reduced budgets for 1991, but I doubt it has anything to do with the youth market," Clark draws a parallel between radio advertising and the direction of Top 40 music: "In some years there may be more emphasis on the youth market than others," he said.

Clark conceded that the eclectic nature of Top 40 music today has created challenges for stations, producers and advertisers. "From time to time, popular music goes through periods where it lacks direction, and we're in one of those periods right now," he said. "In times like these we have to be sensitive to what's going on in music, what the stations want, and try to stay on top as best we can."

Corinne Baldassano, ABC Radio Network vice president, programming, admitted that the countdown market is saturated and that "a finite number of advertisers are spreading themselves a little thin." She said that advertisers and programmers alike have to remain cognizant that today's young adult audience are tomorrow's consumers. "There's still a need for some form of programming for these people; we just have to serve this niche a little better," she said. "That's why we've made some changes in *American Top 40* over the last two years. We've tried to make it more in tune with where Top 40 is, and it continues to evolve."

This evolution poses perhaps the biggest challenge to produce and market a mainstream countdown, Baldassano said. "Countdowns are very broad-based," she said. "They're not all dance, all ballad or all-rap. We have to reflect what's selling and getting played out there, and the nature of the beast is that you'll please some of the people some of the time, but not everybody all of the time." She said that stations that object to some of the music on the music charts—and thus played on countdown programs—need to understand that countdowns provide a way to break format and offer something outside tight niche formatting. "The whole point in running a countdown show is to be something different," she said. "If countdowns were a rehash of everything a station played in its regular format, why run it? A countdown is a showcase of a broader-based spectrum of the industry, an opportunity to give the audience an idea of what's happening elsewhere in the country." What's the countdown mystique? "People still want to know what's number one," Baldassano said.

—REB

SKI REPORTS PROVE LUCRATIVE

They are big business as national distributors deal with accuracy problems, competition

On the surface, most ski reports appear much the same as the conditions they report: fine surface conditions on a good, packed base. But as most seasoned skiers will attest, it's not necessarily what you see, but what's under the surface that counts.

Daily ski reports account for just a fraction of a station's programming, but they represent big business for the companies that produce and distribute them. Long the province of just a few companies, in the last few years a number of independent ski reporters have been lured by the estimated six-figure revenue reportedly generated by such companies as San Francisco-based AMI News and Morrie Trumble & Associates in New York. As more entrepreneurs have entered the field, competition has become fierce and, since ski areas usually pay to be included in reports, accusations of inaccuracies have multiplied. "Because of the money, the ski reporter business is very tight," one industry insider told BROADCASTING. Partly for this reason, many newcomers claim no financial relationship with the ski resorts and instead obtain their reports from skiers or other parties who supposedly have no bias or "hidden motive."

Not true, says John Hamilton, president of AMI. "The reporters who say they don't talk to the ski areas because the resorts aren't truthful, aren't being truthful themselves," he said. "Where are these people getting their information? If the slopes close at dusk and a new report goes on in the morning, they have to talk with someone at the ski area unless they're reporting yesterday's conditions or talking to the gas station attendant at the bottom of the hill."

New York-based Morrie Trumble insists it is these independent sources—"the gas pump jockeys, bartenders, ski bums and a network of sources around the country"—who level off the sometimes-unreliable hype promoted by ski resort marketing departments. "We take whatever source of information we can get, as long as we know from experience that they're credible."

A spokeswoman for Hamden, Conn.-based CRN International insists that its ski reports are compiled from reports fed by independent sources. "We have ski reporters who regularly check the conditions at participating ski areas," she

said. "They call in with snow information, how many lifts are operating and what trails are open and what the moguls are like." From this information CRN produces *Ski Watch*, which is fed on an exclusive basis to stations in the top 50 markets. CRN contracts with participating ski areas, but no money changes hands. Instead, in exchange for promotional merchandise, stations air the reports free of charge, as well as a number of promotional announcements and spots for the report's sponsor.

Most ski reporters admit to the accuracy problem, but not necessarily its source. AMI's Hamilton said most ski areas are acutely sensitive to "bad marks" given by disappointed skiers who, after a four-hour drive, find conditions less than reported. For this reason the ski areas usually are honest, Hamilton said, and a great number of ski report inaccuracies are the fault of radio stations that were less than diligent in updating the reports they aired. Also, many ski areas were rating conditions on a poor-to-excellent scale—value judgments that Hamilton termed highly subjective. Pressure from ski reporters eventually forced the end of these "interpretive adjectives," and conditions now are reported according to depth of base, surface quality and weather.

Trumble agrees that inaccuracies remain an ongoing challenge, but claims that much of the blame still lies with the ski areas. "The ski industry has caused a lot of this concern, and because of this, a lot of skiers don't place much stock in ski reports," he said. "Unfortunately, there's a valid reason for that and it's a real disservice to skiers." Trumble said that the ski reporter's top priority is to the radio listener and "it doesn't matter what the ski area wants."

Independent reporters aside, virtually all ski report services operated on a national, regionalized basis either on a market exclusive or format exclusive basis. According to Hamilton, ski reports and radio are a perfect mix because of imagery and immediacy. "It's the image both radio and the ski area are looking for," he said. "Also, because conditions change so rapidly, radio makes the most sense to run the reports." Timing also is important, since the ski season falls primarily in the first quarter—typically the slowest period of the year. —REB



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RIDING GAIN

CROSS-TOWN COLLABORATION

Colorado Springs classic rocker KKFM(FM) has reached a "time brokerage" agreement with cross-town dance CHR station KKM(FM). Larry Wilson, principal, Citadel Communications, parent company of KKFM, originally contacted the owners of KKM(FM), Whale Communications Inc., with the idea. "The station was not doing well financially," said Wilson, "although it had very good ratings."

The Colorado Springs market has been declining economically, explained Wilson and has also seen a series of stations move in from the Pueblo market. "It has really put a crunch on the operators," he said, "the market is only about \$10 million or \$11 million."

Under the terms of the agreement, KKFM will sell all the commercial time on KKM(FM) both as a package with the classic rock outlet and individually. When asked by BROADCASTING if the project was being given a time trial, Wilson said that Citadel was determined to make the idea work. "It will be successful, we will make it work," he said. "It is a real advantage for everybody involved."

RAB TRACKING

The Radio Advertising Bureau has announced two more "study tracks" for the Managing Sales Conference Jan. 24-27 in Nashville ("Riding Gain," Dec. 10).

Track 2, *Teaching the Fundamentals*, will consist of five seminars: "Seminar 201—Teaching the Science of Prospecting," Dave Lyman,

former general manager, CKEY Toronto; "Seminar 202—Developing a Consultancy Sales Environment," Bob Weed, RAB senior vice president; "Seminar 203—Upgrading Your Staff's Presentation Skills," Mike Mahone, RAB vice president of marketing; "Seminar 204—Coaching on Closing," Dave Gifford, president, David Gifford International, and "Seminar 205—Stressing the Importance of Account Maintenance," Jim Williams, sales consultant.

Track 3 is *The Sales Manager's Toughest Challenges*. It will also consist of five seminars: "Seminar 301—Creating High Interest Sales Meetings," Greg Reid, president, Sports Marketing, Dave Ludwig, president, Newspaper Advertisers Report, and Don McCoun, president, Dolphin Broadcasting; "Seminar 302—Coping with the Commercial Promotions Avalanche," Lee Carter, president, Local Marketing Corp., Steve West, general manager, KXRX(FM) Seattle, and Tom Pace, promotion director, WYHY(FM) Lebanon (Nashville), Tenn.; "Seminar 303—Planning to Avoid Sales Turnover," Norm Goldsmith, president, Radio Marketing Concepts; "Seminar 304—Managing Conflict within the Station," Perry Buffington, psychologist, controlling dissension and raising morale in high friction situations, and "Seminar 305—How to Make Your Station a Client Dictate," Paul Anovick, president, Media Consultants.

WEATHER REPORT

WLIT-FM New York has reached

an agreement with The Weather Channel. Meteorologists at the cable television service will provide the station with weather information 24 hours per day.

NEW BALL GAME

KPRC(AM) Houston, like KFMB(AM) San Diego and KDKA(AM) Pittsburgh, will begin in 1991 to pay a Major League Baseball team for regional broadcast rights but will retain no in-game advertising revenue. KPRC regained rights to the Houston Astros, which it had retained from 1962 through 1980 before KTRH(AM) Houston took over in 1981. The new agreement will run through the 1995 season.

The station does expect to create ad revenue outside the team's 162 games, as it plans to provide play-by-play of all spring training contests and to schedule "extensive additional Astros-related programming during each baseball season and in the off-seasons as well," according to a joint KPRC-Astros release. "It is our intention," said KPRC President and General Manager Harry Schultz, "to go far beyond what the previous station did in terms of promotional involvement with the Astros and excitement for our listeners."

SIGNING ON

Colorado Springs-based Business Radio Network has signed the New York Times Company's WQXR-AM-FM New York as affiliates. The network will provide stations with hourly financial updates.

POINT FORMATION

Bill Thomas, former Capitol Broadcasting senior vice president/programming has formed SharePoint Management, a new broadcast and marketing communication consulting firm. Thomas's new company will focus primarily on strategic planning services, program director/ talent development, and profit/ programming efficiency. SharePoint also will offer station acquisition and start-up assistance to broadcast investor groups. SharePoint Management will be located in Birmingham, AL.

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CABLE

SOME, BUT NOT UNIVERSAL, INTEREST IN TOPS PLAN

Many operators, while intrigued by possibilities of Showtime's new pricing formula and packaging plans, feel they shoulder too much of the risk

Showtime's new proposal that would fundamentally change the structure of its pay economic model is gathering mixed reviews from operators. Although some are interested in a new pricing formula that would reduce Showtime and The Movie Channel retail rates by half, a number of large MSO's, including Tele-Communications Inc. and Continental, feel the network's Total Optimization of Pay Services plan, TOPS as it's called, places far more risk on the operator than on Showtime.

What Showtime is proposing is that operators pay a flat yearly fee to Showtime, with the starting point being the amount of revenue an MSO or system remits to the service now. That revenue figure would increase by a certain percentage each year. The MSO, in turn, would have much greater freedom in how it packaged and priced Showtime and TMC. The goal, for operators, would be to drive penetration by cutting prices to as low as \$4 or \$5, or adding Showtime or TMC as a \$5 second pay, mostly likely in addition to HBO.

KBLCOM has already rolled out its version of the plan, and there is also some indication that Cablevision Systems is sympathetic to the idea. Dean Gilbert, senior vice president, marketing and programming, KBLCOM Inc., said cable is losing ground in multipay homes, and operators need to become more sophisticated in marketing pay services. "Operators can't ignore that the category is going down," said Gilbert, but the new pricing won't be a widespread panacea. "This is micromanagement of the category, not a shotgun approach," he said.

KBLCOM has introduced three new packages in its systems in the last several weeks, based on the flexibility of TOPS. One is a HBO/Movie Channel package for \$15, with HBO at essentially \$11 and TMC at \$4, he said. Another is a Showtime-Disney combination for \$11.95 and a third is TMC only for \$3.95, marketed to basic-only and for-



Showtime's '30 Minute Movie'

mer pay subs.

"We're going to use it by adding pays at a low cost," Gilbert said. "If I can restructure the business, drive value and protect my profit," he said, the deal makes sense. But the transition has to be done carefully, Gilbert cautioned.

And he added that the rate cuts make sense in areas where the incumbent universe of TMC or Showtime subscribers is small. He believes former pays will come back if the price is right, and that HBO-only subscribers can be sold a second pay service if the price is lower.

Showtime's TOPS rate structure would be companywide, but an operator doesn't have to slash prices in all systems. "You pick off your opportunities," Gilbert said. "I can't offer HBO-Showtime at a low price," he said, nor does he want to. As to the fear that the TOPS program would cannibalize HBO, Gilbert doesn't think so. First, he said, people underestimate the value of HBO. Second, there won't be universal knowledge among subscribers about the pricing differences in different systems. And third, he said he feels that if it's executed well, HBO's base will be protected.

According to another MSO executive, Showtime is giving operators great latitude in how they package the premium service, including offering Showtime with HBO for \$4 to \$5 more than a subscriber would pay for HBO alone. It doesn't make sense for operators to package a reduced rate Showtime by itself, since it could severely cannibalize HBO penetration, the executive said. "By tightly packaging Showtime with HBO, you would rarely sell an HBO without a Showtime included," he said.

While Showtime's TOPS plan is "firm" in its fee per subscriber, according to the operator, another top 10 MSO executive thinks the cost could come down, believing that Showtime will negotiate to a lower price per basic subscriber. Operators also note that the plan could bring down churn, which would not only mean an increase in penetration, but lower operational costs for operators.

But several other MSO's see more upside for Showtime than for the cable operator, and aren't enthusiastic about the plan. "I'm very skeptical it would work," said Ted Livingston, senior vice

president, marketing, for Continental. Theoretically, the concept of paying on basic has some merit, he said, but the "specifics don't reflect realities of the world.... We take the risk on the downside," he said, while Showtime has the upside. "The entry point of parity doesn't make sense if we take all the risk," said Livingston.

Additionally, the timing of Showtime's proposal occurs as the economy is weakening. With many in the industry believing pay could take a hit, the prospect of doubling pay penetration, even with price reductions, could be a daunting task.

The deal would also have implications for other pay suppliers, said Livingston. The move would put pressure on HBO to cut its rate on Cinemax, for instance. And dropping the price doesn't necessarily translate into doubling the penetration, Livingston said. The Showtime deal is also not available on a system-by-system basis, which reduces the operators' flexibility. Livingston said operators would also pay a premium if they more than doubled the subscriber count. Additionally, Showtime will get its revenue increase from operators, either through the TOPS plan or through rate increases each year. The present set of numbers is "so far from reality," said Livingston, that it "bankrupts the concept."

Larry Carleton, vice president of operations for Tele-Communications Inc., said the deal will be "good for Show-

time if they can get people to sign up. They are laying off all their risk." No matter what the operator does, Showtime's revenue continues to go up, he said. And packaging services with basic is troublesome because consumers are sensitive to basic rate hikes.

Carleton said TCI increased its pay-to-basic ratio 15% during its multiyear effort that saw it price pay services at \$2, then \$6, then \$11. Although pay subscribers were down in 1990, pay revenue was up, said Carleton, because discounted pays were rolled into full pays.

Another operator dislikes the 5% annual rate increase which is part of the Showtime plan because it also capitalizes on a cable system's increase in penetration. "If you grow pay units by 5%, then Showtime ends up getting a 10% increase."

According to another top 10 MSO executive, there is concern about suggestions that cable operators market Showtime to basic-only subscribers. "We would never do that because it would devastate HBO," he said. This MSO is already price testing HBO-Showtime packages, and is offering incentives to customer service reps to keep them focused on selling HBO and Showtime together.

Since HBO is also suffering from a maturing pay market, the TOPS plan will not help the pay category as a whole, or the finances of cable operators, said one operator. The plan "doesn't dramatically increase any-

body's margins, but it ensures the survival of Showtime. They don't come to the market with something like this unless they are hurting pretty bad," the executive said.

And it is commonly held that it is in the interest of operators to keep Showtime as a counter to HBO. "It's always better to have two than to have just one," said the operator.

Another packaging option is to place Showtime on a basic tier. There is concern about having R-rated product distributed to such a wide audience. The main obstacle, however, is other basic programmers, according to one MSO. Most of the basic networks that operators have tiered specify in their contracts that they cannot be positioned on a tier with a pay service, said the executive.

TOPS is likely to generate some fallout on Cinemax, if it is widely adopted. Cinemax is already the lowest priced premium service, according to Dan Levinson, vice president, marketing. The service released research at the Western Cable Show showing it is a better complement to HBO than Showtime (BROADCASTING, Dec. 10). Cinemax is beginning to work with cable operators to "find out what the ideal price point for a second pay service is," Levinson said, which means achieving the highest margin and highest penetration. Cinemax is flexible on pricing, and perhaps might bring an HBO/Cinemax package to the same level as an HBO/Showtime package under the TOPS plan. —MS,SDM

1991 FORECASTS FROM TCI, CABLEVISION, VIACOM

Predictions from companies' executives at PaineWebber conference mostly upbeat; PPV, wireless cable among new ventures studied

PaineWebber's 18th annual Media Outlook Conference, held in New York last week (also see pages 63-64), gave several cable companies their first chance to speak to the Wall Street community since Congress failed to enact any legislation reregulating the cable industry. Tele-Communications Inc., Cablevision Systems and Viacom for the most part presented rosy predictions for their companies, despite the overall economic outlook. TCI and Cablevision both took advantage of the forum to show how their companies are beginning to examine new territories—pay per view for TCI and wireless cable for Cablevision.

■ *Tele-Communications Inc.*—TCI expects internal growth of about 10%-

15% next year, which includes increases in subscribers (3%), basic rates (2%), expanded basic (3%), pay (1.5%), and pay per view (1%). "Pay per view will be increasingly interesting. We may get into that quite strongly," said Bernard Schotters, vice president, finance, at TCI, which hasn't been known for its strong embrace of PPV.

It is primarily the event PPV business that is striking TCI's fancy. According to Bob Thomson, vice president, government affairs, who acknowledged that "there has been some evolution in our thinking about pay per view," TCI looked closely at the recent Holyfield-Douglas fight, and is carefully considering the PPV Olympics. That, in turn, is causing TCI to start technically explor-

ing ways to get PPV equipment into subscribers' households at their request. Nor does TCI dismiss going after the \$14 billion home video industry with PPV. Fifty PPV channels would simulate video on demand, but TCI wants to do that terrestrially, and more efficiently than can be done via DBS, said Schotters.

The reason for the change of heart, Schotters said, is that TCI now believes the possibilities of PPV revenue can justify the expense.

Still, capital expenditures are down "because we think we can avoid several hundred millions of dollars of capital by delaying some projects and going further into fiber in the next two years, and avoiding some of the old technology of

upgrades and rebuilds," said Schotters. In 1989, TCI's capital budget was \$611 million, and was just above that in 1990, although \$100 million less was spent at TCI, and \$100 million more on subsidiary United Artists Cablesystems. In 1991, the budget should come down by \$75 million to \$100 million.

Some early results about how K-Prime, the medium-powered DBS venture, will fare are available in the first quarter, but it will not become a number one priority for TCI. Schotters said TCI will still develop a terrestrial system that will in effect be better than DBS. "I wouldn't expect you'd see us exercise our option to go to high-power [with K-Prime] if things continue to develop," said Schotters.

On the legislative front, Thomson said the events and mood of the next Congress are unpredictable, but he believes it will be different from that of the last session's. One aspect that will change the situation greatly is regulation by the FCC (see page 76), which will be "meaningful and significant," Thomson said. Also, the industry position will be different, he predicted. Although the strategy this year was to work to get a reasonable bill passed, next year the industry will take the position that legislation isn't necessary given the FCC regulation. And cable will also be bolstered by the fact that the administration made its anti-legislation position known last session, Thomson said.

Cable will also keep itself in check with reasonable fee increases. Industry rate increases next year will be around 6%-7%, keeping pace with inflation with possibly an additional 1% or 2% due to programing price increases, said Thomson.

He also predicted that the telco debate will "get extremely complex," in part because of the entry of larger industries than cable in the debate. Thomson said there is currently no tightly knit coalition of telco opponents, but some informal talks have taken place, with "other more powerful players than cable."

■ **Cablevision Systems**—During its presentation to analysts, Cablevision Systems Vice Chairman William Bell confirmed that Cablevision is still committed to SkyCable, but is looking to put in "substantially less" than the \$75 million it had planned to commit over three years. Bell would not specify the amount of investment likely now, saying only that it will be dependent on the amount of equity Cablevision receives.

Bell added that the Cablevision and its SkyCable partners (Hughes, NBC and Rupert Murdoch) are looking for an ad-

ditional partner. Even though the deal is not yet signed (it's expected to be completed in August), it is possible SkyCable could still make its initial launch date, since "Hughes has assured us that they are going ahead with the satellite design work," said Bell.

Cablevision continues to experiment with other technologies as well. It has applied for experimental personal communications network (PCN) licenses in Boston, Chicago, New York and Long Island, which it expects to be granted. Cablevision is developing a business plan for the licenses, which involves wireless cable and fiber optics.

Bell discussed the possibility of Cablevision spinning off its programing entities, housed within Rainbow Programing Holdings Inc., into a separate company, as TCI has done with Liberty Media. Bell acknowledged that Cablevision had considered spinning off Rainbow to shareholders a year and a half ago. Cablevision acquired Rainbow three and a half years ago, and needs to own it five years before it's able to spin it off tax free, so didn't go ahead with the plan. The company will reexamine the idea in another year and a half, when the tax laws will treat the spin-off much more favorably.

Also spelled out was NBC and Cablevision's agreement for the Olympics, which is a 50-50 venture between the two companies for both the broadcast and pay-per-view Olympics. But Cablevision has a cushion. Although it shares any profits from the events equally with NBC, if there is a loss, the downside cap is \$50 million for Cablevision, according to Bell.

Bell touched briefly on how the company is doing with SportsChannel America and the regional networks. Of the 10 regional SportsChannels, six are relatively new, and are still posting losses, but the four older ones (Philadelphia, New York, Chicago and New England) have a positive cash flow, Bell said.

■ **Viacom**—Viacom Chairman Sum-

MORE CABLE IN BROADCASTING

- The FCC issues proposed new standards for effective competition that will bring most cable systems under some form of rate regulation (see "Top of the Week").
- Continental is the latest MSO to file application to test personal communications network, technology which is drawing wide interest among cable companies for telephone-type service possibilities (see page 73).
- Cable regional sports networks look with interest at gaining rights to new NHL teams in Tampa, Fla., and San Jose, Calif. (see page 47).
- Speakers at Annenberg forum predict telephone companies will use First Amendment in arguments to be allowed into delivery of video programing (see page 78).

ner Redstone sung the praises of his company's breadth of programing across both cable and broadcasting, saying it is responsible for 154 hours of programing during a 24 hour period. He also sung the praises of Viacom's cable advertising reach, with Viacom-owned cable networks accounting for 12%-15% of all ad dollars spent on cable.

MTV continues to grow globally, said Redstone. Robert Maxwell's Mirror Group wants to sell its half of MTV Europe, and in 1991, Viacom will decide whether to buy that stake, said Frank Biondi Jr., chairman and chief executive officer. Nickelodeon is growing even faster, with 38% of all children's viewing done on the network. HA! remains a risk, but "if we're right, the rewards are enormous," said Redstone. Biondi said HA! continues to look for equity partners, which it has been doing since the network's inception last April. Regarding the failed merger talks Viacom conducted with Time Warner's The Comedy Channel last spring, Biondi said: "We're open-minded about a merger, but I hesitate to say it might happen."

Showtime and The Movie Channel "remain our greatest challenge," said Redstone. Biondi briefly sketched out Showtime's TOPS plan (see page 59), which will guarantee Showtime a steady revenue stream in return for letting operators package it any way they choose, but said it still was not expecting next year to be a good year for premium television.

Showtime Event Television, which Biondi believes will make a pay-per-view deal with Don King and Mike Tyson, "should be a business some day, but it's not a business yet," said Redstone, since there are not yet enough events to sustain the PPV company.

Regarding the cable system side of the business, Biondi detailed Viacom's desire to eventually sell its Minnesota and Dayton, Ohio, systems when the market improves and a decent offer is made. —SDM

CABLELABS UNVEILS NEW CABLE TEST BED

Jerrold Communications-built device will expose acceptable limits of cable TV distortions on high-definition television signals

Executives from Boulder, Colo.-based Cable Television Laboratories Inc. (CableLabs) were at the Advanced Television Test Center (ATTC) in Alexandria, Va., last week to unveil a new cable test bed to members of the press. The device, which was built and installed at the test center by the Jerrold Communications division of General Instrument Corp., Hatboro, Pa., will simulate the characteristics of high-definition television transmission signals as they pass through a cable system.

"We need to know how effectively the six systems will pass through a cable system, which is different from broadcast testing," said Craig K. Tanner, CableLabs' vice president, advanced television projects. "ATV may be more demanding of a cable system than NTSC," added CableLabs President Richard Green.

Like the ATTC's RF test bed, built by Harris Corp. and installed at the Alexandria lab last summer (BROADCASTING, Aug. 27), the cable device will establish each proposed HDTV system's tolerance to various forms of video artifact and to test each signal's ruggedness.

