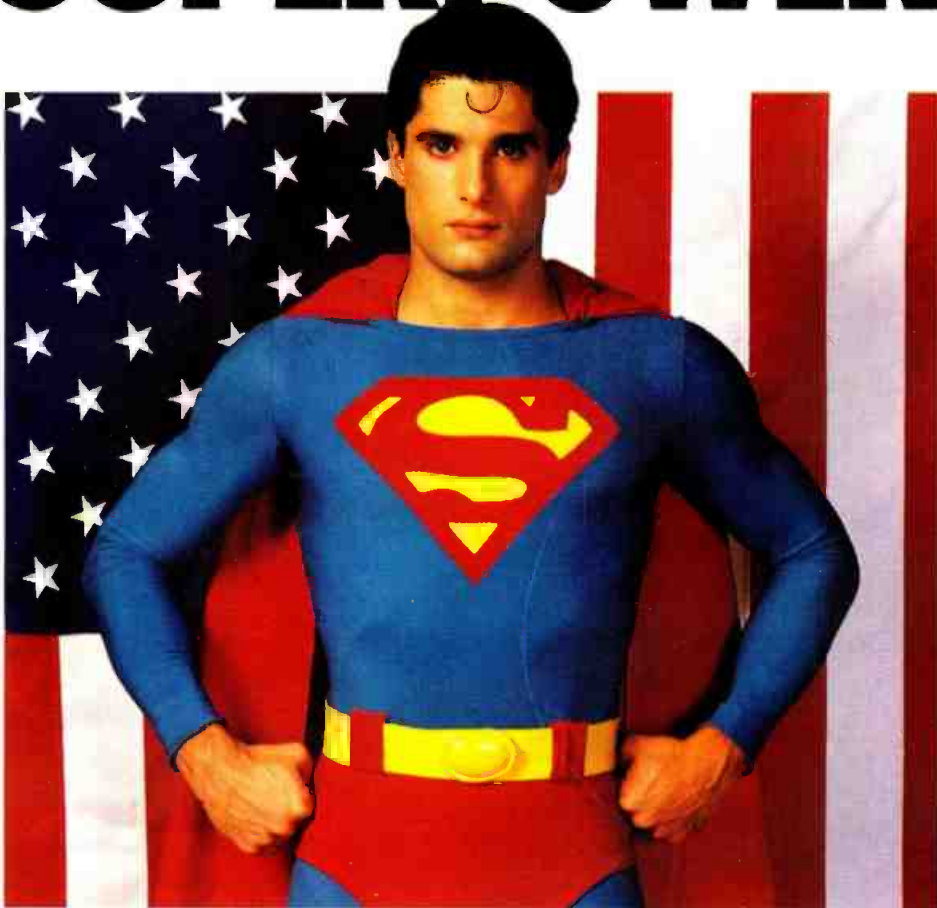


The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

# Broadcasting Feb 27

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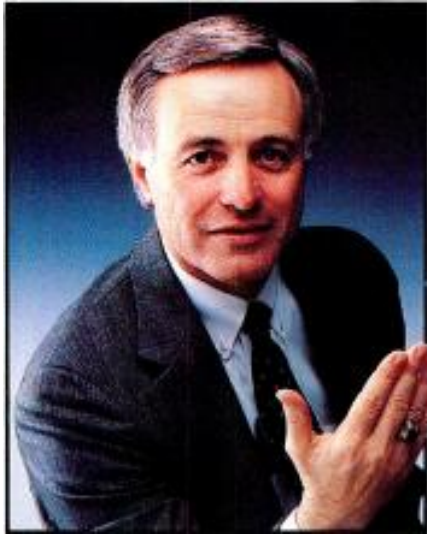
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58th Year 1989

Taking the pulse  
of TV network sales  
Delay for syndex  
be tuning AM

# TVX's John Tr WTFX joined



“As one of the leading independent station groups, at TVX we know the value of smart counter-programming to our success. When affiliates ‘zig,’ we ‘zag,’ playing quality off-network sitcoms against their news and reality-based access programs. This competitive

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**Sales report...** Network sales show large cost-per-thousand increases but low unit price gains, putting networks on track for 1%-2% revenue gains in 1989. **PAGE 27**

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**OK, but not yet...** FCC affirms syndex rules, postpones effective date to January 1990. **PAGE 32**

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FCC proposes reducing AM interference via private agreements to adjust coverage, consolidate stations

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'Wheel of Fortune' is number one among syndicated shows. Access contenders,



'Inside Edition'

including 'USA Today' and 'Inside Edition,' are battling for survival, with reps unwilling to count anyone out.

**36/DEVELOPMENT DEVELOPMENTS**

Although strike has put networks behind schedule for new-season projects, there is still plenty on drawing board.

**39/RAINBOW BUY**

Rainbow Program Enterprises strikes deal for Los Angeles-based cable service, Z Channel.

**42/FORMAT FARE**

According to BROADCASTING's exclusive database, AM stations are increasingly dropping popular music for alternative programming. Country and AC are still top formats.

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Key legislative figures will be hearing from broadcasters, and vice versa, as National Association of Broadcasters State Leadership Conference focuses industry on its legislative agenda.

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Panelists at Washington Seminar, including William Westmoreland and judge in his trial against CBS, discuss libel issues.

**46/BANK ON IT**

Network ratings guarantees are viewed in light of success of CBS's undervalued *Lonesome Dove*.

**46/BARTER BOOM**

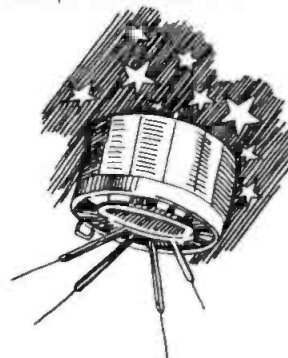
Barter advertising has grown dramatically, but some say it has proved double-edged sword.

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HBO and TBS re-up with Hughes's Galaxy satellites, giving company two primary cable services through end of century.

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Participants in cable and



**Sol Taishoff award**

C-SPAN's Brian Lamb is presented National Press Foundation's award for excellence in broadcast journalism. **PAGE 27**

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*Ronald Townsend, President and General Manager, W•USA-TV, Jeanne Bowers, Producer, Carl Rowan, Host and Managing Editor, and Sandra Butler-Jones, Executive Producer, "Thurgood Marshall: The Man."*

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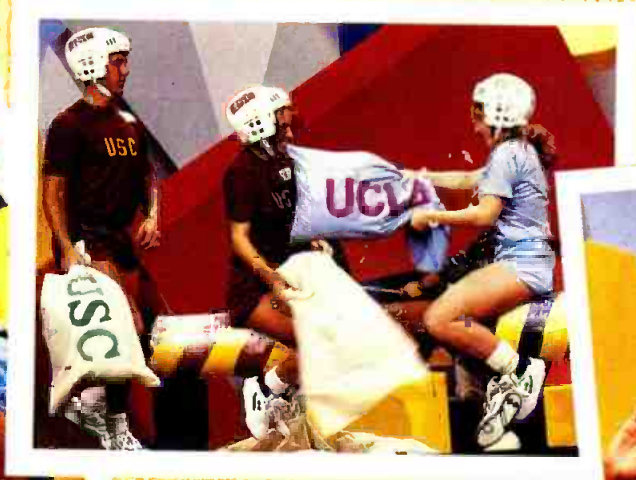
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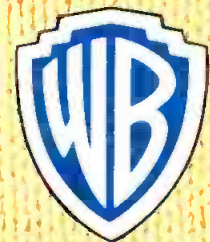
# Of Demographics!



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# Closed Circuit

## **Breather**

Those broadcasters who fear Congress may consider ban on beer and wine advertising will have to wait until at least May before Surgeon General Everett Koop issues final recommendations on matter. Koop sponsored controversial workshop on drunk driving, which included recommendations by advertising and marketing panel calling for restricting certain alcohol ads, and was expected to release his own plan of action this month. Moreover, Senate Government Affairs Committee was slated to hold hearings this week on Koop's workshop but postponed, staffer said, because of scheduling conflict. Nevertheless, source in SG's office said committee was told neither Koop nor Health and Human Services Secretary Louis Sullivan was willing to appear before committee until Koop's final recommendations were out.

## **Birds of a feather**

Vice presidents of daytime sales at both ABC and NBC (Alfred Smith and Susan Auerbach, respectively) are expected to depart soon. Agency counterparts say departures aren't necessarily being forced by recent decline of daytime marketplace, but one agency executive suggested that if sales were better changes might not be occurring now. NBC post is expected to be eliminated with responsibilities said to be going to Diane Seaman, vice president, sales development & marketing. Network sales executives declined to comment.

## **Viacom's satellite fix**

Word from several corners by end of last week had Viacom close to becoming "anchor tenant" on GE Americom C-band satellite, or satellites, to be launched in mid-1990's. Hot on heels of last Monday's multimillion dollar HBO-TBS deal for capacity on two future Hughes Communications satellites (see page 49), agreement may involve most, if not all, Viacom cable programming—including Showtime, The Movie Channel, MTV and VH-1—and other independent programmers, including C-SPAN and The Weather Channel. Those services migrated with Viacom just over year ago from GE Satcom bird to Hughes Galaxy bird. Same voices spoke of coming avalanche of deals, with lesser cable programmers scurrying for homes on same birds with HBO, Turner or Viacom.

Only ESPN would remain, most agree, as programmer strong enough to anchor fourth primary cable satellite (it takes four birds to handle current cable traffic).

ESPN, which was close to deal with GE late last year (BROADCASTING, Dec. 12, 1988), is said now to be leaning toward Hughes, which—unless FCC changes orbital assignment scheme settled on last year (BROADCASTING, Nov. 21, 1988) simply has more prime real estate to offer. Former Hughes President Clay Whitehead, who had been locked out by Hughes and GE as representative of programmer group including Viacom, was reportedly also back in game last week.

## **On deck**

Upcoming 1989 baseball season marks end of CBS Radio Network's five-year, \$32 million contract with Major League Baseball, and future rights appear to be up for grabs. CBS, ABC Radio Network and Westwood One Radio Networks all say they plan to make bids. MLB is expected to zero in on choice by end of this week, according to insiders, because outgoing MLB President Peter Ueberroth leaves by end of March and needs time to concentrate exclusively on unsettled international broadcast rights.

## **Getting there**

Fox affiliate stations are making progress in their investigation of possible establishment of two wired networks—one for kids' shows, other for occasional movies or specials (beyond movie series already announced by Fox Broadcasting). Task forces set up by affiliate board of governors are about to send out questionnaires on such programming to all affiliates, quizzing them on interest, current commitments and usual revenues. Eventual goal for board of governors is to make presentation to Fox Broadcasting regarding feasible set-up for new networks, covering issues such as division of costs and revenues among network and stations, program volume and launch date.

## **Money problems**

Voice of America officials are nervous over bill introduced by Senator Ernest F. Hollings (D-S.C.) to authorize \$16 million over each of next two years to operate TV Marti, which would broadcast to Cuba from balloon tethered above Florida Keys. President Bush did not include extra funds in his 1990 budget for project, as Hollings had asked, so fear at VOA and its parent, U.S. Information Agency, is that Congress would take money from USIA funds, perhaps those earmarked for radio modernization program. That's where Congress last year found \$7.5 million in TV Marti startup money (although in return, Congress restored \$7.5 million that had

been cut from USIA Worldnet program). Senate aides say modernization program isn't only possible source of TV Marti funds. Another is Worldnet, which, they note, has its critics on Capitol Hill. As result, there seems to be unexpressed wish on part of VOA and USIA officials that TV Marti flunk feasibility test it is to undergo later this year.

## **Haute definition**

French congress will send HDTV fact-gathering mission to New York, Washington and Los Angeles in early April. Two members of French parliament and their assistants will seek views on HDTV's U.S. status from House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) and former FCC chairman and communications attorney Richard Wiley in Washington, executives at NBC, CBS and HBO, and HDTV producers Barry Rebo and David Niles.

## **One way or another**

Report last week that NBC-owned stations were contemplating cable service made up of individual station newscasts ("Top of the Week," Feb. 20) may have life with or without cable. Genesis of idea is said to have come from idea that stations themselves would air sister-station newscasts in early-morning hours. Latter plan is said to be still possible.

## **Coming along**

Pilot for first project out of NBC-Group W program venture (announced last December) is scheduled for completion in June. Show, to be offered initially to 12 NBC and Group W owned-and-operated stations for availability next fall, will blend elements of talk, information and entertainment, said source close to project. Producer is expected to be assigned by mid-March, followed by hiring of talent, which may come from NBC or Group W station ranks. One-hour project is targeted for early-fringe.

## **Just talking**

United States Telephone Association's drive to eliminate telco-cable crossownership prohibitions includes overture to motion picture industry. USTA representatives, who have been courting broadcasting leadership, have sought out Motion Picture Association of America President Jack Valenti. According to MPAA chief, they met "couple of times," always at USTA's request. They were not "negotiations" but "courtesy meetings," said Valenti.



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# Where Things Stand

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

## AM-FM Allocations

FCC is expected to act in first quarter of 1989 to adopt new rules to improve technical quality of AM radio signals. Among new rules will be mandatory observance of National Radio Systems Committee standard. It is not yet known whether commission will mandate NRSC-1 audio standard, NRSC-2 emission standard, or both.

Also expected in early 1989 will be proposal on implementing expanded AM band. 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 has indicated that some channels will be reserved for national licensees but broadcasting organizations have favored allocating new band to daytimers in plan to reduce congestion in conventional band.

Despite opposition of National Association of Broadcasters, 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.

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 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.

## Cable Regulation

■ Cable television industry is under fire from allegations it is "unregulated monopoly." Senator Howard Metzenbaum (D-Ohio) has announced his plans to introduce cable rate regulation bill (BROADCASTING, Jan. 23). Metzenbaum, chairman of Senate Antitrust Subcommittee, intends to keep close tabs on cable through series of hearings. Bill would strengthen municipal authority to regulate cable rates.

Also in Senate, Communications Subcommittee plans to convene series of hearings on concentration of ownership. Although hearings will not focus solely on cable (diversity within broadcast and motion picture industries will be explored too), issue of vertical and horizontal integration in cable is expected to

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draw congressional attention.

Cities are unhappy with developments within industry, approving new policy week of Dec. 5, 1988, in Boston calling for overhaul of Cable Communications Policy Act of 1984 this year to strengthen their regulatory grip on cable and to provide opportunity for telephone companies to offer competitive services.

Motion picture industry and independent broadcasters have 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 pocket-vetoed 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.

Alternative approach to regulating children's TV has been offered by Representatives Tom Tauke (R-Iowa) and Al Swift (D-Wash.), who introduced bill that would remove antitrust barriers enabling broadcasters to devise industry code regulating amount of commercials on kids' programs. Code would be

voluntary and is seen as way to head off government intervention.

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 Licensing

■ FCC may adopt order reforming comparative renewal process at one of two scheduled March meetings. Proceeding is aimed at discouraging groups from using renewal process and policy of allowing groups to petition FCC to deny renewal to "extort" money from broadcasters. To deter possible abuse, FCC has proposed limiting payments broadcasters may make to challengers in settlements of renewal proceedings and in exchange for withdrawal of petitions to deny.

In addition, agency has proposed requiring fuller ownership and financial disclosure information from competing applicants, clarifying standards broadcasters must meet to win "renewal expectancies" and reconsidering criteria used in comparative hearings, particularly diversity of ownership.

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 comments on proceeding, broadcasters, led by NAB and INTV, argued that past programming performance should be basis for renewal.

In separate proceeding, FCC proposed at Jan. 30 meeting using replacing comparative hearings with lottery to choose among competing applicants for new radio and full-power television stations.

Comparative new process is also at issue in Marco, Fla., case. FCC approved settlement in which license for new FM in Marco will go to established broadcaster who was not among original applicants. Several citizen groups have petitioned FCC to reconsider approval, contending that it circumvented established procedures designed to promote diversity of ownership in broadcasting.

## 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

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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.

On Jan. 3 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.) revived measure from last Congress which is virtually identical to Bryant's bill.

## Crossownership

**Telco-cable**—FCC tentatively concluded by 2-1 vote in July 1988 to recommend that Congress lift crossownership 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.

However, FCC may not be able to affirm decision calling for repeal of ban. Commissioner James Quello issued statement Jan. 13, saying he was reconsidering vote favoring repeal. And Commissioner Patricia Diaz Dennis, who voted against "tentative conclusion," continues to feel ban against telcos control-

ling programming should be retained, although she believes telcos should be allowed to offer video transmission services as common carriers.

In comments on the "tentative conclusion," 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, barriers 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 crossownership 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

Eight applicants to launch Direct Broadcast Satellites (DBS) believe that high-power Ku-band birds will make possible direct-to-home television reception by consumers owning affordably small receiving dishes. Most of those applicants agree on need to bring together "business system," including consumer equipment manufacturers, programmers and cable operators, latter as likely retailers to home market.

HBO parent company, Time Inc., in last quarter of 1988, 'wrote down' value of HBO-GE Americom two-satellite DBS co-venture, Crimson Satellite Associates, by \$35 million—third of original value. HBO already provides Ku-band feeds of its programming via Satcom

K-1, K-3, and eventually K-4, would serve both cable and direct-to-home markets. Crimson has asked that FCC reconsider denied request to increase K-3 power from 45 watts to 60 watts (considered minimum power necessary to reach mass-marketable four-foot receiving dishes). Denial could be death blow to Crimson plans.

Hughes Communications has filed 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. Hughes proposes 32 channels of TV to entire nation via two birds at one orbital position beginning in 1992 "time-frame." It believes 200-watt DBS birds will enable reception of video programming by affordable one-foot downlinks, thereby expanding consumer home satellite market well beyond current two million. With applicant comments split on paired slots proposal, FCC staff expect review of comments and replies to take "several months" and do not discount possibility that, due to spectrum shortage, comparative process may have to be devised.

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

■ House Telecommunications Subcommittee hearing slated for last Tuesday (Feb. 21) was postponed until March 8. Hearing to address issues raised in "action memos" received from several broadcasting and high technology organizations has been rescheduled for March 8. Major difference of opinion exists between Electronics Industries Association, which emphasized reduction of federal deficit to increase U.S. competitiveness in electronics, and American Electronics Association, which called for federal funding of U.S. electronics industry to develop American HDTV manufacturing.

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. 27.

National Telecommunications and Information Administration has asked for comments on whether U.S. government should continue to support worldwide adoption of 1,125 line/60 hz 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.

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. Com-

## Data Data / February 27

News from Data Express February 27, 1989

**News 12, Long Island** has contracted to publish a monthly sales newsletter through the Data Express Newsletter Service.\* We look forward to working with Rick Young.

**WBBM-FM, Chicago** and **WJRZ-FM, Manahawkin NJ** are happy with our Newsletter Service. "Data Express turns out a top-notch product," says WBBM-FM GSM Tom Matheson. "We've gotten new clients because of it," says WJRZ-FM Promotions Director Howard Poppel.

**KYXY-FM, San Diego** started their third year of Newsletter Service this month. Our sincere thanks to Mark Deboskey.

*Our February client of the month is WTCR-FM, Huntington, WV (thanks for the candy, Mark Jesse). Our employee of the month is Cynthia Wiseman.*

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A new initiative for college graduates by the National Association of Broadcasters, the Radio & Television News Directors Association, the Broadcast Education Association, and Advisory Committee members: Association for Education in Journalism and Mass Communication, National Association of Black Journalists, National Association of Hispanic Journalists, Asian American Journalists Association, Native American Press Association, and the Native American Public Broadcasting Consortium.

### ■ How It Works:

Qualified minority college graduates are identified and placed in selected radio or TV stations to work in designated salaried entry level news positions for 12 months. Mentors will be assigned to MBCTP trainees for professional guidance during the program. At the end of the 12-month program, the broadcast station will have an opportunity to make an offer of regular employment to the trainee.

### ■ Who Qualifies?

Minority college graduates (persons classified as Black, Hispanic, Asian or Pacific American, Native American or Alaskan) are eligible. Program candidates are eligible up to 12 months after college graduation. Although the program is designed especially for graduates of communications or journalism schools or programs, minority graduates of other courses of study (e.g. business, advertising) will be considered.

### ■ How Broadcasters Can Participate:

Broadcast stations interested in participating can simply complete and return the form at the bottom of this flyer. Participating stations agree to pay trainees on an entry level scale of the designated trainee position, and may offer regular employment to the trainee at the end of the 12-month program period.

### ■ Deadline for Application:

Broadcasters should complete and return the "form" no later than March 1, 1989.

---

### Broadcaster Participation Form Minority Broadcast Careers Training Program (MBCTP)

Name \_\_\_\_\_ Title \_\_\_\_\_

Station \_\_\_\_\_

Address \_\_\_\_\_ Telephone \_\_\_\_\_

Please register my station as a MBCTP participant and send me additional information.

Please register me as a mentor for the MBCTP, and send guidelines.

Additional Mentors:

\_\_\_\_\_  
\_\_\_\_\_



mission 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 satellite 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 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. On Jan. 23, three-judge panel of U.S. Court of Appeals in Washington granted request by coalition for stay of Jan. 27 effective date of 24-hour ban (BROADCASTING Jan. 30).

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.

## Mergers and Acquisitions

■ Stockholders of Malrite Communications Group approved company's management-led buyout at shareholder meeting Feb. 16. Malrite had announced Oct. 24 that it had signed merger agreement with buyout group led by chairman and CEO Milton Maltz, holder of 74% of company's voting power. Price for company's 4.5 million class A and common

shares not held by Maltz is stockholders' choice of either \$11.125 cash or \$9 cash plus debt securities with an expected value of \$2.50. Management group will also assume more than \$100 million in long-term debt. Management has said it would bring about \$60 million in capital to company. Group also has arranged up to \$270 million in financing from Bank of New York and Shearson Lehman Hutton. Malrite operates 11 radio and six TV stations. Company's stock ceased trading last Tuesday (Feb. 21).

MSO's United Cable Television Corp. and United Artists Communications Inc., said Feb. 9 that they had reached an agreement in principle on revised terms of their expected merger to form new company, United Artists Entertainment Co. (UAE). Companies had said in January that they would be unable to meet Feb. 28 merger deadline and were reexamining their definitive merger agreement signed in March 1988 and amended in September, 1988. Under terms of new agreement, cash price for United Cable shares has been raised 10%, to \$37.50. TCI, which owns about 41% of United Cable and 66% of United Artists, would own a majority of newly formed UAE.

## Must Carry

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

Since then, Mooney and National Association of Broadcasters President Eddie Fritts have been trying to hammer out deal on must-carry language they would then take to Congress, but parties may be at impasse. Basis of negotiations is inter-industry agreement on must carry that cable says it can live with, but broadcasters want to go beyond it and are demanding that any legislation contain language protecting broadcaster's signal from being shifted off-channel. Broadcasters also want must-carry for high-definition signals. Both demands are believed to be unacceptable to cable.

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' sur-

## BY THE NUMBERS

Summary of broadcasting and cable

B R O A D C A S T I N G			
SERVICE	ON AIR	CP's <sup>1</sup>	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. † Construction permit.



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2-11-89	<b>19.6</b>	<b>36</b>	<b>8</b>
2-18-89	<b>19.5</b>	<b>36</b>	<b>5</b>

Source: NTL \*By Share

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vey 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.

## Public Broadcasting

■ On Feb. 18, CPB board elected eight-year director Ken Towery its new chairman, replacing Howard Gutin, whose term expires March 1. It will vote in March on proposed \$254.3 million 1990 budget that includes \$6 million for new National Independent Production Service and \$3 million increase in minority consortia support, both on TV side and both mandated by Congress in 1988 Public Telecommunications Act. In January, NAPTS board recommended \$2.1 million FY 1990 budget. Recommended FY 1990 PBS budget of \$26,371,658 represents 6.67% increase over current fiscal year and includes initiative to increase PBS specials funding and to provide 24-hour feeds. "making public TV service more valuable on cable systems."

New public TV National Program Funding Task Force options for restructuring include realigning funding mechanisms—including CPB National Program Fund, PBS Program

Development Fund and CPB-PBS Program Challenge Fund—under one roof at PBS. CPB President Donald Ledwig said, however, that Corporation "is moving ahead with our independent study" of that subject, results of which it must present to Congress by January 1990. Task force will meet one more time before presenting options to annual public TV meeting in San Diego in April. PBS and many member stations, hoping to assure uniform national prime time schedule, have already agreed on limited same-night prime time carriage next fall.

At meeting Feb. 7-8 in Seattle, NPR board set tentative \$20.3 million FY 1990 member dues level ceiling, \$1.4 million less than earlier management proposal. Board also amended budget for July start-up of expanded newscasts ordered top-priority news programing improvement, and requested that staff also seek program and service reductions elsewhere. Board also agreed last December to appoint 10-member working group of "citizen leaders" to propose strategic plan for 1990's by next November.

President Reagan's last budget, submitted on Jan. 9, would cap CPB funding at \$242 million 1991 level and stop funding satellite replacement project at amount already appropriated—\$56.8 million—rather than provide total \$200 million over next three years, as authorized by Congress, which authorized \$265 million (1992) and \$285 million (1993)

totals.

## Syndex

■ FCC put off last week effective date of its new syndex rules from Aug. 18 to Jan. 1, 1990, but it otherwise kept rules much as they were when adopted last year. Rules empower broadcasters to enforce exclusivity of programs against cable systems that import duplicative programing on distant broadcast signals.

In petitions for reconsideration, cable industry had asked that effective date be put off for up to three years and host of other changes to rules to mitigate impact of cable systems and viewers. It found three-and-a-half-month postponement insufficient.

Real delay in implementation of rules may come as result of court appeals likely to be made by cable operators and satellite carriers who distribute distant signals threatened by syndex. If court stays rules pending resolution of appeals, implementation of rules may be delayed two or three years. If court finds fault with them, they may never go into effect.

United Video, carrier of 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.

## Advertisement

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### "DIRTY TRICKS" BY PBS

The Public Broadcasting Service (PBS) finished airing a four-hour series condemning the use of covert action by U. S. intelligence agencies in mid-February. For four hours, Bill Kurtis, the former co-host of the CBS Morning News program, reviewed what he portrayed as the futility and folly of American efforts to try to achieve our foreign policy objectives by using covert action, sometimes labeled "dirty tricks," against our enemies. To make his case, Kurtis went back 35 years to review covert CIA operations in Iran and Guatemala in 1953. These have long been considered good examples of successful covert actions, but Kurtis presented them as both wicked and as failures.

They were portrayed as wicked because the producers didn't think the United States had any business intervening to keep Third World countries from falling under the control of the Soviet Union, a country highly skilled in using covert action to extend its influence and control.

They were portrayed as failures because neither Iran nor Guatemala had ended up with

perfect governments and lived happily for ever after.

To make that case, PBS distorted the facts surrounding the CIA-backed coups. It also jumped to the totally unwarranted conclusion that anything bad that had happened in Iran and Guatemala since 1953, including the rise of the Ayatollah Khomeini, could be blamed on those coups. What might have happened if we had let both Iran and Guatemala fall under Soviet influence or control in 1953 was not discussed.

The PBS series didn't try to provide any perspective by showing what had happened to the countries that have fallen under Soviet influence or control during the last 35 years. It's a long list: Cuba, Vietnam, Cambodia, Laos, Ethiopia, Angola, Mozambique, Nicaragua and Afghanistan, to cite those that are best known. In some cases the United States tried and failed to keep the country from falling to the communists, using both covert intelligence actions and military force. In others, we tried to help their oppressed people free themselves. In still others, we did nothing.

Our successes may not have ushered in a millenium of paradise in the countries we tried to help, but our failures have in every case resulted in unending hell for those who fell

under the yoke of communism. Communism in the Third World has meant bloodbaths, boat people, masses of political prisoners, millions of refugees, loss of freedom, impoverishment and war. The PBS series never discussed that.

Ironically, this smear on America's efforts to prevent these disasters was airing while the Soviet army of invasion was withdrawing from Afghanistan. Nine years ago, few held any hope that the Afghan guerrillas, the mujahideen, would be successful in resisting the mighty Red Army. Thanks to the help provided covertly by "America's secret army of intervention," as Bill Kurtis labeled the CIA, the mujahideen won a historic victory. The PBS series took no notice. That didn't fit their blame-America scenario. PBS was more interested in its own "dirty tricks" than in presenting an intelligent program about intelligence.

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## This week

**Feb. 27**—"The Soundbite Election," seminar sponsored by *Center for Communication*, featuring Frank Stanton, president emeritus, CBS (moderator); Roger Ailes, senior Bush campaign director; Scott Armstrong, National Security Archives; Peter Goldmark Jr., president, Rockefeller Foundation; Bob Faw, CBS News correspondent; Michael Gartner, president, NBC News, and Michael Oreskes, correspondent, *New York Times*. McGraw-Hill Building, New York. Information: (212) 836-3050.

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

**Feb. 28**—*West Virginia Broadcasters Association* annual "Call on Congress." Washington. Information: (304) 344-3798.

**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 Huntington Avenue, Boston 02115.

**March 1**—Deadline for entries in awards for "outstanding coverage on television of stories about food science and nutrition," sponsored by *Institute of Food Technologies*. Information: (312) 782-8424.

**March 1**—Deadline for entries in *JC Penney-University of Missouri* Community Leadership Television Awards competition. Information: (314) 882-7771.

**March 1**—Deadline for entries in Joseph L. Brechner Freedom of Information Award, sponsored by *Brechner Center for Freedom of Information, University of Florida, Gainesville*. Information: Bill Chamberlin, (904) 392-2273.

**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**—*National Association of Broadcasters* leadership conference. J.W. Marriott, Washington.

**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.

Information: (415) 451-8760.

**March 3-5**—*Intercollegiate Broadcasting System* convention. New York Penta hotel, New York. Information: (914) 565-6710.

## Also in February

**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**—*New Jersey Broadcasters Association* annual copywriting seminar. Quality Inn Conference Center, Route 1 South, North Brunswick, N.J. Information: (201) 247-3337.

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

**March 9-10**—"Cable Television Law: Dealing with the New Challenges," seminar sponsored by *Practising Law Institute*. Sheraton City Squire, New York. Information: (212) 765-5700.

**March 12**—Television news performance workshop, sponsored by *Eckhart Special Productions*. 10 Washington Place, New York. Information: (212) 921-0774.

**March 12-14**—*West Virginia Broadcasters Association* spring meeting. Ramada Inn, Beckley, W.

## Major Meetings

**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, co-

ordinated by *National Public Radio*. St. Francis hotel, San Francisco.

**May 20-23**—*NBC-TV* annual affiliates convention. Hyatt Embarcadero, San Francisco.

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

**June 3-6**—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

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

**June 12-15**—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

**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, Bos-

ton, 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 Battison, (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.

**Jan. 16-19, 1990**—27th annual *NATPE International* convention. New Orleans Convention Center, New Orleans.

**Jan. 18-21, 1990**—*Radio Advertising Bureau* annual Managing Sales Conference. Loews Anatole, Dallas. Future conference: Feb. 1-4, 1991, Loews Anatole, Dallas.

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

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) 738-3553.

**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 14**—"Directing Live News," first in four-part series of seminars examining "work and achievements of television directors in New York," sponsored by *Museum of Broadcasting* and *Directors Guild of America*. Museum, New York. Information: (212) 752-7684.

**March 15**—*International Radio and Television Society* newsmaker luncheon. Speaker: John Malone, president-chief executive officer, TCI. Waldorf-Astoria, New York. Information: (212) 867-5650.

**March 15**—Deadline for Video Awards Program, sponsored by *Silent Network*. Information: (213) 464-7446.

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

**March 17**—Deadline for entries in 12th annual Hometown USA Video Festival, recognizing "outstanding local programs produced for or by local origination and public, educational and governmental access operations," sponsored by *National Federation of Local Cable Programers*. Information: (916) 456-0757.

**March 20**—*Academy of Television Arts and Sciences* forum luncheon. Speaker: Howard Stringer, president, CBS/Broadcast Group. Beverly Hilton, Los Angeles. Information: (818) 953-7575.

**March 21**—*American Advertising Federation* spring government affairs conference. Speakers include Andrea Mitchell, NBC chief congressional correspondent; Representative Tom Tauke (Iowa), and Federal Trade Commissioner Terry Calvani. Willard hotel, Washington. Information: (202) 898-0089.

**March 21**—"Directing Live Sports," second in four-part series of seminars examining "work and achievements of television directors in New York," sponsored by *Museum of Broadcasting* and *Directors Guild of America*. Museum, New York. Information: (212) 752-7684.

**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*. Park Lane hotel, 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 28**—"Directing Talk Shows," third in four-part series of seminars examining "work and achievements of television directors in New York," sponsored by *Museum of Broadcasting* and *Di-*

*rectors Guild of America*. Museum, New York. Information: (212) 752-7684.

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

**March 29**—"Upfront '89," syndication conference, featuring new fall first-run programming, sponsored by *Advertiser Syndicated Television Association* and *Ad Age*. New York Hilton, New York. Information: 1-800-233-3435.

**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**—Deadline for entries in eighth International Radio Festival of New York, honoring "best radio programs, programming formats and on-air personalities in the U.S. market and overseas." Information: (914) 238-4481.

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

**March 31-April 2**—"Economic Growth and the Quality of Life," conference for journalists co-sponsored by *Foundation for American Communications* and *Gannett Foundation*. Asilomar Conference Center, Pacific Grove, Calif. Information: (213) 851-7372.

## April

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

## Funnel Facts

"Funnel Facts and Fables" is a 10-minute program on video that sorts the facts about tornados from the myths.

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Bloomington, IL 61710

**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 4**—"Directing Daytime Dramas," last in four-part series of seminars examining "work and achievements of television directors in New York," sponsored by *Museum of Broadcasting and Directors Guild of America*. Museum, New York. Information: (212) 752-7684.

**April 5**—Presentation of *Scripps Howard Foundation* national journalism awards. Cincinnati. Information: (513) 977-3825.

**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 6-7**—Sixth annual minority career workshop, sponsored by *International Radio and Television Society* and *IRT Foundation*. Viacom conference center, New York. Information: (212) 867-6650.

**April 6-7**—"Cable Television Law: Dealing with the New Challenges," seminar sponsored by *Practising Law Institute*. Hyatt Regency, San Francisco. Information: (212) 765-5700.

**April 6-8**—*New Mexico Broadcasters Association* annual convention. Marriott hotel, Albuquerque, N.M.

**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 9-11**—*Virginia Cable Television Association* 23rd annual convention. Wintergreen, Va. Information: (804) 780-1776.

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

**April 9-12**—*Cabletelevision Advertising Bureau* eighth annual conference. Theme: "Cable: Making Television Better Than Ever." Waldorf-Astoria, New York. Information: (212) 751-7770.

**April 10**—Presentation of Sports Emmy Awards, sponsored by *National Academy of Television Arts and Sciences* (to be telecast April 15). Sheraton Center, New York.

**April 10**—"Women, Men and Media," conference sponsored by *Gannett Foundation* and *University of Southern California*. National Press Club, Washington. Information: Minda Keirnan, (800) 368-3553.

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

■ **April 13-16**—"High Standards," *American Medical Association* health reporting conference. Sheraton Boston hotel, Boston. Information: (312) 645-5102.

**April 14-15**—Reunion of former employees of WTBC and WUOA, from 1946 to 1984, in connection with *University of Alabama*. Information: Ed Mullins, (205) 348-5520.

**April 15**—12th annual Great Lakes Radio Conference. *Central Michigan University*, Mount Pleasant, Mich. Information: David Schock, (517) 774-7277.

**April 18**—*Academy of Television Arts and Sciences* forum luncheon. Speaker: Robert Wright, president-CEO, NBC. Century Plaza hotel, Los Angeles. Information: (818) 953-7575.

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

**April 19-23**—*National Broadcasting Society, Alpha Epsilon Rho*, 47th national convention. Rivi-

era hotel, Las Vegas. Information: David Guerra, (501) 569-3254.

**April 20**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

**April 20-22**—*National Association of Telecommunications and Advisors* regional telecommunications conference. Adam's Mark hotel, St. Louis.

**April 21**—Regional seminar, "Focus on Cable," sponsored by *NATPE Educational Foundation*. Chicago Hilton, Chicago. Information: Sarah Key, (213) 282-8801.

**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 24**—Regional seminar, "Focus on Cable," sponsored by *NATPE Educational Foundation*. New Orleans Hilton, New Orleans. Information: Sarah Key, (213) 282-8801.

**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 4-6**—*National Association of Telecommunications and Advisors* regional telecommunications conference. Red Lion Inn, Portland, Ore. Information: (202) 626-3160.

**May 7-10**—*Canadian Cable Television Association* 32nd annual convention and "Cablexpo." Theme: "Picture Tomorrow." Metro Toronto Convention Center, Toronto. Information: (613) 232-2631.

**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 14-17**—*National Federation of Community Broadcasters* annual conference. Berkeley conference center, Berkeley, Calif. Information: (202) 797-8911.

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

**May 16**—*International Radio and Television Society* annual meeting and Broadcaster of the Year luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

**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 23**—Presentation of Best on Long Island Awards for "outstanding marketing and advertising campaigns," sponsored by *Long Island Advertising Club*. John Cranford Adams Playhouse, Hofstra University, Hempstead, N.Y.

**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 5**—Broadcasting/Cable Interface III, telecommunications policy seminar sponsored by Federal Communications Bar Association and BROADCASTING magazine. Hyatt Regency Washington, on Capitol Hill. Information: Patricia Vance, (202) 659-2340.

**June 8-10**—*National Association of Telecommunications Officers and Advisors* regional telecommunications conference. Desmond Americana hotel, Albany, N.Y.

■ **June 8-11**—*Missouri Broadcasters Association* spring meeting. Holiday Inn, Lake of the Ozarks, Mo. Information: (314) 636-6692.

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

**June 14-16**—*International Radio Festival* of New York and International Advertising Festival, featuring awards banquet. Sheraton Center, New York. Information: (914) 238-5040.

**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.

**June 17-23**—*National Association of Broadcasters* executive management development seminar for radio executives. University of Notre Dame, Notre Dame, Ind. Information: (202) 429-5420.

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

**June 21**—*Federal Communications Bar Association* monthly luncheon. Speaker: Ralph Oman, Register of Copyrights, Library of Congress. Marriott, Washington.

**June 21-24**—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* 33rd annual seminar. Renaissance Center, Detroit.

The Fifth Estate  
**Broadcasting**  
 incorporating  
**TELEVISION**

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 Editorial department fax 202-429-0651  
 Administrative department fax 202-331-1732

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June 23-25—"Focus on Use of Microcomputers in  
 Programming," management seminar sponsored by  
 NATPE Educational Foundation and San Diego  
 State University. Princess Resort hotel, San Die-  
 go. Information: Sarah Key, (213) 282-8801.

**July**

July 9-11—Iowa Broadcasters Association sum-  
 mer convention. Dubuque, Iowa.

July 9-12—New York State Broadcasters Associa-  
 tion 28th executive conference. Gideon Putnam/  
 Ramada Renaissance. Saratoga Springs, N.Y. In-  
 formation: (518) 434-6100.

July 12—Caucus for Producers, Writers and Di-  
 rectors general membership meeting. Speaker:  
 Michael King, president-chief operating officer,  
 King World. Los Angeles. Information: (213) 652-  
 0222.

July 13—Presentation of National Federation of  
 Local Cable Programers awards. Dallas. Infor-  
 mation: (916) 456-0757.

July 27-29—Louisiana Association of Broadcast-  
 ers radio-television management session. Bentley  
 hotel, Alexandria, La. Information: (504) 383-7486.

**August**

Aug. 17-20—West Virginia Broadcasters Associa-  
 tion 43rd annual meeting. Greenbrier, White Sul-  
 phur Springs, W. Va.

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

Aug. 27-29—Eastern Cable Show, sponsored by

Southern Cable Television Association. Merchan-  
 dise Mart, Atlanta.

**September**

Sept. 13-16—Radio '89 convention, sponsored by  
 National Association of Broadcasters. New Or-  
 leans.

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

Sept. 16—Academy of Television Arts and Sci-  
 ences presentation of nontelevised portion of 41st  
 annual prime time Emmy Awards, primarily for  
 creative arts categories. Pasadena exhibition hall,  
 Pasadena, Calif. Information: (818) 763-2975.

Sept. 16-19—Second International Teleproduction  
 Society annual forum. Century Plaza, Los Angeles.  
 Information: (212) 629-3266.

