

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jan 16

VJ16
#3

An Open Message to Our Fellow Broadcasters

We live in a time of competition greater than ever before, but also a time of greater opportunity. To maximize all our opportunities, and to better serve our advertisers and all Americans, we must be more creative than ever before, and we must work together to develop new ways and means to demonstrate the superiority of our medium. To that end, all Hubbard Broadcasting stations are proud to be associated with other forward-looking broadcasters as members of TvB.

KSTP-TV

KOB-TV

WTOG-TV

WDIO-TV



KOBF-TV

KSAX-TV

KOBR-TV

*****3-DIGIT 041
04103SERIAA2599 MSK JAN/90
SERIALS DEPT
U OF SOUTHERN MAINE
LIBRARY
96 FALMOUTH ST
PORTLAND ME 04103

50th Year 1989

Late night early returns:
Sajak, Hall start strong
Countdown to
NATPE

THE BIGGEST ACCESS HIT OF THE '88 SEASON

WOMEN 18-49





The November sweeps are over. Once again, Entertainment Tonight literally "swept" the other access challengers aside in head-to-head competition—and not just in the metered markets. No wonder stations in Tampa, Phoenix, Hartford,

Raleigh, Jacksonville, Green Bay and Terre Haute are taking immediate action by moving Entertainment Tonight to access. Because they know they can count on Entertainment Tonight to remain the biggest access hit of the 90's.

ENTERTAINMENT TONIGHT



Source: NSI % Change in Share, Nov. '88 vs. Nov. '87
Top 100 Markets, Access/Affiliate Clearances

BACK-TO-BACK
ACTION HOURS
HAVE CHANGED
THE FACE
OF PRIME TIME
AND WEEKENDS
FOR WWOR-TV.

**W
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MOVIES ON TUESDAYS ACTION

In the never ending battle for viewers, WWOR-TV Channel 9 has created a potent weapon against movies: BACK-TO-BACK ACTION HOURS.

PRIMETIME:

Back-to-Back HUNTER and Back-to-Back A TEAM outperformed affiliate and independent movies with young adults.

WEEKENDS:

Back-to-Back A TEAM beat everything the indies and affiliates threw against it. And so did Back-to-Back KNIGHT RIDER.

The block of Back-to-Back KNIGHT RIDER and Back-to-Back A TEAM was stronger than many weekday strips including "Cheers," "A Current Affair," "Family Feud" and "Win, Lose or Draw."

With a weekend record like that, it's easy to see why Back-to-Back KNIGHT RIDER has just been added to Channel 9's Prime Time lineup.

BACK-TO-BACK, THE WAY TO GO:

If you've been looking for a potent advertising vehicle, climb up on our Back-to-Back Action Hours. It's the surest way to get where you're going.



88's MOST REWARDING SPECIAL BECOMES 89's MOST EXCITING SERIES.

At the end of 1988, MISSING/REWARD gave TV audiences an intriguing look at the huge rewards offered for the return of missing people and objects. From M.I.A.s to Samurai swords and even Marilyn Monroe's red diary.

For fall 1989, that successful reality special becomes a compelling half-hour series. Providing your viewers with weekly opportunities to experience the true stories of mysterious disappearances — and to cash in on the rewards.

PRODUCED BY

DAVE BELL ASSOCIATES IN ASSOCIATION WITH

AND DISTRIBUTED BY GROUP W PRODUCTIONS



MISSING REWARD

TV that pays you to watch.

In the heat of late night...

With two weeks and one week, respectively, under their belts, early ratings for new



Sajak with The Judds



Hall

late night talk show hosts Arsenio Hall and Pat Sajak seem to indicate both programs are exceeding initial expectations. **PAGE 43.**

ESPN baseball: the long run...

Although ESPN President and CEO Roger Werner Jr. does not expect to make big profit on four-year Major League Baseball contract, package is expected to increase cable service's year-round viewing in all dayparts. **PAGE 45.**

NAB goes west.

Among topics expected to be discussed at National Association of Broadcasters' joint board meeting in Arizona are fairness doctrine, must-carry and proposed \$15.7 million FY '89 budget. **PAGE 46.**

50/MORE MONEY FOR DBS VENTURE

UK direct broadcast satellite project, British Satellite Broadcasting, gets additional \$238 million boost from investors as it prepares to compete head-to-head with Rupert Murdoch's Sky Television group.

86/RADIO RATINGS: MARKETS SIX-TEN

Compared to results during same quarter in 1987, AOR formatted stations in top 10 markets generally show drop in share during fall 1988 Arbitron ratings.

54/NATPE '89: KEEPING PACE

Under banner of "The Art and the Impact of Television," this year's NATPE International



gathering in Houston is expected to draw crowds on par with last year's convention.

Agenda and exhibitor listings also begin on page 54.

92/INTV WRAPUP

Although some suppliers at Association of Independent Television Stations say sales were sluggish-to-moderate as expected, others report sales exceeding expectations.

93/COMEDY BACK TO BACK

NBC Entertainment President Brandon Tartikoff says NBC will run, as one-time experiment, full night of network's most popular comedy series in prime time.

94/VOTE OF CONFIDENCE

In face of speculation that CBS's entertainment division would undergo personnel changes because of its low rated first-year programming this season, CBS/Broadcast Group President Howard Stringer says he's "completely satisfied" with CBS Entertainment President Kim LeMasters and his team at CBS Entertainment. In related story on page 44, LeMasters talks about moving network out of third place.

95/YEAR LATER

Fox Broadcasting Co.'s second annual affiliates meeting in Los Angeles is upbeat, with expressions of confidence in FCC's expansion plans.

96/REAGAN'S FINAL BUDGET

President Ronald Reagan's final budget provides FCC with funding commission says it can live with and includes proposal to auction off portions of spectrum not used for mass media.

102/CANADIAN VOICES

Canadian Parliament is expected to enact legislation that will change that country's broadcast regulations and strengthen Canadian content and texture of programming aired there.

113/CABLE SYSTEM SALES

Cooke Cablevision and New York Times Cable are matched with buyers in deals for \$1.47 billion and \$420 million, respectively.

135/SONY POINT MAN

Sony's Richard Wheeler has risen through company's ranks to assume post of Sony Communications Products Co. president, where he is leading that company's push for digital future.

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Oprah's bi



Produced By
HARPO
PRODUCTIONS, INC.

National Advertising By
CAMELOT
A King World Company

igger than ever!

#1 in every metered market²

Seeing is believing. Oprah's in the best shape ever, and she's got the figure to prove it. Her national rating is up 8%¹ over last November. And she's #1 in every metered market for the November book.²

On November 15th, Oprah shed her coat to reveal the biggest hit of the sweep. Her all new, slimmed-down, trimmed-down look delivered a hefty 16.3³ national rating.

THE OPRAH WINFREY SHOW continues to tip the scale as the #1 talk show. With measurements like these, the chances of the competition outperforming Oprah get slimmer and slimmer.

She's growing so fast, there's no telling how big she'll get!

Source:
1. NSS 10/31 - 11/25/88
11/2-11/27/87

2. Nielsen meter
overnights 11/3-11/30/88

3. NSS 11/15/88

#1 New York	WABC
#1 Los Angeles	KABC
#1 Chicago	WLS
#1 Philadelphia	WPVI
#1 San Francisco	KGO
#1 Boston	WCVB
#1 Detroit	WXYZ
#1 Washington	WUSA
#1 Dallas	WFAA
#1 Houston	KHOU
#1 Atlanta	WSB
#1 Seattle	KIRO
#1 Miami	WPLG
#1 Denver	KUSA
#1 Sacramento	KXTV
#1 Hartford	WFSB
#1 Minneapolis	KSTP



DISTRIBUTED BY

KINGWORLD™

Heading for Houston

Hot program format heading into NATPE is tabloid show. With King World's *Inside Edition* having just premiered and Paramount's *Tabloid* and Orion's *Crime Watch Tonight* looked upon as solid fall launches, along with successful *A Current Affair* from Fox, format is well represented in marketplace. Station reps warn, however, that saturation of market could mean quick death of format. It's basically a condition of "eating our young," said one station rep on format's killing itself off through overexposure.

Off-network properties will generate interest in Houston, with Embassy Television's 227 for fall 1990 expected to be announced at convention. Other off-network product expected to be brought to market in near future: Columbia's *Married...With Children* for fall 1991; Lorimar's *The Hogan Family* for fall 1990; Viacom's *Matlock* for fall 1990. Also, MCA's *Amen* has been on market for three months for fall 1990. Rep source said crowded marketplace for off-network in 1990 may cause some shows to exercise option to launch in 1991 although they were scheduled to launch in 1990.

Into the vacuum

With NBC's decision to cut back hour's worth of game shows on daytime slate, Fox station group has decided to create its own midday two-hour game show block. Though there may be some fluctuation from station to station, four-program block is targeted for noon to 2 p.m., but could be pushed up to 11 a.m. in some cases. So far, group has cleared just one of four programs for block—Palladium Entertainment's new first-run version of *Jackpot*. Seven owned Fox stations have combined coverage of over 23% of country.

New hat in ring

FCC General Counsel Diane Killory's name has been added to list of those under consideration by Bush transition team for one of two vacancies on FCC. However, 34-year-old Republican may lack political connection to make real run. Former legal assistant to FCC Chairman Dennis Patrick, she shares his marketplace philosophy but has own ideas about how it should be woven into FCC policy.

Courting

Wold Communications may this month become next company to participate in consolidation of satellite services, with Bonneville Satellite Communications

topping list of merger candidates. Following \$35 million acquisition of Hughes Television Network by rapidly expanding IDB Communications last month (BROADCASTING, Jan. 2), several sources said Wold—which uplinks much syndicated programming and operates new international uplink outside Los Angeles—is near similar merging of assets, possibly with Bonneville, which has uplinks at same site.

Protecting his turf

House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) is putting word out that he wants Cable Labs to remain in his state. Cable Labs, still very much in formative stages, is now based in Boston suburb of Cambridge but is contemplating move to Boulder, Colo. Sources confirmed last week that chairman would like labs to stay put, and he's making his feelings known to cable operators who underwrite labs.

Good times roll

Record revenues were recorded in 1988 by Ampex Corp., Redwood City, Calif., manufacturer of analog and digital videotape equipment, digital effects systems and other broadcast and production/post-production equipment. Company took in \$700 million last year, surpassing \$619 million earned in 1987.

Reluctant owners

Ownership committee of Major League Baseball owners is scheduled to meet Jan. 24 to discuss Gaylord Broadcasting's application to become majority owner of Texas Rangers. Decision had been delayed until broadcast and cable network baseball deals were completed. Gaylord, which owns approximately one-third of team, also owns KTVT(TV) Dallas, and therein may lie problem. Two years ago, owners turned down similar Gaylord bid to take majority position, principally because KTVT is passive superstation. Although superstation growth is unlikely in face of economic and regulatory constraints—and ESPN's 175 baseball games will further affect existing superstations—entire concept remains thorn in side of owners.

One man's meat

Interesting twist appears in sale of Centel Cable Television properties: what might bring in most money for 82% owner Centel Corp. might not be best for minority shareholders. If conducted as

asset sale—preferable to buyers for tax purposes and also likely if systems are broken up—Centel Cable TV would pay 34% federal tax on gains and then make distribution to shareholders. Then paths diverge: Centel Corp., because of greater than 80% ownership, would not be taxed on receipt of this liquidation from its subsidiary. On other hand, individual taxpayers would be taxed again on liquidation money, perhaps another 28%, making total taxation on their share of proceeds 52.5%. Centel Cable is said to be considering other forms of disposal, such as sale of some assets followed by stock sale. Preliminary expressions of interest in properties are due today (Monday).

Options

Group of cable programmers reportedly including Viacom, Turner Broadcasting, C-SPAN, The Weather Channel, CBN Family Channel and Disney Channel has ace in hole in seeking next-generation satellite capacity. According to group negotiator Clay Whitehead, if it cannot make acceptable bulk deal with Hughes Communications, GE Americom or others dealing in transponder lot sales, group could strike deal with those having orbital slot assignments and buy whole satellites instead.

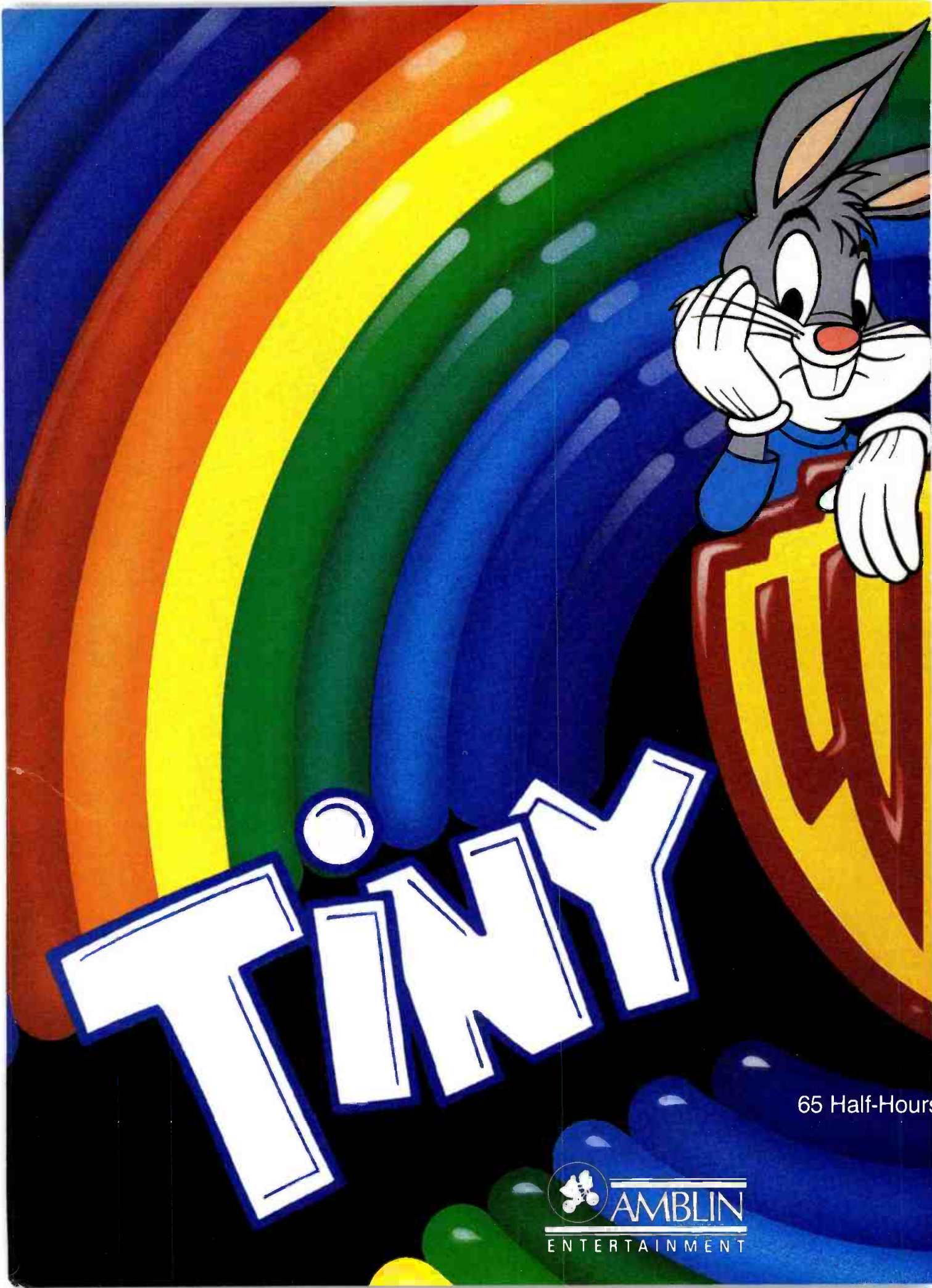
Whitehead has own ace. He is president of National Exchange, one of six firms assigned orbital slots last November and authorized to launch two satellites in 1990's. Slots are less than ideal for full U.S. coverage, but group members are aware of National Exchange option.

Green thumb

NBC News Division appears to have already gained considerable business savvy, to judge by recent dealings. In exchange for sharing graphics software, developed and financed in-house, news division was given warrants for 5% of small Boulder, Colo.-based software company, Satellite Information Systems Technology (SISCOM). It is believed that NBC warrants can be exercised beginning 1991 without cash, meaning that news division would directly benefit from already considerable SISCOM stock price appreciation. At time negotiations began between two companies earlier this year SISCOM stock (OTC: SATI) was trading at just above two dollars, and by last week it had tripled, to just over six dollars, providing paper gain of over half-million dollars. SISCOM is integrating NBC graphics technology into its own newsroom software product, NewsPro.

AMERICA'S JUMPIN'

 TELEVENTURES



TINY

65 Half-Hours





STEVEN SPIELBERG
AND
WARNER BROS.
PRESENT

TUNES

Debuting Fall '90!



WARNER BROS.
ANIMATION

TM & © Warner Bros., Inc.

Where Things Stand

■ *Solid box denotes items that have changed since last issue.*

AM-FM Allocations

Despite opposition of NAB, FCC voted Dec. 12, 1988, to give FM broadcasters greater flexibility in choosing antenna sites and plotting coverage by permitting limited "short spacing" of FM stations. NAB believes move will lead to "AM-ization" of FM band.

Comments on FCC proposal for mandatory observance of National Radio Systems Committee standards for AM radio favored adoption of NRSC-1 audio standard rather than commission's preference, NRSC-2 emission standard. Broadcasters asked for immediate adoption of NRSC-1 with NRSC-2 adoption to follow after further refinement.

FM broadcasters commenting on proposed increases in maximum Class A station power from 3 kw to 6 kw were split over two proposed plans. Most Class A's support New Jersey Class A Broadcasters Association's plan for blanket upgrades. Most Class B and C stations support NAB plan for upgrade of about two-thirds of Class A's, excluding many in northeast U.S.

NAB and other broadcast groups oppose

Data Data / January 16

News from Data Express January 16, 1989

Turner Broadcasting System is now publishing a sales newsletter through the popular Data Express Newsletter Service.* The TBS addition gives Data Express 90 clients in 33 states. We look forward to working with Jim Gatto.

KMGH-TV, Denver says they're happy with the service. "I always look forward to seeing the faxed proof of the next issue," says the station's Debbie Hammond.

KRQR-FM, San Francisco started their third year of Newsletter Service last week. Thank you Denise St. Louis, Carl Dickens.

KISN AM/FM, Salt Lake City GSM Jim Vandiver recommended our Newsletter Service to Command Performance. Data Express now handles company newsletters for both. Thanks Jim.

DATA EXPRESS

* Data Express is the country's leading newsletter ghost-publisher. Our service gives you a fully-produced sales newsletter, published monthly. We handle all design, layout, editing, printing and mailing; you supply your information and a mailing list of your clients and prospects. The process takes just six working days. Price: 40¢ to \$1 per piece, depending on quantity (min. 750). Price includes all postage. For details call Sharon Kennedy at 904-386-3282.

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FCC's proposed expansion of service to allow for local origination by translators, asking that rules establish translators as secondary services to fill in underserved areas of full-power stations and not as "low-power FM" stations.

Western Hemisphere countries on June 2, 1988, concluded second and final session of conference to plan use of 100 khz of spectrum added to AM band that had ended at 1605 khz. FCC is in midst of inquiry to determine how to use 10 new channels; it has indicated some channels will be reserved for national licensees.

AM Stereo

Motorola's C-Quam AM stereo system has become virtual de facto standard, with adoption by 657 stations worldwide. Kahn system holds on to favor with fewer than 100 stations.

Antitrafficking

Issue essentially boils down to reimposition of three-year rule, which required owners to hold broadcast properties for that long before selling. Quiescent at moment.

Cable Regulation

■ Cable television industry is under fire from allegations it is "unregulated monopoly." Cities approved new policy week of Dec. 5, 1988, in Boston calling for overhaul of Cable Communications Policy Act this year to strengthen their regulatory grip on cable and to provide entry for telephone companies to offer competitive services. Motion picture industry and independent broadcasters have also been pushing for stricter regulation of

cable until there is more competition in delivering cable programming to homes. Top motion picture and cable executives are holding talks to discuss their relationship and possible regulatory changes. House Commerce Committee Chairman John Dingell (D-Mich.) has warned cable to be on best behavior or Congress may reevaluate regulatory environment.

Children's Television

■ Proponents of children's TV legislation suffered blow when President Reagan, issued pocket veto of bill on Nov. 5, 1988. Chief executive's rejection of bill has made it priority for 101st Congress. Quick Hill action on revived version of legislation is anticipated during first 100 days of session. Television networks and National Association of Broadcasters let White House know they backed legislation last year, but President found measure "counterproductive" and at odds with broadcasters' First Amendment rights. Measure would have put commercial limits on children's programs of 10.5 minutes per hour on weekends and 12 minutes on weekdays. It also required broadcasters to serve "special needs" of children, which FCC would have to take into account at renewal.

Department of Education has released study concluding, among other things, that "research literature provides little support for most of the common beliefs about the influence of television."

Comparative Renewal

National Telecommunications and Information Administration, in *NTIA Telecom 2000* report on future of broadcasting and telecommunications, recommended FCC purge license renewal procedures of "references to program content" as part of overall elimination of rules "governing content." FCC Chairman Dennis Patrick has also called for minimizing role of programming in FCC deliberations at renewal time. But their views are not shared by broadcasting industry. In first round of comments in current FCC proceeding aimed at reforming much-maligned comparative renewal process, broadcasters, led by NAB and INTV, argue that past programming performance should be basis for renewal.

FCC proceeding is also aimed at discouraging groups from using comparative renewal process and policy of allowing groups to petition FCC to deny renewal and station transfers to "extort" money from broadcasters. To deter abuse, FCC has proposed limiting payments broadcasters may make to challengers in settlements of comparative renewal proceedings and to groups in exchange for withdrawal of petitions to deny renewals. In addition, it has proposed requiring fuller ownership and financial disclosure information from competing applicants, clarifying standards broad-

Announcing
a unique opportunity for
the shrewd investor..

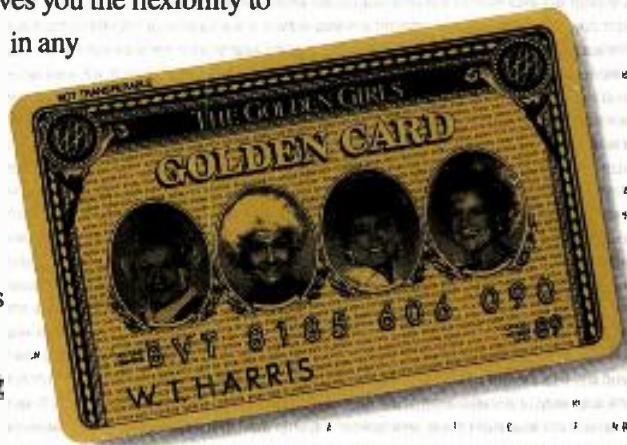
The opportunity

The shrewd programmer recognizes that in today's increasingly competitive marketplace, dominance and flexibility are key to a program's long-term success. Today, THE GOLDEN GIRLS, with its unique combination of proven dominance and unrivaled flexibility, stands out as the finest syndication investment opportunity since M*A*S*H.

THE GOLDEN GIRLS is one of those rare blockbuster off-net sitcoms destined to become a perennial syndication powerhouse. Now in its fourth season, the show's popularity is still increasing—moving up to a commanding 22 rating/38 share, and ranking #2 overall. THE GOLDEN GIRLS is “appointment television” at its best. Its 10 point share increase over lead-in is unmatched in prime time and your key to daypart dominance.

And we mean *any* daypart! The show's broad-based appeal—#1 in every demo, every year—gives you the flexibility to schedule THE GOLDEN GIRLS in any time period. That's the competitive edge that no other first-run or off-net show can give you. Not OPRAH, not WHEEL OF FORTUNE, not even COSBY.

Opportunities like this are rare. So don't wait. Join the exclusive group of discriminating programmers who will reap the benefits of carrying the Gold.



y to carry Gold.



Photo by Wayne Williams

THE GOLDEN GIRLS

Don't leave your homes without it.

casters must meet to win "renewal expectancies" and reconsidering criteria used in comparative hearings, particularly diversity of ownership.

Compulsory License

■ FCC voted in October 1988 to recommend that Congress abolish 12-year-old compulsory copyright license, at least for distant signals, saying move would benefit consumers, broadcasters and cable programming services (BROADCASTING, Oct. 31, 1988). Recommendation will be expanded to cover local signals if FCC Commissioner Patricia Diaz Dennis comes through with vote, which she is withholding until "editorial changes" are made.

What Congress will do is unknown. At very least, if it decides to pass law requiring local signal carriage, it will probably also preserve copyright license for signals.

Two weeks ago, House Telecommunications Subcommittee member John Bryant (D-Tex.) reintroduced bill he offered in last Congress (BROADCASTING, April 4, 1988) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) offered similar measure in June, 1988 and according to aide, plans to revive measure.

Crossownership

Telco-cable—FCC tentatively concluded last July to recommend that Congress lift cross-ownership ban on telephone companies providing cable television service in their telephone service areas, and proposed loosening its rules to allow some telcos to own minority interest in or finance cable systems in their service areas. FCC Commissioner Patricia Diaz Dennis dissented from actions.

In comments filed with FCC, telco industry, along with National League of Cities and six major motion picture studios, supported FCC initiatives, but cable operators, led by National Cable Television Association, strongly opposed them.

FCC move follows National Telecommunications and Information Administration report on cable TV regulation recommending telephone companies be allowed to serve as transporters of others' programming, although not as programmers themselves, in telcos' own service areas (BROADCASTING, June 20, 1988).

At present, barrier's to such BOC cross-ownership include not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that judge is

hampering their entry into information services, including cable.

Duopoly, one-to-a-market—FCC voted Oct. 27, 1988, to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it would allow some broadcasters to reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices."

Broadcast-newspaper—Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper cross-ownership rules.

Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29, 1988, when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Direct Broadcast Satellites

■ GE Americom and HBO (Crimson Satellite Associates) have filed petitions to reconsider Nov. 8, 1988, FCC decision to deny request to modify their medium-power direct-to-home TV (DBS) satellite, Satcom K-3, power from 45 watts to 60 watts. Denial of power boost, which has been considered necessary to reach mass-marketable three-foot receiving dishes, could be death blow to Crimson plans to start first Ku-band DBS service in U.S., and/or to bring cable programmers to Ku-band delivery via already built K-3 (scheduled for launch in January 1990).

Hughes Communications, authorized to launch two 16-channel DBS birds, each to serve the entire nation from one orbital position, said it will later this month join Dominion Satellite and Continental Satellite in filing comments opposing FCC proposal to assign pairs of DBS slots—one east, one west, each serving only half of U.S.—to create most efficient use of spectrum. Multiple applicants have requested one of four eastern slots only (from which whole nation can be served), leaving four western slots (reaching only western half of nation) underused. Comments on proposal are due Jan. 17, and replies are due Jan. 31.

Number of applications to operate high-power Ku-band direct-to-home television service satellites has now outstripped available orbital assignments in separate DBS orbital arc, says FCC, which could assign new round of positions early this year.

"True" high-power Ku-band DBS delivery of TV programming directly to homes will become reality in U.S. in "1992 time frame," says Hughes, whose DBS plan will go to parent, General Motors, for approval early this year. Hughes DBS's 200-watt power—10 times higher than current fixed satellite service

BY THE NUMBERS

Summary of broadcasting and cable

B R D A D C A S T I N G			
SERVICE	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,929	288	5,197
Commercial FM	4,141	639	4,780
Educational FM	1,369	260	1,629
■ Total Radio	10,439	1,187	11,626
FM translators	1,650	428	2,078
Commercial VHF TV	545	21	566
Commercial UHF TV	508	228	736
Educational VHF TV	119	7	126
Educational UHF TV	216	31	247
■ Total TV	1,388	287	1,675
VHF LPTV	126	163	289
UHF LPTV	329	1,196	1,525
■ Total LPTV	455	1,359	1,814
VHF translators	2,722	102	2,829
UHF translators	2,110	356	2,456

C A B L E †	
Total subscribers	48,637,000
Homes passed	73,900,000
Total systems	8,000
Household penetration †	53.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. ¹ Construction permit.

birds—says Hughes, will enable reception of video programming by affordable one-foot downlinks, thereby expanding current consumer home satellite market well beyond current two million.

Hughes says GE service would only be "interim" step toward its 200 watt service. Hughes and GE agree on need to bring together "business system," including programmers and cable operators.

FCC extension granted late last year gave Dominion Video Satellite and Hubbard Broadcasting's United States Satellite Broadcasting—among those granted permits with six-year expirations in December 1982—four more years—until Dec. 4, 1992.

High-Definition TV

■ Defense Department will provide up to \$30 million in funding to private organizations researching and developing new, low-cost methods of displaying and processing HDTV pictures. Pentagon hopes program will lead to mass production of low-cost, high-resolution screens for consumer and defense applications. Requests to fund projects should be submitted by Feb. 13.

National Telecommunications and Information Administration has asked for comments on whether U.S. government should continue to support worldwide adoption of 1,125/60 HDTV production standard. Inquiry asks whether any production format should be supported and, if so, what criteria should be used to decide which is superior. Comments are due March 1, 1989.

Deadline for "action memos" to Telecommunications Subcommittee has been postponed from Jan. 4, 1989, to Feb. 1. Subcommittee Chairman Ed Markey (D-Mass.) has asked Electronic Industries Association, American Electronics Association and Semiconductor Industry Association to submit reports recommending policies that would encourage U.S. activity in HDTV manufacturing. FCC's HDTV advisory task force and NTIA also were asked to prepare reports on subject.

Analysis subgroup of ATS committee's systems subcommittee has received submissions for 15 proposed HDTV or EDTV transmission systems. Thirteen of 15 systems were studied in-depth by analysis group during meeting held Nov. 14-18, 1988, in Washington. Report, based on finding of week-long meeting, will be submitted to systems subcommittee in February.

On Sept. 1, 1988, FCC tentatively decided to eliminate from standardization consideration transmission systems with continuous 9 mhz channel, incompatible with NTSC sets. Move eliminates possibility of terrestrial standardization of NHK's MUSE-E system. Commission also decided to restrict any possible additional spectrum for advanced television broadcasting to currently allotted VHF and UHF television spectrum. Use of band above 1 ghz for augmentation channels was ruled out.

Home Satellite

■ Giving shot in arm to struggling home satel-

lite industry, 100th Congress passed copyright legislation authorizing transmission of broadcast television signals via satellite to backyard dish owners. (President Reagan signed bill on Nov. 16, 1988.) Under its terms, independent television signals can be beamed to any of more than two million dish owners, but network affiliate signals can only be delivered to those in "white areas"—those not able to receive network programming off air and not choosing to receive it via cable.

Other legislation designed to help home satellite industry did not fare as well. S.889 died in Senate after lawmakers voted 43 to 36 to table measure, but bill's author, Senator Al Gore (D-Tenn.) has vowed to revive measure in 101st Congress.

Indecency

Implementing stringent indecency law signed into law by President Reagan last fall (BROADCASTING, Oct. 3, 1988), FCC unanimously adopted new policy that prohibits "indecent" broadcasts 24 hours per day. But policy and underlying law are being challenged in courts on First Amendment grounds by coalition of broadcasting and public-interest groups, including such diverse groups as National Association of Broadcasters and Action for Children's Television.

U.S. Court of Appeals in Washington had affirmed FCC's earlier indecency enforcement policy based on premise that FCC could not ban indecency, but could channel it to times of day when few children were in audience. But court remanded case to commission to justify midnight-to-6 a.m. "safe harbor." In light of congressional action, FCC will not go ahead with its remand rulemaking.

International

■ Cable News Network became first non-Intelsat video service provider from U.S. to Latin America in December 1988 after deal with Pan American Satellite Corp. PanAmSat saw its first satellite, PAS 1, go into orbit June 15, 1988, aboard ArianeSpace rocket launched from Kourou, French Guiana. The satellite is intended to provide domestic services in South American countries as well as international services.

Hollywood film studios have sold nearly billion dollars in movie packages to British pay satellite TV channels in recent weeks. British Satellite Broadcasting, UK direct-to-home service to launch this year, has closed more than \$600 million in multi-year film deals with Paramount, Universal, Columbia/Tri-Star, MGM/UA and Warner. Rival Sky Movies service of Rupert Murdoch, launching this winter on European Astra satellite, has tied up with Walt Disney, Warner and Murdoch-owned 20th Century Fox.

Luxembourg's Astra satellite, being positioned as Europe's new "hot bird" for cable and direct broadcasting, launched successfully Dec. 10 and is preparing to become operational with first programming next month. On 16-channel Astra so far are Rupert Murdoch's

Sky Television package (Disney Channel, news, sports, movies, arts and general entertainment) and MTV.

Britain's Conservative government proposed massive overhaul of UK broadcasting system to be debated in parliament during 1989. Proposed changes include opening of new fifth terrestrial TV channel, auctioning of regional commercial TV franchises, relaxed takeover and ownership rules, separation of fourth channel from existing commercial structure and changes in BBC financing.

State Department has "agreed in principle" to pursue special trade agreement with People's Republic of China to allow export of U.S.-made commercial satellites into that country for launch by China's Long March launch firm, saying both sides are "definitely prepared to move forward." Hughes Aircraft-built HS 601 birds for Australian Aussat B services and Hughes-built Westar VI, now in hands of Hong Kong-based China-UK consortium, are proposed exports in question.

Intelsat board of governors approved \$394.3 million Intelsat VII series contract with Ford Aerospace during Sept. 8-15, 1988, meeting in Washington. Contract calls for delivery of five satellites, first two to be launched in 1992-93. Each bird will carry C-band and Ku-band capacity.

And in Geneva on Oct. 6, 1988, World Administrative Radio Conference dealing with satellites' use of fixed satellite services completed second and concluding session. Conference, considered reasonable success, completed plan for use of expansion bands associated with 6/4 ghz and 14/11-12 ghz, which assures all countries guaranteed "equitable access" to geostationary orbit.

Land Mobile

Last fall, FCC delayed decision on petition to reallocate UHF channels in eight markets to land mobile radio until completion of report on whether UHF channels in question will be needed for broadcasting high-definition systems. But report released in June 1988 by FCC's advisory committee on advanced TV service advised FCC not to act because it is too early to know how much spectrum broadcasters will need. During special meeting on HDTV issues, FCC decided to follow report's advice (BROADCASTING, Sept. 5, 1988).

Mergers and Acquisitions

■ Lorimar Telepictures stockholders approved company's acquisition by Warner Communications Inc. at shareholder meeting Dec. 8, 1988. Under terms of tax-free stock swap, Lorimar shareholders will exchange roughly 2.7 shares for each common share of Warner. Original definitive agreement for merger had set ratio of about 2.4 Lorimar shares per Warner share, but was revised Oct. 21. New agreement also provides for "substantial" interim financing of Lorimar's operations by Warner. Transaction has been delayed by Sept. 27 New York state court ruling, upheld by appeals court Dec. 8. Court ruled that Warner's acquisition of Lorimar's TV stations,

along with rest of company, would violate 1984 shareholder agreement by which Chris-Craft, group owner, became Warner's largest shareholder. On Dec. 29, Lorimar announced closing of sale of two of three stations it still held: company sold beneficial interest in trust holding two Puerto Rico stations to Orlando broadcaster Timothy Brumlik for \$20 million-\$30 million. Warner and Lorimar hope to complete transaction by end of January. Since May, Warner has taken over Lorimar's domestic theatrical distribution operations, along with distribution of Lorimar's home video library.

MSO's United Cable (UCT) and United Artists Communications Inc. (UACI) signed definitive agreement March 8 to merge into new company, United Artists Entertainment Co. (UAE). Under terms of agreement amendment announced Sept. 19, UACI stockholders would exchange each share for one share each of class A and class B common stocks—class B stock convertible into class A and carrying 10 votes per share compared to class A stock's single vote. UCT stockholders have option to receive either \$35 cash or one share apiece of A and B stock in UAE, with right to put that stock to Tele-Communications Inc. TCI has expanded UCT ownership to 41% share as of July 29. TCI owns roughly two-thirds of UACI and would own a majority of newly formed UAE. Setup of class A and class B stocks is designed to preserve TCI's majority vote in UAE while permitting convertible-bond financing. In anticipation of merger, UCT and UACI have consolidated their executive offices. Companies await SEC approval

of new securities. Merger is also subject to shareholder approval.

Must Carry

■ National Cable Television Association President James P. Mooney iterated in Jan. 10 speech association's willingness to work with broadcasters in persuading Congress to pass "reasonable" must-carry law requiring cable systems to carry some local broadcast signals.

NCTA cooperative attitude is not new. After federal courts struck down FCC's original must-carry rules as violation of First Amendment, NCTA was party to compromise with broadcasters on new set of rules, which FCC later adopted. But because courts also found revised rules unconstitutional, broadcasters now need cable's help in push for must-carry law that, it is hoped, will survive legal challenge.

Impact lack of must-carry rules is having is growing. NCTA released survey Sept. 13, 1988, that it said showed cable operators have been responsible in their broadcast carriage decisions. NCTA survey, conducted by Price Waterhouse, found that 98% of qualified stations remain on cable systems. NCTA also found that 94% of cable systems had not dropped stations or denied stations carriage and 91% had not engaged in channel repositioning. FCC released results of must-carry survey Sept. 1, 1988, but they did little to end debate over whether must-carry rules or law

requiring cable systems to carry local broadcast signals is necessary. Of 912 television stations that responded, 280, or 31%, reported 1,533 incidences of being dropped or denied carriage on cable since federal court struck down rules on constitutional grounds; of 4,303 cable systems that responded, 869, or 20%, reported 1,820 incidences of dropping broadcast signals or denying them carriage after court action.

National Association of Broadcasters' survey found that of 259 television stations responding, some 50 stations are not being carried on at least one cable system that would have had to carry stations under must-carry rules.

Network Rules

FCC's network rules are being reviewed, and several may be modified or eliminated on ground that networks now face stiff competition. FCC has opened proceedings looking at rules prohibiting networks from representing affiliates in spot advertising market, barring networks from owning cable systems and limiting network-affiliate contracts to two years.

Proposal to eliminate network-cable cross-ownership ban has proved highly controversial. In comments, cable industry joined networks in calling for repeal of ban, but network affiliates and advertisers argued for its preservation.

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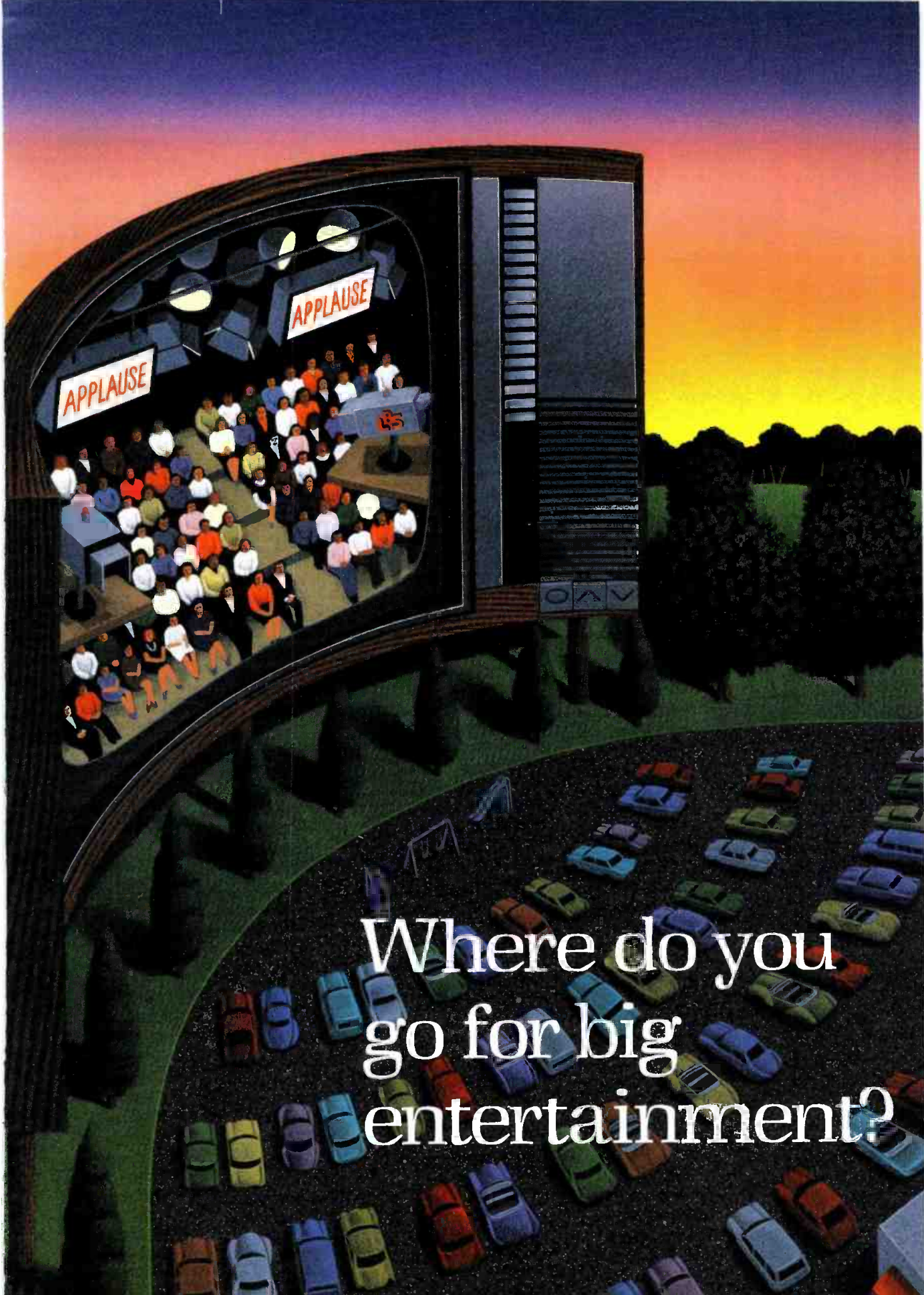
Deadline: February 1, 1989



1988 RTNDA Edward R. Murrow Award winners with Ed Bradley, CBS News: (top row, l. to r.) Scott Killgore, KIMN/KYGO, Denver; Jim Willi, KPNX-TV, Phoenix; Chris Witting, WBBM Radio, Chicago; (middle row, l. to r.) Jerry Dahmen, WSM, Nashville; Tom Lujak, WTMJ Radio, Milwaukee; Bradley; Mike Sechrist, WPLG (TV), Miami; (bottom row, l. to r.) Steve Johnson, KXLY-TV, Spokane; Don Varyu, KING-TV, Seattle; Jack Cahalan, WCPO-TV, Cincinnati.

For information, contact:

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Weekly for barter or cash-plus strip. 67 hours that are hard to beat.

Gidget

Sally Field originals and *The New Gidget* together in one terrific cash strip. 80 half hours for Fall '89.

Family

The ever-popular Emmy-winning series now available for cash. 85 heart-warming hours.

The Monkees

Hey, hey they're the originals—Micky, Davy, Peter and Mike—back for a summer strip in '89.

Columbia Classics

Take your viewers down memory lane—*Donna Reed*, *The Flying Nun*, *Hazel* and many other favorites!

Kids

Police Academy™: The Series

Warner Bros.' first-run animated strip based on the hilarious hit movies. 65 half hours, plus a 2-hour Movie Special for Fall '89.

The Real Ghostbusters

Now from LBS, the animated strip that's sliming the competition! 99 half hours, including 34 fresh to syndication.

Heathcliff

That ever-popular feline keeps raising havoc in this delightful animated barter strip. 86 half hours.

Inspector Gadget

America's favorite bumbling bionic hero is on the case in 86 half hours.

MASK

Action and adventure abound in this high-powered strip. 75 half hours.

The Adventures of Teddy Ruxpin*

65 fun-filled animated half hours.

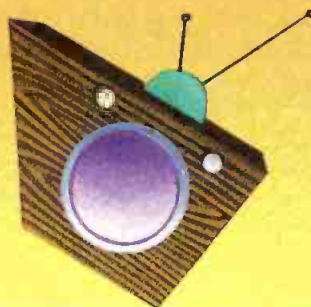
Specials

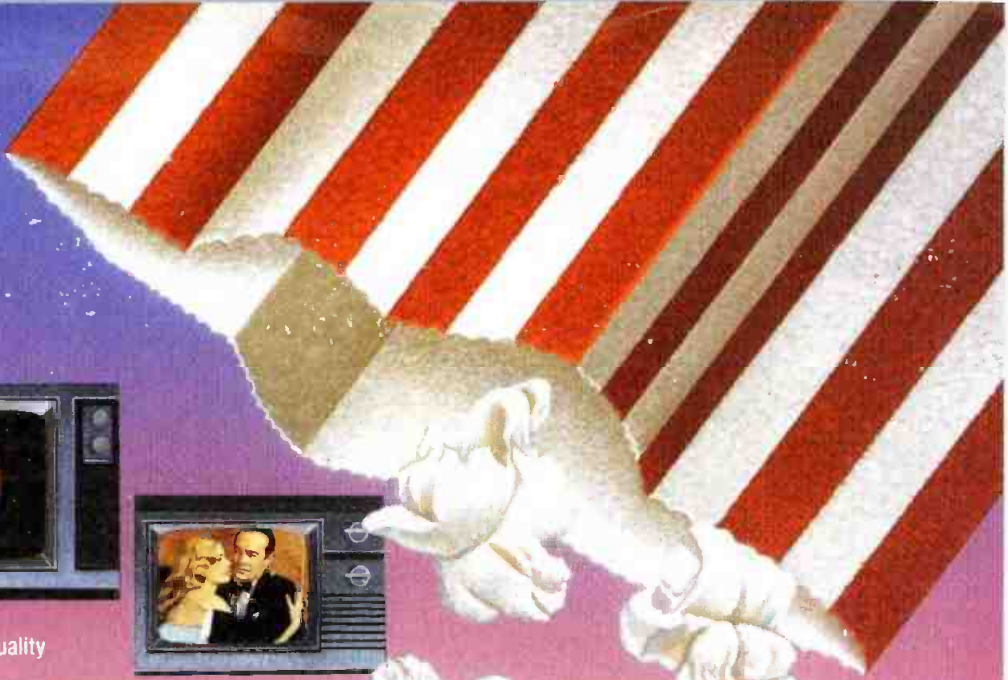
LBS Live Events

Our prime-time performance package for '89: *Hunt for Stolen War Treasures*, 4/19; *Exploring Psychic Powers*, 6/7; plus two to be announced.

The LBS Specials

From the poignant to the probing to the purely entertaining. Among them: Kodak's *American Image*, and *The 1989 Swimsuit Edition*. Airing monthly, available March '89.





LBS International
Offering a world of quality programming to the international market, covering the full spectrum of television entertainment.



The I.C.E. Library
Cool classics including *The Adventures of Robin Hood*, *Yancy Derringer* and a stirring tribute to JFK, in glorious black and white.

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The award-winning celebration of mankind's greatest achievements. One and two-hour formats.

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Five first-run half hours with health and science expert Dr. Frank Field.



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Six proven performers in one star-studded movie package, including *Bonanza: The Next Generation*, soon to be a major new TV series.

Hope Diamonds
11 Bob Hope movie gems.

It Came Upon The Midnight Clear
Mickey Rooney stars in this delightful holiday classic.

LBS Major Minis

An unforgettable story. A monumental production. George C. Scott is the fiery and maniacal *Mussolini*. Also starring Lee Grant and Raul Julia. Available 4th quarter '89.

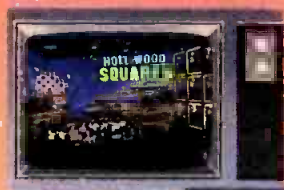


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Public Broadcasting

■ Proposed Office of Management and Budget 1992 budget outlays would freeze CPB appropriation at 1991 levels, without extra \$200-million appropriation for satellite system replacement. Late last year, President Reagan signed 1991 appropriation of \$242,060,000 for CPB, with additional \$56,810,000 for satellite.

In Congress, CPB was, last November, authorized \$245 million, \$265 million and \$285 million, respectively, for the three years 1991-1993, down from original congressional proposals of \$304 million, \$345 million and \$404 million. Satellite replacement funding of \$200 million over three-year period was retained. Bill creates TV program fund specifically for independent productions.

NPR board will appoint working group early this year to design and present strategic plan for 1990's by next November; 10-member group will comprise mainly "citizen leaders" offering "perspective" from outside NPR membership and will focus on new programming. FY 1989, which began Oct. 1, 1988, is first year of "unbundled" programming, under which members may now choose to purchase only news or only cultural programming. Board will propose FY 1990 budget in February, likely reflecting 20%-25% member dues in-

creases to finance current service improvements and launch of new services.

PBS plans to suggest in early 1989 specific series for same-night prime time carriage next fall, hoping to assure uniform prime time schedule via at least one station in each major market. National Association of Public Television Stations is also coordinating national program funding task force.

Syndex

FCC now has before it stack of petitions to reconsider, in whole or in part, new syndicated exclusivity rules it adopted at May 18, 1988, meeting. Rules empower broadcasters to enforce exclusivity of programs against cable systems that import duplicative programming on distant broadcast signals. Broadcasters, led by National Association of Broadcasters and Association of Independent Television Stations, still strongly support rules, but they asked for refinements that would make it easier for broadcasters to enforce exclusivity. Cable interests, on other hand, still strongly oppose rules.

United Video, common carrier for superstations WGN-TV Chicago, WPIX(TV) New York and KTVT-TV Dallas, and Century Communications have already notified U.S. Court of Appeals of their intention to challenge rules in court.

Wireless Cable

Wireless cable is up and running in several markets and may be in several more within next year.

Microband Companies Inc., New York, is industry leader, with systems in Washington, Detroit and New York. Metropolitan Cablevision has 25,000 subscribers in Cleveland, and claims to be holding its own in head-to-head competition with Viacom-managed North Coast Cable, conventional cable system operator. People's Choice TV has targeted Sacramento, Calif.

Wireless cable's principal problem remains inability to secure right to cable programming at what operators feel are equitable rates. Wireless pioneers charge that programmers' recalcitrance is due to pressure from conventional operators, the programmers' principal customers and, in some cases, their owners. Programmers say any discrimination against wireless cable is result of concern about financial stability of operators and signal security.

To keep cable programming flowing to wireless, WCA plans to keep heat on cable industry in Washington with charges of anticompetitive behavior. WCA has three champions on Capitol Hill: Senators Howard Metzenbaum (D-Ohio), Albert Gore (D-Tenn.) and Larry Pressler (R-S.D.).

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HAVANA'S MAN IN CBS

CBS once again demonstrated its willingness to polish Fidel Castro's image in a 60 Minutes segment aired on New Year's Day titled "Cuba: Thirty Years After." The CBS crew didn't get an interview with Castro or even any lesser Cuban government official. They had to settle for a radio and TV commentator named Alberto Perez. Despite the snub, Harry Reasoner obligingly transmitted the propaganda Perez dished out in near perfect English.

Mike Wallace opened the segment saying that what Reasoner found after 30 years of Castro's rule was "a changed Cuba, some say for the better." On came Perez to tell the vast CBS audience, "There's a sense of pride, of dignity, and that's worth much more than any material goods in the world." He explained away the flight of more than a million Cubans, saying they were people who wanted nice cars, color TV, the opportunity to make lots of money. He said they weren't willing to make the sacrifices "necessary to provide a lot of free stuff here for people."

Reasoner didn't ask what was wrong

with people wanting to make a good living and enjoy the consumer goods that are abundant today in countries that were poorer than Cuba 30 years ago. When Perez assured him that Cubans today have a much better life than they had before, Reasoner said, "And as far as we could see Alberto Perez was right." When Perez assured him that there had not been "an instance of brutality, of torture, here," Reasoner showed no sign of ever having heard of Armando Valladares, the Cuban poet, whose book, *Against All Hope*, recounts in detail the torture he and other victims of Castro suffered in Cuban prisons.

Perez, responding to talk of human rights violations in Cuba, trotted out the standard answer that the important human rights are "the right to eat, the right to work, the right to get medical attention, the right to education." Reasoner seemed to agree, saying, "That may be true," while acknowledging that there were problems of productivity and shortages in Cuba.

That was a fleeting concession to the harsh reality of life in Cuba today, where the ration is 10 ozs. of meat and 4 ozs. of coffee a month. Reasoner gave no information on rationing. Instead, he rhapsodized about Cuban health care and education, ignoring a leaked secret study that

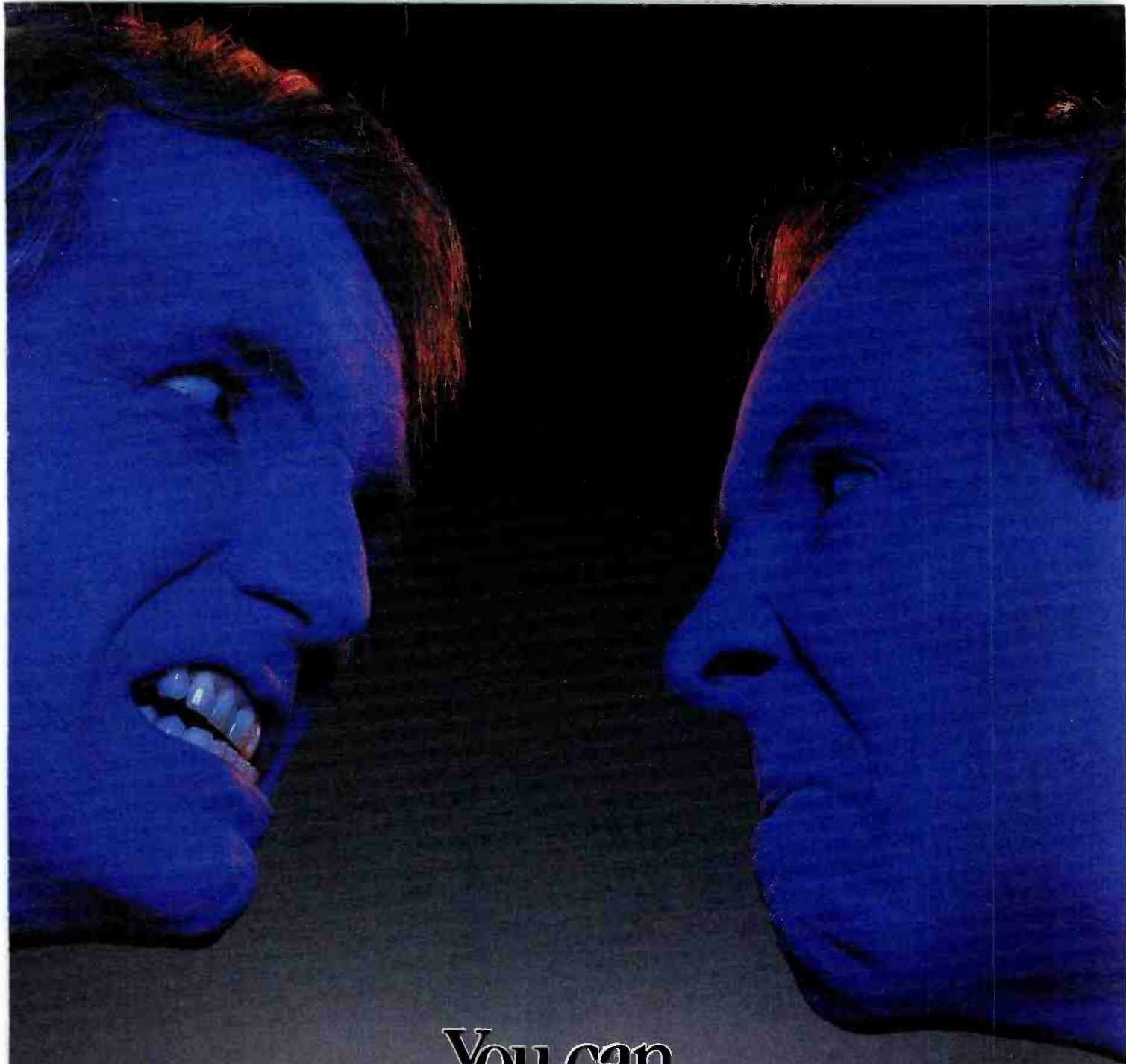
showed a very high level of dissatisfaction with the quality of health care. Nor did he note that higher education is denied those who differ with the Communist Party.

In contrast, The New York Times ran an editorial saying, "Cuba after 30 years remains poor, unfree and dependent. And a country whose economy in 1958 was among Latin America's most advanced has skidded to the middle ranks. No wonder this tropical dictator-for-life fears a real popular judgment."

Why the difference? Reasoner answered that when he revealed that 60 Minutes had employed Saul Landau as a paid consultant. Landau is a Marxist and a notorious apologist for Castro and his revolution. CBS got exactly what it paid for—a big dose of dishonest pro-Castro propaganda.

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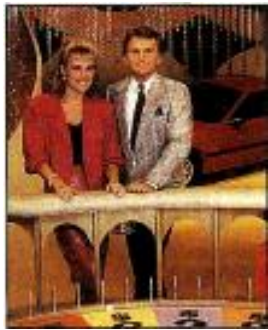
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This week

Jan. 13-19—*National Association of Broadcasters* winter board meeting. Scottsdale Princess, Scottsdale, Ariz.

Jan. 15—10th annual televised ACE Awards (Awards for Cable Excellence), sponsored by *National Academy of Cable Programming*. Wilmett Theater, Los Angeles.

Jan. 15—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. 15—Deadline for entries in national awards competition sponsored by *Asian American Journalists Association*, recognizing "excellence among Asian American journalists" and "outstanding coverage of Asian American issues." Information: (415) 346-2051.

Jan. 15—Deadline for entries in annual Broadcast Media Awards for "outstanding radio and television broadcasting on reading education, literacy and promotion of the lifetime reading habit," sponsored by *International Reading Association*. Information: (302) 731-1600.

Jan. 15—Deadline for entries in Jack R. Howard Award for broadcast journalism, sponsored by *Scripps Howard Foundation*. Information: (513) 977-3035.

Jan. 15-16—*Minnesota Broadcasters Association*

winter conference. Sheraton Midway hotel, St. Paul, Minn. Information: Laura Nlemi, (612) 926-8123.

Jan. 17—*South Dakota Association of Broadcasters* annual legislative day luncheon. Pierre, S.D.

Jan. 17—*Southern California Cable Association/Southern California Cable TV Marketing Council* dinner meeting to announce "Cable Up," 1989 subscriber acquisition campaign. Speaker: Fred Vierra, president/COO, United Cable TV Corp., and co-chair, National Cable Month. Pacifica hotel, Culver City, Calif. Information: (213) 684-7024.

Jan. 17—Deadline for synopses of technical papers for *National Cable Television Association* convention in May in Dallas. Information: (202) 775-3637.

Jan. 17—*Illinois Broadcasters Association "Radio Great Idea Exchange."* Bloomington, Ill.

Jan. 17-19—44th annual Georgia Radio-TV Institute, sponsored by *Georgia Association of Broadcasters*. University of Georgia, Athens, Ga.

Jan. 17-20—"A Salute to Duke," screening at *Museum of Broadcasting*, New York. Information: (212) 752-7684.

Jan. 18—*New York Television Academy* luncheon. Speaker: Reese Schonfeld, executive producer, *People Magazine on TV*. Copacabana, New York. Information: (212) 765-2450.

Jan. 18—"The Presidency, the Press and the First Hundred Days," sponsored by *Gannett Center for Media Studies*, featuring former Presidents Gerald Ford and Jimmy Carter. Columbia University, New

York. Information: (212) 280-8392.

Jan. 20—*Utah Association of Broadcasters* annual meeting and sales seminar. Salt Lake City.

Jan. 20—Deadline for entries in All Media Vanguard Awards, sponsored by *Women in Communications*, for "positive portrayal of women." Information: (703) 528-4200.

Jan. 20—Deadline for entries in 11th annual BDA international design competition, sponsored by *Broadcast Designers' Association*. Information: (415) 543-3030.

Jan. 20-22—*Alabama Association of Broadcasters* annual winter meeting. Auburn, Ala.

Jan. 21—*Associated Press Television-Radio Association of California-Nevada* regional seminar. Long Beach Ramada Renaissance, Long Beach, Calif. Information: (213) 746-1200.

Jan. 21—*Texas Associated Press Broadcasters* seminar on covering the legislature, Texas banking and a Texan in the White House. Holiday Inn-North Park Plaza, Dallas. Information: (214) 220-2022.

Also in January

Jan. 23—Telecast of Television Academy Hall of Fame ceremony, sponsored by *Academy of Television Arts and Sciences*, honoring 1988 inductees Jack Benny, George Burns, Gracie Allen, Chet Huntley, David Brinkley, Red Skelton, David Susskind and David Wolper. Fox Broadcasting. Information: (818) 763-2975.

Major Meetings

Jan. 13-19—*National Association of Broadcasters* winter board meeting. Scottsdale Princess, Scottsdale, Ariz.

Jan. 24-27—*NATPE International* 26th annual convention. George Brown Convention Center, Houston.

Jan. 28-Feb. 1—*National Religious Broadcasters* 46th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington. Future meeting, Jan. 27-31, 1990, Sheraton Washington and Omni Shoreham, Washington.

Feb. 2-4—*Radio Advertising Bureau's* Managing Sales Conference. Loews Anatole, Dallas.

Feb. 3-4—*Society of Motion Picture and Television Engineers* 23rd annual television conference. St. Francis hotel, San Francisco.

Feb. 13-18—11th International Film, Television and Video Market. Loews hotel. Monte Carlo, Monaco. Information: (33) 93-30-8701.

Feb. 22-24—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio, Tex.

March 1-4—20th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland, Nashville. Information: (615) 327-4488.

■ **March 21-23**—*Satellite Broadcasting and Communications Association/STTI* satellite communications trade show. Bally's, Las Vegas. Information: (800) 654-9276 or (703) 549-6990.

April 9-11—Public television annual meeting, jointly sponsored by *Public Broadcasting Service* and *National Association of Public Television Stations*. Sheraton Harbor Island Inn East, San Diego. Information: (703) 739-5082.

April 9-11—*Cabletelevision Advertising Bureau* eighth annual conference. Waldorf-Astoria, New York.

April 9-12—*Broadcast Financial Management*

Association 29th annual meeting. Loews Anatole, Dallas. Future meeting, April 18-20, 1990, Hyatt Regency, San Francisco.

April 21-26—25th annual *MIP-TV, Marches des International Programmes des Television*, international television program market. Cannes, France.

April 29-May 2—*National Association of Broadcasters* 67th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Atlanta, March 31-April 3, 1990; Las Vegas, April 13-16, 1991; Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

May 11-15—*American Women in Radio and Television* 38th annual convention. Waldorf-Astoria, New York. Information: (202) 429-5102.

May 17-20—*American Association of Advertising Agencies* 71st annual convention. White Sulphur Springs, W. Va.

May 17-21—Annual Public Radio Conference, coordinated by *National Public Radio*. St. Francis hotel, San Francisco.

May 21-24—*National Cable Television Association* annual convention. Dallas Convention Center, Dallas.

June 10-13—*American Advertising Federation* annual national conference. J.W. Marriott, Washington.

June 17-23—16th International Television Symposium. Montreux, Switzerland. Information: 41-21-963-3220.

June 20-23—*National Association of Broadcasters* summer board meeting. Washington.

June 21-25—*Broadcast Promotion and Marketing Executives Broadcast Designers Association* 33rd annual seminar. Renaissance Center, Detroit.

Aug. 20-23—*Cable Television Administration and Marketing Society* annual conference. Marriott, Chicago.

Aug. 27-29—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta.

Sept. 13-16—*Radio-Television News Directors Association* annual convention. Kansas City Convention Center, Kansas City, Mo.

Sept. 13-16—Radio '89 convention, sponsored by *National Association of Broadcasters*. New Orleans. Future meetings: Sept. 12-15, 1990, Boston, and Sept. 11-14 (tentative), 1991, San Francisco.

Oct. 3-5—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 5-8—*Society of Broadcast Engineers* fourth annual national convention. Kansas City, Mo. Information: John Baltison, (614) 888-3364. Future convention: Oct. 11-14, 1990, St. Louis.

Oct. 12-16—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: Perard Associates, (212) 967-7600.

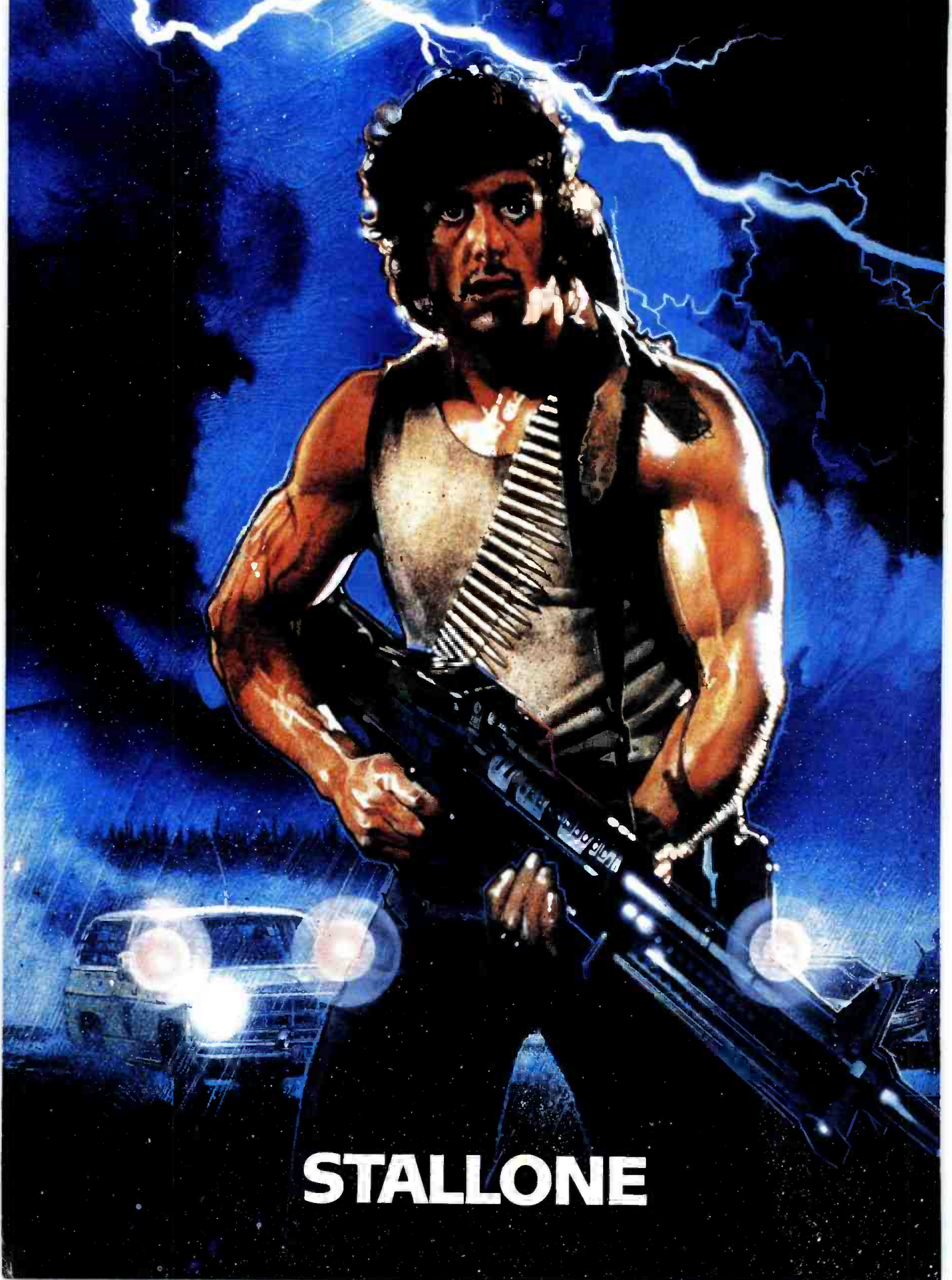
Oct. 21-25—*Society of Motion Picture and Television Engineers* 131st technical conference and equipment exhibit. Los Angeles Convention Center.

Nov. 13-15—*Television Bureau* of Advertising annual meeting. Century Plaza, Los Angeles.

Dec. 13-15—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

Jan. 3-6, 1990—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles.

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What's Coming Up In Broadcasting!

Broadcasting's Special Report issues and its coverage of major industry conventions are excellent opportunities for advertisers to target the audiences they want most to reach. Here's a listing of the special issues, and their publication dates:

NATPE... Jan. 16, 23, 30

Station/Cable Trading... Feb. 13

TV and Radio Reps... Feb. 27

Baseball... March 6

Top 50 Ad Agencies... March 20

Spanish Broadcasting... April 3

Publication dates are subject to change, depending on the progress of research and the pressures of and pre-emptions by other breaking news developments.

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Jan. 23—"Syndication 101," *NATPE Education Foundation* seminar. George Brown Convention Center, Houston. Information: (215) 664-4400.

Jan. 23—Deadline for entries in Ernie Pyle Award for human interest reporting, sponsored by *Scripps Howard Foundation*. Information: (513) 977-3035.

Jan. 24-25—Seminar on signal leakage and cumulative leakage index compliance, sponsored by *National Cable Television Association*. Albuquerque Airport Hilton, Albuquerque, N.M. Information: (202) 775-3637.

Jan. 24-27—*NATPE International* 26th annual convention. Keynote address: Michael Eisner, chairman-CEO, The Disney Co. George Brown Convention Center, Houston.

Jan. 24-27—"Jazz Casual," screening sponsored by *Museum of Broadcasting*, New York. Information: (212) 752-7684.

Jan. 25—*New York Television Academy* luncheon. Speakers: Jim Ryan, Gordon Elliott and Glenn (Hurricane) Schwartz, *Good Day New York*, WNYW-TV New York. Copacabana, New York.

Jan. 25—*Texas Cable TV Association* legislative meeting. First State Bank Tower, Austin, Tex. Information: (512) 474-2082.

Jan. 26—47th annual Alfred I. duPont-Columbia University Awards in Broadcast Journalism. Prior to ceremony, seminar will be held: "Broadcast News in the 1990's" featuring network news presidents David Burke, CBS; Michael Gartner, NBC, and Roone Arledge, ABC. Low Memorial Library, Columbia University, New York. Information: (212) 854-5573.

Jan. 27—Deadline for entries in 21st annual Robert F. Kennedy Journalism Awards for Outstanding Coverage of the Problems of the Disadvantaged, sponsored by *Robert F. Kennedy Memorial*. Information: Linda Semans, (202) 333-1880.

Jan. 27-28—*North American National Broadcasters Association* annual meeting. Sheraton hotel, Mexico City. Information: (613) 738-6553.

Jan. 27-28—*Colorado Association of Broadcasters* winter meeting and awards banquet. Aurora, Colo.

Jan. 27-28—*Minnesota Association of Cable Television Administrators* sixth annual conference. Scanticon conference center and hotel, Plymouth, Minn.

Jan. 28-Feb. 1—*National Religious Broadcasters* 46th annual convention and exposition. Sheraton Washington and Omni Shoreham, Washington. Information: (201) 428-5400.

Jan. 30-31—*South Carolina Cable TV Association* winter meeting. Radisson Columbia hotel, Columbia, S.C. Information: (404) 252-2454.

Jan. 31—Deadline for entries in 14th annual Commendation Awards, sponsored by *American Women in Radio and Television*, recognizing "genuine and positive depictions of today's women in broadcast programming and advertising." Information: (202) 429-5102.

Jan. 31—Deadline for entries in *National Association of Broadcasters'* "Best of the Best" campaign, honoring radio promotions. Information: (202) 429-5420.

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

Jan. 31—Deadline for entries in awards contest sponsored by *Investigative Reporters and Editors*. Information: (314) 882-2042.

Jan. 31-Feb. 2—*South Carolina Broadcasters Association* 41st annual winter convention. Columbia, S.C.

Jan. 31-Feb. 3—"Swing into Spring with Benny Goodman," screening at *Museum of Broadcasting*, New York. Information: (212) 752-7684.

February

Feb. 1—Deadline for entries in National Media Owl Awards, sponsored by *Retirement Research Foundation*, for "outstanding films, videotapes and television programs that address issues related to aging, capturing authentic images of older persons and illuminating the challenge and the promise of an aging society." Information: Joyce Bolinger, Center for New Television, Chicago 60605; (312) 427-5446.

Feb. 1—*New York Television Academy* drop-in luncheon. Speaker: Nicholas Davatzes, president, chief executive officer, Arts & Entertainment. Copacabana, New York. Information: (212) 765-2450.

Feb. 1—Deadline for entries in *Radio-Television News Directors Association* regional awards. Information: (202) 659-6510.

■ **Feb. 1**—*Television Bureau of Advertising* workshop for TV stations, "The Marketing Approach to Retail Business Development." Downtown Marriott, Chicago. Information: (212) 486-1111.

Feb. 2-4—*Radio Advertising Bureau's* ninth annual Managing Sales Conference. Loews Anatole, Dallas. Information: (212) 254-4800.

Feb. 3-4—*Society of Motion Picture and Television Engineers* 23rd annual television conference. Guest speaker: Julius Barnathan, president, ABC Broadcast Operations and Engineering. St. Francis hotel, San Francisco.

Feb. 5-7—*Michigan Association of Broadcasters* midwinter conference and exhibits with engineering seminars. Lansing, Mich. Information: (517) 484-7444.