In addition, Jerrold lent CableLabs a 40-channel AM fiber link to study the effects distortions will have on systems delivering HDTV over fiber optic trunks.

Plans are for CableLabs to spend seven to eight days testing each system for cable impairments, following testing over ATTC's RF test bed. Each set of tests will be entirely separate. Signals from the RF test bed will not be routed to the cable test bed to simulate broadcast signals over a cable system. Full testing of distribution from satellite to broadcast station to cable system will not be held until the field testing stage.

Some have suggested that field tests will merely serve to verify the results of the ATTC lab tests. Green and Tanner agreed that the lab tests should be reliable enough to narrow the field of viable contenders to one or two finalists, but said the field tests are likely to be more complex than simple verification. "In the end, when you get in the real world, it could be different," Green said.

Advisory Committee Chairman Richard Wiley, senior partner, Wiley, Rein & Fielding, Washington, has scheduled meeting with the system proponents for early next month to discuss field test arrangements. Most of the financial bur-



Richard Green and Jerrold Communications President Hal Krisbergh

den for field tests is expected to be placed on the proponents. Green said CableLabs is willing to assist in coordinating the cable portion of the field tests in any way that it can.

Tanner said there is a chance that

none of the six proposed systems would be developed enough for field tests after lab tests. Also, in his opinion, there is a high probability that the FCC will be unable to set a transmission standard by its 1993 goal.

-RMS

FOX STEPS UP CABLE MARKETING

Fox Broadcasting is sending cable operators a research, marketing and promotion kit designed to help drive cable subscriptions by featuring Fox programming. The effort is part of Fox's campaign to entice operators to place Fox stations on the VHF band.

The kit is part of a far-flung Fox strategy that includes continued meetings with MSO's at national and regional trade shows; marketing and promotion support; and negotiations with operators

on TCI-Fox-type deals for carriage of Fox programming in areas where there are no Fox broadcast affiliates.

The latter includes co-op dollars for local advertising expenditures associated with channel repositioning campaigns; repositioning support materials (marketing plans, promotion and pitch materials), and promotion and advertising support materials (generic ad slicks, radio copy, generic on-air spots, billstuffers).

Fox also is offering national coordination of a Fox basic and pay cable promotion in markets on an optional basis, seminars by Fox staffers of cable relations efforts, and meetings with guide publishers to get Fox's schedule included.

The group broadcaster also holds out to cable operators the possibility of joint programming ventures, such as local news and community service campaigns. Examples of the latter have included a census campaign by KDAF-TV Dallas and area cable operators, teen rallies at schools aimed at drug education, and community pride programs produced by the stations and available for local access replay.

-MS



BUSINESS

NO MORE BULL (MARKET); WEAK AD GROWTH FOR '91

Forecasters at PaineWebber conference lower projections for 1990 and paint less than happy picture for 1991; network revenue estimates drop as do those for audience share; cable continues to be bright spot

It was revision time for analysts and their industry figures at the 18th annual PaineWebber Media Conference held in New York last week. Advertising revenue projections for 1990 made earlier in the year have not panned out and the news for 1991 isn't much better.

Robert Coen, senior vice president, director of forecasting, McCann-Erickson, said advertising expenditures in the United States will rise only 4.6% in 1991 to \$136 billion. For the first half 1991, Coen predicted that advertising growth would continue to be hurt by an economic slowdown and the Middle East situation. By mid-year, the McCann-Erickson executive said, the Mideast situation should be cleared up and the economy should start to improve. Significant growth, he added, is not expected until 1992—an Olympic and election year.

Coen also lowered his projections for ad expenditures in 1990, which he said should total \$130.1 billion in 1990, a 4.9% gain over 1989. Last December, Coen forecast a 6.2% gain in ad expenditures but the Iraqi invasion of Kuwait, the end of eight years of economic growth and a poor local advertising environment "contributed to a worse than expected forecast."

In 1990, double-digit increases in ad revenue continued to be the norm for cable TV—a 15% increase to \$1.375 billion—and syndicated television (which also includes Fox)—a 25% increase to \$1.610 billion.

Network television, Coen reported, posted a 5% increase in 1990 over 1989 to \$9.565 billion. Spot TV was up 7.5% to \$7.354 billion. Local television ad revenue was up 3.5% in 1990 to \$7.875 billion. National advertising for all major broadcast media (network TV, spot TV, syndication, cable, network and spot radio), was projected by Coen to have 1990 revenue of \$22.590 billion, a 6.9% increase. Local broadcast media is projected to grow 6.6% in 1990 to

\$15.040 billion.

For 1991, Coen is looking for a 6.1% increase in major broadcast media to \$23.995 billion. Major print media, Coen said, will grow 3.8% to \$11.220 billion, while direct mail should increase 6.5% to \$25.125 billion.

Local broadcast, Coen anticipated, will be up 4.2% to \$15.530 billion in 1991.

Also revising projections was David Poltrack, senior vice president, planning and research, CBS/Broadcast Group. At last year's conference, Poltrack projected an 8%-9% revenue gain for the three

networks. He lowered that projection to only 2% and predicted another 2% growth for 1991.

Until the fourth quarter, the networks were running about 5% above last year, Poltrack said, but then "the bottom fell out of the market."

The CBS senior vice president conceded that with "back-to-back 2% growth years, it is also very unlikely that my five-year forecast of a 7.5% compound growth rate from 1990 through 1995 will materialize." Poltrack revised the forecast for a compound growth rate over the next four years to 4.7%, adding

August 1990

SOLD

MATANUSKA VALLEY CABLEVISION, INC.

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that the "only comfort I have is that I have a lot of company in last year's overly bullish club."

A poor scatter market and a looming recession were not the only factors that led Poltrack to revise his projections. Said Poltrack: "Significant changes in the audience front have led me to lower my 1995 audience share estimates as well. In all likelihood, the three networks will finish the 1990-91 season down three to four share points, close to the 62% level I did not expect to see until 1995." Poltrack went on to say that if the trend continues, the 1995 figure would be in the "mid-to-high 50's, with the 52-week share closer to 50%." The pattern, he said, will be evident in all dayparts.

For the next five years, Poltrack said that there are four factors that will determine the rate and extent of network audience erosion. The factors are: The roll-out of the Fox lineup to a full 22-hour schedule; continued audience growth for basic cable; the peplemeter issue and the networks' own programing plans.

As for the rest of the industry, Poltrack projected a 14.9% growth rate for Fox; 12.3% growth for syndication; 12% growth for national cable advertising, and 6.2% growth for national spot over the next five years.

Addressing the station operation side of the industry was Bill Moll, WNBC-TV New York vice president-general manager and past president of the Television Bureau of Advertising. For 1991, a year wedged between an election year and an Olympics/presidential election year, Moll projected 3.5% growth for local advertising, which, he said, has seen dramatic cutbacks from retail and auto dealers. Also hindering local ad growth, Moll said, is a lack of consumer confidence and uncertainty about the Middle East. Local broadcasters have also lost dollars to the networks, Moll said, because of the weak scatter market that has seen prices slashed to levels that made network appealing to nonnetwork advertisers.

With no elections in 1991 and election reform threatening to cut into future election profits and revenue from sports programing being spread thin, Moll predicted that broadcasters may have to go through "staff downsizing." The modest growth that broadcasters will see, Moss said, will be "skewed towards independents."

Moll is "bullish on 1992" and, in this case, he has good reason to be. The WNBC-TV GM told the conference that his station has sold 75% of its local ad inventory for the 1992 Olympics. The rest, he said, will be saved for scatter.

On the other side of the room, the cable contingent continued to talk of

double-digit growth, growing penetration and declining broadcast network audience share. Even possible legislation and competition from telcos and direct broadcast satellites failed to squelch the optimism of the cable industry.

Julian Brodsky, Comcast Corp. vice chairman, had nothing but good news for attendees. "The cable business, driven by our basic services, is in great shape. Almost every operator reported record revenues, record cash flows and record subscribers." Brodsky said that in noncable households, television is used 44 hours per week while in cable households the number is 56 hours a week.

As for regulation, Brodsky said that "compared to where we were one year ago, we are in much better shape today...We do not see any long-term threat to cable or basic from the current regulatory process."

On the technological front, Brodsky talked of the growing importance of fiber. "With the use of improved electronics, fiber and compression techniques," he said, "we think that 100 to 200 channels is easily foreseeable." DBS and MMDS, he said, will provide some form of competition to cable television as it now exists. "In any event, we think that cable will be up to the challenge."

Cable trading, Brodsky said, has ground to a halt. Said Brodsky: "Sellers or potential sellers of cable systems would rather keep their systems and keep their cash flow than sell at cash flow multiples of less than 10." The lack of liquidity, he went on, has also hurt capital expenditures and prevented companies from refinancing. "The problem clearly has more to do with the lack of liquidity in the banking community than anything to do with the credit capabilities of cable." Despite the tough times, Brodsky said, Comcast is going through a refinancing that will provide a 40% increase in available capital.

With regard to growing programing costs, the Comcast executive said cable operators should show more selectivity before adding additional channels. Price protection, Brodsky said, should also be included in any long-term contract. Brodsky also said that the migration of sports from broadcast to cable needs to stop. "Some operators, Comcast included, are desperately fighting the migration of sports products away from broadcast or even away from one cable network to another, particularly in situations where the viewer sees nothing new and simply has to pay more to see the same products that migrate from place to place. We think we've seen enough of that."

-JF

MORE LAYOFFS HIT BOSTON

Hard times in Boston have resulted in another round of staff cutbacks in the market, with the latest being the loss of a dozen employees at CBS affiliate WHDH-TV.

Recent cutbacks at the station have resulted in the loss of six newsroom staffers and three employees from *Ready to Go*, an ambitious locally produced children's program canceled by the station in a further cost-cutting move. The cuts followed the elimination of about 18 staffers at the independently owned station earlier this year.

Arriving in the middle of a pervasive advertising slump in the market, the WHDH cutbacks coincided with staff reductions in recent weeks at several area newspapers, including *The Herald* and Quincy, Mass.-based *Patriot Ledger*.

Competing TV stations in the market have suffered their own share of cutbacks, with NBC affiliate WBZ-TV alone having eliminated more than 30 staffers. The station has cut back its locally produced *People Are Talking* from a live one-hour daily show to a half-hour taped program. WBZ-TV's parent Group W is also cancelling its longrunning *Evening Magazine*, taking it off the air next month.

"Everybody is restructuring for 1991 and preparing for what the decade will become...not for what the past decade was," said John Spinola, vice president and general manager of Group W-owned WBZ. He added that while TV stations in the market might see some additional "small" cutbacks in 1991, the bulk of the staff reductions appears to be over.

Hearst-owned ABC affiliate WCVB-TV has so far been able to reduce its staff strictly through attrition, a process that has eliminated about 25 positions over the last year. Belt-tightening measures at the station in recent months have also resulted in reduced overtime and less frequent use of freelancers in the news division. Market leader WCVB-TV, with about 320 employees, maintains the largest staff among Boston TV properties.

One of the few Boston media properties that has been able to avoid cutbacks appears to be Fox affiliate WFXT(TV). The station was purchased earlier this year by the Celtics basketball team and is enjoying a new vitality in the sluggish market, according to market observers.

CHANGING HANDS

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$188,000 □ 5

FM's □ \$19,270 □ 2

AM-FM's □ \$200,000 □ 1

TV's □ \$2,000,000 □ 3

Total □ \$2,407,270 □ 11

Year to Date:

AM's □ \$105,411,554 □ 361

FM's □ \$474,446,531 □ 230

AM-FM's □ \$356,172,727 □ 208

TV's □ \$829,676,900 □ 91

Total □ \$1,765,707,712 □ 890

For 1989 total see Feb. 5, 1990 BROADCASTING.

WTLJ(TV) Muskegon, Mich., and WTJC(TV) Springfield, Ohio ■ Sold by Miami Valley Christian TV Inc. to Video Mall Communications Inc. for \$2 million. Total price is interest bearing note which includes \$1.08 million in real estate and \$920,000 in personal property. Seller is headed by Marvin D. Sparks, Vernon Wilson, Homer Speece, Murray Ross and William Koch, and has no other broadcast interests. Buyers, headed by Marvin D. Sparks (president, chairman and director with 70% ownership interest), Richard L. Woodby and John W. Elliott, have interests in WTJC. WTLJ is independent on ch. 54 with 4395 kw visual, 440 kw aural and antenna 1,000 feet above average terrain. WTJC is independent on ch. 26 with 1,170 kw visual, 117 kw aural and antenna 500 feet above average terrain.

For other proposed and approved sales see "For the Record," page 80.



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SCROUNGING FOR DOLLARS

*Stations are relying more on promotions
and marketing to bring in dollars*

With local advertising revenue for television stations expected to see only minimal growth in 1991, broadcasters are looking for new ways to generate revenue without cutting rates. According to Robert Coen, senior vice president and director of forecasting, McCann-Erickson, local broadcast revenue (including radio) will grow by only 4.2% in 1991. Although exact figures for television and radio separately are not yet available, Coen said that local radio revenue growth would be close to 5%, while TV revenue growth would be below 4%.

Even without that news, many television stations have been trying to redirect their advertising efforts away from selling spots toward more marketing and promotion-driven concepts that will focus on news and information while still providing a revenue boost.

For example, WJLA-TV Washington currently has five marketing projects in the works that will involve both the programming and the news departments. One of the station's projects puts together corporations and schools with hopes of finding jobs for graduates. The news department has created an "education beat," and the sales department sells spots to corporations that want to be involved in the project.

Another project, one of WJLA-TV's,

focuses on women. Washington, according to WJLA-TV vice president and director of sales, Joe DelGrosso, is one of the largest centers of working women in the country and the station has initiated a co-venture with *Working Woman* magazine to provide a local station insert in the magazine and create a weekly half-hour program called *Working Woman*. The show will start airing next January on Sunday at 12:30 p.m. Said DelGrosso: "If the show gets a 5 rating, we will be going through the roof. It is a very select 5 rating that will have served a very good segment of the market and will have provided the advertisers with an opportunity to reach that consumer." DelGrosso said the show may even have syndication possibilities since stations could tailor print ads for their own markets. Explained DelGrosso: "In these days of niche marketing, this is what we need to do more of."

Education is the main theme for many of these marketing/news promotions. WCVB(TV) Boston is launching a two-year campaign celebrating the discovery of inventions in the New England area leading up to the 500th anniversary of Columbus's arrival in America. The "Discovery 500" moments run one minute, air in access, and are sponsored by various companies. Besides providing new revenue, the station, according to local sales manager Bill Fein, is "trying to reestablish pride to our area."

WIS-TV Columbia, S.C., is also running more promotions revolving around education, offering clients packages so they can be associated with a "good cause." Said General Sales Manager Joseph Tonsing: "Lowering rates is not the answer. A third grade student can figure out that advertiser budgets will go down if you continue to do that. Spot sale ideas have to get more along the news and information line."

KCNC-TV Denver has created a marketing department, separate from sales, that, according to General Sales Manager Rick Wardell, has contributed 13% of the local sales department's total output. And 6% of bottom line sales are directly attributable to the four-person marketing department which specializes in developing value-added promotions with various retail outlets and has sponsored state-wide promotions to bring business

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KCNC-TV

FOCUS ON FINANCE

Media stocks had mixed reaction to general market, which responded favorably to possibility of peace in Middle East. It was rollercoaster week for CBS. Stock, although down 5 1/4 for week ended Dec. 12, jumped 5 3/8 on Dec. 12 to close strong on news it would buy back \$2 billion of its stock at \$190 per share (see "Top of the Week"). Capital Cities/ABC continued to gain, up 2.5% to 450. Most entertainment stocks were down for week including Disney, which dropped 2.5% to 103 1/2. Orion was down to 12 1/2 in week which saw stock jump to 15 1/4 on news that it might be

sold. Drop back into its normal trading range would seem to indicate that no sale is pending. Among deal and restructuring stocks MCA gained 1/8 to 66 1/2 and TVX was up 1/16 to 9 5/6. Cable stocks were mixed. Falcon Cable was down 1/4 to 8 5/8 and Jones Intercable was down 1/8 to 5 7/8, possibly on news that cable operators may face tougher exemption from local regulation.

Most agency stocks dropped last week and probably were not helped by disappointing advertising forecast at PaineWebber Media conference held last week.

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 Dec 5	Closing Wed Nov 28	Net Change	Percent Change	P/E Ratio(000,000)	Market Capitali- zation
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BROADCASTING

A (BHC) BHC Comm.	44	3/8	43	3/4	5/8	01.42	11	1,299
N (CCB) Cap. Cities/ABC	450		438	3/4	11 1/4	02.56	15	7,799
N (CBS) CBS Inc.	175	1/2	180	3/4	- 5 1/4	-02.90	13	4,154
A (CCU) Clear Channel	10	5/8	10	5/8		00.00	-118	60
O (JCOR) Jacor Commun.	1	1/2	1	13/16	- 5/16	-17.24	-1	14
O (OSBN) Osborn Commun.	6		6	1/2	- 1/2	-07.69	-8	41
O (OCOMA) Outlet Comm.	8	7/8	8	7/8		00.00	10	58
A (PR) Price Commun.		5/16		1/4	1/16	25.00		2
O (SAGB) Sage Bcsg.	1		1	1/8	- 1/8	-11.11	-1	3
O (SCRIP) Scripps Howard	35	1/2	35	1/8	3/8	01.06	13	366
O (SUNNC) SunGroup Inc.		3/4		3/4		00.00	-1	5
O (TLMU) Telemundo	3	1/2	3	1/4	1/4	07.69	-1	79
O (TVXGC) TVX Group	9	5/16	9	1/4	1/16	00.67		68
O (UTVI) United Television	28	3/4	28	3/4		00.00	3	312

PROGRAMING

O (IATV) ACTV Inc.	2	1/8	2	3/8	- 1/4	-10.52		1
O (ALLT) All American TV	2	1/8	2	1/8		00.00		4
N (CRC) Carolco Pictures	7	3/4	6	1/4	1 1/2	24.00	12	234
O (DCPI) dick clark prod.	3		3			00.00	18	24
N (DIS) Disney	103	1/2	106		- 2 1/2	-02.35	17	13,763
O (FNNI) FNN	2	3/8	2	1/2	- 1/8	-05.00	7	43
A (FE) Fries Entertain.		5/8		5/8		00.00		3
A (HHI) Heritage Ent.		7/8		1	- 1/8	-12.50	-1	7
N (HSN) Home Shop. Net.	3	3/4	4	1/8	- 3/8	-09.09	10	338
O (IBTV) IBS	1	3/8	1	1/4	1/8	10.00	17	4
N (KWP) King World	23	7/8	23	3/4	1/8	00.52	11	907
O (KREN) Kings Road Ent.		15/16		1/8	13/16	*****	-5	4
N (MCA) MCA	66	1/2	66	3/8	1/8	00.18	24	5,000
N (NNH) Nelson Holdings	3	1/2	3	1/4	1/4	07.69	-2	15
O (NNET) Nostalgia Net.		9/16		9/16		00.00		3
N (OPC) Orion Pictures	12	1/2	13		- 1/2	-03.84	31	281
N (PCI) Paramount Comm.	41		42		- 1	-02.38	27	4,834
N (PLA) Playboy Ent.	4		3	1/2	1/2	14.28	21	75
O (QNTXQ) Quintex Ent.		1/8		1/8		00.00		26
O (QVCN) QVC Network	4		4	3/4	- 3/4	-15.78	-10	69
O (RVCC) Reeves Commun.	6	3/4	6	3/4		00.00	-16	85
O (RPICA) Republic Pic.'A'	6		5	1/2	1/2	09.09	33	25
A (SP) Spelling Ent.	3	7/8	4		- 1/8	-03.12	25	128
O (JUKE) Video Jukebox	6		6	1/2	- 1/2	-07.69	-46	56
O (WONE) Westwood One	2		2	1/4	- 1/4	-11.11	-1	29

	Closing Wed Dec 5	Closing Wed Nov 28	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	28	1/2	30		- 1 1/2	-05.00	21	532
A (AK) Ackerly Comm.	3	1/4	3	1/8	1/8	04.00	-4	50
N (AFL) American Family	18	1/4	16	7/8	1 3/8	08.14	13	1,485
O (ACMA) Assoc. Comm.	24	1/2	23	7/8	5/8	02.61	62	457
N (CCN) Chris-Craft	27	1/8	27	1/4	- 1/8	-00.45	2	691
O (DUCO) Durham Corp.	27	1/4	26		1 1/4	04.80	13	230
N (GCI) Gannett Co.	37	3/4	35	1/2	2 1/4	06.33	15	5,964
N (GE) General Electric	57		57			00.00	12	50,651
O (GACC) Great American	2	3/8	2		3/8	18.75		83
A (HTG) Heritage Media	3	3/8	3	3/8		00.00	-5	152
N (JP) Jefferson-Pilot	39		37	7/8	1 1/8	02.97	9	1,393
N (LEE) Lee Enterprises	23	7/8	23	1/8	3/4	03.24	13	557
N (LC) Liberty	40	7/8	40	5/8	1/4	00.61	9	319
O (LINB) LIN	61	7/8	57	3/4	4 1/8	07.14	-17	3,179
N (MHP) McGraw-Hill	50	3/4	52	1/2	- 1 3/4	-03.33	107	2,470
A (MEGA) Media General	17	1/8	16	7/8	1/4	01.48	20	433
N (MDP) Meredith Corp.	24		22	7/8	1 1/8	04.91	-19	432
O (MMEDC) Multimedia	63	7/8	61	1/2	2 3/8	03.86	16	723
A (NYTA) New York Times	19	7/8	19	1/4	5/8	03.24	44	1,513
N (NWS) News Corp. Ltd.	9	1/4	9	3/8	- 1/8	-01.33	5	2,483
O (PARC) Park Commun.	12	3/4	12	3/4		00.00	14	263
O (PLTZ) Pulitzer Pub.	19	1/4	19	3/4	- 1/2	-02.53	8	201
O (STAUF) Stauffer Comm.	120		120			00.00	48	144
N (TMC) Times Mirror	26	3/4	26		3/4	02.88	16	3,438
N (TRB) Tribune Co.	38	3/4	37	5/8	1 1/8	02.99	14	2,552
A (TBSA) Turner Bcsg.'A'	13		12	1/4	3/4	06.12	-86	1,939
N (WPO) Washington Post	205	1/2	186		19 1/2	10.48	13	2,473
N (WX) Westinghouse	27	3/8	28	1/4	- 7/8	-03.09	8	7,968

CABLE

A (ATN) Acton Corp.	4	1/4	4	3/4	- 1/2	-10.52	-3	6
O (ATCMA) ATC	34	3/4	35		- 1/4	-00.71	33	3,789
A (CVC) Cablevision Sys.'A'	14	3/4	13	1/8	1 5/8	12.38	-1	327
A (CTV) Century Comm.	6	1/4	6		1/4	04.16	6	408
O (CMCSA) Comcast	12	1/2	11	1/2	1	08.69	-8	1,411
A (FAL) Falcon Cable	8	5/8	8	7/8	- 1/4	-02.81	-6	55
O (JOIN) Jones Intercable	5	7/8	6		- 1/8	-02.08	-3	73
N (KRI) Knight-Ridder	46	3/8	43	1/2	2 7/8	06.60	14	2,326
T (RCIA) Rogers'A'	7	1/2	8		- 1/2	-06.30	-17	349
O (TCAT) TCA Cable TV	13		13	1/4	- 1/4	-01.88	56	314
O (TCOMA) TCI	12	3/4	12	1/4	1/2	04.08	-18	4,538
N (TWX) Time Warner	84	3/4	82	7/8	1 7/8	02.26	-5	4,870
O (UAEA) United Art.'A'	12	1/2	12	1/8	3/8	03.09	-18	1,755
A (VIA) Viacom	24	1/4	22	1/4	2	08.98	-80	2,588

into Colorado.

The station has worked with Gart Brothers—a sporting goods chain, on a vendor investment program in which both retailer and vendor participate in an all-media promotion effort. Generally, the retailer provides 20% while the vendor provides 70%-80% of the cost of the television campaign. Through these various promotions, the station has been able to increase its client base from 328 in 1987 to 504 in 1989. Said Wardell: "We are an owned-and-operated station in a non O&O market. We clear a vast majority of the programs, more than the other affiliates who have more avails and air more syndicated programing. You have to develop ways [of bringing in more business] when you have less inventory available in a down market-place."

