

The Fifth Estate

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Broadcasting May 1

May 1,
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v. 116
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HSN Gross Floor Sales For November 1988.

Television network business...

In this exclusive report, BROADCASTING provides financial breakdowns of ABC, CBS and NBC. **PAGE 35.**

Fritts talks issues...

On eve of NAB convention, National Association of Broadcasters President Eddie Fritts provides status report on important legislative issues facing broadcasters—from telco entry to cable reregulation, and more. **PAGE 36.**

Hill triumvirate...

Senior House Telecommunications Subcommittee members Billy



Tauzin, Al Swift and Tom Tauke (pictured l-r) assess states of art in broadcasting, cable, Hollywood and telephone businesses. **PAGE 67.**

37/GETTING ON LINE

RAB President Warren Potash prepares for his first major state of industry address at NAB gathering.

47/TV: 50 YEARS

BROADCASTING reprises its coverage of opening of New York World's Fair 50 years ago, when RCA inaugurated first regularly scheduled broadcasts in new medium of television.

79/NAB BLOCKBUSTER

More than 46,000 are expected to descend upon Las Vegas for NAB's annual

gathering of industry executives, Washington policymakers and this year, more than 700 exhibitors displaying latest equipment.

108/TWO-STEP

For almost as long as Dick Clark hosted *American Bandstand*; he has headed production company that produces more than TV *Bloopers*.

116/CLASSROOM NEWSROOM

Ted Turner announces new 15-minute news and information program for secondary schools, beginning late this summer.

39/LEAVE 'EM LAUGHING

Television loses a legend



with death of comedian Lucille Ball last week at age 77.

110/DOWNBEAT

TV personality Morton Downey Jr. alleges he was attacked by "skinheads" in airport restroom. Airport official says police were "not able to substantiate" Downey's story.

118/LOOKING AT RADIO'S TOP 10

Arbitron ratings indicate that group-owned radio stations in top-10 markets show more declines than gains in audience share over winter 1989.

125/VIEW FROM INSIDE

Documents in court case of *John Blair Communications vs. Reliance Capital Group* tell story of deal gone sour, as well as offering glimpse of economics of TV rep.

128/MIP-TV MARKETPLACE

New alignment of European TV companies, international co-production deals and growth of barter in Europe are among highlights of annual MIP-TV international program market in Cannes, France.

136/CERRITOS WAIVER

FCC sustains GTE telephone company's Cerritos, Calif., waiver to built coaxial system and grants permission to build parallel fiber optic system.

159/POLITICAL ACUMEN

Jim May combines strong political background with management skills as NAB's point man on Capitol Hill.

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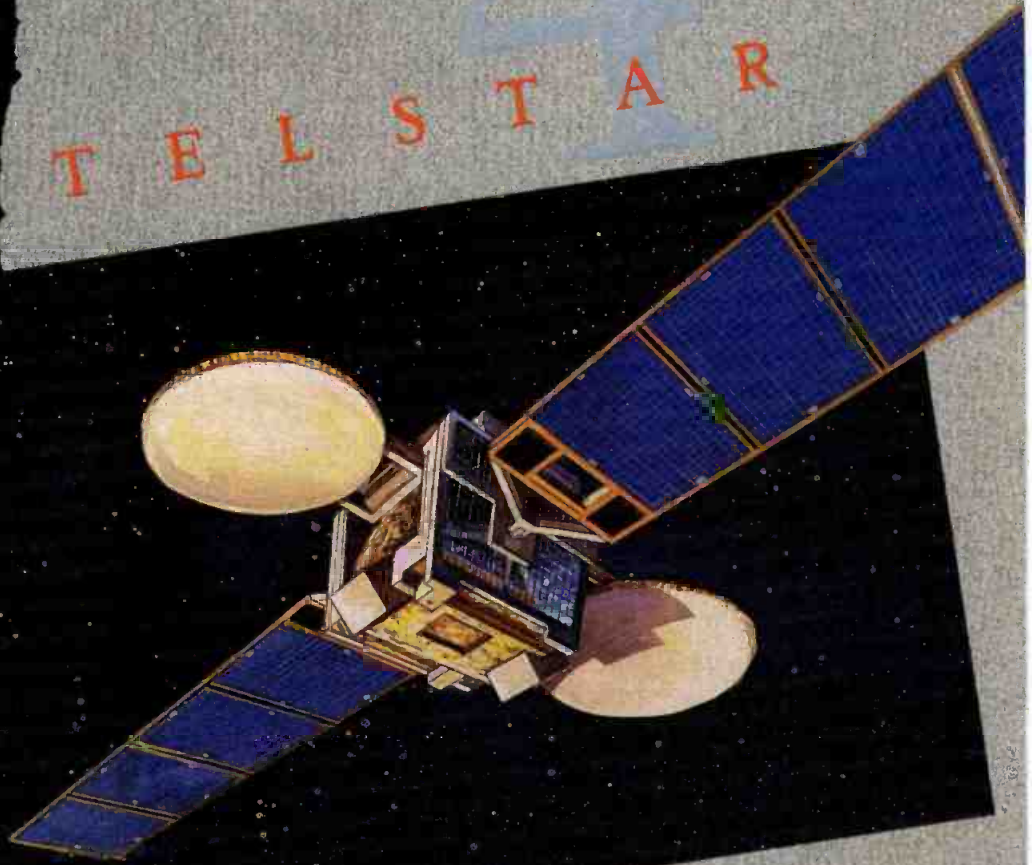
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LAS VEGAS



This Tuesday's (May 2) "All-Industry Luncheon" at National Association of Broadcasters convention will provide forum for FCC Chairman Dennis Patrick's "farewell speech." Patrick, who last month announced resignation upon swearing in of yet unnamed successor, will set forth what he feels were major accomplishments—repeal of fairness doctrine and imposition of syndex rules, among them—and suggest "vision" for broadcaster future based on commitment to First Amendment and intellectual property rights. Patrick also will lay out challenges that face industry and exhort broadcasters to conceive own vision to meet them.

Countdown on successor may not be long in coming. Word from White House Friday was that staff was ready to recommend Alfred Sikes, head of National Telecommunications and Information Administration, as chairman, and as commissioners, Sherrie Marshall of Wiley, Rein & Fielding and Andrew C. Barrett, member of Illinois Commerce Commission.

The gang's all here

Expenses for NAB convention are budgeted to top \$3 million against projected revenues of \$8.1 million, leaving net profit of \$5.1 million. Among big ticket items: \$69,000 for travel and hotel expenses for (at least 30)

congressmen and some Hill staffers plus \$30,000 in honorariums to members; \$55,000 for congressional dinner attended by NAB grassroots lobbying committee; \$10,450 to cover FCC staff travel; \$75,000 for "Hooray for TV" research study; \$12,500 for golf and tennis, and \$30,000 for spouse activities and spouses dinner.

The Malone perspective

John Malone, president of Tele-Communications Inc., is expected to concentrate on cable-broadcast issues in remarks before NAB convention. TCI has been supportive of must carry and has adopted policy of on-channel carriage for broadcast stations, which for some UHF stations, such as KVVU-TV San Francisco (ch. 44), has been problem, especially since TCI has gradually moved station to that position. On syndicated exclusivity, TCI has been working with broadcasters to come up with standard form to use for syndex requests. On HDTV, TCI has been out in front in pushing Faroudja system, which is compatible with existing sets and spectrum, but which some believe may not be qualitative jump desired. Telco issue is not expected to play major role in his remarks.

NEW YORK

ABC will begin studying affiliate clearances this month to determine whether promised improvement is in fact taking place. Of particular concern to network are clearances in daytime, weekend sports and one-time-only prime time preemptions. Currently *Home* has 86% clearance for first half hour, from 11-11:30 a.m., compared to 73%-74% in January, when time period contained sitcom. Second half hour of show is also up, from 85% to 89%. However, noon time clearance has dropped from 76%, when *Ryan's Hope* aired in time period, to 69% now obtained by *Growing Pains*. Problems at noon raise possibility that ABC will join

other two networks in abdicating half hour to stations.

Ready money

One investor lined up for new Sillerman-Magee Communications equity investment group is Equitable Capital, which has committed \$5 million to limited partnership seeking \$50 million to \$100 million in funding. Partnership will seek controlling interests in media companies. Money is being raised by PaineWebber, which is looking for funds domestically as well as in London and Tokyo.

Something in common

Competition for cable comedy channel continues to surface. HBO, which has run its programming plans by cable operators, is expected to make more substantial announcement at National Cable Television Association convention. Meanwhile, sources say discussions continue between Tele-Communications Inc. and Viacom over number of issues. One is launch of comedy channel. Another is TCI stake in Showtime. TCI is also known to be interested in Showtime's TVRO business, as TCI moves to consolidate its in-house TVRO business (Netlink) in Denver. Last, many of Viacom's cable operations are adjacent to

TCI properties (Seattle, San Francisco-Oakland). TCI-Viacom talks have reportedly heated up in view of Time-Warner proposed combination.

Syndication on its mind

Radio stations nationally may get taste of Tribune Broadcasting's contemporary jazz formatted WQCD(FM) New York if station is able to pull off syndication of weekly *Words and Music* program. Station is said to be considering possibility of distributing hour-long show, which airs Sundays at 7 p.m. WQCD has been catching on in New York since August 1988 launch, capturing 2.9 share in just-released winter '89 Arbitron Radio results (total persons, age 12-plus, average quarter-hour shares, Monday-Sunday, 6 a.m.-midnight).

WASHINGTON

Progress

Eddie Fritts earned \$250,000 as president of National Association of Broadcasters for year ending March 31, 1988, according to latest available NAB filings with IRS. Salary represents 25% increase over previous year's \$200,000 but still lags behind salaries of National

Ganging up on Goldman

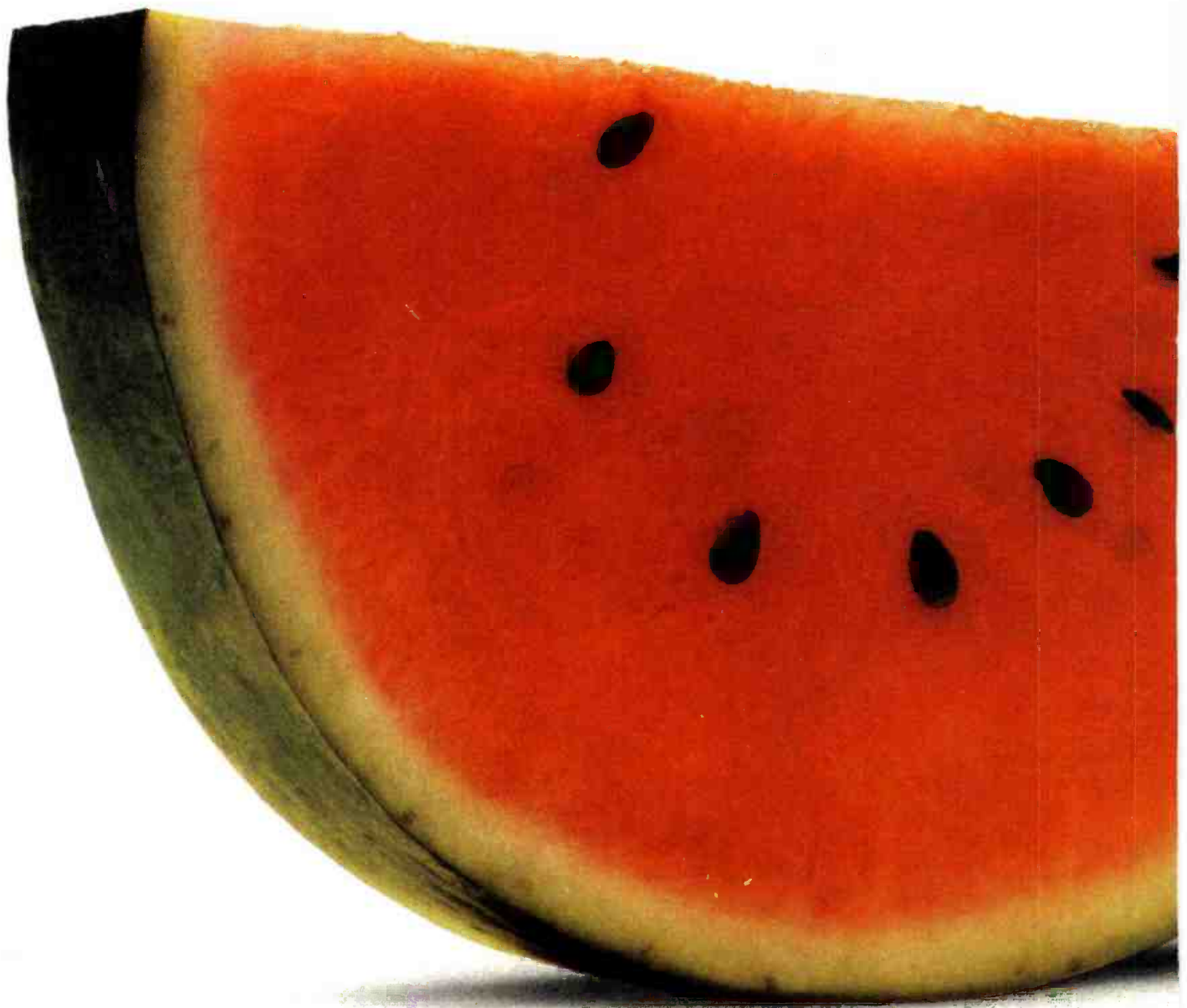
National Association of Broadcasters has made surprise decision to waylay FCC nomination of Ira Goldman, aide to Republican Senator Pete Wilson of California. Sources say NAB President Eddie Fritts has called White House to register association's concerns; Fritts refuses comment. Just why NAB decided to play political hardball with Goldman's nomination is unclear. He is identified as Hollywood and financial interest and syndication rules candidate, but that's fight NAB—whose membership is split on issue—has tried to avoid until now. Networks are more overtly concerned over Goldman candidacy, although sources say they had nothing to do with NAB's action. Others contend that Goldman's politics—he is ardent supporter of fairness doctrine—might be problem for NAB. Goldman has strong backing; his boss—who is running for governor and wants motion picture community support—has made full court press to get his aide FCC seat, and reportedly made personal visit to White House. And Hollywood producer Jerry Weintraub of Weintraub International Group, reportedly neighbor of President Bush in Kennebunkport, reportedly called President to recommend Goldman.




Why Some Hit Sitcoms Sour In Syndication.



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Over Time.





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THE HOGAN FAMILY



JUST THE TEN OF US



MURPHY BROWN



NIGHT COURT



PERFECT STRANGERS



Fritts

Cable Television President James Mooney and Motion Picture Association of America President Jack Valenti, which top half-million-dollar mark and are among highest of all trade association executives. Fritts declined to say how much he made in year ending March 31, 1989, or current year.

Upping the ante

Negotiations between cable and broadcasters on must carry have gotten even more complicated. It was believed that channel positioning was primary point of contention, but now it appears National Association of Broadcasters is seeking carriage standard based solely on mileage and percentage of available cable channels, eliminating viewing standard that was part of 1986 interindustry compromise. That held stations qualified for carriage if they received 2% share and 5% net weekly circulation in noncable homes, by county.

Who you know

It doesn't hurt to have friends in high places. At least if you are NBC and your parent company, General Electric, has hired Washington law firm of Verner, Liipfert, Bernhard, McPherson & Hand to help in its efforts to gain relief from FCC's financial interest and syndication rules. Firm's Berl Bernhard was chief fundraiser for Commerce Committee Chairman Ernest Hollings's (D-S.C.) Senate campaign in 1986 and Hollings's presidential campaign in 1984. As

Commerce chairman, Hollings plays key role in any decision affecting FCC policy.

The fourth vacancy

Future of Patricia Diaz Dennis as FCC commissioner is up in air. With June 30 expiration of term rapidly approaching, speculation as to whether she will retain one of two Democratic seats is heating up. President has been replacing most Reagan appointees with own loyalists, but has yet to send word to Dennis to look elsewhere. She has been taking passive role with regard to reappointment, leaving fate to White House; Dennis has told staff she is interested in second FCC term, but also has been quietly exploring opportunities in private sector. Possibility exists that White House may find her another administration post.

DENVER

Leading contender to handle advertising sales for Bill Daniels-Tele-Communications regional cable sports alliance, and its growing list of regional sports networks, is Group W, although source said other parties are still being considered. Group W's Home Team Sports has shared programming with Daniels group of services (Prime Ticket, Home Sports Entertainment, Sunshine Network and Prime Sports Network), and

parent would handle national and regional ad sales for those networks and any TCI plans to include. TCI and Viacom have launched regional network in Seattle, plan another in San Francisco, and TCI, ATC and Turner plan another service in Southeast. TCI also has stand-alone sports operations in Pittsburgh, St. Louis, Salt Lake City, among others. All told, entire reach of basic services could reach upwards of 20 million homes.

L.A.

NBC and Group W will hire two producers to produce separate and competing pilots for proposed early fringe talk/entertainment program for next fall. It's first project under two companies' joint program venture. Producers are expected to be named shortly, with hope that pilots will be completed by July and show ready for September launch. Separately, NBC station group president Al Jerome has begun to feel out distributors on development of new program for prime time access that may or may not include Group W, depending on shape project takes. Jerome also is looking for distributor for KNBC-TV Los Angeles' weekend *Health Facts* program. Station group has been leader in developing shows locally that have then gone into national syndication.

Monsky gets nod

Word is Paramount has zeroed in on Mark Monsky as executive producer of new *Tabloid* first-run strip for fall. Paramount declined to comment on reports, as did Monsky. Word came week after company announced that Alan Frio has been signed as *Tabloid* on-air anchor, effective July 1. Frio is currently news anchor at wcau-TV Philadelphia. Monsky is independent documentary producer in New York (Orbis's *Unauthorized Biography* and Vestron's *Eyes of War* series are both his); before that, he served almost five years with NBC-owned stations, first as news consultant, then vice president, news, and finally, news director, wNBC-TV. Before that he was vice president, news, Metromedia station group.

By any other name

Look for name change for *Michelob Presents Sunday Night*, launched on NBC O&O's last fall. Show, produced by Lorne Michaels and hosted by musicians David Sanborn and Jools Holland, will be renewed for second year. New name will be *Michelob Presents Night Music*, designed to give stations nationwide greater flexibility in placing show. Distributed by Fox/Lorber, program is now cleared by 53 stations covering 54% of country.



Communicator among communicators. GTG Entertainment president and former NBC chairman Grant Tinker accepted the sixth annual Center for Communications award for "outstanding contributions" in New York last Thursday. At left (l to r): Ed Ney, chairman of Young & Rubicam Ventures and U.S. ambassador (designate) to Canada; Katharine Graham, chairman of The Washington Post Co.; Mary Wallace and Mike Wallace, the CBS News correspondent. At right: Tinker and Catherine Gay, the center's executive director.



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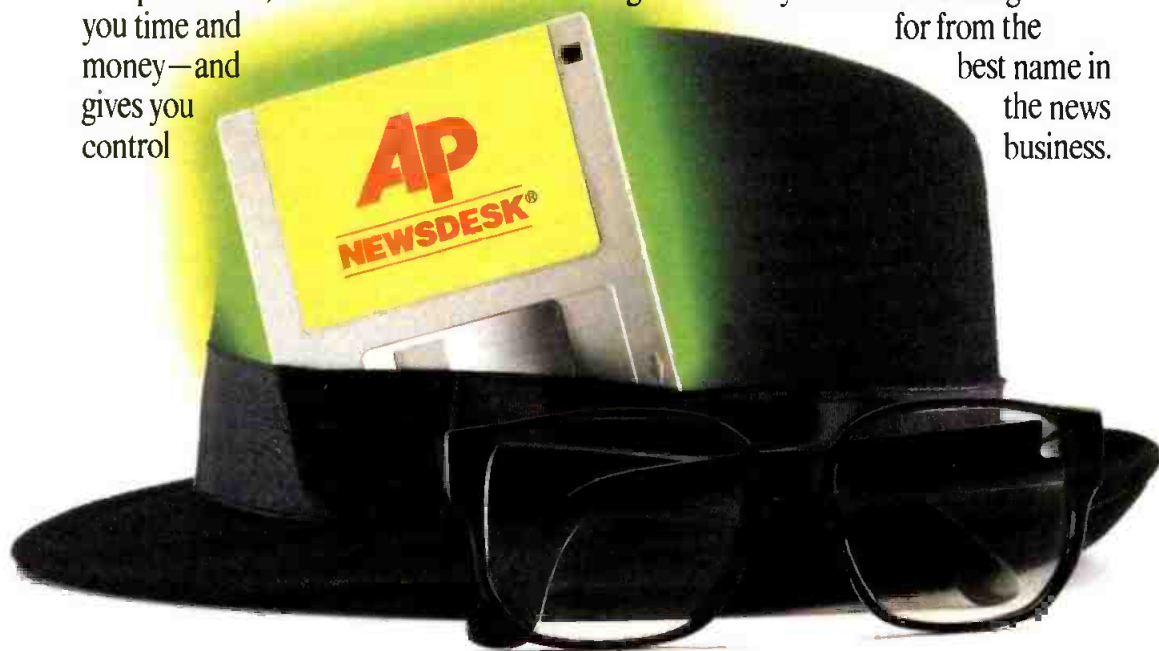
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Associated Press Broadcast Services

In the ratings game chalk up another

Wheel of Fortune

Jeopardy!

21

14

Wheel of Fortune
and Jeopardy!
#1 and #2...again.

The February sweeps are in and the results are on the board: **Wheel Of Fortune** and **Jeopardy** grabbed the top spots in syndication again.

The competition may change, but sweep after sweep, the champs remain the same. After 21 consecutive firsts, the **#1** position still belongs to **Wheel Of Fortune**. And **Jeopardy's** been a close **#2** for 14 consecutive sweep periods.

Wheel and **Jeopardy** dominate their time periods like no other shows could. And why not? They're the best games in town!

me for #1 and 2,
er victory for us.

Competition



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Where Things Stand

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

AM-FM Allocations

At March 30 open meeting, FCC created opportunity for as many as 200 new FM stations across most of country, authorizing new medium-power class of station. According to FCC, new Class C3 stations with up to 25 kw of power and antennas up to 100 meters above average terrain could go into communities where more powerful Class C2 station would cause interference and less powerful Class A stations would be "economically infeasible." Stations are restricted to Zone II, area that excludes Northeast, portions of Midwest and Southern California. At same meeting, FCC deferred action on proposal to double power of all Class A stations from 3 kw to 6 kw.

FM broadcasters are 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.

In hopes of curtailing adjacent-channel interference and ultimately of improving technical quality of AM radio, FCC voted April 12 to require AM broadcasters to adhere to industry-developed NRSC-2 standard limiting emissions, starting in 1994. In interim, agency also ruled, stations will be presumed to be in compliance with standard if they implement NRSC-1 audio processing standard.

Commission also hopes to move on plan for implementing expanded AM band before NAB convention. 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.

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. National Association of Broadcasters, which believes move will lead to "AM-ization" of FM band, has petitioned FCC to reconsider.

Cable Regulation

Cable television industry remains under fire from allegations it is "unregulated monopoly." Senator Howard Metzenbaum (D-Ohio), who chairs Senate Antitrust Subcommittee, convened hearing last month (BROADCAST-

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ING, April 17), where broadcasters, wireless cable industry, Consumer Federation of America and city organizations called on Congress to reregulate cable. Also, Metzenbaum is pushing for passage of bills he introduced in April: one would restore city authority to regulate rates, while other would require cable programmers (particularly those in which cable operators have interest) to make their programming available to cable competitors such as wireless cable, and it would restrict horizontal concentration within industry by limiting number of subscribers one company can have to 25% of cable subscribers in country.

Also in Senate, Communications Subcommittee plans to convene hearings on concentration of ownership. Although hearings will not focus solely on cable, issue of vertical and horizontal integration in cable is expected to draw congressional attention.

National League of Cities is 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 in 1989 to strengthen their regulatory grip on cable and to provide opportunity for telephone companies to offer competitive services. However, league assigned action on cable legislation low priority when it met in Washington earlier this month.

Motion picture industry, independent broadcasters and, the National Association of Broadcasters are pushing for stricter regulation of cable until there is more competition in delivering cable programming to homes. And House Energy and Commerce Committee Chairman John Dingell (D-Mich.) has warned cable to be on best behavior or Congress may reevaluate regulatory environment.

Children's Television

A bill that would limit amount of advertising on children's television is on legislative fast track. It was subject of House Telecommunications Subcommittee hearing week of April 3 and passed parent Energy and Com-

merce Committee following week. In Senate, bill that would establish \$10 million endowment for children's programming was offered by Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and Communications Subcommittee Chairman Daniel Inouye (D-Hawaii). Inouye also convened hearing on matter (BROADCASTING, April 17).

Proponents of children's TV legislation suffered blow in last Congress when President Reagan pocket-vetoed bill on Nov. 5, 1988. Chief executive's rejection of bill has made it priority for 101st Congress.

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, allowing broadcasters voluntarily to agree on commercial limits.

Comparative Licensing

To discourage groups from using renewal process to "extort" money from broadcasters, FCC at March 30 meeting restricted payments broadcasters may make to challengers in settlements of comparative renewal cases and for withdrawals of petitions to deny renewals.

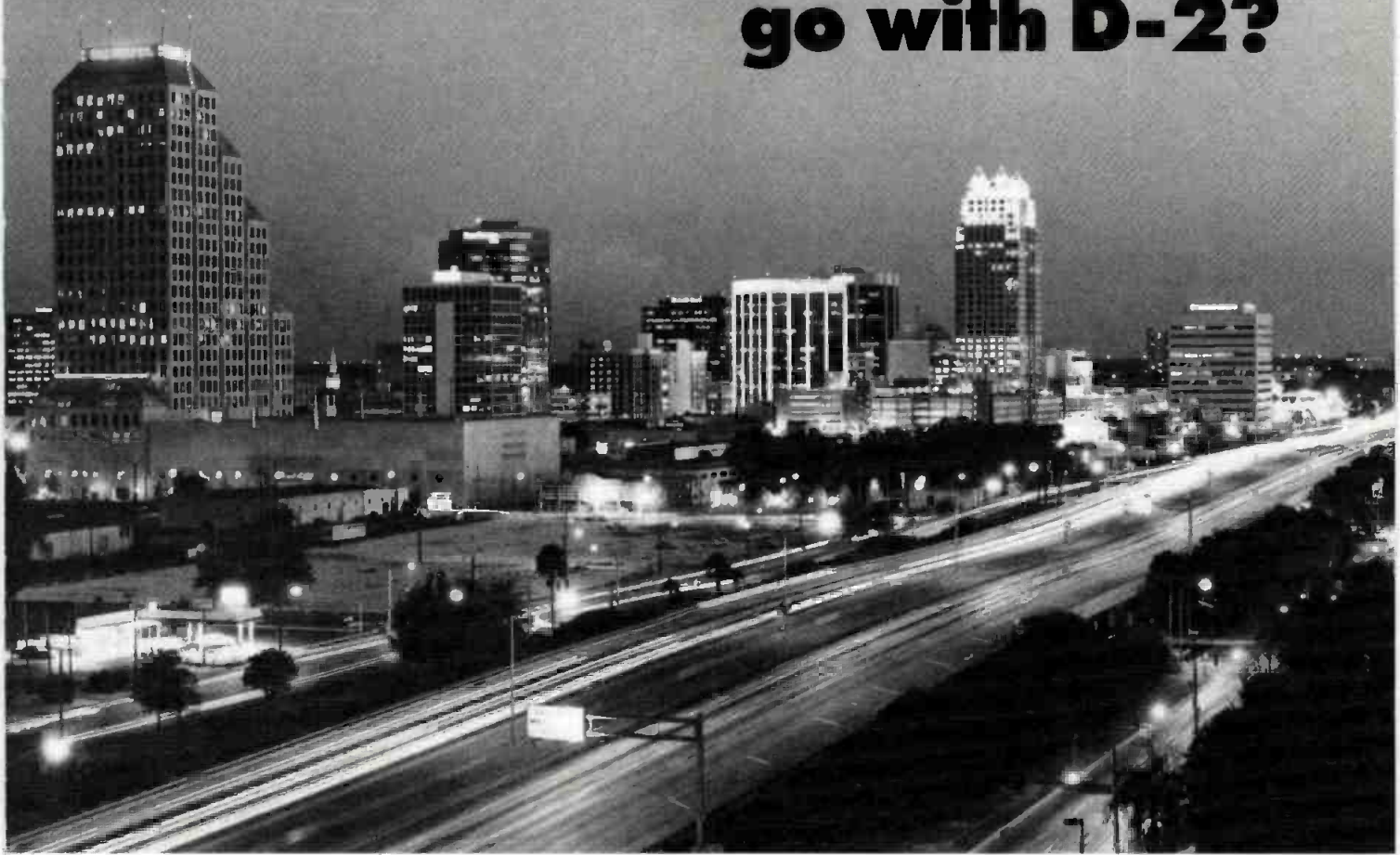
FCC banned all settlement payments in return for withdrawing competing applications prior to initial decision in comparative hearing by administrative law judge and, after decision, limited such payments to "legitimate and prudent expenses." Likewise, it limited payments for withdrawal of petitions to deny to expenses.

FCC also required challengers in comparative renewal hearings to make more detailed financial and ownership disclosures and eliminated presumption that successful challenger would be able to acquire incumbent's transmitter site.

Apparently because of concerns expressed by Congress, FCC deferred action on revamping renewal expectancy criteria. Incumbents that win renewal expectancies are virtually assured renewal.

In separate proceeding, FCC proposed at Jan. 30 meeting replacing comparative hearings with lottery to choose among competing applicants for new radio and full-power television stations. If it adopts lottery it will be over objections of communications

Why should a mid-size, independent broadcaster go with D-2?



Look at the big picture.

Like many mid-size markets around the country, the Orlando community is in constant change.

As individuals and business gravitate toward new lifestyles, this market is clearly in a growth phase. So to maintain their position as "Florida's favorite", WOFL-TV is focused on the future.

"We see digital as an investment in the next decade. Mid-size does not mean that our needs are appreciably different from those of a network affiliate or larger independent broadcaster. There's a growing list of highly visible corporate clients expressing interest in a broad range of commercial services. Not to mention the need for a variety

of public service announcements. But whether it's in-house commercial production, sales training tapes or PSA's, what we do needs to reflect our own high standards.

The Sony DVR-10 digital VTR helps us satisfy all those needs and more. On-air graphics, digital to analog post, four digital audio channels, those are all things that make a difference.

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Jim Doyas,
Chief Engineer,
WOFL-TV,
Orlando, Fla.

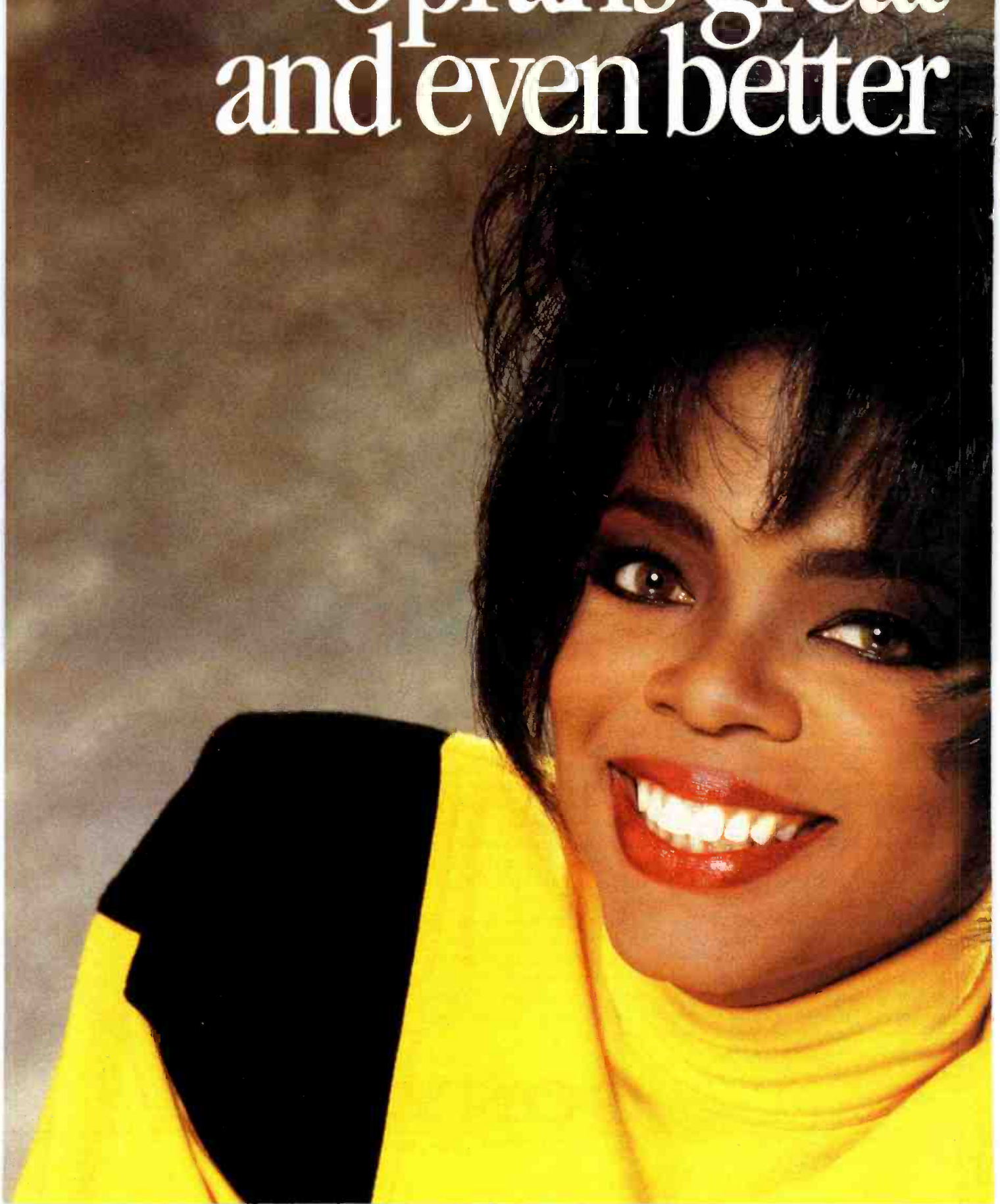
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#1 In early fringe

#1 Early fringe show
among women 18-49

#1 Early fringe show
among women 25-54

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for 178 stations



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attorneys and key members of Congress.

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 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).

Crossownership

■ **Telco-cable**—FCC has tentative plans to hold en banc hearing in June to air industry views on cable-telco issue. Agency initiated debate on whether telcos should be allowed to provide cable services in July 1988 when it tentatively voted 2-1 to recommend that Congress lift telco-cable crossownership ban.

However, FCC may not be able to affirm decision. 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 controlling programming should be retained, although she believes telcos should be allowed to offer video transmission services as common carriers.

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 crossownership 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." Capital Cities/ABC, Great American Broadcasting (formerly Taft Broadcasting) and New England Television (WNEV-TV Boston) were first to apply for waivers under new policy; their requests are pending.

■ **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.

Direct Broadcast Satellites

Total of 10 permittees and applicants to launch Direct Broadcast Satellites (DBS) believe that high-power Ku-band birds 10 times more powerful than average C-band birds will mean direct-to-home television reception via downlinks one-tenth size of average C-band dishes. Smaller, more affordable dishes would then theoretically lead to expanded home satellite market well beyond current two million C-band consumers. Variety of large and small companies have failed since early 1980's, however, to get high-power Ku-band DBS off ground. Most agree on need to bring together "business system," including consumer equipment manufacturers, programmers and cable operators, last as likely retailers to home market.

Hughes Communications, operator of largest fleet of U.S. C-band satellites, top cable operator TeleCommunications Inc., through subsidiary, Tempo Enterprises, and group broadcaster Hubbard Broadcasting are among applicants proposing to launch services as early as 1992.

FCC staff says that, once its paired orbital assignment proposal is settled—not for "several months"—assignments will be made. Due to spectrum shortage, they say, possibility exists that comparative process may have to be devised.

High-Definition TV

"Blue ribbon" committee of FCC's advisory committee on advanced television service (ATS) has approved second interim report on progress toward recommendation of HDTV transmission standard. It outlines some of problems, such as agreement on software to be used for subjective testing of HDTV transmission systems, that must be worked out before testing begins. Complete test plan is expected to be completed and approved in July. During blue ribbon committee meeting April 17, group pushed back its goal for beginning of testing from Oct. 1 to Jan. 2, 1990.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,948	268	5,216
Commercial FM	4,174	676	4,850
Educational FM	1,383	257	1,640
■ Total Radio	10,505	1,201	11,706
FM translators	1,689	392	2,081
Commercial VHF TV	545	24	569
Commercial UHF TV	517	229	746
Educational VHF TV	121	6	127
Educational UHF TV	217	28	245
■ Total TV	1,400	287	1,687
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
VHF translators	2,717	118	2,835
UHF translators	2,111	457	2,568

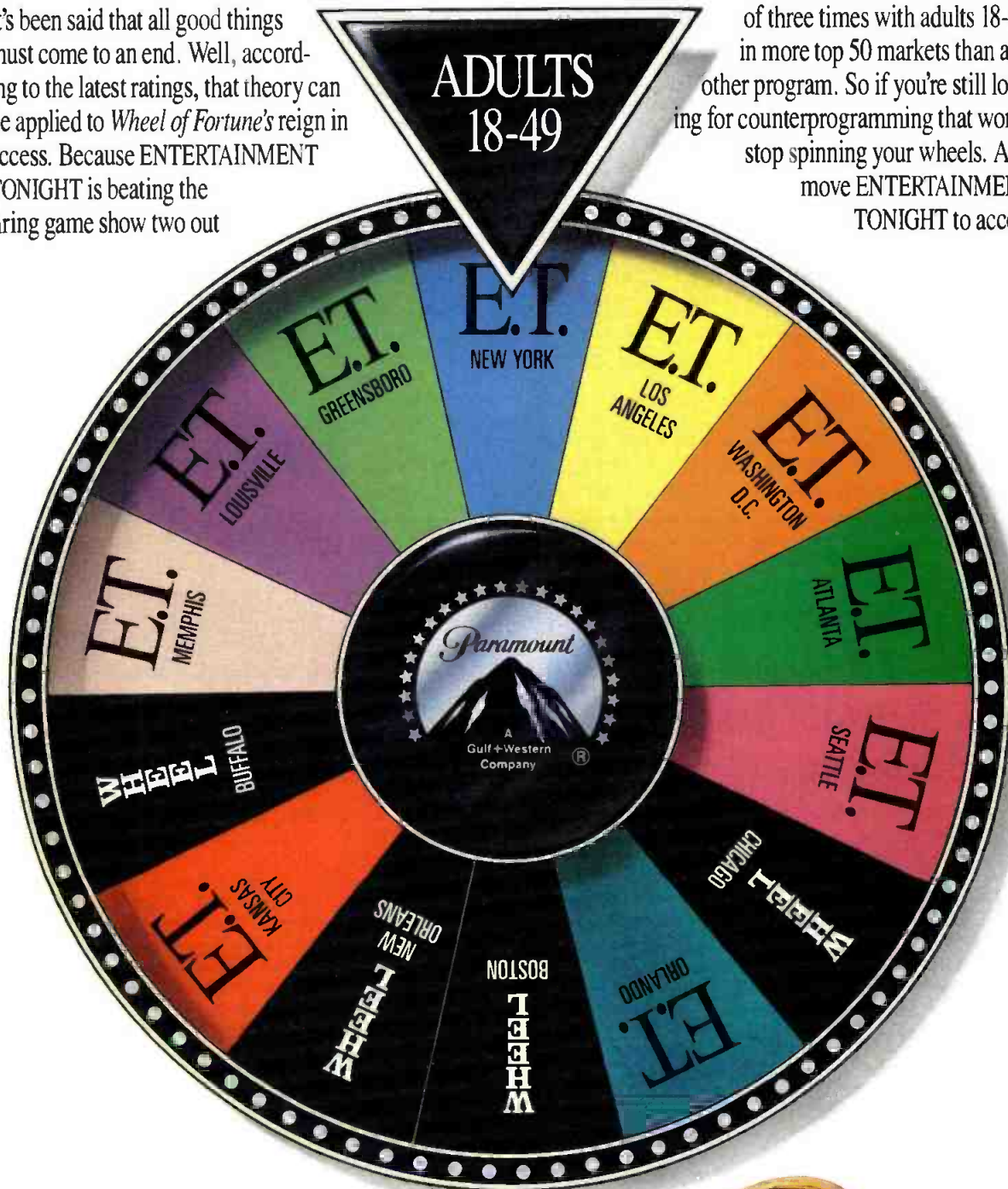
CABLE†	
Total subscribers	49,538,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	54.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. ¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link.

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of three times with adults 18-49, in more top 50 markets than any other program. So if you're still looking for counterprogramming that works, stop spinning your wheels. And move ENTERTAINMENT TONIGHT to access.



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House Telecommunications Subcommittee members and government and industry witnesses at hearings held March 8-9 questioned State Department's support for 1,125/60 HDTV production system before CCIR. Following hearings, Subcommittee Chairman Ed Markey (D-Mass.) and John Dingell (D-Mich.), latter chairman of parent Energy and Commerce Committee, sent letter to State Department asking it to discontinue support for 1,125/60 while U.S. government's decision is reconsidered by Commerce Department.

Commerce's National Telecommunications and Information Administration recently received comments on inquiry into HDTV production systems. Opinion over whether U.S. government should continue to support establishment of 1,125/60 as world standard was split. Out of 37 filings, 13 supported, 17 opposed and seven did not give specific position on 1,125/60.

Commerce Secretary Robert Mosbacher told lawmakers at March 8 hearing he has made HDTV top priority and is anxious to work with Congress. He is expected to report back to subcommittee with recommendations on how U.S. can become serious player in anticipated HDTV marketplace. Two bills aimed at encouraging development and manufacturing of HDTV equipment are pending in House but no immediate action is expected.

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. Defense Advanced Research Projects Agency received 82 proposals.

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

Land Mobile

■ FCC has delayed decision on petition to reallocate UHF channels in eight markets to land mobile radio until determination has been made that UHF channels in question will be needed for broadcasting high-definition systems. During April 17 meeting of FCC's advisory committee on advanced television service, FCC staff said that noth-

ing has changed concerning reallocation of spectrum since proceeding was suspended in 1987 and that it did not foresee change in near future (See "High-Definition Television").

Mergers and Acquisitions

Time Inc. and Warner Communications Inc. announced definitive agreement to merge, creating Time Warner Inc. New company would have pro forma revenues of \$10 billion in 1989 if merger were completed, making it largest media and entertainment company in world. According to agreement announced March 4, Warner shareholders will exchange each share of Warner stock for .465 of one share of Time stock. Warner shareholders will end up holding majority of Time Warner. Justice Department said April 6 that it would not oppose merger on anti-trust grounds. To preserve tax benefits of merger set-up, companies amended their agreement in mid-April: preliminary stock-swap preceding merger completion will take place only if third party buys or makes offer for certain amount of stock of either company. Merger requires shareholder approval of both companies, as well as approvals from FCC and municipal governments regarding change in ownership of companies' cable systems. Merger completion expected this

Advertisement

THIS IS **MEDIA MONITOR** WITH REED IRVINE AND CLIFF KINCAID

Will "60 Minutes" Criticize Itself?

"60 Minutes" is famous for exposing wrongdoing, but now it is faced with a difficult test of its own integrity. Will it expose its own wrongdoing? On Feb. 26, it aired a program that gave viewers the false impression that apples pose a serious cancer risk to consumers because a small percentage of the apple crop is sprayed with a chemical called Alar. It told its vast audience that many scientists believed that Alar is the most potent cancer-causing agent in our food supply.

That program and the resulting publicity did enormous harm to the apple growers. It could be compared to the damage done to the fishing industry in Alaska by the millions of gallons of oil that were spilled when the tanker, Exxon Valdez, hit a reef. The big difference is that the producer of the "60 Minutes" program, David Gelber, knew exactly what he was doing in putting on a program that misled viewers into thinking apples are a health hazard. People who knew the facts begged him to tell the whole story, not an inaccurate, one-sided version. Those pleas were ignored.

The mate steering the Exxon Valdez at least tried to avoid the reef as soon as he was warned he was on the wrong course.

Don Hewitt, the executive producer of "60 Minutes," has disclosed that he has decided to do a second program about apples and Alar. This is in response to the heavy criticism of the program. Hewitt told us, "We need to hear from the apple producers and everybody concerned, and that is what we plan to do." At first glance, that sounds like CBS is planning to clean up its spill of misinformation about apples.

That may not be the case at all. The man in charge of the second program is David Gelber, the producer who created the mess in the first place. That is like putting Captain Hazelwood back on the bridge of the Exxon Valdez. Gelber has a serious conflict of interest. His own interest lies in trying to make it appear that there was little or nothing wrong with the program that did all that damage to the apple growers. Don Hewitt seems to share that view. He said that he wasn't convinced that the first program "was all that unfair."

But a month before "60 Minutes" aired the charge that Alar is the most potent cancer-causing agent in our food supply, the Environmental Protection Agency (EPA) had disclosed that tests on mice had

failed to show that Alar itself caused cancer. Don Hewitt didn't know that, and was shocked to learn about it. He seemed not to know that Gelber had refused to air the views of top scientists who believe that eating apples is no more risky than drinking tap water and is even less risky than eating peanut butter.

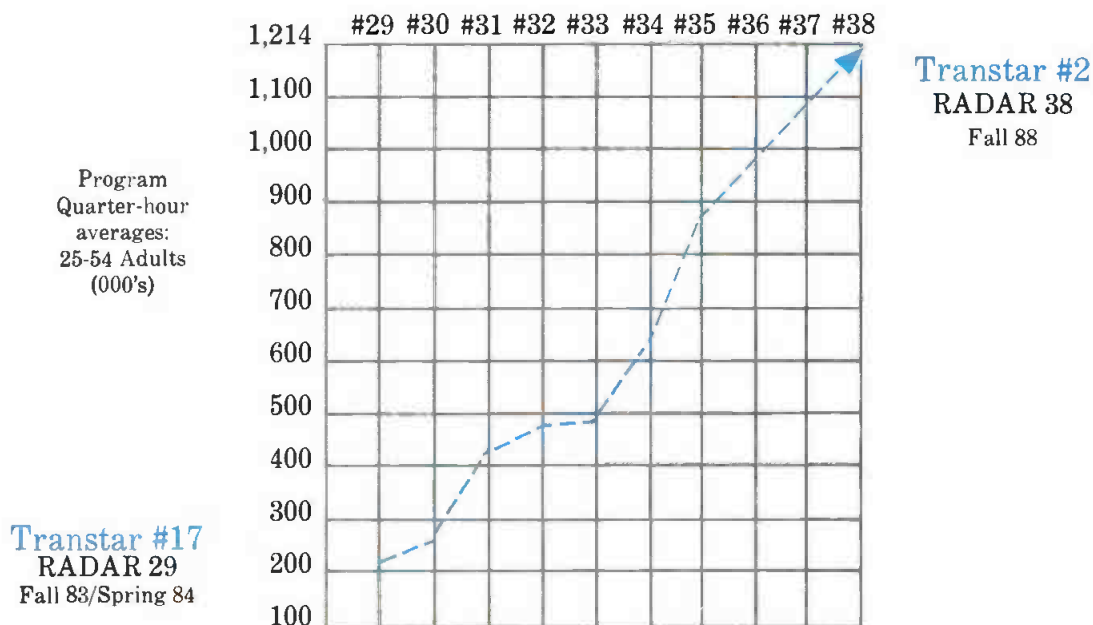
Science magazine deplored the dissemination of wild, unfounded fears about apples. It said that "it may be time to develop appropriate (constraints) so that victims of irresponsible information have redress." CBS has an obligation to tell its viewers the reassuring information about Alar and apples that was deliberately withheld from the first program. It should frankly expose its own wrongdoing. That should not be entrusted to David Gelber, the man who made the mess in the first place.

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□ MSO's United Cable Television Corp. and United Artists Communications Inc. said Feb. 9 that they had reached 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 that agreement, current United Artists stockholders would exchange each share for one share each of UAE class A and class B common stocks. United Cable stockholders would have option to receive either cash or unit of stock and right to sell that stock to Tele-Communications Inc. at specified times in future. 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 majority of newly formed UAE. Companies have filed revised proxy materials at SEC.

□ Jack Kent Cooke signed letter of intent in January to sell 700,000-subscriber Cooke Cable Vision to consortium of seven operators for estimated \$1.47 billion. In late March, Cooke said he had terminated sale process, but representative of buyer group said deal was still in negotiations. Buyers, assembled by San Francisco-based InterMedia Partners working with broker Daniels & Associates, plan to split up among themselves systems in 19 states. Purchasing group includes Robin Cable TV, partnership formed by InterMedia and Frank Washington; Tele-Communications Inc.; TCA Cable TV; Hawk Cable, joint venture of Goshawk Corp. and Adelphia Communications Corp.; Falcon Cable; Chambers Communications, and Rock Associates.