Feb. 6-7—*National Association of Broadcasters* managers roundtable, meeting "designed to give small and medium market general managers the chance to exchange ideas." Ramada Renaissance, Atlanta. Information: (202) 429-5420.

■ **Feb. 6-8**—*Arbitron Television Advisory Council* meeting. Doral hotel, Miami.

■ **Feb. 7-8**—*Television Advertising Workshop*, sponsored by *Association of National Advertisers*. Speakers include: Laurence Tisch, CBS; Thomas Murphy, Capcities/ABC; Robert Wright, NBC; Peter Jennings, ABC; Kathleen Sullivan, CBS; Preston Padden, INTV; Robert Alter, Cable Advertising Bureau; Barbara Corday, CBS Entertainment, and Hugh Downs, ABC. Plaza hotel, New York. Information: (202) 785-1525.

Feb. 7-8—*Arizona Cable Television Association* annual meeting. Sheraton Phoenix. Information: (602) 257-9338.

Feb. 8—*New York Television Academy* drop-in luncheon. Speaker: John Gault, executive VP, ATC, and chief executive officer, Manhattan Cable TV. Copacabana, New York. Information: (212) 765-2450.

Feb. 8-9—*National Association of Broadcasters* managers roundtable, meeting "designed to give small and medium market general managers the chance to exchange ideas." Sheraton Plaza La Reina hotel, Los Angeles. Information: (202) 429-5420.

Feb. 10—Deadline for entries in *Corporation for Public Broadcasting's* Public Television Local Program Awards, "recognizing outstanding local programming in public television." Information: (202) 955-5211.

Feb. 10-12—*Oklahoma Association of Broadcasters* winter meeting. Tulsa Marriott hotel, Tulsa, Okla. Information: (405) 528-2475.

Feb. 11—Presentation of 21st annual Addy Awards, sponsored by *Advertising Club of Metropolitan Washington*. Sheraton Washington hotel, Washington. Information: (301) 656-2582.

Feb. 13—Deadline for entries in Livingston Awards for Young Journalists (34 years old and younger), sponsored by *Mollie Parnis Livingston Foundation of University of Michigan*. Informa-

tion: (313) 764-2424.

Feb. 13—Deadline for entries in E.W. Scripps Award for service to the First Amendment, sponsored by *Scripps Howard Foundation*. Information: (513) 977-3035.

■ **Feb. 13**—Roundtable forum on libel reform proposal of *Annenberg Washington Program*. Panelists include libel specialists from law and journalism schools. Annenberg office, Willard office building, Washington. Information: (202) 393-7100.

Feb. 13-14—*Georgia Cable Television Association* annual convention. Omni International Atlanta. Information: (404) 252-4371.

Feb. 13-18—11th International Film, Television and Video Market. Loews hotel, Monte Carlo, Monaco. Information: (33) 93-30-8701.

Feb. 14-15—*Broadcast Credit Association* credit seminar. Orlando Airport Marriott, Orlando, Fla. Information: (312) 827-9330.

Feb. 14-15—Seminar on signal leakage and cumulative leakage index compliance, sponsored by *National Cable Television Association*. Atlanta Airport Hilton, Atlanta. Information: (202) 775-3637.

Feb. 15—*New York Television Academy* drop-in luncheon. Speaker: Michael Alexander, executive vice president, MCA Broadcasting. Copacabana, New York. Information: (212) 765-2450.

Feb. 15—Deadline for entries in 17th annual Clarion Awards "recognizing excellence and outstanding achievement in 57 areas of journalism and communications," sponsored by *Women in Communications*. Information: (703) 528-4200.

Feb. 16—*Federal Communications Bar Association* monthly luncheon. Speaker: Robert Allen, chairman, AT&T. Marriott hotel, Washington.

■ **Feb. 16**—*National Academy of Television Arts and Sciences* presentation of Trustees Award to Peggy Charren, founder and president of Action for Children's Television. Marriott Marquis hotel, New York. Information: (212) 586-8424.

Feb. 16-19—*American Women in Radio and Television* national annual Commendation Awards judging. Embassy Suites hotel, Washington. Information: (202) 429-5102.

Feb. 20—Deadline for entries in Charles E. Scripps Award recognizing "outstanding efforts in the battle against illiteracy," sponsored by *Scripps Howard Foundation*. Information: (513) 977-3035.

Feb. 22—*National Press Foundation* awards dinner, featuring presentation of Sol Taishoff Award for excellence in broadcast journalism to Brian Lamb, chairman and chief executive officer, C-SPAN. Sheraton Washington hotel, Washington.

Feb. 22—*Illinois Broadcasters Association* college seminar. Normal, Ill.

Feb. 22-24—*Texas Cable Show*, sponsored by *Texas Cable TV Association*. San Antonio, Tex. Information: (512) 474-2082.

Feb. 23—"The Future of Network News and the Changing Relationship Between Network and Local News," meeting of *Society of Professional Journalists*. Panelists: Barbara Matuso, author, *The Evening Stars*; "The Making of the Network News Anchor"; George Watson, Washington bureau chief, ABC News; Bob Richbloom, news director, WJLA-TV Washington, and Bret Marcus, news director, WRC-TV Washington. NBC, 4001 Massachusetts Avenue, Washington.

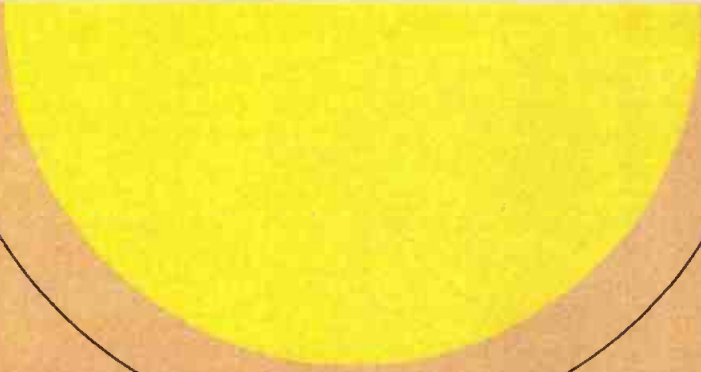

Feb. 27-28—*Illinois Broadcasters Association* congressional visit. Washington.

March

March 1—Deadline for receipt of applications for Harvard Journalism Fellowship for Advanced Studies in Public Health. Information: Margaret Gerteis, deputy director, Center for Health Communication, Harvard School of Public Health, 677



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March 1-2—"What's Ahead for the 1990's?" public affairs seminar sponsored by *Women in Communications*. Key Bridge Marriott, Arlington, Va. Information: (703) 528-4200.

March 1-3—*West Virginia Broadcasters Association* annual "Call on Congress." Washington. Information: (304) 344-3798.

March 1-4—20th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4488.

March 2—*International Radio and Television Society* annual presentation of Gold Medal Award, this year to five recipients, in honor of 50th anniversary of IRTS: For news, Walter Cronkite; radio, Paul Harvey; TV, Bob Hope; advertising, Edward Ney, and cable, Ted Turner. Waldorf-Astoria, New York. Information: (212) 867-6650.

■ **March 3**—Deadline for entries in International Gold Medallion competition, sponsored by *Broadcast Promotion & Marketing Executives*. Information: Jay Curtis, (213) 465-3777.

March 3-4—Eighth convention of *Northern California chapter of Radio Television News Directors Association*. Concord Hilton, Concord, Calif. Information: (415) 451-8760.

March 5-6—*Cable Television Public Affairs Association* Cable Forum '89. Vista International hotel, Washington. Information: (202) 639-8844.

March 7-10—*Audio Engineering Society* convention. Congress Centrum, Hamburg, West Germany. Information: (030) 831-28-10.

March 8-9—*Ohio Association of Broadcasters* congressional salute. Sheraton Grande, Washington.

March 12-14—*West Virginia Broadcasters Association* spring meeting. Ramada Inn, Beckley, W. Va. Information: (304) 344-3798.

March 12-16—Sixth world conference of broadcasting unions, organized and hosted by *North American National Broadcasters Association*. Willard hotel, Washington. Information: (613) 738-6553.

March 13-14—*National Association of Broadcasters* group head fly-in. "where heads of radio station groups will meet to discuss common issues and concerns of the broadcast industry." DFW Hyatt Regency hotel, Dallas. Information:

(202) 429-5420.

■ **March 14**—*Ohio Cable Television Association* annual meeting and legislative reception. Hyatt on Capitol Square, Columbus, Ohio. Information: (614) 461-4014.

March 16—45th annual dinner of *Radio & Television Correspondents Association*. Grand Hyatt hotel, Washington. Information: (202) 828-7016.

March 21—*American Advertising Federation* spring government affairs conference. Willard hotel, Washington. Information: (202) 898-0089.

■ **March 21-23**—*Satellite Broadcasting and Communications Association/STTI* satellite communications trade show. Bally's, Las Vegas. Information: (800) 654-9276 or (703) 549-6990.

March 22—Radio station acquisition seminar, sponsored by *National Association of Broadcasters*. New York Hilton and Towers at Rockefeller Center, New York. Information: (202) 429-5420.

March 22—*Broadcast Pioneers* Mike Award dinner. Plaza hotel, New York. Information: (212) 586-2000.

March 23—*National Association of Black Owned Broadcasters* fifth annual Communications Awards dinner. Sheraton Washington hotel, Washington. Information: Ava Sanders, (202) 463-8970.

March 24-25—11th annual Black College Radio convention, sponsored by *Collegiate Broadcasting Group*. Paschal's hotel, Atlanta. Information: (404) 523-6136.

■ **March 29**—*New Jersey Broadcasters Association* annual managers conference. Rutgers University Continuing Education Center, New Brunswick, N.J. Information: (201) 247-3337.

March 29-30—*Illinois Broadcasters Association* spring convention. Ramada, Springfield, Va.

March 30—*Federal Communications Bar Association* monthly luncheon, featuring international telecommunications panel, including Seth Blumenfeld, president, MCI International. Marriott, Washington.

March 31-April 1—*California-Nevada AP Television and Radio Association* convention. Monterey Sheraton, Monterey, Calif. Information: (213) 746-1200.

April

April 3-5—*Central Educational Network* annual conference. Radisson hotel, Toledo, Ohio. Information: S.J. Peters, (312) 390-8700.

April 4—*Caucus for Producers, Writers and Directors* general membership meeting, featuring members of New York Business Roundtable. Los Angeles. Information: (213) 652-0222.

April 5-8—*Asian American Journalists Association* national convention. San Francisco. Information: (415) 346-2051.

April 6—53rd annual presentation of Ohio State Awards banquet/ceremony. National Press Club, Washington. Information: (614) 292-0185.

April 9-11—Public television annual meeting, jointly sponsored by *Public Broadcasting Service* and *National Association of Public Television Stations*. Sheraton Harbor Island East, San Diego. Information: (703) 739-5082.

April 9-12—*Broadcast Financial Management/Broadcast Credit Association* 29th annual conference. Loews Anatole, Dallas. Information: (312) 296-0200.

April 10-12—*Cabletelevision Advertising Bureau* eighth annual conference. Waldorf-Astoria, New York. Information: (212) 751-7770.

April 12-14—*Electromagnetic Energy Policy Alliance* annual meeting and symposium. Radisson Mark Plaza hotel, Alexandria, Va. Information: Richard Ekfelt, (202) 452-1070.

April 19—*Federal Communications Bar Association* monthly luncheon. Robert Johnson, president-publisher, Newsday. Marriott hotel, Washing-

The Fifth Estate Broadcasting TELEVISION

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Errata

Statement in Jan. 9 "In Brief" about EEO petitions in Florida that read "The petition asks the FCC to conduct bilingual investigations..." was inaccurate. Petition refers to *Bilingual-Bicultural Coalition on the Mass Media vs. FCC* court case, and asks FCC to conduct similar investigations to determine if there was "substantial statistical disparity... with a languishing affirmative action plan." *Bilingual* case raised question of whether station's poor EEO performance was owed to intentional discrimination.

□

Ratings for Discovery Channel were omitted from cable ratings chart in ("In Brief," Jan. 9). Service scored 0.7 in prime time in fourth-quarter 1988, same as in 1987, although homes reached increased from 178,000 to 253,000. For its full 18-hour schedule, service had 0.4 in fourth-quarter 1988, identical to fourth-quarter 1987, with homes count increasing from 108,000 to 145,000.

FAMOUS WORDS...

"You ain't heard nothin' yet, folks."

-AL JOLSON

"A producer shouldn't get ulcers, he should give them."

-SAM GOLDWYN

**"Give me the luxuries of life and I will gladly do
without the necessities."**

-FRANK LLOYD WRIGHT

"Goodnight Mrs. Calabash, wherever you are."

-JIMMY DURANTE

"Imitation is the sincerest form of television."

-FRED ALLEN

"Tomorrow is another day."

-SCARLET O'HARA

"Virtue has never been as respectable as money."

-MARK TWAIN

"Don't look back, something might be gaining on you."

-SATCHELL PAIGE

"Rosebud."

-CHARLES FOSTER "CITIZEN" KANE

SOON TO BE



FAMOUS...



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Merrill Heatter is kicking up a brand new game show hit. After creating **THE HOLLYWOOD SQUARES** and picking up four Emmy Awards, he's teamed up with Turner Program Services to give you *exactly* what everyone wants:

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Hosted by Wink Martindale, **THE LAST WORD** is a high-energy, high-tech game where celebrities, contestants and best of all, the home audience gets in on the excitement.

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April 19-23—*National Broadcasting Society, Alpha Epsilon Rho*, 47th national convention. Riviera hotel, Las Vegas. Information: David Guerra, (501) 569-3254.

April 21-22—*Kentucky Cable Television Association* general membership meeting. Drawbridge Inn, Covington, Ky. Information: Randa Wright, (502) 864-5352.

April 21-26—25th annual *MIP-TV, Marches des International Programmes des Television*, international television program market. Palais des Festivals, Cannes, France.

April 27-29—*Broadcast Education Association's* 34th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5355.

April 28-29—*Texas Associated Press Broadcasters* annual convention and awards banquet. Marriott, Austin, Tex. Information: Diana Jensen, (214) 220-2022.

April 29-May 2—*National Association of Broadcasters* 67th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300.

May

May 2—*Broadcast Pioneers* annual breakfast, during National Association of Broadcasters convention (see listing above). Las Vegas Hilton. (212) 586-2000.

May 11—Presentation of National Media Owl Awards by *Retirement Research Foundation* for "outstanding film, videotapes and television programs that address issues related to aging, capturing authentic images of older persons and illuminating the challenge and promise of an aging society." Chicago. Information: Joyce Bolinger, Center for New Television, 912 S. Wabash. Chicago 60605; (312) 427-5446.

May 11-15—*American Women in Radio and Television* 38th annual convention. Waldorf-Astoria, New York. Information: (202) 429-5102.

May 15—Annual presentation of Commendation Awards, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

■ **May 17**—*New Jersey Broadcasters Association* annual engineering seminar. Woodlawn, Douglass College, New Brunswick, N.J. Information: (201) 247-3337.

May 17-18—*Ohio Association of Broadcasters* spring convention. New Market Hilton, Canton, Ohio.

May 17-20—*American Association of Advertising Agencies* 71st annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 17-21—Annual Public Radio Conference, coordinated by *National Public Radio*. St. Francis hotel, San Francisco.

May 21-27—*Input '89*, international public television screening conference, "annual forum for the exchange of program ideas among producers, programmers and others interested in improving the quality of public television around the world." Stockholm, Sweden. Information: (803) 737-3434.

May 22—George Foster Peabody Awards luncheon, sponsored by *Broadcast Pioneers*. Plaza hotel, New York. Information: (212) 586-2000.

May 24—*Federal Communications Bar Association* monthly luncheon. Speaker: Robert Kahn, president, Corporation for National Research Initiatives. Washington Marriott.

May 31—Deadline for entries in *National Association of Broadcasters* Crystal Radio Awards for excellence in local achievement, honoring stations that represent "best ideals of community involvement and service," open to all U.S. radio stations, regardless of membership in NAB. Information:

(202) 429-5420.

June

June 10-13—*American Advertising Federation* annual national conference. J.W. Marriott, Washington. Information: (202) 898-0089.

June 15-18—"The Use of Microcomputers in Station Management," *NATPE* management seminar. Princess Resort on Mission Bay, San Diego. Information: (215) 664-4400.

June 15-18—*Investigative Reporters and Editors* national conference. Philadelphia. Information: (314) 882-2042.

June 17-22—16th International Television Symposium. Montreux, Switzerland. Information, in Montreux: (41) (21) 963-32-20.



Don't be hasty

EDITOR: The Jan. 2 "Closed Circuit" column reported that the [FCC] Mass Media bureau was "cooking up ideas for streamlining procedures in awarding permits for new broadcast stations," and suggested that this streamlining would entail quantification of the comparative criteria and the use of a lottery either to select winning applicants or to break ties between applicants.

The plans under consideration apparently do not address the most serious problem which the comparative process now faces, the weeding out of sham applicants and frequency speculators. As broadcast stations have become increasingly valuable and frequencies for new stations increasingly scarce, the techniques for maximizing the comparative credit which an applicant can garner have become considerably more sophisticated. At best, these techniques are artful ways of reconciling private business considerations with the commission's public interest objectives. At worst, they are sham proposals that bear no resemblance to the applicant's actual plans. The only means that now exist for unclocking the sham concealed in a paper proposal are procedures essential to the hearing process: documentary discovery, depositions and live cross-examination. Unless some comparable

methods are preserved for testing the reliability and veracity of an application before it is granted, the entire selection process may be reduced to a meaningless numbers game.

Much is to be lost in substituting Gresham's law for the law which traditionally governs broadcast hearings. If fundamental rights of discovery and cross examination are stripped away, or delayed until after an initial grant is made, the selection process will be debased. Bad applicants will drive out good. Confidence in the commission's processes will be diminished. And the public will be deprived of new stations grounded in the thoroughly tested commitment of their principals. Since few sham proposals will last much beyond the moment of grant, there is little likelihood that any long-term benefit will incur to figurehead principals whose function is fulfilled by achieving some numerical value relevant only to the workings of a lottery machine. Thus, even if minority or female ownership is given significant "weight" in a lottery, no lasting benefit to women or minorities can be expected.

Any proposal to eviscerate the procedural rights now guaranteed by the comparative hearing process should be regarded with a great deal of skepticism.—*John Crigler, attorney, Haley, Bader & Potts, Washington.*

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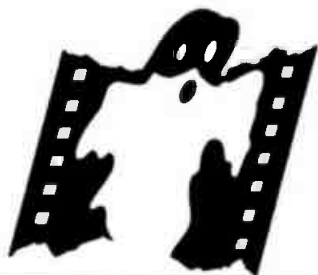
What's it mean?

EDITOR: Your "Top of the Week" article in the Dec. 26, 1988, issue "Defense Department wants in the HDTV picture," is very interesting. The fact that it has an interest in HDTV for defense applications could add new emphasis and quicken the pace to find the best way to offer HDTV to consumers. My concern is, do they really want to be partners with broadcasters? Will they be restricted to the 6 mhz or due to national security will they be given the opportunity to use other frequencies that we broadcasters will be restricted from using, and leave terrestrial broadcasters out of the HDTV picture?—*Jerry Danziger, president/general manager, KOB-TV Albuquerque, N.M.*

**STOP,
LOOK
AND
GLISTEN.**



FOUR MORE REASONS WHY NO



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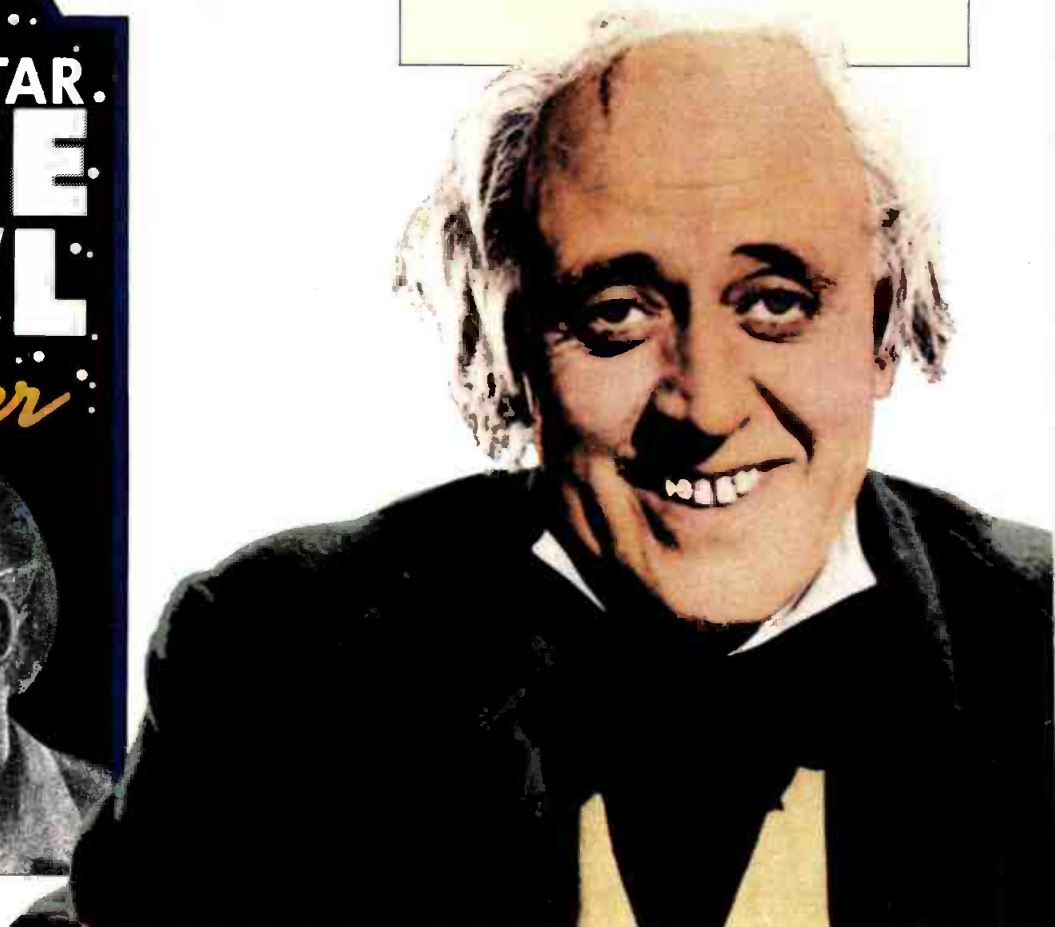
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NATPE: Booth # 1411

A sales management commentary by Martin Antonelli, president, Antonelli Media Training Center, New York

Managing at a station or rep firm must be approached with a definite plan of action; one that involves discipline and organization. Without a plan we see nothing more than activity without action; motion without movement. Salespeople have a right to be managed with competence and dedication. Anything less will lead to breakdown and chaos.

Unfortunately, the only objective most sales managers are ever given is reaching a certain budget. They are rarely told how to get there. Managers need a daily plan that, when executed, will result in achievement of the objective.

Sales managers, whether at a station or rep firm, should develop a routine that involves the following specific objectives:

- *Daily session with salespeople.* Perhaps the single most important responsibility of the sales manager involves spending time with salespeople. Daily sessions should be scheduled at which the following subjects are covered: pending business; establishing target shares for specific buys; what salespeople are saying to clients; how clients are responding; whether the appropriate areas are being pitched on specific buys; whether specials are being emphasized; whether packages are being used; what the package looks like; what the client requirements are (cost per point, target demo, number of spots, reach, frequency, traffic building, etc.); what type of order it looks like the station will get; determining the problems that exist and possible solutions. Time spent on these areas can be invaluable in determining strengths and weaknesses of the sales staff as well as providing direction and leadership for the team.

- *Competitive information.* Programing and pricing for all competing stations must be obtained on a regular basis. Salespeople should be encouraged to maintain a steady flow of this kind of information so that management can make intelligent decisions concerning the station's pricing and programing strategy.

- *Programing and specials.* The sales manager must collect and supply accurate information regarding programing changes and upcoming specials. Salespeople cannot sell effectively if they don't have accurate and timely information.

- *Promotion.* A station's promotion plans over the course of the year can play an important role in effective selling. Higher estimates may be obtained by detailing how the station plans to support its programing. These plans should be collected and fed to the salespeople regularly.

- *Rate trends.* A record of competitive rates should be kept by the sales manager for at least one year. This allows a track record to develop for each station and gives a clear picture of predictable trends that can be used to plan pricing strategy.



“Only by adhering to a daily plan can a sales manager hope to control his or her destiny and achieve the budget objective.”

- *Rate card.* A sales manager must keep an eye on station rate cards to make sure they meet the needs of both the station and the salespeople. They should be aggressive but realistic, and flexible. Constant feedback from the sales staff should be encouraged so that input can be given to upper management to make adjustments when necessary.

- *Inventory.* A sales manager must stay on top of inventory. If a specific time period gets tight, salespeople must be made aware of the situation so that they can adapt their sales approach accordingly (stay firm on rates, steer clients to other time periods, etc). Similarly, open inventory must be identified so that salespeople can use these areas on packages to hook higher demand (higher CPP) spots.

- *Sales meetings.* Excessive meetings are symptomatic of bad organization. A group that meets all the time invariably accomplishes little. Sales meetings must be purposeful and directed. They should begin and end on time. Each person should know what will happen in the meeting and what part he will play. It should be a lively interchange between all members with everyone contributing. No one should be there just to listen. When the meeting ends everyone should feel that something was accom-

plished. Two sales meetings per week should suffice. One meeting may be a general one covering many topics, but one should be specific (such as role-playing or problem-solving sessions). The best time for sales meetings is early in the morning; it is the most productive time of the day.

- *Sales development.* Building business doesn't happen by magic and it doesn't happen overnight. It is a slow process but a necessary one if television stations are to progress. It needs a plan and most plans begin with a list of target accounts. The sales manager should be the focal point of this effort. Each salesperson should develop a list of potential new business prospects and the sales manager should coordinate a weekly plan of action designed to develop new business.

Each salesperson, not just the new people, should be a part of new business development. The plan should involve a minimum number of presentations and follow-up calls each week and call reports indicating the status of each account and follow-up action. The sales manager should be actively involved in these new business presentations and should stress the importance of this phase of station business.

Serious thought should be given to regularly scheduling new business seminars at the station. Once each month, arrange a seminar to discuss television in general, your particular station or your group of stations and how they can play an effective role in the advertising campaign. Keep these sessions small, perhaps five clients at a time. In this way, everyone can get to know each other better, which can help develop a working relationship that will turn into new dollars for the station.

- *Calls with salespeople.* A sales manager should go on calls regularly with his or her salespeople. This keeps the manager in touch with changes and developments in the business. It allows the opportunity to get to know the buying community as well as demonstrating that management is taking an active role in establishing a good working relationship between buyer and seller. A sales manager has gained a significant amount of experience and knowledge that can be put to good use on these calls and can aid salespeople in their learning process. An important reason for going on calls with salespeople is to determine the effectiveness of the sales staff. It is also very important to give feedback to salespeople after each call so that improvement can be expected, and achieved. Only by watching and listening in real life situations can a sales manager begin to assess how much progress is being made by each salesperson. And only by adhering to a daily plan can a sales manager hope to control his or her destiny and achieve the budget objective. ■

TV Programmer's Worksheet

Section 1. Late Night

Match the program in column 'A' with its description in column 'B.'

A

Johnny Carson
Ted Koppel
HUNTER
Arsenio Hall
Pat Sajak

B

talk
talk
talk
talk
ACTION!

Section 3. Afternoon

Which program is an alternative to the standard talk?



Oprah Winfrey



Phil Donahue



Morton Downey Jr.



Sally Jesse Raphael



Geraldo Rivera



HUNTER

Section 2. Prime Access

Which is the true counter-programming alternative?

- Cosby
- Who's The Boss?
- Alf
- The Golden Girls
- News
- News
- HUNTER**

Section 4. Prime Time

Where is each show available for syndication in 1989?

HUNTER

Murder She Wrote

Miami Vice

Cagney & Lacey

ON CABLE	BROADCAST TV
	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	

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HUNTER

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The background is white with several colorful streamers (pink, orange, green, red, purple) and small confetti pieces (squares, triangles, hearts) scattered throughout. A large red circle is partially visible on the right side.

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Source: NTA NAD Report October, '87 through August, '88.
Season Average.

Booth 771

Cluster
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Broadcasting Jan 16

Vol. 116 No. 3

TOP OF THE WEEK

Off and running: the new seasonette

Late night talk show newcomers 'Hall' and 'Sajak' off to better-than-expected start

Two late night talk shows—Paramount's *The Arsenio Hall Show* and CBS's *The Pat Sajak Show*—made their debuts Jan. 3 and Jan. 9, respectively. Early ratings returns indicate both programs exceeded expectations.

In its premiere on Monday, Jan. 9, *Sajak* beat *The Tonight Show* (with guest host Jay Leno), with an average 6.7 rating/25 share in the 17 overnight markets, compared to a 6.1/18 for *Tonight*. As the week progressed, however, the curiosity factor helping *Sajak* diminished, and after the first three nights, *Tonight* was back on top, with an average 5.4/18, compared to *Sajak's* average 5.1/20.

However, the competition between the two programs last week was abnormal. Carson took Tuesday night off and a *Best of Carson* repeat was shown. On Wednesday, President Reagan's televised farewell address pushed both programs back a half-hour in most of the country.

While it is too early to draw any firm conclusions, the numbers were encouraging to the producers of both new talk programs, who said going in they believed there was enough room for the two new talk shows to thrive along with the existing late night shows.

Speaking to reporters in Los Angeles last week, Michael Brockman, CBS Entertainment vice president for daytime, late night and children's programs, said the early returns seemed to indicate *Sajak* was delivering new viewers to late night, rather than drawing them from the competition, including Carson, David Letterman and *Nightline*.

"That's inconclusive because it's based on ratings for 17 markets," said Brockman. "But we're going up and the audiences for *Tonight* and *Letterman* aren't dissipating."

Meanwhile, *Arsenio Hall* continued to gather strong ratings last week similar to those it commanded in its first week out of the gate, Jan. 3-7, when it averaged a 4.2/14, well above the 3.5 ratings guarantee given to advertisers. (CBS sales executives have projected an average 3.5-4.0 rating for *Sajak*.)

For the first three nights of week two (Jan. 9-11), *Arsenio* continued to pace well, with an average 4.1/13, behind *Tonight* and *Sajak*, but ahead of *Letterman*, which averaged a 3.7/18 for the same three



Pat Sajak Show



Inside Edition

Arsenio Hall Show



days. In New York last Wednesday, the program averaged a 4.8/22, beating *Sajak*, which did a 3/14, as well as the last half hour of *Tonight* and first half hour of *Letterman* on WNBC-TV, where the average was a 2.7/13.

In Los Angeles, *Arsenio*'s ratings were competitive with *Sajak*, but remained considerably behind *Tonight*. In Detroit, however, *Arsenio* turned in consistently strong numbers, going as high as an 8/40 last Tuesday, and taking first place in its 1-2 a.m. time period.

Arsenio also delivered exceptionally strong numbers in Atlanta, where it has consistently been in first place since its debut. It averaged a 7.3/28 its first week on the air there. Atlanta and Detroit, however, are two of four markets in the top 50 where the CBS affiliate is not clearing *Sajak*. The other two markets are San Antonio and Cleveland, and in all four cases, CBS has cleared the program on an independent. □

'Inside Edition' makes its bow; ratings aren't as good as hoped, but observers say it's still too early to make predictions

King World's well publicized and highly promoted midseason tabloid strip, *Inside Edition*, premiered last week with ratings that the company described as "disappointing." For the first four days that the access show aired, it averaged a 6.6/12 in the 17 metered markets, dropping off almost one full rating point and three share points from its lead-in program, which averaged a 7.5/15.

The mixed results came despite the fact that King World poured a reported \$8 million in promotion and advertising into the program's launch, said to be a record for a first-run syndication show. *Inside Edition* is King World's first in-house production, and is based in New York, where its chief rival, Fox's *A Current Affair*, is also produced.

The new tabloid program failed to hold its lead-in audience in 10 of the 17 metered markets on average for the first four days of last week, including the top four markets. The show held its lead-in in five markets and showed audience gains in two—San Francisco and Denver.

In the biggest head-to-head matchup last week—New York at 7:30 p.m.—*Inside Edition* placed seventh, averaging a 7.0/11, while *A Current Affair* on Fox-owned WNYW-TV finished fifth with an average 10/17.

In Los Angeles, *Inside Edition* finished seventh with an average 4.6/7 on KCBS-TV, which replaced *USA Today: The Television Show* with the new show. Last November, *USA Today* also pulled an average 7 share in the time period. Last week, in Los Angeles, *A Current Affair* averaged a 12.2/19 Monday-Thursday, easily beating *Inside Edition*.

In Chicago, *Inside Edition* ranked fifth in its access time period on NBC-owned WMAQ-TV last week, averaging a 5/9 and falling three share points from its lead-in. Meanwhile, *Current Affair* averaged a 7.4/13 on Fox's UHF station in the market,

WFLD-TV.

In San Francisco, one of two markets where the program increased its lead-in, that lead-in was *A Current Affair*. For the first four days of last week, KRON-TV averaged a 4/12 with *Current Affair*, which was followed by *Inside Edition*, which did 5.6/15, finishing second in the market.

King World officials were optimistic last week, suggesting that while the first week's numbers weren't up to expectations, it's probably too early to draw conclusions about the show or its potential. Analysts agreed. "Four days really isn't enough to

draw any conclusions," said Richard Kurlander, vice president, programming, Petry Television. But, he added, "I think *A Current Affair* is the better show without a doubt. It's the original and if I have the option of getting the original or a copy I'm going to get the original."

There were a few good news markets. Aside from San Francisco's strong showing, the program held its lead-in in Detroit, where it finished second with an average 10.2/21. In Denver, the show also grew from its lead-in, finishing third, with an average 7.8/12. □

LeMasters: Learning the hard way

CBS Entertainment chief talks about tough job of prime time turnaround; unveils programs in development

With one fall development season behind him, CBS Entertainment President Kim LeMasters is admittedly wiser and more experienced than he was when he took over the position. "I thought I was completely ready. I was absolutely cocksure that I

the network's chances of moving out of third place this season. "If we have any chance," he said, "it will depend on what changes we make in March." LeMasters also refused to lay the blame for the network's woes at the feet of his predecessor Bud Grant. "I knew when I asked for the job what the problems were at the network," he said. "The problems now are mine to solve." On his position at CBS, LeMasters said that eventually the rumors making the rounds that he is leaving the network will be true, but right now he is not concerned. "When you're in these jobs you live with the heat."



Corday



LeMasters

knew everything about network television," he said, describing his attitude upon assuming the top spot at CBS Entertainment. The rude awakening that was CBS's prime time schedule this fall has taught LeMasters several things, he said. The job of turning the network around "is not a one-person job," he said, referring to the input that Barbara Corday, executive VP, prime time programs, CBS Entertainment, and others have supplied. In addition, he said, "coming from a development background, I've learned a lot about scheduling."

The problem with prime time goes beyond just scheduling quality series, he said. "We promoted very heavily *TV 101* on Tuesday night and *Annie McGuire* and *The Van Dyke Show*, and they didn't open; that is a great frustration," he said. "We're being virtually ignored in the 8 p.m. time periods," he said.

"Slim" was how LeMasters described

With many holes still to fill in its prime time schedule, CBS has a number of series possibilities in various stages of development. The network has three hour-long shows and three half-hour shows available for placement on the schedule in the spring. *Dolphin Cove*, set to premiere on Jan. 21, is the story of a researcher who moves to Australia with his two children to study dolphins. *Hard Time on Planet Earth* is the story of an alien who is sentenced to do "hard time" on Earth. The third hour-long is entitled *Jesse Hawks*, based in part on last season's *High Mountain Rangers*, which starred Robert Conrad and his sons.

Of the half-hours, two of them can be considered 8 p.m. shows, said Corday. *Live-In* is the story of a mother who decides to go back to work, and hires a beautiful 18-year-old girl to look after her 16-year-old son. *The Famous Teddy Z*, which, like *Live-In*, was created by Hugh Wilson, creator of the critically acclaimed *Frank's*

Place for CBS last season, will be more of a traditional situation comedy, with Corday likening it in format to another Wilson creation, *WKRP in Cincinnati*. The third half-hour is tentatively titled *Doctor, Doctor* and is produced by Norman Steinberg. The series stars Matt Frewer, who starred in ABC's *Max Headroom*.

For the fall, the network has a 13-episode commitment for a series to star Richard Chamberlain, who plays a doctor living in Hawaii. CBS is also looking at series possibilities with Diane English, executive producer of *Murphy Brown*; Linda Bloodworth, executive producer of *Designing Women*; a series version of the theatrical movie "Coming to America"; a series to be produced by Norman Lear, and a series pilot prepared by Witt-Thomas Productions. □

More hopefuls rolled out on eve of NATPE

New syndicated offerings announced include game shows, tabloid and entry in growing late night field

With just one week until the start of the NATPE International convention, the stream of newly announced syndication programs for 1989 continues. The shows announced last week include more traditional game shows, a "niche" tabloid program called a *Tabloid Rocker* and an offbeat hybrid called *What's Your Beef?*, a joint project of Multimedia Entertainment and Reeves Entertainment. Another late night comedy project was announced, *Comedy on a Roll*, from Playboy's Alta Loma Productions.

Among the game shows announced for next fall is one coming from cable's USA Network called *Bumper Stumpers*. It is being sold for cash by MG/Perin. The show will complete its run on USA Network in June with 260 episodes (produced by Barry & Enright and Wink Martindale) available in syndication. Perin is also bringing to NATPE, in a joint venture with All American Television, a half-hour weekly barter program called *The Video Store*, which will highlight various programs and movies available on videocassette.

Also in the game show category, GGP Sports announced last week it was bringing back to first-run *Sports Challenge*, which had an 11-year run in syndication that ended in 1981. NBC's Dick Enberg will again serve as host. The new weekly version will be sold for barter (2½ minutes national and 4 minutes local) in a package of 13 original and 13 repeat episodes.

The Multimedia and Reeves Entertainment project, *What's Your Beef?*, proposed as a half-hour strip, is being produced by Woody Fraser. The show, to be hosted by Los Angeles radio personality Tom Leykis, is described as a combination game show-talk show-court show, providing a forum for people with all kinds of gripes. *What's*



Dick Enberg, 'Sports Challenge'

Your Beef? is being offered on a cash-plus-barter basis.

Alta Loma Productions, the new TV production arm of Playboy Video Entertainment, announced its second new first-run project for fall 1989, entitled, *Comedy on a Roll*, a weekly half-hour targeted for weekend late night. Former *Laugh In* host Dick Martin has been signed as host. Fox/Lorber will distribute it on a barter basis. Previously, Alta Loma announced a new variety/magazine strip targeted for late fringe called



Dick Martin's 'Comedy of a Roll'

After Hours, to be distributed by Worldvision, also for barter.

Fox/Lorber confirmed last week that the weekly children's program *Dr. Fad* was being renewed for a second year. The company is also bringing a new children's animated strip to the market, *Wonderful Wizard of Oz*, which will be packaged with four feature length animated "Oz" films. In addition, the company is offering a short-flight series entitled *The Story of Rock 'n' Roll*. □

ESPN baseball: stealing viewer base

Although cable network is not likely to make big profit on baseball package, it hopes to increase its overall viewership in all dayparts, year round

ESPN does not expect to make a direct profit on its four-year Major League Baseball contract, especially in the first years of the contract, said ESPN President and CEO Roger L. Werner Jr. last week. However, as a loss leader for the channel, the package is expected to increase year-round viewing in all dayparts, he said.

In his first speech since the press conference announcing ESPN's \$400 million, 700-game cable contract (BROADCASTING, Jan. 9), Werner clarified some elements of the agreement and spoke at length about the need in sports programming to balance the consumer's willingness to pay with the exposure that will keep fans interested in the game.



Werner

"We don't expect to generate profits *per se* on telecasts of the games themselves, especially in the first years of the contract," said Werner in his speech, sponsored by the New York chapter of the National Academy of Television Arts and Sciences. "But our coverage of the games will enhance the ability of other programming in our total baseball portfolio to generate returns. And it has extraordinary value as a tool to provide lift and promotion across our entire schedule."

After the speech, he pointed out that the management of Capcities/ABC, which owns 80% of the service, would not have approved the deal if it did not think the overall economics were sound.

Werner said the baseball deal would pressure ESPN to minimize losses associated with baseball and maximize profits in other portions of the network's year-long schedule. As he said the previous week, ESPN is not contemplating an increased subscriber fee to subsidize costs of the baseball package.

Talking about historical changes in the economics and viewing of sports, Werner said players' salaries and teams' values have increased dramatically because of growing rights fees, both broadcast and cable, on local and national levels.

As broadcast rights payments appear to have peaked in the past few years, Werner said, increased demand from cable bidders for sports programming has made new contributions to teams' revenues. "Continuing upward pressure" will be exerted on sports rights into the 1990's, he said, as competition for rights among broadcasters and ca-

ble programers continues.

But, in generating revenues from sports programming, Werner cautioned against limiting sports to local pay channels and pay-per-view events. "There's an equilibrium that has to be maintained between exposure to a team or athlete and the consumer's willingness to pay to see them play," he said. "That balance is different for every sport and depends in part on the traditional level of exposure the sport has received." Werner said boxing is an example of a sport suited to pay per view because of its high ticket prices and the absence of a "recent tradition of live national exposure on a free medium for the major bouts." In contrast, he talked about the "tradition of free exposure" for baseball and football.

"In the long run," Werner said, "driving sports programming to discretionary levels of pay service will deprive...teams of their ability to promote. It starves a sport of its audience."

When an audience member pointed out that ESPN's programming is not free, Werner compared basic cable to a newspaper subscription or telephone. "Not everybody can afford a newspaper or a telephone," he said.

He also said ESPN should not be seen as a force limited to local cable broadcasts. "If you don't have access to cable service," he said, "your local exposure of baseball will not be diminished by this."

Although local cable operators are free to put ESPN on nonbasic tiers, Werner said the increase per-sub fees that operators pay makes it not in their best interest to do so.

Republic, UA create new production unit

Republic Pictures Corp. and United Artists Communications have formed a joint production venture, committing \$60 million for the development of television series and movies.

The new unit, Republic Pictures Television, will be run principally by Republic Pictures executives, with an executive board comprising members of both corporations overseeing the new division's progress.

Although United Artists Communications is one of the country's largest MSO's, the joint venture will be developing programming for network and syndication with equal emphasis. "They [United Artists] are definitely interested in seeing us develop for cable, but we're going to be developing for network, cable and first-run," said Russell Goldsmith, chairman and chief executive officer of Republic Pictures Corp.

"The venture," added Goldsmith, "will enable us to expand our television development activities. We're currently in the hour-long business [with *Beauty and the Beast*], and this will enable us to enter more aggressively into half-hours." As a precursor of things to come, Goldsmith said Republic is supplying a script for a half-hour comedy to CBS in the next 10 days.

The venture came about after "eight or nine months of discussions between myself and Stewart [Blair, president and chief executive officer, United Artists Communications]," said Goldsmith. "Their desire to get more involved in the production side of the business matched our interest in expanding our television development."

He said he did not expect "national treasures" such as the Super Bowl or the World Series to move from broadcast television within the next five to seven years.

Explaining ESPN's ability to switch around among games in mid-broadcast, Werner said rights fees paid to suppliers of games that ESPN picks up in cut-ins would be handled through Major League Baseball. For a nominal charge, ESPN will be able to transmit up to three innings of a game, he

said.

Werner said negotiations for baseball's international distribution would be starting this week and that ESPN was interested in securing the rights (see story, page 111).

Major League Baseball has retained the U.S. Spanish-language cable rights, although ESPN has exclusive windows, Werner said.

ESPN has no plans to repeat its telecast of games, he said. □

Fairness, spectrum fees top NAB board agenda

Scottsdale, Ariz., meeting should also include discussion of need for new must-carry rules, comparative renewal, proposed \$15.7 million FY '89 budget

If all goes as planned, this week's National Association of Broadcasters joint board of directors meeting will be recorded as one of the more tranquil and routine in recent association history. That is what NAB leadership was predicting last week prior to the four-day (Jan. 16-19) session in Scottsdale, Ariz., at the posh Scottsdale Princess resort.

In many respects, the board will pick up where it left off last June when it delayed any decision on whether NAB will continue its opposition to the fairness doctrine and, if so, whether it will become entangled in a major confrontation with Congress to prevent it from becoming law. The opinions are divided but it is believed the majority of the directors are anxious not to provoke Congress and think NAB should "let it pass" and let the courts decide the issue.

Joint Board Chairman Wallace Jorgenson of Hubbard Broadcasting anticipates a "full blown" discussion on fairness. The idea of using the doctrine as a bargaining chip to achieve the industry's legislative goals has substantial support, especially among the TV board members. Moreover, lawmakers

have repeatedly said until fairness is enacted, there will be no Hill action on broadcast bills. Now communications policymakers are saying that legislation regulating advertising on children's television must also be adopted before consideration of other issues (BROADCASTING, Jan. 2).

For television, the priorities are unchanged since the board last met. Passage of permanent mandatory cable carriage rules (must carry) and the development of high-definition television are still considered crucial to the medium's survival. Ca-



ble-broadcaster relations in general will also be on the board's agenda. This time the television board will review a special report on telephone entry into the video business. Radio directors think reform of the comparative renewal process is imperative and will continue to urge NAB to pursue that initiative before the 101st Congress. Concerns about FCC policy on spectrum allocation still exist among many radio broadcasters, and the directors are likely to discuss the issue.

For radio, there were some new developments last week, such as the formation of a radio caucus among group operators (see page 48), which is bound to liven up hallway conversation. The caucus, its founders say, is intended to serve as a "resource" to NAB and is in no way a "challenge" to the association. "It is a positive development and not contrary to NAB," said Clear Channel Communications' Lowry Mays, who chairs NAB's radio board and participated in the formation of the new group.

Radio executives last week also pledged to support—both financially and with airtime—a Radio Advertising Bureau public awareness campaign promoting the medium (see page 48).

For the industry in general, the threat of spectrum fees or auctions is gaining momentum as Congress searches for additional

Smith-Guichard Corp. 463

330 North D Street, #460,
San Bernardino, Calif. 92401-1522

Spanish Television Services 336

2044 Cotner Ave., Los Angeles 91342

Staff: Omar Romay; Hector Llorens.

Programs: *La Cuñada; *Como La Hiedra; *Sin Marido; *Vendedoras de La Fayette; *Ella Contra Mi; *Noche de Estrellas 89; *Las Gaitas y Ratonos de Jorge Porcel 89; *Libertad Condicionada.

Spectrum 719

75 Rockefeller Plaza, 22d floor, New York 10019

Staff: Joseph Cifarelli; Robert Riordan; Valerie DeSanti; Richard Bailey.

S.P.E.X. Group/Media 416

8831 Sunset Blvd., Penthouse West, Los Angeles 90069

Staff: Dan Greene; W.F. Pouondra; Donna Varmee. **Programs:** *The Home Restoration & Remodeling Show; *The Luxury show; *Fixers Real Estate Ect.; *Home Restoring & Remodeling Minutes.

Sportsman's Showcase with Ken Tucker 453

Highway 313, P.O. Box 372, Brewton, Ala. 36427

Staff: Ken Tucker; Doug Yamnitz; David Morris. **Program:** *Outdoor Hunting Programs.

SPR News Source 1529

5165 Shady Island Rd., Mound, Minn. 55364

Staff: Jack Hansen; John Lehman; Michael Muth; Jack Lau; Al Strada. **Programs:** *We Know What Matters; America Hurts; The Drug Epidemic; Someone You Know; Two Million Women; Domestic Violence; Children of Children; D.W.I.—Deadliest Weapon in America; Looks: How They Affect Your Life; A Parent's Greatest Fear; Touch; All Alone Together; I'm Not Stupid—Learning Disabilities; Toward Immortality; Everything to Live For; The ABC's of AIDS; *Child Care; *Who Is School For?; *Neglect and Abuse; *Part Time Work, Part Time School; *Subject: Sex; *Life and Death; *Leroy; *Doug Hannon's Moon Clock; *GVC Salesmakers.

SSD Film Corp. 253A

Studio Hamburg Alelier BMBH 1211
Jenfelder Allee 80, D-2000,
Hamburg 70, West Germany

Staff: Wolfgang Riehl. **Programs:** Thieves In the Night; The Bomb; Summer in Lesmona; Wonders of the Earth; TV Soccer School; Lorient Special; Beat Club; TV Shorts for Children.

Sunbow Productions 771

130 Fifth Ave., New York 10011

Staff: Tom Griffin; Art Heller; Heide Kahme; Lisa Klasner; Mary Tricoli; Loretta Fleming; Ellen Postman; Cynthia Markus; Carole Weitzman; Bridie Blessington; Loretta Volpe; Dave Wollos; C.J. Kettler. **Programs:** G.I. Joe; Transformers; My Little Pony; Jem.

Survival Anglia Ltd. 939

113 Park Lane, Brook House, London, W1YY 4DX, England

D.L. Taffner 812

31 W. 56th St., New York 10019

Staff: Don Taffner; John Fitzgerald; Rick Levy; Don Taffner Jr.; Joe Ceslik; Mike Fahn; Merritt Sticker; Barry Katz. **Programs:** *Mystery Wheel of Adventure; *Talkabout; *5-4-3-2 Run; Check It Out; Three's Company; Three's a Crowd; The Ropers; Too Close for Comfort; *Family Animated Classics; Danger Mouse; World at War; Hollywood; Crime Inc.; Thames Comedy Originals; Benny Hill Show; Benny Hill Specials I, II; The Crazy World of Benny Hill; After Benny; Robin's Nest; Man About the House; George & Mildred; Keep It in the Family.

Telefilm Canada 1312

144 S. Beverly Dr., Los Angeles 90212

Staff: Louise Beaudoin; Sam Wendel; Michelle Werstuk Chesley; Yvonne Wolf; Elizabeth Hamilton; Edmund White; Louise St. Louis. **Services:** Production financing, investment, distributions, marketing support Canadian government film and TV agency.

Telemedia 651

2025 Royal Lane, Dallas 75229

Staff: Harry Nyce; George Denniston; Robert Rios. **Programs:** Classic Features; Hollywood Revue (*two hour and three hour versions); *Reflections; Video Juke Box; Comedy Greats; Nostalgic Moments.

Telemundo—Channel 2 301

G.P.O. Box 6222, San Juan, Pr. 00936

Telepool 1211

Sonnenstrasse 21, 8000 Munchen 2, West Germany

Telerep 539

875 Third Ave., New York 10022

Staff: Al Masini; Steve Herson; Larry Goldberg; Rich Sheingold; Andy Feinstein; Lisa Brown; Jay Isabella; John McMorrow; Mac Lorimer; Mary Jane Kelley; Jim Monahan; Dave Hills; Lanie Richberger; Jim Robinson. **Service:** Rep firm.

Teletrib 1349

875 Third Ave., New York 10022

Staff: Philbin Flanagan; Mary Jane Hastings; Rick Meril; Anne Rodgers; Clark Morehouse; Harvey Gamm; Bob Cesa; Norman Lesser; Cathy Forbes; Jack Steng; Marc Brody; Nancy Gottdenker; Dick Brown; Rick Jacobson; John Donahue; Ken Kold; Kevin McGurk.

Programs: *Series:* *Cop Talk: Behind the Shield; *Dionne & Friends; *The Investigators; *Joan Rivers; *Subway Network; *Rollergames; At the Movies; Charles in Charge; Dick Clark's Golden Greats; Entertainment Tonight/This Week; Geraldo; Lifestyles of the Rich and Famous; Monsters; Runaway with the Rich and Famous; Soul Train; Star Search; T&T; Tales from the Darkside; Triple Threat; Fame, Fortune and Romance.

Specials: *A Child Called Jesus; *Achille Lauro; *Lou Rawls Presents; *Songwriter's Hall of Fame; *Star Search

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Dave Bell; Bruce Farber; Don Brownstein; Marc Maehl; Judy Obernier.

Service: Rep firm.

Pollaro Media Advertising & PR 358
400 W. Main, Denison, Tex. 75020

Staff: Joe Pollaro; H.L. Voelker; Greg Mack; Rick Blackburn. **Programs:** *The New Ripley's Believe It Or Not; *Ripley's For Kids; *Hit Video Country; *Inside Music City.

Press conference area 224

Primetime Entertainment 1230
444 Madison Ave., New York 10022

The Program Exchange 1540
375 Hudson St., New York 10014

Staff: Allen Banks; Jack Irving; Chris Hallowell; Susan Radden; Beth Feldman; Tim Strosahl; Diane Casse; Holly Friend; Esther Pashkin; Barbara Donoghue. **Programs:** *Children:* Dennis the Menace; The Woody Woodpecker Show; Scooby Doo; The Flintstones; Bullwinkle; Rocky and His Friends; Underdog; Uncle Waldo's Cartoon Show; Tennessee Tuxedo and His Tales; Dudley Do-Right and Friends; Young Samson; Space Kidettes; Valley of the Dinosaurs; King Leonardo; The Beary Family; Inch High Private Eye; Wheelie and the Chopper Bunch; Goober & the Ghost Chasers; Where's Huddles; Buford Files/Galloping Ghost; Jana of the Jungle; Bisketts. *Off-network series:* Bewitched; I Dream of Jeannie; Abbott & Costello; The Partridge Family. *Sports:* The Greats of the Game.

Program Link 512
708 Third Ave., New York 10017

Staff: Nick Peters; Mitchell Saslow. **Service:** National television program syndicator's newswire.

Program Syndication Services 429
375 Hudson St., New York 10014-3620

Staff: Suzanne Crowe; Peggy Green; Karen Morgenbesser; Barri Schnapp. **Program:** Morning Stretch.

ProServe Television 1058
10935 Estate Lane, #100, Dallas 45238

Staff: Donald Dell; Bob Briner; Dennis Spencer; Herb Swan; John Humphrey; Steve Horowitz. **Programs:** The Year in Sports—1988 & 1989; Sports Decade—the 80's. *International:* The Boston Marathon; The Tour de France; 40 Professional Tennis Tournaments; 1989 Intercontinental Cup Baseball; 1989 World Beach Volleyball Championships; World Amateur Boxing Championships; 1989 World Cycling Championships; Gore-Tex National Capital Open Cycling; World Cup Volleyball Championships; Diamond Awards Festival; James Galway's Christmas Carol; James Galway and the Chieftains; Rubinstein Remembered; Barry Douglas Special.

Qintex Entertainment 661
345 N. Maple Dr., Beverly Hills, Calif. 90210

Ralph C. Ellis Enterprises Ltd. 1312
1231 Yonge St., #201, Toronto, On. M4T 2T8, Canada

Raycom 1421
P.O. Box 33367, Charlotte, N.C. 28233-3367

Staff: Rick Ray; Dee Ray; Ken Haines; Ray Warren; Meade Camp; Peter Lenz; Peter Rolfe; Jerry Pelletier; Mike Dunlop; Julie Johnson; Ellen Bedell; Jim Duncan; Greg McCastle; Pat LaPlatney.

Raymond Horn Syndications 255A
38 W. 32d St., #1610, New York 10001

Staff: Raymond Horn; Gloria Horn; Michael Hannibal; Chuck Wicker; Lou Miles; Bernie Schulman. **Programs:** It's Showtime at the Apollo; D.C. Follies; America's Black Forum; *Hot! Hot! Hot!; *T.V. Ted.

Reel Movies International 359
8235 Douglas Ave., #770, Dallas 75225

Staff: Tom Moore; Lorri Logan. **Programs:** Space Patrol; Tom Corbett; Space Cadet; Tales of Tomorrow; Killer B's; Hollywood Interview; *Robin Hood; *Captain Gallant of the Foreign Legion.

Republic Pictures Corp. 1139
12636 Beatrice St., Los Angeles 90066

Staff: Chuck Larsen; Joe Levinsohn; Marlynda Salas; Diana Foster; Lisa Woodcock; Linda Lieberman. **Programs:** *Republic Premiere One; *Color Image Specials; Hollywood Stars, The John Wayne Collection, Hollywood One & Two; Get Smart; Bonanza; High Chaparral. *International:* Beauty & the Beast.

RTVE/Radio Television of Spain 441
501 Madison Ave., #604, New York, 10022

Staff: Soledad Alvarez Coto; Teresa Shelley; Javier dePaul; Teresa Seguria. **Programs:** Dangerous Loves (Amores Dificiles); Lorca, La Muerte de un Poeta; Mi General; La Colmena; Goya; Julio Iglesias special; Los Picassos de Jacqueline; Luis Bunuel.

Samuel Goldwyn Television 919
10203 Santa Monica Blvd., Los Angeles 90067

Staff: Dick Askin; Jim O'Neill; Mike Byrd; Ray Solley; Steve Barbour; Casey Lanken; Gary Perchick; Leonie de Picciotto; Richard Bornstein; Ron Breitstein.

Programs: Body by Jake; *American Gladiators; *November Gold 3; November Gold Movies I, 2 (20 titles each); Explosive Movies I, II (15, 17); Treasure Chest Movies (16); Family Six-Pack Movies (6); Goldwyn Gold Movies I, II (21 each); Power Pack Movies (9); Robin Hood Series (13).

Satellite Television Syndication 463

Scott Entertainment 855
P.O. Box 554, Westbury, N.Y. 11590

Staff: Scott Sobel; Ronni Sobel. **Programs:** *Features, packages:* Teenage Theatre; Rhino Films; Haunted Hollywood; The Movie Classics; Roy Rogers/Gene Autry Theatre; Shock Theatre. *Off-network series:* Nostalgia Network One; Golden Years of Television; Casebook of Sherlock Holmes. *Program inserts:* TV Facts. *Specials:* Dealers in Death.

Select Media Communications 1449
885 Third Ave., #1220, New York 10022

Staff: Mitch Gutkowski; Claire Scully; Andrew Eder; Carol Blank; Peter Hamilton; Robert Taffner; Linda Yaccarino; Catherine Morrow; Marlene Rochman; Mari Kimura; Heidi Torpey; Barbara Mearini; Marc Juris; Michael Haigney. **Programs:** *InSport; Relatively Speaking; *Fifth Annual Mrs. of the World Pageant; *23rd Victor Awards; *Drug Free Kid's: A Parent's Guide. *Program inserts:* Today in Music History; Whodunnit?; Intermision; Quick Schtick; Fashion in a Flash; Health Break; Ask Professor Nutrition: Where in America?; 1-Across; *Breathtaking Moments.

Seltel 837
575 Fifth Ave., New York 10017

Staff: Raymond Johns; Janeen Bjork; Lonnie Burstein; Frank Cicha; David Schwartz; James Murtagh; Paula Dopsch. **Service:** Station representation.

SFM Entertainment 833
1180 Ave. of the Americas, 10th floor, New York 10036

Staff: Stanley Moger; Jordan Ringel; Joe Gerard; John Doscher; Amy Sauerrieg; Cyndy Wynne; Jim O'Daly. **Programs:** The Care Bears; The March of Time; Crusade in the Pacific; Crusade in Europe; The Indomitable Teddy Roosevelt; The Digital Discovery Series: The Infinite Voyage; Zoobilee Zoo.

Silverbach-Lazarus Group 911
9911 W. Pico Blvd., PH-M, Los Angeles 90035

Staff: Alan Silverbach; Herb Lazarus; James Francis; Nicole Wonica; Toby Rogers; George Blaug. **Programs:** *First-run series:* Faerie Tale Theatre; The Littlest Hobo. *Off-network series:* Cimarron Strip. *Mini-series:* For the Term of His Natural Life. *Specials:* Ivan the Terrible; The Last Days of Marilyn Monroe; Terror!; Best Christmas Pageant Ever. *Documentaries:* Hillary's Adventurers; Phenomenal World; Explore. *Feature, package:* Visual One.

International: Features: A Christmas Carol; Children in the Crossfire; Mrs. Delafield Wants to Marry; The Fifth Muskeeter; Full Circle Again; A Little Night Music; Nobody's Child; Right of Way; Santa Fe Trail; Six Against the Rock; Special Friendship; Stone Pillow; The Ted Kennedy Jr. Story; The Last Days of Patton. *Series:* Faerie Tale Theatre; Explore; The Littlest Hobo; Phenomenal World; Shelley Duvall's Tall Tales & Legends; Hillary's Adventurers; Wild Kingdom; Spirit of Adventure.

Specials: Ivan the Terrible—The Demjanjuk Dossier; The Comedy Store 15th Class Reunion; John Denver's Christmas in Aspen; Season's Greetings: An Evening with John Williams and the Boston Pops Orchestra; Korean War; Top Flight; Chain Reaction; Case in Point in Jerusalem—el Khaledieh Street; Terror; Best Christmas Pageant Ever; Return to Iwo Jima.

Simcom International 1312
86 Bloor Street West, 5th floor, Toronto, On. M5S 1M5, Canada

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WELFARE FOR THE RICH

SHOULD THE WEALTHY RECEIVE SOCIAL SECURITY?

THURSDAY:

THEY SHOOT ANIMALS

ARE ANIMALS ABUSED IN MOVIES?

FRIDAY:

DEADLY ECSTASY

THE PARTY DRUG, ECSTASY, CAUSES AGONY.

JAN. 23-27.

MONDAY:

COSMO CONFESSES

HELEN GURLEY BROWN'S
SECRETS FOR STAYING FIT.

TUESDAY:

HOT TICKET!

WHY FANS CAN'T GET ENOUGH OF
"LES MISERABLES?"

WEDNESDAY:

TV LOSES CONTROL

WITHOUT CENSORSHIP, SEX AND
PROFANITY SIZZLE ON TV.

THURSDAY:

ARE YOU BLUE TOO?

WHY MENTAL DEPRESSION
SEEMS TO BE SPREADING.

FRIDAY:

BOSS LADIES

WOMEN EXECS AND THE COMPANIES
THAT PUT THEM IN CHARGE.

James McNamara; Thea Diserio; Ray Donahue; Laurie Fein; John Triantafyllis; Osvaldo Barzellato; Ray Donahue; Derek Malone; Noel Cronin; John Clutten; Yves Witner; Aliz Davonneau; Hans Eksteen; Franz Elmendorff. **Programs:** *Series:* A Fine Romance; Crime Story; High Mountain Rangers; Life of Riley; Murphy's Law; Rags to Riches; Santa Barbara; Sledge Hammer!; The Bold & the Beautiful; The Wonder Years; Tour of Duty; Zorro; The Robert Guillaume Show. *Movies:* After the Promise; Conspiracy of Love; Dangerous Affection; Easy Prey; Gladiator; Penalty Phase; Something In Common; The Woman He Loved; The Return of the Incredible Hulk; Poker Alice.

Mini-series: Beryl Markham: A Shadow on the Sun; Courage; Echoes in the Darkness; Elvis and Me; Harem; Monte Carlo; Queenie; Sins. *Animation:* Dino-Riders; Little Wizards; Robocop; Marvel Action Universe; The Marvel Catalog of Animation. *Specials:* Adventures of Two Minute Werewolf; Almost Royal Family; Can a Guy Say No; Different Twist; Don't Touch; Exchange Student; Getting Even: A Wimp's Revenge; Gramps and the Globetrotters; Great Love Experiment; Haunted Mansion Mystery; Herself the Elf; High School Narc; I Want to Go Home; Mom's On Strike; My Father, My Rival; Mystery at Fire Island; No Greater Gift; The Diamond King; Truth About Alex; Tucker and the Horse Thief; War Between Classes; What If I'm Gay?; Workin' for Peanuts.

Newby/Berke Productions 1625

NHK Enterprises USA Inc. 830
1 Rockefeller Plaza, #1430, New York 10020

Nielsen Media Research 219
Nielsen Plaza, Northbrook, Ill. 60062

Staff: Roy Anderson; Deb Anderson; Betsy Braun; Arlie Bulgrin; Kathryn Creech; John Dimling; Lisa Fishetti; Hal Fleig; Larry Frerk; Bill Friedman; Jerry Gabert; Tom Hargreaves; Dave Harkness; Jack Holt; Mike Hudak; Bill Jacob; Chris Janks; Susan Kam; Sandy Krause; Kim Lloyd; Jim Lyons; Rita Mattley; Dave McCubbin; Pat McDonough; Ron Meyer; Bill Miller; Bob Paine; Stan Petersen; Ann Rosenberg; Mark Saputo; Ceril Shagrin; Kel Weber; Dave Woolfson. **Services:** TV Conquest; Megabase Lineup Report; *Dailies Plus—Syndication; Pocketpiece on Diskett pc program.

Nippon Animation Co. Ltd. 218
10-11, Ginza 7-chome, Chuo-ku, Tokyo 104, Japan

Staff: Yasuhiko Matsuoka; Hiroko Karaki; Eri Ichikawa. **Programs:** *Jakobus Nimmersatt; *The Story of Anne Frank; *Manxmouse; Pollyanna; Little Princess; The Alps Story; My Annette; Conan, the Boy In Future; Little Lord Fauntleroy.

Niws Productions 839

Norman Hecht Research 364
66 W. Barclay, Hicksville, N.Y. 11801
Staff: Norman Hecht; Philip Jursek; Shirley Chin; Elaine Hecht. **Services:** Perception Analyzer; Ratings Points news-

letter; Rx for a Bad Book; Retail Advertisers Audit; News Feature Concept Appeal; Media and Advertising Executive Panel.

NTV International Corp. 413
50 Rockefeller Plaza, New York 10020

Staff: Yasud Ema; Takao Sumii; Jennifer Douglas; Andre Mignott. **Programs:** Astrology; Ninja; The Romance of the Three Kingdoms; Monkey; In the Beginning; Video Kid; Living in Japan; *Live from Mount Everest.

Orbis Communications 1149
432 Park Ave., South, New York 10016

Orion Television Syndication 938
1888 Century Park East, 6th floor, Los Angeles 90067

Staff: J. Scott Towle; Robert Mirisch; Larry Hutchings; Stephen Mulderrig; Robert Oswaks; Kathy Haynsworth; Richard Zimmer; Wendy Ehrlich; Jerry Jameson; Thomas Cerio; Arthur Hasson; Don Frehe; Tara Carroll; Tim Overmyer.

Programs: *First-run series:* Crimewatch Tonight; Hollywood Squares. *Off-network series:* Cagney & Lacey; The Avengers; Addams Family; Green Acres; Mr. Ed; The Best of Saturday Night Live.

Features, packages: Orion I (20 titles), II (25), IV (22), III (20); Orion Starview I (11); Orion Premieres (15); Born Wild (12); Chrome & Hot Leather (12); Filmways (22); Monsters on the Prowl (9); Films for the 80's (25); Beach Blanket Biggies/Young Adult Theatre (14); The Winning Hand (25); Ghoul-a-Rama I, II; The World of the Macabre (8); Films from the '70's (22). *Mini-series:* Louisiana; Blood of Others; Secret of the Black Dragon; King.

Jim Owens & Associates 310
1525 McGavock St., Nashville 37203

Staff: Jim Owens; David Vester; Pam Buckley; Laurie Larson Haynes. **Programs:** Weekend with Crook and Chase; Wolfman Jack Show; Roy Clark USSR Friendship Tour; Celebrities Off-stage.

Outdoor Sports Network 1611
6560 S.E. Federal Highway, Stuart, Fla. 34997

Palladium Entertainment 1350
444 Madison Ave, 26th floor, New York 10022

Staff: Gary Dartnall; Nathaniel Kwit Jr.; Bob Cohen; Brian Firestone; Harvey Reinstein; Rick Bompane; Buddy Brooks; Ginny Wood. **Programs:** *First-run game shows:* *Jackpot!; *Eye Q.

Series: Adventures of the Lone Ranger; Lone Ranger Series; Lassie Series; Timmy and Lassie; Jeff's Collie; Sgt. Preston of the Yukon; Skippy the Bush Kangaroo; Lone Ranger Cartoons.

Features, packages: *Palladium Silver (32 titles); Power Pack (22); Primetime 90's (10); Janus Features (233); Lone Ranger Features (2); Lassie TV Movies (15); Lassie Features (2); The Big 21 (21); Adventures of the Lone Ranger (13).

Paragon International 1312
260 Richmond St., West #405, Toronto, On, M5R 1K5, Canada

Staff: Isme Bennie; Jon Slan; Kirstine Layfield. **Programs:** *Blizzard Island; *Extra, Extra; *The Railway Dragon; *Bluetoes; *Mother Goose Treasury; *Alyssa Milano's Teen Steam; Raccoons; Degrassi Junior High.

Paramount Domestic TV 1371
5555 Melrose Ave., Los Angeles 90038

Staff: Mel Harris; Lucille Salhany; Steve Goldman; Frank Kelly; R. Gregory Meidel; Bob Sheehan; Vance Van Petten; Meryl Cohen; Howard Green; Jim Martz; Alan Baker; Steven Nalevansky; Jack Warlieb; Amy Bertram; Tom Connor; Maryann Wiedemann; Dick Montgomery; John Nogawski; Liz Firalio; Ed Wilson; Marc Hirsch; Ken Solomon; Bobbee Gabelmann; Gerry Noonan; Stan Justice; Don Salem; Mark Dvornik; Al Rothstein; John Morrow; Mike Kerans; Maura McDonough; Bruce Gordon; Joe Lucas; Ramon Perez; Susan Bender; Mal Orme; Kevin Keely; Peter Cary; Patrick Stambaugh; Jean Pullen; George Mooratoff.

Programs: *The Arsenio Hall Show; *The Joan Rivers Show; *Tabloid; Entertainment Tonight/Entertainment This Week; Friday the 13th: The Series; Gerald; Star Trek: The Next Generation; War of the Worlds. *Features, mini-series, packages:* Diamond Jubilee; The Winds of War; Shogun; Portfolio XII (26 titles), XI (22), X (15), IX (30), VIII (13), VI (30), III (60), II (37), I (44); Special Edition II (40), I (50); Preview III (20), II (16), I (14); Marquee III (18); II (17); White Christmas; The Untouchables.

Off-network: Brothers; Webster; Cheers; Family Ties; Taxi; Mork & MIndy; Laverne & Shirley; Happy Days; The Odd Couple; The Brady Bunch; Star Trek; Love, American Style; Star Trek Animated; the Brady Kids Animated; Mission: Impossible; The Untouchables; Angie; The Lucy Show; Mannix; Bosom Buddies. *Specials:* Leonard Nimoy Star Trek Memories.

Parrot Communications 329
355 Berkshire Ave.
La Canada, Calif. 91011

Petry Television 1215
3 E. 54th St., New York 10022

Staff: David Allen; Bill Fagan; Michael Membrado; Harry Stecker; C. William Schellenger; John Scognamillo; George Dennis; Tom Belviso; William Wiehe; Harry Stecker; Jack Fentress; Dick Kurlander; Ron Martzoff; Gail Healy; Eric Steinberg; Rob Hebenstreit; Teddy Reynolds; Tino Pappas; George Blinn; Steve Eisenberg; Jerry Linehan; Rob Friedman; Richard Larcade; Donald O'Toole; Kevin Nugent; Bill Shaw; Patrick Twyon; John Heise; Paul Morrissey; Al Westermann; Chuck Hanrahan; Joe Lyons; Bill Hahn; David Handler; Neil Hitzig; Rick Paul; Joanne Di Prisco; Greg Moloznik; Bob Miggins; Val Napolitano; Diane Godanian; Stockton Holt; Roger Stepic; Laverne Cole; Toni Kirk; Patrick McNew; Chuck Sitta; Tom Vannelli;

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N.J. 08043

M.K. Thomas & Co. 534

**Major League Baseball
Productions** 1463
1212 Ave. of the Americas,
New York 10036

Staff: Joseph Podesta; Terry Kassel;
Geoff Beinfonte; Peggy White; George
Gratzis; Michael Teicher; Hilary Blinken.
Programs: This Week In Baseball;
Grandstand; Sports Newsatellite; Base-
ball 1989—A Look Ahead; Weekend
Baseball Wrap Up.

MCA TV 472
445 Park Ave., New York 10022

Staff: Al Rush; Donald Menchel; Shelly
Schwab; Jim Kraus; Bobbi Fisher; Marc
Grayson; David Brenner; Mort Slakoff;
Don Micallef; Richard Nailling; Paul Hoff-
man; Tom Maples; Kenneth Arber; Kate
Kelleher; Jeff McElheney; Bill Trotter;
Gary Wendt; Jeff Manoff; Dan Zifkin;
Charlotte Sweet; Robert Raleigh; Steve
Rosenberg; Steve Hackett; Tom Russo;
Nancy Colligan; Christopher Rovtar;
Gerri Pare; Kathy Fenus.

Programs: *Universal Pictures Debut
Network III; *Amen; *Pictionary; *Star-
*Play; *Lassie; *\$Reward\$; Airwolf; The
Morton Downey Jr. Show; The Munsters
Today; My Secret Identity; Out of This
World; Charles in Charge; Kate & Allie;
Knight Rider; The A Team; Simon & Si-
mon; Black Sheep Squadron; Gimme A
Break; Magnum; That's Incredible; Quincy;
Buck Rogers; Kojak; The Rockford
Files; House Calls; BJ/Lobo Show; The
Incredible Hulk; Leave It to Beaver; The
Munsters; The Jack Benny Show; Bar-
etta; Alias Smith & Jones; The Six Million
Dollar Man; The Bionic Woman; Five Star
Mystery; The Bold Ones; Ironside; It
Takes a Thief; The Name of the Game;
Rod Serling's Night Gallery; Run for Your
Life; Best Sellers, I, II; The Deputy; Thriller;
Men from Shiloh; Wagon Train.