Another station that has had good results from value-added promotions is KOFY-TV San Francisco which has been relying on the old standard "giveaway" promotion. One promotion, the "Great Escape," brought the station \$20,000 that, according to Sales Manager Hal Capron, it would not have gotten otherwise. The promotion involved 90 stores

which advertised on the station to take part in a giveaway trip to Tahiti. The cost to the station was minimal—only \$300-\$500, according to Capron.

Although promotions such as the ones mentioned above are as old as the business itself, more and more stations may start using them as a means of generating revenue, especially in a soft market. At a time when consumer trust is at a low, these ads give the retailers a chance to give something back to the consumer and lure shoppers to their outlets while also providing stations with revenue they might not get otherwise.

Improving the abilities of station sales staffs is also a priority at a time when a good presentation or letter could be the difference between getting or losing an account. One firm, David Topus & Associates, specializes in helping media executives improve their writing skills. Topus has worked with several of the NBC O&O stations and has gotten good results. KCNC-TV's Wardell hired Topus and said the results were "fabulous." Said Wardell: "Everybody has different skills and many times we forget the fundamentals."

It seems safe to say that these days no station can afford to do that.

GO SAYS 'NO GO' TO MATSUSHITA

Go-Video, a Scottsdale, Ariz.-based consumer electronics manufacturer, filed an antitrust suit against Matsushita Electric Industrial Co. to stop its purchase of MCA. Go-Video, a manufacturer of dual-deck VCR's, among other things, alleges that Matsushita "conspired" with Sony and other Japanese manufacturers to monopolize both the consumer electronics hardware market and the entertainment software industry. The suit also says that Matsushita and its "co-conspirators" are going to use their clout to eliminate potential American competitors in any future hardware manufacturing, including HDTV. In a published report, Matsushita spokespeople said the suit was "totally without merit" and that competition between itself and Sony made any "conspiracy" unlikely.

STOCK INDEX (CONT.)

	Closing Wed Dec 5	Closing Wed Nov 28	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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EQUIPMENT & MANUFACTURING

N (MMM) 3M	86	1/8	83	5/8	2	1/2	02.98	14	19,117
N (ARV) Arvin Industries	16	5/8	16	7/8	-	1/4	-01.48	15	312
O (CCBL) C-Cor Electronics	4	1/4	4	1/4			00.00	4	18
O (CTEX) C-Tec Corp.	14	7/8	14		7/8		06.25	-28	244
N (CHV) Chyron		13/32		7/16	-	1/32	-07.14	-1	4
A (COH) Cohu	9		9	1/4	-	1/4	-02.70	6	17
N (EK) Eastman Kodak	41	1/2	41	7/8	-	3/8	-00.89	42	13,464
N (HRS) Harris Corp.	20	1/8	20	3/8	-	1/4	-01.22	6	807
N (IV) Mark IV Indus.	7	3/4	7	5/8	1/8		01.63	1	105
O (MATT) Matthews Equip.	1	1/8	1	5/16	-	3/16	-14.28	56	6
O (MCDY) Microdyne	3	1/4	3	1/4			00.00	46	13
O (MCOM) Midwest Comm.	1	1/2	1	5/8	-	1/8	-07.69	4	4
N (MOT) Motorola	52	1/2	55		-2	1/2	-04.54	13	6,905
A (PPI) Pico Products		3/16		3/8	-	3/16	-50.00		
N (SFA) Sci-Atlanta	12	5/8	12	1/4	3/8		03.06	7	283
N (SNE) Sony Corp.	45	1/8	43	3/4	1	3/8	03.14	24	14,978
N (TEK) Tektronix	18	7/8	17	7/8	1		05.59	-6	548
N (VAR) Varian Assoc.	32	1/2	32	3/8	1/8		00.38	-154	621
O (WGNR) Wegner		1/2		1/2			00.00	-3	3
N (ZE) Zenith	6	3/4	6	1/4	1/2		08.00	-2	180

	Closing Wed Dec 5	Closing Wed Nov 28	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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SERVICE

O (AFTI) Am. Film Tech.	4	1/8	4	3/8	-	1/4	-05.71	13	40
O (BSIM) Burnup & Sims	9	5/8	9	5/8			00.00	106	121
A (CLR) Color Systems	1	5/8	1	5/8			00.00	-1	15
N (CQ) Comsat	23	5/8	21	3/4	1	7/8	08.62	7	441
N (CDA) Control Data	9		9	3/8	-	3/8	-04.00	-2	382
N (DNB) Dun & Bradstreet	41	7/8	41	7/8			00.00	15	7,641
N (FCB) Foote Cone & B.	18	5/8	19	1/4	-	5/8	-03.24	9	201
O (GREY) Grey Advertising	120		120				00.00	10	135
O (IDBX) IDB Commun.	6	3/4	7		-	1/4	-03.57	75	42
N (IPG) Interpublic Group	33	1/8	34	1/4	-	1/8	-03.28	14	1,133
N (OMC) Omnicom	21	5/8	22	1/8	-	1/2	-02.25	10	567
O (RTRSY) Reuters	39		37	1/8	1	7/8	05.05	18	16,812
N (SAA) Saatchi & Saatchi	1	7/8	2		-	1/8	-06.25	-1	297
O (TLMT) Telemation		1/4		3/8	-	1/8	-33.33		1
O (TMCI) TM Commun.	7/32		3/16		1/32		16.66	-1	4
A (UNV) Unitel Video	5	7/8	6	3/8	-	1/2	-07.84	-10	8
O (WPPGV) WPP Group	2	7/8	3	3/4	-	7/8	-23.33	1	118

Standard & Poor's 400	386.28	385.33	+0.95	0.25%
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SATELLITE

Narrower field. Shareholders of GTE Corp. and Contel Corp. last week gave final approval to the \$6.2 billion merger of their companies approved by their respective boards of directors late last summer. According to GTE, approximately 98% of its shareholders and 97% of Contel shareholders approved what is essentially a friendly takeover by the latter, with the new company to be called GTE.

The merger narrows the field of satellite operators, which, in the past two years, saw Western Union and IBM sell their satellite assets. Among GTE subsidiaries with combined 1989 revenues and sales of \$17.4 billion and net income of \$1.4 billion in 1989, GTE Spacenet operates a fleet of four Ku-band and three hybrid C-Ku-band birds now in orbit and is authorized by the FCC to launch replacements for three of those seven satellites in 1993 and 1994. Contel claims \$3 billion in annual revenues and sales, said GTE. Its satellite subsidiary Contel ASC operates one hybrid and is authorized to replace it in 1993 and to launch another next spring.

March move. Turner Broadcasting System said it expects its Turner Network Television will pick up several million subscribers via both cable and SMATV systems after the service moves next March to Hughes Communications' Galaxy I satellite, which it believes is accessible to more operators than TNT's previous home, GE Americom's Satcom F3R.

Via an agreement reached last week, TNT and The New Inspirational Network (TNIN) will trade satellite births over a period extending from Feb. 20 to March 7, 1990. Turner said it will initiate a new feed of TNT via Galaxy I (transponder 17), beginning Feb. 23, 1990, after TNIN moves from that transponder to Satcom F3R, beginning Feb. 20.

Washington Fox. Professional Video Services Corp. said last week it had reached an agreement valued at more than \$500,000 with Fox News Service to provide Fox with office space, editing suite and transmission facilities in PVS's Washington headquarters. Fox, it said, will begin producing a 60-minute daily newsfeed there by early next year.

More video-pals. Prime Sports Northwest last week became the 11th regional cable sports service to join the lineup of pay-per-view satellite services offered to the home dish market via General Instrument's Videopal consumer order-recorder. Prime Sports' commitment, following by a week a similar commitment by Playboy at Night, means that more than 14,000 VC-II-Plus-equipped Videopal owners now have access to events on four Prime Network, seven other regional sports services and seven PPV movie services.

Moderate dissent. Although Donaldson, Lufkin & Jenrette Securities believes "it is too early to recommend" buying stock in Communications Satellite Corp., the New York-based analyst advised in a summary issued earlier this fall that Comsat "is worth monitoring for possible developments and we continue to rate the shares moderately attractive."

At odds with a Nomura Equity Research report, which blamed the "horrendous performance" of current Comsat Video Enterprises management for 1990 losses estimated at more than \$27 million, the Donaldson, Lufkin & Jenrette advisory says that a conversation with CVE President Robert

Wussler led it to believe "that over the next year or so there could be several interesting developments that could set the video subsidiary [back] on the road to success."

CVE negotiations toward a widely anticipated \$100 million investment in SkyPix, a proposed 80-channel, direct-to-home Ku-band satellite service, fell apart two weeks ago (BROADCASTING, Dec. 10).

New formation. Ray Duffy, general manager of Tulsa-based United Video's Superstar Connection, was elected 1991 chairman, and Scott Weiss, vice president of special projects for Turner Cable Network Sales, vice chairman, of the Satellite Broadcasting & Communications Association's Anti-Piracy Task Force (APTF). At the same time, the promotion of APTF director Deppish Kirkland to senior vice president of operations and general counsel highlighted a restructuring announced last week by the SBCA.

Other changes at Alexandria, Va.-based SBCA included the naming of director of investigations, Bill Gulbicki, to director of the APTF. Vice president Jerry Fischette added trade show supervision to his business relations duties.

Meanwhile the SBCA, which said an average 30,000 system sales per month in 1990 made home satellite "a billion dollar industry," said it will exhibit at the Winter Consumer Electronics Show in Las Vegas, Jan. 10-13.

RE: Penance. Convicted Sept. 24 of causing unauthorized uplink and intentional interference to a communications satellite, CBN employee Thomas Haynie was sentenced to three years in prison, a \$3,000 fine and 150 hours of community service by U.S. District Court Judge Rebecca Beach Smith in Norfolk, Va., who suspended two years and \$2,000 from the sentence.

A jury found Haynie guilty of interfering with The Playboy Channel signal on Sept. 6, 1987, to feed the message, "Thus sayeth the Lord thy God. Remember the Sabbath and keep it holy. Repent for the kingdom of heaven is at hand."

Honest market. Canadian company DecTec's multifunction Secure Universal Norm (SUN) satellite encryption system no longer poses a significant piracy threat in the U.S., according to a letter issued to cable programmers and signed by H.T. Howard, "technical rep to the Anti-Piracy Task Force" of Satellite Broadcasting & Communications Association. Despite the potential for illegal uses of SUN, says the letter, ultimate limits on what the software-based, field-programmable SUN can do "has led, in my opinion, to the developers trying to find an honest market."

Because of its ability to be programmed in the field to "emulate" VC-II and other systems, programmers fear SUN boxes may serve merely as platforms for pirates (BROADCASTING, Nov. 12). Not discounting such a scenario, Howard says that pirates using SUN would have to acquire "thousands" of "keys" to the VC-II Plus system, introduced by GI this year—a task he says is "not likely." Pirates, therefore, he says, "are looking at a product lifetime that ends when the VC-II codes are no longer sent." Current consensus is that GI will be able to completely replace VC-II's with VC-II Pluses by 1992. Several sources predict the VC-II data stream could be discontinued by autumn 1991.

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GE American Communications



INTERNATIONAL

ASTRA TAPS HUGHES FOR TWO NEW BIRDS

Europe's leading cable, DBS operator awards \$300 million (EC dollar) contract

Europe's leading cable and direct-broadcast satellite operator, moving to solidify its market dominance with expanded channel capacity and high-definition television capability, has awarded Hughes Aircraft a \$300 million (European Community dollar) contract to build two new TV satellites.

The Luxembourg-based Astra, which already has one satellite operational and a second launching in February, has also signed European launcher Arianespace to place the first new satellite, Astra 1C, in orbit by the first quarter of 1993; the second, Astra 1D, by 1994.

Satellite contractor Hughes won out over rival satellite makers GE Astro Space—which provided Astra's first two satellites—British Aerospace and Europe's Aerospatiale, following a half-year-long tender process.

Astra's first 16-channel satellite, Astra 1A, launched in 1988, already reaches 19.4 million European TV homes, primarily through cable and satellite master antenna TV systems in the Netherlands, Germany, Belgium and Sweden.

Direct-to-home viewers, most using 60 cm dishes, also account for more than 1.5 million of the total, with the bulk (890,000) in the UK, where Rupert Murdoch's four-channel Sky Television has driven penetration. Astra expects direct-to-home viewership to at least double to 3 million households by the time its third bird is launched in 1993. Helping boost the figures will be Sky TV's recent merger with UK rival British Satellite Broadcasting, along with rapid growth in DTH figures in Germany.

A second satellite, Astra 1B, is scheduled for launch next February and has already announced signings for two German-language channels: German public broadcaster ARD, and the Premiere pay movie joint venture between German media companies Bertelsmann and the Kirch Group, and French pay channel Canal Plus.

Another two channels on 1B have been signed, but not announced, and a fifth, probably targeting the UK or Scandinavia, may be made public as early as

this week. A spokesman said by launch in February, the majority of the 16 channels should be signed and announced.

With the two new satellites, as many as 48 TV channels, including four HDTV signals, will be made available. Because 1C and 1D will be in the same orbital slot as 1A and 1B, all 48 can be received on the same or a slightly modified home receiver and dish.

According to Astra spokesman Yves Feltes, 1C will service in part as a backup to the first two satellites, as well as offering a to-be-determined number of additional program channels. Astra 1D will serve either as a backup to 1B or 1C, as a satellites newsgathering and business TV bird, or a mixed TV-HDTV service.

Under the HDTV option, Feltes explained, up to four HDTV channels could be provided to Europe, or using a spot beam configuration, there could be three HDTV channels to the UK or Germany or two HDTV channels to France. An additional 14 transponders would remain for conventional TV uses, he said.

The only upgrade needed for 1D, besides the use of an HDTV receiver to obtain any HDTV signals it carries, would be the replacement of a relatively inexpensive low noise converter, Feltes said.

While Astra does not advocate any particular HDTV standard, it has recently joined the European Community's Eureka HDTV project, which is dedicated to developing a high-definition version of the European standard MAC satellite delivery signal.

Feltes said Astra would support HD-MAC if it is to be the single European standard. He added the company is "not at all convinced the so-called interim steps [alternative forms of wide-screen, lower resolution MAC signals] are absolutely necessary."

If HDTV becomes a successful mass media delivery system, Feltes added, the government of Luxembourg has requested as many as 40 HDTV channels be made available in the Astra slot.

Battling against Astra to keep its share of European TV satellite business is Euro-

pean satellite agency Eutelsat, which last week passed a critical obstacle in plans to build its own direct broadcast satellite venture, Europesat, by the mid-1990's.

Eutelsat and eight nations last Tuesday, Dec. 11, signed a memorandum of understanding indicating interest in up to 39 transponders on Europesat, enough to ultimately launch the system if that interest is converted into firm commitments in the next year. Signing on to the memorandum were France, Germany, Sweden, the Netherlands, Portugal, Switzerland, Yugoslavia and Austria.

The memorandum followed a key breakthrough with Eutelsat signatory France Telecom, which in November said it would take 12 transponders if Europesat was located at 19 degrees West, to provide continuity with the two French direct broadcast satellites, TDF-1 and TDF-2, on which several transponders have failed since launch.

The orbital slot at 19 degrees West is considered a strong possibility for Europesat since it also represents the national DBS slots allocated to Germany, Italy, the Netherlands and four other European nations. Germany, which said in the memorandum it would take a minimum of five Europesat transponders, like France, also has launched a satellite in the 19 degrees West slot.

Eutelsat said it will now begin preparing specifications and seeking proposals from the industry to build the \$1 billion (EC dollar) Europesat system, which is expected to include three 12-channel, high-power birds, plus one in-orbit spare and a ground spare.

Eutelsat is also exploring, at the French's urging, the possibility of an earlier interim high-power satellite launch.

A Eutelsat representative said the agency could purchase an existing unlaunched satellite and reconfigure it to suit the French. One possibility, the representative said, is the European Space Agency's Olympus 2, already being built but with no definite plans to be launched as a follow up to the experimental Olympus 1 used by Italy's state broadcaster RAI and the British Broadcasting Corp.

—AAG

TECHNOLOGY

PCS—NEW SET OF INITIALS IN CABLE'S FUTURE?

Cox, Cablevision and Continental Cablevision seeking to test new technology for personal communications services that could provide new revenue stream

There is a growing excitement in the cable industry for the next generation of telephone technology. The FCC has just received a request from Continental Cablevision Inc. for an experimental license to test personal communications service (PCS) technology. Earlier applications were submitted by Cox Enterprises Inc. and Cablevision Systems Corp. Applications from other cable system operators are expected.

PCS (often referred to as personal communications networks [PCN's]) is a form of low-power digital mobile radio many analysts believe could eventually be the primary form of two-way voice communications. Telephone companies have foretold the merging of cable television and telephone service through the expansion of their nationwide fiber optic networks that may one day deliver digital video and other services to the home and office. The cable industry has been installing fiber too, and now is studying an opportunity to provide telephone service.

In addition to the individual cable operators' experiments, the executive committee of Cable Television Laboratories (CableLabs), Boulder, Colo., was expected to decide late last week whether to go ahead with plans to investigate how PCS could be beneficial to cable systems. "The reason [CableLabs is] interested in it is because the cable infrastructure that extends into the networks can be configured to carry PCN traffic," CableLabs President Richard Green said. Data transmission through PCN may provide a system for interactive television and telephone service could result in another revenue stream for cable systems. "What we have to do is look at what the cable industry's role ought to be, and the truth is we really don't know yet," Green said. CableLabs hopes to complete its report by March.

"We're studying our capital rebuild plans for the 1990's. We are planning to rebuild great portions of cable systems with fiber. When you embark upon that kind of capital expenditure plan, you start to ask yourself: 'Gee, what else can we do with fiber?'" said William L.

Killen, director, financial analysis and planning, Cox Enterprises.

Cox believes that the digital PCS signals and the already mature digital routing capabilities of fiber optics could blend together nicely in future communications environments. "Fiber will be a better way to do this than coax. It may not be the cheapest initially, but in the long haul, it may be that fiber is the preferred technology," Killen said.

"I just find the whole area incredibly exciting because it opens up a whole area of new service," said Robert Pepper, chief of the FCC's Office of Plans and Policy, on the prospects of cable or any other entrepreneurs turning PCS into a viable business.

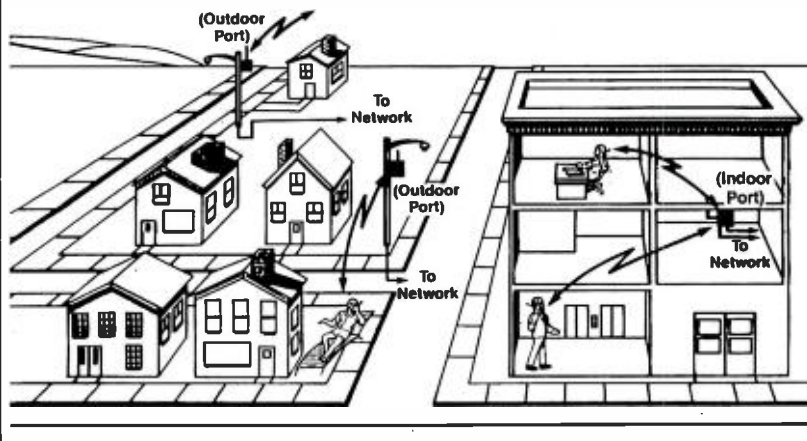
PCS experts say the technology has enormous market potential. What PCS will be exactly, however, is not yet known. Some see it as an upgrade of the current cellular telephone service. Others say it will replace what the phone companies call POTS ("plain old telephone service"). The most optimistic

predictors say that within the next 10 years people will carry miniature telephone/computer terminals with two-way video and other features.

The level of service PCS will offer depends on the amount of spectrum the FCC allocates for the service. The PCS issue has the classic characteristics of the new communications technologies the FCC is now considering, such as HDTV and digital audio broadcasting, and has all the usual implementation problems. "There's the threshold issue of whether radio spectrum should be allocated for this purpose at all," said Dale N. Hatfield, president, Hatfield & Associates, Boulder, Colo., during a recent seminar on PCS sponsored by the Annenberg Washington Program. "If so, how much? There isn't much spectrum vacant laying around."

The FCC will also have to decide how many different companies it will allow into the PCS business and whether there will be any crossownership restrictions, Hatfield said. "Should certain groups be

Digital Portable Communications



Belcore's view of PCN is based on the installation of thousands of access ports on telephone poles in neighborhoods and in large buildings in business districts. Cable TV has the advantage of an already established backhaul infrastructure between ports and central switching hubs.

excluded entirely from the market? What sort of industry structure do we want to fashion here?" The commission will have to decide whether to license on a local, regional or national basis and set up a structure for deciding on competing applications, auctions, lotteries or comparative hearings.

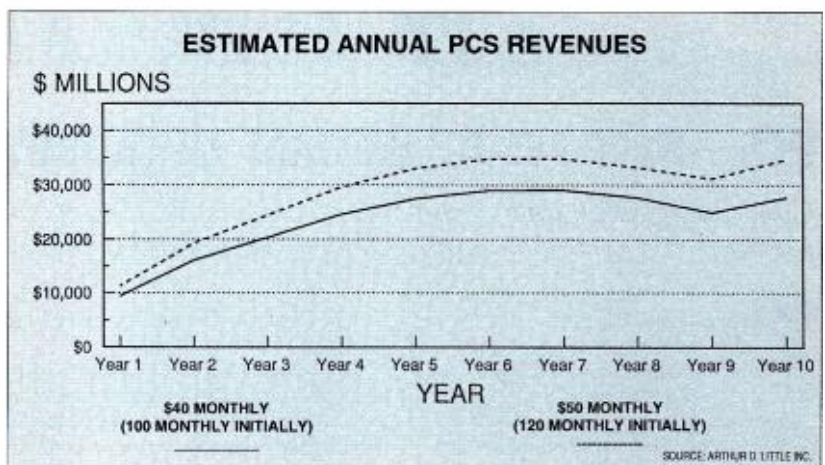
Those questions are covered in the FCC's inquiry proceeding which was started last June. To answer them, the commission is going to be relying heavily on the data to come out of current and future PCS field experiments. The cable company requests for experimental licenses are just three of 36 involving several different types of PCS technology, 20 of which have been granted. The technology the FCC ultimately chooses as a technical standard will determine how much spectrum is needed, where PCS could be allocated and the level of quality the system will provide.

Like all new technologies, the tricky decision for the FCC is when to set a standard. New proposals are coming in regularly and if a system is chosen quickly, important advancements may be overlooked. But sometimes new technologies take an exceedingly long time to appear. "Fourteen years waiting for cellular was one of the less successful regulation cases historically," Pepper said.

Researchers at Bell Communications Research (Bellcore), the New Jersey lab operated by the regional Bell operating companies, began their efforts to develop low-power digital mobile radio in the late 1970's when they worked for Bell Labs (prior to the 1984 breakup of AT&T). Among them was Donald C. Cox, currently Bellcore's division manager, radio and satellite systems research, who gave a generic description of a PCN's structure during the Annenberg meeting. It will include "what we refer to as outdoor radio ports. They are connected to the exchange network. These are very low-power devices, about the size of a brief case or a shoe box sitting on a telephone pole in a residential area," Cox said.

Because the outdoor ports are expected to be smaller and less extensive than current cellular radio technology, they will be installed in more places and will be more accessible not only to business users but to home users. Information from the ports will be relayed to central switching centers by coaxial cable, microwave, and perhaps most commonly in the future, by fiber optic cable (see diagram, page 73).

Cable systems "have a unique structure that even some phone companies don't have and that is a grid over the communi-



ty up and down every street," Pepper said.

But some legal and regulatory roadblocks could be thrown up in front of cable's expansion into PCS. There is a federal ban on crossownership of cable systems and telephone companies. The courts may eventually have to determine whether cable operation of PCS would violate that rule. Some state regulations may also interfere with cable's entry into the PCS business. However, there is currently no rule blocking issuance of experimental licenses to cable operators.

The Cox Enterprises application is for test frequencies near its cable systems in the New York and San Diego metropolitan areas. Several different recently developed techniques for handling multiple calls in approximately the same geographic location will be tested to determine how many outdoor ports should be located in places like high-rise buildings, sports arenas or crowded city streets.