Must Carry

Broadcast and cable industries appear to be at impasse on must carry. National Association of Broadcasters President Eddie Fritts is urging Congress to reregulate cable by adopting legislation that would establish must-carry requirements and channel repositioning rules (BROADCASTING, April 17). Fritts and National Cable Television Association President James P. Mooney have been trying to hammer out deal on must-carry language which they would then take to Congress. 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 demanded 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.

Network Rules

■ FCC's financial interest and syndication rules are fast becoming hot item in Washing-

ton. Networks and Hollywood have been meeting but seem far from reaching compromise on rules. Networks say they want modification not repeal while Motion Picture Association of America formed coalition whose aim is to preserve rules (BROADCASTING, April 24). No action on Hill or FCC is anticipated.

FCC's network rules are being reviewed, and several may be modified or eliminated on ground that networks now face stiff competition. FCC rid its books of two-year limit on term of affiliation agreements between networks and stations at March 16 meeting. It has opened proceeding looking at rules prohibiting networks from representing affiliates in spot advertising market and from owning cable systems.

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

Network rules were put on books to limit power of major networks, namely ABC, CBS and NBC. And FCC has taken actions indicating that it is disinclined to apply them to other, smaller networks that have emerged. It ruled that financial interest and syndication rules and prime time access rules do not apply to Spanish-language Univision network, and it granted waivers of PTAR and dual network rule to Home Shopping Network.

Public Broadcasting

■ PBS and NAPTS held annual public TV meeting April 9-12 in San Diego where consensus formed around proposal to create national programing 'czar' at PBS with more centralized authority. NAPTS board expects to endorse one proposal next fall to CPB, which must report to Congress next January on efficiency of national program funding processes.

CPB asked House April 18 and Senate March 17 to provide full \$265 million authorized for fiscal 1992, plus remainder of \$200 million authorized for replacement of satellite due to expire in 1991. Administration would cap CPB funding at 1991 figure of \$242 million and would also stop funding satellite replacement project at amount already appropriated for 1990, \$56.8 million.

Towery asked Congress on March 21 to remove CPB from Inspector General Act, citing concerns that First Amendment rights of public broadcasters could be threatened by inspector's authority to deem programing or other budget items unnecessary. Board also adopted \$254,339,038 FY 1990 budget.

PBS board adopted \$26,228,658 FY 1990 budget April 12, representing 6.09% increase over 1989. NAPTS board adopted \$2.1 million FY 1990 budget same day. NPR board Feb. 7-8 set tentative \$20.3 million FY 1990 member dues level ceiling. Current plans call for July start-up of expanded newscasts. In January, board appointed 10-member working group of "citizen leaders" to advise NPR on strategic plan for 1990's.

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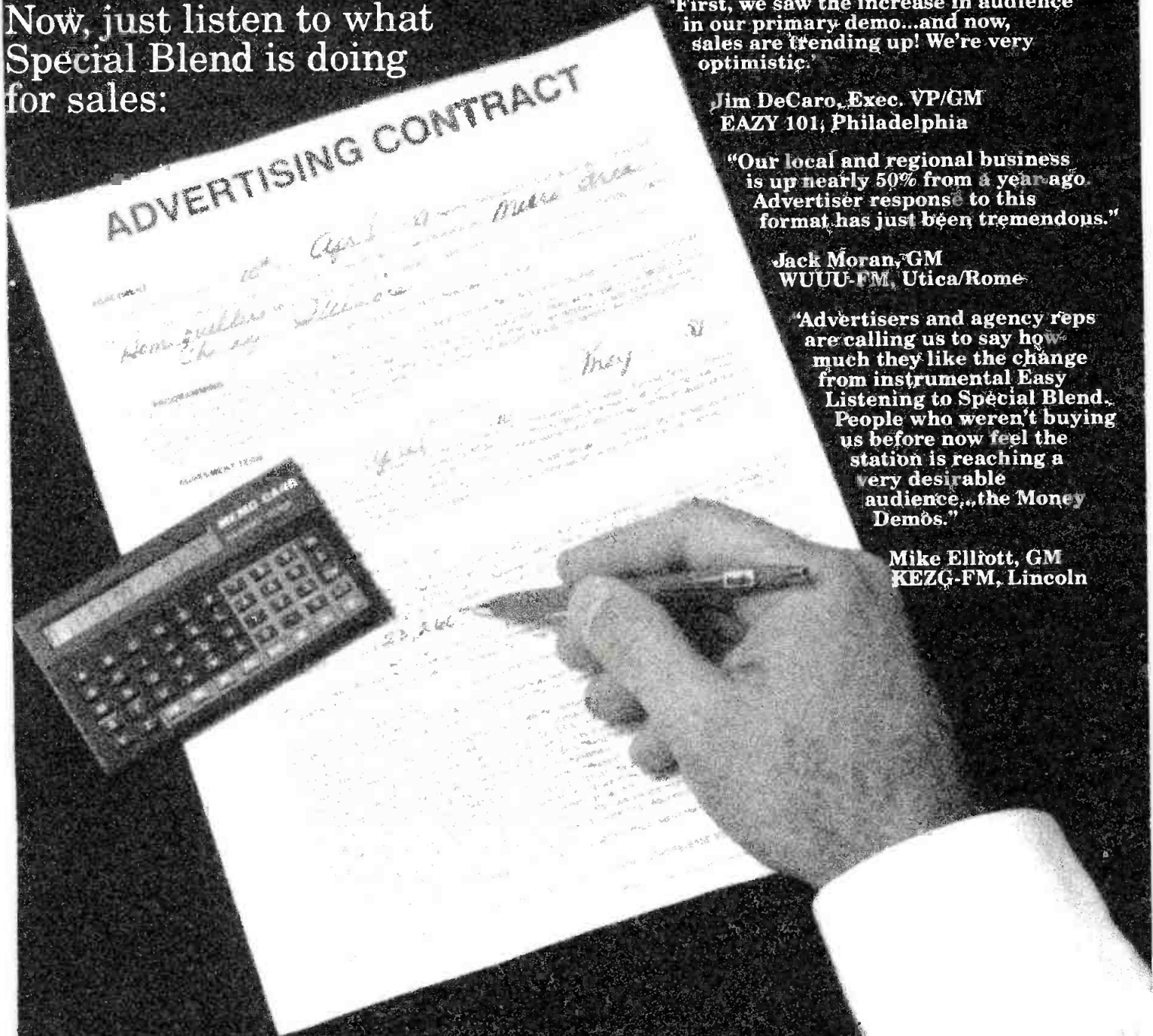
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This week

May 1—*Maximum Service Telecasters* engineering breakfast, held during National Association of Broadcasters convention (see above). Ballroom F-G, Las Vegas Hilton, Las Vegas.

May 1—*Royal Television Society* annual meeting, hosted by Capital Cities/ABC, during National Association of Broadcasters convention. Las Vegas. Information, in London: (011)-44-1-387-1970.

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

May 3—*Caucus for Producers, Writers and Directors* general membership meeting, featuring members of New York Business Roundtable. Chasen's, Los Angeles. Information: (213) 652-0222.

May 3—*National Academy of Television Arts and Sciences, New York chapter*, newsmaker luncheon. Speaker: Michael Laibson, executive producer, NBC-TV's *Another World*. Copacabana, New York. Information: (212) 765-2450.

May 3—Colloquium, sponsored by *Annenberg Washington Program*, in which Stuart Brotman, fellow of Annenberg Washington Program, will propose creation of council to handle communications policy issues. Offices of Annenberg, Willard Office Building, Washington. Information: (202) 393-7100.

May 4—"Cable: Remaking the Deal," *Hollywood Cable Forum* luncheon panel closing National Cable Month. Discussion participants include Tony Cox, chairman-CEO, Showtime; Kay Koplovitz, president-CEO, USA Network; Robert Cooper, se-

nior VP, HBO Pictures, and Sanford Wernick, president, Brillstein Co. Regent Beverly Wilshire, Los Angeles. Information: (202) 775-3611.

May 4—Seminar, "Managing a Diverse Workforce: Challenges and Rewards," sponsored by *Minorities in Cable, Colorado chapter*. Scanticon Conference Center, Englewood, Colo.

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

May 5—*Georgia Association of Broadcasters* second annual AM-Only Day. Macon College, Macon, Ga.

May 6—"TV 2001. The Future of Television: Programming, Distribution Systems and Technology," seminar sponsored by *Academy of Television Arts and Sciences, Activities Committee*. Directors Guild Theater, Los Angeles.

May

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 7-10—*Association of National Advertisers* advertising financial management conference. Innisbrook, Tarpon Springs, Fla. Information: (212) 697-5950.

May 8-9—*Corporation for Public Broadcasting* board meeting. Washington.

May 9—*Action for Children's Television Achievement* in Children's Television awards. Bartos The-

ater, Massachusetts Institute of Technology Media Laboratory, Cambridge, Mass. Information: (617) 876-6620.

May 9—*Hollywood Radio and Television Society* newsmaker luncheon. Speaker: Ted Turner. Question and answer session follows speech. Beverly Wilshire hotel, Los Angeles. Information: (818) 769-4313.

May 10—*National Academy of Television Arts and Sciences, New York chapter*, newsmaker luncheon. Speaker: Dick Kurlander, VP-director of programming, Petry Television. Copacabana, New York. Information: (212) 765-2450.

May 10—*Foundation for American Communications* public and the press conference, "Fear, Trust and Acceptable Risk: New Challenges for the Public and the Press." National Press Club, Washington. Information: (213) 851-7372.

May 10—*Connecticut Broadcasters Association* annual spring convention. Parkview Hilton hotel, Hartford, Conn.

■ **May 10**—*Academy of Television Arts and Sciences* screening of first and second place winners in 10th annual Frank O'Connor Memorial College Television Awards. DGA Theater, Los Angeles. Information: (818) 953-7568.

May 10-12—*Concert Music Broadcasters Association* annual meeting. Adam's Mark hotel, St. Louis.

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.

Major Meetings

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

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

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

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

May 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 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 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. Cobo 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. Future convention: Sept. 16-18, 1990, Washington Convention Center, Washington.

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

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

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

Oct. 5-8—*Society of Broadcast Engineers* fourth annual national convention. Kansas City, Mo. Information: 1-800-225-8183. 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 & Television Engineers* 131st technical conference and exhibit. Los Angeles Convention Center.

Nov. 13-15—*Television Bureau of Advertising* annual meeting. Century Plaza hotel, 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. Future convention: Jan. 7-10, 1991, 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.

April 18-20, 1990—*Broadcast Financial Management Association* 30th annual meeting. Hyatt Regency, San Francisco.

Sept. 21-25, 1990—International Broadcasting Convention. Brighton Convention Center, Brighton, England.

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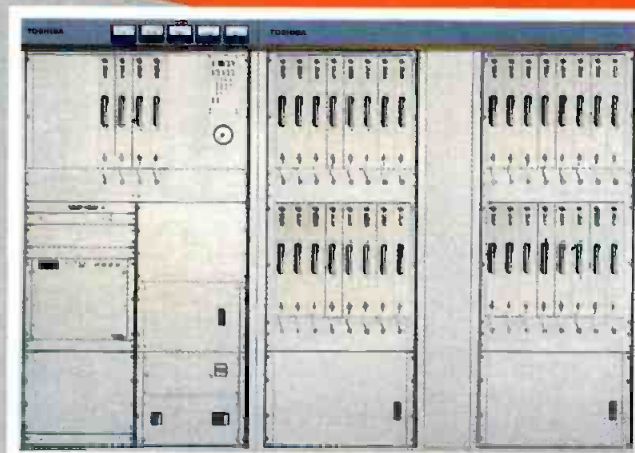
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TOSHIBA

May 11—*New Hampshire Association of Broadcasters* radio sales seminar. Sheraton Wayfarer, Bedford, N.H.

May 11—*Virginia Association of Broadcasters* annual congressional visits. Quality Inn-Capitol Hill, Washington.

May 11-15—*American Women in Radio and Television* 38th annual convention. Theme: "Taking Charge of the Future." Speakers include FCC Chairman Dennis Patrick; Elizabeth Dole, secretary, Department of Labor; FCC Commissioner James Quello; Brenda Fox, VP-general counsel, National Cable Television Association; Jeff Smulyan, president-chairman, Emmis Broadcasting, and Stanley Hubbard, president-CEO, Hubbard Broadcasting. Waldorf-Astoria, New York. Information: (202) 429-5102.

May 12—*Oregon Association of Broadcasters* sales seminar. Hilton, Eugene, Ore.

■ **May 12**—*MTV Networks* local advertising sales workshop. Hyatt Regency O'Hare, Chicago. Information: Brad Samuels, (312) 565-2300.

May 14-16—*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, honoring Larry King. Waldorf-Astoria, New York. Information: (212) 867-6650.

■ **May 16**—Advanced television systems symposium sponsored by *Society of Broadcast Engineers, chapter, with national SBE*. Studio 8G, NBC, Rockefeller Center, New York. Information: (212) 752-3222.

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

May 17—*Academy of Television Arts and Sciences* forum luncheon. Keynote speaker: William Sessions, FBI director. Beverly Wilshire hotel, Los Angeles.

■ **May 17**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: George Back, president, All American Television. Copacabana, New York.

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. Speakers include NBC News President Michael Gartner. Greenbrier, White Sulphur Springs, W. Va.

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

May 18-20—*Puerto Rican Radio Broadcasters Association* annual convention. Regency hotel, Condado, P.R.

May 19-21—*Vermont Association of Broadcasters* 38th anniversary convention. Sugarbush Inn, Warren, Vermont.

May 20—41st annual Los Angeles Area Emmy Awards presentation (telecast), sponsored by *Academy of Television Arts and Sciences*. Pasadena Civic Auditorium, Pasadena, Calif. Information: (818) 763-2975.

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. Information: (202) 775-3629.

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

Errata

□

April 24 "Changing Hands" item on **WTEN(TV) Albany, N.Y., and WCDC(TV) Adams, Mass.**, failed to mention \$6.75 million noncompete agreement. **Total value of deal is \$38.75 million.**

□

April 24 "In Brief" item on **WOR(AM) New York**, incorrectly identified FCC as party that declared RKO unfit licensee. **RKO was declared unfit by administrative law judge**, and FCC has been approving settlements.

□

KBLR(TV) Paradise, Nev., which is **broadcasting Faroudja Laboratories SuperNTSC transmission system** during the National Association of Broadcasters convention, was incorrectly identified as being on ch. 3 in April 24 NAB equipment advance. **Station is on ch. 39.**

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 22-24—*Association of National Advertisers* creative advertising media strategy, promotion strategy. Stouffer Westchester hotel, White Plains, N.Y. Information: (212) 697-5950.

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 23—*Broadcast Pioneers, Philadelphia chapter*, "Person of the Year" award, to Eugene McCurdy, past president of Pennsylvania Association of Broadcasters and past chairman of Association of Independent Television Stations. Adam's Mark hotel, Philadelphia.

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

May 24—Entertainment and sports conference, sponsored by *Foundation for Accounting Education*. Grand Hyatt, New York. Information: (212) 973-8374.

May 24—*National Academy of Television Arts and Sciences, New York chapter*, newsmaker luncheon. Speaker: David Poltrack, senior VP-research and planning, CBS Marketing Division, CBS/Broadcast Group. Copacabana, New York. Information: (212) 765-2450.

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.

■ **May 31**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Edward Bleier, president, pay TV, animation and network features, Warner Bros. Copacabana, New York.

June

June 1-3—*South Dakota Broadcasters Association* annual convention. The Crossroads, Horon, S.D.

■ **June 2**—*Women in Communications, Washington chapter*, Matrix luncheon. Speaker: Barbara Cohen, Washington bureau chief, CBS. Capital Hilton, Washington. Information: Cindy Bissett, (202) 463-5682.

June 2-4—*Chesapeake Associated Press Broadcasters' Association* annual convention. Dunes Manor Inn, Ocean City, Md. Information: (301) 539-3524.

June 3—*Florida AP Broadcasters* 41st annual meeting and awards luncheon. Airport Marriott hotel, Tampa, Fla.

June 3-5—Sixth annual ShowBiz Expo, exposition of tools, techniques and services for film and video professionals. Los Angeles Convention Center. Information: (213) 668-1811.

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

June 3-6—Summer Consumer Electronics Show, sponsored by *Electronic Industries Association*, McCormick Center, Chicago. Information: (202) 457-8700.

June 4-10—Banff Television Festival, sponsored by governments of Canada and Alberta, Canadian TV stations, corporate sponsors and individual contributors. Banff, Alberta. Information: (403) 762-3060.

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 6**—*MTV Networks* local advertising sales workshop. Hyatt Chatham Center, Pittsburgh. Information: David Zagin, (212) 944-5596.

■ **June 7**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: David Meister, president, Financial News Network. Copacabana, New York.

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 9-10—Sixth annual Broadcasting-Taishoff seminar, sponsored by *Sigma Delta Chi Foundation*. Speakers include Van Gordon Sauter, former president of CBS News, and Arthur Lord, director of special news operations, NBC News. Los Angeles. Information: (312) 922-7424.

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

June 11-14—*JCPenney-University of Missouri* Community Leadership Television Awards workshop. University of Missouri, Columbia, Mo. Information: Karlan Massey, (314) 882-7771.

June 11-14—International Conference on Communications, sponsored by *Institute of Electronics and Electrical Engineers*. Sheraton-Boston hotel, Boston.

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

June 13—*Hollywood Radio and Television Society* newsmaker luncheon. Speaker: Lee Iacocca. Beverly Wilshire hotel, Los Angeles. Information: (818) 769-4313.

■ **June 14**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Jack Valenti, president-CEO, Motion Picture Association of America. Copacabana, New York.

**Off the top of
your head, what's
the most successful,
biggest money making
sitcom for stations
this season?**

Night
Court

...a

Source: NSI Cassandra Ranking Report 2/89.
Avg. DMA rating. All telecasts.
10 markets minimum. Access M-F 6-8PM

and that's no "Bull!"

A HIT OVERALL!

1. COSBY	12.1
2. NIGHT COURT	7.9
3. CHEERS	7.6
4. MASH	6.7
4. FAMILY TIES	6.7
6. MAMA'S FAMILY	5.9
7. THREE'S COMPANY	5.4
8. FACTS OF LIFE	5.3
9. KATE & ALLIE	5.1
10. NEWHART	4.6

A HIT WITH MEN 18-49!

1. COSBY	6.4
2. NIGHT COURT	5.8
3. CHEERS	5.7
4. MASH	4.8
5. FAMILY TIES	3.6
6. NEWHART	2.9
7. MAMA'S FAMILY	2.7
8. SANFORD & SON	2.5
9. THREE'S COMPANY	2.4
10. TAXI	2.1

A HIT WITH MEN 25-54!

1. COSBY	6.1
2. NIGHT COURT	5.5
3. CHEERS	5.4
4. MASH	4.8
5. FAMILY TIES	3.1
6. NEWHART	2.9
7. MAMA'S FAMILY	2.8
8. SANFORD & SON	2.4
9. THREE'S COMPANY	2.1
9. TAXI	2.1

A HIT IN ACCESS!

1. COSBY	12.8
2. NIGHT COURT	8.7
3. CHEERS	8.0
4. FAMILY TIES	7.5
5. MASH	7.4
6. THREE'S COMPANY	6.8
7. CHARLES IN CHARGE	5.4
8. FACTS OF LIFE	5.1
9. KATE & ALLIE	5.0
10. JEFFERSONS	4.8

A HIT WITH WOMEN 18-49!

1. COSBY	9.4
2. NIGHT COURT	5.9
3. CHEERS	5.8
4. FAMILY TIES	5.0
5. MASH	4.6
6. MAMA'S FAMILY	4.1
7. KATE & ALLIE	3.9
8. FACTS OF LIFE	3.6
9. NEWHART	3.5
10. THREE'S COMPANY	3.4

A HIT WITH WOMEN 25-54!

1. COSBY	8.7
2. NIGHT COURT	5.6
3. CHEERS	5.4
4. MASH	4.6
5. FAMILY TIES	4.2
6. MAMA'S FAMILY	4.1
7. KATE & ALLIE	3.5
7. NEWHART	3.5
9. THREE'S COMPANY	2.9
10. FACTS OF LIFE	2.8

"Night Court' will be the 'MASH' of the 90's"

Dick Kurlander - Vice President & Director of Programming, Petry, Inc.



Night Court
...the REAL hit
of the season!



— WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION
A Warner Communications Company

June 14-16—*University of Missouri School of Journalism* management seminar for broadcast news directors. UM campus, Columbia, Mo. Information: Charles Warner, (314) 882-6883.

June 14-16—International Radio Festival of New York and International Advertising Festival, featuring awards banquet. Sheraton Center, New York. Information: (914) 238-4481; fax, (914) 238-5040.

June 15—Corporate Communications Workshop, hosted by *Association of National Advertisers*. Plaza hotel, New York. Information: (202) 659-3711.

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 15-18**—*Society of Cable Television Engineers* Cable-Tec Expo. Orlando, Fla. Information: (215) 363-6888.

June 17—"The Media Today: How Is Our Integrity?" sponsored by *Association for Responsible Communication* and *Christian Science Monitor*. Christian Science Center, Boston. Information: (617) 489-1671.

June 17-19—*Alabama Broadcasters Association* spring/summer convention. Lake Guntersville lodge and convention center, Guntersville, Ala. Information: (205) 942-4571.

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, South Bend, Ind. Information: (202) 429-5420.

■ **June 18-21**—*National Broadcast Editorial Association* convention. Keynote speaker: Daniel

Schorr. Mayflower hotel, Washington.

June 19-21—*Videx* Industry Association fourth annual conference. Fairmont hotel, San Francisco. Information: (703) 522-0884.

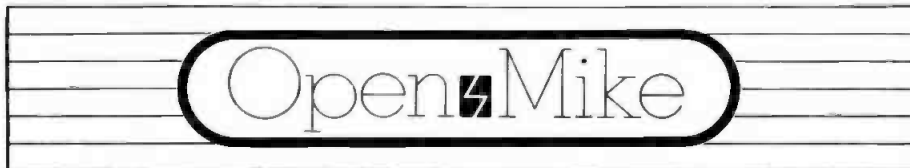
June 19-23—*Gannett Center for Media Studies* Leadership Institute. Columbia University, New York. Information: Shirley Gazsi, (212) 280-8392.

June 20-23—*National Association of Broadcast-*

ers summer board meeting. Washington.

June 21—*Radio Advertising Bureau's* 22nd annual radio workshop. Waldorf Astoria, New York. Information: Anne Bendalin, (212) 254-4800.

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



Silent treatment

EDITOR: Long before the Golden Girls had their own teeth, radio was an infant in my home town of Chicago, the origin of much of our broadcast talent. When Amos 'n' Andy were Sam 'n' Henry, the handful of Chicago stations did not broadcast on Mondays of every week. They called it silent night presumably to accommodate a six-day work week and perhaps to sweep out the studio.

Would it not be interesting if all of the nation's broadcast stations agreed to remain silent for 24 hours, perhaps in commemoration of the tragic Challenger incident? Imagine, no news or weather, no car radios, no soothing music in the dentist's chair, no defense mechanism, etc., etc. Perhaps the public would finally appreciate this great "Gift of God" that they now take for

granted.

I'll bet there's a smart guy out there who could make a great speech entitled "All Broadcasting Stopped Today."—*Robert E. Lee, Fletcher, Heald & Hildreth, Washington.*

Addenda

EDITOR: My remarks regarding the fairness doctrine, published in your April 24 "Monday Memo," reflect my personal views. The Free Television Task Force of the National Association of Broadcasters includes prominent broadcasters with varying views on the subject of the fairness doctrine. What unites the Task Force is our common commitment to the future of free broadcast television.—*Milton Maltz, chairman and chief executive officer, Malrite Communications Group, Cleveland.*

A photograph of two large, tan-colored broadcast transmitter cabinets. One cabinet is positioned on a grassy hillside in the foreground, while the other is reflected in a calm body of water in the background. The background features a clear blue sky and distant mountains, creating a serene and scenic atmosphere.

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Stay on target. Automatically.

Get on target

and stay on target with the one

broadcast news service that delivers exactly the news you need to keep your audience growing. Your advertisers spending. And your budget working as hard as it can to give your station the edge.

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Title _____ Station _____
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A television 'localism' commentary by Martin Umansky, Martin Umansky Productions, Wichita, Kan.

Some 700 exhibitors in Las Vegas for the annual National Association of Broadcasters convention and exhibition display the newest in broadcast equipment and technology—the products of hundreds of millions of dollars invested in R&D and manufacturing. These are yearly expenditures. Broadcasters each year also spend many millions for the new stuff so they can attain electronic nirvana—"state of the art" pictures, sound, graphics, and everything else that method and material can provide for the competitive battle in their markets.

Yet this huge investment in equipment does little, if anything, to solve the industry's unprecedented and most serious problem—the loss of network audience to cable, videotapes, satellites, new stations and whatever fun and games the home television set can provide. Over a few years, the network share has dropped from a high of 92% in the late 1970's to less than 70% today, with the expectation of a drop to 63% in the near future. Affiliate audience decline continues despite management courses and the advice consultants. And bottomline-itis, the accounting disease infecting the industry, is diluting the very antidote that could stop and reverse the downward trend—localism.

What is done locally is the principal feature—perhaps the only feature—that distinguishes the over-the-air broadcaster from the other choices. You can get virtually every kind of network programing from other sources—sports, movies, national and world news, entertainment galore, children's fare and all the educational and assorted programs you could ever want—except those that specifically serve the local community. Localism gives broadcasters that special, unique identity. Cable could provide similar local services but so far has shown little interest, with few exceptions, to invest in the equipment and personnel to provide competitive news departments and other program and community services.

The importance of the successful local affiliate with top-rated local news and other program and service superiority is best demonstrated when it makes its network the leader in the market, too, irrespective of where the network stands nationally. Numbers prove that the affiliate makes the network, which is reason enough for a network to switch affiliates and to pay higher compensation.

But, apparently, the present localism image of stations is not enough to recapture the diminishing network audience. The industry has to do better, much better. Broadcasters have to develop a station prototype that does not as yet exist—a local station that would be truly outstanding, best of the best, top of the line, actually better than the



“Bottomline-itis, the accounting disease infecting the industry, is diluting the very antidote that could stop and reverse the downward viewing trend—localism.”

finest known. This exemplar station must be so interesting, so worthwhile to watch, so involved with the community that viewers would be compelled to keep it tuned in for fear of missing something they should know. It should be a "state of the art" station. Unique, important and respected. Not the art of technology but rather the art of public involvement and leadership.

Creating this epitome of localism will require a new examination and a new evaluation of what local broadcasting is and has been and what it could and should be. This study and analysis cannot come from broadcasters and their sales and advisory associates alone. It must have input from outside observers and researchers who can bring new insight and perspective into play. They may come up with ideas that broadcasters have never thought about or dared do before.

Broadcasters could take a cue from the newspaper industry. It also has problems: technological change, lack of reader interest, the continuous decline of newspaper circulation while magazine circulation doubles, even competition from computers that are providing accessible information. Concerned that newspapers may become a secondary news source, supplementing other

information systems, editors and publishers have developed a think tank called "New Directions in News." It brings together the best minds in communications, both from inside and outside the field of journalism to form a workshop for innovation.

Television needs a similar "New Directions for Broadcasters" that would establish unprecedented guidelines for local services. The top thinkers and doers in the industry joined with a careful selection of observers, critics, futurists and just plain smart people might produce some fresh ideas to stimulate broadcasters to new heights of community service, involvement, leadership, and respect.

If I were sitting with this group, I would recommend that broadcasters focus on becoming forceful leaders in the community, not just reflectors of the scene. Managers should become more visible and build a personal public identity. A general manager should have the same recognition and respect accorded the publisher of the local newspaper. He should editorialize. Take on tough issues and keep after them.

It should be established early on to owners and their bean-counters that trying to meet budget by cutting local program expenses and community services destroys the very means that broadcasters need to create the identity that gives viewers reason to tune in. Audience participation programs for all ages involve the community. And news departments need bright investigative reporters to provide meaning to a station's existence. Reporting simply on crashes, fires and chamber of commerce meetings doesn't get it. Become a news source the community looks to for civic leadership, not just information.

In the area of sales, cable is taking an ever-increasing share of the local advertising dollars and looking to sell ads by geographic zones, like newspapers, offering a service that TV stations cannot provide.

Creative selling, developing new categories of prospects and intense training of sales people are essential if local television sales are to grow. Although selling public affairs programs—often low-rated, but great image-builders—is the bane of the sales department, they *must* be sold. Consider the Bob Bennett method at WCVB(TV) Boston to sell the load of public affairs programs promised in order to get the license. He said they had to be sold for the station's survival, and the rule was firm: sales people had to sell them or they were out. Well-remembered is the fact that the station was widely recognized as the finest in the country and eventually sold for the highest price paid at the time for a television station.

If networks can't solve the problem of audience loss, perhaps their affiliates—truly superior local stations—will. ■

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Since taking over its Friday 8:00PM time period last spring, "Perfect Strangers" has improved its #1 time period share with each major sweep, growing over 30%. Now, with 100 half-hours available for fall '90-'91, they're ready to help you set new records in your market.



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Strangers

M/B

Miller-Boyet
PRODUCTIONS

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Only a satellite could have brought you Gorbachev's visit to Cuba—live. And only GTE Spacenet had the resources to enable the major networks to bring it to you so effectively. That's what makes us the leading provider of satellite news gathering services.

Our News ExpressSM and Sports ExpressSM services enable our customers to cover late breaking and remote events via satellite with the convenience of a separate voice channel

for communication back to the station. We also provide full, partial and occasional use services for applications ranging from business television to broadcast data.

If these are the kind of services you demand, then you'll want to rely on GTE Spacenet. We're more dependable than anything on earth. For more information, please call us at **GTE Spacenet** 1-800-535-5375.

Broadcasting May 1

Vol. 116 No. 18

TOP OF THE WEEK

CCB/ABC		
	Revenues	Profits
TV network	\$2,382,000,000	\$178,000,000
Owned TV's	770,000,000	417,000,000
Radio networks	125,000,000	24,000,000
Radio stations	178,000,000	48,000,000
Video enterprises	340,000,000	100,000,000
Total broadcast group	3,795,000,000	767,000,000
NBC		
TV network	\$3,018,000,000	\$280,000,000
Owned TV's	590,000,000	257,000,000
Total broadcast group	3,608,000,000	537,000,000
CBS		
TV network	\$2,185,000,000	\$43,000,000
Owned TV's	382,000,000	152,000,000
Radio networks	57,000,000	8,000,000
Radio stations	153,000,000	29,000,000
Total broadcast group	2,777,000,000	232,000,000

These estimates were compiled from a variety of sources, including securities analysts reports and industry association studies. The sum of television network revenue numbers, net of agency commission, are greater than the three-network total compiled by the Broadcast Financial Management Association (BFMA) due to the inclusion of international, color-insertion and other revenue. Owned-station revenues for ABC, CBS and NBC do not include compensation from the networks. Most of the goodwill amortization (partial recognition of a price paid in excess of net assets)—amounting to roughly \$45 million for ABC and \$90 million for NBC—was allocated to the network. ABC television network booked lower costs—and thus higher profits—by \$191 million, due to a prior write-down of program assets. Divisional overhead costs for all three broadcast groups are allocated roughly on the basis of revenue. Excluded from NBC's results are radio stations, most of which were sold mid-way through 1988, and cable interests, which in 1988 were not significant.

BROADCASTING'S EXCLUSIVE "BIG-THREE" FINANCIAL BREAKDOWN

NBC rates number one in profits in 1988

In 1988 the television network business was more than ever a one-network business. Only NBC produced a cash profit margin more than 2% of revenue, and even that network's profit was flat with a year ago. Meanwhile, operating profit, on a cash basis, was down for the other two networks, and ABC, in fact, lost money.

CBS network revenue inched downward in 1988, while sales at ABC and NBC increased largely because of their respective Olympics broadcasts. Overall three-network revenue was up 8%. TV station-group revenue at CBS was up several percentage points, while both other groups had substantial increases, again because of special-event programming.

Of course, it was a year of exceptions. Last year saw Olympics and elections, a writers' strike and the lingering repercussions of Wall Street's late-'87 crash. There were more asterisks in the post-acquisition accounting at two of the networks. But even with all the ifs, ands or buts aside, all three broadcast groups were eclipsed last year, perhaps for the first time, by the cable industry's largest MSO. As of 1988, Tele-Communications Inc. had greater operating cash flow—using a simple definition of operating income plus depreciation and amortization—than ABC, CBS or NBC.

There are several explanations for the operating profit of the NBC television net-

work, surprisingly low considering NBC's substantial prime time ratings lead. The network continues to be relatively weak in daytime, a daypart with traditionally high profit margins, and news. Problems with daytime revenue, which declined for all three networks in 1988 by almost 6%, undoubtedly were a substantial contributor to the overall network profit decline.

The summer Olympics generated substantial revenue for NBC, but not much more, if any, than the games' costs, which were virtually all allocated to the network. Also mostly borne by the television network were most of the accounting, non-cash, expenses—some of which are a legacy of the 1986 sale of NBC to General Electric.

Even taking out the various non-cash accounting adjustments, one might end up with three-network operating income of roughly \$440 million, which works out to a margin of less than 6%, probably the lowest such margin in recent history. With previous cost-cutting leaving little room for further savings in many network operations, the networks continue to be aware that, in a simple manner of speaking, they could double that \$440 million operating income by eliminating the compensation paid to affiliates.

As for their owned TV stations, operating results were boosted by strong sales in

several major markets and by Olympics-related revenue for both ABC and NBC owned stations—which did not have to bear a proportionate burden of the costs. NBC's owned stations group, which did not yet include WTVJ(TV) Miami, accounted for all of the \$40 million increase in the broadcast group's operating profit.

As in television, so in radio. The radio network business in 1988 was called in one network's annual report a "declining marketplace." ABC radio network results are believed to have increased only marginally, and Ray Katz, securities analyst with Mabon Nugent & Co., said that without the NFL broadcast rights, CBS Radio might not have shown much of a profit. The two companies' radio stations had better results in 1988.

Showing the fastest growth on underlying business was ABC's video enterprises, primarily on the strength of 80%-owned ESPN.

Whether the network television business finally begins to reap the bottom-line harvest promised by its new owners will probably be known this year. There will be few if any exceptions in 1989—although some residue of the writers' strike will be felt. With a supply-demand balance currently in their favor, observers are watching to see whether the Big Three are more than dinosaurs. □

Fritts outlines NAB's Washington priorities

NAB will use its annual convention to acquaint members with status of important legislative issues including must carry, cable reregulation, telco entry, fairness, spectrum fees, children's TV, radio-only legislation, TV Marti

The National Association of Broadcasters faces a full plate when it comes to Capitol Hill and the FCC. The association's positions on a series of issues are outlined below by NAB President Eddie Fritts, who last week sat down on the eve of the NAB's annual convention to talk with BROADCASTING.

■ **Must carry**—The reimposition of mandatory cable carriage rules (must carry) tops NAB's political agenda. Fritts and National Cable Television Association President Jim Mooney have been negotiating to devise a compromise that both organizations would present to Congress as a legislative package. But the practice by some cable systems of shifting broadcaster signals from one location to another (especially to a spot on the higher end of the band) has emerged as a major point of contention between the two industries ("Closed Circuit," April 24).

Broadcasters insist that any must-carry bill incorporate their concerns about signal placement. Essentially, they want the final word on which channel their signal is carried on. "It is very important," says Fritts, who also argues that channel shifting has serious implications for both affiliate and independent stations. "It is not an issue exclusive to independent stations."

"I saw that Jim [Mooney] said that we could have the deal tomorrow morning if we would not hang it up over channel shifting. I guess he's willing to give us a deal if it's his deal."

Fritts admits the negotiations are "tough." But he remains optimistic a deal can be cut. He says NAB prefers to reach an accord with cable rather than go to Capitol Hill alone. "I think it is much easier to have an inter-industry agreement," says the NAB executive, who fears that there could be "significant problems" if cable opposes a must-carry initiative on the Hill. Furthermore, in terms of the constitutional questions associated with must carry, he says a broadcaster-cable compromise would send a strong signal to the courts.

That is not to say, however, that if the negotiations fall apart, "we would not pursue legislation on our own."

In the meantime, their talks are on hold until the middle of May, says Fritts, to accommodate the NAB convention and because Mooney is getting married early this month. "It gives us a chance to go to our convention to talk to our people" about channel shifting, adds Fritts.

■ **Cable reregulation**—Last month NAB sounded the charge for Congress to reregulate the cable industry (BROADCASTING, April 17). Cable sources say NAB's decision to call for reregulation is merely a tactic to pressure cable in the must-carry

negotiations. "I would expect them to say that," says Fritts. But that is not the case; rather, the NAB president says that must carry and channel repositioning would be the centerpiece of any cable reregulation. "There are a whole range of other issues that we'll look at," says Fritts. Cable, he contends, has several advantages as a gatekeeper. Moreover, through deregulation, cable has received "numerous benefits."

■ **Telephone entry into television**—NAB is still on the fence when it comes to the telephone industry and its desire to become a video services provider.

"It is an issue that is moving to the forefront, and we are using the convention

"I saw that Jim [Mooney] said that we could have the deal tomorrow morning if we would not hang it up over channel shifting. I guess he's willing to give us a deal if it's his deal."

"On the one hand, they are proposing to tax us, and on the other hand, they are proposing to diminish our revenue stream."

as an opportunity to acquaint the membership with the issue," says Fritts in reference to the number of panels and speakers devoted to the subject. Discussions with the Bell operating companies and the United States Telephone Association have been ongoing, but there are no formal negotiations, according to Fritts. In June, NAB's television board will review the issue and could take a position on whether the industry should endorse or oppose the telcos.

■ **Fairness doctrine**—President George Bush has signaled his intention to veto legislation sent to him reenacting the fairness doctrine (BROADCASTING, April 17). NAB's position on fairness remains unchanged: It stands opposed to the doctrine, says Fritts. As to the veto, the association

has not had any contact with the White House about it. "I think there is a lot of speculation in town. I do not know that anyone knows for sure what he will do."

The issue, Fritts maintains, goes beyond the question of what NAB will do if there is a veto. "The more important question is, is it constitutional? We think the final arbiter will be the courts. That is where we will take the issue should it prevail."

■ **Spectrum fees, spectrum auctions, and transfer tax**—The Senate Budget Committee has approved a budget resolution that directs the Senate Commerce Committee to come up with \$680 million in new revenues for fiscal 1990. Among proposals to raise money is a \$500 million auction of non-mass media spectrum (with the other \$180 million coming from Coast Guard user fees). That has NAB worried. Two years ago, Commerce had similar instructions and Chairman Ernest Hollings (D-S.C.) suggested a tax on the transfer of broadcast licenses to meet the budget reconciliation targets. The Senate is scheduled to consider the resolution this week.

"This whole area is a very serious [one]. It goes right to the heart of what broadcasters do to serve the public. Are we to be totally deregulated and charged a spectrum fee or are we to continue to provide those special services that Congress has mandated through the years?" And Fritts envisions this debate will continue for some time. "It is going to be a major fight. It is one of the reasons we are working so hard to get more broadcasters acquainted with members of Congress across the country."

■ **Campaign reform issues**—NAB is also keeping an eye on congressional proposals to impose a flat discounted rate on the amount broadcasters can charge for political advertising time. Fritts points out that the same lawmakers who support a spectrum fee also advocate reworking the lowest unit rate. "On the one hand they are proposing to tax us, and on the other hand they are proposing to diminish our revenue stream." Nevertheless, he says, NAB is willing to work with Congress to reach a resolution on these issues.

■ **Children's television**—This is an issue on which NAB has reached an understanding with House members. At this point the association is not opposing legislation that would restrict the amount of advertising on children's programming and require broadcasters to serve the "special needs of children," a requirement the FCC would have to take into account at renewal time. The bill is expected to breeze through the House (BROADCASTING, April 17). It is identical to legislation Congress adopted last year but which President Reagan vetoed. Like last year, NAB says it reserves the right to oppose it if any onerous amendments are added.

Another measure is pending in the Senate that would establish a \$10 million endowment for children's programming, but NAB has yet to take a position on it.

■ **Radio-only legislation**—"We are add-



NAB braintrust. Assembled for a pre-convention photo are key executives of the National Association of Broadcasters whose contributions are essential to the organization's day-to-day and long-range activities. From l to r: Michael Harwood, executive vice president and chief financial officer; Lynn Christian, senior vice president,

radio; Chuck Sherman, senior vice president, television; Jim May, executive vice president for government relations; Eddie Fritts, NAB President; John Abel, executive vice president, operations, and Henry (Jeff) Baumann, executive vice president and general counsel.

ing co-sponsors every week. We are encouraged by that." What about hearings? Fritts says NAB is not pursuing that course. "What we are asking for is that broadcasters talk to their members of Congress so that there will be a clear message of broad-based support for radio-only legislation.

Again, the convention will provide a nice focal point for that."

■ **TV Marti**—The House has adopted legislation authorizing the government-run TV service aimed at Cuba, but NAB, with the help of House Energy and Commerce Committee Chairman John Dingell (D-Mich.)

and others, was able to lessen the impact of the measure by insuring that the issue of interference to U.S. stations was addressed (BROADCASTING, April 24). "We were pleased with Chairman Dingell's actions on TV Marti. We still have concerns about retaliation [by Cuba]." □

New RAB president to address NAB

Potash likely to mention new opportunities for radio, but some RAB staffers upset about his reorganization

Warren Potash, the enigmatic president and CEO of the Radio Advertising Bureau who, upon entering the RAB post last February, said: "I don't think I'll develop any thoughts until I've had some time and service," will have the opportunity to share what he has learned thus far at the RAB's general session in Las Vegas on Tuesday (May 2). The speech, part of the NAB's 67th annual convention, will mark his first major state of the industry address since taking office.

The remarks will be a test, of sorts, for the RAB, which has kept a relatively low profile since outspoken former President and CEO William Stakelin left the organization to form Apollo Radio, a new radio

group. Since February, Potash has been meeting with RAB staffers and traveling around the country to meet with a list of RAB members ranging from radio groups to the Northern Ohio Broadcasters Association. "I haven't done as much as I would like," said Potash, "only because I'm trying to figure out what's going on inside."

Potash said last week he would not have a written speech prepared for Tuesday, but he did share some thoughts on what he intended to cover. One area, he said, would be the importance of pouncing on lackluster local advertising sales at many of the nation's newspapers. "If we are thoughtful and prudent, there are some opportunities that could really turn this business around," he said.

Potash will also be emphasizing the importance of station involvement with the RAB beyond membership dues, he said. Stations nationally will be encouraged to

provide the RAB with case histories and recorded ads that demonstrate the power of radio as an advertising tool, he said.

Some RAB staffers expressed concern last week that they were not exactly sure what Potash was going to cover in his speech at the NAB. Potash is by nature a private person, according to Richard Chapin of Chapin Enterprises, one of a committee that helped select the former Capital Cities/ABC executive from a list of about 20 applicants. "He was never a man to go out to capture publicity," said Chapin. "He just quietly did his job and is extremely well thought of by Capcities."

The "quiet" style is a change of pace from Potash's predecessor, Stakelin, who in many ways may prove a tough act to follow. Holding the job for five years, Stakelin was often characterized as a "radio evangelist" who pumped up RAB's membership rolls with fiery speeches and the

launch of several programs. Since leaving the RAB to form Apollo, the association has been uncharacteristically quiet.

According to RAB insiders, the organization has been lying low while Potash assesses its workings. "He doesn't want to make rash decisions," said one observer. "He wants to talk to people and get feedback before he makes any decisions."

The change in leadership apparently did not sit well with all staffers at the RAB's New York offices, based on an unsigned letter criticizing Potash's leadership, claiming to represent the views of 20 RAB employees and mailed to reporters last month. The three-page letter described how several employees at the RAB, which staffs almost 50, were displeased with Potash's management style. Among the string of complaints listed were a reduction in annual sick days from eight to



RAB President Warren Potash

five and budgetary belt-tightening.

RAB Chairman Carl Wagner responded to the letter by saying: "Things that are unsigned have absolutely no validity to them." He did note, however, that the board's support for Potash was evidenced by his appointment last February. Wagner also said that he endorsed the notion of belt-tightening at the RAB.

At least one RAB insider said that the letter had not disrupted the day-to-day operations at the association's offices. "There's no Captain Queeg reaction here," said the source. "There's no searching for the strawberries."

Potash said last week that he was pleased with many of the staffers at the RAB, but did indicate that some duties may be shifted. "I need to find out who does what and how much time it takes," he said. □

Fox wins some, loses some in Boston

FCC will let it put TV station in trust until buyer is found, but it has to end contracts for network and syndicated fare

FCC last week gave Fox Television Stations permission to place WFXT(TV) Boston in trust so that Fox can keep the station until a buyer meets Fox's asking price of \$35 million, but the agency conditioned the approval on the station's terminating its affiliation with the Fox Network and entering into no new contracts for Fox syndicated programming.

The commission took the action by a 3-0 vote at last Wednesday's (April 26) meeting.

Fox, which had proposed the trust to avoid having to sell the station short to comply with the FCC crossownership rules, said the "no Fox programming" conditions poisoned the trust and that they would ask the FCC to reconsider.

The loss of the Fox programming could result in the "demise of this voice in Boston," said Tom Herwitz, Fox vice president, corporate and legal affairs. "The Fox affiliation is crucial to the maturation [and] the survival of the station," he said.

In addition to the more than five hours of Fox network programming each week, WFXT carries four-and-a-half hours of Fox syndi-

cation programming, including *A Current Affair* and *Comic Strip Live*. The FCC condition would allow the station to continue carrying the syndicated fare only until the current contracts expire.

Fox's hold on WFXT has been tenuous ever since it acquired the station in 1986 because of Rupert Murdoch's ownership of the *Boston Herald*. Murdoch also owns Fox, and FCC crossownership rules prohibit common ownership of a broadcast station and newspaper in the same market.

The FCC gave Fox-Murdoch an 18-month waiver of the rules to give it time to sell the station and come into compliance with the rules. Prior to the expiration of the original waiver on June 30, 1988, Fox asked for an extension, but the FCC denied it pursuant to appropriations legislation forbidding the agency from even considering such requests. After the courts overturned the legislation, however, the FCC granted the extension.

To retain the station, Fox proposed putting it in a trust with former Massachusetts Senator Edward Brooke and former New York Governor Hugh Carey as trustees. The trust would give Brooke and Carey complete control of the station, but would require them to sell the station for at least \$35 million.

The FCC's 1984 policy setting guidelines for insulating trustees of stations from their owners requires that there be "no communications" between the parties. In applying that policy in the WFXT case, the FCC said the trust would have to sever all relations with the Fox network and, when current contracts expire, Fox's syndication arm.

The FCC said its "no communications standard" was well established when Fox bought the station and that communication, no matter how limited, is prohibited.

In another application of the "no communications" standard, the FCC also conditioned Fox's use of the trust on the deletion of a provision giving Fox final approval over the terms and conditions of any sale.

FCC Chairman Dennis Patrick and Commissioner James Quello acknowledged that the no-Fox-programming conditions may seem harsh, but said they were dictated by precedent. Patrick said the conditions may be seen as "somewhat harsh," but precedent requires that the owners be insulated from the trust and "no communications is at the core of that insulation." In preparing the item for FCC consideration, he said, the "staff has done what I asked them to do: straightforwardly apply the precedent."

FCC Commissioner Patricia Diaz Dennis had no qualms about the conditions. Indeed, she said, "I feel better knowing that the [syndicated programming] contracts will terminate at some point."

Fox could continue to own and operate the station without the trust for months, if not years, by tying up the case in litigation. According to FCC General Counsel Diane Killory, Fox has the option of asking for an evidentiary hearing on the conditions before an administrative law judge. During the hearing and any appeals before the FCC review board, the full commission and the federal courts, Fox would retain full control of the station. Herwitz had no comment on whether Fox would pursue the litigious route.

The FCC gave Fox 60 days to transfer the station to the trust with the FCC's conditions, request a hearing or seek consideration. □

First quarter good and bad for ABC

Improved ratings and satisfactory advertiser demand helped moderate a first-quarter profit and revenue decline for the broadcasting operations of Capital Cities/ABC. The decline had been expected because the year-ago period contained both the Super Bowl and Olympics. In the just-completed period, broadcasting operating income was off 3%, to \$148.7 million on a 17% decline in revenue, to \$865.6 million.

The ABC television network reported a "modest" profit in the first quarter, compared to a year-ago loss. On a cash basis, the network improvement was even more substantial, since the 1988 first quarter had considerable benefit from accounting adjustments made to compensate for the then-expected loss on the 1988 winter Olympics.