Features: Universal Pictures Debut
Network I (33 titles), II (25); Film Fest I
(22); Universal's Marvelous Ten; Universal
Pictures Prestige 13; Universal Pictu-
res Exploitable 13; Universal's Most
Wanted List (23); The Columbo/Mc-
Cloud/McMillan Mystery Movies (124);
Banacek (16); The Hit List (36); Univer-
sal Network Movies 85; Battlestar Galac-
tica (12); Champagne Movies 34; Ninety
Minute Movies (49); Universal Grand 50
(48); Universal Star Spangled 33; Uni-
versal World Premieres; Comedy Festi-
val I (26), II (26); Universal 40, 49, 50,
52; Paramount Pre '48 (496); Paramount
100 Select; Universal 53; Universal 123;
Universal 260 Select List; Universal Col-
or One Hundred; Universal 36 Black and
White Elite; 77 Horror Greats; Western
Roundup (26); Reserve (169); Diabolic
Dozen; Dead End Kids Movies (7); Ab-
bott & Costello (26).

McLaughlin, Piven, Vogel 435
30 Wall St., New York 10005

Staff: J.C. McLaughlin; Dave Wiltter; Bob
Leverone; Jane Magida. **Program:** *30
Wall Street.

Mediation TV Enterprises 601
8831 Sunset Blvd., #100, West
Hollywood, Calif. 90069

Staff: John Ettlinger; Shanna Gray; Ben
Barry; Jorge Rossi; Bunker Jenkins. **Pro-
grams:** Elm Street: The Making of a
Nightmare; Action I; Action II; Ray
Bolger; Gambling's Invisible Thieves;
The Making Of...; feature film library.

**Mediacast Television
Entertainment** 323
2350 E. Devon, #250, Des Plaines, Ill.
60018

Staff: Tom Edinger; Pat Kelly; Sharon
Polan; Marikay Hegarty; Mike Wickey;
Joan Skrypek; Isme Bennie; Randy Zal-
ken; Mitch Feldman. **Programs:** *Indy
500 Highlights; *Movies at the Triplex;
Battle Monster Trucks; Great American
Mystery Cars; Return of Monster Trucks;
Super Chargers; War of Monster Trucks;
*Bigfoot—King of the Monster Trucks;
*Challenge of the Monster Trucks; *Big-
foot: In Action; *Bigfoot vs. the Monster
Trucks; *Skyfire Air Races.

MG/Perin 1429
124 East 40th St., New York 10016

Staff: Marvin Grieve; Richard Perin;
John Hess; Holly Grieve. **Programs:**
First-run series: GLOW. *Features,*
packages: Movie Madness 1; The Gath-
ering Story; Churchill and the Generals.
Program inserts: The Winning Moment.
Specials: B.C.—The First Thanksgiving;
B.C.—A Special Christmas. *Children:*
Cicero, the Queen's Drum Horse.

MGM/UA Television Syndication 1035
10000 W. Washington Blvd., Culver
City, Calif. 90232

Staff: Jeffrey Barbakow; Kenin Spivak;
Trevor Fetter; Sid Sapsowitz; Norman
Horowitz; Randolph Blotky; Anthony
Lynn; Dick Cignarelli; Jeff Ivers; William
Josey; Jack Smith; Joe Abrams; Mark
Massari; Dee Baker; Kelly Kalcheim;
Ninette Root; Paul Sumi; David Gerber;
Phillip Smith; Chuck Atkins; John Rouse;
Peter Preis; Andrew Bolt; Robert Horen;
Victoria Quoss; Stuart Marcus; Bill Wine-
berg; James Wills; Patrick Gallington;
Gilberte de Turenne; Annabel Bighetti;
Bill Wells; Osvaldo Barzelatto.

Programs: *Series, specials, mini-se-
ries:* The New Twilight Zone; Hot Line;
Straight to the Heart; Group One Medi-
cal; Fame; Bat Masterson; Highway Pa-
trol; Outer Limits; Patty Duke Show; Rat
Patrol; Sea Hunt; Wolper Specials. *Fea-
tures:* MGM/UA Premiere Network III;
MGM/UA 4, 3, 2, 1; UA Showcase 1-11;
UA 17; UA Prime Time 1 and 2; Award
Package; Box Office; Premiere; Festival;
AAP Features; Chans & Wong; Mono-
grams.

International: cartoons: The Pink
Panther; Pink Panther Specials; Pink
Panther and Sons; Banjo: The Woodpile
Cat; Hello Kitty; Furry Tale Theatre. *Se-
ries, specials, mini-series:* thirtysome-
thing; Knightwatch; Baby Boom; In the
Heat of the Night; Dream Street; Kids
Incorporated; George Washington;
George Washington: The Forging of a
Nation; Happy Anniversary 007: 25
Years of James Bond; James Cagney;

That Yankee Doodle Dandy; That's
Panthertainment.

Films for television: The Man Who
Fell to Earth; Dark Victory; Kids from
Fame; Witness for the Prosecution; Dirty
Dozen IV; In the Heat of the Night; Hot
Paint; If It's Tuesday It Must Be Belgium;
The King of Love; My Father, My Son;
Red River; Broken Angel; Inherit the
Wind; Moving Target; Police Story: The
Freeway Killings; Mercy or Murder; Lady
Be Good; The Tenth Man. **Theatrical:**
The United Artist motion picture library.

MGM/UA's Hotline 1559

Michael Krauss Syndication 337
707 Westchester Ave., White Plains,
N.Y. 10604

Staff: Jack Firestone; Michael Krauss;
Terry Hicks; Larry Held; Vivien Stern;
Joan Lunden. **Programs:** *Mother's Day
with Joan Lunden; *Mothers' Minutes
with Joan Lunden.

MMT Sales 561
150 E. 52d St., New York 10022

Motion Picture Council of Houston 250

MTM TV Distribution Group 1360
12001 Ventura Pl., #600, P.O. Box
7406, Studio City, Calif. 91604

MTV Network 1326

Muller Media 1029
23 E. 39th St., New York 10016

Staff: Robert Muller; Dan Mulholland.
Programs: *Features, packages:* *Lethal
Weapons; *For Those I Loved; The Great
Escape; Top Guns; Rainbow Family; The
Godzilla All Stars; Super Action 10; Cin-
ema Greats; Scattergood Baines; Above
and Beyond. *Cartoons:* The New Three
Stooges. *Special:* Action I & II. *Series:*
The Making Of...

Multimedia Entertainment 719
75 Rockefeller Plaza, 22d floor,
New York 10019

Staff: Peter Lund; Thomas Shannon;
Bruce Johansen; Ed Monahan; Judith
Bernat; Nancy Cook; Norm Hayes; Gerry
Philpott; Mike Marsho. **Programs:** *Mag-
azine, talk:* Donahue; Sally Jessy Ra-
phael. *Game show:* Sweethearts. *Spe-
cials, packages:* An Appointment with
Sherlock Holmes.

Muscular Dystrophy Assoc. 1220
810 Seventh Ave., New York 10019

Staff: Robert Ross; Gerald Weinberg;
Roylance Sharp; Craig Wood; Gerald
Auerbach. **Program:** The Jerry Lewis
Labor Day Telethon.

NATPE Net 1324

NDR International 1211

New World Television 611
130 E. 59th St., New York 10022

Staff: Edward Gradinger; Tony Brown;
Joe Middelburg; Monte Lounsbury; Tony
Fasola; Frank Browne; Sandy Lang; Glo-
ria La Mont; Dorothy Hamilton; Renee
Madrigal. **Programs:** New World One
(18 titles); New World Two (18); New
World Three (20); *Sledge Hammer!;
*Life of Riley; Marvel Action Universe;
Zorro: The Legend Continues.

International: Staff: William Shields;

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King Features Entertainment 949
235 E. 45th St., New York 10017

King World Productions 1237
1700 Broadway, 35th floor,
New York 10019

Staff: Roger King; Steve Palley; Jim Dauphinee; Paul Hughes; Jeff Epstein; Steve Hirsch; Dennis Franklin; Rosanne Legano; Michael Auerbach; Dan Gasby; Patty Cohen; Betsy Green; Marsha Diamond; Jeff Grant; Allyson Kossow; Diana King; Moira Dunlevy; Patsy Bundy; Jim Farah; Annelle Johnson; Michael Shaw; Stu Stringfellow; Gary Grandolph; Lee Keirsted; Michael King; Sid Cohen; Michael Tanner; Marianne Catalano; Lee Leddy; D. Demirjian. **Programs:** *Inside Edition; Wheel of Fortune; Jeopardy!; The Oprah Winfrey Show; The Little Rascals; Guns of Will Sonnett & Branded; Topper; Mr. Food; Spotlight Ten; The Epics; Popcorn Theatre; Classic Detectives.

Koch-Silverberg **Communica-**
tions 1064
1650 Broadway, #510, New York 10019

Staff: Leonard Koch; Robert Silberberg; Patrick Byrne. **Service:** *Tintoretto Inc. colorization process. **Programs:** A Crystal Christmas in Sweden; Mrs. America Pageant; College Football Previews; College Basketball Previews.

Lage Enterprises 1523

LBS Communications 1011
(LBS rest areas: 201, 319,
358A, 552, 1601, 1635)
875 Third Ave., New York 10022

Staff: Henry Siegel; Paul Siegel; Phil Howort; Mike Weiden; Jon Nottingham; Joseph Tirinato; John Storrier; Tony Intelisano; Ira Bernstein; Andrew Holtzman; Steve Syatt.

Programs: Family Feud; The Hunt for Stolen Treasures...Live!; Psychic Powers Exposed...Live!; The LBS Specials; Smithsonian Treasures; Test Series. **Children:** Police Academy; The Series; The Real Ghostbusters; Heathcliff; Mask; Inspector Gadget; The Adventures of Teddy Ruxpin, Care Bears & Friends at the Movies.

Features, packages: LBC Spectrum II; It Came Upon the Midnight Clear; LBS Major Minis; Hope Diamonds (11 titles).

Off-network series: What's Happening!; Crazy Like a Fox; Hardcastle & McCormick; Gidget; Family: The Monkees. **Music:** The Story of Rock 'n Roll. **Features:** LBS Classics.

London Weekend Television 1230
International
S. Bank Television Centre, Upper
Ground, London SE 1 9LT, England

Staff: Sydney Perry; Martha Burke-Hennessy; Suzanne Hayes. **Programs:** Wish Me Luck II; Poirot; London's Burning; Charles at Forty.

Lorimar Syndication 950
10202 W. Washington Blvd., Culver
City, Calif. 90232

Staff: Richard Robertson; David Salzman; Michael Solomon; Keith Samples; Bruce Genter; Rod Cartier; Alicia Windroth; Vince Messina; Jim Burke; Jacqueline Hartley; Mary Markarian; Ed Wasserman; Jeffrey Brooks; Dalton Danon; Don Ross; Jim Moloshok; Yelena Lazovich; Cynthia Stanley; Bruce Rosenblum; Leonard Bart; Leon Luxenberg; Jim Paratore; Mark O'Brien; Bob Sanitsky; Scott Carlin; Tom Byrnes; Rob Barnett; Jeannine Kadow; Damian Rordan; Scott Weber; Eric Strong; Andrew Weir; Mary Voll; Karl Kuechenmeister; Marc Solomon; Julie Kantrowitz; Mark Robbins; Jeff Hufford; Steve Knowles; Nicole Sabathie; Chris Smith; Deborah Robin; Jim Engleman; Stuart Graber; Jeff Schlesinger; Frances Reynolds; Brenda Geffner; Peter Valle.

Programs: First-run series: *3rd Degree; A Nightmare on Elm Street, The Series; Freddy's Nightmares; Funhouse; She's the Sheriff; Mama's Family; It's a Living; The People's Court; Superior Court; Love Connection; Family Medical Center; Gumby; The Comic Strip; Thundercats; Silverhawks; News Service.

Off-network series: *ALF; *Perfect Strangers; Mama's Family; It's a Living; Alvin & the Chipmunks; Knots Landing; Dallas; Eight Is Enough; The Greatest American Hero; The New Dick Van Dyke/Mayberry R.F.D.; More Real People; My Favorite Martian; Here's Lucy; The Blue Knight; Flamingo Road; Ten-speed and Brown Shoe.

Features, packages: *The Premiere Edition (20 titles); Lorimar Family Classics (14); Mint Edition (25); Ultra 4 (30); Telepictures 3 (28), 2 (27), 1 (16); Masters of Fury (15); 22 Karat (24); Lorimar I (25), II (25); Sci-Fi Horror (55); Cowboys and Indians (32); Bomba the Jungle Boy (13); Deja Views (55).

International: Theatrical, feature packages; mini-series; movies of the week; series; animated shows; specials; game shows.

Lutheran Television 315
2185 Hampton Ave., St. Louis 63139


Staff: Sandi Clement; Jan Meyer; Bill Jackson; Don Schroeder; Keith Clement; Wayne Meyer. **Programs:** This Is the Life; Esta es la Vida; *The Magic Boy's Easter; Three Days; Yeshua; Christmas Is; The Stableboy's Christmas; The City That Forgot About Christmas; Easter Is.

LWT International 1230
South Bank TV Center, London, SE1
9LT, England

M.A. Kempner Inc. 901
Hillsboro Professional Bldg.,
#110, 2151 W. Hillsboro Blvd.
Deerfield Beach, Fla. 33442

Staff: Marvin Kempner; Glenn Seger. **Services:** E-Z Tel call-in equipment; polling equipment; Escape/600, Telephone Poll. **Programs:** Exercise Bug; TV Powwww.

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Globo TV Network-Brazil 460
909 Third Ave., 21st floor,
New York 10022

Granada Television International 1200
400 Madison Ave., #1511, New York
10017

The Great Entertainment Co. 1259
2170 Broadway, #2275, New York 10024

Staff: John Welch; Nancy Dixon. **Programs:** The Fashion Reports; Legends of Malibu.

Group W Productions 629
One Lakeside Plaza, 3801 Barham
Blvd., 2d floor, Los Angeles 90068

Staff: Derk Zimmerman; George Resing Jr.; R. Kevin Tannehill; Tony Dwyer; Sam Cue; Meryl Marshall; Owen Simon; Gerard Farrell; David Jacquemin; Donald Spagnolia; Mary Fisher; Linda Magee; Dan Cosgrove; Peter Gimber; Steve Parker; Glen Burnside; Brock Kruzic; Patricia Brown; Jeff Hoops; Rick Shae; J. Michael Hudson; William Wuerch; Dick Dreyfuss; Catherine Malatesta; Katherine Ratajczak; Lou Scheimer; Alice Donenfeld; Gail Munn.

Programs: *Magazine, talk, reality:* This Evening; Missing/Reward; Can This Marriage Be Saved?. *Entertainment:* Life's Most Embarrassing Moments. *Animated:* Bugzbug; Teenage Mutant Ninja Turtles; Bravestarr; Ghostbusters; He-Man and the Masters of the Universe; She-Ra: Princess of Power; Fat Albert and the Cosby Kids; He-Man and She-Ra in a Christmas Special; A Snow White Christmas. *Specials:* Lifequest. *Game Show:* Couch Potatoes.

Group W TV Sales 629
90 Park Ave., New York 10016

Staff: Ed Goldman; Jeff Osborne; Deb Zeyen; Bob Gore; Gregg Cooke; Emilia Giammarella; Beth Sosin; Steve Hoffman; Chico Kurzawski; Jill Tarlov. **Programs:** *Time to Care; For Kids' Sake; PM Magazine.

Groupe Multimedia du Canada 1312
5225 Berri, #300, Montreal, QC, H2J
2S4, Canada

GTG Marketing 260
150 E. 52d St., 19th floor,
New York 10022

Staff: Bob Jacobs; Joel Berman; Fred Petrosino; Brian Davidson; Bette Alosin; Rick Weidner; Marc Berman. **Programs:** *First-run series:* USA Today: The Television Show. *Magazine, talk:* The Beverly Sills Show.

Larry Harmon Pictures 849
650 N. Bronson Ave., Los Angeles 90004

Staff: Larry Harmon; Susan Harmon; Jerry Digney. **Programs:** Bozo Cartoon Library; Bozo Wrap-Arounds; Bozo's 3-Ring Schoolhouse; Bozo's Big Top; Bozo Franchise; Laurel & Hardy Cartoon Library; *Bozo Road Show.

Harmony Gold 1229
8831 Sunset Blvd., Los Angeles 90069

Hecht Custom Photo 423
1711 N. Orange Dr., Hollywood, Calif.
90228

Hit Video USA 1329
1000 Louisiana, #3500, Houston 77002

Staff: Connie Wodlinger; Laura Dodge; Scott Assyia; Lou Robinson. **Programs:** Hit Video USA; Countdown USA; Women in Rock; New Music Review; Hit Video USA Weekly.

Home Shopping Network 557
12000 25th Court North, P.O. Box 9090,
St. Petersburg, Fla. 33716

**Houston Association for Film
& Television** 251

HRP 1263
805 Third Ave., New York 10022

IDDH 1100
124 Rue de la Boetie, Paris,
France 75008

Staff: Bruno Huchez; Caroline Guicheux; Pierre Metais; Valerie Delafoy. **Programs:** Clementine; Moi Renart; Blue Warrior; Virgul; *Denver the Last Dinosaur; *Molierissimo; *Marianne.

Independent Network/Promark 229
11150 W. Olympic Blvd., #1100,
Los Angeles 90064

Independent Television Network 1522
747 Third Ave., 31st floor, New York
10017

Internal Revenue Service 1619
1111 Constitution Ave., N.W.,
Washington 20224

International Advertising Sale 1161
432 Park Ave, South, New York 10016

International Television Network 349
919 Third Ave., 6th floor, New York
10022

International TV Enterprises 939
420 Lexington Ave., New York 10017

Ironstar Communications 1312
64 Heward Ave., #106, Toronto, On.
M4M 2T5, Canada

Staff: Derek McGillivray.

ITC Entertainment 549
12711 Ventura Blvd., Studio City,
Calif. 91604

Staff: Jerry Leider; Wm. Christopher Gorog; Edward Gilbert; James Stern; Reid Davis; Donald Toye; Charles Keys; John Herrin; Margo Raport; James Marrian; Armando Nunez; Josh Elbaum; Vickie Gubbay; Dorolea Rosenberg.

Programs: *Features, packages:* *Entertainment Volume Nine; *Entertainment Volume Eight; Entertainment Volumes One, Two, Three, Four, Five, Six, Seven; Cinema 12: Super Space Theater; Hammer House of Horror; The Thrillers. *Series:* *Secrets and Mysteries; Calhoun; Thunderbirds; 2086; Space Odyssey; The Prisoner; Secret Agent; The Saint/Return of the Saint; Edward the King; When Havoc Struck; Let's Rock; Let Them Live; The Protectors; My Partner the Ghost; Department S; The Persuaders; The Adventurer; The Baron; Man in

a Suitcase; Fury. *Mini-series:* Tycoon: The Story of a Woman.

Specials: The Very Special Seven; The Julie Andrews Christmas Special; Julie and Dick in Covent Garden; Julie, My Favorite Things; Our Love Is Here to Stay; James Paul McCartney; Tony and Lena; Sammy; Superlative Seven; Julie and Sammy; Beatles Forever; The Entertainers; Merry Christmas...with Love, Julie; Come Hear the Music Play; Heart and Soul.

International distribution: features, packages: David: The David Rothenberg Story; Killer Instinct; The Ann Jillian Story; Christmas Comes to Willow Creek; Baby Girl Scout; Sophie's Choice; On Golden Pond; All Quiet on the Western Front; Twice in a Lifetime; Unnatural Causes; Oceans of Fire; Claudia; Kent State; Summer of Fear; The Evil That Men Do; Now and Forever; Where the Boys Are; Blackout; A Talent for Murder; Amos. *Series:* Lovejoy; The Slavs; Winners; 43 Thrillers; Foundation (Tycoon); Nature Watch; The Shillingbury Tales; Sapphire and Steel; Thunderbirds; 2086; Let Them Live.

Specials: A Musical Celebration; Crimes of Passion; Symphony on Ice; Romeo and Juliet on Ice; Romeo and Juliet with Nureyev; Giselle. *Mini-series:* Poor Little Rich Girl; At Mother's Request; Robbery Under Arms; Billionaire Boys Club; Windmills of the Gods; Onassis: The Richest Man in the World.

ITEL 939
48 Leicester Square, London WC2H,
7FB, England

Staff: Tim Buxton; Frank Miller; Andrew Macbean; Katy Coyle; Julie Schmittinger; Peter Worsley; Margaret Hinde. **Programs:** *Antarctica—The Last Frontier; Save the Children; Queen of the Beasts; Subtle as a Serpent.

JM Entertainment 1030
133 E. 58th St., New York 10022

Staff: Jerry Molfese; Brian Molfese; Lydia Detorres; Christina Ortiz; Brian Wynn; Dain Fritz. **Programs:** *First-run series:* *Youthquake; Bearwitness News; Story of a People; Women in Motion. *Specials:* Story of a People; A Laugh, a Tear; Black Comedy in America; Frankie Avalon Presents; Youthquake; Spring Break Reunion Vol. III; Bearwitness News Back to School Special; Great Bear Scare; The Bear Who Slept Through Christmas. *Sports:* Indy Challenge; Jockey; Thunder at the Wheel.

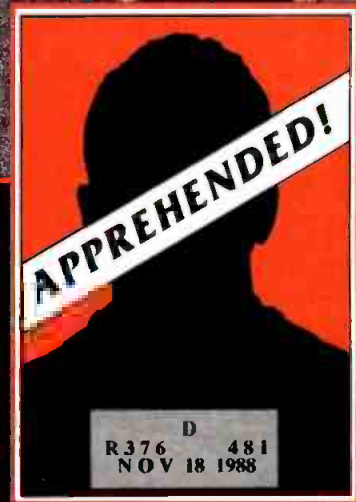
Joslyn Entertainment 1249
4433 Lakeside Dr., Burbank, Calif.
91505

Staff: John Joslyn; Russ Kagan. **Programs:** Treasures of the Third Reich.

Katz Television Group 519
One Dag Hammarskjold Plaza,
New York 10017

Staff: Pete Goulazian; Dick Weinstein; Paul Arzen; Jim Beloyianis; Michael Hugger; John von Soosten; Mitchell Praver; David Smith; Ruth Lee; Bill Carroll; Marty Ozer; Pat Garvey; Tom Olson; Jack Higgins; Lucille Luongo; Rob Rosenthal; Marion Schneider.

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Dynocomm Productions 311
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Mission Viejo, Calif. 92691

Ebony/Jet Showcase 1457
820 S. Michigan Ave., Chicago 60605

ECI Marketing 420
12 W. 27th St., 14th floor,
New York 10001

Staff: Steve Eden; Ken Abernathy; Rosemary Rezende; Michael Whiting; Harvey Flaxman; Scott Shaw; Marteen Maffai; Stan Garland. **Programs:** *Medical News Update; *Nutrition Quiz; *Fashion Report; *All American Hopefuls; *Sports Medicine Report; *Spirit of America's Youth; *The Brunch Bunch; *The Morning After; *It's Quiz Time; *Second Honeymoon.

Electra Pictures 1564
3 Dallas Comm. Complex, LB 91,
Irving, Tex. 75039-3510

Staff: Joe Pope; Leellen Childers; David King; Dana Ley; Marjorie Garrick; Bill Seymour; Amy Rojas. **Programs:** *Series:* On the Beam. *Children:* *Peppermint Place. *Specials:* The All American Cowboy; *Liz Carpenter & the Good Ol' Boys. *Program inserts:* *The 60-Second Workout. *News:* *The Teen Years: War or Peace?

Ellis Enterprises 1312
1231 Yonge St., #201, Toronto,
Ontario, Canada M4T 2T8.

Staff: Cathy Ellis; R. Stephen Ellis. **Programs:** Wild Guess; Birdwatch; Baby Animals II; Wilderness Magic; Naturalist with a Camera.

Emery Worldwide 516
Old Danbury Rd., Wilton, Conn. 06897

Enoki Films USA 334A
4970 Odessa Ave., Encino, Calif. 91436

Staff: Yoshi Enoki; Mamiko Nomoto; Sachiko Kitazawa. **Programs:** *Crushers; Heidi and the Alpine Friends; Sweet Strawberry Queen; Serendipity; Galvion; Gozurha; Kate and Julie; Mock and Sweet.

ESPN 340

Excel Telemedia International 963
745 Fifth Ave., #1516, New York
10151-0077

Staff: Ken Israel; Joan Israel; Allen Hart; Stanley Darer; Susan Darer. **Programs:** *Features:* *Perils of Problemina; *Evil Eye; *Stigma; *Captain O'Hara; *Venus Meets the Son of Hercules; *Death Ray; On Wings of Fire; Barry Mason—The Songwriter; Lifespan—A Rock Biography; Guys 'N Dolls in Concert; New Seekers in Concert; Kenny Ball and His Jazzmen; Rollermania; Terrorvision; Amaterur Night; Chanel Solitaire; The Blockhouse; I'm Going to be Famous; Nightmare; Universal Soldier; Carry on Emmanuelle; The Legend of Frenchie King; Girl/Boy; The Amazing Mr. Blunden; Cody; A Woman for All Men; The Psychotronic Man; Bonnie's Kids; Ransom; Hostages; Knocking at Heaven's Door; Edge of Fury; The Gypsy; Sketch-

es of a Strangler; Too Hot to Handle; Angry Joe Bass; Battle of the Eagles; Chance; Dirty Knight's Work; Duncan's World; Perilous Journey; The Ragpicker; Skeleton Key; Violent Protection; Bye, See You Monday; The Triple Echo; Follow That Rainbow; Last Feelings; The Incas Remembered; Scotland Yard; The Louvre; Forbidden City; The Kremlin; American Campus Tour; *Series:* The Leonard Rosen Show; Pathfinders. *Documentary:* The Truth about Communism.

Extra Extra 1502
50 E. 42 Street, New York 10017

FilmLife Inc./Fortress Film Depository 1212
141 Moonachie Rd., Moonachie, N.J.
07074

Staff: Marvin Bernard; John Natall; Sheila Bernard; Milton Miller; Paul Delplace; Larry Bernard; Russell Dupree; Mattie Moble; Nelly Morales; Fatima Morden; Peter Settmeill; Ben Harris. **Services:** Rejuvenation, restoration, protection and preservation of damaged motion picture film; TV film storage, shipping and distribution.

Filmworld Televison 901
685 Fifth Ave., New York 10022

Staff: Beverly Partridge; Deborah Dave; Robert DiMilia; Hank Guzik; Dick Ostrander. **Programs:** Dimension I & II (25 titles); Family Entertainment I & II (30); Shock Theatre (15).

Fishing the West 711
5484 International Way, Milwaukie,
Ore. 97222

Staff: Larry Schoenborn; Charles Goodloe; Lana Coon. **Programs:** Fishing the West.

Four Star International 1411
2813 W. Alameda Ave., Burbank,
Calif. 91505

Staff: Lance Thompson; Robert Neece; George Gale; Bob Greenstein; Tom O'Leary; Craig Thompson; Kristie Smith. **Programs:** The New Millionaires; Scrooge; Nite Owl Theatre; True Hollywood Ghost Stories; The Big Valley; Star One; Star Two; Power 20; Main Events I & II; Rainbow 2,3,4.

Fox Lorber Associates 1512
432 Park Ave., South, #705,
New York 10016

Staff: David Fox; Rob Miller; Paul Greifinger; Richard Lorber; Olivia King Carter; Rena Ronson; Trea Hoving. **Programs:** *Overboard; *Michelob Presents Sunday Night; *Comedy On a Roll; *Wonderful Wizard of Oz; *The Story of Rock 'N' Roll; The Dr. Fad Show.

Fremantle International 1439
660 Madison Ave., New York 10021

Staff: Paul Talbot; Josh Braun; David Champaloup; Julie Zulueta-Corbo; Ellen Windemuth; Sarah Sessions. **Programs:** *USA Today on TV; *TV 101; *Raising Miranda; *The Van Dyke Show; The Campbells; Black Beauty; The Magic of David Copperfield Specials; *Baywatch.

Fries Distribution Co. 930
6922 Hollywood Blvd.,
Los Angeles 90028

Staff: Charles Fries; Ave Butensky; Peter Schmid; Larry Friedrichs; Don Golden; Tim Newman; Mike Murashko; Tom Camarda; Paula Fierman; Lou Wexner; Tony Lytle. **Programs:** *Fries Dynamite (11 titles); *Fries Family Theatre I—The Mark Twain Collection (6); Fries Frame 4 (23); *Time Out for Trivia; *Interceptor: The Special; *Tickets to Heaven; *The New Generation; *Born Famous; *The Best of Born Famous.

Gaylord Syndicom 1311
66 Music Square West, Nashville 37208

Staff: Jane Grams; Hal Buckley; Martin Clayton; Joyce Simmons. **Programs:** Hee Haw; Babe Winkelman's Good Fishing; *Prestige I; *Casey Kasem's Rock 'n Roll Goldmine.

GE American Communications 1631
4 Research Way, Princeton, N.J. 08540

Staff: Andreas Georghiou; Dorothy Ryan; Edward Campbell; Frederick Cain; John McGrath. **Services:** Video and audio services; voice, wideband data services.

Genesis Entertainment 972
5743 Corsa Ave., #216, Westlake
Village, Calif. 91362

Staff: Gary Gannaway; Philip Oldham; Don Springer; Diane Galella; Stanley Sherman; Wendy Levin; Barry Wallach; Rob Wussler; T.J. Kirby; Steve Smooke; Mitch Turner; Jerry Weaver; Mario Machado; Wayne Lepoff; Timothy Helfet; Betsy Green; Marsha Boyd; Richard Firth. **Programs:** *Highway to Heaven; The Judge; The Great Escape; The Best of the National Geographic; Classic Country; The Rifleman; Looking East/One World.

GGP/GGP Sports 511
400 Tamal Plaza, Corte Madera, Calif.
94925

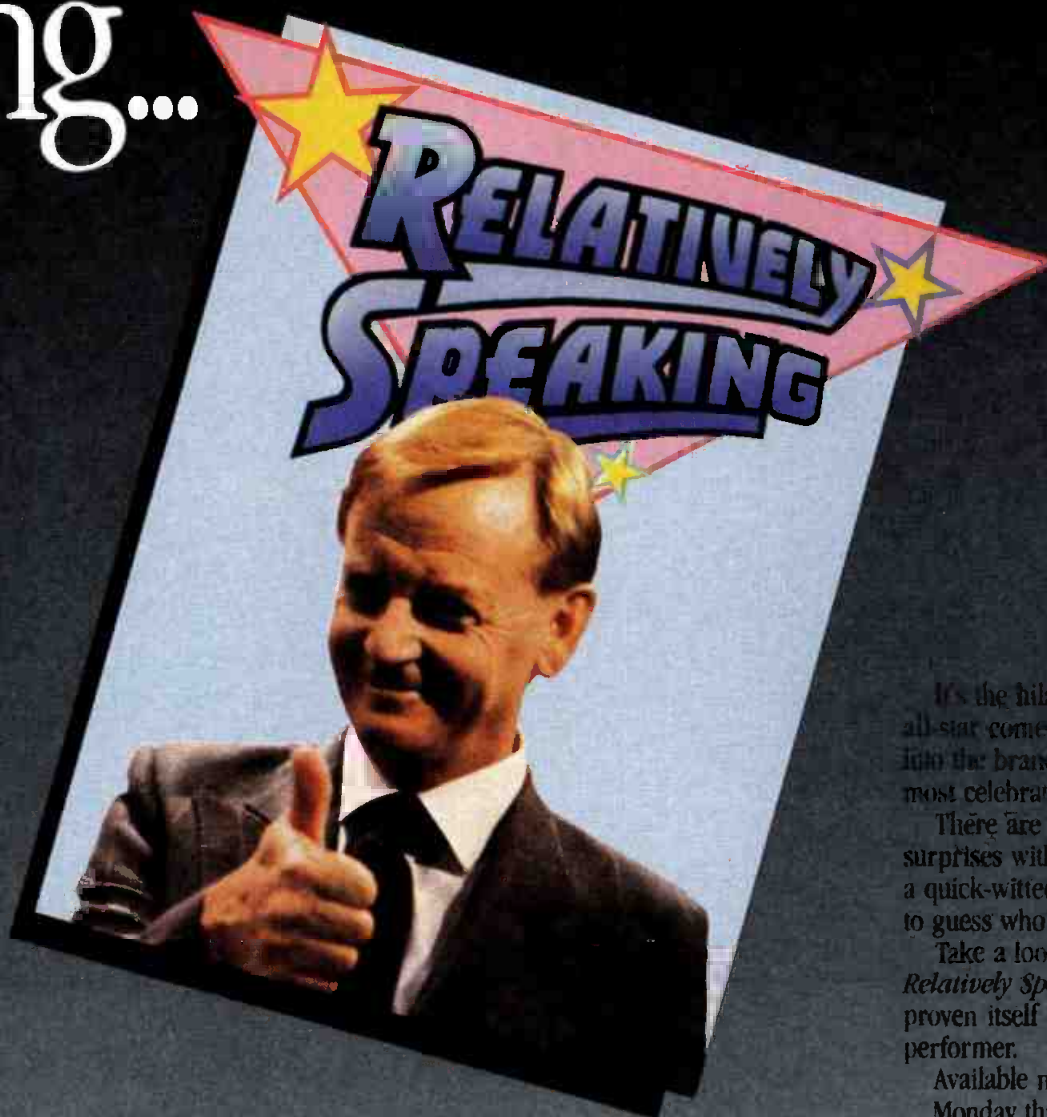
Staff: David Peterson; Bob Horowitz; Henry Schneidman; Leslie Lombre; Darrell Ewalt; Anna Owens; Ted Griggs. **Programs:** Life After Gold; One on One; The Race for #1; College Bowl Preview; John Madden's Super Bowl Special; World Cup Skiing; Joel Siegel's Road to the Academy Awards; Western States 100; NFL Pre-Season Special; The Race for #1; Pre-Season Special; The \$200,000 Eckerd Tennis Open; GGP Cycling Series; Man in Space: The 20th Anniversary of the Landing on the Moon, A Time Television Special; Summer Movie Spectacular; Holiday Movie Spectacular.

Global Vision Group 449
550 Biltmore Way, 9th floor, Coral
Gables, Fla. 33134

Staff: George Valera; Cesar Diaz. **Programs:** *Mini-series:* The Plot to Kill the Pope; Molly-O; Tomorrow; Mafia; Mafia II: The Octopus; Mafia III: The Revenge; Lulu's Sins; Treasure Hunters. *Features, packages:* GVG Movies One (6 titles); GVG I (4), II (6), III (15), IV (8), V (8); Kung-Fu/Ninja Theater I & II (14). *Series:* Two Against the Road. *Specials:* The In-

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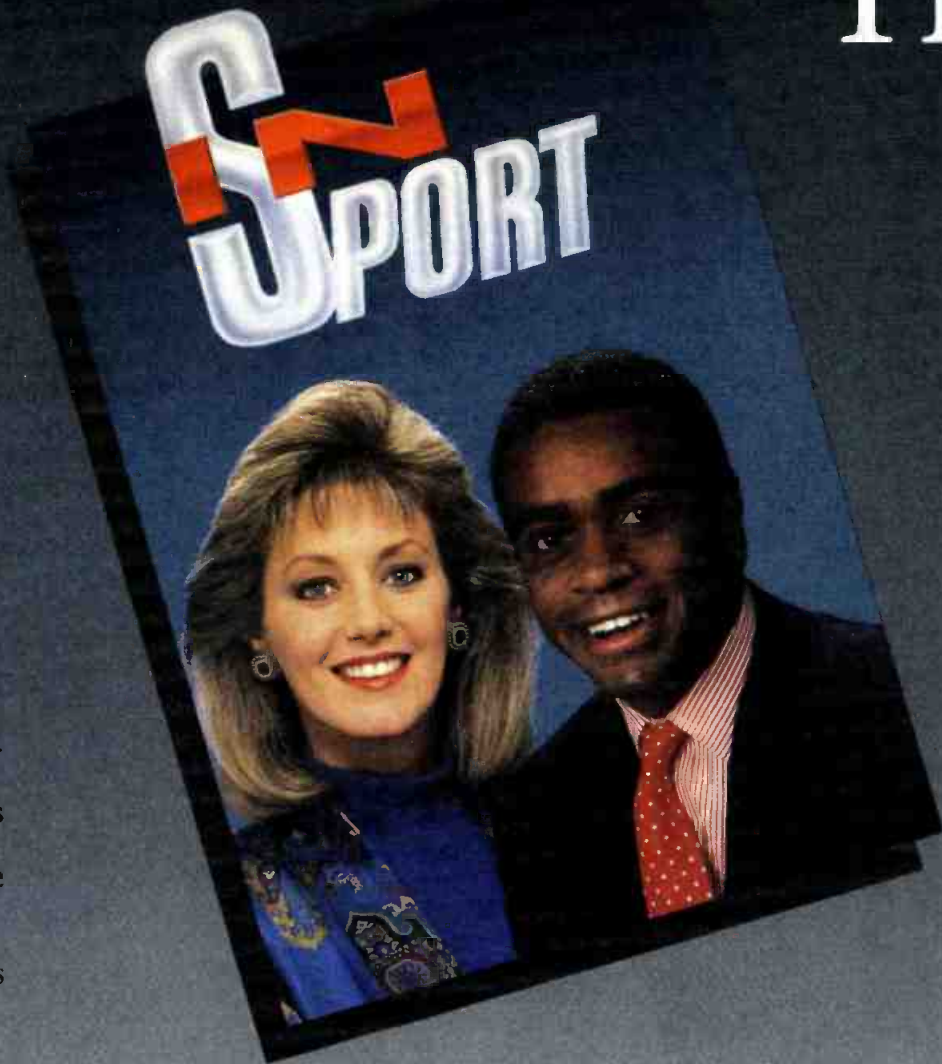
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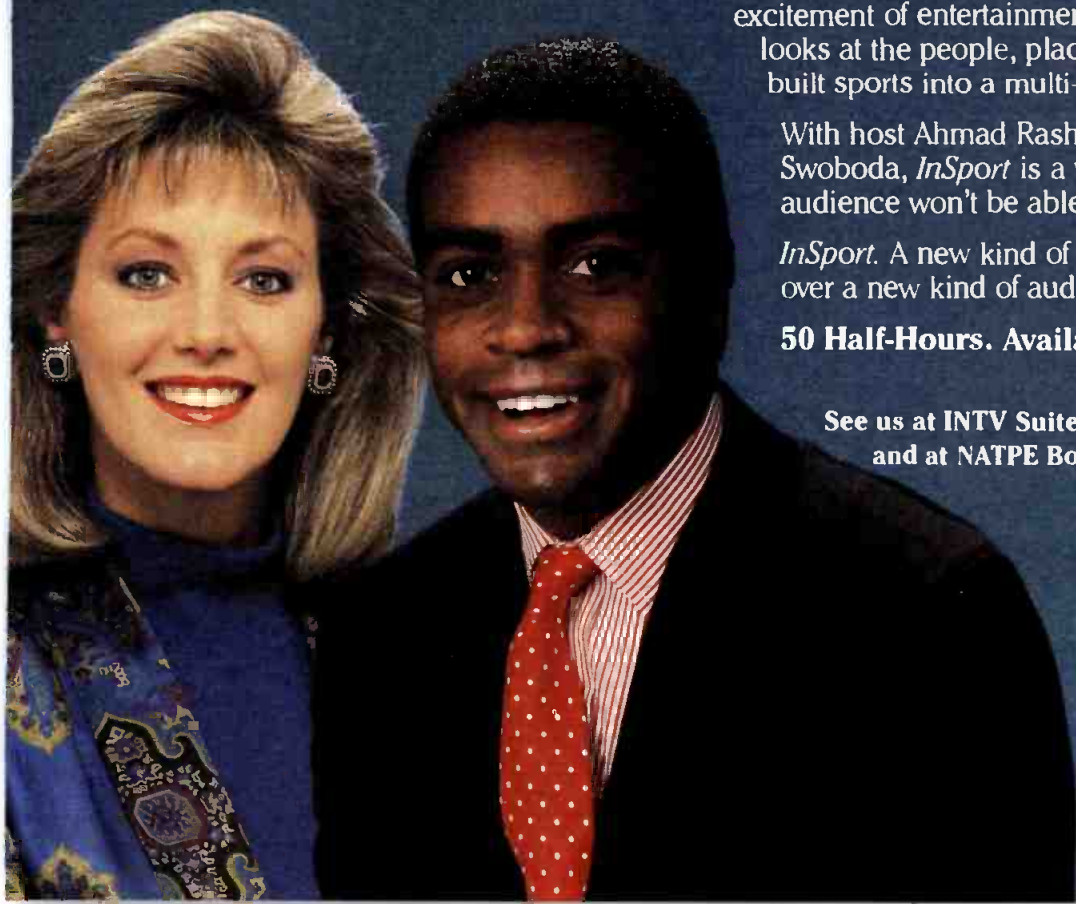
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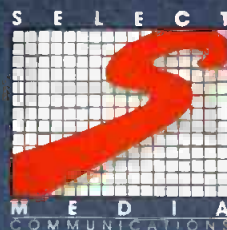
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voice Court; Death Valley Days; The Cisco Kid. **Film packages:** Impact I; Revenge Movie Package; Star Power.

BPME 361
6255 Sunset Blvd., #624,
Los Angeles 90028

Staff: Lance Webster; Jay Curtis; Greg Balko; Vicki Jo Hoffman. **Services:** Resource Center materials; Video and Image magazines; seminars.

Brite Voice Systems 411
555 N. Woodlawn, #1-209,
Wichita, Kan. 67208

Staff: Bud Calvert; Tad Snarenberger; Dan Weatherford. **Service:** Cityline Interactive audiotex service.

Broadcast 437
100 Ave. Rd., London, NW3 3TP,
England

Broadcast Management Plus 365
1451 California Ave., Palo Alto,
Calif. 94304

Staff: Wally Griffin; Glen DeKraker; Roger Cooper; David Ludwig; Brian Brady; Chuck Briggs; Richard Lamb; Eddie Smith. **Services:** research; avails and proposals; Newspaper Advertising Report; Multimarket Program Analysis.

Broadcast Resource Group 1501
210 25th Ave., North, #818,
Nashville 37203

**Broadcast Standards/
Spanish Television** 336
2044 Cotner, Los Angeles 90025

Staff: Omar Romay; Sandra Acuna; Gary Passov. **Services:** Videotape and film services; duplication; conversion; editing; film-to-tape transfer (telecine); vaulting; storage.

Buena Vista Television 971
500 S. Buena Vista St., Burbank,
Calif. 91521

Staff: Robert Jacquemin; Mark Zoradi; Rich Goldman; Peter Affe; Larry Frankenbach; David Morris; Randy Briggs; Janice Marinelli. **Programs:** *Off-network series:* Golden Girls. *Magazine, talk:* Live with Regis & Kathie Lee. *Animated:* Chip 'n' Dale Rescue Rangers; DuckTales. *Series:* Win, Lose or Draw; Siskel & Ebert; Wonderful World of Disney. *Features:* Disney Magic I, Magic II; Treasure I.

**Calgary Television Ltd.
(CFAC TV)** 362A

Camelot Entertainment Sales 1249
1700 Broadway, 35th floor,
New York 10019

Staff: Steven Hirsch; Michael Auerbach; Dan Gasby; Rosanne Legano; Marsha Diamond. **Programs:** *Game shows:* Wheel of Fortune; Jeopardy!; Win, Lose or Draw. *Magazine, talk:* Oprah Winfrey; Siskel & Ebert; Live with Regis & Kathie Lee; *Inside Edition. *Features, packages:* Disney Magic I & Magic II. *Animated:* DuckTales; Chip 'N Dale's Rescue Rangers. *Specials:* Oprah Winfrey Specials; Siskel & Ebert Christmas Special; Siskel & Ebert Academy Award Specials; Chip 'N Dale Special; Event Specials (6 titles). *Unwired network:*

Camelot-Corintheon Unwired Network (C&C); Prime Time Schedule; Late Fringe Schedule.

**Capital Cities/ABC Video
Enterprises** 340
825 Seventh Ave., New York 10019

Staff: John Healy; Archie Purvis; Paul Cross; Marvinia Hunter; William Vitale; Armando Nunez Jr. **Programs:** *Ladykillers; *The Eagle and the Bear; *Heroes; Moonlighting; The Annual Academy Awards Special.

Casablanca IV/AMG 1569
202 N. Canon Dr., 2nd floor,
Beverly Hills, Calif. 90210

C.B. Distribution 1111
141 El Camino, #110, Beverly Hills,
Calif. 90212

Staff: Bob Wright; JoAnne Leighton; Steve Schott; Linda Bross. **Program:** Carol Burnett & Friends.

CBS Affiliate Relations 303AB
51 W. 52d St., New York 10019

CBS Broadcast International 457
51 W. 52d St., New York 10019

Central Television Enterprises 939
85-38 Portman Square, London W1A 2
HZ, England 01-486-6688

**Central Independent Television
(U.S.A.) Inc.** 939
610 Fifth Ave, #401, New York 10020

Staff: Philip Jones; Bill Allan; Ted Childs; Lewis Rudd; Roger James; Kevin Morrison; Clare Alter; Bob Caruthers; Moore Sinnerton; Des Smith. **Programs:** Edens Lost; The Free Frenchmen; Saracen; Fields of Fire; The One Game; Cleo Sings Sondheim; Bangers and Mash; A Kind of Living.

CFAC Television 362A
222-23 Street, N.E., Calgary, T2E 7N2,
Alberta, Canada

Staff: David Bates; Boyd Ash; Don Kawchuk. **Programs:** *It Figures; *Monty's Reptile Show; *Kidstreet; *Musical Portraits; *The Movie Show; *Men in Action; *Calgary Stampede. **Services:** Promotion.

Cinar Films 1312
1160, Rue Alexandre-de-Save, Bureau
1, Montreal, Quebec, H2L 2T8, Canada

Staff: Ronald Weinberg; Micheline Charest; William Litwack.

Cine-Groupe J.P. Int'l Dist. 1312
1151 Alexandre-de-Save, Montreal,
Quebec, H2L 2T7, Canada

Staff: Andre Lamy; Michel Zgarka.

Cluster Television Production 771
963 Deerc Rd., Timonium, Md. 21093

Columbia Pictures TV 1049
3300 Riverside Dr., Burbank,
Calif. 91505

Staff: Gary Lieberthal; Barry Thurston; Michael Zucker; Terry Mackin; Jeff Gallop; Leslie Tobin; David Mumford; Francine Beougher; William Clark; Alan Daniels; Elise Keen; Bill Convery; Gary Lico; Herb Weiss; John Rohrs Jr.; Stuart Walker; Susan Grant; Joe Kissack.

Programs: *Off-network comedy series:* Archie Bunker's Place; Barney

Miller; Benson; Carson's Comedy Classics; Carter Country; Diff'rent Strokes; The Facts of Life; Fish; Good Times; The Jeffersons; Maude; One Day at a Time; Punky Brewster; Sanford & Son; Silver Spoons; Soap; Square Pegs; That's My Mama; The Three Stooges; Who's the Boss? *Off-network drama series:* Charlie's Angels; Fantasy Island; Hart to Hart; Police Story; Police Woman; S.W.A.T.; Starsky and Hutch; T.J. Hooker. *Features:* Columbia Classics (34 titles); Columbia Gems I (214), II (22); Columbia Night at the Movies; *Columbia Showcase I (22); Embassy II (20), III (20); Entertainer of the Year (15); Prime 4 (3); TV 20 (20); TVM One (19); Volume I (28), IV (15), V (26), VI (21).

Commonwealth Associates 350
24 S. Second St., Warrenton, Va. 22186

Con Hartsock & Co. 1500
1100 Glendon Ave., #945,
Los Angeles 90024

Coral Pictures Corp. 759
6850 Coral Way, Miami 33155

Staff: Marcel Granier; Luis Guillermo Gonzalez; Marco Lovera; Jose Manuel Pagani; Manolo Vidal; Ricardo Panneflek; Hank Guzik; Dick Ostrander; Alfredo Odorisio; Juan Jorge Jaekel; Juan Julio Baena; Wolner Camargo; Phoebe Clark. **Programs:** Cristal (Crystal); La Dama de Rosa (The Lady in Pink); Atrevete (Dare); La Intrusa (The Intruder); Leonela; Mi Amada Beatriz; Primavera; Roberta; Selva Maria; Senora (The Lady); Topacio; Alma Mia; Abigail. *Mini-series:* Diamantes de la Muerte (Diamonds of Death); Mansion De Luxe (The Family); Vida de Mi Vida (Love of My Life); Quo Vadis?; Leonardo da Vinci; Mussolini and I; Cindy; Echoes of the Heart; Brigada Especial; Be Good If You Can. *Specials:* Your Show of Shows; Fina Arts Concert in Puerto Rico; New Songs by Raphael; Musicalisimo; Romulo Gallegos Theater; Tex; Hooray for the Three Wise Men; Mysteries of the Ancient World. *Documentaries:* Expedition through the Amazon and Orinoco Rivers; Expedition to the Plains of Venezuela; Expedition to the Mists in the Amazon Jungle. *Features:* Venezuelan Feature Films (25 titles); Feature Film Package I, II, III. *Children:* Ferruccio. *Animation:* Pimpa; Man and His World.

Corposant Communications 529
256 S. Robertson Blvd., Beverly Hills,
Calif. 90211

Staff: John Samuelson; Arthur Pingree; Frank Maturro; Sam Maturro. **Programs:** *News service, program insert:* Your Minute Message on Meat with Frank Maturro.

Cycle Sat 1629
119 Willoughden Dr., Forest City,
Iowa 50436

Staff: Timothy Hedrick; Brian Wilson; Richard Leet. **Services:** Cycle Sat's Cyclocypher system; automatic commercial distribution; syndicated programing distribution via satellite; satellite uplinking; production; SNG capabilities; transponder available.

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ACT III Publishing 500

Advertiser Syndicated Television Association (ASTA) 237A
1756 Broadway, #3J, New York 10019

Staff: Tim Duncan. **Service:** Trade association.

Alfa International 1517

Airborne Express 212
3101 Western Ave., P.O. Box 662, Seattle 98111

Staff: Jerry Hempstead; Ann Kennedy; Marc Messina. **Services:** Air Express Service; Libra II Domestic and International Shipping Meter; EDI; Silver Screen Service.

Alln-TV 632
149 Madison Ave., New York 10016

All American Television Inc. 1119
304 E. 45th St., 2nd floor, New York 10017

Staff: George Back; Joseph Kovacs; Conrad Roth; Carl Menk Jr.; John Reisenbach; Joan Marcus; Todd Jackson; David Katz; Lori Koch; Larry Schatz; Steven Blechman; Karen Strange; Wendy Clancy; Debbie Back; Genevieve Piturro; Steve Engelson. **Programs:** *Crime Stoppers 800; *The Video Store; *The Body Human. *First-run series:* America's Top 10; Beyond 2,000; Brideshead Revisited; Crook & Chase/Weekend; Portrait of a Legend; The Grumbleweeds; The Jewel in the Crown; The Latin Connection; The Uncle Floyd Show. *Specials:* The Boy King; Deja View; Smart Money Specials; McDonald's Charity Christmas Parade; World Music Video Awards; An America's Top Ten Christmas; An America's Top Ten Book of Love; Wailer Reunion Concert.

Off-network series: Fridays; The Chis-holms. *News:* The Newsfeed Network; The Entertainment Report; The NFL Satellite News Service; Steve Crowley's Money Pro/News Inserts. *Features, packages:* All American Feature Theatre. *Documentaries:* Festivals of the Far East; Festivals of the World; Extra Dimensions; Jack Thompson Down Under. *Family/children:* Chanukah at Bubbe's.

International: Remembering Marilyn; The World's Greatest Stunts! A Tribute to Hollywood Stuntmen; The Ultimate Stuntman: A Tribute to Dar Robinson; America's Top Ten; Treasures of the Titanic; The Latin Connection; Lights! Camera! Fashion!; The Newsfeed Network; The Entertainment Report; The Business Report; The Boy King; Chanukah at Bubbe's; Deja View; The Business Daily; The Business Programme.

American Motion Pictures 524
7023 15th Ave., N.W., Seattle 98117

Staff: Conrad Denke; Laura Nielson. **Programs:** *Teens Talk; Ed Hume on Gardening; In Search of the Wow Wow Wibble Woggle Wazzie Woodle Woo;

*Home Improvements; Adventures on Sinclair Island.

Amvest Video 1628

Anglia Television Ltd. 939
Brookhouse, 113 Park, London, WU1 4DX, England

Applied Information Management 1101
98 Cuttermill Rd., #473N, Great Neck, N.Y. 11021

Staff: David Isacowitz; Shari Neuwirth; Roni Podell; Melissa Blog. **Services:** Harpoon Computer Systems: Distribution sales (domestic/foreign); advertiser/barter sales; traffic/print control; home video distribution; rights management; fiscal management; office automation.

Arbitron Ratings 1549
142 W. 57th St., New York 10019

Staff: Pete Megroz; Doug McFarland; Bill Shafer; Dennis Spragg; Jim Mocariski; Barbara McFarland; Max Johnson; Doug Marks; Kit Smith; Susan Howard.

ARP Films 1429
342 Madison Ave., #714, New York 10173

Staff: Claude Hill; Anne Cody; Joanne Melton. **Programs:** *Cartoons:* Star Blazers; Rocket Robinhood. *Educational:* Max, the 2000-Year-Old Mouse. *Series:* Top of the Big Top; Strange Paradise. *Documentaries:* Collection; Chef of the Stars; Magicians of Murano; The Nose.

Ascot Syndication Group 1534
9000 Sunset Blvd., #1010, Los Angeles 90069

Staff: Mark Rafalowski; Arthur O'Connor; Eve Joffee. **Programs:** *Has Anybody Seen My Child; *Cinema Group I; Fatal Distractions (6 titles).

ASI Market Research Inc. 829
2600 W. Olive Ave., Burbank, Calif. 91505

Staff: Paul Lenburg; Tracey Gayle; Ellen Ryan. **Service:** Entertainment research and consulting services.

Avery Productions 855
4843 Voltaire St., San Diego 92107

Bandai Co. Ltd. 1612
Jinnan Bldg., 10-3 Kamiyamacho Shibuya-Ku, Tokyo 150, Japan

Staff: Hirohiko Sueyoshi; Ken Iyadomi; Deborah Grant. **Programs:** So What; Bakayaro—I Can't Take It Anymore; The Yamada Waltz; Stay Gold; The Temporary; Love Is Always Rose Pink; Ace 2; Patlabor—The Mobile Police.

Barris Industries 737
1990 S. Bundy Dr., Penthouse, Los Angeles 90025

Staff: Burt Sugarman; Peter Guber; Jon Peters; Jeff Wald; Scott Sternberg; Howard Mendelson; Jim Ricks; Bob Cook; Rachel Wells; Sue Steinberg; Rick Kates; John Weiser; Deborah Parisi; Jay Silha; Brian Fleming; Jim Ricks Sr.; Rob Roberson; Kathy Kladoopoulos. **Programs:** The Newlywed Game; The All

New Dating Game; The Gong Show; The Kenny Rogers Show.

Baruch Television Group 1259
7777 Leesburg Pike, #302N, Falls Church, Va. 22043

Staff: Ed Baruch; Frank Bean; Gloria Kilburn. **Programs:** *Dog Days at the White House; *Money Matters from Dow Jones; *Stephen King's World of Horror, Part IV: Children of Horror; *This is Horror; The Best of Stephen King's World of Horror; *Everything You Wanted to Know About Taxes But Were Afraid to Ask: 1989 Edition; Rappin' Roots: From Bee Bop to Hip Hop.

Bavaria Film GmbH 1211
Bavariafilmplatz 7, D-8022, Geiselgasteig, Munich, West Germany

Staff: Rosemarie Dermuhl. **Programs:** *Bastard; *Faust; *Death to the Dragon; *The Crack Connection; *Lives of the Cat; On the Killer's Track; The Snowman; The Roaring Fifties; The First Polka; A Square of Sky; The Assassin; The Red Orchestra.

BBC Television Training 336A
BBC Elstree Centre Borehamwood, WD6 1JF, England

Staff: Gordon Croton; Shirley Grenfield. **Services:** *Manuals on training for television production; *Videos on training for television production.

BBC/Lionheart Television 1337
630 Fifth Ave., #2220, New York 10111

Behrens Productions 1302
51 S. West 9th St., Miami 33130

Staff: Bob Behrens; Betsy Behrens; Bill Behrens. **Program:** Young Universe.

Biznet/US Chamber of Commerce 1300
1615 H Street, N.W., Washington 20062

Staff: Frank Allen Philpot; Meryl Comer; Andrea Kosek; Mercedes Sandoval. **Programs:** It's Your Business; Ask Washington.

Blair Entertainment 749
1290 Ave. of the Americas, New York 10104

Staff: Alan Berkowitz; Howard Levy; Michael Weiser; Linda Prozeller; Ken Dubow; Sam Fuller. **Programs:** *Series:* Divorce Court; Death Valley Days; The Cisco Kid. *Movie Package:* 32 titles. *Children:* The Lollipop Dragon. *Sports:* Wake Up the Echoes; Legends of College Basketball; College Football Scrapbook; Triple Crown Photo Finish; Sports film library. *Specials:* Major League Baseball Comedy.

Blair Television 1319
1290 Ave. of the Americas, New York 10104

Staff: James Rosenfield; Burton Marcus; Ronald Brooks; Mike Levinton; Kenneth Donnellon; Timothy McAuliff; James Kelly Sr.; William Breda Jr.; John Poor Jr.; Mayer Levinton; John Rohr; Garnett Losak; Teri Luke; Timothy Herbert; Floyd Gelini. **Programs:** *First-run*

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gional Programming Service, Boston.

Cable meeting—The Place for Hollywood's Best. Room 309B. *Moderator:* Char Beales, National Academy of Cable Programming, Washington. *Panelists:* Gerry Hogan, Turner Broadcasting System, Atlanta; Thomas Preston, MTV Networks, New York; Al Rush, MCA Television Group, Los Angeles.

Home video meeting—How TV Stations Can Join the Video Revolution. Room 308A. *Moderator:* Bob Klingensmith, Paramount, Los Angeles. *Panelists:* Ron Castell, Erol's Video, Springfield, Va.; Lou Berg and Susan Gee, Audio/Video Plus, Houston; Alan Kaplari, Applause Video, Omaha; Gary Messenger, North American Video, Durham, N.C.; Barry Rosenblatt, Blockbuster Video, San Diego.

Community broadcasting—The LPTV Programming Prospective. Room 305A. *Moderator:* John Kompas, CBA, Milwaukee. *Panelists:* Lana Coon, Fishing the West, Miller, Ore.; Mark Osmundson, K39AS, Marshalltown, Iowa; David Post, ChannelAmerica, New York; Robert Raff, K06K2, Junction City, Kan.

10-11:30 a.m.: Opening general session/brunch. Ballroom. *Introduction:* Phil Corvo, president, NATPE International.

Welcome, opening comments: Joe Weber, chairman NATPE/MMT Sales.

Keynote speaker: Michael Eisner, chairman and CEO, Walt Disney Co.

Fun in Management: Matt Winstein, Playfair.

11:30 a.m.-1:00 p.m.:

Concurrent seminars:

The hot regulatory issues facing television. General Assembly A. *Moderator:* Carl Grant, Nations Business Today/ESPN, U.S. Chamber of Commerce. *Panelists:* Brenda Fox, NCTA, Washington; Jim Graf, Contel, U.S. Telephone Association, Washington; Norman Horowitz, MGM/UA Communications, Los Angeles; Mark Mandela, ABC, New York; Preston Padden, INTV, Washington; Donald West, BROADCASTING, Washington.

Kids. General Assembly B. *Moderator:* Actress, producer Shelly Duvall. *Panelists:* Bob Behrens, Behrens Productions, Miami; Andy Heywood, DIC Enterprises inc., Los Angeles; Phyllis Tucker-Vincent, NBC, New York.

Where to find your next hit. General Assembly C. *Moderator:* Fred Silverman, The Fred Silverman Co., Los Angeles. *Panelists:* Jim Dauphinee, King World, Los Angeles; Simone Halberstadt Harari, Tele Images, Paris; Bob Pittman, Quantum, New York; Deb Zeyen, Group W Sales, Los Angeles.

Programming, promotion & the marketing process. Room 301. *Moderator:* Sally Jessy Raphael. *Panelists:* Diane Bagwell, wis Columbia, S.C.; Carl Bauman, WREG-TV Memphis; Dick Lippin, The Lippin Group, Los Angeles; Joseph Logsdon, WFTS-TV Tampa; Ron Lowen, KPLC-TV Lake Charles, La.; Michael Mischler, CBS Broadcast Group, Los Angeles; Gary Nielsen, KPTM Omaha.

1-6:30 p.m.: Exhibition.

4:30 p.m.: International seminar: Over There, Over Here: The American Viewer's Growing Interest in Foreign Programming™. General Assembly A. *Moderator:* Andrew Quinn, Granada Television, Manchester, England. *Panelists:* Ron Devillier, Devillier Donegan Enterprises, Washington; Pat Faust, WTTW Chicago; Larry Fraiberg, MCA Broadcasting, New York; David Kenin, USA Network, New York; Bruce Rider, Disney Cable, Los Angeles; Jim Warner, HBO, New York.

6-7:30 p.m.: International reception. Pre-function area/Ballroom.

Wednesday, Jan. 25

7:15-8:30 a.m.: NATPE management institute: developing influence. *Speaker:* Caren Siehl, Room 306.

8:30-10 a.m.: General session/breakfast. Ballroom. *Host:* Lon Lee, first vice chairman, NATPE, KCNC Denver. *Ed Foundation report:* Lew Klein, president, NATPE Educational Foundation/Gateway Communications.

TV with a Bite: New Directions in Talk and Magazine Shows. *Moderator:* Charlie Rose, CBS News, *Nightwatch*. *Panelists:* Morton Downey Jr.; Maury Povich; Sally Jessy Raphael; Geraldo Rivera.

9:30-11:30 a.m.: International exhibition hours

10-11:30 a.m.: Concurrent seminars

Washington update. General Assembly A. *Moderator:* Edward Fritts, NAB, Washington. *Panelists:* Congressman Edward Markey, (D-Mass.); Jeff Bauman, NAB, Washington; Patricia Diaz Dennis, FCC; Jim May, NAB, Washington; James Quello, FCC.

The Art of HDTV—the Biggest Change Since Color. Room 305 B. *Moderator:* Peter Caranicas, *Wrap Magazine*, New York. *Panelists:* Mark Blandford, Daystar, Toronto; John Galt, Sony Corp., Toronto; David Niles, 1125 Productions, New York; Barry Rebo, Rebo Studios, New York.

What's My Job Tomorrow?. General Assembly C. *Moderator:* Derk Zimmer-

man, Group W Productions, Los Angeles. *Panelists:* Bill Castleman, ACT III Broadcasting, Atlanta; Karen Copeland, WNBC New York; Bobbi Gabbemann, Paramount Television, New York; Brad Marks, Korn Ferry International, Los Angeles.

Local Program Impact. Room 301. *Moderator:* Bill Kurtis, WBBM Chicago. *Panelists:* Gary Brandt, KJLB Davenport, Iowa; Mark Engel, WSB Atlanta; Pat Patton, KMBC Kansas City, Mo.; Karen Lee Rice, KOIN Portland, Ore.; Joe Schwartzel, WINK Fort Meyers, Fla.

11:30 a.m.-6:30 p.m.: Exhibition.

11:30 a.m.-1 p.m.: The Future of Hispanic Telecommunications Industry. Room 306. *Moderator:* Michael Jay Solomon, Lorimar Telepictures, Los Angeles. *Panelists:* Carlos Barba, Telemundo Group, New York; Osvaldo Barzellato, MGM/UA Telecommunications, Santiago, Chile; Fernando Diez Barroso, Univisa, Los Angeles; Marcel Granier, Radio Caracas Television, Caracas, Venezuela; Valentin Pimstein, Televisa, Mexico City.

6:30-7:30 p.m.: Alumni club reception. Pre-function area/Ballroom.

Thursday, Jan. 26

7:15-8:30 a.m. NATPE management institute: Understanding Basic Finance. *Speaker:* John Lacey, Room 306.

8:30-10 a.m.: General session/breakfast. Ballroom. *Host:* Marc Doyle, second vice chairman, NATPE, Doyle & Associates. **The Writers.** *Moderator:* Dick Cavett. *Panelists:* Steven Bochco, *L.A. Law, Hill Street Blues*; Stephen Cannell, *Hunter, 21 Jump Street*; Fay Kanin, *Friendly Fire, Heartsounds*; John Markus, *The Bill Cosby Show*; Bruce Paltrow, *Tattinger's, St. Elsewhere*; Esther Shapiro, *Dynasty*.

Chairman's award: Joe Weber, chairman, NATPE International, MMT Sales, New York.

10-11:30 a.m.: Concurrent seminars:

Can News and Programing Work Together? General Assembly A. *Moderator:* Nick Clooney, *On Trial*, Republic Pictures Television. *Panelists:* Jayne Adair, Sue McInerney, KOCA-TV Pittsburgh; Ed Godfrey, Russ Read, WAVE Louisville, Ky.; Steve Currie, Craig Kuhlman, KOIN-TV Portland, Ore.

Syndication: Riding the Rumble Seat to the '90's. General Assembly B. *Moderator:* Ave Butensky, Fries Distribution, Los Angeles. *Discussant:* Paul Kagan, Paul Kagan & Associates, Carmel, Calif.

—*Your Reps Will Show It to You.* *Panelists:* James Coppersmith, WCVB Boston; Roger King, King World, New York; John Von Soosten, Katz Communications, New York.

—*First-run Fables.* With: Rick Levy, D.L. Taffner Ltd., New York; Peter Lund, Multimedia, New York; John Ryan, Worldvision, New York.

—*Focus on the Future.* With: Ralph Baruch, Gannett Center for Media Studies, New York; John Conomike, Hearst Broadcasting, New York; Charles Fries, Fries Entertainment, Los Angeles; Jim Rosenfield, Blair Communications, New York.

Coproductions: Canada Brings You to the World. General Assembly C. *Moderator:* Sam Wendel, Telefilm Canada. *Panelists:* Susan Caven, Alliance Entertainment; Nicolas Clermont, Filmline International; Pat Ferns, Primedia Productions; Claude Heroux, Communications Claude Heroux Inc.; Andre Lamy, Cine Groupe, Montreal.

Music Licensing. Room 306. *Moderator:* Sid Vinnedge, America's Top 10, Los Angeles. *Panelists:* Les Arries, WVE Buffalo; Andrew Fisher, WSB Atlanta; Jack Zwaska, All Industry Music, New York; ASCAP representative.

Cost Accounting: But It's Necessary. Room 301. *Moderator:* Larry Marcus, BFM, St. Louis. *Panelists:* Broadcast Financial Management Association representatives.

11:30 a.m.-6:30 p.m.: Exhibition

Friday, Jan. 27

7:30-9 a.m.: NATPE management institute: Do You Listen When You Hear? *Speaker:* Norman Sigband, Room 306.

8:30 a.m.-12:30 p.m.: Exhibition.

12:30 p.m.-2:30 p.m.: Iris Awards luncheon. Ballroom. *Host:* Ray Combs. *Presenters:* Mark Linn-Baker; Meredith MacRae; Bronson Pinchot. *Starring:* David Brenner.

2:30 p.m.: Conclusion. NATPE International business meeting. Room 306.

5:30 p.m.: Conference Committee party. The Last Concert Cafe, Houston.

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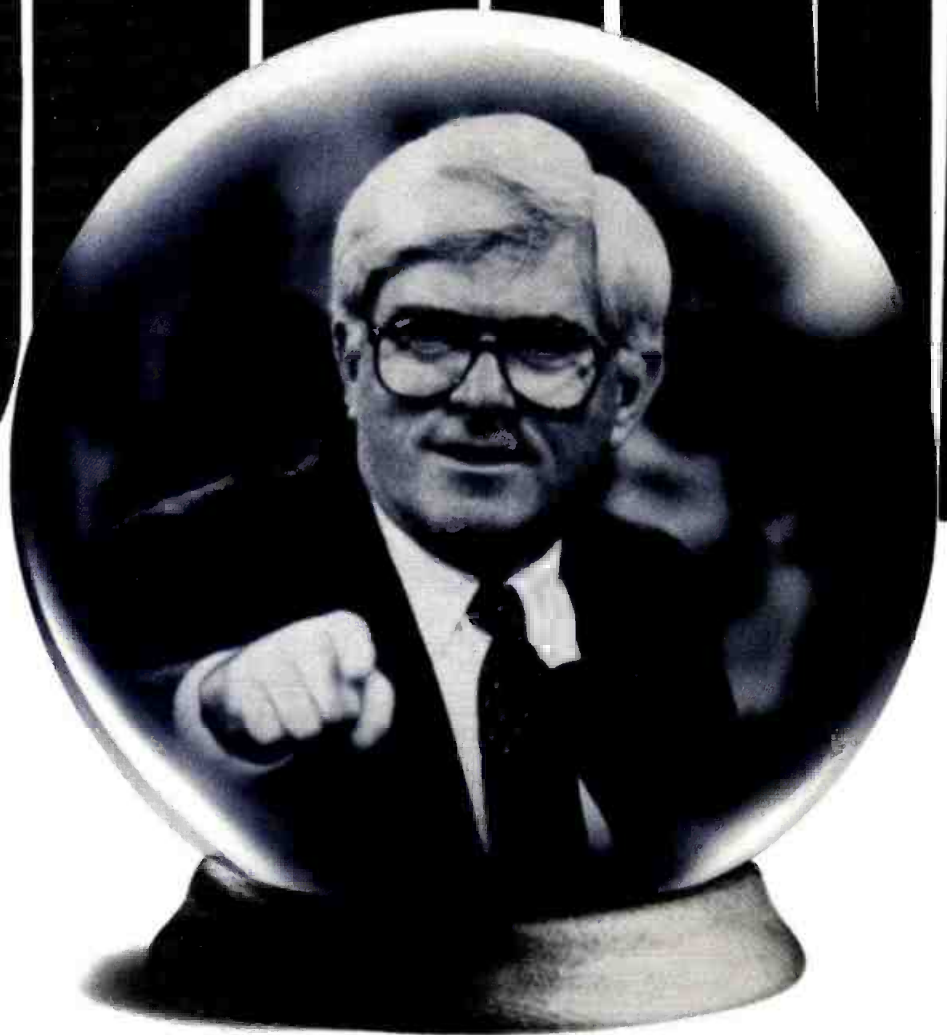
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Houston's George Brown Convention Center, home to NATPE '89

NATPE '89: The Art and the Impact of Television

This year's NATPE International convention in Houston will be on pace with last year's, in terms of floor space and attendance, according to Phil Corvo, NATPE president. "We're looking at close to 6,000 people, according to pre-registration," said Corvo. Nearly 300 members of the press will be attending, and Corvo said that there is an increase in the number of broadcast journalists who will be on hand. CBS's "48 Hours [which is doing a segment on the convention] is bringing five or six crews," he said.

The convention's theme this year is "The Art and the Impact of Television." "We've talked so much about the bottom-line of the industry," said Corvo, "that we seemed to have forgotten that we are in a medium that can be used as an art form. With that in mind, we have scheduled certain panels that are geared to examine television as an art form." One such panel that Corvo mentioned is "The Writers." Moderated by Dick Cavett, the panel brings together Steven Bochco, Stephen J. Cannell, Bruce Paltrow and Esther Shapiro.

Also new this year will be an emphasis on international attendees. On Wednesday, Jan. 25, at 9:30-11:30 a.m., the exhibition floor will be open only to the international contingent. "We're getting more and more interest from overseas," said Corvo, "so we felt that this was a worthwhile move."

The convention kicks off at 10 a.m., Tuesday, Jan. 24, with the

opening session. Following the opening session, and every day through Friday, when the convention ends, the agenda features a number of high-profile panel discussions. On Tuesday, at 11:30 a.m. to 1 p.m., NATPE presents "The Hot Regulatory Issues Facing Television," with Norman Horowitz, president, MGM/UA Telecommunications, and Preston Padden, president, Association of Independent Television Stations.

On Wednesday, Jan. 25, at 8:30-10 a.m., Morton Downey Jr., Maury Povich, Sally Jessy Raphael and Geraldo Rivera are brought together for a panel titled "TV With a Bite: New Directions in Talk and Magazine Shows." In addition to sitting on the panel, Downey will be taping five shows while in Houston, the topics to range from the state of the television industry to drug trafficking across the Texas-Mexico border.

Also on Wednesday, at 10-11:30 a.m., and moderated by NAB President Eddie Fritts, is the "Washington Update" panel with Congressman Edward J. Markey (D-Mass.) and FCC Commissioners Patricia Diaz Dennis and James Quello. The conference comes to a close on Friday, Jan. 27, with the Iris Awards luncheon. The ceremony, which begins at 12:30 p.m., will be hosted by *Family Feud*'s Ray Combs and will star comedian David Brenner, with Meredith MacRae and Bronson Pinchot as award presenters.