Cablevision Systems Corp. is proposing using the same sort of high-density call sorting techniques over its Cable Television Relay Service (CARS) channels. CARS are frequencies around the 12 ghz already allocated to many cable systems for relaying video channels between the headend and hubs in the system by microwave. "Cablevision seeks to demonstrate that wireless communications applications can share frequencies with established users of CARS frequencies, and thus allow for dramatic increases in the efficiency of this spectrum," it said in its application. Cablevision plans to use its New York, Boston, Chicago and Cleveland area systems in the tests.

The latest application, recently submitted by Continental Cablevision, proposes the use of CARS frequencies in

the Boston, Stockton, Calif., and Jacksonville, Fla., areas. "Continental will also be able to build on its relationships with municipalities and schools in the three areas to develop specialized PCN service." It plans to use PCN to set up a system for instantaneous location of the holder of a personal communications phone by local police in case of an emergency. Continental also plans to test some possible "interactive educational" applications of PCS.

The CableLabs study will analyze consumer demand for PCS, the types of service likely to be feasible and the cable industry's opportunities to profit from PCS. A key part of the study will be the consumer demand section.

Arthur D. Little Inc. is one of the research firms CableLabs is considering for the consumer study. That company has already studied consumer reaction to PCS and so far its findings suggest a very rosy personal communications future. "We're really talking about a mass market. This is not a business market. It's not like cellular," said Barry E. Goodstadt, senior consultant, in A.D. Little's Electronics, Information Systems and Telecommunications Unit.

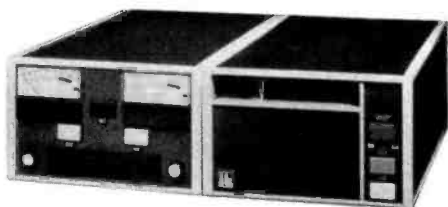
Little's survey (based on a 1,000 person sample and using prototype calculator-sized devices on an experimental PCS system) concluded that "the true demand for this service is on the order of 15% of all households [about 14 million households] that will acquire this service if it were offered in the next three to five years. That's a phenomenal number," Goodstadt said. Within 10 years, he estimated annual PCS revenues could be \$25 billion-\$35 billion, assuming approximately 60 million users (see chart above).

"PCS may become POTS by the year 2000," Goodstadt said.

-RMS

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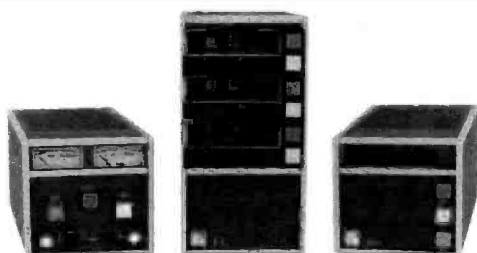
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WASHINGTON

FIN-SYN COMMENTS FLOOD FCC

Networks argue that rules need to be canned, not recast; production community says it still needs protection

Two big guns took aim at the FCC's financial interest and syndication rules last week when former Secretary of Labor William E. Brock, on behalf of CBS, and ex-Commerce Department official Clyde Prestowitz, representing NBC, charged that the fin-syn rules handicap the networks in a rapidly changing world media environment.

The views of Brock and Prestowitz were expressed in testimony prepared for the FCC's day-long hearing on reform of the controversial fin-syn rules last Friday, Dec. 14 (see "Top of the Week").

In other testimony, CBS President and Chief Executive Officer Laurence Tisch and NBC President Robert Wright sharply criticized the FCC's apparent inclination not to repeal the rules as all three networks have repeatedly demanded, but to impose a new set of rules

aimed at balancing the interests of Hollywood and the networks.

The 20-year-old fin-syn rules prohibit the broadcast networks from acquiring financial interest in programs they license from producers and from syndicating the shows. In effect, the rules prevent the networks from enjoying any of the rerun revenue.

Brock, a one-time U.S. Trade Representative and former congressman, said the rules are "the outdated product of a time when the American market was the only one that counted and the networks were the only significant players."

Fundamental changes in the global video marketplace have rendered fin-syn not only unnecessary, argued Brock, but harmful. Among those changes are the proliferation of domestic television entertainment supply, growing international demand for such programming and the

off-shore acquisition of major Hollywood studios.

"By failing to respond to this transformed marketplace and by prohibiting the three American networks from competing abroad," he said, "the Commission risks continuing a policy that severely disadvantages the United States."

Added Brock: "Instead of helping domestic firms compete in the world market, the Commission's current regulatory regime represents a form of 'reverse protectionism,' shielding the Hollywood studios (that increasingly are under foreign ownership) from competition at home and overseas by American-owned broadcast networks."

Prestowitz, currently president of the Washington-based Economic Strategy Institute, said that as a result of the rules, the networks, unlike foreign companies, are prevented from buying the right to export TV programs, prevented from creating certain key coproduction ventures and prevented from offering program producers worldwide exploitation of their product across all media.

Both Brock and Prestowitz emphasized they did not advocate the barring of non-U.S. acquisitions of U.S. production studios as a remedy. Said Prestowitz: "The problem is not that Sony has bought Columbia or that Matsushita bought MCA. It is that our own regulations are handicapping American firms."

But Brock said the fin-syn rules are not "irrelevant to the foreign takeover of Hollywood. Indeed, these artificial restrictions over competition may well have made them particularly attractive takeover targets."

Daniel Burke, president of Capital Cities/ABC, also sounded the international theme in arguing for repeal of the rules. "Nowhere is the choice you have to make clearer than in the international sphere," he said. "This country's interest cannot be advanced by restraints that make it harder for the three U.S. networks to compete in either the global or domestic markets against distributors of

ANTENNA TOWER INSPECTION MAY YIELD WINDFALL

The FCC's two-day inspection of antenna towers last month may yield a windfall for the federal treasury. According to FCC officials, of the 1,031 towers checked by FCC field agents across the country, 160 (16%) were found to be in apparent violation of safety rules governing their painting and lighting.

As a result, the FCC has begun levying tentative fines (mostly \$2,000) against each user—broadcast or nonbroadcast—of the allegedly improperly lit or painted towers. Since it is common for a single tower to have dozens of users, a single tower could generate dozens of fines and tens of thousands of dollars.

Regardless of who owns the tower, said Richard Smith, chief of the FCC Field Operations Bureau, "each licensee is separately responsible for lighting and painting."

To protect aircraft, FCC rules require antenna towers to be painted with alternating bands of white and "aviation orange." They also require a flashing light at the top and, on taller ones, lights on the sides.

The FCC inspection found 63 that apparently violated the painting requirement; 71, the lighting rules; and 26, both.

Disappointed by the results of the inspection, Smith warned that the FCC will "definitely" conduct another mass inspection of towers. "Compliance is not at a level where we can declare victory and walk away," he said.

But before the reinspection, he said, the FCC will try to educate licensees of every stripe as to their responsibilities and liabilities regarding towers. Part of the educational campaign may include a stop at the National Association of Broadcasters convention next spring, he said.

programs produced abroad. Nor can the national interest be served by restraints that protect the global giants who have entered the production and distribution business against the competition and expertise which the U.S. networks are uniquely qualified to provide."

Among those set to testify in support of fin-syn were Motion Picture Association of America President and Chief Executive Office Jack Valenti and independent producer Leonard Hill.

If repeal of the rules allowed the networks to hold foreign syndication rights, said Valenti in his prepared testimony, "the networks would 'take'—not buy but 'take'—syndication rights every time as a condition for the producer getting his or her show on the prime time schedule."

Independent producer Hill, a former ABC Television network executive, argued network dominance is still a fact of life. "ABC, CBS, NBC and, to a much lesser extent, FBC [Fox Broadcasting Company] are the only games in town for the entrepreneurially-driven independent program supplier," said Hill. "The much ballyhooed video revolution has not changed this simple fact."

"Repeal of the rule would not lead to an increase in American production or a surge in program exports," said Hill. "It would trigger a market-numbing merger of the networks and the major studios...competition for access would be crushed. Producers would either play for the home team or not play at all."

All the network heads said the decline in their market power obviates the need for the rules. "The notion that ABC, CBS and NBC operate in a kind of OPEC-like cartel is directly contradicted by the realities I experience every day," said Burke. "We compete fiercely with each other and a host of other aggressive competitors including not only Fox and independent stations but cable networks that can tap into both subscriber and advertising revenues."

Wright and Tisch made it clear that they were not interested in compromises. "I realize that the pressure on the commission to reach a compromise solution is enormous and I can fully understand the appeal of proposals that 'split the baby,'" said Wright.

"If the commission still has its sights on the goals of competition and diversity, none of the compromises the commission is considering advances those goals as much as outright repeal of these outdated restrictions," Wright said. "And none of the compromises gives the networks the critical freedom they need to participate in the dynamic and

competitive global marketplace of the 1990's."

"I strongly urge the commission not to get bogged down in purposeless and unnecessary micro-management," Wright said. "Small changes in the rules that provide the networks with only limited relief, or new regulations that micro-manage and continue to handicap network business dealings, may spell the eventual demise of the traditional full service broadcast networks on which so many stations and viewers depend."

"Whatever the FCC does in the proceeding will someday be judged in the context of its effect on the survival of free over-the-air television," Tisch said. "That is why I don't think we should be discussing political 'compromises' or 'mid-range options,'" he said. "I don't think that the blanket prohibitions of the 70's should be replaced by the micro-management of the 90's. That would totally miss the point. The FCC shouldn't become the industry arbitrator or the referee of every negotiation between network and producer. Indeed, the 20 pages of questions which form the basis for the latest round of comments may be remembered as a case study in regulatory excess—hopefully a historical curiosity."

Henry Geller, one-time FCC general counsel and now public interest attorney, also argued against FCC micro-management through a complex set of safeguards. The agency "can ill-serve as a cartel manager," he said. "The attempt may not only be debilitating for the agency and the industries, but may underlie the accomplishment of the essential public interest goals."

The producers—both independents and the major studios—defended the rules, arguing that if the FCC relaxes them in any way it must also adopt inter-related "safeguards" to insure, as Warner Bros. President Bob Daly put it, "the networks do not abuse the unfair bargaining advantage they enjoy as gatekeepers to prime time exhibition."

As set forth in the comments of the Coalition to Preserve the Financial Interest and Syndication Rules submitted last month, the safeguards would revolve around a requirement that negotiations about a network's taking financial interest in a program be delayed until after the basic license fee is settled and the network has assigned the show a slot on its schedule.

Other suggested safeguards include a requirement that negotiations for a financial interest be initiated by the producer, antidiscrimination provisions, a prohibition on conditioning treatment of

NONDUPLICATION PENALTY

The FCC admonished KSEA(FM) Seattle for violation of a station's obligation to "fully and accurately disclose" the rules of its on-air contests. According to the FCC admonition letter, KSEA initially invited listeners to enter its spring "four-in-a-row" contest "as often as you like," but later said it would accept "no duplicate entries." The complaint against the station was made by a woman who submitted 800 entries prior to the no-duplicates announcement, the FCC said. Mitigating the penalty was the fact that the station reimbursed the complainant "for her wasted participation expenses," the FCC said.

one program based on the grant of interest in another and a cap on the financial interest a network may acquire in a program.

Responding to another of the networks' arguments, Daly said the network's current financial woes are irrelevant. "The fact their current fourth-quarter advertising sales are down and that they may have paid excessive amounts for sports programming rights should not bear on the commission's determination on whether the rule is working," he said. "It is not the commission's place to bail out companies who have made bad business decisions, nor should it construct rules to favor one group as opposed to another when all are suffering from what is simply a downturn in the economy."

Also advocating safeguards was Harry J. Pappas, owner of three Fox affiliates. "[S]afeguards need to be built into the commission rules in order to protect the individual television station operator from undue influence on the part of program syndicators," he said.

Marian Rees, president, Marian Rees Associates, refuted the networks' suggestion that repeal of the rules was in the interests of independent producers like herself. "If you must modify these rules, I implore you to do so in a way that leaves in place a set of clear-cut safeguards that will ensure that the next generation of would-be creative producers and the generation after them will have the same opportunity as I did...."

Al DeVaney, senior vice president and general manager, WPWR-TV Gary,

Ind., argued for retaining, if nothing else, "an absolute bar" against the "networks' control over domestic syndication, either through direct ownership or indirectly controlling financial interests."

The networks' chief programing negotiators said the negotiation safeguards were unworkable. "The concept of a second negotiation for financial interest is completely impossible for many types of arrangements, such as multi-project deals or joint ventures," said John Agoglia, president, NBC Enterprises. "Even for straight licensing deals, today most of these are with the major studios, who do not need the regulatory protection of the U.S. government."

Restrictions on the negotiations "will simply not work," said Robert Iger, president of ABC Entertainment, adding they are based on "false assumptions about so-called leverage in network negotiations with program suppliers."

Continued regulation is not needed to make the process "more balanced,"

said Jeffrey Sagansky, president, CBS Entertainment. "In my single-minded pursuit of the next hit show, those I deal with don't need protection," he said. "They are protected by their talent and creativity," he said. "I need them more than they need me."

Barry Diller, chairman and chief executive officer, Fox Inc., again made the case for why Fox and other "emerging networks" should not be subject to fin-syn rules of any kind. "Fox cannot stand here today and embrace some arbitrary trip wire for regulation of emerging networks," he said. "Fox...does not have market power, has never had market power and, regrettably, is unlikely to ever have market power. If political forces deter the commission from the course of deregulating all networks, or coming up with proper rules for all the dozens of entities that buy programs, at least it must avoid counterproductive restrictions on emerging networks. If such restrictions are imposed...we will have no alternative but to dive under whatever regulatory threshold is established—and

stay there—a necessity, but hardly a contribution to diversity."

Diller was supported by the head of the Fox affiliate group, Michael Fisher, president and general manager of KTXL(TV) Sacramento. "If you really want to increase competition to ABC, CBS and NBC in order to further diminish any market power they may possess, let the Fox Network develop into a full-fledged network."

Nearly half of the testimony of Walt Disney Studios President Richard Frank was devoted to arguing for relaxation of the prime time access rule to allow network affiliates in the top-50 markets to air off-network shows during the access hour.

Unless the rule is relaxed, Frank said, program prices will drop, off-network shows will go to cable and, because of the loss of back-end revenues, original network programming will be curtailed. This is already the case with regard to hour-long shows. If nothing is done, the trend will likely continue with regard to half-hour sitcoms."

—NAJ/AAG

TELCOs LOOK TO 1ST AMENDMENT FOR CABLE ENTRY

Speakers at Annenberg program say future focus of phone companies' efforts to become information providers may rest in the courts

The battle over telco entry into cable has so far been waged mostly on the legislative and regulatory fields in Washington, but the telcos may be seeking a future engagement on a second front: in the courts. Because the telcos have thus far been unsuccessful in convincing many on the federal, state and local levels that the litany of restrictions barring them from cable are unwarranted, they are now claiming certain First Amendment free speech rights to deliver programming.

Currently, said Daniel Brenner, former senior legal assistant to former FCC Chairman Mark Fowler, the telcos have "to carry the burden of showing why restrictions should not apply." The telco lobbying effort is trying this, he said, but a new "effort is underway to establish that these restrictions...violate the First Amendment, [and] the burden of justifying continued exclusion from the market rests with the government."

"If there is a Constitutional right to own a cable system, that would override" the restrictions, he said. Those restrictions include: provisions in the 1984 Cable Act banning crossownership

of cable systems and telcos; provisions in the modified final judgment (MFJ) that prohibit the seven regional Bell Operating Companies from providing information services; federal and state approval to build new telco facilities (most systems currently do not have sufficient bandwidth to transmit video), and local franchising requirements.

Brenner's comments came as he presented "Telephony, Television, Public Policy and the First Amendment" at the Annenberg Washington Program last Tuesday (Dec. 11). Brenner is a senior fellow at the Annenberg Washington Program and director of the Communications Law Program at UCLA law school. He did not face much opposition on that issue from the National Cable Television Association's Michael S. Schooler, deputy general counsel, and the National Association of Broadcasters' Steven A. Bookshester. The FCC's Robert Pepper, chief, office of Plans and Policy, moderated the discussion that followed.

The First Amendment argument suggests that the telcos are being denied constitutional rights of speech because

the cable companies, without competition, can control what channels a particular market receives.

That argument, said Brenner, is not on solid ground. His claim is based, in part, on the presumption that a video competitor is not likely to offer a significantly different bundle of programs, and therefore, the argument that preventing a second provider is denying "new voices" from being heard, is unfounded. A second provider may improve services, bring about reduced rates and deliver a few different channels, he said, but the decision to have two video providers in a single market "requires an initial determination whether a would-be activity is in its essence expressive or is primarily economic."

He said that if a "weaker cable channel, like a CNBC," believed not being carried on a particular cable system (and part of the telco's argument is that there are channels not being carried and, thus, speech is being denied) was a First Amendment issue, it would pursue a system's public access channel. But because they do not and opt, instead, to gain carriage as part of a "bundle" of

programs, the issue is shown to be more economic than expressive.

NCTA's Schooler agreed. He asked: "What would the denied operator [overbuilder] say different?" The "whole First Amendment matter is really a question of using a Constitutional principal to make money." He sided with Brenner, saying the NCTA "agree[s] with the bottom line conclusion that there is no...First Amendment right."

Bookshester said Brenner's arguments would be as persuasive if he "substituted 'cable' for 'telco'...cable can't be inconsistent with its argument against telcos" while using similar arguments to serve cable's interests.

Schooler said the "government has pretty good reasons for keeping [telcos] out... they have a demonstrated history to drive competition out... The government's interest is important too."

Pepper said technological "changes

are not only upon us, but they seem to be accelerating." Those changes, said Brenner, are complicating regulation as well. The problem, he said, is "that the telco holds itself out, and wants to be classified, as a common carrier to its switched voice services. But when it offers, say, a news retrieval or movie service, it does not wish to be so constrained. Quite the opposite, it will not be indifferent about whom it is carrying."

-PJS

SIMON PRESSES FOR REVIVED PROGRAMING CODE

Joined by Kansas Democratic Representative Dan Glickman, Illinois senator asks industry executives to take advantage of antitrust exemption and gather to produce standards curbing violence

Lawmakers were urging television industry executives and program producers last week to comply with a new law aimed at curbing violence in broadcast and cable programing.

"We are sending a message that we think they ought to get together and set standards," said Senator Paul Simon (D-Ill.). Simon was joined at a Capitol Hill press briefing by Representative Dan Glickman (D-Kan.). Both are leading sponsors of the law that grants broadcasters, cable operators and the program production community a three-year exemption from antitrust laws in order to meet and establish guidelines limiting televised violence. President Bush signed the bill into law on Dec. 1.

Simon and Glickman wrote industry officials last week and released the letter to reporters. "The new law creates an opportunity, not an obligation, and we sincerely hope you will use it to respond to the calls of parents, teachers, and mental health professionals for less violent television for our nation's children," the letter stated. Simon emphasized that Congress does not want to tell the industry what to do. "They're the experts in this field," he said.

Neither Simon nor Glickman would say what Congress might do if the industry does not establish standards. The legislation does not actually require the groups to meet. But they are optimistic that standards will emerge. Simon said the three television networks have indicated a willingness to get together. Preliminary meetings among network officials and the National Association of Broadcasters have occurred. And Simon said he would call on the National Association of Broadcasters to "spark this

process to life."

Broadcasters have expressed concern that any revived industry code would subject them to suits from program producers. "This legislation was written to allay fears that well-intentioned joint efforts by the television industry to produce guidelines might result in antitrust prosecution," the Simon-Glickman letter said.

And later, in fielding questions from reporters, Glickman said that if guidelines are adopted, it is "very likely" that Congress might extend the three-year

immunity period. Glickman said he was "amenable" to making the antitrust exemption permanent.

Representatives of the National PTA, American Psychological Association and American Academy of Pediatrics, also attended the briefing and called on the industry to devise guidelines. "Parents are not asking for a ban on television violence. We are simply asking the television industry for a little assistance, such as program alternatives," said Arlene Zielke, the National PTA's vice president for legislative activity.

-KM

HIGH COURT TO CONSIDER CONFIDENTIALITY

The U.S. Supreme Court will hear a case that pits a First Amendment defense by the *Star Tribune of Minneapolis-St. Paul* and the *St. Paul Pioneer Dispatch* against broken promises of confidentiality to a source. Dan Cohen was fired from a Minnesota-based advertising agency after his name was revealed as the source of information the two newspapers used showing that Marlene Johnson, a Democratic Farm Labor candidate for lieutenant governor, had once been arrested for shoplifting. Cohen, who was associated with Wheelock Whitney's (Independent-Republican) campaign for governor, provided the information on the condition he not be named as the source, said Cohen's attorney, Elliot C. Rothenberg. The newspapers revealed Cohen's name (the Associated Press ran the story without naming Cohen) and affiliation with Whitney because they said the public had a right to know that the information came from within Whitney's campaign. Rothenberg said that Cohen's information "was in public documents...there was no need to mention [Cohen] by name...their readership could have been served by alternative means."

Cohen initially won a \$700,000 award at the trial level, but that was later reduced by the Minnesota Appeals Court to \$200,000. The appeals court did say that the newspapers' promise of confidentiality amounted to oral contracts, but the state Supreme Court overturned that decision, saying the relationship between reporter and source is a matter of professional ethics, and to subject that relationship to "an unwarranted rigidity...would violate defendant's First Amendment rights." Two dissenting state justices said the ruling was "a sad day in the history of a responsible press in America."

-PJS

FOR THE RECORD

As compiled by BROADCASTING from Dec 5 through Dec 11 and based on filings, authorizations and other FCC actions.

Abbreviations: APC—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

- **KMVT(TV) Twin Falls, ID** (BTCCT901126KG; ch. 11; 316 kw-V; 31.6 kw-A; ant. 1,190 ft.)—Seeks assignment of license from KMVT Broadcasting Inc. to Susan Spear Root for no cash consideration in transfer of estate. Seller is headed by Chapman S. Root Revocable Trust. Buyer is headed by Susan Spear Root, co-trustee, Charles L. Caravati, Charles I. Moore Jr. and Chapman J. Root II, and have no other broadcast interests. Filed Nov. 26.
- **WMRS(FM) Monticello, IN** (BALH901123GJ; 107.7 mhz; 2.5 kw; ant. 131 ft.)—Seeks assignment of license from Kevin Robert Page to Gerald N. Quinn as a repayment for debt owed to assignee. Page has no other broadcast interests. Buyer owns 49% of voting stock of Attica Community Radio Corp., permittee of WBQR(FM) Attica, IN. Filed Nov. 23.
- **WKDZ(AM)-WBZD(FM) Cadiz, KY** (AM: BAL901116GP; 1110 khz; 1 kw-D; FM: BALH901116GQ; 106.3 mhz; 3 kw; ant. 317 ft.)—Seeks assignment of license from WKDZ Inc. to Ham Broadcasting Co. Inc. for \$200,000. Seller is headed by Gary and Michelle Kidd, husband and wife, who also have interests in WMOK(AM)-WREZ(FM) Metropolis, IL. Buyer is headed by Richard Albright, L. W. Harris and James Maddox. Albright also has interests in WJZM Inc., licensee of WJZM(AM) Clarksville, TX and WTWL(FM) Mckinnon, TN. Filed Nov. 16.
- **WTLJ(TV) Muskegon, MI** (BALCT901126KF; ch. 54; 4395 kw-V; 440 kw-A ant. 1,000 ft.)—Seeks assignment of license from Miami Valley Christian TV Inc. to Video Mall Communications Inc. for \$2 million. Sale includes WTJC(TV) Springfield, OH (see below). Seller is headed by Marvin D. Sparks, Vernon Wilson, Homer Speece, Murray Ross and William Koch, and has no other broadcast interests. Buyers, headed by Marvin D. Sparks (president, chairman and director with 70% ownership interest), Richard L. Woodyby and John W. Elliott, have interests in WTJC. Filed Nov. 26.
- **WASB(AM) Brockport, NY** (BAL901123EA; 1590 khz; 1.8 kw-U)—Seeks assignment of license from Asb Inc. to David L. Wolfe for \$27,500. Seller is headed by Frank J. Ricchiuzzi, Jack Floreale and Jim Cummings, and has no other broadcast interests. Buyer

has no other broadcast interests. Filed Nov. 23.