The Olympics considerably helped the owned TV stations, which consequently showed a profit decline in the just-completed quarter, although results were said to have picked up in March. Other broadcasting operations showing "substantial" profit gains included radio, particularly the stations and video enterprises. Over a two-year period, the broadcasting operations of Capital Cities/ABC have posted a 9% revenue gain, compounded, and a 30% increase compounded in operating income.



TV'S FIRMAMENT LOSES A STAR

The Death of Lucille Ball

Lucille Ball, 77, the queen of television comedy, died of cardiac arrest April 26 at Cedar Sinai Medical Center in Los Angeles, eight days after suffering a heart attack and undergoing open heart surgery.

CBS Chairman William S. Paley called Ball the "first lady of CBS." In a statement released by the network, Paley said Ball "helped establish television as the nation's leading entertainment medium. Lucy's extraordinary ability to light up the screen and brighten our lives is a legacy that will last forever." CBS, which played host to Ball's three successful television series, carried a one-hour CBS News special on her life and work. The April 26 program, hosted by Dan Rather, featured clips, past interviews with Ball and Desi Arnaz, as well as interviews with actors, producers and friends of the late star. Mike Wallace interviewed former President Ronald Reagan, who said Ball's work would never be forgotten.

Of her death, producer Aaron Spelling said: "We've all lost a great lady and a great entertainer. I have personally lost a true and dear friend." Milton Berle was "so devastated" that he could not talk. Brandon Stoddard, former president, ABC Entertainment, and newly named head of in-house production at ABC, said the "television industry will always be in her debt."

Ball was a star on CBS radio and television from 1947 until 1974. She had already had a lengthy film career when she came to

CBS radio in *My Favorite Husband*, which co-starred Richard Denning as her husband. When the show moved to television in 1951, Ball wanted her husband, Cuban band leader Desi Arnaz, to play the Denning part. After meeting with resistance to the idea, she and Arnaz decided to tour the country with a stage version of the show to prove the combination could be successful. It was, and on Oct. 15, 1951, the retitled *I Love Lucy* debuted.

It went on to become one of the most successful shows of all time, both in original airing and later in syndication. It starred Arnaz as band leader Ricky Ricardo, a regular performer at New York's Tropicana Club. Ball played his wife, Lucy, who always got herself into outrageous predicaments, often in attempts to break into show business. William Frawley and Vivian Vance co-starred as their best friends, Fred and Ethel Mertz.

When Ball became pregnant in 1952, producer Jess Oppenheimer decided that Lucy Ricardo would also become pregnant. The nation waited for the blessed event, and on Jan. 19, 1953, 44 million viewers watched Lucy Ricardo give birth to "Little Ricky." That night Lucille Ball gave birth to her second child, Desiderio.

The show ended its run as a weekly series in 1957. However, the adventures of Lucy and Ricky were seen in several hour-long *Lucille Ball-Desi Arnaz* specials. CBS

aired prime time reruns of *I Love Lucy* until 1961. And the show ran on CBS daytime until 1967. *I Love Lucy* was never ranked lower than third during its seven-year run.

The show was also a technical trendsetter. For the most part, television was done live before a studio audience. Arnaz, however, wanted the show to be filmed so it could be edited. The show was filmed live at a Hollywood movie studio using multiple cameras. Arnaz explained that he wanted to "give the guy at home the best entertainment I can. I want the advantage of film, the chance to do a scene over if it's not right, plus the spontaneity of live TV." The decision to film the show also made it one of the first to be syndicated and translated into other languages for international distribution. The show was also one of the first to be filmed in Hollywood and marked the shift in television production from New York to the West Coast.

According to Viacom, syndicators of *I Love Lucy*, the show is licensed to 117 TV stations across the country. Viacom did not have exact numbers on international syndication, but it has been estimated that the show has been seen in over 70 countries.

Ball's television success continued on CBS with *The Lucy Show*, which ran from 1962 to 1974 and starred Ball, Vivian Vance and Gale Gordon. Ball played a widow with two children who was sharing her home with a divorced friend (Vivian



Ricardos and Mertzes on the road



With CBS Chairman William Paley



Lucy and Desi off camera



Milking a laugh

Vance) and her son. The show's cast was constantly changing, and at one point both of Ball's children, Lucie and Desi Arnaz Jr., had supporting roles. In 1968, the show's name changed to *Here's Lucy*.

When *Here's Lucy* ceased production in 1974, Ball starred in several variety specials for CBS. In 1976, the network honored her with *CBS Salutes Lucy—The First 25 Years*.

Ball returned to television in 1985 as a bag lady in the CBS made-for-television movie *Stone Pillow*. In 1986 she returned to weekly television in ABC's short-lived series *Life with Lucy*. Her most recent appearance on television was with Bob Hope at the 1989 Oscar awards ceremony. Ball won four Emmy Awards for her work on CBS and was nominated nine other times. She was also the first woman inducted into the Television Academy Hall of Fame.

Ball was born Aug. 6, 1911, in Jamestown, N.Y. She studied at the Chautauqua Institute of Music and the John Murray Anderson Drama School. She became a model and later was a Chesterfield cigarette girl. The cigarette ad caught the eye of Hollywood, and in 1933 she appeared in



In 1986, as honoree at Kennedy Center

her first movie, "Roman Scandals." Ball was in some 75 films throughout her career, and was also successful on stage. In 1960, she starred on Broadway in the musical *Wildcat*. In 1973, she starred in the film version of the Broadway musical *Mame*.

Ball met Desi Arnaz in 1940, while the

two were filming "Too Many Girls." Arnaz and Ball were married Nov. 30, 1940. In 1950, they formed Desilu Productions, and in 1958 Desilu purchased the RKO-Pathe Properties for \$6 million. The purchase gave Desilu three studio lots and 36 sound stages and attracted other producers. Shows produced by Desilu included *The Untouchables* and *December Bride*. Although their marriage ended in divorce in 1960, the two remained business partners. Arnaz produced Ball in *The Lucy Show*. "After all, I know her better than anyone else," he said.

In 1962, Ball bought out Arnaz and then sold Desilu to Gulf + Western in 1967. She married Gary Morton in 1961, who went on to become her executive producer. Desi Arnaz died of cancer Dec. 2, 1986.

New York's Museum of Broadcasting is holding "A Tribute to Lucille Ball" April 27-May 6, consisting of an hour's worth of programming each day. The museum has in its permanent collection about 60 hours of Lucille Ball programming.

No formal funeral services have been announced for Ball, who is survived by her husband and two children. □

FCB blasts development slate as 'season without reason'

Agencies react to last month's network presentations, with Foote, Cone & Belding generally finding efforts 'discouraging'

In March, the networks made their prime time development presentations to advertising agencies. Of the practice itself, responses from agencies contacted ranged from "worthless" by one advertising executive, to "an opportunity to get an idea of how each network feels about themselves," from another. On the content of the presentations, the most detailed response came from a report by Foote, Cone & Belding, which had much to say, a lot of it ringingly negative, about the new fare.

Nearly all of the advertisers agreed that the development presentations aren't a clear barometer of how the networks will fare in the fall. "I've been involved in coming out to California to see these presentations for the past 18 years," said Paul Schulman, president, The Paul Schulman Co., "and all you can tell from them is if the networks are spending the dollars to improve their series. Sometimes the greatest concepts don't translate to film and ordinary concepts become hits."

Marc Goldstein, senior vice president, national broadcasting and programing, Lintas-USA, did say that the presentations "are informational, and sometimes we learn what direction they are going in."

According to the agencies, not only don't the presentations give an indication as to how the networks will perform in the fall, but they caution that the development pro-

jects as they are described in the presentations will probably go through a number of changes once production on the series begins. "The networks really don't know what's hot until the pilots come in," said Schulman.

Some advertisers did give brief evaluations of the presentations. "ABC's presentation was probably the most disjointed," said Gerry Donini, senior vice president, manager, network purchasing, Young & Rubicam, "although that was probably because of Brandon's [Stoddard] leaving," she said, referring to the former ABC entertainment division head who announced his resignation the day of the presentation. "ABC's presentation wasn't bad, it just wasn't as tight as usual," she said.

"The CBS stuff looked good and the Fox stuff looked good," said Grey Advertising's Jon Mandel, "but a lot of their projects were comedies and comedies are very hard to pull off."

Although most advertisers agree it's hard to draw conclusions from the network's development presentations, one agency, Foote, Cone & Belding, in its report of the development presentations, formed some very definite opinions, many of them harshly critical, of the networks' development slates.

Using phrases like "the season without reason" and "discouraging" to describe the network series concepts being considered, Foote, Cone & Belding blasted the networks for a development slate that is "the dreariest development crop in recent memory."

In evaluating comedies at the networks, says the report, "it appears that this year's

class of network programers simply recycled the output of their predecessors," coming up with "the same mind-numbing sitcom premises with different titles and players." FCB is no kinder on drama. Like comedy, it says, "drama development is basically forgettable, except that several series conjured up vivid images of past failures."

While the report does go on to say that "there are a few individual pieces of work that one could feel warm about...the overall impression is that all of the broadcast networks are in various degrees of trouble because of too little emphasis on the product side by management."

FCB also pointed to cost-cutting measures at the networks for the poor development season. "We've all read the press accounts of cost-cutting at the networks, stated in terms of the numbers of individuals severed or offered early retirement packages. What hasn't been really addressed is the effect of these cutbacks on the end product—the programing in which millions of advertising dollars are invested annually."

The report blamed the belt-tightening mood at the networks for making the development process even harder for network programing chiefs and for creating a "personnel churn factor." Using ABC's Stoddard as an example, the report says that "the excess degree of personnel churn stems from myopic managements that seem to have lost sight of the fact that in their cost-cutting frenzy they need to retain good program product people or they will lose out—to their broadcast network competitors, cable, syndication, home video and the most dangerous enemy of all, viewer apathy. "The personnel churn factor has a great deal to do with the quality of the end product. Nervous people don't make good decisions, and the factors of continuity, stability, and experience usually pay off in higher quality, longer-lasting series shows."

Unlike CBS, NBC and Fox, the report says, "ABC's presentation of pilot season appeared to have been staged by the Capcities accounting department. Compared to the star-studded, audio-visual extravaganza of the other three networks, ABC served up their information in a hotel meeting room in a setting and format reminiscent of obscure trade conventions of the 1960's."

According to the report, ABC "puzzled many observers with their posturing about being sure to 'stay in second place.' The feeling was that they seemed more concerned with beating CBS than overtaking NBC." The report went on to say, "There's [no] real programing flow in place—at least not yet—at ABC. It's obvious there won't be a repeat of the *War and Remembrance* financial fiasco—not with the strict bottom-line orientation of Capcities." The fact that Capcities brings in more revenue from its cable and station investments than from its network operation, the report says, "could explain the fact that if their development crop had a flavor, it would be pure vanilla."

CBS's development presentation to the advertising community was described as

More 'reality' from Landsburg

Reality television and docudrama pioneer Alan Landsburg said last week he is trying to break new ground with a pilot for ABC entitled *Under Fire: The Real Story*. The pilot is scheduled to run Sunday, May 21, at 7 p.m. If it goes to series, the program would be an anthology of dramatized stories based on real people and events. Each one-hour episode would have two stories, in effect, "mini-movies," said Landsburg. "I've done an awful lot of television movies based on real stories," he explained. "There are dozens of stories that are truly magnificent, but begin to weigh upon themselves if they go on for two hours. What we've come up here with is a *Reader's Digest* for movies of the week, where we go beyond the brief newspaper sketch of an event but not make the reader wait two hours" for the conclusion.

The first story in the pilot will examine the special relationship that developed in Mississippi in 1964 between a young black girl and two civil rights workers, who were later killed for their efforts to promote black voter registration. The story will blend actual news footage from the time with reenactments. Shari Belefonte plays the girl, Sue Brown. "No one has attempted to merge reality with drama at this level," said Landsburg. "It makes for a wonderful 30-minute movie."

Whether ABC takes the pilot to series remains to be seen. When "reality" programing captured the fancy of network prime time programers a decade ago, ABC was in the forefront, relying on Landsburg for such programs as *That's Incredible* and *Those Amazing Animals*. More recently, the network has programed such infotainment series as *Our World*, *Incredible Sunday* and *Great Circuses of the World*. Last September, ABC formed a new program subsidiary, ABC/Kane Productions, to produce nonfiction programs for the network and other outlets.

'Nightingales' changes its tune



More work...



...less play

Following weeks of mounting criticism from nurses' groups, and two advertiser pull-outs (Sears, Roebuck & Co. and Chrysler), NBC's *Nightingales* will be undergoing some content changes. Acquiescing to complaints from the American Nursing Association, which charged that the show depicted nurses as "bimbos," Aaron Spelling, the show's producer, said: "No more lingerie, no more aerobics." Spelling will also add a nursing adviser to the show.

"We want to add to the nurse-patient relationship," he said at a press conference last week in Los Angeles, conceding that "we did some things that we're not proud of."

Representing the nursing interests at the press conference, Beverly Malone, RN, from the ANA, stated that the meeting of the two parties was a "big step, and we believe an accurate, dramatic show like the one he says he wants would be fair to nurses and beneficial to the recruitment of nurses."

Whether the less titillating version of *Nightingales* will make it to the air depends on NBC's scheduling decisions for next fall, but the show has ranked number one in its time period on Wednesday nights from 10-11 p.m. against *Wiseguy* on CBS and *China Beach* on ABC.

"long on rah-rah and short on substance." Making its pitch to advertisers on the Burbank set of *Murphy Brown*, away from the CBS headquarters in Los Angeles, it says, "only pointed up the fact that not much was going on these days at CBS Television City except chronic anguish."

Describing Fox as "now being considered something other than the immature ugly stepsister of networks," the report says that "it was apparent in the Fox development presentation that they, perhaps more than any other network, know their audience and they're going after them with tightly targeted shows." Of Fox's 16 projects in development, FCB says that "the quality of this development was probably, in general, the most impressive of any of the networks. Well-regarded producers, name players, and some unique ideas left the audience feeling—for the first time—that these folks knew what they were doing."

Referring to NBC, the report says, "There's a sense of confidence and a winner's attitude in the halls of Burbank." FCB states that "there's every reason to believe that this network will stay in first place, but some weaknesses will have to be shored up." NBC's weaknesses are clear: Friday nights, which ABC wins handily, and Sundays from 7-9 p.m., which CBS dominates. □

Channel controversy boils over in Wis.

Repositioning on Jones systems causes concern among broadcasters

Channel positioning has taken center stage in the broadcast-cable must-carry negotiations, and if the experience of the broadcasters in Madison, Wis., and Rockford, Ill., is any example, the area can be a mine field.

Jones Intercable, the cable operator in Janesville, Wis. (equidistant between Madison and Rockford), recently moved the Rockford stations to the upper band of its 42-channel lineup, keeping the Madison stations grouped on the first 10 channels. (Jones said subscribers showed a greater preference for the in-state Madison stations.) But National Association of Broadcasters President Eddie Fritts used the plight of the Rockford stations as an example of cable's monopoly power in his testimony before the Senate Antitrust Subcommittee several weeks ago (BROADCASTING, April 17).

Reacting to that pressure from Washington, as well as from the Rockford stations, Jones is considering placing all broadcasters on their own channel assignments. That

move has rocked the Fox affiliate in Madison, WSMN-TV (ch. 47), which is on ch. 10 on the cable system and has heavily promoted that position as the May sweeps approach. The prospect of being repositioned, said WSMN-TV General Sales Manager Corky Custer, shows cable's "total disregard for broadcasters." The difference between being on ch. 10 and ch. 47 is monumental, he said, calling the move "arbitrary and capricious." There is also the question of whether the signal integrity on the upper band is as good as the lower, not to mention the cable operator maximizing local ad avails on cable networks on lower channels at the expense of broadcasters, said Custer.

Jones said last week no decision had been made on any moves. Indeed, one problem is that the system's channel lineup ends several positions below 47. Jones Intercable President Greg Liptak is attempting to meet in Chicago this week with the affected broadcasters from both markets to find a solution. The Madison stations are on channels 3, 15, 27, 21 and 47. The Rockford stations are on channels 13, 17 and 39.

The skirmish not only pits broadcaster versus cable operator, but broadcaster versus broadcaster. "We're not happy with our brethren in Rockford," said Custer, since their protest has caused Jones to reassess the situation. Letters from the Rockford stations made up part of Fritts's testimony before Senator Howard Metzenbaum (D-Ohio) who chairs the antitrust subcommittee. Custer said the Madison stations have programing of more interest to Janesville viewers than Rockford, and that has been borne out in ratings and the cable system's customer survey. Janesville is also within the Madison ADI.

A National Cable Television Association source suggested the Madison station should send its trade association a "letter of thanks," since bringing the plight of the Rockford stations to light has put the whole situation in motion.

Clustering the broadcast stations together, as they are now, said Custer, makes the most sense. Channel positioning is something that can be discussed between the two industries, he said, but channel moves on the eve of the May sweeps are untenable.

The channel repositioning debate spilled over publicly in Washington last week, as Association of Independent Television Stations President Preston Padden wrote NCTA President James Mooney a letter questioning whether "local stations be rooted out of long-held cable channel positions just because the cable system operator has decided to integrate vertically into the ownership of programing services." Padden said "INTV would readily accept a proposal to resolve this issue by the vote of any impartial body, if preceded by a brief opportunity for each side to argue its case." Padden said he was writing in response to a Mooney quote questioning whether "ch. 33 has a God-given right to be on ch. 5." As for NCTA reaction to Padden's letter, NCTA spokesman John Wolfe said Mooney chooses "not to play along with Preston's latest attempt to get into the trade press." □

On the Entrepreneurial Spirit...

"It's a challenge to start from scratch and build an organization that makes the competition do a double take. It's being young, aggressive and unafraid of success. Success that's built on innovation, a real caring for the client's needs, and a complete knowledge of the marketplace. It's having the guts to make it happen just like you dreamed it would.

My dream? To be the best rep in the business. And to help Durpetti & Associates be the type of rep firm that radio stations around the country can depend on for first-rate service. I want them to know that each one of us at Durpetti & Associates is driven by the entrepreneurial spirit to be the best."

*Eric J. Perry
Regional Manager
Philadelphia Office*



DURPETTI & ASSOCIATES

A Commitment To Excellence

△ AN INTEREP COMPANY

A FIRM GO

ALREADY SOLD TO THESE PRESTIGIOUS GROUPS:

Allbritton Communications
Belo Corporation
Burnham Broadcasting
CBS O&O's
Chronicle Broadcasting
Fisher Broadcasting
Gillett Broadcasting
Jefferson Pilot Communications
Lin Broadcasting
Multimedia Broadcasting
Post-Newsweek
Pulitzer Publishing Company
Westinghouse Broadcasting

FOR FALL '89

**INSIDE
EDITION** T.M.

KINGWORLD

"A MILESTONE ON THE ROAD TOWARD A NEW GENERATION OF TELEVISION."

-Associated Press, April 21, 1989

On April 20th, 1989, exactly fifty years after the world's first public television broadcast was transmitted from the 1939 World's Fair to an NBC Studio in 30 Rockefeller Plaza, the first commercial daytime broadcast of an advanced television signal took place.

The system? Advanced Compatible Television, developed by NBC, the David Sarnoff Research Center, and RCA Consumer Electronics.

This historic broadcast proved to the world that a single channel, wide screen, enhanced definition television signal could be broadcast during daytime hours, and received compatibly on both NTCS and ACTV receivers.

It proved that America has an advanced television system that offers quality second to none.

It proved that America has an advanced television system designed from ground up to keep our unique, American television industry—terrestrial and cable alike—strong and competitive.

And it would not have been possible without the faith and support of NBC's 208 affiliated stations.

To each of our affiliates, thank you. We look forward to seeing you, and all of our friends in the television industry, at the Advanced Compatible Television Center at the NAB Convention, Las Vegas Convention Center, East Meeting Room.

*Thank You
NBC Affiliates*



Television turns 50:



BROADCASTING revisits the fair

It was 50 years ago last week, at the opening of the New York World's Fair, that RCA inaugurated the first regularly scheduled broadcasts in the new "high-definition" medium of television, of which RCA President David Sarnoff said: "It is an art which shines like a torch of hope in a troubled world." BROADCASTING was there to chronicle the events of that milestone in the evolution of the Fifth Estate (as it has been to chronicle the passing of that torch to successive generations). The following five pages feature a reprise of our coverage—from the May 1, 1939, issue. The theme song of the fair was "Dawn of a New Day." As far as television was concerned, that said it all.

AP's Radio Network Except The

Programming a radio station is an art. And with AP Network News you have the control to do it right.

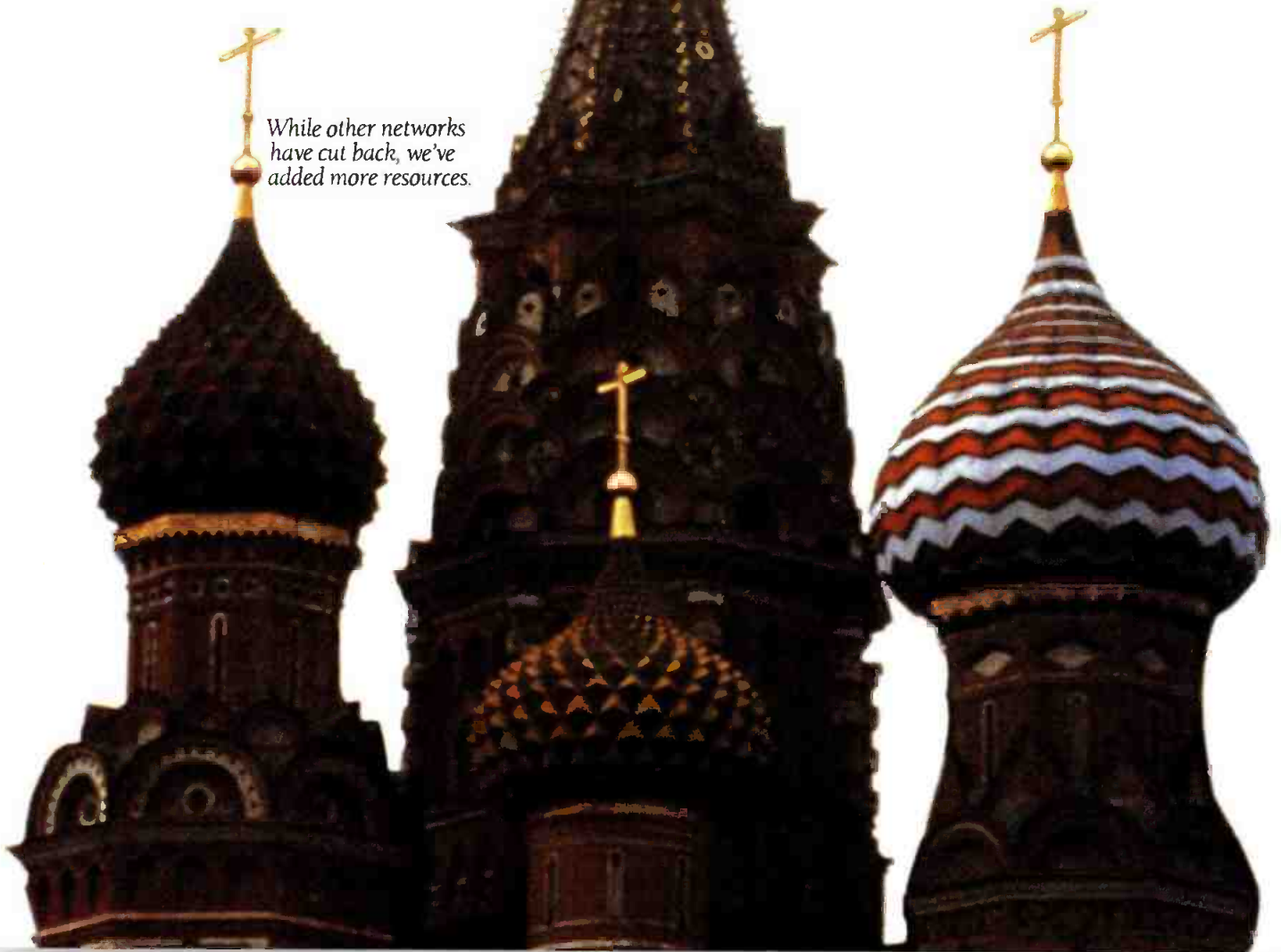
No commercials means more flexibility, more freedom to program the way you want. And that's good news to stations looking for an advantage. Our format is designed to fit your format and provide sales and sponsorship opportunities.

You make all the decisions because all programming is yours to sell without affidavit or clearance requirements from AP. When you carry AP Network News you get more than sales opportunities.



The only news bureau at the U.S. Department of Agriculture.

While other networks have cut back, we've added more resources.



Gives You Everything. Commercials.

You get the most comprehensive radio news coverage in America. While other networks have cut back, we've added even more resources.

AP Hotline is our second channel for live continuous coverage of breaking news and events.

Now you're where the news is happening, when it's happening. Our

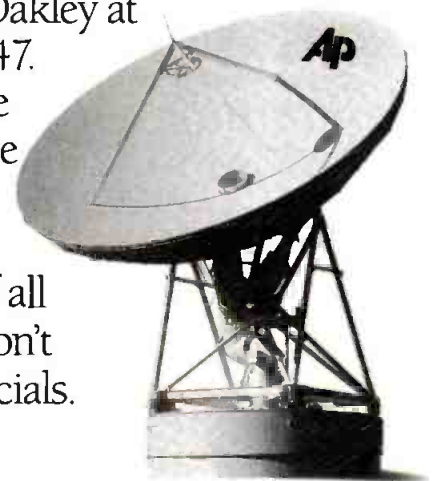


More live sports coverage than any radio network.

sports staff covers more major sports events than any other network. We cover Wall Street with more reports per day than anyone. Ours is the only broadcast bureau at the U.S. Department of Agriculture.

And we offer over 20 lifestyle and entertainment features to suit any taste or interest. Become an AP Network News affiliate today by calling Rosie Oakley at (800)-821-4747.

You'll get more comprehensive news and the most flexible format. Best of all is what you won't get... commercials.



AP Hotline provides continuous coverage of live events.

AP Network News

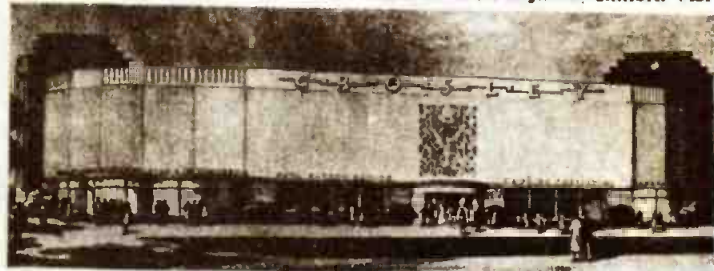
Television Motif Marks New York Fair

Latest Devices of Radio Industry On Display

By BRUCE ROBERTSON

TO BROADCASTERS and public alike the New York World's Fair will probably be remembered as the "Television Fair", for the exposition's opening on April 30 also marked the advent of this country's first regular schedule of high-definition television broadcasts. And, to all but the handful of New Yorkers who own sight receivers, the Fair affords the first chance for "looking in" on these telecasts.

Most elaborate television exhibit is that of RCA, a seven-sectioned display of the theory and practice of visual broadcasting housed in the company's "radio tube" building.



LOCATED on the Avenue of Communications near the Trylon and Perisphere is the Crosley Corp.'s \$100,000 building at the New York World's Fair. The entire gamut of Crosley products will be exhibited in the edifice—radios, the new Reado facsimile printer, radio-phonographs, Shelvador refrigerators, washers, ironers, gas and electric ranges, and bottle and bed coolers. In addition to the facsimile equipment exhibit, a facsimile transmitting unit will operate in the building. The modernistic structure was designed by Sundberg & Ferar, Detroit, in collaboration with Holland & White, New York architects.

special laboratory model projection type receiver which throws images on a screen 6x10 feet in size, permitting visitors to compare reception on the sets now available for home use with the screen-style reception now being developed in the laboratory. Immediately adjoining the Hall is the film-scanning studio, which is also adapted for reception and transmission of programs from NBC's telemobile unit.

Technical Displays

Near the entrance to the Hall is the Television Laboratory, where RCA technicians display and demonstrate oscillographs, tube-evacuating machinery, "bread-board" sets and other paraphernalia, and directly opposite the Laboratory is an exhibit of a regular RCA television camera, a transmitter and a 12-foot model of the antenna atop the Empire State Bldg., showing just how the images are picked up and broadcast. At the front of the building a stock model television receiver in a glass cabinet exposes the complete receiving mechanism and across the room is a "flask" receiver, used in the laboratory because it permits viewing in very bright light. Television is also a feature of the Living Room of To-

morrow, where a combination receiver provides for enjoyment of broadcast images or sound or of recorded music.

An important part of RCA's television exhibit is the RCA-NBC telemobile unit, stationed alongside the exhibit building except when it is picking up some special news event from another part of the grounds. Visitors will be televised by the unit in a series of video "vox pop" programs, which will be seen and heard on the receivers inside the Hall of Television.

Television will also be demonstrated in the General Electric Bldg., easily located by its outer covering of gleaming copper and by the 125-foot-high stainless steel "lightning bolt" rising from the fountain in the building's court. A small television studio is set up in one section of the main exhibit area, where engineers will televise visitors, whose friends may watch them on the screens of G-E receivers in an adjacent exhibit. Visi-

tors may also be televised at the Westinghouse Bldg., going through their paces in a glassed-in studio, their images and voices being picked up by nearby receivers. Television receivers are also installed in the executive lounge of the Ford Bldg., to pick up whatever telecasts may be on the air for the entertainment of guests.

Facsimile Exhibits

Another type of broadcast picture-transmission that will be a novelty for visitors, although it has been experimentally transmitted by a score of stations during the past year, is facsimile, which is receiving its first large-scale demonstration at the Fair. In the Crosley Bldg. visitors can watch pictures and printed matter transmitted and received in a display of Crosley Reado printers, first facsimile sets to be placed on the retail market for sale to individuals. The Reado was designed by the Finch Telecommunication Laboratories, which also operates an experimental facsimile transmitter in New York City.

The RCA system of facsimile is demonstrated in this company's building in an exhibit called "The Newspaper of Tomorrow". Here a

news editor and a makeup editor will work at a regular newspaper copy desk; operators will compose newspaper pages on a varityper set-up; a facsimile scanner and transmitter will view these pages and they will finally be reproduced on a pair of home-type recorders. In addition to the usual news tickers the "Newspaper of Tomorrow" editor has at hand a television receiver equipped with a special photographic device so that as distant scenes appear on the screen of the receiver any part desired may be photographed and made available for immediate reproduction.

RCA's other exhibits include sound broadcasting, education, international communications and marine communications. The last is a 53-foot motor yacht floating in a basin at the rear of the building. Here is displayed a ship-to-shore telephone set which permits reception of both American and foreign broadcasts as well as voice contact with shore stations and other ships and a radio compass. A 250-foot antenna tower on the exhibit grounds is used to transmit programs picked up at the Fair to NBC's regular New York transmitters for rebroadcasting.

Electric Writing

An exhibit closely allied to facsimile is the Radiotype, on display by the International Business Machine Corp. in the Business System & Insurance Bldg. This electric writing machine, which was invented by Walter S. Lemmon, division manager of IBM, transmits written material from point to point by shortwave radio.

The Fair's own most spectacular contribution to sound reproduction is its use of the outer surface of the 200-foot Perisphere as a giant loudspeaker horn. An acoustical pit beneath the building, 12 feet deep and 22 feet across, contains 24 100-watt low-frequency horns and 12 25-watt high-frequency horns. The high-frequency horns face directly outwards, emitting waves at a tangent to the sphere's curve. The low-frequency horns face downward, their sound being deflected up again from the bottom of the pit. The mingled sound, issuing between the curve of the building and the flat surface of the surrounding pool, produces an illusion of sound coming from space with no apparent source.

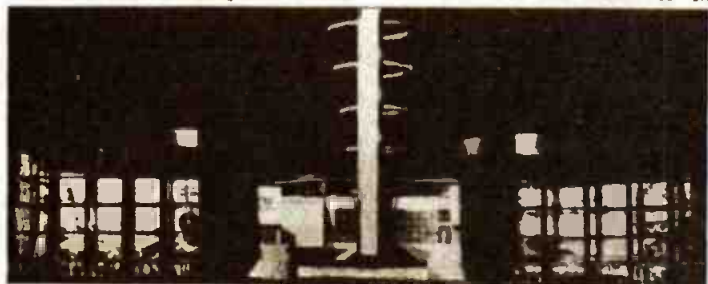
Source of the Perisphere music.



HALL OF Communications at the New York World's Fair, which houses the studios and equipment for transmitting music and announcements via the public address system to all parts of the grounds

as well as of all background music and announcements produced by the 16 loudspeakers on the grounds is the Public Address Center in the Communications Bldg., comprising four studios and a master control room. There is one large studio, used for orchestras, a speaker's studio and two "nemo" studios for transmitting recordings and programs picked up from the radio or remote points. These studios will be used only for programs on the grounds and not for broadcasts. To avoid labor dispute between the electrical unions whose members are employed at the Fair and the technicians of the broadcasting companies, the Fair has ruled that it will supply no facilities to broadcasters, but that each station or network will handle programs from the grounds in the same manner as they would any remote pickup from other points.

The Crosley Corp., owner of WLW and WSAI, Cincinnati, has included a large studio in its own building at the Fair, from which it will feed programs directly to the WLW transmitters and to the NBC and Mutual networks with which it is affiliated. WNYC, New York's municipally-owned station also is maintaining studios on the grounds, in the Municipal Bldg. All national networks as well as 14 New York stations and the British and Canadian Broadcasting Systems have offices in Radio Center, located on Constitution Mall just below the Lagoon of Nations. Here also are the offices of th



MODEL of the Westinghouse E. & M. Co. building at the New York World's Fair, whose two wings are 55 feet high and provide a floor area of 4,500 square feet. Fountain in the court is 115 feet high.

OPRAH HISTORY REPEATED

Once upon a time in Chicago, a local Oprah beat a national Donahue and a bit of syndication history was made.

Now, in Miami, a local investigative news show is making A Current Affair yesterday's romance, leaving Inside Edition out in the cold, and sending This Evening to bed early.

**HERE
WE GO
AGAIN...**

INSIDE

It delivers what the others only promise.

Soon, all America can see Inside Report*, the investigative news strip that's beating the pants off its rivals in Miami.

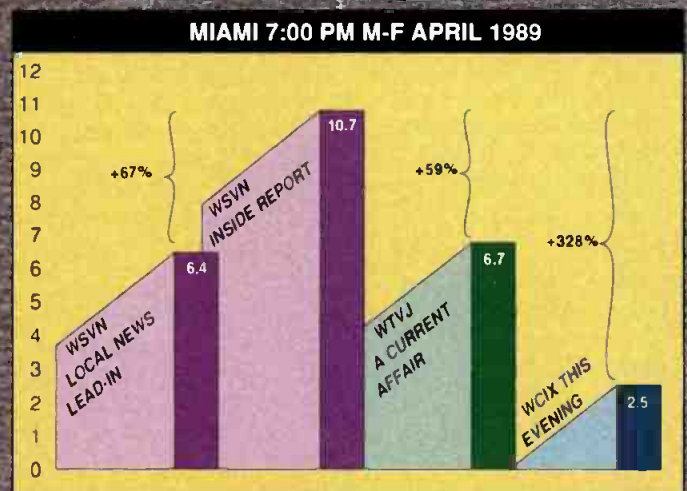
Conceived from day-one as a national show, Inside Report began to make history in January when it stormed past its competition in the 7pm access time period on independent WSVN.

*Airs as Inside Story on WSVN.

By February, the Inside Report advantage increased to 32% over A Current Affair and 241% over This Evening which replaced the battered Inside Edition.



Penny Daniels, host of Inside Report.



Source: NSI, HH Ratings, 4/3 through 4/14 1989.

REPORT

formerly *Inside Story*

The latest April ratings show *Inside Report* with a 67% advantage over its local news lead-in, a 59% advantage over *A Current Affair*, and 328% over *This Evening*.

And its demos are even more dramatic—tying and, in some cases, beating *Wheel of Fortune* in women and men 18-49 and 25-54.

What's so unique about *Inside Report*? First and foremost, it's an investigative news magazine show, with a crack news team that never loses sight of its mission: solid journalism that sticks to the facts for impact.

***Inside Report* is produced and directed by station news people who understand the needs of stations and their viewers.**

Inside Report is available as a strip on a cash/barter basis, starting September 1989.

During the initial quarter, stations will retain all available minutes.

Inside Report. It's new—and already a success.



**INSIDE
REPORT**

It delivers what the others only promise.

Distributed by

MCA TV

Produced by
Sunbeam Productions
Advertiser sales:
212 605-2720/312 337-1100
Station sales:
212 605-2786/818 777-6561

Source: *Nielsen*, January-April 1989
© 1989 MCA TV. All rights reserved.

Fair's radio director, Dr. John S. Young, and his staff.

In addition to Dr. Young, the World's Fair radio staff includes John L. Clark and Robert S. Wood, program supervisors; Walter R. Brown, engineering supervisor; William Card, traffic director; Dana Merriman and Tom Neely, in charge of music copyrights; Miss Frederica Millet, director of women's programs; F. A. Long, production director; Anthony Marvin, announcer.

Source of Broadcasts

While the Fair will be the source of almost daily broadcasts by all national networks and many individual stations, and while it is expected that many of the exhibitors at the exposition who are also radio advertisers will originate one or more of their regular programs from the grounds, few definite plans have yet been made. Westinghouse Electric & Mfg. Co. has started a Sunday evening series on NBC-Blue, *Letters Home From the Fair*, in which Ray Perkins interviews visitors at the Westinghouse Bldg. Scholl Mfg. Co is advertising its foot remedies with a *World's Fair News* program broadcast five days a week on WMCA, New York. These are the only commercial programs tied in with the Fair as this is written.

On the sustaining side, all networks and some New York stations carried descriptions of the opening day ceremonies and similar coverage will probably be given all other major events at the exposition, with happenings of lesser magnitude being carried by individual networks and stations. Some sustaining series are already planned. MBS has shifted its *Welcome Neighbor* series to the Fair grounds and each Wednesday evening Dave Driscoll and Jerry Danzig describe the sights and interview celebrities there for the edification of listeners across the land. Mutual has also moved the Tuesday broadcast of its *Radio Garden Club* to the Fair's Gardens on Parade Bldg.

Foreign Day Pickups

NBC will broadcast a portion of the ceremonies of each country's "day" at the fair, a total of 54 programs, each of which will be shortwaved to the homeland saluted. Among New York stations WNYC is carrying many special features in connection with the exposition, including *Your Home Town Newspaper*, highlights of news from other cities, and *Review of the Fair Today*, the two features broadcast each weekday 6-6:30 p.m. WMCA also has elaborate plans for Fair broadcasts, especially for May '36, which has been designated as "WMCA Day." WBNX opens each broadcast day by playing the Fair theme song, Gershwin's "Dawn of a New Day," and is also broadcasting a *Hands Across the Seas* series saluting foreign nations participating in the Fair. WINS has scheduled a series to be broadcast from the Southern Rhodesia exhibit.



DAVID SARNOFF delivers the dedicatory address of the RCA Building at the Fair. His words are picked up by the microphones, heard in homes across the country. His image is captured by the television camera, seen by scores of onlookers seated before television receivers in Radio City, eight miles away. Handling the pickup are NBC's Richard Pickard, at the camera, Thomas Riley, at the right, while Sid Desfor of the network's photo staff (kneeling in the center background) prepares to make an angle shot of the dedicatory ceremonies. At right is image as seen on the Kinescope receivers.



Amateurs Have Display At New York World Fair

THE 51,000 United States radio amateurs are represented at the New York World's Fair with a radio "shack" in the Communications Bldg., where hundreds of "hams" will cooperate in operating a high-powered, fully equipped amateur station with 14 transmitters, from which visitors may have messages sent to any part of the world without charge. Functioning as the World's Fair Radio Club, an organization created jointly by the American Amateur Relay League, American Institute of Science and the Fair itself, the amateurs will also demonstrate their work in time of emergency, when floods or hurricanes have cut their communities off from the normal means of communication with the rest of the world. The Club has also constructed a display in the Westinghouse Bldg., containing 6,400 flashing lights in various colors which wink on and off as various stages of the transmitter are actuated by the voice of a visitor, who is thus enabled to watch the complete operation of a radio transmitter.

Televise March Films

BECAUSE the *March of Time* films proved to be the most popular movie features telecast by NBC in its experimental transmissions during the past year, the network has arranged with the film's producers to use back releases of the feature during its daytime telecasts this summer and special *March of Time* releases during its regular evening transmissions. A carefully compiled news feature with running interpretative commentary, the film has the continuity desired in television, and the *March of Time* ordinarily has many of the close-ups and intermediate shots that televise best over an all-electronic system, NBC explains.

KWLK, Longview, Wash., on April 25 joined the Pacific Northwest segment of the Don Lee-Mutual network.

New York Display Dedicated by RCA

Fair Ceremony Is Televised New Video Sets Exhibited

THE ADVENT of television coincident with the opening of the New York World's Fair was the theme of the dedication of the RCA Bldg at the exposition, on April 20, on which date the first RCA television receivers were also displayed to dealers in the New York area. Appropriately enough, the dedicatory ceremonies were televised as well as broadcast, and a group of more than 100 newspaper and magazine writers in Radio City, eight miles from the Fair grounds, saw as well as heard David Sarnoff, RCA president, when he said:

"And now we add radio sight to sound. It is with a feeling of humbleness that I come to this moment of announcing the birth of this country of a new art so important in its implications that it is bound to affect all society. It is an art which shines like a torch of hope in a troubled world. It is a creative force which we must learn to utilize for the benefit of all mankind."

No Interference

Although this was the first time that pictures relayed from NBC's mobile television unit had been re-broadcast by the Empire State Tower transmitter, there were no signs of interference between the relay channel and the regular frequency.

Also televised during the ceremonies were Lenox R. Lohr, NBC president, who introduced Mr. Sarnoff; Maj. Gen. James G. Harbord, chairman of the board of RCA; E. J. Nally, RCA's first president; Maj. Gladstone Murray, director of radio in Canada; Neville Miller, president of the NAE; Edwin S. Friendly, business manager of the *New York Sun*, and Dr. Vladimir K. Zworykin, inventor of the iconoscope, television's electric eye. Following the ceremonies, the audience witnessed the first sports event ever televised in America, a boxing match between Jack Penbridge, Golden Glove champion, and Pat Dunne, Police Athletic League star, refereed by Max Baer, former heavyweight champion.

The four television receiver models range from a set that reproduces pictures only and can be connected to any AC operated radio for sound, showing images 3 3/8 inches by 4 3/8 inches, to a large console combination sight and sound receiver, producing pictures 7 1/2 by 9 1/2 inches. The two intermediate models are console type, with 5-inch and 9-inch viewing tubes, respectively, and like the attachment set are direct viewing. The largest model is of the mirror image type. Prices range from about \$175 for the largest console model. [See page 22].

TELEVISION fingerprints as a police aid in rounding up criminals was successfully tested April 18 on the Don Lee Broadcasting System, Los Angeles television transmitter W6XAO. Experiment was conducted by Harry E. Lubac, Don Lee television director. Fingerprints were flashed from the downtown Los Angeles studios and picked up by Long Beach, Cal. police 30 miles away.

Teletest Schedule Is Drawn by NBC

Tentative Program Provides 25 Broadcast Hours Weekly

FOLLOWING the 3 1/2-hour telecast of the inaugural ceremonies of the New York World's Fair with which NBC on April 30 started its regular television service, the network has announced a tentative schedule of approximately 25 hours a week of video broadcasts.

Two full-hour programs from the NBC studios will be broadcast weekly, from 8 to 9 p. m. Wednesdays and Fridays. Outdoor pickups of scheduled news events, largely from the Fair grounds, will be made by NBC's mobile television unit on Wednesday, Thursday and Friday afternoons, with at least one of these being broadcast each week.

The rest of the proposed schedule will consist of film programs, broadcast from 11 a. m. to 4 p. m. on Monday, Tuesday and Thursday of each week. Wednesdays and Fridays the film transmissions will start at 4 p. m. and continue until the beginning of the studio programs.

Primary purpose of the visual broadcasts will be to provide pictorial material for demonstration on the numerous receivers to be exhibited at the Fair and also by retail dealers, according to Thomas H. Hutchinson, manager of NBC's television program division. He stressed the fact that while the film transmissions may be picked up by television set-owners within the metropolitan area, they are intended chiefly for the trade and will be repetitious. Only the two hours of studio programs and the outdoor programs, he said, can be taken as examples of the kind of program service NBC is planning as a regular fare for its television audience.

Broadcasts will emanate from W2XBS, operating on a picture frequency of 45.25 mc. and a sound frequency of 49.75 mc. Station's service area is approximately 55 miles in all directions.

The Radio Corporation of America Tells

What TELEVISION will mean to the Nation!

A statement about the present scope of this amazing achievement, and what you may expect from it



The NBC-RCA Television Antenna on the Empire State Building, New York

APRIL 30, 1939 is the date which formally marks the beginning of a new industry—television. It is the hope of RCA that this new business as it develops, will mean new opportunities for many... that it may match in its advance the swift growth of sound broadcasting.

RCA television at this time will be available only in the New York metropolitan area. The restriction is largely due to limitations inherent in the art itself. Television waves have some of the properties of light. As a rule, such waves will not follow the earth's curvature. Thus they are rarely effective beyond the horizon of their transmitter.

Because of the character of the waves, television programs, even when sent from the NBC mast 1240 feet above the street on the Empire State Building in New York, will ordinarily cover an area scarcely more than forty miles in all directions from that building.

At present, television networks are impracticable. Television pictures can be sent from station to station only through special cables or elaborate relay systems still to be developed on a service basis.

This is a pioneering effort

The accomplishments of RCA in television have been notable. Television has been brought out of the laboratory, and made a practical service. Yet, although television is exciting, thrilling—even spectacular, the television broadcasting now being undertaken by RCA and NBC actually represents a pioneering effort.

How soon television will be available to the country generally is uncertain. Predictions about future television accomplishments are at best only guesses. The men who have so patiently brought television to its present stage of development agree that while it is the most alluring of the electronic arts, it is also the most elusive.

Television Programs

Television broadcasts from NBC

television studios will be sent out initially for an hour at a time, twice a week. In addition, there will be numerous pick-ups of news events, sports, interviews with visiting celebrities, and similar material.

Material for television programs is almost limitless. They can be sent from the studio, or picked up elsewhere. Almost any scene can be televised, if it is accessible to mobile equipment. NBC operates a mobile unit comprising two ten-ton trucks to pick up and transmit television pictures and sound.

Present licenses for television do not permit commercial sponsors. Naturally there can be no sponsored television programs as long as this rule holds. When sponsors are allowed, advertisers will want to have a large audience developed before spending money for shows. Meanwhile NBC will produce unsponsored programs. This is an effort similar to NBC's program operation which provides more than half the broadcasts on the Red and Blue networks.

How Television will be received in your home

To provide for the reception of television programs, RCA Laboratories have developed several receiving sets which are now on the market. These instruments, built by RCA Victor, include three models for reception of television pictures and sound, as well as regular radio programs. There is also an attachment for present radio sets. This latter provides for seeing television pictures, while the sound is heard through the radio itself. The pictures seen on the Kinescopes of these various models will differ not in quality but only in size.

In initiating the first regular American television programs at this time RCA believes that it is contributing to the growth of a lusty infant whose future is likely to be brilliant, but whose coming of age will take place at a time no man can predict exactly.