Following is the complete agenda and a list of exhibitors.

nati. **Panelists:** Kim LeMasters, CBS; Tony Malara, CBS; Scott Michels, CBS; David Poltrack, CBS; George Schweitzer, CBS.

NBC meeting. General Assembly C. **Moderator:** Lon Lee, KCNC Denver. **Panelists:** Pier Mapes, NBC; Brandon Tartikoff, NBC.

Independent meeting—We Don't Do Windows. Room 301. **Moderator:** Preston Padden, INTV, Washington. **Panelists:** Martin Brantley, KPTV Portland; Charles Edwards, KTVT Fort Worth; David Kenin, USA Network, New York; Kevin O'Brien, KTVU San Francisco.

PBS meeting—Selling Syndicated Programming to Public TV. Room 309A. **Moderator:** Tom Doggett, Oregon Public Broadcasting, Portland. **Panelists:** Robin Breed, Public Broadcasting Service; Julius Cain, BBC/Lionheart, New Orleans; Al Rose, New Jersey Network, Trenton, N.J.; Nikkie Scher, Interre-

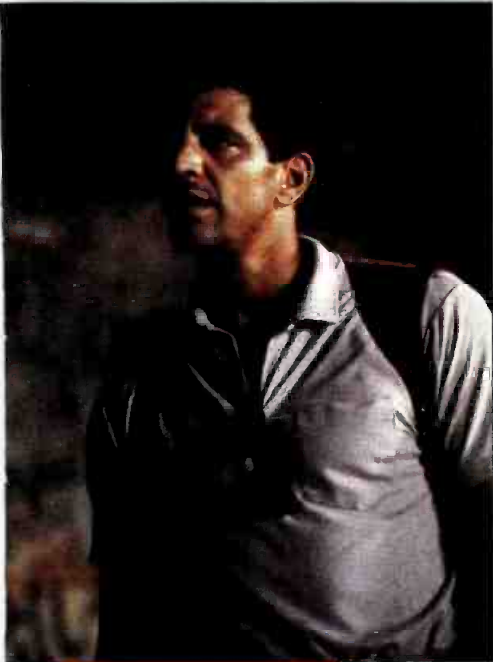
Tuesday, Jan. 24

7:30 a.m.-9:30 a.m.: NATPE management seminar, Managing by Marketing. **Speaker:** Jagdish Sheth, Room 306.

9-10 a.m.: Concurrent seminars:

ABC meeting. General Assembly A. **Moderator:** Pat Patton, KMBC Kansas City, Mo. **Panelists:** David Lane, WFAA Dallas; Cloyde Payne wtko Bowling Green, Ky.

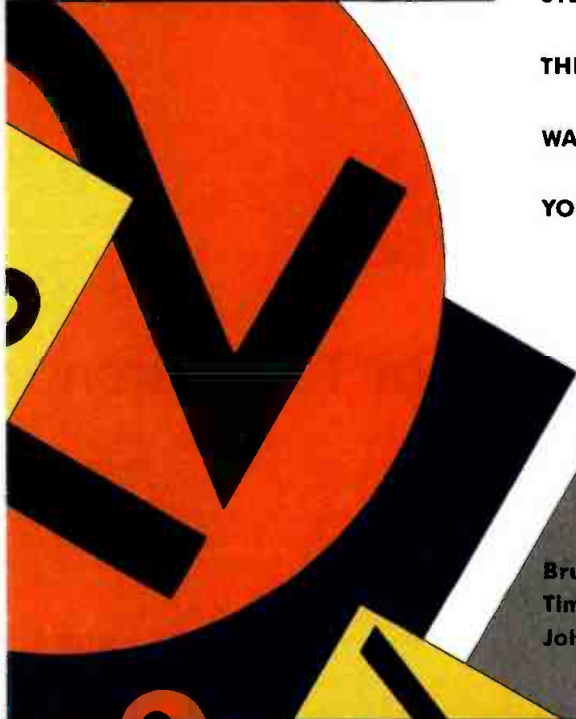
CBS meeting. General Assembly B. **Moderator:** Rick Reeves, WCPO Cincinnati.



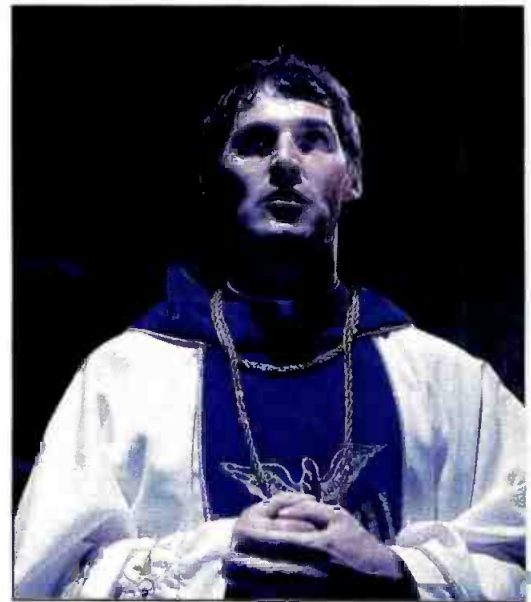
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THE HOWLING III
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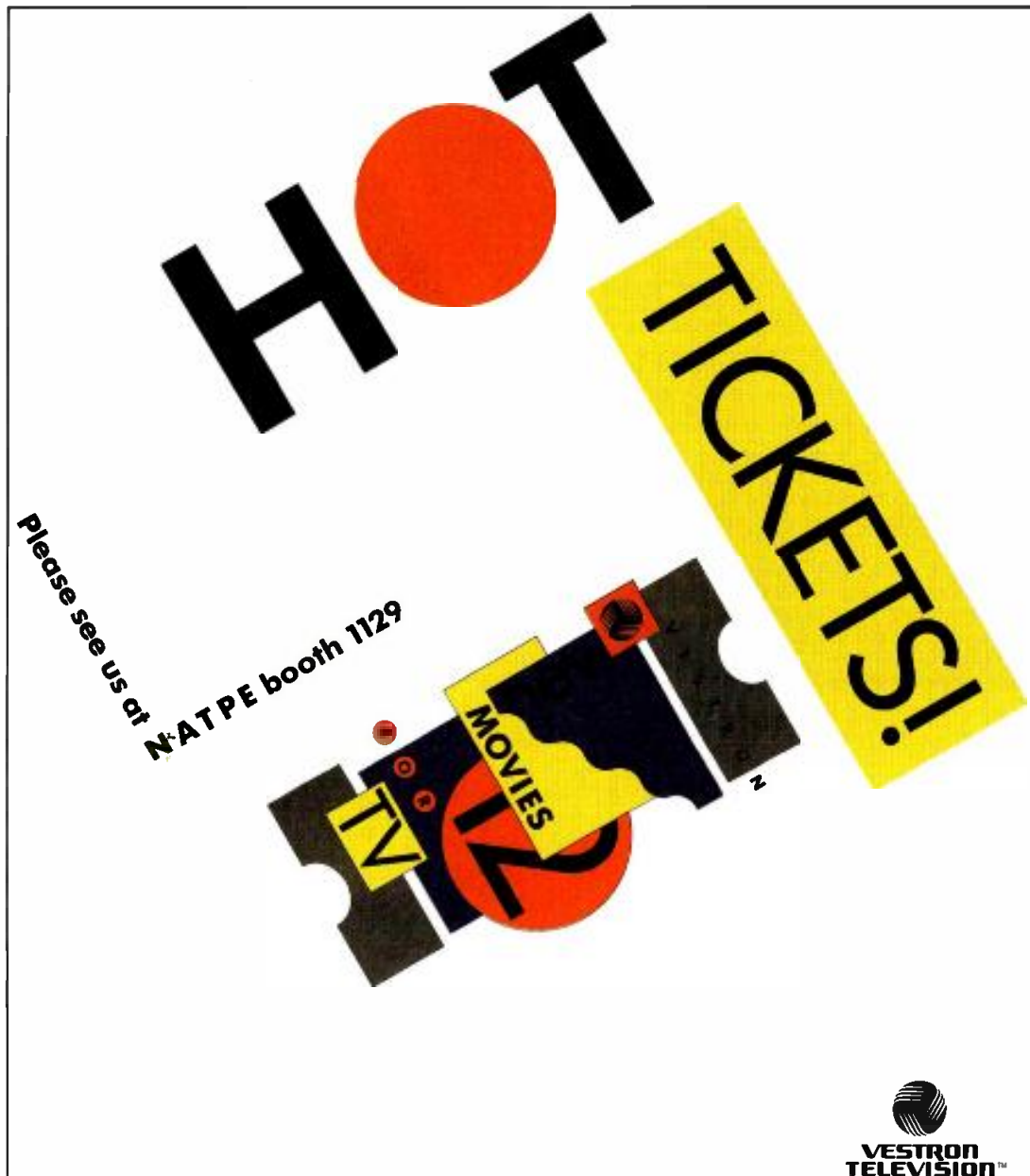
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Group W Television Sales takes step toward unwired nation

Premiere Announcement Network plans to sell local news ad spots in top-50 market affiliates; news does not sit well with rep firms

The battle over who will control the television industry's developing "unwired" sales networks took a new turn last week as Group W Television Sales said it would sell ad spots in the local news of an affiliate station in each of the top-50 markets. For "The Premiere Announcement Network," Group W has already lined up, in addition to its own five stations, the seven owned NBC stations and Multimedia Broadcasting's stations in St. Louis and Cincinnati. The latter two stations' participation in the project has elicited initial concern from their national sales rep, Katz Communications.

One marketplace executive estimated that close to \$100 million in ad revenue could be placed through the network in the two news time periods. Group W intends to sell up to 10 minutes per week in the hour of news closest to the network evening newscasts, and up to seven minutes per week in participating stations' late night newscasts. Ed Goldman, president of Group W Television Sales, said it was "unlikely" the network would sell the full amount, which he termed a "ceiling."

Sales, which may begin as early as March, would be made on an "upfront" and possibly also a "scatter" basis throughout the year. Goldman added that whether upfront sales would be made with ratings guarantees might depend on the extent of an advertiser's involvement. Bud Hirsch, vice president, sales, NBC-owned television stations, said the Premiere Announcement Network tested advertising interest by talking with "a variety of media directors and several large clients."

As for additions to the network's station list, Hirsch said: "We have spoken to stations in some, but not all, of the markets and will be devoting the next three to five weeks to meeting and hopefully signing them up." Network contracts will be for 18 months, running through the 1989 broadcast year. Goldman said, "The reason that we are using news is that it provides both commonality of programming and stability of audience delivery."

The network will not extend beyond the top 50 markets—which cover roughly three-quarters of all television households—said Goldman, both because of the cost of administering to smaller markets and because it was felt that there were many advertisers who did not need to reach the smaller markets: "We have found that there is key product usage which disproportionately fits into the top 50 markets. A lot of barter syndication or cable that spans beyond the top 50 is wasted."

One of the reasons that Goldman said he did not think the unwired networks would compete with the participating stations'

spot sales—and therefore with their sales reps—is that he said advertisers would be willing to pay a premium to reach the network's desirable audience. The Group W Television Sales president gave other reasons: "We are being measured by [Nielsen's] National Television Index, not locally, and we are selling to network clients or upfront network clients who clearly don't have anything to do with implementation of national spot."

Goldman said that Group W is a logical choice to promote such a network: "The networks are prohibited from engaging in this and the national reps have to deal with in the lines of their client stations, which excludes them from the commonality of programming and the limitation to fifty markets."

Multimedia Broadcasting President Jim Lynagh said that his stations have participated in a similar network based upon those

stations having the broadcast rights to professional baseball coverage

But none of the station rep executives contacted were pleased. James Beloyianis, president of Katz American Television, which represents the two Multimedia stations, said he had not yet heard details about the network, but volunteered: "We have an exclusive contract...and technically it would appear those stations would be in breach of contract." He said that Katz could have difficulty selling its own unwired network in the local news time periods: "These are the time periods that are the most protected by stations."

Some responses to the proposed network were even stronger. Tim McAuliffe, president of Blair Television, said, "We are adamantly opposed...As soon as legal counsel gets back we are going to alert our stations of our stand on this." □

Three Virginia TV stations subpoenaed over price fixing

Grand jury subpoenas were served on the three affiliate television stations in the Lynchburg-Roanoke, Va., market, and on those stations' national sales representatives, seeking information about possible advertising price manipulation. Last week's events, in what appears to be the first television price fixing investigation in 10 years, may not result in any indictments, but if the stations are found guilty, their licenses would be in jeopardy. While denying any knowledge of price fixing, the station and rep officials involved said they would cooperate with the grand jury, which expects to have the requested documents, going back six years, delivered by Feb. 8 to Roanoke.

There was no initial indication whether artificially low or high prices triggered the investigation into the three stations, WSET-TV, Allbritton Communications' ABC affiliate; WDBJ(TV), a CBS affiliate owned by Schurz Communications, and WSLV-TV, Park Communications' NBC affiliate. Nor was there any indication what complaint had triggered the investigation. The rep firms involved are Blair, Harrington Righter & Parsons and Katz.

There are two independent stations in the market, one of which, WJPR(TV) is operating under Chapter 11 bankruptcy. The other, WVFT(TV), is in the process of being sold and its current owner, Ian Wheeler, said the station has had a difficult time: "I've built on the order of eight independents and done well with them but this has been our albatross." Wheeler said there were technical and other "mitigating" factors that explained the station's problems and denied having instigated the investigation.

Lon Mirolli, WJPR general manager, also denied that his station was behind the investigation: "It certainly didn't come from us.

Our list of advertisers is almost totally different from their list of advertisers and whoever made these allegations doesn't know anything about broadcasting."

One station group executive was skeptical that such price suppression would take place: "Higher prices might take just a nod and a wink...airlines do it by just running a story in the newspapers saying they are raising their fares and hope their competitors will follow. But to lower prices would take a lot more collusion."

The first of two grand jury investigations into station price fixing roughly 10 years ago was launched following allegations by a former sales manager in the Joplin, Mo.-Pittsburg, Kan., market. Those charges, similarly leveled against the three affiliate stations in the market, were first investigated by the FCC in early 1977. The investigation led to a commission order designating the stations' renewal applications for consolidated hearings, and also to a grand jury investigation convened in Kansas City, Mo. It was not until two years later that the grand jury concluded its review without returning any indictment and not until October 1980 that an FCC administrative law judge cleared the stations of the charges.

In February 1979 a grand jury launched a price fixing investigation of affiliate stations in Pittsburgh. After several years, and after station expenses estimated at several million dollars, the investigation was similarly dropped without any charges being filed.

While some of the stations may be able to at least partly fill in the record which the 15-page subpoena wants to establish back to January 1983, the rep firms seem unlikely to be able to do so. □

ing, on Constitution Avenue, and CNN's Bernard Shaw and Mary Alice Williams, in one that has been built on the edge of Lafayette Park, across from the White House. ABC News's Peter Jennings and David Brinkley, along with Barbara Walters in the afternoon, will operate out of the network's Washington bureau. The four networks are committing a substantial amount of air time to the event, from mid-morning, when President-elect Bush and his wife leave church services, through the swearing-in of the new President at the Capitol, which is scheduled to start at 11:30 a.m., and then at least most of the parade, beginning at 2 p.m. ABC News plans to cut away at 3 p.m., but the others plan to remain with it for at least another hour (though with varying degrees of enthusiasm. The parade, CBS's Venardos noted, represents the country. But "a parade," he added, "is a parade.") C-SPAN will offer the longest day of coverage, beginning at 8 a.m. with its *Journalists Roundtable*.

Nor will the day end at 4 p.m., or 5 p.m., as in the case of CNN. ABC News's Barbara Walters was scheduled to tape an interview with the Bushes this week that will be broadcast during 20/20 Friday night. ABC News will take advantage of the program's air time to include in it live coverage of some of the nine balls to be held in eight locations around the city. Pictures of the balls will also be available on CNN and C-SPAN. And NBC News will offer a half-hour wrapup of the day at 11:30 p.m.

The interest of stations around the country in obtaining video of their own to supplement network coverage will be seen in the presence of the more than 30 Ku-band trucks that will be parked at the corner of Seventh St. and Madison Drive, hard by a camera platform being built on the mall that will afford a view of the Capitol. Most of the trucks serve organizations, like Conus, Newsfeed, Newslink and affiliate and station groups, that will send live and taped material to stations around the country. And as many as 15 will be gone before ceremonies begin on Friday morning. They will disperse after midnight Thursday to be on site for coverage of the inaugural balls to be held Friday night.

Finding a location for the trucks, incidentally, was no small thing. This will be the first inauguration to draw a large number of such vehicles, and Peter McDonald, a Gillett Communications engineer who is serving as an informal coordinator of Ku band truck operations, had his problems. He found streets being blocked off as Secret Service and Washington police turned thumbs down on proposals to park the trucks in various locations, and Park Police barring trucks from the grass. With those constraints, said McDonald, "there wasn't much ground left to get a look at the Capitol and get a feel for the event itself."

As for the foreign interest, that may not quite match that shown for the political conventions in the summer and certainly not that shown for the election in November. The broadcaster members of the European Broadcast Union will spend less money on live satellite-delivered coverage of

inaugural events on Friday than they did on those earlier events. "Europe," as one EBU staffer noted, suggesting an onset of ennui, "has been following political events in the U.S. for the past year and a half." Still, relying on pool feeds relayed by EBU, 14 stations in 11 countries will carry live coverage of the swearing-in ceremonies at the Capitol beginning at 11:30 a.m. Stations in only four of those countries will stay with the coverage when cameras will be turned on the parade. The ITN will not provide any live coverage; rather, it will transmit packaged pieces throughout the day.

For the most part, the coverage will help institutionalize the rituals to which Americans have become accustomed: the ride up Pennsylvania Avenue of the incoming and departing presidents and their wives, the swearing-in ceremony, the parade. All very ritualistic and moving. But it is not likely to have the dramatic impact or prove the journalistic bonanza as did the first Reagan inaugural. That was dominated by the release of the American hostages who had been held by Iran for more than a year. Even the second Reagan inauguration was noteworthy: the weather was so bitter cold it forced the ceremony indoors.

But the celebration of the Bush inauguration could have its moments. Among those set to see the Reagans off at Andrews Air Force Base is ABC News's Sam ("See Here, Mr. President") Donaldson (one of President Reagan's, as he was President Carter's, toughest, most persistent questioners). After three terms as White House correspondent, he, too, is moving on to other things. Even that footnote to history helps mark this 41st inauguration as the start of something new.

Round the dial for Bush's inauguration

"This is the culmination of 1988 coverage," said Mike Freedman, UPI. "It's a real happy moment for all the networks because it really wraps up last year." UPI's inauguration coverage will include a one-hour live presentation of the swearing-in ceremony, beginning at 11:30 a.m. Eastern time, co-anchored by correspondents Bill Small and Bob Fuss. Also on Jan. 20, the service will present 45-second special reports every two hours from 6:55 a.m. to 10:55 p.m. ET. At 4:10 p.m. ET, a special three-minute inaugural wrap-up will be fed.

On inauguration day, ABC Radio Network will provide one-minute hourly reports from 6:30 a.m. to 10:30 a.m. ET and two-minute hourly reports from 11:30 a.m. to 3:30 p.m. ET. From 4:30 p.m. to 10:30 p.m. ET, the network will return to one-minute hourly reports. Live continuous coverage of the inauguration will run from 11:30 a.m. ET through its conclusion.

Coverage leading up to the inauguration on ABC's Information, Entertainment and Direction networks will include *Inaugural Memories with Robert Trout*, featuring the veteran inaugural reporter. Those three networks, in addition to ABC's Contemporary, Rock Radio and FM Radio networks,

will feature pre-inauguration programming, short- and long-form live programming and historical actualities from the Reagan years and past inaugurations.

At the CBS Radio Network, live coverage of the inauguration ceremonies will begin at approximately 11:45 a.m. ET. On that day, the network will also provide hourly 90-second updates from 6:31 a.m. to 11:31 p.m. ET. Reports will originate from several locations: the inaugural ceremony at the Capitol, the inaugural parade route along Pennsylvania Avenue and eight locations where the inaugural ball receptions will take place. CBS news correspondents providing the hourly updates will include Rob Armstrong, David Jackson, Bill Lynch and Judy Muller.

At National Public Radio, political correspondent Linda Wertheimer will anchor live coverage of the swearing-in and inaugural address, beginning at 11:30 a.m., Jan. 20. She will be joined by analysts Cokie Roberts, NPR congressional correspondent, and Jim Angle, NPR White House correspondent; Angle will also provide in-depth profiles of the new president for NPR's *Morning Edition* and *All Things Considered* on inauguration day.

Westwood One's Mutual Broadcasting System and NBC Radio Network will provide special coverage of the swearing-in ceremony and inaugural address beginning at 11:30 a.m. ET and lasting approximately 90 minutes. Anchoring the ceremony from their broadcasting booth at the Capitol will be Gary Nunn for NBC and Jim Bohannon for Mutual. Throughout inauguration day, Mutual will also provide special hourly two-minute reports from 6:15 a.m. to 10:15 p.m. ET, anchored by Peter Maer, Joe Walsh and Paul Henderson in Washington. Mutual's *The Larry King Show* will originate live from the main inaugural ball at Washington's Union Station on Jan. 20 from 11 p.m. to 2 a.m. ET.

NBC will begin inauguration day with hourly two-minute reports from 5:20 a.m. to 10:20 a.m. ET out of New York; at 20 minutes and 40 minutes past each hour from 11:20 a.m. to 1:20 p.m. ET, it will originate reports from Washington. NBC will then go back to New York for special hourly reports from 5:20 p.m. to 9:20 p.m.

United Stations Radio Networks has rounded up 15 of its correspondents to present *The State of the Union*, a series of reports that will air during newscasts and other as-yet-unscheduled slots on Jan. 20. Each report will focus on the Reagan administration's impact in one of several areas, including art and culture, health, education, the environment and the economy.

Associated Press will provide on its main channel on Jan. 20 special hourly 90-second reports from 6:20 a.m. to 3:20 p.m. ET, anchored by Wally Hinds, Bob Moon and Mark Smith. Reports will also be filed during the network's regularly scheduled newscasts along with additional live reports as warranted. On AP Hotline, the network will provide continuous live coverage of the inauguration from 11:30 a.m. to 12:30 p.m. ET, with live inauguration parade coverage from 2:07 p.m. to 2:29 p.m. ET. □

New radio caucus in the works

At meeting of radio group heads, held to work on radio advertising campaign, executives massage idea for new informal organization

Clear Channel President L. Lowry Mays described it as probably the "most significant event" during his tenure in the radio business. Emmis Broadcasting President Jeff Smulyan called it a "landmark" meeting. Spirits were high among group owners last Tuesday (Jan. 10) as about 40 executives representing many of the country's top radio groups met in Indianapolis. The gathering, which began as a fundraiser for the long-delayed National Association of Broadcasters-Radio Advertising Bureau public awareness radio advertising campaign, developed into the foundation of a new, informal group owner caucus.

According to Steve Crain, executive vice president, Emmis Broadcasting, who was selected by the group owners to coordinate the new organization, it will be loosely patterned after the Television Operators Caucus.

Politics and past grudges among group operators were put aside at the meeting last week, according to Nationwide Communications President Steve Berger, who, as co-chairman of the NAB-RAB radio futures committee (along with RKO Radio President Jerry R. Lyman), was celebrating the newfound support for the campaign. The committee announced that last week's meeting resulted in a pledge of \$500,000 (probably closer to between \$600,000 and \$700,000, according to Berger) and an undisclosed amount of donated air time from the 186 stations represented by the assembled group heads.

"The idea of the radio futures committee came out of the concept of 'let's see if the NAB and RAB can work together,'" said Berger. "With a lot of jump-starting, it got done."

The campaign, originally scheduled to launch last September at NAB's Radio '88 convention in Washington, was postponed and then subjected to a test market, operating on a \$600,000 budget that had been provided equally by the NAB and RAB. Berger said the process had been drawn out because of the difficulties associated with getting a committee of 12 busy executives to agree with one another and to find the time needed to discuss the issues.

Last week's meeting was a breakthrough, said Berger, because the financial support from group operators should encourage additional funding from the trade associations. With an estimated total annual budget of \$100 million in donated air time and up to \$1.1 million for marketing, promotion, advertising and professional fees, more financial support for the campaign will certainly be needed.

Details of the actual campaign—"Radio. What would life be without it?"—and results of its test marketing have not yet been made public. The committee's stated goals are to "advance public awareness and un-

derstanding of the role radio plays in people's lives, raise the pride and spirit of those involved in the radio industry and increase radio's current 7% share of total advertising dollars." Smulyan indicated the campaign may still be subjected to some changes in the number of spots used and in its creative makeup.

Smulyan added that while the campaign may have taken a long time to get to its current status, the lengthy process may reflect "the nature of the industry." While some have pointed to a lack of cooperation among group heads as a problem in the past, the possibility of a new group caucus may change that picture.

"All we want to do is just get together on a regular basis, see how we feel about things and then let people know how we feel," said Crain. He said the proposed group of operators, representing the top 30-35 groups in the country, would meet three or four times each year. The group will probably meet some time before the NAB convention this spring to define member-

ship criteria, meeting procedures and possibly a name for the organization.

"We can act as a group to make our ideas known to the NAB, the FCC or whomever we want to make our ideas known to," said Crain, adding, "The group heads can bring a perspective to some of these issues that people will find enlightening." Technical issues are among the major concerns by group owners, he said, giving as examples the potential degradation of the FM band and questions surrounding AM power increases and directional antennas.

Long term, Crain said the group may seek to hire an executive director for administrative purposes. He stressed that the group is intended to "help augment the NAB" as opposed to working against the trade organization, adding that he would "absolutely resist" establishing a Washington office. "It's not going to be very formal," said Crain. "The whole thing really is simply kind of a spontaneous decision by a bunch of group operators." □

Fifth Estate press prepares for hailing of new Chief

News organizations marshal their armies of reporters, producers and technicians for inaugural coverage

President-elect George Bush has already held a meeting of his cabinet. Out-of-towners are beginning to arrive in Washington. Construction of the viewing stands along the Pennsylvania Avenue parade route and the camera platforms on the Capitol grounds is nearing completion. Tickets to inaugural events are scarce or nonexistent. And in the next day or two, several dozen Ku-band satellite trucks will roll into Washington, providing the ultimate reminder that the U.S. and the world are about to witness the inauguration, on Jan. 20, of the 41st President.

The trucks will also symbolize the presence in Washington of a massive press corps. As of Thursday, the Presidential Inaugural Committee (PIC) reported that

7,000 requests for press credentials had been received—and many were not being honored. One official—Dan McLagan—said that "12 requests had been received for every spot" available. He did not know how many spots were available; he said the number fluctuates as new stands are built. But he denied the charge of a British journalist from the Independent Television Network—who said he had followed President Reagan around the world only to be denied credentials for the Bush inauguration—that the PIC was discriminating against foreign journalists. "We're credentialing a significant number of foreigners," McLagan said. Still, many journalists—foreign and domestic—were being disappointed.

The American networks are not suffering from a lack of credentials, however. Each will deploy hundreds of troops—anchors, correspondents, producers, photographers, technicians, gofers and other assorted support personnel—in strategic locations at the White House and the Capitol and along the parade route between those points. News executives last week had already been on the scene in Washington for a week, making plans and grumbling about problems planners often encounter. "We're dealing with people who can't get their schedule act together," said CBS News executive producer Lane Venardos, whose plans depend on the schedule decided on by the PIC.

Still, the networks' plans as of late last week seemed in good shape. Anchors will be ensconced in temporary booths: CBS's Dan Rather in quarters atop the Carpenters and Joiners Hall, on Constitution and Louisiana Avenues; Tom Brokaw, in a facility on the roof of the Labor Department build-



revenue to help reduce the federal deficit. President Reagan's budget recommendations include an auction proposal for non-mass media spectrum (see page 96).

Industry perception of the NAB is slated for discussion when the board hears the results of a survey conducted among radio and television group heads concerning their attitudes toward the association and the services it provides. According to TV Vice Chairman Margo Cobb, WLZ-TV Bangor, Me., the results do not say that NAB is "perfect by any means," but she found many of the comments "very encouraging." It is also believed that there was an overwhelming sentiment expressed among those queried that government relations should be NAB's primary mission.

The joint board will hear from the association's chief lobbyist, Jim May, on his plans to reorganize and bolster NAB's congressional relations operations. May believes the 101st Congress is going to present serious challenges for broadcasters on a number of fronts. Directors will also be asked to approve a 49% budget increase for May's department.

TV directors will probably devote much time to examining the telco report. Several outside consultants contributed to the document: Chip Shooshan of the Washington-based consulting firm Shooshan & Jackson; attorney Werner Hartenberger of Dow, Lohnes & Albertson, and attorney Michael Berg of Miller Young & Holbrooke. Shooshan & Jackson, which was to examine the

nature of the telcos, their size and their interest in video, as well as assess the fiber-to-home trials under way, has been retained by the United States Telephone Association on numerous occasions. Hartenberger, whose clients include Cox Cable, was to provide a regulatory, legislative and judicial overview of the issue, and Berg, who represents broadcasters but also works for a firm that represents municipalities engaged in legal battles with the cable industry, was to discuss the relationship between the cities and cable (BROADCASTING, Nov. 7, 1988).

According to a source familiar with the studies, Shooshan concludes that broadcasting may be better off with a fiber optic delivery system owned and operated by telephone companies. But Hartenberger suggests that the introduction of fiber would adversely affect the value of station licenses by obviating the need for transmitters and broadcast channels, the source said.

The delivery of broadcast signals by telephone companies over a fiber optic network poses many questions. Telco entry will create competition for cable and thus, some feel, will help weaken the stranglehold some broadcasters feel cable has on them. Others are wary of the phone companies and believe the industry may be trading "one monopoly for another." To TV director Frank Flynn Jr. of Fort Myers Broadcasting Co., it is just "a matter of time" before telcos enter the television business.

If the telephone industry becomes a player in the television business, NAB feels it must guarantee free mandatory carriage of local broadcasting signals.

President Eddie Fritts will provide an update on NAB's efforts on must carry. He told BROADCASTING he has been "trying to put together a deal" with the National Cable Television Association. Last week, NCTA President Jim Mooney, in a speech before the Washington Metropolitan Cable Club, said his association would work with broadcasters to obtain passage of a must-carry law (see story, page 106). Mooney has previously indicated NCTA would consider backing a must-carry bill; this time he took that promise a step further.

Fritts said the board will review a number of options to craft a must-carry bill that would pass constitutional muster. (The rules have been struck down twice by the courts.) There are believed to be two approaches: one calls for conditioning cable's compulsory copyright license on whether a cable system carries local signals, and the other calls for a straight must-carry rule based on a congressional determination that, for the sake of competition, it is necessary to preserve a universally available television service—that is, broadcasting.

According to reports, NAB wants language protecting broadcasters from having their channel assignments switched by cable operators and requiring broadcast signals to be placed on the lowest unit tier. Cable, however, is not likely to readily meet those demands. Observers say cable still has the upper hand in these negotiations since the courts have twice struck down the rules. □

Budget business

The NAB joint board of directors will be asked this week to approve a \$15.7 million budget for the association's April 1989-March 1990 fiscal year (see story, page 46). That represents an almost 11% increase over the FY 1989 budget approved last year. NAB anticipates, however, \$15.9 million in income, up 10.6% from the anticipated revenue proposed for FY 1989.

Expenses in many of the NAB departments are on the rise including government relations, \$2,205,050, up 49%; legal, \$1,060,950, up 1.8%; public affairs and communications, \$1,169,035, up 7.1%; research and planning, \$709,650, up 3.5%; science and technology, \$657,100, up 21.6%, and station services, \$1,268,750, up about 28%.

British DBS gets monetary shot in the arm

UK satellite venture British Satellite Broadcasting last week received a \$238 million boost from its backers, and in the wake of the new investment, Australian media mogul Alan Bond has taken one-third control of the direct broadcast satellite project.

BSB, a three-channel DBS service scheduled for operation late this year, has now raised more than \$636 million for its head-to-head battle with Rupert Murdoch, whose rival six-channel Sky Television group will launch the first of its services beginning next month.

BSB Chief Executive Anthony Simonds-Gooding told BROADCASTING that the additional funds will be used for BSB's extensive movie catalog acquisitions, including some \$600 million or more in long-term deals with five of Hollywood's top seven studios. BSB will also spend more than \$50 million for promotion.

Bond, whose media holdings include Australia's Network Nine, already was BSB's largest shareholder, with an approximately \$90 million stake. But he more than doubled the commitment in recent weeks to some \$228 million, beginning in late December, when he bought out \$45 million in BSB shares of British communications conglomerate Virgin Group.

Also increasing their stakes in BSB last week were most of the project's nine other investors. Among them, British electronics retailer and commercial broadcaster Granada Group increased its commitment from \$63 million to \$90 million, UK publisher Pearson from \$54 million to more than \$86 million, France's Chargeurs from \$43 million to \$90 million and publisher Reed International from \$36 million to \$63 million.

Simonds-Gooding also said the venture has received approval from the London Stock Exchange for a public flotation, with a waiver of the requirement for a five-year trading record. BSB has not decided whether it will use a public offering to raise additional funds after the launch of its Hughes satellite next August.

Simonds-Gooding added that BSB is considering bids, possibly with other partners, for a fourth and fifth channel on the satellite. The channels had originally been expected to remain vacant for three years after the launch, but government proposals could lead to programming on the transponders as early as first-quarter 1990, he said. A government decision on the extra transponders is expected by April.

The departure of Virgin Group, one of BSB's founders, appeared to be less a reflection on BSB than a result of a privatization last fall that has forced the sale of other Virgin TV and radio investments.

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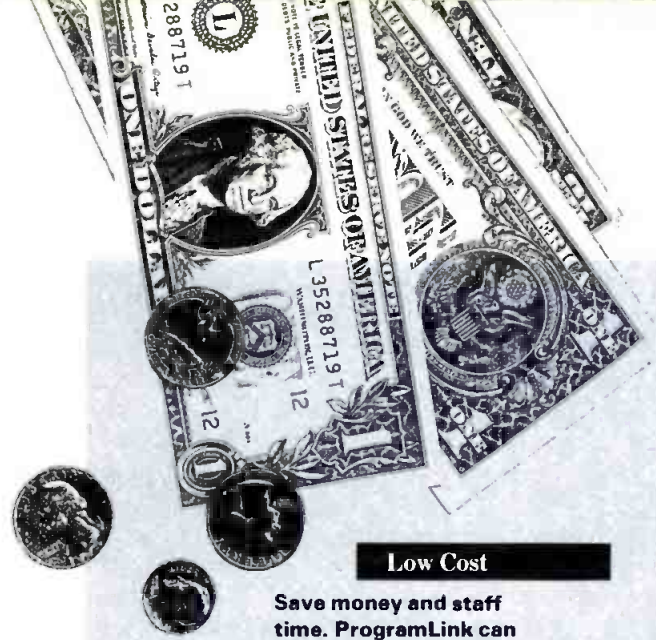
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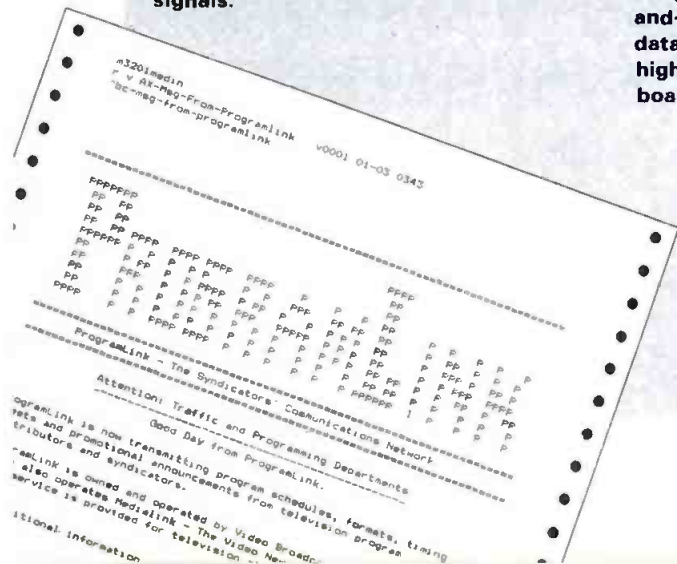
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Animated: Ghostbusters; G.I. Joe; Jem; C.O.P.S.; Denver the Last Dinosaur; Vytor, the Starfire Champion.

Mini-series: Emma: Queen of the South Seas; Hoover vs. the Kennedys: The Second Civil War; Ford: the Man and the Machine; Sadat; Blood Feud; A Woman of Substance; The Key to Rebecca; Strong Medicine; Hold the Dream.

Features, packages: Republic Pictures: Color Imaged Specials; Columbia Night at the Movies; TV Net. **Program inserts:** Black History Notes.

TeleVentures 1271

1925 Century Park East,
S-2140, Los Angeles 90067

Staff: Pat Kenney; Bill Kunkel; Ray Lewis; Mike Lopez; Noranne Frisby; Maury Lanken; Ed Youngmark; Kathy Zeisel; Jack Brandon; Jerry Leifer; Doug Friedman; Drew Hallmann. **Programs:** 21 Jump Street; Hunter; Sha Na Na; Pegasus I; TV-I; Classicolor I.

Television Latina 548

550 Biltmore Way, 9th floor,
Coral Gables, Fla. 33134

Television Program Enterprises 1349
875 Third Ave., New York 10022

Staff: Al Masini; Philbin Flanagan; Mary Jane Hastings; Noreen Donovan; Patricia Barbera; Maureen Noonan; Richard Colbert. **Programs:** Series: Dick Clark's Golden Greats; Entertainment Tonight/This Week; Lifestyles of the Rich and Famous; Runaway with the Rich and Famous; Star Search; Triple Threat. **Off-network series:** Fame, Fortune and Romance. **Specials:** Dayton International Airshow; *Lou Rawls Presents: A Decade of Black Gold Hits; The Rich and Famous 1989 World's Best; *The Magic of Music; Supermodel of the World 1989; *Star Search International.

Mini-series: Operation Prime Time: Emma: Queen of the South Seas; Hoover vs. the Kennedys: The Second Civil War; Ford: The Man and the Machine; Sadat; Blood Feud; A Woman of Substance; The Key to Rebecca; Strong Medicine; Hold the Dream.

Television Week 335

Meed House 21, John St., London,
WC1N 2BP, England

Texas Video & Post 334

8964 Kirby Dr., Houston 77054

Staff: Grant Guthrie; Alan Van Dix; Tom Lynnes; Rick Cortright. **Service:** Animation and post production.

Thames TV International Ltd. 812

149 Tottenham Court Rd., London,
England W1P9LL

Staff: Mike Phillips; Roger Miron; Tricia Friswell; Charles Butler. **Programs:** Benny Hill: The Thames Comedy Originals; Robin's Nest; Man About the House; George & Mildred; Keep It In the Family; After Benny; Crime Inc; Hollywood; The World at War; Destination America; Danger Mouse; Count Duckula; Benny Hill Specials I, II; Crazy World of Benny Hill.

TNT Special FX 1620

Toei Animation Co. Ltd. 957

20695 S. Western Ave., #112,
Torrance, Calif. 90501

Tomwil Entertainment 901

TPC Communications Inc./

Channel One Ltd. 861

Production Plaza, Sewickley, Pa. 15143

Staff: John Phillips; Marge Sherwood; Bill Eckenrode; Dan Wilhelm. **Services:** Television program distribution; videotape duplication; commercial integration, billboard customization service; satellite space segment; film to tape transfers for 16/35 mm; tape, film booking service; audio voiceover recording and production.

Tradewell Industries 558

845 3rd Ave., New York 10022

Tribune Entertainment Co. 1365

435 N. Michigan Ave., Chicago 60611

Staff: Sheldon Cooper; Donald Hacker; David Sifford; Joseph Antelo; Carol Forace; Peter Marino; Mel Smith; George Paris; Tanya Neimark; Allan Grafman; Dale Laackman; Bill Lyall. **Programs:** **First-run series:** At the Movies; Monsters; Tales from the Darkside; Dionne and Friends; Charles in Charge; U.S. Farm Report. **Magazine, talk:** Geraldo; The Joan Rivers Show; Cop Talk; The Investigators.

Movies, events, specials: Geraldo Rivera Specials; A Child Called Jesus; Achilles Lauro; Black History Notes; Bowzer's Rock 'n Roll Party; Mother/Daughter Beauty Pageant; TV Net; At the Movies Oscar Special; Hollywood Christmas Parade. **Sports:** Chicago Cubs TV Network. **Variety, music, comedy:** Soul Train; Living with the Dream; Let Freedom Ring; Third Annual Soul Train Music Awards; 4th Annual Stellar Awards. **Animation:** G.I. Joe. **Mini-series:** Black History Notes.

Turner Program Services 649

One CNN Center, Box 105366,
Atlanta, 30348-5366

Staff: Jack Petrik; Henry Gillespie; W. Russell Barry; John Walden; Robert Schuessler; Ken Christensen; Robert Rierson; Beth Gould; Terez Kiely; Cliff Matis; Carol Bomberger; Karen Louque; Tom Todd; Diane Lasek; Dennis Juravic; Tom Dwyer; David Skillman; Bob Morris; Sidney Pike; Howard Karshan; MaryAnn Pasante; Celeste Panepinto; Lisa Maxwell; Francisco Serrador; Bill Wells; Greg Eli; Jean Viana; Lillian Noriega; Rich Hylan; Farrell Reynolds; Rich Gold-

farb; Margret Mollo.

Programs: Features: Color Classic Network Two (12 titles); Color Classic Network Three (24); Premiere One (8), Two (19), Three (10), Four (15); Turner Entertainment One (25); Premium One (22); That's Entertainment (20); Vintage One (29); Family Fair (25); Lion One (25); Lion Two (30); Theatre 15 (15); Extra-Extras (25); 10 More Extra-Extras; 13 Tailor Mades; MGM Pre-48 Library (744); RKO Film Library (669); Warner Bros. Library (735).

First run: The Last Word; The Beach Boys; NWA Wrestling; CNN News Service; CNN Television; CNN Newsource; CNN Newsbeam; Secret World; National Geographic "On Assignment" (Years III, IV, V); Cousteau's Rediscovery of the World (Years IV, V, VI).

Off-network: Gilligan's Island; Medical Center; CHiPs; The Courtship of Eddie's Father; The Man from U.N.C.L.E.; The Girl from U.N.C.L.E.; Please Don't Eat the Daisies; Dakari.

Children: Tom & Jerry and Friends; Popeye; Our Gang; Warner Bros. Cartoon Library; MGM Cartoon Library.

TV Horizons 1011

875 Third Ave., New York 10022

Staff: Henry Siegel; Mike Weiden; Ira Bernstein. **Programs:** Family Feud; A Current Affair; Hollywood Squares; Small Wonder; Crazy Like a Fox; Hardcastle & McCormick; Peter Gunn/Mr. Lucky/The Invisible Man; Gidget; Police Academy; The Animated Series; The Real Ghostbusters; Heathcliff; Popeye; Care Bears and Friend at the Movies; Story of Rock 'n' Roll; The Monkees; Smithsonian Treasures; Fox Premiere Movies; Spectrum II; The Hunt for Stolen Treasures...Live!; Psychic Powers Exposed...Live!; LBS Major Minis; The LBS Specials.

TV Pro 1600

21 Bisvue Moliere, Paris, France 75001

Staff: Joshua Jampol; Catherine Delon.

TV World 237

27 Wilford St., London, England

TVMC Audio-Visuel 1312

451 St. Sulpice, Studio K, Montreal,
QC, H2Y 2V9, Canada

Staff: Anne-Marie Coidebez.

TVRC Syndication 244

245 Fifth Ave., New York 10016

Staff: George Nuccio; Nat Schorr; Barry Hoffman; Allan Infeld; Leslie Aaron; Anthony Durante. **Programs:** *Hoop Du Jour; Inside Pro Basketball; *Future Stars; *Money Clip; *Yogi at the Movies; *Changemakers; *Countdown to 2000.

Services: Five unwired networks: The Primetime Movie Network; The Late Fringe Network; The Early Fringe Network; The Late News Network; The Early News Network; *The Weekend Network; The Daytime Network; The Sports Network.

Twentieth Century Fox TV 1172

P.O. Box 900, Beverly Hills,
Calif. 90213

Staff: Barry Diller; Leonard Goldberg; Jonathan Dolgen; Michael Lambert;



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Programs: A Current Affair; A Current Affair Extra; Mr. Belvedere; Small Wonder; Fox Hollywood Theatre; Fox Mini-Series I; Century 13, 14; Fox Premiere II; Fox Premiere III; M*A*S*H; Miller's Court; Expedition: Danger; Dynasty; Vegas; The Ann Sothern Show; Movin' On; The Untamed World; The Paper Chase; Kelly's Avengers; Sara Dane; Roots of Rock 'N' Roll; Animals Express; Wild Times; Roughnecks; Empire Inc.; Spearfield's Daughter; All the River Run; Shirley Temple Theatre; Arnie; Blue Light; Breakaway; That's Hollywood; Circus; Best of Jackie Gleason; Top Rank Fights of the Seventies; Adventures in Paradise; Audubon Wildlife Theatre; Batman; Bracken's World; Broken Arrow; Bus Stop; Cheap Show; Julia; Loner; Century 5, 6, 7; Olympiad; A Little Princess; Fortunes of Nigel; The Pathfinder; Seven Little Wolcotts; Cartoons; Doctor Doolittle; Fantastic Voyage; The Hardy Boys; Journey to the Center of the Earth; Circus; Daniel Boone; Doby Gillis; Encyclopedia Britannica Educational Corporation Presents; Incredible World of Adventure; The Felony Squad; Five Fingers; Follow the Sun; The Ghost and Mrs. Muir; Fox One; Golden Century; Green Hornet; Hong Kong; Jack the Ripper; Journey to the Unknown; Judd for the Defense; Lancer; Land of the Giants; Lost in Space; Mark I; Nanny and the Professor; Masquerade Party; The Monroes; My Friend Flicka; Orson Welles Great Mysteries; Peyton Place; Room 222; Salty; Shari Show; The Starlost; The Time Tunnel; 12 O'Clock High; Voyage to the Bottom of the Sea; Numero Uno; Paper Chase; Monte Carlo Show; T.H.E. Hospital; Best of Midnight Special; Farber; Strange True Stories; Trapper John; This Business of Living; Anatomy of a Crime; Undersea World of Jacques Cousteau; Jane Goodall & the World of Animal Behavior; Great American Music Celebration; Truth About Houdini; The Superbowl—The Final Sunday; Borrowers; Edith Piaf...I Regret Nothing; Fred Astair Hollywood; Fred Astair Salutes the Fox Musicals; Salute to Lady Liberty; Divorce; Kids in the Middle; Star Wars Holiday Special; The Nativity; The Making of Star Wars; President's Command Performance; Sex, Teenage Style; 20th Century-Fox Presents; The War to End All Wars; They Write the Songs; World Game of Tennis; Paul Newman: The Man and His Movies; Movietone News; Smithsonian Discovery Theater; Inside Russia; Future Shock; Time of Man; On and Off Camera; This Day in Sports; Planet of the Apes; Cartoons; Hollywood, the Gift of Laughter; Voyages of

Dr. Doolittle; Assassins Among Us; Cancer Confrontation; Groovie Goolies & Friends; Crusader Rabbit; Boy in the Bush; My Cousin Rachel.

U.S. Army Reserve 439
Attn: DAAR-PA
Washington 20310

Staff: Capt. Mark Zimmer. **Services:** Public service announcements; video news release spots.

U.S. Nippon Communications 1621
The Plaza, 2 W. 59th St.,
New York 10019

Staff: Eiso Kawamoto; Shinji Tamiya; Ginji Sawa; Mimi Matsumoto.

Programs: Business Nippon; Japan Digest; Let's Learn Japanese.

Ulster Television 939

United Industries 238

Uniwold Entertainment 330

1250 Broadway, 36th floor,
New York 10001

Unreel Productions 1614

Up with People 362

3103 N. Campbell Ave.,
Tucson, Ariz. 85719

Vestron Television 1129

2029 Century Park East, #200,
Los Angeles 90067

Staff: Julian Levin Sr.; David Armstrong; Strauss Zelnick; Bruce Casino; John Witte; Tim Lavender; Karen Setten; Gary Barber; Edwin Friendly; Austin Furst.

Programs: Features, packages: *Hot Tickets (12 titles); First Images (12); Double Images (10); Empire of Terror (19). **Special:** *Dirty Dancing: Live in Concert. **Docu-dramas:** *Eyes of War.

Via Le Monde Productions 1312

326 St. Paul-West, Montreal,
QC H2Y 2A3, Canada

Viacom 811

1211 Ave. of the Americas,
New York 10036

Staff: Sumner Redstone; Frank Biondi Jr.; George Smith Jr.; Mark Weinstein; Thomas Dooley; Henry Schleiff; Gus Lucas; Robert Tucci; Katherine Hogan; George Faber; Betsy Vorce; Arthur Kananack; Michael Gerber; Joseph Zaleski; Paul Kalvin; Dennis Gillespie; Toby Martin; Peter Newman; Howard Berk; Elissa Lebeck; Lisa Merians; Andrew Spitzer; Eric Veale; Scott Kolber; Kenyon Kramer; Nanci Orgel; Gerald Pinks; Brooks Carroll; Dennis Emerson; Frank Flanagan; David Campbell; Joseph DiSalvo; Sean Deneny; Douglas Knight; Sid Beighly; Gayle Dickie; John Gee; Joseph Kiselica; Bob Mahlman; Thomas Tannenbaum; Raul Lefovich; Adam Singer; Bruce Boro; Noreen Brittenham.

Programs: Special: Special Delivery. **First run:** *Betcha; *Trial By Jury; *Super Mario Brothers; "Super" Show; *Remote Control; *1989 MTV Video Music Awards; Double Dare; Finder's Keepers; Superboy; This Morning's Business. **Series:** The Cosby Show; All in the Family; The Andy Griffith Show; Bizarre; The Bob Newhart Show; The Beverly Hillbillies; Cannon; Clint Eastwood in Rawhide; December Bride; Dempsey & Ma-

kepeace; The Dick Van Dyke Show; Family Affair; Gomer Pyle; Gunsmoke; Hawaii Five-O; Have Gun Will Travel; The Honeymooners; Hogan's Heroes; I Love Lucy; The Life and Times of Grizzly Adams; Marshall Dillon; The Mary Tyler Moore Show; My Three Sons; Our Miss Brooks; Perry Mason; Petticoat Junction; Rawhide; The Rookies; Split Second; Twentieth Century; The Twilight Zone; Whirlybirds; The Wild, Wild West.

Animated: Mighty Mouse and Friends; Terrytoons; Harlem Globetrotters; The Alvin Show. **Features, packages:** Viacom Features, I, II, III, IV, V, VI, VII, VIII, IX, X, XI, XII, *XIII; Viacom Movie Greats; Exploitable I, III, IV; The Legend Group; Young and Reckless; Gasp Science Fiction; Gasp Horror; Thematics; TV Net (Tonight Only).

Vid-Film Services 412

1631 Gardena Ave., Glendale,
Calif. 91204

Video Media Marketing Ltd. 1528

530 W. 23d St.,
New York 10011

Staff: Brian O'Daly; Paul Berkowitz; Larry Casey; Bonnie Williams. **Programs:** *Cinemagic (10 titles); *Knock-out (10); *Network Showcase (11).

Video Tape Co. 700

10545 Burbank Blvd., N. Hollywood,
Calif. 91601-2280

Staff: Gary Worth; Jon Duncan; Larry Birstock; Sharon Beverly; Ted Sobel; Frank Cavaioli; Keith Austin. **Services:** VTC Satellite Network; Hotline; Spotnet; film-to-tape transfer; standards conversion; traffic and fulfillment; videotape duplication.

Video Yesteryear 356

Box C, Sandy Hook, Conn. 06470

Staff: Jon Sonneborn; Michael Rophone. **Programs: Films:** Adventure (52 titles); Avant Garde (3); Black (14); Bloopers (5); Cartoons (19); Classic (76); Comedy (146); Crime, Mystery, Suspense (88); Documentaries (76); Drama (172); Especially for Children (70); Foreign Classic (139); Horror, Sci-Fi (46); Musical (56); Serials (42); Silent Comedies (75); Silent Drama (102); Silent Cartoons (8); Silent Westerns (13); Turkeys (28); Vintage TV (177); Westerns (81).

Visual Productions '80 Ltd. 1312

101 Niagara St., #2, Toronto, Ontario,
M5V 1C3, Canada

Staff: Beverly Shenken.

Wall Street Journal TV 1558

200 Liberty St., 14th floor,
New York 10281

WDR International 1211

Weiss Global Enterprises 900

2055 Saviers Rd., #12,
Oxnard, Calif. 93033-3693

Staff: Adrian Weiss; Ethel Weiss; Steven Weiss; Laurie Weiss. **Programs: Features:** For Adults Only; Galaxy 15; Golden ShowmanShip 9; Impact 120; Parade 4; Vintage Flicks; Westerns. **Documentaries:** The Brave Rifles; Our Time In Hell; Those Crazy Americans. **First-run se-**

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ries: The Black Coin; The Clutching Hand; Custer's Last Stand; Klds Say the Dardest Things; The Stan Kann Show. *Off-network series:* The Adventures of Jim Bowie; The Bill Dana Show; Canine Comments; Craig Kennedy, Criminologist; Good Morning World; I Married Joan; Make Room for Daddy; My Little Margie; Rocky Jones, Space Ranger; Thrill of Your Life; Waterfront. *Comedy shorts:* The Chuckle Heads. *Cartoons:* Alice by Walt Disney; Krazy Kid Kar-tunes; Nursery Rhymes.

Western International Syndication 1500

WesternWorld TV 300
10523-45 Burbank Blvd.,
N. Hollywood, Calif. 91601

Staff: Gary Worth; Julio Gonzalez-Reyes; Roger Feltman; Ruben Veloso. **Programs:** Skouras Pictures Package (20 titles); Action Package (22). *Series:* Adventures and Explorations; Hollywood Insider; Orphans of the Wild; Nova; Risking It All. *Children:* Children of the Stones; Fifteen; Pals; Sebastian and the Sparrow. *Music:* Kenny and Dolly in Concert; Pavarotti at Madison Square Garden; The Rock Show. *Animation:* Grimm's Fairy Tales; The Space Sagittarius; The Story of 15 Boys; Tom Sawyer. *Other:* Crocodiles; Dead Wrong; Living Tomorrow; Ways of the Wild.

Wold Communications 630
3415 S. Sepulveda Blvd.,
#500, Los Angeles 90034

World Events Productions Ltd. 1511
4935 Lindell Blvd., St. Louis 63108

Staff: Edward Koplar; Brian Lacey; Peter Keefe; Mark Altschuler; Anita Kelso; Susan Bae; Glenda Gabriel; Carolyn Flynn. **Programs:** "Denver, the Last Dinosaur; *Vytor, the Starfire Champion; Saber Rider and the Star Sheriffs; Voltron: Defender of the Universe.

World Wrestling Federation 1535
1055 Summer St., Stamford,
Conn. 06905

Staff: Joseph Perkins; Basil Devito; Michael Ortman; Richard Maloney; William Datre; Rossane Eke; Joanne Flynn.

Programs: WWF Superstars of Wrestling; WWF Wrestling Challenge; WWF Wrestling Spotlight.

Worldvision Enterprises 571
660 Madison Ave., New York 10021

Staff: John Ryan; Bert Cohen; Burt Rosenburgh; Randy Hanson; Gary Montanus; Tom Devlin; Bill Baffi; Jerry Kaufer; Rita Scarfone; Dan Willis; Adam Lloyd; Karen Davidson; Gerry Bixenspan; Andy Samet; Noreen McGrath; Alan Winnikoff; Philip Martzolf; Doreen Muldoon; Anna Mark; Gary Butterfield; Brian O'Sullivan; Jim Kauss; Jim Smith; Jim Thomson; Reggie Jester; Karl Middleburg; Paul Danylik; Marty Weisman; Ed O'Brien; Harrington Silva; Sara Indart; Bruce Swanson; Jules Haimovitz; Ronald Lighthouse; John Brady.

Programs: *First-run game show:* Make Your Move. *First-run late night variety:* After Hours. *Comedy:* Starting from Scratch. *Children:* Smurfs' Adventures; Hanna-Barbera's Superstars 10; The Yogi Bear Show; Snorks; Fantastic World of Hanna-Barbera; The Jetsons; Rambo; Centurions; Chuck Norris Karate Kommandos; Banana Splits; Atom Ant; Secret Squirrel; Adventures of Gulliver; Adventures of Huck Finn; Yogi's First Christmas; Birdman—Galaxy Trio; Sapce Ghost—Dino Boy; Fantastic Four; Frankenstein Jr. & Impossibles; Shaz-zam; Herculeoids; Moby Dick/Mightor; Dastardly & Muttley; **Amazing Chan & the Chan Clan;** Funky Phantom; Perils of Penelope Pittstop; Wacky Races; Discovery; George of the Jungle; Harvey/Casper; Jackson Five; Jerry Lewis; Josie & the Pussycats; Josie & the Pussycats in Outer Space; King Kong; Lancelot Link—Secret Chimp.

Live-action: Sword of Honour; Throb; Starring the Actors; Shark's Paradise; Return to Eden. *Special:* Yogi's First Christmas. *Series:* The Streets of San Francisco; The Love Boat II; The Love Boat; Little House on the Prairie; Barnaby Jones; Return to Eden; Breaking Point; Don Lane Show; That Girl; Douglas Fairbanks Presents; Dark Shadows; The Doris Day Show; N.Y.P.D.; Ben Casey; The Mod Squad; Combat; The Fugitive; The Rebel; Wendy and Me; People's Choice; The Invaders; One Step Beyond; Flying "A" Series; Man from Atlantis; Buffalo Bill Jr.; Adventures of Champion; Come Along; Dickens & Fester; High Road; It Pays to be Ignorant; Mickey Rooney; Next Step Beyond; On

the Mat; Range Rider; Starring the Actors; Take My Word For It; Wendy and Me; Wonders of the Wild.

Features: Prime I-VIII; Saturday at the Movies. *Specials:* Shark's Paradise; A Christmas Carol; Amahl & the Night Visitors; Bay City Rollers; Children of the Gael; Echo I; Herbie Mann/Roland Kirk; Fabulous Sixties; Irish Rovers Special; Is It Christ?; Jack Nicklaus at Home of Golf; Last Nazi; Musical Ambassadors; New Fangles Wandering Minstrel Show; The Night the Animals Talked; Raphael; Roberta Flack/Donny Hathaway; Ron Luciano's Lighter Side of Sports; Russian Festival of Music & Dance; Sunshine Specials; A Little Bit of Irish; World of Miss World; The Bobby Vinton Show; An Evening with Irish Television. *Mini-series:* Against the Wind; Holocaust; Return to Eden.

International: Ironweed; The Running Man; Light of Day; Monster Squad; Internal Affairs; Stones for Ibarra; Stranger on My Land; Starting from Scratch; Streets of San Francisco; A.F.I. Life Achievement Award/Jack Lemmon; Home Fires; Hanna-Barbera's Superstars 10; General Hospital; One Life to Live; All My Children; Hands of a Stranger; Highway to Heaven; Dallas; Angel in Green; Kids Like These; Little Troll Prince; A Mouse, a Mystery and Me; Unholy Matrimony; The Last Frontier; The Stepford Children; The Day They Came to Arrest the Book; Stone Fox; Shark's Paradise; When the Bough Breaks; Night of Courage; Stranger in My Bed; The High Price of Passion; Sable; Throb; You Again?; The Love Boat; On Wings of Eagles; Doubletake; Key to Rebecca; Sam's Son; A Deadly Business; My Two Loves; Welcome Home Bobby; Smurfs; The Jetsons; Wildfire; Berenstain Bears; The Flintstones 25th Anniversary; The 13 Ghosts of Scooby Doo; Mr. T; The Flintstone Kids; Alvin & the Chipmunks; Yogi's Treasure Hunt; Sky Commanders; Snorks; RoboForce; Remember Me; Little House on the Prairie; Three Special Presentations; An Act of Love; The Patricia Neal Story.

Holiday specials. Feature films: Paragon Features; Prestige Features; Selznick Classics; ABC Pictures. *Children's programming. Series:* Return to Eden; Lucie Arnaz Show; Starring the Actors; Little House on the Prairie; Eight Is Enough; Kaz; Project UFO; The Andros Targets; Spencer's Pilots; Man from Atlantis; Married: The First Year; Pruitts of Southampton; The Doris Day Show; Hunter; Mod Squad; The Invaders; The Fugitive; The Next Step Beyond; Thunder; Garrison's Gorillas; Cowboy in Africa; Ben Casey; That Girl.

Yorkshire Television 939
32 Bedford Row, London
WC1R4HE, England

ZDF 1211

Zenith Productions Ltd. 939
8 Great Titchfield St., London
W1P7AA, England

ZGS Television Production 426
1726 M St., N.W., #704,
Washington 20036

DuPont details. PBS will air the 46th Alfred I. duPont-Columbia University Awards in broadcast journalism at 10 p.m. ET, Thursday, Jan. 26. The 90-minute broadcast will find veteran CBS newsmen and current *Sunday Morning* host Charles Kuralt acting as master of ceremonies as the best work in television and radio news aired between July 1, 1987, and June 30, 1988, is celebrated. The broadcast marks the 12th year of national coverage of the event by noncommercial WNET-TV New York.

Presenters will include CBS News White House correspondent Jacqueline Adams, ABC News White House correspondent Sam Donaldson, NBC News Sunday anchor Garrick Utley, CNN vice president and New York anchor Mary Alice Williams and Columbia University President Michael Sovern. Established in 1942 by Jessie Ball duPont, the awards are designated in categories including radio, small market television, medium market television, major market television, network television and cable and independent productions.

The Gold Baton Award will be given for the fourth year to the program that "contributed the most to the public's understanding of important issues or news events." Jurors include Columbia Graduate School of Journalism Dean Joan Konner (who will comment on the broadcast year), former ABC News President Elmer Lower, *The Washingtonian* senior writer Barbara Matusow and *The Washington Post* TV critic Tom Shales.



Metropolitan Broadcasting Holding Company

which through its subsidiaries owns

WNEW-AM/FM

(New York, NY)

KTWV-FM

(Los Angeles, CA)

WMMR-FM

(Philadelphia, PA)

KRLD-AM

(Dallas, TX)

Texas State Networks

has been acquired by

Sillerman Acquisition Corp.

*The undersigned acted as financial advisor to
Metropolitan Broadcasting Holding Company in this transaction.*

MORGAN STANLEY & CO.

Incorporated

December 16, 1988

AOR drops in fall Arbitron books

Compared to results during the same quarter last year, AOR formatted stations in the top 10 markets for the most part witnessed a drop in share during the fall 1988 Arbitron ratings (for markets one to five, see BROADCASTING, Jan. 9). All results below are based on the Arbitron fall 1988 radio local market report for the period Sept. 22-Dec. 14, 1988 (total persons, age 12-plus, average quarter-hour shares, Monday-Sunday, 6 a.m.-midnight). Ratings data used is supplied by Arbitron and is copyrighted; it may not be reprinted or used in any form by nonsubscribers to the company's radio ratings service.

Detroit (sixth market), MOR/newstalk WJR(AM) and urban contemporary WJLB(FM) maintained their respective number-one and number-two slots. In the contemporary hit category, WDFX(FM) jumped up the list with its 5.4 share (compared to a 3.1 share during summer 1988 and a 2.4 during fall 1987). Another contemporary hit station, WHYT(FM), dropped from a 5.3 during summer 1988 to its current 3.4, although the station did top its fall 1987 4.7 share. Also dropping was easy listening WJOI(FM),

which fell from 5.1 in the summer 1988 book to a 4.7. AOR WRIF(FM) climbed back into the top 10 with a 3.6, up from 3.0 during summer 1988, but dropped from 3.9 for fall 1987.

Boston's adult contemporary WBZ(AM) entered the top position with a 7.4, up from 6.4 during summer 1988 and 7.3 during fall 1987. Contemporary hit WXKS-FM dropped from a first place tie with WRKO(AM) in the summer 1988 book (each with 7.1) to its current third-place 5.9 share. Contemporary hit WZOU(FM) also took a drop, falling from a 6.1 in the summer 1988 book to its current 5.0.

Adult contemporary KVIL-AM-FM held the number-one position in the Dallas-Fort Worth market, jumping from a 6.9 share during summer 1988 to its current 8.3. Urban contemporary KKDA-FM, which placed number one in the summer 1988 book with the added strength of its simulcast co-owned AM, dropped to the number-three position on its own. Country formats made a strong showing in the fall 1988 book, with KSCS(FM), KPLX(FM) and WBAP(AM) taking three of the top five positions.

One of the AOR stations taking a drop in the Washington market was WWDC-FM,

dropping from a 5.7 share in the summer 1988 book and a 5.6 share in the fall 1987 book to its current 4.2. Although contemporary hit WPGC-FM lost the added strength it held as an AM-FM simulcast in the summer 1988 book, the station came in fourth place with a 6.0. Contemporary hit WAVA(FM) didn't fare as well, dropping from a 5.2 in summer 1988 to 4.5. Making its way into the top 10 was adult contemporary WLTT(FM), up from a 3.0 last summer to its current 3.5 share.

In Houston-Galveston, urban contemporary KMJQ(FM) came in strong at number one with a 9.8 share, up from a 9.3 during summer 1988. Country KIKK-FM took a kick down the list from the number-two spot in the summer 1988 book (with a 7.0 share) and from an 8.3 share for the same period last year. Another country station dropping in the market was KILT-FM, down from a 5.9 during fall 1987 and a 6.2 during summer 1988 to its current 4.6 share. Easy listening KODA(FM) made a healthy climb up the list from a 4.9 during summer 1988 and a 5.7 during fall 1987 to its present 6.1 share. News/talk station KPRC(AM) also moved up, from a 3.3 during summer 1988 and a 3.1 during fall 1987 to its current 4.0.

WORK AM

GENERAL MANAGER

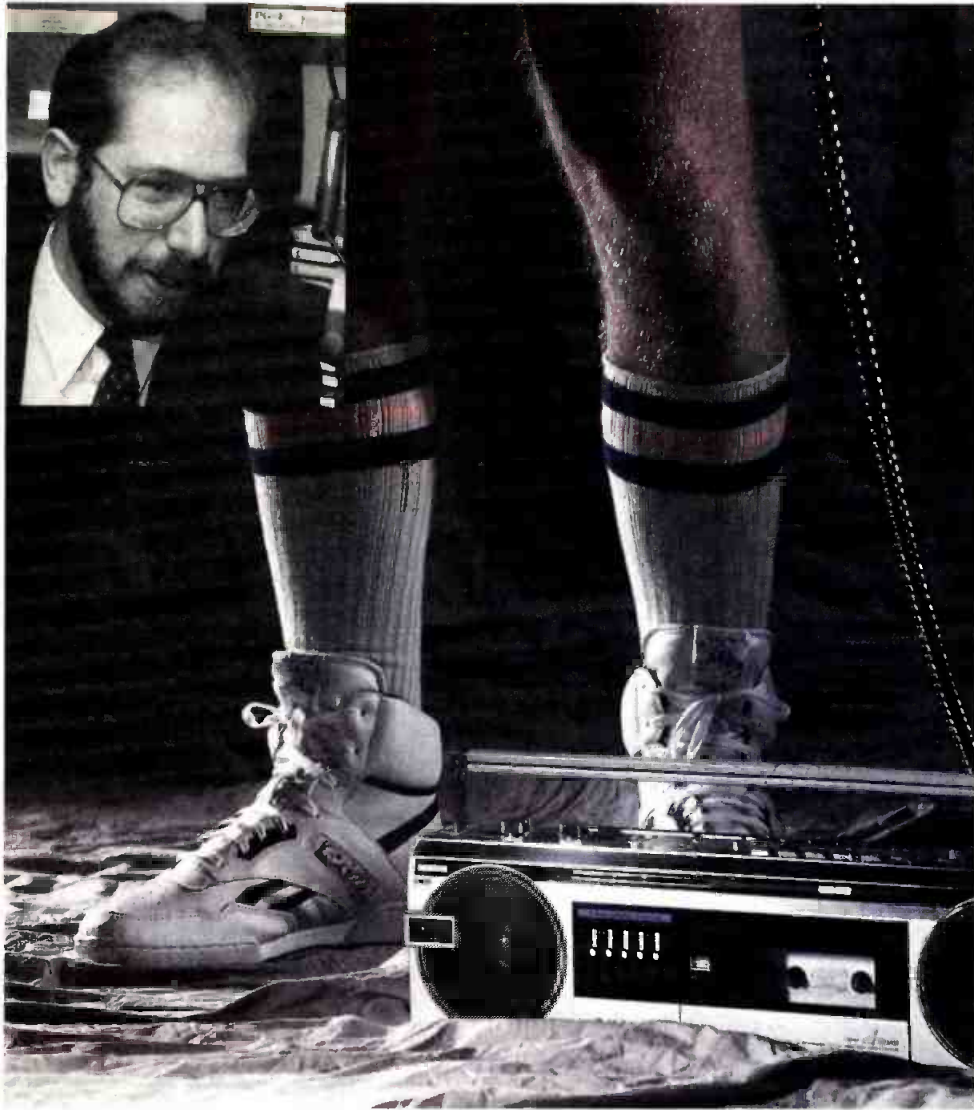
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Station	Format	Fall 87	Fall 88	Station	Format	Fall 87	Fall 88
Detroit				KSCS(FM)	country	4.1	7.4
WJR(AM)	MOR/news/talk	10.8	9.0	KKDA-FM	urban contemp.	8.6	7.2
WJLB(FM)	urban contemp.	8.6	7.0	KPLX(FM)	country	7.4	6.5
WDFX(FM)*	contemp. hit	2.4	5.4	WBAP(AM)	country	5.3	6.2
WWJ(AM)	news	4.9	5.1	KRLD(AM)	news	6.6	5.9
WNIC-FM	adult contemp.	4.1	4.9	KHYI(FM)	contemp. hit	4.9	5.0
WJOI(FM)	easy listening	6.2	4.7	KMEZ-AM-FM	easy listening	6.0	4.8
WWW(FM)	country	4.1	4.7	KEGL(FM)	contemp. hit	6.2	4.5
WCZY-FM	contemp. hit	4.3	4.4	KLUV(FM)	oldies	3.6	3.4
WOMC(FM)	adult contemp.	4.0	4.4	KTXQ(FM)	AOR	3.7	3.4
WLLZ(FM)	AOR	4.5	3.8	Washington			
WRIF(FM)	AOR	3.9	3.6	WMZQ-AM-FM	country	7.3	7.1
WCSX(FM)	classic rock	3.7	3.4	WGAY-FM	easy listening	7.4	6.8
WHYT(FM)	contemp. hit	4.7	3.4	WKYS(FM)	urban contemp.	6.5	6.2
WKSG(FM)	oldies	2.3	3.4	WPGC-FM	contemp. hit	4.9	6.0
*Formerly WDTX				WMAL(AM)	variety	6.5	5.7
Boston				WHUR-FM	urban contemp.	5.0	4.9
WBZ(AM)	adult contemp.	7.3	7.4	WAVA(FM)	contemp. hit	4.5	4.5
WRKO(AM)	talk	6.9	7.2	WROX(FM)	contemp. hit	4.3	4.5
WXKS-FM	contemp. hit	7.0	5.9	WWDC-FM	AOR	5.6	4.2
WJIB(FM)	easy listening	5.7	5.4	WCXR-FM	adult contemp.	4.0	3.7
WHDH(AM)	adult contemp.	5.2	5.2	WTOP(AM)	new	4.7	3.7
WODS(FM)	oldies	2.9	5.2	WLTT(FM)	adult contemp.	3.4	3.5
WZOU(FM)	contemp. hit	5.2	5.0	Houston-Galveston			
WBCN(FM)	AOR	7.4	4.8	KMJQ(FM)	urban contemp.	7.8	9.8
WZLX(FM)	classic hits	4.4	4.8	KKBQ-AM-FM	contemp. hit	6.5	7.5
WEEI(AM)	news	5.2	4.2	KIKK-FM	country	8.3	6.8
WMJX(FM)	adult contemp.	2.9	3.6	KODA(FM)	easy listening	5.7	6.1
WSSH-FM	soft contemp.	4.4	3.6	KRBE-FM	contemp. hit	6.4	6.0
WROR(FM)	adult contemp.	3.2	3.2	KTRH(AM)	news	4.9	5.7
Dallas-Ft. Worth				KLOL(FM)	AOR	6.2	5.2
KVIL-AM-FM	adult contemp.	9.3	8.3	KILT-FM	country	5.9	4.6
				KFMK(FM)	adult contemp.	4.9	4.3
				KPRC(AM)	newstalk	3.1	4.0

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General Manager
WPGC
Washington, D.C.

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Business Radio Network

New life for old jingles

Famous 1960's production house, PAMS, finds new life on oldies stations

PAMS, one of the leading jingle companies in the 1960's, appears to have left its legal wranglings behind and is ready to capitalize on the nation's proliferation of oldies radio stations. In an effort to repopularize the jingle sound that was synonymous with such top-40 powerhouses as WABC(AM) New York, the company's latest catalog includes new jingles by the original PAMS singers.