Sept. 17—41st annual prime time Emmy awards  
 telecast (on Fox television stations), sponsored by  
 Academy of Television Arts and Sciences. Pasa-  
 dena Civic Auditorium, Pasadena, Calif. Infor-  
 mation: (818) 763-2975.

Sept. 20-22—Great Lakes Cable Expo, sponsored  
 by Illinois, Indiana, Michigan and Ohio cable  
 television associations. Columbus, Ohio. Infor-  
 mation: Dixie Russell, (614) 272-0860.

Sept. 22-27—Cinetex '89, international film mar-  
 ket, exposition, conference and film festival, pro-  
 duced in cooperation with American Film Insti-  
 tute. Bally's hotel, Las Vegas. Information: (818)  
 907-7788.

Sept. 24-26—New Jersey Broadcasters Associa-  
 tion 43rd annual convention. Bally's Grand Casino  
 hotel, Atlantic City, N.J. Information: (201) 247-  
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City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Type of Business \_\_\_\_\_ Title/Position \_\_\_\_\_

Signature \_\_\_\_\_ Are you in cable TV operations  Yes  
 (required)  No

For renewal or address change  
 place most recent label here

A children's advertising commentary by Dr. Helen Boehm, Council of Better Business Bureaus, New York

**T**he Children's Advertising Review Unit (CARU) of the Council of Better Business Bureaus is the voluntary self-regulatory mechanism for the children's advertising industry. CARU has voiced concern over the proliferation of telemarketing services and corresponding advertising directed toward children. These 900/976 "phone programs" often utilize high-pressure tactics to encourage children to speak to Santa, call their favorite wrestler or hear the adventures of a comic character. Such advertising is inconsistent with the fundamental principles already expressed in the *Self-Regulatory Guidelines for Children's Advertising*, which recognize that children are not as prepared as adults to make informed, independent purchase decisions. CARU, therefore, proposes guidelines to address this critical problem. The board of directors of the Association of Independent Network Television Stations (INTV) has voted to endorse these guidelines and recommend them for consideration and use by INTV member stations.

Following a review of 900/976 telemarketing commercials currently aired during children's viewing hours on numerous television stations, CARU questions the fundamental validity of this vehicle as an advertising strategy for children. We feel that there are components of telemarketing services which are inappropriate and confusing for the child audience. Perhaps the most obvious hurdle for children is their incomplete understanding of the purchase that their phone call represents. Children do not have a clear concept of telephone charges, nor of the incremental time charges involved in a 900/976 call. The young child, with a still developing concept of time and money, is particularly vulnerable.

CARU questions the appropriateness of marketing this type of intangible and confusing product to children. We strongly suggest, therefore, that the nature of this product and its current advertising practices be changed to comply with newly developed industry standards designed to protect children and their families. In the spirit of industry self-regulation, CARU offers the following guidelines for consideration and use by those organizations that decide to explore telemarketing 900/976 advertising to the child audience:

- Since very young children are the most likely to be confused by the intangible product that a "phone program" represents, telemarketing advertising should not be directed toward children who do not fully understand the relationship between a telephone call and a purchase. Under no circumstances should youngsters who are too young to dial the telephone themselves be instructed or encouraged to hold the telephone receiver near their television set for "automatic" tone dialing by a signal trans-



**“There are components of telemarketing services which are inappropriate and confusing for the child audience.”**

mitted over the TV.

- There should be a cap on the charges for each call advertised as a "phone program," regardless of the length of the call. This ceiling on the amount that can be charged per call is extremely important, since we know that young children do not understand the relationship between time and incremental charges.

- Each juvenile phone program commercial should contain a written "super" and a clearly stated "voice-over," in language that children understand, outlining exactly what the product and cost will be. For example, "This call will cost \$2 for a two-minute recorded story." And, instead of "Ask your parents' permission," the audio language should be simplified and state rather than ask that "Your mom or dad must say it's OK before you call."

- Advertisements for phone programs for children should be sufficiently long, perhaps a minimum of 30 seconds, to ensure that complete information can be clearly reinforced. This would include verbal as well as visual presentations.

- Words like "now" and "only" should not be used to create a sense of urgency or exclusiveness for the child audience. In the same spirit, wording such as "children can call" should be utilized, rather than the imperative "call now."

- Advertisements for phone programs

should inform the child caller that he/she will hear a story "about" a particular subject or character, *not* "speak to" or interact with the Easter Bunny, Tooth Fairy, or any other mythical or real character.

- Visuals in advertisements for phone programs should not include cartoon characters, celebrities or other individuals whose voices are heard on these programs actually holding a telephone, standing in a telephone booth or talking on a telephone. Regardless of audio disclaimers, scenes such as this imply to the young caller that the character called will actually be there to speak with.

- In creating a realistic sense of the product to be purchased, advertisements for telemarketing services to children should not include overglamorized visuals and sound effects. Currently, much of the advertising is more elaborately produced than the product.

- Commercials for phone programs for children should include a warning to dial carefully, thereby reminding youngsters that they will not hear the intended recording *but* will still have to pay for the call if it is dialed incorrectly.

- Commercials for phone programs targeting children should contain a scene depicting a child listening to a phone program seated next to a supervising adult. This visual, which would be explained in the audio "voice-over" and would support the necessary parental permission, should be at least five seconds in length and be placed in the final scene of the commercial.

- The use of premiums and other direct marketing promotions, especially toys, and character licenses associated with toy products are inappropriate during an advertisement for a children's phone program. The confusion lies in the fact that the young consumer may infer that the premium will also come as a direct result of the phone call.

- The telemarketing message or story for youngsters must be the entire length stated in the commercial. Any other commercial references, tie-ins, etc., must come *after* the advertised two-minute product.

- In juvenile phone programs, there should be no embedded requests to dial an additional number or vote on a topic by calling a 900/976 number. Other promotional messages or references to the availability of related merchandise or film and TV programs should be identified as advertising and placed after, as well as separated from, the complete two-minute story.

- Phone programs for children should consist of totally self-contained story lines or completed audio products. These programs should contain no "cliff hangers" or references to other books, products for sale or telephone or television programs needed to achieve story endings.



# 73 STATIONS HAVE A FRESH WAY TO FACE THE REALITY OF ACCESS.

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# Broadcasting Feb 27

Vol. 116 No. 9

TOP OF THE WEEK

## TV networks' '89 revenue holding to predictions

Estimates show ABC, CBS and NBC posting increases of 1%-2% over '88; scatter prices up

The sale of network television time can be defined several ways, but the bottom line is that nothing currently happening in the marketplace has budged perceptions about three-network revenue growth. Insiders and outsiders are sticking with their estimates of a 1%-2% increase in three-network revenue for 1989, which would be an improvement over the last post-Olympic year, 1985, when three-network revenue fell 3%.

In most dayparts, current scatter prices for each thousand viewers have increased 15% or more over the advance upfront price advertisers paid. But advertising demand is not so strong as to force the actual per-ad-unit price up nearly as much, if at all, over the upfront. Behind both the high increases in cost-per-thousands and relatively low gains in actual revenue is lower audience delivery by the networks.

The first quarter is now virtually sold, and several dayparts are tight for the second quarter as well. The current situation compares with a soft scatter market a year ago, when apparently some advertising money that might have gone to scatter was instead used for the Olympics.

There is agreement on the status of the market, although there is some variety of opinion on what the market says about supply and demand. A closer look at the overall scatter landscape reveals somewhat different stories in each daypart.

The scatter marketplace has stopped daytime's recent freefall, at least for the present. Inventory is said to be tight for at least two reasons. Daytime cost-per-thousands fell 15%-20% in upfront, drawing in advertisers and leading the networks to sell a greater than usual amount of inventory, said Steve Grubbs, senior vice president, BBDO New York.

Another reason few daytime spots are available is that audience delivery has probably fallen more than expected for at least two of the networks, leading them to set aside makegoods. But the fact that daytime scatter cost-per-thousands have bobbed up 25%, while target audience delivery is down 5%-15%, indicates that unit prices, too, are up at least slightly. One top-10 agency executive suggested that the networks also had little to lose in the daypart by playing tough.

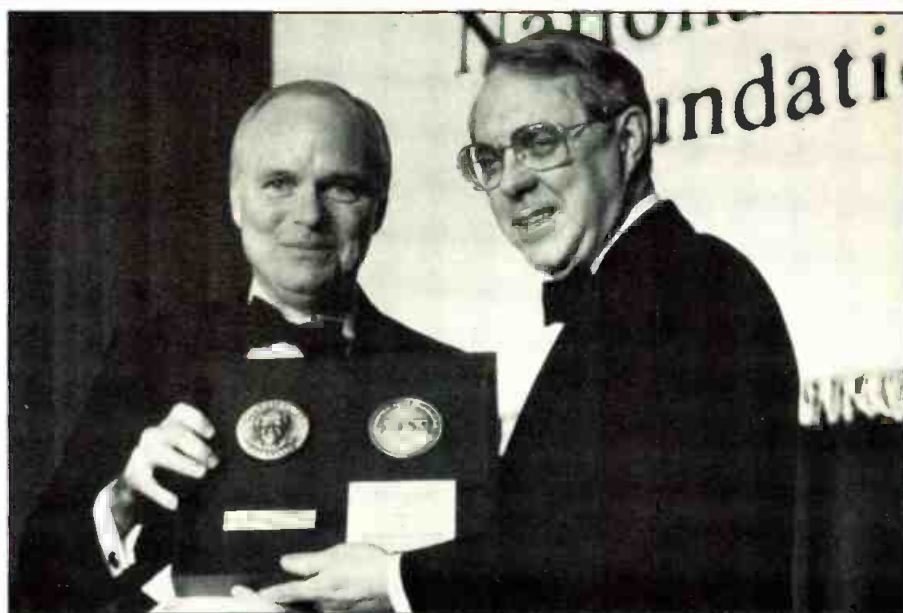
Prime time is considered relatively healthy. Jake Keever, executive vice president, sales, ABC television network, said: "Prime has slowed down a little but it had a

very strong movement and is already well along." Most agency and some network executives say NBC has the most inventory to sell, which, given the relative stability—some would say strength—of the market is not necessarily a problem.

While cost-per-thousands in prime time are generally thought to have increased, at least some of those increases were caused by the drop in audience delivered. Most of those commenting were less willing to talk about unit prices, although more than one agency executive suggested they were not necessarily about upfront prices. Upfront-

scatter comparisons are less meaningful this year since there have been so many programming changes due to the writers' strike.

To the extent that cost-per-thousands have increased in prime, they may have helped push advertising dollars into other dayparts as well, said John Mandel, director of national broadcast, Grey Advertising: "If you can buy a nine rating in news for lower than an eight rating in prime time, wouldn't you rather have a nine? Once you get outside the top seven or eight prime time shows, the ratings on men aren't so hot. So if you are using television as a reach



### Top of the line

The sixth annual Sol Taishoff Award for excellence in broadcast journalism was presented to Brian Lamb (l), chairman of C-SPAN, by the National Press Foundation last Wednesday (Feb. 22) at a formal dinner that attracted some 800 communications industry figures to the Sheraton Washington hotel. Former Speaker of the House Thomas P. "Tip" O'Neill, who presided over the first House of Representatives telecasts carried by C-SPAN, called Lamb "the man who, in my opinion, has done the most to bring the message of representative government to the people of the United States." The award was presented by NPF Chairman Jerry Friedheim (r), president of the American Newspaper Publishers Association. Also honored during the NPF awards night: N. Christian Anderson of the *Orange County (Calif.) Register*, as editor of the year (the George David Beveridge Jr. Award) and Eugene L. Roberts Jr., executive editor of the *Philadelphia Inquirer*, for lifetime achievement (the Distinguished Contributions to Journalism Award). Terry Anderson, the Associated Press correspondent held hostage in Lebanon, was honored with a special citation for his courage and inspiration to other journalists. The Taishoff Award is named for the late Sol Taishoff, founder and editor-in-chief of BROADCASTING magazine.

medium, you might do better with men on college basketball than with *TV 101*."

Sports might be strong even without any benefit from money shifting over from prime. There are said to be few, if any, spots left in NBA basketball on CBS, and golf has had a high "incumbency" rate, with many of the same advertisers renewing their buys. Mike Drexler, executive vice president, media, Bozell Jacobs Kenyon & Eckhardt, said the demand appears to be carrying over into the baseball schedules of ABC and NBC: "From what I can see, there seem to be a lot of plans being put together for the upcoming series. How much of that will materialize I can't tell." Marc Goldstein, director of national broadcast for Lintas:USA, also said it might

be a little too early to say whether demand for certain sports would pervade the entire day-part.

News and early morning were also said to be well sold, with cost-per-thousands up by about 15%, according to one agency executive. Bill Croasdale, senior vice president, Backer, Spielvogel, Bates, said: "I don't think you can buy a news spot in the second quarter, except maybe on the weekend. That doesn't mean that we will pay network prices, however." The scarcity of second-quarter news inventory was also confirmed by Goldstein. Late night is also strong, said BJK&E's Drexler.

Most marketplace participants commenting agreed the current marketplace is not so

strong as to suggest a long-term trend, either good or bad. The adage that scatter in the spring will determine the upfront marketplace may not hold anymore, according to Bob Daubenspeck, senior vice president, Foote, Cone & Belding: "Last year, we had a very soft scatter market in prime time, and look at what happened in upfront."

Securities analysts who follow the two network stocks, Capital Cities/ABC and CBS, may also be waiting to see evidence of long-term trends. Zacks Investment Research said last week the mean average earnings estimate by a score of securities analysts following the two companies has been changed by less than 1% over the past six months. □

## Three-network reconnaissance and recommendations

*BROADCASTING* asked four securities analysts to comment on the television networks' 1988 financial results and outlook for 1989. Comments focused on Capital Cities/ABC and CBS, both of whose stocks are strongly influenced by the network prognosis.

"Nineteen-eighty-nine will be a turnaround year for ABC, with a pot of gold possibly in 1990. I am still looking for daytime to be down, but if it bottoms this year, as I think it might, then we might see some signs of improvement in the upfront market later this year. Any bounce will help ABC more than CBS. In prime, I am betting that by the middle of next season we will see ABC making inroads into NBC in key demographics. For CBS, there are a lot of if's, such as their gamble on baseball, and whether they can get the good producers to come see them first. Their turnaround, if there is one, wouldn't be until 1991, but as an investor, I would not forecast a turnaround yet for CBS. It's a very subjective judgment about management and the momentum of demographics."

—Raymond Katz, Mabon, Nugent & Co.

"The notion that the networks' new owners were such good managers that they could magically transform what had not been an inherently optimistic outlook for the networks was a myth in the first place. In fact, the incremental difference the new managers can make in the future will be measured in the tens of millions of dollars rather than in the hundreds of millions of

dollars; they are operating businesses which are structurally disadvantaged...Based on regular series, ABC will gain revenue share against both CBS and NBC while CBS will lose share against both."

—Rich McDonald, First Boston Corp.

"The key issue driving the stocks of ABC and CBS won't be their earnings over the upcoming quarters but rather the continued discussions over the elimination of the financial interest and syndication restrictions and their becoming more active following the lifting of production caps. I like the stocks, but the network earnings don't look all that exciting."

—Peter Appert, Cyrus J. Lawrence

"The networks will have modest growth of revenue, 1% to 2%, but a good chunk of that won't be determined until the fourth quarter. The negative side is that costs are still increasing faster than revenue and they were unsuccessful in their attempt to cut back on affiliate compensation. Operating profit will certainly be down for CBS, while Capital Cities/ABC should be up because they have better ratings to work from."

—Dennis McAlpine, Oppenheimer & Co.

## TV's season to date: NBC out front, CBS coming on strong

**First place is no surprise, but NBC is bolstering its strength with solid counterprogramming; second place is within grasp of CBS following success of 'Lonesome Dove' and some series**

Any hopes that ABC had about dethroning three-year ratings winner NBC are fading in the face of NBC's counterprogramming moves. At the beginning of the season, some industry pundits were predicting that ABC was primed to make a move on NBC, on the strength of its solid lineup of younger-skewing comedies. NBC, they said, would experience some ratings decline due to the aging of some of its stalwarts, namely *Cheers* and *Night Court*. Not only have NBC's tried and true remained strong, but some deft counterprogramming has neutralized ABC's strong Tuesday and Wednesday nights. CBS, meanwhile, which spent much of the first part of the season playing musical chairs with its prime time schedule, is making a run at second place largely on the strength of the highly rated mini-series *Lonesome Dove* and the surprising performance of some of its regular series fare.

In the process of solidifying its position as the top-rated network, NBC is close to toppling some long-standing records. Last week NBC won the weekly Nielsen race for the 35th consecutive time. The network needs to win the weekly race for the next six weeks to break the record held by CBS. Also, NBC has a 23.8% lead over ABC, the second-largest winning margin over a second-place network. CBS also holds that record, setting it during the 1956-57 season when it beat NBC by more than 26%.

At the start of the season, it was generally accepted that NBC would win Thursday and Saturday nights, while ABC's perceived strengths were Tuesday and Wednesday. CBS, it was thought, would continue to perform well on Sunday, while Monday was considered a toss-up.

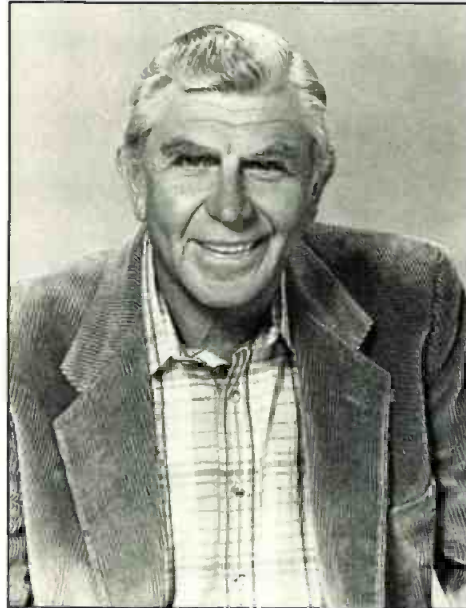
Not only has NBC held onto Thursday and Saturday, but the network has recently added Wednesday and is drawing closer to ABC on Tuesday night.

On Tuesday night, against ABC's younger-skewing *Who's the Boss?* (8-8:30), *Roseanne* (8:30-9), *Moonlighting* (9-10) and *thirtysomething* (10-11), NBC has programmed the older-skewing *Matlock* and *In the Heat of the Night* (8-10) and *Midnight Caller* (10-11). "There's no question that in the second half of the season, NBC's programming of the older-skewing *Matlock* and *In the Heat of the Night* against *Who's the Boss?*, *Roseanne* and *Moonlighting* has tightened the Tuesday night race," said David Poltrack, CBS senior vice president, research. Poltrack also said that "*Midnight Caller*, which skews toward more of a male audience, is beating *thirtysomething* regularly, which skews more female."

ABC's lead on Tuesday night is currently

six-tenths of a rating point, down from as high as two points early in the season. In the last six weeks, NBC has won four Tuesdays, losing only to a Barbara Walters special on ABC and the third installment of *Lonesome Dove* on CBS. The drop-off for ABC on Tuesday is even greater when compared to last year, when the network won the night by an average of three-and-a-half rating points.

Poltrack believes that NBC's surge on Tuesday nights is causing ABC to make some changes. "Going after the older



NBC's older-skewing programs: 'Matlock,' 'In the Heat of the Night'...

adults against *Who's the Boss?* and *Roseanne* is helping NBC to take over the night," he said, adding, "That's why they're [ABC] splitting those comedies [*Who's the Boss?* and *Roseanne*]." ABC's changes include putting *Moonlighting* on hiatus, moving *Roseanne* to 9-9:30 and moving *The Wonder Years* from Wednesday to *Roseanne*'s current spot on Tuesday at 8:30-9. The 9:30-10 slot will be filled by a new comedy titled *Anything But Love*, which premieres on March 7.

The picture for Wednesday night is very much the same, except that NBC is winning the night. "They've [NBC] used the same strategy on Wednesday night that they have on Tuesday night," said Poltrack, "with *Unsolved Mysteries* from 8-9 programed against the youn-

ger-skewing *Growing Pains* and *Head of the Class*." At 9-10, NBC runs *Night Court* and *My Two Dads* against *The Wonder Years* and *Hooperman* on ABC and *The Equalizer* on CBS.

*Night Court* consistently wins its time period and *My Two Dads* has done surprisingly well, beating *Hooperman* and the second half of *The Equalizer*. *My Two Dads* is doing a much better job of holding the audience lead-in from *Night Court* than *Baby Boom*, the show it replaced. "Since NBC has put *My Two Dads* in the schedule,



...*'Unsolved Mysteries'*

the drop-off from *Night Court* is half of what it was when *Baby Boom* was there," said Preston Beckman, director of audience research, NBC.

NBC's *Nightingales*, a recent addition to the schedule at 10 p.m., has "won its time period every week, against regular programming," said Beckman. According to NBC research, *Nightingales* is averaging a 13.4/23, and has improved the 10-11 slot by 44% over what *Tattlingers* was doing. *Nightingales*, about a group of female student nurses,

is strong among women, and goes up against *Wiseguy* on CBS and *China Beach* on ABC, which skew more toward males.

According to Beckman, the upcoming changes in ABC's Wednesday lineup will work in NBC's favor. "Pulling *The Wonder*

Years out of Wednesday night will only move us farther ahead," he said.

On Monday night, NBC has been winning the night, but could encounter some trouble with ABC's *Mystery Movie* wheel. Three weeks ago, *Columbo*, the first spoke in the wheel, scored a 16.3/23 in its premiere against *Lonesome Dove*. The next week, *B.L. Stryker*, starring Burt Reynolds, scored an 18.8/30 and helped ABC win the night. The NBC combination of *ALF* and *The Hogan Family* at 8-9 on Monday handily beats ABC's *MacGyver*, but the network could see its season-to-date average on that night drop, if the *Mystery Movie* continues to post strong numbers against NBC's *Monday Night at the Movies*, which are usually made-for.

Despite the strides made on Tuesday and Wednesday nights, Friday remains the network's weak link. NBC, in programming *Father Dowling* at 8 p.m., is trying the same strategy it has used on Tuesday and

Wednesday, programming toward older audiences early in the evening and skewing toward the younger audiences later in the evening, with *Miami Vice* at 9 and *Unsub* at 10. Although NBC remains a distant third on Friday nights, the recent additions of *Father Dowling* and *Unsub* appear to be doing better than the shows they replaced, *Sonny Spoon* and *Something is Out There*.

In the four weeks that *Father Dowling* has been on the air, the series has averaged a 13.9/23, which represents a 64% increase over *Sonny Spoon* and *Something is Out There*, which alternated in the 8-9 slot.

CBS, once considered out of the race, is making a move for second place. "Second place is a possibility, considering the numbers they picked up from *Lonesome Dove*, and the surprising performance of some of their regular series," said Dennis McAlpine, an analyst with Oppenheimer & Co. "The problem for them," he said, "is that they still don't have any 8 o'clock shows."

"A second-place finish is not our goal at this point," said David Poltrack, but it is more possible than it was in the first half of the season. A variable in the race is what date is used as the start of the season. Both CBS and ABC are calling Oct. 24 the start of the season, while NBC is using Sept. 19. If the CBS-ABC date is used, CBS is only one-tenth of a rating point behind ABC in season-to-date ratings, and would overtake ABC if series performances continue. Using the NBC mark puts CBS four-tenths of a point behind, but still with a possibility to pull ahead.

"In the second season from January to April, we're moving in a positive direction. That's more critical than what happened in the fourth quarter [September-December], which was affected by the strike," said Poltrack. "We've totally reversed the picture in regard to the second half of the season, as opposed to what ABC has done." □

## Fourth-quarter television network revenue: 1988 vs. 1987

(Add 000)

	Prime Time	Late Night	A.M.	Daytime	Children	Sports	News	Total
<b>Revenue from client-supplied programming</b>								
<b>Fourth quarter '87</b>	\$8,365	\$0	\$0	\$0	\$0	\$2,942	\$0	\$11,307
<b>Fourth quarter '88</b>	11,473	0	0	412	7	2,118	0	14,010
<b>% change</b>	37.15	0	0	NA	NA	-28.01	0	23.91
<b>All other gross revenue from time sales</b>								
<b>Fourth quarter '87</b>	1,093,078	104,115	67,955	347,547	60,437	592,990	184,675	2,450,797*
<b>Fourth quarter '88</b>	978,875	100,838	59,786	277,934	57,483	795,820	209,117	2,479,853*
<b>% change</b>	-10.45	-3.15	-12.02	-20.03	-4.89	34.20	13.24	1.19
<b>Total gross revenue from time sales</b>								
<b>Fourth quarter '87</b>	1,101,443	104,115	67,955	347,547	60,437	595,932	184,675	2,462,104
<b>Fourth quarter '88</b>	990,348	100,838	59,786	278,346	57,490	797,938	209,117	2,493,863
<b>% change</b>	-10.09	-3.15	-12.02	-19.91	-4.88	33.90	13.24	1.29
<b>Less advertising agency commissions</b>								
<b>Fourth quarter '87</b>	165,305	15,618	10,193	52,049	9,064	88,831	27,430	368,490
<b>Fourth quarter '88</b>	148,553	15,125	58,967	41,699	8,624	119,387	31,369	373,724
<b>% change</b>	-10.13	-3.16	-12.03	-19.89	-4.85	34.40	14.36	1.42
<b>Total net revenue from time sales</b>								
<b>Fourth quarter '87</b>	936,138	88,497	57,762	295,498	51,373	507,101	157,245	2,093,614
<b>Fourth quarter '88</b>	841,795	85,713	50,819	236,647	48,866	678,551	177,748	2,120,139**
<b>% change</b>	-10.08	-3.15	-12.02	-19.92	-4.88	33.81	13.04	1.27

The three broadcast networks posted a 1.3% increase in fourth-quarter net revenue, to \$2,120,139,000, despite roughly half the summer Olympics falling in NBC's reporting period. The latest data, according to numbers provided by the Broadcast Financial Management Association, seem to show effects of both the writers' strike, which delayed new programming, and of the networks' having to use some inventory for makegoods, due to underdelivery of audience. The revenue figures are unaudited and are voluntarily submitted by ABC, CBS and NBC to Arthur Young & Co.

For all of 1988, revenue was up just under 8%, to \$7,274,956,000. Daypart comparisons with 1987 are distorted by the Olympics, which drew inventory and revenue from prime, daytime and other dayparts, moving it to sports.

Last-year, sports dollars jumped by \$750 million, or 62% over the

prior year, compared with a \$575 million, or 53%, jump that sports took in the last Olympic year, 1984. The comparison for other 1988 dayparts, however, was comparatively worse. Prime dollars were up 8.5% in 1984, but last year declined 6%. News in the election year of 1984 jumped 22.8%; but last year it increased 5%. Daytime in 1984 was up 15% but last year was down 6%. The better comparison in sports and worse comparison in other dayparts, besides revealing a greater decline in ratings—even excluding the effect of the strike—also may indicate that fewer Olympic advertising dollars were incremental last year but, rather, were pulled from regular budgets.

**Notes:** \*Does not include color insertion revenue. \*\*Includes political parties/candidates revenue of \$13,680,000 for the 1988 fourth quarter.

# Television turns its eyes to the East

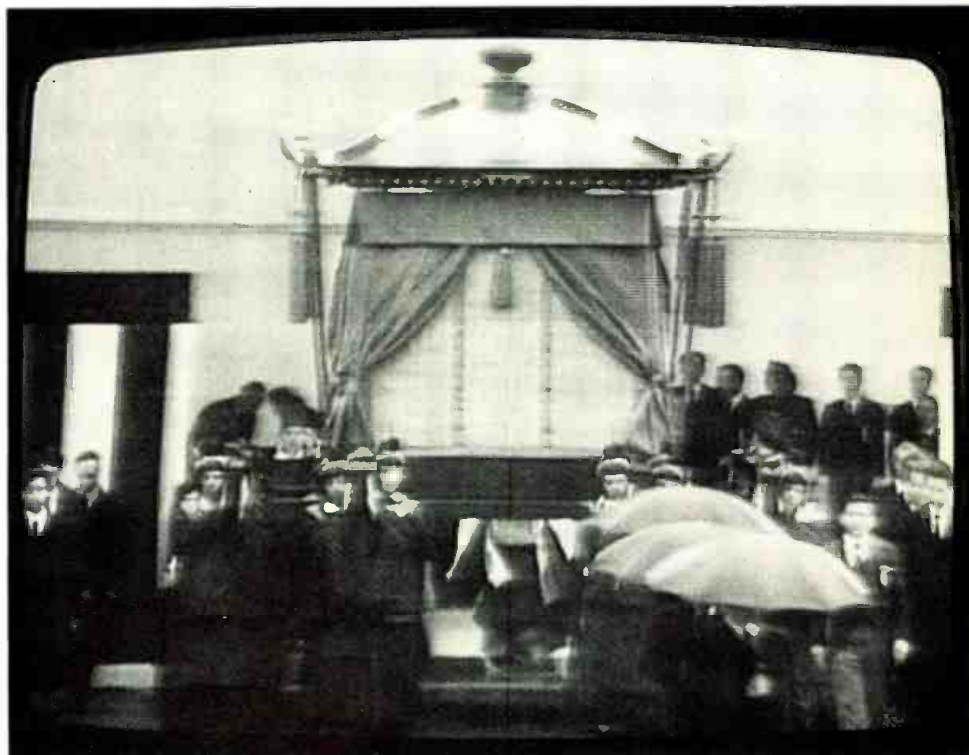
**Funeral of Japan's Hirohito attracts broadcasters from around the world; of three U.S. networks, CBS devotes most resources to week-long story**

It has been an extraordinary eight days in the early stage of the presidency of George Bush and in the history of television in the U.S., all centered on the funeral of Japanese Emperor Hirohito. It was an occasion for the President to make his debut on a world stage as President, and for American television to explore for its constituency the culture, politics and history of Japan, former enemy, current ally and fierce economic competitor. It all comes together this evening (Feb. 27), as the President returns to Washington, landing aboard Air Force One at Andrews Air Force Base, at 6:30 p.m. ET—just in time, as luck, or planning, would have it, for live coverage in the network evening news shows.

The week was not an unalloyed success for the President. The Senate Armed Services Committee vote to reject the nomination of John Tower as Secretary of Defense took some of the gloss off his meetings with other heads of state in Tokyo. But the President's misfortune was simply more grist for the television mill. Network anchors in Tokyo for what the Japanese said was the largest state funeral in history—some 50 heads of state were among the dignitaries representing 162 countries—were interrupting coverage of the funeral on Thursday to call in correspondents in Washington to report on developments in the committee. ABC's Peter Jennings anchored a five-minute report on the critical vote beginning at 9:11 p.m. ET. And ABC's *Nightline* reflected the importance of the two stories by dividing its half hour between coverage of each.

Indeed, it may be that the week that included coverage of the President's visits to Beijing and Seoul will be recalled as one of the great ones in American television history. That may be particularly true of CBS. All four networks committed considerable resources (although NBC took a more relaxed approach; Tom Brokaw did not show up in Tokyo until Wednesday, several days after the other anchors had established their presence. NBC News's Lloyd Siegel, executive producer for special programs, said the network had aired a number of background pieces during the preceding week and that Brokaw had arrived "in time for one story." He also said Brokaw would be much in evidence over the weekend, from Beijing.) But CBS was determined to own the story.

Anchor Dan Rather, at a press conference CBS held before the departure for Tokyo to outline its plans, said the coverage would cost the network \$2 million, at a "minimum," substantially more than either ABC or NBC would spend. And beginning on Feb. 19, with an edition of *Sunday Morning* that originated in Tokyo and previewed the week, CBS was dominant. CBS



Hirohito funeral procession

*This Morning's* Kathleen Sullivan and Harry Smith anchored the show from Tokyo Monday through Friday. And with the 13-hour funeral under way during the broadcast of *48 Hours* on Thursday, CBS cut away from prepared pieces on Japan to provide live shots of the funeral procession (as well as reports from Bob Schieffer outside the Senate Armed Services Committee meeting room). The CBS coverage was even dressed up with graphics designed by Hal Aronow, art director, and Steve Vardy, assistant art director—American and Japanese flags that illustrated the theme of the CBS coverage: "U.S.-Japan: Dawn of a New Era."

With ABC's Jennings anchoring from Si-buya Square, above the Tokyo train station, one of the busiest sections of the city; CBS's Rather, anchoring from the 500-year-old Akasaka Jodoji Buddhist temple or walking the streets with Charles Kuralt; Brokaw, operating out of the garden at NTV, and CNN's Mary Alice Williams and Bernard Shaw, working out of the Okura Hotel, the networks were providing background, foreground and analysis in regular and special programs that left the American viewers awash in Japanese culture and history.

The networks' effort, and willingness to commit resources in a time of shrinking budgets, indicates that the networks are still irreplaceable, at least on some stories. "I believe this to be the most ambitious international project CBS News has undertaken in peacetime, ever," said Rather, at the press conference. Individual stations and ad hoc networks were not in evidence to the degree they have been on most national and even some international stories in recent

years. But neither were they entirely excluded. Conus Communications, for instance, provided custom television news coverage of the President's Asian trip for a number of clients—among them, WCVB-TV Boston; WWBT(TV) Richmond, Va.; News 12 Long Island, and five networks: Canadian Broadcasting Corp., MacNeil/Lehrer NewsHour, Univision, INN and Financial News Network.

And with the funeral attracting news organizations from all over the world, the International Telecommunications Satellite Organization found its services in great demand. Five of its satellites over the Atlantic, Pacific and Indian Ocean regions were used to relay pieces on the funeral, with more than 20 countries, territories and dependencies participating directly in the broadcast. A portion of the coverage was provided under a new one-week international video lease service the Board of Governors approved last September. The new offering is designed to encourage the use of Intelsat services. Additional coverage was provided under the global system's occasional-television services.

But, for Americans, the Hirohito funeral was a network show. If the four of them did not answer the kinds of questions CBS said it would address—such as how Japan, vanquished 45 years ago, can be America's fiercest competitor and strongest ally, it was not for lack of effort. It was also a week in which the networks helped illuminate President Bush's reaction to his first serious setback since entering the White House.

That was, as the saying used to go, The Week that Was. □

## Fox adds 'Cops' to Saturday nights

Fox Broadcasting Co. informed its affiliates last week that it was adding a new reality program, *Cops*, to its Saturday night schedule, effective March 11. The program will debut that night in a one-hour special from 9 p.m. to 10 p.m. and then go to a half-hour format from 9 p.m. to 9:30 p.m. thereafter. *Beyond Tomorrow*, currently running from 9 p.m. to 10 p.m., is being cut back to a half-hour to run at 9:30 p.m. after *Cops*.

FBC affiliate board chairman Michael Fisher, general manager, KTVL(TV) Sacramento, said he was particularly excited about the scheduling in light of strong test results the program had airing on six Fox owned-and-operated stations on Sunday nights. Over seven

weeks (10:30 p.m. to 11 p.m.), it averaged a 6.7 rating and 11 share, almost doubling the time period performance. In a one-week test on KTTV(TV) Los Angeles as a prime time strip at 8 p.m. (Jan. 30 to Feb. 4), the show placed second in the time period, averaging a 14.2/21. That performance put KTTV in the record books as the first independent to do a 20-plus share with a Monday-to-Friday show in prime time, according to Fox research.

Meanwhile, FBC's regular weekend lineup continues to set a record performance pace this February, averaging a 6.3/10 through Feb. 12, the last available numbers. On Sunday nights, the FBC lineup has been beating ABC on a household basis.

## FCC keeps syndex, delays implementation until 1990

**New commission rules will now take effect on Jan. 1, 1990, but may be challenged in court by group of superstation owners**

Cable operators and superstation owners and distributors asked the FCC last August to give them up to three more years to prepare for the coming of syndicated exclusivity. What they got was considerably less: four months and 13 days.

The FCC voted at last Wednesday's open meeting to affirm its syndex rules, but to postpone their effective date from Aug. 18 to Jan. 1, 1990.

Despite the action, the future of the rules and when they may kick in are uncertain. United Video, the satellite distributor of WGN-TV Chicago and other superstations, has vowed to challenge the FCC's jurisdiction to impose the rules in federal appeals court. If the court grants a stay during the pendency of the case, it could put off the effective date for years. Of course, if United Video wins, the rules, at least in their present form, may never go into effect. "We're going all out to shoot down the rules in the U.S. Court of Appeals," said Jeff Treeman, senior vice president, United Video Services Group.

Although the vote was unanimous, it was clear from the comments of the commissioners at the meeting that they were sharply divided on the question of the extension, which was urged not by Chairman Dennis Patrick, but by the Mass Media Bureau and the General Counsel's Office. Indeed, Patrick said he was "extraordinarily reluctant" to vote for postponement, but did so to strengthen the rules against legal challenge.

Echoing the arguments of cable operators and superstation distributors, Commissioner Patricia Diaz Dennis said she favored a longer transition period. "The only certainty about syndex is that it will cause dislocation in the cable industry," she said. "Cable systems will have to install new equipment and deal with the administrative burden of compiling program information and arranging for deletions—signal by signal, day by day. At this point, cable systems still don't know the scope of that burden."

Echoing the arguments of broadcasters, Commissioner James Quello said the FCC should have stuck with the original effective

date. He said it was "unfair" for the FCC to put off the effective date after many broadcasters had purchased syndex rights to programing they plan to air this fall. "It would have been a much more equitable decision to stay with our August date."

Disputing the claims to the cable lobbyists, Quello said the switching equipment needed for automatically deleting or substituting and facilitating compliance with the syndex rules was neither "costly nor complex."

National Association of Broadcasters and the Association of Independent Television Stations, which issued a press release last week protesting any syndex delay after the deadline for direct lobbying passed (Feb. 20), lauded the FCC for affirming the rules and accepted the four-and-a-half-month delay as a compromise. They had feared the FCC would put off the rules for as much as a year.

"It is unfortunate that the commission did not act expeditiously in its implementation of the new rules," said NAB President Eddie Fritts. "Switching devices and substitute programing are readily available to cable operators. Some broadcasters have already purchased programing rights based on the August 1989 effective date," he said. "However, since some parties had asked for delays of up to two years, it appears that the commission did its best to compromise."

The message from INTV President Preston Padden was much the same. "While we share the disappointment of Chairman Patrick and Commissioner Quello that the effective date was slipped...we respect their judgment that this minor action will be helpful in the legal defense of these important new rules."

At a press conference following the FCC action, Decker Anstrom, executive vice president of the National Cable Television Association, expressed disappointment that the agency did not opt for a longer transition period—NCTA had asked for two years—and that it made none of the other changes in the administration of the rules. "The FCC has reiterated its earlier rules and has chosen not to reconsider them to make them more workable." The NCTA believes that cable operators carry an unfair burden in administering the rules.

After the FCC adopted the rules in May

1988, NCTA President James Mooney issued a statement, condemning the rules and stating "we obviously will take this matter to court." However, despite the FCC reaffirmation of the rules much as they were originally adopted without the requested longer transition period, Anstrom said the NCTA is no longer certain it will appeal. He said the question will be left for the association's board to decide when it meets after the NCTA convention in May.

Anstrom offered no explanation for NCTA's withdrawal of its promise to appeal. A cable source said it reflects divergence of opinion on the board. Some directors believe the NCTA should accept the rules and try to implement them so they can better defend their claims to programing exclusivity, which are under challenge on Capitol Hill by Senator Albert Gore (D-Tenn.) and others, the source said. But others fear the impact of the rules on their business and the fallout from subscribers and local officials if they are forced to drop distant signals or delete or substitute programs on them, the source said.

The harm the rules could do to cable systems and their subscribers was the message Anstrom and the NCTA's public relations staff tried to get across at the press briefing. Anstrom said implementation of the rules would cause many systems to drop distant signals, particularly regional stations, and would result in "widespread confusion" among consumers as a result of program deletion and substitution.

Anstrom released an NCTA study showing the "potential" impact of syndex on a typical small-town cable system that carries eight local broadcast signals and five "regional distant signals." According to the study, at least 220 hours, or 28% of the programing shown each week on the five distant signals, would be susceptible to blackout or substitution under the rules.

The study made no attempt to determine whether the local stations had syndex rights to assert for any of the programing or whether those who had syndex rights would choose to assert them. Anstrom conceded local broadcasters and cable systems may work out deals under which broadcasters would not assert syndex rights. "There may be a number of ways to make this work in individual communities around the country," he said.