In Radio and Television... It's RCA All The Way



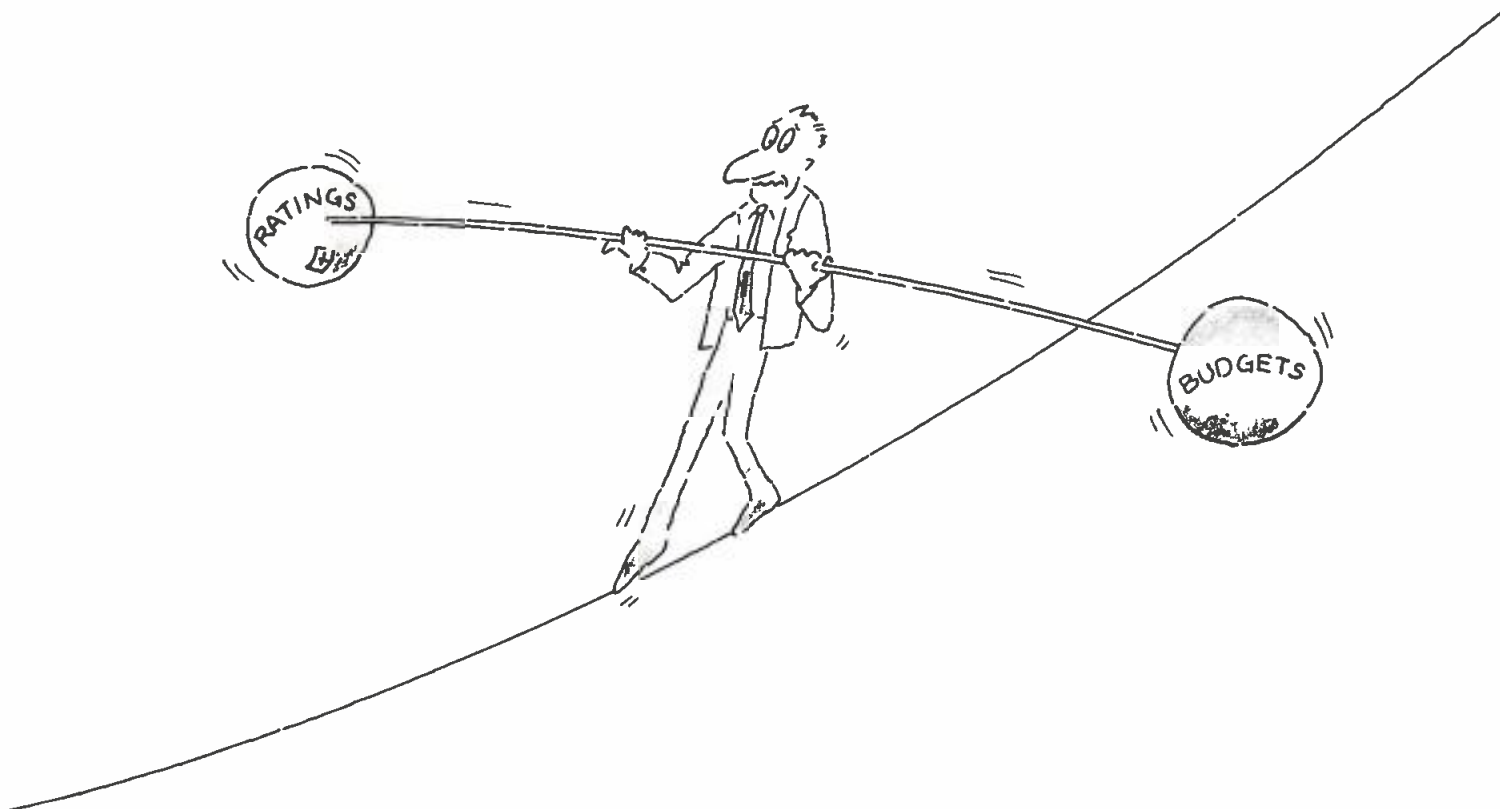
Radio Corporation of America
RADIO CITY, NEW YORK

RCA MANUFACTURING COMPANY, INC. • NATIONAL BROADCASTING COMPANY • RCA INSTITUTES, INC.
RADIOMARINE CORPORATION OF AMERICA • R.C.A. COMMUNICATIONS, INC.

**For today's news directors
"accountability" has taken on
a whole new meaning.**

"Make us #1, and also make us a profit." If this has a familiar ring to you when it comes to your news department, then you're already exploring new solutions—because you know that platitudes like, "we need to be more efficient" just don't work any more.

You need *unique* solutions—
solutions that spring from looking at



the news business in a new way. Like a PC-based editor (with built-in switchers) that's faster than you can believe—until you watch your people make creative, last minute changes that work, perfectly. And a brand new character generator that's designed specifically for your rapidly changing business. Or our new "GUERRILLACAM" to take a load

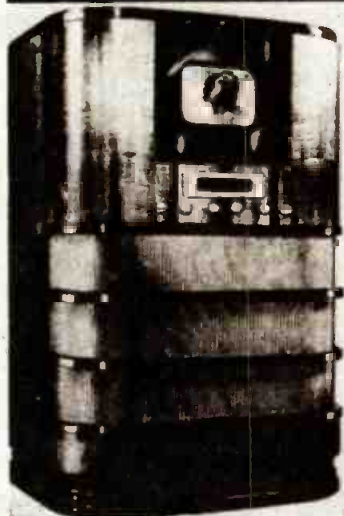
off your budget, and your peoples' shoulders. We've even designed the perfect news still-store that's also easy on the budget, and completely upgradeable.

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TYPICAL of the line of 20 or more cathode ray television receivers being produced by about a dozen companies as transmission service is started this month in New York, are these models. Upper left is an RCA console model with 9-inch kinescope reproducing images 5½ x 7¼ inches, which will sell for \$450. It includes a 12-tube all-wave radio chassis. Upper right is the \$199.50 RCA table model attachment, with 5-inch kinescope providing 3 3/8 x 4 3/8 inch pictures; this plugs into any 1938-39 RCA radio for accompanying sound. Lower left is one of the General Electric line of four video receivers, whose price ranges have been tentatively fixed at \$250 to \$1,000; this set uses a 9-inch picture tube. Besides RCA and GE, these manufacturers have announced lines of one or more television sets: Westinghouse, Philco, Stewart-Warner, American Television Corp., Andrea, Meissner Mfg. (kits). DuMont Laboratories, Stromberg-Carlson, Pilot, Garod, Zenith has reiterated that "Zenith is ready—but television is not."

Full Television Facilities Projected by Paramount

EVERY modern device for the production of television pictures will be included in the new \$12,000,000 Paramount Pictures plant soon to be erected in Los Angeles. Barney Balaban, president, has announced plans for the new studios, to be located on a 150-acre tract to be known as Paramount City. Plans include 26 sound stages, each to be equipped for television in interoffice communication.

Paramount has long been interested in television and reports were circulated recently that the studio will erect a television transmitter in Hollywood this year. Although this was neither affirmed nor denied, the firm recently announced plans to "cash in" on the public's interest in television by merchandising its products through televised trailers, utilizing the new DuMont station at Passaic, N. J. and other transmitters. Paramount is financially interested in the DuMont Laboratories. It is generally believed in Hollywood that with the new plant announced, Paramount will shortly make application to the FCC for a permit to erect an experimental transmitter of its own.

DODGE BROS., division of Chrysler Corp., Detroit, on April 17 started a two-week campaign to promote the new Dodge motor cars, using daily station-break announcements on 60 stations throughout the country. Ruthrauff & Ryan, New York, placed the account.

Film Industry Girds for Television

Movies, Video, Radio Cooperation Seen by SMPE

By DAVID GLICKMAN

THE FILM industry will not be caught napping by the advent of television as it was with the appearance of talkies. This was revealed at the April 21 television session which closed the five-day convention of the Society of Motion Picture Engineers in Hollywood. An "automatic liaison" between the film industry and television was seen.

Discussion was lacking in spectacular predictions and the bond between the two entertainment fields seemingly was drawn closer together with technical leaders submitted in briefs.

Sarnoff's Views

Prediction was made that theatre screen shows will be augmented by the new medium. The forecast, together with a declaration of mutual interest in the movies, radio and television, was made by David Sarnoff, president of Radio Corporation of America, in a radiogram to E. Allen Williford, president of SMPE.

"The future will probably see the present entertainment offered by motion picture theatres augmented by special television services that will bring current events to the theatre screen," Mr. Sarnoff declared. He informed the SMPE he feels "very earnestly that the

industry of radio and television and the industry of motion pictures and theatres can be helpful to each other and thereby to the public both industries seek to serve, if they will study the problems involved and cooperate in this new development as far as may be practical and reasonable."

He cited "recent progress and developments in television, including the steps taken here and abroad to institute regular broadcasting service for home receivers and to carry experimentation into various fields of use, have focused attention of all interested executives and engineers, as well as the general public, upon this new art."

"In due time," Mr. Sarnoff predicted, "the foremost progressive theatre operators will wish to step forward with installations of projection apparatus, as soon as services become available which may be expected to enhance the value of the entertainment which the motion picture industry will continue to provide. . . . RCA will continue to pioneer in the development of television, and we confidently look forward to the evolution of a new and fascinating art, and an industry furnishing new employment to both capital and labor."

Outlining scope and organization of the SMPE television committee, Dr. Alfred N. Goldsmith, its chairman and past president of the Society, in a report, revealed that the committee would "endeavor to

collect, formulate, clarify, and disseminate useful information to the motion picture industry as to television film and pictorial requirements; and to the radio television groups as to motion picture capabilities and availability."

"It is hoped," Dr. Goldsmith's report stated, "to avoid conflicting standards or practices in the two arts. The membership of the committee includes prominent members of both industries so that an automatic liaison will exist. The first aim will be to collect existing information. The second, to guard against misunderstanding, misstatements, unnecessary conflict of aims or opinions, and to obviate or reconcile these whenever possible. The third purpose is to act as one guiding agency in directing technical activities common to the two industries, and furthering interchange of mutually helpful data."

Committees at Work

Dr. Goldsmith's report revealed that a subcommittee on production and technique had been established under chairmanship of O. B. Hanson, NBC New York chief engineer, and that another, on film properties and laboratory practices was headed by O. Sandvik of Eastman Kodak Co. The subcommittees will devote themselves to establishing a glossary of terms and nomenclature; to prepare a list of

CBS to Ask Criticism Of Public on Television

CRITICISM and advice of its television audience, beginning with its first broadcasts now tentatively scheduled to start from the Chrysler Bldg. transmitter some time in June, will be solicited by CBS, borrowing a chapter from television program experience of the British Broadcasting Corp. Gilbert Seldes, director of CBS television programs, now in London studying BBC methods, during an early program plans to take a seat beside a telephone in front of the cameras in the studios in Grand Central Station, and invite those viewing the program to telephone him their criticisms and suggestions regarding the program they have just viewed. The audience itself will hear the telephone ring, see Mr. Seldes answer it, and then see and hear him as he answers questions and replies to suggestions of members of the audience. Gerald Cock, BBC's director of television, who originated the idea, found that it met with wide acclaim when he used it in Great Britain. He states that BBC received a large number of constructive criticisms as a result of the policy, and accordingly has been able to advance its program technique faster than would otherwise have been possible.



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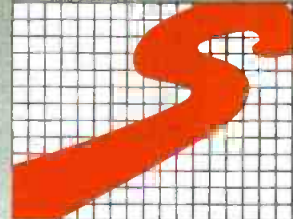
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articles and books dealing with television and its relationships to motion pictures; to provide data on equipment, methods and use of films, with respect to their present status and probable trends; to establish standards, and to handle special problems such as inter-industry coordination, future equipment needs and specifications, and the like.

"It is impracticable at the present time to report specifically on a number of items falling within the scope of the committee because the technic of television is in a state of flux, and many phases of the art are really in the experimental

stage," his report continued. "As a basis of a temporary acceptable policy for the motion picture industry, the opinion appears to be that the present motion picture standards are acceptable for television, and that television will try to work toward those standards."

E. W. Engstrom, RCA research director, described the development of a simplified television "pre-view" system which enables producers to determine in advance films most suitable for televising. The preview apparatus is contained in a compact console measuring only 44 inches high, 34 inches wide and 21 inches deep. A stand-

ard "inconscope" television pickup camera and film projection equipment are used in conjunction with it. Mr. Engstrom also gave details on apparatus which automatically adapt the 24 frame per second speed of motion picture film to the 60 interlaced pictures, per second standard speed of television scanning.

"With the development of both the new television adapter equipment and the previewing system, there are no serious practical difficulties in the way of utilizing present day motion picture standards for television purposes," he said. This, Mr. Engstrom pointed out, immediately opens up two important motion picture sources for television entertainment — first, films that have already been made for theatre audiences may be used for televising purposes; second, films made especially for televising need not deviate from existing movie standards, nor will they require any extra processing.

DuMont's Warning

Differing with standards that have been set up by the Radio Manufacturing Association, Allen B. DuMont, head of DuMont Laboratories, in a paper which was read for him, warned against adoption of standards that might hinder future development of the television art.

"Engineering progress comes daily through constant, continued research and development," he warned. "It is obvious therefore, that at some future date our present day so-called high-definition television will compare only with the crystal detector, headphone days of radio. At that time, however, there will be a tremendous investment by the public in television receiving equipment, and the obsolescence of such an investment will not be cordially received. It is necessary however, that such changes take place, and the problem of the present day engineer is to design his receiving equipment in anticipation of such changes."

The exacting requirements of live television production were emphasized by A. W. Protzman, NBC New York television engineer, who described to the delegates and guests a long series of experimental projects which the network and RCA engineers have been carrying on to develop a suitable studio preparatory to the launching of high definition television program service in the home.

Harry R. Lubcke, television director of Don Lee Broadcasting System, Los Angeles, unfolded the story of how a television director commands his studio staff and makes changes in program enactment by telephone as he sits in front of his television receiver at home, several miles away. He also reviewed the achievements of that company's television transmitter, W6XAO, since its inception in 1931. He revealed that more than 11,000,000 feet of film has been transmitted over the station which currently releases live shows four times weekly and films twice weekly. W6XAO is the only television transmitter on the West Coast.

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(Source: NSI, October 24, 1987)

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MAY 1989

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	KCOP	WHEEL OF FORTUNE	3	3
	KHJ	FALL GUY	2	2
	KNBC	IT'S A LIVING	3	3
	KTLA	MOVIE	3	3
	KTTV	BIG SPIN	5	4

SOURCE: NSI, OCTOBER 1987, SATURDAY

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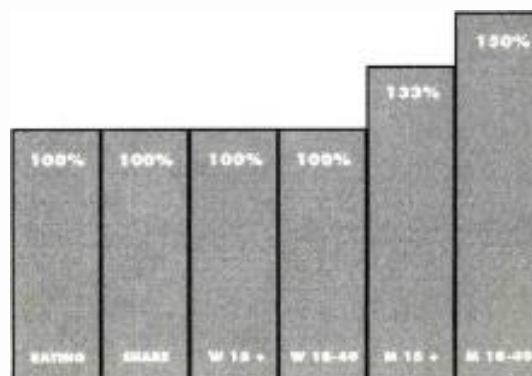
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SOURCE: NSI, OCTOBER 1986-87, SATURDAY

SECRETS & MYSTERIES DEMONSTRATED EXCELLENT LEAD-IN RETENTION AND IMPROVED KEY DEMOS!



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Speakers of the House

When it comes to communications, Billy Tauzin (D-La.; left), Al Swift (D-Wash.; center) and Tom Tauke (R-Iowa; right)—all senior members of the House Telecommunications Subcommittee—are among the most active, and thoughtful, congressmen on Capitol Hill. BROADCASTING, seeking to gauge congressional sentiment on a number of issues in radio, television and cable, asked that trio to join with our editors in the “At Large” discussion that follows. Their comments—informed, fresh and candid—offer a unique insight into how Congress feels about today’s telecommunications playing field.

How do you view the contending states of the art in broadcasting, cable, Hollywood and—prospectively—the telephone business? As you look at those industries, which do you think is the most successful, which do you think is in the greatest need of help, which is in the greatest need of regulation?

Tauke: My perception is that all the industries are healthy. I think it’s safe to say that cable, television, radio, Hollywood and the telephone industry are all making money. And they’re not just making money but are very healthy and are doing well. Prospects for the future are bright.

Obviously, however, there are some that have seen some reduction in market share. The networks, for example, don’t have the market share they did before because they have more competition coming from a great diversity of sources for entertainment and news.

I think that cable, in a sense, is nearing the peak of its ability to reach more households. There are some economies of scale which impact on the ability of cable to continue to expand as rapidly as it has. And as new technologies permit services to be offered without using a wire, cable may face some slowdown in its growth—



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although, on the other hand, it has greater opportunity to provide new services.

The telephone industry is obviously also looking at the addition of services, and much of its growth is going to come in that arena in the years ahead.

Broadcasting, it seems to me, continues to be a very profitable enterprise. But broadcasting will continue to face more competition, so it will have to be able to change in order to meet that competition. Some broadcasters are specializing in the markets they appeal to. But generally I find that we still rely on broadcasters for basic news and entertainment.

Hollywood, obviously, is profiting from the diversity of those sources because the more people out there providing entertainment—I should say *outlets* for entertainment—the better Hollywood does.

So all of them are doing well, they all have relatively bright futures. But it's clear there's going to be a lot of change in these industries, and some of the change will come from shifts in the market, some of the change will come from the rapid expansion of services that will be offered to consumers.

Swift: I think we should be addressing the question of the most successful and the most needy. I think the most successful at this point in time, without question, is the cable industry.

They have done that by almost brilliant lobbying over a long period of years. So far as I know, they have always done it on top of the table; they've stolen a lot of people's shorts, but they did it looking the guy straight in the eye.

They've done it to the broadcasters, the cities—and they did it

“I think the most successful [business] at this point in time, without question, is the cable industry. They have done that by almost brilliant lobbying over a long period of years. So far as I know, they have always done it on top of the table; they've stolen a lot of people's shorts but they did it looking the guy straight in the eye.”—*Swift*

because they were smarter and worked harder and had better strategies than the other folks.

It hasn't always resulted in good public policy, but I always try to be careful not to be critical of them for having been very successful in pursuing the best interests of their particular industry with great vigor and—as far as I know—total honesty. It does raise some public policy questions as to whether or not they will be reached.

All four of those you mention have need, although I wouldn't put any in the category of “needy.” But I think central to my view of all this is that the local broadcaster can provide something no one else can—namely, localism.

As a result, from a public policy standpoint, we should have more concern for that area than any other, because if they crumble economically, a central piece of public policy crumbles as well.

Therefore, I have been taking more of a look at how the networks stand. I think two of the three are not making any money right now—maybe that's temporary; I don't know.

But I had a talk with some folks from CBS about a year ago in which a very sad tale was spun. And the very next day I was at Peggy Charren's [Action for Children's Television] awards program, and I happened to be sitting with a couple of affiliates. They happened to be NBC affiliates, but it didn't make much difference because affiliates always have this kind of love/hate relationship with networks. So I kind of tested this sad song the networks sang for me the night before. To my surprise, they both agreed—and they saw their fate very much tied to the fate of the networks. And rather than grumbling about the usual litany of things you get from affiliates about networks, they in fact were expressing concern that these networks not be allowed to get into a position in which they get on a slippery slope.

Which brings us to financial interest. When that came up before,

I took the position that the networks were probably right, but that they were premature. I didn't have a whole bunch of sympathy at the time that they were on the precipice; they weren't, but they probably were in greater trouble than I thought they were, given that it's not that many years later, and now I think we can begin to see what they were talking about.

How that gets resolved in a way that's fair to Hollywood, I'm not sure. But I do remember that Jack Valenti was marvelous in being able to couch that debate as though it were between the steely eyed financiers of New York and the humble, starving poets in their garrets in Hollywood.

That's ridiculous. It's between two very wealthy, very powerful industries—and whether or not one of those needs to have a slightly different arrangement so it can continue to be prosperous and be the anchor of our broadcast system and deal with the localism.

I think we need to examine that with a little more intensity than we have in the past.

Tauzin: Let me first agree with Al. In the current economics, cable is obviously the most successful in the current developing communications field. And I say that not simply because they've stolen people's shorts while looking them in the eye, but also because I think they're moving with measured skill into territory that was traditionally broadcasters'. I particularly refer to the Turner network's taking over some of the Sunday night football games and the movement of pay-per-view, particularly in these kinds of events like the Olympics. They're doing something that's never been done before—offering specialized pay per view coverage continually of each sport for those categories of viewers who want to specialize in watching wrestling only or gymnastics only.

And the measured way in which they're entering this field so as not to cause too much of a ruckus—while at the same time getting a real foothold—tells me that their advance is going to continue until and unless other changes occur in the way broadcasters deal with that issue.

The other thing I see is the advance in technology that's affected the status of the networks and the affiliate-station relationship. That is of some concern to me particularly, and I hope to others in Congress, because of the localism aspect of the current network-affiliate station relationship.

If in fact technology on HDTV advances and Ku-band broadcasting—direct satellite broadcasting—becomes a really hot ticket, that whole system is threatened. Add that to the movement of pay per view on special events, and you can see that the networks are in for a tougher ride, and can be seriously threatened in the current relationship between the local stations and the network broadcasters.

I think Hollywood benefits from all of that. As Tom pointed out, certainly the more competition and the more channels of communication that are opened up and the different ways in which Americans can and will be using products is always going to keep Hollywood jumping. They're going to benefit continually from that development.

But there's another player out there you can't fail to notice, and that is the telephones. Like the cable industry, it is now just beginning to assert itself; it's gone through its period of deregulation and it's gone through a period of divestiture, and it's now settled in and telephone companies are itching to get into some new lines. One of those lines may in fact be telco entry into video services.

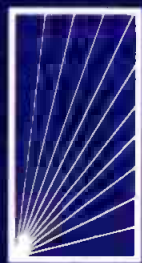
My thought is that broadcasters—particularly network broadcasters—may one day have some real interest in seeing telco entry into video services—particularly if the issue of compulsory license is simultaneously reconsidered.

Let me speculate. If there were a second wire out there competing for programs from Hollywood, special events and network signals—and compulsory license was not the rule—but networks were able to negotiate between the telephone company and the cable company as to which might carry the network signal—I have an idea the networks might suddenly see their profit margins go up again. Primarily because network carriage is the primary focus of cable viewers' interest, still. Specialized programming and pay per view are all well and good, but the first thing they want in cable is a good clear signal for network programming.

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networks were able to negotiate rather than be subject to compulsory license, I think the prospects for the networks would go up.

The big concern is that in that transition, in that change of technology or change of public policy, what happens to the affiliate station relationship, what happens to the localism for which we have come to admire and respect the network system?

Those are questions I think are not necessarily going to be answered in the marketplace, but may end up here, with our having to make some public policy decisions regarding that.

Frankly, I think that the great successes cable has been able to achieve, particularly in deregulating itself through legislation and in entering these new marketplaces, is due in large part to the fact that cable has measured its advance carefully, considerately. And as a result, successfully.

I also believe, however, that they may just be going too far when they start making Americans pay for all these sports they had been getting on Sunday afternoons on regular network channels. And when specialized events like a great boxing match can only be seen if you're willing to pay for it with a special charge by the cable company and that becomes the rule rather than the exception, I think you might see the advance of that tide slowing down and some reevaluation of that policy, and I think broadcasters have obviously an interest in slowing that tide down.

Tauke: I think the cable industry has been successful legislatively, but I think the cable industry faces some problems on the horizon. I am not a financier, but if I am reading the financial statements correctly, I have a great deal of difficulty understanding how those who are buying some cable systems at the very high prices they are paying for them are going to make a go of them in the years ahead.

I look at some of the smaller communities—for example, my congressional district has watched cable systems turn over and the price keeps increasing—and then I've seen the rates for local service increase significantly over the last few years, and I say to myself that has to stop somewhere. It's going to stop in part because of economics—and it may also stop because of the hand of regulation coming back in.

I'm sure I am not alone hearing about cable subscribers across the district who are concerned about the high rate of monthly service, the basic cable service. That's going to continue to be a problem, because the prices being paid for cable systems are so high that they will force rates to go up. And when rates go up, members of Congress are going to get interested. And that's when the cable industry's problems may arise again in the form of regulation.

The second thing that's clear is that the cable industry is going to

“So cable is doing very well right now, it's riding very high, it's had great political success. But if I were choosing any investments today, I don't think I'd invest in a local cable company as my first choice.”—Tauke

face some challenges as it attempts to expand into new services. The question then is: What will cable be able to do in the area of new services and what will it be permitted to do in the area of new services? They aren't going to be alone in the battle to offer new services to the consumer—compared, let's say to the telephone industry that may be at a significant disadvantage.

So cable is doing very well right now, it's riding very high, it's had great political success. But if I were choosing investments today, I don't think I'd invest in a local cable company as my first choice.

Swift: I don't know that there is any disagreement between Tom and me. I was talking about from today backwards, and he's saying from today forward. Everything he said is true, and I may have alluded to it when I said their success has raised policy questions, and Tom also said it's raised some questions for their own self interest as well. I agree with him.

Tauzin: One other thing. They've not only been successful in expanding their ability to move in other directions, but they've been successful in keeping the competition at bay. The satellite

dish industry is a good example. If there is a competitor in the field right now, available for the consumers to latch onto and support—it is the dish industry; and not simply for the sake of competing in the country areas where dishes are obviously more popular, but for the sake of keeping cable rates the highest in the urban areas. It would seem like a natural for consumer groups around America to push for support of bills such as I've introduced, the Satellite Television Viewers' Rights Act. And yet cable has basically kept this at bay. We've had minor success and have had some success in the

“And maybe it would be better...if you didn't have either must carry or the compulsory license and you simply had two wires competing for the network signal.”—Tauzin

marketplace; in fact, the National Rural Telecommunications Cooperative signed a contract to be a third-party distributor. But outside of that limited success, cable is still pretty much in charge with the programers, as to how this new industry develops.

I think that speaks again to what Al talked about—the very, very successful period—from here back if you will—of lobbying and also marketing.

I suspect that will change, too. As consumers begin to react to these high cable prices they just may become more interested in alternatives—fewer conduits, other ways of delivering than cable.

That could begin to happen but right now cable's shining bright.

Will you re-introduce your home satellite bill?

Tauzin: We're introducing several attempts to deal with some of the remaining issues. For example, we want to see that the FCC actually gets into this question of how General Instruments is marketing the new decoders and how the technology is being developed, since they control the gate to the satellite dish and since they have a patent on it to control that gate.

Secondly, we think we need continued oversight of the development of third-party packaging, or some mandates if it doesn't develop properly. Control by the cable industry of that particular area—marketing the product—is one I have continually pointed to as an example of the lack of competition in services.

Tauke: So a lot depends politically on what the cable industry does. If rates keep going up and what continue to go against what is viewed to be the public's interest in sports and a few other things, then cable can all of a sudden face some political problems down the road.

Is the cable industry viewed as arrogant?

Tauzin: Well, when they say they will come and hook you up any time in the next four months, I'd call that arrogant.

Well, there are different cable companies out there, and there are some that are quite good. The problem in the industry is that not only has it achieved its remarkable success and maintained it to the point where they don't have to worry about calls to the local mayor or the city council or even to Congress—and that does breed arrogance, of course.

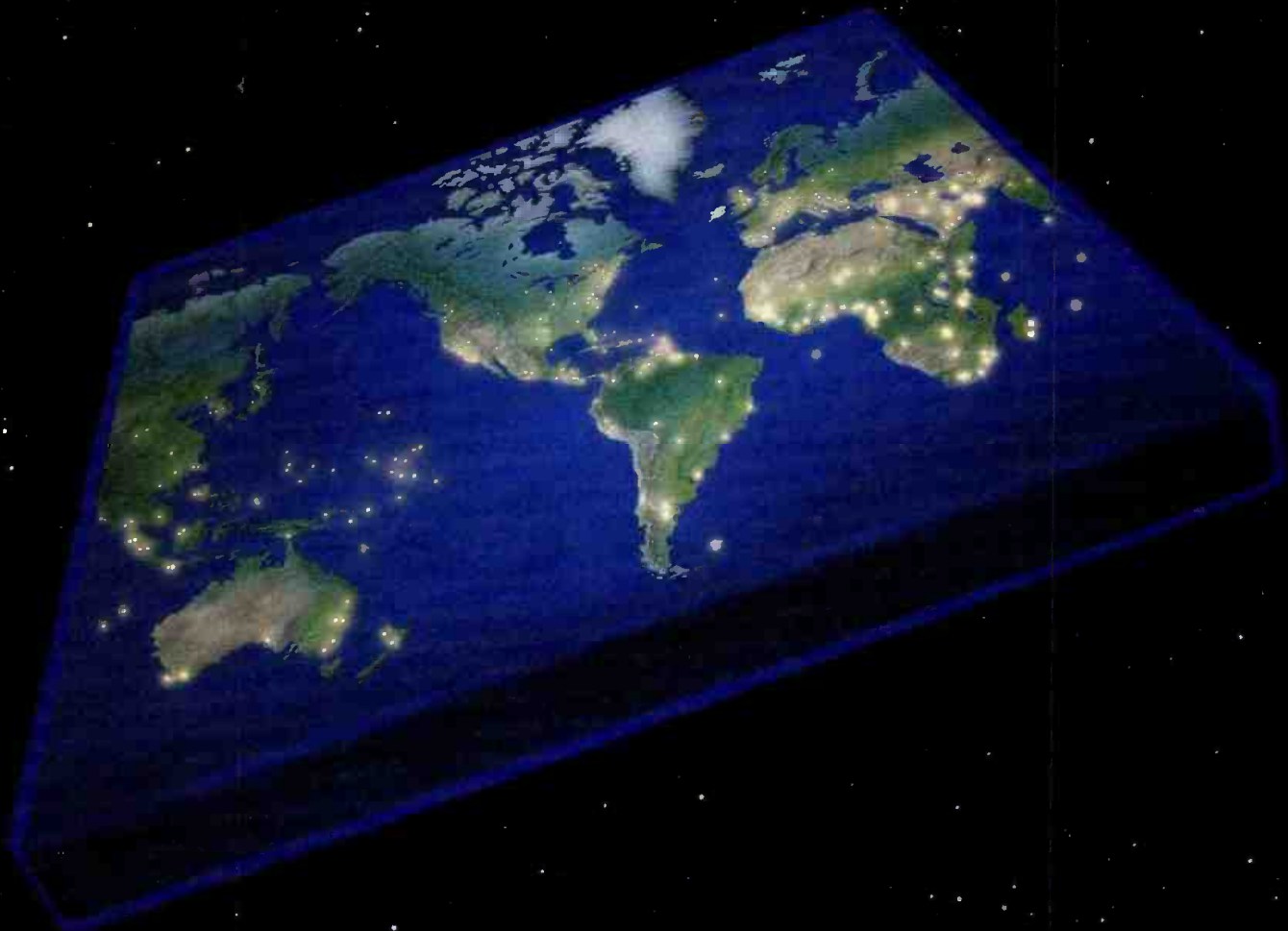
But they're also consolidated. When you see cable companies being bought right and left and consolidating into larger and larger units, that of and by itself breeds a certain arrogance that I think is troublesome for many of us, particularly when we're starting to get those calls as to why don't you deregulate it, it's almost a monopoly.

Swift: There's little localism left in cable, and I think that's part of the problem. You can mandate local channel availability or something, but when you can't call the manager locally for making decisions on a local level, that's when you have a problem that is perceived, whether or not it is. And it's perceived, perhaps, to be arrogance on the part of the industry.

We're seeing some of that now. It's hard to get a hold of anyone who is going to make things happen, so it will be hard to find someone who can correct the problem for that constituent who is waiting four months.

These things have a way of being cyclical. Broadcasters tried to

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kill cable in its bassinet, cable is trying to kill a couple of other things right now—satellites is one and wireless is another. I told some of the wireless cable folks the other day that the way you'll know you're successful is when you feel this incredible urge to go out and stomp out some new developing technology that's considered a potential threat—then you'll know you've arrived.

Swift: The city halls out there are being inundated with calls from irate people who say: "You've got franchise agreement, do something about it." They have to explain that they can't anymore. Understandably, they then have these people call my office. And it's not just the increased rates. For example, a guy moved in and bought a \$200,000 house and the cable goes right by his house; he calls up and says to hook him up and they tell him it'll take four months. "What do you mean four months?" So he calls city hall, and then calls me.

There's something about being so successful; I don't know of any example in history where anybody got as successful as the cable industry has over the years, and then has been able to sustain it. You get to a point where arrogance creeps in, and greed.

"[The fin-syn contest] is between two very wealthy, very powerful industries—and whether or not one of those needs to have a slightly different arrangement so it can continue to be prosperous and be the anchor of our broadcast system and deal with the localism. I think we need to examine that with a little more intensity than we have in the past." — *Swift*

They're there, and it's just as clear as a bell.

Tauzin: None of us in any way want to condemn cable for its success. It's been awfully good and aggressive, and much of the development of cable has come from small companies just aggressively going out there and building their niche. But the point is that they're no longer small companies, in most cases. They're getting bigger and bigger and they're not local. And they're beginning to get big enough not only to try to reach out and stomp out a competitor like the backyard dish, but now they're taking on the networks.

Tauke: I don't know that anybody has ever stopped a developing technology. Doesn't work. If you can buy an 18-inch or 12-inch dish and stick it in your attic and get television programming, cable is going to have a tough time.

Tauzin: But that also says that networks are going to have a tough time maintaining the current system of network-affiliate station relationships, and because new technology goes right to the heart of it.

Do your feelings about cable and broadcasting bear on specific legislation? For example, what about a must-carry bill? And how do you feel about channel positioning? Or vertical integration?

Swift: Taking those one at a time, we've always supported must carry, all three of us. I think it's pretty basic, but there's been an impediment that prevented action.

The unconstitutionality? Is that the impediment?

Swift: It's been the clearly constitutional fairness doctrine—that is, because of our inability to get recodification into law and Chairman [John] Dingell's reluctance to move other legislation until that part is accomplished. I think must carry is certainly a part of it, but I think that, clearly, getting positioned on HDTV is in the long run more important than channel switching is right now. Cable has kind of backed off in that subject.

If you move into a whole new area of standards in television, and the local broadcaster can't follow, localism is in trouble. Therefore, I think that's probably the major thing that the broadcasters should have their eye on—and I think by and large they're doing that.

Tauzin: I think it's a mistake for broadcasters to think they can rely on must carry forever as their solution to maintaining localism. Technology is changing so rapidly. I really think the whole issue of must carry—tied as it is to the compulsory license—is something that broadcasters ought to seriously think about. It might be much better for broadcasters if there were a competitive cable—the telephone company out there. And maybe it would be better under those circumstances if you didn't have either must carry or compulsory license and you simply had two wires competing for the network signal.

That kind of marketplace might just better protect broadcasters than this fight to maintain must carry, combined as it is with the compulsory license. There's a reason why cable is voluntarily agreeing to must carry—they don't want to see compulsory license questions. That's clear. But if you view telco entry as something that is going to be debated here sooner or later, and you look at those twin issues of must carry and compulsory license in connection with it, there is an opportunity for broadcasters if they want to pursue it.

Perhaps that's the way you solve the economic problem broadcasters are having in the fact that cable can outbid them for Olympics and special sports events. That economic equation changes rapidly when the cable has to bid for network carriage instead of having the right to it.

Tauke: I don't see anybody else competing with broadcasters to provide local service. As someone indicated earlier, the cable systems want to carry the local channels, not because of must carry but because that's what the people want. If cable can't provide that, they're in trouble.

Tauzin: Independent television's best hope is not in legislation that's going to mandate channel selections or even eventually a reliance upon must carry that somehow we can't frame into law because we're having difficulties writing it correctly and basing it correctly constitutionally. I think its best hope eventually will be a system whereby more than one carrier is competing or bidding for whatever they can perform locally at their independent station.

This discussion so far has centered so much on cable that one wonders how interested you are in broadcasting type re-regulation, which for quite a long time we had been expecting from this Congress. Let me ask you, Congressman Swift, because you have been associated with several pieces of legislation in that area, how do you feel now? For example, do you feel that a three-year rule ought to be reimposed in that area?

Swift: Yes, but I'm not sure it has to be in the form of a three-year rule. I have had broadcasters who favored doing something who have talked about several formulations of it. Something along that line I think can still be useful.

I think the children's television bill passed last year and that we passed again out of committee this year is good. The fairness doctrine issue hangs around, and there's probably nothing new to say about that. Although that's never been one of my big ones, I don't agree with Tom that if you reimpose it, disaster will occur. But I don't know that I've shared quite the same level of dismay of Mr. Dingell in terms of the disaster that will occur. That's more of a political problem and something that has to be dealt with.

Mr. Swift, you and Congressman Tauke are co-sponsors of what we call the code bill, which takes a self-regulatory bill approach to regulation. Does that have potential?

Swift: I think Tom and I both think it's a good thing to do, but I think Tom believes it would replace a lot more regulation than I do. So there is a difference in degree there.

I think the elimination of the code originally was one of the dumbest things the Carter administration ever did. It's a very useful thing to have as setting some standards in the industry. It really helps the industry deal with some areas that are extraordinarily difficult for the Congress or even the FCC to deal with: questions of sex and violence and so forth; how government defines those things in a way that doesn't raise First Amendment issues and doesn't get too deeply into programming judgments. In other areas, where Congress or the FCC can be quite precise in certain kinds of regulation, that might be better than a voluntary code—in areas where you can demonstrate there's not been compliance with the code and kind of assert there is a public policy reason to do that.

Tauke: Perhaps our focus on cable is a little misleading; at least from my perspective, I don't really think cable has dominated the discussion. The impression one gets from reading is that cable's getting beat up all over the place, and I don't think that's quite the case. I don't know that anyone is really leading any charges. There is no doubt that a significant number on the committee want to move into the area of more regulation of broadcasting. That's evidenced by the passage in our subcommittee and committee of the fairness doctrine and the children's TV bill. Consequently, those of us who are advocates of reducing regulation have looked to the FCC as the primary forum in which to accomplish some of those goals. We think the FCC's efforts to take the ability of people to abuse the comparative renewal process for financial gain—we've taken that away, and that's a positive step in the right direction.

We have some hope we might be able to move a radio only bill in this Congress. Congressman Tauzin and I intend to introduce a more comprehensive measure—a TV and radio bill—but from a practical perspective it isn't likely that legislation is going to make it all the way through the process. We hope that if we could get radio-only passed here and if we can get the FCC to move in these other areas, we could end this period with some substantial improvement in the regulatory situation for broadcasters.

I do have some hope for my broadcast bill. It seems to me that measure offers a way out for a lot of policymakers; the bottom line is that there are some legitimate concerns about the kind of programs children are watching, what with the violence on TV and various other things relating to what's broadcast over the airwaves. I have a great concern about the federal government getting into the regulation of content—but we aren't giving the industry any ability to police itself, which is a far better alternative. So I'd like us to move to permit the industry to deal with these problems without having government dictate how the problems ought to be addressed. It would present much less government intrusion, much less government dictating of the content of programs.

In your earlier remarks concerning the networks, you held out the suggestion that you might be sympathetic to the repeal of financial interests. Would you want that impression to stand?

Swift: Yes—I was not unsympathetic the last time, I just had no particular enthusiasm for it. I thought their argument made sense, but that it was some time off. And very frankly, I thought it was further off than I now think it was. I may have made a mistake there.

This is an issue that I would like to see addressed. It is a frustrating issue in that both sides will talk about how they try to compromise, but in fact both sides are really very rigid on this. And I suspect it's one of those other things where the equities probably do lie somewhere in between.

“We hope that if we could get a radio-only bill passed, and get the FCC to move in these other areas, we could end this period with some substantial improvement in the regulatory situation for broadcasters.”—*Tauke*

I have talked, for example, with the president of Republic Pictures, which is not one of the great giants any more; they've got one basic hit, and that's *Beauty and the Beast*. And he makes a fairly compelling argument that if he had to share too much of the end profit and was not able to share enough of the front-end cost and risk, that—simply with his size—he would not be able to get into the game.

Knowing nothing about the financing of movies and nothing about the financing of networks, I may be easy game here. But it seems to me that there may be circumstances like those of the relatively small independent producer who should not be lost through the cracks in a battle between the Titans.

As long as both sides are playing hardball and refusing to compromise, it makes it hard to find that balance.

If it weren't for the importance of localism you might be able to take the view that well, this is a fight between a couple of rich guys

and who really cares who wins? But I think the point Jack Valenti has to keep in mind is that it's not just a battle between a couple of rich guys—it is a battle in which one of those guys provides a very specific type of service that government by policy wants provided at the local level. And there's got to be a certain amount of economic health there if that goal is to be achieved.

I think Hollywood, cable and all these other people who want to take on broadcasters from time to time need to recognize that broadcasters have that additional responsibility. It is expensive, it rarely makes them money.

As you well know, I'm not one that agrees that as long as the broadcaster only does locally that which will make him money, he is meeting that localism test, I think that's too shallow a version. The kind I'm talking about is going to cost him some money. That is a burden these other birds don't have to meet. Therefore, I believe it is appropriate that in defense of the policy, government says, “OK, now, in order to be able to maintain that policy, these kinds of decisions have to be made, and one of those may be in financial interest; not necessarily exactly what the networks are asking for, but something in that area may be essential.”

If Congress wants to consider throwing away the public trustee-ship concept and all that that means in terms of localism and replacing that with putting a few more dollars in the general fund [through a spectrum fee]—it's a free country and we can do that. What troubles me is that I think most Americans and most members of Congress who don't work with this all the time may not be aware of what they'd be giving away in return for some dollars to the general fund.

A young member of the committee, when he was a freshman, said to me, “I really don't see what's so wrong with a spectrum fee,” and he used the sheep grazing analogy and whatnot, and I said, “Yeah, but they do pay for that in what it costs them to produce local programs, and whatever, and a spectrum fee means they pay twice—unless you're willing to give that other thing up.”

If I thought every member of Congress understood that, I think we could probably take that to the floor and I think probably we would stay with the system. Where I think you'll lose it is if people don't understand what it is they'd be giving up in terms of what broadcasting provides a community.

Do you have any thoughts as to whether to give the networks a break on this financial interest?

Tauke: I haven't looked at all the financial records one should study before making a judgment. My perception is that the networks are struggling a bit. But I don't think it's quite as sad a situation as Al does.

The networks aren't the dominant players any longer—they haven't the dominance in the field they had a decade ago. So we've got to take a new look at it, it seems to me, but I haven't really looked at it close enough recently to know if now is the right time. Despite the fact that we have had a new alliance formed to stop anything from happening I don't think there's a great movement on the Hill at the moment to take up this issue.

What will happen to the fairness doctrine?

Tauke: I hope the fairness doctrine is vetoed by the President.

Will Congress be in a stalemate on this issue, with all the related issues like must carry held hostage?

Tauke: I hope not. I can't imagine the members of the committee will be that short-sighted.

If the President vetoes the fairness doctrine and some of these broadcast issues don't move, do you think some members may want to reevaluate the whole public trustee concept?

Tauke: I don't think that members of the committee can have it both ways. If they are going to keep passing legislation and imposing additional regulations on the industry, I don't see how they can suggest that broadcasters are no longer public trustees, and that they're just other competitors in the communications arena. Obviously, the other competitors in the arena don't have the obligations imposed on broadcasters, and the other competitors aren't providing the local service broadcasters provide. And if we expect broadcasters to continue to provide that kind of local service, then it seems to me we have to continue to acknowledge their

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role as public trustees, if you will, of a portion of the spectrum.

When you represent a more rural area you may have a better feel for that; I suppose if you're in a major city and have lots of media outlet options, you may not be as aware of the importance of having someone provide local service. But when you're in an area where there really is substantial reliance on the radio station in the community for weather, news, farm reports, high school basketball scores and the like, then I think you can appreciate the unique role broadcasters play. And the real public service they perform.

Are you independently enthusiastic about the idea of telco entry?

Tauzin: Yes, for a lot of reasons. I am deeply concerned about how cable is making inroads into selective preferential sports programs such as the Olympics and other important sports events. And while they certainly have a right to do that and the right to put up the money and therefore buy the right to telecast it, and then sell that product, they have an obvious advantage over the networks because they're not only advertisement-based but subscription-based as well, so they have an advantage in the bidding wars that are going to flow from their entry into that area.

So as I think it through, one way not only to provide good competition in those areas—to insure that citizens have fair competitive prices for those programs they're going to be charged for—but I also think it might be one way to insure that network programs likewise have a chance to survive.

And I think if you had a separate line carrying those programs and competing to carry them that—combined with the demise of must carry and compulsory license together—you just might have a world of fair competition again.

The Time-Warner merger—is that the wave of the future? Is that what Congress envisions for the telecommunications future?

Tauke: Certainly it's not what Congress envisions our telecommunications landscape looking like. I don't know if that means it is reasonable to expect that we won't have more consolidation. We've got some big players out there now, and those players obviously find some economic incentive to merge and get bigger.

We looked in our subcommittee also at this whole issue of mergers and acquisitions and leveraged buyouts, and we really haven't figured out whether we should do anything about those kind of activities in general, and certainly not in the area of communications. My guess is that for the time being, Congress is going to sit back and watch, and maybe make some changes in the tax code or maybe tinker somewhat with the securities laws, but not really do anything major.

Tauzin: You can't stop the onrush of the new technologies, and even when you do have big mergers like that at the top, there are always emerging technologies with smaller companies coming in and grabbing all of this new technology and suddenly becoming a competitor in this niche and growing and expanding within the same system.

Mr. Tauzin, what is your own legislative agenda?

Tauzin: Well, actually, there are two—the home satellite bill and the radio-only broadcast deregulation bill that Tom Tauke and I will be issuing. We're also going to file a television broadcasting deregulation bill as a way of indicating that we're not abandoning it at all. In fact, we intend to pursue television broadcast deregulation at the first opportunity.

The fairness issue by that time will be out of the way. The chairman [John Dingell] is going to get his will, and he'll get a bill up to the President on fairness, and we'll see what happens at that point. My own recommendation to broadcasters for a long time has been to go ahead and while not necessarily acquiescing in it, at least understand it's got to happen for us to get to other issues, and then let's test the fairness doctrine in court and find out whether or not it is, in fact, constitutionally prohibited government intrusion on the First Amendment. If we're right, and we believe it is, then the courts will verify that and strike it down. Meantime, we can go on with our other agendas—which is to achieve broadcast deregulation codification.

What do you think will happen if the bill goes forward and gets vetoed by the President?

Tauzin: The likelihood is that there will probably be enough votes in the House and perhaps the Senate, as well, to override the

veto—in which case it will go to the courts, as it should. I frankly think President Bush will veto it, but we've got to wait and see. I know what Reagan would do, but I'm not sure what Bush will do on that decision.

If the veto is sustained, will we have another stalemate on policy?

Tauzin: I don't know. I hope not. The fact that we have not tried to roadblock the chairman on this issue, and we could have—we still do some things, and an aggressive campaign might succeed in at least delaying if not derailing the effort—the fact that we have not done that ought to mean something to him. He understands where I'm coming from, and we kind of backed off a bit and let him have his way on this one in hopes he'd open the door at least for us to proceed with some of the other issues. And he had not been, as you know, totally opposed to broadcast deregulation efforts. He's got his concerns here and there and the doctrine is one of them, but basically he has been generally supportive of some efforts to codify deregulation of broadcasters.

So I think we still have room to move our agenda, even if the House and Senate fail to override a presidential veto.

At the NAB convention there will be an announcement of a new campaign for free, over-the-air TV. Do you think anything ought to be done to support that medium or that idea?

Tauzin: I guess a campaign like that would appeal to those who had some gripe with the way in which cable is acting in the deregulated environment. But let me make my point. That's short term. You're

“It also depends on how television broadcasters eventually view their future. If they see their future as trying to go back to free, over-the-air TV instead of aggressively seeking new policies and entries into new technologies, I think they're going to suffer.”—Tauzin

bucking technology. You're saying not to use all this new technology, go back to the old system of receiving signals with the old antenna on the roof.

That's short-lived. You might recover some customers that way, but the moment they find out they can't watch the competitive football game or the Sunday afternoon game or the Olympics because cable has it locked up and you don't have the wire to see it, pretty soon they're going to want to go back to cable.