■ **WTJC(TV) Springfield, OH** (BALCT901126KE; ch. 26; 1170 kw-V; 117 kw-A ant. 500 ft.)—Seeks assignment of license from Miami Valley Christian TV Inc. to Video Mall Communications Inc. for \$2 million. Sale includes WTLJ(TV) Muskegon, MI (see above). Filed Nov. 26.

■ **WBIG(AM) Conway, SC** (BAL901128EA; 1330 khz; 5 kw-D, 500 w-N)—Seeks assignment of license from Beasley Broadcasting of SC Inc. to Wesco & Associates Ltd. for \$48,000. Seller is headed by George G. Beasley, Shirley W. Beasley, Bran E. Beasley, William L. Watson and Sam Floyd. Seller is subsidiary of Beasley Broadcasting Inc., which has interests in 18 FM's, 8 AM's and 1 TV. Floyd has interests in New South Broadcasting Corp., licensee of WASC(AM) Spartanbury, SC; WSJC Inc., licensee of WSJC(AM) Magee, MS, and United Broadcasters Inc., licensee of WAAY(AM) Huntsville, AL. Buyer is headed by Charles W. Cookman and Eleanor R. Belche. Cookman and Belche have interests in WIDU Broadcasting Inc., licensee of WIDU(AM) Fayetteville, NC. Filed Nov. 28.

■ **WDXB(AM) Chattanooga, TN** (BAL901121EE; 1490 khz; 1 kw-U)—Seeks assignment of license from Chattanooga Sound Co. to Chattanooga Sound Inc. in reassignment of station to previous assignor; consideration is extinguishment of liabilities for both parties. Chattanooga Sound is headed by W. A. Grant Jr., president, director and 90 2/3% voting stock shareholder; John C. Smith; and William A. Grant III and Walter B. Grant, sons of W. A. Grant. William A. Grant Jr. is 90% owner of Sis Sound Inc., licensee of WZPQ(AM) and WZBQ-FM Jasper, AL; 90% owner of Sis Sound of Russellville Inc., licensee of WJRD(AM) Russellville, AL; 80% owner of Sis Sound of Fayette Inc., licensee of WLDX(AM) Fayette, AL, and 76.66% owner of GMC Broadcasting Inc., licensee of WZBQ(AM) Tuscaloosa, AL. Filed Nov. 21.

■ **WXRO(AM) Mt. Pleasant, TN** (BTC901121ED; 1460 khz; 1 kw-D, 69 w-N)—Seeks assignment of license from New Life Broadcasting Inc. to Donald W. Paul for \$12,500 in sale of ownership interests. Seller is headed by Kenneth L. Jenkins and Donald W. Paul. Buyer is headed by Donald W. Paul, and Carolyn Paul. Jenkins and Donald Paul are currently owners of New Life Broadcasting, each with 50 shares of stock. Filed Nov. 21.

■ **KFNA(AM) El Paso, TX** (BAL901127EA; 1060 khz; 10 kw-D)—Seeks assignment of license from Norman Fischer & Associates to K-Fina Results Inc. for \$100,000. Seller is bankruptcy trustee, and has no other broadcast interests. Buyer is headed by Robert Coral, Armando de Leon Jr., Aida Manges de Otanez and Enriqueta Gomez, and have no other broadcast interests. Filed Nov. 27.

■ **WIVI(FM) Charlotte Amalie, VI** (BAPH901129GR; 96.1 mhz; 2.4 kw; ant. 1,500 ft.)—Seeks assignment of license from Bantam Broadcasting Co. to Tim G. English for \$19,270. Seller is headed by Miamme English-King, mother of Tim English, the assignee, permittee of WIVI. Buyer, Tim English, was recently granted CP for FM facility on 95.9 mhz at Block Island, RI (BPH871231MQ). Filed Nov. 29.

Actions

■ **WCAJ(TV) Birmingham, AL** (BALCT901011KE; ch. 68; 1 kw; HAAT)—Granted app. of assignment of license from Celtic Media Inc. to Krypton Broadcasting Corporation for \$3.6 million. Seller is headed by M. Scott McClure and has no other broadcast interests. Buyer is headed by C. E. Feltner Jr., who holds 100% of stock of Krypton Broadcasting of Jacksonville Inc., licensee of WNFT-TV Jacksonville, FL. Feltner is also 100% stockholder of Krypton Broadcasting of Ft.

Pierce Inc. and Krypton Broadcasting of Birmingham Inc., all Delaware corporations. Action Nov. 26.

■ **KOZT(FM) Ft. Bragg, CA** (BALH901003HI; 95.3 mhz; 1.23 kw; ant. 464 ft.)—Granted app. of assignment of license from Keffco Inc. to California Radio Partners for \$350,000. Seller is headed by James Kefford, and has interests in KRRS(AM)-KXFX(FM) Santa Rosa, CA. Buyer is headed by Vicky S. Watts and Thomas E. Yates, and has no other broadcast interests. Action Nov. 29.

■ **KZTR(AM) Santa Paula and KZTR(FM) Camarillo, both California** (AM: BTC900222EG; 1400 khz; 1 kw; FM: BTCH900222EH; 95.9 mhz; 3 kw; ant. 1,320 ft.)—Granted app. for transfer of 85 shares of ownership stock from Adcomm of Great Falls Inc. to Stephen Marriott for \$1,000. Stock includes interest in KORQ-AM-FM Abilene, KLSF(FM) Amarillo and KMND(AM)-KLSF(FM) Midland, all Texas; KEIN(AM)-KLFM(FM) Great Falls, MT and KZHT(FM) Provo, UT. Seller is subsidiary of AdComm IV Inc., which is headed by Stephen M. Adams. Adams owns 73.91% of AdComm IV Inc. Remaining 26.09% is headed by Andris Baltins. AdComm IV Inc. is proposed assignee of KZTR-FM Camarillo, CA and KZHT-FM Provo, UT. Stephen M. Adams is son of group owner Stephen Adams, and owns KMBY-FM Seaside and KLAU-AM Capitola, both California, and owns 25% of WGTO-TV Sault Ste. Marie, MI. Buyer has 44% interest in California Radio Inc., licensee of KDJQ(FM) Red Bluff, CA, and 44% interest in Golden Bear-1 Broadcasting Inc., proposed assignor of KZHT-FM Provo, UT. Action Nov. 27.

■ **KLIQ(FM) Shingle Springs, CA** (BTCH900712HT; 102.1 mhz; 9.70 kw; ant. 564 ft.)—Granted 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 WBRJ(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 Nov. 29.

■ **WLVB(AM) Hartford, CT** (BTC901005EB; 1230 khz; 1 kw-U)—Granted app. of assignment of license from Elijo Broadcasting, Inc. to Jeffrey P. Dressler for \$125,000 in stock purchase. Seller is Carlos Lopez, who has no other broadcast interests. Dressler has no other broadcast interests. Action Nov. 30.

■ **WGAN(AM)-WMGX(FM) Portland, ME** (AM: BAL900911GT; 560 khz; 5 kw-U; FM: BALH900911GU; 93.1 mhz; 50 kw; ant. 500 ft.)—Granted app. of assignment of license from Sunshine Group Broadcasting to Saga Communications Ltd. for undisclosed amount (purchase includes WIXY(AM) East Longmeadow and WAQY(FM) Springfield, both Massachusetts, and WFEA(AM)-WZID(FM) Manchester, NH). Seller is headed George Silverman. Buyer is headed by Edward K. Christian, Stephen Goldstein, Norman L. McKee, Marshal K. Lobatto and Stephen O. Meredith. Saga Communications Inc. is parent of WYMG-FM Jacksonville and WLRW(FM) Champaign, both Illinois; KRNT-AM-FM Des Moines; WNOR-AM-FM Norfolk, VA; WVKO(AM)-WSNY(FM) Columbus, OH, and WKLH(FM) Milwaukee. Action Nov. 26.

■ **WQSI(AM) Frederick and WZYQ(FM) Brad-dock Heights, both Maryland** (AM: BTC901011HR; 820 khz; 5 kw-D, 680 w-N; FM: BTCH901011HS; 103.9 mhz; 350 w; ant. 910 ft.)—Granted app. of

assignment of license from Musical Heights Inc. for \$4,587 in stock purchase. Seller is headed by Leo L. Shank, Howard C. Fisher, Thomas D. Boock, Nancy L. Fowler and John A. Alix, and has no other broadcast interests. Buyer is headed by Leo L. Shank, Howard C. Fisher, John A. Alix and Nancy L. Fowler. Action Nov. 26.

■ **WIXY(AM) East Longmeadow and WAQY(FM) Springfield, both Massachusetts (AM: BAL900911GP; 1600 khz; 5 kw-D, 2.5 kw-N; FM: BALH900911GQ; 102.1 mhz; 50 kw; ant. 780 ft.)**—Granted app. of assignment of license from Sunshine Group Broadcasting to Saga Communications Ltd. for undisclosed amount (purchase includes WFEA(AM)-WZID(FM) Manchester, NH, and WGAN(AM)-WMGX(FM) Portland, ME). Seller is headed by George Silverman, who has interests in WCQL (AM) Portsmouth, NH and WCQL(FM) York Center, ME. Buyer is headed by Edward K. Christian (see WGAN(AM)-WMGX(FM) above). Action Nov. 26.

■ **KVVL(FM) Thief River Falls, MN (BAPH901009HN; 102.7 mhz; 100 kw; ant. 548 ft.)**—Granted app. of assignment of license from Thief To The Forks Broadcasting Inc. to Minnesota Public Radio Inc. for \$30,000. Seller is headed by StarCom Inc. and Daniel Peters. StarCom owns 100% of voting stock of Sartell FM Inc., licensee of KKSR(FM) Sartell, MN; KSTQ Inc., licensee of KSTQ-FM Alexandria, MN; KMGK Inc., licensee of KMGK(FM) Glenwood, MN; and KYRS Inc., licensee of KYRS(FM) Atwater, MN. Buyer is headed by Daniel J. Schmidt, Addison L. Piper, Joanne Von Blon, William H. Kling, Robert Auritt, John A. Rollwagen, William J. Cosgriff, H. George Anderson. Minnesota Public Radio is licensee of noncommercial radio stations KBPR(FM) Brainerd; KCCM(FM) Moorhead; KCRB Bemidji; KGAC(FM) St. Peter; KLSE(FM) Rochester; KRSU(FM) Appleton; KNSR(FM) and KSJR(FM), both Collegeville; KRSW(FM) Worthington/Marshall; KNOW(AM) and KSJN(FM), both Minneapolis-St. Paul; KZSE(FM) Rochester; WIRR(FM) Virginia/Hibbing; WSCD(FM) Duluth, and WSCN(FM) Cloquet, all Minnesota; KLLD(FM) Decorah, IA; WGGL(FM) Houghton, MI, and KRSD(FM) Sioux Falls, SD; and has applications pending for 5 new FM's. Action Nov. 26.

■ **KLID(AM) Poplar Bluff, MO (BAL900104EA; 1340 khz; 1 kw-U)**—Granted app. of assignment of license from Walker Communications Inc. to Morris Broadcasting Inc. for \$19,800. Seller is headed by Bruce W. Schnieder and William H. Frye, trustee in bankruptcy, and has no other broadcast interests. Buyer is headed by Harold Morris, Joyce Morris, Richie Morris and Randy Morris. Action Nov. 28.

■ **WFEA(AM)-WZID(FM) Manchester, NH (AM: BAL900911GR; 1370 khz; 5 kw-U, DA-2; FM: BALH900911GS; 95.7 mhz; 14.5 kw; ant. 930 ft.)**—Granted app. of assignment of license from Sunshine Group Broadcasting to SAGA Communications Ltd. for undisclosed amount (purchase includes WGAN(AM)-WMGX(FM) Portland, ME, and WIXY(AM) East Longmeadow and WAQY(FM) Springfield, both Massachusetts. Seller is headed by George Silverman, who has interests in WCQL (AM) Portsmouth, NH and WCQL(FM) York Center, ME. Buyer is headed by Edward K. Christian (see WGAN(AM)-WMGX(FM) above). Action Nov. 26.

■ **KCKN(AM)-KBCQ(FM) Roswell, NM (AM: BAL900618EA; 1020 khz; 50 kw-U; FM: BALH900618EB; 97.1 mhz; 100 kw; ant. 300 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, who have interests in WVSR-AM-FM Charleston, WV; WNWZ(AM)-WEZI(FM) Germantown, TN; WPHR(FM) Cleveland, OH, and WZOU(FM) Boston. Buyer is headed by Dennis Scott Rooker and Michael J. Ludgate, and has interests in WIBM-AM-FM Jackson, MI; WKYD(AM)-WWSF(FM) Andalusia, AL; WKWK-AM-FM Wheeling, WV; WMCL(AM) McLeansboro and WTAO-FM Murphysboro, both Illinois, and WDXI(AM)-WMXX(FM) Jackson, TN. Action Nov. 29.

■ **WMXW(FM) Vestal, NY (BALH901003HC; 103.3 mhz; 407 w; ant. 2,791 ft.)**—Granted app. of assignment of license from David G. Mitchell to Mix Radio

Inc. in transfer of shares in return for loan guarantee. Transferees are Joseph Reilly, William C. Burtis Jr. and E. Mark Vieira. Mitchell is currently sole proprietor WMXW and president of Mix Radio Inc., and also has interests in Northway Broadcasting Inc., licensee of WBZA(AM) and WAYI-FM Glens Falls, NY; WKMC(AM) Roaring Spring and WHPA(FM) Hollidaysburg, both Pennsylvania, and FM translator W296AQ at Bellwood, PA. Reilly, Burtis and Vieira also have interests in Northway. Reilly has interests in Hometown Broadcasting Corp., licensee of WIZR(AM)-WSRD(FM) Johnstown, NY. Action Nov. 23.

■ **WSMY(AM) Weldon and WPTM(FM) Roanoke Rapids, both North Carolina (AM: BAL901005HX; 1230 khz; 1 kw; FM: BALH901005HY; 102.3 mhz; 3 kw; ant. 300 ft.)**—Seeks assignment of license from Faver Broadcasting Grp Ltd. to Moran Communications Inc.; buyer is reacquiring former interest in station following bankruptcy. Seller, headed by Ronald J. Verlander Sr. and Ronald J. Verlander Jr., also have interests in WZLI(FM)-WLET(AM) Toccoa, GA, and KBSI(TV) Cape Girardeu, MO. Buyer is headed by Timothy Moran and Amy Moran, husband and wife.

Timothy Moran has interests in South Boston Radio Inc., licensee of WHLF(AM) South Boston, VA. Action Nov. 27.

■ **KADS(AM) Elk City, OK (BTC901015EA; 1240 khz; 1 kw-U)**—Granted app. of assignment of license from Investor Inc. to Kenneth E. Martin for \$71,000 in stock sale. Seller is headed by W. Steve Baker, Kenneth R. Martin and Jack L. Palmore and has no other broadcast interests. Buyer is headed by Kenneth E. Martin and Jack L. Palmore. Action Nov. 27.

■ **WWBD(AM)-WWLT(FM) Bamberg-Denmark, SC (AM: BAL901011HT; 790 khz; 1 kw-D, 100 w-N; FM: BALH901011HU; 92.7 mhz; 3 kw; ant. 300 ft.)**—Granted app. of assignment of license from Viking Broadcasting to Underwood Communications for \$200,000. Seller is headed by Stewart Freeman and Robert Simpkins, who have 80% and 20% interest, respectively, in WYTL(AM)-WPFR-FM Terre Haute, IN. Buyer is a general partnership to be formed between Gresham Communication Inc., headed by Rudi H. Gresham and Faye B. Gresham, and Underwood Communications of Bamberg Inc., headed by James A. Underwood. Underwood owns 100% voting stock

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's ¹	TOTAL ²
Commercial AM	4,984	240	5,224
Commercial FM	4,368	908	5,276
Educational FM	1,436	296	1,732
Total Radio	10,788	1,444	12,232
Commercial VHF TV	552	18	570
Commercial UHF TV	561	186	747
Educational VHF TV	125	3	128
Educational UHF TV	228	17	245
■ Total TV	1,466	224	1,690
VHF LPTV	181	167	348
UHF LPTV	588	1,048	1,636
■ Total LPTV	769	1,215	1,996
FM translators	1,854	323	2,177
VHF translators	2,711	101	2,812
UHF translators	2,240	390	2,630

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration ³	58.6%
Pay cable penetration	29.2%

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

of Underwood Communications of Bamberg Inc. Rudi H. Gresham is 26% shareholder of Gresham Communication of Walterboro Inc., licensee of WPOG(AM) Walterboro, SC. Gresham Communications Inc. is licensee of WALD-FM Walterboro, SC. Faye B. Gresham is 25% shareholder of Gresham Communications of Walterboro Inc. and has 99% interest in Gresham Communications Inc. Action Nov. 26.

■ **KZSP(FM) South Padre Island, TX** (BAPH900910HA; 95.3 mhz; 2.51 kw; ant. 100 ft.)—Granted app. of assignment of license from Rio Bravo Broadcasters Ltd. to Susan Lundborg for \$65,000 in stock purchase. Seller is headed by Susan Lundborg, the assignee, and owns 100% of stock of Sure Broadcasting Inc., licensee of KHXS(FM) Abilene, TX, and is permittee of KZSR(FM) Reno, NV. Action Nov. 16.

■ **WGAT(AM) Gate City, VA** (BTC900917EG; 1050 khz; 1 kw-D, 266 w-N)—Granted app. of 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, the assignor. Action Nov. 28.

NEW STATIONS

Applications

■ **Long Beach, CA** (BPED901031ME)—St. Ignatius Retreat Association seeks 88.1 mhz; 1.25 kw; ant. 423 ft. Address: P.O. Box 2983, Orange, CA 92669. Principal is headed by Vince Cortese and Lou Cortese, and has no other broadcast interests. Filed Oct. 31.

■ **Liberal, KS** (BPH901116MC)—Alpha Broadcasting, Inc. seeks 105.1 mhz; 50 kw; ant. 492 ft. Address: 2250 N. Rock Rd. #121, Wichita, KS 67226. Principal is headed by David Brace and Fred Samuelson. Brace is president of New Life Fellowship Inc., A non-stock, non-profit corporation, licensee of noncommercial educational KGAM(FM) Wichita, KS. Filed Nov. 16.

■ **Salina, KS** (BPED901105MK)—Central Florida Educational Foundation Inc. seeks 90.7 mhz; 1 kw; ant. 253 ft. Address: 400 West Lake Brantley, Altamonte Springs, FL 32714. Principal is headed by Thomas Harvey Moffit Jr., James S. Hoge and Richard A. Rosenberg, and has no other broadcast interests.

Filed Nov. 5.

■ **Morehead, KY** (BPH901115MG)—Hays McMakin seeks 96.3 mhz; 6 kw; ant. 328 ft. Address: 305 W. Main. Owensville, KY 40360. McMakin is 100% voting stockholder of Gateway Radio Works Inc., licensee of WKCA(FM) Owensville, KY, and is an account executive for WLEX-TV Lexington, KY. Filed Nov. 15.

■ **Morehead, KY** (BPH901115MF)—Gorecomm Inc. seeks 96.3 mhz; 6 kw; ant. 328 ft. Address: 401 W. Main St., Morehead, KY 40351. Principal is headed by Jerry A. Gore and Kenneth L. Ramsey, and has no other broadcast interests. Filed Nov. 15.

■ **Westwood, KY** (BPH901115ME)—Pickaway Communications Inc. seeks 99.7 mhz; 3 kw; ant. 328 ft. Address: 23660 Parker Court, Circleville, OH 43113. Principal is headed by Rick N. Sabine, Walter David Winner, Edgar Davis and David A. Ringer, have interests in Y Bridge Broadcasting, permittee of WYBZ Crooksville, OH (BPH870916OH). Filed Nov. 15.

■ **Westwood, KY** (BPH901115MD)—James C. Sliger seeks 99.7 mhz; 3 kw; ant. 328 ft. Address: P.O. Box 986, Athens, TN 37303. Principal has no other broad-

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cast interests. Filed Nov. 15.

■ **Westwood, KY** (BPH90115MH)—Cope Communications Inc. seeks 99.7 mhz; 3 kw; ant. 328 ft. Address: 2809 1/2 Lexington St., Ashland, KY 40351. Principal is headed by James L. Powell Jr., and has no other broadcast interests. Filed Nov. 15.

■ **Sanford, ME** (BPED901101MH)—Word Radio Educational Foundation seeks 88.5 mhz; 1 kw-V; ant. 387 ft. Address: P.O. Box 6336, East Rochester, NH 03868. Principal is headed by Fraser Browning, Ralph Gustafson, David Malone, Michael Minnon and Dana Rines, and have no other broadcast interests. Filed Nov. 1.

■ **Helena, MT** (BPED901109MH)—Hi-Line Radio Fellowship Inc. seeks 103.1 mhz; 100 kw; ant. 1,653 ft. Address: P.O. Box 4111 Helena, MT 59604. Principal is headed by Charles Stewart, Vern Olson, Don Richman, Dean Hodges, Marvin R. Calahan, Ron Upham, Jerry Waltari and Donald Jackson. Hi-Line Radio Fellowship Inc. is licensee of KXEI(FM) Havre, Montana. Filed Nov. 9.

■ **Winston-Salem, NC** (BPED901119MC)—Positive Alternative Radio Inc. seeks 91.3 mhz; 10 kw; ant. 69 ft. Address: P.O. Box 889, Blacksburg, VA 24063. Principal is headed by Vernon H. Baker, Virginia L. Baker and Edward A. Baker. Vernon Baker has 51% ownership of WKGW Inc., licensee of WKGW(AM) Smithfield, VA; 75% ownership of Baker Broadcasters Inc., licensee of WBZI(AM) Xenia, OH; 51% ownership of High Point Area Radio Inc., licensee of WSGH(AM) Lewisville, NC; 51% ownership of WAMN Inc., licensee of WAMN(AM) Green Valley, WV; 100% ownership of Wake Forest Radio, licensee of WFTK(AM) Wake Forest, NC; 100% ownership of Radio 1160, licensee of WCBX(AM) Fieldale, VA; 100% ownership of Pt. Pleasant Radio, licensee of WTGR(AM) Pt. Pleasant, WV. Filed Nov. 19.

■ **Nowata, OK** (BPH901114MF)—BSB Communications seeks 101.5 mhz; 6 kw; ant. 328 ft. Address: 3549 Curry Lane #2815, Abilene, TX 79606. Principal is headed by Anthony Vincent Bono and John Roger Scaggs, and has no other broadcast interests. Filed Nov. 14.

■ **Amarillo, TX** (BPH901123MA)—JR Communications Corp. seeks 100.9 mhz; 100 kw; ant. 1,263 ft. Address: P.O. Box 265, Nutting Lake, MA 01865. Principal is headed by Leonard Johnson III, Sandra A. Robinson, Ruthia M. Johnson, and Kendel Douglas Green, and has no other broadcast interests. Filed Nov. 23.

■ **Amarillo, TX** (BPH901123MB)—North Plains Broadcasting Corp. seeks 100.9 mhz; 100 kw; ant. 679 ft. Address: 4501 Tamiami Trail N., Naples, FL 33940. Principal is headed by Thomas E. Maloney, and has no other broadcast interests. Filed Nov. 23.

■ **Amarillo, TX** (BPH901123MC)—Mandujano Communications Inc. seeks 100.9 mhz; 100 kw; ant. 699 ft. Address: 1317 E. 14th St., Amarillo, TX 79102. Principal is headed by Socorro M. Medina, and has no other broadcast interests. Filed Nov. 23.

■ **Amarillo, TX** (BPH901123MD)—B.F.J. Timm seeks 100.9 mhz; 100 kw; ant. 617 ft. Address: P.O. Box 1874 Tallahassee FL 32302. Principal has no other broadcast interests. Filed Nov. 23.

■ **Amarillo, TX** (BPH901121MB)—Jhonny V. Gomez seeks 100.9 mhz; 100 kw; ant. 466 ft. Address: 2806 Pittsburgh, Amarillo TX 79103. Principal is permittee of new FM on channel 278C2 at Hereford, TX. Filed Nov. 21.