At the urging of broadcasters and programmers, the FCC last May adopted syndex rules similar to those it repealed eight years earlier. The rules would empower a television station to enforce the exclusivity of syndicated programming against cable systems that import duplicative programming on superstations and other distant broadcast signals.

To take advantage of the rules, broadcasters would have to contract for syndex rights from programmers and notify affected cable systems within 60 days of the contract and no less than 60 days before exclusivity is to commence.

Both broadcasters and cable operators asked for changes in the notification scheme, but the FCC chose to let it stand as originally adopted, with one exception. For the initial implementation of the rules on Jan. 1, broadcasters must notify cable systems by June 19—the notification deadline when the effective date was Aug. 18.

As FCC Mass Media Bureau Chief Lex Felker said, the FCC made a number of other "tweaks" to the original rules, but the press release was given over mostly to explaining what requested changes the FCC did not make. □

## FCC comes to aid of AM

### Commission proposals allowing agreements between stations to improve coverage and reduce interference

In another effort to improve the quality of AM radio and halt the erosion in AM listenership, the FCC set forth proposals at last Wednesday's (Feb. 22) open meeting to encourage AM broadcasts to reduce interference in the band through agreements to adjust coverage areas and shut down stations ("Closed Circuit," Feb. 13).

"The commission has been accused...of focusing too much on adding competitors to the mix...and not enough on the quality of service by existing competitors," said FCC Chairman Dennis Patrick just before the unanimous vote to launch the AM improvement rulemaking. "Here we shift that focus a bit and...focus very precisely on [quality]." "Anything that will help AM I'm for," said FCC Commissioner James Quello, who qualified his vote with a statement expressing concern about the effect of the proposal on localism. "And this has the potential of really increasing the quality of AM service."

The proposals represent a "restructuring of our policy and rules to allow for contraction...of the AM service when contraction would promote improved service overall," said Diane Hofbauer, who drafted the proposals. "While some contraction of existing service may result in a marginal loss in the number of stations receivable in some areas, the net gain in quality of the AM service could well better serve the public interest without any significant loss in diversity."

## Case in point

One broadcaster encouraged by the FCC's latest AM improvement proposals is Herb Levin, senior vice president-general manager and part owner of WADO(AM) New York. Radio WADO Inc., the licensee of the Spanish-language station, just agreed to purchase WGLI(AM) Babylon, N.Y., for \$375,000, not because Radio WADO wanted another station on Long Island, but because it wanted to eliminate the adjacent channel interference the station was causing in the Hispanic communities on the western end of the island, Levin says. Once the FCC approves the deal, he says, Radio WADO will take WGLI off the air and pick up more than 100,000 potential new listeners. "This is a perfect example of the free market working," he says. "I have a chance to pick up some audience and I save another AM from a very difficult future."

Levin says he will go ahead with his consolidation plans regardless of whether the FCC adopts its proposal to deny the protection rights of stations that go dark to replacement stations. But, he says, he would feel a lot better knowing that once he surrenders WGLI's license, another group will not be able to apply for the channel and cause the same level of interference.

At a press briefing following the meeting, Mass Media Bureau Chief Lex Felker said the proposals would encourage a station to eliminate interference from another station by buying it and surrendering its license. "It also allows for some give and take—some cha-cha between stations where one station can increase its coverage and quality substantially while another contracts its service area."

The proposals: 1) accept routinely two or more applications for modification of service that are contingent on one another if they are part of "interference-reduction arrangements"; 2) not accept competing applications from stations not a party to such arrangements, and 3) deny "radiation and protection rights" of stations that go dark to any applicant seeking to put the station back on the air.

"By accepting contingent applications, we would give stations more flexibility in adjusting their service areas," said FCC Commissioner Patricia Diaz Dennis in a prepared statement. "By deleting radiation and protection rights for stations that go dark, we would finally be able to end our counterproductive practice of licensing replacement stations that do not meet our current interference criteria."

The proposals could lead to a "less cluttered AM dial," she said. "Listeners could benefit from the emergence of more high-power AM stations that have the facilities to cover an entire market and the resources to compete effectively."

Dennis framed the problem the proposals are trying to address, noting that AM's share of the radio audience has fallen from 73% to 25% in the last 16 years. The FCC has authorized "so many stations" that interference has become "a serious problem" and stations, particularly low-power ones, have had a "hard time reaching their whole market."

"The FCC cannot save AM in a single proceeding," Dennis said. "We can, however, try to create conditions in which AM stations have the opportunity to compete effectively."

The reaction of the National Association of Broadcasters was lukewarm. Jeff Baumann, executive vice president and general manager, said the trade association was

pleased the FCC had "recognized the need to reduce interference and congestion on the AM band. However, to the extent that the commission's proposal advances the buying and selling of spectrum between AM stations, we again express our concern as to the wisdom and legality of this proposal."

The NAB and many of the broadcasters it represents are wary of any move toward determining coverage areas through private negotiations. Felker has advocated (and the NAB has steadfastly opposed) "negotiated interference"—that is, giving broadcasters freedom to negotiate among themselves the level of interference they cause and receive without regard to any interference and protection standards.

Felker said last week's proposals fall far short of what he would define as "negotiated interference." In exchange for cash or some other consideration, a station can agree to reduce power and coverage so another station can increase its power and coverage, he said, but both must still adhere to the FCC's interference and protection standards.

Those standards have gradually become more stringent over the years and are expected to become even more stringent in the future, Felker said. But only new stations must adhere to them, he said. The new proposals provide a "framework" for existing stations to make the changes needed to meet today's standards and tomorrow's, he said.

Patrick stressed that the FCC was not abandoning its role as spectrum manager. The FCC will evaluate all interference-reduction arrangements on a case-by-case basis "to insure that the public interest is not jeopardized in any way," he said.

Although the FCC, through its proposals, wants to encourage some stations to go dark, it does not want to deprive any community of an adequate level of service. As Felker put it, the FCC does not want to create any new "white" or "gray" areas.

The rulemaking proposes the adoption of a "service floor"—a minimum number of stations that must serve an area following any changes in facilities. Felker said the floor could be four or five stations, but that the rulemaking makes no specific proposal and invites suggestions. □

# Mooney reassures Wall St.: Cable will weather telco threat

**NCTA president among cable speakers at Goldman Sachs analysts seminar**

The message that National Cable Television Association President James Mooney sent Wall Street last week was that the structure of the cable industry was in little danger this year of being "fundamentally" altered in Washington. Speaking to an audience of analysts at a cable television company conference held by Goldman Sachs, Mooney said that the "inter-industry agitation" between cable and broadcasters and cable and Hollywood was not having a big effect politically. And, Mooney said, the possibility of telephone company entrance into production, packaging and retailing of TV programming was "going nowhere" in Congress.

In other presentations at the conference, executives of Tele-Communications Inc. pictured unbundled basic services as a defense against rising programming prices, and Marc Lustgarten, president of the programming operations division of Cablevision Systems Corp., talked about the company's growing list of regional sports networks.

Mooney spent much of his speech talking about how he thought telephone companies had misrepresented the cable-telco cross-ownership issue in Washington. What the telcos were characterizing as a "high-tech" issue, Mooney said, was actually an effort by the telcos to find justification for new investment in their distribution plants and a resulting increase in their rate base.

As a witness to the "bells and whistles" phase of the cable industry in the early 1980's, Mooney said he was skeptical of telco claims that its proposed fiber-optic delivery systems for cable would provide the public with a "vast, new cornucopia of services" including high-speed data, video on demand and shopping at home. The cable landscape, he said, is littered with the bodies of shop-at-home and videotex services, and he called the picture painted by the telcos "blue-sky propaganda."

Mooney suggested that the telephone companies were using the cable cross-ownership issue as a "lightning rod"—an issue to draw criticism, and one on which



Mooney

telcos could make a concession in order to get return-on-equity rate regulation changed into price-cap regulation. If telcos were given the choice between price caps and getting into television, he said, the telcos would take the price caps "in a flash."

Not one member of the House and Senate commerce committees has endorsed telco crossownership, Mooney said, and the chairmen of those committees and relevant subcommittees have said that it would not take place. But although he said the telco issue was "going nowhere," he added that NCTA would not rest until the telco threat was buried under the political equivalent of 10 feet of concrete.

Looking at issues that spark criticism of the cable industry—rising rates and the perception of poor customer service—Mooney said he saw little or no possibility that Congress would fundamentally alter the 1984 Cable Act. In light of the consequences of the AT&T breakup, he said, Congress has little enthusiasm for tampering with the cable industry when its consumers seem relatively happy.

Regarding Senate Commerce Committee hearings later this year examining vertical integration in the cable industry, Mooney said that he expected the hearings to reveal that vertical integration was characteristic of all entertainment industries. He also said the hearings would come up with a more precise definition of vertical integration, and defended the concept by way of some

of its examples: Black Entertainment Television and The Discovery Channel. "If we didn't put money into these things, who would?" Mooney asked.

In the presentation made by Tele-Communications Inc., its vice president-finance, Bernard Schotters, said that both basic and pay cable growth in 1988 had exceeded the company's expectations. Pay growth for 1988, he said, was 5.8% following a 1987 promotion in which 70% of customers had kept services after the promotion ended. With the company's theater businesses performing at 18% margins and cable margins at 48%, he said he expected a more than \$900 million cash flow for the company for the year.

TCI Senior Vice President Peter Barton talked about how the company had thrown up a "trial balloon" several weeks ago regarding the unbundling of services (BROADCASTING, Jan. 2). Barton characterized the idea as a way to insure the continuity of programming. Viewer complaints following the dropping of services have demonstrated the validity of "this narrow-casting concept we've been talking about over the past 10 years," Barton said. Schotters said that marketing certain services as low-cost pay channels was a way to insure continuity of programming while not being "held hostage" by program providers demanding rate increases.

Much of Cablevision Systems' presentation was spent in describing the nature of the company's Rainbow Program Enterprises division, operator of the SportsChannel regional networks. From 1987 to 1988 the company's programming operations revenue has grown 35% to \$154.8 million, according to Cablevision's Lustgarten. The company's seven regional sports services potentially cover 40% of U.S. households, he said. In predicting its operating income for the year, Lustgarten said Rainbow Programming Enterprises had underestimated operating income from its mature businesses and underestimated operating losses for its growing businesses, such as SportsChannel Florida. In the end, a prediction of a small loss had ended up as a \$2.7 million operating profit, he said. □

## Cameras in court

ABC News photographers operating two Sony video cameras made history on Thursday (Feb. 23). They recorded for broadcast oral arguments in two cases heard by a federal court. It was the U.S. Court of Military Appeals in Washington. And although that court is not bound by the rules of the U.S. Judicial Council that bars cameras from all other federal courts, the media representatives involved in the experiment regarded it as an important step toward winning broadcast access to all federal courts. One or more of the networks involved in the project were expected to air clips over last weekend. The me-

dia involved—including ABC, CBS, NBC, CNN and C-SPAN—were the same as those that participated in a demonstration

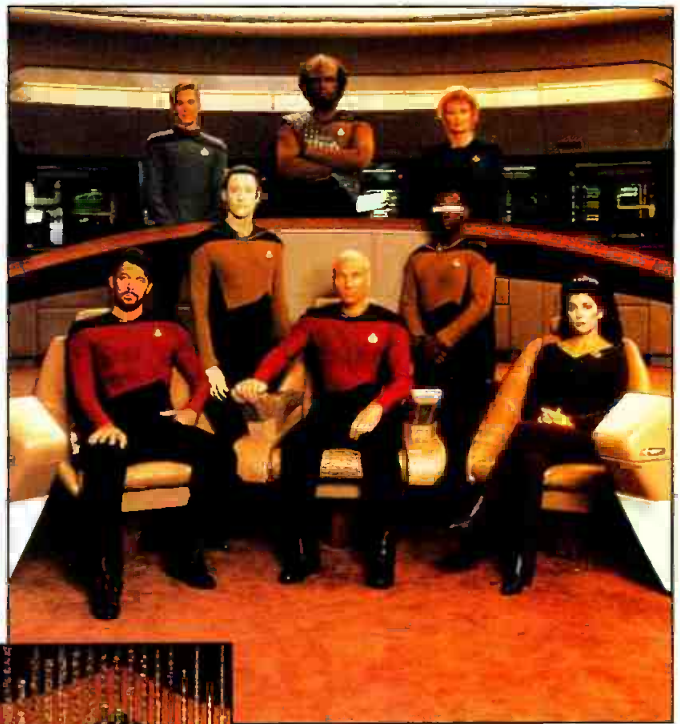


of the operation of television cameras in the Supreme Court, in November. Timothy Dyk, counsel for those pressing the cameras-in-the-courtroom issue, said he began discussing the possibility of a demonstration with Chief Judge Robinson Everett following the demonstration in the Supreme Court. The arguments the cameras were allowed to cover involved appeals by servicemen challenging the legality of the consent they had given to drug testing. In the photograph, taken from the more than two hours of tape that was rolled, Air Force Capt. Laurence M. Soybel is arguing before (l-r) Judge Walter T. Cox III, Chief Judge Everett and Judge Eugene R. Sullivan.

# Programming 4



'Cosby'



'Star Trek'

## Syndication sweeps: 'Wheel' rolls on, access pack jockeys for position

Reps say it is too early to predict survivors of access shakeout; 'Cosby' is top off-network, 'Star Trek' top weekly, 'Duck Tales' kids' pick

Three weeks into the February sweeps, some key prime time access period syndicated shows have failed to show the growth their distributors were banking on to keep restless affiliates from downgrading them to less lucrative time periods or abandoning them altogether. Meanwhile, veteran access thoroughbreds *Wheel of Fortune* and *Jeopardy!* continue to reign as the first- and second-ranked programs in syndication.

But still, rep program analysts said last week that King World's *Inside Edition*, GTG's *USA Today* and LBS's *Family Feud* were generating marginal ratings for the access time period and that it was still too early to predict whether they will survive to the 1989-90 season.

Ten days ago, King World launched a promotion campaign for an exclusive interview that *Inside Edition*'s David Frost obtained from Sirhan Sirhan, the convicted killer of Robert F. Kennedy. That interview was stretched over three nights of the program last week, and is the first of several "mega" interviews lined up by Frost intended to give the program a needed sweeps ratings boost.

The results last week, while somewhat



'Wheel'

better than the disappointing ratings *Inside Edition* has been delivering since its launch in January, were not the blockbuster numbers the company hoped Sirhan would deliver.

The first two nights of the interview (Monday and Tuesday, Feb. 20-21) averaged about an 8 rating the first night, then fell off to about a 7.2 rating the following night. As of mid-February, the program was ranked 22nd among barter syndication programs with roughly a 6.4 rating in its coverage area.

King World was initially guaranteeing



Hall

advertisers an 8 rating for the program, but has since reduced that guarantee to a 6.

Clearly, the winner in the tabloid television race so far is *A Current Affair*, which went national last year and is averaging close to an 8 rating during the sweeps, more than a point above its season-to-date aver-

age.

Meanwhile, GTG's *USA Today* ratings have been flat in the sweeps, with an average 6.2. According to Dick Kurlander, vice president, programing, Petry Television, the numbers for that show have improved a little in access. "but at the same time it has been downgraded" in a number of markets, including Miami and Detroit. The show has switched stations in New York, but still lacks exposure with a 5:30 a.m. time period on WNBC-TV.

"I don't know how long Gannett is going to stay with it," said Seltel programing vice president Janeen Bjork. "On the station side, six of our stations who made one-year deals are not intending to renew."

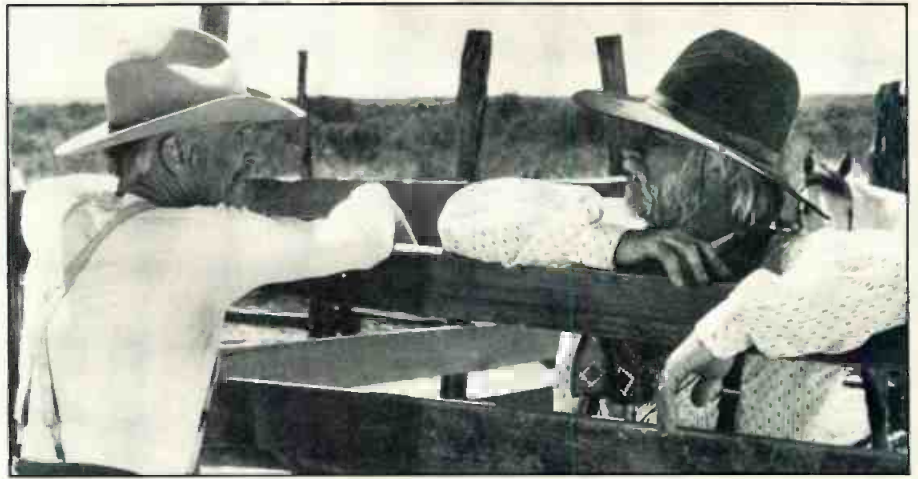
According to Kurlander, there is probably greater pressure on both *Inside Edition* and *USA Today* to perform at a higher level because of the high cost of producing both shows.

*Family Feud*, on the other hand, is still in danger of losing clearances if it does not improve its performance. But the cost of producing a game show is much less, so LBS has less to lose if it decides to give the show another year to prove itself. It has averaged about a 6.4 rating in the sweeps so far, down about three-tenths of a rating point from its season average. That is a factor of being downgraded in some markets, said Kurlander.

Meanwhile, both *Wheel of Fortune* and *Jeopardy* are performing above their season averages in the sweeps. *Wheel*, the top-ranked show in syndication, is averaging about 16.5 this month compared to a 15.7 season average. Number two-ranked *Jeopardy* is averaging about a 14 for the sweeps, compared to 13.1 on the season. *Win, Lose or Draw* is off its usual mark this month, averaging about a 6 rating, compared to a season average of about 6.7.

In early fringe, off-network, *The Cosby Show* has established itself as the top show (number three overall), averaging about a 12.7, compared to a 12 for the season. *Geraldo* has come on strong during the sweeps month, averaging about a 7.6, a point and a half above its season rating.

*Oprah Winfrey* is doing about a full rating



### Sweeps box score

CBS, with a big boost from its eight-hour mini-series, *Lonesome Dove*, has a solid hold on second place in prime time during the sweeps. Not unexpectedly, NBC is in the lead, due largely to the strength of its regular series. Through Feb. 21, the sweeps numbers were: NBC, 16.5/26; CBS, 14.9/24 and ABC, 12.4/20. A year ago, ABC was broadcasting the 1988 winter Olympics, and was ahead with a 16.9/26, followed by NBC's 16.2/25 and CBS's 13.6/21. NBC, which has been strongest on Monday, Thursday and Saturday, has also come on strong on Tuesday and Wednesday in recent weeks. The network has won Tuesday four of the last six weeks with its lineup of *Matlock*, *Heat of the Night* and *Midnight Caller*. On Wednesday the network has taken five of the last six weeks with a lineup that includes *Unsolved Mysteries*, *Night Court*, *My Two Dads* and *Nightingales*.

Thus, while NBC continues in first place unchallenged, observers look to CBS to make a run for second place by season's end. The odds are against CBS, but it should be a close finish. For the season to date (through Feb. 19), ABC is ahead by seven-tenths of a rating point with a 12.9/21, compared to CBS's 12.2/20. Asked if he thought CBS could overtake ABC, a CBS executive replied: "It's possible, but that would be really tough. It's going to be close though."

point above its usual rating this sweeps, averaging an 11. *Donahue* is also drawing a big sweeps number, an average 7.8, compared to its usual 6.7.

In the children's arena (in which the numbers reported are for 2- to 11-year-olds) Buena Vista's *Duck Tales* was averaging 10.8 halfway through the sweeps, well above its season average 9.5. Warner's *Fun House* was averaging a 7 rating, above its 6.2 season average, and *Alvin and the Chipmunks* was doing a 6.4 by mid-sweeps. *Cops* from Claster was averaging 5.5.

Paramount's *Star Trek* continues to set the pace among weekly programs, averaging an 11 rating during the second week of the sweeps, which put it fourth among all barter syndicated shows for the week. *War of the Worlds* is averaging about a 6.6 rating, while Viacom's *Super Boy* is averaging a 5.9.

In late night, *The Arsenio Hall Show* continues to impress analysts, with its 3.2 average halfway through the sweeps, competing with both *Late Night with David Letterman* and *The Pat Sajak Show*. □

## Network development: strike-slowed but steady

**Stages are hard to come by and some shows are still in rewrite or casting, but development list continues to grow**

Despite the backup at the networks and studios caused by last year's writers strike, 1989-90 season development is moving forward, albeit at a pace more suited to the tortoise than the hare.

Two weeks ago ABC announced 16 series projects for possible pickup next year (BROADCASTING, Feb. 13). Sources at CBS and NBC say the networks are several weeks from making similar announcements. NBC is planning to preview its development projects for advertisers and press on or near March 22. Although the strike ended some six-and-a-half months ago, "The strike is still being felt," said Tom

Tannenbaum, president, Viacom Productions. "We lost about two months of the

### Protest

Tony award-winning deaf actress Phyllis Frelich ("Children of A Lesser God") has taken CBS and the producer of *The Equalizer* to task for casting the role of a deaf person in an upcoming episode with an actress who is not hearing impaired. The episode, entitled, "Silent Fury," will air as scheduled on March 8, the network said, declining to respond specifically to Frelich's complaint. Frelich is airing her grievance in an editorial on The Silent Network cable channel for the hearing impaired.

development season [because of the strike]," he said. "One of the problems," he said, "is that it's tough to find stages to shoot these new projects because the fall series are still well into production."

According to Scott Siegler, president, Columbia Pictures Television, "a higher percentage of the development is being done this year by writers that are newer to the process. At the end of the strike, many people who were experienced in the development process went to staff writer positions on existing shows, leaving a void in the pure development area," he said. "Trying to catch up from the fall has cost us a lot of development time," said Siegler.

"Most people won't be done until mid-March," said John Pike, president, Paramount Network Television. Because of the

delay, "we're still in the rewrite stage," he said.

According to a source at Warner Brothers, many of the network projects are still in the casting stage. The source also said Warner is developing three comedies and three dramas, but wouldn't begin shooting any of those shows until at least the first week of March.

Although the strike slowed the process, a steady stream of development projects continues to surface. The following are the latest development projects at NBC, CBS, ABC and Fox.

This development season, according to Columbia's Siegler, CBS "is more aggressive than they have been in the past, both creatively and financially, as you would expect from the third-place network." CBS has four half-hour comedy series commitments and three pilot commitments for the fall thus far.

Viacom has a six-episode commitment from CBS for a half-hour comedy starring Julie Hagerty. The untitled series, produced and written by Chris Thompson (creator of *Bosom Buddies*), is about a career woman who is trying to become a housewife.

The network has a seven-episode order with Columbia Pictures Television for *Live-In*, a comedy about the relationship between a young Australian girl and the middle class family for whom she works. Robert Sternin and Prudence Fraser are the executive producers of the series, which is currently in production.

*The Famous Teddy Z*, created by Hugh Wilson, who created *WKRP in Cincinnati* and *Frank's Place*, is a comedy about the meteoric but accidental rise of a young man working in a prominent talent agency. Columbia has a seven-episode commitment from the network, and production is expected to begin in March.

CBS has a 13-episode commitment from Columbia for *Triangle*, a one-hour action comedy about the relationship among three people, a cop, a private detective and the cop's former wife who is now married to the detective. No cast has been set.

CBS has a commitment for a two-hour pilot from Viacom to star radio personality Shadoe Stevens. The pilot, tentatively titled *Loose Cannon*, is produced by Fred Silverman and Dean Hargrove, who also wrote the script. Set to film in March, the pilot is about a renegade cop.

Former *Frank's Place* stars Tim Reid and Daphne Maxwell Reid will star in a one-hour pilot from Viacom, titled *Snoops*. It is co-produced by Tim Reid, Andrew Solt and Sam Egan, who also wrote the script.

*Outpost*, a one-hour action adventure pilot from Columbia, deals with a female marshall on a colonized planet in the future. No cast has been set yet for the production.

CBS also has a 13-episode "blind" series commitment with Viacom as part of the settlement reached when the network canceled *Frank's Place*, which was a Viacom production.

NBC has three series commitments and three pilot commitments.

*One of the Boys*, starring Maria Conchita Alonso, revolves around a young woman who marries her boss and helps to raise his three teenage children. Columbia has a six-episode order from NBC. Executive producers of the show are Martin Cohan, Blake Hunter and Fred Silverman.

The network recently gave a series commitment to Viacom for a one-hour action comedy entitled *Fair Game*, which has Reuben Leader as its executive producer and writer.

*Hardball*, a co-production between NBC Productions and Columbia, has a 13-episode commitment. The one-hour action adventure is about a middle-aged cop who both likes and resents his younger partner. John Ashley and Frank Lupo are executive

producers.

*Hound Town*, a half-hour animated series pilot slated for prime time, is about a group of neighborhood dogs and their owners. The pilot, from Columbia, is produced by Robert Sternin, Prudence Fraser and Ralph Bakshi. Sternin and Fraser are the co-creators and writers, and Bakshi directs.

NBC also has a half-hour pilot commitment from Viacom, titled *Homecoming Queen*. Produced by Chris Thompson, the story is about a woman who returns to the small southern town where she grew up after leading a glamorous life. According to Viacom's Tannenbaum, "if a star of magnitude signs to do the show, it'll probably get a series commitment."

Also from Chris Thompson, who devel-

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Chicago/WPWR	Chi. 50 TV	Hartford/WTXX	Odyssey	Rochester NY/WHEC*	Viacom
Philadelphia/WTXF	TVX	Portland OR/KPTV	United TV	Honolulu/KFVE	Ka'Lkena Lani
San Francisco/KBHK	United TV	Cincinnati/WCPD*	Scripps-How.	Portland ME/WPXT	Port. Bdcst.
Boston/WSBK	Gillett	Milwaukee/WCGV	HR Bdcst.	Tucson/KPOL	JP Comm.
Washington/WTGG	Fox	Nashville/WZTV	Act III	Las Vegas/KVVU	Meredith
Dallas/KDFI	Dallas Media	New Orleans/WCCL	Cresc. City	Tallahassee/WTLH	New So. Bdcst.
Cleveland/WEWS*	Scripps-How.	Buffalo/WKBW*	Queen City	Lubbock/KJTV	Ramar Comm.
Houston/KTXH	TVX	Salt Lake City/KUTV*	Standard	Albany GA/WTSG	New So. Bdcst.
Atlanta/WATL	Allin Comm.	Birmingham/WTTO	H.R. Bdcst.	Casper WY/KGWC*	Stauffer Comm.
Minneapolis/KMSP	United TV	W. Palm Bch/WTXV	WTWV, Inc.	Twin Falls/KAZ	American Comm.
Seattle/KCPO	Kelly TV				
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**Still shooting J.R.** Lorimar's *Dallas* has completed the filming of its 300th episode. The longest-running prime time program on television today (the CBS series began April 2, 1978) is currently third on the list of longest-running dramatic series, behind *Gunsmoke* and *Bonanza*, according to Lorimar. The episode, entitled 'Three Hundred,' will be aired March 17. It features brothers J.R. (Larry Hagman) and Bobby Ewing (Patrick Duffy) trapped in an elevator, with their only sustenance Bobby's case of expensive wine. Celebrating at a party for the series at Lorimar's Culver City, Calif., studios were (l-r) Leslie Moonves, executive VP, creative affairs, Lorimar Television; Dick Robertson, president, Warner Brothers Domestic Television Distribution; *Dallas* executive producer Leonard Katzman, and David Salzman, president, Lorimar Television.

ops for Viacom. is a pilot commitment tentatively titled *The College Project*. Thompson is executive producer and writer.

In addition to the 16 drama series that ABC has already announced, the network has given commitments to three series pilots.

*The Marshall Chronicle*, a half-hour comedy, is produced and written by Richie Rosenstock and directed by Jim Burrows, who also directed *Cheers*, *Taxi* and *Dear John*. The show focuses on a teenager growing up in New York City who rides the subway every day. A Viacom production, the show looks at life from the youth's

point of view, in an urban setting.

*To Protect and Surf*, from Columbia, is a one-hour action comedy about a group of young police officers who share a beach house and work in the same metro unit.

*Planted*, a spin-off from *Who's the Boss?*, follows the adventures of six young female models who live and work out of a brownstone modeling agency in New York City. The comedy is designed to follow *Boss* on Tuesday nights.

Fox Broadcasting has given one series pilot commitment to Columbia. *Creep Show*, produced in association with Laurel Entertainment, is a one-hour comedy thriller. The series is adapted from the theatricals of the same name, which were adapted from Stephen King novels.

Looking down the road at projects in development for the 1990-91 season, Viacom is developing series for both James Coburn and Jane Alexander. Viacom is also adapting James Clavell's novel *Whirlwind*, about the days just prior to the fall of the Shah of Iran, into a four-hour mini-series for NBC. The project will be produced by Eric Berco-  
vicci, who is also writing the screenplay. □

## Arbitron compares meters and diaries

Arbitron has issued a report quantifying the degree to which ratings drawn from viewer diaries in 13 metered markets varied from

## NBC pulls ahead again, CBS wins news

The *Dove* has flown the coop, and NBC won the ratings week (ended Feb. 19)—3.1 ratings points ahead of second-place CBS. NBC won week 22 with a 16.2 rating and a 26.1 share. CBS came in with a 13.1/21.2, followed by ABC's 12.2/19.7. The three networks produced a combined rating of 41.5, representing an average delivered audience of 37.5 million households. Last season for week 22, the combined rating for the big three was a 47.2, or 41.8 million households. (ABC won that week with a 19.4/30, followed by NBC's 15/23 and CBS's 12.8/20.)

For the book of days, NBC took four nights, Tuesday through

Thursday, and Saturday. ABC won two nights, Monday and Friday. CBS took Sunday, bolstered by the 20-plus ratings for *60 Minutes* and *Murder, She Wrote*. The winning Sunday movie was NBC's *Swimsuit*, which pulled in a 17.3/27. ABC's premiere presentation of *B.L. Stryker*, on Monday, scored an 18.8/30 to rank 13 for the week.

In the 14 Arbitron markets, *Stryker* ranked fourth for the week in Detroit and Miami, but only managed to hit 17th place in New York and 19th in Denver. In Chicago and Detroit, *Swimsuit* managed to rank 14th out of a possible 20 for the week, the movie's best ranking in any of the Arbitron markets.

Nielsen	Net	Show	Nielsen	Net	Show	Nielsen	Net	Show			
1.	26.2/41	N	Cosby Show	29.	15.3/26	A	Perfect Strangers	56.	11.4/18	C	Paradise
2.	24.1/37	N	Different World	30.	15.1/23	C	Designing Women	57.	11.0/17	F	America's Most Wanted
3.	23.1/37	C	60 Minutes	31.	14.9/23	A	Wonder Years	58.	10.9/19	N	Unsub
4.	22.8/35	N	Cheers	32.	14.8/24	A	Mr. Belvedere	59.	10.7/18	N	Miami Vice
5.	22.8/38	N	Golden Girls	33.	14.5/25	N	Midnight Caller	60.	10.6/16	A	Dynasty
6.	22.5/34	C	Murder, She Wrote	34.	14.5/23	N	My Two Dads	61.	10.5/18	A	Mission: Impossible
7.	21.9/33	A	Roseanne	35.	14.3/26	A	20/20	62.	10.2/15	C	Bugs Bunny: Wild World-Sports
8.	20.4/34	N	L.A. Law	36.	14.2/21	C	Murphy Brown	63.	10.1/15	C	Garfield on the Town
9.	20.1/34	N	Empty Nest	37.	13.9/21	A	MacGyver	64.	9.9/17	A	China Beach
10.	19.5/31	A	Who's the Boss?	38.	13.9/21	C	Kate and Allie	65.	9.8/16	C	Beauty and the Beast
11.	19.5/36	N	Hunter	39.	13.9/21	C	Newhart	66.	9.6/15	N	Magical World of Disney
12.	19.3/29	N	Unsolved Mysteries	40.	13.7/22	A	Just the Ten of Us	67.	9.4/16	A	Man Called Hawk
13.	18.8/30	A	ABC Monday Movie	41.	13.4/24	N	Nightingales	68.	9.2/14	C	Tour of Duty
14.	18.7/29	N	Mattlock	42.	13.3/22	C	CBS Tuesday Movie	69.	8.7/14	F	21 Jump Street
15.	18.4/28	N	Dear John	43.	13.0/23	C	Falcon Crest	70.	8.6/15	C	Dolphin Cove
16.	18.4/29	N	In the Heat of the Night	44.	12.8/19	N	Family Ties	71.	8.2/14	C	Almost Grown
17.	18.0/27	A	Growing Pains	45.	12.7/20	N	NBC Monday Movie	72.	8.2/15	C	West 57th
18.	17.8/27	N	ALF	46.	12.5/22	C	Wiseguy	73.	7.8/13	C	Smother's Brothers Variety
19.	17.5/29	N	Amen	47.	12.4/19	A	Moonlighting	74.	7.6/12	A	ABC Sunday Movie. special
20.	17.3/27	N	NBC Sunday Movie	48.	12.4/21	N	Father Dowling Mysteries	75.	6.6/12	A	Murphy's Law
21.	17.3/26	N	Night Court	49.	12.1/19	C	48 Hours	76.	5.7/9	F	Garry Shandling's Show
22.	17.0/25	A	Head of the Class	50.	11.9/19	C	Equalizer	77.	5.6/9	A	Heartbeat
23.	16.7/28	C	Knots Landing	51.	11.8/19	A	ABC Sunday Movie	78.	5.5/9	A	Fine Romance
24.	16.5/26	C	CBS Sunday Movie	52.	11.5/18	A	Hooperman	79.	4.3/7	F	Tracey Ullman Show
25.	16.4/27	A	Full House	53.	11.5/20	A	thirtysomething	80.	4.1/7	F	Reporters
26.	16.0/27	N	227	54.	11.5/17	F	Married...With Children	81.	3.8/6	F	Beyond Tomorrow
27.	15.7/23	N	Hogan Family	55.	11.5/17	N	Day by Day	82.	3.5/6	F	Duet
28.	15.5/25	C	Dallas								

ratings drawn from metered ratings in those markets.

The report indicated that viewing of independents was being underreported in diaries to a greater degree than viewing of the category of stations in the report that included network affiliates—a category that in some dayparts was getting higher ratings from diaries than from metered data.

In the four ratings periods from November 1987 to July 1988 covered in the study, meter ratings for prime time, English-language, independent audiences were, on average, 37% larger than audiences indicated by diaries. Independent Hispanic prime time ratings based on meters were 56% greater than those same ratings based on diaries. Meanwhile, metered viewing at "other" stations—network affiliates, public broadcasters and measured cable networks—was 97% of the size that diaries indicated for that audience. The meter-based figure for households using television in prime time averaged out to 6% more than diaries would indicate.

Arbitron's report included indices comparing meter and diary ratings in 12 dayparts for its three categories of independent English-language stations, independent Hispanic stations and "other stations."

The value of the report is that it establishes that independent audiences are being underreported to a greater degree than affiliate audiences in diary-based ratings, according to Susan Rynn, research director of the Association of Independent Television Stations. Because the report does not cleanly break out affiliated stations in its comparison of meter and diary ratings, the report is "not exactly what we wanted," she said.

INTV formally requested that Arbitron produce a report comparing meter and diary ratings in February 1988, Rynn said. Nielsen is expected to issue a similar report shortly. □

## Rainbow buys a Z

**Programmer buys Los Angeles-based sports and movie service for price estimated at over \$15 million**

Rainbow Program Enterprises, a subsidiary of Cablevision System Corp., Woodbury, N.Y., has made a deal to buy the Los Angeles-based pay movie and sports service, Z Channel. Sources familiar with the deal said Rainbow was paying more than \$15 million for the channel. However, spokesmen for Rainbow and the seller, American Spectator, would not comment on the price.

Currently, Z Channel programs approximately 80% movies (including many cult, offbeat and art-house films) and 20% prime time sports, including baseball (both the Los Angeles Dodgers and California Angels), boxing, wrestling, basketball and college football. At this point, plans call for the addition of just one more sports event, professional hockey, which may increase the overall percentage of sports programming slightly.

"The immediate plan is to keep the programming intact, with the one addition of

# Syndication Marketplace

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**Gaylor Syndicom** has renewed *Hee Haw* for its 22nd season beginning in September. The show is currently seen in approximately 90% of the country. □

Following a 27-station, six-week trial run, *Can This Marriage Be Saved?* by **Group W** will be offered into syndication in the fall. The half-hour strip is based on the long-running column featured in the *Ladies' Home Journal* for the past 36 years. The show will continue to be taped at Group W's KPIX(TV) San Francisco. □

**Televentures** announced that *Hunter* has been cleared in 61 markets including seven of the top 10 markets. The Stephen J. Cannell production is in its fifth season on NBC and is scheduled for release into syndication in fall 1989. □

**GGP** said its *World Cup Skiing* segment for April 1 will feature an event the company is packaging with Plymouth and the American Diabetes Association, called *The Plymouth Celebrity Ski Classic*, from Aspen, Colo. The eight-event, 11-hour World Cup Skiing program is currently cleared by 140 stations covering 77% of the country and offered for barter (6½ minutes local; 5½ national).

hockey," said a Rainbow spokesman.

Z Channel will not have access to Los Angeles Kings hockey games, the rights to which are held by rival regional sports service Prime Ticket. But it will have access to other games, including the Stanley Cup playoffs, through the National Hockey League package held by SportsChannel America, also owned by Cablevision.

The Z Channel becomes Cablevision's seventh regional sports network, joining regional SportsChannels in New York, Boston, Ohio and Florida, Sportsvision in Chicago and PRISM in Philadelphia. SportsChannel America is a national service.

American Spectator, based in Santa Monica, Calif., is a joint venture that was formed in 1988 to acquire and operate the service by three companies—American Cablesystems, Beverly, Mass.; Spectator, Philadelphia, and Rock Associates, Seattle. Joe Cohen is chief executive officer of Z Channel and Jack Williams is president and general manager.

The Rainbow spokesman said that "nothing is changing as far as the management [of Z Channel] is concerned in the foreseeable future." Neither Cohen nor Williams was available for comment. □

## Swaggart 'desperate' to prevent 'final telecast' in Feb.

Two of the nation's top televangelists are finding themselves making special appeals for viewer contributions this winter—for diverse reasons. Opening his one-hour Feb. 12 *Jimmy Swaggart Telecast* with a replay of a Jan. 30 press conference disputing a new *Penthouse* magazine story alleging another Swaggart sexual affair, the defrocked Baton Rouge, La.-based minister told viewers, "Unless we can get your help...now, this week...Feb. 26 will be the final telecast

of this ministry."

Noting the Jan. 8 debut of Swaggart telecasts in China, he called January his ministry's "best month spiritually," but its "worst month financially. You're making a choice today between pornographers...or us." Swaggart told viewers, alleging that *Penthouse* has other plans "to destroy this ministry. Satan," he said, "timed the release of the [*Penthouse*] story when NRB was meeting." (Swaggart's Jan. 30 press conference fell exactly in the middle of the National Religious Broadcasters association's Jan. 28-Feb. 1 annual convention in Washington [BROADCASTING, Feb. 6].) "We desperately need" donations, he said, adding: "I'm asking, 'Who is going to stand with us? Are you going to stand with the pornographers or with this ministry?'"

In early March, Fort Lauderdale, Fla.-based televangelist D. James Kennedy, whose one-hour weekly show is seen on the CBN Family Channel and about 200 U.S. TV stations, will announce plans to go into the film production business. "Angered by the lack of uplifting and inspirational Hollywood movies," but not intending to make "religious movies, but mainstream films," Kennedy will ask viewers to help raise \$225,000 seed money for an initial \$13 million movie project involving "Return of the Jedi" producer Howard Kazanjian. The special appeal has already been videotaped, said the ministry, which said viewers sending \$50 or more will receive a copy of the film "Ben Hur."