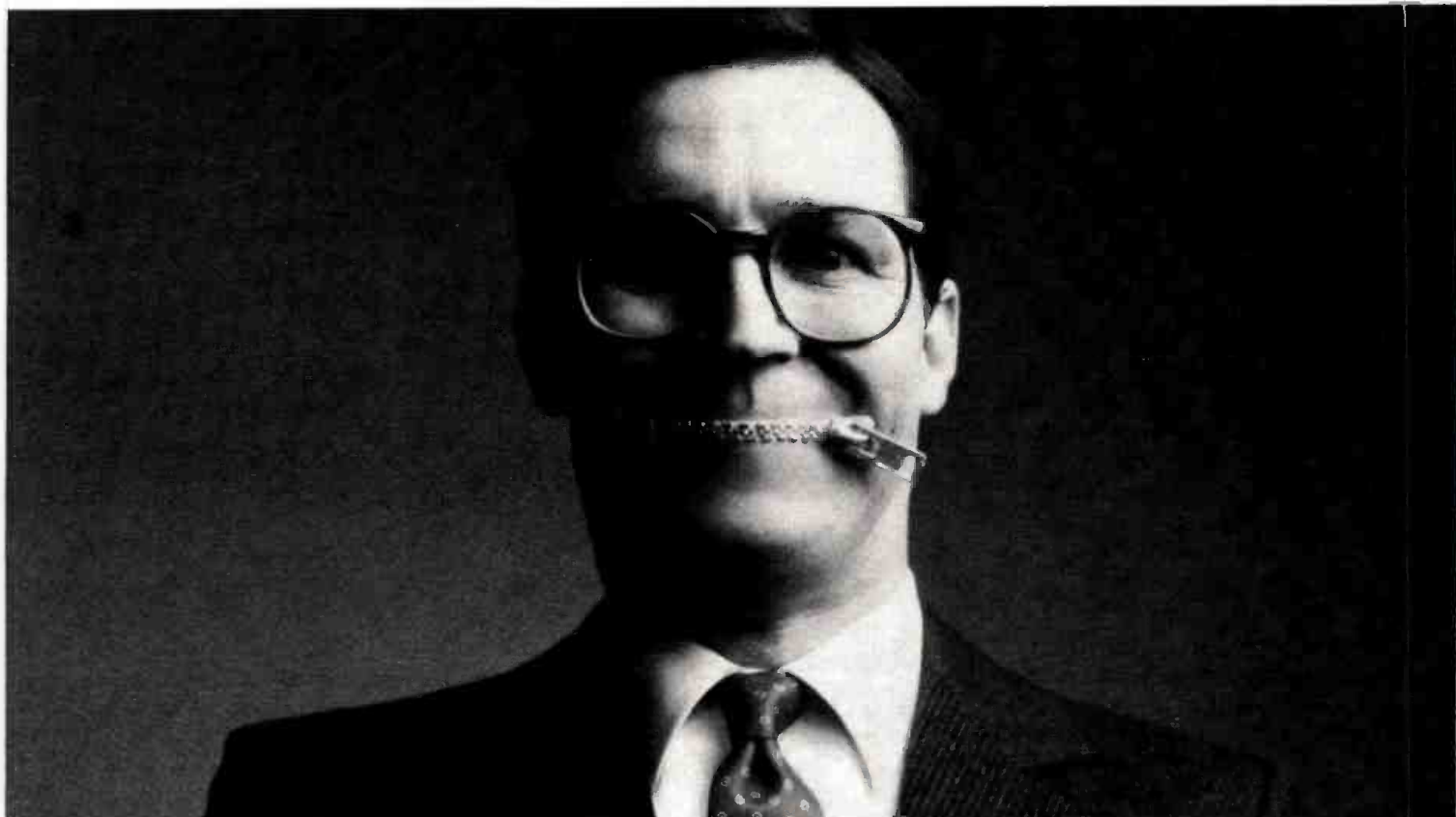
Unless I'm wrong, I think DBS will come into its own, and with the advent of HDTV and all these other new exotic technologies that, if not being developed in America, are being developed somewhere in Japan right now—that's short range thinking. I think the long range thinking is how do you adapt, how do you get in on these new technologies and be a part of them instead of rebelling against them.

But there is a concern that the over-the-air system might be threatened and something ought to be done to preserve it.

Tauzin: Absolutely. That's why I suggested that telco entry may be a way to preserve it provided you get rid of must carry and the compulsory license. The better way to go is to say you've got another player in it, another wire that can carry the signal. Then, second, you've got to say that neither one has the right to carry it, they've got to bid for it. And in the big process, you've also got to offer not necessarily just money, but also cable positions and all kinds of other things that can be competitively arranged, rather than the way current policy allows the cable system to operate.

It also depends on how television broadcasters eventually view their future. If they see their future as trying to go back to free, over-the-air TV instead of aggressively seeking new policies and entries into the new technologies, not only will it not happen, I think they're going to suffer, as well. ■

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NAB '89



State of the Industry, State of the Art On Display in Las Vegas

The National Association of Broadcasters annual convention, which began last Saturday (April 29) in Las Vegas, has the makings of a blockbuster meeting. For four days (April 29-May 2) broadcasters can roam the exhibit hall and view products and services from more than 700 exhibitors on display, listen to Washington policymakers and respond to a call to action by industry leaders to help promote the virtues of free over-the-air television and to increase the public's awareness of radio.

More than 46,000 were expected to descend upon the Las Vegas Hilton and convention center to hear from, among others, FCC Chairman Dennis Patrick, cable industry leader John Malone, the president and chief executive officer of Tele-Communications Inc., and Raymond Smith, Bell Atlantic president and chief executive officer. Malone and Smith will appear separately on Monday (May 1) and their remarks should provide TV broadcasters with some insight into what the future may bring concerning the telephone industry's desire to compete with cable as an alternative delivery system. A primer on telco-cable issues was planned for Saturday (April 28).

The convention wraps up on Tuesday (May 2) with Patrick as the luncheon speaker (see "Closed Circuit"). FCC Commissioners James Quello and Patricia Diaz Dennis were slated to appear on a panel Sunday morning (April 30) with commission and congressio-

nal staffers.

Saturday's (April 29) opening session was to feature a state of the industry address by NAB President Eddie Fritts. Following Fritts's remarks, James E. Duffy, president of ABC Communications, Capital Cities/ABC, was to receive NAB's distinguished service award.

Some 35 members of Congress will be on hand: There are four key panel sessions featuring the lawmakers. Among the topics they were to discuss were taxes and the economy, radio-only license renewal legislation, campaign and election issues and competition in the 1990's.

This year's convention theme: "On the Air: Proud Tradition-Dynamic Future." The television luncheon on Sunday (April 30) was to serve as a backdrop for a "television birthday party" to recognize the 108 stations that have been on the air since before the FCC froze allocations 40 years ago. Milton Maltz of Malrite Communications was also to unveil the specifics of the industry-wide campaign to promote free over-the-air television (BROADCASTING, April 24). A workshop followed with Maltz and Frank Gari of Frank Gari Productions, who were to advise broadcasters on how best to advance the campaign on a local level.

A joint presentation on Sunday morning (April 30) by the Television Bureau of Advertising and NAB was to explore the

"effectiveness of television as a communications and advertising medium."

Radio broadcasters gather Monday (May 1) for a leadership luncheon where NAB and the Radio Advertising Bureau will launch their joint campaign to elevate radio's role before the public.

Radio sessions in general were to run the gamut from a Sunday (April 30) panel on "Programming Radio to Win in the New America," to a Monday workshop on "FCC Radio Allocations Changes—A Broadcaster's Guide to Survival and Success." On the television side, the program includes numerous sessions devoted to high-definition television. Also, TV broadcasters can listen to panelists on Monday (May 1) discuss the economic outlook for

their industry at a session entitled "The Television Market...Bull or Bear." And on Tuesday (May 2) a group of radio entrepreneurs who have branched out into the television business will share their views.

Other activities include the induction of Sid Caesar, Ernie Kovacs, sportscaster Red Barber and Spanish-language broadcasting pioneer Nathan Safir into the Broadcasting Hall of Fame.

As for the exhibit hall, the outdoor and Hilton center exhibits will open at 8:30 a.m., a half hour earlier than the convention center exhibits. Closing times are 6 p.m., Saturday through Monday, and 4 p.m. on the exhibition's final day (May 2).

Following is the list of companies exhibiting along with their personnel and booth numbers.

NAB '89		NAB '89		NAB '89	
A.F. Associates 3719 100 Stonehurst Court, Northvale, N.J. 07647 Staff: Tom Canavan; Rich Lunniss; Marc Bresack; Meryl Altman; Vince Jakimzak; Nigel Spratling; Jim McGrath; Gene Hammerle; Jon Pannaman.	Acoustic Systems 5486, 5487 415 East St. Elmo Rd., Austin, Tex. 78745 Staff: Tim Jarvis; Bill Weitzenkorn; Chris Rowland.	Acrodyne Industries 3982 516 Township Line Rd., Blue Bell, Pa. 19422 Staff: Marshall Smith; Dan Traynor; John Delissio; Dave White; Time Hulick; Joe Wozniak.	Adams-Smith 2505-2511 34 Tower St., Hudson, Mass. 01749	Advent Communications Ltd. 7300, A118 Alma Rd., Chesham, Bucks HP5 3HE England	Staff: Steve McGuinness; Dave Garrood; Roger Crawshaw.
Abekas Video Systems 2436 101 Galveston Dr., Redwood City, Calif. 94063 Staff: Yeshwant Kamath; Paul Hansil; Phil Bennett.	ADC Telecommunications 3755-3757 4900 West 78th St., Minneapolis 55435	Advanced Designs Corp. 5334 804 N. College Ave., Bloomington, Ind. 47401 Staff: Martin Riess; Diane Braun.	Adrienne Electronics Corp. 7901 1199 1/2 Marjon Dr., Nevada City, Calif. 95959 Staff: Bruce Waggoner; Liz Lubinski.	Advanced Micro-Dynamics 1563, 1662 7 Lomar Dr., Pepperell, Mass. 01463	Adventures International 7915, 7916 1540 Market St., #250, San Francisco 94102
ACCOM 917 1430-F O'Brien Dr., Menlo Park, Calif. 94025 Staff: Barbara Cassidy; Ed Engberg; Luigi Gallo; Doug George; Ray Ostrom; Junaid Sheikh; John Stern.	Accu-Weather 7416, 7418 619 W. College Ave., State College, Pa. 16801 Staff: Joel Myers; James Burke; Mary Ann Seidler; Sheldon Levine; Skip Hunsberger; Barry Myers.	AKG Acoustics 2043 77 Selleck St., Stamford, Conn. 06902 Staff: Timothy Derwalts; Rowland Powers; Dave Ogden; Jeff Radke; S. Richard Ravich; Derek Pilkington; Jeff Stanton; Bob Pearlstein; Chris Moore; Elliot Jacobowitz; Jay Rose; George Davis.	Aircraft Digital Music Library 5444, 5445 77 N. Washington, Boston 02114 Staff: Mark Cuddy; Crit Harmon	Alamar Electronics USA 4779 489 Division St., Campbell, Calif. 95008	Agfa Corp. 5206-5210 100 Challenger Rd., Ridgefield Park, N.J. 07660 Staff: Maria Curry; Andrew DaPuzzo; Chris Emery; John Matarazzo; Teri Sosa; Bob Zamosciany; Joe Tibensky; Walter Bremer; Elaine Mossera; Michael Ryan; Wayne Desmond.
Accurate Sound Corp. 5760 3515 Edison Way, Menlo Park, Calif. 94025 Staff: Ronald Newdell; Don O'Beila.					

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Kathleen Richards, Traffic Manager

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Alden Electronics 5460
40 Washington St., Westboro, Mass. 01581-0500
Staff: Michael Porreca.

Alexander Batteries 3914
Alexander Mfg. Co., Box 1508, Mason City, Iowa 50401

Allen & Heath 7434, 7436
Five Connair Rd., Orange, Conn. 06477

Allen Avionics 5222
224 East Second St., Mineola, N.Y. 11501

Allied Broadcast Equipment 2027
3712 National Road West, P.O. Box 1487, Richmond, Ind. 47375
Staff: Roy Ridge; Tom Harle; Jon Young; Joe Ziemer; Mark Drummond; Cal Vandegrift; Tony Mezey; Tom Lewis; Judy Spell; Scott Beeler.

Allied Tower Co./Bowen-Smith Corp. 1565
12450 Galveston Rd., Webster, Tex. 77598
Staff: V.G. (Bud) Duval; Travis (Bill) Parker; Mike Lancaster; Max Bowen; Doug Irving.

Allsop 5356
Professional Products
P.O. Box 23, Bellingham, Wash. 98227

Alpha Audio 3455-3458
2049 West Broad St., Richmond, Va. 23220
Staff: Michael Binns; Spence Burton; John Harlow; Eric Johnson; Kathy Wynne; Nick Colleran.

Alpha Video & Electronics Co. 5183
200 Keystone Dr., Carnegie, Pa. 15106
Staff: Henry Lassige; Terance Lassige; Vicent Ferry; Daniel Reynolds; Walter Bielinski; Henry Lassige Jr.; Len Laabs; Gary Craig.

Alpha Wire Corp. 7206
711 Lidgerwood Ave., Elizabeth, N.J. 07207-0711
Staff: Dennis Gudgel; Mark Carter; Deirdre Reynolds.

ALPS 7141

Alta Group 4526
535 Race St., #230, San Jose, Calif. 95126
Staff: Wayne Lee; Frank Alioto; Michael Paiva.

Altronic Research 2529, 2531
P.O. Box 249, Yellville, Ariz. 72687
Staff: John Dyess; Ann Dyess; Doug Starkey; Ken Hemphill.

Amber Electro Design 2209, 2211
3391 Griffith St., St. Laurent, P.Q. Canada H1T 1W5
Staff: Wayne Jones; Guy Lemieux; Michael Chang.

AMCO Engineering Co. 3747-3749
3801 N. Rose St., Schiller Park, Ill. 60176-2190
Staff: Floyd Johnson; Thomas Anderson.

Amek/TAC U.S. Operations 2008-2018
10815 Burbank Blvd., N. Hollywood, Calif. 91601
Staff: Sue Jones; Ray Dilfield; Steve Harvey; Peter Harrison.

America Responds to AIDS 4187
c/o Center for Disease Control
1901 L Street, N.W., Room 320, Washington 20036

American Broadcast Systems 3846, 3847
8222 Jamestown Dr., #109B, Austin, Tex. 78758

American Medical Association 5582
535 North Dearborn St., Chicago 60610
Staff: Thomas Tofey; Mark Stuart; Dan Maier.

American Studio Equipment 2038-2042
8922 Norris Ave., Sun Valley, Calif. 91352

Ampex Electronic Corp. 5213-5217
Providence Pike, Slatersville, R.I. 02876
Staff: Pete Fochi; Greg Murphy; Paul Pereira; Kipp Rabbitt; Ron Towns; Jeff Brooke-Stewart.

Ampex Corp. 4501-N3, 7823
401 Broadway, Redwood City, Calif. 94063

AMS-CALREC 1134
AMS Industries Park
Billington Rd., Burnley, Lancashire BB11 5ES England
Staff: Stuart Nevison; John Gluck; Steve Jagger; Nigel Branwell.

Amtel Systems 5433-5436
33 Main St., #303, Nashua, N.H. 03060

AMX Corp. 7230, 7232
12056 Forestgate Dr., Dallas 75243

Andrew Corp. 1721
10500 W. 153d St., Orland Park, Ill. 60462
Staff: Gary Dorsay; John Klecker; Debra Buck; Barry Cohen; Jack Herbert.

Angenieux Corp. of America 4138
7700 Kendall Dr., #503, Miami 33156
Staff: Bernard Angenieux; Joseph Martinez; Gerard Corbasson; Jacques Durand; Patrick Delay; Lourdes Pola; Joe Abbattu; Francis Chapin; Jean Michel Durand; Dick Scally; Charles Stampfli; Donald Collins.

Anixter Bros. 2421
3711 Golf Rd., Skokie, Ill. 60076
Staff: Jim Mitchell; Bill Moeller; Ken Henderson; Marcel Clavien; Nick May; Dan Rubadue; Vince Halloran; Paul Sullivan.

Anritsu America 7521, 7523
Measuring Instruments
15 Thornton Rd., Oakland, N.J. 07436

Antenna Technology Corp. 2036
1140 E. Greenway St., Mesa, Ariz. 85203
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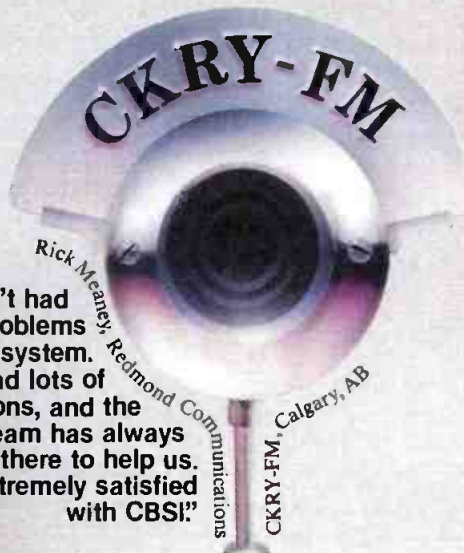
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Apollo Audio-Visual 7535, 7537
60 Trade Zone Court, Ronkonkoma, N.Y. 11779

Applied Research & Tech. (A.R.T.) 7634
215 Tremont St., Rochester, N.Y. 14608
Staff: Richard Neatrou; James Bonis; Philip Bette.

Arben Design 5763, 5764
600 W. Roosevelt Rd., West Chicago, Ill. 60185
Staff: Tony Leben; John Leben; Karen Busch.

Arbitron Ratings Co. 4377
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Staff: Rhody Bosley; Alan Tobkes; Les Tolchin; Doug McFarland; Bill Shafer; Jim MocarSKI.

Arrakis Systems 2215
2619 Midpoint Dr., Fort Collins, Colo. 80525

Arriflex Corp. 4165
500 Route 303, Blauvelt, N.Y. 10913

Artel Communications Corp. 4579
22 Kane Industrial Dr., Hudson, Mass. 01749
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Asaca/Shibasoku 5533
12509 Beatrice St., Los Angeles 90066
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Associated Computer Services 7121
1306 E. Sunshine, Springfield, Mo. 65804

Associated Production Music 1641, 1643
6255 Sunset Blvd., #820, Hollywood, Calif. 90028
Staff: Phil Spieller; Jerry Burnham; Cassie Gorieb; Connie Red; Peter Cox; Jonathan Channon; Gerhart Narholz.

Aston Electronics 7720, 7722
346 N. Lindenwood Dr., Olathe, Kan. 66062

AT&T 3962
55 Corporate Dr., #174C51, Bridgewater, N.J. 08807
Staff: Robert Markowitz; Bruce Goldberg; Elliott Fredland; Dick Bruno; Don Schaefer; Paul Bauer; Carol Savino; Kathryn Getz; Bill McDade; Mary Federico.

ATI Audio Technologies 2101, 2200
328 Maple Ave., Horsham, Pa. 19044
Staff: Ed Mullin; Sam Wenzel.

Audi-Cord Corp. 1113
1845 West Hovey Ave., Normal, Ill. 61761

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Audio Developments Ltd. 3465, 3466
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Staff: Antony Levesley; Michael Kelly.

Audio Kinetics Ltd. 2414
Kinetic Centre, Theobald St., Borehamwood, Hertfordshire WD6 4PJ England
Staff: Iain Roche; Tim Harrison; Ian Hodgkinson; Ian Southern; Ross Caston; John Eustace.

Audio Precision 2044, 2046
P.O. Box 2209, Beaverton, Ore. 97075
Staff: Robert Metzler; Richard Cabot; Bruce Hofer; Bob Wright; Tom Mintner.

Audio-Technica U.S. 1631, 1633
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Audiopak 1653, 1655
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Audionics 1363
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Autogram Corp. 1026-1030
1500 Capital Ave., Plano, Tex. 75074
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Automated Business Concepts 2539, 2541
10650 Treena St., #201, San Diego 92131
Staff: Catherine Haag; Susan McKellips.

AVCOM of VA. 5114
500 Southlake Blvd., Richmond, Va. 23236
Staff: Vincent Perratore; Linda Abshire.

B&B Systems 3873, 3874
28111 N. Avenue Stanford, Valencia, Calif. 91355
Staff: William Burnsed; John Bradford; Ramon Patron; Barbra Sena.

B.C. Inc. 7834, 7836
2302 East 38th St., Los Angeles 90058-9990

BAF Communications 7835, A130
17 Everberg Rd., Woburn, Mass. 01801
Staff: Charles Angelakis; Angel Angelakis; Bob King; Jim Vautrot; Peter Zawistowski; Brian Loy; Jim Alfonse.

Bal Components Ltd. 7740, 7741
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Barbervision 4953

Barco Industries 5463-5466
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Barrett Associates 1041
3205 Production Ave., Oceanside, Calif. 92054
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BASYS 5568
900 North Shoreline Blvd., Mt. View, Calif. 94043

BCS 7235, 7237
4525 Valerio Ave., Burbank, Calif. 91505

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Belar Electronics Lab 1352
P.O. Box 76, Devon, Pa. 19333
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Birch/Scarborough Research 5770, 5771
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Bird Electronic Corp. 1552
30303 Aurora Rd., Solon, Ohio 44139-2794

Bogen Photo Corp. 5744, 5745
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Bogner Broadcast Equip. Corp. 5174
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Staff: Richard Bogner; Leonard King; Carol Hamilton; Bob Piano.

Boonton Electronics Corp. 2525
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Bowen Broadcast Svc. Co. 3429, 3430
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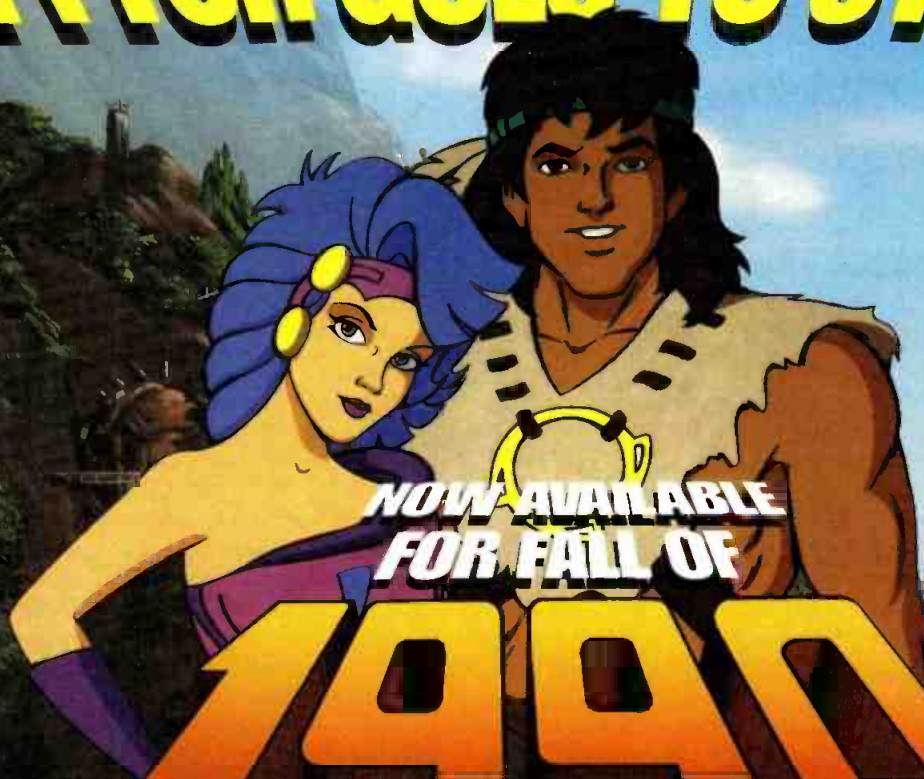
Broadcast Electronics 1205
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Broadcast Financial Mgmt. 5682
701 Lee St., #110, Des Plaines, Ill. 60016
Staff: Paul Richard; Mark Matz.

Broadcast Investment Analysts/Frazier, Gross & Kadlec
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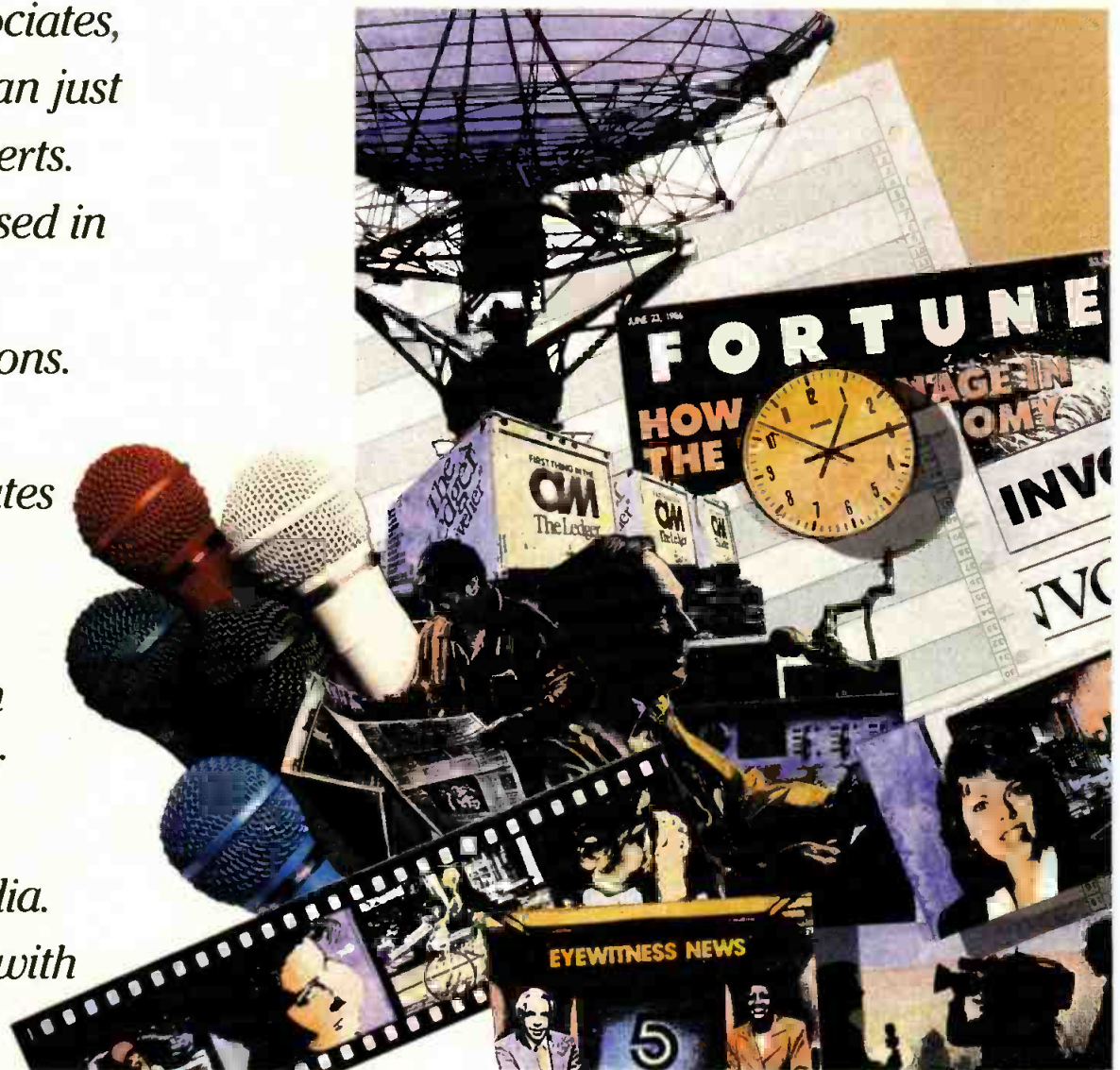
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Staff: Bernice McCullough; Patrick Medved; Tim Schwieger; Irv Caw.
- Broadcast Tech. Society/IEEE** 4586
c/o Otto Claus, 9 Quail Hill Court, Parkton, Md. 21120
Staff: Otto Claus; William Orr; Al Petzke; Paul Donahue; John Kean; Bob Hoover; John Swanson; John Tollefson; Bob Winn; Noel Luddy; David Newborg; Rowland Kraft. **Services:** Membership and standards information.
- Broadcast Technology Partners**
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- Broadcasters Gen'l Store** 7327
2480 S.E. 52nd St., Ocala, Fla. 32671
- Broadcasting and the Law** 3065
- Browning Labs** 4278, 4376
8151 N.W. 74 Ave., Miami 33166
- Bruel & Kjaer** 7431
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- Bryston Ltd.** 2148, 2049
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- BSM Systems** 2237
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- BTS Broadcast Television Sys.** 4119 E
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Census promotional office, Washington 20293
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- Burle Industries** 4048
1000 New Holland Ave., Lancaster, Pa. 17601-5688
- Byte By Byte Corp.** 7900
9442 Capitol of Texas Hwy. No., #150, Austin, Tex. 78759
- Cablewave Systems** 5100, 5101
60 Dodge Ave., North Haven, Conn. 06473
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- Calculated Industries** 5256
- California Switch and Signal** 4882
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- Calzone Case Co.** 3416, 3417
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- Camera Mart** 5551
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- Canon USA** 3955
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- Capitol Records** 2348
1750 N. Vine St., Hollywood, Calif. 90028
Staff: Ole Georg; Jutta Georg; Paul Bland; Rich Hyland; Douglas Long.
- Carpel Video** 3848
429 East Patrick St., Frederick, Md. 21701
Staff: Andy Carpel; Linda Jabs.
- Cascom** 7727
707 18th Avenue South, Nashville 37203
- CBSI** 1253
P.O. Box 67, Reedsport, Ore. 97467
Staff: Jerome Kenagy; Steve Kenagy; Wes Lockard; Bob Lundstrom; Ira Apple; Walt Williams; Barbara Simon; Penny Tucker; Bob Leighron; Al Aslakson; Steve Paen.
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360 Bohannon Rd., Fairburn, Ga. 30213
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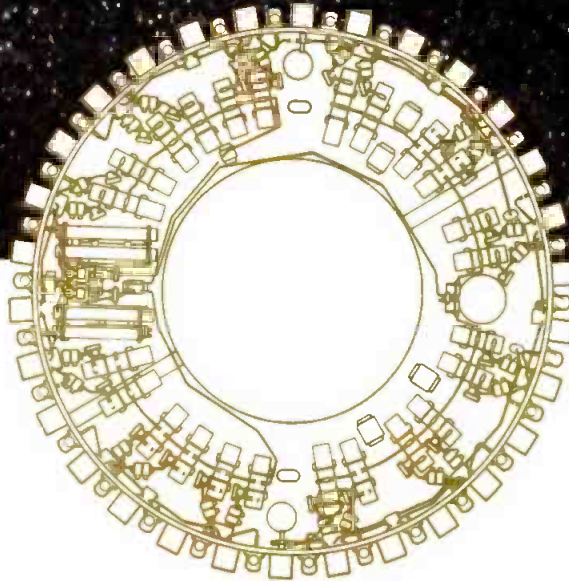
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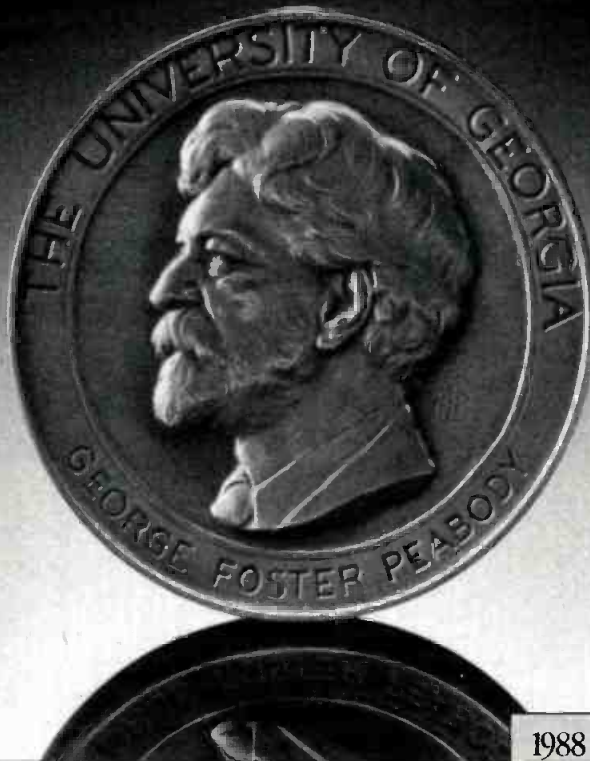
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Royal Television Society 4188
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RSN Promotions A101

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Sanken Microphone Co. Ltd. 1645
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5-72-6 Asakusa, Taito-ku, Tokyo 111, Japan

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Television, 12126 Queens Rd., Five Dock,
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P.O. Box 6530, Malibu, Calif. 90264

The Will-Burt Co. 4883, 4884
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07511
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Thomson-LGT 5141
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Tiffen Mfg. Corp. 3744-3746
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Timeline Inc. 2416
270 Lafayette St., New York 10012
Staff: Gerry Block; Josann Block; Fred Ridder;
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Times Square Lighting 3286, 3386, A155
Industrial Park, Route 9W, Stony Point, N.Y.
10980
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Menleski.

Titan Electronics 5162
35 Jacobsen Crescent, Holden Hill, South Austr-
alia, 5088 Australia

Toby Arnold & Assoc. 1570
3234 Commander Dr., Carrollton, Tex. 75006
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Toko America 7100
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Torpey Controls & Eng. Ltd. 5102
98-2220 Midland Ave., Scarborough, Ontario,
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Toshiba America 5168
OEM Division, 9740 Irvine Blvd., Irvine, Calif.
92718

Total Spectrum Mfg. 719
709 Executive Blvd., Bldg. A, Valley Cottage,
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Townsend Product Sales Group 5555
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Transmission Structures Ltd. 1617, 1619
P.O. Box 907, 227 S. Vann, Vinita, Okla. 74301

TRF Production Music Libraries 701
40 East 49 St., New York 10017

Trimm Inc. 7636
Div. of Newton Inst. Co., 400 West Lake St.,
Libertyville, Ill. 60048

Trompeter Electronics 4023, 4024
31186 La Baya Dr., Westlake Village, Calif.
91362
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Dick Coleman; Bill Byers; Randy Edgett.

True Vision 7627, 7629
7351 Shadeland Station, #100, Indianapolis
46256-3921

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2200 Powell St., #625, Emeryville, Calif. 94608

TWR Lighting 5110
P.O. Box 55006, Houston 77255
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U.S. Naval Reserve 4986
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United Media 5544
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Phillystran Division, 151 Commerce Dr., Mont-
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6:00 PM - 6:30 PM	6:00 PM - 6:30 PM	1.0
6:30 PM - 7:00 PM	6:30 PM - 7:00 PM	1.0
7:00 PM - 7:30 PM	7:00 PM - 7:30 PM	1.0
7:30 PM - 8:00 PM	7:30 PM - 8:00 PM	1.0
8:00 PM - 8:30 PM	8:00 PM - 8:30 PM	1.0
8:30 PM - 9:00 PM	8:30 PM - 9:00 PM	1.0
9:00 PM - 9:30 PM	9:00 PM - 9:30 PM	1.0
9:30 PM - 10:00 PM	9:30 PM - 10:00 PM	1.0
10:00 PM - 10:30 PM	10:00 PM - 10:30 PM	1.0
10:30 PM - 11:00 PM	10:30 PM - 11:00 PM	1.0
11:00 PM - 11:30 PM	11:00 PM - 11:30 PM	1.0
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Volume 1, Number 2 April 1989

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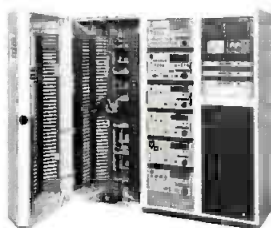
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The FCC at the NAB

The FCC is expected to be represented at the NAB convention by its three commissioners: Chairman Dennis Patrick, James Quello and Patricia Diaz Dennis.

Also expected: Peter Pitsch and Lisa Hook, aides to Patrick; David Donovan, aide to Quello, and Noel Gunther, aide to Dennis; Alex Felker, chief, Mass Media Bureau; Roderick Porter, deputy chief, Mass Media; William Hassinger, assistant to the chief, Mass Media; Roy Stewart, chief, video services division, Mass Media; Charles Kelly, chief, enforcement division, Mass Media, and Maureen Peratino, acting director of the Office of Public Affairs.

FCC representatives will participate in a number of panels,

including a radio management session called *Ask the FCC* and a radio engineering session, *FCC Remote Control Policy: An Update*, on Saturday (April 29). Sunday (April 30) will begin with an FCC commissioners/congressional staff breakfast that includes Quello and Dennis, followed later in the day by *An Overview of FCC AM Actions* with Felker.

Sunday's agenda also includes a panel on *RF Radiation Regulation Compliance* with Hassinger. On Monday (May 1), Felker will participate in a panel called *FCC Radio Allocations Changes—A Broadcaster's Guide to Survival and Success*. Chairman Patrick will provide the keynote address at the all-industry luncheon Tuesday (May 2).

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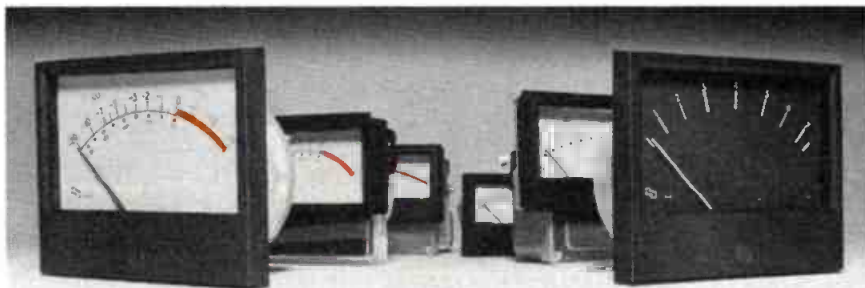
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BROADCASTING's editorial, advertising and circulation departments will be headquartered at the Las Vegas Hilton, the Sahara and the Best Western Westwind during the NAB convention.

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Dick Clark on dick clark: the flip side

Although longtime 'Bandstand' host has given up that post, he remains strong presence on production side

For the past 33 years, the name Dick Clark has been synonymous with *American Bandstand*, the music-dance show that originated from Philadelphia's WFIL-TV during the 1950's and moved to the ABC network. On April 8, Clark handed the *Bandstand* microphone over to a new host. "I decided it was time to give someone else a chance," said Clark. But the on-air Clark is just the tip of the iceberg.

For almost as long as Dick Clark hosted *Bandstand*, he has headed a production company that is as diverse in its programming projects as were the dance styles featured on the program over the past three decades.

Formed in 1957, dick clark productions (the lower case is a stylistic device) has produced more than 7,000 hours of programming, including specials, series (both network and first-run syndication), made-for-TV movies and theatrical projects.

In January 1987, Clark took the company



Clark (r) with La Maina

public to "raise money for development and to create a more corporate image of the

company," according to Fran La Maina, president and chief operating officer, who owns 7½% of the company. (Clark and his wife own roughly 77½%, with 15% publicly owned.)

Clark told BROADCASTING that the company's broad production base—including programming for network, cable and syndication—has been one of its strong points. "That's the lovely part of this operation, we haven't been pigeonholed," Clark said. "We have been able to consistently break out of the typecasting mold. In the talent area especially," he said, "everyone seems to have a specialty, and when we set the company up, we said, 'Let's try not to let that happen to us.'"

La Maina, who joined the company in 1966 as controller, echoed Clark's thoughts, citing productions last year for CBS, NBC, ABC, Turner, MTV and USA Network as examples of the company's diversity.

Projects in development for the company include some nine projects for the networks and three game shows, with Buena Vista distributing two of the games and Lorimar distributing the other. Of the network projects, the company has one pilot commitment with NBC to produce a sitcom, with "the earliest delivery of the series being mid-season 1989-90," according to La Maina. "Our total thrust for the next two years is to get series on the air," said Clark.

Like many other production companies, dick clark productions is looking overseas for foreign co-venture projects to defray production costs. Clark said that it has a one-hour drama project in the works with a British production firm.

Although the company is emphasizing its development of half-hour comedies, Clark

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Executive changes

Executive shifts at two studios included word that Leonard Goldberg would step down as president and chief operating officer of 20th Century Fox Film Corp., to pursue other interests. The former television producer, at one point partnered with Aaron Spelling, leaves the post after a two-and-a-half year stint. Goldberg denied press reports that his resignation was the result of friction with his boss, Fox chairman Barry Diller. During Goldberg's reign, the studio climbed from sixth to third place in annual box office revenue, producing such hits as "Wall Street," "Broadcast News," "Big" and "Working Girl."

Meanwhile, at Paramount Pictures Corp., Steve Goldman was promoted to executive vice president, domestic television division, it was announced by Lucy Salhany, division president. Goldman, a nine-year Paramount veteran, is responsible for the sales and marketing of the division's syndication programming, and oversees the activities of International Advertising Sales, Paramount's barter advertising sales unit. "During his years of service with Paramount, Steve has been an integral factor in the success of our division," Salhany said.

said it is not shying away from the one-hour format. "We're concentrating on the half-hours, but we've developed at least two [hour-long] concepts that can work without major losses," he said.

For the 1988-89 television season, Dick Clark Productions produced 16 specials, six series (three for syndication, two for the USA Network and one for CBS), and two made-for-TV movies. In addition to the television fare, the company also produced a theatrical film for a summer release, as well as producing the *American Bandstand Concert Tour*, which is booked in more than 100 cities and is scheduled to kick off in May.

"I think we are probably the largest producer of specials in the business right

now," said Clark. Among the most popular have been the *Bloopers and Practical Jokes* specials on NBC, which are co-hosted by Clark and Ed McMahon. The company produced three new bloopers specials for NBC last year, with the one-hour shows airing in October, November and March respectively. Among the other 16 specials were five awards shows. *The 16th Annual American Music Awards*, a three-hour presentation on ABC, not only won its time period from 8-11 p.m. on Monday, Jan. 30, but was the second-highest-rated awards show behind the Academy Awards presentation. Other awards shows included the *MTV Video Music Awards* for MTV, *The 5th Annual Soap Opera Awards*, and *The 24th Annual Academy of Country Music Awards*, both for NBC, and *The 46th Annual Golden Globe*

Awards for TBS.

Also in the specials category, the company produced *Dick Clark's New Year's Rockin' Eve '89* for ABC. The 90-minute show was the highest rated New Year's special and has been for the past 10 years. ABC, which has carried the show for the past 17 years, has renewed the special through 1991.

In the series department, the company had one network project, *Dick Clark Presents...*, for CBS. The network ordered six episodes of the one-hour live variety series as substitute programming during the writers' strike. Airing in September and October, the show averaged an 8.5 rating and 15 share for three broadcasts on Wednesday nights from 8-9 p.m., and a 6.8/12 for its final three broadcasts on Saturdays from 8-9 p.m.

The company produces two series for the USA Network, *American Bandstand* and *USA's Camp Midnite*. The former, which moved from syndication to USA April 8, is shown on Saturday from noon to 1 p.m. *Camp Midnite*, a 90-minute late-night talk and variety show, airs on Friday from midnight to 1:30 a.m. The show, which premiered Jan. 6, is hosted by Kansas City radio personality Dick Wilson and features musical performances, comedians and interviews with entertainment personalities.

Clark is also producing three series for syndication. *Dick Clark's Golden Greats*, produced in association with Television Program Enterprises, premiered last September and airs weekly on 76 stations. *Hot! Hot! Hot!*, produced in association with Jaguar Entertainment and KNBC-TV Los An-

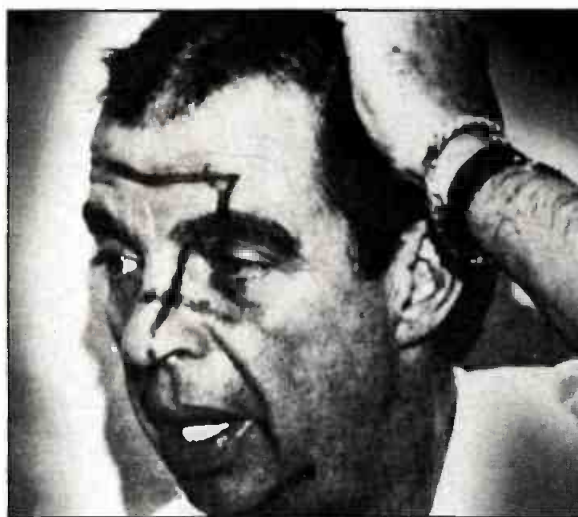
Morton Downey Jr. alleges 'skinhead' attack; officials are unable to verify report

Incident at San Francisco airport leaves police puzzled; airport official says Downey told authorities he had been drinking

Outspoken television personality Morton Downey Jr. last week alleged that he was attacked in a San Francisco International Airport restroom by an unspecified number of "skinheads" who cut his hair and drew swastikas on his face, shirt and pants. A spokesman for the airport, however, said that the police were "not able to substantiate" Downey's story.

"There was a witness in close proximity to the restroom at the time," Ron Wilson, spokesman for the airport, told BROADCASTING, "plus other employees around the area. No one heard anything, saw anything, and no skinheads were found." Wilson also said that Downey told the police that he had been drinking.

At approximately 11:30 p.m. Monday evening (April 24), Wilson said, airport police received an anonymous medical as-



sistance call and found an "uncooperative" Downey in his limousine. "There were swastikas on his trousers, shirt and face, and his hair had been cut," said Wilson, "but he refused medical assistance and didn't want anything to do with airport police or the medical people."

Police did find a scissors and marking pen in an airport bathroom, Wilson explained, and they are proceeding with an investigation. Downey was unavailable for comment, and his spokesmen refused to comment on the incident or its aftermath.

Downey, who on Monday evening had

been attending a party on the boat of KOFY-TV San Francisco owner Jim Gabbert, was in San Francisco to help promote his talk show and KOFY-TV, the independent station that began airing the program Monday night at 11 p.m. Last summer, San Francisco's KRON-TV canceled Downey after 16 weeks due to pressure from groups objecting to what they perceived as his hostile remarks about homosexuals.

Gabbert said of the incident: "On a scale of 0-10, 10 being for real, 0 being a hoax, I'm at a 5. If, in fact, it is a hoax, I'm pulling the show, because that means all the promises he made [to various minority groups during his visit to San Francisco] were not real."

Downey last month sent a letter to his affiliates (BROADCASTING, April 3) announcing changes in his show in an attempt to recapture sagging station and advertiser interest.

Gabbert also said there were "a lot of inconsistencies on the police's part, and on Downey's part. One of the reporters here noticed something that was real interesting, that makes me wonder. The swastikas were painted on backwards. Wouldn't you tend to do that if you were looking in a mirror?" □

Syndication Marketplace

Peregrine said last week it has cleared 60% of the country, including the top three markets for the seven-week summer syndication series, *Healthy Lifestyles*, produced by Hospital Satellite Network and hosted by Bruce Jenner and Jean Carol. KNBC-TV Los Angeles, WCBS-TV New York and WGB0(TV) Chicago have cleared the weekly program, airing from July 10 to Aug. 27. International Advertising Sales is selling the two-and-a-half minutes of barter time in the show. Peregrine has also announced that *The Spectacular World of Guinness Records* has been renewed for a third year.

Group W Productions said Merlin Olsen has been signed to host the next *LifeQuest* prime time special, scheduled to air in June. It will examine four popular diet plans, including Nutrisystem, Optifast, Pritikin and Weight Watchers.

Barris-Guber-Peters' proposed syndication talk show with Kenny Rogers is dead, according to sources. The company would not confirm that the project has been scrapped, but sources last week said that syndication division president Jeff Wajd has indicated privately the show will not go forward. The two final straws were said to be decisions by both WNBC-TV New York and WUSA-TV Washington to pull out last week. The latter, an earlier supporter of the project, was one of the few major market stations that had committed to airing the show in a good time period—4 p.m. WNBC-TV had the show scheduled for 2 a.m., as a backup program for next season. Barris has confirmed that its *Gong Show* will not be back next season, and rep sources say that *Dating Game* and *Newlywed Game* are doubtful for next season.

geles, is a music-dance show similar to *Bandstand*, featuring more Latin music. Three half-hour pilot episodes were produced last year, and the company is marketing the show for syndication next fall.

Trial By Jury, a half-hour strip, also scheduled for a fall launch, is produced in association with Bob Stewart Productions. The courtroom show, hosted by Raymond Burr, features reenactments of actual crimes. Dick Clark Productions has received a 17-week commitment from Viacom, which will distribute the series.

Dick Clark Productions produced two made-for-TV movies, one which aired last October; the second, set to air next fall, is in post-production. *Liberace*, produced in association with Republic Pictures, aired Oct. 2, 1988, scoring a 16.8/27, the seventh highest rated show of the week, and was ABC's only top-10 show that week. *Under the Law*, the *Tracy Thurman Story*, for NBC, is the true story of an abused wife who sues the police department for negligence in its attempt to keep her husband away from her.

Cable sports service planned by Mizlou

New 24-hour service will be introduced at NCTA convention

Mizlou Communications plans to launch a 24-hour cable sports news service on Jan. 1, and will be debriefing cable operators at the National Cable Television Association convention later this month on its plans.

John Steinlauf, Mizlou senior vice president, said the pilot is in production for the service, which will contain all original programming, no repeats. "The format will be different than anything available today,"

Dominating the Emmys

NBC dominated the sports Emmy Awards, bestowed by the National Academy of Television Arts & Sciences. It won 12, including six for its coverage of the summer Olympics. ABC won eight, CBS six, and ESPN, HBO and *NFL Films*, a syndicated program, each won one.