■ **Carthage, TX** (BPH901113MB)—Hanszen Broadcasting seeks 104.3 mhz; 6 kw; ant. 328 ft. Address: 226 S. Shelby, Carthage, TX 75633. Principal is headed by Wanda J. Hanszen and Jerry T. Hanszen. Jerry Hanszen is also 100% owner and licensee of KGA-S(AM) Carthage, TX. Filed Nov. 13.

■ **Idalou, TX** (BPH901101MI)—Triumph Communications Inc. seeks 105.7 mhz; 6 kw; ant. 328 ft. Address: 4517 79th St., Lubbock, TX 79424. Principal is headed by Janice K. Loyd and Kenneth L. Ramsey, and has no other broadcast interests. Filed Nov. 1.

■ **Idalou, TX** (BPH901105MJ)—Bradley Broadcasting Ltd. seeks 105.7 mhz; 3.1 kw; ant. 456 ft. Address: 1803 E. 28th St., Lubbock, TX 79404. Principal

is headed by Freeman Harris and Emma J. Bradley. Harris holds CP for LPTV ch. 59 Lubbock, TX, call K59DX (890309UZ), and CP for LPTV ch. 36 Aurora, CO, call K36CP (890310K5). Filed Nov. 5.

■ **Salt Lake City, UT** (BPED901105MJ)—Bible Baptist Church Inc. seeks 88.3 mhz; .5 kw; ant. -1187 ft. Address: Salt Lake Baptist Academy, P.O. Box 20555, West Valley City, UT 84120. Principal is headed by Rev. Marshall Warneke, C. Eric Martinez, Scott Arrington and Ron Escudero, and has no other broadcast interests. Filed Nov. 5.

Actions

■ **Window Rock, AZ** (BPH880128MV)—Granted app. of The Navajo Nation for 96.1 mhz; 26 kw; ant. 348 ft. Address: P.O. Box 308, Window Rock, AZ 86515. Principal is headed by Johnny Thompson, Peter Macdonald, Francis Mike and Richard K. Begay, and is licensee of KTNM(AM) Window Rock, AZ. Action Nov. 28.

■ **Yuma, AZ** (BPED890622MA)—Granted app. of The Voice Of International Christian Evangelism Inc. for 88.1 mhz; 3 kw; ant. 197 ft. Address: 949 Walnut, Holtville, CA 92250. Principal is headed by Albert Lozano, Donna J. Lozano and Frederick McCormick, and has no other broadcast interests. Action Nov. 30.

■ **Crown Point, IN** (BPED900809MB)—Returned app. of The Moody Bible Institute of Chicago Inc. for 90.5 mhz; 27.5 kw; ant. 528 ft. Address: 82 N. Lasalle Dr. Chicago, IL 60610. Principal is headed by Joseph M. Stowell, George Sweeting, William F. Mitchell, Paul H. Johnson and John Elsen, and is licensee of non-commercial WMBI-AM-FM Chicago; KMBI-AM-FM Spokane, WA; WCRF(FM) Cleveland; WDLN-AM-FM East Moline, IL; WMBW(FM) Chattanooga, TN; WAFS(AM) Atlanta; WMBV(FM) Dixon Mills, AL; WKES(FM) St. Petersburg and WRMB(FM) Boynton Beach, both Florida. Action Nov. 28.

■ **Salem, IN** (BPH900104ME)—Granted app. of Rebecca Coomer for 97.9 mhz; 3 kw H&V; ant. 328 ft. Address: 508 Tucker St., Salem, IN 47167. Principal is permittee of LPTV ch. 17 Salem, IN. Action Nov. 30.

■ **Marion, MA** (BPED891010MP)—Granted app. of Tabor Academy for 88.5 mhz; .019 kw; ant. 52 ft. Address: Front St., Marion, MA 02738. Principal is headed by Philip Sanborn and has no other broadcast interests. Action Nov. 29.

■ **Meridian, MS** (BPH880505PU)—Granted app. of Charisma Communications Co. for 102.1 mhz; 3 kw H&V; ant. 328 ft. Address: P.O. Box 2425, Columbus, MS 39704. Principal is headed by Donald R. Depriest, Sandra F. Depriest and Terry Barber, and has no other broadcast interests. Action Nov. 27.

■ **Ozark, MO** (BPH870127ML)—Granted app. of Dorothy S. Lemmon for 92.9 mhz; 3 kw H&V; ant. 1,076 ft. Address: 1942 South Holland, Springfield, MO 65807. Principal has no other broadcast interests. Action Nov. 28.

■ **Bridgeton, NJ** (BPED900618ME)—Returned app. of New Jersey Public Broadcasting Authority for 89.3 mhz; .05 kw-H, 4 kw-V; ant. 203 ft. Address: 1573 Parkside Ave. CN777, Trenton, NJ 08625. Principal is headed by Robert Berkowitz, Vera King Farris, George Muller, Gerald Ebner and 11 commissioners, and has no other broadcast interests. Action Nov. 30.

■ **Carlsbad, NM** (BPH880323MK)—Returned app. of Carlsbad Communications Partners for 106.1 mhz; 50 kw H&V; ant. 492 ft. Address: 20 E. Wheeling St., Baltimore, MD 21230. Principal is headed by Pamela R. Jones and Michael J. Wilhelm, and has no other broadcast interests. Action Nov. 29.

■ **Potsdam, NY** (BPED900402MJ)—Returned app. of University Communications for 91.9 mhz; .110 kw; ant. 72 ft. Address: Box 5535 Snell Hall, Potsdam, NY 13699. Principal is headed by Clarkson University Board of Trustees, and has no other broadcast interests. Action Nov. 29.

■ **Queensbury, NY** (BPED890825MA)—Returned app. of We Trust In Jesus Broadcasting Inc. for 91.7 mhz; .25 kw; 991 ft. Address: P.O. Box 2108, Brattleboro, VT 05301. Principal is headed by Etta Dodge, and has no other broadcast interests. Action Nov. 21.

■ **Voorheesville, NY** (BPH871216ME)—Granted app. of R. Bryan Jackson for 96.3 mhz; .2 kw H&V; ant. 1,118 ft. Address: 17 Imperial Drive, Niskayuna, NY 12309. Principal has no other broadcast interests. Action Nov. 27.

■ **Newport, TN** (BPED900222MD)—Dismissed app. of Appalachian Educational Communication Corp. for 92.9 mhz; .183 kw; ant. 1,755 ft. Address: P.O. Box 2061, Bristol, TN 37621. Principal is headed by Kenneth C. Hill, Guy Tilley, David Wampler, Brenda J. Miller, George A. Anderson, Sandra Gonce and Janet R. Hill. Appalachian Educational Communications Corp. is licensee of non-commercial educational WHCB(FM) Bristol, TN. Action Nov. 26.

■ **Bloomington, TX** (BPH890731MI)—Granted app. of Tschirhart Broadcasting Inc. for 106.9 mhz; 3 kw; ant. 295 ft. Address: 7439 Alverstone Way, San Antonio, TX 78250. Principal is headed by Larry S. Tschirhart, and has no other broadcast interests. Action Nov. 26.

■ **Hamby, TX** (BP861027AE)—Granted app. of Michael Venditti & Don Werlinger for 880 khz. Address: 602 Stueve Lane, Lockhart, TX 78644. Werlinger owns 45% interest in KHJK(AM) Lockhart, TX. Action Nov. 27.

■ **Eau Claire, WI** (BPED890306MJ)—Granted app. of State of Wisconsin Educational Communications Board for 91.3 mhz; .55 kw; ant. 216 ft. Address: 3319 West Beltline Hwy, Madison, WI 53713. Principal is has no other broadcast interests. Action Nov. 28.

FACILITIES CHANGES

Applications

■ **Long Beach, CA** KSKQ-FM 97.9 mhz—Nov. 15 application for CP to change ant.: 492 ft.; TL: Baldwin Hills Reservoir, Los Angeles, CA.

■ **Oroville, CA** KEWE(FM) 97.7 mhz—Nov. 8 application for mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **San Diego, CA** KPBS-FM 89.5 mhz—Nov. 27: Construction permit is hereby cancelled.

■ **Visalia, CA** KGYU(FM) 96.1 mhz—Nov. 29 application for mod. of CP (BPH870331NJ) to change ERP: 4.78 kw H&V; change ant.: 358 ft.; TL: in the Venice Hills 11.7 km NE of Central Visalia at 68 degrees (T).

■ **Haiku, HI** (no call letters) 1570 mhz—Nov. 30 application to reduce night power to 500 watts (BP900405BY).

■ **Grand Rapids, MI** WXJ(FM) 98.9 mhz—Nov. 14 application for mod. of CP (RPH860507PT) to change ERP: 1.35 kw H&V; change ant.: 492 ft.; TL: Cordes Ave., .35 km N of 4 Mile Rd. .8 km W of Comstock Park, MI.

■ **Lumberton, MS** WLUN(FM) 95.3 mhz—Nov. 16 application for CP to change ERP: 33 kw H&V; ant.: 594 ft.; change TL: 2.1 km NE of Stillmore, MS; class: C2 (per docket #89-557).

■ **Monticello, NY** WSUL(FM) 98.3 mhz—Nov. 19 application for CP to change ERP: 1.1 kw H&V; ant.: 533 ft.

■ **Rapid City, SD** KIMM(AM) 1150 khz—Nov. 20 application for mod. of CP (BP871102AA) to augment directional pattern & re-determine coordinates: 44 04 34.5N 103 08 49W.

■ **Pecos, TX** KPXT(FM) 98.3 mhz—Nov. 19 application for CP to change ERP: 6 kw; ant.: 328 ft.; TL: 1.7 mi N of U.S. Hwy. 80, 10 mi NE of Pecos, TX.

Actions

■ **Opp, AL** WAMI-FM 102.3 mhz—Nov. 27 application (BMLH891227KD) granted for mod. of license to increase ERP: 3.4 kw (pursuant to docket #88-375).

■ **Fairbanks, AK** KIAK(FM) 102.5 mhz—Nov. 30 application (BMPH901005IA) granted for mod. of CP (BPH870227MY) to change TL: atop Ester Dome 4 km N of Ester, AK in the N Star Borough.

■ **Bakersfield, CA** 99.3 mhz—Nov. 28 application (BMPH900809IK) granted for mod. of CP (BPH880114NG) to change ERP: 6 kw H&V.

CLASSIFIED

See last page of Classified Section for rates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

GSM/SM, immediate opening (Cal daytimer) to sell, recruit, train sales staff. Salary, benefits. Reply Box R-23. EOE.

General/Sales Manager for small to midsize market in beautiful Oregon. Must be hard working with excellent organizational skills and proven track record in sales. Send resume, references and salary requirements to: Box R-35. EOE.

Need sales reps for Ohio, Minnesota, Nebraska, Texas, Illinois, Michigan, Wisconsin and Missouri to sell sales promotions to radio station managers. If you have radio management experience, desire above average income, are willing to travel one to two state area and know how to close, give us a call at 615-320-8842 or fax us your resume at 615-383-9541. American Sales Promotions. EOE.

General manager-small market AM on Maryland's Eastern Shore. Strong sales, able to guide both sales and program staff. Reply: Five Star Broadcasting, 42 Mario Road, Wayne, NJ 07470. EOE.

General manager: Turn-around opportunity in attractive southeast medium market. Strong motivational sales and management skills a must. Only incentive driven, proven leaders need apply. EOE. Resume to Box T-30.

HELP WANTED SALES

Account executives. Corporate promotions have opened established high volume lists at dominant group-owned stations in two medium Michigan and Wisconsin markets. Send resume in confidence to MCG, 5595 Liberty, Chagrin Falls, OH 44022. EOE.

HELP WANTED TECHNICAL

Production technician: Major radio network seeks individual with excellent production and engineering skills to work as a production technician for news and non news programming. Must be skilled in tape editing, board operations and other areas of radio engineering. Send resumes w/salary history to: Unistar Radio Networks, 2000 15th St. North, Suite 200, Arlington, VA 22201-9980, Attn: Dept. E. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

California based group seeks a program director for our small market live assist format 41 station. Looking for the opportunity of that first program directors job? We might be just what you want. Round out your experience and learn every aspect of the stations' operation from proven broadcast pros. Board shift, production, people skills, team player and community involvement are all part of the job. T&R to Broadcast Opportunity, 2550 Fifth Avenue, 11th Floor, San Diego, CA 92103. Equal opportunity employer/M-F.

HELP WANTED NEWS

News director for news-oriented state capital small market combo. T&R to Leigh Allan, WKED, 306 W. Main St., Frankfort, KY 40601. EOE.

News director: WINS-AM Radio in NYC is seeking a news director with at least seven years experience in news broadcasting (major market experience preferred) to handle day to day news coverage. Duties include making daily reporting assignments, supervising & training editorial staff, producing weekly public affairs programming, assisting in the development of department budget and working closely with program director. Knowledge of New York metropolitan area desirable. Must be a trained journalist with strong administrative business skills. Complete knowledge of all technical equipment and production methods required. Candidates must possess excellent interpersonal skills, in addition to prior supervisory experience. Expertise in current events and public affairs vital. WINS-AM is an equal opportunity employer. Please send resumes to: WINS RADIO, 888 Seventh Avenue - 10th Fl., New York, NY 10106. Attn: Cecilia Quintero, Human Resources Dept. No phone calls please!

HELP WANTED ANNOUNCERS

Major radio station in a medium-size market wants on-air host/announcer to anchor drive times in a news/information format. Send resumes to Box T-31 in care of this publication. An equal employment opportunity employer.

SITUATIONS WANTED MANAGEMENT

Bottom line crisis? GM with ownership, turnaround experience will lead your station(s) to profitability, prestige. Strong sales, programming, promotion, profits. Stand-alone AMs considered; combos preferred: startups and regional groups, too. Top 99 markets only. Consultant basis or long-term. Equity opportunities welcome. How much money do you want to make? And how long do you want to make it? Reply in confidence: Box T-1.

GSM ready for next step. 13 + years sales and management experience with MBA. Same company for last 10 years. Coming from consistent #1 ratings and revenue. Good motivator and administrator, 315-768-1940.

Success or survival? If your radio operation is just surviving when it should be succeeding, we should talk! Proven take charge, GM/GSM goal oriented team builder/leader who can make it happen available after January 1. Reply in confidence to Box T-32.

Experienced GM available for GM or corporate position. Consulting, interim management for startups, turnarounds possible. John 702-826-9342.

SITUATIONS WANTED ANNOUNCERS

Prime time announcer: Exciting, energetic with over 5 years on-air experience. Earle S. Stephens 552 Parkside Avenue, Apt., E5, Brooklyn, NY 11226. Call 718-856-1075.

Exciting, enthusiastic PBP announcer with nine years experience, especially H.S./college football, basketball; skilled in all air work, news/copy writing, production, sales; looking for station-/network committed to quality sports programming; willing to relocate anytime, anywhere. Jay 304-779-9339.

Seeking bigger and greener pastures: Hard-working, intelligent A/T with three years S/M market experience. Willing to relocate. TODD: 815-436-9135.

SITUATIONS WANTED TECHNICAL

Chief engineer, 21 years in radio, 17 as chief. All phases maintenance and repair, transmitter and studio. Construction of studios, transmitter sites FM and AM directional including AM tuning and proofs. Ear for high quality audio and processing. Satellite earth station construction. RF work with FM for wideband operation to help control multipath noise. FCC General Class license and member SBE. Seeking midwest. PO Box 1223, Cockeysville, MD 21030.

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.

Owners/CEOs: Need a GM? GSM? OM? PD? New daily update service for stations/owners seeking broadcast management and sales personnel. First 30 days free! Call 1-800-4 RADIO-1.

Corporate attorney for broadcast chain. S.E. state location. Must be well versed and able to handle local and FCC matters. EOE. Apply to Box T-33.

EARLY DEADLINE NOTICE

Deadlines for the holiday season are Friday, December 21, 1990, for the December 31, 1990, issue and Friday, December 28, 1990, for the January 7, 1991, issue.

TELEVISION

HELP WANTED MANAGEMENT

Traffic manager: for top 30 Midwest NBC affiliate. Ideal candidate will have a minimum of three to six years of traffic experience with one to three years of supervisory experience. Experience with Enterprise Traffic System preferred. Candidates must have strong communication and leadership skills and possess a strong working knowledge of sales. Please send resume and cover letter to Box T-22. EOE M/F.

Program development manager, KAET-TV, Phoenix, AZ. KAET/Channel 8, part of Arizona State University, seeks a highly-motivated and experienced individual to research and develop local television program proposals. Examples of duties and responsibilities: Monitor, research and recommend contemporary events, trends and issues for TV treatment; develop and publish priority project proposals which include background information, program concept, format, and budget; research and monitor state, federal, foundation and private funding priorities and deadlines and prepare grant applications. Desired qualifications: Knowledge of current TV programming practices, program production techniques and facilities; demonstrated skills in researching and preparing TV program proposals and grant applications; strong written and verbal skills. Minimum qualifications: B.A. in telecommunications or related field and five years experience in program/project development. Two years of recent public TV program development experience preferred. Salary range: \$40-50,000 DOE, plus benefits. Applications: Direct letter of application to Employment Section, Department of Human Resources, ASU, Tempe, AZ 85287-1403. Application should include a detailed, current resume of work experience; an attachment detailing specific program proposal and/or grant experience; and three references of individuals who have directly experienced the applicant's knowledge and skills in performing duties and responsibilities outlined above. Final applicants will be required to submit examples of self-generated program/grant proposals. References may be checked prior to final interview. Deadline is January 4, 1991. Arizona State University, an equal opportunity/affirmative action employer, encourages applications from women and minorities.

Creative services manager: Dominant, top 50 market, NBC affiliate has an opening for a seasoned professional to build on our 40-year winning tradition. Will manage both the marketing/promotion and production departments. Responsibilities include all station promotion, graphics, production scheduling and client commercial production. The successful candidate will have 3-5 years management experience, be aggressive, innovative, highly creative and well-organized. Please send resume only, no tapes, to: Personnel Director, WGAL-TV, PO Box 7127, Lancaster, PA 17604-7127. A Pulitzer Broadcasting Company Station. EOE.

HELP WANTED SALES

California based television syndication and production company seeks sales representatives to cover domestic and foreign television sales. Send resume, salary requirement to: Tim Cook, TLC Communications, 16796 Olive St., Fountain Valley, CA 92708. EOE.

General sales manager - ABC affiliate in Northeast seeks aggressive individual with television sales track record to train and fine tune strong local sales group. Work with our national rep. agencies, and direct clients. Send resume to Box T-23. Opportunity with growing company. EOE, M/F.

Account executive: KCRA-TV sales department is looking toward expanding its sales staff in 1991. Applicants should have a minimum two years sales experience in advertising sales. Emphasis on retail sales, client contact and development. Send resume and salary requirement to: Dept. Sales-CPG, KCRA-TV, 3 Television Circle, Sacramento, CA 95814-0794. Note: Any offer of employment is contingent upon passing a medical test for drug and alcohol use. EOE M/F.

Local sales manager: Oversee all phases of local sales, recruitment and training of local sales force for dominant coastal affiliate. Must have prior or broadcast management experience or equivalent and/or 3 years of successful local sales experience. For immediate consideration contact: Bill Stanley, GSM, WITN-TV7, PO Box 468, Washington, NC 27889. No phone calls. AA/EOE.

HELP WANTED TECHNICAL

Assistant chief engineer: Applicants should have at least five years experience in all phases of television operations and equipment maintenance. A strong technical background, good administrative skills, and a valid FCC General Class license are required. Letter and resume to: Curtis Meredith, WTVU 11, PO Box 2009, Durham, NC 27702. EOE.

Chief engineer: Midwest VHF network affiliate is looking for a hands-on chief. Applicants should have control room, maintenance, and transmitter experience. Great opportunity for supervisor or and transmitter experience. Great opportunity for supervisor or assistant chief to move up. Send resume to J.D. Walls, Operations Manager, KCAU-TV, Sioux City, IA 51101. EOE, M/F.

Broadcast engineer: TS/SI clearance with the following qualifications/experience: 3-5 years experience, AA in Electronics or equivalent. Above average communications skills, initiative and dedication to customers needs, a strong plus. Possible worldwide travel. ARS offers exc. salary and attractive compensation package. Please forward resume and cover letter to: Human Resources Recruiter, Automation Resources Recruiter, Automation Research Systems, Ltd. 4480 King St., Suite 500, Alexandria, VA 22302. Principals only. EOE.

Senior maintenance engineer: Prominent group-owned affiliate TV station in Greenville-Spartanburg, SC needs individual with minimum 3-4 years television station maintenance experience. Opportunity to work with latest technology, other good people and pleasant surroundings. Letter with resume to Bone & Associates, 6 Blackstone Valley Place, Suite 109, Lincoln, RI 02865. EOE.

Maintenance engineers: Great opportunity for maintenance engineer to obtain start-up experience with an independent UHF station on the West Coast of Florida. Ability to repair all types of broadcast equipment. Transmitter experience a plus. Send resume to: Jack Dillon, Chief Engineer, DeSoto Broadcasting, 1549 Ringling Blvd., 411, Sarasota, FL 34236. EOE.

Assistant chief engineer: Must have experience in maintaining UHF transmitters and all studio related equipment. FCC General Radiotelephone License or SBE Certification preferred. Must have complete basic knowledge of electronics. Experience in facility upgrades a plus. Send resume and salary requirements to Director of Broadcast Operations, WNRW-TV, 3500 Myer Lee Drive, Winston-Salem, NC 27101. WNRW-TV is an equal opportunity employer owned by Act III Broadcasting, Inc.

Chief engineer wanted for Denver station. Looking for strong asst. engineer willing to move up. Knowledge of UHF transmitter and all equipment. Send resume and salary requirements to: General Manager, KURD Television, 9805 E. Liff Ave., Denver, CO 80231. No phone calls. EOE.

HELP WANTED NEWS

Reporter/anchor. Earn valuable Overseas experience with 5-ACE (so far) Award news group with a lock of the Mariana Islands region. Computerized newsroom, multiple live shots, state-of-the-art production back-up and outstanding benefits including retirement & profit sharing programs. Tropical isle sound appealing? Non-ret. tapes/resumes/preferences the first time to Ken Booth, Guam Cable TV, 530 West O'Brien Dr., Agaña, Guam 96910. EOE. (Priority Mail, please.)

Environmental reporter, with great live presence, needed to tell the stories of the 90's. Tape and resume (no calls) to Jim Prather, Assistant News Director, WMAR TV, 6400 York Road, Baltimore, MD 21212. EOE.

TV news writer/assistant producer: WPBT, Public television in South Florida's national business news program "The Nightly Business Report," is looking for an experienced television news writer. The position will also assist the program producer where needed and serve as back-up producer. We're looking for someone with at least two years experience as a television news writer with experience in business news preferred. College degree in journalism or communication or equivalent work experience required. Please send resume with salary requirements to: Human Resources, WPBT/TV2, PO Box 2, Miami, FL 33261-0002. An equal opportunity employer, M/F/H/V.

Co-anchor for top rated Midwest NBC affiliate. Experience and maturity top priorities. Job includes reporting and producing. At least two years news experience preferred. Send resume and non-returnable tape to Ralph Bristol, News Director, WGEM-TV, 513 Hampshire, Quincy, IL 62301. No phone calls. EOE/MF.

Morning anchor/producer: We need a new Morning News Anchor who can be a "one person band." You have to produce, write, edit and anchor a half-hour 6:30 a.m. newscast. We're satisfied with the current format (three weather segments, and yes, we have a weather person; two traffic watch segments, and we have someone to do those too). Previous TV news experience as reporter or anchor required. Must have good writing/producing skills. Will to win. Heart of a champion. Positive attitude. Want to come play on a good team? Send tapes and resumes to: Tim G. Gardner, KTBC-TV 119 E. 10th Street, Austin, TX 78701. Don't call us; we'll call you. EOE. Minorities strongly encouraged to apply.

News researcher/assignment desk (temporary): Temporary position to be filled by someone with a nose for news. Excellent research and phone skills needed to set up interviews, research stories and gather information under extreme deadline pressure. Previous newsroom experience a must. Send resumes to David Friend, WABC-TV, Eyewitness News, 7 Lincoln Square, NY, NY 10023. No phone calls please. We are an Equal Opportunity Employer.

News director. Imaginative manager for stable, family-owned station. TV news management experience, strong editorial skills required. Letter/resume to Jeffrey Marks, WCSH-TV, 1 Congress Square, Portland, ME 04101. EOE.