Kennedy's radio-television arm, Coral Ridge Ministries, will use the seed money to form a new for-profit program production subsidiary, intending to "own a majority, if not all," of its stock. Project executive producer Tim Penland, who reportedly left a position as marketing consultant to Universal Pictures when that company released "The Last Temptation of Christ," said, "We are determined to go through a major studio distributor" with a film appealing "to the widest audience possible, which means it will have entertainment value. The idea is that this will be the first of many films from Coral Ridge." □

## Following the formats

### Data from soon-to-be-published BROADCASTING YEARBOOK show AM stations dropping music; country and AC still top two format choices

News and talk formats continued to make gains in 1988 as more AM stations switched from popular music to alternative programming, according to new information culled from the BROADCASTING CABLE YEARBOOK 1989 database. A rise in niche programming on the AM dial coincided with a drop in such established music formats as country and adult contemporary in the band, according to the just-released survey of America's 11,000-plus radio stations.

"Most music-based formats are starting to wear thin on AM," said programming consultant Ed Shane of Shane Media Services, Houston, echoing a commonly held belief of consultants. But older styles of music continue to perform well on AM, he said, particularly since that is where the music was originally heard. He said younger audiences, on the other hand, are not prone to tune to an AM station "unless there's a tornado or something and they want to hear the news."

Reflecting Shane's comments, the survey shows that the AM station base increased for music formats targeting older audiences. The oldies category, which increased its station base by 12.3%, added 50

AM stations since 1988 (particularly impressive since last year's survey combined oldies with classic rock). Among other music formats, easy listening added four AM stations to its roster.

News and talk programming, often reported by the same station as a dual format, were big winners in the survey, with respective increases of 51 and 99 stations overall. Both rises were primarily on the AM band, although 19 FM stations did report picking up a news format and six took on a talk format.

The rise in news programming can be attributed to "news anxiety," said consultant John Parikhal, chief executive officer of Toronto-based Joint Communications Corp. The situation could also be described, he said, as "that panicky sense that if you don't get lots of news, you're going to be left behind." As the baby boom generation ages, he added, its members are joining the ranks of adults seeking more news.

Shane added that all-news FM stations are a "logical extension" of the increasingly full-service nature of many FM stations today. Since all-news stations tend to be costly to operate, he said a rise in all-news FM stations is expected primarily in larger markets.

On the talk side, Parikhal attributed the increase in stations carrying the format to an increase in the number of people living

alone. He cited census data indicating that 24% of Americans now live alone, based in part on the country's high divorce rate. "There's a real change in the make-up of who's listening to radio now," he said.

"With so many new FM stations on the air all dedicated to music," added Atlanta-based consultant Kent Burkhart, "there will be a movement toward more talk on FM." Since there are few format holes left on the FM dial, he said, it is likely that formats such as news and talk will grow in appeal because they can offer market exclusivity. A specialized format such as oldies with a three or four ratings share is a "very respectable" and "very saleable" commodity in these days of declining ratings shares, said Burkhart.

Several niche formats were on the rise on both the AM and FM dials in the new survey. Among those with noticeable increases were Spanish (adding 22 AM and four FM stations); jazz (adding four AM and 18 FM stations); big band (adding 14 AM and seven FM stations); religious (adding 41 AM and 43 FM stations), and new age (adding six AM and 17 FM stations). Niche formats with slight declines on the FM side but significant gains on the AM side included gospel (adding 27 AM stations) and specialty (adding 21 AM stations).

Those stations in the "specialty" category

## The ups and downs of radio formats

Format	Total Stations			AM's			FM's			Commercial			Noncommercial		
	1988	1989	% ch	1988	1989	% ch	1988	1989	% ch	1988	1989	% ch	1988	1989	% ch
<b>Country</b>	2443	2421	-0.9	1524	1483	-2.8	919	938	+2.1	2431	2410	-0.9	12	11	-9.1
<b>Adult contemp.</b>	2337	2325	-0.5	1094	1043	-4.9	1243	1282	+3.1	2296	2279	-0.7	41	46	+12.2
<b>Religious/Gospel</b>	948	1054	+11.2	576	643	+11.6	362	411	+13.5	728	809	+11.1	220	245	+11.4
<b>CHR/Top-40</b>	950	984	+3.6	200	188	-6.4	750	796	+6.1	859	891	+3.7	91	93	+2.2
<b>MOR</b>	802	729	-10.0	612	560	-9.3	190	169	-12.4	779	706	-10.3	23	23	0
<b>Oldies/Classic rock</b>	537	695	+29.4	401	473	+18.0	136	222	+63.2	531	683	+28.6	6	12	+100.0
<b>Diversified</b>	596	614	+3.0	155	153	-1.3	441	461	+4.5	189	192	+1.6	407	422	+3.7
<b>AOR</b>	478	486	+1.7	49	56	+14.3	429	430	+0.2	323	333	+3.1	155	153	+1.3
<b>Talk</b>	309	408	+32.0	259	352	+35.9	50	56	+12.0	267	360	+34.8	42	48	+14.3
<b>Beautiful music</b>	434	403	-7.7	87	91	+4.6	347	312	-11.2	405	372	-8.9	29	31	+6.9
<b>News</b>	333	384	+15.3	246	278	+13.0	87	106	+21.8	243	278	+14.4	90	106	+17.8
<b>Classical</b>	344	355	+3.2	21	21	0	323	334	+3.4	55	59	+7.3	289	296	+2.4
<b>Jazz</b>	274	296	+8.0	23	27	+17.4	251	269	+7.2	53	66	+24.5	221	230	+4.1
<b>Big band/Nostalgia</b>	238	259	+8.8	206	216	+4.9	35	43	+22.9	230	248	+7.8	8	11	+37.5
<b>Educational</b>	247	259	+4.9	15	13	-15.4	232	246	+6.0	5	7	+40.0	242	252	+4.1
<b>Spanish</b>	211	237	+12.3	154	176	+14.3	57	61	+7.0	196	220	+12.2	15	17	+13.3
<b>Urban contemp.</b>	191	193	+1.0	87	86	-1.2	104	107	+2.9	171	176	+2.9	20	17	-17.6
<b>Black</b>	202	186	-8.6	134	126	-6.3	68	60	-13.3	178	163	-9.2	24	23	-4.3
<b>Agricultural</b>	176	157	-12.1	121	115	-5.2	53	42	-26.2	173	154	-12.3	3	3	0
<b>Progressive</b>	126	127	+0.8	4	4	0	122	123	+0.8	16	14	-14.3	110	113	+2.7



ry, which lost four FM stations last year, represent a potpourri of formats including all-sports, polka and multi-ethnic.

While country and adult contemporary suffered declines on the AM side, the nation's two most widely used radio formats did make significant gains in FM programming. Country, despite losing 41 AM stations in 1988, picked up 19 FM stations. Adult contemporary lost 51 AM stations but picked up 39 FM stations. Contemporary hit radio fared better overall as a music format than the other two, picking up 46 FM stations while losing 12 AM's.

Considering that the YEARBOOK database increased by 349 stations in the current survey, it appears that several new stations are looking to formats other than the traditional ones for their basic programming. A format, as defined by the YEARBOOK, is programming used by a station 20 hours or more per week.

The formats hit hardest in the current survey were agricultural (dropped by six AM and 11 FM stations) and MOR (dropped by 52 AM and 21 FM stations). Burkhart noted that while many MOR stations are converting to talk formats, those that have been in the format for a long time—such as KDKA(AM) Pittsburgh—are expected to remain stable.

The accompanying chart lists the nation's top 20 formats as determined by the survey. The complete list of formats will appear in the soon-to-be-published BROADCASTING CABLE YEARBOOK 1989. □

## Country time in Nashville

### Radio and music topics highlight Country Radio Seminar agenda

Organizers of the 20th annual Country Radio Seminar expect more than 925 station managers and program directors to attend the meeting at Nashville's Opryland Hotel and Convention Center this week (March 1-4). Country Radio Broadcasters, which sponsors the seminar, will offer sessions on both the music industry and radio station sides of the business that will come together with a speech by recording artist and radio station owner Buck Owens (whose properties are KUZZ(AM)-KKXX(FM) Bakersfield, Calif., and KNIX-AM-FM Tempe-Phoenix, both Arizona).

Featured at this year's seminar will be more than a dozen panel sessions covering programming, production, promotion, sales and management. Among the planned sessions are "Radio Doctors—Are Consultants Good For Your Radio Station?" "Large Market Sales—The Big Push, Or Getting Your Fair Share," "Taming the Promotional Beast...A Pro-Active Stance on Client Promotion," "Hot Personalities: Why Can't I Find Them and Why Don't They Know I'm Here?" "Marketing Radio: Developing and Selling Your Stationality" and "Successful Small Market Sales—Thinking Big."

There will also be several long-form ses-

sions, including "The Marketing Tool of the '90's—Data Base Marketing" and "Research—Has the Pendulum Swung Too Far?" Featured speakers at two of the longer sessions will be lecturer C.W. Metcalf, describing how to use humor to help take on risk and change, and Charles S. Menzies, president of Management Research Associates, providing tips on successful management.

Once again the meeting will offer three Music Industry Professional Seminars, sponsored by the Country Music Association. The workshops will describe the workings of the recording industry, including insight into the creative process and how recording demos are made. Musician Randy Owen, a member of the group Alabama, will be a guest speaker on Thursday morning.

Providing entertainment at the seminar will be several country recording artists, including The Judds on Thursday; Canyon and Linda Davis on Friday; Eddie Rabbitt

on Saturday afternoon, and the annual "New Faces" show, featuring a top-10 list of new talent, on Saturday night. Featured at the "New Faces" show will be Baillie and The Boys, The Burch Sisters, Jeff Chance, The Desert Rose Band, Skip Ewing, Donna Meade, Paul Overstreet, Shendoah, The Shooters and David Slater.

An artist radio taping session on Wednesday (4:30-7:30 p.m.) will give radio stations an opportunity to obtain brief interviews and station ID's from top country performers.

Agenda chairman for the 1989 Country Radio Seminar is Johnny Biggs of Bustany-Biggs & Co. Serving as president of Country Radio Broadcasters is Charlie Douglas. Industry sponsors at the seminar's platinum anniversary this year include Westwood One's Mutual Broadcasting System, The Nashville Network Radio, McGavren Guild, IDB Communications Group, the American Society of Composers, Authors and Publishers and Broadcast Music Inc. □



### Emmis to Interep

Starting today (Feb. 27), Emmis Broadcasting will consolidate advertising representation for all of its radio stations with the Interep companies, the New York-based rep firm announced last week. The three-and-a-half-year agreement with the Indianapolis-based group owner ends months of industry speculation and means the loss of clients for both Eastman Radio and Katz Radio.

The Emmis station line-up, which bills \$25 million-\$30 million in national sales, is now represented by McGavren Guild Radio and Hillier, Newmark, Wechsler & Howard, both Interep companies. The stations are WJIB(FM) Boston, remaining with McGavren Guild; WKQX(FM) Chicago, leaving Eastman to sign with HNWH; KKHT(FM) Houston, leaving Republic Radio to sign with HNWH; WENS(FM) Shelbyville, Ind., leaving Christal Radio to sign with McGavren Guild; KPWR(FM) Los Angeles, remaining with HNWH; WLOL(FM) Minneapolis, leaving HNWH to sign with McGavren Guild; WOHT(FM) Lake Success and WFAN(AM), both New York, leaving Eastman to sign with HNWH; KSHE(FM) Crestwood, Mo., leaving Katz Radio to sign with HNWH; KXXX(FM) San Francisco, remaining with McGavren Guild, and WAVA(FM) Arlington, Va. (Washington), remaining with HNWH.

### Satellite signing

Satellite Music Network has signed a multi-year contract worth approximately \$8 million with SCS Satellite Network Services of Tulsa, Okla. Seven of SMN's nine formats that had been delivered via Westar V switched to Spacenet III after a

three-month simulcast on the two satellites. The switch, which took place on Feb. 1, included the addition of SMN's new "Kool Gold" oldies format to Spacenet III. SCS said that "Rock 'n' Hits," an SMN top-40 format that has been fed via Westar IV for the past five years, is now being simulcast on Spacenet III. SCS parent company United Video has been transmitting SMN's formats since 1986. The new pact runs through 2000, the expected end-life of the satellite.

### Oldies on the way

The "Music of Your Life" nostalgia format is preparing for its satellite debut in early March, according to producer Fairwest Satellite Programming Inc. Originally scheduled to debut in December 1988 and then slated for a February 1989 launch, the company said the latest postponement is due to a Dec. 28 fire at the Transtar Radio Network office building in Los Angeles (Fairwest Satellite Programming said it has contracted with Transtar to handle technical distribution and assist in marketing the format).

Fairwest Satellite Programming was formed last year as a result of a merger between The Fairwest Companies and Al Ham Productions, the company that created the MOYL format about 10 years ago. The San Diego-based operation, which also has offices in Cleveland and Huntington, Conn., hopes to debut by mid-1989 the second in a number of planned satellite-delivered formats geared toward various audiences, said Joe Restifo, MOYL executive vice president. MOYL will continue to be available via tape to accommodate some subscribers, he added.

## Commission to take away AM license

**It finds Henry Serafin discriminated in hiring, ran contests without awarding prizes and made misrepresentations to FCC at his Fredonia, N.Y., station**

The FCC voted unanimously last week not to renew the license of WBUZ(AM) Fredonia, N.Y., ruling that station owner Henry Serafin was unfit to be a licensee for, among other things, characterizing a rejected job applicant as being so black she would make "charcoal look white."

Affirming rulings by an administrative law judge and the commission's review board, the three commissioners at a closed meeting found that Serafin discriminated against a black woman in the hiring of a secretary and ran contests without awarding the prizes. It also found that Serafin "made misrepresentations" to the FCC about the discrimination, the contests and the maintenance of the station's public file.

"Although we do not lightly decide to deny renewal of license, we will nevertheless reach such a determination where the record demonstrates that renewal would not serve the public interest," the FCC said in a press release. "An analysis of the record here leads us to conclude that this is such a case."

Reached at his station a few hours after the vote, Serafin said he would appeal in last-ditch effort to hang on to the station. "We have to [appeal]," he said. "We have no choice." FCC General Counsel Diane Killory, who briefed reporters after the vote, said any appeal would have to be made at the U.S. Court of Appeals in Washington.

Andy Schwartzman, the attorney representing the groups who petitioned to deny the station's renewal in 1981, said he was not satisfied by the FCC verdict. "I am frustrated that it has taken us this long and a threat to take them to court to get a decision that we ought to have gotten years ago," he said. "The commission had to be dragged kicking and screaming into this thing and at every single stage...it was a consequence of us pushing to do it," he said. "It's rather clear that they didn't want to do this."

In March 1988, 10 months after the review board decision, Schwartzman wrote a letter to FCC Chairman Dennis Patrick, saying his clients intended "to seek judicial review" of the FCC's continuing inaction in the case.

The FCC designated the license for hearing in March 1985. Schwartzman said, only after he "embarrassed" former FCC Mass Media Bureau Chief James McKinney during a congressional hearing. After McKinney said the FCC had eliminated its backlog, he said, he pointed out that his clients' three-year-old petition was still on the back burner.

The denial is the first since appointees of Ronald Reagan have run the FCC. The last vote to deny a renewal came in May 1981, just before Mark Fowler became chairman. In that case, the agency denied the renewal of Lewell Broadcasting Inc. for WDRK(FM) Greenville, Ohio, for rules violations and misrepresentations.

Serafin, who claims he is innocent of all charges, says he expects a fairer hearing in federal court than he got before FCC ALJ Walter Miller. In an administrative hearing, "the judge is more of a prosecutor than the prosecutor," Serafin said. In his case, Serafin said, Miller discounted the testimony of some of his witnesses because he did not believe they were telling the truth. "That would never happen in a real court."

Even if he were guilty, Serafin said, the penalty imposed by the FCC was too harsh. The FCC could have imposed a short-term renewal or fine or required him to sell the station, he said. "There are various ways of punishment without destroying a person."

The 62-year-old Serafin said he wants to retire and would like to sell the station, but the renewal challenge has made selling impossible. The FCC will not approve sales of stations whose licenses are in hearing.

According to Serafin, the 250 watt AM is a "struggling" but "profitable" station and worth between \$175,000 and \$200,000 on the open market. It serves an economically depressed community dominated by a campus of the State University of New York, he said. Dick Blackburn, of the Washington brokerage firm Blackburn & Co., after taking a quick look at the station's technical attributes and the market, confirmed Serafin's valuation. "It is not a million-dollar station," he said.

Serafin said he has "a suspicion" the FCC was picking on it because it is "a small station in a small market" and not able to fully defend itself through the long and costly legal process. It probably thought that "we would have thrown in the towel somewhere along the way," he said.

Three local groups—Chautauqua County Rural Ministry, the Dunkirk-Fredonia League of Women Voters and a chapter of the National Association for the Advancement of Colored People—petitioned the FCC to deny the license in 1981 based on numerous allegations, including discrimination, the running of fraudulent contests and misrepresentations.

According to Schwartzman, the groups had been upset with Serafin because of his editorializing about school board politics and a low-income housing project. They came to him, Schwartzman said, asking: "What can we do about this guy?" He said he sent them to check out the station's public file. Serafin "harassed them, and the rest is history," he said.

According to the Review Board decision, which was written by member Eric T. Esbensen, in the fall of 1980 Serafin began interviewing persons referred to him by a federal employment program (CETA) for a secretarial job. After interviewing Linda Johnson, a black woman, the board said, Serafin called a CETA official and "angrily berated her for sending him a black woman.... 'Don't you have any white girls to send me?' He screamed that Ms. Johnson 'would make charcoal look white.'"

"His propensity to discriminate against minorities in hiring when coupled with his misrepresentations and lack of candor about his discriminatory practices leads to only one conclusion: Serafin is not the type of person that should be entitled to a public franchise."

The Review Board also described two contests that the station ran without awarding the promised prizes. According to the board, instead of awarding a pre-paid trip to the Niagara Hilton to any of the contest entrants, Serafin gave it to one of his advertisers who, in turn, gave it to one of his employees. After the employee returned from the trip, it said, "she wrote Henry Serafin...thanking him for the...vacation."

The grand prize in the Comtrex-sponsored "Get Out of the Cold Contest"—a \$200 stereo receiver—was also never awarded as promised in early 1983, the board said. Instead, it ended up as an on-air monitor at the station, the board said. The station's program director and a disk jockey urged Serafin to award the receiver, it said, but Serafin insisted on keeping it.

"Serafin's gross lack of truthfulness and candor must in and of itself lead to the sanction of disqualification," the Review Board said.

Serafin, who purchased an interest in WBUZ in 1974 and became sole owner in 1978, said he was "not guilty" of any of the findings that have jeopardized his license. Johnson did not feel she had been discriminated against until the complainants got to her, Serafin said. "They went to her right before the hearing and convinced her she was discriminated against," he said. The CETA officials testified against him only because he had complained to their superiors about their slowness in sending him candidates for the job, he said.

The program directors were in charge of awarding contest prizes, he said. He said he assumed his PD had awarded the stereo receiver. The Niagara Hilton prize was awarded and "the winner went to the Falls," he said.

Unless Serafin appeals, he will have to shut down WBUZ within 90 days of the release of the commission's order, said Killory. If he appeals, she said, he will be able to remain on the air during the litigation. □

# Merging law firms in Washington

Pittsburgh-based Reed Smith will absorb Pierson, Ball & Dowd

Pierson, Ball & Dowd, one of the pioneer communications law firms, is passing into history. The Washington firm last week agreed to a takeover by Pittsburgh's largest law firm, Reed Smith Shaw & McClay. The takeover is another in a series of mergers in which medium-size firms seek the resources and economies of scale available only to larger ones. And the merged firm—which will carry the Reed Smith name, will contain 360 lawyers, placing it among the 30 largest law firms in the country. The merger becomes effective March 1.

Pierson, Ball's 70 lawyers, including 26 partners, have specialized in health care, tax, labor and employe benefits as well as communications. In joining Reed Smith, a full-service firm, Pierson, Ball clients will have access to lawyers in a variety of areas—among them corporate law, securities, intellectual property law and litigation. It is also strong in tax and labor law. Reed Smith, said Timothy Ryan, a member of Pierson, Ball's executive committee, has the kind of "base" Pierson, Ball lacked.

Ryan said Pierson, Ball could have continued as a firm offering specialty services. But, he said: "The future is brighter for a larger, full-size firm than for a boutique, even a collection of boutiques." The Pierson, Ball partners were searching for a firm with a strong corporate practice. And Reed Smith's clients include the Mellon Bank Corp. and USX Corp. For its part, Pierson, Ball brings, among other things, expertise and knowledge of the political and governmental scene that will strengthen Reed Smith's presence in Washington.

Pierson, Ball, which would have celebrated its 50th anniversary this year, has long been one of the preeminent communications law firms in Washington. But for the past eight months it has been seeking an appropriate firm with which to merge. Ryan said as many as 10 firms had expressed interest in a merger. He also said one of the factors persuading the Pierson, Ball partners to consider a merger—apart from the need to establish "a base"—was the departure two years ago of Dean Burch, a former FCC chairman, to become director general of the International Telecommunications Satellite Organization. "Any firm losing someone of his quality loses a lot," said Ryan.

The merger comes at a time when deregulation has affected the practice of all communications law firms. But Theodore Pierson Jr., son of the last surviving name partner, said the firm's practice has been "changed by deregulation" but that he does not know if it has been "hurt by deregulation." He acknowledged that deregulation has wiped out much of the work communications lawyers used to perform for clients. On the other hand, he said, "deregulation has created new opportunities for business-

and the lawyers who represent them. I represent industries that didn't exist 10 years ago." One of his clients is Comptel Associates, a group comprising competitors of AT&T and MCI.

Reed Smith, one of the country's oldest firms, was founded in Pittsburgh in 1877 and was instrumental in the formation of U.S. Steel. It now has offices in five cities, including Washington and nearby McLean, Va. Under the merger, Reed Smith's 34-lawyer Washington office will relocate to the Pierson, Ball offices. That will create a combined Washington area staff of 112 lawyers, including 10 in McLean. □

## Broadcasters set to make house (and Senate) calls

Capitol Hill can expect to hear from the broadcast industry this week when broadcasters call on lawmakers as part of the National Association of Broadcasters State Leadership Conference. The four-day conference (Feb. 28-March 3), held at Washington's J.W. Marriott Hotel, has become an annual event for NAB. Not only does it provide a forum for the industry to promote its legislative agenda, but it allows broadcasters to hear from key policymakers.

In making the rounds in Washington, the some 200 broadcasters are likely to pursue a number of matters, including passage of a radio-only license renewal bill. A chief priority for Congress is enactment of a fairness doctrine bill; the NAB has said it opposes abolition of the doctrine. Lawmakers also are expected to push for legislation that would impose restrictions on the amount of advertising during children's programming. Broadcasters did not block the children's bill in the last Congress which former President Reagan vetoed.

The potential threat of spectrum fees and auctions as the federal government searches for additional revenue to help reduce the deficit is yet another area of industry concern. NAB is also worried there may be efforts to ban beer and wine ads or reduce the deductibility of advertising expenses for those products.

The conference is held for the executive directors and presidents of state broadcasting associations, but members of NAB's legislative liaison committee also participate. The first two days will be devoted to congressional visits. Also planned: NAB executive vice president for operations, John Abel, will discuss the ongoing debate about telephone companies' desire to be in

the television business. A panel on budget and tax issues is also slated. □

## FCC OK's 24-hour text transmission

Instead of signing off entirely, some television stations broadcast "bulletin boards" containing local news, weather or community events with no audio or perhaps some background music during early-morning "graveyard" hours. If they have a mind to, they can now air such text services 24 hours a day.

In a unanimous FCC action, the agency lifted its restriction against television stations broadcasting video with no audio or unrelated audio (or audio with no video) at times other than those graveyard hours (midnight to 6 a.m.). In the proceeding reviewing the restriction, all commenters favored its relaxation, the FCC said. There is "no basis for continuing to preclude licensees from making a wider range of programming judgments," it said.

The action was one of six in Docket 88-114—a catch-all proceeding aimed at relaxing or eliminating television rules the FCC felt might be redundant or anachronistic.

The other five actions:

- The FCC eliminated the requirement that stations calibrate their visual power meters every six months. The agency said it was redundant with other rules stipulating that such meters be calibrated as often as necessary to maintain authorized power.

- It changed the "absolute...operating requirement" that stations omit color-burst signals during extended black-and-white broadcasts to a "recommended standard."

- The FCC decided not to tamper with its rules governing the use of directional antennas by television stations because the directional antenna authorization is controversial and because the current waiver process "appears adequate in dealing with unusual situations."

- The FCC eliminated rules governing the construction and installation of transmission and studio equipment, saying they were no longer necessary. When the rules were adopted, many broadcasters built their own equipment, it said. "Today, nearly all broadcasters acquire their transmission system equipment from manufacturers that must design it to meet the safety requirements imposed by other regulatory agencies."

- The FCC deleted from its rules a table for converting geographical minutes and seconds to decimal parts of a degree, saying computer and pocket calculators do a more accurate job of conversion than the table. □

## Washington Watch

**FTC request.** Federal Trade Commission has requested 1990 appropriation of \$69,580,000, increase of 5% to support same number of work hours as in 1989, plus pay and benefit increases and selected inflationary increases. Neal Smith (D-Iowa), chairman of House Appropriations subcommittee, asked FTC to report back on projected effects, if eventual figure is several million dollars more or less than request.

# 'Model' libel law debated at Annenberg Washington seminar

Participants, including judge in 'Westmoreland' trial and Westmoreland himself, discuss pros and cons of proposal, with cons outnumbering pros

For months, an 11-member study group drawn from those representing the media and their critics labored to bring forth a model libel law, one that would protect the interests of defendant and plaintiff and assure a speedy, no-fault resolution of disputes in a manner that would not bankrupt either side. The product of the group's labors was unveiled last October (BROADCASTING, Nov. 7, 1988), and it was also the subject of an all-day seminar in Washington sponsored by the Annenberg Washington Program, which had initiated the Libel Reform Project. The "Annenberg bill," as it was called, had its supporters, but they appeared to be outgunned by its critics.

U.S. District Judge Pierre N. Leval of the Southern District of New York, who had presided at the trial of General William Westmoreland's libel suit against CBS, for instance, argued that the proposal overwhelmingly favored the media at the expense of plaintiffs' rights. Not surprisingly, he said, "the press loves this bill." But it does not, at least not all of its members. George Vradenburg III, vice president and general counsel of CBS Inc., and other media counsel argued that the proposal would require the media to give up too much—perhaps even more than constitutionally permissible—in surrendering the protection the Supreme Court wrote into the law in *New York Times v. Sullivan*: that requiring public-figure plaintiffs in libel cases to prove an alleged defamation was false and published with the knowledge it was false.

Richard M. Schmidt Jr., a partner in the law firm of Cohn & Marks and general counsel for the American Society of Newspaper Editors, who was among the group that produced the model law, took what comfort he could from that dichotomy. "We must be right," he said, "coming down in the middle as we do."

One of the key elements of the model law would be an optional declaratory judgment procedure, or a "no-fault" trial. The only issue would be the truth or falsity of the defamatory statement, not whether it was the product of recklessness, negligence or malice, as is now the case. Either side could request a declaratory judgment, but under the model law, the only money paid by the loser would be the winner's attorneys' fees. The authors of the model law say the plaintiff would benefit by forcing the defendant to give up the fault standards that now make it very difficult for plaintiffs to prevail in a suit for damages. They also believe defendants would choose declaratory judgments to avoid exposure to large damage awards.

To Leval, the authors had tipped too far in the direction of the media's protection. And he illustrated his argument with a hypothetical case—a young woman doctor effectively drummed out of a small town she had intended to serve by a technically accu-

rate but clearly false and defamatory story printed in the newspaper published by the brother-in-law of the man who had been the only doctor in town. Leval said the bill is pitted with "traps" for the unwary—a demand for a retraction that is granted, for instance, denies a plaintiff the right to sue for damages. And a suit for damages, Leval noted, could be converted by a defendant media organization to an action for a declaratory judgment. And in his hypothetical case, the young doctor was now unable to pay the \$300,000 she had borrowed from a bank to establish her practice. Anyone who is libeled and seeks relief under this bill, Leval said, is "sunk."

Vradenburg, who followed Leval in speaking after lunch, saw things from another perspective. He said the Annenberg bill is "favorable to certain kinds of plaintiffs—those who are well heeled, ready to litigate not for money but to harm the media." The fact that public-figure plaintiffs would no longer be required to prove malice, he said, would enable them to pepper with libel suits those among the media they disliked. Indeed, he saw the proposal as "anti-speech," one that "strikes at the



Abrams



Westmoreland

heart of the concept that speakers are not guarantors of truth." The press, he said, "should seek the truth."

And Richard M. Winfield, a partner in the New York City law firm of Rogers & Wells who specializes in, among other things, First Amendment litigation, said that permitting plaintiffs to seek a declaratory judgment would deprive a defendant "of his constitutional defenses"—he "cannot defend on the basis of the absence of fault." Indeed, Winfield said a statute cannot override a requirement he said the Supreme Court says is constitutionally mandated. Accordingly, he said, "This is the Achilles' heel of this proposal."

The proposal was not without its defenders. Anthony Lewis of *The New York Times* said that although *Sullivan* is working, it is necessary "to go beyond *Sullivan* to provide protection for small media that cannot afford to defend libel suits, as, he said, "The Times and CBS can." And Floyd Abrams, one of the country's leading First Amendment lawyers, called it "a constructive, serious proposal," one that "is equitably balanced."

But Abrams favors a test of the measure. "Try this in some state. See how it works. Maybe it won't," he said. In fact, a bill modeled on the Annenberg proposal has

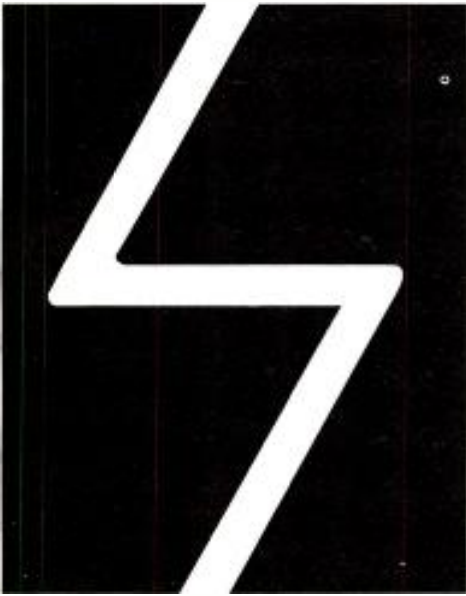
been introduced in the Connecticut legislature by State Representative Richard Tullisano (D-Rocky Hill), chairman of the House Judiciary Committee. He said he obtained a copy of the Annenberg bill after reading about it and had circulated it among some media lawyers in the state for comment. He plans to hold hearings on the measure next month.

Bruce Fein, the former FCC general counsel who has frequently taken the side of plaintiffs in libel cases, helped draft the Annenberg proposal and was unqualified in his support of it. As for the criticism that the proposal would enable media defendants to avoid money damages, for instance, Fein said Annenberg "would get misstatements corrected." And that, he said, would lead to a tradeoff for the plaintiffs denied compensation: they would be living in a society "benefiting from better information."

A living symbol of what the authors of the Annenberg proposal see as the need for a new libel law—General Westmoreland, former commander of U.S. forces in Vietnam—participated in the day-long seminar as a member of one of the panels. He had sued CBS for \$120 million for libel as a result of its *The Uncounted Enemy: A Vietnam Deception*, in 1982. He claimed it had defamed him in alleging he had been part of a "conspiracy" to put a lid on estimates of enemy troop strength. In February 1985, in the fifth month of trial of a suit begun in September 1982, and after the expenditure of millions of dollars by each side, a settlement was reached. CBS paid Westmoreland no money, and did not offer the apology Westmoreland had said he wanted. But it did participate in a statement in which it said it respects Westmoreland's "long and faithful service to his country and never intended to assert, and does not believe, that General Westmoreland was unpatriotic or disloyal in performing his duties as he saw them."

But, ironically, although *Westmoreland* is cited as an example of the libel case that cries out for libel law reform, Westmoreland said he does not believe the existence of an Annenberg Libel Act in 1982 would have made a difference. What is needed, he said, is a restoration of the National News Council, an organization composed of media and public representatives to monitor the accuracy and fairness of the press. The NNC expired in 1984 after 11 years of operation because of a lack of support from major media organizations.

Still, Newton N. Minow, the former FCC chairman who is director of the Annenberg Washington Program and who conceived the Libel Reform Project, said in summing up the all-day conference that he had been "struck" by Westmoreland's remarks. "He explained why he brought the suit and, when he couldn't go on, why he decided to end it when he felt his reputation restored. Isn't there a better way to get there without the travail he went through?" The aim, as he saw it, was to respect "the right of a plaintiff to restore his reputation while redeeming the [press's] right to vigorously report." □



# April 3 Special Report



Miami Sound Machine's Gloria Estafan.

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## Guarantees: Networks pick programs to win, place and show

**CBS says overdelivery of 'Lonesome Dove' will be spread over other shows in package deals; NBC's Hoffner says ratings don't tell whole story; agency executives comment on guarantees**

The ratings networks promise to deliver to advertiser for a program or make good the shortfall, guarantees, have been in the news of late with the reported "lowballing" by CBS of its surprise hit, *Lonesome Dove*. The apparent bottom line—that CBS guaranteed in the 17-18 rating range for the mini-series and delivered a 26-plus average over four nights—does not tell the whole story.

According to Larry Dominus, senior vice president, entertainment sales and marketing, CBS, *Dove* did exceed network guarantees (although he would not say by how much), but that its package was not out of the ordinary. "With the exception of Chrysler," he said, "everyone was in as part of a big package. All of the overdelivery that *Dove* contributed works against any other IOU's in the totality of that package." Chrysler, said Dominus, "bought in a vacuum," and "got more than they bargained for. They get to enjoy the full benefits of overdelivery."

Mike Wang, vice president and associate media director, network broadcasting, Campbell, Mithun, Esty, Chrysler's ad agency, cited the guarantee area as "sensitive," but said that CBS's numbers were "pretty close" to the reported 17.6-18.6 range. "Chrysler is very, very, happy," he said. (Wang also said that Chrysler is currently looking at other mini-series possibilities on all three networks, as well as considering Fox for a new car launch in early fall.)

"It's always an embarrassment when you underprice yourself," said one industry source, "but that's the beauty of this business; you run into things that you can't predict. What it comes down to is: creativity comes through, and people know good programs from bad programs."

According to Larry Hoffner, senior vice president, sales, NBC, "The general rule of thumb is that the guarantee is the minimum rating expected, not the maximum." Although in a rare instance, he said, a deal will be based on an actual performance, with charges determined after airing."

He suggested that raw numbers are not the only benchmark of a successful advertising vehicle. Advertisers like to be associated with quality programs, Hoffner said, but they pay close attention to a show's audience composition, the most desirable of which is adults 25-54. "*Lonesome Dove* may have been a huge success on a Nielsen household basis [it averaged a 26.139 over four nights], but you will find the skew for a Western tends to go more towards 50+

and C and D counties vs. A and B, which are more desirable.

"I'm not knocking *Dove*," said Hoffner. "But great household numbers don't mean the same thing to advertisers and their media plans as they do to programers and weekly tallies."

On the underperformance side of the guarantee coin, ABC's final 12-hour segment of *War and Remembrance*, tentatively slated for May (at press time Brandon Stoddard was looking at it to determine scheduling and formatting), was sold as a package for both installments at a 20.2 guarantee, according to John Tiedemann, senior vice president and general sales manager. The show is 90 percent sold at this point, he said. *War* provides a good example of the way networks find themselves caught in the ratings trap, said Jon Mandel, vice president and director, national broadcast, Grey Advertising. "In a way, they're damned if they do and damned if they don't. *War* did a very nice rating, a tremendous rating. However, everyone's saying they really blew it on this one, because ABC overguaranteed it." So, are there hard and fast rules determining the setting of guarantees? Apparently not.

"The majority of deals, with the possible exception of the first year of the peopletimer, are consummated on a guaranteed audience basis," according to John Fisk, senior vice president and director of negotiating, J. Walter Thompson. The networks' ascribing of certain values to individual programs can be compared to the running of a hotel, Fisk said. "Certain rooms are better than others. Some face the ocean, some are over the garage, etc. The first thing networks have to do is make an internal assessment of the value of its rooms to its customers; then it evaluates the customers. The ideal customer is someone willing to take a bit of everything."

"I would think networks are probably not happy with guarantees because they do not know how to estimate ratings accurately," said Mandel. "Unfortunately, rather than point the finger at themselves, they point at Nielsen and say their numbers bounce around too much. Well, viewing does bounce around too much; we've known that for years. We on the agency side have always had much more accurate forecasts than the networks have. It's almost a cultural thing."

Mandel believes the networks hurt themselves "in that they can't admit internally that they might be putting a show on the air that might do a 12 share. The programming department has to say it will do an 18 share, that it's better than what we had in there." The sales department, in turn, can't put a 12 share on it because of programing's stance, "so they have to give it a 16, and they get themselves caught in a trap." The

way out of this, he said, is "honesty rather than greed."

Steve Grubbs, BBDO New York's director of national TV buying, agrees with Mandel and believes the networks use guarantees out of necessity, to make deals more attractive. "I think if they had their choice, they would prefer not to guarantee," he said. "When there's a ratings shortfall, they have to take inventory out of sales to make good for audience deficiencies versus those guarantees." In essence, Grubbs said, they're giving away what amounts to free bonus units rather than selling those units.

From the advertiser's perspective, "what we always are trying to do," said Thompson's Fisk, "is make the guarantee be the worst that can happen to us. We're trying to pick those programs that can beat it." □

## Barter: Assessing the tradeoff

**While industry has boomed, it has not proved all boon**

In the mid-1970's, when Group W put a 30-second barter spot into the *Mike Douglas Show*, it's doubtful anyone could have predicted the effect that move would have. From 1980, when best-guess estimates put total barter business at \$50 million, to the 1988-89 season, when projections put the total at more than \$1 billion, barter has boomed like no other segment of the industry.

At its inception, it was thought that barter would make it easier for stations to acquire programing, which it did. However, some say barter has become a double-edged sword.

"The original premises of barter," said Peter Ryan, executive vice president, Harrington, Righter & Parsons, "were that it would reduce program cost or limit cost increases and that the money for barter would not be coming out of spot, but rather from network advertisers." The reality said Ryan, "is that barter is now in more than 90% of the shows, the cost of programing has not been reduced and the stations have been hurt on spot sales." Still he said, "many stations could not have started up without the barter element."

During the same period that barter was taking off, the number of independent stations was tripling. Barter allowed those new stations, many strapped for cash, to acquire competitive programing. Rather than pay the cash license fee, stations agreed to give

## Holding on to Hollywood

Although California remains the top state for feature film and television production, the state lost nearly \$3 billion in "runaway" production last year. Because of the loss, the California Chamber of Commerce and the California Film Commission contracted KPMG Peat Marwick & Co. to conduct a study of the feature film and television industry in California.

California Governor George Deukmejian, scheduled to announce the results of the study at a luncheon hosted by the Hollywood Radio & Television Society last week, was unable to attend due to illness and was replaced by Lisa Rawlins, director, California Film Commission.

The total U.S. expenditure for television prime time production is \$1.6 billion. California in-state production accounts for \$1.4 billion of that, or 87.5%. According to the study, of the \$200 million in prime time production that California loses to other states, it could recoup nearly \$70 million—25% of the runaway series production and 52% of the runaway made-for-TV movie and mini-series production.

Also, \$650 million, or 31.7%, of the country's commercial industry is located in California.

In an effort to stem the flow of runaway production, California has enacted several measures. California has recently passed legislation to exempt most post-production services from levying sales taxes. Also, the state has streamlined both fire regulations and production shootings on highways to eliminate red tape.

up one or two minutes of advertising time within the show they were purchasing. In many cases, the station might have had trouble selling the time themselves.

The problem now, said John Von Soosten, vice president, director of programming, Katz Communications, "is that some stations have become 'barterholics,' in that it was easy for them to take one or two shows on a barter basis, but now they find themselves overcommitted."

In some instances, stations have committed to one show with barter time, then when the show underperformed, the station removed it from the time slot and replaced it with another show with a barter element. "What happens is that stations are still responsible for the barter time from the original show that was in the time slot and for the barter time that is included in the new show in the time slot," said Von Soosten.

"Barter has grown to a point where we have to take an honest look at it to see if we're really hurting ourselves," said Cy Yanoff, president, WNEV-TV Boston.