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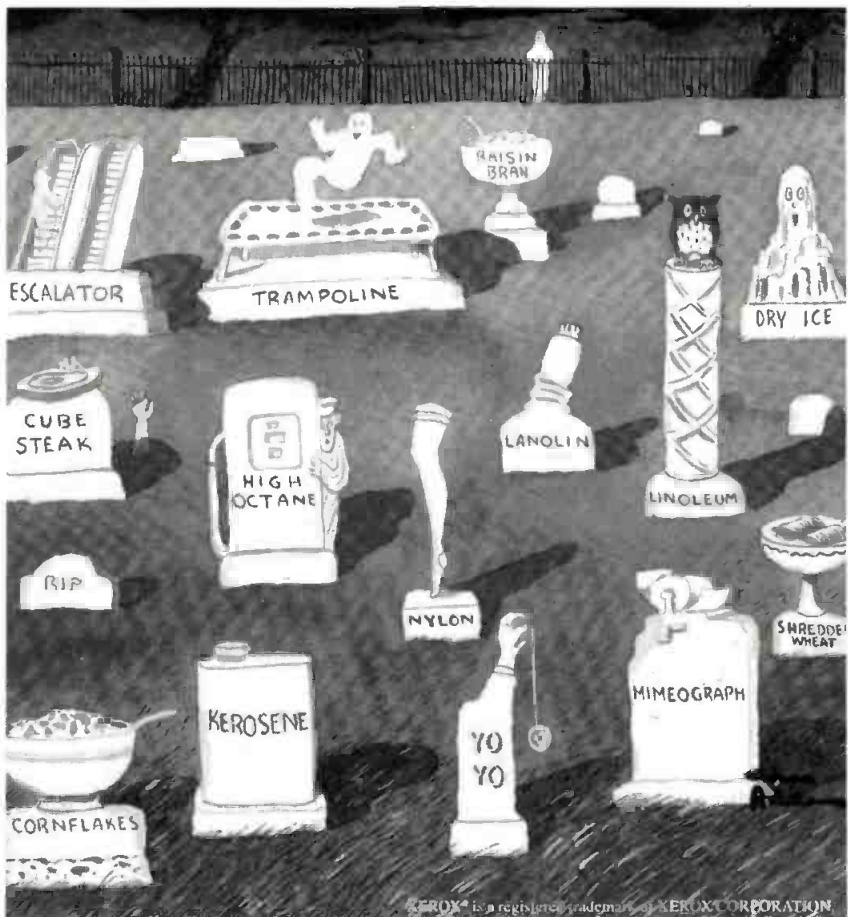
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Disney development deals

The Walt Disney Studios announced two development deals last week. Matt Williams, creator and former executive producer of ABC's hit series, *Roseanne*, has signed an exclusive, multiyear deal to develop network television series and theatrical motion pictures for the studio. Four writer-producers with *The Golden Girls* have also signed a development deal with Disney, under the banner KTMB Productions.

Williams joins Disney from Carsey-Werner Productions, where he worked on the company's three hits, *The Cosby Show* (producer and executive story editor), *A Different World* (co-creator and pilot co-executive producer), and *Roseanne*. Midway through the season just ended, Williams left *Roseanne* after a highly publicized dispute with the series's star, Roseanne Barr.

Williams described his parting with Carsey-Werner as "amicable."

The deal with KTMB Productions includes former *Golden Girls*

co-executive producers and head writers Kathy Speer, Terry Grossman, Mort Nathan and Barry Fanaro. All four have earned Emmy Awards for their work on the program.

The four writer-producers have been associated with *Golden Girls* producer Witt-Thomas-Harris for the past nine years. They have been with the show since its inception in 1985. The program has wrapped up production for the current season, and none of the four will be associated with it next season. Among the replacements named last week by WTH is Marc Sotkin, who was named co-executive producer, joining Paul Junger Witt and Tony Thomas in that capacity. In addition, Tom Whedon and Philip Lasker were named supervising producers. Sotkin and Whedon join *Girls* from another WTH show, the first-run comedy, *It's a Living*, which has just concluded its original production run. Lasker joins the company from Danny Arnold Productions, where he worked on the short-lived *Joe Bash* series seen on ABC.

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said Steinlauf. ESPN, CNN, Headline News and SportsChannel America all have wrap-up sports news programs through their weekday and weekend schedule, but Steinlauf said: "We don't view current programming as the competition."

The programming "will be designed for the shorter attention span of today," he said. "Viewers will tune in and out several times a day."

Commonwealth Associates has helped raise \$4 million in a public offering and another \$14 million in warrants and other lines of credit to fund the venture. The stock was sold in \$6 units. Mizlou plans to use much of its existing infrastructure (it's been a sports syndicator for over 26 years) to hold down costs on launching the new service. (Steinlauf said Mizlou intends to hire from the cable ranks to bring in cable marketing and affiliation expertise.) Steinlauf said the service will not spend money for sports rights packages. Feature stories, in-depth analysis, highlights and talk shows will typify the programming.

Using freelancers in cities nationwide, the service will also be able to go live to sporting events and provide audio reports, for instance, of a no-hitter in progress, then show highlights of the previous innings once they are concluded, said Steinlauf.

Steinlauf said Mizlou is targeting Jan. 1, the date when syndicated exclusivity will kick in and when channel capacity constraints may be eased in the cable industry. Mizlou has had some "informal discussions" with MSO's, said Steinlauf.

Mizlou plans to charge a "modest, low-cost" license fee, said Steinlauf, but there are long-term hopes that advertising will make up the bulk of Mizlou's revenue. Mizlou plans to make the service attractive by providing "more avals than most of the networks," said Steinlauf. Most networks provide affiliates two to three minutes of

Dangerous rights

World TV and home video rights to six-hour mini-series, *A Dangerous Life*, have gone to ITC Distribution of Studio City, Calif. The \$13 million production, a dramatic recreation of the fall of Philippine President Ferdinand Marcos, starring Gary Busey as an American TV journalist, aired on HBO in November 1988.

'Summer season' week one: NBC 13.3, CBS 11.8, ABC 11.6

Nielsen	Net	Show	Nielsen	Net	Show	Nielsen	Net	Show		
1.	26.3/39	A Roseanne	38.	12.5/21	A thirtysomething	75.	5.7/11	N Dream Street		
2.	20.6/37	N Cosby Show	39.	12.5/20	C Newhart	76.	5.6/11	F 21 Jump Street		
3.	20.2/31	A Have Faith	40.	12.1/22	C People Magazine on TV	77.	5.2/8	F Garry Shandling Show		
4.	19.9/34	N Different World	41.	11.9/22	N Nightingales	78.	4.5/9	A Men		
5.	19.7/32	N Cheers	42.	11.8/20	N My Two Dads	79.	4.5/8	F Cops		
6.	19.2/30	A Wonder Years	43.	11.6/19	N Family Ties	80.	4.4/7	F Tracey Ullman Show		
7.	18.6/34	N Golden Girls	44.	11.4/21	C CBS Friday Movie	81.	4.0/7	F Duet		
8.	18.5/36	C 60 Minutes	45.	10.9/18	A Dynasty	82.	3.3/6	F Beyond Tomorrow		
9.	17.8/32	N Empty Nest	46.	10.9/18	C CBS Sunday Movie	83.	2.9/6	F Reporters		
10.	17.5/35	N Hunter	47.	10.8/23	A Perfect Strangers	Cassandras*				
11.	17.1/29	A Who's the Boss?	48.	10.8/18	C Equalizer	(Week ending April 16)				
12.	17.1/28	N NBC Sunday Movie	49.	10.6/18	A Coach	Rank	Rtg	Program	Stns	Covg
13.	17.0/30	C Knots Landing	50.	10.6/19	C 48 Hours	1.	14.4	Wheel of Fortune, syn.	229	99
14.	16.2/27	C Murder, She Wrote	51.	10.6/17	F Married...With Children	2.	12.5	Jeopardy	212	98
15.	15.6/29	A 20/20	52.	10.6/22	N One of the Boys	3.	10.1	Cosby Show	197	97
16.	15.5/25	N Matlock	53.	10.5/19	A China Beach	4.	9.9	Star Trek	235	97
17.	15.5/27	N Unsolved Mysteries	54.	10.4/17	C Rescue: 911	5.	8.5	Oprah Winfrey Show	208	98
18.	15.4/25	N Nick and Hillary Special	55.	10.2/18	C Heartland Special	6.	7.7	Wheel of Fortune, wknd.	186	85
19.	15.2/25	A ABC Mystery Movie	56.	10.1/17	A Robert Guillaume Show	7.	6.9	Entertainment Tonight	166	93
20.	14.8/25	C Jake and the Fatman	57.	9.8/16	C Heartland	8.	6.8	Univ. Pictures Debut Net.	139	95
21.	14.7/24	A ABC Sunday Movie	58.	9.6/17	F America's Most Wanted	9.	6.2	Current Affair	146	89
22.	14.7/26	N ALF	59.	9.3/19	C Beauty and the Beast	10.	6.1	Donahue	222	98
23.	14.2/24	A Head of the Class	60.	8.9/17	C Jesse Hawkes	11.	5.9	People's Court	190	93
24.	14.0/23	N Night Court	61.	8.9/16	C Live-In	12.	5.9	Star Search	144	95
25.	13.9/25	A Growing Pains	62.	8.9/15	C This is America. C. Brown. par	13.	5.7	Geraldo	196	98
26.	13.8/21	C Designing Women	63.	8.4/15	C Bugs Bunny Bustin' Out	14.	5.0	Color Classic Network Two	162	95
27.	13.8/22	C Murphy Brown	64.	7.8/15	C West 57th	15.	5.0	Mama's Family, syn.	178	86
28.	13.5/24	N L.A. Law	65.	7.5/13	A Burning Questions	16.	5.0	Superboy	170	91
29.	13.4/24	A Just the Ten of Us	66.	7.2/14	A Mission: Impossible	6.7 Wrestling Network 143 90				
30.	13.2/26	A Full House	67.	7.2/13	N Hogan Family, special	9.7 World Wrestling Fed. 250 97				
31.	13.2/21	N NBC Monday Movie	68.	6.8/13	N Quantum Leap					
32.	13.2/22	N Nearly Departed	69.	6.5/13	N Little Bit Strange					
33.	13.0/21	N NBC Tuesday Movie	70.	6.2/11	A ABC Family Classic					
34.	12.9/24	A Mr. Belvedere	71.	6.2/13	N Jim Henson Hour					
35.	12.8/20	C CBS Tuesday Movie	72.	6.1/12	A Incredible Sunday, special					
36.	12.7/22	A MacGyver	73.	5.9/11	A Man Called Hawk					
37.	12.6/24	N Amen	74.	5.9/10	A Moonlighting					

local avails. Steinlauf said that cable operators find the most success in selling local advertising in ESPN and CNN, and Mizlou's yet untitled network should fall into that category. There are no plans to provide equity for cable affiliates, said Steinlauf, but acknowledged they can buy into the public offering like anybody else. □

Hispanorama Inc. an independent, Hispanic-owned production company, has been formed to produce Spanish-language TV programs for domestic and international syndication. Company has also signed a distribution deal with LBS, marking the first time a major American syndicator has entered the Hispanic market, according to the company. Its first show is a daily, one-hour talk show strip, *TV Con Barral*, scheduled to begin airing in the U.S. and abroad this month. The series has been cleared in eight domestic markets—Miami; Washington; Boston; Hartford, Conn.; Tucson, Ariz.; Albuquerque, N.M., and Laredo and Brownsville, both Texas. *Barral* will also be seen in Puerto Rico, Venezuela and Ecuador. The second project, according to President-CEO Marcelino Miyares, is *Medi-Mundo*, a health-oriented program scheduled to debut in May. A third show, aimed at Hispanic teenagers, is also in development. These and other programs will be produced at New York's Time Square Studios.

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The Buckley Broadcasting Corporation

Stock Index

	Closing Wed		Closing Wed		Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)	Closing Wed		Closing Wed		Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
	Apr 26	Apr 19	Apr 26	Apr 19					Apr 26	Apr 19						
BROADCASTING																
N (CCB) Capital Cities/ABC	413	1/2	411	1/2	2	00.48	25	6,685								
N (CBS) CBS	193	1/2	187	3/8	6	1/8	03.26	10	4,572							
A (CCU) Clear Channel	13	1/2	13	1/2			00.00	24	52							
A (HTG) Heritage Media	5		4	7/8	1/8		02.56	-6	56							
O (JCOR) Jacor Commun.	6	7/8	6	1/4	5/8		10.00	-15	67							
O (LINB) LIN	89	5/8	90	5/8	-1		-01.10	57	4,631							
O (OBCCC) Olympia Broad.	2	1/2	2	1/2			00.00		6							
O (OSBN) Osborn Commun.	8	3/4	8	1/2	1/4		02.94	-7	44							
O (OCOMA) Outlet Commun.	29	3/4	29	1/4	1/2		01.70	-11	194							
A (PR) Price Commun.	6	7/8	7	1/4	-3/8		-05.17	-5	66							
O (SAGB) Sage Broadcasting	5		5				00.00	-7	19							
O (SCRIP) Scripps Howard	64		60		4		06.66	51	660							
O (SUNNC) SunGroup Inc.	1	5/8	1	5/8			00.00	-2	3							
O (TLMD) Telemundo	5	1/2	6		-1/2		-08.33		42							
O (TVXGC) TVX Broadcast	3	1/8	3		1/8		04.16		18							
O (UTVI) United Television	33	3/4	33	1/4	1/2		01.50	55	370							
BROADCASTING WITH OTHER MAJOR INTERESTS																
N (BLC) A.H. Belo	29	1/4	27	5/8	1	5/8	05.88	11	308							
O (ASTVC) Amer. Comm. & TV	1	1/32	1	1/32			00.00		2							
N (AFL) American Family	19		19	1/8	-1/8		-00.65	16	1,538							
O (ACCMA) Assoc. Commun.	36		34	3/4	1	1/4	03.59		515							
O (BMAC) BMA Corp.	33	1/2	32	1/2	1		03.07	90	351							
N (CCN) Chris-Craft	33	1/8	31	3/4	1	3/8	04.33	73	721							
O (DUCO) Durham Corp.	32	3/4	33		-1/4		-00.75	27	276							
N (GCI) Gannett Co.	41	1/8	41	3/8	-1/4		-00.60	20	6,658							
N (GY) GenCorp	18	1/4	17	3/8	7/8		05.03	1	579							
O (GMXC) GMX Commun.	3	3/2	3	3/2			00.00	1	579							
O (GACC) Great Amer. Comm.	11	1/4	10	7/8	3/8		03.44	11	296							
N (JP) Jefferson-Pilot	34		34	3/4	-3/4		-02.15	14	1,342							
N (KRI) Knight-Ridder	46	1/2	47	3/8	-7/8		-01.84	17	2,644							
N (LEE) Lee Enterprises	27	3/4	26	3/4	1		03.73	19	689							
N (LC) Liberty	36		36				00.00	13	334							
N (MHP) McGraw-Hill	74		70	5/8	3	3/8	04.77	22	3,568							
A (MEGA) Media General	35	1/4	35	1/8	1/8		00.35	23	994							
N (MDP) Meredith Corp.	32	7/8	32	1/4	5/8		01.93	13	631							
N (MCG) Mich. Energy	33		31	5/8	1	3/8	04.34	21	89							
O (MMEDC) Multimedia	99		95	1/2	3	1/2	03.66	96	1,089							
A (NYTA) New York Times	28	1/2	28	3/4	-1/4		-00.86	14	2,336							
N (NWS) News Corp. Ltd.	19	3/8	19	1/2	-1/8		-00.64	10	5,162							
O (PARC) Park Commun.	30	3/4	28	1/2	2	1/4	07.89	24	424							
O (PLTZ) Pulitzer Publishing	27	3/4	26		1	3/4	06.73	19	290							
N (REL) Reliance Group Hold.	4	3/4	4	7/8	-1/8		-02.56	5	356							
O (RTSY) Reuters Ltd.	37	3/8	36	5/8	3/4		02.04	25	31,032							
O (STAUF) Stauffer Commun.	138		138				00.00	46	138							
N (TMC) Times Mirror	37	1/2	37	3/8	1/8		00.33	18	4,852							
O (TMC) TM Communications	5	1/6	7	3/2	3	3/2	42.85	1	2							
N (TRB) Tribune	45	7/8	46	3/4	-7/8		-01.87	25	3,500							
A (TBSA) Turner Bcstg. 'A'	33	1/4	27	3/8	5	7/8	21.46	-6	724							
A (TBSB) Turner Bcstg. 'B'	30	1/4	26	1/2	3	3/4	14.15	-4	658							
A (WPOB) Washington Post	235	1/2	230	1/2	5		02.16	16	3,024							
PROGRAMING																
O (SP) Aaron Spelling Prod.	7	7/8	8		-1/8		-01.56	6	144							
O (ALLT) All American TV	3	1/8	3	1/8			00.00		6							
O (BRRS) Barris Indus	8	1/2	8	5/8	-1/8		-01.44	-4	66							
N (KO) Coca-Cola	53	5/8	52	3/4	7/8		01.65	22	20,131							
A (CLR) Color Systems	1	1/4	1	3/8	-1/8		-09.09		6							
N (KPE) Columbia Pic. Ent.	18	3/4	18	1/4	1/2		02.73	267	2,057							
O (CAVN) CVN Cos.	14	3/4	14	1/2	1/4		01.72	12	256							
A (DEG) De Laurentiis Ent.	9	1/6	3/4		3	1/6	-25.00		6							
O (dclp) dick clark prod.	5		4	3/4	1/4		05.26	12	41							
N (DIS) Disney	84	3/8	84	3/8			00.00	25	11,186							
N (DJ) Dow Jones & Co.	34	3/8	33		1	3/8	04.16	16	3,310							
O (FNNI) Financial News	8		8	1/8	-1/8		-01.53	36	96							
A (FE) Fries Entertain.	2	5/8	2	3/4	-1/8		-04.54	11	13							
N (GW) Gulf + Western	53	3/4	52	1/2	1	1/4	02.38	9	3,230							
A (HHH) Heritage Entertain.	1	3/4	1	5/8	1/8		07.69	1	8							
A (HSN) Home Shopping Net.	6	1/4	6	3/8	-1/8		-01.96	28	544							
N (KWP) King World	25	5/8	25	3/8	1/4		00.98	16	739							
N (MCA) MCA	56		55	3/4	1/4		00.44	30	4,071							
N (MGM) MGM/UA Commun.	18	1/8	18		1/8		00.69	-10	908							
A (NHI) Nelson Holdings	15	1/6	7/8		1	1/6	07.14	-9	25							
A (NWE) New World Enter.	8	3/4	8	3/4			00.00	24	94							
O (NNET) Nostalgia Network	2	1/8	1	5/8	1/2		30.76	-2	11							
N (OPC) Orton Pictures	19	1/2	17	3/4	1	3/4	09.85	17	336							
PROGRAMING																
O (MOVEQ) Peregrine Ent.	3	3/8	5	1/6	1/16		20.00	-12								
N (PLA) Playboy Ent.	13	5/8	12	3/4	7/8		06.86	15	128							
O (QNTX) Qintex	5	1/8	5	1/2	-3/8		-06.81	-11	35							
O (QVCN) QVC Network	11	3/8	11	1/8	1/4		02.24	-23	115							
O (RVCC) Reeves Commun.	4	7/8	5	1/8	-1/4		-04.87	24	61							
O (RPICA) Republic Plc. 'A'	10	1/4	10		1/4		02.50	113	43							
O (SMNI) Sat. Music Net.	5	7/16	5	5/16	1/8		02.35	49	48							
N (WCI) Warner	48	1/4	47	3/4	1/2		01.04	25	6,086							
O (WONE) Westwood One	8	3/4	8	1/2	1/4		02.94	11	126							
SERVICE																
O (AMEA) A.M.E. Inc.	9	1/2	9	3/4	-1/4		-02.56	10	46							
O (AGRP) Andrews Group	5	1/8	5	5/8	-1/2		-08.88	-1	33							
O (BSIM) Burnup & Sims	22	1/8	22	5/8	-1/2		-02.20	48	353							
N (CQ) Comsat	32	1/8	32	1/2	-3/8		-01.15	-12	589							
N (DNB) Dun & Bradstreet	53	1/4	53	7/8	-5/8		-01.16	20	8,094							
N (FCB) Foote Cone & B.	23	7/8	23	3/4	1/8		00.52	11	199							
O (GREY) Grey Advertising	122		121	1/2	1/2		00.41	16	148							
O (IDBX) IDB Communications	7	1/2	8	1/4	-3/4		-09.09	30	30							
N (IPG) Interpublic Group	42	1/4	41	7/8	3/8		00.89	18	948							
O (OGL) Ogilvy Group	32	1/2	34	3/4	-2	1/4	-06.47	16	463							
O (OMCM) Omnicom Group	20	5/8	20	1/2	1/8		00.60	14	507							
N (SAA) Saatchi & Saatchi	13	1/2	14	5/8	-1	1/8	-07.69	6	1,967							

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Hostetter, Sparkman, Jones and Turner



Davatzes and Lamb

Turner to launch 'CNN Newsroom' in high schools

Program, designed as teaching tool for educators, draws support of several major cable operators; battle lines with Whittle now drawn, with latter's operation providing schools equipment and ads

Ted Turner announced last week that CNN would provide a 15-minute news and information program for the nation's 25,000 secondary schools beginning Aug. 14, designed for teachers to use as an educational tool in their classrooms. Turner was joined at a Washington press conference by several other cable programmers and operators who voiced their support for the venture and reviewed other educational efforts of which they have been a part.

The move comes as Whittle Communications is completing its test of sending a news and information program to schools. Whittle plans an announcement of the test results in several weeks.

There are two major differences in the two programs. Whittle provides much more

equipment to schools (TV sets, VCR's and a satellite dish), but at the same time incorporates two minutes of advertising in its 14-minute program. Turner, who thought about using some underwriting, decided hours before the press conference to forgo underwriting, based on a request by the American Association of School Administrators. The advertising underwriting question has been the subject of much discussion by educators, as they view proposals to bring TV programming to classrooms.

CNN Newsroom, as the program will be called, will be carried on CNN each weekday at 3:45 a.m., for schools to tape and use whenever and however they wish. The first part of the program will capsule the day's news; the rest will examine an issue in greater depth. Turner said science, health, environment, business and world affairs issues will be among topics addressed. CNN will also provide teaching guides to help teachers use the material. An advisory committee will be established to oversee the program. Turner said a separate

staff at CNN will produce the segment.

"This service is a very high priority for TBS," said Turner, acknowledging that the effort will cost several million dollars, which will not be recouped since the commercial portion has been dropped. CNN is profitable, he said, and "we're just going to absorb the cost of it.... The amount of revenue was not worth the possible objections that were raised."

Whittle issued a statement last week saying: "We wish the cable industry the best of luck in its endeavor to bring free news and information programming to schools. Channel One [the Whittle program] addresses what has been the gap between need and delivery in the past by providing all the components necessary to deliver news and information programming to students." Whittle is offering schools satellite dishes, VCR's and TV sets to receive its programming, at a cost that will reach several hundred million dollars if Whittle signs up 8,000 school systems, its target after several years of operation. Whittle estimates that only one in 10 classrooms have monitors and even fewer have VCR's. (Whittle is 50% owned by Time Inc., which is also a stockholder and board member of Turner.)

Answering a question about whether *CNN Newsroom* would compete with Whittle, Turner said: "You'll have to draw your own conclusion." Jim Oglesby, president of the National School Board Association, who said the CNN program "will be a major teaching tool that will broaden the student's information and knowledge of the world around," had the same reaction to the Whittle question: "We wholeheartedly support this [Turner's] endeavor." He added that having VCR's is not a major problem for schools; having access to information and knowing how to use it has been the problem.

(In addition to obstacles to wiring schools for cable, there is a cable copyright matter that has prevented educators from making greater use of cable programming.

Early start

NBC's eagerness to reach jurors in the Oliver North trial bought the network more trouble than access. Notes on NBC letterhead were slipped under the doors of the jurors' homes over the April 22-23 weekend, expressing requests for interviews once the trial was over. The notes contained the telephone number of the NBC News bureau in Washington.

Judge Gerhard Gesell said at a brief hearing Monday April 24, that U.S. marshals had found the requests when they picked up the jurors' mail over the weekend. The jurors are being sequestered during their deliberations. Gesell said the marshals told one juror about the request and that the juror "expressed anger to the others...who in turn expressed concern and said they didn't want to have anything to do with NBC News." Gesell described the approach as "most inappropriate, improper conduct" and "quite disrespectful" to the jurors' service. Prosecutor John Kecker criticized the approach as "outrageous." North's lawyers declined to comment.

NBC News president Michael Gartner saw nothing wrong with the approach. "It was just good reporting," he said in answer to a question following a luncheon speech to the New York Academy of Television Arts and Sciences last Wednesday. "It wasn't intended to interfere with the judicial process." Gartner said the notes were not intended to be seen by jurors until the end of the trial. "We weren't interfering with the jury's deliberations."

For services such as CNN or C-SPAN, which own their own copyright, there is very little problem. But it is a different matter with Arts & Entertainment and Discovery, both of which were at the press conference delineating their educational efforts, because many schools, fearful of a lawsuit, have stayed away from using much of their material without knowing whether they would be sued for copyright infringement. Discovery, for instance, is planning to create a block of programing copyright-free, as it were, for schools to use.)

On hand from the cable operator side, which will play a key role in providing cable service to schools so they can tape *CNN Newsroom*, were Continental Chairman Amos Hostetter, Jones Intercable Chairman Glenn Jones and J.C. Sparkman, executive vice president, Tele-Communications Inc. The operators said they would work to bring cable to all schools in their franchises. The question of who would pay to wire the school and provide television sets and VCR's, if needed, are matters for local schools and cable operators to negotiate. Sparkman indicated TCI would help in severely disadvantaged school districts to bring the materials needed so students can access the programing. TCI, or its affiliates, have major stakes in cable operations in Chicago, Washington, Pittsburgh, St. Louis and Baltimore. Sparkman also said TCI has spent several million dollars to wire over 70% of the schools in its franchises and offers schools beyond cable areas a dish at cost, \$1,200 to \$1,300. The operators will provide basic cable service to the schools free of charge, said Hostetter. It is estimated that 55% to 60% of all schools have cable hookups available and that 80% of the schools are in cable franchise areas.

Arts & Entertainment President Nick Davatzes discussed A&E's ongoing educational efforts—its use of study guides for A&E programing that have gone to 15,000 high schools—which will be expanded with several more planned for the fall. Davatzes said roughly 30% of A&E's schedule has programing of educational merit.

C-SPAN also logged in, with Chairman Brian Lamb pointing out that 3,200 teachers use C-SPAN in the classroom, and C-SPAN's video archive at Purdue University is available for school use. This fall, C-SPAN will be sending out a program, probably about 10 minutes in length, each week, on "how the process works," drawing on its coverage of the House and Senate. It is designed for schools to tape and use later in the classroom, Lamb said.

One of the underlying themes of the press conference was to draw attention to the cable industry's past efforts in education. "For 10 years, we've been struggling to draw attention to our educational efforts," said Lamb, acknowledging the challenges in helping schools to find the program and advising them on how to use it. "Very rarely do we get credit for anything but raising rates," said Sparkman. Davatzes said cable's educational efforts "do not seem to get across. If you explore the level of commitment...[by cable], it far surpasses the kind of activity in other media." □

Chinese menu

The major networks will be sending correspondents and—in the case of CBS and CNN—anchors next month to cover the summit in China between Soviet leader Mikhail Gorbachev and Chinese leader Deng Xiaoping. It will mark the first meeting between the leaders of the two Communist giants since 1958, and it will attract the largest assemblage of American correspondents abroad since the funeral of Japanese Emperor Hirohito in February, which was followed by President Bush's side trips to China and Korea.

For CBS News, Dan Rather and Charles Kuralt will anchor "The New Face of Communism," the headline CBS News has given to the coverage. They will be accompanied by correspondents Bruce Morton, Susan Spencer, Bob Simon, Barry Petersen and John Sheahan, who will report for the *Evening News* and *CBS This Morning*. Kuralt will anchor a 90-minute edition of *Sunday Morning* May 14, and Rather will anchor *The CBS Evening News* from different locations in Beijing on each of the next five nights.

CNN's Bernard Shaw will anchor that network's coverage from May 15 through May 18. The correspondents assigned to the story are Steve Hurst, the Moscow bureau chief, and Mike Chinoy, the Beijing bureau chief. Jeanne Moos, who is normally based at the New York bureau, is being assigned to provide coverage from what a CNN spokesman said would be the "wide-eyed perspective" of an American who, like her, has never visited China.

Neither of the other networks' anchors—ABC News's Peter Jennings or NBC News's Tom Brokaw—is making the trip. They will remain in New York. ABC News's Richard Threlkeld is already in Beijing and will file stories before the start of the summit. Other ABC correspondents assigned to the story are Jim Laurie, Moscow bureau chief; Mark Litkey, who covers Asia, and Todd Carrel, Beijing bureau chief. *Nightline* will be represented by James Walker. NBC's crew will include Keith Miller, the correspondent assigned to China, and Bob Abernethy, Moscow bureau chief. Bob Boettcher will also report on the summit for the network. □

Sexual statistics

Only 6% of the top media jobs and 25% of middle management jobs are held by women. The two studies, released at a Gannett Foundation Women, Men and Media conference, also say that since 1975, the percentage of women correspondents on network nightly newscasts has increased only six percentage points—to 15.8%—in 1989. According to the February 1989 study, the percentage of stories filed by women were as follows: ABC, 10.5%; CBS, 22.2%, and NBC 14.4%. The study also said that in all media, print and broadcast, women earn 64 cents for every dollar men earn.

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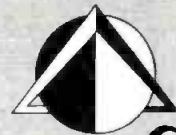
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Group-owned top-10 radio stations show overall decline in audience share

Comparison of 1988-89 Arbitron ratings shows audience share more often decreasing than increasing during winter '89

Top-10 market radio stations owned by groups saw more declines than increases in audience share during winter '89, based on a comparison with Arbitron ratings for the same period last year. The findings, which represent a selection of 10 groups with at least six stations each in the top 10 markets, reflect overall listening and not key demographics for the individual stations. Many of the properties listed, which include recent station acquisitions, remain market leaders despite dips in rating share.

CBS Broadcast Group

The CBS Radio Division saw a rise at five of its 16 radio stations in the top 10 markets. Stations experiencing an increase were oldies WCBS-FM New York, from 4.3 to 4.7; news KNX(AM) Los Angeles, from 3.0 to 3.6; AOR KRQR(FM) San Francisco, from 2.5 to 2.8; news-talk WCAU(AM) Philadelphia, from 2.6 to 3.5, and oldies WOGL(FM) Philadelphia, from 3.0 to 3.4. Those taking a dip were news WCBS(AM) New York, from 3.4 to 2.7; CHR WBBM-FM Chicago, from 4.2 to 3.8; news-talk KCBS(AM) San Francisco, from 4.7 to 4.6; oldies WODS(FM) Boston, from 4.8 to 4.7; adult contemporary WLTT(FM) Washington, from 3.6 to 3.5; AOR KTXQ(FM) Dallas, from 4.6 to 3.6; adult contemporary KLTR(FM) Houston, from 4.5 to 3.7, and news WBBM(AM) Chicago, from 6.3 to 4.8. KODJ-FM Los Angeles, which switched to oldies last March and changed its call letters from KNX(FM), dropped from 1.9 to 1.1. Two stations purchased last March by CBS also experienced drops: news WWJ(AM) Detroit, from 4.7 to 4.6, and easy listening WJOL(FM) Detroit, from 5.9 to 5.5.

Capital Cities/ABC Broadcast Group

Five of the 13 Capital Cities/ABC radio stations in the top 10 markets saw an increase in ratings over the same period last year. Among the stations on the rise were talk WABC(AM) New York, rising from 2.6 to 3.3; AOR KLOS(FM) Los Angeles, rising from 3.6 to 4.6; news-talk KGO(AM) San Francisco, rising from 6.8 to 8.3; country KSCS(FM) Fort Worth, rising from 4.2 to 6.7, and CHR WRQX(FM) Washington, rising from 3.8 to 4.5. Stations dropping in share were CHR WPLJ-FM New York, from 4.1 to 3.5; talk KABC(AM) Los Angeles, from 5.8 to 4.9; MOR WLS(AM) Chicago, from 1.7 to 1.6; CHR WYTZ(FM) Chicago, from 3.8 to 3.6; CHR WHYT(FM) Detroit, from 4.9 to 4.4; MOR-news-talk WJR(AM) Detroit, from 10.0 to 9.6; country WBA-

P(AM) Dallas, from 5.3 to 5.1, and variety WMAL(AM) Washington, from 6.2 to 6.1.

Infinity Broadcasting Corp.

Infinity Broadcasting's lineup of 13 stations experienced a mixed bag of results: one station maintained market share, while nine dropped and three picked up in the ratings. On the rise were adult contemporary WOMC(FM) Detroit, up from 2.9 to 3.6; adult contemporary KVIL(AM) Highland Park (Dallas), up from 0.5 to 0.6, and KVIL-FM Highland Park (Dallas), up from 7.6 to 8.7. Stations showing a decline were Hispanic AOR KOME(FM) San Jose (San Francisco), from 1.5 to 1.4; WJIT(AM) New York, from 0.6 to 0.5; classic rock WXRK(FM) New York, from 3.5 to 3.1; AOR KROQ-FM Los Angeles, from 3.4 to 3.0; MOR WJJD(AM) Chicago, from 3.2 to 2.7; classic rock WYSP(FM) Philadelphia, from 4.7 to 4.5; AOR WBCN(FM) Boston,

from 7.2 to 5.1; AOR WJFK(FM) Manassas, Va. (Washington), from 1.7 to 0.9 and Hispanic KXYZ(AM) Houston, 1.7 to 1.0.

Emmis Broadcasting Corp.

Indianapolis-based Emmis Broadcasting, which maintains eight stations in the top 10 markets, saw a rise at three of the properties, while one maintained and four dropped in share. Stations experiencing an increase were sports WFAN(AM) New York, from 1.0 to 1.8; top-40 WKQX(FM) Chicago, from 2.0 to 3.1; adult contemporary KXXX-FM San Francisco, from 2.3 to 2.8. CHR WAVA(FM) Arlington, Va. (Washington), maintained its 5.2 share over both ratings periods. Stations dropping included CHR WQHT(FM) New York, from 4.6 to 4.0; easy listening WJIB(FM) Boston, from 6.1 to 5.4; AC KKHT(FM) Houston, from 3.2 to 2.5, and CHR KPWR(FM) Los Angeles, from 7.1 to 6.4.

Rating the rest

Listed below are winter 1989 Arbitron ratings for radio markets six to 10 (for markets one to five, see BROADCASTING, April 24). All results are based on Arbitron local market reports for the period Jan. 5-March 29 (total persons, age 12-plus, average quarter-hour shares, Monday-Sunday, 6 a.m.-midnight).

Ratings data used is supplied by Arbitron and is copyrighted; it may not be reprinted or used in any form by nonsubscribers to the company's radio ratings service.

Station	Format	Winter	
		88	89
Detroit			
WJR(AM)	MOR/news/talk	10	9.6
WJLB(FM)	Urban contemp.	8.5	6.9
WJOL(FM)	Easy listening	5.9	5.5
WWW(FM)	Country	4.0	5.2
WLLZ(FM)	AOR	4.6	4.7
WWJ(AM)	News	4.7	4.6
WHYT(FM)	CHR	4.9	4.4
WDFX(FM)	CHR	2.8	4.1
WCZY-FM	CHR	5.5	4.0
WNIC-FM	Adult contemp.	3.6	4.0
WOMC(FM)	Adult contemp.	2.9	3.6
Boston			
WRKO(AM)	Talk	6.7	7.7
WXKS-FM	CHR	6.5	7.1
WBZ(AM)	Adult contemp.	7.1	6.6
WZOU(FM)	CHR	5.4	5.7
WJIB(FM)	Easy listening	6.1	5.4
WBCN(FM)	AOR	7.2	5.1
WODS(FM)	Oldies	4.8	4.7
WHDH(AM)	Adult contemp.	5.8	4.4
WSSH-FM	Soft contemp.	4.3	4.3
WZLX(FM)	Classic hits	3.4	4.2
Dallas-Ft. Worth			
KVIL-AM-FM	Adult contemp.	8.1	9.3
KKDA-FM	Urban contemp.	8.7	8.5
KSCS(FM)	Country	4.2	6.7
KPLX(FM)	Country	7.8	6.6
WBAP(AM)	Country	5.3	5.1
KHYI(FM)	CHR	5.6	4.8
KRLD(AM)	News	5.8	4.8
KEGL(FM)	CHR	5.3	4.5
KMEZ-FM*	Easy listening	2.1	4.4
KLUV(FM)	Oldies	3.3	3.8
KQZY(FM)	Soft contemp.	3.7	3.7
*Formerly KDLZ-FM			
Washington			
WGAY-FM	Easy listening	8.1	7.5
WMAL(AM)	Variety	6.2	6.1
WMZQ-AM-FM	Country	5.7	6.1
WPGC-FM	CHR	4.6	5.7
WKYS(FM)	Urban contemp.	6.2	5.3
WAVA(FM)	CHR	5.2	5.2
WHUR-FM	Urban contemp.	5.2	4.8
WASH-FM	Adult contemp.	2.5	4.5
WRQX(FM)	CHR	3.8	4.5
WCXR-FM	Adult contemp.	3.4	4.4
WWDC-FM	AOR	5.1	4.1
WLTT(FM)	Adult contemp.	3.6	3.5
Houston-Galveston			
KIKK-FM	Country	6.9	8.8
KMJQ(FM)	Urban contemp.	8.5	8.8
KKBQ-AM-FM	CHR	7.6	6.5
KILT-FM	Country	6.0	6.4
KTRH(AM)	News	5.4	6.0
KRBE-FM	CHR	7.9	5.8
KODA(FM)	Easy listening	5.2	5.3
KQUE(FM)	MOR	3.2	4.8
KLOL(FM)	AOR	5.6	4.3
KZFX(FM)	Classic rock	3.7	4.3
KLTR(FM)	Adult contemp.	4.5	3.7
KLDE(FM)	Oldies	2.2	2.9

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to 2.5, and CHR KPWR(FM) Los Angeles, from 7.1 to 6.4.

Malrite Communications

Malrite Communications maintained share at two of its six stations in the top 10 markets: country KLAC(AM) Los Angeles held steady at 1.2, while country KSNF-FM San Francisco stayed at 3.2. Three of the company's stations declined in share: CHR WHTZ(FM) Newark, N.J. (New York), dropped from 6.2 to 5.3; country KZLA-FM Los Angeles dropped from 2.4 to 2.3, and country KNEW(AM) Oakland (San Francisco) dropped from 1.5 to 1.3. CHR WEGX(FM) Philadelphia saw a rise from 6.5 to 7.9 during the period.

Westinghouse Broadcasting Co.

Westinghouse's Group W Radio, which has agreed to purchase the stations owned by Legacy Broadcasting and Metropolitan Broadcasting (BROADCASTING, April 24), saw declines in four of the company's seven major market stations. Dropping were news WINS(AM) New York, from 4.9 to 4.3; news KFWB(AM) Los Angeles, from 3.3 to 2.9; news KYW(AM) Philadelphia, from 7.3 to 7.2, and adult contemporary WBZ(AM) Boston, from 7.1 to 6.6. On the rise were easy listening KODA(FM) Houston, from 5.2 to 5.3, and all-news WMAQ(AM) Chicago, from 1.1 to 1.6. Soft contemporary KQZY(FM) Dallas maintained a 3.7 share.

Bonneville International Corp.

Bonneville showed increases at most of its stations, picking up ratings at five of its seven major market properties. On the rise were soft contemporary KBIG(FM) Los An-

geles, from 3.3 to 4.0; soft contemporary KOIT(AM) San Francisco, from 0.5 to 0.6; soft contemporary KOIT(FM) San Francisco, from 2.7 to 3.2; soft contemporary WNSR(FM) New York, from 2.8 to 3.1, and classic hits KZPS(FM) Dallas, from 2.0 to 2.4. Among stations with declining shares were adult contemporary WTMX(FM) Skokie, Ill. (Chicago), formerly WCLR(FM), from 3.4 to 2.7, and big band KAAM(AM) Dallas, from 1.1 to 0.9.

Viacom Broadcasting Inc.

Viacom Broadcasting showed increases at most of its seven major market radio properties. On the rise were soft contemporary WLIT(FM) Chicago (formerly WLAK(FM)), from 3.5 to 3.6; country WMZQ(AM) Arlington, Va. (Washington), from 0.2 to 0.3; country WMZQ-FM Washington, from 5.5 to 5.9; country KIKK-FM Houston, from 6.9 to 8.8, and adult contemporary WLTI(FM) Detroit, from 2.8 to 3.5. Dropping in share were country KIKK(AM) Pasadena, Tex. (Houston), from 1.0 to 0.6, and adult contemporary WLTW(FM) New York, from 4.6 to 4.3.

Gannett Broadcasting

Gannett Broadcasting, which owns seven properties in the nation's top 10 markets, experienced a decline at several of the stations. Among those dropping were top-40 KIIS-FM Los Angeles, from 6.6 to 6.2; urban contemporary WGCI-FM Chicago, from 9.2 to 7.4; urban contemporary WGCI(AM) Chicago, from 0.5 to 0.4; CHR KKBQ-FM Pasadena, Tex. (Houston), from 7.4 to 6.2, and CHR KOAI(FM) Denton, Tex. (Dallas), from 2.7 to 2.3. On the rise were CHR KKBQ(AM)

Houston, up from 0.2 to 0.3, and top-40 KIIS(AM) Los Angeles, from 0.2 to 0.9.

Greater Media Inc.

Among declines at Greater Media, which has 13 major market properties, were classic rock KLSX(FM) Los Angeles, from 3.0 to 2.5; oldies KRLA(AM) Pasadena, Calif. (Los Angeles), from 1.3 to 0.8; adult contemporary WMGK(FM) Philadelphia, from 4.5 to 4.3; big band WPEN(AM) Philadelphia, from 5.9 to 5.3; easy listening WGAY-FM Washington, from 8.1 to 7.5; talk WWRC(AM) Washington, from 2.3 to 2.1; classic rock WCSX(FM) Birmingham, Mich. (Detroit), from 4.7 to 3.3; oldies WHND(AM) Monroe, Mich. (Detroit), from 0.8 to 0.5, and MOR WGSM(AM) Huntington (New York), from 0.4 to 0.3. Adult contemporary WMJX(FM) Boston rose from 3.0 to 3.7; adult contemporary WMGQ(FM) New Brunswick, N.J. (New York) maintained its 0.3 share. Greater Media stations that were not rated during the winter '88 period included oldies WMEX(AM) Boston, registering a 0.7 during winter '89, and easy listening WCTO(FM) Smithtown, N.Y. (New York), which reached a 0.5 share during the same period.

ABC's prime time promotion

ABC Television Network turned to radio to help promote itself during 1989's February sweeps, and plans to do the same during May and November. Advertising firm Shelton Leigh Palmer & Co. said it has been contracted to create and produce more than 100 radio commercials for the network, including the "Columbo Rap" promo featured on stations earlier this year. Other targeted programs include *Roseanne*, *thirty-something* and *Who's The Boss?*

Meanwhile, ABC Radio Network said that this week marks the debut of *ABC Morning Show Prep*, a market-exclusive programming service. Available to affiliates of the ABC Rock Network, the ABC FM Network and the ABC Contemporary Network, the new service is designed to help give morning shows hard copy (fed via the ABC Data Channel) and corresponding audio feed. Materials, set to arrive at affiliate stations daily at 5 a.m. ET, include running commentary on life's oddities; unusual true stories; news and gossip capsules along with related comedy bits; ABC actualities, selected for comedic value; rotating scripted comedy features; "useless" advice tips; comedy co-op bits culled from participating stations, and special "celebrity birthday" and "this day in history" segments.

Sixteen radio stations nationally have been testing the service for the past 16 weeks, including WDIZ(FM) Orlando and KRNB(FM) Memphis. *Morning Show Prep's* executive producers are Sarit Catz and Gloria Ketterer, both former writers and performers with the American Comedy Network. ABC has also contracted New York personality Ross Brittain of WHTZ(FM) Newark, N.J., to provide the "celebrity birthday" and "this day in history" segments.

Among the latest developments at ABC Radio Network's *American Top 40*: begin-

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ing July 4, affiliates will have the option of receiving the program via CD at no charge. The network has launched *American Top 40 Hitline*, a 900 telephone service that features host Shadoe Stevens. A Mexican edition of the program starring personality Gerardo Salas premiered last month. □



Radio honors. The second annual black-tie induction ceremony for the Emerson Radio Hall of Fame is scheduled for May 11 at the Tavern on the Green in New York. The 15 radio personalities and programs to be honored include Mel Allen (below); Jack Benny (shown above with his daughter Joan); bandleader Tommy Dorsey; Don Imus; Larry King; Lowell Thomas, Orson Welles; *Don McNeill's Breakfast Club*; *The Lux Radio Theatre*; *Jack Armstrong*; *The All-American Boy*; *Fibber McGee & Molly*; *The Goldbergs*; *Can You Top This*; and *The Shadow*.

A category recognizing technological advances will honor Lee De Forrest. There will also be a special distinguished lifetime achievement award presented to Robert Sarnoff in honor of his father, the late Brigadier General David Sarnoff, NBC founder.

The awards were established by Emerson Radio, a North Bergen, N.J.-based consumer electronics manufacturer.



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UPI's new subsidiary

United Press International has formed a wholly-owned subsidiary, UPI Broadcasting Inc., to operate its English- and Spanish-language broadcast services on a "semi-autonomous" basis and make way for a "full-blown sales campaign," according to a company spokesman. Stated goals of the new subsidiary are to develop and expand the UPI Radio Network and UPI Radio Noticias while also developing other unspecified broadcast enterprises. The company also said that it will launch June 1 on a cash-only syndicated Spanish-language radio service that will replace the company's bartered Spanish-language network. UPI is currently searching for a president to head its new subsidiary.

Exclusively theirs

MOR formatted KMPC(AM) Los Angeles said it has signed a seven-year contract with UCLA allowing the station to continue exclusive coverage of all Bruins football and basketball games. According to the station, KMPC has provided live coverage of the teams for 29 consecutive seasons. KMPC is a Golden West Broadcasters station.

'Ditka' for sale

KOST Broadcast Sales has signed a three-year agreement to sell *The Mike Ditka Show* for the Tribune Radio Networks. KOST, which already sells the syndicated *Ditka* television show, called the one-hour weekly radio call-in show a "natural fit" for its sales efforts. TRN recently discontinued selling its programs in-house, according to General Manager Kenton Morris, who said at least two other TRN programs are currently up for renewal. The network produces and distributes farm and sports programming, including the Chicago Cubs and the Chicago Bears on a national and regional basis, all of which is currently sold through WGN Radio Sales.

NPR grant

General Foods Corp. has provided a \$200,000 grant to National Public Radio's News and Information Fund. The fund was established in 1981 to encourage charitable giving to NPR's news magazines, *Morning Edition*, *All Things Considered* and *Weekend Edition*.

March spot review. National spot radio billings for March 1989 were \$75,439,300, a 5.9% increase from March 1988's \$71,257,700, according to Radio Expenditure Reports Inc., Mamaroneck, N.Y. The year-to-date figure as of March 1989 was \$201,239,700, an 8% rise over \$186,344,100 during year-to-date March 1988.

The Radio Network Association reported that network radio advertising revenue for March 1989 was \$32,604,578, a 19.6% increase over the same period last year. First quarter actual network revenue was \$90,632,235, a 12.4% rise over \$80,604,213 during the same period last year.

RNA bases its results on financial information collected each month from network companies by the accounting firm of Ernst & Whinney.

More from Drake

Drake-Chenault/Jones, which launched a commercial-free satellite-delivered country radio format in April, announced plans to add two more services. An adult contemporary format, targeting the 18-49 demographic, is set to air June 1, and a softer AC format, targeting ages 25-54, is scheduled for a Sept. 1 launch. The air talent has not been chosen.

Getting on line

New York-based Radio Information Center President Maurie Webster said that June 1 has been set as the launch date for RadioLink, an on-line computer network that will provide data on almost 11,000 radio stations. The resource, which is being geared toward advertisers, networks, syndicators and station representatives, will provide the following information: current/prior call letters; management; frequency and city of license; format; network affiliation; station representative and, for qualified subscribers, Arbitron data. Listings will be updated as many as four times each year in many of the top markets, according to RIC.

Lions lineup

A month after its completed sale to CBS Radio, WWJ(AM) Detroit announced that it signed a deal to carry Detroit Lions football games. The three-year contract allows for exclusive broadcast rights to all pre-season, regular season and post-season broadcasts, beginning with the 1989-90 season. The deal extends the station's sports line-up, which currently includes Detroit Pistons and University of Michigan basketball and football, NFL football, Major League Baseball and NCAA basketball. The station said it will also carry additional Lions-related programming before the start of the pre-season broadcasts. Veteran sportscaster Marty Glickman has been heading a national search for four broadcasters who will provide coverage at the team's new home. News formatted WWJ(AM) won the Lions rights away from MOR formatted WJR(AM).

Reorganizing

All-news KDEN(AM) Denver filed for Chapter 11 protection from creditors last month after the station was unable to develop a plan for payment of its taxes with the Internal Revenue Service, according to station lawyer Jeffrey Villanueva. The station owes the IRS about \$100,000, he said. However, it is still operating and hopes to work out a reorganization plan and stay in business.