News director: WSAV, NBC affiliate in Savannah, Georgia, is seeking a news director who can provide leadership with the ability to coach and train. Must be willing to produce. Experience necessary with full service news operation, including live trucks, and all associated ENG equipment. Send resume to General Manager WSAV-TV, PO Box 2429, Savannah, GA 31402. EOE M/F.

Reporter for City Hall beat. Requires live skills and ability to enterprise. Will consider radio background, but videotape required for application. Send non-returnable tape to Brad Rinehart, ND, WFMZ-TV, East Rock Road, Allentown, PA 18103. No beginners please. Absolutely no calls. EOE.

Strong reporter with hard news series or investigative experience for network-quality primetime newsmagazine. Program is already #1 in Tampa. Miami and strong in 8 other Florida markets. Can you help keep us on top? 305-846-9491. EOE.

Aggressive Southeast top 40 affiliate seeks creative, hard news producers for future positions. Good pay and advancement opportunities. Send resumes and letters to: Box T-34. EOE.

Gannett TV station needs newscast director. Must have two years experience directing newscasts. Ability to handle pressure and get along with people essential. Responsibilities include organizing production aspects and providing creative input in newscasts and other news-related activities. Must be able to call show for technical director. Contact Bob Schadel, Assistant News Director, KOCO-TV, Box 14555, Oklahoma City, OK 73113. AAE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Producer/director for commercials and special projects. Qualified candidates must have a strong background in production from concept to execution. CMX experience preferred. Communication and follow through skills required. Send resume and non-returnable tape to Production Manager, WVEC-TV, 613 Woodis Ave., Norfolk, VA 23510. An equal opportunity employer.

Television producer, WUSI-TV: Southern Illinois University at Carbondale invites applications for the position of television producer for its public television station (Channel 16) in Olney. The television producer is responsible for creating local programming, and coordinating the day-to-day control-room operations of the television station. Qualifications include a Bachelor's degree (Master's preferred), three years experience in studio and location television production including: staging and lighting, single and multiple camera direction and operation of a variety of production and editing equipment. The successful candidate must also be able to demonstrate leadership and management capabilities, and be able to work well in a team situation. Send letter of application, resume, videotape of work samples, and three professional references to: Lee D. O'Brien, Executive Director, Broadcasting Service, Southern Illinois University at Carbondale, 1048 Communications Bldg., Carbondale, IL 62901. Southern Illinois University at Carbondale is an equal opportunity/affirmative action employer.

Graphic artist, experience required in news, commercial production, promotions. Send non-returnable tape and resume to Jerry LaVine, KTVN-TV, 1007 W. 32nd Avenue, Anchorage, AK 99503. No phone calls please. EOE.

Commercial editor needed immediately. Multiple source with DVE and time code. Sony BVE-900, Beta and 1 inch, 2 years experience and ability to work with clients. Overnight resume and demo tape to Director of Operations, WTVX-TV, 3601 North 25th Street, Ft. Pierce, FL 34946. EOE.

Coordinating producer. Department of Communication, Miami University (Ohio) seeks qualified producer for the Mass Communication area of the department. Produce programs for broadcast on TV Cable Access Channel and Public Television Station. Includes Miami University sports, theatre, concert series and TV documentaries. Possibility of teaching course in TV production. BA or BS degree required. Also, experience in multi-camera productions in studio and remote environments. Experience in producing sports a big plus. Write letter of application, including vita, and have at least three references write directly to: Gerald H. Sanders, Department of Communication, Miami University, Oxford, OH 45456. Miami University is an affirmative action equal opportunity employer.

Promotion producer with minimum 1 year experience needed immediately. Computer editing AB roll, time code skills essential. Overnight resume and demo tape to Director of Operations, WTVX-TV, 3601 North 25th Street, Ft. Pierce, FL 34946. EOE.

Wanted...Experienced frontline producer ready to take charge of one-hour primary newscast and work with other producers. Experience with S.N.G. and Newstar computer system helpful. Call Jim Church WTVX-TV, 1-800-277-9882. WTVX Newschannel 9 is an equal opportunity employer.

Freelance reporter/field producer to do segments for corporate video magazine. Travel involved. Needed now. Call 800-226-4949. EOE.

Creative services director. Manages promotion, production, art, and public affairs departments. Requires experience managing large numbers of people, extensive broadcast TV promotion experience. Demo tape, resume, and references to Bob Allen, VP and General Manager, KCRG-TV and Radio, Second Ave. and 5th St. SE, Cedar Rapids, IA 52406. EOE.

Paint box artist/animater: Major Western states production facility seeks experienced paint box artist/animater with strong paint box illustration ability. Must have a solid working knowledge of video graphics: concept through video post production. Send resume, references and salary requirements to Box T-35.

SITUATIONS WANTED ANNOUNCERS

Sportscaster: Energetic and experienced sports director-anchor who has covered the NY and PA pro teams. Looking for a growth position. ADAM 305-731-4414.

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 to Box T-25.

SITUATIONS WANTED NEWS

Experienced news reporter seeking general assignment reporter position. Strong writer, self starter. Has nose for news. Ilene 914-245-7602.

Excellent, experienced sportscaster looking for a fine station in which to work, also knowledgeable newsperson. 216-929-0131.

Experienced top 25 market PBS producer/researcher. Seeking break as news reporter. Short on news experience long on drive. Will relocate. Nathan Atwood 503-234-9316.

Assistant news director, 15 years news experience, medium market. Good communicator, energetic. Reply to Box T-26.

Experienced newscast director (top 25) with additional sports/special projects background looking for a new challenge. More than just a button puncher. I get involved and take pride in a sharp show. Reply to Box T-27.

Bik female reporter/anchor. Award winning print journalist seeks entry level TV position. Can handle hard/soft news. 312-731-8682.

Finally! After 8 yrs. of producing for Uncle Sam, I am coming home, looking for a career opportunity. With 4 years as the sports anchor for AFN-TV, and 8 years as a one-man ENG field reporter/producer, I am looking to become the sports anchor or feature producer at a community oriented station. Hard news is not my style. But people-stories, emotions, and community cheerleading are. My writing skills are tops, and so are my references. Let's talk. Stan Kosmoski 215-376-9147.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Mass communications: Tenure track position (contingent on funding). Rank open, dependent on qualifications. Salary competitive. Duties include teaching courses in one of the professional areas we offer: advertising, public relations, journalism (broadcast or print), or broadcast production, and courses in an area such as communications theory and research, ethics, history, or management; conducting research; and performing other obligations of a faculty member. Qualifications: PhD, or near completion; professional experience; potential as teacher and researcher. Review of applications begins December 15, 1990, and will continue until an acceptable candidate is identified. Appointment date: August 1991. Send letter of application, curriculum vitae, and three references to: Dr. Mary Blue, Chair, Search Committee, Department of Communications, Box 104, Loyola University, 6363 St. Charles Ave., New Orleans, LA 70118. Loyola is an affirmative action, equal opportunity employer. Women and members of minority groups are especially encouraged to apply.

Doctoral assistantships. The University of Tennessee seeks outstanding candidates for doctoral study. Coursework emphasizes communication theory and research with broadcasting concentration. Degree leads to career in teaching, research, consulting, or mass media work. M.S. degree helpful, not required. Program requires minimum 2-3 years in coursework, depending on educational background, plus dissertation. Teaching/research assistantships possible. Application for fall 1991 due March 1. GRE required. Also, calendar-year M.S. program in media management for qualified applicants. Contact Dr. Michael W. Singletary, Communications, University of Tennessee, Knoxville, TN 37996-0347.

Graduate assistantships: Produce your own TV shows in NYC! 12 positions, 20 hours/week. Serve as teaching assistants, crew: work support in research, electronic graphics, traffic, staging/lighting; work ITV, contract, and air productions. Requires BA and acceptance into Master of Fine Arts program which concentrates on TV production. \$6,600+. September 1991. Dr. Robert C. Williams, Chairman, Department of TV/Radio, Brooklyn College, Brooklyn, NY 11210. An AA/EEO Employer M/F.

Journalism, lecturer, one-year, temporary position to begin Fall, 1991. Teach mass media, news writing for newspapers, hands-on broadcast journalism and courses in one or more of the following areas: communication law, radio journalism, international communication or other area of interest. Salary: Commensurate with qualifications. Qualifications: Master's degree in Journalism area, college teaching experience in radio and/or TV field production, demonstrated ability to teach news writing for print and broadcast required; Ph.D. preferred. Send letter of application, resume, and three letters of reference by February 1, 1991 to Gaynelle Pratt, Personnel Office, Keene State College, Keene, NH 03431. AA/EOE.

Broadcast faculty position. The University of South Carolina College of Journalism and Mass Communications seeks applicants for a visiting lecturer in the broadcasting sequence for the 1991-92 academic year. Applicants should be able to teach in all areas of radio and television production. Masters degree and substantial professional experience required. Salary open. Interviewing will begin February 1, 1991. Application deadline March 1. Send letter, detailed resume and names of three references to Prof. Jay Latham, College of Journalism and Mass Communications, University of South Carolina, SC 29208. USC is an affirmative action/equal opportunity employer. Women and minorities are urged to apply.

EMPLOYMENT SERVICES

Government jobs \$16,412 - \$59,932/yr. Now Hiring. Your area. Call 1-805-687-6000 Ext. R-7833 for listings.

Home typists, PC users needed. \$35,000 potential. Details. 1-805-687-6000 Ext. B-7833.

Professional resume services. Serving the broadcasting industry since 1976. Resume preparation. Cover letter development. Updates, etc. Effective. Confidential. Successful! 1-800-933-7598 (24 hours).

Intelligence jobs. All branches. US Customs, DEA etc. Now hiring. Call 1-805-687-6000 Ext K-7833.

Looking for a position in radio or television? If I can't find you the position you're looking for, nobody else can! Only \$150.00 for 1 year of service. Free information. Write: Bill Elliott, Consultant/Headhunter, 48 Imperial Avenue, Pittsfield, MA 01201.

Reporters: Are you looking for your first or second position in TV news? We can help. Call M.T.C. at 619-270-6808. Demo tape preparation also available.

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

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Send letter and resume with salary history to **Tamara Downs, Adlink, 3415 S. Sepulveda Blvd., Ste. 310, Los Angeles, CA 90034.** No phone calls please. We are an equal opportunity employer.



Help Wanted Programing Promotion & Others

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Rates: Classified listings (non-display).
Per issue: Help Wanted: \$1.20 per word,
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All other classifications: \$1.30 per word,
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Word count: Count each abbreviation,
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word each. A phone number with area
code and the zip code count as one
word each.

Rates: Classified display (minimum 1
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Per issue: Help Wanted: \$90 per inch.
Situations Wanted: \$50 per inch. All other
classifications: \$120 per inch. For
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FATES & FORTUNES

MEDIA



Hunegs

Craig S. Hunegs, from contracts department, ABC-TV, joins NBC-TV Burbank, Calif., as director, business affairs.

Maggie Dugan, VP and general manager, American Comedy Network, Bridgeport, Conn., named

president.

Scott Richardson, manager, news information, ABC News, joins Arts & Entertainment Network, New York, as director, corporate communications.

Quillie Parker, controller, St. Elizabeth Hospital, Houston, joins KHM-FM there as business manager.

Operating division controllers at Telecommunications Inc. named VP's and controllers: **Tom Barberini**, TCI Northeast Inc., Pittsburgh; **Jim Dotson**, TCI Central Inc., Lakewood, Colo.; **Jim Downing**, TCI West Inc., Bellevue, Wash.; **Kathy Hiott**, TCI Great Lakes Inc., Deerfield, Ill.; **James Montague**, TCI Southeast Inc., Birmingham, Ala.; **Barry Neu**, TCI North Central Inc., Overland Park, Kan., and **Tyrone Wilson**, TCI East, Bethesda, Md.

Appointments at Colorado Communications Inc., Denver: **Zee Ferrufino**, owner, Denver Fine Furniture, named president and general manager; **Kenneth Salazar**, chief legal adviser to Governor Roy Romer, named director; **Marc O. Hand**, partner, Questcom Radio Brokerage Inc., named VP and general sales manager, and **Frank Ponce**, owner, Ponce Furniture, named treasurer.

Arthur Jearum, head, television sales, BBC, joins ProServ Television, London, as European managing director.

Paulette Achilli, receivables billing analyst, ESPN, Bristol, Conn., named senior affiliate revenue analyst. **Betsy Flounders**, executive secretary, ESPN, New York, named senior affiliate revenue analyst.

William E. King, chief financial offi-

cer, group owner Stoner Broadcasting Systems Inc., Annapolis, Md., elected financial VP.

Willis Peligian, chief engineer, Monitor Television Inc., Boston, named VP, finance and business operations.

Phil Melrose, group operations director, Brown Broadcasting Co. group owner, Beverly Hills, Calif., named president of radio division.

SALES AND MARKETING



Olsen



Higgins

Tom Olsen, president, Katz Continental Television Division, named executive vice president, Katz Television Group. Olsen will report to Katz Television President Pete Goulazian and handle daily operations of Katz Television Group while Goulazian will focus on long-range goals for company. **Jack Higgins**, vice president and general manager, Katz Continental, will replace Olson as president of Katz Continental.

Angela F. Pumo, formerly with Turner Broadcasting, joins NBC Cable Sales, New York, as senior VP. **Arthur Miller**, senior VP, Cable News and Business Channel sales, named senior VP, cable sales marketing, New York.

Abe Tatosian, radio marketing consultant, KOA(AM) Denver, joins CBS Radio Representatives, New York, as account executive.

John Soucheray, sports sales manager, WCCO(AM) Minneapolis, joins WAYI(AM) Richfield, Minn., and KLXK(FM) Minneapolis as general sales manager.

Account executives named at KOKI-TV Tulsa, Okla.: **Judy Repplinger**, from KTUL-TV Tulsa, Okla.; **Ron Blue**, formerly from KBEZ(FM) Tulsa, Okla., and **Lori Wilson**, from KAYI(FM) Muskogee, Okla. (Tulsa).

Scott Brisbane, local sales manager, WHP-TV Harrisburg, Pa., joins WGAL-TV Lancaster, Pa., as account executive.

Howard B. Hyatt, senior account executive, WIYY(FM) Baltimore, joins WLIF(FM) there as account executive.

Backer Spielvogel Bates Inc. appoints new VP's, New York: **Ari Schwartz**, network supervisor and **James Peace**, supervisor of field operations.

William S. Fee, national sales manager, WMC-TV Memphis, named local sales manager.

Bob Green, former promotions director, SportsChannel, joins KABC(AM) Los Angeles, as director of marketing.

Patrick Cantwell, account executive, Torbet Radio, named regional manager, director of sales, Atlanta.

Michael Ratigan, account executive, Powerhouse Studios, Washington, joins Potomac Television Communications Inc. there in same capacity.

Brian Decker, media director, Mintz & Hoke, Avon, Conn., joins Eisner & Associates, advertising and communications firm, Baltimore, as media director, senior VP.

Cindy See, marketing consultant, WLXY(FM) North Charleston, S.C., joins WWMG(FM) Shelby, N.C. (Charlotte), as account manager.

Charles Prewitt, sales manager, Group W Television, San Francisco, joins The San Jose Sharks, there as VP, broadcasting and media marketing.

Jim Preus, media consultant, KWN(FM) Henderson, Nev. (Las Vegas), named local sales manager.

Paul Trelstad, local sales manager, WUSA(TV) Washington, joins KPNX-TV Mesa Ariz. (Phoenix), as general sales manager, succeeding **Jeff Morris**, resigned.

John Wilkey, from Nichols Wilkey and Associates Inc., joins KPTV(TV) Portland, Ore., as account executive.

Vince Cook, art director, D'Arcy Masius Benton & Bowles, St. Louis, named associate creative director.

Terry Woods, from Katz Radio, joins KXY(FM) San Diego as local sales manager. **Tina Rifkin**, media director, Archway Cookies Inc., joins KXY, as account executive.

PERLMUTTER TO LEAD PTV'S ELECTION EFFORTS

The Public Broadcasting Service and the Corporation for Public Broadcasting announced that Emmy and Peabody award winning producer Alvin Perlmutter has been chosen to design public television's 1992 election coverage project, expected to generate a variety of regular and special programming to air from January through election night of 1992.

Charged with developing "an enlightening and entertaining voter resource for the American citizen," including "entirely new formats," Perlmutter had already been involved with the project for most of 1990, heading a Markle Foundation feasibility project. Now president of a production company, Alvin H. Perlmutter Inc., the former NBC News vice president has produced such public affairs and documentary programs as *The Public Mind* with Bill Moyers, which won the 1989 Peabody.

"We want to present the 1992 elections in a way that encourages viewers to get involved," said Donald Marbury, director of CPB's Television Program Fund. "Al Perlmutter's innovative and distinguished career in television makes him an ideal choice for the job."

PROGRAMING

Joe Davola, VP, creative development, Fox Broadcasting Co., Los Angeles, named senior VP, creative development.



DiCanio

Gerard DiCanio, VP, finance, Viacom Productions, New York, named senior VP, finance.

Anthony E. Hull, VP, mergers and acquisitions department, Morgan Stanley & Co., joins Paramount Communications

Inc., New York, as senior director, financial planning. **Randy Schlatter**, director, accounting, CBS, Los Angeles, joins Paramount Pictures, Hollywood, as executive director, television group.

Dan Cohen, director, planning and scheduling, ABC Entertainment, Los Angeles, named director, comedy series development.

Irene Mariano, director, casting, Lorimar Television, Burbank, Calif., named VP, casting.

Melanie Newman, from Sunbow Productions, joins King World Productions Inc., New York, as manager, international sales operation.

Kathy Zeisel, Southwest division sales manager, Cannell Distribution Co., Los Angeles, joins Hearst Entertainment Distribution there as Western division sales manager.

Jeffrey Bernstein, marketing manager, Warner Bros., New York, named direc-

tor of marketing. **Christopher Walsh**, supervisor, animation programming and special projects, Warner Bros., named manager, East Coast animation and programming, New York.

Alan Mehl, formerly from 20th Century Fox, joins Republic Pictures Productions, Los Angeles, as director, long-form development.

Ross Portugeis, VP, international television distribution, Turner Broadcasting Systems, named senior VP, international television distribution, Turner Program Services, Los Angeles.

Appointments at PBS Video Marketing, Alexandria, Va.: **Jon Cecil**, director, PBS Video, to same capacity; **Dan Hambeg**, associate director, sales and acquisitions, PBS Video, named director of program acquisitions, and **Laura Brouse**, assistant director of marketing, PBS Video, named associate director, marketing and promotion.

Appointments from Guber-Peters Television to parent's Columbia Pictures Television: **Lee Rudnick**, VP and general sales manager, New York, named VP, syndication, Eastern region there; **John Weiser** named account executive, Western region, Los Angeles, and **Tom Canedo**, named account executive, Midwest region, Chicago.

Michael Landwehr, former president, Him & Her Productions, joins SFM Entertainment, New York, as VP, programming. **Cyndy Wynne**, manager, syndications, SFM Entertainment, New York, named VP, syndication sales.

Rosemary Sykes, manager, original programs, Showtime Networks Inc., New York, named director, original programming, East Coast.

Annelle Johnson, from King World Productions, joins Tribune Entertainment Co., Nashville, as account executive.

NEWS AND PUBLIC AFFAIRS



McCarver



Zahn

Tim McCarver, sports announcer, CBS, and **Paula Zahn**, co-anchor, *CBS This Morning*, named co-hosts, CBS-TV's 1992 Olympic Winter Games, Albertville, France.

Appointments at KNBC-TV Los Angeles: **Ken Boles**, executive producer, WESH(TV) Daytona Beach, Fla. (Orlando), named managing editor; **Michael Gage**, president, Los Angeles Department of Water and Power Board of Commissioners, named reporter and commentator, and **Pete Noyes**, former managing editor, named executive producer of investigative coverage.

Tony Capra, assignment editor, Conus Communications, Washington, named managing editor. **Linda Scott**, producer, Conus Communications, Washington, named senior producer for Capitol Hill.

John McIntire, investigative producer and reporter, WCPX-TV Orlando, Fla., joins WLNE(TV) New Bedford, Mass. (Providence, R.I.), as morning anchor and reporter.

Michelle Bradley, city and county government reporter, WBNS-TV Columbus, Ohio, named weekend co-anchor.

TECHNOLOGY

Appointments at Sales and Marketing Co., Sony Business and Professional Group, Montvale, N.J.: **Charles Taylor**, VP broadcast sales, named senior VP, U.S. sales; New regional VP's and general managers: **Craig Taylor**, formerly Northeast regional manager, broadcast sales, to Northeast; **John McPherson**, VP, marketing services, to Mid-Atlantic; **Gary Johns**, VP, systems products marketing, to Midwest; **Leroy Wright**, regional manager, Sony Professional Video, to Southeast; **Jim Hansen**, VP, dealer sales, to Western and Northwestern.

Jerome Meyer, formerly of Honeywell

BROADCASTING ANNOUNCES REALIGNMENT IN SENIOR STAFF

Appointments of Don West as editor, Ken Taishoff as general manager, Phil Boucher as financial vice president top magazine's Jan. 1 changes



West



Taishoff



Boucher



Tash



Miller



Jessell



Greene



Eggerton

In a move designed to recognize past performance and anticipate future growth, **Lawrence B. Taishoff**, president and chief executive officer of Broadcasting Publications Inc. and publisher of BROADCASTING magazine, has announced key changes in the organization's executive lineup, effective Jan. 1, 1991. Among them:

- The appointment of **Donald V. West**, now vice president and managing editor, as senior vice president and editor.
- And of **Kenneth W. Taishoff**, now vice president, sales and marketing, as senior vice president, general manager and chief operating officer.
- While **Philippe E. Boucher**, BPI controller, becomes vice president and chief financial officer.

West will become the third in the short list of editors who have guided BROADCASTING's editorial efforts. He follows Sol Taishoff, who was a co-founder of the magazine in 1931 and its editor for 49 years (from 1933 until his death in 1982); co-founder Martin Codel was editor from 1931 until 1933. West has been with BPI since 1953, and has been managing editor since 1971. He also was managing editor of BPI's monthly *Television* magazine and from 1966 to 1970 was assistant to the president of CBS Inc.

Ken Taishoff joined BROADCASTING in 1989. He had been vice president-general manager of KPOM-TV/KFAA-TV Fort Smith/Fayetteville, Ark., and before that was station manager of KWTU-TV Oklahoma City and WTVN-TV Columbus, Ohio, and vice president-station manager of WWHT-TV Newark, N.J. Along with expanded administrative responsibilities, he will continue to exercise oversight of the magazine's sales and marketing activities.

Phil Boucher joined BROADCASTING in 1973 and has

served the business department in various capacities. He was appointed controller in 1983.

Also announced, on the advertising side:

- The appointment of **Robert (Skip) Tash** as advertising sales director, with responsibility for all advertising sales. He has been Midwest and Southern regional sales manager.

And on the editorial side:

- The appointment of **Mark K. Miller** as managing editor, with supervisory responsibility for editorial operations. He joined the magazine as an editorial assistant in 1975 and has risen through the ranks, becoming, successively, staff writer, assistant editor, senior news editor and, in 1987, assistant managing editor.
- And of **Harry A. Jessell** as senior editor, assuming additional responsibility for editorial policy formulation and special reports planning. He will continue to exercise hands-on responsibility for direction of all headquarters (Washington) coverage. As BROADCASTING's senior correspondent he has been known principally for coverage of the FCC and other federal agencies as well as for expertise in technology and cable. Jessell, too, began with the magazine as an editorial assistant, in 1978; his most recent assignment was as assistant managing editor.
- **Kira S. Greene**, now senior news editor, and **John S. Eggerton**, now an associate editor, have been appointed assistant managing editors. Among her other functions, Greene supervises BROADCASTING's "Top of the Week" section that leads each issue. She has been with the magazine since 1975. Eggerton, with BROADCASTING since 1981, is the desk liaison for the "Programming" department and contributes importantly to the editorial page.

Inc., joins Tektronix, Minneapolis, as president and CEO.

Robert Cromack, VP, operations, Jerrold Communications subscriptions division, named VP, manufacturing, Jerrold Communications.

Robert Lingle, director of audio, video, data and field systems, IDB Communications Group Inc., Los Angeles, adds duties as director of corporate engineering. **Orlando C. Guida**, senior VP and chief financial officer, Hughes Television Network, New York, adds duties as VP, corporate services, of co-owned IDB Communications Group.