"We try to limit it [barter] as much as possible," said Chuck McKeever, president and general manager, WDBJ(TV) Roanoke, Va. "In some cases, because of the strength of the show, like *Oprah*, *Wheel of Fortune*, or *Jeopardy*, we really have no choice," he said. "However, when it's not a must show, and the syndicator only wants barter, we'll pass on it," said McKeever.

"I don't think stations are any more concerned about barter than they are about compensation or anything else," said Tim Duncan, executive director, Advertiser Syndicated Television Association. "We'll start to hear from stations that they don't want barter a part of the process if there is too much barter," he said. "There are always grumbings, especially from large-market stations whose time is more valuable," he said.

"Generally speaking, it's cheaper for stations to give up spots than pay cash," said Jon Mandel, vice president, director of national broadcasting, Grey Advertising. "The guys who are smart," he said, "know that they are giving up two spots and they put a dollar figure on the spots and determine how much the show is costing

them. Some stations are complaining because they look at the soft spot market and they've not marketed themselves well so they look to point the finger somewhere else," he said.

Indeed, some blame the soft spot market on the rise of barter. "It [barter] has certainly diminished the value of television stations," said David Henderson, chairman, Outlet Communications. "The billion-dollar barter business has been built at the expense of national spot, and on the backs of the television stations," he said. "The buying and selling of syndicated programming is based on helium, hype and hope, with the syndicator supplying the helium and hype," he said.

An explosion in the amount of programming available has accompanied the proliferation of barter syndicated product. In the 1987-88 television season, there were some 116 first-run series on the air, twice as many as there were in the 83-84 season. However, according to some, more does not mean better. "If you look at all the barter programs available, barter hasn't done much to improve the quality of shows," said Henderson.

"If a show has appeal, then it will have both cash and barter elements," said Chuck McKeever. "If it doesn't have appeal, then it will probably only be offered on a barter basis, and if you have a show that is exclusively barter, it won't be in the top-20 rated programs," he said.

In a recent survey conducted by Harrington, Righter & Parsons, advertising agencies listed types of shows that they would be reluctant to buy time in. Many of the shows mentioned made up the bulk of barter's most popular, including *A Current Affair*, *The Oprah Winfrey Show* and, mentioned most, *The Morton Downey Jr. Show*.

"Everyone has a different line," said Jon Mandel, referring to shows in which clients refuse to advertise. "Some clients won't go in any tabloid or talk shows. Others draw the line at *Downey*, others draw it at *Oprah* and *Downey*," he said. He added, however, that there are other advertisers willing to pick up those spots. "Also," he said, "they are very cheap to produce so they can afford a lower cost-per-thousand." □

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# Changing Hands

**WFOG(FM) Suffolk, Va. (Norfolk)** □ Sold by JAG Communications to Sunshine Wireless Co. for \$8 million cash. **Seller** is headed by John A. Gambling, chairman, and Morton I. Hamburg, president. It is also selling WFBZ(AM)-WLIF(FM) Baltimore to Infinity Broadcasting Co. ("In Brief," Feb. 20). **Buyer** is headed by Dan N. Cohen, president, and Jeffrey Greenhawt, vice president. It also owns WQAM(AM)-WKQS(FM) Miami. WFOG operates on 92.9 mhz with 50 kw and antenna 480 feet above average terrain. **Broker: Americom Radio Brokers.**

**KHEZ(FM) Caldwell, Idaho** □ Sold by TVW Communications to Price Broadcasting Company II for \$700,000. **Seller** is owned by Billy Wilson, Johnny Vaughn and John Thomas. **Buyer** is owned by John Price. It also owns KEMX(AM)-KCPX-FM Salt Lake City; WEZL(FM) Charleston and WOIC(AM)-WPRH-FM Columbia, both South Carolina; KGA(AM)-KDRK-FM Spokane, Wash.; KOMS(AM)-KSHA(FM) Redding and KOOK(AM)-KBEE(FM) Modesto, both California, and KROW(AM)-KNEV(FM) Reno. KHEZ operates on 103.3 mhz with 54 kw and antenna 2,525 feet

above average terrain.

**WTMA(AM) Charleston, S.C.** □ Sold by Faircom Charleston Inc. to Jett Communications Inc. for \$575,000. **Seller** is owned by Joel Fairman. Fairman also owns WHFM South Hampton, N.Y., WKMF(AM)-WCRZ(FM) Flint, Mich., WSSX-FM Charleston, S.C. **Buyer** is owned by William G. Dudley III, Hugh D. Jett and William E. Lucas. Dudley has interest in WJY(FM) Hilton Head, S.C. WTMA is fulltimer on 1250 khz with 5 kw day and 1 kw night.

**WJEO-FM Macomb, Ill.** □ Sold by McDonough Broadcasting Inc. to Central Illinois Broadcasting Co. for \$485,000. **Seller** is owned by Mary R. Clark. Clark has no other broadcast interests. **Buyer** is owned by Bruce T. Foster, Charles Foster, Belva Foster and Norman Ricca. It also owns WWCT(FM) Peoria, Ill. WJEO operates on 103.1 mhz with 3 kw and antenna 265 feet above average terrain.

**KQBE-FM Ellensburg, Wash.** □ Sold by Lord Broadcasting Co. to Peak Communications Inc. for \$265,000. **Seller** is owned by Brian J. Lord. **Seller** has no other broadcast interests. **Buyer** is owned by James J. Peterson, Phillip J. Kelleher, William J. Kelleher and Patrick G. Peterson. KQBE-FM operates on 103.1 mhz with 3 kw and antenna 188 feet below average terrain.

## CABLE

**Systems serving North Liberty, Mount Vernon, West Liberty, West Branch, Solon, Hills, Lisbon, Swisher and Shueyville, all Iowa** □ Sold by Liberty Communications Inc. to Vantage Cable Associates. **Seller** is Iowa City, Iowa-based MSO with no other cable holdings. It is owned by Elliot Full, C.E. Peterson, Jim Peterson, Jerome Full, and Joe Peterson. **Buyer** is Des Moines, Iowa-based MSO headed by John Stephens, serving approximately 27,000 subscribers in two states. Systems serve approximately 4,875 subscribers with 6,205 homes passed. **Broker: Daniels & Associates.**

**System serving Austin and Morton townships, both Michigan** □ Sold by Edgewater Cable Co. to Taft Cable Partners. **Seller** is headed by Norman Browning with one other cable holding in Beaver Island, Mich. **Buyer** is Cincinnati-based MSO, and joint venture between Tele-Communications Inc. and The Bass Group. It serves approximately 207,000 subscribers in five states. System serves approximately 500 subscribers with 1,400 homes passed. **Broker: Daniels & Associates.**

**System serving Center Point, Iowa** □ Sold by Prairie Cable Vision Inc. to Vantage Cable Associates. **Seller** is headed by Jay Hayge and has no other cable holdings. **Buyer** is Des Moines, Iowa-based MSO headed by John Stephens, serving approximately 27,000 subscribers in two states. System serves 415 subscribers with approximately 614 homes passed. **Broker: Daniels & Associates.**

**System serving Oxford and Tiffin, both Iowa** □ Sold by Ruggier Communications to Vantage Cable Associates. **Seller** has no other cable holdings. **Buyer** is Des Moines, Iowa-based MSO headed by John Stephens, serving approximately 27,000 subscribers in two states. Systems serve approximately 350 subscribers with 513 homes passed. **Broker: Daniels & Associates.**

For other proposed and approved sales, see "For the Record," page 56.

## United selling to TA

United Broadcasting Co. has reached an agreement to sell its stock to an affiliated company of TA Communications Partners, a venture capital company based in Boston. A spokeswoman for UBS said the deal is worth approximately \$123 million. The sale, which the company said is subject to "certain contingencies" and FCC approval, would include the following UBC holdings: KALI(AM) San Gabriel and KSOL(FM) San Mateo, both California; WDJY(FM) Washington; WYST-AM-FM Baltimore; WINX(AM) Rockville, Md.; WKDM(AM) New York, and WJMO(AM)-WRQC(FM) Cleveland Heights, Ohio. United also owns United Cable Co. of New Hampshire whose two systems serve about 38,000 subscribers.

The entity organized by TA for the acquisition, UBC Acquisition Corp., has made equity-management agreements with radio executives Allen Shaw and Bill Weller (executive vice president and vice president, respectively, of Beasley Broadcast Group) and cable executives William Schuler and Alan Davis (general partners of Nashoba Communications, a Westford, Mass.-based regional MSO). UBS said an affiliate of TA Communications Partners, CLS Associates, already owns a 30% stake in the company. **Broker** for the sale is Chicago-based Jack Minkow.

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## HBO and TBS commit to Hughes Galaxy satellites

### 'Anchor tenant' co-venture clears way for myriad cable satellite deals

Hughes Communications sold proposed replacement C-band capacity to Home Box Office and the Turner Broadcasting System last Monday, virtually assuring that it will remain operator of two of cable television's primary satellites through the end of this century.

The HBO-TBS co-venture will acquire eight or more C-band transponders spread across two Hughes satellites, Galaxy V and Galaxy I-R, to be launched in early 1992 and mid-1993, respectively. HBO and TBS are currently on both Hughes and GE Americom satellites.

The deal, which is still subject to approval by the Turner, Time Inc. (HBO parent) and Hughes boards, also requires that Hughes launch a third satellite, Galaxy VI, as a dedicated in-orbit spare. Galaxy V and I-R are intended to replace satellites now carrying HBO, TBS and other cable programming signals when loss of station-keeping fuel makes those birds effectively useless to the cable industry, beginning approximately three years from now. Replacements proposed by most operators, including Hughes, are expected to outlast the average 10-year lifespan of current satellites by two or more years.

Specifically, the agreement will place Turner's CNN, TNT and Headline News, along with HBO's eastern feed, on Galaxy V at 125 degrees west longitude, a prime orbital position that reaches all 50 states. Galaxy I-R, also assigned a prime, 50-state slot at 133 degrees, will carry a second HBO eastern feed, the HBO Eastern Combo feed, the Cinemax eastern feed and, possibly, a western feed of TNT, which is now delivered to all time zones simultaneously.

All three companies declined comment on the exact value of the deal and the number of transponders involved. However, transponder prices for favored, first-aboard programmers are reportedly running between \$7 million and \$8 million each (BROADCASTING, Dec. 12, 1988). With HBO and TBS each buying at least four transponders—and with each conceding the deal leaves room for expansion—Hughes should gain at least \$60 million, and possibly more than \$100 million, from the HBO-TBS buy.

More crucial to executives at Hughes, HBO and TBS last week than the dollar value of this lead-off, next-generation deal was that virtually all cable operators, satellite master antenna television (SMATV) systems and home dish subscribers in the nation must now plan to point their receiving dishes at Galaxy V and I-R to pick up five of the top cable programmers: HBO,

CNN, TNT, Headline News and Cinemax. Knowing this, other cable programmers are likely to want to be aboard those birds too.

Many cable programmers, said Jerry Farrell, vice president, Hughes Video Services, have necessarily been in a wait-and-see position, declining to commit to any satellite without knowing where programming such as HBO and TBS would be. The average cable headend, he said, uses two or three antennas 'looking' at some combination of the four current primary cable birds, Hughes's Galaxy I and Galaxy III and GE Americom's Satcom III-R and Satcom IV. The cable systems are not likely to carry a programmer not on one of those birds—or on their replacements in the next generation—he said.

Executives at HBO and Turner agreed that Hughes's commitment to launch the three birds should automatically draw other cable programmers to fill up the remaining transponders—or the 'rest of the shops in the mall between the two major tenants'—on the Galaxy V and I-R.

"The issue is not how many transponders for how much," said Robert Zitter, vice

president, network management, HBO. "The issue is really 'Are anchor tenants bringing anchor programming to these satellites?' For quite some time, it has been clear that the satellite operators were not going forward until a critical mass of pre-commitment to each satellite was achieved. With Turner, we've been able to provide that critical mass," he added, conceding that HBO and Turner—which were among the first programmers to initiate satellite delivery of their product a decade ago and currently are served by both Hughes and GE Americom—cannot fill even half of the two primary satellites alone.

HBO's belief that the two Hughes satellites "will be major cable satellites that every cable operator in the country will have to look at," he said, does depend on the assumption that other cable programmers want to be in the same place in the sky as HBO and Turner.

"From the perspective of the cable industry," which "relies 100% on satellite delivery of its product, said Zitter, "we needed to take this action early to assure continuity of service" after current cable

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satellites begin reaching the ends of their useful lives. HBO's "prime interest," he said, "is that the satellites are going to be constructed and launched—are going to be there, so we can tell our affiliates this is the point in the sky where we will be."

The thinking at TBS was parallel. "The biggest" reason for combining with HBO, said Wes Hanemayer, vice president, Turner Satellite Systems, was not that the two companies gained added bulk-buy leverage, he said, but rather "to make sure we had the commitment" from a satellite operator to build more than one satellite, thereby "assuring immediate, in-orbit backup capacity in case of catastrophic failure of an entire bird." While Galaxy I-R will offer such insurance for Galaxy V—and vice versa—the in-orbit spare makes the Hughes backup insurance offer optimal, he said, adding that, "putting Turner and HBO together creates a heck of an anchor" for both primary birds.

"Now maybe the path is clear for others [cable programmers] to make decisions," he said.

A key reason for Hughes's acquisition of the three in-orbit and one ground spare Western Union Westar series satellites last fall (BROADCASTING, Nov. 21, 1988), said Farrell, was to be able to provide an in-orbit spare like Galaxy VI—perhaps the scale-tipping element in Hughes's beating the competition to HBO and Turner. (The other satellite operator now carrying multiple cable services, GE Americom, however, also assured it will operate an in-orbit spare

## Towery tops CPB board

The Corporation of Public Broadcasting board of directors, at a special meeting held Feb. 18 in Washington, elected as chairman its longest-serving member, Ken Towery. A publisher of three Texas newspapers and a business and political consultancy partner, Towery will serve from March 2—when the term of current Chairman Howard Gutin ends—to Sept. 11, date of the board's annual meeting. Gutin, whose travel expenses in the chairman's role had come under some fire on Capitol Hill, chose not to run for reelection (BROADCASTING, Dec. 5, 1988).

At the same meeting, CPB President Donald Ledwig announced the selection of a new vice president of government relations, Gerald Hogan, former director, legislative and regulatory division, of the American Society of Hospital Pharmacists. The board also prepared for a congressionally ordered audit of the Corporation (BROADCASTING, Feb. 20) by designating Ledwig as "head" of CPB. Under the Inspector General Act, CPB's heretofore "independent corporation" status is changed to a "designated federal entity"—one that can officially be audited by GAO.

Towery, former deputy director of the United States Information Agency and former press secretary and administrative assistant to former Senator John Tower (R-Tex.), was appointed by President Reagan to two consecutive five-year terms on the CPB board. "I appreciate the honor and trust placed in me by the board, and I'm looking forward to getting on with the job," he said.

when it signed a co-venture with Alascom late last year [BROADCASTING, Oct. 10, 1988].)

"Many cable networks now represent businesses worth billions of dollars, and this type of investment requires the highest level of protection," said Farrell. Following FCC approval of the Westar acquisition—and concurrent approval of orbital assignments for all six Hughes satellites—the next step, he said, was to acquire pre-committed "anchor tenants."

Although GE Americom is out of the

competition for these two anchor tenants, and would not comment on the announcement last week, none of the three parties involved in last week's decision believed GE will be eliminated from serving cable, at least not yet. "This is a very large industry," Hanemayer said. "I'd think you'd have to see two satellite operators, at a minimum," providing capacity to cable programmers. GE, he said, "is still in the running, but don't rule out other" satellite operators, including GTE Spacenet, Contel ASC, National Exchange and AT&T.

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## USIA says funding boost will still mean budget cuts

TV and film service to be hardest hit, according to agency acting director

Despite an increase of almost \$67 million over the amount Congress provided for it last year, the U.S. Information Agency complained of a serious case of belt-tightening in an appearance before the House Appropriations Committee last week. Acting Director Marvin Stone said that under the Bush administration's \$949 million request for it, the agency would be obliged to make cuts in its programs totalling \$16.9 million—including a large amount in the Television and Film Service.

Stone explained that \$48.1 million of the increase pertains to changes in interagency cost allocations and to expenditures for the now-truncated modernization program. Another \$31 million, Stone said, is required to meet inflation and other built-in costs of work in Washington and around the world. And another \$4.6 million is needed for U.S. representation at the Seville Expo of 1992. Those requirements add up to the need to cut costs by \$16.9 million.

Stone said the agency is considering, among other cuts:

"A significant reduction in original pro-

graming by our Television and Film service." Stone said the cut—of more than \$3 million from a 1989 base of \$38.5 million—would result in that service, under which Worldnet operates, suffering "the largest percentage cut in funds in 1990," some 8%.

The replacement of the Voice of America's Greek and Turkish language broadcasting service with daily fee services.

The closing of the VOA's AM relay stations at Quesada, Puerto Rico, and on Antigua (although signals from other relay services in the area will make up for some of the loss).

The elimination of 31½ hours from VOA's weekly broadcast schedule.

The elimination of 193 jobs throughout the agency.

The reduction in support and staff for overseas library and exchange programs.

The closing of three overseas posts as well as curtailment of certain mission programs and support activities.

Despite those reductions—which Stone said came on top of program cuts between 1987 and 1989, totaling \$72.2 million in Salaries and Expenses appropriation alone—the agency plans to move ahead on a number of program fronts. And Worldnet remains a popular service at USIA.

In the current fiscal year, for instance, USIA will add full-time 24-hour satellite transponder service to the Western Pacific and American Republican areas. USIA also expects to produce 738 interactive programs in 1989 and 907 in 1990, compared with 425 in 1988. Furthermore, said Stone, the agency is anxious to resume the transmission "of appropriate noninteractive programs" suspended at the end of fiscal year 1988 in accordance with an authorization bill enacted the previous year. The legislation required the suspension unless the USIA could demonstrate Worldnet regularly attracted two million viewers in Europe.

Stone said U.S. embassies around the world "—especially in Africa, Asia and Latin America—have expressed their deep concern over the loss of what had become one of their most important program tools." Stone said the agency is "reviewing with authorizing committees proposals that would lead to reintroduction of a daily television feed of program materials to the posts."

Stone also noted that, "following on the success of Radio Marti," the agency is exploring the feasibility of a television version. A 90-day test of a transmission system mounted on a tethered balloon 14,000 feet above the Florida Keys is to be conducted later this year. The budget does not contain any new funding for the project in 1990 (although Stone said an unobligated balance of \$3.8 million would be available.)

This is a cause of some concern to USIA officials, since Senator Ernest F. Hollings (D-S.C.) has introduced a bill to authorize \$16 million in operating funds for TV Marti over each of the next two years. And USIA officials fear Congress may take the funds from the VOA modernization program—as it took the \$7.5 million in start-up funds for the project last year. □

## Heated agenda confronts ITV in Nice

**Election of officers and call for expulsion of Israel among issues to be considered at meeting**

The International Telecommunication Union's Plenipotentiary Conference, to be held in Nice, France, in three months, could break the bounds of a technically oriented conference of a technical organization. Politics, which the U.S. and other countries say is out of place at ITU meetings, seems determined to intrude. And not only because of the contests that will be needed to resolve the occupancy of the organization's top posts. Three Arab countries have submitted proposals for the agenda calling for the expulsion of Israel from the ITU or the suspension of its membership—and thus reopening an issue that obstructed the work of the last plenipotentiary conference, in Nairobi, Kenya, in 1982, for several weeks.

These and other issues were aired at a "brown-bag luncheon" at the FCC that was addressed by Travis Marshall, who is heading the U.S. delegation to the conference that constitutes the supreme organ of the ITU. And while the Israel matter had been disclosed earlier ("Closed Circuit," Jan. 30), the luncheon provided the forum for the first public discussion of the issue. Michael Fitch, a member of FCC Chairman Dennis Patrick's staff, said that the U.S. and other countries are concerned about a renewed fight over expelling Israel, a proposal the U.S. managed to defeat in 1982, but only after a major effort that involved the intercession of then-Secretary of State George Shultz. And Fitch said the U.S., as well as the outgoing secretary general, Richard Butler, are attempting to defuse the issue in talks with other governments.

The countries that have thus far filed proposals seeking the expulsion of Israel or the suspension of its membership are Qatar, Saudi Arabia and Syria. Qatar referred to Israel as "a well-known expansionist, human rights violator...whose proven policy is aggression." Marshall, stating the U.S. position, said the Arab countries are raising a political issue that should be discussed in other forums—the United Nations General Assembly or Security Council—not the

ITU, a technical organization. "It would be in the interest of all concerned not to upset the conference with a debate on the Israel issue," Marshall said. "It took three weeks out of the six-week conference in Nairobi." he said.

One political issue the ITU cannot avoid involves the election of its officers, which occurs at every plenipotentiary conference. Butler's Feb. 3 announcement that he would not seek reelection opened the secretary general's post for a contest. Most observers had believed the job was Butler's for the asking. Marshall said one likely candidate had emerged—the director general of Finland's post and telephone and telegraph organization, Pekka Tarjanne. He last appeared on the international scene in 1987, when his government nominated him for the post of director general of the International Telecommunications Satellite Organization, a job that was won by the U.S.'s Dean Burch. As to whether the U.S. would have a candidate to succeed Butler, Marshall said, "No," but he also said that was a possibility that "could not be ruled out."

Representatives of the State Department, the Commerce Department's National Telecommunications and Information Administration and the FCC, along with Marshall, are developing the U.S. position on whom the U.S. will support. If the U.S. were to put forward a candidate for secretary general—or deputy secretary general, if the current occupant, Jean Jiguet, of Cameroon, becomes a candidate for the top job—the U.S. would be obliged to abandon the candidacy of Richard C. Kirby, who is seeking his fourth term as director of the International Radio Consultative Committee (CCIR). ITU rules do not permit a government to sponsor candidates for two or more of the organization's top posts. And officials are showing no disposition to abandon the Kirby candidacy. He is being opposed by a Yugoslav, Illija Stojanovic.

Marshall, who said that "we have to win [on issues] before we get to Nice," may at the moment be losing on a critical one—a proposal to merge the CCIR and its sister organization, the CCITT, which works in



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the area of telephone and telegraph. Butler supports the proposal, as do many developing countries; they see it as a means of saving money that could be used to aid in the development of their telecommunications systems. But the U.S. and a number of other developed countries would prefer to keep the consultative committees sepa-

rate. Marshall noted that CCIR is involved in spectrum allocation matters and the CCITT, in standards. "The committees are better left to focus on their specialties," he said. However, he acknowledged that the developed countries appear to be swimming against the tide; developing countries are in the majority in the ITU. □

## Arbitron's ScanAmerica to expand

**But dissatisfaction with meter-based service in Denver may make move into three new markets difficult**

Arbitron Ratings Co., which operates its single-source television ratings and product purchase service in Denver, will introduce the service, known as ScanAmerica, to three additional markets in late 1990. But dissatisfaction with the service at stations that have subscribed to it in Denver may make the expansion of the meter-based service a difficult sales task for Arbitron.

ScanAmerica, which combines local television ratings with information about viewers' product purchases, will start operations in the Sacramento-Stockton, Calif.; St. Louis, and Minneapolis-Saint Paul markets in the fourth quarter of 1990, according to Arbitron spokeswoman Nan Myers. By 1995, the local service will be available in 20 markets, including the 13 already metered by Arbitron without the single-source viewing and purchasing data. (Although the Denver service operates under the name ScanAmerica, Arbitron now uses

that name only for its national single-source service scheduled for launch later this year.)

But in Denver, where the local service has been provided since May 1987, the reception for Arbitron's service from stations has been chilly. Of the two stations that have subscribed to the service, one has dropped it and the other has told its advertisers that it will not use Arbitron's numbers for negotiation or post-analysis of media buys.

For Peter McCampbell, general sales manager of Denver's Fox-affiliated KDVR(TV), dropping Arbitron's service in September 1988 after a year and a half was "a dollars and cents decision." He said: "We weren't going to lose revenues by not subscribing." In its measurement of viewing, McCampbell said, Arbitron's service tallied as much as 25% to 30% fewer HUT's (homes using television) than Nielsen's meter service, which has been operating in Denver since November 1985. Ratings for children's audiences were as much as 50% lower, he said.

In addition, McCampbell said, the product-usage data that the service provided was not helpful in generating business. McCampbell said that media buyers with whom he dealt were not familiar with single-source product usage information and were not interested in using it. "Arbitron hasn't done a proper job of marketing [the service] so it has credibility for us when we go out," he said.

"Basically, the concept that Arbitron has is an excellent one," said Rick Wardell, general sales manager of NBC O&O KCNC-TV, the only station in the Denver market that subscribes to Arbitron's local service. But because of concerns about the viewing data and the product purchase data, he said, the station will refrain from using the Arbitron numbers until after its May ratings book is out, at the earliest.

Wardell said that he questioned whether the viewing data from Arbitron was accurate because of day-to-day fluctuations in program ratings and because of the percentage of households wired by Arbitron that were being dropped from ratings calculations. However, he said, the ratings figures had begun to stabilize in last November's book.

Wardell also said that the station had stopped using the product-usage data because it was not accurate or "user-friendly." After one ratings period, he said, a store that had gone out of business eight months earlier was listed by Arbitron as being heavily shopped by viewers. When KCNC-TV surveyed advertising agencies, it found "they didn't put much credence in the data," Wardell said.

In a correction of these problems, Wardell said, Arbitron had promised to deliver the product purchase information for this February in floppy-disk form within a day of the delivery of the February ratings book. He also said that he had the impression that a written survey used to gather information for the service would be conducted every six months, rather than on its current annual schedule.

Myers suggested that Wardell's dissatisfaction with the ratings data was an example of someone killing a messenger bringing bad tidings. "Six months ago, Rick Wardell was the biggest booster in the world for ScanAmerica," she said. "I don't know what happened in the meantime. The service didn't change."

Regarding Wardell's complaints about the product purchasing data, Myers said: "Denver was our first market.... Everything was new.... When we go into these other markets, those people will benefit from what we've learned."

One local user happy with the data is Sheila Schaffer, the local media director for the Colle & McVoy advertising agency. Calling herself one of the service's few local fans, Schaffer said that she uses Arbitron's service as a negotiating tool "because their numbers come in a little lower than Nielsen." In general, she said, she prefers to use two data sources rather than relying on one. Schaffer also said that she found the product-usage information helpful in targeting audiences and in reassuring herself and her clients that her media buys were reaching the right audiences. □

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## European satellite services up in the air

**Panelists at London seminar say next 10 years will bring dramatic changes to British and continental television broadcasting concerns, both celestial and terrestrial**

Media executives last week predicted a rapid shakeout among new European satellite TV services, and British TV heads speaking at the same Feb. 20-21 seminar in London said they also expect few of the UK's existing terrestrial TV companies to survive the next decade, more the victims of pending regulatory changes than of competition from new media.

Forecasters at the *Financial Times*-sponsored cable television and satellite broadcasting conference gave growth estimates for Britain's emerging satellite and cable television industries, and projected advertising and subscription revenue for the new channels, leaving little question that the services face a difficult challenge.

According to one ad agency executive, "None of the satellite channels transmitting at the end of this year will be in operation at the end of 1996." International media director of ad agency D'Arcy Masius Benton & Bowles and former UK broadcaster Judy Thomas said new satellite channels—more than a dozen English-language services are to be on air this year alone—will face mergers, closings, transformations and new launches, leaving a relatively small number of general and theme channels focused on the major language markets of Europe.

Agreeing that a shakeout could be expected as soon as the next 18-24 months was consultant James Lee, former chairman of Goldcrest Films and Television, who told the group that "more programs have been launched than can be supported by the market. The next stage will be one of consolidation."

Part of the difficulty for new channels will be the relatively small audiences expected for the next few years, leaving little to offer advertisers and forcing a heavier reliance on subscription revenue.

AGB International Research Director John Clemens predicted UK satellite channel audiences would be just 600,000 by March 1990, growing to 1.2 million by March 1991 and 2.6 million by March 1992, although he acknowledged the numbers were highly dependent on prices charged for home dishes and subscription channels.

Others project higher numbers, such as former BBC TV managing director Bill Cotton, now a director of satellite hardware manufacturer Alba, who said he foresees between 1.2 million and 1.4 million dishes sold to the public by retailers by the end of this year, with another 1.5 million on the market by the end of 1990. According to

Cotton, the UK consumer electronics industry "has been without a major new toy for over two years now and is showing a greater eagerness for satellite than anything that has been introduced for a very long time."

Sky Television, a key package of channels on the recently launched Astra satellite (BROADCASTING, Feb. 13), itself projects 1.25 million dishes will go to British consumers this year, 2.5 million in 1990 and 5 million to 6 million by 1993.

Helping to increase audience reach for the UK satellite services may be growth in Britain's long-stagnant cable industry, although much of the conference was taken up by the question of whether the two media would ultimately help or hinder each other.

"Cable is essential to the successful development of satellite television," argued Francis Baron, managing director of WH Smith Television, which expects to have its

**"None of the satellite channels transmitting at the end of this year will be in operation at the end of 1996."**

**—Judy Thomas, DMB&B**

Screensport and Lifestyle services on Astra shortly. "One has just to think of the problems of installation and line-of-sight access in our major urban areas for satellite dishes to realize what an opportunity there is for cable development."

But, added Adam Singer, United Programming International president, "by the time cable arrives, those who are in most need of TV choice will have rented or bought a dish."

The battle for satellite viewers between Rupert Murdoch's Sky Television on Astra and UK direct broadcast rival British Satellite Broadcasting (BSB) may also serve to turn viewers to cable, argued Mark Booth, managing director and chief executive officer for the Maxwell Entertainment Group, which has its MTV Europe service on Astra.

"The well-publicized confrontation can work to cable's advantage simply by cable operators providing the channels available on both satellites," said Booth. "The questions of D-MAC [BSB's TV signal system] versus PAL [Sky's signal], whose movie channel is better, et cetera, gives cable the opportunity to make consumer confusion an advantage."

Meanwhile, according to Jon Davey, director general of the UK's Cable Authority,

"amid all the clamor about satellites, cable has been steadily creeping up on the rails." Although others noted that there are just 273,000 subscribers and only 63,000 on large-channel capacity broadband systems, he said the number of subscribers increased by 35% in the last 12 months, and an upsurge in new franchises is being boosted by interest and financing from North American cable and telephone companies.

Davey said since last spring the number of franchises advertised or awarded has gone from just 15 to 41, now covering more than one-third of Britain's 21 million TV homes. Already in 1989, the authority has advertised six franchises, and Davey estimated that franchises totaling 400,000 homes will be advertised in each of the remaining months of 1989 (except August).

The cable executive projected the number of homes passed by broadband systems, at 442,000 the end of last year, would reach more than 800,000 by the end of 1989, nearly 2 million in 1990, more than 3 million in 1991, 4.5 million in 1992, 5.5 million in 1993 and 6.5 million in 1994. Although subscriber percentages are at an industry average of just 14.7%, most companies bidding for franchises are expecting to exceed 30% after five years.

Also good news for cable is a possible backing down by the UK government on proposed new local services rules that cable industry executives believe would hurt the medium's growth by forcing system operators to lease their channels to separate programmers.

The British Home Office's Minister of State, Tim Renton, in his opening address before the conference, said of the proposal: "This is not an area where our minds are closed to suggestions for alternatives." The government's firm proposals on the new media regulation are expected by the end of April.

But satellite channels, even with the added reach through cable, will still probably not quickly achieve the audience numbers needed to make any impact on advertising budgets.

AGB's Clemens, projecting that by 1993 advertiser-supported channels on Astra and BSB will have a cumulative reach of 12% of all UK TV homes, believes the services could optimistically expect to split approximately \$490 million in advertising, "not sufficient to finance about nine satellite advertising channels."

Subscription revenue, on the other hand, could reach as much as about \$900 million between the two satellites, providing more than two-thirds of the revenue for pay channels Sky Movies and Disney Channel on Astra and BSB's movie service.

BSB Chief Executive Anthony Simonds-Gooding told the group he expected more

than 70% of BSB's revenues in the early years will come from subscription, with its pay movie channel projecting annual gross revenue of approximately \$220 million per one million homes.

Maxwell Entertainment's Booth agreed that "the economics do not support a reliance on advertising income alone." Unless dish penetration is extraordinary in the first 18 months, he said his company believes domestic basic channels will be scrambled and sold as a part of the pay package within two years. WH Smith's Baron estimates that 50% of his channel's combined revenue will eventually be drawn from subscriber fees.

Sky Television head Andrew Neil told the gathering that Rupert Murdoch's News International, which had entered a joint venture to market subscription decoder smart cards in the UK, expected to make more money off that business than it did from Sky.

Although, according to DMB&B's Thomas, by 1996 the majority of homes in Europe will have multichannel terrestrial and satellite reception, the majority of viewing would still be to national terrestrial broadcast channels.

That knowledge appeared of little com-

fort to British commercial broadcasting executives speaking at the conference, who expressed concerns about the survival of current players in an atmosphere not only of competitive dangers from new media, but pending regulatory change that would open Britain's regional broadcast franchises to such changes as auctioning and advertising competition from terrestrial services, including a new fifth channel planned for 1993.

"It will be a remarkable feat if, in 10 years' time, two or three of the terrestrial channels have survived in their present form, given the changes that are to come," argued Leslie Hill, managing director of Central Independent TV, one of the UK's largest franchises.

Hill noted that broadcaster concern about pending government regulations may mask the new media competition British TV faces. "We must avoid complacency because of the many forecasts for the rather low penetration of satellite dishes," he warned, adding that the current system is vulnerable because for viewers "I don't think we provide a particularly good choice."

Michael Grade, chief executive of Britain's Channel Four, argued that despite the

ending of the UK advertising airtime monopoly with the launch of Sky television, he does not see on the horizon "a revolution in viewing habits big enough to have a measurable impact commercially. Even by the end of the century I guess it's unlikely that they [satellite channels] will have captured even a 10% share of the national audience."

Far more important than the new satellite channels, believes Grade, are the regulatory changes in terrestrial TV. He explained that if government plans for competitive auctioning of commercial franchise licenses goes ahead without substantial modification, "I doubt whether more than even one or two of the existing ITV companies will be broadcasting after 1993. Few of the present ITV companies will have the financial muscle to withstand the consortia which will be ranged against them [in an auction]."

Grade, former BBC-TV director of programs, suggested the noncommercial BBC may become the major audience beneficiary of government regulatory changes that take full effect after 1993. "The BBC could find itself in an unbeatable position to take audience share from the commercial sector."

BBC Director General Michael Checkland acknowledged that the BBC has a strong position if it can secure its license fee-based funding system, supplementing it with experimental subscription television that could provide specialized and thematic services, as well as high-definition programming. □

## Distant Signals

Rupert Murdoch's **Sky Television** has signed new programming deals for its just-launched satellite services, including two deals with U.S. companies. **Paramount**, which late last year signed a five-year movie pact with Sky rival British Satellite Broadcasting, has licensed its half-hour daily show *Entertainment Tonight* to Sky. The show's weekend edition has been syndicated in Europe for a number of years. New York-based distributor **Freemantle International** also has sold Sky the ABC daytime soap *Loving*. In other program deals, Sky has signed for 40 films from **Medusa Communications**, including upcoming theatrical releases "The Lemon Sisters" with Diane Keaton and "Eversmile New Jersey" with Daniel Day Lewis. The satellite service has also reached agreement for pay TV rights to **Glinwood Film's** "Erik the Viking" in a jointly negotiated deal that brings free TV rights to British terrestrial broadcasting system Independent TV. Sky's 24-hour news service has also signed former Conservative party chairman Norman Tebbit and Labour party's Austin Mitchell as hosts of a four-night-a-week newsmaker interview show *Sky Crossfire*. □

A \$1.7 million, three-way co-production deal for a television docudrama on "Dr. Zhivago" author Boris Pasternak has been signed between British TV company **Granada TV**, UK independent **Antelope Productions** and Moscow-based producer **Videofilm**. Granada has worldwide distribution rights to the project, planned as a 96-minute special including dramatizations, interviews and archival footage from

the Stalin era. Production begins this month on locations in the Soviet Union and the project will air in the UK in January 1990. In another co-production between Soviet and Western producers, **PBS's American Playhouse** has an agreement with film cooperative **American Soviet Cinematography** to produce two projects for 1990. *American Exhibition* is a \$2 million project co-written and co-directed by American writer Tom Cole and Soviet filmmaker Pavel Lungine to be shot entirely in the Soviet Union, and *Odyssey* is a \$2.5 million film produced by American documentary filmmaker Lynn Goldford and her Soviet husband Anatoli Ilyashov. □

NHK has created a new U.S. subsidiary, **NHK Enterprises USA**, to focus on co-productions, technical exchanges and high-definition television projects with U.S. partners, according to NHK Executive Managing Director Kenji Aoki. The new operation, headed by former NHK producer Yoshio Uchida, has its own discretionary co-production budget, currently limited to \$1 million, said Aoki. Among the company's high-definition projects are: (in negotiations) 1990 World Cup Soccer in Rome with Italian broadcaster RAI, and an RAI television drama with the working title *Citizen Kane's Son*, to be directed by Academy Award-winning Zbig Rybczynski of New York. NHK is also in script review on a Jim Henson HDTV family feature film and, for late 1990, has a BBC-*Masterpiece Theater*-Hallett Street Productions co-production *The Ginger Tree*, a \$7.65 million four-part mini-series.

## PanAmSat gets ESPN

Offering 15 hours' daily service to Latin America, cable sports service joins CNN on non-Intelsat international satellite

ESPN in March 1989 will begin delivering 15 hours of its programming daily to points in South America and the Caribbean via Pan American Satellite's PAS 1 satellite, both companies announced last week. Already distributing its programming to European and Japanese television, ESPN becomes the second major U.S. cable programmer to deal for capacity aboard the world's first commercial, non-Intelsat international bird. Turner Broadcasting System's CNN became the first early this year. The maximum value of that deal was then said to be \$20 million (BROADCASTING, Jan. 9). Terms of the ESPN deal were not revealed last week.

With ESPN the International rightsholder to National Hockey League action, karate and tennis, the Latin American package will include those sports, along with college football and basketball, boxing, indoor soccer and auto racing. The 10-year-old satellite sports programmer's international distribution now includes users in Italy (Reteitalia), France (Canal Plus), the U.K. (ITV), elsewhere in Europe (Screensport) and Japan (ESPN Japan Co. Ltd., a coven-

ture with Mitsubishi Corp. and other Japanese companies). Although Latin America will be the first of those to receive ESPN via satellite, plans call for satellite delivery to Europe, also possibly via PAS 1.

Ultimately, said PanAmSat President Fred Landman, PAS 1 video service to Latin America will likely comprise five channels. With the CNN and ESPN deals done, he said, two of three programming legs of that service are standing. "You want news and sports and entertainment. I think everyone is leaning toward a pay" entertainment channel to make up the third leg, although an advertising-supported entertainment channel is possible, he said. One of the five channels has been dedicated to occasional video service to distribute part-time services such as syndicated series or news programs.

"It will all become synergistic," he said. "ESPN, if you look at it, did move rather quickly" following the official CNN launch late last year. "ESPN is helped by CNN already being there. And ESPN's presence there will help the next programmer" to join the satellite.

Andrew Brilliant, senior vice president, international and legal affairs for ESPN, last month had announced his company's intention to deliver programming south of the border. At that time, Brilliant, who was unavailable for comment last week, said that PAS or Intelsat could be contracted for satellite capacity and transmission services (BROADCASTING, Jan. 30).

"The issue on our South American cov-

erage," said Landman, "is that the C-band beam reception is possible on smaller dishes than anything Intelsat can offer" on that continent. The 36 mhz beam carrying CNN and ESPN covers from Atlanta to Antarctica, he said, and the extra power, often delivering into wet forests with high rain-attenuation levels, allows for measurable improvement over service provided by, for example, the Armed Forces Radio-Television Services, via Intelsat or domestic U.S. birds. ESPN, which last year withdrew its live programming from AFRTS over signal theft concerns, apparently plans to encrypt its PAS 1 signal, said Landman. So far, CNN has left its feeds in the clear.

(AFRTS, which has carried ESPN and other programmers sought by PAS, will be encrypted for the first time next summer [BROADCASTING, Jan. 16], so that users outside the U.S. government installations served by AFRTS in Latin America will no longer be able to pick up any of those feeds for free.)