The regeneration of the jingles company, which was founded in 1951, follows a long trail of bumps in the road: shortly after its sale to Consolidated Communications Counselor of Omaha in 1977, PAMS was the target of bankruptcy proceedings that eventually led to an IRS auction of its legendary jingle collection. Ken Deutsch and Ben Freedman obtained the PAMS tapes and trademark, and throughout the 1980's sold original and recreated jingles to stations from offices in Buffalo, N.Y. But while Deutsch and Freedman became legal owners of the company, others challenged their ownership. Last year, after several years of such challenges, Deutsch and Freedman settled out of court with PAMS founder Bill Meeks and established the company's present structure.

Freedman now maintains Dallas offices for PAMS's parent company, CPMG Inc., at the Century 21 jingle company, where he became vice president of sales in August 1988. As president of CPMG, he sells the new PAMS jingles from three separate production sources: CPMG Inc., which features new singers; Ken Deutsch's Ohio-based Ken R. Inc., which also features new singers, and Garland, Tex.-based Richard Kaufman, a self-confessed PAMS fanatic who has just reassembled the original PAMS singers.

"Now, anybody can buy [PAMS jingles] with complete confidence," said Kaufman, referring to industry confusion that had been created after years of battle over the PAMS name. Kaufman, whose radio background as an announcer, program director and station owner dates back to 1968, has consulted with Meeks to recreate the original sound of the jingles. He is also offering consultancy services to oldies stations.

Kaufman said he will be producing 30 new jingle cuts for overseas distribution and is close to signing a deal with an unnamed major metropolitan oldies station. PAMS jingles featuring new singers, said Freedman, have been sold to outlets including oldies stations WIOQ(FM) Philadelphia and WDRC-FM Hartford, Conn.

Ken Deutsch, an avid jingle collector who sells copies of PAMS tapes to other collectors, admitted that he has been pleasantly surprised by the resurgence of the company. "When I bought these tracks originally," he said, "I didn't think I'd be able to do anything with them." □

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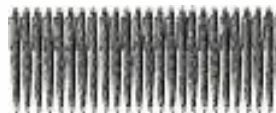
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Audio guides

Radio Guide, the bi-weekly Los Angeles radio program guide now in its fifth issue, has its sights set on launching similar publications in New York and Chicago within a year. While these are not the first efforts to create a consumer market guide for radio listeners, they are certainly among the more ambitious.

Radio Guide, a full-color guide complete with station personality interviews and program listings, is currently offered free to its 50,000 readers (the publication hopes to begin charging \$1.25 per issue beginning in March). Advertisers pay \$1,150 for a full page black-and-white advertisement; \$1,800 for color. Editorial Director Tommi Lewis said early advertising by radio stations in the guide has been primarily in exchange for promotional on-air spots. Most advertising in the guide, she said, tends to be from local program producers at area stations.

While the original plan for *Radio Guide* was to eventually develop into a TV *Guide*-type publication for radio, Lewis said parent publishing company Radio Waves Publications now realizes that the local nature of radio calls for more market-specific guides. A national radio guide, she said, may prove more feasible as syndicated programming continues to grow in popularity. Present plans for the company call for the opening of a New York office within three months to launch separate issues there and another office in Chicago within a year.

Those plans spell competition for *Chicagoland Radio Waves*, a Chicago quarterly radio guide launched a year-and-a-half ago by MediaTies, another publishing firm. That guide is scheduled to this week release its winter 1988-89 issue, a 24-page two-color guide with a free distribution of 85,000. The consumer guide includes a listing of 120 Chicago area radio stations, along with features, photos, and briefings about the stations.

About half the advertising in the current issue of *Chicagoland Radio Waves* comes from retailers and the other half from radio stations, said publisher S.J. Peters, who has spent the last six years as a publicist at several area radio and television stations. A one-inch advertisement in the guide costs \$350; a full-page ad costs \$1,550. Among the full-page advertisers has been WGN(AM) Chicago.

Peters said expansion plans for MediaTies could include guides for the markets of Tampa-St. Petersburg-Clearwater, Fla.; Minneapolis-St. Paul, and Milwaukee-Racine. Other potential markets for *Radio Guide*, according to Lewis, include San Diego, San Francisco and Tucson, Ariz.

New music licensing head

The All-Industry Radio Music License Committee has elected Group W Radio President Dick Harris as its new chairman, a position formerly held by Berkshire Broadcasting President Donald Thurston. Harris, who spent the last year assisting the committee as



Harris

chairman of the NAB's Radio Music Licensing Task Force, said that the NAB task force will disband, pending board approval at the NAB's January meeting. In addition to the appointment of Harris, five new board members have been named to the committee: Arthur Carlson, senior vice president, Susquehanna Broadcast Co.; John Dille III, president, Federated Media; Robert Fox, chairman, KVEN(AM) Ventura, Calif.; David Hicks, president, Hicks Broadcast Corp., and Jerry Lyman, president, RKO Radio.

Among the committee's immediate goals are plans to establish research and funding committees to prepare for license renewal negotiations with the American Society of Composers, Authors and Publishers (due in 1990) and Broadcast Music Inc. (1991). As things stand, said Harris, ASCAP and BMI appear to have better financial data on stations than the radio industry itself. Harris added that the committee's \$300,000 debt to the New York law firm of Weil, Gotschal & Manges (BROADCASTING, Feb. 1, 1988) has been resolved. "For all practical purposes, we're all settled up," he said.

'Master' works

Radio Ventures Inc. is offering *Masters of Rock*, a monthly series for AOR and classic rock stations produced by Capital Radio of London. The first one-hour special, scheduled to air today (Jan. 16) through Jan. 31, highlights Dire Straits. Featured bands in upcoming months

include Fleetwood Mac, Pink Floyd, The Who and Jethro Tull. About 80% of each show features the band's music, while the remaining 20% is devoted to interviews with the musicians. The bartered series is available on a market-exclusive basis via LP disk from the Floral Park, N.Y.-based company. LBS Communications is handling national sales. London's Capital Radio, a commercial station with a contemporary hits format, began in 1973.

Give 'em five

CBS-owned KNX(AM) Los Angeles and the University of Southern California have signed a five-year contract, effective Sept. 1990, for the station's continued coverage of the university's football and basketball games. The station is celebrating its 10th straight year of USC sports coverage, and has broadcast USC games for 22 of the past 28 years.

Remembering

Coinciding with the birthday of Dr. Martin Luther King Jr., New York-based Narwood Productions is today (Jan. 16) launching a series of public service announcements honoring the slain civil rights leader. The 30- and 60-second spots, which are available for broadcast throughout this month, feature celebrities Ruby Dee, Ossie Davis, Melba Moore, Felix Cavaliere and others. Narwood, which produced and distributed the PSAs to all radio stations in New York State, said they are available at no charge to stations nationally.

Simulcast

The Mike Scinto Show, a four-hour daily talk show heard on WHIO(AM) Dayton, Ohio, has begun simulcasting a daily half-hour segment of its program on local television station WHIO-TV. The simulcast, which had a three-week trial run in September 1988 before its regular launch this month, originates live from the WHIO radio studio.

Bowl lineup

CBS Radio Sports will begin its exclusive live coverage of the Jan. 22 Super Bowl game from Miami at 4:45 p.m. ET. Primary announcers will include the veteran team of Jack Buck (play-by-play) and Hank Stram (analysis), along with a pre-game and half-time show by Brent Musburger and Will McDonough. CBS said it broadcast regular and post-season games between 1978 and 1985 and is currently in a three-year contract that runs through February 1990. The network also boasts a Super Bowl history that includes alternate year broadcasts between 1966 and 1978.

ATTENTION: WOMEN WHO SOUGHT EMPLOYMENT WITH THE VOICE OF AMERICA (VOA), THE UNITED STATES INFORMATION AGENCY (USIA), OR THE UNITED STATES INTERNATIONAL COMMUNICATION AGENCY (USICA) BETWEEN OCTOBER 8, 1974 AND NOVEMBER 16, 1984.

**YOU MAY BE A VICTIM OF SEX DISCRIMINATION
ENTITLED TO A MONETARY AWARD AND A POSITION WITH THE AGENCY.
UNITED STATES DISTRICT COURT FOR THE DISTRICT OF COLUMBIA**

CAROLEE BRADY HARTMAN, et al.,
Plaintiffs,

v.

CHARLES Z. WICK,
Defendant

Civil Action No. 77-2019
Judge Charles R. Richey

PUBLIC NOTICE

On November 16, 1984, the United States District Court for the District of Columbia found in this class action lawsuit that the United States Information Agency (USIA or the Agency), including the Voice of America (VOA), is liable for sex discrimination against female applicants for the following positions at the Agency. The USIA was also formerly known as the United States International Communication Agency (USICA). On January 19, 1988, the Court issued its opinion ordering relief in a variety of forms to potential class members. Accordingly, this case is now in the remedial phase.

JOBS COVERED

Specifically, the Court has found that the Agency has discriminated against women in hiring in the following jobs:

- Electronic Technician (Occupational Series 856)
- Foreign Language Broadcaster (Occupational Series 1048)
- International Radio Broadcaster (Other) (Occupational Series 1001)
- International Radio Broadcaster (English) (Occupational Series 1001)
- Production Specialist (Occupational Series 1071)
- Writer/Editor (Occupational Series 1082)
- Foreign Information Specialist/Foreign Affairs Specialist/Foreign Service Information Officer/Foreign Service Officer (Occupational Series 1085 and 130)
- Radio Broadcast Technician (Occupational Series 3940)

WHO IS INCLUDED

All women who sought employment with the Agency in any of the jobs listed above between October 8, 1974 and November 16, 1984 and were not hired may be eligible for relief. Also included are those women who were discouraged from applying for these positions during that time period. Even those women subsequently hired by the Agency in some capacity may be entitled to participate in the remedial phase of this case.

Women who sought employment with the Agency as Foreign Service Officers or Foreign Service Information Officers may be eligible for different kinds of relief depending upon the date of application and whether they sought employment at the entry level or mid-level. Women who sought employment with the Agency as entry level Foreign Service Officers or Foreign Service Information Officers in the years 1974-1977 must use the procedure outlined below. Women who sought employment with the Agency as mid-level Foreign Service Officers or Foreign Service Information Officers in the years 1974-1984 must also use the procedure outlined below. However, women who sought employment with the Agency as entry level Foreign Service Officers or Foreign Service Information Officers in the years 1978-1984 cannot use the procedure outlined below, since the Court has ordered an alternative form of relief for them and selected women in this group will be notified individually as to their rights.

RELIEF AVAILABLE AND HOW TO OBTAIN IT

Relief available to class members may include a monetary award and/or priority consideration for a current position with the Agency. If you think you may be entitled to relief, you must obtain a claim form, complete it fully, and return it to counsel for the plaintiff class, Bruce A. Fredrickson, Esq., Webster & Fredrickson, 1819 H Street, N.W., Suite 300, Washington, D.C. 20006 (202/659-8515), postmarked no later than July 15, 1989.

You may obtain a claim form in person and/or in writing from several sources: counsel for the plaintiff class, whose address is listed above; in person from USIA, Front Lobby, 301-4th Street, S.W., Washington, D.C. (8:15am-5:00pm), Office of Personnel Management (OPM), Federal Job Information Center (First Floor, Room 1425), 1900 E Street, N.W., Washington, D.C. (8:30am-2:30pm), or from area OPM offices throughout the country; in writing, VOA-Hartman, P.O. Box 400, Washington, D.C. 20044. You should carefully consider all questions on the claim form, sign it, and return it to counsel for the plaintiffs. Do not, under any circumstances, return the claim form to the Judge, the Court or the Clerk of the Court. The Judge, the Court and the Clerk of the Court will not accept the claim forms and will not forward claim forms to plaintiffs' counsel.

PROCESSING OF CLAIMS

The process for handling claims has not been finally decided. Thus far, the Court has ordered that responding class members demonstrate their potential entitlement to relief at an individual hearing to be scheduled at a later date. However, the Court has reserved the right to reconsider this procedure in the event the number of claims filed makes this approach unmanageable.

Should individual hearings be used, you will be fully informed as to the date and time of your hearing. Moreover, you will be entitled to legal representation by counsel for the plaintiff class or his designee at no cost to you. Legal counsel will discuss your claim with you prior to your hearing, help you prepare your case and represent you at your hearing. You may, of course, retain your own attorney to represent you, if you so desire.

At the individual hearing, you will be asked to demonstrate your potential entitlement to relief by showing that you applied for one or more of the covered positions during the period October 8, 1974 and November 16, 1984 and that you were rejected, or that you were discouraged from applying. Evidence may be required in the form of testimony, documents, or both. Once you have demonstrated these facts, USIA is required to prove, by clear and convincing evidence, that you were not hired for each position for which you applied for a legitimate, non-discriminatory reason, such as failure to possess requisite qualifications. Should USIA make such a showing, you would then be entitled to demonstrate that the Agency's reason is merely a cover for sex discrimination or unworthy of belief.

Following the hearing, the Presiding Official will decide whether you are entitled to relief and, if so, what relief is appropriate. You may be entitled to wages and benefits you would have earned if you had been hired (back pay) from the date of your rejection until the date relief is approved. Under the law, back pay is offset by earnings you may have had during the period. In addition, you may be found to be entitled to front pay (that is, compensation into the future until an appropriate position is afforded you). Similarly, you may be found to be entitled to priority consideration for employment with the Agency. If hired, you may further be entitled to retroactive seniority with the associated benefits and the value of any promotions you would likely have had if you had not suffered discrimination.

REQUIRED STEPS TO FILE YOUR CLAIM

To participate in the remedial phase, you must fully complete the claim form and return it, POSTMARKED NO LATER THAN July 15, 1989, to counsel for the plaintiff class. Your failure to do so will result in your losing all rights you may have in this lawsuit. If you have questions about your rights or procedures available to you, you may contact counsel for the plaintiff class:

Bruce A. Fredrickson
Webster & Fredrickson
1819 H Street, N.W., Suite 300
Washington, D.C. 20006
(202/659-8515)

October 4, 1988

Date

/s/ Judge Charles R. Richey

United States District Court
Judge Charles R. Richey

Sales better than expected at INTV

A number of syndicators are surprised by volume of business done at L.A. convention

The pace of program sales at the Association of Independent Television Stations two weeks ago took some suppliers by surprise. Early projections were that sales would be sluggish to moderate, and that was the case for some, but others reported sales exceeding their expectations.

At MCA TV Enterprises, President Shelly Schwab reported: "It was the most positive meeting we ever had at INTV in terms of selling. It's a little surprising," he added, because "INTV has not always been a platform to move a lot of product."

Schwab reported the company made 94 renewal deals, and announced that the first-run *Charles in Charge* would remain in production for a fourth year—through January of 1990—for a total of at least 126 episodes. He added that three other current first-run comedies, *The Munsters Today*, *My Secret Identity* and *Out of this World*, have also received enough renewals "to almost assure" they will be renewed for another year. Also, *The Morton Downey Jr. Show* will be renewed though 1989, Schwab said.

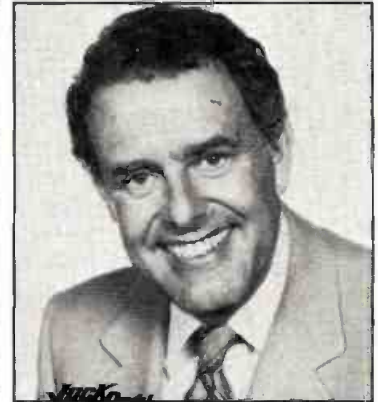
As to new product, MCA has two new first-run programs, tailored primarily for independents, that also made clearance gains at INTV. The weekly *Lassie*, a co-venture with Palladium Entertainment, has cleared 67% of the country and will debut next fall. *Pictionary*, slated for launch this summer, has cleared more than 50% of the country, Schwab reported. Two other new strips from MCA, *\$Reward\$* and *Star*Play*, are targeted more toward affiliates, and will be the company's focus leading into the NATPE International convention in Houston, Jan. 24-27.

Fox Syndication reported doing in excess of \$14 million in new business at INTV, based mostly on product from two new strips available for fall 1989—*Mr. Belvedere* and *Small Wonder*—and movie packages. "We wrote a lot of business," said Michael Lambert, president, Fox Domestic Television Syndication. "The tide kind of turned," he said. "We didn't expect to write that much."

Lambert cited several factors, including pressure on stations to put their fall programming in place. Two other factors related specifically to the programs Fox was offering, he said. On ABC, *Mr. Belvedere* is delivering record ratings on Friday at 9 p.m. and is leading its time period. And *Small Wonder*, in a test as a strip in Los Angeles on KTTV(TV), brought its time period up from sixth to third in the November book, beating KCBS-TV's newscasts and the independents in the time period. *Belvedere*



MCA's Morton Downey



Jackpot's Edwards



Columbia's Silverado



Fox's Small Wonder

is now in 90 markets and *Small Wonder* is in 60.

Palladium Entertainment also came out of INTV with a crucial group clearance from the Fox stations for its first-run version of the game show *Jackpot*, reported Brian Firestone, the company's executive vice president. That deal with Fox includes all seven of the group's stations, including the top three markets, and assures that the program will be launched next fall, said Firestone. The show has also been cleared by KMOV(TV) St. Louis and WVTI(TV) Hartford, Conn., giving it coverage across more than 25% of the country to date.

Firestone said Palladium is positioning the game show as one that has the potential to knock off *Wheel of Fortune* as the top game show in syndication. He noted that historically, in syndication, game shows that have come on to take the medium by storm have had a previous network track record (NBC in the mid-1970's with *Jackpot*, for example), have kept their original formula and have the same producer (Bob Stewart for *Jackpot*). The *Jackpot* original host, Jeff Edwards, will reprise his role.

Wheel is still the number-one show in syndication but has experienced substantial ratings erosion, particularly in key demographics. "We're a proven quantity," Firestone said of *Jackpot*, just as *Wheel* was when it came on the syndication scene in 1983 to knock off *Family Feud*.

Palladium had planned to bring two game

shows to syndication for next fall, the other being *I.Q.*, but decided the market was too crowded. *I.Q.* remains a potential project for 1990.

Other INTV program news:

- Columbia Pictures Television launched a new two-year cycle of its barter movie package, *Columbia Night at the Movies*, which begins in February with the film "Silverado" (the exhibit window is Feb. 2-March 8). The package has been carried by more than 130 stations covering more than 90% of the country. Barry Thurston, president, syndication, CPT, said the barter film package has averaged a 10.1 rating over its five-year life, the best ratings average of any barter film package.

- Paramount reported that coming out of INTV it has renewed *War of the Worlds* for a second season and *Friday the 13th* for a third season, with both shows renewed in 45% of the country. Additionally, the new *Joan Rivers Show* has cleared 53% of the country, while *Tabloid* has cleared 54% of the country.

- Fries Entertainment reported that it has cleared a one-hour special version of a planned new series, *Interceptor*, in markets covering more than 50% of the country. The special is scheduled for early April and has been cleared mostly in weekend prime time by stations including WPIX-TV New York, KTLA(TV) Los Angeles and WGN-TV Chicago.

- Samuel Goldwyn Co. has cleared a

new package of films under the *November Gold II* umbrella in 55 markets, according to Dick Askin, president of the company's television distribution arm. Askin also said Goldwyn had deals or "offers" for the new first-run weekly program *American Gladiators* in 17 of the top 20 markets. He said the company would be announcing specific clearances for the show soon. □

NBC to test 10 p.m. comedy waters, says Tartikoff

Tells press tour audience of plans to run six half-hour comedies back to back on one night

NBC Entertainment President Brandon Tartikoff announced at last week's press tour in Los Angeles that NBC would run, as a one-time experiment, a full night of the network's most popular comedy series in prime time, Monday, Feb. 6th. In order, the programs that will run that night: *The Cosby Show*, *ALF*, *The Golden Girls*, *Empty Nest*, *Cheers* and *Night Court*.

Part of the reason for the experiment, said Tartikoff, is to get a reading on how receptive viewers are to sitcoms between 10 p.m. and 11 p.m., traditionally the domain of hour-long dramas or the last hour of long-form programs. "Comedy development for next season on NBC is going to be very rich," he said, so there is concern about having enough room on the schedule for new and returning comedies.

Among the comedies in development for next season is a new project from *Cosby* producer Carsey-Werner Productions and Bill Cosby (targeted for 9 p.m.) that Tartikoff said would be unconventional in that it will contain some elements of serialization and will not be set in just one venue, as are most domestic or workplace comedies.

Other comedy projects in development for next season include series from UBU Productions (*Family Ties*); Rheinhold Weege (*Night Court*) and Patchett-Kaufman Entertainment (Tom Patchett developed *ALF* and *Buffalo Bill*). Talent deals for other comedies have been signed with Jared Rushton ("Big"); comedian Louie Anderson, in a deal with NBC Productions, which has another comedy in the works with Ann Jillian and Barbara Eden; Jerry Steinfeld (in a show that would mix comedy and variety), and Broadway and motion picture actress Judith Ivey. Nell Carter has been signed for a new project to be produced by Weintraub Entertainment and NBC Productions (NBCP).

This spring, NBC has several new comedies awaiting word of an air date, including a half-hour comedy version of *Tattinger's*, which may be called *Many Reservations* in its new version (which, Tartikoff quipped, was "apropos"). Two other shows in the midseason corral include *Nearly Departed*, with Eric Idle of Monty Python fame, and a series from Fred Silverman and Columbia



Promises, promises. Brandon Tartikoff, president of NBC Entertainment, swore on a stack of Bibles at last week's press tour in Los Angeles that "I will not buy any more specials from Geraldo Rivera," and that he would not seek to buy or option a sequel to *The Goddess of Love*. "But I would like to work with Vanna White again," he quipped. "Father" Bill Morey granted Tartikoff a special dispensation for an upcoming telefilm *The Sex Tapes*, which the network has picked for airing next month. "Oh, it's for the sweeps, is it?" actor Morey asked. "Well, perhaps we can talk about a change of title."

Pictures Television starring Maria Conchita Alonso ("*Moscow on the Hudson*").

On the drama side, Friday is being revamped this month with a new series from Stephen J. Cannell, tentatively called *Un-*

known Subject, about an elite detective squad within the Federal Bureau of Investigation (debuting Feb. 3) and *Father Dowling Mysteries* (debuting Jan. 20). Additional backup programs for Friday, NBC's

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biggest problem night, include the previously announced *Dream Street* and *The Jim Henson Hour*, as well as *Quantum Leap*, a drama about time travel.

Tartikoff reported that Terry Louise Fisher, co-creator of *L.A. Law*, was at work on a drama for NBC and that John Sayles has written a pilot for NBCP called *Shannon's Deal* about an investigative attorney. NBCP is developing a drama based on the FBI character played by Robert Loggia in last year's mini-series, *Favorite Son*.

Tartikoff said NBCP produced about five pilots during last year's development season, and will probably double that output. In addition, NBCP is producing the NBC daytime serial *Generations* and is developing several Saturday morning programs. "We hope to have two out of five hours of Saturday morning provided by NBC Productions," said Tartikoff.

On the mini-series front, Tartikoff reported that television producer/director Gregg Hoblitt has been signed to direct a project about the landmark U.S. Supreme Court abortion decision, *Roe vs. Wade*. Also in development is a mini-series treatment of *Phantom of the Opera* (from Edgar Scherick), expected to air next December, as well as one about the founding of the Ku Klux Klan called *Cross of Fire*, from Leonard Hill Productions. Michael Mann is producing a mini-series called *Desperados: The Kiki Camarena Story*, based on the book by Elaine Shannon.

Also, NBC will rebroadcast on March 24 the *Peter Pan* production starring Mary Martin, which has not been on television for 16 years, Tartikoff said.

Tartikoff acknowledged mixed results so far for Disney's new Sunday night program at 7 p.m., consisting of rotating series, movies and specials. "I hate to keep hiding behind the writers' strike" as the reason behind the woes of new programs, he said. "But it is a fact that the original idea was having four elements that rotated on a month-to-month basis. That's one idea. What we've been doing is another, which is *Davy Crockett* turns up once and then comes back two months later." Other series in the rotation have also failed to keep pace, he said. □

Stringer gives thumbs up to LeMasters

In the face of recent speculation that has CBS Entertainment President Kim LeMasters on the way out as head of that division on the heels of a slate of failed first-year programming this season, Howard Stringer, president, CBS/Broadcast Group, gave LeMasters and the entire entertainment division team a vote of confidence during the CBS portion of the January press tours.

"I'm completely satisfied with the team that is in place now in the entertainment division," said Stringer. "It's important that we have a collaborative effort, and we have the parts to do just that," he said.

Stringer did not place the blame for this



Stringer

season's prime time failure at LeMasters' feet; instead, he listed several other factors. "Last year's schedule was made in the midst of changing executives, in a period of transition," he said. "All areas," he said, "were in a period of chaos, including the news division."

Stringer's main responsibility in the last six months since he replaced Gene Jan-

kowski, he said, has been "to turn the network into a confident place to work." Another of his duties has been to visit with producers in an effort to make CBS more attractive to the creative community. Thus far, producers have tended to shun the third-place network, preferring to take their shows to either NBC or ABC. "We have a clear problem at 8 p.m.," Stringer said, referring to the network's awkward attempts to schedule a successful early-evening comedy. "Despite our efforts to woo members of the Hollywood community, we haven't had much success," he said. "Looking at our situation," said Stringer, "no one would be eager to walk into an 8 p.m. slot. However," he joked, "the peak of our slump has been reached."

Despite the recent popularity of what is called "trash TV," Stringer said that programming, which he described as "the dark at the end of the tunnel," will not be found on CBS. "If we hope to regain any of our 'Tiffany network' reputation," he said, "we have to ignore certain quick-fix strategies that may grab an instant audience. If you strangle your grandmother on television, you'll get good ratings," he said, "but you can be sure she won't be back for a second interview." □

Shifting gears: CBS hits second place, again

NBC won the prime time week (ended Jan. 8, the 16th week of the 1988-89 season), but CBS's second-place average was just shy of upsetting NBC's winning streak. NBC won the week with a 15.5 rating and a 24.1 share. CBS came in right behind with a 15.4/23.9. ABC closed out the week with a 12.8/19.9.

The previous week, ended Jan. 1, CBS narrowly edged out ABC for second place; but the gap between runner-up and first place then was a full 1.3 rating points, not the slim 0.1 points for the current week.

CBS also won the evening news race, pulling in a 13.5/23 over ABC's 12.3/21 and NBC's 11.6/20. (The latter two networks preempted their Monday night newscasts for telecasts of football.)

Nielsen	□	Net	□	Show	Nielsen	□	Net	□	Show
1	28.6/43	N		Cosby Show	39	14.8/22	A		Rose Bowl
2	25.6/38	C		60 Minutes	40	14.5/22	A		Wonder Years
3	25.1/35	C		Murder, She Wrote	41	14.3/21	N		NBC Sunday Movie
4	25.1/37	N		Cheers	42	14.0/20	N		Day by Day
5	25.0/37	N		Different World	43	13.9/23	A		China Beach
6	24.2/35	A		Roseanne	44	13.5/20	C		48 Hours
7	23.5/37	N		Golden Girls	45	13.4/22	N		Midnight Caller
8	22.6/37	N		Empty Nest	46	13.3/20	A		Hooperman
9	21.7/32	A		Who's the Boss?	47	12.9/22	C		Falcon Crest
10	20.8/31	N		Dear John	48	12.8/21	N		Orange Bowl Game
11	20.3/31	A		Growing Pains	49	12.7/21	A		Heartbeat Special
12	20.2/31	C		Designing Women	50	12.2/18	C		Paradise
13	19.5/32	N		L.A. Law	51	12.1/19	C		Beauty and the Beast
14	19.2/29	A		Head of the Class	52	11.3/16	C		Tour of Duty
15	19.1/28	C		Murphy Brown	53	11.2/18	C		CBS Saturday Movie Special
16	19.0/33	N		Hunter	54	11.1/19	N		Miami Vice
17	18.6/29	C		CBS Sunday Movie	55	10.8/16	A		Dynasty
18	18.4/28	N		Unsolved Mysteries	56	10.7/16	N		Baby Boom
19	18.2/30	N		Amen	57	10.3/14	F		Married...With Children
20	18.0/26	N		Matlock	58	10.2/15	A		Incredible Sunday
21	17.8/28	A		Full House	59	10.0/15	N		Magical World of Disney
22	17.4/26	A		ABC Sunday Movie	60	9.5/16	A		ABC Saturday Movie
23	17.2/26	N		In the Heat of the Night	61	9.4/15	N		NBC Friday Movie
24	16.9/26	C		CBS Tuesday Movie	62	9.2/13	F		America's Most Wanted
25	16.8/27	A		Perfect Strangers	63	8.5/12	A		Mission: Impossible
26	16.7/25	A		thirtysomething	64	8.1/14	A		Sugar Bowl
27	16.5/28	N		227	65	7.9/14	C		West 57th
28	16.4/27	C		Knots Landing	66	7.5/13	N		Tattlers
29	16.2/23	N		Family Ties	67	7.1/11	C		TV 101
30	16.1/25	A		Mr. Belvedere	68	6.7/11	A		Heartbeat
31	15.9/24	N		Night Court	69	6.6/11	C		Dirty Dancing
32	15.8/27	C		Almost Grown	70	6.2/9	A		Knightwatch
33	15.8/25	C		CBS Wednesday Movie Special	71	6.1/9	F		21 Jump Street
34	15.7/25	C		Dallas	72	5.5/8	F		Garry Shandling Show
35	15.7/23	C		TV 101 Special	73	4.9/7	F		Tracey Ullman Show
36	15.4/26	A		20/20	74	3.7/6	F		Duet
37	15.1/23	N		Fiesta Bowl	75	3.3/6	F		Reporters
38	14.9/24	A		Just the Ten of Us	76	1.9/3	F		Beyond Tomorrow

* Indicates premiere episode

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Fox affiliates: feisty in L.A.

Third night of programing confirmed for Monday night; screenings impress affiliates

What a difference a year makes. Last January, Fox Broadcasting Co. executives were scrambling to prevent a number of FBC affiliates from jumping ship in the wake of the network's failures in late night and Saturday night programs. The network eventually failed to hang on to several key affiliates including VHF stations in Portland, Ore., and Minneapolis.

By comparison, FBC's second annual affiliates meeting in Los Angeles on Jan. 7 was a relative love fest from which affiliates emerged "feeling up beat and up tempo," as one station executive put it. At the meeting, FBC confirmed it would launch a third night of series programing, on Mondays, starting Sept. 11. The network also confirmed that a new Friday late night program called *Revolution* would premiere April 23 (the start time is not set but will probably be either 11 p.m. or 11:30 p.m.).

Affiliates at the meeting also reported that FBC screened some 25 programs currently in development which appeared to leave most in attendance impressed. "Fox has overcome some big hurdles," said Michael Fisher, general manager, KTXL(TV) Sacramento and newly elected chairman of the FBC affiliate board of governors. "FBC is now something that must be taken seriously," he said.

Fisher and others cite the national attention being paid to such programs as *Married...With Children*, *America's Most Wanted*, *It's Garry Shandling's Show* and *The Tracy Ullman Show* seen on FBC's popular Sunday lineup. Just as important, many affiliates are finally seeing modest gains on Saturdays with FBC's slate of reality programs including *The Reporters* and *Beyond Tomorrow* or at least a stemming of ratings losses.

"It's been a year of maturity for Fox," said Stu Powell, general manager, KNXV-TV Phoenix. Affiliates are upbeat, he said, because in many cases, association with FBC has led to ratings gains across the board for stations and not just in FBC-programmed time periods. Powell suggested that given the gains over the past year, and signals from Fox that they are here for the long haul, most, if not all, affiliates will remain on the bandwagon.

There is no word yet on what series FBC will program on Mondays, or even the mix of dramas and comedies. But affiliates that attended the meeting came away with the impression that the network has enough in development to program several more nights of prime time.

Among the development projects screened at the affiliates meeting:

■ A drama to be produced by Francis Ford Coppola entitled *The Outsiders*, based on the film of the same name that he produced in 1983.

■ A *Twilight Zone*-type anthology pro-

gram called *Ghost Writer*, featuring Anthony Perkins.

■ *Wurlitzer*, an hour project from Patrick Hasburgh using top music hits from the past 25 years to flash back to characters' past.

■ *Let's Get Mom*, a comedy in which Carol Kane will star.

■ *Creep Show*, a comedy-horror show based on the movie of the same name.

■ *The Simpsons*, a spin-off of the strange family of animated characters seen in little cartoons on *Tracy Ullman*.

■ *City Court*, the *21 Jump Street* spin off that died has now come back to life. □

Returning to OPT. Operation Prime Time, the station-producer cooperative that has developed first-run syndication programs for 12 years, is down but not out. At a program session at the INTV convention, Al Masini, president of TeleRep and OPT founder, said he had been preoccupied with other pressing matters, including the realignment of about two-thirds of the rep firm's client list, in the wake of station ownership changes.

"OPT is still alive," he said. "But we need to reorganize." The key problem, he said, was that OPT's supporters have become a more diverse group, making it difficult "to get unanimity on any given project." The last OPT special was in May, and was entitled *Emma: Queen of the South Seas*, which fared only "OK" in the ratings.

Good news at PBS. Some of public TV's news programing is in a league of its own, according to PBS press tour participants Bill Plante, CBS-TV State Department correspondent, Bill Kurtis, WBBM-TV anchor and former *CBS Morning News* anchor, and Michael Deaver, former White House deputy chief of staff.

Kurtis, host of *Secret Intelligence* (PBS, Jan. 23, 9 p.m. NYT), said, "PBS is the only place where you will see large documentary units. I am proud to be associated with this project [when] tabloid television has become dominant. This should stand out like the Washington Monument." If he had it to do again, Deaver said, "I would spend a lot more time on public television, particularly *MacNeil/Lehrer*, on being sure I got spokesmen on that show." Said Plante, "I wish that network television would do programs such as [the *Frontline* documentary *The Real Life of Ronald Reagan* (Jan. 18, 9 p.m. NYT)], or more of them. The fact is it doesn't"

Billy ball. *Billy Packer's College Basketball*, a syndicated half-hour weekly college basketball report, debuted Jan. 7 on 130 television stations, including 50 of the top 50 markets and reaching 90% of the U.S. The program, hosted by the former Wake Forest coach and current color commentator for CBS college basketball and pro playoffs, is syndicated by SNI Sports Network, St. Louis, and is sold for both cash and barter.

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Reagan offers final budget legacy

1990 edition includes plan to auction off nonbroadcast spectrum; FCC says it can live with its allocation; USIA complains

President Reagan's final budget, submitted to Congress last week, would provide the FCC with funding that the agency that has cried poverty in recent months says it can live with in fiscal year 1990—\$109.8 million, some \$10 million more than Congress appropriated for it in 1989. But that may not be the most significant element of the 1990 budget as far as communications is concerned. That could be the proposal—part of the Reagan administration's effort to reduce the deficit without new taxes—to auction off portions of the spectrum not used for mass media. The budget estimates that \$2.3 billion in 1990 and \$1.1 billion in 1991 could be raised if 6 mhz of currently unassigned portions of the spectrum were offered for bid.

The Reagan administration's effort to reduce the deficit is seen also in the proposal to allow the U.S. Information Agency, for many years one of Reagan's favorite agencies, \$951 million. That would be a \$66.8 million increase over the agency's current appropriation. But agency officials say the overall figure masks the fact the actual increase for the operating budget comes to \$18 million, some \$16 million less, officials complain, than needed to cover the agency's increased operating costs. In a related item, the budget proposes an appropriation of \$425 million for the Board for International Broadcasting, which oversees Radio Free Europe and Radio Liberty. That would represent about a 100% increase in funding for BIB, but almost half the total—\$207 million—would be earmarked for construction of a high priority shortwave relay station, now being built in Israel for use of Voice of America and the two Radios.

What's more, as in years past, the Reagan administration sets the stage for another battle with public broadcasting's supporters in Congress over funding for the Corporation for Public Broadcasting. This time, the budget would cap CPB funding, which is approved two years in advance, at the 1991 level—\$242 million—and stop funding a satellite replacement project at the amount already appropriated—\$56.8 million. And as in past years, the administration would call for the elimination of funding for the Public Telecommunications Facilities Program. Congress regularly ignores that program; it provided \$20 million in 1989.

How much any of those figures and plans survives the onset of the Bush administration remains to be seen. Members of Congress have declared the Reagan budget irrelevant. They say they will focus on the revisions to be made in it by President

George Bush, after his inauguration on Jan. 20. However, Treasury Secretary Nicholas F. Brady, who will hold the same position under Bush, said at a briefing on the budget that "it's probable that much of the current budget will remain on the table" when the new administration takes office.

The \$109.8 million in funding proposed for the commission is some \$2 million less than commission officials had asked the Office of Management and Budget to include in the budget for the agency. But Edward Minkel, the commission's managing director, said it is a sum the agency can

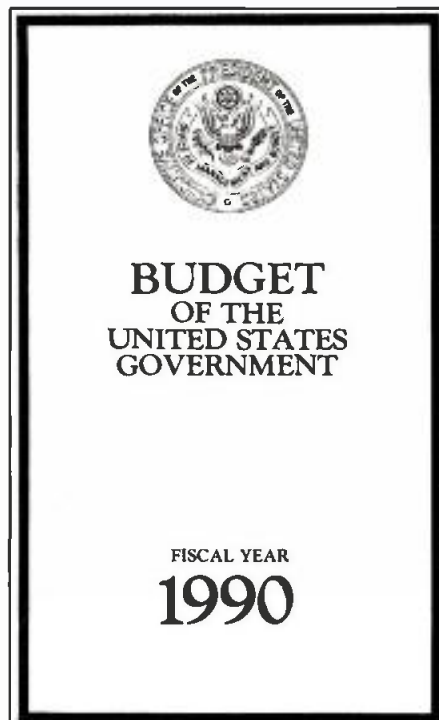
less the supplemental—which would be transferred from funds assigned to the Commerce Department—is approved, the commission says, it will be forced to furlough employes for several days. The hiring freeze now in effect and an "early out" authorization obtained from the Office of Personnel Management—permitting commission employes to take early retirement—were other measures used to deal with the shortfall.

The proposal to auction off 6 mhz of an unassigned portion of the spectrum is the third version of an idea that first appeared in a Reagan budget in 1987. In its first configuration, it took the form of an auction of nonbroadcast portions of the spectrum. Last year, the President proposed a fee, but again limited the concept to nonbroadcast portions of the spectrum. In again casting the idea in terms of an auction, the latest budget says the competitive bidding process could be used for such services as cellular radio and private land mobile radio. But the estimate as to the revenue that could be realized—\$3.4 billion over the next two years—is substantially higher than figures projected in the past. Last year, the budget said a fee would generate \$250 million annually.

The estimates are based on an FCC study of a cash-flow analysis by Kidder, Peabody of the private sector value of cellular telephone licenses in both rural and urban areas. The study produced a figure of \$563 million per mhz, nationwide. Commission officials who worked on the study said the figures on which the estimates were based were "conservative." And Peter Pitsch, FCC Chairman Dennis Patrick's chief of staff, said: "You can look at trading prices and see this is not off the mark."

The budget describes the "competitive bidding" process as the most efficient and economical method of assigning frequency channels to those "who can put them to their highest valued use without the need for costly, time-consuming allocations and resales." It says that comparative hearings, one of two methods the commission now uses to assign frequencies, are often lengthy and complex administrative proceedings. Lotteries, the only other method, the budget adds, are employed only after the commission "processes thousands of applications." Both methods, the budget says, "are costly to the FCC and delay the introduction of value to the public."

Congress has rejected the two previous proposals for selling or leasing the spectrum, on the ground they would undercut the public interest principle embedded in the Communications Act. But in view of the pressing need to find new sources of revenue to help reduce the deficit, congressional aides say, members of Congress



"live with." It would enable the commission to acquire the technical equipment and computers it says it needs, and to increase the number of full-time positions to 1,783, which would be relatively full strength. The number is now less than 1,760 and is expected to drop to about 1,660 as a result of the hiring freeze now in effect. Minkel also said the proposed funding would enable the commission to pay the salaries of the two commissioners expected to be named this year to fill vacancies, and their staffs—about \$500,000, in all.

In addition to the new funding for 1990, the White House is seeking a supplemental appropriation of \$1.4 million to cover a shortfall of some \$5 million for 1989. The commission says that results from Congress's appropriation of \$99.6 million for the agency, the same amount as was provided for the agency in 1988. The White House had sought \$104.7 million. And un-

might be ready to discuss the matter with the White House if a meeting were held to discuss the budget. One aide anticipated a greater interest in Congress in leasing than in auctioning spectrum: "There would be less money up front but the payments would continue." What's more, he said Congress might be prepared to include the entire spectrum, not only a portion reserved for nonbroadcast use.

Indeed, Senators Ernest Hollings (D-S.C.), chairman of the Senate Commerce Committee, and Daniel Inouye (D-Hawaii), chairman of the Communications Subcommittee, demonstrated their interest in a measure that would impose a 2%-4% tax on the transfer of station sales. They proposed an amendment to a deficit-reduction package that would have embodied the tax, but in December 1987 it was stripped from the bill on the floor of the Senate after an all-out lobbying campaign by the National Association of Broadcasters. A few months later, it was back in the form of a bill on which the subcommittee held hearings. The measure died in committee. But last April, Hollings and Inouye held hearings on a measure embodying the transfer tax. And while it died in committee, sources suggest the senators may be ready to back a spectrum fee.

USIA no longer enjoys the fat budgets to which it had become accustomed under Director Charles Z. Wick. In the budget sent up to Capitol Hill last week, \$24 million of what seemed a \$66.8 million boost over the \$884 million Congress appropriated for it in 1989 is earmarked for repayment to the State Department for services it provides the agency. Another \$24.1 million constitutes part of the \$89.9 million to be spent on two shortwave relay station projects, in Morocco and Thailand. They are the only major shortwave stations that will be built out of four originally envisioned in an ambitious modernization program begun in 1983 (BROADCASTING, Oct. 24, 1988).

The Voice of America is in the Reagan budget for \$170.2 million, only \$500,000 more than was provided for it in 1989. The news for VOA would have been worse if the President's budget drafters had not yielded and restored \$4.5 million of a proposed cut of \$10 million from USIA's request for VOA. OMB argued that, since VOA was nearing the end of the modernization program, its need for engineers was less. The Voice is anxious to retain its engineers until the modernization project is further along, and will apply the cut to its English and some of its foreign-language services. USIA's international television network, Worldnet, also suffered; OMB put it in the budget for only \$36.3 million, about \$2 million less than was appropriated for it last year. OMB cited the fact that Congress has barred Worldnet from broadcasting USIA-originated news and public affairs programming.

Radio Marti—officially, Radio Broadcasting to Cuba, an arm of VOA—is in the budget for \$12.7 million, some \$1.5 million more than was provided for it in 1989. The question of whether there will be a TV Marti—as urged by anti-Castro backers of Radio Marti and their supporters in Con-

gress—remains to be answered. The administration is conducting tests from a point in the Florida Keys to determine the feasibility of establishing a television station that would broadcast to Cuba. Congressional committees with oversight responsibility have made it clear they will not consider the matter until the tests have been completed and evaluated. As for the BIB, whose radios broadcast in 22 languages to Eastern Europe and the Soviet Union, it would operate on an appropriation of \$218 million if the President's budget was approved. That would be about \$23 million more than has been available to it in 1989. And some \$28 million would be used to complete the refurbishing of a relay station in Portugal. But the Israeli relay station—which will house 16 500 kw transmitters and will be used to send broadcasts to the Soviet Union, Afghanistan and Eastern Europe—remains the major project, for both VOA and the BIB. Congress has already appropriated some \$67 million for the facility. And the \$207 million being sought in 1990 would cover the remaining costs, but would be paid over the remaining four years of construction. Under the terms of the agreement with Israel, the principal contract will be awarded to an Israeli firm, the subcontract for the major electronics components, to an American company.

The Corporation for Public Broadcasting last week found itself in the not unfamiliar position of being at odds with the White

House over funding for public broadcasting. The administration's decision to seek a freeze on funding for both public broadcasting and the proposed satellite replacement is, said CPB President Donald Ledwig, in one of the more restrained comments in the history of White House-CPB confrontations over spending—contrary to the expectation of Congress. Congress has authorized CPB funding of \$265 million for 1992 and \$285 million for 1993, as well as a total of \$200 million over the next three years to replace the satellite-distribution capacity that will be lost when Westar V, which now relays public broadcasting programming around the country, goes dark in the next two years. The White House, in proposing to cap CPB funding at the 1991 level and withhold any additional funding for satellite replacement, says in the budget: "This level is sufficient to meet programming requirements while providing incentives for the development of nonfederal sources of funding."

As for the National Telecommunications and Information Administration, the President's principal adviser on telecommunications matters, it would receive \$14.6 million, close to \$1 million more than was appropriated for it in 1989. The additional money will permit an increase in personnel from 278 to 300. Most of the new people will be employed at NTIA's Institute for Telecommunication Sciences in Boulder, Colo., performing reimbursable work for other agencies.

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FCC says total indecency ban is constitutional

Brief filed by commission says Congress has authority to prohibit broadcasts in effort to protect children

In its efforts since 1975 to protect children from "indecent" programming, the FCC has relied on channeling to achieve that objective without doing violence to the First Amendment. Such programming is permissible if broadcast after 10 p.m., it said in the 1975 *Pacifica Foundation* case, or after midnight, it said in the 1987 *Infinity Broadcasting Corp.* decision. But last week, in a brief filed in the U.S. Court of Appeals in Washington opposing a petition for a stay of its order that was filed by 17 petitioners, the commission maintained that a 24-hour ban of such programming would not violate the First Amendment. The rule is to become effective Jan. 27.

The commission adopted its 24-hour rule under a mandate from Congress ("In Brief," Dec. 26, 1988). And as the agency noted in its brief, the case for the first time raises the issue of whether Congress "has the authority to protect children by prohibiting altogether the broadcast of indecent materials." The commission argues that Congress does. "In sum," it says, "Congress found that, as a practical matter, there is no time when children are not in the broadcast audience, and accordingly, there is no time to which indecent broadcasts can be channeled as a means of avoiding exposure to children."

President Reagan signed the legislation into law on Oct. 1, 1988, as the commission, on a remand from the appeals court, was considering the rule it had adopted on Dec. 29, 1987, banning the broadcast of indecent programming between the hours of midnight and 6 a.m. The court held that the commission had not adequately explained its reasons for reducing the "safe harbor" for such programming it had previously allowed, one starting at 10 p.m. The legislation requiring the 24-hour rule was in the form of an amendment to an appropriations bill. It had been introduced by Senator Jesse Helms (R-N.C.), and won swift approval in both houses without hearings in either.

The commission, in disputing petitioners' contention that they would be likely to prevail in a proceeding on the merits, relied in its arguments for a 24-hour ban on the points made by Helms on the floor of the Senate: Every American home has television and radio sets. Most children have their own radios. According to Arbitron ratings for New York, Los Angeles and Chicago, more than one million children in those cities alone listen to the radio after midnight. And "with VCR recording machines and programable tape decks, children can record this garbage and watch and listen to it later." And "Congress's determination that channeling is not sufficient to protect children from exposure to indecent broadcasts," the commission said, "is entitled to substantial deference."

The commission also said a Supreme Court decision holding unconstitutional a law

it said reduced the adult population to hearing or seeing only what was fit for children did not apply to the 24-hour rule. For while there are ways of protecting children from exposure to adult books and movies, the commission said, "there is simply no way to separate children from adults in the broadcast audience." And although the Supreme Court affirmed the commission's channeling approach in the 1978 *Pacifica* case, that decision, the commission said, "did not preclude" an outright ban on the broadcast of indecent material. "The court expressly left that issue to another day."

The commission also rejected petitioners' argument that a stay pending judicial

review is required to protect the members of the public from "irreparable harm" that would result from what they said would be an infringement of First Amendment rights. The commission said "the detrimental effects of indecent broadcasts on children" should also be considered. Nor was the commission cooperative in responding to the petitioners' request for an expedited hearing so that the court might act before Jan. 27, the effective date of the rule. The commission said it would comply with any briefing schedule set by the court, but "respectfully" requested that it be afforded "the customary 30 days to brief this case in accordance" with the rules of the court. □

Quello having second thoughts about telco entry

Commissioner reconsidering vote to allow phone companies to own cable systems in service areas

FCC Commissioner James Quello is having second thoughts about his "tentative" vote last summer favoring an FCC recommendation to Congress that it lift the statutory ban against telephone companies owning cable systems in their telephone service areas—that is, to allow telcos in those areas to own and operate a video distribution system and provide programming to consumers over it.

The FCC reached its "tentative conclusion" to recommend repeal of the ban at its July 20 meeting, putting the issue out for further public comment before making its final determination (BROADCASTING, July 25, 1988). Quello now represents the swing vote. FCC Chairman Dennis Patrick, who is pushing the recommendation, voted for it; Commissioner Patricia Diaz Dennis voted against it. The arithmetic may change before the issue is ripe for the final vote. If the White House and Congress can find mutually acceptable people to fill one or both of the vacancies on the commission.

In an interview last week, Quello said he was reconsidering his vote in light of new-found concerns that telephone companies, if allowed to offer television programming, may harm "free television" and "supplant" rather than compete with cable systems. He said he was also concerned about the ability of the telcos to use revenue from their monopoly telephone service to subsidize their television operations. "If I do vote for it," he said, "there are going to be some pretty good restrictions on that vote."

Quello said he would reserve final judgment until all the votes are in, but the "burden of proof" has shifted from the cable to the telephone industry.

As Quello now sees it, telco entry into television should be conditioned on it carrying the signals of local television stations for free (as most cable systems now do) and delivering it to the public for free (as no cable systems do).

"I believe broadcasting is the only ser-

vice that still has a public interest obligation. It is the only one that provides vital local news, local public affairs and local service like road conditions, school closings and civic drives," Quello said. "I'm a little bit worried about what happens when and if the entire system gets to be a paid system where everyone has to pay. Is it true the poor—those unable to pay—will become disenfranchised?"

Quello said safeguards are needed to insure that the telephone companies compete with cable systems. "I don't want to replace a current monopoly with a larger, more powerful one," he said. "I want a separate, competitive system...I don't see the upside of allowing phone companies to buy the cable companies."

Tough safeguards are also needed to prevent cross-subsidization, Quello said. "As you get closer to it, you may need completely separate capitalization to insure there is no cross subsidy," he said. "They would have to raise their money through bank loans and stocks and bond issues like anyone else. Otherwise, you have a subsidization problem there that is just too tough to control."

But Quello also suggested that "separate capitalization" is not the perfect solution. "That's a hell of a lot of government injecting itself in order to serve the public interest," he said.

Quello said his rethinking of the issue began after reading the first round of comments on the "tentative conclusion" in BROADCASTING's Dec. 26, 1988, issue. Some of the comments...frankly open my eyes a little bit... We went in this thing kind of fast with the idea of having competition. But what's to keep telephone from eventually becoming the only one?"

On what terms telcos will be allowed to participate in TV will evolve over the next 10 or 15 years and may eventually involve a rewrite of the Communications Act, Quello said. "By the time this issue gets to be settled, I'll be either with the great regulator in the sky or in the nether world, looking down or up on what happens." □

CNBC affiliates

CNBC, NBC's new cable venture, said it has signed eight MSO's totaling one million subscribers to charter affiliation agreements. The service, now scheduled for launch April 17, will have 10 million homes on line at that time.

The systems include Adelphia, Bresnan, Hauser, Scripps Howard Cable, Prestige Cable, ACI Management, Jones Programming Services and Leonard Communications.

Additionally, larger MSO's that have signed for CNBC are TCI, Cox, Comcast, Newhouse, Cablevision Systems and Post-Newsweek.

Cable management program

American Television & Communications President and Chief Operating Officer James Doolittle has joined the advisory board of the Denver University/Women in Cable management program. Doolittle joins 14 other cable operators, programmers and association members on the board that oversees a management program and seminar held each year.

WIC also announced that fellows from the Walter Kaitz Foundation will be brought into the Denver University-WIC program. The Kaitz Foundation aids in the training and placement of minorities in the cable industry.

Adding to NACP board

Five more members have been elected to serve one-year terms on the board of the National Academy of Cable Programming. They are Margaret Durborow, president and chief operating officer, Cable Television Administration and Marketing Society; Ken Ehrlich, president, Ken Ehrlich Productions; Neil Heller, president, The Cable Guide; David Meister, president, Financial News Network, and Lenny Melamedas, director of studio operations, UA-Columbia Cablevision.

Dream sequence

TNT has signed actor Sam Waterston to play the lead role in *The Nightmare Years*, an original eight-hour mini-series based on William Shirer's book on Hitler's rise to power. The series will air next September, coinciding with the 50th anniversary of World War II.

No go

The New York State Cable Commission has blocked the sale of a Plattsburgh, N.Y., system from First Carolina to Cencom, rejecting it because it believes the deal's high price will be passed along to consumers. The commission has given

First Carolina until Jan. 31 to justify why the sale should be approved.

Cencom purchased the 16,000-subscriber system for nearly \$40 million, or \$2,400 per subscriber, a 50% increase over what First Carolina paid only one year earlier. Cencom follows First Carolina, James, Gateway and Wometco as the fifth buyer in four years.

The commission found that 90% of the deal is leveraged, or that indebtedness equals \$2,100 per subscriber. Cencom was forecasting a profit margin of 66% by 1993, with average revenue jumping from \$21.63 in 1988 to \$36.83 in 1993. In addition, Cencom proposed staff and maintenance cutbacks that also concern the commission.

Separately, the commission has asked its counsel to explore drafting an antitrafficking rule that would mandate ownership for a minimum number of years, such as three or five.

CAB's cable directory

The Cabletelevision Advertising Bureau has released its "1989 Cable Spot Advertising Directory," which provides

information on the country's 90 interconnects. CAB said that is a 12.5% increase over the 80 interconnects last year.

The directory also lists 105 single and multisystem cable advertising sales rep firms, up from 47 last year. The directory provides subscriber counts, networks available for insertion, systems represented, Designated Market Areas and Areas of Dominant Influence served, key personnel and listings of the top 100 systems and MSO's.

Soviet exposure

Soviet television plans to broadcast "Young at Heart," a documentary seen last year on The Learning Channel. The program follows the romance and marriage of artist Louis Gothelf, who emigrated from Russia at 13, and his wife, Reva Shwayder. Both are now in their 80's.

The program, which won an Academy Award in 1988, advances the exchange between TLC and the Soviets. Earl er, The Learning Channel carried *Russian Folk Songs* and *Russian Folk Dancing*.

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EIA sets itself apart on HDTV

At its consumer electronics show, association voices opposition to federal funding of HDTV development

The Electronics Industry Association drew the line between its position and those of several others on the introduction of high-definition television to the U.S. during its annual Winter Consumer Electronics Show. Sharp differences between EIA and the American Electronics Association, the U.S. Defense Department and some members of Congress became clear on such issues as the desirability of open-architecture video receivers, the state of the American consumer electronics industry and whether the federal government should spend money to promote an American consumer electronics renaissance through HDTV.

The CES was held at the Las Vegas convention center and at several nearby hotels, Jan. 7-10. Among other hot topics was the controversy between the consumer electronics industry and Hollywood producers concerning duplication of prerecorded videotapes on two-deck VCR's, an issue raised during a CES address delivered by Jack Valenti, president and chief executive officer of the Motion Picture Association of America.

As regulatory efforts to make the AM band more competitive with FM through changes in the technical regulations are beginning to be realized, radio manufacturers and broadcasters at the show were beginning to talk about their plans to be ready with new, improved AM radios to be introduced before the changes take place.

EIA's position was outlined over the course of three HDTV panel sessions which included four congressmen and representatives from broadcasting and cable and AEA. Through its representatives on those panels, EIA (which includes several foreign-owned companies on its membership roles) claimed that, contrary to popular opinion, American electronics today is competitive with the rest of the world.

It separated itself from the AEA, which has said the U.S. must become a leading HDTV manufacturer to maintain its current market share in semiconductors, and other electronics industries that say consumer electronics make up a small percentage of all electronics sold in the U.S. It also differed with the AEA's desire to develop open-architecture receivers, which involve using computer-like technology to use home video screens for a variety of purposes besides television viewing.

Finally, EIA challenged the idea that Congress and the federal bureaucracy should use American tax money to help American-owned business regain a share of the consumer electronics market. The CES panels were held a few days after the Penta-



L to r: Congressmen Lent, Ritter, Swift and Brown

gon announced that its Defense Advanced Research Projects Agency (DARPA) will grant up to \$30 million to companies developing HDTV video displays and circuits (BROADCASTING, Jan. 9). Also on the panelists minds was the Feb. 1 deadline for "action memos," which Representative Edward Markey (D-Mass.), chairman of the House Telecommunications Subcommittee, asked EIA, AEA and several other organizations to submit, outlining action Congress should take to encourage American participation in HDTV equipment manufacturing.

"If my tax dollar is going to be spent on the homeless, on education, on a number of other issues, that's where I would prefer to put it," said Tom Friel, group vice president, EIA/CES, in reaction to the DARPA actions. "It seems somewhat ludicrous to have the Defense Department as a research and development house for high-definition television." Following that thought, Gary Shapiro, vice president of EIA/CES's government affairs department, asked a later congressional panel: "In a period of huge budget deficits, how realistic do you think it is for a public/private joint venture to fund HDTV-related industries in research and development?"

Representative George Brown Jr. (D-Calif.), a member of the House Science, Research and Technology Subcommittee, responded that the health of the entire domestic electronics industry is at stake. "Is the potential loss of [the U.S. electronics industry's] global preeminence any less important than the loss of the savings and loan industry?" he asked, pointing out that in the recent budget proposed by the Reagan administration, \$5 billion was set aside to bail out failing S&L's. "We're not talking \$5 billion or \$10 billion here. We're talking \$80 million or \$100 million at the most to do the kind of thing that would be necessary to provide basic support for high-definition

television," Brown said.

EIA President Peter McCloskey questioned whether the U.S. electronics industry is at stake. Only 12% of all electronics sold in this country is from the consumer branch of the industry. "It is not to say that the U.S. is not a competitive electronics industry today. We're going to hit \$242 billion in sales [in 1989]. That represents slightly over 8% increase from last year," he said. U.S.-owned companies have abandoned the business in recent years, he said, because "it wasn't profitable to them. It was a very difficult business and it was also the business that the rest of the world seized upon as the entry to bootstrap up their own economies." McCloskey referred to an EIA report released last fall that found that the majority of TV sets bought in the U.S. are produced here, many by foreign-owned subsidiaries. By the end of the 20th century, 92% of the HDTV sets sold in this country will be produced here, the report says (BROADCASTING, Dec. 5, 1988). The task then will be "to see that the U.S. semiconductor industry gets a fair shot and the electronic component is represented in the high-definition television set," McCloskey said.

That possible loss of American semiconductor representation is the main concern of the AEA, which represents 3,500 American high-tech firms, but few in the consumer electronics field. AEA President J. Richard Iverson cited an AEA report released about the same time as EIA's, which found that for the U.S. to maintain its current 37% level in the world semiconductor market in the year 2010, it will have to hold at least 50% of the world HDTV market. AEA has studied the current state of readiness to manufacture HDTV sets in America and found "14 different approaches to receivers and a lot of entrepreneurial ideas, all of them underfunded," he said.

McCloskey said AEA's position is unre-

alistic. "To achieve a 50% share of the world [HDTV equipment] market, I guess we would have to get 100% of the U.S. market and a share in the rest of the world as well." That achievement "would be rather startling," he said.

Iverson said deeper government involvement will be needed. He applauded DARPA's involvement, but "\$30 million is a drop in the bucket compared with up to \$700 million the Japanese have spent and the \$250 million Europeans have spent. But still, it's a start."

The congressmen there seemed to agree. Along with Brown, telecommunications subcommittee members Don Ritter (R-Pa.) and Al Swift (D-Wash.) and Norman Lent (R-N.Y.) of the parent Energy and Commerce Committee also appeared. All four favored congressional action but were vague about what programs might be adopted. Brown spoke of a possible government-backed HDTV R&D consortium while Lent and Swift talked about reforming the current antitrust laws to encourage joint HDTV research efforts among private companies. "There are a whole variety of laws that really have worked pretty well in this country as long as we were such a dominating economy in the world, but may not work as well now. Government is going to have to examine some of these policies," Swift said. Antitrust laws will be a prime area of reexamination, he said.

Ritter attacked the idea that the U.S. need not have a role in HDTV production. "What I hear is that maybe we don't need to be a main player in one of the most important inventions of the 20th century. And I think that, yes, we can have the manufacturing jobs if we want them. We can be like Mexico and Brazil are for automobiles. But is that all it takes to be a world power?"

MPAA and EIA were adversaries in the 1970's when Hollywood brought suits to block sales of consumer videocassette recorders in the U.S. to protect their copyrighted material that could be recorded off the air. Jack Valenti's presence as speaker at CES signified that there is peace between the camps today. "Let us do no harm to each other's futures, for each relies on the other," he said.

But Valenti warned that new consumer electronics technologies such as dual deck VCR's are still a worry to Hollywood. He asked VCR manufacturers to install anticopying electronics devices to defeat illegal copying of prerecorded videotapes. Go-Video, a U.S. company that plans to sell dual-deck machines, has agreed to install such devices. "This agreement ought to serve as a model which makers and marketers of hardware would follow. It is the wise and reasonable course to our mutually fortified future," Valenti said. In the long term, he said it would be in the interest of both the industries if systems to defeat copying of movies from pay cable, pay-per-view and DBS could also be developed and installed.

On a more conciliatory note, Valenti admitted that movie attendance has grown annually since 1971, even as the VCR was gaining ground in American homes. Box

office revenues of \$4.4 billion in 1988 were a record at the same time that VCR penetration went over 60% of U.S. homes. "I can only speculate that the velocity of this return to the cinema has been ignited by VCR viewing in the home," he said. He suggested that movie viewing on small screens whets consumers' appetites for "a film in a pleasant theater, with several hundred unknown companions reacting together to a story told on a vast screen accompanied by six-track stereophonic sound."

Regulatory and marketing strategies to revive AM radio listenership dominated the discussion at a CES panel on radio service in the future. Comments from government and industry panelists suggested that plans are in place to implement the National Radio Systems Committee (NRSC, jointly sponsored by the EIA and the National Association of Broadcasters) standards and other AM improvement measures.

"1989 is going to be an extremely active year for the FCC with regard to radio broadcasting," said Alex Felker, chief of the FCC's Mass Media Bureau. Early in the year, the FCC can be expected to adopt new rules making mandatory station installation of either the NRSC-1 audio standard or the NRSC-2 RF emission standard, or, possibly, both. Also to be adopted this year will be new AM technical regulations governing the calculation of groundwave and skywave propagation, nighttime protection ratios and others. Also soon to be adopted will be a

formal rule change proposal to expand the AM band from 1605 khz to 1705 khz for broadcast use, Felker said. Western Hemisphere countries have signed a treaty to expand the AM band, effective July 1, 1990.

Radio manufacturers on the panel indicated they will be ready for these changes. John Crawford, director of marketing, Delco Electronics Corp., said it has widened the audio response of all of its AM stereo car radios to 6-7 khz, much wider than typical AM radios, which have responses of less than 5 khz. By 1990, "all of our AM stereo units will be capable of utilizing the enhanced transmitter signal offered by NRSC-1 and -2," Crawford said. Delco also has drawn up designs for expanded band radios, but they have yet to be finalized.

Ross Miyamoto of Sony's Auto Sound Group said all of their new 1989 model car radios are capable of picking up the expanded band and that the company plans to extend that capability to all its AM radios before July 1, 1990. It is also doing everything possible to improve the sound quality. Miyamoto said Sony has found that listeners exposed to music on compact disk are increasingly impatient with the quality of music over the radio. "Unless radio can provide the listener with high quality reception as well as programing, the expansion of CD players in the home and the car is gradually going to steer people away from the limitations of radio broadcasting," he said.

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Rewriting the communications rules in Canada

Country's current broadcast regulations to be revised with expected passage of 'Canadian Voices' bill; among changes are increased emphasis on producing and airing more locally produced programing; also included is provision similar to fairness doctrine

The Canadian parliament this year is expected to enact legislation whose mission is nothing less than to overhaul the existing framework of broadcast regulation and to strengthen the Canadian content and texture of the programing aired in that country. The Broadcasting Bill will sail into Parliament under the banner of "Canadian Voices: Canadian Choices," the heading affixed to the paper describing the new broadcasting policy. That policy has already committed the government to spending \$210 million over the next four years to achieve its policy goals. Americans likely to be most affected by the proceedings in Ottawa are producers of the television programing that is routinely gobbled up by Canadian networks and television stations. For one of the goals of the policy and legislation is the development of "more and better Canadian programing, particularly drama."

The measure—which would replace the 1968 Broadcasting Act—and the policy statement reflect the sensitivity with which

Canadians, neighbors of a country with 10 times their population, view the significance of the impact of broadcasting on their lives. "It is of fundamental importance to our political and cultural sovereignty that our broadcasting system be an accurate reflection of who we are, of how we behave, of how we view the world," wrote the former minister of communications, Flora MacDonald, in the policy paper that accompanied the bill when it was originally introduced into the House of Commons last year. "It plays a major role in defining our national, regional, local and even our individual identities. It is, therefore, much more than just another industry."

The policy paper does not hide the government's concern about what some Canadians regard as the "cultural imperialism" of the U.S. It says that the "lack of an international flavor, particularly on English-language television, is of concern because Canada is an internationalist country, a trading country, a nation of immigrants and descendants of immigrants and a country of global interests." And while an increased number of co-production agreements in film and television, "notably with France and the United Kingdom," have helped mitigate the problem, the paper says, "our television screens remain almost exclusively North American, a paradox in a world of instant global telecommunica-

tion."

American producers have not raised any alarms about the policy and legislation, apparently determined to avoid the danger of fanning Canadian emotions further over the issue. And last week, Jack Valenti, president of the Motion Picture Association of America, whose members produce programs that are exported, was low key in discussing the matter. "Other countries around the world have subsidized the production of programing, and we have no objection to that," he said. "That's the policy of a sovereign nation." Valenti said he would object only if the subsidy funds came out of taxes on American product, and that, he said, would not be the case under the Canadian plan.

However, there remains the possibility of conflict. Valenti said he had "no right to tell Canadians about Canadian content—unless the policy is aimed at preventing the entry of other countries' programing." And the Canadian plan is aimed at least in part in substituting Canadian-content for American programing. Given the Free Trade Agreement signed by the U.S. and Canada, Valenti said, "all barriers should come down." Left unsaid by Valenti in discussing the Canadian plan is the confidence of American producers in competing in Canada. Said one representative of the production community: "We're confident the pop-

ularity of our programing will allow us to compete with subsidized Canadian programing."

□

The bill and policy statement proved controversial last year, with members of the opposition parties—the Liberals and New Democratic Party—denouncing them as not sufficiently nationalistic, as likely to lead to less, not more, Canadian content in radio and television programing. The Canadian Association of Broadcasters also opposed the bill, for reasons of their own. CAB President Michael McCabe has described a provision the government calls "a system of preference incentive"—broadcasters would be penalized for failing to meet a specified quota of Canadian programing—as "a system of fines." He also said some portions of the bill would politicize the Canadian Radio-Television and Telecommunications Commission; it would be made subject to direction by the cabinet, for instance, and its actions would be subject to cabinet review. The CRTC itself found a number of reasons for testifying against the bill in committee. Still, the bill easily passed the lower house. But it died in the Senate on Oct. 1, 1988, when Prime Minister Brian Mulroney called the national elections, and Parliament was dissolved.

With the victory of the Mulroney government on Nov. 21, 1980, reintroduction of the measure became a certainty. The final form of the bill will await the appointment, possibly later this month, of a new minister of communications to succeed MacDonald, who was defeated in her reelection bid. And the CAB has been lobbying government ministers heavily in an effort to secure amendments. How successfully remains to be seen. The acting minister of communications, Senator Lowell Murray of Nova Scotia, said in a question period in the House of Commons that the bill, when reintroduced, would be identical to the original. And officials of the Department of Communications expect that to be the case. But McCabe last week remained hopeful some changes would be made.

Among those elements of Canadian society hopeful that changes, if any, are minor, is the ubiquitous cable television industry; its members serve almost 70% of all Canadian households. William Allen, a spokesman for the Canadian Cable Television Association, said the industry is "generally positive" regarding the measure. Among other things, it would treat all methods of program distribution as "technology neutral": It would define broadcasting as "any transmission of programs, whether or not encrypted" (including pay-per-view but not video on demand). The aim would be to remove any legislative or regulatory bias for or against a technology. As a result, said CCTA spokeswoman Nancy Bickford, all television program distributors—whether employing satellite-to-home, multipoint distribution, cable service or any other service—would operate "on a level playing field."

What's more, the bill would permit cable companies to own and originate programs. The permission is not unqualified, howev-

er. For instance, the bill would empower the CRTC to mediate between distribution and programing services. It would also authorize the CRTC to require distribution services to carry specified programing on terms it sets. And the programing that cable companies originated would be "on such terms as are conducive to the achievement of the objectives of the broadcasting policy."

As those provisions suggest, freedom of expression is not the bill's driving force, even if a provision says the measure is to be "construed and applied in a manner consistent with the freedom of expression and journalistic, creative and programing independence enjoyed by broadcasting undertakings." Nor even if the Canadian Charter of Rights and Freedoms adopted in 1982 as an amendment to the country's constitution guarantees Canadians "freedom of press and other media of communication." Rather, as stated in one of the bill's sections, the bill's aim is to insure that "each element of the Canadian broadcasting system shall contribute in an appropriate manner to the creation and presentation of Canadian programing, making maximum use of Canadian creative and other resources."

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At present, Canada's response to the question of how to keep Canada Canada through broadcasting is found in the rules of the CRTC. The commission requires Canadian television stations to devote 60% of their programing throughout the day and 50% of it in prime time to Canadian material. But the CRTC permits sports and news programing to be counted against those limits. As for drama—which the government sees as the key issue in broadcasting policy into the next century—that is another matter. Less than 10% of such programing in prime time on English-language stations is Canadian. The government ascribes that condition primarily to cost. The policy paper says that imported programing, most of it American, is available at only 5% to 10% of the cost to produce or acquire Canadian programs of similar quality. The paper also cites "the extensive marketing of American shows and their stars" that, it says, "spills over in Canada" through newspaper and magazine features and radio and television talk shows featuring celebrities.

French-language television programing is another matter. The policy paper notes that French-language broadcasters have produced a wide variety of popular and relatively low-cost programs. But, the paper adds, those programs must compete against high-budget American-produced shows, some of them dubbed. And although Canadian productions continue to "dominate the overall French-language audience ratings, this is not necessarily a permanent situation," the paper says, adding: "Only by producing more shows with better production qualities and bigger budgets will Canadian productions be able to find a continuing mass audience."

The radio audience apparently is not undated with American programing. More than 97% of all radio listening is to Canadian stations. And the policy statement says there is an abundance of programing for

specialized tastes. The issue in radio—as it is in the U.S.—is how to stay financially sound, particularly for the 40% of the stations whose margins are very slim, most of them in medium- and small-sized markets. But the paper says that AM radio broadcasters are embracing new technologies—such as AM stereo—to regain listeners lost to FM radio over the last 10 years. The policy paper acknowledges one weakness in the regulatory scheme woven around broadcasting. It says that the CRTC has attempted through regulation to maintain a wide variety of formats to assure listeners "a full range of choices." Although the regulation has been "largely effective," the paper says, "the regulatory process is extremely detailed."

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The government, under the policy statement, is distributing the \$210 million earmarked for strengthening Canadian program content in the following manner:

■ The Canadian Broadcasting Corp., which is the principal instrument of Canadian broadcasting policy and which now operates on a budget of some \$1 billion, will receive an additional \$110 million over the next four years. Some \$68 million will be used to help CBC increase its Canadian content on primetime English television from about 75% to its stated goal of 95%. The remainder will be used to increase the budget for French-language programing. The legislation will also contain provisions designed to modify the management structure of the network and strengthen its financial accountability to Parliament.

■ Telefilm Canada, a government-funded organization that finances the production of Canadian films and television programs will be allowed an additional \$15 million in each of the next four years. Its current budget is \$92 million. The new money will be applied to the Canadian Broadcast Program Development fund—which totaled \$53 million in 1988-89—for the production of French- and English-language television programing. The funds will be divided equally between the two services rather than on the one-third French and two-thirds English basis that has been customary.

■ Some \$26 million will be spent over the next four years on the capital costs needed to make broadcasting services available to Canadians in remote communities. About \$17 million will be spent to extend cable service to some 250,000 Canadians. The remainder will cover the cost of an independent satellite distribution system to deliver aboriginal programing produced under the Northern Native Broadcast Access System, which was established for the benefit of northern audiences.

Nor would that be all. The Broadcasting Bill mandates the establishment of "alternative television programing services." These would be alternatives to CBC broadcasts, which are viewed as being designed primarily for mass audiences. The legislation says the "alternative" programing "should be innovative and complementary to [mass-appeal] programing...cater to tastes and interests not adequately provided for...reflect Canada's regions and multicultural nature...be acquired rather than pro-

duced by those [alternative] services and be made available throughout Canada by the most cost-efficient means." The alternative programming would be in English; French-speaking audiences already receive special-interest programming. The costs, and how they would be met, have yet to be determined. But the government believes the new service could be operational in two years.