Timber time

The Minnesota Timberwolves, which begin their first season of National Basketball Association play this fall, announced that their games will be broadcast through MNN Satellite Distribution, a unit of the MNN Radio Networks (which operates Minnesota News Network, MNN Creative and jointly operates MAGNET Radio). WDG(AM) Minneapolis-St. Paul will be the flagship station for the network. MNN reported that it currently serves about 80 radio stations in the upper Midwest.

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Cablecastings

Cable originals

Showtime said it has acquired the rights to five feature films to be produced by Taylor Hackford's New Visions Pictures.

Hackford, who has been involved with "An Officer and a Gentleman," "Against All Odds" and "La Bamba," will produce "Defenseless," starring Barbara Hershey and Sam Shepard; "Confidence," starring Bryan Brown and Karen Allen, and "Long Walk Home," starring Sissy Spacek and Whoopi Goldberg.

Holding the money

The Arkansas State Supreme Court has reversed a lower court ruling on the disposition of sales taxes collected from cable systems. A lower court ruled Arkansas' law on extending the state and local sales tax to cable was constitutional, which allowed the state to immediately spend the \$6.2 million collected. Cable interests appealed the decision and moved to have the monies held in escrow, pending the outcome of the appeal. The

Supreme Court backed the cable interests, ordering the state to hold the funds. A decision could be handed down by July.

No complaints

Eidak reports no major consumer complaints so far relating to its anti-taping PPV technology it is testing on Newburyport, Mass., and Milwaukee cable systems.

The Milwaukee test, in the 40,000-subscriber Viacom system, is three months old today; Continental's Newburyport test began one month ago. Linda Cutler, director of public and affiliate relations, said one of the things Eidak has done, based on its Milwaukee test, is to more aggressively promote the service in Newburyport. The Milwaukee test, in far more homes (all 40,000 homes were addressable and can order PPV events), chose to go slow on promotion, concerned about the backlash from consumers since they could not tape movies. The movies Eidak exhibits come directly from Hollywood, released day and date with the home video stores.

The cable programing PPV services are typically four to six weeks behind that date.

Cutler said it is too early to discuss buy rates in the tests; the data on Eidak and comparative rates on the systems' other PPV services (Viacom also carries Viewer's Choice I and II in Milwaukee) have not been analyzed. In Newburyport, Eidak is dealing with a much smaller universe. Of the 11,000 basic homes, only 2,500 have impulse PPV-capable technology. Continental also carries the Cable Video Store and Request on that system.

Basic bargaining

Richard Kessel, executive director of the state Consumer Protection Board, last week urged Cablevision Systems and Madison Square Garden Network to go back to the bargaining table, adding his recommendation that Cablevision carry MSG on basic. Kessel took his lead from the area's other major cable operators, who have agreed to carry the New York Yankees and MSG on basic.

Specifically, Kessel requested Cablevision pay MSG five cents per subscriber for up to 90 days while negotiations continue. Kessel pointed out that Cablevision is carrying the playoffs of the Knicks and Rangers (since eliminated) on basic on its systems.

Elsewhere, the Connecticut department of public utilities has postponed the date its draft decision is due in its MSG-Cablevision inquiry. With reply comments due last Friday, the date has been pushed back to May 26. In that proceeding, the Connecticut consumer counsel has recommended Cablevision rebate to subscribers \$948,405 in payments for no longer receiving MSG programming and another \$150,000 in fines to the state.

CNBC launch notes

NBC and Cablevision Systems have closed on a deal that makes the two companies 50-50 partners in both Rainbow Programming Services and CNBC (BROADCASTING, Dec. 26, 1988). NBC Cable President Tom Rogers said CNBC has received positive feedback, that the service "looks very professional." He said that programing refinements will continue, and he indicated that, based on calls from subscribers in systems where FNN has been dropped, the stock ticker may be shown more frequently, with information geared more toward investors. CNBC launched Monday, April 17, with 9 million subscribers, said Rogers, and will reach a 13 million rollout over the next "30 days or so" as systems add service and notify franchise authorities. Research conducted for FNN by Capital Cities/ABC subsidiary, Chilton Research Services, had estimated an at-launch figure of 5.3 million, based on 400 interviews and a margin of error of 1.5 million homes. Rogers estimates that when CNBC reaches the 13 million figure, roughly half will come from systems that have dropped FNN.



Second time around. The Nashville Network celebrated its second annual "TNN Viewers' Choice Awards" with (l-r): Don Mitzner, president, Group W Satellite Communications; Burt Stanier, chairman, Westinghouse Broadcasting; Lloyd Werner, senior vice president, sales and marketing, GWSC; Tom Griscom, senior vice president, Opryland USA; performer Lee Greenwood; James Atury, president, magazine group, Meredith Corp., and E.W. Wendell, president and CEO, Opryland USA.

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Blair suit details workings of rep business

When an investor group bought what is now John Blair Communications in 1987, it paid \$115 million for the television representative and producer-syndicator. But according to documents in a lawsuit winding its way through the New York court system, the buyers allege they overpaid \$30 million as a result of fraud on the part of the sellers.

Documents in the case of *John Blair Communications et al. v. Reliance Capital Group L.P. et al.* not only tell the story of a deal gone sour but also permit a glimpse, albeit a delayed one, at the economics of a TV rep. While the finances of the rep business are usually hidden to outsiders, budgetary information in court documents concerning John Blair and Co. includes information about the rep's billings, commission rate and profits for 1986 and 1987. In early 1987, for example, the finance department of the rep was forecasting a commission rate of about 7% and a pre-tax profit margin of 11%.

According to Blair's complaint dated Dec. 29, 1987, motivation for the alleged fraud arose from an overpayment made for John Blair & Co., the previous owner of the businesses comprising John Blair Communications. In 1986, Reliance Capital Group and

December 1986 and expressed interest in buying the rep and entertainment businesses. (Greenfield is currently chairman and CEO of John Blair Communications; Marcus, no longer working at Blair, served as chief administrative officer of the company after the purchase.)

Henry Silverman, an executive in the Reliance Consortium and chairman of the board of Blair, told Marcus and Rosenfield that because the rep business would lose stations if word leaked that it were for sale, the buyers would have to agree to certain pre-purchase restrictions, states the complaint. To prevent news getting out of the possible sale of the business, Silverman told the buyers they would not be permitted to conduct normal "due diligence" or to contact the employees of the rep and entertainment operations, according to the plaintiffs. Rather, all information about Blair would have to come from Silverman, Blair chief operating officer Donald Raider or Blair chief financial officer Peter Housman.

Information that was subsequently provided to the buyers was "erroneous and misleading," according to the complaint. After the rep company's management submitted in October 1986 a budget for 1987 reflecting a pre-tax profit of \$8 million, Reliance revised the budget upwards to reflect a pre-tax profit of \$10.1 million, according to the complaint. In February 1987, at about the time the second budget was submitted to the buyers, the rep company's finance department issued a quarterly forecast that revised 1987 profit projections downward to \$5.9 million, according to the plaintiffs. The buyers allege that they were never provided with that forecast or certain other rep finance department documents that reflected negatively on the business.

The February 1987 revised budget forecast, part of the documents in the court record of the case, details interesting information about the rep business. The forecast anticipated an aggregate commission rate of 6.92% on \$742.1 million in commissionable billings; a pre-tax profit of \$5.9 million and a profit margin of 11%, and employee compensation-related costs amounting to 55% of the company's total revenues. The numbers also indicate that representation of Capcities stations was worth \$120 million in gross billings in 1986 and a pre-tax profit of \$6.1 million. Without the Capcities stations, which terminated their contract with Blair effective February 1987, Blair estimated its profit margin for 1986 would have dropped from 20.3% to 11.1%. For 1986, Blair had total revenues of \$57.6 million; in February 1987, it was forecasting 1987 revenues of \$53.3 million.

The Blair plaintiffs claim the sellers breached warranties made as part of the April 1987 sale of the rep and entertainment businesses to the Rosenfield group. Contrary to

Reliance's representations, allege the plaintiffs, both the rep business and the entertainment business had suffered setbacks since the end of 1986. The plaintiffs also allege that Reliance breached its warranty that, since the previous October, neither Silverman, Housman or Raider had "adopted or approved" any financial projections for the business.

A Reliance spokeswoman said the company "is vigorously defending against the suit ...and believes that it will prevail." Calling the buyer group "a sophisticated acquisition group with years of experience" in the business, Reliance lawyer Mark Belnick of Paul, Weiss, Rifkind, Wharton & Garrison said the buyers "did not reasonably or justifiably rely, as a matter of law, on any of the budget projections at issue." The defendants "also deny that the warranty was untrue or breached because it stated not that no other projections had been received, but that no other projections had been adopted," according to the presiding judge's case summary.

The two sides in the case have been battling over issues of discovery, or collection of information prior to the trial. One such issue is whether the buyer group should have to submit documents relating to the performance



Rosenfield

affiliated businesses, referred to in the complaint as the Reliance Consortium, acquired Blair at a cost of \$668 million, said the plaintiffs. At the time, John Blair & Co.'s assets included the rep division, now known as John Blair & Co.; the entertainment division, now known as Blair Entertainment Corp.; five television stations, and eight radio stations. The complaint alleges the Reliance Consortium became aware in September 1986 that it had "substantially overpaid" for Blair.

On the understanding that the new owners were in need of cash, James Rosenfield, a former senior vice president with the CBS/Broadcast Group, and Burton Marcus, former general counsel of Columbia Pictures Industries, made contact with Reliance in



Silverman

of John Blair Communications after the April 1987 date of purchase. Blair's lawyers have argued that such information is irrelevant, stating that what is at issue in the case is the alleged fraud that took place before the sale was completed. On the other hand, one of the Reliance lawyers has argued they "have every reason to believe that Blair's own post-April 10, 1987, performance will demonstrate that the 1987 budget projections were accurate and reasonable, thereby puncturing Blair's baseless allegations."

Blair has subpoenaed Drexel Burnham Lambert in connection with the case but has not received any documents from them, according to Blair lawyer Robert A. Weiner of

Berger & Steingut. Certain employees and affiliates of Drexel comprise one of the limited partners of one of the Reliance consortium defendants in the case, according to Blair's complaint. The plaintiffs believe the Reliance group's original purchase of John Blair & Co. was made at the behest of Drexel and that the documents from Drexel will help establish a motivation for the alleged fraud, Weiner said. However, Belnick called the documents irrelevant to the case.

The Reliance consortium has produced 24,000 pages of documents to the plaintiffs. However, Blair's lawyer said, "What they produced were publicly available documents. They did not produce—and specifically held—all internal documents." Belnick replied, "The record categorically refutes that assertion." The defendants have produced "every relevant, non-privileged document related to the transaction in the suit," he said.

Since September 1988, when the defendants made a motion to dismiss the complaint, the discovery process has been put on hold, Weiner said. No depositions have been taken in the case.

In March, the judge dismissed Blair's claim against the accounting firm Touche Ross, which had worked as an auditor for Reliance. The judge denied the Reliance defendants' motions for summary judgment and for dismissing the complaint against them. The Reliance defendants have appealed that ruling and have motioned for a re-argument of the court's decision. On Wednesday, the judge continued the stay on discovery pending the outcome of Reliance's appeal. □

Fifth Estate Earnings Reports

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
Ackerly Communications	Fourth	\$153,500	14	(\$2,500)	NM	(\$0.16)
	Year	\$40,800	10	\$100	NM	\$0.01
Capital Cities/ABC	First	\$1,120,441	-13	\$82,773	18	\$4.59
Carolco	Year	\$164,609	59	\$35,504	148	\$1.15
C-COR Electronics	Third	\$14,337	51	\$1,155	8,150	\$0.27
CVN Companies	Second	\$192,306	17	\$6,741	4	\$0.33
Gannett Co.	First	\$817,559	8	\$74,901	1	\$0.47
General Electric	First	\$11,900,000	13	\$849,000	17	\$0.94
Interpublic	First	\$276,489	14	\$8,011	20	\$0.36
Jones Intercable	Third	\$16,768	9	(\$5,923)	NM	(\$0.48)
Jones In'cble Investors	Year	\$27,017	56	(\$11,398)	NM	(\$1.37)
King World Productions	Second	\$94,500	53	\$16,500	5	\$0.66
Lee Enterprises	Second	\$62,449	7	\$6,337	11	\$0.26
LIN Broadcasting	First	\$52,897	10	\$20,221	53	\$0.38
MCA	First	\$735,322	20	\$27,341	2	\$0.37
McGraw-Hill	First	\$416,134	5	\$31,171	16	\$0.64
Media General	First	\$149,266	-19	\$11,891	3	\$0.46
Multimedia	First	\$106,297	6	\$4,640	320	\$0.37
New York Times Co.	First	\$423,068	2	\$33,516	-26	\$0.42
Nostalgia Network	Year	\$2,803	94	(\$2,771)	NM	(\$0.48)
Park Communications	First	\$36,572	2	\$2,845	-6	\$0.21
Pulitzer Publishing	First	\$94,109	4	\$3,047	23	\$0.29
E.W. Scripps Co.	First	\$294,911	5	\$15,084	36	\$0.19
Tektronix	Third	\$434,102	—	\$6,380	4	\$0.22
Times Mirror	First	\$846,895	9	\$68,787	-8	\$0.53
United Cable TV	Third	\$77,936	18	(\$1,207)	NM	(\$0.03)
Washington Post Co.	First	\$341,877	6	\$41,500	-71	\$3.22
Westinghouse	First	\$2,887,200	5	\$189,000	5	\$1.30

Ackerly Communications had net loss of \$8.7 million and \$1.8 million in 1987 full year and fourth quarter, respectively. ■ Purchase price accounting related to **Capital Cities** acquisition of ABC benefited per-share earnings by 50 cents, compared to per-

Looking back at 1988: Fifth Estate 10-K's

Earning statements, balance sheets and lawsuits among information in financial statements filed by publicly held Fifth Estate companies

The annual flood of 10-K's and other financial reporting documents filed by publicly held Fifth Estate companies includes not only earnings statements and balance sheets but also other information for the diligent reader. A sampling of filings made by companies reporting 1988 results brings to light information on everything from lawsuits to stock portfolios.

As part of the deals in which Turner Broadcasting System acquired the MGM/UA film library in 1986, TBS also assumed liability for various lawsuits and claims against MGM/UA. The outcome of two of those lawsuits, according to TBS's 10-K, could have a "material adverse impact on the financial condition of the company." In February, a Los Angeles jury awarded actor Timothy Hutton \$9.75 million in a suit that Hutton filed against MGM and others in 1983, relating to a film he was scheduled to appear in but did not. In March, the award was reduced to \$9 million. In December 1988, a California appeals court upheld a \$10.9 million judgment against MGM and others in a similar

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share benefit of \$3.35 in prior-year's first quarter. ■ **Carolco** syndication division, Orbis Communications, had 1988 revenue of \$19.6 million, down 54%. Carolco said decrease was due to absence of 1988 motion picture package for syndication. ■ Operating income for **Gannett** was up 24%, to \$145 million. ■ Operating income before depreciation and amortization for **Jones Intercable** Investors grew 57% to \$10.4 million for year. ■ **Jones Intercable** had net income of \$26.7 million in corresponding quarter year before. Company said loss was due to increased interest expense of June 1988 sale of bonds and increased depreciation and amortization charges related to acquisition of cable systems. ■ **MCA's** television revenues grew 19% over first-quarter 1988 to \$169,436 because of higher foreign syndication sales, company said. Operating income from WWOR(TV) New York and from interest in USA Network was \$3.5 million in first quarter 1989 compared to operating loss year before. ■ **McGraw-Hill** said adoption of new accounting method for taxes helped first-quarter net income by \$8 million, "the cumulative effect of the change on prior years." ■ **Multimedia** said first-quarter operating profit increased 15%, to \$33.8 million. Entertainment division revenue jumped 20%, to \$18.3 million, while cash flow—"operating profit plus depreciation and amortization and amortization of stock awards and stock options"—jumped 29% to \$8.7 million. Cable division had revenue of \$27.2 million and operating cash flow of \$13.1 million. ■ Revenue at broadcasting information services division of **The New York Times Co.** increased 5%, to \$17.3 million, which company attributed primarily to "higher local advertising revenue at the television stations." Division operating profits were up 11%, to \$2.9 million. ■ **Nostalgia Network** had net loss of \$3.9 million in 1987. Company's 1988 results include charge of \$671,853 related to revaluation of film library. ■ **Pulitzer Publishing's** operating cash flow for first quarter was \$11.5 million, flat compared to prior-year period. ■ **E.W. Scripps Co.** reported first-quarter cable television revenue of \$42.4 million and operating income of \$4.5 million. Lawrence A. Leser, president and chief executive officer, said: "Rapid growth at our Sacramento, Calif., cable system and the steady decline in interest expense were essential to our progress early this year." ■ **Tektronix's** communications products sales, including telecommunications and TV test products, grew 12% from previous third quarter to \$87.3 million. ■ Operating income at **Washington Post Co.** increased 47%, to \$66.9 million. Last year's first quarter included gain from sale of cellular operation. ■ **Westinghouse** said first-quarter income benefited from "the gain from the sale of Westinghouse's minority interest in a cable television programming service."

the year-end portfolio of Price Communications. As of Dec. 31, 1988, the company's marketable equity securities consisted of stock in five companies: AT&T, General Electric, Multimedia, Times Mirror and TVX Broadcast Group. At the balance sheet date the collective value of those stocks was slightly below the \$2.5 million that Price paid for them. But as of last Wednesday, April 26, the portfolio, assuming it was still held by the company, looked good, with all but General Electric showing sizable gains, for a paper profit of almost \$300,000. Price's \$16 million marketable debt portfolio was more diverse, but included senior subordinated notes of Outlet Broadcasting.

For accounting purposes, Warner Communications restated its 1988 financial statement in a March 8-K to include the results of Lorimar Telepictures, which it acquired last January. The combined results of the two companies give Warner Communications 1988 revenue of \$4.73 billion rather than the \$4.21 billion the company reported. However, Warner's previous net income of \$423.2 million for the year is restated as a net loss of \$10.8 million for the new company.

Communication Satellite Corp.'s hotel video service, Comsat Video Enterprises, added 17,000 rooms to the company's audience, bringing the company total to 287,000 rooms, according to Comsat's 10-K. Comsat said that the business had an operating loss of \$8.7 million on revenue of \$44.9 million in 1988, and does not expect the operation to be profitable in 1989. □

case filed by actress Racquel Welch in 1981. TBS has appealed the case.

Olympic Broadcasting Corp. wrote that it has sought legal counsel involving the September 1988 sale of KRPM(AM) Seattle and KRPM-FM Tacoma (both Washington) to Heritage Media Co. Olympic contended that it should not be held to a rescission and reassignment agreement that would require the broadcasting company to repurchase the AM property from Heritage. As of the 10-K filing, stated Olympic, no legal action had begun.

Satellite Music Network took note of two court cases in its 10-K: one in which it has sued an affiliate for breach of broadcast license agreement and is seeking damages of approximately \$600,000; the other against an equipment supplier over alleged breach of contract and fraud, seeking damages of about \$200,000. SMN reported that countersuits have been filed in both cases, which date back to December 1987 and July 1987, respectively.

One of the ways in which media companies held expenses down in 1988 was by being frugal about advertising—which some of them had reduced in 1987. According to the 10-K's of surveyed group owners, advertising outlays increased, for the most part, in the low single digits. Advertising expenditures for Capital Cities/ABC increased 3%, as did those for Pulitzer Publishing and Outlet Communications. Multimedia's ad expense was roughly flat; The Washington Post Co. was up 1%, while A.H. Belo spent just under 4% more in 1988. LIN Broadcasting's advertising expenses were down 8%, the second year of a decline.

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TV world's eyes focus on Cannes

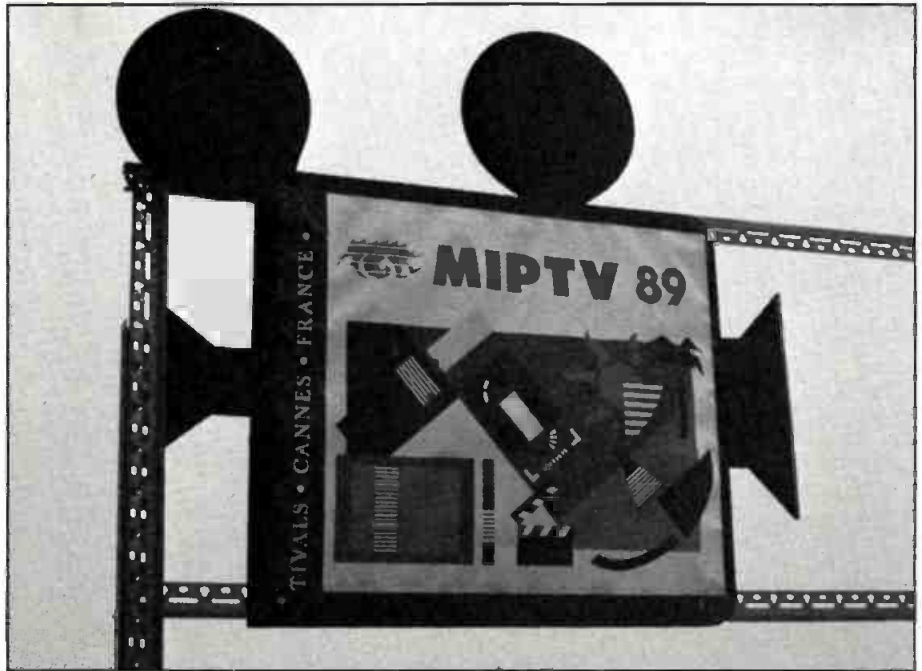
Annual MIP-TV marketplace features many co-production deals, growth of barter in Europe and new joint venture between Italy's Berlusconi, Germany's Leo Kirch and France's TF1

A new alignment of European TV companies involving Italian media magnate Silvio Berlusconi, plus developments in international co-production and in the nascent European advertising barter industry, emerged at the annual MIP-TV international TV program market in Cannes, France, early last week.

More than 7,100 participants and TV executives representing 1,855 companies attended the six-day market at the Palais des Festival headquarters, making it by far the largest in the gathering's 26 years. French companies represented the largest single group, although participation by British firms was up more than 25%, there were nearly a fifth more American companies (the third largest total), and West German representation was up a third, as was Japanese. Among individual participants, growth was registered by nearly all the major markets, with the exception of France and the Netherlands. The U.S. sent more than 1,100 attendees.

Italy's Berlusconi, West German Leo Kirch and French broadcaster TF1, despite a setback when the French government last month denied their consortium any channels on its new direct broadcast satellite ("In Brief," April 23), have moved to formalize their relationship in a new joint venture European TV production company to be formed in the next several months.

Carlo Bernasconi, general manager of Berlusconi's Reteitalia media company, told BROADCASTING that Reteitalia will join with TF1 and the Kirch Group to produce TV programs for Europe and for interna-



tional distribution, possibly including the U.S.

TF1, run by French construction mogul Francis Bouygues, is France's number-one broadcaster, while Kirch dominates Europe's German-language TV distribution market. Berlusconi's media interests range across Europe from Italy to France, Germany and Spain. (Separately, TF1 senior executive Cyrille du Peloux said TF1 has been "doing research" on Columbia Pictures, examining how TF1 might acquire all or part of the Hollywood studio.)

TF1's position in the new venture comes at the expense of French investor Jerome Seydoux, who has no TV interests but had been part of an unconsummated European production joint plan also involving British

publisher Robert Maxwell. Of programing talks with Maxwell, who has met with Berlusconi at least twice in recent weeks on possible joint activities, Bernasconi said there has been no progress. Berlusconi is also expected to end a politically imposed partnership with French publisher Robert Hersant in TF1's French broadcasting rival La Cinq.

The first projects of the new company, a Reteitalia representative said, include a two-part, 200-minute English-language production of the play "Saturday, Sunday, Monday" starring Sophia Loren and Marcello Mastroianni. Also planned is a four-part version of "Little Women"; a sequel to the company's *A Child Named Jesus* mini-series, recently sold in the U.S. to Tribune, and a three-part production of the Italian novel "A Bride of Violence," produced with Spanish broadcaster TVE.

Co-productions of TV movies and mini-series with American partners by Reteitalia on its own are also being discussed, said Director of International Co-production and Distribution Giuseppe Proietti. Talks are being held with both CBS and ABC, as well as cable programmer Turner Broadcasting, he said. Riccardo Tozzi, director of Reteitalia's TV and cinema production, was reported to have met earlier this spring at the American Film Market in Los Angeles with American companies about co-productions to be made in the U.S. ("Closed Circuit," March 13).

Reteitalia, which runs Italy's leading private broadcast networks, also made news at MIP with several major film and TV pro-

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gram acquisitions. The company said it bought 30 films from Paramount, including "Fatal Attraction," "The Untouchables" and "The Presidio," plus the 32-hour miniseries *War and Remembrance*, which Paramount International TV President Bruce Gordon said has also gone to Australia's Network Ten and Belgium's VTM. In addition, Reteitalia bought Viacom's new sitcom *Roseanne* and *Father Dowling Mysteries*, the new *Peter Gunn* from New World and a 1984 TV movie with Glenn Close, *Something About Amelia*, from Turner.

Meanwhile, the naming of other programmers to occupy the French satellite TDF-1 raised the prospect of a new struggle over European audiences. The satellite, the twin of German DBS satellite TVSAT to be launched later this year, will carry two channels run by French pay service Canal Plus—a German-language film channel to be run jointly with West German media giant Bertelsmann, and a satellite version of its terrestrial French-language movie service.

Canal Plus has a 10% interest in a children's service for a third channel, led by the French financial firm Caisse des Depots. A music service, Euromusique, whose investors include CBS Records and Caisse des Depots, will program the evening hours of the same transponder. A fourth channel goes to an all-sports service run by French public broadcasters Antenne 2 and FR3, and the fifth channel, as expected for some time, has been set aside for a Franco-German cultural channel, La Sept.

Still to be seen is whether a battle for German-language pay TV rights will ensue between the Canal Plus-Germany venture and the Kirch Group, which had made its own bid on a transponder with Berlusconi for the now-experimental German pay cable service Teleclub. A competitive battle could follow the example set in the UK, where a bidding war broke out for pay TV rights between UK DBS services run by Rupert Murdoch and British Satellite Broadcasting, resulting during the last year in huge increases in license fees for American distributors, whose take from UK pay TV will be at least \$1 billion over the next five years.

Kirch Group representative Armgard Von Burgsdorff said following the French government announcement that the German cable-delivered Teleclub would not be affected by the decision in the short term because it "doesn't need a satellite, any satellite. That is only one strategic option."

West German distributor Herbert Kloiber, whose Tele-Munchen (of which Capcities/ABC recently bought a share) operates German satellite channel Tele 5, said he believes Teleclub "for better or worse will pursue the pay TV area with reinforced vigor." Canal Plus-Germany, however, is in a good position to stock up with programming, particularly new studio output on which Kirch has little hold, said Kloiber. Others suggested that even Kirch's existing libraries may be vulnerable, as the distributor may not have specifically purchased pay TV rights.

The Canal Plus channels are not expected to launch until early 1990. La Sept, which has accumulated more than 2,000 hours of



Media's 'bum rap'

CBS's Walter Cronkite, in Cannes, France, last week on a visit to the MIP-TV international TV market, told BROADCASTING he felt the broadcast media had gotten a "bum rap" over its coverage of the presidential elections last fall. He said the electronic press may have fallen victim to sophisticated manipulation in its efforts to cover late-breaking campaign stories. Cronkite added that the press's examination of its weaknesses can turn into "self-flagellation" and suggested that one way to avoid such manipulation was to distinguish between being the first on the scene of a political (or natural) disaster and being the first to report it. "The two things are not necessarily compatible," he said.

Cronkite (r), a fan of British comedian Benny Hill, got a chance to talk with Hill (l) and Thames TV Managing Director Richard Dunn.

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programming since the project was initiated, is expected to go on air shortly.

International program co-production, while still representing a small minority of TV projects, again was a central focus at MIP-TV. And one phenomenon made abundantly clear by the presence of numerous American cable industry executives at the market is the key role of non-traditional U.S. networks in the co-production field.

Herb Granath, president of Capcities/ABC Video Enterprises, which oversees both the company's international distribution arm and its holdings in U.S. cable networks ESPN and Arts & Entertainment, argued that international co-producers should set their sights on the U.S. cable

networks, rather than count too heavily on sales to the big three U.S. broadcast networks.

Granath said that Capcities/ABC itself was seeking to foster co-productions for cable through the acquisition of holdings in European production entities, a plan it put into action earlier this year with a buy into the Munich-based producer-distributor Tele-Munchen. He added that the company has three other such deals in the works, including one in Spain. The first is due for completion by August, and another two by the fourth quarter of this year ("Closed Circuit," April 23).

American cable services Turner Network Television and the USA Network also had top executives on hand at the market, in large part to pursue co-production possibili-

ties.

Gerry Hogan, president of Turner Broadcasting System Entertainment Networks, said the newly launched TNT, which has scheduled some five dozen original TV movies before the end of 1991, would be "disappointed" if at least six to eight were not co-productions. Its first European co-production is *Nightmare Years*, with the UK's Consolidated and Italy's RAI, and the second will be *A Season of Giants*, with RAI.

Henry Gillespie, vice chairman of the board for Turner Program Services, added that in many cases cable is spending more for co-produced TV movies and mini-series than the big three networks, since Turner, for instance, will often cover not just the 80% or so of the cost of production that the networks do, but 100%, in order to gain longer term telecast rights.

USA Network President Kay Koplovitz said she, too, was at MIP to discuss co-production, both for the network's planned year of 24 original TV movies and for dramatic series as well.

According to USA Network's Dave Kenin, senior vice president, programming, at least five of the 24 films will be co-productions, including a project entitled *The Forgotten* and the first three in a series of first-run movies in the *Frederick Forsyth Presents* series to be co-produced by Blair Entertainment with London Weekend Television and the Kirch Group's Taurus Films of West Germany ("In Brief," April 23).

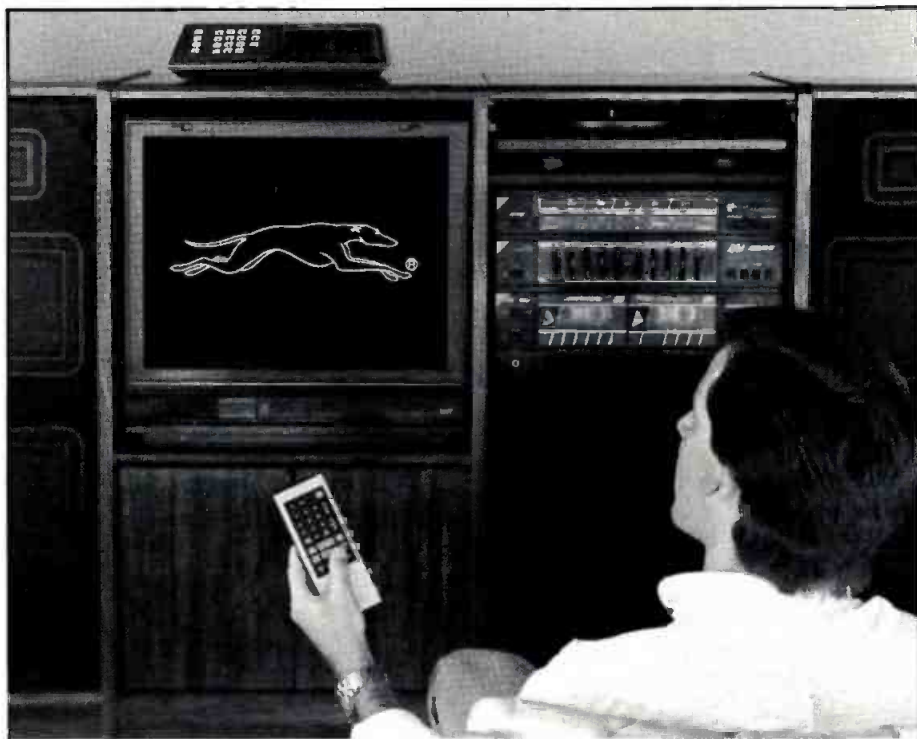
As for the major studio's primary motivation for moving toward co-production, Paramount Television Group President Mel Harris, at a seminar on the European program market, argued that "the secret of the 1990's is making more quality fiction material, generally not just for one territory or another, but for a global market." Harris added that Paramount is "seeking alliances to produce programming on a territorial basis around the world."

Jules Haimowitz, president and chief operating officer of Spelling Entertainment, said that "effectively, every hour is co-produced [because] you cannot afford to produce without knowledge of international sales," given the relatively soft U.S. market for hour series. He said, however, that because the bulk of the license fee still came from the U.S. buyer, "you have the 80% dog in the U.S.; you can't let the tail wag it."

Among the specific co-production news at the market:

■ Disney announced it will co-produce with Scottish Television a British Disney Club for the UK's commercial Independent TV network. The 80-minute program, airing weekly on Sunday mornings, will include among its elements comparisons between American and British lifestyles, as well as use (ahead of U.S. stations) of Disney's new *Chip 'n' Dale's Rescue Rangers* cartoon series. Similar Disney Clubs are already being co-produced with partners in France and Portugal. Disney also named Italy's RAI, France's TF1, Germany's Urania and the UK's London Weekend Television as co-production partners for a Euro Disney special later this year.

■ Turner Network Television said it is



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Viacom executives discuss expanding Nickelodeon overseas

A version of the U.S. children's cable network, Nickelodeon, may find its way onto the new French direct broadcast satellite TDF-1, following initial talks between backers of a children's service on the bird and top executives at Viacom, which runs Nickelodeon.

Frank Biondi, Viacom president and chief executive officer, and Henry Schleiff, chairman and chief executive officer of Viacom Entertainment Group, spoke to BROADCASTING last week at the MIP-TV program market in Cannes, France, about international expansion for Nickelodeon, as well as a range of other topics, including Viacom's international strategies and prospects for global TV programming and new delivery forms.

Regarding Nickelodeon, Viacom has already set up program format deals and is now seeking foreign channel blocks under the Nickelodeon name. Said Schleiff: "There have been some soft discussions between us and a variety of players" on the French satellite children's channel. But he added that whether the result would be Nickelodeon as it is now constituted, or a Nickelodeon-like service, remains to be seen.

Biondi explained that he saw more immediate opportunities for Nickelodeon on a territory-by-territory basis, for instance, than for new ventures similar to Viacom's other major international program channel, MTV Europe, run in a joint venture with Robert Maxwell and British Telecom. But, added Biondi: "If we saw another opportunity to be involved on a so-called pan-European basis, we probably would."

Biondi said: "I think that clearly the best immediate long-term opportunity is to be a producer of programming that will work in all markets. That's a very good business to be in."

Explained Schleiff: "There is an incrementally greater demand to fill the variety of news services that have come on line as we speak. [And] what were historically incremental

sources of revenue for us have become very quickly that which almost affords us the ability to produce for network television."

On Viacom's other foreign activity, Biondi said that he did not expect the company to take on many more consulting agreements, such as those it had with cable system operators in France and the UK and franchise bidders for Hong Kong cable. "Basically, it is a carryover from the prior management," said Biondi. It was a low cost of entry [approach], a good window on what was going on and, by and large, we remain happy with most of these." But, Biondi added that the consultancies stretch company staff and are "never as easy as they look on paper."

Whether Viacom would move more aggressively in direct investment in overseas media companies depends, said Biondi, on the "availability of capital and the competitiveness of that investment to our domestic opportunities." In addition, in areas such as program co-production, Biondi warned that given the evolution of the market, "maybe it is a mistake to anchor yourself with one partner."

Although Biondi declined to comment specifically on the implications of the planned merger of Time and Warner, he called the idea of a handful of dominant world media conglomerates a "somewhat seductive premise," but one he said sounded similar to never-realized arguments that Hollywood studios would see consolidation into a handful of majors in the late 1970's. "I suspect it's a vastly over-simplified premise that there are going to be three or four or five major companies. Not that there won't be, but the only way that they will be the dominant or sole players is by their own self-definition," said Biondi, adding, "particularly when you're dealing with creative product. No one has been able to institutionalize the

conducting co-development discussions with Australia's Beyond International for a two-hour TV western, and said talks are also being held with London Weekend, Scottish TV, Thames, Central TV and Yorkshire on various TV movies and mini-series.

■ Australian firm Grundy has formed a co-production company in France with Canal Plus subsidiary Ellipse to develop and produce French language soaps and sitcoms for France and other international markets. According to Ian Holmes, Grundy president and managing director, the company has already formed similar language-territory production entities in Germany and the UK and intends to form more in Spain and Italy. He said the company has also just completed arrangements with Beta-Taurus and German broadcaster ZDF to produce a made-for-TV movie about an Australian part-aboriginal detective as a pilot for an action series.

■ Atlantis Films of Toronto will co-produce 12 new half-hour episodes of *The Ray Bradbury Theater* in New Zealand and Canada with Grahame McLean Associates. Bradbury will adapt 12 of his stories for the ACE Award-winning cable series, which is produced in association with USA Network and others.

□

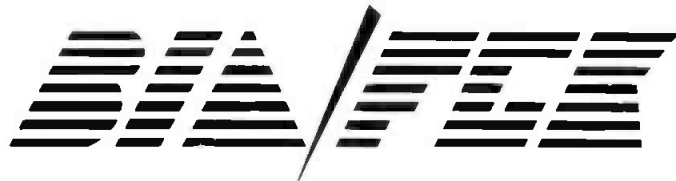
As commercial television spreads in Europe, advertisers and programmers are turning their attentions more and more to advertising barter. And this MIP provided ample evidence that European barter, while probably destined to be unlike the U.S. model and still several years or more from wide-

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creative process.

Regarding arguments about the import of vertical integration, Biondi said: "It has always been a two-edged sword. If you make a bad product and you own the distribution, it is a double penalty. If you make good product and you own the distribution you're a double winner. Virtually no one has a track record that's so strong that vertical integration, at least in my mind, is a panacea.... It's too simple, it's too pat, it's PR. It is probably more of a political positioning than an economic one."

Biondi also spoke of prospects for European pay and advertiser-supported news services and of the battle for satellite viewers in the United Kingdom between Rupert Murdoch's Sky Television and the British Satellite Broadcasting venture. Biondi said that, to him, "Sky has a much more reasonable cost structure and a much less elegant distribution system. The irony is, the question may hinge less on the quality of the product than on the ability to stay in. It may be just financial staying power that will tell the tune, and in that sense, I think Murdoch [has] an advantage."

spread use, has taken its first steps toward realization.

Helping to propel the issue were announcements from two advertising industry entities, Interpublic Group subsidiary Lintas: Worldwide and WCRS's European agency powerhouse Carat Espace.

Lintas, which has formed a new E.C. Television TV development and distribution arm under executive Larry Lamattina, said at MIP it had acquired a "substantial minority interest" in Fremantle International and its British game-show producing subsidiary Talbot Television Ltd.

Lintas has already been active on behalf of client Unilever in developing a form of barter with the game show *Wheel of Fortune* (to which it recently acquired the rights from syndicator King World) in France, Italy, Denmark and Germany, and it now plans to expand that activity with Fremantle and Talbot, Europe's largest supplier of game shows. Interpublic ad agency McCann-Erickson has also developed sponsored programs in the rock music area for Coca-Cola.

Lamattina, who said clients such as Nestle and Johnson & Johnson would get involved in the barter arena in Europe, explained that E.C. Television was beginning with game shows because they could be produced inexpensively and in the locale in which they air. He added that the company was interested in bartered drama programs as well.

Carat Espace, France's largest media broker, announced the formation of a new entertainment division, Carat Entertainment, headed by former Henson TV sales executive Justin Bodle and based in London. Although Bodle said it was premature to detail specific relationships for the recently formed unit focusing on independent production, co-production, sponsorship and barter syndication, the company has already announced a 50% acquisition in leading UK independent producer Cinema Verity.

Fred Cohen, international president, King World Productions, said, "There is certainly a lot of talk, but not a lot of substance, mainly because people are trying to figure out new ways of doing business,

positioning themselves and probing."

Bodle agreed that before barter can advance, there remain key internal industry questions to be answered, largely having to do with the technical administration of barter, such as how to handle ratings guarantees given the lack of uniform ratings systems across Europe, or how to provide makegoods in markets with relatively tight ad inventories.

"The market is [also] being held back by deregulation not being quick enough and by the nervousness of broadcasters," added Bodle. He also explained that barter in Europe, where he believes it is needed to increase the quality and ratings power of time slots, would be different from that in the U.S., where it was initially developed to provide shows to new, cash-hungry stations.

Said John Laing, Orion Pictures International's new senior vice president of television: "Barter is a development in a mature market, as was the case in the U.S., and even though Europe as a whole has not progressed [commercially] to the foremost, the Europeans are almost more progressive to look at barter at this early stage that was the U.S."

□

In other MIP-TV news:

■ ITC Entertainment head Jerry Leider said the distributor has budgeted \$30 million in fiscal 1990 for the acquisition of rights to eight theatrical titles. The company is also developing approximately 30 hours of co-productions, with the four furthest in development including *The Trial of Mata Hari* with the BBC, *Touch and Die* with Italy's RAI-2, and *Captains Courageous* and *Empire: The Hong Kong Story* with Australia's Hoyts Productions. Also on the drawing board is a co-production of the Jack Higgin's novel "Night of the Fox" and "Beau Geste." The company also has acquired for international distribution the former NBC soap *The Doctors*, with more than 2,600 half-hours, as well as the six-hour mini-series *A Dangerous Life*. In addition, ITC named James Marrinan to senior executive vice president, international, adding theatricals to his previous TV sales and home video responsibilities.

■ *The Oprah Winfrey Show* has been renewed by the UK's Channel Four. Channel Four, which has ordered 100 episodes and 50 reruns from current and library shows, began airing the program last October, and it has averaged a million viewers in its weekly two daytime and one late evening time slots. The number-one U.S. syndicated talk show is also reported close to selling a subtitled version in two non-English countries. □



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Second HDTV report is approved

The FCC's Advisory Committee on Advanced Television Services (ATS) is not ready to make many conclusions concerning its eventual recommendation of a high-definition or enhanced-definition TV transmission standard. As the group found out during its recent blue ribbon committee meeting (BROADCASTING, April 24), a test plan for the proposed systems will not be ready before July and actual testing will not begin until Jan. 2, 1990. But the few conclusions the group did make in its second interim report, which was approved and released last week, were still significant enough to stir a little controversy.

A telephone poll of the ATS blue ribbon committee Monday (April 24) resulted in approval of the document with "yes" votes from all 20 members except one, Robert Hansen, president of Zenith Corp.'s consumer products division. Hansen disputed points in the report's executive summary, written by ATS Committee Chairman Richard Wiley, partner in the Washington law firm of Wiley, Rein & Fielding. Zenith also submitted a formal rebuttal—attached to the executive report—stating that some of the report's conclusions "could be perceived as unfairly disadvantaging the Zenith [transmission] proposal," the Spectrum Compatible HDTV system.

A two-phase approach to transmission testing was outlined in the Wiley report. The first, to start in January 1990, would include objective testing of each system and subjective testing related to interference. The ATS systems subcommittee will determine whether each system that undergoes the first set of tests will then take the second battery of tests—subjective reactions to the systems by audiences. Completion of all tests and final recommendation to the FCC is expected by November 1991.

In the first phase, systems will be judged according to two sets of criteria. Systems that require the 6 mhz currently allocated to TV stations will be tested to determine whether they "could deliver a video/audio signal with quality better than NTSC," the report said. However, a tougher test will be

applied to augmentation-channel systems and simulcast systems "since these systems would require the assignment of additional and very valuable spectrum." The report concluded that these systems must provide "substantially greater quality than NTSC."

In its rebuttal, Zenith said that the higher quality requirement for augmentation and simulcast systems "is totally unsupported by any prior recommendation or discussion of any of the subcommittees or of their working parties or advisory groups."

Zenith's Spectrum Compatible HDTV is a simulcast system, which would call for continuation of NTSC broadcasting and simulcast of an incompatible, 6 mhz advanced system, licensed to the same station. Zenith argued that its system should not be lumped into a category with other simulcast and augmentation systems. The other proposals, Zenith said, call for permanent allocation of additional spectrum to TV stations, while SC-HDTV would allow for opening of the now fallow UHF "taboo channels," and eventually return of the NTSC licenses, to the FCC for other uses.

During an intense, week-long study of each of the proposed transmission systems last year, a point of debate was the lower proposed resolution in the Zenith system compared to other simulcast and augmentation proposals (BROADCASTING, Nov. 21).

Zenith also challenged the comments in the interim report involving consumer displays. On Sept. 1, 1988, the FCC made a series of "tentative decisions." Among them was the decision that the FCC-adopted transmission standard would be binding only on terrestrial broadcasters and that cable TV, direct broadcast satellites, video-cassette recorders and other "alternative media" would have the option of adopting their own high-definition delivery systems. The interim report suggested that the ATS committee's implementation subcommittee study the various approaches to dealing with "a family of standards," including "adopting standards governing the receiver display device and developing a multipoint receiver to accommodate different media."

ANSI drops SMPTE 240M

The Society of Motion Picture and Television Engineers' standard 240M documenting the 1,125/60 HDTV video production standard is no longer the American national standard. The American National Standards Institute (ANSI) upheld an appeal by Capital Cities/ABC and reversed its earlier approval of SMPTE 240M. In a statement released after the vote, ANSI said that 1,125/60 "lacked current consensus based on the latest information."

The ANSI decision was made a few days after the Advanced Television Systems Committee (ATSC) made major changes in its position on the HDTV production standard. ATSC now advocates delaying any decision on a worldwide HDTV production standard until the end of the CCIR's (International Radio Consultative Committee's) study period in 1994 rather than working for international 240M adoption in 1990, the end of CCIR's current study period ("In Brief," April 17).

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Changing Hands

WDJY(FM) Washington; WYST-AM-FM Baltimore, and WINX(AM) Rockville, both Maryland; KALI(AM) San Gabriel, and KSOL-FM San Mateo, both California; WJMO(AM)-WRQC-FM Cleveland Heights, Ohio, and WKDM(AM) New York □ Transfer of control of United Broadcasting Company Inc., sold by Sovran Bank of Maryland, as Sole Trustee to shareholders of United Broadcasting Co. for \$123.5 million. **Seller** acquired control from Richard Eaton on his death on June 1, 1988. He owned all issued and outstanding stock of United at that point. **Buyer** is owned by Gerald J. Hroblak, William B. Parris, Joseph Schweighardt, Arthur F. Rawson and Robert E. Lee. Simultaneously, transfer of control of United from Sovran Bank/Maryland, as trustee of trust established under will of Richard Eaton, and from Gerald J. Hroblak, William B. Parris, Samuel Phillips Sr. and Joseph Schweighardt, as individuals, to UBC Acquisition Corp. United's interest in licensees is not to be transferred; sale reflects requested transfer of control filed with FCC of parent corporation of licensee. United owns all of the stock of the following corporations, which are the licensees of the stations indicated: United Broadcasting Co. of Eastern Maryland Inc., licensee of **WDJY(FM)** Washington; Montgomery County Broadcasting Co., licensee of **WINX(AM)** Rockville, Md.; United Broadcasting Co. of New York Inc., licensee of **WKDM(AM)** New York; Friendly Broadcasting Co., licensee of

WJMO(AM)-WRQC(FM) Cleveland Heights, Ohio, and owner of 80% of stock of United Cable Co. of New Hampshire; Intercontinental Radio Inc., licensee of **KSOL(FM)** San Mateo, Calif., and Tele-broadcasters of California Inc., licensee of **KALI(AM)** San Gabriel, Calif. **WDJY** operates on 100.3 mhz with 40 kw and antenna 333 feet above average terrain; **WYST(AM)** is daytimer on 1010 khz with 1 kw; **WYST-FM** operates on 92.3 mhz with 10 kw and antenna 709 feet above average terrain; **WINX** is fulltimer on 1600 khz with 1 kw day, 500 w night; **KALI** is fulltimer on 1430 khz with 5 kw; **KSOL-FM** operates on 107.7 mhz with 8.9 kw and antenna 1,590 feet above average terrain; **WJMO** is fulltimer on 1490 khz with 1 kw; **WRQC-FM** operates on 92.3 mhz with 27 kw and antenna 235 feet above average terrain; **WKDM** is daytimer on 1380 khz with 5 kw.