Three other PAS spot beams cover the continent, north to south, in approximate thirds. At about the same time as ESPN launches, Landman said, Chile will launch a two-channel domestic video service via one of those spot beams. Peru already transmits its own domestic channel via another.

(Intelsat spokesman Tony Trujillo said that Intelsat concedes PAS's 'south beam' "is more powerful [than Intelsat's], although we would question how much smaller the dishes can become and provide

any improved service." Intelsat spot beams, he said, which are being used for domestic services in Latin America, "are certainly comparable" with PAS 1's.)

In seeking other U.S. programmers to join the full-continent PAS 1 beam, Landman said, PAS has been talking with other cable programmers-syndicators such as Lorimar and Viacom, "which have a strong history in Latin America" and with the broadcast networks. The last of those, however, he said, might only be looking "to see certain programs go out around the world," and are, therefore, not, individually, likely candidates to provide full-time service. CNN and ESPN "are sort of unique" in finding themselves less embroiled than others might be "in so much rights clearances."

Regulatory clearances on the receiving ends for nondomestic program distribution, said Landman, have been arranged with Costa Rica, the Dominican Republic and Peru. ESPN will join PAS and CNN officials in marketing the satellite's services to commercial television operations in those countries. PAS, he said, "is working with the administrations" of other Latin American nations—a cooperative effort among PAS, ESPN and CNN—and the would-be customers" of those programmers. "It is not 'Here's your transponder, now let us alone.' Whether for full-time services or for syndicated strips, Landman said, "there is a lot of interest all through the continent" and "the regulatory issues are becoming simpler." □

## Cablecastings

### Enhanced Preview

Prevue Guide announced last week it will offer cable affiliates a nightly package of cross-promotion preview spots. The move enhances Prevue Guide, which provides 24-hour, system-specific promotions and listings for cable programming services.

Prevue will deliver 15-20 time specific program previews each day, fed during the early morning hours of Prevue's satellite feed. The spots can be inserted in unused local avails.

### New numbers

The Cabletelevision Advertising Bureau said penetration reached 54.8% in February, or 49,538,000 homes, based on Nielsen Station Index data. It was the second straight quarter of penetration climbing 1%.

Elsewhere, The Disney Channel reported it added 528,000 subscribers in 1988, ending the year with 4,337,300 subs. More than 25% of that growth came in the last month alone, said Disney Channel President John Cooke, as 144,000 subscribers were added in December.



**Country connection.** Opryland USA Inc. and Group W have signed a long-term agreement renewing the latter's marketing and distribution contract for Opryland's Nashville Network. The contract renews an earlier 10-year deal that was set to expire in 1991 whereby Group W Satellite Communications handles affiliate relations, advertising sales, financial administration, marketing and public relations for the network.

Present for the signing were E.W. Wendell (seated), president and chief executive officer, Opryland USA, and standing (l-r): Don Mitzner, president, GWSC; Tom Griscom, senior vice president, broadcasting, Opryland; Burt Staniar, chairman and CEO, Westinghouse; David Hall, vice president, general manager, Nashville Network, and Lloyd Werner, senior vice president, sales and marketing, GWSC

# For the Record

As compiled by BROADCASTING from Feb. 16 through Feb. 21 and based on filings, authorizations and other FCC actions.

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

## Ownership Changes

■ KKRK(FM) Kernville, CA (BALH881222HF; 102.3 mhz; 130 kw; HAAT: 375 ft.)—Granted app. of 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. Action Feb. 8.

■ WNLC(AM)-WTYD(FM) New London, CT (AM: BAL881122HP; 1510 khz; 10 kw-D, 5 kw-N, DA-2; FM: BALH881122HQ; 100.9 mhz; 3 kw; HAAT: 328 ft.)—Granted app. of assignment of license from Drubner Broadcasting to Andross Communications for \$5.2 million ("Changing Hands," Nov. 7, 1988). Seller is Waterbury, CT-based group owned by Norman S. Drubner. It also owns WPAP-FM Panama City and WCOA(AM)-WJLQ(FM) Pensacola, both Florida, and 75% of The Daytona Group, owner of three AM's and four FM's. Buyer is newly formed company principally owned by Ross W. Elder and William Deveraux. It has no other broadcast interests. Action Feb. 3.

■ WWJ(AM)-WJOL(FM) Detroit, MI (BAL881222GT; 950 khz; 5 kw-U; DA-N; BALH881222GU; 97.1 mhz; 12 kw; HAAT: 890 ft.)—Granted app. of assignment of license from Federal Broadcasting Co. to CBS Inc. for \$58 million. Seller is wholly owned subsidiary of Federal Enterprises Inc. It purchased stations in 1986 for approximately \$38.5 million. It is Detroit-based group that also owns WMCA(AM) New York; WLUC-TV Marquette, MI; KTVO(TV) Kirksville, MO. Buyer is publicly owned New York-based television network and station group of seven AM's, 11 FM's and five TV's headed by Laurence Tisch, president. Action Feb. 8.

■ KMRF(AM) Marshfield, MO (BAL881221; 1510 khz; 250 w-n, DA)—Granted app. of 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. Action Feb. 8.

■ WRIE(AM) Waterford, PA (BAL881219EH; 1330 khz; 5 kw-D)—Granted app. of assignment of license from WRIE

Inc. to Burbach Broadcasting Company for \$230,000. Seller is owned by J.N. Communications. Its principals are Norman Slemenda and James Harpel. J.N. Communications owns WHJB(AM)-WSSZ(FM) Greensburg, PA. Buyer is principally owned by John L. Laubach Jr. and Robert H. Burstein. It also owns WEYZ(AM)-WCCK(FM) Erie, PA, and 99% of common stock of PBBC Inc., licensee of WXIL(FM) Parkersburg, WV. It is managing general partner of Marion Radio Co., licensee of WMRN-AM-FM Marion, OH. It owns Garrett Communications Inc., general partner of Marion Radio Co., and owns Wheeling Radio Co., licensee of WZMM-AM-FM Wheeling, WV, and is general partner of Nittany Broadcasting Co., licensee of WMAJ (AM)-WXLN(FM) State College, PA. Action Feb. 10.

■ WDAR(AM)-WMWG(FM) Darlington, SC (AM: BAL881116HZ; 1350 khz; 1 kw-D; FM: BALH881116GE; 105.5 mhz; 3 kw; HAAT: 282 ft.)—Granted app. of assignment of license from MEG Associates Limited Partnership to Radio Carolina Limited Partnership for \$1.3 million ("Changing Hands," Nov. 21, 1988). Seller is Oakton, VA-based organization headed by Taylor Monfort, general partner. Monfort is also general partner of ERM Associates, owner of KWBE(AM)-KTGL(FM) Beatrice, NE. Buyer is Landover, MD-based partnership with Capital Radio Holdings Inc. as general partner. Capital Radio is principally owned by Carl W. Hurlbeaus III, who is owner and managing partner of WGRQ(FM) Colonial Beach and WJMA(AM)-WVJZ(FM) Orange, both Virginia. Action Feb. 7.

■ WAMN(AM) Green Valley, WV (BAL881207EC; 1040 khz; 5 kw-D)—Granted app. of assignment of license from Golden Rule Organization Workshop Inc. to WAMN Inc. for no consideration. Seller is principally owned by Vernon H. Baker. Buyer is owned by Vernon H. Baker, Virginia A. Baker, Edward A. Baker. Vernon Baker is stockholder of Winston-Salem-Greensboro-High Point Area Radio Inc., licensee of WSGH(AM) Lewisville, NC; WOKT Inc., licensee of WOKT(AM) Cannonsburg, KY, and WCXN Inc., licensee of WCXN(AM) Claremont, VA. He holds CP's for WKTR(AM) Earlysville and WNDT(AM) Danville, both Virginia. Action Feb. 8.

■ 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.)—Granted app. of 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. Mundy, and Robert K. Zimmerman. Tudek owns 50% of 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% of Tele-Media Corp. Action Feb. 13.

## New Stations

■ Dishman, WA (BPH890123NB)—Patrick W. Fale seeks 106.5 mhz; 410 kw; 264 m. Address: 116 Hill Ave., Suite 8, Moses Lake, WA 98837. Principal has no other broadcast interests. Filed Jan. 23.

■ Davenport, WA (BPH890206MB)—Davenport Radio Partnership seeks 102.5 mhz; 3 kw; 264 m. Address: P.O. Box 4010, Opelika, AL 36803. Principal is owned by John R. Neuhoff Jr. and Larry G. Fuss. Neuhoff has interest in WESO(AM)-WQVR(FM) Southbridge, MA. Neuhoff's father, John R. Neuhoff Sr., is selling Eastern Broadcasting Corporation, Washington, DC-based group licensee of WWAZ(AM)-WFMB(FM) Springfield and WTAD(AM)-WQCY(FM) Quincy, all Illinois; WEST(AM)-WLEV(FM), Easton, WRKZ(FM) Elizabethtown, and WRSC(AM)-WQWK(FM) State College, all Pennsylvania, to TMZ Broadcasting Co., pending FCC approval. Filed Feb. 6.

## Actions

■ San Jacinto, CA (BPH870327MF)—Granted app. of Hartline Broadcasting for 96.1 mhz; 3 kw H&V; 300 m.

Midwestern Medium mkt., State  
univ. town — \$3,600,000 cash  
BILL LYTLE 816/932-5314

Carolinas: AM w/Class C FM  
\$4,500,000 cash  
MITT YOUNTS 202/822-170

Georgia regional Class C FM  
\$2,300,000; terms  
ERNIE PEARCE 404/698-9100

Growing SW combo w/Class C FM  
Superior facilities — \$1,500,000  
BILL WHITLEY 214/788-2525

SE Class C FM; excellent cash  
flow — \$4,000,000 cash  
ED SHAFFER 404/698-9100

Nevada Class C FM  
\$1,800,000  
GREG MERRILL 801/753-8090

Ohio Class A FM w/B-1 cp, cash  
flow — \$1,250,000; terms  
KENT REPLOGLE 202/822-1700

Coastal Florida Resort market  
\$2,500,000  
GEORGE REED 904/730-2522

Arizona Class C-2 FM  
\$975,000; \$350,000 down  
DAVID LaFRANCE 415/937-9088

NE Small mkt. combo; cash flow  
\$550,000; terms  
KEVIN COX 617/330-7880

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Address: P.O. Box 1076, Hemet, CA 92343. Principal is owned by Jerry R. Hartline and John D. Hartline, who have no other broadcast interests. Action Feb. 2.

■ Nashua, NH (BPED83104AC)—Granted app. of Nasha Educational Broadcasting Foundation for 88.3 mhz; 3 kw; 22 m. Address: 205 Manchester Street, Nashua, NH 03060. Principal has no other broadcast interests. Action Feb. 3.

■ Arlington, NY (BPH860123MT)—Granted app. of Rizzi, Rizzi, Wiggins and Chapin for 96.9 mhz; 3 kw H&V; 1009 m. Address: 2907 Lexington Ave., Mohegan Lake, NY 10547. Principal is owned by Wendy Ames Rizzi, Ronald J. Rizzi, Doreen Wiggins and Alan Chapin. Ronald J. Rizzi and Wendy Ames Rizzi are husband and wife. Doreen Wiggins is mother of Wendy A. Rizzi. Action Feb. 3.

■ Olney, TX (BPH860908MA)—Granted app. of WESTEX Broadcasting Inc. for 97.5 mhz; 50 kw H&V; 124 m. Address: 2100 Santa Fe, #802, Wichita Falls, TX 76309. Principal is owned by Jean L. Ruth, who has no other broadcast interests. Filed Feb. 3.

■ Santa Barbara, CA (BPH880310A)—Returned app. of Deborah L. Sczudlo for 107.7 mhz; 25 kw (H&V); -33 m. Address: 770 Via Airosa, Santa Barbara, CA 93110. Principal has no other broadcast interests. Filed Feb. 6.

■ Margate City, NJ (BPH870922MT)—Granted app. of Margate Communications L.P. for 96.1 mhz; 3 kw H&V; m. Address: c/o 3703 Wildor Ave., Baltimore, MD 21207. Principally owned by Cleo Brooks, who has no other broadcast interests. Action Feb. 6.

■ Tunkhannock, PA (BPH880301MI)—Returned app. of Endless Mountains Broadcasting Inc. for 107.7 mhz; 0.235 kw H&V; 354 m. Address: P.O. Box 507, Tunkhannock, PA 18657. Principal is owned by Norman A. Werkheiser, John F. Davenport, B. Cecille Davenport, Donald L. Sherwood, George G. Brick, Gerald E. Burke, Stewart C. West, Charlotte M. Davis, Thomas W. Davis, Harry B. Hughey, Joseph F. Stroka, R. Lavern Landis and Arthur W. Sherwood. It also owns WEMR(AM) Tunkhannock, PA. Action Feb. 6.

■ Washington, LA (BPH880616MJ)—Granted app. of Dolores S. Sylvester for 104.7 mhz; 3 kw H&V; 100 m. Address: Rte. 2, Box 34, Ville Platte, LA 70586. Principal has no other broadcast interests. Action Feb. 7.

■ Crosby, MN (BPH880601NE)—Granted app. of First Radio Station of Crosby Inc. for 101.7 mhz; 3 kw H&V; 100 m. Address: 3509 Wargin Rd., Duluth, MN 55810. Principal is owned by Steven P. Hasskamp, Margaret A. Hasskamp, Lawrence J. Harvey. It has no other broadcast interests. Action Feb. 9.

## Facilities Changes

### Applications

#### AM's

■ Eagle River, AK, KCFA 1020 khz—Feb. 8-Application for CP to make changes in antenna system and change from DA to non-DA.

■ Seminole, FL, WGNB 1520 khz—Feb. 9-Application for Mod of CP (BP880113AI) to change TL to 9401 Park Blvd., Pinellas Park, FL: 27 50 26N 82 46 09W.

■ Sumter, SC, WSSC 1340 khz—Feb. 7-Application for CP to correct coordinates: 33 55 39N 80 19 28W.

#### FM's

■ Chicago, IL, WXEZ-FM 100.3 mhz—Feb. 7-Application for CP to change ERP: 8.3 kw H&V; HAAT: 358 m H&V.

■ Bridgeport, WV, WDCI 104.1 mhz—Feb. 8-Application for Mod of CP (BPH870430XD) to change TL: 1.1 km W of I-79; 1.4 km SW of Country Club.

#### TV's

■ Las Vegas, NV, KFBT ch. 33—Jan. 30-Application for Mod of CP (BPCT850725K1) to change ERP: 1349 kw (vis); HAAT: 581 m; TL: 1.65 km NE of Black Mt.; ANT: SWR, Inc., ClarionSM-28DA; 35 56 44N 115 02 31W.

■ Williamsport, PA, ch. 53—Jan. 27-Application for Mod of CP (BPCT870327KL) to change ERP: 6.4 kw (vis); HAAT: 338 m; ANT: Bogner/BRU(OIM); TL: Bald Eagle Mt., Bastress/ Susquehanna Township Line, PA; 41 11 57N 77 07 38W.

#### Actions

■ Seaford, DE, WSUX 1280 khz—Feb. 9-Application (BP880525AJ) granted for CP to change antenna system

and correct coordinates: 38 36 47N 75 35 12W.

#### FM's

■ Selma, AL, WALX 100.9 mhz—Feb. 8-Application (BPH880919C) granted for CP to change ERP: 26 kw H&V; HAAT: 210 m H&V; TL: 32 14 01N 86 52 48W; CLASS: C2; amended 12-1-88 to ERP: 50 kw H&V; HAAT: 150m; TL: 32 21 40N 86 52 28W.

■ Marysville, CA, KRFD-FM 99.9 mhz—Feb. 9-Application (BPH880812IE) granted for CP to change HAAT: 641 m H&V.

■ Fort Wayne, IN, WXKE, 103.9 mhz—Feb. 6-Application (BPH881104ID) granted for CP to change HAAT: 100 m H&V; antenna supporting-structure height.

■ Litchfield, MN, KLFD-FM 95.3 mhz—Feb. 9-Application (BMPH881205IB) granted for Mod of CP (BPH880330IE) to change TL: 3.03 km from Saint Nicholas, MN, at a bearing of 122.8 degrees.

■ Atoka, OK, KHKC-FM 103.1 mhz—Feb. 7-Application (BPH880629MF) dismissed for CP to change CLASS: C2 (per docket 87-322).

■ Suffolk, VA, WSKX 106.9 mhz—Feb. 6-Application (BMPH880325IB) granted for Mod of CP (BPH851018IK, as Mod) to change TL: On Hwy 168 at the VA-NC State Line; HAAT: 365.76 m H&V; 36 32 51N 76 11 04W.

## Actions

■ FCC Amends Technical and Operational Requirements For TV Stations - MM docket 88-114 (Report DC-1346 action in docket case) FCC has amended certain technical and operating requirements for TV broadcast stations. Specifically amendments concern: 1) separate operation of TV aural and visual transmitters; 2) power meter calibration; 3) color burst signal requirements; 4) antenna radiation pattern limitations; 5) equipment installation and safety specifications; and 6) reference table for conversion of minutes and seconds to decimal parts of degree. Action by Commission Feb. 7 by R&O (FCC 89-43).

■ Abuses of FCC's Processes. Upheld ALJ decision denying Bernard Boozar's request for intervention in FCC's inquiry into alleged abuses of its processes by applicants for broadcast facilities. (MM docket 88-374 by order [FCC 89-3] adopted Jan. 12 by Commission).

■ Panama City Beach, FL. Denied petition for rulemaking filed by Winstanley Broadcasting Inc. requesting substitution of Channel 261C2 (100.1 mhz) for Channel 261A at Panama City Beach and terminated proceeding. (MM docket 88-52 by R&O [DA 89-86] adopted Jan. 19 by Deputy Chief Policy and Rules Division Mass Media Bureau).

■ Paris, KY. Ordered Mega Broadcasting Corp., licensee of WRPZ(AM) Paris, KY, to show why its license should not be revoked at hearing to be held at time and location specified in subsequent order. (MM docket 89-28 by order [FCC 89-11] adopted Jan. 19 by Commission).

■ Spokane, WA. Ordered Great American Radio Corp., licensee of KCKO(AM) at Spokane, to show cause why station's license should not be revoked. (MM docket 89-27 by order [FCC 89-10] adopted Jan. 19 by Commission).

■ Domestic Public Land Mobile Service. Changed some frequency allocations for both paging and two-way mobile use. (CC docket 87-120 by First R&O [FCC 89-15] adopted Jan. 18 by Commission) TRACKING AND DATA RELAY SATELLITE SYSTEM. Amended Table of Frequency Allocations by adding new US footnote (US 310) to permit non-Government space stations to transmit to NASA Tracking and Data Relay Satellite System using 14.896-15.121 GHz band. (By order [FCC 89-19] adopted Jan. 27 by commission).

■ Erratum to order designating for hearing four applications for new noncommercial FM station at Mt. Vernon IL - MM docket 88-523 (DA 89-163).

■ Goldsboro, NC. Conditionally renewed licenses of WGBR-AM and WEQR-FM Goldsboro for short-term and subject to periodic EEO reporting conditions: notified Eastern Carolina Broadcasting Co. Inc. licensee of stations of apparent liability for forfeiture of \$7,000 for repeated failure to comply with Commission's affirmative action provisions. (By Letter [FCC 89-41] adopted Feb. 2 by Commission).

■ Killceen, TX. Affirmed conclusions of ALJ, granted application of 62 Broadcasting Inc. for new TV station at Killceen and denied competing application of Aida Barrera. (MM docket 86-334 by Decision [FCC 89R-4] adopted Jan. 26 by Review Board).

■ Hearing Impaired. Proposed amending rules to improve access to telecommunications equipment and services by hearing impaired and other disabled persons. (CC docket

87-124 by Further NPRM [FCC 89-55] adopted Feb. 13 by Commission).

## Allocations

■ Warren Grove, NJ. At request of General Electronics Development Corporation proposed allotting channel 289A (105.7 mhz) to Warren Grove as its first local FM service. Comments due April 1, replies April 24 (MM docket 89-17 by NPRM [DA 89-107], adopted Jan. 25 by deputy chief Policy and Rules Division).

■ Clinton and Saint Pauls, NC, and Chesterfield, SC. At request of Sampson Broadcasting Co. Inc., proposed substituting channel 295C2 (106.9 mhz) for channel 297A (107.3 mhz) at Clinton and modifying license for WCLN-FM to specify operation on new channel and substituting channel 297A for channel 295A at Saint Pauls; and at request of C. Curtis Sigmon, proposed allotting channel 297A to Chesterfield as its first local FM service. Comments due April 7, replies April 24. (MM docket 89-18 by NPRM [DA 89-109] adopted Jan. 25 by deputy chief Policy and Rules Division).

■ Mount Gilead, OH. At request of Ohio Bible Study Group, proposed allotting channel 236A (95.1 mhz) to Mount Gilead as its first local FM service. Comments due April 10, replies April 25. (MM docket 89-11 by NPRM [DA 89-90] adopted Jan. 19 by deputy chief Policy and Rules Division).

■ Hot Springs and Pine Ridge, SC. At request of Valerie Bastian, proposed substituting channel 244C1 (96.7 mhz) for channel 244A at Hot Springs and modifying license for KZMX(FM) to specify higher powered channel; and proposed substituting channel 228A (93.5 mhz) for channel 243A (96.5 mhz) at Pine Ridge. Comments due April 10, replies April 25. (MM docket 89-14 by NPRM [DA 89-87] adopted Jan. 17 by deputy chief Policy and Rules Division).

■ Hinesville, GA. Effective April 3 amended FM Table to allot channel 284A (104.7 mhz); filing window April 4-May 4. (MM docket 88-383 by R&O [DA 89-104] adopted Jan. 25 by deputy chief Policy and Rules Division Mass Media Bureau).

■ Blackshear, Richmond Hill and Folkston, GA. Effective April 3 on reconsideration amended FM Table substituting channel 223A (92.5 mhz) for channel 222A (92.3 mhz) at Folkston; substituting channel 287A (105.3 mhz) for channel 286A (105.1 mhz) at Richmond Hill; and substituting channel 286C2 for channel 285A (104.9 mhz) at Blackshear; modified license of WKUB(FM) Blackshear to specify new channel. (MM docket 86-103 by MO&O [DA 89-103] adopted Jan. 26 by chief Policy and Rules Division).

■ Kawaihae, HI. Effective April 3 amended FM Table to allot channel 295A (106.9 mhz); filing window April 4-May 4. (MM docket 88-323 by R&O [DA 89-105] adopted Jan. 25 by deputy chief Policy and Rules Division).

■ Kahaluu, HI. Effective April 3 amended FM Table to allot channel 291A (106.1 mhz); filing window April 4-May 4. (MM docket 88-314 by R&O [DA 89-106] adopted Jan. 25 by deputy chief Policy and Rules Division).

■ Highlands, NC. Effective April 3 amended FM Table to allot channel 283A (104.5 mhz); filing window April 4-May 4. (MM docket 88-189 by R&O [DA 89-108] adopted Jan. 17 by deputy chief Policy and Rules Division).

## Call Letters

### Applications

Call Sought by

#### AM

WLWV(AM) WSBY HVS Partners, Salisbury, MD

#### FM's

WDVH(FM) WLWV Gary Burns, Salisbury, MD

WKTC(FM) WEQR New Age Communications Limited Partnership, Goldboro, NC

WKSO-FM WORG Wilkes - Posey Broadcasting, Inc., Orangeburg, SC

WKOJ(FM) WKGL-FM Bell Radio Inc., Middletown, NY

KNGY(FM) KKHT Emmis FM Broadcasting Corpo-

ration of Houston, Houston, TX

**Grants**

**New AM's**

- KDXA(AM) Central Pacific Broadcasting of Nevada Inc., Virginia City, NV
- WBYY(AM) Atlantic Beach Radio, Atlantic Beach, NC
- WKNV(AM) Dublin Radio, Dublin, VA

**New FM's**

- KSED(AM) Rap Broadcasting Corp., Sedona, AZ
- KCQR(AM) South Coast Broadcasting Inc., Ell-

- wood, CA
- WSYI(FM) Peachstate Media, Irwinton, GA
- WPNL(FM) Doga Inc., Clinton, IN
- WBGW(FM) Music Ministries Inc., Fort Branch, IN
- KOEG(FM) White Eagle Broadcasting Inc., La Crescent, MN
- KSRS(FM) State of Oregon Acting by and through the Oregon State Board of Higher Education, Roseburg, OR
- KTRO-FM Gee Jay Broadcasting Inc., Tri-City, OR
- WZLA-FM Shelley Reid, Abbeville, SC
- WAYA(FM) Walter E. Hooper III, Spring City, TN

- WVNH(FM) Brian Dodge, West Rutland, VT
- WZQK(FM) Preston L. Salyer, Coeburn, VA

**New TV's**

- KBLR(TV) Rose Communications, Paradise, NV
- KBCB(TV) Prism Broadcasting Corp., Bellingham, WA

**Existing AM's**

- KORG(AM) KPZE Anaheim Broadcasting Corp., Anaheim, CA
- KPUP(AM) KJCC Jerry J. Collins, Carmel Valley, CA
- KVRE(AM) KPLS Cardinal Communications, Santa Rosa, CA
- KXRE(AM) KRYN KRYN Communications Corp., Colorado Springs, CO
- WWTK(AM) WLPF Duane F. McConnell Revocable Living Trust, Lake Placid, FL
- WIQN(AM) WPNX JRM Broadcasting Inc., Columbus, GA
- WEKT(AM) WOAM M & R Broadcasting Inc., Elkton, KY
- WSNZ(AM) WSNX Goodrich Theaters Inc., Muskegon, MI
- KZOW(AM) KJJO Roy H. Park Broadcasting of Minnesota Inc., St. Louis Park, MN
- KOAQ(AM) KEYR Tracy Corporation IV, Terrytown, NE
- WEVD(AM) WUKQ The Forward Association Inc., New York
- WBIG(AM) WCKZ Beasley Broadcasting of Redsville Inc., Gastonia, NC
- WTNI(AM) WSDC Bell Broadcasting Co., Hartsville, SC
- WURD(AM) WFLN Philadelphia Christian Radio Inc., Norfolk, VA
- WJRW(AM) WLEE Gilcom Corp. of Virginia, Richmond, VA

**Existing FM's**

- KDHT(FM) KYOU APB Broadcasting Inc., Greeley, CO
- KDFX(FM) KXXK Target Communications of Iowa Inc., Dubuque, IA
- WDBM(FM) WDBM Board of Trustees of Michigan State University, East Lansing, MI
- WUSM-FM WMSU The University of Southern Mississippi, Hattiesburg, MS
- KZKL(FM) KZIA-FM AM-FM Communications Inc., Rio Rancho, NM
- WSKQ-FM WEVD Spanish Broadcasting System of New York Inc., New York
- KKCY(FM) KYTE-FM Henry Broadcasting Co., Portland, OR
- KWVS(FM) KDUV Quality Broadcasting Corporation, Kingsville, TX
- KLVV(FM) KBZE Bountiful Broadcasting, Bountiful, UT
- WROV-FM WMVA-FM Joyner Communications Inc., Martinsville, VA
- WQZZ(FM) WSBW Davison Communications Corp., Sturgeon Bay, WI

Pursuant to request of first National Broadcasting Corp., Brigham City, UT, grant of call sign change of AM station KNKK to KZAN has been set aside. Call sign KNKK remains assigned.

Pursuant to request of KLOK Radine Ltd., Fresno, CA, grant of call sign change of AM station KFIG to KFNI is hereby set aside. Call sign KFIG remains assigned.

Pursuant to request of Sarasota AM Inc., Sarasota, FL, grant of call sign change of AM station WSPB to WWKY is hereby set aside. Call sign WSPB remains assigned.

Pursuant to request of Lovcom of Texas Inc., Dillibol, TX, grant of call sign change of AM station KAFX to KDFX is hereby set aside. Call sign KAFX remains assigned.

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## RADIO

### HELP WANTED MANAGEMENT

**Corporate administrative director** needed for one of America's leading quality Christian radio groups with 25 years of service. Currently in 5 major markets with immediate plans for significant expansion. Must be strong advance planner with reputation for follow-through. Must have established management and marketing background. Must be fast, smart and aggressive, highly motivated and proven leader with ability to create own income out of short-term and long-term growth of the company. Must have excellent character and broadcast references and must be interested in maintaining our record of integrity and quality in commercial Christian broadcasting. Are you this person? Send complete information to Rich Bott, Bott Broadcasting Company, 10841 E. 28th St., Independence, MO 64052. EOE.

**GM wanted.** Top 55 market in Northeast. Up to 75K a year guaranteed for the perfect person. Unbelievable bonus plan, full benefits, car. Must be sales driven with experience in national and local direct sales. Call Ray Garon, RadioActive Group, 1-603-863-3601 or send resume to, P.O. Box 1010, Newport, NH 03773. EOE.

**Sales manager** who knows radio backwards and forwards. Growth market. South Florida. Position open now. E.O.E. Box B-46.

**Station manager:** Growing group owner is actively seeking station manager with strong administrative and sales skills for Southwest market. Attractive compensation package includes base salary plus incentive plan. Excellent career potential for the right person who has had station or sales management experience. Know how to make your plan work. Send detailed resume, salary history to Box B-62. EOE.

**General manager:** Young aggressive group has immediate opening in one of the Carolinas fastest growing markets. Individual should have experience in turnarounds as well as be a strong sales leader. Call Mr. Dale Litchford at 803-553-1081. EOE.

**Sales manager:** Seeking small-medium market salesperson with impressive track record ready to move into management. Young, lean and mean regional FM. Profitable in 2nd month and #1 25-54 in less than a year. Desirable No Calif. university town. Requirements: professional attitude, team player, ego-driven to succeed, ability to handle details and plan ahead, ability to sell without numbers, teach and motivate people. Compensation based on performance. Work 60+ productive hours per week, get heavily involved in the community, make mutually agreed upon goals, and you'll be a partner in 3 years. Resume to: Box B-58. EOE/M-F.

### HELP WANTED SALES

**Are you an effective, aggressive sales rep** with management potential? Growing central New England FM in beautiful booming market needs sales pros. Call Richard DeFazio, 800-242-WYRY. In New Hampshire, 603-336-5000 or write 130 Martell Ct., Keene, NH, 03431. EOE.

**Virginia AM-FM** offers unique opportunity for person to manage and direct a professional sales staff. Our number one position, long-term ownership and dynamic growth market make this an unusual opportunity. Please reply in confidence to: Box B-30. EOE.

**Eastern Long Island:** #1 rated station (25-54) is expanding sales staff. Experience in broadcast or other outside sales required. Strong retail and business development background a must. Resumes to Jeffrey Kimmel, GSM, WBAZ-FM, PO Box 1200, Southold, NY 11971. EOE.

**Sales rep:** Excellent list. Good agency and direct. Leading stations in northern Nevada. Strong growth area. Experienced salesperson send resume to Janet Perry, KCBN/KRNO Radio, Box 10630, Reno, NV 89510. EOE. 702-826-1355.

**Salesperson who knows results-oriented** Talk radio. Fast growing south Florida market. Future in management. Young aggressive staff. E.O.E. Box B-47.

**Killer shark--wanted** for Stockton/Modesto California CHR. \$17 million market. Successful radio sales experience with emphasis on new business development. Proven track record a must. Send resume and compensation requirements: Paula Wise, P.O. Box 1590, Modesto, CA 95353. EOE/M-F.

**Aggressive full service** New England AM seeks account executive for established list. Great opportunity for self starter. Send resume to General Manager, WMRC, Box 421, Milford, MA 01757. EOE.

**Sales:** Young aggressive group has immediate openings for aggressive individuals in one of the Carolinas fastest growing markets. Unlimited growth potential. Call Mr. Dale Litchford, 803-553-1081. EOE.

**Radio sales and sales management** positions available. Excellent potential. Positions in NH, VT, and Upstate NY. Terrific quality of life. Resume to Ray Garon, Box 1010, Newport, NH 03773. EOE.

### HELP WANTED ANNOUNCERS

**Local news morning sidekick:** Ability to do local news - arshift a must - also mornings - production or salesman needed. No rookies. Good pay, benefits. Hurry! John, 205-246-4431. EOE.

### HELP WANTED TECHNICAL

**Engineer's dream!** Tampa Bay AM/FM needs hands-on tech. General plus 5 years. Mild climate, advancement potential. New facilities. Send resume to Ron Wooldridge, WHVE/WTKN, 11300 4th Street N, #318, St. Petersburg, FL 33716. An Equal Opportunity Employer M/F/H/V.

**The Atlantic Beacon** needs chief engineer on beautiful South Carcos, British West Indies. 50 kw solid state transmitter. Quarters furnished. Single or married. Children not appropriate. Fred Wuenschel, 518-842-5557. EOE.

**Chief engineer:** EZ Communications, Inc., a major radio station operator, has career opportunities for seasoned chief engineers. The successful candidate will have held the position of "chief" or as a major market assistant. Position demands a knowledge of high power AM/FM transmitters, directional antennas, and the ability to work with state-of-the-art broadcast equipment. Familiarity with current FCC rules and regulations. Must have FCC General class license and SBE Certification. Send resume to: Director of Engineering, P.O. Box 10103, Fairfax, VA 22030. No phone calls. EOE M/F.

**Chief engineer** for Boston market. WSSH AM and FM. Noble Broadcast Group. Five years experience in broadcast engineering. Send resume, letter and references to: Mark Fruehauf, Eastern Region Technical Manager, Noble Broadcast Group, 500 West Cummings Park, Woburn, MA 01801. EOE.

**Chief engineer/staff assistant:** Half time chief engineer for 1,000 watt, 24 hour student-run University radio station. Minimum qualifications: Associates Degree in electronics and 2 years of experience as a broadcasting engineer or 6 years of experience as an electronics technician or broadcasting engineer. Must demonstrate a broad knowledge of audio circuitry and equipment, including troubleshooting, diagnostics, repair, maintenance and familiarity with current industry developments. Normal starting salary range: \$9,875-\$11,500 for a half-time position, plus standard benefits. Send application letter and resume to Judy Gagnon, 416 Student Union, UMass, Amherst, MA 01003 by no later than March 13, 1989. An Affirmative Action/Equal Opportunity Employer.

**Hands on CE needed** for Midwest major market AM-FM. Experienced with directionals, high power FM, studio construction and maintenance. SBE Certification a plus. Needed ASAP. Contact General Manager or Chief Engineer 612-941-5774. EOE.

### HELP WANTED NEWS

**News director needed** for small market near Albuquerque. Send resume & tape to: Cliff Somers, KARS AM/FM, Box 860, Belen, NM 87002. EOE M/F.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Talk Show host:** Established Talk station beckons quality talent for explosive south Florida market. Topical, entertaining, superb controversial conversationalist. EOE. Resume to: Box B-45.

### SITUATIONS WANTED MANAGEMENT

**18 year professional broadcaster.** Management, sales and programming. Prefer Rocky Mtn area. Let's talk! Box B-53.

**Boost billing, community image, morale!** Seasoned pro offers positive style, results. Strong manager, sales leader. Box B-51.

**Five years GM.** 15 years sales/sales management. Great trainer, motivator, bottom line aware seeks community conscious station with quality ownership. Nancy, 616-674-3063.

**Ambushed by takeover.** GM/GSM, great track record, references. Prefer Midwest near Ohio. All markets. 317-962-0854.

**General manager/sales manager:** Strong sales and management skills. 20 years experience. PO Box 1004, Oswego, IL 60543.

### SITUATIONS WANTED ANNOUNCERS

**Paul Van Scott!** I'm smart, creative, a C.S.B. graduate and ready to dedicate myself to radio. Need chance. 9207 Park Ave., Manassas, VA 22110. 703-361-4262.

**Please hire me!** General announcing and music. First blind graduate from Columbia School of Broadcasting, Chicago. Harold Bocock, 3502 Ted Ave., Waukegan, IL 60085. 312-623-6997.

**Looking for an honest announcer?** I'm a part-time college tunnel radio announcer looking for a plain and simple radio station. Tunnel or open air. East Coast please. Norman, 617-298-3437.

**Sportscaster/show host:** Nationally known sportscaster/analyst available for sports broadcast or talk show host position in major market. Served as columnist for nation's largest paper, national sportscaster for major network on 130 stations and analyst on cable TV network reaching 21 million. Heavily promoted book published by Bantam will be released 989. Handsome, charismatic, winning personality, appeals to young, urban, upscale audience 25 to 45. Call 212-996-5974. Will relocate.

**Tools...talent...desire:** Dynamic announcer/production animal. Experienced morning host & news man seeks Northeast gig with room at the top. Chris Dowd, 305-296-3574.

### SITUATIONS WANTED TECHNICAL

**Director of engineering** for one of America's top rated, best-sounding radio stations, is looking. Aggressive, former corporate D.E., hands on, construction, very strong audio, and R.F., and 50 kw D.A., 18 years exp. NARTE, SBE, and FCC. Box B-56.

### SITUATIONS WANTED NEWS

**This newsmen** has the write stuff. Excellent writing and newsgathering skills, and a strong delivery. Currently reporter/anchor for suburban NYC station. 914-428-3961.

**Ignore this...unless** you're looking for someone who's bright, creative, hard working, and has a great sense of humor. Energetic, Washington broadcaster w/TV and international radio experience seeks new on-air challenge. Excellent reporting, writing & on-air skills. News, sports, etc. Go anywhere, do anything! 703-425-1145.

### SITUATION WANTED PROGRAMING PRODUCTION & OTHERS

**PD:**Album-oriented AC. Ten years experience. Programming county's # 1. Box B-5.

**Young, employed and experienced** Talk programmer seeks new challenges. Will give up major market position for first chance at on-air work. Box B-59.

### CONSULTANTS

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## TELEVISION

### HELP WANTED MANAGEMENT

**Growing DC video post-production facility** seeks general manager. Must have a successful track record managing a full service video post-production facility, possess excellent organizational skills, and have the ability to motivate and manage people. Send resume and salary requirements to: Box B-48. EOE.

**Business manager/controller:** Aggressive growing Independent TV station in Sacramento, CA is in search of a bright, innovative, aggressive person to head its accounting dept. Requires a proven track record, 4-6 years financial accounting, BA degree, thorough understanding of PC's and computer operations. Broadcast experience a plus, but not required. Resume with salary requirements to John Bennett, KSCH TV-58, P.O. Box 2258, Rancho Cordova, CA 95741. EOE. No calls.

**General manager:** Successful Indy serving Peoria-Bloomington, Illinois. Seeks GM. Solid sales management background required. Call in confidence Teresa Kollstedt, 513-351-9112. EOE

**Senior traffic manager:** To direct all traffic operations for rapidly growing television broadcaster headquartered in southern California. Multiple station operation. Minimum of five years experience with IBM based automated system required. Must have excellent people skills and be able to demonstrate solid accomplishments as a manager and a trainer. Send resume in confidence, stating salary requirements, to Business Manager, P.O. Box 4279, Santa Barbara, CA 93140. EOE.

**Local sales manager:** KSTP-TV. Looking for a strongly motivated, creative thinker to direct local sales staff. Must have minimum 2 yrs TV sales management experience. No phone calls please. Send resumes to: Karl Gensheimer, KSTP-TV, 3415 University Ave., St. Paul, MN 55114. Equal opportunity employer.

**Art/electronic graphics manager:** Top 40 NBC affiliate is looking for an aggressive art/electronic graphics manager who can direct and manage newly combined art/electronic graphics department. Supervisory position responsible to the marketing director for developing, executing, and maintaining graphic consistency in station image, news, promotion, programing, print, specialty advertising and administrative support materials. Candidate must possess strong management and administrative skills, electronic and print design expertise, an understanding of multimedia advertising and a sound knowledge of computer graphic systems (Quanteil Paintbox preferred), printing techniques, paper uses, type and photography. Position is responsible for managing 5 staff artists. Send resumes and tapes to: Lu Ann Carling, KUTV, P.O. Box 30901, 2185 South 3600 West, Salt Lake City, UT 84130-0901. Equal opportunity employer.

**General sales manager:** Small, Northeast affiliated station needs an aggressive manager with strong motivational skills, and a desire to grow with a growing company, TV experience preferred, but not essential. Good salary, fringe benefits, experience and salary requirements, Our employees are aware of this ad. We are an equal opportunity employer. Box B-60.