Then, too, there was the announcement in May 1988 that the government would increase its support for the Canadian film industry by \$169 million over the next five years. That additional help is also seen as contributing to the broadcasting policy aim of more and better Canadian programming.

But if the tactic in mobilizing public broadcasting for the effort to reduce the heavy diet of American programming available in Canada is to spend money on Canadian material, the tactic in mobilizing private broadcasters is to confront them with the possible loss of same. For the bill would provide the CRTC with a wide range of regulatory instruments designed to ensure that private broadcasters play their mandated role of contributing "significantly to the creation and presentation of Canadian programming, and [being] responsive to the evolving demands of the public." And one of the instruments—enabling the CRTC to charge a license fee tied to performance in terms of providing specific kinds of Canadian programming—could serve as the basis for what CAB's McCabe refers to as "a system of fines."

The CRTC would be directed to examine the proposal and develop it in detail. But the policy paper spells out one way it might work: In addition to the basic Canadian content requirements, specific performance targets would be set in certain program areas. And to the degree a broadcaster failed to meet a target—say, five hours each week of primetime English-language drama—the broadcaster would be docked a proportionate share of an assessment established at the beginning of each year. The assessment could be based on a progressive formula, calculated as a percentage of gross revenues. What the government would do with the funds collected is not yet clear. But the policy paper says the funds could be used either to reward stations that exceed their targets, or to increase Telefilm's budget for the Canadian Broadcast Program Development Fund, or both.

The proposal is one of those opposed by the CAB, one it hopes is not in the version of the bill yet to appear.

Another provision that both the CAB and the CRTC oppose is one to which American broadcasters can relate. It is designed to insure that the broadcasting system is representative of the overall makeup of Canadian society. It says that the system should "strive, through its operations and programming, to reflect the circumstances and aspirations of Canadian men and women, including the linguistic duality and multicultural nature of Canadian society, and the special place of aboriginal peoples within that society." The provision constitutes an equal employment opportunity mandate.

McCabe said existing Canadian law already subjects broadcasters to EEO obligations. Including the requirement in the Broadcasting Bill, he added, gives the enforcement responsibility to an agency not equipped to handle it. CRTC Chairman Andre Bureau has said the provision would, in effect, commission the CRTC to be the "general manager" of all broadcast stations.

Yet another provision to which American broadcasters can relate but which has not raised much of a fuss—probably because it is lifted from the existing Broadcasting Act—is included in the same section as the one dealing with employment, and says: "The programming provided by the Canadian broadcasting system should...provide a reasonable opportunity for the public to be exposed to the expression of differing views on matters of public concern." American broadcasters would recognize that as the fairness doctrine, which the FCC repealed but which some in Congress appear determined to codify in law.

How effective Canadian Voices: Canadian Choices is in achieving the government's aim of infusing Canadian broadcasting with a fresh and continuing stream of native programming remains to be seen. American product may yet continue to dominate the prime-time schedules of English-language stations. Perhaps an even larger question is what shape the Canadian broadcasting system will ultimately take, considering the conflicting pressures to which it is being subjected. A paragraph in the policy statement encapsulates the dilemma: "The accessibility of the broadcast media to all Canadians, the way in which broadcasting reflects Canadians to themselves, and the fairness with which it handles different points of view are primary concerns of the Broadcasting Bill. Individuals and minorities must be protected from distorted stereotyping, and their rights of access and redress secured. At the same time, these rights must be balanced against every citizen's right of free expression, and against the freedom of programming expression that an independent broadcasting community must enjoy."

American broadcasters and the policy makers with whom they deal have long confronted a similar dilemma as they attempted to square the public interest standard that undergirds the Communications Act with the First Amendment. Increasingly over the years, the U.S., through the FCC, has struck from the books regulations broadcasters and their lawyers used to refer to as "shackles," though the public interest standard remains. And Canada might follow the American lead. A lawyer in Vancouver, Jonathan Festinger, has been expressing views that have a familiar ring to Americans. Writing in a Canadian magazine last fall, Festinger said Broadcast Bill provisions like the one requiring broadcasters to afford "a reasonable opportunity for the public to be exposed to the expression of differing views" "discourage rather than encourage the presentation of controversial issues or programming." He also said that "the omnipresent threat of CRTC intervention creates a 'chilling effect' which runs

contrary to any intention to foster an uninhibited marketplace of ideas."

However, Festinger's remains a lonely voice in Canada. And what Canada regards as at stake is nothing less than its "national, regional, local and even...individual identities." □

Distant Signals

The death last week of Japanese Emperor Hirohito has already spawned a program co-venture: the BBC produced documentary *Hirohito: Behind the Myth*. Partially funded by a 19-station partnership of U.S. public TV broadcasters, **National Program Partners I**, the hour-long piece is scheduled to air on PBS in March. NPPI has made two other co-production investments for 1989—a 60-minute documentary with the UK's Yorkshire TV, *Lord of Lions: Adamson of Africa*, and a series of six 30-minute episodes with London's Colstar Communications entitled *In Search of Wildlife with David Shepherd*.

Worldvision Enterprises will distribute overseas CBS's live *1988/89 Presidential Inaugural Gala*, this Thursday, Jan. 19, 8-10 p.m. ET. The special, which has already been sold in Canada, Australia, Japan and New Zealand, includes performances by Frank Sinatra and Julio Iglesias, and is produced by Don Mischer with David J. Goldberg.

The Mike Tyson-Frank Bruno world heavyweight title fight on Feb. 26 will air on Rupert Murdoch's **Sky Television**, which has obtained exclusive live TV rights for the UK and Ireland. Scheduled for launch in early February, the satellite channel is expected to be available to some 600,000 cable subscribers at the time of the fight, according to Sky, as well as to individual dish owners and several dozen other closed circuit locations.

A new wrestling show packaged by 15-year-old Canadian Aaron Weiss will be syndicated by Toronto-based Raymond International. Weiss, an expert on the sport who has been featured as co-host of a wrestling show on Toronto CITY-TV, an interviewer on Rogers Cable's **Sportsweek** and commentator of other wrestling programs, holds sole Canadian TV rights for wrestling organization International Championship Wrestling, whose wrestlers will be featured on the one-hour shows. Two of the hours have already been taped, with Weiss as producer, host and ring-side commentator, and will be syndicated as specials.

Miami's WSVN(TV) off to strong start with news

Station, left without network affiliation, programs six and a half hours of news

It is now two weeks since the affiliation changes of five Miami television stations in the Miami area have officially taken place. So far, it appears that WSVN(TV), the independent left without a network affiliation after NBC bought WTVJ(TV), the former CBS affiliate, is challenging network affiliates there in various dayparts. With six-and-a-half hours of news, an in-house produced tabloid news program titled *Inside Story* and a strong 8 p.m. movie lineup, the station has posted strong numbers.

In its first week and a half, Jan. 2-10, *Inside Story*, fashioned after Fox's *A Current Affair*, averaged a 10.1 rating and a 16 share at 7-7:30 p.m., making it number two in the time period behind *Wheel of Fortune* (on WPLG(TV), the ABC affiliate), which averaged a 15.7/25 during the same time. In third place in the time period, three rating points behind *Inside Story*, was *A Current Affair* on WTVJ, averaging an 8/13.

WSVN's movie at 8 p.m. has kept pace with prime time programming on the affiliates, outperforming at least one of the network affiliates each night during the first week and beating all three affiliates on Friday, Jan. 6, with the theatrical "Jaws." WSVN's prime time movie, at 8-10 p.m., has averaged an 8.7/13 from Jan. 2 through Jan. 10. Leading all stations during the prime time hours is WTVJ, the new NBC affiliate, which is averaging a 15.9/24. ABC affiliate WPLG is second with an 11.2/17, and fourth, behind WSVN, is the CBS affiliate, WCIX, with a 5.9/9.

WPLG, not involved in the shuffle, was the number one rated station in the market before the switch and has maintained its top ranking. The station consistently wins, or finishes a close second, in the 7-9 a.m. time period with *Good Morning America*. Jan. 2-10, GMA averaged a 4.3/21, just ahead of *The Today Show* on WTVJ which averaged a 4.2/21. WSVN's locally produced *Today in Florida* averaged a 1.8/9; fourth in the time period is WCIX's *CBS This Morning* with a 0.9/5.

On the strength of *The Oprah Winfrey Show* at 4-5 p.m. and its hour-and-a-half of local news at 5-6:30 p.m., WPLG handily wins the early fringe time periods. *Oprah* is averaging a 10.1/27 in the time period against WSVN's *Divorce Court* and *People's Court*, which average a 7.4/19. At 4-5 p.m., WTVJ programs *Family Feud* and *The Gong Show*, which average 2.7/8, and WCIX schedules *Benson* and *Family Ties*, which are averaging 2.1/6.

"The real shocker [coming out of the station shuffle]," said John Garwood, general manager, WPLG, "has been the total

demise of the CBS network news on WCIX." Indeed, a strong performer prior to the switch, *CBS Evening News With Dan Rather* has sunk to a dismal third place on WCIX. Since the station switch, the CBS news, at 6:30-7 p.m., has averaged a 3.5/6 against number one ABC with a 13.9/23 and *NBC Nightly News*, which has averaged an 8.5/14.

"The other big surprise," said Garwood, "is how well WSVN has held up, although our research indicated that their prospects looked good especially at the start." Garwood believes it is still too early to draw solid conclusions, but he feels the WSVN strategy is a solid one. "I've scoffed all along at those people who were predicting WSVN's demise," he said. "They've got solid news people and a strong signal and

they were absolutely right to capitalize on their strengths rather than follow the path of the traditional independent by going after kids and teens. Kids and teens were never a big part of their audience to begin with."

There is speculation in the market that WSVN will be hard pressed to maintain the quality of the movies it has aired thus far, and even the performance of *The Arsenio Hall Show*, which has outperformed *The Tonight Show*, has been called temporary. "At first, the critics said we were finished as soon as we lost our affiliation," said Bert Medina, marketing research and cable relations manager, WSVN. "Now we are hearing that our success won't last." We're just trying to remain humble and continue programing as effectively as we possibly can."

NCTA's Mooney blames TV for low level of public debate in campaign

Cable spokesman, in speech, says cable will support must carry

The cable industry's chief spokesman last week blamed television (both broadcast and cable) for the "extraordinarily low level of public discourse" in the 1988 presidential election and said the medium was shirking its "social responsibility."

In a speech before the Washington Metropolitan Cable Club, National Cable Television Association President James P. Mooney also said the association was willing to work with broadcasters in winning passage of a must-carry law requiring cable systems to carry local television signals, and he charged that telephone industry arguments for eliminating the statutory ban on telephone-cable crossownership amount to a "scam."

And, apparently reacting to the growing concern about rising cable subscription fees, Mooney argued that cable was a "good" consumer value and has made a "net positive" contribution to television.

"In the age of the daily sound bite, we should not be surprised that we get campaigns built around such themes as whether Michael Dukakis is a pal of Willie Horton or whether George Bush is too preppy to be President," said Mooney, who spent 10 years as a congressional aide prior to joining NCTA in 1981. "Is it conceivable that we could have had a campaign like that without television? No way. The print press would have crucified the candidates. But the evening news doesn't just cover the campaign; to a very significant extent, it shapes it, and to some extent even controls it."

Mooney expressed concern that television's power to trivialize may extend beyond politics. Television "should be more than just a business," he said. "Television has a social responsibility, too, and a vigorous and intelligent political process isn't the only thing which can be degraded if that social responsibility is neglected. The effect much of television is having on politics is, I fear, a metaphor for neglect of that responsibility, and an ill wind no one in the television business may responsibly ignore."

Three years ago, the NCTA was a party to a compromise with broadcasters on new must-carry rules that were adopted by the FCC. However, a federal appeals court struck down the rules as a violation of the First Amendment as it had the FCC's original set of rules a year earlier.

NCTA has said before that it would work



Mooney

with broadcasters in writing a must-carry law that could pass a constitutional muster. But last week's speech was the first indication the association was willing to support actively must-carry legislation. "We're willing to sit down with [the National Association of Broadcasters] and the National Association of Public Television Stations and work out a way to put what everybody agrees was a workable rule back into force, this time on the statute books, this time with a congressional mandate," Mooney said. "The instant we get the signal from Congress, we will be at the table, and we have every reason to believe the negotiation will not need to be protracted."

(Asked to elaborate on the statement afterwards, Mooney said it was the first time he has "flatly and unconditionally said we would go for a statute." He said he would be "up on the Hill" working for its passage. In the past, he said, all that he has said was that he would consider supporting passage. An option would have been for NCTA to have "simply consented" to the legislation. He also said he was unconcerned about amendments detrimental to cable being attached to a must-carry bill, although he said cable's support for the bill would be conditioned on "everybody protecting it from extraneous stuff.")

The bulk of Mooney's speech was directed at undercutting the telephone companies' arguments for repealing the ban against telephone companies providing video services in their telephone service areas. Contrary to the claims of the telephone industry, Mooney said, telephone industry involvement in television programming is not necessary to bring consumers the benefits of such new technologies as fiber optics, high-definition television and, possibly, "video-on-demand." The cable is at least as capable as the telephone industry in providing such services, he said.

"The truth of the matter, then, is that what the phone companies are promising is not even near-magic, but rather a one-wire world that cannot be justified either in terms of public economy or unique services," Mooney said. "It is a scam, premised not on technological wizardry, but on their own internal economic imperative."

According to Mooney, the telephone companies want to enter the video business so they can justify the cost of replacing the copper wire in their networks with fiber optics. "Their accountants have been so successful in writing off their existing plant that their rate base is being threatened," he said. "Unless they can justify huge new capital expenditures for something, they're in danger of having to reduce their fees to telephone customers, and therefore their cash flows."

Mooney also argued that the bar to telephone entry must be maintained to preserve today's diversity of information sources. "It would be catastrophic to the democratic values upon which this country is premised to have only one principal provider of news, information and entertainment to the home," he said. "But for now I'm going to stop here. The argument the telcos have made thus far falls of its own weight even before we enter Mr. Jefferson's territory."

Cable is a good value, Mooney said.

"The average cable home receives a 36-channel basic entertainment and information package at a monthly cost of \$14.60," he said. "Compare that to the average cost for a family of four to attend a two-hour movie at a local theater—\$15.68 plus parking and baby-sitter. A typical household with a videocassette recorder currently pays \$12 to \$14 per month for the rental of five or six videotapes. Further, the average family of four spends \$13.83 per month on assorted reading materials. Even the cost of a newspaper subscription alone averages \$9.20 per month."

On the whole, Mooney said, cable has made a "net positive difference" to television. "To the degree that there is available in quantity not just good television coverage of the politics of their country, but also plentiful programming for children, and for people who revel in documentaries, and for people who want health information, and for senior citizens, and for people interested in community issues—cable has made nearly all the difference." □

NBC's Wright says broadcast network still top priority

In address to press, NBC president downplays cable Olympics deal, says structure of affiliate compensation will remain basically same

Cable television revenues will be an important supplemental stream of income for NBC in the next decade, network President Robert Wright told reporters last week at the NBC press tour in Los Angeles. However, he insisted that over the same period "I don't foresee cable revenues or any other revenues being anywhere near as large as the network revenues."

Wright also downplayed the scope of the network's deal with Cablevision resulting in some planned pay-per-view offerings for the 1992 summer Olympics from Barcelona, Spain. He also touched briefly on network compensation to broadcast affiliates, suggesting that future alterations were likely.

According to Wright, network broadcasting will continue to be NBC's bread and butter business well into the 1990's. "I think the network is by far and away the most intelligent, the best place for us to continue to devote the vast majority of our



Wright

resources. And all we are trying to do on the cable side is, in many respects, to participate in areas where there are opportunities to put on programs in time periods that are similar to the networks' for different kinds of audiences.

"There are approximately 19 cable networks, and there are three national broadcast networks plus Fox's part-time network, and the simple matter is that for us to isolate ourselves in our total resources and energy to only participating in one of those 23 different networks doesn't make a lot of sense to me."

Addressing the 1992 Olympics PPV issue, Wright said that "there will be approximately 100 million television homes by 1992. What we are looking to do on the cable side is to deal with approximately 3 million of those. Our approach is to offer multiple channels of Olympic coverage" to viewers who are "very, very avid sports enthusiasts. They either have an interest in a particular sport, or in all of them."

However, there were conflicting reports last week as to the scope of the potential PPV audience for the Barcelona games. Wright talked about capturing three million PPV viewers, "if it's very successful." But other reports last week quoted Cablevision executives as saying that with some effort, the PPV venture might capture as many as 10 million viewers from an estimated potential PPV audience of 30 million.

Of a potential 2,000 hours of Olympic programming, Wright said, NBC will offer 160 hours of coverage on the broadcast network. "We have another 1,800 hours, more or less," he said. "And we're going to try to style that into other channels for people that want to get very in-depth on programming, to see complete events from beginning to end, and events that are oriented toward female viewers, different events

War reporting. Veteran reporter-editor William J. Dunn reminisces about his adventures as a correspondent during World War II covering the war in the Pacific for CBS Radio in "Pacific Microphone," (Texas A&M University Press, \$19.95). Dunn was sent to the Pacific almost a year before the Pearl Harbor attack and was dean of correspondents in the Southwest Pacific when Japan surrendered in 1945. Dunn not only captures the day-to-day frustrations of censorship, violence (18 correspondents died in the Southwest Pacific) and limited technology, but also provides a behind-the-scenes view of General Douglas MacArthur. Dunn met MacArthur before the war broke out and remained friends with him throughout the war, introducing him when he delivered his famous "I have returned" speech at the island of Leyte in the Philippines on Oct. 20, 1944.

oriented toward males viewers, events that we have judged are just not attractive enough to be able to cover fully on the network. Nobody watching NBC in 1992 will have any sense that they have any less [programming available] than any other Olympics they've ever seen."

On the network compensation issue,

Wright said he does not foresee the basic structure of what he called the "cash and barter relationship" changing. "What I do foresee changing," he said, "is the allocation of how much time they get on what shows and how much we pay them in a given show versus how much we give back." Wright said the network and its

affiliates would continue to reexamine the issue on a time period-by-time period basis. "You'll see changes in that area," he said. "They're not necessarily going to be negative to the affiliates, but we're hopefully going to be smarter about the way we allocate all of our inventory and all of the cash that changes hands." □

Satellite Footprints

GTE claims GStar III loss. The cause of GTE Spacenet's GStar III Ku-band satellite's failure to reach proper orbit last fall was "most likely...a fault in the ground fuel loading equipment," GTE said last week. GTE Spacenet has filed an insurance claim on the satellite, said Spacenet engineering and development vice president Troy Ellington. GStar III was designed to operate from nine to 11 years, but is expected to retain only three, or possibly fewer, years of operational life, he said. GTE Spacenet said the average cost of placing a satellite into service, including construction, launch, and insurance, is between \$80 million and \$100 million.

GStar III builder, GE AstroSpace, which was responsible for the prelaunch procedures, did not return telephone calls by press time last week. GE Astro "had successfully used the fuel loading equipment" numerous times before GStar III, said Ellington, who confirmed all risk was assumed by Spacenet. "Specific recommendations on how to prevent a future occurrence of this anomaly have been documented," GTE said.

"Obviously there are some very unhappy people out there," he said, noting that, until the failures last year of GStar III and of West Germany's TV Sat 1 direct broadcast satellite (reportedly also attributed to ground procedure error), insurance rates "were in a downward trend" from an average of between 20% and 25% of satellite value. He said that although premiums may not go up, they may stabilize, despite the long string of launch successes at ArianeSpace, whose launch of Spacenet III earlier last year ended a two-year drought in domestic U.S. satellite launches.

An independent review board determined that, because of an imbalance in hydrazine in the fuel tanks aboard the satellite, a successful apogee kick motor burn executed hours after its Sept. 8, 1988, launch caused GStar III to spin, instead of moving the bird toward geosynchronous orbit at 124 degrees west longitude. Loss of approximately two-thirds of the bird's operational life is inevitable since station-keeping fuel will now have to be used to achieve proper orbit, said Ellington. That process begins Jan. 18, he said, and could be completed as early as next June.

GStar III customers that GTE has had to accommodate on other in-orbit Ku-band satellites, said Ellington, include network occasional-time and newsgathering customers already contracted. ABC and CBS each retain long-term Ku-band transponder leases with GTE. GStar III is now considered as "filling the gap," until GStar IV is launched by ArianeSpace in mid-1990, he said, adding that that launch date could be moved up, thanks to a relaunch priority clause in the GStar III contract, he said.

Scrambling on all fronts. Responding to programmers' concerns about signal theft inside and outside the U.S., Armed Forces Radio and Television Service (AFRTS) has contracted satellite operator GE Americom to encrypt its two 24-hours-a-day satellite feeds by next June, using Scientific Atlanta's B-MAC scrambling system, said AFRTS assistant director Melvin Russell. The encryption system will include descramblers at 72 sites worldwide.

Entertainment program providers, such as Disney and Lorimar, which currently provide their product to AFRTS via videotape, said Russell, have said they will provide programming for AFRTS satellite distribution, after encryption of the domestic satellite feed (serving U.S. military personnel in Alaska, Greenland, Cuba, Panama and Puerto Rico) and the Intelsat feed (serving U.S. military on other continents).

Additionally, sports programmers such as ESPN, which last year pulled all its live programming from AFRTS distribution, have said they will again become an AFRTS supplier, once the signal is

scrambled. All these programmers, said Russell, provide AFRTS with product at "ridiculously low prices." But they have found it impossible, he said, to market their programming to broadcasters, cable systems and hotels already able to pick up the clear AFRTS feed in foreign countries.

Network news services now carried on AFRTS Satellite Network may not benefit from encryption, he said, noting that it "is very difficult" to market news services to commercial outlets overseas via satellite because of timeliness; evening news fed at 6 p.m. from New York, he noted, arrives in West Germany at midnight when few viewers are awake. With encryption, the network bureaus overseas will also lose the advantage of being able to pick up a clear feed of their own programs.

CNN, which earlier this month became the first full-time video service to Latin America via Panamsat's PAS 1 satellite, has said it has no plans to encrypt any international feed (BROADCASTING, Jan. 9). Russell said he did not believe the broadcast networks would leave AFRTS because of encryption.

Pay-per-view tests and deals. The home dish pay-per-view market, stuck in neutral during recent months because of programmer concerns over signal theft, has shifted into gear this month with the introduction of General Instrument Corp.'s HVS Videopal "instant pay-per-view order-recorder" at the Consumer Electronics Show in Las Vegas. GI plans to begin multiregional tests of the equipment in February.

Videopal, selling initially for \$99-\$129, attaches to GI's Videocipher II descrambler and home telephone line, permitting consumers to order programs using the keypad of their VC II remote control. Twenty-two licensed manufacturers that incorporate VC II into their satellite receivers have been offered Videopal devices during the regional tests.

GI, which said it believes Videopal will drive more home satellite equipment sales, said that three PPV services, First Run, Satellite Sports Network (SSN) and Home Dish Only, will participate in the tests.

Warner Bros. Pay-TV will re-enter the home satellite PPV market March 6, when it distributes the Ray (Boom Boom) Mancini-Hector (Macho) Camacho lightweight boxing match. Warner Bros. and General Instrument "are developing the entertainment industry's largest anti-piracy satellite campaign in conjunction with the event, said Warner, which had pulled its product from the market last year over piracy concerns (BROADCASTING, June 6).

Also, Satellite Broadcasting Network's PrimeTime 24 gained exclusive rights to deliver three World Wrestling Federation PPV events—the Royal Rumble (last night, Jan. 15), SummerSlam '89 and the third annual Survivor Series.

Bigger sports package for home dish. SSN this month added Detroit-based regional sports network PASS to its consortium of regionals including Houston-based Home Sports Entertainment, Florida's Sunshine Network, Denver-based Prime Sports Network, Washington-based Home Team Sports and Los Angeles-based Prime Ticket. PASS is regional cable rightsholder to Detroit's professional baseball, basketball and hockey teams and to Big 10 and Mid-Atlantic Conference college sports events.

Going public. Home Dish Only Satellite Networks completed its reorganization with LGM Acquisition Corp. late last year, becoming a publicly traded corporation owning 94% of LGM. "Access to capital markets," said Home Dish, "is expected to make it easier to raise money for expansion in film and home video production."

Baseball advertising: dollars move with the game

Media planners believe much advertising will shift to CBS, ESPN from NBC and ABC

ESPN's deal with Major League Baseball that will bring 175 games to cable subscribers in 1990 will also cause some shifting in the advertising marketplace. No one was predicting last week whether overall baseball dollars would increase or decrease, but a number of media planners believe much of the money that went to NBC and ABC for its MLB would shift to CBS and ESPN. Additionally, agency executives believe the addition of 175 more games will have little impact on local advertising.

"As sure as apples fall from trees," said Bart McHugh, director of national radio/TV programming, DDB Needham, broadcast network money will shift to CBS and ESPN. "The people whose target audience watch baseball are going to buy baseball where it is," he said. "The fact that ESPN has it on cable is going to mean you can buy a very large schedule for a couple of units on broadcasting."

Ron Von Urff, vice president, associate media director, JWT, agreed, saying in these situations, the national dollars "kind of stay the same."

And Tom Winner, executive vice president, media director, CME, said, "much of that [money] will go over to ESPN," but he added, "some may find its way to local baseball market support" since ESPN's reach, at 50 million homes, is not as large as the broadcast networks. Some advertisers could "heavy up in key markets," he said. The top 10 markets, for instance, reach 27 million homes.

Local broadcasters are concerned that another 175 national games will dilute local advertising dollars. Most media planners thought otherwise, but the ratings will be the bottom line. "It's basically a separate market," said McHugh, referring to local versus national dollars, although some spot buyers may be able to purchase time on ESPN more efficiently. Von Urff also thought the "local guys will still be OK," because "local advertisers are still going to buy local time."

But there was one note of caution from Charles Fruit, vice president, corporate media, Anheuser-Busch. The saturation question is: "How will it effect local ratings? If [a team is] playing well, it won't have much of an impact," he said, on ratings and thus advertising. "I don't think you're going to see many clients moving local dollars out of Houston," he said, "and put them on ESPN."

The network-local market is "a little bit apples and oranges," said Fruit, whose division makes both local and national buys

for Anheuser-Busch, which owns the St. Louis Cardinals. "There is a tremendous amount of local promotion and merchandising tie-ins and no national sponsorship can give you that kind of local involvement," he said.

Still, ratings will be a key, Fruit indicated. "We are very involved in both the Cubs and Braves," which are carried on superstations WGN-TV Chicago and WTBS(TV) Atlanta. "I don't see a direct impact there, but obviously we are going to be looking very closely at the numbers when it's time to renew the Braves and Cubs."

Anheuser-Busch is a major sponsor on ESPN events, and where it advertises, it does so exclusively "in just about everything we have done...Our preference is to have an encompassing involvement," he said. Fruit said the company "would have the opportunity to be the exclusive beer sponsor in the games if we choose," including all six nights.

Would that be oversaturation? Not necessarily, said Fruit. Anheuser-Busch, which has numerous spots for numerous brands, limits its ads in ESPN's NFL games to six 30-seconds per game, not to bombard the viewer. One spot each half hour in a baseball game would not be oversaturation, he believes, because of viewer turnover.

Still, the effect of oversaturation on ratings gives cause for thought among media

planners. McHugh points to the NBA, which reduced its television exposure and increased the health of the game. Baseball, he said, is taking the opposite tack.

But as baseball shifts to ESPN, McHugh points out, it "doesn't have to get a 7 rating. It can be very successful with a 2." Von Urff believes "total baseball ratings will go up, but individual homes will go down." He said NBC was getting a 6 rating on Saturday, and ABC an 8 or 9 on Monday nights. If ESPN can get a 3 or 4 and "if they can get a \$5 or \$6 CPM, they'll be in good shape," said Von Urff.

With the huge volume of spots, McHugh believes the marketplace will determine what can be charged, more so than the NFL on ESPN, where he said the last 15% to 20% in the door were paying a premium. Von Urff points to what happened in college football several years ago, when ratings dropped nearly 50% and so, too, did the price of 30-second spots. But cumulatively, the ad dollars were similar.

As Winner points out, "there are many more places to go with sports [dollars]" these days. That gives an advertiser more options and an edge in pricing. The flip side is that it makes sports buys "very hard to predict anymore," said Winner. And, he said, "it's increasingly difficult to get that high impact that the networks used to give you with sports programming." □

1988 a good year for Showtime/TMC

Pay services pick up more than 900,000 subs last year; plan even more consumer marketing in '89

Showtime/The Movie Channel said last week that its two pay services gained over 900,000 cable subscribers in 1988. Showtime ended the year at 6,600,000, up 12% over 1987's yearend 5,900,000, while the Movie Channel increased 8%, ending 1988 with 2.7 million subscribers versus 1987's 2.5 million. The figures do not include TVRO subscribers.

The increase is largely tied to Showtime's increased marketing, the company said, and reflects the overall relative health of the pay television category. HBO is also expected to post gains in 1988 over 1987, although its numbers may not be released for several more weeks.

For Showtime/The Movie Channel, the gains represent the continuation of increased subscriber growth since November 1987, when the company stemmed the subscriber losses from the unit. Much of the credit for the turnaround came after the new management of Viacom—Sumner Redstone and Frank Biondi—came aboard and tapped

Tony Cox to be Showtime chairman.

In 1988, Showtime tripled its marketing budget over 1987, and Nora Ryan, senior vice president, consumer marketing, Showtime, said there will be a "significant" increase again in 1989.

In 1988, the company undertook three campaigns, first quarter, summer and fall, and supplemented those with additional marketing efforts throughout the year. "Basically, you're always marketing," Ryan said, referring to the year-round approach championed by Cox. In 1988, Showtime mailed 70 million direct mail pieces. That



Good year for Gulf + Western. Gulf + Western reported net earnings of \$384.7 million for the year ended Oct. 31, 1988, up 8% from previous fiscal year. Revenue for 1988 was \$5.1 billion, up 9%. Company said that its television operation registered higher operating income from strong videocassette sales, availability of Webster and re-licensing of original *Star Trek* episodes in domestic syndication, higher sales to foreign pay television and increased advertising revenue at 50%-owned USA Network.

First-quarter drop. MGM/UA Communications reported net loss of \$39.5 million for its 1989 first fiscal quarter ended Nov. 30, 1988. Company had made net profit of \$2.1 million in corresponding quarter year before. This year's loss was primarily due to increased writedowns on theatrical releases and projects in development, as well as increased interest expense, company said. Operating revenue was down 6% to \$170.3 million.

will more than double to 150 million in 1989, she said. Last year, the company held one free preview weekend for Showtime and two for The Movie Channel. This year, said Ryan, there will be three free previews for each service. And each service will have its own marketing campaigns in the first quarter, summer and fall, respectively.

The first quarter 1989 campaign "will be the biggest ever," said Ryan, and will run through March. It's backed by a "Cadillac" marketing kit, said Ryan, and promotes Showtime's movie lineup that now includes "Three Men and a Baby" and "Fatal Attraction."

What 1989 represents is "more" of the successful elements from 1988, said Ryan, "more mail pieces, more people, more of ten. The biggest thing we did in 1988 was stepped up direct marketing, direct response and general advertising," Ryan said. August, traditionally a light television viewing month, posted the best numbers for the year, Ryan said. "It was our highest growth month in several years," she said.

Ryan said that churn among new subscribers was about 40%, pointing out that 20% of all churn stems from people moving. "We do lose a certain percentage," she admitted, "but you never run out of people." Ongoing churn has become the norm in pay television. Showtime gains many former subscribers, she said, and they "are the best target" because they know the service. One problem with churn is that subscribers make a decision each month on whether to retain the service. If that decision had to be made less often, say once a year, said Ryan, churn would likely go down. But annualized billing has been tested without positive results, primarily because of the substantial upfront payment.

Ryan said Showtime will continue with its three-month, half-price offers in 1989, and stay away from 99 cent offers. The three-month offer creates "an incentive to stay with the service," Ryan said, and Showtime follows with retention marketing during those three months. "It's a balance between bringing in a large volume of customers and retention over time," Ryan said. "If it's too lucrative [an offer], you're not qualifying the customer," she said. "The half-price offer," she added, "is highly profitable."

Because Showtime's subscriber growth in 1988 exceeded initial estimates, more money than was earlier budgeted was plowed back into marketing, and Ryan expects that to continue in 1989. Ryan also

said Showtime will begin experimenting with marketing specifically to addressable homes, where subscribers who see what's on the service for the weekend can make an impulse purchase and be turned on immediately, making the transaction much like pay per view. □

Hotel PPV service for sale

No clear buyers yet for Spectradyne's 500,000 rooms

Purchase of Spectradyne may be attractive to a diversified media company, now that the Richardson, Tex.-based distributor of pay-per-view movies and other services to hotel guests is on the market ("Closed Circuit," Jan. 9). Although numbers on the industry are incomplete, it appears that prospects for earnings in the hotel-motel PPV business would encourage as much industry interest in the company as there was when the company was last sold, in 1987.

However, at least one company that was interested in purchasing the hotel video operation when it was last for sale is not as interested now. "We looked at it very seriously at that time," said Julian Brodsky, chief financial officer of Comcast Corp., but he said the company was not looking at it now.

Spectradyne is the dominant player in the hotel pay-per-view arena, with second place going to Comsat Video Enterprises (CVE), part of Communications Satellite Corp. Among the estimated 900,000 hotel rooms in the U.S. and Canada equipped for PPV, Spectradyne operates its Spectravision service in hotels serving more than 500,000 rooms, including Hilton, Hyatt, Marriott and Sheraton hotels. CVE, whose PPV service is known to hotel guests as Satellite Cinema, is available in an estimated 300,000 rooms in 1,800 hotels, including Holiday Inns—the company was previously a joint venture of Comsat and Holiday Corp.—and Ramada Inns, Hiltons and Sheratons.

Both of these services enable guests to charge in-room movies to their hotel bill, with the hotel typically receiving 10% of the money collected from the guest. A rough estimate of industry revenue, which starts with pay-per-view hotel rooms, generating about \$13 each in guest charges per

month, indicates that PPV services bring program distributors at least \$125 million annually.

Spectradyne's PPV channels accounted for 79% of the company's revenue in the first three quarters of 1988, according to a company financial statement. Movies for up to six channels per room come either from a centralized videocassette cart operated in the hotel, or from a machine that serves several hotels in one area via leased cable lines. Spectradyne also offers satellite-distributed free-to-guest services in about 300,000 rooms, more than half of which also offer PPV. The company collected 16% of its revenue in the first three quarters of 1988 from charges for free-to-guest programming, with smaller portions coming from other services that Spectradyne offers to hotels, such as in-room guest checkout and a room availability program.

The company reported revenue of \$83.4 million for the first three quarters of 1989, with an operating loss of \$1.4 million. Because Spectradyne was paying \$38.4 million in interest costs related to its 1987 acquisition, Spectradyne reported a net loss of \$40.2 million for the same period.

CVE's service, transmitted to hotels via Ku-band satellite, includes three Satellite Cinema PPV channels, four free-to-guest channels and two music channels. CVE also has the capacity to use channels for teleconferencing; distribution of videoconference programming can be limited to particular hotels and rooms as necessary. The four free channels include ESPN, CNN Headline News, WTBS(TV) Atlanta and Showtime. Showtime Networks packages and schedules the product for Satellite Cinema.

Fred Del Toro, vice president, marketing and programming for CVE, confirmed that Satellite Cinema generated more than \$40 million in annual revenue for the company. He said the company was not turning a profit "because we are expending a good deal of money in product development and marketing."

Much of the growth for the two companies is expected to come from expansion of the services into smaller hotels via less expensive hardware. Hotels with fewer than 100 rooms are a "huge untapped market" for PPV, said Matt Riklin, senior vice president of special markets and business development for Showtime Networks. Noting that Spectradyne is installing many of its systems in hotels with 100-200 rooms, William Coleman, Spectradyne's vice president of programming, said, "We have found that the small hotels are not that much different from larger properties in terms of viewing patterns and usage levels." Additionally, CVE is starting to market and install an upgraded system for the high-end market that provides electronic guest-room services similar to those Spectradyne offers, such as in-room checkout, various message services and room service.

A recent new service providing PPV programming specifically for hotel and motel consumption is Reiss Media Enterprises' Guest Cinema, which was launched last June. The company said in November that it had signed PPV distribution agreements representing more than 50,000 rooms. □

CBS makes play for overseas baseball rights

It seeks to complement domestic TV contract with foreign one

One month after CBS won a \$1 billion bid to broadcast Major League Baseball games beginning in 1990, the company's international arm was pitching MLB to distribute games outside North America.

Also appearing on the table last week, following the conclusion of rights deals for both U.S. network TV and domestic cable (ESPN two weeks ago signed a four-year, \$400 million contract for 175 games), were domestic radio licensing and domestic Spanish-language rights.

CBS Radio's six-year radio contract is nearing completion and MLB Senior Vice President Bryan Burns said he has already been approached by at least one other radio network interested in the domestic radio rights.

Under the new TV contract with CBS, international rights remain with MLB completely for the first time, according to Burns. Overseas rights were formerly included in domestic contracts with ABC and

NBC, although MLB has sold some games overseas itself in the past.

Burns said, however, that MLB may farm out rights to another distributor. And CBS's Donald Wear, senior vice president and general manager of CBS Broadcast International, told BROADCASTING he contacted MLB in late December to "express an interest in representing international rights in whole or in part," and was trying last week to arrange a meeting with Burns. The CBS domestic package covers only the U.S., Canada and U.S. territories.

Wear said CBS believes international baseball rights make business sense, particularly in locales such as Japan, Latin and South America, the Caribbean and certain areas of Europe.

But NBC international program sales executive Mike Perez, who has handled overseas baseball sales for that network, believes there are critical limitations to overseas marketing of baseball, ranging from competition with local televised sports to the cost of satellite distribution.

Also in sports licensing news last week was 1994 World Cup Soccer, to be held in the U.S. for the first time. Turner Broadcasting, which has picked up rights to the 1990 tournament for cable channel Turner Network Television, is in discussions for the 1994 matches, and ESPN has also expressed an interest in the matches.

Steve Caspers, president of USA Soccer

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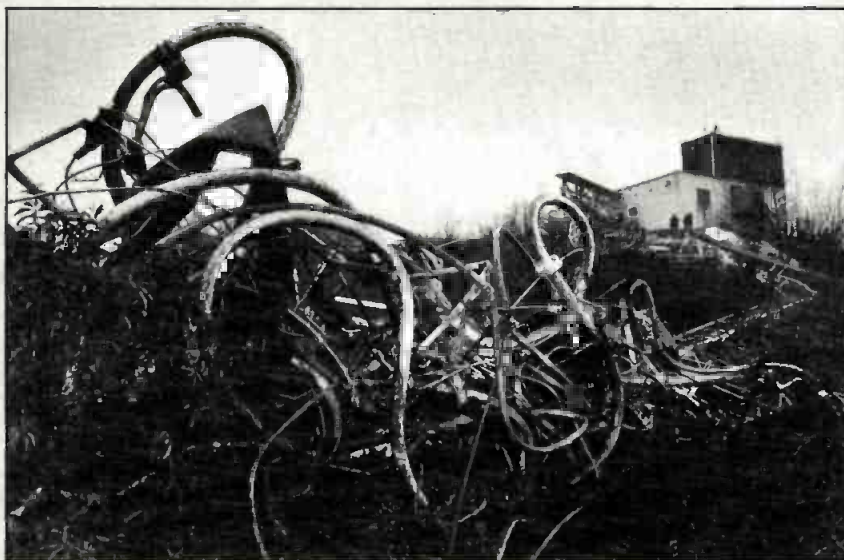
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To the rescue. When high winds and ice buildup combined to topple WBRE-TV Wilkes Barre, Pa.'s tower early Sunday morning, Jan. 8, viewers were left wondering whether they would see the American Football Conference (AFC) championship game that the NBC affiliate was scheduled to broadcast. They were saved by CBS affiliate WYOU-TV Scranton, Pa., which pre-empted its regular programming to broadcast the AFC title game between the Buffalo Bills and Cincinnati Bengals. The station then showed the National Football Conference title game. "We offered to give them [WBRE-TV] any kind of assistance we could...If we could be helpful to them and the viewers, we would do it," said Garry Ritchie, vice president and general manager of WYOU. Ritchie also allowed WBRE-TV to place an antenna on its transmitting tower. Tom Wilson, program director at WBRE-TV said that a temporary antenna was placed on the transmitter building on Penobscot Mountain (where the fallen tower was located) and a permanent tower will eventually be installed. He said last week that the station hoped to be back to normal by the end of the week. Programming has been restored to 75% of the market through local cable systems Service Electric Northeast and Verto Cable. The tower, which was 19 years old, fell sometime between 2:30 a.m. and 6:30 a.m., Jan. 8, after the station had signed off the air for the evening. There were no injuries.

Properties, marketing agent for the U.S. Soccer Federation, which will handle North American English-language rights, said the federation hopes to use the tournament to build the sport in the U.S.

USA Soccer Properties later this month will present international sponsors of the games with a plan for U.S. promotion of the tournament, as well as a six-year building program for the U.S. national team. Sponsors for the 1994 games include Coca-Cola, Gillette, Anheuser-Busch, Fuji, Canon, Philips and JVC.

In a boost to the group's soccer promotion campaign, USA Soccer Properties last week said senior marketing responsibilities would be assumed by former Interpublic Group executive Murray Hillman and former National Football League Properties President and Chief Executive Officer Bob Carey, both of whom will serve as consultants.

Former TV network veteran William Breen, who most recently headed the sports marketing firm ISL, which was involved in corporate sponsorships for the 1988 Olympics and the 1990 World Cup in Italy, was also named executive vice president of television marketing in New York.

USA Soccer Properties, run by Caspers with former North American Soccer League Commissioner Phil Woosnam, is a joint venture with London-based Pascoe Nally International, run by Patrick Nally as a fully owned subsidiary of advertising giant WCRS. Ad agency Interpublic has an equity position in Caspers's and Woosnam's C&W Associates, said Caspers. □

Changing Hands

Wicc(AM) Bridgeport, Conn. □ Sold by Tribune broadcasting Co. to M.L. Media Partners for undisclosed amount. Value of transaction is estimated at \$8 million-\$9 million. **Seller** is Chicago-based group of three AM's, two FM's and six TV's headed by James Dowdle. **Buyer** is public limited partnership formed by Elton H. Rule, I. Martin Pompador and Merrill Lynch & Co. It also owns WOAL(FM) Cleveland, Ohio; WIRE(AM)-WXTZ(FM) Indianapolis; WEJZ(FM) Jacksonville, Fla.; KBEZ(FM) Tulsa, Okla., and WEBE(FM) Westport, Conn. Wicc is on 600 khz with 1 kw-D and 500 w-N.

WOMP-AM-FM Bellaire, Ohio □ Sold by Heritage broadcast Group to Baum Broadcast Group for approximately \$5 million. **Seller** is owned by Mario F. Iacobelli, who also owns WXIA(TV) Albany, N.Y., KEZB-AM-FM El Paso and WOMP-AM-FM Bellaire, Ohio. It purchased WDAM-TV Hattiesburg, Miss., and WCFT-TV Tuscaloosa, Ala., last year ("Changing Hands," Sept. 26, 1988). **Buyer** is newly formed company principally owned by Theodore H. Baum, Helicon Group Ltd., cable TV executive, and Richard Rakovan, former RKO Radio executive. Transaction is buyer's first broadcast acquisition. WOMP is daytimer on 1290 khz with 1 kw. WOMP-FM operates on 100.5 mhz with 13.5 kw and antenna 520 feet above average terrain. **Broker: Richard A. Foreman & Associates Inc.**

WTKO(AM)-WQNY(FM) Ithaca, N.Y. □ Sold by Mat-

thew T. Cooney Jr. to Gilmore Communications for \$3.4 million. **Seller** also owns WCHN(AM)-WKXZ(FM) Norwich, N.Y. **Buyer** is owned by James S. Gilmore III, former president of Gilmore Broadcasting. Transaction is first station person on his own. WTKO operates fulltime on 1470 khz with 5 kw, and WQNY operates on 103.7 mhz with 11.8 kw and antenna 890 feet above average terrain. **Broker: Americom Radio Brokers.**

KBPI(AM) Denver □ Sold by Rocky Mountain Two Inc. to Boulder Broadcasting Corp. for an estimated \$2 million. **Seller** is division of Sandusky Radio, Denver-based group of two AM's and seven FM's. It also publishes four newspapers and is principally owned by Dudley White and family. **Buyer** is newly formed holding company, locally owned by David Corman, Boulder, Colo.-based international coal consultant. John Wark is corporate president and will serve as station manager. KBPI(AM) is fulltimer on 790 khz with 5 kw.

Wkzq(FM) Keyser, W.Va. (Cumberland, Md.) □ Sold by Jones-Powers Broadcasting to Keyser Broadcasting Inc. for \$300,000. **Seller** is principally owned by Joseph Don Powers, Carolyn Jones and C.J. Jones. C.J. Jones owns Jones-Eastern Radio Inc., Charleston, S.C.-based group of three AM's and four FM's. **Buyer** is principally owned by Charles McFall Jr., Columbus, Ga.-based management consultant with no other broadcast interests. Wkzq is on 107.1 mhz with 3 kw and antenna 783 feet above average terrain. **Brokers: Ray H. Rosenblum and Donald Nahley.**

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CABLE

Systems serving Stephens City, Middletown, Berryville, Winchester, Front Royal, Buena Vista and Lexington, all Virginia □ Sold by Mid Atlantic Network Inc. to Adelphia Communications Corp. **Seller** is Winchester, Va.-based media group of three AM's and three FM's, principally owned by John P. Lewis, David P. Lewis and Howard P. Lewis. **Buyer** is Coudersport, Pa.-based MSO serving approximately 742,000 subscribers in nine states. It is principally owned by John Rigas. Systems serve approximately 23,800 subscribers. **Broker: Waller Capital Corp.**

System serving Bainbridge and Chenango County, New York □ Sold by Bainbridge Video Inc. to Bainbridge Cable Co. **Seller** is principally owned by David H. Coe, Clare G. Coe and Cynthia C. Betts. David Coe will stay on as system manager. **Buyer** is newly formed company, owned by Connecticut-based investor, and has no other cable holdings. System serves approximately 1,500 subscribers with 2,500 homes passed. **Broker: Frank Boyle & Co.**

Systems serving LaGrange, LaBelle, New London, Lewistown, Center, Frankford and Wayland, all Missouri □ Sold by Canton-LaGrange Cablevision Inc. to Cencom Cable Television. **Seller** is owned by Semo Communications Inc., Sikeston, Mo.-based MSO that also owns systems in Wilson City and Wyatt, both Missouri. **Buyer** is Chesterfield, Mo.-based MSO serving 221,000 subscribers in

eight states. It is headed by Robert Brooks, chairman. Systems serves approximately 2,000 subscribers. *Broker: Thoben-Van Huss Associates Inc.*

System serving St. Francisville, La. □ Sold by Audubon Cablevision Co. to Vista Cablevision of Louisiana Ltd. **Seller** has no other cable holdings. **Buyer** is group of investors

that are limited partners and have no other cable holdings. System serves approximately 600 subscribers. *Broker: The Denver Group.*

System serving Cuba, N.Y. □ Sold by Cuba Cable Co. to U.S. Cable Corp. **Seller** is principally owned by Loren Chamberlain and has no other cable holdings. **Buyer** is Montvale, N.J.-based MSO serving 145,000 subscribers

in nine states. It is principally owned by Stephen E. Myers. System serves 978 subscribers with 1,245 homes passed and 21 miles of plant. *Broker: Communications Equity Associates.*

For other proposed and approved sales, see "For the Record," page 117.

Cooke and Times Co. selling cable systems

Deals, for \$1.47 billion and \$420 million, respectively, both involve minority tax certificates

In deals that were noteworthy not only for their size but also for the selling process, two of the largest cable properties on the market have been matched up with buyers, according to separate announcements made last Monday (Jan. 9).

Jack Kent Cooke signed a letter of intent to sell his 700,000-subscriber Cooke Cable Vision to a consortium of cable operators for an estimated \$1.47 billion. And the New York Times Co. agreed to sell its 162,000-subscriber New Jersey cable system for \$420 million. Prices for both sales were in the range of industry expectations.

The Times sale was one of the largest transactions so far involving the FCC's tax certificate policy, which gives certain tax breaks to companies that sell broadcast or cable properties to minority-owned companies. The Times estimated that the tax deferrals expected in the purchase were worth \$55 million to the company. Buying the Times cable system is a partnership comprising black businessman J. Bruce Lewellyn along with MSO's Comcast Corp. and Lenfest Communications. However, part of the Cooke transaction, involving the sale of systems with 215,000 subscribers at an undisclosed price, is expected to be a tax certificate transaction as well.

The Cooke property was sold in one piece to a consortium of seven buyers, each of which will take a separate part of the property once the deal closes. The buying group, organized by San Francisco-based InterMedia Partners with the help of broker Daniels & Associates, was said to be the largest such buying group in a cable transaction. Coming away from the transaction with the three largest pieces of the Cooke systems will be Tele-Communications Inc., TCA Cable TV and Robin Cable Systems, a limited partnership InterMedia is forming with Sacramento businessman Frank Washington. InterMedia in turn is partially held by TCI, probably qualifying the venture for TCI's programming discounts.

The price for the Cooke system was not disclosed, but one knowledgeable industry participant estimated the per-subscriber price to average about \$2,100, totaling \$1.47 billion.

Robin Cable Systems' purchase of properties involving 215,000 subscribers is intended to qualify Cooke for a tax certificate, confirmed Alan Mutter, a limited partner in InterMedia. Because Washington is black and because he is expected to control Robin Cable Systems as its general

partner, the limited partnership will fit the FCC guidelines of a minority-controlled entity, its participants believe. Washington has worked at the FCC in various positions, and most recently was a vice president in charge of cable and radio, among other properties, at McClatchy Newspapers.

Although not publicized as such, the Robin Cable Systems purchase will probably surpass the Times sale as the biggest tax-certificate sale to date, in terms of purchase price. At the estimated price of \$2,100 per sub, Robin's purchase of the Cooke systems would amount to about \$450 million, or \$30 million more than the Times transaction. (Such a per-sub estimate for the Robin systems is very conservative, because they include the Tucson properties, considered one of the more attractive parts of the Cooke systems.) However, it is unknown what Cooke's tax on that sale would be and how much the tax certificate is worth to the seller.

In contrast to the New York Times sys-

tem, which serves 162,000 subscribers in a 35-mile radius of its Cherry Hill, N.J., headquarters, the geographical spread of the Cooke properties posed a major hurdle to an easy sale of the system. The 700,000 subscribers in the Cooke properties are spread out among cable systems in 19 states.

The buyer consortium effectively bypassed any subdivision that Cooke might have made when the properties were offered for sale.

Fred Nichols, executive vice president and chief operating officer of TCA Cable TV, which is acquiring systems in four states, said that his company joined the consortium after concluding that Cooke would have to sell to a single buyer if he wanted to dispose of all of his systems. If the systems had been broken up, "we didn't see how Cooke could come out without having some pieces left over," Nichols said. "They've got some properties in there that just aren't any good. Some of the

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Cooke CableVision Acquisitions

Robin Cable Systems (partnership of InterMedia Partners and Frank Washington)
 □ Subs: 215,000 □ States: Arizona, Georgia, South Carolina, Tennessee.

TCI □ Subs: 200,000 □ States: Washington, Oregon, California, Illinois, Kentucky, Ohio, Wyoming.

TCA Cable TV □ Subs: 87,000 □ States: Mississippi, New Mexico, Oklahoma, Texas.

Hawk Cable (joint venture of Goshawk Corp. and Adelphia Communications Corp.) □ Subs: 84,000 □ States: New York, North Carolina, South Carolina, Virginia.

Falcon Cable □ Subs: 42,000 □ State: Oregon.

Chambers Communications □ Subs: 30,000 □ State: California.

Rock Associates □ Subs: 23,000 □ State: Alaska.

Source: Tele-Communications Inc.



Jack Kent Cooke

dent and chief executive officer of Lenfest, said that a friend, whom he declined to identify, put him in touch with Llewellyn.

Llewellyn is no stranger to either the Fifth Estate nor the FCC's tax certificate policy. He is chairman of the board and major stockholder of Queen City Broadcasting, which owns ABC affiliate WKBW-TV Buffalo, N.Y. Llewellyn was part of a minority group that purchased the station from Capital Cities Communications in 1985, qualifying the seller for a tax certificate. Llewellyn is also chairman of the board and a major stockholder in both the Philadelphia Coca-Cola Bottling Co. and the Coca-Cola Bottling Co. of Wilmington, Del.

The venture involving Llewellyn, Comcast and Lenfest "will be formed in such manner as will be designed to get the tax certificate," Lenfest said. The three parties plan to set up a partnership in which a minority investment group headed by Llewellyn will contribute \$25 million in equity, while limited partners Comcast and Lenfest will each contribute \$50 million. Along with these contributions, the partnership will raise money through a debt offering to cover the purchase price of the system and about \$20 million-\$30 million of working capital, Lenfest said.

The minority group's contribution would thus amount to about 20% of equity. The FCC includes in its definition of qualifying buyers limited partnerships in which the general partner is a minority, provided that he own at least 20% of the partnership's total equity, according to Erwin Krasnow and William Kennard of the Washington law firm of Verner, Liipfert, Bernhard, McPherson & Hand. Lenfest said that Llewellyn will control the system, while the limited partners would be "available for consultation," he said. It is expected that the MSO's participation in the venture will qualify it for programing discounts.

Several observers predicted that an increasing number of broadcast and cable transactions would involve tax certificates. In the Times sale, "there were six bidders—all of which had a tax certificate. I think they're going to become more and more common," said Andy Armstrong, senior vice president of Waller Capital. Because of the tax certificate, Waller said, buyers in the Times transaction paid \$2,600 per subscriber, while the Times effectively received \$3,000 per subscriber—"with Uncle Sam kicking in the differential."

Both the Times and the Cooke transactions are scheduled to close around the middle of 1989. □

towns just don't have any growth," he said, declining to be more specific.

Leo J. Hindery Jr., managing general partner of InterMedia, and Brian Deevy, senior vice president of Daniels, were credited with conceiving and organizing the buyer group.

In the announced sale of the New York Times cable systems, minority tax certificates played a more publicized role. The Times Co. put great emphasis on the policy, which the FCC implemented 10 years ago to encourage sale of broadcast and cable properties to minority owned and controlled entities. The policy allows the seller to defer the taxes of proceeds from such sales under certain circumstances (BROADCASTING, Sept. 26, 1988).

The Times Co., which encouraged potential bidders for the system to structure their offers so that the Times would qualify for a tax certificate, told buyers that the advantages of the tax certificate were worth \$55 million to the company. Sources familiar with the Times Co. said that, based on their estimations of the present value of the money that the company will defer paying in taxes, they thought the value of the tax

certificate to the Times was as much as \$75 million. Other sources said each of the bidders for the Times system had made sure to include an opportunity for the Times to make a tax-certificate-qualifying sale.

The Times Co. said that it would make an after-tax gain of approximately \$183 million, or \$2.34 a share, \$150 million of which it would use by the end of the year to pay off debt.

The \$420 million price is approximately 13 times the cash flow that the property will generate for buyers in the 12 months following the closing date of the transaction, according to extrapolations from the property's estimated 1988 cash flow of \$25 million.

The Times Co. had retained First Boston Corp. to help it sell the system.

Julian Brodsky, vice chairman and chief financial officer of Comcast, said that the company allied itself with Lenfest Communications partly to share the risks involved with the system purchase. Lenfest, a privately held MSO 49% owned by TCI, is based, as is Comcast, in the Philadelphia area. "We've known each other for a long time," Brodsky said. Gerry Lenfest, presi-

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For sale. After announcing in December that it was selling one of its suburban Minneapolis cable systems, Hauser Communications announced that it is selling a second affiliated system in the Twin Cities area. The North Central Cable Communications Corp. system, in which Continental Cablevision is a 50% investor, is expected to pass 190,000 homes and have 79,500 subscribers at the time of closing, according to the seller.

Early to rise: News goes after growing morning audience

Networks, stations go on air at the crack of dawn to capture first ratings of day, in hopes of keeping viewers all day

Getting up early is routine for an increasing number of local news departments. Within the past few years and continuing into recent months, the number of affiliate stations with newscasts at 6:30, 6 and even 5:30 a.m. has increased, while the length of many existing newscasts has expanded. Those stations chase a growing audience and reinforce their image as the market's "news station."

But the local early-morning news also poses a challenge for the three broadcast networks' own offerings: *NBC News at Sunrise*, *CBS Morning News* and *ABC's World News This Morning*. These shows are increasingly preempted or run at earlier time periods where homes-using-television (HUT) levels in an earlier half hour can be lower by 25% or more.

The early morning grab for air time does not, however, fit into the classical network-affiliate fight. ABC, CBS and NBC have mixed feelings about the stations' moves, acknowledging that a successful local show may provide a stronger lead-in to the very important morning shows typically beginning at 7 a.m. And in some cases, the stations' own shows actually pre-date the networks' most recent efforts in the early morning time period.

NBC News at Sunrise, while suffering the fewest preemptions of the three shows, has, nonetheless, been bumped to 6 or earlier in many markets. Yet the show's executive producer, Gerry Solomon, said, "NBC over all is very pleased with the fact that the lead-in to *Today* is very good." James Lynagh, president of Multimedia Broadcasting, said, "*NBC News at Sunrise* is going to be a 6 a.m. rather than 6:30 show and NBC will be better off."



CBS's Corvo



NBC's Solomon

Unlike the damage caused network shows by local preemptions and schedule shifting in other dayparts, the three network shows surprisingly have been able to increase their delivery of target demographic viewers, typically adults 18-49 and 25-54. While fourth-quarter, three-network house-

hold shares were down from the same period a year ago, according to Deborah T. Shinnick, ABC manager of news audience analysis, viewers per household sets are up. Combined with the fact that the number of homes using television is up considerably from 10 years ago, it may be possible for



ABC's Pat Roddy

November, 1988

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the networks to survive in early morning.

The three networks combined deliver over a million adults in each target category. And according to Lawrence Fried, vice president, news and early morning sales, ABC, the daypart has been the fastest growing—admittedly starting from a lower base. One advertising marketplace executive estimated that 30-second spots on the networks that went for \$1,000 six or seven years ago are now going for perhaps five to seven times that amount.

Because the shows operate with a relatively small staff, the cost is low enough so that even if there is no profit, the loss is kept to a minimum. Profitability is only one consideration for today's news division, which is also concerned with "amortizing" division fixed costs over a larger portion of the schedule. The early morning news staffs continue to work past 7 a.m., either providing news segments for the morning shows or updating West Coast affiliates on breaking developments.

Economy also characterizes many efforts at the station level. Bud Carey, general manager, WNBC-TV New York, which last month expanded its early morning newscast, said, "We have two robotic cameras in the newsroom, and the talent run their own tele-prompter. If you are able to simplify the newscast, you can expect a reasonable return. You also hope and desire that if they watch you in the morning, they will also watch you at night." Jim Willi, general manager, KPNX(TV) Phoenix, agrees: "It's kind of like the radio theory...you get them in the morning and you'll have them for the rest of the day." Willi said that in the past 12 months, his competition in Phoenix has expanded their early morning news efforts.

Whether or not viewers are getting up earlier in the morning, they are at least more inclined to turn on the TV. Roy Meyer, executive vice president of Fairfax, Va.-based consultants McHugh & Hoffman, said: "Technology, cable alternatives and increased production...have increased their options of when and how they watch news and have caused a shift from some of the traditional news periods to other times of the day...there has been a decline primarily in the late-night East and West Coast newscasts and to a lesser degree in the 10 o'clock Midwest." Those audiences are also watching alternative, nonnetwork programming,

Financial news. A five-part series on the nation's financial outlook will be the first television project of Brookside Productions Ltd., formed by Larry Grossman, former president of both NBC News and the Public Broadcasting Service. The series, *The Dreyfus Roundtable*, is sponsored by the Dreyfus Corp., a mutual fund manager, and will feature as moderator James Rogers, an investment guru and professor at Columbia University Business School. Panelists will include Leon Cooperman of Goldman Sachs & Co. and Jim Grant, editor of *Grant's Interest Rate Observer*. Grossman said there is a possibility the show will be syndicated by GTG Entertainment, depending on its success. The series will initially run on several media: Financial News Network, audio- and videocassettes and WCBN-TV New York, which has an option on continuing the show.

which in the same fourth-quarter comparison increased from a 5.4 rating to a 6.4.

The competition for those who produce the a.m. news shows include, besides each other, exercise programs, cartoons, occasional sitcoms and religious programming. The obstacles include an audience that is in the process of getting dressed, making coffee and not necessarily watching the set. David Corvo, executive producer of *CBS Morning News*, said, "We are aware that a lot of people are listening to us and so we don't do pieces where pictures 'speak for themselves.' If we do have an extraordinary piece of video, we make sure that people are told about it."

John Lippman, news director, KIRO-TV Seattle, said, "The only people who get up and watch it straight through are probably my wife and I. In the same way that morning radio has a turnover probably every 20 minutes, we construct our show so it is easy to get in and out of." A task for those who produce morning news is to repeat news stories (including weather and traffic) often enough so that people or affiliates can leave the show, while putting in just enough variety for those who want to stay through the entire show.

Most of those producing the a.m. news shows at both the network and local level see their service as both a recap of the previous night's news—for those who could not or would not watch at that time—and a preview of the news that will occur that day. Stations focus on local traffic conditions while the networks present more news of what happened overseas while those stateside were asleep. Patrick Roddy, executive producer of *World News This Morning*, said that some of that overseas news is business related: "When we go on the air at 6, the price of gold has just been fixed in London...we do more business reporting than anywhere else on ABC News on a daily basis."

While some local shows struggle against established competition and fail to find an audience, others completely dominate the market—WVL(TV) New Orleans obtained a 14 rating/73 share at 6 a.m. in the May ratings book.

■ KTRK(TV) Houston, the Capcities-owned station, pre-empts 30 minutes of sister division ABC's *World News This Morning* to run an inexpensive yet successful half-hour show: a 7 rating/43 share in the November sweeps. All but five minutes of *Good Morning Houston, Early Edition* is recycled material, collected mostly from the previous days and weeks of the station's hour-long morning show, *Good Morning Houston*. Jim Mascucci, vice president of Capcities/ABC owned stations Western division, said, "We knew that the nine o'clock show had appeal to homemakers while the working woman or man isn't able to see it." Mascucci said the editing is done by one editor-producer, Louis Knight: "It probably takes him about three hours to do one show, and most of the time we are 8 to 9 shows ahead in the can. If a piece runs for seven minutes on the 9 a.m. show, Knight may only want to use four minutes for *Early Edition*." Paul Paulicelli, news director of competitor KPRC(TV), said that station has a more traditional early morning 6:30 a.m. newscast. Produced by a news staff of five people, the show obtained a 5 rating/22 share last May.

■ John Lippman, news director of CBS affiliate KIRO-TV Seattle, defends that station's decision to preempt the *CBS Morning News* and the last half hour of the network's *Nightwatch*: "We found that by doing our local 90 minutes, we are able to give *CBS This Morning* a better lead-in." Last September, the show, *First in the Morning News*, was expanded to 90 minutes, starting half an hour earlier, at 5:30 a.m. Lippman said the show's latest ratings average a 3/22, "a That's a big gain from a year earlier."

■ Among the other of the networks' owned stations that preempt the network morning show is KCNC(TV) Denver, which runs *News Center 4 Today* at 6-7 a.m., thus pushing back *NBC Sunrise* to 5 a.m. The station's news director, Marv Rockford, said, "We believe that people want local news, weather and traffic information and we give it to them on a 20-minute wheel within the hour...information to get out the door." Rockford added, "You can't be considered the market leader in news if you aren't providing news in meaningful time periods. It is a positioning statement...even if we weren't doing local news, we would have to do something competitively and I am not sure you would be successful with anything else." □

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As compiled by BROADCASTING from Jan. 5 through Jan. 11 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presurprise 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

■ **WSFA** Montgomery, AL (BPCT881228; ch. 12; 316 kw vis. 63.2 kw aur; 2,000/1,935g)—Seeks assignment of license from Cosmos Broadcasting Corp. to RSA Media Corporation for \$70 million ("In Brief" Dec. 19, 1988). Seller is headed by Macon G. Patton, and is wholly owned subsidiary of The Liberty Corp. Liberty principals are Francis Hipp, W. Hayne Hipp and families. It is Greenville, S.C.-based group of seven TV's. Buyer is headed by David G. Bronner. It is affiliated with the Retirement System of Alabama, pension fund for state employees. Filed Dec. 28, 1988.

■ **KKRK**(FM) Kernville, CA (BALH881222HF; 102.3 mhz; .130 kw; HAAT: 375 ft.)—Seeks assignment of license from Kern Valley Broadcasting Co. to Lake Isabella Broadcasting Inc. for \$187,000 subject to adjustment and other considerations. Seller is principally owned by Dave McClelland, president. It has no other broadcast interests. It put station on air in November 1985. Buyer is principally owned by Raymond Klotz, president, former chief engineer for KLAC(AM)-KLZA(FM) Los Angeles. KKRK is first purchase for buyer. Filed Dec. 22, 1988.

■ **KTXL**(TV) Sacramento, CA (BPCT881228; ch. 40; 5,000 kw VIS, 1000 kw; 1,962/1,968g)—Seeks assignment of license from Camellia City Telecasters Inc. to Channel 40 Licensee Inc. for \$56 million. Seller is wholly owned subsidiary of BMA Corp., Kansas City, MO-based insurance and medical testing laboratory company. It also owns KDVR(TV) Denver. Stations were put on market last year ("In Brief," Oct. 10, 1988). Buyer is principally owned by Warburg, Pincus Capital Co. L.P. and Michael Finkelstein. It is purchasing WDLZ(TV) Miami; WPGH(TV) Pittsburgh ("Changing Hands," Oct. 24, 1988), and WTXH(TV) Hartford-New Haven, CT. Filed Dec. 28, 1988.

■ **WTVM**(TV) Columbus, GA (BPCT881228; ch. 9; 284 kw vis, 52.5 kw aur; 1,650/1,749g)—Seeks assignment of license from Pegasus Broadcasting of Columbus, Georgia Inc. to WTVM Television Inc. for \$45 million. Seller is Northbrook, IL-based group of one AM, one FM, and four TV's. Buyer is owned by John B. Amos, 6%; Paul S. Amos, 1.1%; Daniel P. Amos, 1.1%; Shelby Amos II, 0.6%; William L. Amos Jr., 1%, and R. Lee Anderson II, 0.2%. Filed Dec. 28, 1988.

■ **KHEI**(AM)-**KVIB**(FM) Maui, HI (AM: BAL881227EA; 1110 khz; 5.00 kw; FM: BALH881227EA; 94.3 mhz; 3 kw)—Seeks assignment of license from Encantada Broadcasting Corporation to Roger Whitehurst for \$350,000. Seller is principally owned by William Sanders, it has no other broadcast interests. Buyer owns KAOI(FM) Wailuku and K244AG Maui, both Hawaii. Filed Dec. 27, 1988.

■ **WNTR**(AM) Silver Spring, MD (BAL881228EA; 1050 khz; 1 kw-D, 500 w-N)—Seeks assignment of license from WNTR of Silver Spring Inc. to CBN Continental Broadcasting Network Inc. for \$1.6 million. Seller is principally owned by Roger Kirven and James D. McCotter. It has no other broadcast interests. Buyer is owned by M.G. Robertson, A.E. Robertson, Timothy B. Robertson, James Reid, Robert E. Johnson, Ted Charles Norman. It also owns

WYAH(TV) Portsmouth and WXRI(FM) Norfolk, both Virginia, and KXTX-TV Dallas, TX. Filed Dec. 28, 1988.

■ **KMRF**(AM) Marshfield, MO (BAL881221; 1510 khz; 250 w-N, DA)—Seeks assignment of license from Basil H Price to T.H. Media Inc. for \$74,359.16. Seller has no other broadcast interests. Buyer is owned by John P. Thompson, Carolyn D. Thompson, Philip S. Huffman and Sherry Huffman. It has no other broadcast interests. Filed Dec. 21, 1988.

■ **WJLK-AM-FM** Asbury Park, NJ (AM: BAPL881227HG; 1310 khz; 2.5 kw-D, 1 kw-N, DA-2; FM: BAPLH881227HH; 94.3 mhz; 3 kw; 328 ft.)—Seeks assignment of license from Presidents Broadcasting Co. to D & F Broadcasting Inc. for \$12.5 million. Seller is owned by Asbury Park Press Inc., publisher of the *Asbury Park Press*, and also owns WKCF-TV Clermont, Fla., and has purchased, subject to FCC approval, WBUD(AM)-WXXW(FM) Trenton, N.J. Buyer is principally owned by Rick Devlin, former vice president and general manager of WOR(AM) New York, and Jon Ferrari, owner of Ferrari Inc., New York-based advertising agency. It is also purchasing, subject to FCC approval, KODM-FM Odessa and KROD(AM)-KLAQ(FM) El Paso, both Texas.

■ **WAKS**(AM)-**WAZZ**-FM Fuquay-Varina, NC (AM: BAL881220EC; 1460 khz; 5 kw-D; FM: BALH881220EB; 103.9 mhz; 2.1 kw; 360 ft.)—Seeks assignment of license from Meca Broadcasting Inc. to Ceder Raleigh L.P. for \$1.43 million ("In Brief" Dec. 26, 1988). Seller is principally owned by Mark Engledow and Tom Campbell. It has no other broadcast interests. Buyer is principally owned by Marvin Ceder and Jerry Ceder. Marvin Ceder has interest in WJYQ(FM) Moncks Corner, SC. Filed Dec. 20, 1988.

■ **WSMG**(AM) Greeneville, TN (BTC881220ED; 1450 khz; 1 kw-U)—Seeks transfer of control from David B. Lantz, VP-trust, First Tennessee Bank National Association, to Burley Broadcasters Inc. for \$300,000. Seller has no other broadcast interests. Buyer is owned by Darrell Bryan

and has no other broadcast interests. Filed Dec. 20, 1988.

■ **KTRE-TV** Lufkin and **KLTV** Tyler, both Texas (BPCT881229; ch 9; 27.5 kw-V, 5.4 kw-A; 650/540g; KLTV: BPCT881229; ch 7; 316-V, 31.6 kw-A; 986/495g)—Seeks assignment of license from Buford TV Inc. to Civic Communications Corp. II for \$42 million ("Changing Hands," Jan. 9). Seller is Tyler, TX-based group of three TV's owned by Robert P., Gerald and Geoffrey R. Buford. It had an interest in buyer when company was initially formed. It also owns cable systems serving subscribers in Arkansas, Florida and Texas. Buyer is headed by Frank Melton, president and CEO. Melton worked for Buford prior to joining Civic as general manager of the two stations and president of broadcasting division. Filed Dec. 29, 1988.

■ **WKZG**(FM) Keyser, WV (BALH881228HI; 107.1 mhz; 530 w; 783 ft.)—Seeks assignment of license from Jones-Powers Broadcasting to Keyser Broadcasting Inc. for \$300,000. Seller is owned by Joseph Don Powers, C.J. Jones and Carolyn Jones. Joneses own Jones-Eastern Radio Inc., Keyser, WV-based group of three AM's and four FM's. Buyer is owned by Charles D. McFall Jr., and has no other broadcast interests. Filed Dec. 28, 1988.

■ **WEST**(AM)-**WLEV**(FM) Easton, **WQWK-FM** University Park, **WRSC**(AM) State College, and **WRKZ-FM** Hershey, all Pennsylvania; **WTAD**(AM)-**WQCY-FM** Quincy, IL; **WWAZ**(AM)-**WWLI**(FM) Providence, RI (WEST: 1400 khz; 1 kw-U, DA-2; WLEV: 96.1 mhz; 50 kw; 500 ft.; WQWK-FM: 96.7 mhz; 3.2 kw; 170 ft.; WRSC(AM): 1390 khz; 2.5 kw-D, DA; WTAD(AM): 930 khz; 5 kw-D, 1 kw-N, DA-N; WQCY: 99.5 mhz; 27 kw; 750 ft.; WWAZ: 790 khz; 5 kw-U, DA-2; WWLI: 105.1 mhz; 50 kw; 500 ft.; WRKZ(FM): 106.7 mhz; 50 kw; 500 ft.)—Seeks assignment of license from Eastern Broadcasting Corp. to TMZ Broadcasting Co. for \$65 million (BROADCASTING, Oct. 24, 1988). Seller is owned by Roger Neuhoff. Buyer is owned by Robert E. Tudek, Everett I.

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Mundy, and Robert K. Zimmerman. Tudek owns 50% Tele-Media Corp. which either directly or through affiliates owns and operates various cable TV systems serving over 300,000 subscribers throughout United States. Mundy owns 50% Tele-Media Corp. Filed Dec. 22, 1988.

Actions

■ **WPMT-TV Mobile, AL (BALCT881026K; 15; 5000 kw; 1706 ft.)**—Granted app. of assignment of license from WPMT Television Co. to Clear Channel Television Inc. for approximately \$9 million. Seller is headed by William L. Matheson. Buyer is principally owned by L. Lowry Mays. Clear Channel Communications Inc. is licensee of: WOAI(AM)-KAJA(FM) San Antonio, KPEZ(FM) Austin, KXTC(AM)-KHYS(FM) Port Arthur, KTAM(AM)-KOR-A(FM) Bryan, all Texas; KAKC(AM)-KMOD(FM) Tulsa, KTOK(AM)-KJYO(FM) Oklahoma City, both Oklahoma; WELI(AM) New Haven, CT; WQUE(AM)-WQUE(FM) New Orleans, LA, and WHAS(AM)-WAMZ(FM) Louisville, KY. Action Dec. 8, 1988.