PROMOTION AND PR



Joan Voukides, senior VP, communications, Radio Advertising Bureau, joins Cablevision Systems Corp., Woodbury, N.Y., as VP, promotion and creative services.

Gary Hahn, formerly from Rosensfeld Sirowitz Humphrey & Strauss advertising agency, New York, joins Warner Bros., there as manager, advertising, publicity and promotion.

Megan Bueschel, director of marketing, Lettuce Entertain You Enterprises Inc., joins Tribune Broadcasting Co., Chicago, as director of public relations.

Lisa Fischetti and **Joan Rozzo**, account supervisors at DDF&M Public Rela-

tions, Pittsburgh, named VP's, management supervisors.

Stace Nelson, director of creative services, Olympia Network, joins Levine/Schneider public relations, Los Angeles, as senior account executive.

Amy Sauertieg, director of creative services, SFM Media Corp., New York, named VP, creative services.

Debbie Lehrke, media services manager, Cramer-Krasselt advertising and public relations, Milwaukee, named assistant planner and buyer, media department.

ALLIED FIELDS

Tom Freston, chairman-CEO of MTV Networks, and The Weather Channel won top honors in The National Academy of Cable Programming Governor's awards. Freston won top individual honors, while The Weather Channel won for its coverage of Hurricane Hugo.

Lila Greenspan Heatter, vice chairman and chairman of executive committee, WPBT(TV) Miami, appointed chairman of board, Community Foundation of South Florida, licensee of WPBT.

Gail Markele, director of State Governmental Affairs and counsel to Classification and Rating Administration, Motion Picture Association of America (MPAA), Washington, adds duties as VP. **Matthew Gerson**, assistant VP, Congressional affairs, MPAA, named VP, Congressional affairs.

Mel J. Kampmann, president, International Communications Group, Falls Church, Va., merges with Creative Communications Associates, and will act as executive VP.

John K. Major, president, KCMA(FM) Broken Arrow, Okla. (Tulsa), and **Richard Hardy**, chief engineer, KCMA receive Lifetime Achievement Award from Society of Broadcast Engineers Tulsa chapter.

New representatives elected to Arbitron Radio Advisory Council: **Jim Connor**, WEAT-AM-FM West Palm Beach, Fla., easy listening stations, markets 51+; **Michael Disney**, WFLC(FM) Miami-Fort Lauderdale, adult contemporary, markets 1-50; **Owen Weber**, WXYV(FM) Baltimore, black stations in all markets, and **Dick Williams**, WIL-FM St. Louis, country stations, markets 1-50.

DEATHS



Snyder

Franklin C. Snyder, 75, executive, The Hearst Corporation and Hearst Broadcasting, died of stroke Dec. 8 in Pittsburgh. Snyder joined Hearst affiliate WTAE-TV Pittsburgh, in 1958 as general manager and was later named chief executive, WTAE(AM)-WHTX(FM)-WTAE-TV there in 1966. In 1968 he was appointed director of The Hearst Corp. and served as general manager of Hearst Broadcasting until 1983, after which he continued as director. He is survived by his wife, Patricia; three daughters; three sons, and 10 grandchildren.

Martin Ritt, 76, director, died Dec. 8 of heart ailment in Hollywood. Ritt directed over 200 television shows and is survived by wife, Adele and two children.

Joan Bennett, 80, actress, died of heart attack Dec. 7 in Scarsdale, N.Y. Bennett's television credits include *Suddenly Love*, *A House Possessed*, *Divorce Wars* and soap opera *Dark Shadows*. She is survived by her husband, David Wilde; four daughters and 13 grandchildren.

Armand Hammer, 92, industrialist, died Dec. 10 of cerebral arteriosclerosis in Los Angeles. Hammer bought Mutual Broadcasting System in 1957 for \$550,000 with partners Roy Roberts and Paul Roberts (no relation to Roy) and assumed MBS chairmanship. One year later they sold company for reported \$2 million. He is survived by son, Julian; two grandchildren, and two great-grandchildren.

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FIFTH ESTATE

DONALD MARBURY: THE POWER OF SUCCESS

Donald Marbury does not call it a motto, but the meaning behind the phrase reverberates throughout his recounting of 20 years in public television, and back further through his careers as newspaperman, campus radical and student of the Pittsburgh melting pot and his own African-American heritage. "Everybody," he says, "has a story."

Including Don Marbury, arguably public television's most empowered black man and certainly one of its most skilled practitioners in front of, behind, and away from the camera. Five years before the launch of *The MacNeil-Lehrer Report*, noncommercial WQED(TV) Pittsburgh took a chance on anchoring its new hour of nightly Pittsburgh news with a young black newspaper reporter. By his own admission "terrible and self-conscious" on the air at first, he would eventually become producer and/or host of half a dozen series there during an era that fostered risk-taking. "We didn't know what couldn't be done," says the 41-year-old current director of the Corporation for Public Broadcasting's Television Program Fund, "so we tried everything."

The well-published poet, scriptwriter and journalist perceives himself "first and foremost as a writer." But these days he reads—and reads and reads, determining which of thousands of proposals will, or will not, be nurtured into life from the largest single fund of seed money for new public TV programs.

A community of more than 6,000 independent producers, who make many of the 50 to 100 calls Marbury receives each day, "value our judgment," he says. Despite a "paucity of dollars that breaks your heart," Marbury says, CPB support has leveraged significant funds for such productions as *The Civil War*, and the CPB logo signifies "real input" as well as money.

Marbury's fascination with story, initially with words, began not when he joined CPB 10 years ago, nor WQED a decade before, but rather during the 1950's and '60's in the predominately black Hill District of Pittsburgh, a city, he notes, that claims more national ethnic group headquarters than any other. Basically segregated grade school years gave way to an integrated junior



high and high school experience "steeped in ethnicity" that "blessed" him with an appreciation for a variety of cultures.

And there was the accident of fate that thrust him early toward writing. Returning to school in Pittsburgh each fall

sporting a southern accent, he found himself shuttled into speech classes. Whatever his teachers' intent, Marbury thought himself "vaulted into something special," ultimately a love for the "song and cadences," as well as the meanings, of words.

"Don Marbury is really a poet who is also dedicated to public television," says Jennifer Lawson, now executive vice president of national programing and promotion for PBS and co-associate director of the Program Fund with Marbury through much of the 1980's. Independent producer Lawrence Sapadin believes Marbury will "do his best to keep public TV honest."

A self-described "radical, pan-Africanist" editor of the University of Pittsburgh's *The Pitt News* and reporter for the *Pittsburgh Post Gazette* during his college years, Marbury says that

film and TV were "not in the equation at all." Returning home in 1971 from a five-month journey to Ghana to help build a schoolhouse, he found WQED knocking on his door. At 21 years old, he became an anchor-reporter and also producer and host of *Black Horizons*. He became a "favorite son" of the Hill District. And thanks, in part, to offers from the national broadcast networks, "I got," he says, "good and cocky."

Yet, just when he had achieved "star" status in Pittsburgh and the pay and work had become comfortable at WQED, a group of fellow black producers quietly submitted his resume to a national search committee for the job of associate director of cultural and children's programing at CPB in May 1980. He got the nod.

Greeted by two stacks of program proposals, each rising several feet above his desk, he soon realized that the "cultural" in his title "meant everything," and he became the man at CPB who would "read anything." The results of his work have included the birth of such series as the independent forum *P.O.V., The American Experience* and *WonderWorks*.

Today, Marbury says he regrets none of his decisions to turn down higher paying, higher profile jobs in commercial TV. At CPB, his work has national impact and he has earned the power to restructure the Program Fund this year replacing open solicitation of proposals with a strategy to solicit content-specific projects to fill unmet needs. "The '90's are not given to public TV, unless we pay

more attention to our *raison d'être*. Corny as it sounds," he says, that reason for being lies with the fact that "we make a difference in people's lives."

Donald Lee Marbury
Director, Television Program Fund, Corporation for Public Broadcasting; b. Nov. 26, 1949, Pittsburgh; BA, English, University of Pittsburgh, 1971; general assignment reporter, Pittsburgh Post Gazette, Pittsburgh, 1969-71; news anchor, reporter, nightly News Room, noncommercial WQED(TV) Pittsburgh, 1971-74; producer-host, regular weekly and monthly series, including weekly *Black Horizons* news and public affairs series for minorities, WQED(TV), 1973-80; executive producer-coordinator of local programing, WQED(TV), 1978-80; associate director, cultural and children's programs, Television Program Fund, CPB, 1980-89; present position since December 1989; m. Sheila Joanne King, March 24, 1973; children: Cara 7; Evan 3.

IN BRIEF

MGM-Pathe Communications (formerly MGM/UA) **delayed its Dec. 15 interest payment on \$419 million of debt** until Jan. 11, 1991. Company said that delay is result of expenditures it has made since acquisition of MGM/UA by Pathe, including layoff costs. According to loan agreement, MGM may pay interest within 30 days of prescribed payment date without defaulting. Payment will be on MGM/UA's 12% notes due in 1993 and 13% debentures due in 1996.

Jury in U.S. District Court, Charlotte, N.C., **found former TV evangelist Jim Bakker guilty of common law fraud and liable for \$129 million** in funds misappropriated from plaintiffs, which comprised 145 contributors to PTL Club he founded. Jury also found Bakker caused harm to contributors to tune of \$129,000 in additional punitive damages. Jury acquitted former Bakker aides David Taggart and Aimee Cortese and accounting firm Deloitte, Haskins & Sells.

Federal Trade Commission, after 14-month investigation, **has given green light to Tele-Communications Inc.'s 50% purchase of Showtime**, but it's unclear whether \$225 million deal will go forward. TCI said because of "substantial

changes" in cable industry "critical elements of the transaction would have to be revisited. Significant barriers remain to consummation of the transaction." Viacom CEO Frank Biondi Jr. told analysts earlier this week that if deal is approved "we will have to revisit points already negotiated and others we never finished negotiating."

FCC has extended deadline for reply comments in its AM improvement rulemaking from today (Dec. 17) to Jan. 17, 1991. Initial comments in proceeding were accepted late last month (BROADCASTING, Nov. 26). Proceeding covers FCC's overall AM improvement strategy of interference reduction through new technical standards, allocation rules and use of expanded AM band (1605-1705 KHz) to relieve congestion on conventional band.

Cannell Distribution's first-run version of 21 Jump Street was top-rated new weekly program in three of four November sweep weeks, according to Nielsen's national syndication service ranking report (Oct. 22-Nov. 18). Show was among top 15 ranked programs each week, according to Nielsen report, with rating in 5.1-5.3 range. Closest competition among new

weekly first-run shows came from Viacom's *Super Force* (to which BROADCASTING incorrectly gave top honors in Dec 10 issue), which was second in category three of four weeks and first one week.

ABC is using fertile post-Super Bowl time to premiere Davis Rules, latest project from Carsey-Werner. Starring Randy Quaid and Jonathan Winters, series will debut on Sunday, Jan. 27, following game. Last new show ABC showcased following Super Bowl was *The Wonder Years* in 1988. As result of announcement, *Head of the Class*, which had been expected to be pulled from schedule following its Dec. 25 telecast will remain on air through Jan. 22.

Alabama Circuit Court Judge William Gordon issued summary judgment awarding King World Productions \$125,090 refund in suit distributor and member stations within Alabama Broadcasters Association brought against state's Commissioner of Revenue, James M. Sizemore, for previously collected "lease tax" on first-run programs delivered by satellite to stations. Purpose of action, for which WBRC-TV Birmingham, WAFF-TV Huntsville and WSFA-TV Montgomery shared legal expenses, was to seek exemption from taxation of satellite delivered programming which has 4% standard tax applied also to tapes physically shipped over state line. It's estimated that nine Alabama broadcasters paid rental fees of \$3,540,000 in 1988 and 1989 for King World shows *Wheel of Fortune*, *Jeopardy!*, *Inside Edition* and *The Oprah Winfrey Show*, with actual taxation estimated at \$141,000. Sizemore has until Jan. 8, 1991 to file an appeal.

Orbis Communications has cleared The \$100,000 Pyramid with WJZ-TV Boston, as well as two other Group W-owned stations, KPIX-TV San Francisco and KDKA-TV Pittsburgh, for its Jan. 7, 1991, midseason revival (hosted by John Davidson). In addition to previous clearance deals with WRC-TV Washington, KXAS-TV Dallas and WTVJ-TV Miami, Orbis spokeswoman says that *Pyramid* has over dozen total clearances, representing 24% U.S. coverage. She said WBZ-TV Boston will run *Pyramid* in 3-4 p.m. block

NOT GOING TO DISNEYLAND AFTER ALL

Negotiations between The Walt Disney Co. and the family of the late Jim Henson were called off last week. Disney had agreed in principle to acquire Jim Henson Productions over a year ago for a reported \$150 million.

The acquisition, which would have given Disney domestic and foreign product and merchandising rights to Henson's non-*Sesame Street* characters (with the exception of Kermit the Frog) was reportedly in trouble before Henson's unexpected death last May and talks went rapidly downhill following his death.

Some reports have Disney wanting to alter the terms of the deal since the creative force behind the muppets is no longer part of the deal, with the Henson family not wanting to lower the price.

In a prepared statement, the Henson family said: "We would have liked to see this deal succeed. Unfortunately, after 18 months of negotiating the companies could not reach a mutually satisfactory agreement. However, we are currently working together in a number of areas including the joint Henson/Disney dinosaurs sitcom for ABC television." Those agreements are ongoing.

"We truly regret we could not come to terms," said Disney chairman and chief executive officer, Michael Eisner.

along with current Orbis offering, *Joker's Wild*.

Group W Productions, with little surprise, announced that it will offer fourth year of *Teenage Mutant Ninja Turtles* for 1991-92 syndication. Into its second year as strip, after debuting as weekly in 1987, *Ninja* has 4.4 season-to-date NTI rating through Nov. 18, 42% higher than last year's rating. In key children's 2-11 age group, half-hour cartoon had 9 rating, which was 45% gain with that demographic group. Production of comedy adventures is done by Murakami Wolf Swenson Inc., and Group W has cleared 158 stations, representing 95% U.S. coverage.

Ian (Sandy) Wheeler is being investigated by U.S. Attorney in Tampa and Florida State Attorney for his activities as head of Broadcast Media Services Inc. (BMSI), which managed broadcast properties for Family Group Broadcasting Ltd., according to documents filed at Securities and Exchange Commission Dec. 3. Wheeler is reorganizing his and his wife's finances under Chapter 11. Family Group has suit against Wheeler seeking "substantial money owed," and alleges "breach of fiduciary duty...gross mismanagement and fraud." Family Group has suffered losses in 1988-90. Sale of WYMI(AM)-WQID-FM Biloxi, Miss., to TeleSouth Communications Inc. for \$2.1 million ("Changing Hands," July 23) completes liquidation of group. Proceeds went to NCNB National Bank of Florida, but outstanding debt still exceeds \$5 million. Litigation against Wheeler has been stayed by Bankruptcy Court.

FCC granted license renewal of WPIX(TV) New York and denied petition to deny by the Newspaper Guild of New York, Local 3. Guild contended WPIX employment practices violated series of laws and raised questions of WPIX's qualifications as licensee. FCC said "WPIX's adjudicated violations constitute non-FCC misconduct." Guild also said WPIX reneged on promises to program for New Jersey. FCC said it "will not interfere with the broadcaster's judgment without a showing that the broadcaster was unreasonable or discriminatory."

KOCN(FM) Newport Beach and KSRF(FM) Santa Monica, both California, sold by Ocean Broadcasting and Radio Broadcasters to Brentwood Communications Inc. for \$17.65 million cash at closing (stations were purchased in 1986 and 1987 for combined \$8.5 million). Sale marks return of Ken Roberts to broadcasting, he has

ONE OF THEIR OWN

The Society of Broadcast Engineers (SBE), an Indianapolis-based association of radio and TV station engineers, has begun a letter-writing campaign supporting Congressional legislation to require the FCC always to include at least one engineer as a commissioner.

"Since the FCC was created by Congress in 1934, there have been 64 past and present FCC commissioners. Only eight have been engineers," said Dane E. Ericksen, consulting engineer with the firm of Hammett & Edison, San Francisco, and an SBE board member. "The SBE finds it ironic that an agency created primarily as a technical regulatory agency should have such a dearth of engineering talent at its highest level."

So far, SBE has sent letters to the 14 senators and 23 members of the House on the Telecommunications Subcommittee, FCC Chairman Alfred Sikes and several others within the commission.

SBE is asking Congress to enact an amendment to the Communications Act of 1934 requiring that at least one commissioner either hold a bachelor's or higher degree from an accredited engineering school, be registered as a professional engineer in any state or hold "senior" or "fellow" status in an electronic communications engineering organization such as SBE, the Society of Motion Picture & Television Engineers or the Institute of Electrical and Electronics Engineers.

been kept out since 1986 due to noncompetitive covenant included in sale of his KROQ-FM Pasadena to Infinity Broadcasting that year. Plan for stations, both on 103.1 mhz, is to simulcast, giving stations 70% coverage of class B Los Angeles market area, extending from Malibu south to San Clemente. Neither principal in sale, brokered by John McLaughlin, has other broadcast interests.

Big East college athletic conference will meet by mid-January with four schools in mid-Atlantic region to discuss forming eight-team football-only conference. Independents West Virginia, Rutgers, Temple and Virginia Tech could join Big East teams Syracuse, Boston College, Pittsburgh and Miami. Big East spokesman said conference has held talks with number of TV entities; it could keep production and syndication in-house, as it does in basketball. Raycom Sports confirmed it is one of suitors.

"Consumers and Cable: Innovation and Opportunity" will be theme of March 24-27 NCTA convention in New Orleans. ABC News' Jeff Greenfield will moderate three general sessions on business, technological and regulatory challenges.

SportsChannel America reached affiliation agreement with Cencom, largest cable operator in St. Louis area (100,000 subscribers). SCA was trying for more than two years to launch in St. Louis, which has NHL franchise. Breakthrough was SCA's revised rate card, which was in-

stituted in September. Cencom's John Clark, VP, marketing and programming, said main reason for picking up SCA was channel's NHL package. Although Cencom deal is for five years, there is no word on what would happen to contract if SCA does not renew NHL.

NCTA's 20-member public relations panel established three subcommittees to study various aspects of industry image problems after meeting in Washington last week. **Colony Chairman Jack Clifford** heads one, examining how cable systems relate to local media and their communities. Another will examine possible national image ad campaign centered on cable's price/value relationship, and creation of messages that tie local operators closer to programming they carry. **Fred Vierra, president and CEO, United Artists Entertainment**, heads that subcommittee. **HBO Chairman and CEO Michael Fuchs** will head subcommittee examining how cable relates to national press.

Jonathan Rodgers, president of CBS-owned stations division, has instituted program and personnel cutbacks, including elimination of two VP positions. **Ed Spray**, VP for program development, will leave after 16 years with company. Spray, based in Los Angeles, will remain with company until launch of in-house show, *Studio 22*, in syndication at NATPE next month. Post of VP, marketing services, held by **Gordon Hughes**, has also been eliminated. In addition, group has canceled plans to develop, in cooperation with CBS Entertainment, new game show called *Everybody's Equal*.

EDITORIALS

Committed to the First Amendment and the Fifth Estate

GOOD ACTOR, GOOD IDEA

The FCC is now up to its waist in the cable regulation business, and that may not be all bad. Last week (on Thursday) it signalled its idea of what would constitute effective competition, concentrating on rates. Considering that that has been Congress's big problem with cable all along, the FCC's anticipated action in this area may save all of us from still another year of tortuous reregulation on the Hill.

Cable can't be thrilled by the prospect that the FCC's plan would put it back into the hands of, and at the mercy of, the cities on the rate issue. But it could be relieved by narrowing the reregulatory issues to that single area. It depends, largely, on how the so-called "good actor" provision works out.

In brief, this is how the FCC's plan would go.

- There would be effective competition (and thus no local rate regulation) if there were six or more nonduplicated over-the-air broadcast signals in the community, and if cable's penetration were less than 50%.

- Or, if there were competition by another multichannel provider that reaches 50% of the audience and is actually taken by 10%.

- Or, and this is the "good actor" part, if the cable system offers basic service at a competitive rate and meets a certain standard of customer service. Whether this last option proves a viable solution or a nonsolution for cable lies in the details of the FCC's eventual judgment.

It could be a lot worse.

□

While we're on the subject of last Thursday's commission meeting, the date (Dec. 13) should be marked on Fifth Estate calendars for another reason. That was the day the FCC adopted curbs on the abuse of its new station application process, capping settlement payments to expenses and doing away with them altogether after the trial phase of the hearing begins. The move should serve to speed up the process of granting licenses to legitimate applicants, while discouraging sham applications and payoffs and sending application-chasing prospectors to some other pursuit. All in all, a good day's work at 1919 M.

GOVERNMENT BY INTIMIDATION

Senator Paul Simon, joined by Representative Dan Glickman, held a press conference last week (see story, page 79) to announce the contents of a letter being sent to industry leaders "reminding" them of the window of opportunity for self-regulation (read: censorship) provided by the three-year antitrust waiver contained in Simon's television violence bill. Congress passes a law and congressmen hold a press conference and send letters to industry leaders, all the while protesting that they are not trying to tell the industry what to do. Right.

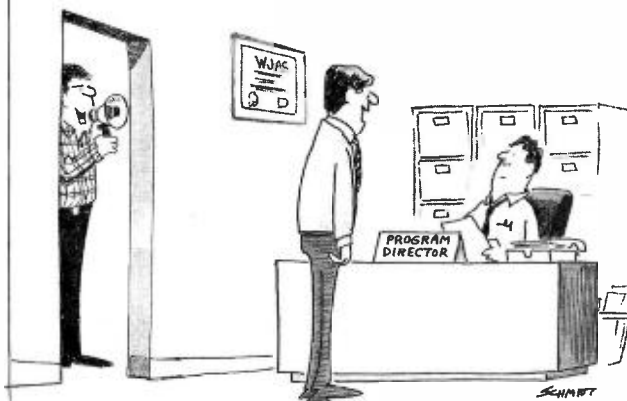
Anyone in the industry who still believes that Simon's TV violence law exerts no real pressure on broadcasters to censor themselves is reminded of the lobster who enjoyed his warm bath until the water got hot enough to boil him. We urge broadcasters to avoid the pot entirely.

POETIC JUSTICE?

In *All His Glory*, the hard-hitting book by former *New York Times* Reporter Sally Bedell Smith that has served to blacken William Paley's CBS eye, has been praised for its exhaustive research but given lower marks for an approach that all but dismisses out of hand the CBS patriarch's Fifth Estate accomplishments. A review in the Dec. 10 issue of *Newsweek* by Alan Brinkley, professor of history at the City University of New York Graduate School, closes with a similar observation:

"In the end, however, there is something missing here. Smith is a stern critic who relentlessly pulls the veil away from Paley's extravagant claims about his own accomplishments. But, so indefatigable is she in crediting Paley's purported triumphs to other people that his real achievements in the end almost fade from view. Paley's life was filled with 'glory' not just because he was rich, famous, fashionable and an accomplished self-promoter—though he was all these things. It was also because his energy and talent helped transform American broadcasting and, through it, American life. This would be a fuller and more powerful biography had Smith taken the most important parts of Paley's life more seriously."

Recently, while thumbing through the latest edition of Bartlett's "Familiar Quotations" on another mission, we were struck by this quote from a 16th century utilitarian philosopher (it can be found on page 390) that seemed particularly appropriate to Smith's harsh portrait: "Who can refute a sneer?" The philosopher's name: William Paley.



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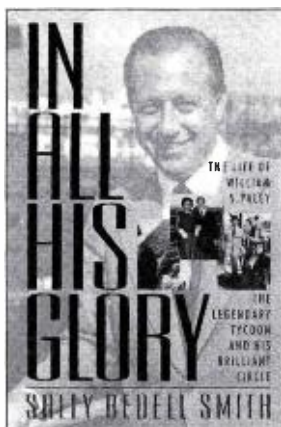
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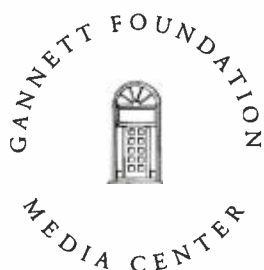
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