**Local sales manager:** Highly-rated CBS affiliate seeks experienced sales leader to manage growing sales staff. Send resume to: General Manager, KRCC, Box 659, Jefferson City, MO 65102. Equal opportunity employer.

**General manager:** Must have hands-on experience in all areas of station management; sales experience a must; practical working knowledge and experience required in programing and buying, FCC matters, and administrative and accounting matters. Must be bottom line oriented. Southwest market, 100-125. EOE, M/F. Box B-68.

#### HELP WANTED SALES

**Rapidly growing promotional agency** needs energetic, organized accounts pro with strong creative selling and supervisory skills. Knowledge of co-op and vendor support a big plus. Submit qualifications and remuneration requirements in full confidence to Jim McTighe, Vice President, Retail Media Services, Inc., 7406 Chapel Hill Rd., Suite H, Raleigh, NC 27607. EOE.

**National marketing specialist:** KPTM-42, a Pappas Telecasting station has an immediate opening for a national marketing specialist. Duties include developing local client contacts for national accounts to expand national business, creating national presentations, negotiating and rep communication. Broadcast or advertising experience necessary; national and outstanding local sales performance preferred. Need strong sales skills and ability to travel. Qualified applicants only need apply. No phone calls will be accepted. Send replies to: Roger Moody, National Marketing Manager, KPTM-42, 4625 Farnam, Omaha, NE 68132. KPMT is an equal opportunity employer, M/F/H.

**Regional marketing specialist:** KPTM-42, a Pappas Telecasting station, has an immediate opening for a regional marketing specialist. The successful candidate will possess a minimum of three years television sales experience or recent experience selling any electronic media to Kansas City based advertising agencies. A demonstrated track record of billing success is mandatory for consideration. College degree preferred. Qualified applicants only need apply. No phone calls will be accepted. Send reply in confidence to: Jim McKernan, General Marketing Manager, KPTM-42, 4625 Farnam, Omaha, NE 68132. KPMT is an equal opportunity employer, M/F/H.

**Local sales manager:** Group-owned, ABC affiliate. Great quality-of-life market. Local sales experience and management experience required. Resume to Joe Marcoe, GSM, WGGB-TV, P.O. Box 40, Springfield, MA 01102-0040. EOE.

#### HELP WANTED TECHNICAL

**Assistant chief engineer.** KYUK AM/TV is looking for a motivated person with at least 3 years radio/TV maintenance experience. This is a HANDS-ON position and applicant must have valid FCC license or SBE certification. Duties include servicing Ikegami/Sony cameras and Sony 3/4" & 1" machines. Position is an excellent opportunity for future advancement into management. Salary range \$27,950-\$32,000 plus excellent fringe benefits. Position open until filled. Send resume and cover letter to Brad Humelsine, Pouch 468, Bethel, AK 99559. Bethel Broadcasting, Inc is an AA/EOE.

**Electronic technician:** Cable satellite broadcaster seeks experienced individual to repair and maintain all aspects of a state-of-the-art broadcast center including video, audio and RF equipment. Good start salary/excellent benefits. Send resume to Viacom Networks, 35 Adams Ave., Hauppauge, NY 11788. EOE.

**Needed immediately.** Videotape editor. 3 years minimum experience. Send resume to Sheila Withum, Jimmy Swagart Ministries, P.O. Box 2550, Baton Rouge, LA 70821. Or call 504-768-3417. EOE.

**Chief engineer:** State-of-the-art Southwest Independent in top 10 market seeks dynamic, progressive leader with motivational and communicative skills. Needs complete knowledge of broadcast operations, satelliting and transmission. Ability to work with others and management. Send resume to Phil Crow, P.O. Box 2595, Fort Worth, TX 76113. EOE.

**WABC-TV New York is seeking 20** vacation relief engineers for the news and program departments. Candidates must have a minimum of 3 years experience. VR positions include: TDs, ENG camerapersons and editors, studio camerapersons, videotape operators and video maintenance. Positions to be filled from April through October 1989. Send resume to WABC-TV, VR Employment Dept., 6th Fl., 7 Lincoln Sq., New York, NY 10023. We are an equal opportunity employer.

**Mtce. engr.:** Need engr. to maintain 300/Kscope. Digital F/X200, 141 Post Prod., Harris 9100 AM/FM/TV remote control. ACR's, VPR-2's, 3's, 80's, FM 2 SCA's, AM stereo, 5 ENG remote sites, transmitter sites. Not an entry level position. Experience in all areas desirable. CMML Lic. or SBE Certificate. Contact John Weigand, KFMB AM/FM/TV, P.O. Box 85888, San Diego, CA 92138. EOE.

**Transmitter/studio maintenance engineer:** 3-5 years experience required on transmitter and studio equipment repair and maintenance; UHF and FM transmitter background a plus. Send resume to Ed Murphy, VP Engineering, WXLV-TV, 505 S. Congress Ave., Boynton Beach, FL 33425. EOE.

**Wanted for immediate openings:** SATCOM/Video professionals. Experience with RF and/or video equipment essential. Mail resume to: Mr. Sullivan, Suite 209, 45 John St., New York, NY 10038, or FAX 212-732-3443. EOE.

**Assistant chief engineer:** WFFT-TV, a leading Independent TV station seeks person with knowledge of transmitter, equipment maintenance, and FCC rules and regulations. WFFT-TV offers a competitive salary and benefit package, including 401K plan. Send resume and salary requirements to: Chief Engineer, P.O. Box 2255, Fort Wayne, IN 46801. EOE.

#### HELP WANTED NEWS

**Sports:** We're looking for an aggressive sports anchor/reporter. We're the number one station in this major market. We're looking for a person who is committed to quality, and who can make sports appealing to a broad audience. Rush resume to Box B-50. EOE, M/F

**Sports director:** We're looking for a person who can do it all! Daily sports segment in news, produce/play-by-play for football & basketball, produce/host weekly live one hour program, shoot/edit packages. Can you aggressively cover all scholastic sports? If the answer is yes, send your tape, resume and salary requirements to: Lisa Stansfield, Cable 6 TV, Industrial Dr., Middletown, NY 10940. EOE.

**Weekend/evening assignment editor:** One year experience required. Looking for creative, aggressive, and eager individual who has enormous growth potential. Gannett ownership and NBC affiliation. Resume & tapes to Paul Baldwin, News Director, WTLV, 1070 E. Adams St., Jacksonville, FL 32202. Women and minorities encouraged to apply. EOE.

**Play-by-play announcer:** University of Florida. The University Athletic Association, Inc. is searching for an individual to perform play-by-play duties for our Gator Network. Qualifications: Minimum four (4) year college degree. Requires demonstrated ability in previous play-by-play performance with previous on-air television experience. Responsibilities: Handles all play-by-play announcing for all Gator Basketball and football games on a 65 station network. Hosts coaches' radio call-in television shows. Exceeds a limited number of University functions. Compensation: Services will be rendered on a contracted free-lance, per-event basis. Application procedure: Submit a video (VHS or 3/4") tape and an audio tape with current resume and 3 professional references to: Personnel/Talent Search, University Athletic Association, Inc., P.O. Box 14485, Gainesville, FL 32604-2485. \*Note: Tapes will not be returned. Deadline: March 9, 1989. (close of business day). EOE.

**Graduate assistant in broadcast journalism.** Experienced broadcast journalist to earn a Master's degree while producing morning television newscasts on WOI-TV (ABC affiliate for central Iowa). Graduate assistant will earn partial tuition, remission of out-of-state fees, and stipend of approximately \$800 a month. Department of Journalism is accredited program with 80 graduate students and 680 undergraduates. Commercial station WOI-TV is licensed to the University to serve the Des Moines market (66 ADI). Send application letter and employment record to Stephen Coon, Department of Journalism and Mass Communication, Iowa State University, Ames, IA 50011. Deadline in March 15. EEO/AAE.

**News photographers - #1** NBC Sunbelt station looking for talented shooters who love news. SNG truck. Computerized newsroom. Transitioning from 3/4" to 1/2" tape. Good benefits. Minorities encouraged to apply. Non-returnable tape and resume to: Bob Pollack, Chief Photographer, WIS-TV, P.O. Box 367, Columbia, SC 29202. EOE.

**Sports anchor/reporter:** WTEN-TV is looking for a sports journalist to anchor our major newscasts Mondays through Thursdays. We want a great writer who loves to report, knows the importance of high school and college sports, and has tremendous creative energy. Candidates must have at least two years broadcast experience. Send tape and resume to: Jim Holland, News Director, WTEN-TV, 341 Northern Blvd., Albany, NY 12204. We are an equal opportunity employer.

**WRCB-TV** is looking for an executive producer who can make a difference in our news department. In addition to supervising the production of all our news programs, the executive producer will serve as the line producer for our flagship broadcast. No phone calls. Send videotapes and resumes to Lee Meredith, WRCB-TV, 900 Whitehall Rd., Chattanooga, TN 37405. An equal opportunity employer.

**Weathercaster with pizzazz**---and ready for Southern sunshine! Send non-returnable VHS demo. P.O. Box 22607, Tampa, FL 33622-2607. EOE.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Producer/director, photographer/editor** positions opening soon at top 50 East Coast affiliate. Creativity, experience, enthusiasm required. Send resume and salary requirements to Box B-21. EOE.

**Photographer with a creative touch,** love of travel and adventure, eye for pretty pictures, self-motivated and hardworking, and with BVU-900 editing experience. Send resume and tape to Newby/Berke Productions, 214 North Crest, Chattanooga, TN 37404. EOE.

**Programing coordinator** for national cable television network. Assist in implementation of creative scheduling and program acquisitions. Two years experience required in programing, scheduling or traffic management. No calls. Please send resume to: The Travel Channel, 1370 Ave of the Americas, New York, NY 10019. EOE.

**TV producer:** Need self-starter with a reporter's mind to produce stories from Washington for this national program. Must know Capitol Hill and have producing experience. EOE. Box B-44.

**Producer/director:** Promotion department seeking creative individual with hands-on experience with GVG 41 editor, dual channel K-scope, Chyron 4100 EXB, Betacam SP or experience on similar systems required. Send tape and resume to Promotion Manager, KHTV, P.O. Box 630129, Houston, TX 77263-0129 or call 713-781-3939. EOE, M/F.

**Producer/director:** The Weather Channel, a national cable television network. Minimum 2 years producing experience (documentary preferred). College degree preferred. Strong writing skills required. Qualified applicants. Send resume and salary history to: Joe Conboy, Director of Production, The Weather Channel, 2600 Cumberland Pkwy., Atlanta, GA 30339. EOE.

**Promotion manager** with "fast-lane" creativity! Rush non-returnable VHS demo. P.O. Box 22607, Tampa, FL 33622-2607. EOE.

**Director of on-air promotion:** Creative, dynamic individual needed to oversee on-air promotion and creative video services for New York City based national cable network. You will supervise promotion scheduling, promo production, sales tapes and graphics. Heavy TV promotion and editing experience required as well as strong management and marketing skills. Competitive salary and excellent benefits package. Send resume, salary history and requirements to Box B-65. EOE.

**Traffic services manager:** Organized, articulate team-player needed to oversee programing/production videotape traffic area for New York City based national cable network. Duties include coordinating delivery of acquired 1" masters and films; supervising in-house videotape library and storage materials, managing tape duplication; maintaining in-house 3/4" equipment. You must be a skilled administrator and manager. Technical videotape knowledge and computer skills required. Competitive salary and benefits package. Send resume including salary history and requirements. Box B-66. EOE

**Ideal job:** Dynamic NBC affiliate, top twenty market, looking for producer for nightly segment on "Top of the Mind" topics. Creativity, great writing, interviewing skills, superb production sense, essential. Rush resume EOE. Box B-63.

**Top rated southern California A.C. station** seeks experienced, creative, witty morning drive personality-P.D. Must have excellent background in production. Send air check, tape of production samples, letter, resume, references and salary history to: Joe Acker, KSES Radio, P.O. Box 1420, Yucca Valley, CA 92286. An EOE.

**Can you solve the world's problems?** Dominant NBC station, top 20 market, starting "troubleshooting" unit. Need aggressive, organized, producer with great writing, production skills, patience, common sense. Rush resume. EOE. Box B-64.

**Promotion writer/producer:** For fast-growing CBS affiliate in top 50 market. Strong writing, editing and production skills required. Send resume/salary requirements to: Personnel Manager, WPEC TV-12, P.O. Box 24612, West Palm Beach, FL 33416-4612. EOE. MF

**Small market TV station** seeks a creative services director to lead a staff of ten, primarily in commercial production. Experience please. Resumes to: Station Manager, WBOC-TV, P.O. Box 2057, Salisbury, MD 21801. EOE

#### SITUATIONS WANTED NEWS

**Sportscaster/show host:** Nationally known sportscaster/analyst available for sportscaster/anchor position in major market (full or part-time). Served as national sportscaster for NBC Radio on 130 stations and cable TV network reaching 21 million. 300 articles and talk show appearances on career. Heavily promoted book published by Bantam to be released 9/89. Handsome, charismatic, knowledgeable, winning personality. Also ideal to host sports wrap-up, talk or lifestyle show. Call 212-996-5974. Will relocate

**18 year veteran** of TV "News Wars" with top ten and network experience looking for new challenge. Three time Emmy winning news manager willing to try hand at small to medium market news directorship. Interested? Write Box B-10

**Jack of all trades!** Four years experience with AFRTS working on both sides of the camera. Good writing skills, creative flair and eager to work at stations in upstate New York. Available in August. Contact Tim at 207-999-2170.

**News director position sought** in small or medium market. Heavy background of 26 years, mostly major market, including 5 years in news management. Currently main anchor at award-winning Texas station. Box B-27

#### MISCELLANEOUS

**Primo People** has the answers to your questions. New 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. EOE

**Attention-job hunters!** Our employment listings are tops in the industry. Nobody beats The Hot Sheet--and we guarantee our claim in writing! Media Marketing, P.O. Box 14766-PD, Palm Harbor, FL 34682-1476. 813-786-3603

**Bill Slater and Associates** offers talent coaching for the individual anchor and reporter. Also help with audition tape. Affordable cost. 312-328-3660.

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**Graduate assistants' positions** available September 1989. Each position requires 20 hours per week. Work will be in radio, TV and news labs. Assistant will receive \$500 per month plus a partial-to-full tuition waiver. Inquire with Chair, Communication Division, Pepperdine University, Malibu, CA 90265. 213-456-4211. Application deadline, April 1. EOE

**Assistant Professor, Position #7. TELEVISION/VIDEO:** Tenure-track position in the Department of Speech and Mass Communication. Available August, 1989. Ph.D. preferred; ABD and/or MFA required. Teaching experience preferred. Continued scholarly/creative activity expected. Teaching responsibilities include undergraduate and graduate courses in television production as well as broadcast/film writing and production management courses. Application deadline: April 15, 1989. To apply, submit (a) letter of intent indicating the number of the position for which you are applying, (b) curriculum vitae, (c) three letters of recommendation, and (d) official transcripts to: Ronald J. Matlon, Chairperson, Department of Speech and Mass Communication, Towson State University, Towson, Maryland 21204-7097. Rank will depend upon qualifications. Salary range is competitive and commensurate with rank. Opportunities exist to teach in the summer and minimize and to supervise interns for additional stipends. Minorities and women are encouraged to apply. Towson State University is part of the University of Maryland System. Towson State University, located just north of Baltimore, enrolls 15,000 students, more than 1,000 of whom are undergraduate majors and nearly 100 of whom are graduate majors in the Department of Speech and Mass Communication. An Affirmative Action, Equal Opportunity Employer.

### HELP WANTED SALES

**Territorial sales rep:** Leading jingle producer offers high commission/great above average income. Must travel/understand concept advertising sales. Be enthusiastic self-starter. 1-800-368-0033.

### HELP WANTED NEWS

**Internships:** Spend six months interning with crack professional journalists in the Illinois Statehouse pressroom as part of Sangamon State University's one-year MA Public Affairs Reporting Program. Tuition waivers and \$2,640 stipends during internship. Applications due by April 1. Contact Mary Bohlen, PAC 429A, SSU, Springfield, IL 62794-9243. 217-786-6535.

### EMPLOYMENT SERVICES

**Government jobs** \$16,040 - \$59,230/yr. Now hiring. Call 1-805-687-6000 Ext. R-7833 for current federal list.

**Broadcast talent:** Entertainment law firm seeking established on-air TV/radio broadcast clientele for representation with full service management division. Minimum 3 years experience. Submissions to: Broadcast Management Division, P.O. Box 8257, Northridge, CA 91327.

**Be on T.V.** Many needed for commercials. Casting info. 1-805-687-6000, Ext. TV-7833.

### EDUCATIONAL SERVICES

**On-camera performance training:** Also instruction in shooting and editing field footage. A fast and thorough program. Employment assistance. The Media Training Center, 602-285-1143.

### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Ilurbide 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.

**Maze Broadcast** pays cash for selected television & video equipment. Phone or fax your list now. 205-956-2227.

**Wanted:** Autogram IC-10, LC-10 or AC-8 stereo console w/clock/timer (preferred). 812-723-4484.

**Bogner antennas.** We need 8, 16, and 24-Bay Bogner Slot Arrays, plus LPS antennas, immediately! LPTV transmitters also needed. Cash paid. Call Kidd Communications first before you buy new antennas or transmitters for maximum trade-in value. 916-961-6411.

**4" transmission line.** 950' vertical needed, plus 50' horizontal. No 6" line please. Mounting hardware a plus. Aaron Ezekiel, 215-848-4501.

**1" VPR-2 "A" remote controllers** - need 2. Call station production unit supervisor Erwin Fickas, KFMB-TV, 619-571-8888, Ext. 298. Collect, or leave message.

**FM antenna(s)** - will buy used FM broadcast antenna(s) - Any make - Any model - Call 806-372-4518

### FOR SALE EQUIPMENT

**AM and FM transmitter,** used excellent condition. Guaranteed Financing available. Transcom 215-884-0888. Telex 910-240-3856.

**FM Transmitter** \*\*CSI T-25-F(1985)\*\* RCA BTF20E1 (1975,1976, 1974) \*\* Harris FM10H3 (1974), RCA BTF10D (1968), CCA 5000DS (1972) Gates FM-1G (1967) 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.

**50KW AM** \*\* CCA-AM 50,000D (1976), excellent condition \*\* Transcom Corp. 215-884-0888, Telex 910-240-3856.

**1KW AM Transmitters** \*\* Collins 820D (1981) \*\* CSI T1A (1981), Sparta SS1000 (1981) \*\* Collins 20V3 (1967) \*\* Bauer 707 \*\* Gates BC-1T \*\* Transcom Corp. 215-884-0888, Telex 910-240-3856.

**Nautel 1985, AMFET-5.** 5KW AM transmitter like new condition \*\* 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** GE4T76E24TF4A1 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.

**Betacam, 3/4" & 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.

**Tower, Stainless G-7 927 ft** Standing north Florida includes 6" line. Buyer take down. Best offer. Maze Broadcast, 205-956-2227.

**Sony BVU-800's.** Reconditioned with 30 day warranty \$7995.00. In stock. Maze Broadcast, 205-956-2227.

**Acrodyne A-1401-U** one kilowatt low power UHF transmitter, 4 yrs old. Excellent condition. Maze Broadcast, 205-956-2227

**Maze Broadcast** will buy your old microwave system. Any brand in broadcast band. 205-96-2227.

**Scientific Atlanta** model 8005, 4.6 meter satellite antenna, \$2500. Broadcast quality receivers, model SA414, \$1075. Megastar, 702-386-2844.

**Ku-Band and C-Band** satellite earth stations designed and installed. Megastar, 702-386-2844.

**Fidelipac audio cartridges,** model 300, from 20 seconds to 10 minutes \$2 each. Technichrome, 702-386-2844.

**RCA-TCR100** CRT 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.

**1KW LPTV transmitter,** Aerodyne Tru/1 KAC, less than 250 hrs. TT. Perfect condition! Available immediately! Ray LaRue, 813-685-2938.

**TFT-851 stereo TV** aural mod. monitor, never used! Perfect condition! Ray LaRue, 813-685-2938.

**Routing switcher,** 100 in. 96 out. GE TS301A recently retired from service. Good working order with all cables, manuals, racks. Best offer. Aaron Ezekiel, 215-848-4501.

**Technics turntables** sale prices! SP-25's \$399, SP-15's \$625, SP-10's \$995, SL-1200's \$379. All turntables in stock! CD players on the way. Kidd Communications 916-961-6411.

**Orban sale,** 464A co-operators \$795, 245F stereo synthesizer \$325, 787A mic-processor \$1596, 8100A/1 FM-Opti-mod \$4495. Call today! Kidd Communications 916-961-6411.

**Ampex Betacam demo equipment:** Prices drastically reduced! Includes new equipment warranty. Contact your nearest Ampex representative for availability and delivery: California 415-367-2202, 818-365-8627, Georgia 404-491-7112, Illinois 312-593-6000, Maryland 301-530-8800, Massachusetts 617-932-6201, New Jersey 201-825-9600, Texas 214-960-1162.

**Liquidation** of all 3/4" 60 min. evaluated video cassettes--\$7.00. Call now while supplies last. All tapes guaranteed. I.V.C., 516-862-7156.

**Copper!** #8 & #10 ground radials; 2,3,4,6,8" strap; fly screen; ground screen. 800-622-0022. Ask for Copper Sales.

**48 sections of 3-1/8" transmission line.** 50 ohm w/hangers; (1) 12 bay RCA - FM antenna. 91.3. Call 904-223-0616.

**Ikegami HL-79EALs** (2), with Canon 13x9. AC, Betadaptors, etc. Impeccably maintained by Kunio Fuse. \$19,995 each. ADC-79E auto set-up box, like new. \$2,000. Sony BVH-500A 1" package, \$4,500. Contact Matt, 215-665-3695.

## RADIO

### Help Wanted Management

#### WCHY AM & FM SAVANNAH'S NUMBER ONE ADULT RADIO STATION

IS LOOKING FOR A SALES ORIENTED GENERAL MANAGER WHO WILL CONTINUE TO BUILD OUR DOMINANT MARKET POSITION IN THIS GROWING MARKET.

IF YOU ARE SALES DRIVEN AND WANT TO JOIN A GROWING RADIO ONLY COMPANY SEND YOUR RESUME AND REFERENCES TO:

**PETER S. CRAWFORD**  
EXECUTIVE V.P.  
AND GROUP MANAGER  
ROTH COMMUNICATIONS  
830 MAIN STREET  
MELROSE, MASS 02176

E.O.E.

### Jones-Eastern Radio is Growing!

Qualified individuals who are General Managers - Station Managers - General Sales Managers are needed. Only those with strong sales/promotion track records need apply. We provide the bells and whistles, you provide the work, and together we grow . . . even faster. Great markets, great people. Jones-Eastern Radio is an Equal Opportunity Employer - M/F/H.

Send Resume to:

Vice President, Sales & Marketing  
Jones-Eastern Radio, Inc.  
One Carriage Lane, Suite C-100  
Charleston, S.C. 29407-6094

California

### Broadcast Job Bank

For application information call  
**(916) 444-2237**

California Broadcasters Association

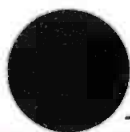
## TELEVISION Help Wanted Sales

# REGIONAL SALES REP

*SuperSpots, the nation's leading producer of television marketing for the broadcast and entertainment industry seeks regional sales rep. Excellent compensation, bonus and benefit plan. If you are a self-motivated professional with a record of performance, apply today. Send letter and resume with references to:*

**Joe Kelly, CEO**  
**SuperSpots - CHICAGO AV, Inc.**  
215 West Ohio  
Chicago, IL 60610

*No calls please. SuperSpots - CHICAGO AV, Inc. is an equal opportunity employer.*



**SUPERSPOTS®**



## Television Time Broker



## Today We Reach 50 Million Homes A Day. And That's Just The Beginning.

**T**hree years ago, Home Shopping Network arrived on the scene as America's first 24-hour-a-day, shop-at-home, discount TV service. Today, we have the largest network of owned and operated broadcast TV stations in the country that collectively reach over 50 million television households. We are currently seeking an experienced 800 per inquiry, direct response Media Buyer/Sales Executive for our **Los Angeles** office.

We need a dynamic, results-oriented professional capable of handling all aspects of this exciting and financially rewarding career opportunity. For immediate, confidential consideration, please forward your resume, including salary history, to: HSN Entertainment, Inc., Dept. BM/0227, 8733 Sunset Blvd., Los Angeles, CA 90069. HSN is an equal opportunity employer.



**You'll Feel Right At Home With Us.**

When responding to a blind box ad, address your reply as:

**Box (the letter and number  
as shown in the ad)  
Broadcasting  
1705 DeSales St., NW  
Washington, DC 20036**

**Do NOT send tapes, oversized material or use folders,  
report covers or the like.**



**GET IN ON  
THE GROUND  
FLOOR OF  
SOMETHING**

**BIG**

TNT, the new cable network with "the good stuff" in classic movies, kids' shows and original productions, is now hiring top notch writer/producers to create "between-the-movies" programming.  
Terrific opportunities for: original shooting, state-of-the-art post production and creative growth.

You **MUST** be:  
**INNATELY TALENTED  
HIGHLY MOTIVATED  
TRULY EXPERIENCED  
INCURABLY MOVIE-ORIENTED**

Send resume and reel of your good stuff to:

Betty Cohen  
TNT Creative Services  
1050 Techwood Drive  
Box 105264  
Atlanta, GA. 340348-5264

No phone calls please.  
EOE M/F/V/H



**Video  
Production**

SportsChannel America seeks energetic & creative Producers, Directors, Videotape Editors, Chyron Operators, Lighting & Video/RF Maintenance Engineers for their fast paced Sports Update Show & Productions. Qualified candidates must possess 3 to 5 years sports & technical experience. Send resume & salary requirements to:

Human Resources Dept.  
PO Box 999-MG  
Woodbury, New York 11791  
EOE

**Situations Wanted Management**

**MARKETING PRO FOR HIRE**

Writer / Producer  
Promotion / Special events

Need sharp copy for promos? An image-building talent with true creative vision? Then let's get on with it. Experienced media promotion professional with strong print, radio and video background desires to put some unorthodox lighting into your outlet and make it cook with attention ratings and hot gravy that'll make the big boys proud. Cigar smoking may just become in vogue again with our tests of broadcast publicity. It's Wilson man.

Wilson @ (714) 776-2340.

**ALLIED FIELDS**

**Public Notices Continued**

**Help Wanted Technical**

**SOFTWARE ENGINEER  
PBS**

PBS is seeking a software engineer to provide computer programming support for our Engineering Department development projects. Duties include assisting in the development of software specs and the design of computer programs. Qualifications are: BS in Computer Science, Engineering, or related field; minimum 3 years programming experience, including "C", Assembler and Pascal languages. Knowledge of video and/or audio required. PBS offers a salary commensurate with experience and an excellent benefits package. Please submit letter of interest, resume, and salary requirements to:



Attn.: Carla A. Gibson  
1320 Braddock Place  
Alexandria, VA 22314

PBS is an equal opportunity employer.

**The Interconnection Committee**

will meet on March 13, 1989 in the offices of the Public Broadcasting Service, 1320 Braddock Place, Alexandria, VA. Tentative agenda includes satellite replacement, FY 1990 interconnection budget, transponder utilization and extension of services to unserved areas.

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**The Executive Committee**

of Public Broadcasting Service will meet at 9:30 a.m. on March 14, 1989, at the PBS offices, 1320 Braddock Place, Alexandria, VA. The tentative agenda includes reports from PBS officers concerning programming, education services, satellite replacement and other business; reports from board committees, including Budget, Membership, and Assessment Policy; and appointment of auditor.

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Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

# Fates & Fortunes

## Media

Appointments at cable communications division of Bell operating company U S West Inc.: **Bonnie J. Belcha**, assistant treasurer, mergers and acquisitions, Time Inc., New York, joins U S West Inc., Denver, as VP; **John Koss**, executive director, market technical support, Phoenix, named VP, London. Koss will be responsible for telecommunications operations. Division oversees newly formed operations in United Kingdom and France, and cable issues in United States, where BOC's are currently prohibited from owning cable systems in their telephone service areas.

**Sandy DiPasquale**, president and general manager, WGRZ-TV Buffalo, N.Y., joins KBS Inc. as president and part owner. DiPasquale will also serve as general manager, KWCH-TV Hutchinson, Kan. KBS Inc. owns four TV stations.

**Steve Antoniotti**, VP, broadcasting, WJBK-TV Detroit, named president and general manager.



Antoniotti



Baltimore

**Terry S. Baltimore**, VP and general manager, WBRE-TV Wilkes-Barre, Pa., resigns after 21 years with station to pursue other interests outside broadcasting industry. Station was founded by Baltimore's grandfather, Louis. Baltimore's father, David, was president and general manager. Baltimore's departure marks first time in 35 years that member of family has not been associated with station.

**Duane Tucker**, general manager, noncommercial WGBU-TV Bowling Green, Ohio, will retire at end of 1989. Tucker founded station in 1964.

**John Sloan**, general sales manager, KWQC-TV Davenport, Iowa, named station manager.

**Paul Horrigan**, VP, finance and administration, WFXT-TV Boston, joins WFLD-TV Chicago in same capacity.

**Larry Shrum**, general sales manager, WCSC-TV Charleston, S.C., named VP and station manager.

**John Rogers**, general manager, WKAB-TV Montgomery, Ala., joins WABG-TV Greenville, Miss., as general manager.

**Patricia Allen**, business manager, WAES(AM)-WROQ-FM Charlotte, N.C., joins WOGX(TV) Ocala, Fla., in same capacity.

**Ron Olsen**, program director, KULR-TV Billings, Mont., named station manager.

**Mark J. Jollie**, general manager, KWKT(TV) Waco, Tex., joins KDTU-TV Tucson, Ariz., as VP and general manager.

**Charles W. Banta**, president and chief operating officer, Community Pacific Broadcasting Corp., Salinas, Calif., joins WGR-AM-FM Buffalo, N.Y., as general manager.

**Daniel N. Carney**, general manager, WCVX(TV) Vineyard Haven, Mass., named president and general manager.

**Chris Barch**, director of productions, Black Entertainment Network, Washington, joins noncommercial KNME-TV Albuquerque, N.M., as director of operations.

Appointments at Caravelle Broadcast Group, Charlotte, N.C.: **Richard J. Yankus**, WIOU(AM)-WZWZ(FM) Kokomo, Ind., named VP, operations; **Samuel Gorruso**, account executive, WJRR(FM) Rutland, Vt., named general manager; **M. Jack Quick**, controller, Caravelle Broadcast Group, named corporate treasurer.

**Gary Voss**, trade events manager, Value Cable Network, Minneapolis, joins Saga Communications Inc. as general manager, KRNT(AM)-KRNQ(FM) Des Moines, Iowa.

**Bob Call**, operations manager, KYGO-AM-FM Denver, named VP and general manager.

**James C. McLendon**, sales manager, WAYS(AM)-WMAZ(FM) Macon, Ga., named VP and general manager.

## Marketing

Appointments at DDB Needham Worldwide: **Bernard Brochand**, CEO, Eurocom advertising agency, Paris, joins DDB there as president, DDB Needham International; **John Bradstock**, president, DDB Needham International, named corporate executive VP, New York; **Alan Pilkington**, president, Asia-Pacific region, New York, named director, corporate planning; **Vickie Szombathy**, asso-

ciate media director, DDB Needham Worldwide, Chicago, elected VP.

Appointments at MTV Networks: **Peter Einstein**, VP, affiliate sales and marketing, Eastern division, New York, named VP, advertising sales, Western division, Los Angeles; **Maude Epstein**, manager, advertising sales planning, New York, named director, advertising sales planning; **Cathy Palladino**, supervisor, affiliate and advertising sales planning, New York, named manager, advertising sales planning; **Brad Samuels**, account manager, affiliate sales & marketing, Central region, Chicago, named account director, affiliate sales and marketing, Central region.

Appointments at USA Network, New York: **Sidney Ginsberg**, manager, advertising sales office, Eastern region, named VP, advertising sales, New York office; **James Watson**, VP, advertising sales, Western region, named VP, advertising sales, Eastern region; **Muriel Fariello**, VP, new business development, advertising sales, named VP, advertising sales, Western region and new business; **John Cronopulos**, VP, advertising sales marketing, research and development, named VP, advertising sales, corporate accounts and special events. **Georgia Breza**, director, program research and audience analysis, owned television stations, NBC, New York, joins USA there as manager of sales marketing.

**Elizabeth Seidner**, associate manager, corporate marketing, Home Box Office, New York, joins The Disney Channel, Burbank, Calif., as national accounts manager. Seidner will be responsible for handling Sammons, Falcon, Rifkin and Post-Newsweek MSO's.

**Barry Roberts**, Northeast regional ad sales manager, The Weather Channel, New York, named director of direct marketing.

**Len Allsup**, director, advertising sales, Paragon Communications MSO, Denver, named VP, advertising sales, Kblcom Inc., Denver. Kblcom is subsidiary of Houston Industries Inc., which owns 50% of Paragon Communications.

Appointments at Pinnacle Media, broadcast



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media buying division of Wyse Advertising, Cleveland: **Darla Dackiewicz**, broadcast supervisor, named operations manager; **Jean Ann. W. Arbogast**, broadcast assistant, named media account assistant.

Appointments at Griffin Bacal Inc., New York: **Arnie Berger**, VP, management supervisor, named senior VP, group director; **Carl Teitelman**, account supervisor, named VP, management supervisor.

Appointments at John Blair Communications, New York: **Sanford S. Ackerman**, VP, director of finance, planning and administration, named chief financial officer and senior VP; **Cora Enriquez**, director of NBC research, Blair Television, named VP/director, NBC research team.

Appointments at Harrington, Righter & Parsons Inc.: **James Ansin**, assistant account executive, New York, named account executive; **Joyce White**, account executive, Katz Continental, Chicago, joins HRP there as account executive; **Karen Joyce**, graduate, HRP training program, New York, named account executive.

Appointments at Katz Communications Inc.: **Jay Wisse**, account executive, Banner Radio, Los Angeles, named manager, Houston sales office; **Lauren Chiaramonte**, account executive, WCBN(FM) Boston, joins Katz Radio there in same capacity.

Appointments at CBS Television Stations National Spot Sales: **Rick Hebron**, local sales manager, WCAU-TV Philadelphia, named account executive, New York; **Juanita Hamilton**, account executive, Seltel, New York, named account executive; **Judith T. Pillow**, manager, MMT Marketing, Atlanta, joins CBS Television Stations there as account executive.

**Kathy Saunders**, general sales manager, WPGH-TV Pittsburgh, joins KDAF(TV) Dallas as general sales manager.

**Peter Hennessey**, local sales manager, account executive, WBZ-TV Boston, named local sales manager.

**Marty Fraser**, national sales manager, WJBF(TV) Augusta, Ga., named local and national sales manager.

**Joseph S. Dobosh**, general sales manager, WYTV(TV) Youngstown, Ohio, named national sales manager; **Debby Blaylock**, account executive, named local sales manager.

**Carol Kent**, senior account executive, KSOL(FM) San Mateo, Calif., named local sales manager.

**Cheryl Sken**, local sales manager, WLUP-AM-FM Chicago, named general sales manager.

**Lori Killian Cookinham**, account executive, Alliance Associates brokerage firm, Detroit, joins WHND(AM)-WCSX(FM) there as director of retail sales.

**Leonard J. Ostrow**, retail sales manager, WNEW(AM) New York, joins WXCT(AM) Hamden, Conn., as general sales manager.

**Vincent Manzi**, account executive, MMT Sales, New York, joins WGNO-TV New Orleans as national sales manager.

**Paul M. Wilson**, account executive, WPHL-TV Philadelphia, joins WUSA-TV Washington in same capacity.

**Barry Frey**, account manager, Turner Broadcasting, New York, joins WWOR(TV) there as VP and sales manager, target sales.

Appointments at KATV(TV) Little Rock, Ark.: **Charlotte McNeese Whitt**, retail advertising manager, *Arkansas Gazette*, named retail marketing manager.

**Mark Manders**, account executive, MMT Sales Inc., Minneapolis, joins KMBC-TV Kansas City, Mo., as national sales manager.

**Tim D'Angelo**, account executive, WBNS-TV Columbus, Ohio, named national sales manager.

**Rob Wagley**, local sales manager, WSYX(TV) Columbus, Ohio, named general sales manager.

**Lou Verruto**, account executive, WTNH-TV New Haven, Conn., named regional sales manager.

**Mark Rose**, commercial and news production technical director, KAIT-TV Jonesboro, Ark., and **Hank Sanders**, financial consultant, Merrill, Lynch, Pierce, Fenner & Smith, Hot Springs, Ark., named account executives.

**Therese Mulvey**, research director, WPRI-TV Providence, R.I., joins WCVB-TV Boston as sales marketing manager.

**Stan Crumley**, general manager, WJPR(TV) Lynchburg, Va., joins WWSB(TV) Sarasota, Fla., as VP, sales.

**Mike Seifert**, sales representative, Kelly Television, San Francisco, joins KSPQ(TV) Tacoma/Seattle as national sales manager/East.

**Nickolas W. Darling**, account executive, WYNY-TV Carthage, N.Y., named local and regional sales manager.

**Jim Carson**, account executive, KVUE-TV Austin, Tex., named local sales manager; **Susan Norris**, KGTO(AM)-KRAV(FM) Tulsa, Okla., named account executive.

Appointments at WYTV(TV) Youngston, Ohio: **Debby Blaylock**, local salesperson, named local sales manager; **Dan Messersmith**, local salesperson, WYFM(FM) Sharon, Pa., named regional salesperson.

**James E. Cosby**, local sales manager, WTVR-TV Richmond, Va., named regional sales manager.

Appointments at KTBS-TV Shreveport, La.: **Steve Smith**, national sales manager WRCB-TV Chattanooga, named local sales manager; **Tom Pierce**, director of developmental business, WBRZ(TV) Baton Rouge, named account executive; **Susan Zimmerman**, account executive, KSLA-TV Shreveport, joins KTBS-TV in same capacity.

**Mary DeGrande**, national sales coordinator, KBHK-TV San Francisco, named traffic manager.

**David Rogers**, advertising account executive, WYAH(TV), Portsmouth, Va., joins WVEC-TV Norfolk, Va., as account executive.

**David Lange**, VP, Mediaworks, advertising agency, Omaha, joins KETV(TV) there as account executive.

**Fran Mallace**, account supervisor, Pollick & Associates, Phoenix, joins KUTP(TV) there as account executive/marketing specialist.

**Lennie Philyaw**, director of advertising and promotion, KTXH(TV) Houston, joins WACH(TV) Columbia, S.C., as sales market-

ing representative.

Appointments at WHEC-TV Rochester, N.Y.: **Susan Butler** and **Debby Dye**, account executives, named co-directors, vendor services; **Deborah Cuffaro** and **P. Andrew Alford**, account executives, named co-directors, marketing.

**Mark Herman**, local sales account executive, KMSP-TV Minneapolis, named local sales manager.

**Ellen Buckley-Holmes**, bookkeeper, Roth Communications, group owner of five AM and five FM stations, Melrose, Mass., named senior accountant.

**Jeffery L. Goree**, local sales manager, WKQX(FM) Chicago, named general sales manager.

**Sam Rogers**, account executive, WPGC-FM Greenbelt, Md., named local sales manager.

Appointments at WNUA(FM) Chicago: **Ralph Sherman Jr.**, national sales manager, named sales manager; **Sil Scaglione**, account executive, named local sales manager; **Marguerite Jamesley**, account executive, WLUP-AM-FM Chicago, named account executive.

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## Programing

**Rod West**, executive in charge of operations, ABC Watermark, ABC Radio Network, Los Angeles, named general manager.

**Anne Mathews**, manager, finance and administration, Columbia Pictures International Television, New York, named director, market coordination.

**Timothy McGowan**, director, television research, Republic Pictures, Los Angeles, joins MTM Television Distribution Group, Studio City, Calif., as director of research.

**Robert L. Chasin**, VP, business affairs, Columbia Pictures Television, Los Angeles, joins Fries Entertainment Inc. as VP, business affairs.

**Gene Falk**, director, affiliate operations, HBO, Philadelphia, joins Showtime Networks Inc., New York, as VP, sales and affiliate marketing, Showtime Event Television.