■ **WMPV(TV) Mobile, AL (BTCCT881007KO; 21; 2937 kw; 1629 ft.)**—Granted app. of assignment of license from Rel Way Ltd. to Rel Com Corporation for \$3 million. Seller has no other broadcast interests. Buyer is owned by Doyle Brunson. Rel Com Corp. is permittee of WBUY-TV Holly Springs, MS. Action Dec. 9, 1988.

■ **KXRQ(AM) Trumann, AR (BAL881103EC; 1530 khz; 250 w-D DA)**—Granted app. of assignment of license from Cate Communications Corp. to Eagle Communications Inc. for \$137,500. Seller is owned by Jim Roberts and Kelly Webb. It has no other broadcast interests. Buyer is equally owned by John J. Shields and John W. Shields. Action Dec. 19, 1988.

■ **KEZW(AM) Aurora and KOSI(FM) Denver, both Colorado (AM: BAL881104EA; 1430 khz; 5 kw-U DA-N; FM: BALH881104EB; 101.1 mhz; 100 kw; 790 ft.)**—Granted app. of assignment of license from Group W Radio Inc. to D&D Broadcasting Inc. for \$15.5 million ("In Brief" Nov. 14, 1988). Seller is New York-based group headed by Burton Stanier. It owns eight AM's, five FM's and four TV's. Buyer is owned by Steven Dinetz, 80%; Joseph Davidman, 16%, and Matthew L. Leibowitz, 3%. Leibowitz is 6% shareholder of southern Broadcast Group Inc., which owns 22.5% WWSB(TV) Sarasota, FL. Action Dec. 19, 1988.

■ **KWSP(FM) Santa Margarita, CA (BALH881110GY; 106.3 mhz; 93 w; HAAT: 1467 ft.)**—Granted app. of

assignment of license from Mid-Coast Radio Inc. to Hance Communications Ltd. for \$1.26 million. Seller is owned by Sam G. Idas and William Wikerson. It has no other broadcast interests. Buyer is owned by Jets Wireless Inc. It has no other broadcast interests. Action Dec. 20, 1988.

■ **WLCF(AM) Eustis, FL (BAL880926EE; 1240 khz; 1 kw-U)**—Granted app. of assignment of license from Lake Media Inc. to WKLE Inc. for \$200,000. Seller is owned by Dalton C. Wright, who has no other broadcast interests. Buyer is owned by Hugh E. Reams, 95%, and William D. Elliott, 5%. Action Dec. 14, 1988.

■ **WTMC(AM) Ocala, FL (BAL881018EB; 1290 khz; 5 kw-D 1 kw-N DA-2)**—Granted app. of assignment of license from William Hunter et al to Sunstar Telecom Inc. for \$625,000. Seller has no other broadcast interests. Buyer is owned by Gary Cooper, 28.49%; Charles A. Zimmerman and Cynthia Zimmerman, 28.49% jointly held. It has no other broadcast interests. Dec. 21, 1988.

■ **WCCF(AM)-WQLM-FM Punta Gorda, FL (AM: BAL880831HS; 1580 khz; 1 kw-D, DA; FM: BALH880831HT; 92.7 mhz; 3 kw; 156 ft.)**—Granted app. of assignment of license from Ogden Broadcasting of Florida Inc. to WQLM-FM Inc. for \$3.1 million. Seller is principally owned by C. Ogden Nutting. Buyer is owned by Carl J. Marcocci and Betty Marcocci. Carl J. Marcocci owns WGUL(AM) Dunedin and WGUL-FM New Port Richey, both Florida, and WSGA(AM)-WZAT(FM) Savannah, GA. Action Dec. 8, 1988.

■ **WWAV(FM) Santa Rosa Beach, FL (BAPLH881110GV; 102.3 mhz; 3 kw; HAAT: 328 ft.)**—Granted app. of assignment of license from Carter Broadcasting Inc. to Emerald Coast Communications Inc. for \$1.65 million ("Changing Hands" Nov. 21, 1988). Seller is owned by Mark Carter and family. It has no other broadcast interests. Buyer is owned by Thomas Birch, 70%; Raymond Quinn, 30%. Action Dec. 20, 1988.

■ **KIKI(AM)-KMAI(FM) Honolulu, HI (BAL881101ED; 830 khz; 10 kw-U; BALH881101EE; 93.9 mhz; 100 kw; HAAT: 42 ft.)**—Granted app. of assignment of license from Island Communications Corp. to Henry Hawaii Broadcasting Co. for \$4.1 million. Purchase includes \$750,000 noncompete agreement. Seller is owned by John B. and Kathleen Parker. It also has interest in KTCJ(AM)-KTCZ-FM Minneapolis; KXTZ(FM) Henderson, NV; KAH(AM)-KHYL(FM) Auburn, CA. Buyer is owned by Henry Broadcasting Co., 75%, and Casey Stangl, 25%.

Charlton H. Buckley owns Henry Broadcasting Co. Henry Broadcasting Co. owns KYTE-AM-FM Portland, OR; KVOID(FM) Denver, CO; KFXM(AM)-KDUO-FM San Bernardino-Riverside, and KDMN-AM-FM Salinas, KMJ(AM)-KFYE(FM) Fresno, all California, and KFA-B(AM)-KGOR(FM) Omaha, NE. Action Dec. 20, 1988.

■ **WIBV(AM) Belleville, IL (BTC881101EB; 1260 khz; 5 kw-U, DA-2)**—Granted assignment of license from Belleville Broadcasting Co. to Metro Broadcasting Inc. for \$600,000. Seller is headed by Marshall True. Buyer is owned by David D. Embry, 32%; Emert L. Wyss, 32%; Howard Linker, 31%, and Barry Baker, 5%. It has no other broadcast interests. Action Dec. 19, 1988.

■ **KKRD(FM) Wichita, KS (BALH881027HB; 107.3 mhz; 100 kw; 884 ft.)**—Granted app. of assignment of license from Yellow Brick Radio Corp. to KKRD Inc. for \$4 million. Seller is owned by Osborn Communications, New York-based group of five AM's, seven FM's and one TV. It is principally owned by Frank Osborn. Buyer is owned by Sherman Broadcasting Corp., which is principally owned by Robert B. Sherman, 70.1%; Emanuel S. Cherny, and Osborne Communications Corp., 4.9%; Ocean Capital Corp., 25%. Action Dec. 9, 1988.

■ **WOAM(AM) Elkton, KY (BAPL881018EA; 1070 khz; 250 w-D)**—Granted app. of assignment of license from B&E Broadcasting Inc. to M&R Broadcasting Inc. for \$57,000. Seller is headed by Ernest B. Asworth. Buyer is owned by Marshall E. Sidebottom and Ruby Sidebottom. Marshall E. Sidebottom owns 51% of licensee of WIRV(AM) Irvine, KY. Action Dec. 19, 1988.

■ **KZZM(AM) Tallulah, LA (BAL880620EC; 1360 khz; 500W-D)**—Granted app. of assignment of license from Fred Huenefeld Jr., trustee to Sharing Inc. for \$103,000. Seller has no other broadcast interests. Buyer is owned by Tommy F. Johnson, who also owns WQBC(AM) Vicksburg, MS. Action Dec. 15, 1988.

■ **WSDL(AM) Slidell, LA (BAL881025EG; 1560 khz; 1 kw-U, DA-N)**—Granted app. of assignment of license from Inter American Broadcasters Inc. to North Lake Communications Inc. for \$414,000. Seller is headed by George Mayoral. Buyer is owned by Charles F. Zewe, 37.5%; Robert R. Fauchec Jr., 37.5%; Marie L. Gregson, 20.0%, and Randy P. Roussel, 5.0%. It has no other broadcast interests. Action Dec. 15, 1988.

■ **KNEK(AM) Washington, LA (BAL881104ED; 1190 khz; 250 w-D)**—Granted assignment of license from Ma-

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mo Broadcasting Inc. to David R. Price. Seller is headed by J.L. Sylvester. Buyer has no other broadcast interests. Action Dec. 19, 1988.

■ WESO(AM)-WQVR(FM) Southbridge, MA (AM: BAL881104GK; 970 khz; 1 kw-D; FM: BALH881104GL; 100.1 mhz; 3 kw; 295 ft.)—Granted app. of assignment of license of Eastern Media Inc. to John R. Neuhoff Jr. for \$1.1 million. Seller is owned by John Neuhoff Sr. Buyer is owned by John R. Neuhoff Jr., who is 13.4%, owner and director of Eastern Broadcasting Corp., which through various subsidiaries has following broadcast interests: 90% of WWAZ(AM)-WVLI(FM) Providence, RI; WCVS(AM)-WFMB(FM) Springfield, IL; 80% of WRSC(AM)-WQWK(FM) State College, PA; 83% of WRKZ(FM) Elizabethtown, PA; 90% of WEST(AM)-WLEV(FM) Easton, PA; WTAD(AM)-WQCY(FM) Quincy, IL. Group is being sold to TMZ Broadcasting Co. (see above). Action Dec. 20, 1988.

■ WSTR-AM-FM Sturgis, MI (BAL881110HF; 1230 khz; 1 kw-U, DA-1; FM: BALH881110HG; 99.3 khz; 1.4 kw; HAAT: 390 ft.)—Granted assignment of license from Water Wonderland Broadcasting Co. to Forum Communications Inc. for \$370,000. Seller is principally owned by Ken Kahey. Buyer is owned by Robert P. Brink, 35%; Berten J. Elzinga, 35%; James R. Higgs, 15%; Marc Rosseels, 15%. It also owns WQXC-AM-FM Otsego, and WBNZ(FM) Frankfort, both Michigan. Action Dec. 19, 1988.

■ WKRA(AM)-WKRA(FM) Holly Springs, MS (BAL881107GF; 1110 khz; 1 kw; FM: BALH881107GG; 92.7 mhz; 3 kw; HAAT: 357 ft.)—Granted assignment of license from Michael L. Davis and Suzanne W. Davis to Ralph H. Doxey and John Robert Greer for \$330,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Action Dec. 19, 1988.

■ WEED(AM)-WRSV(FM) Rocky Mount, NC (BTC881115HV; 1390 khz; 5 kw-D 2.5 kw-N DA-N; FM: BTCH881115HW; 92.1 mhz; 1.7 kw; 380 ft.)—Granted app. of assignment of license from Radio Station Weed Inc. to Northstar Broadcasting Inc. for \$852,000. Seller is principally owned by William A. Wynne. Buyer is owned by Charles O. Johnson, and has no other broadcast interests. Action Dec. 20, 1988.

■ WRQN(FM) Bowling Green, OH (BALH881109HA; 93.5 mhz; 3 kw; 176 ft.)—Granted app. of assignment of license from WRQN Inc. to ABS Communications Inc. for \$2.685 million ("In Brief" Nov. 21, 1988). Price includes \$625,000 noncompete agreement. Seller is principally owned by John R. Linn. It has interest in WKAZ(AM)-WKLC(FM) St. Albans, WV, and WABQ(AM) Cleveland. Buyer is owned by Jon B. Sinton, Kenneth A. Brown, Ginger J. Sinton and Toby O. Brown. ABS Communications Inc. is general partner of El Paso Radio Associates Ltd., licensee of KROD(AM)-KLAQ(FM) El Paso, TX. Action Dec. 20, 1988.

■ WMPO-AM-FM Middleport-Pomeroy, OH (AM: BAL881114HH; 1390 khz; 5 kw-D; FM: BALH881114HI; 92.1 mhz; 3 kw; 370 ft.)—Granted app. of assignment of license from Radio Mid-Pom Inc. to ET Broadcasting Inc. for \$600,000. Seller is headed by John Kerr. Buyer is owned by Leonard R. Eliason, 70%; Robert Tatone, 25%, and Leonard O. Eliason, 5%. It has no other broadcast interests. Action Dec. 20, 1988.

■ KTLQ(AM)-KEOK(FM) Tahlequah, OK (AM: BAL881103EA; 1350 khz; 1 kw-D; FM: BALH881103EB; 101.7 mhz; 3 kw; 300 ft.)—Granted app. of assignment of license from KTLQ Radio Inc. to Demaree Communications Inc. for \$394,040. Seller is owned by Ralph Lynch, who has no other broadcast interests. Buyer is owned by Paul S. Demaree and Martha L. Demaree, jointly held. It has no other broadcast interests. Action Dec. 14, 1988.

■ WWBD(AM) Bamberg, SC (BTC881103HH; 790 khz; 1 kw-D)—Granted app. of assignment of license from Viking Broadcasting Corp. to Stewart Freeman for \$26,523. Seller is headed by Noah Freeman. Buyer is owned by Stewart Freeman, 79.5%, and Robert Simpkins, 20.5%. Freeman is 80% owner of WGTN(AM)-WSYN(FM) Georgetown, SC; WPGO(AM) Shallotte, NC, and WPFM(AM)-WYTL(FM) Terre Haute, IN. Action Dec. 20, 1988.

■ WMOC(AM) Chattanooga, TN (BAL881024EB; 1450 khz; 1 kw-U)—Granted app. of assignment of license from Dr. D. Stephen Hollis to Johnny Godgiben for \$400,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Action Dec. 20, 1988.

■ WSDC(AM) Hartsville, SC (BAL881004ED; 1490 khz; 1 kw-D)—Granted app. of assignment of license from Community Broadcasting Co. of Hartsville to Bell Broadcasting Co. for \$1,875. Seller is headed by Harold Bledsoe. Buyer is owned by John J. Bell, who has 40% interest in WJHB(AM) Fair Bluff, NC. Action Dec. 15, 1988.

■ WIRD(AM)-WLPW(FM) Lake Placid, NY (AM: BAL881014GH; 920 khz; 5 kw-D DA-D; FM: BALH881014GI; 105.5 mhz; 3.2 kw)—Granted app. of

assignment of license from WIRD Inc. to Adirondack Network Systems Inc. for \$1 million. Seller is owned by Donald and Kitty Nardiello. Buyer is owned by Dennis M. Ryan, president and general manager; Robert P. Ambrosini, Richard M. Feldman, Frederick J. Graber, Philip Saunders, Martin Stone, and Serge Lussi. It has no other broadcast interests. Action Dec. 8, 1988.

■ KHIT(AM) Sun Valley, and KIIQ(FM) Reno, both Nevada (BAL881031EA; 1590 khz; 5 kw-D; BALH881031EB; 104.5 mhz; 25 kw; 2930 ft.)—Granted app. of assignment of license from KSRN Corp. to Reno Broadcasting joint venture for \$2.5 million. Seller is owned by Olympic Broadcasting Corp., Seattle-based group of five AM's and eight FM's headed by James Ireland. Buyer is principally owned by Reno Radio Investors. Action Dec. 12, 1988.

■ WMJY(FM) Long Branch, NJ (BALH881101GF; 107.1 mhz; 3 kw; HAAT: 400 ft.)—Granted app. of assignment of license from Mammoth Broadcasting Inc. to K & K Broadcasting L.P. for \$3.9 million. Seller is owned by Jonathan and Elizabeth Hoffman. It also owns WJBX(AM) Bridgeport, CT. Buyer is principally owned by Donald L. Kelly and Jerome Koepfel. It also owns WHDZ(AM)-WXKC(FM) Erie, PA. Action Dec. 19, 1988.

■ WDGE(FM) Saranac Lake, NY (BAPH860418G1; 101.7 mhz; 3 kw; 328 ft.)—Granted app. of assignment of license from Clark Broadcasting Co. to Q-Tone Broadcasting Corp. for \$1,295 million. Buyer is owned by Alvin M. Chanin, 25%; Anthony J. Quararone, 25%; Ralph M. Caliri 8-1/3%; William W. Webber, 8-1/3%; Robert S. Herskowitz, 16-2/3%; and Myron H. Deutsch 16-2/3%. Action Dec. 13, 1988.

■ WCGC(AM) Belmont, NC (BTC881019EA; 1270 khz; 5 kw-D 500 w-N DA-2)—Granted app. of assignment of license from Hilker Broadcasting Inc. to Robert R. Hilker Sr. for \$1,000. Seller is owned by Robert Hilker Jr. Buyer also owns: 51.77% of licensee of WJII(AM) Christiansburg, VA; 51.77% of licensee of WVVV(FM) Blacksburg, VA; 61.2% of licensee of WYNR(AM)-WPIQ(FM) Brunswick, GA; 62.17% of licensee of WDXI(AM)-WORG(FM) Orangeburg, SC; 62.17% of licensee of WSTX-AM-FM Christiansted, VI; 33.3% of licensee of WABZ(FM) Albemarle, NC, and 5% of licensee of WEGO(AM) Concord, NC. Action Dec. 16, 1988.

■ WLSH(AM) Lansford, PA (BAL880516EH; 1410 khz; 5 kw-D, DA)—Granted app. of assignment of license from

Pocono Anthracite Communications Inc. to East Penn Broadcasting Inc. for \$300,000. Seller is headed by Bud Angst. Buyer is owned by Harold G. Fulmer III, Boyd G. Hixson. Fulmer is sole stockholder of WOBG(AM)-WQXA(FM) York, WXXW(AM) Allentown, and WMGH(FM) Tamaqua, all Pennsylvania. Action Dec. 9, 1988.

■ WJAN(AM) Ashland City, TN (BAL881107EA; 790 khz; 500 w-D)—Granted app. of assignment of license from Reese Broadcasting Co. to Josef Roberts, Trustee for Sno consideration. Seller is owned by Kerry Reese McCarver. Buyer has no other broadcast interests. Action Dec. 19, 1988.

■ WJAK(AM) Jackson, TN (BTC880919EJ; 1460 khz; 1 kw-D)—Granted app. of transfer of control from Fred A. Threet Jr., Alfred (Pat) Robertson and Beulah Hannis to Harold H. Allen, et al for \$226,000. Seller has no other broadcast interests. Buyer is equally owned by Harold H. Allen, Patricia A. Allen, Dorothy J. Herbert. Action Dec. 12, 1988.

■ WJAK(AM) Jackson, TN (BAL880607ED; 1460 khz; 1 kw-D)—Dismissed assignment of license from Zamar Inc. to Vision Enterprises for \$70,000. Buyer is owned by Raymond R. Haney and Janet Thompson. Action Dec. 8, 1988.

■ WLAJ(AM) LaFollette, TN (BAL871116EC; 1450 khz; 1 kw-U)—Granted app. of assignment of license from Campbell County Broadcasting Co. to Stair Company Inc. for \$125,000. Seller is headed by Jack Mills. Buyer is owned by James F. Stair, who also owns 42.5% of Oneida Broadcasters Inc., licensee of WBNT-AM-FM Oneida, TN. Action Dec. 15, 1988.

■ KIXL(AM) Del Valle, TX (BAPL881027EE; 970 khz; 1 kw-D)—Granted app. of assignment of license from Encore Communications Associates L.P. to KIXL Partners Ltd. for \$1.5 million. Seller is West Palm Beach, FL-based group of four AM's and five FM's. Buyer is owned by Signature Broadcasting Co., Louis K. Brandt, William E. Daniels, Lawrence G. Fraser and Noel Graubart. Signature Broadcasting Co. has interest in WMXP(FM) New Kensington, PA; WRMX(FM) Murfreesboro, TN, and WMFX(FM) St. Andrews, SC. Action Dec. 12, 1988.

■ KROD(AM)-KLAQ(FM) El Paso, TX (KROD: BAL881019ED; 600 khz; 5 kw-U, DA-N; KLAQ: BALH881019EE; 95.5 mhz; 88 kw; HAAT: 1390 ft.)—Seeks

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assignment of license from El Paso Radio Associates L.P. to D&F Broadcasting Inc. for \$5 million ("Changing Hands" Oct. 31, 1988). Seller is principally owned by Kenneth Brown and Jon Sinton. Buyer is owned by Robert H. Devlin and Jon Ferrari. It is purchasing WPVA(AM)-WKHK(FM) Colonial Heights, VA. Action Dec. 9, 1988.

■ KTHPTV Longview, TX (BAPCT881028KJ): 54: 5000 kw; HAAT: 1616 ft.—Granted app. of assignment of license from Channel 54 Broadcasting to Atkins Broadcasting for \$100,000. Seller is owned by Inga R. Hernandez, who has no other broadcast interests. Buyer also owns KRRG(FM) Amarillo, TX. Action Dec. 13, 1988.

■ KODM-FM Odessa, TX (BALH881027HA): 97.9 mhz; 100 kw; 360 ft.—Granted app. of assignment of license from East-West Broadcasting Co. to D&F Broadcasting

Inc. for \$2.55 million. Buyer is principally owned by Robert H. Devlin Jr. and Jon Ferrari. It is also purchasing KRQD(AM)-KLAQ(FM) El Paso (see above). Action Dec. 8, 1988.

■ KRXX-FM Marlin, TX (BALH881011GY): 96.7 mhz; 3 kw; 300 ft.—Granted app. of assignment of license from Crowder Broadcasting Corp. to Cin-Lynn Properties Inc. for \$410,266. Seller is owned by Ron Crowder. Buyer is owned by Larry D. Vardeman, Cindy P. Vardeman, Lynn Parks and Charles K. Williams. Action Dec. 7, 1988.

■ WTTX-AM-FM Appomattox, VA (AM: BAL881110GT; 1280 khz; 1 kw-D, DA; FM: BALH881110GU; 107.1 mhz; 3 kw; 300 ft.—Granted app. of assignment of license from HTB Inc. to CLL Inc. for \$350,000. Seller is headed by Phyllis Giles. Buyer is

owned by Terry L. Cook, Lynnwood Bennett, Bradford Carwile, Walker A. Shupe, Scott Dean, Walter Davenport. It has no other broadcast interests. Action Dec. 21, 1988.

■ WPAK(AM) Farmville, VA (AM: BAL881014EB): 1490 khz; 1 kw-D 250 w-N DA-1)—Granted app. of assignment of license from Alan Smith Jr., trustee in bankruptcy great for United Communications Inc. debtor to Great Sports Inc. for \$148,000. Seller has no other broadcast interests. Buyer is owned by Gilbert L. Granger Thomas M. Smith, Ann H. Granger, Josie G. Smith, Gilbert L. Granger and Thomas M. Smith each own 50% of WMBG Inc., licensee of WMBG(AM) Williamsburg, VA. Action Dec. 14, 1988.

New Stations

- Springfield, MN (BPH881221MD)—James Ingstad Broadcasting Inc. seeks 105.7 mhz; 3 kw; 100 m. Address: 2302 15th St. South, Fargo, ND 58013. Principal is owned by James Ingstad and Jack Ingstad. James Ingstad also has interest in KNU(AM)-KXLP(FM) New Ulm, MN; KWA-D(AM)-KKWS(FM) Wadena, KQHT(FM) Crookston, all Minnesota; KFKA(AM)-KSQI(FM) Greeley, CO. Jack Ingstad has interest in KOVC-AM-FM Valley City, ND. and KWAD(AM)-KKWS(FM), Wadena, MN. Filed Dec. 21, 1988.
- Huntsville, TX (BPH881221ME)—Mildred D. Hall seeks 94.9 mhz; 3 kw; 100 m. Address: 1636 Whiskey Creek Drive, Fort Myers, FL 33919. Principal has no other broadcast interests. Filed Dec. 21, 1988.
- Spencer, WV (BPH881221MC)—Donald Lee Mills seeks 104.7 mhz; 3 kw; 100 m. Address: P.O. Box 173, Salem, WV 26426. Principal also owns 90% interest in WBES(FM) Dunbar, WV. Filed Dec. 21, 1988.
- New Ulm, TX (BPH881216NS)—New Ulm Broadcasting seeks 92.3 mhz; 3 kw; 100 m. Address: P.O. BOX 99, Bellville, TX 73418. Principal is owned by Dinah L. Ditter. Filed Dec. 16, 1988.
- Baker, LA (BPH881215NN)—Baker Communications Partnership seeks 107.3 mhz; 3 kw; 100 m. Address: 933 Sunshine Drive, Baker, LA 70714. Principal is owned by Albert G. Carson IV, Charles R. Hall Sr. and Lucille M. Hall. Filed Dec. 15, 1988.
- Baker, LA (BPH881215NQ)—Rupert of East Baton Rouge Broadcasting L.P. seeks 107.3 mhz; 3 kw; 100 m. Address: 2828 Juban Ave., Baton Rouge, LA 70805. Principal is owned Rupert Richardson and has no other broadcast interests. Filed Dec. 15, 1988.
- Baker, LA (BPH881215NP)—Bear Broadcasting of Louisiana Inc. seeks 107.3 mhz; 3 kw; 100 m. Address: 6957 Goodwood Ave., Baton Rouge, LA 70806. Principal is owned by Pamela Elias Flynn. Filed Dec. 15, 1988.
- Verona, WI (BPH881215NM)—Roger Kluge seeks 105.5 mhz; 3 kw; 100 m. Address: 6691 Highland Drive, Winsor, WI 53598. Principal has no other broadcast interests. Filed Dec. 15, 1988.
- Verona, WI (BPH881215NH)—Key Communications Corp. seeks 105.5 mhz; 3 kw; 100 m. Address: 5080 Rosecrest Drive, Pittsburgh, PA 15201. Principal is owned by Constance W. Balthrop. It has no other broadcast interests. Filed Dec. 15, 1988.
- Moore, OK (BPED881223MA)—Creative Educational Media Corp. Inc. seeks 88.1 mhz; 180 m. Address: 11717 S. 129 E. Ave., Broken Arrow, OK 74011. Principal is owned by Gerald David Ingles, Ronald G. Zirkle and Sharon B. Ingles. Filed Dec. 23, 1988.
- Camden, AR (BPH881220MD)—Gary D. Coates seeks 104.5 mhz; 3 kw; 100 m. Address: P.O. Box 659, Fordyce, AR 71742. Principal has no other broadcast interest. Filed Dec. 20, 1988.
- Huntsville, TX (BPH881222MB)—Helen Maryse Casey seeks 94.9 mhz; 3 kw; 100 m. Address: Route 2, Box 213, Huntsville, TX 77340. Principal has no other broadcast interests. Filed Dec. 22, 1988.
- Walpole, NH (BPH881216NT)—Bruce M. Lyons seeks 96.3 mhz; 1.4 kw; 147 m. Address: 314 Ivy Place, 100 Wolf Rd., Lebanon, NH. Principal has no other broadcast interests. Filed Dec. 16, 1988.
- Waunakee, WI (BPI881215)—Roger Kluge seeks 105.1 mhz; 3 kw; 100 m. Address: 6691 Highland Drive, Winsor, WI 53598. Principal has no other broadcast interests. Filed Dec. 15, 1988.
- Albuquerque, MN (BPCT881223)—Mary Moran seeks ch. 50; 1439 kw; 1265 m. Address: 4012 88th Place, Lubbock, TX 79413. Principal has KJTV Lubbock, TX KRSY Roswell, NM. Ray Moran applicant's husband, has interest in LPTVTV translator stations: K07TZ, K77BL, K79BB, all Snyder, and K47CF Hobb. K66DB Seminole,

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all Texas. He also owns K78AZ, K80BD, K83AQ, all Matador, Tex., and K60BW Turkey/Quitaque, Tex. He is also licensee of MDS station WDU352 Roswell, NM. Filed Dec. 23, 1988.

■ Las Vegas, NV (BPCT881202KK)—Lorraine Walker Arms seeks ch. 15; 3300 kw; 386 m. Address: 1064 E. Sahara Ave., Las Vegas, NV 89104. Principal has no other broadcast interests. Filed Dec. 15, 1988.

Actions

■ Mount Vernon, MO (BPH861126ME)—Granted app. of Missouri FM for 106.7 mhz; 3 kw H&V; 328 m. Address: P.O. Box 214044, Sacramento, CA 95821. Principal is owned by Linda Adams and has no other broadcast interests. Action Dec. 22, 1988.

■ Delphi, IN (BPH860702MG)—Granted app. of Whitcar Regional Broadcasting Co. for 102.9 mhz; 1.2 kw; 157 m. Address: 709 N. Main St., Monticello, IN 47960. Principal is owned by William M. Deibel, Gerrie M. and Alexis L. Baer. Action Dec. 22, 1988.

■ Malone, NY (BPED880120MD)—Granted app. of The St. Lawrence University for 90.9 mhz; 0.2 kw H&V; 108 m. Address: Romoda Drive, Canton, NY 13617. Principal is headed by John W. Hannon Jr. It has no other broadcast interests. Action Dec. 27, 1988.

■ Polo, IL (BPH880301MO)—Granted app. of Bob Thomas Burns for 107.7 mhz; 1.24 kw; H&V; 155 m. Address: 602 Woodland Court, Mt. Zion, IL 62549. Principal has no other broadcast interests. Action Dec. 28, 1988.

Actions

■ TV Cable of Carlisle, PA. Denied request by Raystay Company for review of staff order to forfeit \$2,000 for repeated violation of signal leakage standard contained in rules. Raystay operates cable company service Carlisle, PA, and vicinity. (By MO&O [FCC 88-367] adopted Nov. 8 by Commission).

■ Troy, OH and Union City, IN. On remand, granted application of Union City Radio for new AM station on 1030 khz at Union City, thus reversing FCC's previous grant of Land O'Lakes Broadcasting Corp.'s application to modify CP for WTRJ-AM to specify 1030 khz at Troy. (MM dockets 84-481 and 489 by MO&O [FCC 88-417] adopted Dec. 19 by Commission).

■ Katy, TX. Approved settlement agreement and granted application of Johnson Broadcasting Inc. for new FM station at Katy; dismissed competing application of Victory Media Inc. (MM dockets 84-1033-4, by order [FCC 88R-69] adopted Dec. 22 by Review Board).

■ Reporting Requirements. Reaffirmed establishment of reporting requirements for provision of domestic, interstate, long-distance services by carriers owned by foreign telecommunications entities. (CC docket 86-494, by order [FCC 88-405] adopted Dec. 12 by Commission.)

■ WRLS-FM Hayward, WI. Liable for \$7,500 Forfeiture for Broadcasting Lottery Information (Report MM-366, Mass Media Action). Upheld staff ruling that Pine-Aire Broadcasting Corp. Inc., licensee of WRLS-FM, Hayward, was liable for forfeiture of \$7,500 for broadcasting lottery information. Action by Commission Dec. 19 by MO&O (FCC 88-413).

■ Merced, CA. Resolved air hazard issue in applicant's favor and granted application of Wade Axell for new TV station on channel 51 at Merced. (MM docket 88-162, by Summary Decision [FCC 88D-44] issued Dec. 21 by ALJ Joseph Stimer).

■ Lajas, PR. Granted application of Ramon Rodriguez and Associates for new FM station at Lajas; denied competing application of David Ortiz Radio Corp. (MM docket 86-510, by ID [FCC 88D-45] issued Dec. 21 by ALJ John M. Frysiak).

■ ATV. Extended to January 23, 1989, date for filing reply comments on further notice in matter of advanced television systems and their impact on existing TV broadcast service, etc. (MM docket 87-268, by Further order [DA 89-1] adopted Jan. 3 by Chief, Mass Media Bureau).

By Review Board on Dates Shown:

■ Charlottesville, VA (Achemical Broadcasting Co., et al.) TV proceeding. Scheduled oral argument for Jan. 6 at 10:00 a.m., Room 235, 2000 L St., NW, on exceptions to Initial Decision of ALJ Joseph Chachkin (FCC 88D-27, released August 26, 1988) granting application of Lindsay Television Inc. for new UHF television station on channel 64 at Charlottesville; denying competing applications of Evangel Communications Inc., and Achemical Broadcasting Company. (Evangel Communications did not file excep-

tions in this proceeding.) Each party has 20 minutes for oral argument. Achemical Broadcasting may reserve part of its time for rebuttal. (By Letter, Dec. 8) (MM docket 86-440.)

Allocations

■ Meeker, CO. At request of James H. Hicks, proposed allotting channel 233A (94.5 mhz) to Meeker, as its first local FM broadcast service. Comments due Feb. 21, replies March 8. (MM docket 88-583 by NPRM [DA 88-1942] adopted Nov. 30 by deputy chief, Policy and Rules Division, Mass Media Bureau).

■ Morehead, KY. At request of Brad-Lee-Todd Corporation, proposed allotting channel 242A (96.3 mhz) to Morehead, as its second local FM service. Comments due Feb. 21, replies March 8. (MM docket 88-582 by NPRM [DA 88-1943] adopted Nov. 30 by deputy chief, Policy and Rules Division).

■ Ephrata, WA. Effective Feb. 13, amended FM table by substituting channel 222C2 (92.3 mhz) for channel 240A (95.9 mhz) at Ephrata, and modified license of KGDN(FM) to specify operation on channel 222C2. In addition, allotted second local FM service to Ephrata, channel 230C2 (93.9 mhz). Filing window for channel 230C2 opens Feb. 14, closes March 16. (MM docket 87-326 by R&O [DA 88-1948] adopted Nov. 30 by deputy chief, Policy and Rules Division).

■ Burns, WY. Effective Feb. 13, amended FM table by allotting channel 270C2 (101.9 mhz) to Burns, as its first local FM service. Filing window opens Feb. 14, closes March 16. (MM docket 88-169 by R&O [DA 88-1950] adopted Nov. 30 by deputy chief, Policy and Rules Division).

■ Pine Bluffs, WY. Effective Feb. 3, amended FM table by allotting channel 287C2 (105.3 mhz) to Pine Bluffs, as its first local FM service. Filing window opens Feb. 14, closes March 16. (MM docket 88-168 by R&O [DA 88-1949] adopted Nov. 30 by deputy chief, Policy and Rules Division).

■ Evans, Martinez and Warrenton, GA. Effective Feb. 21, amended FM table by allotting channel 226A (93.1 mhz) to Warrenton, as its first local FM service. Filing window opens Feb. 22, closes March 24. (MM docket 88-51 by First R&O [DA 88-1972] adopted Nov. 18 by deputy chief, Policy and Rules Division, Mass Media Bureau).

■ Taos, NM. At request of Taos Communications Corp., proposed substituting channel 268C2 (101.5 mhz) for channel 269A (101.7 mhz) at Taos and modifying license of KTAO to specify operation on higher powered channel. Comments due Feb. 27, replies March 14. (MM docket 88-589 by NPRM [DA 88-1975] adopted Nov. 30 by deputy chief, Policy and Rules Division).

Call Letters

Applications

Call Sought by

New AM

KXER William L. Zawila, Templeton, CA

New FM's

WSGC Battlefield Broadcasting, Ringgold, GA

WLFX Premier Broadcast Group of Lexington Inc., Winchester, KY

Existing AM

WWLB WLCF Starship Communications Inc., Eustis, FL

Existing FM's

WIOI-FM WGIG-FM Nelson Broadcasting Corp., Brunswick, GA

KLLS KDGB Lesso Inc., Dodge City, KS

WKOJ WKGL-FM Bell Radio Inc., Middletown, NY

KMGW KRGQ Clear Channel Radio Inc., Casper, WY

Grants

New FM's

WZZT Morrison Broadcast Associates, Morri-

son, IL
Whitecar Regional Broadcasting Co. Inc., Delphi, IN

WLWJ Larry Langford Jr., Portage, MI
KURQ Roswell FM Joint Venture, Roswell, NM

KHWY Don R. Davis, Santa Rosa, NM
WZAD Jerome Gillman Inc., Wurtsboro, NY
KIRQ-FM Gee Jay Broadcasting Inc., Tri-City, OR

KWOW Lawrence L. Bush, Jr., Clifton, TX

New TV's

WAJM-TV Palatka Television, Inc., Palatka, FL
WVRS Pacer Television Co., Mayville, WI

Existing AM's

KPBA KZLR Metropolitan Media Group Inc., Pine Bluff, AR

WJYZ WJIZ Silver Star Communications - WJAZ, Inc., Albany, GA

WJYL WDDE Louisville Radio Limited Partnership, Newburg, KY

WHBT WJCO Unity Broadcasting Service, Inc., Jackson, MI

WWCC WDNH WDNH Broadcasting Corp., Honesdale, PA

WYOM WPLJ Beatrice Broadcasting Corp., Wilkes-Barre, PA

KWGH KVOL WHO Broadcasting Co. Inc., Big Lake, TX

KBNP KKUL KKUL Radio, Inc., Bellevue, WA
WLFN WLXR Vaughn Broadcasting Group, La Crosse, WI

Existing FM's

KQYT KFFX Southwestern Wireless Inc., Green Valley, AZ

KWNQ KHOZ-FM Harrison Broadcasting Corp., Harrison, AR

WXLQ WBLU Hinesville Broadcasting Corp., Hinesville, GA

WSSU WSSR Sangamon State University, Springfield, IL

KKMA KZZL KLEM Inc., Le Mars, IA
WLSY WJYL Louisville Radio Limited Partnership, Jefferson, KY

WSMU-FM WUSM Southeastern Massachusetts University, North Darnmouth, MA

WBSL-FM WBSL The Berkshire School, Inc., Sheffield, MA

WSCN WNSD Minnesota Public Radio, Cloquet, MN

WWZO WTMX Charisma Communications Co., New Albany, MS

KQDI-FM KOOZ-FM Lockhart Broadcasting, Inc., Great Falls, MT

WPLJ WWPR WWPR-FM Radio, Inc., New York, NY

KNOX-FM KRRK Radio Grand Forks Associates Ltd., Grand Forks, ND

WBPR WGMB Coastline Communications of Carolina Inc., Georgetown, SC

KWGH-FM KVOL-FM WHO Broadcasting Co. Inc., Big Lake, TX

KJMZ KTCE Summit-Dallas Broadcasting Corp., Dallas, TX

KMEZ-FM KDLZ Gilmore Broadcasting Corporation, Fort Worth, TX

KAML-FM KOLL-FM Gillette Broadcasting Co., Gillette, WY

KIMX KLWG Laramie Women's Hispanic Network, Laramie, WY

Existing TV's

KGSW-TV KGSW Mountain States Broadcasting, Albuquerque, NM

WPCQ-TV WPCQ Journal Broadcasting of Charlotte Inc., Charlotte, NC

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Sales Manager: Northern Alabama stations want aggressive, experienced, radio sales executive. Sell, train, and reap good benefits for one of the market's top combos. Send resume and track record to Box A-12. EOE.

General manager: New FM in small mid Michigan market. A great opportunity to develop, from ground up, a new property in a market that desires its own station. The successful applicant will have a strong sales background with a proven record and small market experience; he or she will receive good compensation, and work with a financially strong and capable owner. AVCI. Box 650, Pigeon, MI 48755. EOE.

General manager: KWMU-FM, St. Louis, MO: Seeking general manager for National Public Radio member station providing news, classical, and jazz programming from campus of the University of Missouri-St. Louis to metropolitan area of 2.5 million, to provide leadership for a full-time professional staff of 20 and 20 qualified students. Responsibilities include budget and financial management, fundraising and development, primary liaison to campus and community. Reports to Dean of College of Arts and Sciences. Qualifications: Bachelor's degree required. Master's degree preferred. Proven senior management and development experience. Ability to work with students, friends board, and community advisory board. Salary: Negotiable and competitive. Deadline: February 15, 1989. Send cover letter, resume and three letters of references to Prof. Lance T. LeLoup, Chair, Search Committee, c/o Human Resources, University of Missouri-St. Louis, 8001 Natural Bridge Rd., St. Louis, MO 63121. Equal opportunity employer.

Sunshine Group Broadcasting, one of the fastest growing broadcast groups in New England, requires a general sales manager for WFEA/WZID in Manchester, New Hampshire to bring its well-seasoned and professional combo sales staff to new heights. An excellent compensation package is offered for your achievements. Send your resume and tell me why you should be considered to General Manager. Box A-19. EOE, M/F

Operations manager: Responsibilities: Assist the program director and chief engineer in quality control of the air signal for programming and technical quality; supervise the production/programming staff; training of production/programming staff; technical director of station remotes/field recordings; liaison with NPR distribution, satellite operations and technical staff; purchase production supplies; mix and produce programming as needed. Qualifications: College degree. Substantial radio experience with familiarity of radio operations. Technical background and production skills necessary. Position availability: Immediately. Salary: Commensurate with experience. Send resume to: Program Director, WBGO/Newark Public Radio, Inc., 54 Park Place, Newark NJ 07102. EOE.

GM/GSM needed soon for terrific small market combo in N. II. Need ability to organize, train and motivate sales and programming staffs to higher levels. New, rapidly growing company with great opportunity. Letter with career/salary history to Box A-28. E.O.E.

Sales manager. #1 CHR seeks leader/trainer for seven person staff. Strong sales background a must. Would like to talk at RAB in Dallas. Send resume to Bart Brandmiller, WKLQ, 60 Monroe Center, Grand Rapids, MI 49503. EOE.

General manager wanted for power AM/FM combo in competitive Midwestern market. Must have proven track record with strength in sales, programming and expense control. Please submit complete resume with current references to Box A-36. EOE.

Station manager for GREAT small/medium market AM/FM combo in Saratoga Springs (near Albany), NY. Duties include full station management and sales. Must have strong sales background and ability to budget and meet monthly station goals. The right person will be rewarded based on station performance. Those with the right stuff and interested in earning an equity position submit letter, resume and references to Howard M. Ginsberg, WKAJ/WQQY, 12 Beech St., Essex Junction, VT 05452. EOE.

Sales manager: 100,000 watt FM hit music station, top rated station in second largest market in Arkansas. If you can recruit, train, organize, motivate and produce results, an excellent opportunity awaits you. CRMC a plus. Respond quickly to Gary Keifer, 501-785-2526 or 452-1992. KISR, Box 3100, Fort Smith, AR 72901 EOE

Sales manager with opportunity to move up to G.M.; Group broadcaster, expansion minded. Upper Midwest in 100,000 pop. family community near major. Our AM/FM stations are top two local stations in market. Competition minimum. We need experienced sales executive to motivate and organize staff of six A.E.'s. Should be heavy on training, organization, pay planning, station revenue goals, sales presentations. We need a top person and are willing to let him/her run the show. Box A-46. EOE.

Local sales manager: Top 10 market. Looking for individual with strong local sales management history to lead a staff of 8-10. Experience in sales training and maximizing revenue a must. Resume to Fran Epstein, KRBE/KKZR Radio, 9801 Westheimer, Houston, TX 77042. No phone calls please. EOE.

HELP WANTED SALES

Equity position: For experienced New England salesperson. Proven track record a must. New FM station in major growth market with magnificent lifestyle. Help us make up your account list. EOE. Box A-23.

Sales pros who are motivated and achievers for small market in N. II. AM/FM with fantastic history. Letter with career/salary history to Box A-29. E.O.E.

Colonial Broadcasting Co., owners of WLWI AM/FM Montgomery, AL, WOWW-FM Pensacola, FL, and WUSY-FM Chattanooga, TN, is accepting applications for sales representatives. All stations are market leaders and company benefits are extremely good. Please send detailed resume, references and mark preference, if any, to P.O. Box 4999, Montgomery, AL 36195. Attn: David Coppock. Colonial Broadcasting is an equal opportunity employer.

Top list available for experienced account executive in Philadelphia, 4th biggest market. Need a star that can sell agencies and sell directs. Send resume to: Box P-45. EOE.

Top-rated Colorado FM. Live, work and play at the foot of the Rocky Mountains. Career opportunity for experienced, hard-working, goal-oriented radio sales executive. No flakes! Send resume with track-record and references to RB. Box 320, Colorado Springs, CO 80901. EOE.

Co-op specialist/service director. Take charge of established co-op department with national reputation. Must be detail-driven, organized, self-starter. Retail/sales background with computer skills preferred. Send resume to J McCullough, WLPO/WAJK, Box 215, LaSalle, IL 61301. EOE.

WNTX - Oldies 96/Cape Cod, Massachusetts, is seeking self motivated account executives. If qualified, earn big \$\$\$! Call Larry Dehaan, General Manager. 508-420-0800. EOE.

Experienced, entrepreneurial sales manager for sparkling new FM and aging AM in Upstate NY small, medium market. Superior family environment. New blood - new ideas needed. Paid on performance including potential equity position. Contract available if you have credentials, references and track record. EOE. Box A-50.

Ski at the ski capitol of the East - Killington & live a great life in Vermont. Sales position available at the #1 Birch & #1 ARB stations. Salary plus commission plus benefits. Contact D. Vaughan - WSYB & WRUT, P.O. Box 249, Rutland, VT 05701. EOE.

Sales pro: Wanted for Tallahassee, FL top-rated, 100,000 watt radio station. Experience and proven track record a must! Established accounts ready for you to expand. Solid, rapidly growing market. A great opportunity. Send resumes to E. Bailey, P.O. Box 12758, Tallahassee, FL 32317. Equal Opportunity Employer

HELP WANTED ANNOUNCERS

KLMS, Lincoln's original Oldies station is searching for a talented morning show host. You must be topical, entertaining, and a team player. Your duties would include being a programming/promotion assistant, and you will earn 18K per year. You must be familiar with 50s, 60s, and 70s music. Please send cassette and resume to: Brent Alberts, Operations Manager, KLMS Radio, 1540 S 70th St., #200, Lincoln, NE 68506. EOE.

Pacific NW Group seeks creative morning and other on-air personalities. Tapes to: Tom McCoy, 303 Gage, Suite 319, Richland, WA 99352. EOE.

HELP WANTED TECHNICAL

NY's Hudson Valley: AM/FM needs a CE to maintain a first class facility. Experience in DA a must. SBE certification helpful. Competitive salary and benefits. Contact Walter Maxwell, WGHQ/wbpm, 82 John St., Kingston, NY 12401. EOE.

Beasley Broadcast Group, one of the fastest growing radio groups in America, is currently accepting resumes for current and future engineering positions. We are looking for people experienced in high power FM, AM directional, and studio systems. If you are maintenance minded, have the ability to design and construct state of the art facilities, and possess good communication skills, send your resume in confidence to: Kevin McNamara, Director of Engineering, Beasley Broadcast Group, Box 2097, Naples, FL 33940. EOE M/F.

Chief engineer for Shamrock Communications, Orlando, FL. Applicant should have strong management skills and SBE certification. Send resume to Mark Timpany, WQFM, 606 West Wisconsin Ave., Milwaukee, WI, 53203. EOE.

HELP WANTED NEWS

Graduate assistants (4), Miami University, 1989-90, WMUB-FM. Full time 30 KW NPR affiliate, Big Band-jazz news format. Need: 2 news reporters/writers, 1 development/information and 1 programming/operations assistant. Work toward Masters Degree, Mass Communications. Required: 3.0 GPA, Bachelor's degree. Current stipend \$6,142 plus fee waiver. Additional \$500 summer 1990 probable. Qualified only. No phone calls. Immediate application necessary, deadline March 1, 1989. Contact GA Search Committee, WMUB, Miami University, Oxford, Ohio 45056. AA/EOE.

Morning anchor/editor. Experienced, active, local news-room. Moderate pay; unlimited growth. EOE. M/F. T & R: WRKL, Pomona, NY 10970.

Experienced news anchor with strong delivery wanted for top news station in New York's Hudson Valley. Excellent pay and benefits. Mail tape, resume and salary requirements to Hank Silverberg, News Director, WGHQ/Wbpm, PO Box 1880, Kingston, NY 12401. EOE.

Entry-level radio newperson for medium market news leader. Smaller market experience or educational background in journalism essential. Minority applicants are urged to apply. Send tape and resume to Jeff Thompson, WFNC, P.O. Box 35297, Fayetteville, NC 28303. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Crown Broadcasting, a young, dynamic radio group with stations in California and Colorado is expanding. Want to interview experienced people for programming, sales, administrative and management positions. We offer great benefits and opportunity for advancement. Needed immediately, an experienced sales manager for medium market AM/FM. Send to Crown Broadcasting, 5721 Magazine Street, Suite 143, New Orleans, LA 70115. EOE.

Program director for Top 50 Newstalk station in the Southeast. Must have experience and be able to host a talk segment. News background desired. Send resume. EOE. Box A-22.

Pacific NW group seeks experienced PD. Tapes and resume to: Tom McCoy, 303 Gage, Suite 319, Richland, WA 99352. EOE.

SITUATIONS WANTED MANAGEMENT

Currently employed manager searching for a new challenge. Experience includes all facets of management from sales, promotion, community involvement, programming, personnel, to engineering and new station construction. Over twelve years with present employer, twenty years in broadcast, overall. Prefer small to medium size market in Minnesota, Wisconsin or Michigan. Reply to Box P-74.

Very successful general manager seeking new opportunities. Presently employed high rated Class C FM in large Southern market. Good sales trainer/motivator. Bottom line oriented, etc. CRMC. Interested? Reply Box A-30.

General manager/street selling sales manager. 20 years experience. Available immediately. Box 446, Seymour, TX 76380.

General manager - An unusual situation, you've probably read about it, makes me available now! History of sales, profit, turnaround, programming successes. Seeks long term association. All market sizes considered. Box A-42.

Broadcast executive seeking a return to RADIO. Over 35 years experience including ownership, management, sales management, promotion, etc. Seeking work in a Western city. Size is not important, opportunity is. Currently self-employed in allied business. Howard Fisher, 5555 Canyon Crest, #4C, Riverside, CA 92507. 714-781-0201 or 781-9858.

General manager/radio. Turnaround specialist, middle size market. Strong research, rep, organizational, systems specialist. Young talented, professional and polished, Southeast or Northeast preferred. Box A-47.

I'm looking for the best! Highly effective and motivated team leader, seeks top quality group or single station in top 75 market. Very experienced broadcasting background. Only stable, long term relationships considered. National media verification and solid references furnished. Box A-44.

SITUATIONS WANTED SALES

Not getting enough direct business? VP/GM with fully documented direct sales record wants to relocate to Florida and sell. Serious inquiries only! 512-490-4771.

SITUATIONS WANTED ANNOUNCERS

Professional attitude and sound. Experienced announcer available; immediately. Midwest, South, anytime. Bill 308-534-1211.

Tools...Talent...Desire: Dynamic announcer/production animal. Experienced morning host & news man. Seeking Northeast gig with room to grow. Chris Dowd. 305-296-3574.

Versatile Country announcer with 4 years experience in news & production. Start immediately. Dave - 303-278-0106.

Multi-talented V/O announcer/on camera talent with 100 plus straight, character, celebrity & cartoon voices and faces with excellent references, wishes to move on to bigger opportunity. Creative writing abilities and strong sales background. Mel Blanc called my voices "GREAT!". I require significant opportunity. Send for T & R. Box A-41.

Experienced, professional announcer. Great pipes, even better attitude. Ready to become a member of your team. Call Michael. (H) 301-932-8435. (W) 301-870-5550.

Announcer - warm, capable, dependable. 30 years experience. Any market considered. Oldies format preferred. Ed Muscare, Box 1162, Orlando, FL 32802.

Attention: General managers and program directors in top 40 markets and Florida. Top-rated Sportstalk host with number one nighttime program in major market ADI seeks new challenges to boost ratings. Box A-37.

Young, natural sportscaster with experience looking for big break. Strength in play-by-play. Call Steve - 309-353-4565.

SITUATIONS WANTED NEWS

Major market sports talent available. Done it all - PBP, Talk, reporting, even news and general talk - for a decade. PBP is awesome. Box A-4.

Wanted: Work for a bright, energetic reporter. Prefer Upper Midwest (Wisconsin, Illinois, Michigan, Minnesota.) Tape, resume available. George Cloyd, 608-249-9037 after 5:30 PM CT.

Aggressive, award-winning radio anchor/reporter, with production, live remote and talk show experience, seeks advancement at your medium market station. Hard working, thorough and diligent with degree. Richard Gieser, 312-668-5263.

MISCELLANEOUS

Troubled AM? Need programming to generate sales? Need sales to make bucks? Call Ray Mineo 800-321-2349.

Look out, Jack and Vanna. Here's radio's letter guessing game. Word For Word, 4743 South 575 West. Riverdale, UT 84405.

CONSULTANTS

AM in the red? Get into the black. Tried and true methods. Knock on doors - make sales. Call Karen Trenchard, 303-781-6618.

Is your AM down and out? Make \$ with great programming and good street wise sales programs. Call Crawford Clark 816-741-3622.

Affordable consulting & Arbitron reviews - New format ideas! Contact: Consultant, Box 2741, Laurel, MD 20708.

TELEVISION

HELP WANTED MANAGEMENT

General sales manager: Midwest 50's market, seeks experienced GSM. Total sales manager experience 2+ years. Skilled in budgeting, pricing, negotiations, computers, interpersonal communications, leadership and detail organization. Rep firm and local sales experience a must. Submit resume and salary history to Attn: Robert A. Epstein, VP/GM, WEYI-TV (CBS), 2225 W. Willard Rd., Clio, MI 48420. EOE.

General manager wanted for major market Northeast teleproduction operation. Facility is largest in region with production, post, audio, computer graphics and animation. Seeking individual to provide business and creative management. Job requires minimum of five years production company experience, three years management. Excellent growth potential and benefits. EOE, M/F. Send salary requirements and resume to Box A-18.

General sales manager - Strong CBS affiliate in the Sunbelt needs an aggressive and organized individual to head up its sales department. Prior experience in sales management and national sales is required. Prior applicants need not apply. Please send resume to Stan Marloff, Vice President & General Manager, WRDW-TV, Drawer 1212, Augusta, GA 30913-1212. EOE.

Marketing and promotion manager. A California indie in the top 25 markets is seeking a marketing/promotion manager. Applicant must have marketing skills to promote TV in print, radio and on-air. Sales promotion experience and good people skills are a plus. Prior management experience is preferred, though not required. Send resume and cover letter to Box A-40. EOE, M/F.

Promotion manager. Market-leading, Southeastern CBS affiliate (100+) seeks experienced, hard-working, take-charge, conceptually-creative self-starter. Proven ability to write, shoot and post-produce required. EOE. Box A-49.

What's the best job in television? If your answer is "promotion" and you're a creative, supercharged, hands-on manager or senior producer with at least five years experience, great people skills and the ability to juggle various responsibilities, send us your resume/tape. We're #1 in a very competitive, top 25 market, a Post-Newsweek Station and an equal opportunity employer. Please, no phone calls. Respond to: Judi Addabbo, Personnel Manager, WFSB-TV, 3 Constitution Plaza, Hartford, CT 06115.

HELP WANTED SALES

General sales manager to organize and lead sales effort of major Northeast teleproduction company. Position requires minimum of three years experience in both selling and management with a teleproduction facility. Excellent benefits. EOE, M/F. Send resume and salary requirements to Box A-17.

WLIG-TV-55, Long Island, New York's only commercial television station seeks experienced local sales rep with successful broadcast background. Outstanding growth opportunity and full benefits. Resume to Kevin Dunn, WLIG-TV, 300 Crossways Park Dr., Woodbury, NY 11797. EOE.

Texas Sunbelt network affiliate is seeking an experienced account executive with proven track record to assume list and add to it. Send resume and references. All inquiries will be answered. EEO, M/F. Box A-38.

National sales manager - Solid broadcast sales record essential. Prior national sales experience preferred. Computer literacy on IBM/Macintosh helpful. Based in Waterloo, with some travel outside the market. Salary plus incentives. Contact: Mike Weeks, GSM, KWVL-TV, 500 East Fourth, Waterloo, IA 50703. 319-291-1200. EOE.

HELP WANTED TECHNICAL

Chief engineer: Hands-on chief for cable satellite network. Must be familiar with Varian transmitters, Sony Betacam, 1" and 3/4" machines. Previous supervisory experience and good people and communication skills required. Must have 2nd Class or General Class FCC license. SBE certification a plus. Resumes and salary history should be sent to: Personnel Dept., NuStar, 1332 Enterprise Dr., West Chester, PA 19380. No phone calls, please. EOE.

On-air operator for master control at new satellite cable network. Applicant should have some master control experience and be familiar with 1" and 3/4" Sony machines. Familiarity with IBM compatibles and MS-DOS operating systems a plus. Send resume to: Personnel Dept., NuStar, 1332 Enterprise Dr., West Chester, PA 19380. EOE.

Maintenance technician - California network affiliate. Knowledge of Sony 3/4" and 1" VTR's, TCR-100's, Ampex ADO and Grass Valley switchers essential. UHF transmitter experience a plus. Send resume to Robert Banks, Chief Engineer, KBAK-TV, P.O. Box 2929, Bakersfield, CA 93303. EOE.

Rigger wanted to work on TV, AM-FM tower and antenna systems. If you have the experience and can manage your own crew, we should talk. Major dollars! Call Jim Tiner. 214-891-0555. EOE.

Chyron graphic artist needed to operate state-of-the-art graphic system. Must have 2-3 years keyboard and palate experience with Chyron 4200. Will be working with Chyron Super Scribe, and 4. Send resumes and demo tape to: Morris Cerullo World Evangelism, Attn: Ossie Mills, P.O. Box 700, San Diego, CA 92138. EOE.

WCSH-TV has an immediate opening for an engineering supervisor. The position is responsible for the maintenance, supervision and marketing of a remote production vehicle. Maintenance of studio and RF equipment will also be required. The successful applicant should possess an Associates degree in Electrical Engineering or equivalent education and/or experience. Experience in remote production truck maintenance and operations are also required. Supervisory experience helpful. Qualified applicants should submit their resumes to Jim Boutin, Director of Engineering, WCSH-TV, One Congress Sq., Portland, ME 04101. This station is an equal opportunity employer.

Post production maintenance person: F&F Productions, Inc. is looking for someone to fill an immediate opening in our post production department. If you are up to the challenge of maintaining our two edit suites, studio, and animation equipment - we want you. We require 3-5 years digital and solid state background, with an emphasis on broadcast equipment maintenance and post production techniques. Please send resume and salary requirements to: Bill McKechney, Director of Engineering, F&F Productions, Inc., 10393 Gandy Blvd., St. Petersburg, FL 33702. A division of Hubbard Broadcasting, Inc. EOE, M/F.

Maintenance supervisor - 5 years experience component level, 2 years supervisory, trade school or college technical degree preferred. SBE, NARTE, or FCC General or First Class license. Experience with Ampex, Harris, Grass Valley and Ikegami required. Apply to: Director of Finance, WYES-TV, P.O. Box 24026, New Orleans, LA 70184-4026. No telephone calls! WYES is an equal opportunity employer.

Assistant director of engineering - 5-8 years in TV broadcast engineering, excellent interpersonal skills, thorough understanding of broadcast systems a must. 2-3 years experience in management, familiarity with capital and operational budget process preferred. SBE, NARTE, or FCC General or First Class license required. College degree or technical school also preferred. Apply to: Director of Finance, WYES-TV, P.O. Box 24026, New Orleans, LA 70184-4026. No telephone calls! WYES is an equal opportunity employer.

TV transmitter maintenance engineer: Fox Television, WFXT, Boston is seeking a qualified transmitter engineer with strong background in RF. Previous experience with RCA-TTU110 UHF transmitter and studio equipment preferred. FCC lic. or SBE certification required. Send resume/references to: Moses Primo, CE, WFXT-TV, 100 2nd Ave., Needham, MA 02194. Equal opportunity employer.

Assistant chief engineer: Top 50 market VHF affiliate seeks a leader with minimum five years combined electronics education and maintenance experience. FCC General or SBE Certification required. Strong interpersonal and administrative skills also needed. We offer medical coverage, profit sharing and other benefits. Resume and salary requirements to: Chief Engineer, WQWK-TV, 555 Fifth Ave., Huntington, WV 25706. EOE.

Chief engineer, VHF network affiliate in the Sunbelt seeks a hands-on, progressive chief to step in for veteran chief engineer retiring after 33 years of service. Responsible for supervising maintenance staff, budget preparation and all daily engineering operations. Prospects should forward resume and salary requirements to: WNCT-TV, Attn: General Manager, P.O. Box 898, Greenville, NC 27835. EOE.

HELP WANTED NEWS

News producer Industry leader in top thirty market needs a take-charge hard news expert to produce fast-paced, well-written newscast. BA/BS and three years experience needed handling all the tools: live, uplink, graphics. Send tape and resume to Billye Gavitt, KWTV, P.O. Box 14159, Oklahoma City, OK 73113. EOE/M/F.

Reporter. We're in a top thirty market, and we have all the tools: live, helicopter, SNG, and a go-for-it attitude. If you are experienced, a strong writer, organized, aggressive, motivated, and streetwise, we'd like to hear from you. Box A-7. EOE/M-F.

News producer: WSB-TV is looking for a producer with strong organizational and people skills, must possess strong writing skills and have experience with live, SNG and ENG. If you have at least two full years of producing experience send tape and resume to Mark Pimental, WSB-TV, 1601 W. Peachtree St., NE, Atlanta, GA 30309.

News producer. Top 50 network affiliate in the South looking for experienced news producer. Must have strong writing and people skills plus live experience. EOE. Send resume to Box A-27.

Meteorologist wanted. AMS Seal preferred. Knowledge of Liveline, Astro Graphics and on-site radar helpful. Send tapes, resumes and salary requirements to Steve Hunzicker, WCJB-TV, 6220 NW 43rd St., Gainesville, FL 32606. Applications must be received by February 1st. EOE.

Satellite truck operator: NBC affiliate has immediate opening for a satellite truck operator. Applicants should have SNG experience and be able to work closely with news department. Send resume and references to News Director, WSAV-TV, P.O. Box 2429, Savannah, GA 31402. EOE.

NIWS graphics artist: Graphics department looking for news illustrator/Paintbox artist. Responsibilities include: Conceptualization and illustration of inputs, Paintbox operation, execution of motion graphics, interface with art director, news producers. Must meet deadlines, function well under pressure. Local station experience in news, electronic graphics required. College degree, art background preferred. Submit letter and resume to: Attn: Judy Solomon, NIWS, 5432 W. 102nd St., Los Angeles, CA 90045. EOE.

Consumer affairs/family life reporter. New position Willing workers only. Tape and resume to Al Aamodt, ND, WDAY Television, 301 S. 8th St., Fargo, ND 58103. EOE.

Assistant news director sought for growing, dynamic news operation. Person should have management experience. Responsibilities will include satellite operations, scheduling, assignments and others. Reply with resume and statements on news and management philosophies to Bob Richardson, News Director, KOB Television, 4 Broadcast Plaza, SW, Albuquerque, NM 87104. 505-243-4411. EOE. M/F.

Photojournalist: Top station in top thirties market is seeking an experienced ENG shooter/editor to join our award-winning staff. If you can tell stories using pictures, if you strive for excellence, write Box A-20. EOE. M/F.

Videotape editor: KWTW is seeking an experienced 3/4" videotape editor. Requires 1 year TV news editing experience, complete proficiency in telling stories on tape, speed, and accuracy. Successful candidate will also take microwave and SNG feeds and maintain videotape filing system. Contact Billye Gavitt, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. EOE. M/F.

Unique career opportunity. Supervise student producers of regular commercial, top-rated newscasts, while teaching journalism at the world's best. KOMU-TV/NBC, Missouri School of Journalism needs experienced newscast producer. Faculty rank. Newscast supervision. Chance to pursue advanced degree. Telephone News Director. Kent Collins. 314-443-0416. EOE.

News photographer: Must have minimum of 2 years experience news and sports. Creative, innovative, aggressive individual needed. Must have solid editing skills. Complete microwave skills. To apply send resume/tape to News Director, WJKS, P.O. Box 17000, Jacksonville, FL 32245. Tapes will not be returned. WJKS is an equal opportunity employer. M/F.

On-air talent - WTVM, Channel 9, in Columbus, Georgia, is seeking co-host for daily noon-day show, trained voice for commercials and moderator for public affairs program. Opportunity for producing specials and projects. Number one station in 115th market. Send resume and tape to W. Carroll Ward, WTVM, P.O. Box 1848, Columbus, GA 31902. Equal opportunity employer.

Weathercaster/feature reporter/movie host. Immediate opening for a weather person loaded with personality. Must be good ad-libber, and some knowledge of weather would be a plus. Duties also include producing feature stories and hosting an afternoon movie. Send tape and resume to: KJCT-TV, 8 Foresight Cir., Grand Junction, CO 81505. No calls will be accepted. EOE.

Reporter/anchor: 2 years experience. Send tapes & resumes to KIMO-TV, 2700 E. Tudor Rd., Anchorage, AK 99507. No calls. EOE.

Talk show host(ess) and co-anchor. Small market, top-rated Texas affiliate seeks morning talk show host(ess) and mid-day co-anchor. Desire candidates with at least 3 years of reporting, anchor and/or related experience, degree and good on-air presence. Excellent compensation package. Send resume and tape to News Director, KLST-TV, 2900 Armstrong, San Angelo, TX 76903. EOE.

News photographer - 2-3 years experience required. Must have a good eye for production value and be able to edit on 3/4" and Beta. Knowledge of computer editing helpful. NBC affiliate and Gannett ownership assure commitment. Send tape, resume and references to Chief Photographer, Bill Zetterower, WTLV-TV-12, 1070 E. Adams St., Jacksonville, FL 32202. EOE.

Director/part-time. Up to 24 hours per week. Duties include directing fast-paced newscasts, video taping sessions and EFP editing. Submit resume and tape by January 27, 1989 to, Personnel, WTRF-TV, 96 Sixteenth St., Wheeling, WV 26003. EOE

Sports anchor: South Bend, ABC affiliate home of Notre Dame and Hoosier hoops hysteria. Mature, authoritative sports journalist with minimum two years sports anchor experience. Resume and tape with stamped return envelope to Morrie Goodman, News Director, WSJV-TV, P.O. Box 1646, Elkhart, IN 46515. EOE.

We want reporters who can write. Blonde hair and blue eyes not required. We want reporters who can think. Blue blazers and penny loafers not required. If you are a journalist, please send your resume and tape to: Robert Stoldal, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114. We broadcast two and a half hours of news a day so we also want reporters who can work. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Camera crews: Production company looking for best freelance crews in country. Minimum five years professional experience. Send resume, VHS tape, references, rates and equipment info to PO Box 14783, Chicago, IL 60614-0783. EOE

Grip: Experienced, creative, quality minded person needed to assist videographer/director in the execution of location production videos. Duties include handling lighting equipment, audio, Betacams, dolly, boom, and props for a Great Lakes network affiliate/production company. Send resume and salary history to Box A-24. EOE.

Videographer: Experienced, creative, quality minded person needed to shoot and direct film style Betacam productions, including commercials and industrial videos and multi-camera remotes for a Midwest production house/commercial station. Send resume and salary requirements to Box A-25. EOE.

Promotion writer-producer: Experienced on-air promotion professional sought by WGAL-TV, central PA's news leader. Hands-on editing, heavy news topical background required. Send resume to Personnel Director, WGAL-TV, PO Box 7127, Lancaster, PA 17604-7127. EOE.

Producer/reporter - Number one NBC affiliate in Alaska looking for a top notch producer and reporter. Experience preferred. Please send resume and tape to KUUU-TV, 630 W. 4th, Anchorage, AK 99501. Salary DOE. EOE. Please, no phone calls.

Production manager - Supervise news, commercial production in sunny Southeast. Minimum one year news and commercial directing experience. Resume and tapes to Jim Baker, WGXA-TV, Box 340, Macon, GA 31297. EOE.

Tape library supervisor for Independent TV station in Southwest. Experienced in tape/film editing, ordering, shipping & receiving, usage reports, and personnel supervision & training. Send resume including references and salary required to Box A-35.

Videotape editors needed for staff and freelance positions with Philadelphia area production facility. GVG switchers, CMX, Mirage, DVE, Chyron, Dubner paint system, ect. Must be experienced and have quality reputation. Send resume including salary/rate desired to Box A-32. EOE.

Production manager for Northeast VHF. Busy production department needs creative, organized leader, knowledgeable in production of creative commercials, promotions and public service. Hands-on experience preferred. We have "the tools" and the staff. We need someone who can lead. Excellent salary and benefit pkg. Join a winner. EOE Box A-31.

Television production specialist: The Centers for Disease Control announces an employment opportunity at its headquarters in Atlanta, Georgia. Candidates must have broad experience and training in television operations and engineering. Must be a hands-on and creative individual capable of assuming primary responsibility for all technical aspects of television studio and field production activities including video and audio operations, videotape computer editing, video production system design and installation and electronic maintenance supervision. Experience with video teleconference technical operations and/or interactive videodisc production is desirable. \$34,510 annual salary. Federal Civil Service benefits and retirement program. Interested candidates should send their applications (Standard Form 171, Application for Federal Employment) to Mr. Paul Herrington, Centers for Disease Control, Personnel Office, Building 1, Room 1050, 1600 Clifton Rd., NE, Atlanta, GA 30333. To be postmarked not later than January 31, 1989. For more details about this position contact Paul Horton, 404-639-1746 CDC is an equal opportunity employer and provides a smoke-free work environment.

The Suncoast is calling! Seeking specialists in production, promotion, and program development. Rush non-returnable VHS samples. P.O. Box 22607, Tampa, FL 33622-2607. EOE

Program/operations manager. Experience preferred. Salary negotiable. Contact Shell Storrer at WKTV, P.O. Box 2, Utica, NY 13503. EOE.

Post-production editor: Must have strong retail background with agency references. State-of-the-art facility. Ace 200 editor, ADO 2-channel with digitrail, Chyron, Still Store, 1" and SP Beta. 3-11 shift. Only experienced should apply. No phone calls! Send resume, tape and salary requirements to Production Manager, WATL 36, One Monroe Pl., Atlanta, GA 30324. Confidentiality of course! EOE.

WTNH-8 (New Haven/Hartford) is looking for a creative services director. Must have 3-5 years previous management experience with emphasis on news promotion. Send resumes (no telephone calls) to: Lew Freifeld, Vice President and General Manager, WTNH-8, 8 Elm St., New Haven, CT 06510. Equal opportunity employer.

Commercial director - Top 40 affiliate seeks a creative, hands-on director for commercials. Minimum 3 years experience shooting, editing and directing spots. Graphics ability helpful. Award-winning station has Beta suite, GVG-300 and ADO. Send resume and salary history to Box A-43. EOE.

We've got the reporters, we've got the anchors, we've got the latest tools including an SNG truck. We need more producers who are good journalists. Send tape and writing samples to: Robert Stoldal, News Director, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114. EOE.

Promotion manager: Are you a senior on-air producer ready to juggle all the balls at once and move into promotion management? If you have hands-on promotion experience at an independent and the killer reel to prove it, we have the challenge and opportunity to allow you to grow and become a key player in a station wide turn around effort. As a bonus, you will report to a station manager who understands promotion, i.e. I've been there. If you are ready to work hard, lead by example and have some fun while you are doing it, then you are ready to join the new team at WPTT-TV in Pittsburgh. Send your reel, resume and letter to Tom Shannon, WPTT-TV, P.O. Box 2809, Pittsburgh, PA 15230. EOE.

Commercial producer/videographer needed to shoot and produce local commercials. We're looking for a highly motivated individual with excellent creative writing skills, the ability to work with clients, and a creative eye. If you have a strong production background, and would like to work in well equipped production facility, send your demo tape, along with a brief cover letter and your resume to: Tom Jeans, Production Manager, KSFY-TV, 300 North Dakota Ave., Suite 100, Sioux Falls, SD 57102. EOE.

Art director: Leading film/video production company is seeking an art director with extensive 2-D and 3-D computer graphics experience. Aurora or Symbolics experience preferred. Position requires extensive design background, strong communication skills, and a thorough understanding of computer graphics as they relate to film and video production. Send resume and demo reel to: General Manager, Telemation Productions, 7700 E. 11th Ave., Suite H, Denver, CO 80231. No phone calls. EOE.

SITUATIONS WANTED MANAGEMENT

Sports pro needed? Looking for new challenges at local station or PR firm. Currently employed at nat'l TV network. Extensive sports production experience. Radio producer for MLB team. Call Ian at 413-734-2475.

General manager/station manager: Strong self motivator with key strengths in sales and tight budget controls. Have turned around stations and I am ready to do it again. Reply Box A-52.

SITUATIONS WANTED NEWS

15 yrs. radio and TV know-how. Available January. Seek anchor position with station Southwest. Tape available. But prefer interview and live audition. Mature, authoritative credibility on air. Sincere. White male. Willing to double as salesperson if needed. Will consider part time anchor to start. AM call, 214-270-1114. Ray.

Sportscaster: Low energy, nothing to look at, loves network feeds, emmy award loser and good at it. 10 years experience. Looking for new challenge. Favorably underwhelmed? Call 804-495-4115.

Associate producer/production assistant with strong writing and organizational skills from working in local media. Kevin 314-762-2179.

Meteorologist - NWA certified. 20+ years in the business. Colorgraphics and Kavouras graphics experience. People oriented. Also hosted talk shows and telethons. Available immediately. Call Thomas 317-290-8568 or write Box A-33

Peabody & DuPont award winner. Extensive network & major market experience. Looking to run serious, hard-edged operation in a top 20 market. Top references. Box A-34.

I will work hard for you! Three years experience in New York in production and research. Highly motivated, solid skills. Journalism degree. Will work hard in your newsroom as writer/producer. Will consider other positions. Contact Pamela 212-348-8741.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Research manager, 3 years sales promotion at top indy in major market (currently employed), seeks cross-over to programming or program development research. Excellent writing, ratings analysis. Broadcast/cable network or station group preferred. All offers considered. Box A-39.

Commercial writer/producer/director in low 50's market desires to relocate. Ten years experience. Prefer agency/production house or Independent. Box A-48.