Appointments at Viacom Enterprises: **Eric Veele**, VP, operations, named senior VP, operations; **Dennis Gillespie**, senior VP, marketing, named executive VP, marketing; **Paul Kalvin**, senior VP and general sales manager, named executive VP and general sales manager, all based in New York; **Brooks Carroll**, VP, Western division, Los Angeles, named senior VP, Western region; **Dennis Emerson**, VP, Central division, Chicago, named senior VP, Northern region, Emerson will remain in Chicago; **Frank Flanigan**, VP, Southeastern division, Atlanta, named senior VP, Southeastern division.

**Michael J. Bisio**, senior VP and general sales manager, Weintraub Entertainment Group, Los Angeles, joins Management Company Entertainment Group Inc. there as executive VP, distribution.

**Richard Kurshner**, director, business affairs, NBC-TV, Los Angeles, joins Republic Pictures Corp. there as VP, business and legal affairs.

**David Mumford**, VP, research, Columbia Pictures Television, Los Angeles, named senior VP, research.

**Marge Sandwick**, VP, marketing and communications, Lifetime Television, New York, named senior VP, marketing and communications; **Barry S. Kresch**, VP, research, named senior VP, research.

**Jose Joaquin Sanz**, co-founder, ZSG Television Productions Inc., Washington, joins Univision, New York, as producer, *Portada* newsmagazine show.

Appointments at QVC Network Inc., West Chester, Pa.-based cable network: **Terry Harmon**, account manager, named director, affiliate relations, Southeast region; **Stephen Van Valin**, account coordinator, named manager, Southeast region; **Kim Frick**, marketing/sales consultant, Romac & Associates, Philadelphia, named manager, Northeast region.



Grande

**George Grande**, principal baseball specialist, ESPN, Stamford, Conn., joins WPIX(TV) New York, as broadcaster, New York Yankees. Station will hire one more announcer to join Grande and 31-year veteran **Phil Rizzuto**. Rizzuto's previous partner of 18 years, **Bill**

**White**, was named president of National League last month.

**Robert E. Raleigh**, division manager, Northeast area, MCA TV, New York, named VP, Northeast area.

**James M. Jaffee**, executive in charge of production, Alien Productions, Los Angeles, joins Patchett-Kaufman Entertainment production company, Los Angeles, as executive VP.

**Nancy Ong**, director, marketing budgets, MGM/UA, Beverly Hills, Calif., named VP, marketing administration.

**Jim Katt**, freelance college baseball analyst, joins ESPN, Bristol, Conn., as analyst, ESPN's college baseball telecasts.

Appointments at MVP Communications Inc., production company, Troy, Mich.: **Jeffrey M. Floyd**, senior producer, WXYZ-TV Detroit, and **Janet Levin**, producer, WDIV(TV) Detroit, named producers.

**Michael V. Ortman**, director, affiliate relations, Titan Sports Inc., Stamford, Conn., joins Home Team Sports, Washington, in same capacity; **Bob Bradley**, marketing coordinator, named affiliate marketing manager.

Appointments at Raymond Horn Syndication: **Bernie Schulman**, director, station sales, Syndicast Services, New York, named VP, East Coast syndication; **Steve Saltman**, sales executive, Midwest region, MCA Television, Los Angeles, named VP, syndication and legal affairs, Los Angeles; **Jesse Weatheryby**, president, Western region, LBS Communications, Los Angeles, named VP, syndication, Los Angeles.

**John Merrow**, education correspondent, *The MacNeill/Lehrer Newshour*, and commentator, National Public Radio, both Washington, joins The Learning Channel there as

host, monthly series, *Education Today*; **Robert E. Frye**, president and executive producer, Bolthead Communications Group, New York, television documentaries production company, joins The Learning Channel as producer, *Classic Film Series*.

**Judith Stoia**, reporter and producer, noncommercial WGBH-TV Boston, named executive producer, *The AIDS Quarterly*, series of one-hour news and documentary/magazine programs.

**Doug Schrems**, director, production services, noncommercial KUED(TV) Salt Lake City, joins noncommercial WKAR-TV East Lansing, Mich., as production manager.

**Chuck Thorne**, director, WTVQ-TV Lexington, Ky., joins WHBF-TV Rock Island, Ill., as director and producer.

**Bill Butler**, director of programming and promotion, WLVI-TV Cambridge, Mass., named program manager.

**David Gurien**, community relations director, KMST(TV) Monterey, Calif., joins KPIX(TV) San Francisco as producer, *Evening Magazine*.

Appointments at Westwood One: **Blaise Leonardi** and **Frank Leoce**, Eastern regional sales managers, New York, named VP's, directors of sales, Eastern region; **Wally Winger**, regional station compliance manager, Los Angeles, named regional manager, affiliate relations department.

**Peter Pennekamp**, arts administrator and cultural entrepreneur, National Endowment for the Arts, Washington, joins National Public Radio there as VP, cultural programming and program services.

**Gary Hamilton**, operations manager, Satellite Music Network's *Pure Gold Format*, Dallas, joins Drake-Chenault, Denver, as operations manager, satellite service.

**Barbara Tepper**, fund raiser and producer, special events, Statue of Liberty Centennial Commission and March of Dimes in New York City, joins WAER(AM) Syracuse, N.Y., as development director.

## News and Public Affairs

**Richard Richter**, producer, ABC News, Washington, joins noncommercial WETA-TV there as executive producer, news and public affairs programming.

**Lisa Richardson**, general assignment reporter, KYTV(TV) Springfield, Mo., named weekend anchor.

**Roger McCoy**, weekend anchor and reporter, KCTV(TV) Kansas City, Mo., joins WKBD(TV) Detroit as co-anchor, 10 p.m. news.

Appointments at WGEM-TV Quincy, Ill.: **Ralph Bristol**, assistant news director, named news director; **Mike Jones**, reporter, named weekend anchor.

**Lilia A. Chacon**, weekend co-anchor and producer, KGGM-TV Albuquerque, N.M., joins WFLD(TV) Chicago as general assignment reporter.

**Deb Lee Brown**, executive producer, WTOV-TV Steubenville, Ohio, named assistant news director and executive producer.

**Daryn Kagan**, weekend anchor, KEYT-TV

Santa Barbara, Calif., joins KTVK(TV) Phoenix as general assignment reporter.

**Don Fields**, news producer, WLNE(TV) New Bedford, Mass., joins WABY(AM)-WKLI(FM) Albany, N.Y., in same capacity.

Appointments at noncommercial WFSU-FM Tallahassee, Fla.: **Todd Templin**, assistant news director, WWSB(TV) Sarasota, Fla., named news director.

**Lee Sachs**, news director, WGEM-TV Quincy, Ill., joins WHOI(TV) Peoria, Ill., as news director.

Appointments at WCBF-TV Charleston, S.C.: **Anne Gardner**, producer, WWAY(TV) Wilmington, N.C., named producer; **Angelea Brown**, reporter, WEVU(TV) Naples, Fla., named reporter.

Appointments at noncommercial WFSU-FM Tallahassee, Fla.: **Jo Miglino**, interim news director, named news director; **Jerome Stern**, professor, Florida State University, named commentator, National Public Radio news program.

## Technology

**Dennis McNeill**, executive VP, Media Management Plus, application software company, Palo Alto, Calif., named president and chief operating officer.

**William J. Moore**, accounts marketing manager, Hewlett-Packard, Palo Alto, Calif., joins Ortel Corp., microwave transmission equipment distributors, Alhambra, Calif., as

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**Jess Ortega**, chief engineer. KREM-TV Spokane, Wash., joins KGW-AM-TV and KINK(FM), all Portland, Ore., as director of engineering.

## Promotion and PR



Sando



Oglesby

Appointments at Turner Broadcasting System Inc., Atlanta: **Arthur R. Sando**, vice president, corporate communications. Turner Broadcasting Systems Inc., named vice president, marketing and communications. Sando will oversee operations of TBS public relations, promotion, and advertising departments. He will also coordinate various marketing functions of the company. Sando joined TBS in 1981 as public relations director and has also served as director of corporate communications. **Michael Oglesby**, director of public relations/TBS Entertainment and Sports division, named vice president, public relations. Oglesby will supervise TBS public relations offices in Atlanta, New York, Washington, Los Angeles, London and Hong Kong.



Schulman

**Susan L. Schulman**, director, public relations department, USA Network, New York, joins Arts & Entertainment Network there as director, corporate communications. Schulman will be responsible for all network publicity.

**John Kroll**, manager, corporate public relations. The Disney Channel, Burbank, Calif., joins Movie Time cable service, Hollywood, as director, corporate communications.

Appointments at CBS/Broadcast Group: **Mark Shannon**, manager, affiliate advertising and promotion, Los Angeles, named director, affiliate print and special projects; **Teresa Papp**, manager, creative services, Buena Vista Television, Los Angeles, named director, affiliate on-air promotion, Los Angeles; **Ileene H. Mittleman**, director of affiliate promotion for Independent News, Tribune Broadcasting Co., and manager, creative ser-

vices, WPIX(TV), both New York, joins CBS/Broadcast there as director, affiliate advertising and promotion, East Coast.

Appointments at MTV Television, New York: **Tina Exarhos**, publicist, MTV program publicity, named manager, program publicity; **Scott Webb**, producer, on-air promotions. Nickelodeon/Nick at Nite, named creative director; **Chris Viscardi**, associate producer, Nickelodeon/Nick at Nite, named producer, on-air promotion.

**Roxann Raihala Nelson**, senior producer, advertising and promotion, KHOU-TV Houston, joins WVIT(TV) Hartford, Conn., as promotion manager.

**Robert Kobarg**, promotion manager, KVUE-TV Austin, Tex., joins KTXH(TV) Houston as promotion director.

**Rackeline J. Hoff**, communications consultant, joins noncommercial WTVS(TV) Detroit as special events manager.

**Evy Todd**, on-air promotion coordinator, noncommercial KCSN(FM) Northridge, Calif., joins KNME-TV Albuquerque, N.M., as publicist.

**Ron O'Brien**, program director, WJLY(FM) Hilton Head, S.C., joins WRDU(FM) Raleigh, N.C., as director of creative services.

**Eric Davis**, assistant promotion director, WPEN(AM)-WMGK(FM) Philadelphia, joins WEGX(FM) there as promotion director.

## Allied Fields

**Wilson La Follette**, assistant chief, Mass Media Bureau's Policy and Rules Division, and **Jonathan David**, chief, Mass Media Bureau's International Negotiations Group, Federal Communications Commission, announced their retirements (Closed Circuit, Jan. 23). **Renee Licht**, assistant chief, law, Mass Media Bureau, named acting deputy general counsel.

**Elton H. Rule**, chairman, RP Companies Inc., holding company, and former vice chairman of ABC Inc., elected president, Academy of Television Arts & Sciences Foundation.



Rule



Leonard

**Paul T. Leonard**, VP, general manager, KMBZ(AM)-KMBR(FM) Kansas City, Mo., joins

Americom, Washington, as investment broker.

Elected members. The Caucus for Producers, Writers & Directors, Los Angeles: **Lionel Chetwynd**, writer, producer and director; **Robert Greenwald**, producer and director; **Chuck McLain**, producer. ITC Productions: **Judith Polone**, president. Phoenix Entertainment Group.

**John Vargo**, director, international development, US Sprint Communications, Burlington, Calif., joins Comsat, Washington, as VP, business development and planning, Intelsat Satellite Services unit.

Elected board members. William Morris Agency, New York-Los Angeles: **Larry Auerbach**, **Leonard Hirshan**, **Jerry Katzman** and **Owen Laster** all named executive VP's.

**Jane Tollinger**, VP, business and legal affairs, Lifetime Television, New York, named senior VP, business and legal affairs.

**David G. Dizenfeld**, director, Office of Motion Picture and Television Development for the County of Los Angeles, named Cinetex director, American Film Institute, Los Angeles. Cinetex is film and television festival taking place in Las Vegas Sept. 22-27, 1989.

**Hayward D. Fisk**, VP and associate general counsel, United Telecommunications Inc., Washington, joins Computer Science Corp., El Segundo, Calif., as VP, general counsel and secretary.

**John G. Smale**, chairman and CEO, Procter & Gamble Co., New York, has been selected by Advertising Council board of directors to receive 1989 public service award.

**Sandy Martin**, director of market research, creative services and promotion, KSHB-TV Kansas City, Mo., elected VP, promotion advisory council, Fox Broadcasting, Los Angeles.

**Brian N. Winston**, dean, school of Communications, Pennsylvania State University, University Park, named to board of directors, National Jewish Archive of Broadcasting, department of Jewish Museum, New York.

**William T. Abbott**, assistant attorney general, NBC, New York, forms communications and advertising law firm in New Orleans.

Appointments at Powell, Goldstein, Frazer, & Murphy, Atlanta-based law firm: **Jerome A. Breed**, counsel, and **Kevin Conboy** and **Robert C. Lewinson**, associates, named partners.

## Deaths

**Cole E. Wylie**, 81, founder, KREM(AM) Spokane and KREW(AM) Sunnyside, both Washington, and KLER(AM) Lewiston, Idaho, died Jan. 24 at Hillcrest Nursing Home, Sunnyside, Wash. He had Alzheimer's disease. Wylie started in radio when he was with Merchant Marines as radio operator. In 1932 he became VP and general manager of KPQ(AM) Wenatchee, Wash. After his service in U.S. Air Corps during World War II he built station in Bermuda. In 1947 he founded KREM(AM) and, in next four years, started two more stations. Wylie is survived by his wife, Bonnie, and one stepson.

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**ALBERT DAVID JEROME**—President, NBC television stations, New York; b. July 9, 1942, New York; BA, history, Cornell University, 1964; MBA, marketing, 1966, and doctoral studies, marketing and economics, 1968, New York University; executive trainee, ABC New York, 1966; account executive, WABC-TV New York, 1967; account executive WCBS-TV New York, 1968; automotive sales manager, 1969; national sales manager, 1970; Eastern sales manager, New York, WBBM-TV Chicago, 1971; general sales manager WCAU-TV Philadelphia, 1972; account executive, NBC spot sales, New York, 1975; national sales manager, WMAQ-TV Chicago, 1975; sales director, 1976; station manager, 1977; vice president and general manager, WNBC-TV New York, 1980; present position since 1982; married Michele Braverman, Nov. 1, 1980; children—Greg, 19; Kenny, 17 (from previous marriage); Zack, 6.

After three-and-a-half years as station manager at WMAQ-TV, Jerome got a call from Robert Walsh, president of the NBC TV stations group and previously Jerome's boss at WMAQ-TV. Jerome moved to New York as general manager of WNBC-TV New York. Jerome's colleagues note that it was during his leadership of the station that *Live at Five* was created, pioneering an extra hour of early local news in the city. Jerome himself credits the creativity of news director Ron Kershaw and the freedom Walsh granted his new general manager: "He gave me a level of authority commensurate with my responsibility."

Since succeeding Walsh in 1982, Jerome has tried to maintain Walsh's operating mode: "I try not to pull rank...if it happens too often you can't retain individualistic managers."

The general managers operate under the "umbrella," says the 46-year-old Jerome, of his own "philosophy": a belief that the stations should all provide their communities with local news, information, public affairs programming and community service.

He calls those components the "backbone of affiliate television."

Jerome encourages his general managers to develop their own "game plans....I like to see a commitment to an idea, and I don't like upward delegation." He sees his own role as challenging those plans: "I look at my role as getting the best out of the GM's plan."

That view is confirmed by both current and former colleagues. Says Bud Hirsch, vice president, sales, for the owned stations, "What I think distinguishes Al from other bosses is that he really has a good feel for people and he is accessible. With some bosses, if you come in to talk, you almost immediately face a wall of resistance. Al is the only person I have worked for that the wall doesn't exist. That doesn't mean he will agree with you, but he will listen very carefully."

To do his job effectively, Jerome himself spends time trying to understand the "market culture" at each of the owned stations. There is no particular trick to doing that, he says. It could involve meeting with the station's employees or having lunch with the local chamber of commerce, as he did recently in Denver.

Many of his colleagues report that Jerome has encouraged "innovative" local programming. Some of the results, including *Headlines on Trial*, *Fight Back* and *George Michael's Sports Machine*, have been syndicated nationally, earning extra revenue for the group. High among the division's current goals, says Jerome, is to develop a show for access, a project which could be undertaken by the recently announced NBC/Group W joint programming vehicle.

Overseeing seven stations and their diverse projects keeps the well-organized Long Island resident still searching for extra time to keep up with the paperwork. His job has gotten even busier in recent years, as the division has cut in half the number of vice presidents, eliminating those for programming, news, station relations, and advertising and marketing. The management reduction began before General Electric's purchase of NBC in 1986, but is consistent with the new owner's emphasis on "de-layering." It has also, says Jerome, made operating the group "easier": "Responsibility is now more clearly placed on the general managers, and we tend to come to a resolution a little quicker," he says.

Despite the workload, Jerome describes himself as an "insistent" family man who wants to spend time with his wife and three sons. His industry activities include serving on the boards of the Television Bureau of Advertising and of the Media Partners in Progress—the latter an effort to help minority youth get an education and an opportunity for a job in the industry. He has also found time to coach his sons' little league baseball teams over four seasons. What's the count? Four league championships. ♣

Al Jerome

(Queens), Long Island. His mother, and his father and his father's sax and

who toured with Benny Goodman, Artie Shaw and, for a while in the late 1950's, led a studio band on WPIX-TV's *The Ted Steele Show*.

Although the artistic upbringing left its mark on Jerome and his three younger brothers—all four have worked in some facet of media or entertainment—he says it was not until much later that he thought about going into television.

Some of his career aspirations were in sports—he pitched for Cornell's varsity baseball team. But he says that he was "too small and not good enough," and so instead continued studies at New York University's graduate school of business, where he wrote his master's thesis on pay television. The conclusion of that thesis, written in the late 1960's, was that in order to thrive, pay television would have to combine with cable television.

The academic project revealed to Jerome what a "remarkably influential business" television was, and so, after graduating, he "sought out" ABC, joining its executive trainee program. Under the program he gained experience in a wide variety of areas, from technician scheduling to network billing and sales, and came into contact with such influential figures as Barry Diller, Len Goldberg, Michael Eisner and Ed Vane. That overview of the television business helped him much later in his career, Jerome says, when he began work as a station manager.

His first job after the training program was in sales at WABC-TV New York, and it wasn't too long after that an opportunity to go from being a "junior salesman" to one with a "major list" presented itself at rival WCBS-TV New York. For roughly the next 10 years he was in sales and, according to those he worked with and worked for, he did it well. Jerome explained that he enjoyed "the process of communication."

A succession of promotions and station switches found Jerome as sales director of WMAQ-TV Chicago. Sales management had its challenges, but station management, his next move at WMAQ-TV, was a larger task: "It was then that I had to learn about managing people who knew a lot more about what they did than I did."

**Observers were expecting possible sale of Outlet Communications** following Wesray Capital Corp. filing with Securities and Exchange Commission last week. Filing indicated Wesray and Mutual Benefit Insurance, who between them control majority of stock, have received inquiries by potential Outlet acquirers. Providence, R.I.-based group owner, headed by David Henderson, subsequently released statement saying that board's executive committee, majority of which is composed of Wesray nominees, had recommended that investment banking firm be hired to "review the unsolicited expressions of interest and assist in developing a strategic plan for the company." Barry Lewis, partner with Sandler Capital Management, which owns 27% of Outlet's stock, said: "This comes as no surprise...our preliminary analysis shows a potential value of between \$32 and \$37 per share." Claim on two independent TV stations affiliated with Outlet is already subject of litigation, by Emmis Broadcasting, which said it had already contracted to purchase WATL(TV) Atlanta and WXIN(TV) Indianapolis, from Outlet. Trial is still in discovery stage. Wesray also said it had recently bought remaining 420,000 shares in Outlet Communications owned by company's chairman, Bruce Sundlun, at pre-arranged price of \$23.75. Outlet stock was trading Friday at noon at 28 1/4, up from \$26 per share earlier in the week.

**Press coverage of John Tower's nomination** to become Secretary of Defense elicited harsh criticism from **Senate Republican Leader Robert Dole** last week. "Talk about cynical news coverage and media frenzy, it has been around in this case. Every night there is a negative story on John Tower," said Dole. Senator noted that in past, nominees have been confirmed "unless there is some overriding reason" that they not be. "But now, in the modern day of television and instant news coverage...every night we have some story made out of whole cloth or based on some rumor. We have a different standard."

**Cox Enterprises Inc. agreed to sell Fox affiliate KDLN(TV) St. Louis to Better Communications for \$21.5 million.** Seller owns eight TV's, seven FM's and five AM's, and bought station in 1981 for \$17 million. Buyer includes Barry Baker, president and majority stockholder, and Larry Marcus, both of whom lost their jobs last year at St. Louis-based Koplair Communications after their offer to purchase the company's St. Louis and Sacramento stations was rejected. Also in buying group are Rick Michaels, chairman of Communications Equity Associates, Don Russell, president of CEA Inc., and other executives of those two companies. Better Communications has no other broadcast interests. KDLN is on ch. 30 with 2,185 kw visual, 430 kw aural and antenna 1,100 ft. above average terrain.

**TCI Development Corp., Cox Communications and NewChannels Corp., MSO's that own 60% of Discovery Channel, have made offer for remaining 40% of service from Allen & Co., New York Life Insurance and Westinghouse (20 million shares) for approximately \$120 million.** Deal is subject to FTC and Justice Department approval and is expected to close by end of March. Release said "Cox and NewChannels will own aggregate shares equal to the aggregate shares held by TCI Development Corp. and United Cable," indicating that after United Cable merger into United Artists, majority-owned by TCI, TCI will control slightly less than 50%, and Cox and NewChannels, slightly less than 25% each, with management owning remaining fraction.

**Office of Communication of the United Church of Christ and two residents of Naples, Fla., petitioned FCC last week to reconsider precedent-setting approval of settlement of comparative hearing for new FM in Marco, Fla.,** in which channel would go to outsider rather than one of original applicants. Rowland Gulf Radio, owner of AM-FM combinations in Waycross, Ga., and St. Augustine, Fla., paid seven competing applicants total of \$1,055,000 to withdraw from contest for station and make Rowland sole applicant. "In awarding the permit to Rowland,

the commission circumvented to promote diversification of practicable service," petitioners also bothered by what it called FCC should not adopt changes in procedures without public comment. prove additional non-applicant buyout conducted to consider policy.

**Senate Commerce Committee has ambitious agenda.**

Congress, according to goals released last week, including, enactment of fairness doctrine legislation top priority. Also planned later this year are cable oversight hearing. committee will examine: HDTV, minority ownership, cable television, how television can "help reduce illiteracy in U.S.," broadcasters' public trustee obligations and political campaign advertising on broadcast stations and cable systems. Committee must also adopt reauthorization legislation for FCC for fiscal 1990 and '91.

**RSA Media Corp. and Cosmos Broadcasting Corp. last week filed joint opposition to Alabama Governor Guy Hunt's petition to deny Cosmos's sale of WSFA(TV) Montgomery, Ala., to RSA.** Hunt argued, among other things, allowing RSA to acquire WSFA would amount to state ownership of commercial station. RSA is owned by pension funds of state employees (BROADCASTING, Feb. 13).

**Executive committee of Advanced Television Systems Committee has formed committee to seek new chairman** to succeed E. William Henry, who resigned effective last Thursday (Feb. 23) to concentrate on legal clients (BROADCASTING, Jan. 30). Henry is former FCC chairman and attorney with Ginsburg, Feldman & Bress, Washington. Wendell Bailey, VP, science and technology, NCTA, is heading search committee. He is to report to ATSC executive committee with recommendations during March meeting.

**Stock of LIN Broadcasting continued to rise last week** trading midday Friday 94 3/4, up from 83 3/4 at week's beginning, and from 70 earlier in the year. One arbitrageur said that rumor of bid for LIN within next two weeks had recently surfaced. Another explanation may relate to decision by New York Court of Appeals granting LIN right to appeal ruling denying it permission to acquire interests of Metromedia Co. cellular telephone systems servicing New York and Philadelphia. Parties rumored as possible bidders for LIN include McCaw Cellular Communications and regional Bell operating companies, both of whom are said to be interested in cellular division of LIN, not company's seven TV stations.

**Stockholders of Malrite Communications Group approved company's management-led buyout Feb. 16,** and trading ceased in company's stock last Tuesday (Feb. 21). Approval of purchase was not in doubt because head of management group, Chairman/CEO Milton Maltz, was holder of 74% of company's voting power at meeting. Per-share cash price paid to stockholders for both class A and common shares was \$11.142.

**GE Astro Space last week sold DBS satellite to Japanese public TV company NHK.** Three-channel, 200 w BS-2x will serve as backup to BS-2b and is on December 1989 Arianespace launch manifest. Bird is one of two GE birds originally built for proposed Comsat U.S. DBS plan in early 1980's. JCSAT 1, Japan's first commercial domestic satellite, is scheduled to launch tomorrow, Feb. 28, aboard Ariane 4 rocket. Hughes Communications owns 30% of Japan Communications Satellite Co., representing its first international equity move and first U.S. equity in Japanese satellite venture. JCSAT 1 will carry Japan Pay-TV cable programming, other programming to be distributed to local broadcasters and TV Asahi satellite newsgathering traffic.



**French direct-to-home satellite TDF-1 received broadest range of program bids** to date last week, including offers allying powerful French, German and Italian TV companies. Five-channel, government-backed bird was launched late last year but remains programless after months of failed negotiations with potential suppliers. France's new broadcast authority is now expected to pick programers by mid-March, with suppliers agreeing to pay nearly \$12 million per channel. One leading joint bid comes from dominant German TV supplier KirchGruppe, France's top broadcaster TF1 and Italian media mogul Silvio Berlusconi (who competes with TF1 through share in French broadcast channel La5). Trio seeks to supply pay German-language film channel and French youth-family channel. TF1's majority shareholder, Francis Bouygues, also has offerings with Berlusconi for sports and news channel and pay European fiction channel. French pay movie service Canal Plus and German publisher Bertelsmann have also allied to offer German-language pay movie service. Consortium of French companies, led by public broadcaster Antenne 2 and banker Caisse des Depots, are offering family channel, with separate music segment attracting two other bidding groups, including one with CBS France. Other bids are for sports channel from French broadcasters Antenne 2 and FR3, a part-day home shopping service, and a range of German and French radio channels. French terrestrial channels TF1, A2 and Canal Plus are also vying for simulcasting on the satellite, and one transponder is expected to be set aside for cultural channel, La Sept, now involving German broadcaster ZDF.

Times Mirror said last Friday that **John J. McCrory**, 57, will resign as president of company's broadcasting division "to pursue personal interests." General managers of four-station group will report to Donald F. Wright, Times Mirror senior VP, "until a successor is named," said company spokesman.

**Allen E. Throop**, 89, former VP, Communications Satellite Corp., died Feb. 9 of cardiac arrest at Goodwin House West retirement home, Falls Church, Va. Throop was Comsat VP-general counsel from 1963 to 1966. Throop's previous titles included general counsel, Securities and Exchange Commission, 1937-38; general counsel, trustees of Associated Gas and Electric Corp., New York, and lawyer with New York law firm Sherman & Sterling from 1945 to 1963. Survivors include his wife, E. Wilhelmina, and two sons.

**PacTel and Prime Cable are looking at purchase of Group W cable system in Chicago**, operation plagued by poor penetration that has been on block for several years. BOC purchase would require waiver from Judge Harold Greene. Likelihood is that sale would follow model contemplated during Rogers sale, where third party would step in with Prime during waiver process, until BOC gained necessary clearances.

**Board of Community Antenna Television Association has voted to oppose S. 168**, bill introduced by Senator Larry Pressler (R-S.D.) that would prohibit volume discount and exclusive distributorships to cable operators.

Speaking at American Film Market luncheon in Los Angeles last week, Italy's Carlo Ripa di Meana said **there "seems to be a consensus" within 12-member European Community to impose 30% European program content quota** as part of "Television Without Frontiers" media law now being drawn up. Agreement on new law is expected next month (BROADCASTING, Feb. 13). Initially, community proposed earmarking 60% of total broadcasting time (excluding news, sports, game shows and advertising) for programs produced within European Community. Ripa di Meana, European Community's commissioner since 1985, also noted, however, that separate body, Council of Europe (covering 20 European signatories) is pushing for 50%

quota. "Personally, I am convinced we must make every effort to avoid a binding, outdated and unrealistic production quota system," he said. "Nevertheless, we cannot dismiss the cultural concern, and above all, we have to find out another way to make European production more competitive."

**FNN released statement last week saying company has been considering "several preliminary proposals for possible joint venture or business combination transactions involving FNN."** Statement came in response to article listing ABC, NBC, Dow Jones and Turner as likely players with FNN, report that FNN said contained number of inaccuracies.

**Lifetime Television celebrated fifth anniversary Feb. 1 with increases in all operating areas for 1988.** Advertising revenue was up 50%, number of advertisers was up 66%, prime time audience delivery was up 80%, and 7.7 million subscribers were added, with service now reaching nearly 42 million homes. Lifetime Medical Television showed viewership gains of 26% over 1987, and now has as advertisers 35 of top 50 pharmaceutical companies.

**CBS is bringing back Jake and the Fatman** to its schedule on Wednesday nights from 9-10 p.m. Show premieres on March 15 with two-hour special. *The Equalizer*, currently in that time slot, will, according to CBS, go on brief hiatus. According to Jim McAdams, executive producer of *The Equalizer*, however, "we're not going on hiatus at all, and when CBS brings in *Jake and the Fatman*, we'll move to Thursday at 9."

**Zenith Electronics Corp.** announced last week that it has completed hiring additional 600 workers for its television tube manufacturing plant in Melrose Park, Ill. New hirings bring total employment at plant to 3,000. Company says more than 1,000 jobs have been added at plant over last two years. Melrose Park plant manufactures cathode ray tubes for Zenith TV sets and for other companies abroad. Also produced at plant are Zenith-developed "flat tension mask" displays for computer monitors. Zenith was expected to submit request for government funds for development of flat tension technology for HDTV display to Defense Advanced Research Projects Agency by today (Feb. 27).

### **New World bought by Pathe**

*New World Entertainment will be acquired by Pathe Entertainment in a transaction that would value New World at \$263 million, according to an agreement in principle announced last Friday (Feb. 24).*

*Shareholders and holders of outstanding options and rights of New World would receive a total of \$138 million, with \$57.2 million of that in cash and \$80.8 million in non-interest-bearing notes payable April 2, 1990, secured by Credit Lyonnais. The company has approximately \$125 million worth of debt that would be assumed by Pathe.*

*The company said that it expected that the purchase price would lead to a per-share price of \$8.20, with \$3.40 of that paid in cash. Depending upon adjustments for outstanding rights to purchase common stock, that per-share price is subject to change.*

*Among the New World productions on the networks are The Wonder Years, Santa Barbara and Murphy's Law. The company produced the recently aired television movie Original Sin, starring Charlton Heston.*

*Pathe, a majority of which is held by Giancarlo Parretti, recently appointed Alan Ladd Jr., formerly of MGM/UA, as chairman.*

*The agreement between the two companies was to take effect on approval by New World's board on or before Feb. 28.*

# Editorials

## Means and ends

The FCC last week denied the renewal of WBUZ(AM) Fredonia, N.Y., on the grounds that its owner was an unfit licensee. While agreeing with the FCC that racism, sexism and deception are intolerable, the apparent motive for the search for damaging evidence in the WBUZ case is potentially chilling. According to Andrew Schwartzman, the lawyer for the local groups that petitioned the FCC to deny the renewal, they had been initially angered by Serafin's editorializing on a number of issues and came to Schwartzman asking: "What can we do about this guy?" They got the dirt they needed, and barring reversal of the decision on appeal, the broadcaster has forfeited his station as the penalty.

We hope that this is not a case of the petition to deny process being used to exact retribution on a broadcaster for an editorial stance. The merits of the uncovered charges aside, that would be an unfortunate precedent indeed.

## Everyman's network

BROADCASTING, the magazine, has more than a passing interest in one industry award reported (page 27) in this issue. It is the Sol Taishoff Award, named for this journal's late founder and editor-in-chief and presented annually by the National Press Foundation for lifetime achievement in broadcast journalism—this year, to Brian Lamb, chairman and chief executive officer of C-SPAN, for his extraordinary role in creating that network and leading it to its present eminence.

Lamb joins a distinguished roster of Taishoff Award winners: Ted Koppel of ABC News's *Nightline*, John Chancellor of NBC News, Don Hewitt of CBS News's *60 Minutes*, Robert MacNeil and Jim Lehrer of the public broadcasting hour that bears their names, and Ted Turner for CNN. Ground-breakers, precedent-setters all, whose contributions to the medium have not only enhanced but enlarged it.

C-SPAN most certainly falls into that category. Formed out of Lamb's vision and the companion farsightedness of the cable television industry, C-SPAN has created its own subculture within the American political consciousness. Now in over 40 million homes and ever growing, it has enfranchised the cable TV viewer uniquely among the nation's citizens.

Among its other accomplishments, C-SPAN has legitimized TV in the legislative process. Its handling of the House opened up the Senate, and its handling of those two bodies may well—in time—open up the Supreme Court.

The Taishoff Award is not C-SPAN's first honor, nor will it be the last; history will heap more laurels upon it than will today's Fifth Estaters. But whatever those eventual judgments, all in journalism and in television owe a debt to Brian Lamb and his dedicated colleagues at C-SPAN, and to a cable industry that put its money and muscle behind an idea whose time had come.

## Caveat vendor

Broadcasters, advertising agencies, and advertisers appear to have their work cut out for them in the next few months. The new year has found several state legislatures taking long looks at budget deficits, followed by greedy gazes at broadcast advertising revenues. A look at Florida's unpleasant experience with its aborted tax on services, including advertising, has not dissuaded others from taking that same leap, with several states considering some form of tax on advertising (BROADCASTING, Feb. 20).

That's the rock. The hard place is on the national front. Congress, also desperate to chip away at a mountain of debt, is considering legislation that would prove a further disincentive to advertisers by reducing the amount of advertising expenses that can be deducted as a business expense. The Senate Government Affairs Committee is also planning to hold hearings on findings of the Surgeon General's workshop on drunk driving, whose final report is due out sometime in May. The workshop's preliminary recommendations include restrictions on beer and wine advertising (with a ban on those ads in certain kinds of programming), elimination of the tax deduction for beer and wine ad expenses, elimination of alcohol advertising on college campuses (however that is supposed to be accomplished), and the "elimination of alcohol advertising and promotions that portray activities when combined with alcohol use." (Depending on the definition of activity, that could rule out anything.)

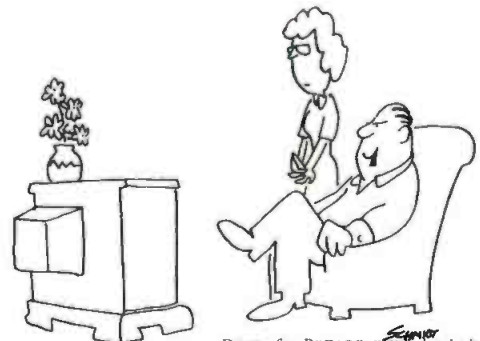
The Florida services tax, the highest profile attempt on the state level to tax advertising, was successfully overturned once opposition was massed and mobilized, and earlier attempts by Congress to limit advertising deductibility have been headed off. The National Association of Broadcasters, which protested what it saw as the one-sided makeup of the Surgeon General's workshop, and hence the possible unbalance of its recommendations, is arming for battle with the would-be ad censors on various fronts. It has joined a coalition of the American Association of Advertising Agencies, the Association of National Advertisers, the American Newspaper Publishers Association and others to help protect the media's advertising base. It is hoped that with that combined muscle, the current assault on broadcast advertising also will be repelled.

## Barter diplomacy

In the Global Village department, a piece of news out of the Soviet Union by way of the National Basketball Association serves to illustrate how far the world has come since the shoe banging, nail biting, Kitchen Debate days of the "Cold War."

Beginning this month, Soviet television viewers can tune to the Los Angeles Lakers' patented fast break, then to pitches for Mastercard, Coca-Cola and others, all part of an international barter arrangement in which the NBA and Gosteleradio, the Soviet State Committee for Television and Radio, will divide the take.

There is still ample ideological distance between the two countries. Perhaps "barter diplomacy" will be the next step toward closer East-West relations.



Drawn for BROADCASTING by Jack Schmidt

"This ought to be good. Geraldo is fighting with Morton Downey Jr. on 'Oprah Winfrey.'"

Number #1 Prime Time News  
In The Country...Again!

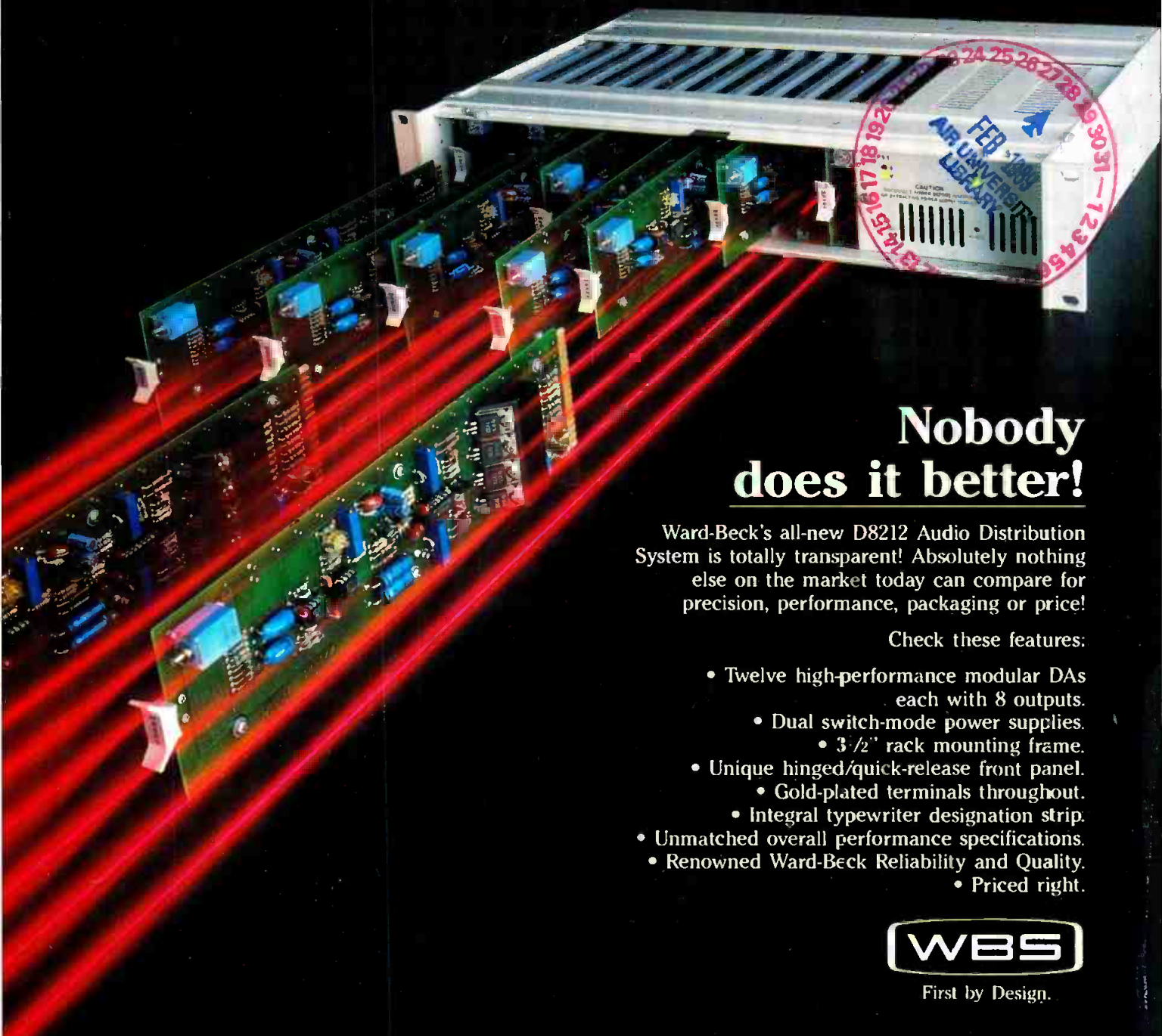


**2** KTVU

The 10 O'Clock News Hour  
SAN FRANCISCO • OAKLAND

TELEREP COX  
ENTERPRISES, INC.

Source: January '89 ARB.



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