MISCELLANEOUS

Primo People has the answers to your questions. News directors and talent...find out what we can do for you! Call Steve Porricelli or Fred Landau at 203-637-3653, or send tape and resume to Box 116, Old Greenwich, CT 06870-0116.

Bill Slater's talent agent directory. Invaluable for station and talent. \$52.00 for stations. \$37.00 talent. P.O. Box 7076, Evanston, IL 60201. 312-328-3660.

Attention job-hunters! The Hot Sheet puts you in touch with broadcasting's most attractive career opportunities. Published twice weekly. Money-back guarantee. Climb aboard and discover where the action is! Media Marketing, PO Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603.

Career Videos. Help realize your goal of job search success. Let us put together your personalized video resume tape. 312-272-2917.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Earn a Master's Degree in Film and Video from The American University School of Communication in Washington, D.C. Graduate Assistantships available. Excellent faculty and D.C. production opportunities. For more information, write to: School of Communication, Graduate Film and Video Program, The American University, Washington, D.C. 20016. An EEO/AA University.

Radio, television, and film. The RTF Dept. at the Univ. of Southern Mississippi continues to grow in enrollment and is enjoying modernization of facilities and equipment. As a result of growth and change, an instructor or assistant professor is needed to teach courses/supervise lab activities in the Broadcast Journalism emphasis. Applicants should also be able to teach introductory courses in radio and/or TV production. Master's degree required; Ph.D. preferred; professional broadcast news experience desired. Send letter, resume, and three current letters of recommendation by January 31, 1989, to Dr. David H. Goff, Chair, RTF Dept. - USM; Box 5141, Southern Station; Hattiesburg, MS 39406. AA/EEO.

Stephens College, a private four-year college for women with a liberal arts base and ad commitment to advising as an integral part of teaching, has the following position available Fall 1989: Chair, Department of Communications. Fulltime, tenure track. M.A. required, Ph.D. preferred. Broadcast industry experience on the programming or management level and demonstrated teaching ability at the college level required. Knowledge and appreciation of the role of women's education and role of women in communications media. Concern for communications and media issues as they relate to a liberal arts curriculum. Responsibilities include: Planning, implementation, coordination and review of educational program and management of facilities. Teaching in the area of broadcasting media with emphasis on television production, media programming, writing and management. Department offers B.S. in Communications and Public Relations and B.A. in Journalism and Communications Media. Facilities include a public FM radio station, fully equipped 3-camera color studio, radio and television editing facilities, desk-top publishing system, and a college-wide audio-visual services center. Letter of application, vitae, three letters of recommendation with addresses and telephone numbers, and copies of transcripts should be sent to: Dr. Robert G. White, Box 2112, Stephens College, Columbia, MO 65215. Applications deadline March 1, 1989. Stephens College is an equal opportunity/affirmative action employer.

Unique teaching opportunity. Teach journalism in a fully commercial television newsroom. Chance to pursue advanced degree. The University of Missouri School of Journalism needs a supervisor for students producing top-rated newscasts at KOMU-TV/NBC. Prior newscast producing experience required. Telephone news director Kent Collins 314-443-0416. EOE.

**For fast
Action Use
BROADCASTING'S
Classified Advertising**

HELP WANTED MANAGEMENT

Director of Corporate Support: University of Florida. Public broadcasting position for WUFT-TV/FM. Experienced individual sought to plan, organize and implement generation of revenue and in-kind services from the corporate sector. Responsibilities include securing program underwriting grants, corporate pledge challenge grants and production grants from business and professional communities. Minimum qualifications: Master's in Marketing, Communications, Advertising or related field or a Bachelor's in same plus 2 years directly related professional work experience. Desire strong written and verbal communications skills. Public broadcasting experience preferred; broadcast sales or marketing experience preferred. Anticipated starting salary is \$27,000 plus fringe benefits. To apply send a letter referencing Coordinator, Advancement Alumni Affairs position #940270 and complete resume by January 27, 1989 to: Steve Wing, Recruitment Coordinator, Central Employment Center, Room 446 Stadium West, University of Florida, Gainesville, FL 32611. It is University policy to conduct all searches in the open subject to the provisions of existing law. EEO/AA employer.

HELP WANTED SALES

Jingles Sales. Experienced only please for America's hottest (and one of the oldest) jingle companies. 1-800-368-0033.

HELP WANTED MISCELLANEOUS

Financial analyst - Broadcast Investment Analysts is seeking a senior analyst with experience in evaluation of the communications industry. Position requires an articulate person to interact with clients, strong research and computer skills. Send resume and salary requirements in confidence to: Frank Higney, BIA, Box 17307, Washington, D.C. 20041. EOE.

SITUATIONS WANTED SALES

Money keeps score. But quality living, challenge, travel and perks mean more. For thirty years I've written, reported, produced, edited and managed newscasts. Now it's time for an interesting change. Overseas okay. Any ideas? Box P-63.

MISCELLANEOUS

Freelance videographers: AMERICAN HEAT will buy quality video of major fire; emergency; emergency medical; and police incidents. Call 1-800-722-2443.

EMPLOYMENT SERVICES

Government jobs. \$9,811 - \$86,682/yr. Guarantee: Job or moneyback. Federal list. (1) 805-687-6000 ext. R-3000. **Be on T.V.** Many needed for commercials. Casting info. 1-805-687-6000 Ext. TV-7833.

Airlines now hiring. Flight attendants, travel agents, mechanics, customer service. Listings. Salaries to \$105K. Entry level positions. Call 1-805-687-6000 Ext. A-7833.

Talent coaching: For TV reporters. Polish anchoring, standups, interviewing, writing. Teleprompter. Learn from former ABC Network News correspondent/New York local reporter Demo tapes. Private lessons. Group workshops Feb. 12 and March 12. 212-921-0774. Eckhart Special Productions (ESP).

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash-best prices. We buy TV transmitters, towers, and transmission line. Bill Kitchen, Quality Media, 303-665-3767

1" videotape. Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

Wanted: Satellite automation equipment. Carousels and instacarts. Bryan Romeijn, 907-586-3630.

Maze Broadcast pays cash for selected television & video equipment. Phone or fax your list now. 205-956-2227.

FM antenna(s) - Will buy used FM broadcast antenna(s) - Any make - Any model - Call 806-372-4518.

7 and 13 GHz used microwave systems. Fax list and prices 209-523-0898.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. Telex 910-240-3856.

50KW AM ** CCA-AM 50,000D (1976), excellent condition ** Transcom Corp. 215-884-0888, TELEX 910-240-3856.

AM Transmitters ** CCA AM 10,000D (1970), Collins 820F (1978) ** Gates BC-5P2 (1966) ** Collins 21E ** McMartin BA 2.5K (1981) ** Transcom Corp. 215-884-0888, TELEX 910-240-3856.

FM Transmitters ** Harris FM20K (1987), AEL 25KG (1977) ** Harris FM20K (1981), RCA BT20E1 (1975) ** Harris FM10H3 (1974), RCA BT10D (1968), CCA 2500RD (1982) 2.5 KW FM ** Transcom Corp. 215-884-0888, TELEX 910-240-3856.

1KW AM Transmitters ** Harris SX-1 (1983) ** Harris MW1A (1983) ** Collins 8292D2 (1981) ** CSI T1A (1981) ** Collins 20V3 ** Bauer 707 ** Gates BC-1T ** Transcom Corp. 215-884-0888.

AM Transmitters ** CCA AM 10,000D (1970), Collins 820E (1978) ** Gates BC-5P2 (1966) ** McMartin BA 2.5K (1981) ** Transcom Corp. 215-884-0888, TELEX 910-240-3856.

RCA UHF TV transmitter: Parallel 60 kw, mid-band Klystrons, available immediately \$85,000. Call Bill Kitchen. 303-665-8000.

Silverline UHF TV transmitters. New, best price and performance. 35 Kw, 70 Kw, 140 Kw, 280 Kw, also brand new air cooled 10 Kw Klystrode transmitter. Bill Kitchen Television Technology, 303-665-8000.

1000' Kline tower. Standing in Nebraska. Available immediately. Can move anywhere. Call Bill Kitchen. Television Technology 303-665-8000.

Channel 8 transmitter and antenna GE4TT6E24TF4A1 Good condition available immediately. Bill Kitchen 303-665-8000, ext. 101.

FM antennas. CP antennas, excellent price quick delivery, from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

RCA-TCR100 Cart machine parts for sale. WBRC-TV 205-322-6666.

Dielectric 4-Port motorized patch panel 3 1/8" for sale. WBRC-TV. 205-322-6666. J. P. Thorn.

Kline Tower 645 ft with two platforms, has been dismantled. 205-322-6666. WBRC-TV.

RCA TP-66 Film Projector and RCA TP-15 Multiplexer for sale. WBRC-TV, 205-322-6666.

Equipment financing: New or used 36-60 months, no down payment, no financials required under \$25,000. Refinance existing equipment. Exchange National Funding 214-422-5487.

Broadcast equipment (used). Transmitters, STL's, remote antennas, monitors, consoles, processing, tape equipment, automation, turntables. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

Fidelipac audio cartridges. Various lengths. Model 300. Quantity discounts. Technichrome 702-386-2844.

Dielectric 4-Port Patch Panel 3 1/8" for sale WBRC-TV. 205-322-6666. J.P. Thorn.

Ikegami HL-79EALS available. Three cameras, superbly maintained (by Kunio Fuse), with 13x Canons, AC. Beta-daptors, etc. \$26,000 each, 60-day warranty. Ikegami ADC-79E Auto Setup Box, \$4,000. Sony BVH-500A, with power supply, playback, good condition, \$6,500. Call Matt at 215-665-3747.

Copperi #8 & #10 ground radials; 2.3,4,6,8" strap; fly screen; ground screen. 800-622-0022. Ask for Copper Sales.

RUST remote control model 108 studio, transmitter units with manuals, \$250.00. Also Rust series "F" studio, transmitter units \$250.00. Hughey-Phillips model BF60A tower lighting unit \$75.00. RCA MI-11982 cartridge switcher, \$50.00. Texas Electronics digital readout thermometer with new outdoor sampling housing, \$50.00. Various Rust remote-control sampling & relay units. Don Michel. 618-833-7500.

360 ft. Truscon guyed solid rod tower. 48 inch face, with lighting, insulators and 60 ft. pole Call Bill Glasser, WHBC, Canton, OH. 216-456-7166.

Broadcast quality videotape - 1" and 3/4" professionally evaluated-guaranteed-introductory prices: 1" 30 min. - \$12.00 1" 60 min. - \$28.00 KCA60 - \$8.50 KCS20 - \$4.00 KCS10 - \$3.00. For quantity discounts, call today. VSI, 1-800-346-4669.

Wave guide - WR1150 rectangular, approximately 1200 foot plus 50 foot horizontal, elbow. Almost new, will work on any channel between channels 42 and 69. Actual cost \$120,000, will sell for \$80,000.00. Call Sudbrink Broadcasting, 1-407-689-0220.

Scientific Atlanta, model 8005, 4.6 meter satellite antennas. \$2,500. Broadcast quality receivers, model 5A414. \$1,075. Megastar, 702-386-2844.

Video-tape evaluators, all Recortecs, two each 1", two each 2", three each 3/4", \$10,000 for all. Technichrome 702-386-2844.

Betacam, 3/4" and 1" blank videotape. Broadcast quality guaranteed and evaluated. Betacam - \$5.99, 3/4" - 20 minutes \$4.99, 3/4" - 60 minutes \$8.99, 1" - 60 minutes \$24.99 in quantity. Magnetically examined, cleaned and packaged. Guaranteed to perform as new. Sony, 3M, Fuji or Ampex. Free shipping. For more info, call toll free, 1-800-238-4300.

Two IKE 79 EAL, 4 and 5 years old with 14x1 zoom lens with 2x extender, case, anton power supply. Excellent cond. Asking \$22,500. ea. Call 617-861-7171; ask for John or David.

BVW-10s, BVW-15s, BVW-20s, BVW-40s. Low prices. Many RCA TP-66s, excellent condition. Ampex ACE editor, loaded. RCA TK-29 and TK-29 cameras and islands. See us at NRB booth #1814. Call now to list your surplus equipment or for your needed equipment. Media Concepts 919-977-3600 or FAX 919-977-7298.

Inventory of successful production music library for sale by producer. Proven sales record. Jim Hegarty. 414-248-3707.

Sony BVW15 Betacam source player with dynamic tracking. Excellent condition, very low hours. \$12,500/offer. Aldo Panattoni. 415-583-8236.

Low cost - 1" Sony BVU-1000 with TBC, new heads. This is a top notch basic 1" VTR. Meets new spec. - \$12,000.00. Full 30 day warranty. Call Video Brokers, Inc. 407-851-4595.

Beta Field Record Play VTR - BVU-25's low time, new condition. Full warranty. Call Video Brokers, Inc. 407-851-4595.

Beta BVW-3A Cam/Rec Package - New units - "0" Hours - 3 left. \$15,900.00 with lens, carrying case, tripod plate. 30 day warranty. Call Video Brokers, inc. 407-851-4595.

Ampex VPR-80's - 9 in stock - Low hours, new heads with TBC-6. Get immediate delivery - On 1" Ampex from Video Brokers. Call Video Brokers, Inc. 407-851-4595.

Sony 1" - In stock - BVH-1100A's with BVT-2000 TBC's - New heads, complete refurb. - 60 day warranty. Call Video Brokers, Inc. 407-851-4595.

Close Outs - Ampex VPR-20 Portable 1" with Colour Stabilizer, AC, battery charger, and batteries - \$5,000.00. VPP-5 (Nagra/Ampex) portable 1" - demo units - with accessories \$10K. Garner - heavy duty Degansser, list over \$6K - Demo units - \$3,500.00. Call Video Brokers, Inc. 407-851-4595.

Big Switcher 24 Input Ampex 4000 with options - Reduced to \$7.5. Ready to ship. Call Video Brokers, Inc. 407-851-4595.

Grass Valley Switchers - 1600 1x - Loaded including - dual disc drive for E-Mem system - list over \$45 - net \$19,500.00 with warranty. Call Video Brokers, Inc. 407-851-4595.

Ikegami Dual 9" B & W - New - \$500 per pair. Call Video Brokers, Inc. 407-851-4595.

Film chain - New in the crates RCA-TK-29B - with everything: - 16 mm multiplexer, 35mm dual slide projector. Save 75%. Call Video Brokers, Inc. 407-851-4595.

RADIO

Help Wanted Technical

CHIEF ENGINEER/AM-FM

We offer an excellent salary and benefits at this AM-FM simulcast in scenic Southern Indiana. Please send complete resume and references to:

Larry Aiken
WGBF AM-FM
3809 Washington Ave.
Evansville, Indiana 47715
EOE

ENJOY THE GOOD LIFE & COME TO VERMONT!!!

Wanted - experienced engineer. Contact Dick Vaughan - WSYB & WRVT - P.O. Box 249 - Rutland, Vermont 05701. Phone - 802-775-5597.

Situations Wanted News

MAJOR MARKET SPORTS

Major market sports talent available. Done it all - PBP, talk, reporting, even news and general talk - for a decade. PBP is awesome.

Box A-9

TELEVISION

Help Wanted Technical



ENGINEERS

FORTUNE 500 owned indy is expanding operations! The following engineering positions are available:

- Assistant Chief-Engineer
- Maintenance Engineer

State of the art broadcast facility. Good benefits, great people and a superb California lifestyle. Resume and salary requirements to:

Engineer Search
P. O. Box 4279
Santa Barbara, CA 93140-4279

RIKLIS BROADCASTING

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PROFESSIONAL VIDEO PRODUCTS

Broadcast Division of a major video products manufacturer headquartered in New Jersey seeks a Field Engineer to assist its Sales Department based in Ft. Lauderdale Office.

Successful candidates should have a strong working knowledge and minimum two years of "hands-on" experience with Professional Broadcast Video Cameras. Degree preferred but is not essential. Some travel required.

Interested candidates are requested to send resume and salary requirements in confidence to:

Director, Engineering
Ikegami Electronics (U.S.A), Inc.
37 Brook Avenue, Maywood, NJ 07607

Ikegami



TNN, a leading cable television production company, is seeking qualified applicants for the following positions:

EARTH STATION MAINTENANCE AND OPERATING ENGINEER: The incumbent will operate, test and maintain transmitting, receiving and monitoring equipment used by the earth station. He/she will have at least three to five years experience working with television broadcast earth station installation, maintenance, operation and design. FCC general radio telephone license and/or SBE certification is preferred.

TRANSPORTABLE EARTH STATION ENGINEER: The incumbent will drive, set up and operate equipment to include satellite transmit, receive and monitoring electronics at remote locations. Incumbent will verify transponder and owner clearance, performs cross-pol check and transmits. He/she will have at least two to three years experience with television transportable earth station installation, maintenance, operation and design. Must have (or be able to obtain) a Tennessee special chauffeur's license and have a good driving record.

TNN offers competitive salaries, excellent benefits and a professional working atmosphere. Please send a resume to:

OPRYLAND BROADCAST
Attn: Employment Manager
2806 Opryland Drive
Nashville, TN 37216
(615) 871-6959

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**KUED
PRODUCTION
MANAGER**

Bachelor's degree in Communications or related field or equivalency plus 3 years related experience in a supervision or management position in television program production with a working knowledge of all aspects of television production and copyright laws and previous experience as a producer required. Previous experience in budget preparation and grant proposals preferred. Sets production goals, standards, schedules and deadlines for department. Evaluates proposals and production in progress for technical quality and content. Identifies funding sources and works with the Development Department and Business Office in preparation of grant proposals. Writes and keeps records of production contracts, talent, and copyright agreements. Administers department budget, supervises production staff and responsible for all hiring. Assists general manager in long-range planning and other activities as directed. Acts as Producer or Executive Producer as needed. Submit application and/or two copies of resume with the names, addresses and telephone numbers of three references to:

**UNIVERSITY OF UTAH
PERSONNEL DEPARTMENT**
101 Annex Building, SC-5787
Salt Lake City, Utah 84112
Equal Opportunity Employer

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NEWS PRODUCER**

Sought for a very lucrative (\$75K+) N.Y.C. - or Miami-based position as a consultant to an expanding, high-powered TV publicity firm with national clients and contacts. We are a group of former producers doing TV publicity to high journalistic standards. We require the same commitment plus a good working relationship with the most influential contacts at the network TV news level. You needn't work at our New York, S.F. or Miami offices. Work from your home year-round, on easy schedule. Send resume plus general outline of areas of media influence to:

PRIMETIME
1221 BRICKELL AVENUE
9TH FLOOR
MIAMI, FL 33131
EOE

Help Wanted News Continued

WLS-TV/Chicago, the number one station in the best news market in the country, is looking for an experienced news promotion producer with a minimum of three years experience. If you are aggressive and love and understand news promotion, RUSH your tape and resume to Fran Preston, Director of Creative Services, WLS-TV, 190 N. State St., Chicago, IL 60601. No phone calls, please. EOE, M/F.

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SPORTS ANCHOR**

Looking for more rewarding position in TV sports in medium to large market

5 years NYC experience, but willing to relocate for a position that offers more than just a good salary.

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Help Wanted News



MAJOR NEWS EXPANSION

FORTUNE 500 owned indy producing regional newscast at its flagship station. We need aggressive hard-chargers for the following positions:

- News Director
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- Producer
- Director
- Reporters

If you're the best, come live the good life in Southern California. Resume, tape and salary requirements to NEWS SEARCH, P. O. Box 4279, Santa Barbara, CA 93140-4279. Equal Opportunity Employer.

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1. **Sportscaster**
(full or part-time)
A. Winning Personality
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2. **Excellent Show Host**
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**"Then call me now!"
(415) 878-0716**

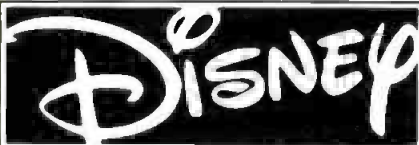
Situations Wanted Management

**Profit Oriented
General Manager/Station Manager**

Strong leader with great skills in sales, programing, promotion and financials. Looking for the right opportunity with quality broadcaster. Have managed stations with great results in large and medium markets. Excellent credentials

Reply Box A-57

ALLIED FIELDS
Help Wanted Miscellaneous



PUBLICIST

Walt Disney World Co. has an immediate opening for a Publicist within our Marketing Division.

Qualified applicants will possess a minimum of five years experience in broadcast journalism. Excellent public relations and writing skills essential. A degree in journalism or a related field preferred.

We offer a competitive benefit package as well as our wonderful Florida climate. If you are interested in joining a company that will give you every opportunity for growth and development, please send your resume with salary requirements, in confidence, to:

Walt Disney World Co.
Professional Staffing PB-1
P.O. Box 10,090
Lake Buena Vista, FL 32830

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Public Notices

The Board of Directors of National Public Radio will meet in open session on Wednesday, February 8, 1989, beginning at 10:00 a.m. in the Federal Room of the Stouffer Madison Hotel, 515 Madison Street, Seattle, Washington. Subject to amendment, the agenda includes: Chair's Report, President's Report and Committee Reports, FY 1990 Budget. The Distribution/Interconnection Committee will meet on Monday, February 6 in Executive Session and again on Tuesday, February 7 in open session. The other Committees will also meet on Tuesday, February 7, beginning at 9:00 a.m. at the same location.

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For application information call
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California Broadcasters Association

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Tuesday, January 31 at 11 AM

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FIRST TIME RADIO STATION OWNERS

10,000 Watt AM Kansas City

Low Price - Terms Available
Well-equipped - State-of-the art
Must see - Inspection invited

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THE FUTURE IS NOW

Radio station investments in Tx., La., Miss., Ala., Ok., Tenn., and Ark. All price ranges. Offering experience and integrity.

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Mitchell and Associates
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Hickman Associates

Mid-Atlantic/Exciting FM opportunity in established Coastal town with excellent signal over glamorous major resort market. All new equipment. No cash flow, but plenty of upside for instant appreciation. Asking \$950,000/terms.

Virginia/Small market AM with real estate and FM CP. Asking \$325,000/terms.

Ron Hickman
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Class IV in Southern market of 100,000+. Strong economy. Exclusive format. Automated Co-owned with FM. Good potential. For sale two ways. 1) \$75K without building, tower, real estate 2) \$500K with building, tower and valuable real estate

Principals only
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SECURITY BANK
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CENTRAL ILLINOIS FM CP

Rich agricultural area Booming local economy with many new business starts Need construction and start up capital. Complete buy out possible.

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City Grade over Austin & San Antonio
 only \$385,000 cash while it lasts!
9 Station group & 2 FM CP's in TX & OK
 90% financed, \$2,500,000; \$250,000 down

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SALT LAKE CITY'S #9 FM
\$975,000 TERMS!

Includes Real Estate and Suburban AM

Write:

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 Salt Lake City, UT 84111

FOR SALE:

CLASS A FM
LARGE SOUTHEASTERN CITY
MARKET SIZE IN MID 50'S
CALL (804) 526-8158

FLORIDA PANHANDLE GROWTH MARKET
FM/AM \$750,000

Real estate. Dominate stations. Make this your Florida base.

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Eastern North Carolina

5,000 Watt AM & Class A FM
 Priced for quick Sale \$300,000 including real estate
 Qualified buyers only.

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Must Sell Daytimer in Midwest. 125,000+ Metro Population with Great Fringes. College Community with Good Business Climate. Priced Right to Sell.

Contact Jeff, (319) 236-7700.

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Broker-35 Years Bdc Exp
 Indiana-AM/FM Rated Mkt 1.3M
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\$1,250,000 - \$5,000,000
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AM	ATLANTA (FULLTIME)	\$425,000
AM	ORLANDO (CASH FLOW)	\$450,000
FM	MISS. (UP-GRADE)	\$495,000
AM/FM	FLA. W. COAST	\$1,500,000
FM	U.S. VIRG. ISL. 50KW	\$1,300,000
FM	N. FL. (CASH FLOW)	\$2,800,000

HADDEN & ASSOC. 407-365-7832

FOR SALE

Channel 36 - Charleston, South Carolina CP for sale or joint venture. Brokers protected. Call or write David Wagner, Winston Mutual Bldg., 1225 E. Fifth St., Winston-Salem, NC 27102 (919) 722-0272.

FOR SALE

Midwest Class A-FM

Excellent Equipment. could go to Class C-2. Top station in 50,000+ community. Excellent owner/operator opportunity!

Call (316) 221-9292

ATLANTA SUBURB

FULL TIME, CLASS IV, RECENTLY WENT BACK ON AIR WITH IDEAL AND EXCLUSIVE FORMAT FOR THIS VERY AFFLUENT MARKET. PURCHASE \$375,000 OR LEASE PURCHASE FOR \$10,500 MONTHLY.

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BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036

Payable in advance. Check, or money order only Full & correct payment MUST accompany ALL orders.

When placing an ad, indicate the EXACT category
 Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing (NO telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender. Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy. No personal ads.

Rates: Classified listings (non-display), per issue: Help Wanted \$1.00 per word, \$18 weekly minimum. Situations Wanted (personal ads) 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: (personal ads): \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media

John R. Mohr, chief operating officer, Global Media Ltd., Marina del Ray, Calif., joins SportsChannel Regional Networks, Woodbury, N.Y., as VP and chief operating officer.

Bruce Maggin, senior VP, Capital Cities/ABC Video Enterprises Inc., New York, named executive VP.

David L. Archer, director, international business, Viacom Worldwide, New York, named VP, international business development.

Appointments at Guy Gannett Broadcasting Services, division of Guy Gannett Publishing Co., Portland, Me.: **Michael L. Bock**, VP, operations, and general manager, KGAN(TV) Cedar Rapids, Iowa, named VP-television, and will be responsible for company's four television stations. Bock replaces **Robert L. Gilbertson**, executive VP, who will retire in 1989. **Timothy A. Williams**, VP and general manager, WINZ(AM)-WZTA(FM) Miami, named VP-radio. Guy Gannett Publishing Co. operates eight television and radio stations.

Dick Drilling, station manager, KMST(TV) Monterey, Calif., named VP, Retlaw Broadcasting, and general manager, KMST(TV).

David E. Henderson, CEO, Outlet Communications, Providence, R.I., named chairman. Henderson replaces **Bruce G. Sundlun**, who announced his retirement after 28 years with company.

Carol Hope Rueppel, news director, WTKR-

TV Norfolk, Va., named acting general manager. Rueppel will continue as news director.



Carver

tions Group Inc.

Bob Bruno, radio general manager, WOR(AM) New York, named VP and general manager.

Thomas Schurr, general sales manager, WLZR-AM-FM Milwaukee, joins KROY(FM) Sacramento, Calif., as VP and general manager.

Rich Nichols, general manager, KXUS(FM) Springfield, Mo., joins KWTO-AM-FM there as VP and general manager.

Christopher Zimmerman, VP, television noncommercial WXXI-AM-FM-TV Rochester, N.Y., joins noncommercial WQLN-TV-FM Erie, Pa., as president and general manager.

Ray Leafstedt, president and general manager, KOEL-AM-FM Oelwein, Iowa, named VP/area group manager, Iowa and Kansas, Independence Broadcasting. Leafstedt will continue to be based in Oelwein as overall

Steve Carver, general sales manager, WCBSE-FM New York, joins WOGL(FM) Philadelphia as VP and general manager.

Dean Thacker, VP and general manager, Malrite Communications' WHTZ(FM) New York, named president, radio division, Malrite Communica-

president and general manager of KOEL-AM-FM.

Kris Foate, sales manager, WQFM(FM) Milwaukee, named general manager.

Bob Oakes, president, Communicast, syndication firm for news/talk stations, joins WLAC(AM) Nashville as program/operations manager.

Fred Flodin, corporate controller, Gilmore Broadcasting, Kalamazoo, Mich., elected senior VP and treasurer; **Kathy S. Harris**, senior data processor/accountant, Gilmore Broadcasting, named division controller, KHVN(AM)-KMEZ-FM Fort Worth-Dallas, recently acquired by Gilmore.

Marketing

David M. Ozer, account executive, WZOU(FM) Boston, joins Twentieth Century Fox Film Corp., New York, as sales executive, Eastern division-television syndication.

Jonathan L. Ozor, special projects manager, Turner Cable Network Sales, New York, named director, affiliate ad sales

Pamela F. Cherney, director, corporate cash

INCREASE THE EFFECTIVENESS OF YOUR SALES STAFF AND YOUR MANAGERS.

- A Sales Improvement Seminar at your station conducted by Martin Antonelli.
- The Sales Training/Sales Improvement Package from AMTC.
- Send your people (salespeople and managers or prospective managers) to AMTC in NY for a customized program.
- Effective Broadcast Sales Management from AMTC: A 5½ hour video tape program detailing what a sales manager should be doing every day.

Any of these plans is an investment in the future of your station and one that will deliver benefits year after year. Call for more information.



ANTONELLI MEDIA TRAINING CENTER

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(212) 206-8063



New Board. Fox Broadcasting Company announced its new board of governors, elected by delegates from Fox's 123 affiliates last October, at Fox's annual affiliate convention Jan. 7 in Los Angeles. New board members: Back row, l-r: Jamie Kellner, president and chief operating officer, Fox Broadcasting Company; Bob Wormington, general manager, KSHB-TV Kansas City, Mo.; Mike Fisher, VP and general manager, KTLN(TV) Sacramento, Calif.; Donita Todd, president and general manager, WNRW(TV) Greensboro, N.C.; Ed Groves, VP and general manager, KASN(TV) Little Rock, Ark.; Stuart Powell, former board member, general manager, KNXV-TV Phoenix, and VP, Scripps-Howard Broadcasting; Joe Young, VP and general manager, WXIN(TV) Indianapolis; Jim Boaz, VP and general manager, WTPX-TV Philadelphia; Larry Blum, VP and general manager, WUPW(TV) Toledo, Ohio; Barry Diller, chairman and CEO, Fox Inc. Front row: Bill Jenkins, VP and general manager, WXIX-TV Cincinnati; Martin Colby, VP and general manager, XETV(TV) San Diego (board's previous chairman, now advisor); Kevin O'Brien, VP and general manager, KTVU(TV) San Francisco. Board of governors acts in advisory capacity on behalf of Fox affiliates in operation and growth of Fox Broadcasting Company.

management, MCA Inc., Universal City, Calif., named assistant treasurer.

Appointments at Lifetime Television: **Rose Lorenti**, senior affiliate sales executive, New York, named director, affiliate relations, Eastern region; **Ruth Katz**, VP and advertising sales manager, Sky Communications, New York, named director, affiliate relations; **Jan Crowell**, affiliate administrative sales coordinator, named manager, special markets and sales administration.

Appointments at The Disney Channel: **Doug Miller**, marketing manager, Southeastern region, Atlanta, named regional director, Southwestern region, Dallas; **Karen Benson-Ruben**, affiliate marketing representative, New York, named manager, Eastern region; **Shelley Hustler**, manager, consumer marketing, Los Angeles, named director, consumer marketing; **Pam Warren**, VP and assistant media director, Ogilvy & Mather Advertising, Los Angeles, joins Disney Channel there as manager, consumer marketing; **Janet Hollander**, manager, affiliate training programs, Los Angeles, named director, training, New York; **Michael Smith**, affiliate marketing coordinator, New York, named affiliate marketing representative.

Appointments at Group W Satellite Communications: **Lynn Eisenberg**, advertising promotions coordinator, Paragon Cable, New York, and **Todd Hansley**, independent sales representative, Architectural Hardware Sales, Englewood, Colo., named affiliate representatives, Group W, Denver.

Appointments at Blair Television: **Susan Cucinello**, marketing services manager, Blair, New York, named marketing research director; **Linda Scutari**, assistant manager, Blair's NBC blue team, New York, named sales manager, Blair's ABC green team; **Stacey Higgs**, assistant media planner, Long Haymes & Carr, Winston-Salem, N.C.-based advertising agency, joins Blair Television, Charlotte, N.C., as account executive.

Pat Symonds, former CSR supervisor and cable theft supervisor, Continental Cablevision, Kettering, Ohio, joins The Travel Channel, Washington, as manager-affiliate marketing and sales, Southeastern region.

David J. Plegler, VP/general sales manager, Telerep, New York, joins Group W Television Sales there as VP/director of operations.

Jack Swindell, Southern division sales manager, Peregrine Entertainment, New Orleans, joins Four Star International, Chicago, as regional manager, Central region.

Programing

Jeff Wachtel, VP, development, Orion Television, Los Angeles, named senior VP, development, Orion Television.

Appointments at Lorimar Television, Los Angeles: **David Zuckerman**, manager, comedy series development, named director, comedy series development; **Joan Harrison**, manager, network movies and mini-series, named director, network movies and mini-series; **Matthew Pearl**, supervisor, network movies and mini-series, named manager, network movies and mini-series.

Appointments at Twentieth Century Fox Television Syndication: **Keven J. Burns**, di-

rector, Boston University film unit, college of communications, Boston, named manager, creative services, television syndication, Los Angeles; **Victor J. Zimmerman**, account executive, Southwestern division, Dallas, named VP, Southwestern division; **Jeff Stern**, local and regional sales manager, KDAF(TV) Dallas, named account executive, Southwestern division, Dallas.

Appointments at *Inside Edition*, King World, New York: **Christopher Bien**, independent director, joins *Inside Edition* as director; **Charles Lachman**, managing editor, 7 and 10 p.m. newscasts, WNYW(TV) New York, named managing editor; **Daniel Goldfarb**, producer, ABC, named senior field producer.

Jeffery Miller, assistant to VP, creative affairs, Aaron Spelling Productions Inc., Los Angeles, named story editor, television long-form development.

Arthur F. Kane, VP, programs, CBS International, New York, has resigned to establish Excalibur Productions, international television program development company.

Thomas F. Frank, media supervisor and manager, syndication, Procter & Gamble, New York, joins Orbis Communications there as director of programing.

Carol Kowalski, executive director, Brookline Community Cable, Brookline, Mass., joins SportsChannel New England, Woburn, Mass., as programing manager.



Steiner

Therese Steiner, director, national scheduling and systems relations, noncommercial WNET(TV) New York, named deputy director, production center.

Richard Richter, producer, ABC News, Washington, joins noncommercial WETA-TV there as executive

producer, news and public affairs programing.

Jeffrey Mose, host, producer, and writer, Maryland Public Television, Owings Mills, Md., joins noncommercial WPBT(TV) Miami as corporate marketing manager.

Appointments at WFLA-TV Tampa, Fla.: **Doug Duperrault**, program director, named director, local programing and community relations; **Russell H. Myerson**, corporate director, programing, Media General Broadcast Group, WFLA-TV's parent company, and director of programing and operations, WJKS(TV) Jacksonville, Fla., named director of programing. Myerson will also continue corporate responsibilities.

Melissa E. Tench-Stevens, operations coordinator, KICU-TV San Jose, Calif., named program director.

Joyce Lueders, business manager, WJKS(TV) Jacksonville, Fla., named director of programing.

Appointments at *This Evening*, Group W Productions, Los Angeles-Washington: **Billy Pittard** and **Ed Sullivan**, Pittard Designs, Los Angeles, named graphic designers, Los Angeles; **Tony Sabatino** and **William H. Harris**,

Los Angeles, named set designers, Los Angeles; **Peter Leinhelser** and **Gary Griffin**, theme composers/musical directors, Los Angeles, join *This Evening* in same capacity; **Melanie Chitek**, former executive producer, *Evening Magazine*, KPIX(TV) San Francisco, named supervising producer, Los Angeles; **J. Brian Gadlinsky**, producer, *America's Most Wanted*, Michael Linder Productions, Washington, named creative consultant, Los Angeles; **Phyllis Ward & Associates**, independent producers group, will act as Washington bureau. Ward has produced for 20/20.

Kenneth Ceizler, producer-director, MTV, New York, joins Radio Vision International Inc., Los Angeles, as VP, productions.

Alan Colmes, former air personality, WNBC(AM) New York, joins WMCA(AM) there as host, *Alan Colmes Show*.

Zaline McShan, research and sales administrator, WMMR(FM) Philadelphia, joins WKSZ(FM) Media, Pa., as research director.

Brad Hanson, music coordinator, WMMS(FM) Cleveland, named music director.

Appointments at KEBC(FM) Oklahoma City: **Joe Findlay**, production director, named program director; **Jim West**, air personality, named assistant program director and music director.

Joe Ross, program director, WIBG(AM)-WSLT(FM) Ocean City, N.J., joins WKJY(FM) Hempstead, N.Y., as midday air personality.

Jeff Harrington, air personality, KDAB(FM) Ogden, Utah, named program director.

Ken Barnett, program director, KKHT(FM) Houston, joins WMJJ(FM) Birmingham, Ala., in same capacity.

Bobby Mitchell, air personality, KKHT(FM) Houston, joins WHYI-FM Fort Lauderdale, Fla., in same capacity.

News and Public Affairs

Mary Lou O'Callaghan, director, news information, NBC News, New York, resigned Jan. 13 to pursue other interests.

Kimberly Montour, executive producer, special events, WNYW(TV) New York, adds duties of VP and associate news director.

Appointments at New Jersey Network, Trenton: **Michael Fairhurst**, coordinating producer, named executive producer; **Dan Noonan**, managing editor, news, named executive producer, public affairs.

Sherri Arnet, independent producer and director and former ABC News producer, New York, joins Fox Broadcasting Company there as special events producer.

Appointments at WNEV-TV Boston: **Amalia Barreda**, general assignment reporter, named weekend news co-anchor; **Tom Chisholm**, weekday morning and noon meteorologist, named weekend meteorologist.

Stan Stovall, news anchor, WCAU-TV Philadelphia, joins WMAR-TV Baltimore as co-anchor, 6 p.m. news.

Ross Becker, investigative reporter, KCBS-TV Los Angeles, named co-anchor, Sunday broadcasts.

Rick D'Amico, weathercaster, and **Linda Williams**, anchor, KTSP-TV Phoenix, named anchors, *Newscenter 10 Daybreak*.

Appointments at KVBC(TV) Las Vegas: **Dan Monson**, weekend anchor/reporter, KOAA-TV Pueblo, Colo., named reporter; **Steve Eager**, anchor, KYMA(TV) Yuma, Ariz., named reporter; **Sue Tripathi**, weekend anchor/reporter, WWAY(TV) Wilmington, N.C., named general assignment reporter; **Darwin Morgan**, reporter, named assignment editor.

Clare Casademont, anchor/reporter, WTVD(TV) Durham, N.C., joins KHOU-TV Houston as weekend co-anchor.

Susan Hirasuna, weekend anchor and reporter, KJEO(TV) Fresno, Calif., joins KCRA-TV Sacramento as weekend anchor and general news reporter.

Jack Jones Jr., reporter/photographer, KCRG-TV Cedar Rapids, Iowa, joins WLUM-TV Green Bay, Wis., as feature reporter.

Scott Gurvey, correspondent and Chicago bureau chief, *The Nightly Business Report*, produced by noncommercial WPBT(TV) Miami, named New York bureau chief and correspondent. **Dennis Moore**, former financial reporter, KCNC(TV) Denver, joins *The Nightly Business Report*, Washington, as correspondent.

Roxane Battle, weekend anchor/general assignment reporter, KOMU-TV Columbia, Mo., joins WJXT(TV) Jacksonville, Fla., as news reporter.

Allison Hammond, weekend anchor, WKJG-TV Fort Wayne, Ind., joins WDTN(TV) Dayton as general assignment reporter.

Rob Armstrong, CBS News radio anchor, New York, named Washington correspondent.

Joe Wambach, news director, KZBS(FM) Oklahoma City, joins KEBC(FM) there in same capacity.

Technology

J. Lawrence Dunham, executive VP and general manager, VideoCipher division, General Instrument Corp., New York, named president, VideoCipher division.

Harry Owen, director, engineering, WUSA(TV) Washington, announced his retirement effective June 1989. Owen will remain with station on consulting basis.

Appointments at Alpha Wire Corp., Elizabeth, N.J.: **Grant McLennan**, VP, marketing, Grow Group, Springhouse, Pa.-based manufacturer of professional and household cleaning products, named VP, marketing; **Edward H. Gowett**, VP and officer, Houston Wire and Cable Co., Los Angeles, named VP, sales; **Larry G. Myers**, corporate VP, sales, named corporate VP, national accounts.

Bruce F. McKinnon, VP and general manager, Warner Cable Communications, Medford, Mass., joins Wireless Cable of New York, subsidiary of Microband Companies Inc., New York, as VP and general manager.

Michael T. Dowling, commercial officer, high technology and defense sectors, Canadian Consulate General, Atlanta, joins Lindsay

Speciality Products Limited, manufacturer of XATC antennas and broadband distribution electronics, Ontario, Canada, as sales manager-Eastern USA, Atlanta.

Promotion and PR



Janson



Boxberger

Appointments at NBC Media Relations, Los Angeles: **Carol Shapiro Janson**, free-lance publicist, and **Cathryn Boxberger**, director, communications, American Film Institute, Los Angeles, named media representatives, special programs.

Appointments at WLS(TV) Chicago: **Fran Preston**, manager, press information and public relations, named director, creative services; **Karen Yellen Dillon**, assistant director, creative services, named promotion director; **Chris Chavarria**, manager, on-air promotion, named promotion manager; **Mowani Carter**, assistant manager, public relations, named senior publicist.

Annette Gibbs, project director, North Carolina department of cultural resources, historic sites section, Raleigh, joins WPTF-TV there as public affairs director.

Paul Sherno, senior writer/producer, WTTG(TV) Washington, joins WESH(TV) Daytona Beach, Fla., as marketing and promotion director.

Jeff Sapan, account executive, Pamela Giddon company, public relations firm, New York, joins WXRK(FM) there as assistant promotion director.

Michelle S. Bennett, director of development, noncommercial WTEB(FM) New Bern, N.C., joins noncommercial WVTF(FM) Roanoke, Va., as director, public information.

Lynda Dolci, promotions producer, WINK-TV Fort Myers, Fla., joins WAXY(FM) Fort Lauderdale, Fla., as director, promotions.

Sharyn Mallamad Sutton, senior VP, Porter/Novelli public relations firm, Washington, named executive VP.

Allied Fields

Tom Bier, news director, WISC-TV Madison, Wis., named chairman-elect, Radio Television News Directors Association. Bier will oversee 1989 convention in Kansas City. Blair will then assume role of chairman of board until September 1989.

Robert W. Moore, program manager, WLTW(TV) Miami, joins NATPE International, Los Angeles, as director of research; **Regina Cleveland**, office manager, named system administrator.

Abiah A. "Bob" Church, former VP, general counsel and secretary, Storer Communications Inc., Miami, joins Walter, Haverfield, Buescher & Chockley, communications law firm there, as counsel.

Francis Bergan, wife of ventriloquist Edgar



And now for something completely different. The third New York World Television Festival will include a retrospective celebrating the twentieth anniversary of the British comedy group Monty Python (above, center, Michael Palin with, l-r, Eric Idle, Terry Jones, Graham Chapman and John Cleese). The festival, presented by the Museum of Broadcasting, opens tomorrow, January 17, with the American premiere of *Dangerous Loves*, a six-part series based on the stories of Gabriel Garcia Marquez, and will also include screenings of award-winning television productions from overseas.

Bergan, and Marvin Dickman, tax partner. Arthur Andersen and Company, Chicago, elected to board of directors, Museum of Broadcast Communications at River City, Chicago.



Mason

Gordon Mason, executive director, Southern California Broadcasters Association Inc., Hollywood, elected president.

Jay Shanker, solo practitioner. Law Offices of Jay Shanker, Los Angeles, joins Radio Vision International Inc. there as senior VP and general

counsel.

Tara Scopelliti, convention manager. National Apartment Association, Washington, joins American Advertising Federation there as director of conference services/assistant to president.

Ellen Shaw Agress, VP, corporate planning and business development, NBC, New York, named VP, legal policy and planning.

Deaths



Wasilewski

Patricia C. (Patti) Wasilewski, 61, wife of former National Association of Broadcasters President Vincent T. Wasilewski, died Jan. 10 of pneumonia at Fairfax Hospital, Falls Church, Va. Wasilewski received masters degree in speech therapy from University of Illinois and later taught speech therapy in Arlington County Schools. She was also member of Congressional Country Club, Washington. Survivors include her husband; four daughters, Jan, Susan, Cathy and Terese; two sons, Thomas and James; her sister, Helen Bane, and two grandchildren. Memorial contributions may be made to Fairfax Hospital Volunteers Auxiliary, Fairfax Hospital, 3300 Gallows Road, Falls Church, Va. 22046.

Stephanie Meagher, 44, NBC News correspondent/writer/producer, died Jan. 1 of complications of cancer at her home in New

WLS SCOOPS THE WORLD

Dramatic On-the-Scene Transcription of Lakehurst
Dirigible Blast Makes Radio History



TRAGEDY RECORDED—Herb Morrison, announcer, and Charles Nehlsen, engineer, show equipment they used to record the *Hindenburg* disaster May 6 for WLS at the scene of the dirigible crash.

BROADCASTING, May 15, 1937

Herbert Morrison, 83, radio reporter with WLS(AM) Chicago who was best known for his live broadcast of the Hindenburg explosion of May 6, 1937, at Lakehurst, N.J., died Jan. 10 at Sundale Nursing Home in Morgantown, W. Va. Morrison's broadcast helped WLS(AM) scoop everyone else on the story and make radio history (BROADCASTING, May 15, 1937). Morrison and engineer Charles Nehlsen (pictured above) were at the scene of the tragedy after Morrison had suggested to his superiors that the station have an announcer at Lakehurst to cover the Hindenburg's landing firsthand. Morrison and Nehlsen were planning to interview both passengers and friends. Around 6:00 p.m., when the Hindenburg prepared to land, Morrison began describing the event while Nehlsen recorded it. Ten minutes later Morrison shouted, "It's burst into flames...This is one of the worst catastrophes in the world." After regaining his composure Morrison gave his account of the disaster and interviewed both survivors and witnesses of the disaster. In between his broadcasts Morrison ran out to the field and helped assist the burned passengers and crew, including the first survivor, Phillip Mangone. Throughout the disaster engineer Nehlsen stuck to his post, the explosions can be heard clearly on his recording of the broadcast. Morrison went on to become the first news director at WTAE-TV Pittsburgh in 1958 and later taught at West Virginia University, Morgantown. He is survived by his wife, Mary Jane.

York. Meagher began her broadcast news career in 1968 with KYW-TV Philadelphia as researcher. She later joined WBZ-TV Boston as executive producer, investigative staff. In 1979 she joined NBC News as producer of *Weekend*. Meagher won Peabody Award for her work on educational children's program *Call it Macaroni*. Meagher is survived by her brother, W. Bourke, of Humble, Tex.

Donald Voorhees, 85, conductor and musical director, *Bell Telephone Hour*, musical program, died of pneumonia, Jan. 10, at Tomlin Memorial Hospital in Cape May Court House, N.J. NBC ran Voorhees's show

weekly, first on radio from 1940 to 1959 and then television from 1959 to 1968. Voorhees's show provided listeners with wide variety of music including classical, jazz and popular music. Survivors include his wife, Marni, one daughter, one son, two stepsons, one stepdaughter and one grandson.

Curt Marsh, 82, radio personality, died of heart seizure following surgery at Mercy Hospital in Champaign, Ill. Marsh began his career in 1921 as market reporter for WDZ(AM), then in Tuscola, Ill. Marsh remained with station throughout his career. When WJZ(AM) added entertainment to its schedule, Marsh started announcing live music programs, corn picking contests and area sports events. Last March Marsh was honored by WJZ(AM) (now in Decatur, Ill.) for his contributions to broadcasting. Marsh is survived by his wife, Lois, and one son.

Walter Carlson, 70, radio personality, died of cancer Dec. 27, 1988, at his home in Sawyer, Mich. Carlson worked for Moody Bible Institute of Chicago's noncommercial WMBI-AM-FM for 41 years as announcer, newscaster and radio actor. Carlson is survived by his wife, Norma; five daughters; one son, and fifteen grandchildren.

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Sony's Richard Wheeler: Life on the leading edge

"Sony is on the edge of a very important development in this industry. It's called 'digital.'" Preparing the industry for that change is one of the highest priorities for Sony Communications Products Company President Richard Wheeler.

The company already has a distinguished history in the digital format. It was the first to sell digital audio equipment in the early 1980's, and a few years later was the first to sell component digital (D-1) videotape recorders. At last year's National Association of Broadcasters convention, Sony joined Ampex Corp. in marketing the composite digital format (D-2). In June 1988, it was the first to begin D-2 VTR deliveries, and has since installed over 300 units worldwide.

"As we sit here today, there are digital products in the analog domain," Wheeler says. But someday "in the not-so-distant future," he foresees analog being replaced entirely. "In fact, someday it will probably be transmitted to the home in digital and received in a digital format."

But so far, digital technology has not made many inroads into the broadcast station studio. The vast majority of D-2 machines have been sent to post-production studios. "Post-production facilities are very competitive and they generally want the latest equipment," asserts Wheeler. "It was natural for the production and post-production communities to become part of the D-1 and D-2 recording formats initially."

Wheeler believes that 1989 will be the first big year of D-2 sales to TV stations. The route digital will take to those stations' studios will be through multicart library systems, Wheeler says. So far, he says, about half of the LMS's (Sony's Library Management Systems) sold have been D-2 versions, with the other half built for Betacam SP VTR's.

Wheeler would like to instill a concept of teamwork within the Communications Products Co. "I believe that was happening in the past, but we're encouraging it even more." The part of his job that he finds most enjoyable, and that takes up most of his time, is working with people. "I seem to get the most satisfaction out of being able to sit down and work through a problem with an individual by offering a different idea."

Wheeler's predecessor, William Connolly, once said that the Communications Products Co. presidency required 50 to 60 of his hours a week. The job is still that demanding, Wheeler says. "I feel that, because I am the kind of person who has an 'open-door' policy and will help individuals who want to seek me out during the course of the day, I become somewhat inefficient."

He likes to get away from that routine, for a week or so every few months, to a vacation home in Florida. He enjoys going



RICHARD KENNETH WHEELER, president, Sony Communications Products Co., Teaneck, N.J.; b. Sept. 28, 1944, Syracuse, N.Y.; U.S. Navy, 1962-66; quality control technician, visual communications products department, General Electric, Syracuse, N.Y., 1966-70; field sales executive, closed-circuit TV equipment, GE, Los Angeles, 1970-72; sales executive, mobile radio communications division, GE, Los Angeles, 1972-73; sales representative, Microtime, Atlanta, 1974; district sales manager and later regional manager, video products division, Sony Corp., Atlanta, 1974-81; national service manager, video products division, Sony, Park Ridge, N.J., 1981-82; VP, national service, 1982-84; senior VP, Sony Service Co. (consumer products division), 1984-86; senior vice president, video communication products division, 1986-87; senior vice president, Sony Communications Products Co., 1986-88; present position since May 1988; married Marsha Meager, June 5, 1964; children—James, 23; Jeffrey, 20.

boating there "and also getting away from the office with my wife. When I'm around the office or in the area, I'm very close to phones and very close to my briefcase." When out on the water, he can escape that.

Wheeler had no college background when he began selling broadcast equipment for General Electric in Syracuse, N.Y., after leaving the Navy as a petty officer, second class. He sold broadcast and closed-circuit equipment for GE until 1972, when the TV divisions were sold to Gates Radio. Wheeler was transferred to GE's mobile radio communication division. "I didn't like that business...I enjoyed the excitement and creativity [in television sales]," he says. GE's mobile radio sales were mainly government contracts, which required little sales ability. "I just felt that it was a very boring, numbers kind of a business."

He left GE shortly thereafter, and by the summer of 1974 joined Sony as district sales manager in Atlanta. He rose through Sony's ranks, eventually being transferred to the company's Park Ridge, N.J., headquarters in 1981, and being named vice president in 1982 and senior vice president in 1984.

But during the early 1980's, his career took an unexpected turn. He was moved from a sales concentration to the service department, part of the time in consumer equipment service. "I didn't feel that was part of my career path...I looked at it as kind of unchallenging." Today he believes that during those years, Sony was grooming him for bigger things. "It was explained that way, but sometimes you don't listen or believe what they're saying. Frankly, it was excellent training."

In 1987, when the communications products company was formed to handle sales of Sony broadcast and professional video and audio products, Wheeler was chosen as second in command to its first president, William Connolly. He was promoted to the presidency when Connolly became president of the new Sony Advanced Systems division, specializing in HDTV and other new technologies for TV production. The creation of the Communications Products Co. was an important move, Wheeler says, because "it is very difficult for us to determine where one group starts and where another group stops. From our customers' point of view, they purchase products from all of our groups." The system now "makes it easy for the customer to do business with us," he says.

The organization has recorded "an excellent year" in both American and worldwide sales in 1988, Wheeler says. Along with the usual upturn in broadcast equipment sales that accompanies an election/Olympics year, the Communications Products Co. was aided by its ability to catch up on a backlog of ordered Betacam SP equipment. All broadcast video equipment showed growth well above expectations, as did professional audio. The one slow mover was professional video, consisting of Sony's U-matic recorders, players and editor, which merely matched expectations. Over all, Wheeler expects growth in 1989 to be more moderate and competition with other companies tougher.

Wheeler says that he has heard some of the criticisms of Japanese companies and their dominance of the U.S. broadcast equipment market. American broadcasters are said not to have enough input into the development of equipment, and prices are said to be artificially high. Wheeler responds that Sony's prices are comparable to those of domestic manufacturers where head-to-head competition exists, and that the company fulfills a vital role to broadcasters because several items Sony sells are not produced domestically.

ABC will add two new series to its lineup later this month when it premieres *A Man Called Hawk* on Jan. 28, and *Studio 5B* on Jan. 29. *A Man Called Hawk* stars Avery Brooks, who reprises his role from ABC series *Spenser: For Hire*. Show will air Saturday, 9-10 p.m. *Studio 5B* follows cast and crew of fictional network morning show. Starring in series are Kerrie Keane, Wendy Crewson and Kim Myers. Series is product of Lorimar Telepictures and will air on Sunday at 8-9 p.m.

Three Miami stations have had petitions to deny filed against them by National Hispanic Media Coalition and Spanish American League Against Discrimination. Filings are result of survey, conducted by petitioners, of seven Miami FM stations. Petitions ask FCC to conduct *Bilingual* inquiry, referring to 1978 case which cites "evidence of substantial statistical disparity... raises questions as to whether station's poor EEO performance owes to inadvertence, or to intentional discrimination." Stations filed against: WLYF(FM), WPOW(FM) and WTMI(FM)

Rogers Broadcasting Ltd. (RBL) has agreed to buy group of 11 Canadian radio stations from Selkirk Communications Ltd., for about \$20 million (\$24.5 million Canadian). Transaction is subject to approval by Canadian Radio-Television and Telecommunications Commission.

Senior management of Media General Broadcast Services (MGBS) has completed purchase of operation's media buying division from parent company, Media General, it was announced last Thursday (Jan. 12). New York-based company has been renamed Horizon Media. Purchase price was not disclosed, but Donald Miller, chairman/CEO of Horizon, said that Media General was "facilitating the financing" of the management buyout by making Horizon the agent for Media General's receivables, which Horizon did not purchase.

Barbara Cohen, executive producer, NBC's *Meet the Press*, joins CBS News as vice president, Washington bureau chief. Cohen replaces Joe Peyronnin who was recently promoted VP, assistant to president, New York. Cohen had been with NBC since 1983, beginning as manager of political coverage before joining *Meet the Press* in 1985. Before joining NBC she was news director at National Public Radio in Washington. Cohen is first woman to hold bureau chief position for major network in Washington. **Sid Feders, executive producer of NBC's *Sunday Today* adds duties of executive producer at *Meet the Press*.**



At least 15 congressmen were heading for Los Angeles late last week to participate in day-long "seminar" sponsored by National Cable Television Association Saturday (Jan. 14) on trends and future of television and to attend ACE Awards ceremonies and related festivities on Sunday. NCTA would not provide details of congressional junket, but it is presumed that it picked up tab for lawmakers' weekend of business and pleasure and paid them honoraria (going rate is \$1,500 for representatives; \$2,000 for senators). Industry source said following were expected to be on hand: Senator James Exon (D-Neb.), Joe Barton (R-Tex.), Ralph Hall (D-Tex), Mickey Leland (D-Tex.), Norman Lent (R-N.Y.), Thomas Luken (D-Ohio), Carlos Moorhead (R-Calif.), Howard Nielson (R-Utah), Michael Oxley (R-Ohio), Bill Richardson (D-N.M.), Jim Bates (D-Calif.), Michael Bilirakis (R-Fla.), Cardiss Collins (D-Ill.), Don Schaeffer (R-Colo.) and Bob Whittaker (R-Kansas). NCTA put together elaborate seminar at Century Plaza hotel for congressmen, board members and other cable executives expected to attend. Various congressional and industry sources provided program. It was to feature panels on industry trends (John Goddard, Viacom Cable; Robert Erburu, Times Mirror, and Charles Dolan, Cablevision) and new technol-

ogies (Frank Drendel, General Instrument; Richard Green, Cable Labs; James Chiddix, American Television and Communications, and John Malone, Tele-Communications Inc.) Turner Broadcasting System's Robert Wussler was set to make opening remarks. ABC News commentator Jeff Greenfield was to lead audience-participation discussion to wrap up program.

Bruce Gelb, vice chairman of Bristol-Myers Co., is regarded by those in position to know as President-elect George Bush's choice to succeed Charles Z. Wick as director of U.S. Information Agency. Gelb's association with Bush goes way back; they were classmates at Andover and Yale, and he was principal fundraiser for Vice President in New York.

Board of Cable Television Laboratories voted via telephone last week to locate its headquarters in Denver-Boulder area and "major satellite office" in Boston area. With areas selected, said Cable Labs President Richard Green, he can not begin in earnest to find office space and, more important, hire engineers. When fully staffed in two years, headquarters will have around 15, he said.

Lynn E. Loring, executive VP, television MGM/UA Communications Co., Hollywood, has been named president, television division. Loring has been with MGM/UA since 1985 and helped in production of several shows including *thirtysomething* and *In the Heat of the Night*. Loring started her career in acting, her television credits include police drama, *The F.B.I.* and situation comedy, *Fair Exchange*. Loring's career shifted to production in 1978 when she developed and produced *The Best Little Girl in the World* for CBS. Loring joined MGM/UA after five years as VP, development and talent, Ocean Pictures and Television, Aaron Spelling Productions. While at Spelling, Loring developed successful 1982 motion picture release "Mr. Mom."

Advanced Television Test Center (ATTC), Alexandria, Va., has been granted temporary authorization to use 12.45 ghz frequency in Washington area to test propagation of high-definition test signals. ATTC will test augmentation signals that would be received simultaneously with channel in conventional TV bands and broadband, 9 mhz signals. Test station will operate under call letters KA2XYE. Authorization expires Oct. 19. ATTC has been performing similar propagation test over UHF ch. 58 in Washington since early last month.

Commerce Secretary C. William Verity has made another effort to ease congressional concerns that restructuring of Commerce Department will not result in downgrading of department's role in telecommunications policy making. Verity last week wrote to Representative John Dingell (D-Mich.), chairman of House Energy and Commerce Committee, to report that he has directed new Under Secretary authorized by Congress to be responsible for Telecommunications and Technology Administration. As passed by Congress, enabling legislation referred only to Technology Administration. And Verity, in his letter, recommended that Congress approve amendment "to reflect this change, which would more accurately reflect the new organizational structure."

Following presentation to Television Operators Caucus (TOC) last week by Bill Moll, president of Television Bureau of Advertising (TVB), **TOC decided to extend its current TVB contracts from one-year to three-year terms.** Ward Huey, chairman of 11-member TOC said: "TVB's recent reorganization, including leadership changes, greater rep participation, and most importantly, a highly successful focused attack plan already accruing significant benefits to their stations were the primary reasons for this unprecedented decision."

MTV Networks Inc. last week announced that **management team of VH-1 will report directly to MTVN President/CEO Tom Freston,** as do MTV and Nickelodeon. Coming out of MTV's

shadow stems from service's growth—doubling advertising revenue in 1988 (total 1987 revenue was \$5 million) and 21% increase in subscribers to 31 million by year's end.

□
Matthew Gerson, general counsel to Senator Patrick Leahy (D-Vt.) on Senate Judiciary Committee's subcommittee on tech-

nology and law, joins Motion Picture Association of America as assistant vice president for congressional affairs. Gerson will report to **Kathy Zebrowski**, VP, congressional affairs and special counsel. During his four years on Senate Judiciary Committee staff, Gerson specialized in copyright communications and First Amendment issues.

Busy times in the station trading business

Among a flurry of station sales at the end of last week:

■ Taking advantage of FCC's relaxation of one-to-a-market rules (BROADCASTING, Dec. 19, 1988), WNEV-TV Boston owner New England Television Corp. has purchased WHDH(AM) Boston, pending FCC approval, for \$14 million. Second major sale within two months for seller, Sconnix Broadcasting Corp. of Vienna, Va., which sold WBOS(FM) Brookline, Mass. (Boston), for \$19.3 million (BROADCASTING, Nov. 7, 1988). New England Television Corp., whose only broadcasting property is CBS affiliate WNEV-TV, looking to make additional acquisitions in future, according to David G. Mugar, company chairman/CEO. He said purchase would cut operating costs for both properties and allow for more investment in programming. He also cited several competitors in market with multimedia interests. Sconnix part owner Theodore E. Nixon last week described his company as "actively in the acquisition mode." Sconnix properties include: WBMD(AM)-WQSR(FM) Baltimore, WMRZ(AM) Moline, and WLLR(FM) East Moline, both Illinois; WIBC(AM)-WKLR(FM) Indianapolis; KFKF-AM-FM Kansas City, Kan.; WLNH-AM-FM Laconia, N.H.; WPTX(AM) and WMDM(FM) Lexington Park, both Maryland; WMXJ(FM) Pompano Beach, Fla. WHDH is on 850 khz with 50 kw fulltime.

□
The following three transactions are part of three-party exchange of assets whereby Wilks-Schwartz Broadcasting agreed to purchase KKNQ(FM) Oklahoma City from NewCity Communications and WVEZ-AM-FM Louisville, Ky., from The Griffin Group. David Roth, as designee for Wilks-Schwartz, will purchase KKNQ(AM) and WVEZ-AM-FM and exchange them for WEEX(AM)-WQQQ(FM) Easton, Pa., at closing.

■ Wilks-Schwartz Broadcasting agreed to sell WEEX(AM)-WQQQ(FM) Easton, Pa. (Allentown), to David Roth for \$10.1 million. Seller is principally owned by Donald Wilks and Michael Schwartz. It also owns WHYN(AM)-WHFM(FM) Springfield, Mass.; WLKW-FM Providence, R.I.; WFBL(AM)-WKFM(FM) Syracuse, N.Y., and WMLO-FM Sarasota, Fla. Buyer is principal owner of Roth Communications. He also owns WCHY-AM-FM Savannah, Ga.; WIRA(AM)-WQVV(FM) Fort Pierce, Fla.; WKBF(AM)-WPXR(FM) Rock Island, Ill.; WKPE-AM-FM Orleans, Mass., and KCBN(AM)-KRNO(FM) Reno. WEEX is fulltimer on 1230 khz with 1 kw. WQQQ operates on 99.9 mhz with 50 kw and antenna 450 feet above average terrain. Broker: Americom Radio Brokers.

■ The Griffin Group agreed to sell WVEZ-AM-FM Louisville, Ky., to Donald Wilks and Michael Schwartz for \$6.5 million. Seller is New York-based group of two AM's and three FM's principally owned by Merv Griffin and headed by Michael Nigris. Buyers are principals of Wilks-Schwartz Broadcasting. It also owns WHYN(AM)-WHFM(FM) Springfield, Mass.; WLKW-FM Providence, R.I.; WFBL(AM)-WKFM(FM) Syracuse, N.Y., and WMLO-FM Sarasota, Fla. Broker: Blackburn & Co.

■ Swanson Broadcasting Inc. agreed to sell KKNQ(FM) Oklahoma City to Donald Wilks and Michael Schwartz for \$3.5 million. Seller is subsidiary of NewCity Broadcasting Inc., headed by Dick Ferguson, president. It is Bridgeport, Conn.-based group of six AM's and nine FM's. KKNQ operates on 92.5 mhz with 98 kw and antenna 984 feet above average terrain.

□
■ Nemesis Communications Inc. has purchased Unicom Broad-

casting Group's radio group, pending FCC approval, for \$6 million plus \$500,000 non-compete agreement. Properties include KEYV(FM) Las Vegas; KEYF-FM Cheney, KEYF(AM) Dishman and KEYW(FM) Pasco, all Washington. Denver, Colo.-based Nemesis Communications is headed by former Eastman Radio Rep executive Jerry Shubert, chairman/CEO, and partner Don N. Nelson, president/COO. Broker in deal is Montcalm Corp. of Seattle.

□
■ Jacor Broadcasting of Georgia Inc. agreed to sell WGST(AM) Atlanta to Focus on the Family, a California Corp. for \$2.3 million. Seller is subsidiary of Jacor Communications Inc., Cincinnati-based, publicly traded company headed by Terry Jacobs. It also owns WLW(AM)-WEBN(FM) Cincinnati; WMJL(FM) Cleveland; WPCH(FM) Atlanta; KOA(AM)-KOAQ(FM) Denver; WOJK-AM-FM Jacksonville, and WFLA(AM)-WFLZ(FM) Tampa, both Florida; WMYU(FM) Knoxville, and WYHY(FM) Nashville, both Tennessee. Jacor purchased WPBD(AM) Atlanta ("Changing Hands," Oct. 17, 1988), subject to FCC approval and divestiture of WGST(AM). Jacor plans to maintain the WGST call sign after transaction is completed. Buyer is Pomona, Calif.-based company headed by president and founder, Dr. James Dobson. It distributes Christian programming to 1,312 radio stations in the U.S. It has no other broadcast interests. WGST is fulltimer on 920 khz with 5 kw-D and 1 kw-N. Broker: Blackburn & Co.

□
■ Mid-Atlantic Network Inc. agreed to sell WHYL-AM-FM Carlisle, Pa. to Zeve Broadcasting Co. for \$1.7 million. Seller is owned by brothers John, David and Howard Lewis. It also owns WINC-AM-FM Winchester, Va., and WFVA-AM-FM Fredericksburg, both Virginia. It just purchased WKCY-AM-FM Harrisonburg, Va. ("Changing Hands," Jan. 9) pending FCC approval. Buyer is owned by H. Lincoln Zeve, former general manager of WDOS(AM) Oneonta, N.Y. It has no other broadcast interests. WHYL is daytimer on 960 khz with 5 kw. WHYL-FM is on 102.3 mhz with 3 kw and antenna 328 feet above average terrain. Broker: Blackburn & Co.

□
■ Seven Hills Television Co. agreed to sell KTVW-TV Phoenix to Univision Station Group Inc. for undisclosed amount. Seller is principally owned by R. Anselmo, Emilio Nicolas and Daniel D. Villanueva. Buyer is owned by Hallmark Card Co., which also owns Univision Inc., Spanish language TV network. Station Group is headed by Bill Grimes. It is New York-based group of eight TV's and six LPTV's. Purchase includes LPTV ch. 58 in Tucson.

□
■ Negotiations are underway for WSMV(TV) Nashville. Station belongs to Gillette Group Inc., with Cooke Inlet looking to buy for approximately \$146 million. Seller is owned by George Gillett. Buyer is consortium of Alaskan natives, headed by George Christy, president. WSMV is NBC affiliate on ch. 4, with 100 kw visual, 10 kw aural and antenna 1,410 feet.

□
■ Television Station Partners has pulled four stations from market. WROC-TV Rochester, N.Y.; WEYI-TV Flint, Mich.; WRDW-TV Augusta, Ga., and WTOV-TV Steubenville, Ohio, had been expected to fetch as much as \$150 million, but principals of limited partnership, I. Martin Pompadur and Ralph Becker, said offers for group "fell short of our expectations."

Editorials

Nonnegotiable

Once was, the three major networks exercised much of the leadership in the Fifth Estate, along with a number of individual broadcasters—the Ward Quaals, the Leonard Reinschs, the Jack HARRises, the Stanley Hubbards—who were concerned that their industry grew up straight and true, and whose vision went beyond the next rating book or quarterly report. Now it falls to the National Association of Broadcasters to stand tall for the broadcast media, and to put principle before the bottom line. If that charge isn't on the agenda of the NAB's joint board in Scottsdale this week, it should be.

Particularly in relation to the fairness doctrine, which the Congress means to reimpose on a now supine broadcast industry. Readers of this page will need little review on this subject: how the FCC first denied to broadcasters the right to editorialize, then said they could but only if they were *fair* (in the eyes of the FCC), how then ensued some four decades of chilled First Amendment exercise, how Congress tried to codify fairness, how President Reagan vetoed the fairness bill, how the FCC then held fairness unconstitutional. And how John Dingell and Fritz Hollings, enraged, vowed retribution: no must carry, no license renewal, no anything of value to the industry until fairness is back on the books—and back on the backs of broadcasters.

It may well be that the fight over fairness cannot be won in Congress—that the hope for ultimate vindication lies with the courts. Nevertheless, the battle must be taken to the Hill with vigor and conviction—the latter quality conspicuously missing from the NAB's approach so far, which at one point had the industry on the wrong side of this issue, astonishingly opposing the President's veto. Every member of Congress must know what the industry believes is at stake here: the heart of its First Amendment entitlement. It must know that the industry stands not only on principle but, on this issue, together.

This generation of broadcasters must not bargain away what its predecessors have fought so long to establish: that the Fifth Estate is now and forever a First Amendment player. On that rides all.

Bad to worse

The FCC filed a brief in the U.S. Court of Appeals in Washington last week maintaining that Congress's 24-hour ban on the broadcast of "indecent" does not violate the First Amendment. "We will put forward the best argument for why it is constitutional and let the courts decide," FCC General Counsel Diane Killory said three weeks ago in anticipation of the brief. Given that Congress's actions were indefensible, the commission did the best that it could, which is to say it failed.

In arguing that the Congress has the authority to "protect children" by prohibiting the broadcast of "indecent" material, the FCC explains that Congress has found that "as a practical matter, there is no time when children are not in the broadcast audience, and accordingly, there is no time to which indecent broadcasts can be channeled as a means of avoiding exposure to children." If that is the case, and "indecent" material can no longer be effectively channeled, then it should no longer be channeled. But it is also the case that, as an appeals court has recently made clear, "broadcast material that is indecent but not obscene is protected by the First Amendment." And thus it cannot be banned, by Congress or anyone else. Without such protection, two unelected government officials would have the

power to banish from the airwaves whatever they decided was unfit for the other 250 million or so. And even if those two had the wisdom of Solomon and morals perfectly in tune with the times, what of the next two, and the next?

A single complaint by a single person about a single broadcast in 1975 was the acorn that has grown into this diseased tree; its appalling shadow is the absolute censorship of a frighteningly vague category labeled "indecent programing." The Fifth Estate has been dragged over Hill and commission, through low court and high, to its current status: regulated content and a compromised First Amendment.

If that journey serves any useful purpose, it is to illustrate the importance of taking a line early and hard on censorship, whose champions attempt to cloak it in righteousness. If the Congress's 24-hour ban is allowed to stand, it will be the First Amendment that is channeled, and broadcasters left with no safe harbor.

Means and ends

Detritus from the last Congress continues to rise to the surface. Among Representative Al Swift's (D-Wash.) gifts to the fledgling 101st was a reprise of his Campaign Cost Reduction and Reform Act introduced in 1987 and mercifully put to death in committee. The new bill would replace the lowest-unit-rate ceiling now governing campaign purchases of broadcasting time with a flat 30% discount on stations' "normal and usual unit charge," as determined by the FCC. (The bill would also *permit* print ad and postal rate discounts.)

The legislation's avowed goal is laudable: to reduce "the possibility for corruption and undue influence" that "accelerates with the rising cost of campaigning." Forcing radio and television alone among the media to further shoulder the expense of campaigning is, however, no more acceptable a solution to congressional extravagance now than it was in 1987. The bill *permits* the print media to give advertising discounts to candidates if they so choose but *demand*s those discounts from the Fifth Estate. It is that basic inequity, and not the number of dollars involved, that is the bill's downfall.

Swift concedes the issue is "controversial." To that end, he says: "Other approaches will be introduced and will receive full consideration from the subcommittee." We hope those approaches will distinguish between cutting politicians a break on postage and assigning second-class status to an entire medium.

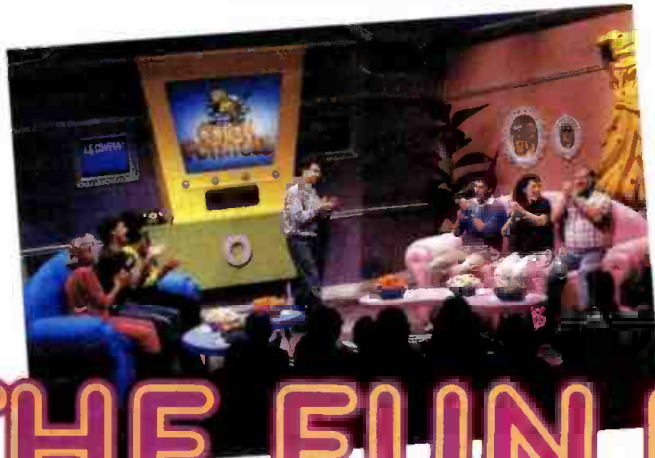
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