Kcww-FM Kansas City, Mo. □ Sold by Wodlinger Broadcasting Co. to WTMJ Inc. for \$6 million cash. **Seller** is headed by Mark Wodlinger, chairman, and also owns **WIXI-FM** Naples Park, Fla.; **KCWW(AM)** Leavenworth, Kan., and low-power TV **KOSHU** Houston. **Buyer** is principally owned by Steven J. Smith, president. It also owns **WSYM-TV** Lansing, Mich.; **KTNV-TV** Las Vegas; **WTMJ-AM-TV** and **WTKI(FM)** Milwaukee, and **WSAU(AM)-WIFC(FM)** Wausau, Wis. **Kcww** operates on 98.9 mhz with 100 kw and antenna 990 feet above average terrain. **Broker: Burt Sherwood Inc.**

WLOE(AM)-WWMY(FM) Eden, N.C. □ Sold by **WWMY-FM** Broadcasting Inc. to Seven Chiefs Co. for \$3.5 million. Seller is eligible for tax certificate since it is selling to minority-controlled company. **Seller** is subsidiary of Speed-O-Print Business Machines Corp., and has no other broadcast interests. **Buyer** is owned by Ragan Henry National Radio, Philadelphia-based group principally owned by Ragan Henry. It also owns **WDIA(AM)-WHRK(FM)** Memphis; **WMSG(FM)** Mount Clemens, Mich. (Detroit); **WWIN(AM)-WHTF(FM)** Baltimore; **WXTR(FM)** La Plata, Md.; **WMXB(FM)** Richmond, Va., and **KDIA(AM)** Oakland, Calif. It is purchasing **WQOK(FM)** South Boston, Va. ("Changing Hands," March 20). **WLOE** is fulltimer on 1490 khz with 1 kw day, 250 w night, and **WWMY** operates on 94.5 mhz with 100 kw and antenna 982 feet above average terrain. **Broker: Richard A. Foreman Associates.**

WNYJ-FM Rotterdam, N.Y. (Albany) □ Sold by **WNYO** Associates to The Radioactive Group Inc. for \$2.82 million. **Seller** is partnership with John J. Long Jr., general partner, and has no other broadcast interests. **Buyer** is principally owned by Bruce M. Lyons, who also owns **WXXX-FM** Newport, N.H., and **WSCM(AM)-WACS-FM** Cobleskill, N.Y. It is selling **WSCM(AM)** pending FCC approval and is purchasing **WHWB-FM** Port Henry, N.Y. ("Changing Hands," Feb 20). **WNYJ-FM** operates on 98.3 mhz with 3 kw and antenna 328 feet above average terrain. **Broker: Kozacko-Horton Co.**

WHKW(FM) Fayette, Ala. □ Sold by Radio **WHKW** Inc. to Tuscaloosa Broadcasting Co. for \$1.25 million plus \$600,000 noncompete agreement. **Seller** is principally owned by James Mauldin, president, and has no other broadcast interests. **Buyer** is wholly owned by Athens Broadcasting Co., W.E. Dunnavant, president. It also owns **WVNN(AM)-WZYP(FM)** Athens, Ala. **WHKW** operates on 98.1 mhz with 100 kw and antenna 1,014 feet above average terrain.

KBHB(AM)-KRCS(FM) Sturgis, S.D. □ Sold by Sturgis Radio Inc. to CD Broadcasting Corp. for \$900,000. **Seller** is owned by Les Kleven and his wife, Marguerite. They also own **KKQJ(AM)** Jackson, Minn. **Buyer** is owned by Christopher T. Dahl, 75%, and Russell Cowles II, 25%. It also owns **KLIZ-AM-FM** Brainerd, **KKBJ(AM)** Bemidji, **KLGR-AM-FM** Redwood Falls, all Minnesota. It is spinning off **KLIZ-AM-FM** and acquiring **KJQ(AM)-KKQQ(FM)** Volga, S.D., **KQHT-FM** Crookston, Minn., and **KRRZ(AM)-KZPR(FM)** Minot, N.D. ("Changing Hands," April 24). **KBHB** is daytimer on 810 khz with 25 kw, and **KRCS** operates on 93.1 mhz with 100 kw and antenna 1,060 feet above average terrain. **Broker: Johnson Communications Properties Inc.**

WILK(AM) Wilkes-Barre, Pa. □ Sold by Wyoming Valley Broadcasting Co. to Keymarket Communications for \$750,000. **Seller** is controlled by Dr. Roy E. Morgan, who built station in 1947. Morgan is past president of Pennsylvania Association of Broadcasters, and Pennsylvania Associated Press Broadcasters Association. **Buyer** is principally owned by Kerby Confer, and also owns **WNNK-FM** Harrisburg, Pa.; **WVRV-AM-FM** Memphis; **KKMJ-FM** Austin, Tex., and **WEZX-FM** Charlotte, N.C. It purchased **WRZ-AM-FM** Wilkes-Barre-Scranton, Pa. ("In Brief," Nov. 21, 1988). **WILK** is fulltimer on 980 khz with 5 kw

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WCPL(FM) Pageland, S.C. □ Sold by Robert Broadcasting Inc. to Roldan Broadcasting Corp. for \$560,000. **Seller** is owned by E. Wayne Haas and John R. Griffin, who have no other broadcast interests. **Buyer** is owned by Gustavo A. Roldan, James E. Reddish, Alberto A. Roldan, Ann H. Williams and Joseph J. Roldan. It also owns WMAP(AM) Monroe, N.C. WCPL operates on 102.3 mhz with 3 kw and antenna 278 feet above average terrain.

KZTX(FM) Refugio, Tex. □ Sold by Sound Leasing Inc. to Mazal Broadcasting Co. of Corpus Christi for \$250,000. **Seller** is owned by J. Kent

Hackleman, Robert F. Ritchey, James Henry, Tommy Butler, and Gerald Morgan. Ritchey has 25% interest in KPEP(FM) Gatesville, Tex. **Buyer** is headed by Akiva Gerstein, who has interest in KRRG(FM) Laredo, Tex., and is president and member of board of directors of its licensee. KZTX operates on 106.3 mhz with 3 kw and antenna 300 feet above average terrain.

WBLA(AM) and new FM in Elizabethtown, N.C. □ Sold by Bladen Broadcasting Corp. to WCTN Inc. for \$223,000. **Seller** is principally owned by Robert G. Hester, who has no other broadcast interests. **Buyer** is owned by Gerald Waters, who also owns WBZB(AM) Selma, N.C. WBLA is daytimer on 1440 khz with 5 kw, and CP is for

105.7 mhz with 2.13 kw and antenna 387 feet above average terrain. *Broker: The Whittle Agency.*

System serving Anne Arundel County, Md. □ Sold by Acton CATV Corp. to Jones Intercable for approximately \$80.4 million ("Closed Circuit," March 27). **Seller** is Woburn, Mass.-based MSO serving approximately 40,000 subscribers in three states. **Buyer** is Englewood, Colo.-based MSO serving approximately 1 million subscribers in 17 states. System serves approximately 34,000 subscribers.

For other proposed and approved sales see "For the Record," page 138.

Law & Regulation

AT&T asks judge to allow it into electronic publishing

Pointing out that many solid companies are already proliferating in field, AT&T asks that seven-year ban be lifted

AT&T has done the expected and asked U.S. District Court Judge Harold Greene to allow the seven-year ban on the company's entry into electronic publishing to expire as scheduled on Aug. 24. The ban had been written into the Modified Final Judgment that provided for the end of a government antitrust suit against AT&T, and the divestiture of the company's local operating companies.

AT&T, in its motion, says that although the burden of proof would be on any opponents of an end to the ban, it is clear that Greene's predictions of an increase in the number of "means other than AT&T's network" for electronic publishing have been borne out. It said electronic publishing is populated by established, financially sound companies with a wide variety of long-distance carriers from which to choose.

The motion does not indicate the kind of electronic publishing services AT&T would provide. And a spokesman last week said the company "is not at the point where it is ready to discuss its plans for that service." It could include home banking, electronic newspapers and yellow pages. Companies interested in engaging in those operations could seek to oppose the removal of the ban on the ground that a company that provides long-distance telephone service to 80 million homes has just too much economic power to remain unchecked.

The newspaper industry—which had sought the original ban—could seek its extension, although an industry spokesman said officials wanted to study the AT&T motion before commenting. But the American Newspaper Publishers Association has mounted a campaign on Capitol Hill for legislation to ban the regional Bell operating companies from entering the information services business. The MFJ now bars them from that arena, but the regional companies have asked the U.S. Court of Appeals in Washington to reverse a Greene

decision refusing to lift the ban.

A speaker at the American Newspaper Publishers Association annual meeting in Chicago, George W. Wilson, president of the *Concord (N.H.) Monitor*, made clear the industry's continuing concern about RBOC competition. At a session on telecommunications, he said: "The flood of new electronic products and services that the RBOC's are creating will become nothing less than tomorrow's system for distributing information to every American home." And he said that

"ANPA will continue to champion the diversity principle at all levels of government," a principle, he said, which holds that "conduit must be kept separate from content when the owners of the monopoly conduit have bottleneck control of the whole system." AT&T, as it said in the motion filed with Judge Greene, does not enjoy a monopoly on long-distance service.

The cable television industry has not adopted a formal position on AT&T getting into electronic publishing. □

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FCC upholds GTE's Cerritos waiver, grants another

Commission sustains waiver to build coaxial system, grants permission to build parallel fiber optic system; NCTA believes action violates telco-cable crossownership prohibition

Given the go-ahead by the FCC last week, the GTE telephone company in Cerritos, Calif., is pushing forward with plans to provide "advanced" television and telephone services in the community of 16,000 homes over parallel coaxial and fiber optic systems.

But those plans may yet be disrupted. The National Cable Television Association threatened last week to challenge the FCC's approval of the plans as a violation of the statutory prohibition against cable-telephone crossownership. Said NCTA President James Mooney: "If the commission has violated the statute, even on a limited, experimental basis—and we think it has—we will appeal in the courts."

With one unanimous vote at last Wednesday's (April 26) open meeting, the three-member commission upheld—albeit on different grounds—the common carrier bureau's grant a year ago of a waiver of the crossownership ban permitting GTE to build a 78-channel coaxial system for the entire city, and it granted another waiver of the ban allowing the telco to begin work on the parallel fiber system that will serve at least 700 homes.

The FCC justified the waivers on the ground that the GTE plans constitute an experiment with new technologies and services that may produce, as FCC Chairman Dennis Patrick put it, "very valuable information" for the ongoing debate over whether telcos should be allowed to compete head to head with cable operators.

The FCC may learn more from GTE's activities in Cerritos "than from the thousands of pages of pleadings now before us in the cable telco proceeding," said FCC Commissioner Patricia Diaz Dennis. "Allowing this limited experiment to go forward will finally give us some empirical evidence."

FCC approval of GTE plans is "good

news for consumers," said GTE Telephone Operations Group President Kent Foster in a prepared statement. "Cerritos will be a real-world laboratory where the most discriminating and sensitive measurement tool—the customer—will help us determine new technologies and services."

With the bureau's April 1988 waiver, GTE Telephone Operations-California began construction last year of a 78-channel, \$7.5 million coaxial system, which is now about half built and serves more than 2,600 homes. The FCC affirmation of the bureau's coax waiver will allow GTE to complete construction and GTE Service Co., another GTE subsidiary, to provide an elaborate pay-per-view service it calls "near video on demand" over the system.

With the FCC's fiber waiver, GTE said, it will immediately begin laying fiber and expects to have 700 homes hooked up for telephone service within eight weeks. Later in the year, GTE hopes to have 100 of those homes linked to a second fiber network for telephone and television service. And by year's end, it expects to have five homes on a third fiber network featuring switched video and such services as "video-on-demand" and the ability to transmit video.

(As described by GTE, video-on-demand will let subscribers call up any of more than 1,000 movies at any time. Near video-on-demand will let them order any of, perhaps, 10 movies with frequent start times. Most popular films would start every 15 minutes; others, every 30 or 60 minutes.)

Telephone companies may build coaxial or fiber cable television systems in the same areas they provide telephone service as long as the telcos lease the systems' capacity to unaffiliated franchised cable operators. The Cable Communications Policy Act of 1984 prohibits telcos from providing cable services over their own facilities in their telephone service areas. However, the Cable Act gives the FCC authority to grant waivers to the ban if it determines that no cable service would be offered in a community *but for* telco involvement or if it finds "other good cause."

GTE needed a waiver for its coaxial cable plans because it is leasing half the sys-

tem to Apollo Cablevision, an "affiliated" company that holds the cable franchise for Cerritos, for conventional cable service and the other half to GTE Service for the near video-on-demand service. GTE and Apollo are tied together by T.L. Robak, a principal in Apollo and in the construction company that is actually building the coax system in Cerritos under contract from GTE.

GTE needed a waiver for the fiber optic plans because of its intention to provide cable services over it.

The FCC granted the waivers for "good cause." In the press briefing following the vote, FCC Common Carrier Bureau Chief Jerry Brock said it is the "combination" of near video-on-demand over the coax, the fiber experiments and the opportunity to compare the benefits of offering services over coax and fiber that constitute "good cause," he said.

The waivers are structured so that "there is not a lot of precedent," he said. "It is unique to the particular factual circumstances of Cerritos and does not constitute a general waiver standard that other people would be expected to come in and meet."

The FCC imposed some restrictions on the waivers. They are good for only five years, they require annual reports from GTE to the FCC on the progress of the experiments, they require that GTE follow certain accounting procedures to prevent telephone ratepayers from paying for the experimental services, and they prohibit GTE from being directly involved in the programing.

"GTE may not have direct control over the programing," Brock said. "It may contract with a programing supplier to provide the programing and may have some influence over the programing supplier. We are not requiring the pure common carrier kind of relationship because this is set up as an experiment...GTE, for example, can ask a programing supplier to supply enough variety and types of things that will allow it to gain experimental results but may not be the one choosing the individual programing."

The five-year sunset is "designed to keep this in the context of an experiment," Brock said. The FCC normally limits experiments, he said.

"The programing limitation is designed to narrow the waiver as much as possible and fit it more into the context of what we understand is Congress's intent," he said.

The common carrier had granted GTE a "but for" waiver last year, but the FCC scrapped it in favor of the comprehensive "good cause" waiver. Brock attributed the switch to the facts that the bureau did not have the fiber plans before it last year and thus was unable to make a finding based on the "totality" of GTE's coaxial-fiber plans, and that some of the facts underlying the "but for" waiver were disputed in petitions to review the grant of the waiver.

Given the switch to the new rationale, the petitions for review and the issues they raised were moot, the FCC said. Those petitions were submitted by NCTA, the California Cable Television Association

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Satellite Footprints

Orbital compromise. Denied a 50-state orbital slot last November for its proposed 60 w Satcom K-3 Ku-band satellite, GE Americom filed a supplemental request for reconsideration April 13 at the FCC, withdrawing its request to launch K-3 and offering a new set of requests for assignment of its next-generation C-band cable programming satellites. According to the filing, K-3 has been sold to "European interests," reportedly the Luxembourg-based direct broadcast satellite operator Astra (BROADCASTING, April 24).

GE, which signed agreements in March to launch two C-band birds for Viacom Networks and other cable programmers, dropped its request to co-locate one of its proposed cable programming birds, C-band Satcom C-4, with Ku-band Satcom K-1 at 93 degrees, a slot sought by two other satellite operators. Americom asked to instead place C-4 into one of two other 50-state slots—135 degrees or 127 degrees west longitude, depending on which is assigned to National Exchange. Americom would leave K-1 at its present position, 85 degrees, where it proposes to co-locate C-band Satcom C-2. The request also proposed to trade assignments between two GE birds: C-5 (a.k.a. Aurora 2, already under construction at GE Astro Space, used primarily by Alaskan telecommunications company Alascom, and currently assigned to 137 degrees) and proposed in-orbit backup bird C-1 (now assigned to 139 degrees). Alascom had already proposed to move C-5 to 139 degrees.

In withdrawing from the battle for 93 degrees—and in saying it will accept 135 degrees—notes the filing, GE Americom has simplified the Common Carrier Bureau's orbital assignment job. Indeed, the only controversies remaining from the commission's 1988 Orbital Assignments Order (BROADCASTING, Nov. 21, 1988) are the battle between GTE Spacenet and Nexsat for 93 degrees, and the Mobile Satellite Service consortium's request for fixed-satellite service spectrum, so far denied by the commission.

To simplify the job, however, requires "expeditious action because timing is critical to GE Americom and its customers," the company said. Cable programmers "plan to use eight of 12 transponders each on the C-3 and C-4 satellites if they are located in the 50-state arc as GE Americom proposes." Through quick action on the requests, it said, the FCC "can remedy [the] competitive imbalance" it created last November when GE's "main competitors all were assigned significantly superior orbital slots."

Three more for Ariane. French rocket builder and launch services company Arianespace will launch three International Telecommunications Satellite Organization (Intelsat) VII satellites, valued together at \$300 million. Frederic d'Allest, chairman of Arianespace, which launched the 15th and last Intelsat V bird on Jan. 26, met April 18 at Intelsat headquarters in Washington with Intelsat Director General Dean Burch to sign the contract.

Arianespace is scheduled to launch Intelsat VIII/F-1 during the third quarter of 1992; F-4 during the fourth quarter of 1993, and F-5 during the second quarter of 1994. For Arianespace, the deal

increased to 71 the number of launch service contracts recorded; 35 satellites are now slated for future launch by the company, which is now building a third launch pad at its French Guiana Space Center.

Developed for "the special requirements of Intelsat users in the Pacific Ocean region," said Burch, the more powerful and flexible VII series "will provide service for a new generation of smaller and less expensive ground stations and bring the benefits of satellite communications to more people than ever before."

G-man on the job. The Anti-Piracy Task Force of the Satellite Broadcasting and Communications Association has hired a new enforcement coordinator: William Gulbicki, chief of the academic branch of the FBI academy. Slated to lead the SBCA's undercover battle against satellite signal theft, Gulbicki has been an FBI special agent for more than 20 years, during which his assignments included supervision of the bureau's Organized Crime Squad in New York and directorship of the New Agents and In-Service Training Programs.

Signal theft indictment. A U.S. attorney and an FBI special agent in Oklahoma City announced the return of two seven-count indictments of eight defendants charged with conspiracy to manufacture, assemble, possess and sell satellite television descramblers. One defendant, Michael John Clusker, with three trafficking charges—each carrying a maximum penalty of 15 years and a \$250,000 fine—and four possession charges—five years and \$250,000 each—pending against him, could face a total of 45 years' imprisonment and maximum fines of \$1,250,000. Other defendants also face imprisonment and fines of \$250,000 and up.

FBI agents and a private investigator were credited with a 1988-89 investigation that included undercover agents who posed as both providers and buyers of modified Videocipher II descramblers. The indictments signal progress in the industry's antipiracy efforts on the law enforcement side; the Satellite Broadcasting and Communications Association had admitted last fall that, although dozens of raids on suspected pirate operations had been conducted, local prosecutors were only beginning to become aware of antipiracy laws or had been unable to afford the time and/or manpower to prosecute the suspects.

Ready-made CNBC-Conus bureau. Conus Communications' Washington bureau is home base in the nation's capital for the 24-hour Consumer News and Business Channel (CNBC) launched April 17. "Conus offers us most, if not all, of the resources we need in Washington," said CNBC Washington Bureau Chief Larry Moscow. "They provide crews, a studio and master control room, as well as meeting all of our satellite requirements and giving us access to fiber optics lines. It's an existing news operation that will fit right in with our own." Conus expects CNBC reporters to produce several live broadcasts daily.

and Colony Communications.

Because of the limitation of GTE's involvement in programming, Mooney acknowledged some confusion. "It's very difficult to tell at this point exactly what the commission has done," he said. "They've apparently granted a waiver of some sort, although it's difficult to say exactly what's been waived. It's particularly unclear whether they've granted a waiver of the statutory prohibition against telco involvement in video content."

But Mooney was certain that GTE's near video-on-demand was insufficient to justify a good-cause waiver. The "Rube Goldberg" service, he said, "may be a variation of pay-per-view marketing, but it hardly represents a technological triumph; it is to true video-on-demand what 'near beer' is to Bass Ale."

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

Ownership Changes

Applications

- WHKW(FM) Fayette, AL (BAPLH890405HZ; 98.1 mhz; 100 kw; ant 1014 ft.)—Seeks assignment of license from Radio WHKW Inc. to Tuscaloosa Broadcasting Co. for \$1.25 million plus \$600,000 noncompete agreement. Seller is principally owned by James Mauldin, president, and has no other broadcast interests. Buyer is wholly-owned by Athens Broadcasting Co.. W.E. Dunnivant, president. It also owns WVNN(AM)-WZYP(FM) Athens, AL. Filed April 5.
- KDRS(AM)-KLQZ-FM Paragould, AR (AM: BAL890411EC; 1490 khz; 1 kw-U; FM: BALH890411ED; 107.1 mhz; 1.9 kw; ant 410 ft.)—Seeks assignment of license from KDRS Inc. to SAS Communications Inc. for \$450,000 ("Changing Hands," April 24). Seller is owned by Tim Rand and Carol Rand Herget, who have no other broadcast interests. Buyer is owned by John J. Shields, John W. Shields, and James R. Adkins. Shields own KXRQ(AM) Trumann, AR. Filed April 11.
- KRPA(TV) Rancho Palos Verdes, CA (TEMP890417; ch 44; 5000 kw visual, 500 kw aural; Ant 1.694t)—Seeks transfer of control from Terence Crosby, Carlos Duharte, Maria Duharte, Barbara Esensten and Gwendolyn Tucker to Terence Crosby, Arnold Applebaum, James Devaney, Paul A. Zevnik and Susan Devaney for no consideration. Sellers have no other broadcast interests. Buyer is owned by Terence Crosby, 25%; Arnold Applebaum, 23.8%; James and Susan Devaney, 14.8%, and Paul A. Zevnik, 36.4%. Filed April 17.
- WDJY(FM) Washington, DC; WYST-AM-FM Baltimore, and WINX(AM) Rockville, both Maryland; KALI(AM) San Gabriel, and KSOL-FM San Mateo, both

California; WJMO(AM)-WRQC-FM Cleveland Heights, OH, and WKDM(AM) New York (WDJY: BTCH890411EM; 100.3 mhz; 40 kw; Ant 333 ft.; WYST: BTCH890411EE; 1010 khz; 1 kw-D; WYST-FM: BTCH890411EF; 92.3 mhz; 10 kw; ant 709 ft.; WINX: BTCH890411EH; 1600 khz; 1 kw-D, 500W-N, DA-N; KALI: BTCH890411EL; 1430 khz; 5 kw-U, DA-2; KSOL-FM: BTCH890411EK; 107.7 mhz; 8.9 kw; ant 1.590t; WJMO: BTCH890411EI; 1490 khz; 1 kw-U; WRQC-FM: BTCH890411EJ; 92.3 mhz; 27 kw; ant 235 ft.; WKDM: BTCH890411EG; 1380 khz; 5 kw-D, DA)—Seeks transfer of control from Sovran Bank of Maryland, as Sole Trustee to shareholders of United Broadcasting Co. for \$123.5 million. Buyer is owned by Gerald J. Hroblak, William B. Parris, Joseph Schweighar, Arthur F. Rawson, Robert E. Lee. United Broadcasting Company of Eastern Maryland Inc., licensee of stations WYST-AM-FM Baltimore, is subsidiary of United Broadcasting Company Inc., all of whose issued and outstanding stock was owned by Richard Eaton until his death on June 1, 1981. Application is being filed simultaneously herewith for consent to transfer of control of United from Sovran Bank/ Maryland, as trustee of trust established under will of Richard Eaton, and from Gerald J. Hroblak, William B. Parris, Samuel Phillips Sr. and Joseph Schweighardt, as individuals, to UBC Acquisition Corp. Application is being filed because of proposed transfer of control of United which, in turn, controls licensee. United's interest in licensee is not to be transferred; this application is being filed to reflect requested transfer of control of parent corporation of licensee. United Broadcasting Co. of Eastern Maryland Inc. is wholly-owned subsidiary of United Broadcasting Co., licensee of station WDJY(FM) Washington, DC. United also owns all of the stock of the following corporations, which are the licensees of the stations indicated: Montgomery County Broadcasting Co., licensee of WINX(AM) Rockville, MD; United Broadcasting Co. of New York Inc., licensee of WKDM(AM) New York, NY; Friendly Broadcasting Co., licensee of WJMO(AM)-WRQC(FM) Cleveland Heights, OH, and owner of 80% of stock of United Cable Co. of New Hampshire; Intercontinental Radio Inc., licensee of KSOL(FM) San Mateo, CA., and Tele-broadcasters of California Inc., licensee of KALI(AM) San Gabriel, CA. Filed April 11.

- WKLL(AM) Wood River, IL and KEZK-FM St. Louis, MO (AM: BAL890412GO; 590 khz; 1.00 kw-D; FM: BALH890412GP; 102.5 mhz; 100 kw; ant 450 ft.)—Seeks assignment of license from Adams Radio of St. Louis to Channel One Communications Inc. for \$14.7 million ("Changing Hands," March 20). (Deal is part of station exchange between Adams and Channel One, in which Adams will purchase KSTZ(FM) from Channel One [see below]). Seller is Clearwater, Fla.-based group owned by Stephen Adams. Radio division is headed by Matt Mills. It also owns KOOL-AM-FM Phoenix; KHIH(FM) Boulder, CO; WHOI(TV) Peoria, IL; WWLP(TV) Springfield, MA; WLAV-AM-FM Grand Rapids and WILX-TV Onondaga, both Michigan; WWAY(TV) Wilmington, NC; KISS(FM) San Antonio. KOSA-TV Odessa and KAUZ-TV Wichita Falls, all Texas; KQUL(AM)-KZOK(FM) Seattle; WTRF-TV Wheeling, WV; WMTV(TV) Madison and WSAW-TV

Wausau, both Wisconsin. Buyer is headed by Les Elias, and also owns KSGM(AM) Chester, IL; and KSTZ(FM) Ste. Genevieve, MO.

- KWGG(FM) Hampton, IA (BALH890403GI; 104.9 mhz; 3 kw; ant 255 ft.)—Seeks assignment of license from K-105 Partnership to Hampton Communications Inc. for \$75,000. Seller is owned by Wayne E. Grant, Arnold C. Benton and William A. Krause, who have no other broadcast interests. Buyer is equally owned by Jeffrey L. Birdsell and Marilyn Kay Cooney, who have no other broadcast interests. Filed April 3.

- WDXR(AM) Paducah, KY (BAL890414EA; 1450 khz; 1 kw-U, DA)—Seeks assignment of license from Pollack Communications Inc. to William L. Moir for \$175,000. Seller is owned by Sydney Pollack, Marilyn Pollack, William H. Pollack, and David L. Pollack. Sydney and Marilyn also own KOSE(AM) Osceola, AR. William and David own interest in KLAX-TV Alexandria, LA. Buyer has no other broadcast interests. Filed April 14.

- WROZ(TV) Owensboro, KY (TEMP890412; ch 61; 692 kw visual, 69.2 kw aural; HAAT: 895t)—Seeks assignment of license from Powers Communications to Seney Communications for \$40,000. Seller is owned by Glen Powers, who has no other broadcast interests. Buyer is owned by Richard F. Seney, who has no other broadcast interests. Filed April 12.

- WLKN(AM)-WGUY-FM Lincoln, ME (AM: BAL890404GF; 1450 khz; 1 kw-U; FM: BALH890404GG; 99.3 mhz; 1.75 kw; ant 380 ft.)—Seeks assignment of license from Con Brio Broadcasting Inc. to Northland Communications Corp. for \$240,000 plus \$60,000 non-compete agreement. Seller is owned by Edward G. Pickett and Carol G. Pickett, who also own WHWB(AM)-WKLZ(FM) Rutland, VT. Buyer is headed by Roger Parent Jr., president. It has no other broadcast interests. Filed April 4.

- WPTX(AM)-WMDM-FM Lexington Park, MD (AM: BTC890407HA; 920 khz; 5 kw-D, 1 kw-N, DA-2; FM: BTCH890407HB; 97.7MHz; 3KW; ant 91 ft.)—Seeks assignment of license from Sconnix Broadcasting to Emmet Broadcasting Company Inc. for \$1.2 million cash ("Changing Hands," April 24). Seller is Vienna, VA-based group headed by Theodore Nixon, Scott McQueen, and Randall Odeanal. It also owns WMXJ(FM) Pompano Beach, FL; WLLR(FM) East Moline and WMRZ(AM) Moline, both Illinois; WIBC(AM)-WKLK(FM) Indianapolis; KFKF-AM-FM Kansas City, KS; WBMD(AM) Baltimore, WQSR(FM) Catonsville, both Maryland; and WLNH-AM-FM Laconia, NH. It purchased stations last year as part of deal that included WBMD(AM)-WQSR(FM) Baltimore, for \$25 million ("Changing Hands," Nov. 7, 1988). Buyer is owned by Greenville T. Emmet III, who also owns WAGE(AM) Leesburg, VA. Filed April 7.

- WFTQ(AM)-WAAF-FM Worcester, MA (BAL890412GK; 1440 khz; 5 kw-U, DA-2; FM: BALH890412GL; 107.3 mhz; 19 kw; Ant 780 ft.)—Seeks assignment of license from Newcity Broadcasting Co Inc. to Zapis Communications Corp. ("Changing Hands," March 27). Transaction is tax-free exchange, in which Zapis will assign, transfer, convey, and deliver to Newcity all of Zapis' right, title, and interest in WEKS-FM La Grange, GA, and Newcity will assign, transfer, convey, and deliver to Zapis all of Newcity's right, title, and interest in and to Newcity stations. Assets to be exchanged between Zapis and Newcity pursuant to exchange constitute all of assets connected with business and operations of Zapis station and of Newcity stations, respectively. Seller is headed by Richard Ferguson, chairman. It also owns WZZK-AM-FM Birmingham, AL; WEZN(FM) Bridgeport, CT; WDBO(AM)-WWKA(FM) Orlando, FL; WYAY(FM) Gainesville, GA (Atlanta); WSYR(AM)-WYYY(FM) Syracuse, NY; KKNG(FM) Oklahoma City and KRMG(AM)-KWEN(FM) Tulsa, both Oklahoma; KKYX(AM)-KCYF(FM) San Antonio, TX. Buyer is owned by Xenophon L. Zapis, 83%, and Society National Bank, 17%. Filed April 12.

- WJRT(TV) Flint, MI (TEMP890407; ch 12; 316 kw visual, 31.6 kw aural; ant 940t)—Seeks assignment of license from Knight Ridder Broadcasting Inc. to SJL of Kansas Corp. for \$39 million. Seller is Miami-based group that put its stations on the block last year (BROADCASTING Oct. 10, 1988). Buyer is headed by George D. Lilly, president, and has no other broadcast interests. Filed April 7.

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■ **KSTZ-FM** St. Genevieve, MO (BALH890410GX; 105.70 mhz; 100 kw; HAAT: ANT 984 ft.)—Seeks assignment of license from Channel One Communications Inc. to Adams Communications Corp. for \$6.5 million ("Changing Hands," March 20). Seller is purchasing WKLL(AM) Wood River, Ill., and KEZK-FM St. Louis (see above). Buyer is selling WKLL(AM) Wood River, Ill., and KEZK-FM St. Louis (see above). Filed April 10.

■ **KGLM(FM)** Anaconda, MT (BALH890404HT; 97.7 mhz; 210 kw; ant 940 ft.)—Seeks assignment of license from Howard N. Neckles and J.R. Strickland to Airelink Inc. for \$4,500. Sellers have no other broadcast interests. Buyer is owned by David R. Fransen and Edith I. Fransen. It also owns KDRG(AM)-KDRF-FM Deer Lodge, MT. Filed April 4.

■ **WMCA(AM)** New York, NY (BAL890411EA; 570 khz; 5 kw-U, DA-1)—Seeks assignment of license from Federal Broadcasting Co. to Ventura Broadcasting Corp. for \$13 million plus \$2 million noncompete agreement ("In Brief" April 10). Seller is headed by Peter A. Kizer, president. It sold WWJ(AM)-WJOL(FM) Detroit to CBS ("In Brief" Dec. 26, 1988). It also owns WLUC-TV Marquette, MI, and KTVO(TV) Kirksville, MO. Buyer is wholly owned by Salem Communications Inc., headed by Stuart W. Epperson, chairman, and Edward G. Atsinger III, president. Epperson has interest in KFAX(AM) San Francisco, KXXX(FM) Delano, both California. Filed April 11.

■ **WPNC-AM-FM** Plymouth, NC (AM: BAL890413GT; 1470 khz; 5 kw-D; FM: BALH890413GU; 95.90 mhz; 2.60 kw; Ant 101 ft.)—Seeks assignment of license from Ralph D. Epperson to Plymouth Radio Group for \$350,000. Seller also owns WPAQ(AM) Mount Airy, NC; WPMH(AM) Portsmouth, and WBRF(FM) Galax, both Virginia. Buyer is owned by Thomson McKinnon, 20%; Milton Pearce, 20%; James H. Sullivan, 20%; and LBJ Partners, 40%. It has no other broadcast interests. Filed April 13.

■ **KZZY(FM)** Devils Lake, ND (BALH890403GH; 103.5 mhz; 100 kw; HAAT: ANT 433 ft.)—Seeks assignment of license from Pearson Broadcasting Co. to Devils Lake Broadcasting Group Inc. for \$60,000. Seller is owned by Gary C. Pearson, who also owns 50% interest in KXPO-AM-FM Grafton, ND. Buyer is owned by Lawrence H. Larson, 40%, and Patricia A. Norman, 60%, and has no other broadcast interests. Filed April 3.

■ **WRQN-FM** Bowling Green, OH (BALH890331GE; 93.5 mhz; 3 kw; HAAT: ANT 176 ft.)—Seeks assignment of license from ABS Communications Inc. to ABS Toledo Partners LP. In consideration of transfer of assets from seller to buyer promissory note of seller to buyer dated December 5, 1988 in original principal amount of \$1.4 million shall be satisfied in full and amounts borrowed by seller pursuant to ABS note of seller to buyer and ABS Toledo Partners LP dated December 5, 1988 in original principal amount of \$8.1 million in connection with purchase and operation of station shall be deemed repaid in full. Seller is owned by Kenneth Brown and Jon Sinton. They also own interest in WPVA(AM)-WKHK(FM) Colonial Heights, VA. Buyer is owned by ABS Communications Inc., EBF Inc., Jon B. Sinton, Kenneth A. Brown, and EBF Partners. Filed March 31.

■ **KXVQ(AM)** Pawhuska, OK (BAL890410EA; 1500 khz; 5 kw-D, 500 w-N, DA-D)—Seeks assignment of license from Edward R. Totes to Williams Media Production Inc. for \$125,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed April 10.

■ **WMYJ(FM)** Edinboro, PA (BALH890412HQ; 107.1 mhz; 3 kw; ant 400 ft.)—Seeks assignment of license from G.A.M. Communications Inc. to Wincapp Broadcasting Inc. for \$900,000 ("Changing Hands," April 24). Seller is principally owned by J.R. McClure, John Meade, and Richard Gaillard. McClure has interest in KKKK-FM Odessa, TX; WFAM(AM) Augusta, GA; WMAX(AM) Kentwood, MI, and New FM Schoharie, NY. Buyer is owned by Robert M. Winters, who has no other broadcast interests. Filed April 12.

■ **WJDZ(FM)** Levittown, PR (BTCE890411GS; 88.5 mhz; 35 kw; ant 70 ft.)—Seeks transfer of control from Jimmy D. Cuba and Bernardo D. Cuba to Channel 50 Television for no consideration. Seller is not-for-profit corporation. It has no other broadcast interests. Buyer is owned by Aurio A. Matios, who also owns WRFE(FM) Aguada, PR. Filed April 11.

■ **WCPL(FM)** Pageland, SC (BALH890411GR; 102.3 mhz; 3 kw; ant 278 ft.)—Seeks assignment of license from Robert Broadcasting Inc. to Roldan Broadcasting Corp. for \$560,000. Seller is owned by E. Wayne Haas and John R. Griffin, they have no other broadcast interests. Buyer is owned by Gustavo A. Roldan, 42.5%; James E. Reddish, 15%; Alberto A. Roldan, 20%; Ann H. Williams, 10%; and Joseph J. Roldan, 12.5%. It also owns WMAP(AM) Monroe, NC. Filed April 11.

■ **WSJW(AM)** Woodruff, SC (BAL890412EA; 1510 khz;

1 kw-D, 250 w-CH)—Seeks assignment of license from Jarrett Communications to Jackie Cooper Media Inc. for no consideration. With transfer of license of WSJW Jarrett Communications will be relieved of any further obligation to lease facilities and equipment of WSJW from Newton-Conover Communications Inc. Jackie Cooper Media Inc. is purchasing facilities and equipment from Newton-Conover under separate agreement. Seller is owned by Garry L. Jarrett and Marsa Jarrett, who have no other broadcast interests. Buyer is owned by Jackie B. Cooper, who has no other broadcast interests. Filed April 12.

■ **KFXT(TV)** Sioux Falls, SD (TEMP890412; ch 36; 3455 kw visual; Ant 303 ft.)—Seeks assignment of license from Kirkwood Broadcasting Inc. to Jeffrey W. Hayzlett for \$40,000. Seller has no other broadcast interests. Buyer is member of board of directors of Minnesota Public Radio ("MPR"). MPR owns KBPR-FM Brainerd, KCCM-FM Moorhead, KCRB-FM Bemidji, KGAC-FM Saint Peter, KLSE-FM Rochester, KNOW-FM Appleton, KNSR-FM Collegeville, KRSD-FM Worthington, KSJN-AM-FM Saint Paul-Minneapolis, KSJR-FM Collegeville, KZSE-FM Rochester, WIRR-FM Virginia-Hibbing, WSCD-FM Duluth, and WSCN-FM Cloquet, all Minnesota; WGGL-FM Houghton, MI, and KLCD-FM Decorah, IA. Filed April 12.

■ **WHGG(FM)** Knoxville, TN (BAPED890412GY; 88.3 mhz; 1.9 kw; ant 1,483 ft.)—Seeks assignment of license from Appalachian Educational Communication Corp. to Bible Broadcasting Network Inc. for \$10,199. Seller is not-for-profit corporation headed by Kenneth C. Hill, president. It also owns WHCB(FM) Bristol, TN. Hill owns interest on KVAL(AM) Vidalia, LA. Buyer is equally owned by Lowell L. Davey, Georgeanna Davey, Keith Wohlenhaus, Ron White, and Lindsay Poteat. It is non-profit, non-stock corporation which operates WAVO(AM) Decatur, WYFA-FM Waynesboro, WYFK-FM Columbus, and WYES-FM Savannah, all Georgia; WHPE-FM High Point, and WYFL-FM Henderson, both North Carolina; WYFB-FM Gainesville, FL; WYFG-FM Gaffney, WYFH-FM North Charleston, both South Carolina; WYFI-FM Norfolk, WYFJ-FM Ashland, and WYFT-FM Luray, all Virginia. It also owns 10 translators in Florida, Virginia and North Carolina. Filed April 12.

■ **WORR(AM)** Oak Ridge, TN (BAL890411EB; 1550 khz; 1 kw-D)—Seeks assignment of license from FM 94 Limited to Jack A. Thompson Jr. for \$25,000. Seller is owned by Leonard and Dorothy McCoig, who have no other broadcast interests. Buyer has no other broadcast interests. Filed April 11.

■ **KZTX(FM)** Refugio, TX (BALH890110GJ; 106.3 mhz; 3 kw; Ant 300 ft.)—Seeks assignment of license from Sound Leasing Inc. to Mazal Broadcasting Co. of Corpus Christi for \$250,000. Seller is owned by J. Kent Hackleman, Robert F. Ritchey, James Henry, Tommy Butler, and Gerald Morgan. Ritchey has 25% interest in KPEP(FM) Gatesville, TX. Buyer is headed by Akiva Gerstein, president, member of board of directors and has interest in KRRG(FM) Laredo, TX. Filed Jan. 10.

■ **KPRT(FM)** Refugio, TX (BALH890331HW; 106.7 mhz; 100 kw; ant 320 ft.)—Seeks assignment of license from KYOT Limited to Sound Leasing Inc. for \$10. Seller is owned by Mildred Carter, Andrew R. Carter Trust (shares voted by Mildred Carter, trustee), Carmen Carter, Michael L. Carter, David Owen Carter, and John E. Carter. They also own collocated KPRS(FM). Buyer is equally owned by James R. Henry, Thomas L. Butler, and Gerald L. Morgan, who have no other broadcast interests. Filed March 31.

■ **WTVZ(TV)** Norfolk, VA (TEMP890404; CH 33; 5000

kw-V; HAAT: ANT 910ft)—Seeks assignment of license from TVX of Nashville Inc. to Charles McFadden for \$10.75 million ("Changing Hands," April 10). Seller is owned by is Virginia Beach, Va.-based group headed by Gene Loving, chairman. It also owns WDCA-TV Washington; WNOI-TV New Orleans; WLFL-TV Raleigh, NC; WTXF-TV Philadelphia; KTXA(TV) Fort Worth, KTXH(TV) Houston and KRRT(TV) Kerrville, all Texas. Buyer is vice president and general manager of WTVZ, and has no other broadcast interests. Filed April 4.

■ **WHTL(FM)** Whitehall, WI (BALH890324HQ; 102.3 mhz; 3 kw; ant 450 ft.)—Seeks assignment of license from Monday Media Inc. to Amercom Corp. for no consideration. Seller is owned by W. Richard Dwyer and Richard L. Hencley. They also own KXLV-FM Cambridge, MN, and WXCE(AM) Amery, WI. Buyer is principally owned by Richard L. Hencley, 55%; Willis K. Drake, 8%; Ronald D. Olson, 5%; Gunther Schaaaf, 7%; Edgar P. Erickson, 9%, and Terry S. Moores, 5%. Filed March 24.

■ **WBZN-AM-FM** Racine, WI (AM: BTC890412ED; 1460 khz; 500 w-D, DA; FM: BTCH890412EE; 100.7 mhz; 50 kw; HAAT: ANT 500 ft.)—Seeks transfer of control from Stephen Adams to Channel One Communications Inc. for \$3 million. Seller is involved in station exchange with buyer, see WKLL(AM) Wood River, IL. Filed April 12.

Actions

■ **WTXN(AM)** Pepperell, AL (BAL890209EF; 910 khz; 1 kw-D)—Granted app. of assignment of license from Eagle Broadcasting Co. to Glen H. Ward and Marilyn B. Ward for \$100,000. In addition and as further consideration for seller's agreement herein, and as additional portion of total purchase price purchaser agrees to pay to seller 10% of profits from operation of said radio station for period of two years beginning on July 1, 1989, not to exceed total of \$40,000. Seller is owned by Ira T. Caswell, who has no other broadcast interests. Buyers have no other broadcast interests. Action April 17.

■ **WQIM(FM)** Prattville, AL (BAPH881117GL; 95.3 mhz; 3 kw; HAAT: 230 ft.)—Granted app. of assignment of license from Downs Broadcasting Inc. to Central Life Broadcasting of Alabama Inc. for \$3 million. Seller is owned by Paul Downs and also owns WKSX(FM) Suffolk, VA. Buyer is principally owned by Paul C. Major. Buyer is also proposed assignee of WBLX-AM-FM Mobile, AL. On Nov. 2, FCC granted consent to assign licenses of WBLX-AM-FM to buyer. Consummation of assignment has not yet occurred. Paul C. Major is president and CEO of Westerville Broadcasting of Florida Inc., licensee of WTMP(AM) Temple Terrace, FL. Action April 7.

■ **KJMM(AM)** Tucson, AZ (BAL890303EC; 580 khz; 5.00 kw-D)—Granted app. of assignment of license from Elliott-Phelps Broadcasting LP to Owl Broadcasting & Development Inc. for \$1.05 million. Seller is owned by Robert A. Elliott, William Phelps and Phyllis Ehlinger, who have no other broadcast interests. Buyer is owned by Phyllis Ehlinger, 51%, and William Ehlinger, 49%. Action April 17.

■ **KWBB(TV)** San Francisco, CA (BTCCT890302LC; ch. 38; 2,570 kw visual, 145 kw aural; ant 1,310ft)—Granted app. of transfer of control from West Coast United Broadcasting Co. to Lynette Ellertson for \$93,750. Seller is headed by Huntly Gordon, president and has no other broadcast interests. Buyer has no other broadcast interests. Action April 17.

■ **KEZW(AM)** Aurora, and KOSI-FM Denver, both Colorado (AM: BTC890224EB; 1430 khz; 5 kw-U, DA-N; FM: BTCH890224EC; 101.1 mhz; 100 kw; HAAT: ANT 790 ft.)—Granted app. of transfer of control from D & D



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Broadcasting Inc. to Shepard Communications of Grand Rapids for \$2,000,100. Seller is owned by Steven Dinetz, 80%; Joseph Davidman, 16%, and Matthew L. Leibowitz, 3%. Leibowitz is 6% shareholder of southern Broadcast Group Inc., which owns 22.5% WWSB(TV) Sarasota, FL. Buyer is owned by Steven Dinetz, 18%; Joseph Davidman, 10%; John J. Shepard, 18.445%; Michael O. Lareau, 6.667%; Peter C. Cook, 18.445%; Grant J. Gruel, 3.333%; John P. Reilly, 18.445%; Matthew L. Leibowitz, 4.531%; John M. Spencer, .8%, and DeWay Tuller, 1.334%. Action April 17.

■ WRWH(AM) Cleveland, GA (BTC89021EE): 1350 khz;

1 kw-D)—Granted app. of transfer of control from Stanley V. Hefner to Dean Dyer for \$50,000. Buyer is owned by Dean A. Dyer, who has interest 33.3% interest in station (prior to transfer). Action April 17.

■ WOOP-FM Madison, FL (BAPLH890223GL: 104.9 mhz; 3 kw; HAAT: ANT 300 ft.)—Granted app. of assignment of license from Ed Winton to FM 103 Corporation for \$400,000. Seller also owns WMLO(FM) Havana, FL. He has interest in WEZI-AM-FM Germantown, TN. Buyer is owned by Levi E. Willis Sr. It also owns WOWI-FM Norfolk, VA; WIMG(AM) Ewing, NJ; WBOK(AM) New Orleans, LA; KFTH(FM) Marion, KZRO(FM) Marshall,

both Arkansas; WGSP(AM) Charlotte, WBXB(FM) Batesburg, WKWQ(FM) Batesburg, WSRC(AM) Durham, all North Carolina; WAYE(AM) Birmingham, WSFU-FM Union Springs, both Alabama; WWP(D)FM Marion, SC; WPZZ(FM) Franklin, IN; WURD(AM) Philadelphia, PA. Willis owns interest in WTNC(AM) Thomasville, NC. Willis Broadcasting Corp. holds 100% of voting stock of WPCE(AM) Portsmouth, and WFTH(AM) Richmond, both Virginia. Willis & Sons Inc., own licensee of WSVE(AM) Jacksonville, and WPDQ(FM) Green Cove Springs, both Florida; WWCA(AM) Gary, IN; WESL(AM) East St. Louis, IL; WTJH(AM) East Point, GA, and WGTM(AM) Wilson, NC. Action April 13.

■ WBPT(FM) Naples, FL (BAPED881201HY: 89, mhz; 550 w; Ant minus 249.28 ft.)—Granted app. of assignment of license from Central Florida Educational Network to Cross Country Broadcasting Inc. for \$25,000. Seller is nonprofit corporation headed by J.B. Buffington, pastor. Buyer is owned by Rev. George A. Zarris, Barbara R. Zarris, and Rev. Terry Crague, who have no other broadcast interests. Action April 14.

■ KQAD(AM)-KLQL-FM Luverne, MN (BTC890224ED: 800 khz; 500 kw-D, DA; FM: BTCH890224EE: 101.1 mhz; 1 kw; HAAT: ANT 530 ft.)—Granted app. of transfer of control from James A. Herk to Raymond Lamb \$50,000. Herk hereby grants to Lamb option to purchase his 25,000 shares of common stock in corporation for total of \$50,000. Buyer is president and 50% shareholder of Dodge Communications Co., licensee for KVFD(AM)-KFDC-FM Fort Dodge, IA. Lamb is also president and 100% shareholder of Dakota Broadcasting Inc., licensee for KBRK(AM)-KGKG-FM Brookings, KJUV(AM)-KURO-FM Huron, SD. Action April 13.

■ KUGT(AM) Jackson, MS (BAL890227EG: 1170 khz; 250 w-D)—Granted app. of assignment of license from Target Media Inc. to The Light & Power Co. for \$225,000. Seller is owned by Thomas Stine, Ralph Newquist, and Dale L. Rollings. It is buying KGIR(AM) Jackson, MS, and owns KCGQ(FM) Gordonville, MO. Rollings is sole owner of Rollings Communications of Illinois Inc., licensee of stations WRTL(AM)-WZNF(FM) Rantoul, IL. Buyer is jointly owned by Larry E. Dunger, and Lisa A. Dunger, who have no other broadcast interests. Action April 14.

■ KGIR(AM) Cape Girardeau, MO (BAL890227EA: 1220 khz; 250W-D)—Granted app. of assignment of license from Marco Inc. to Target Media Inc. for \$225,000. Seller is owned by James W. Marvin, who has no other broadcast interests. Buyer is owned by Thomas Stine, Ralph Newquist, and Dale L. Rollings. It is selling KUGT(AM) Jackson, MS, and owns KCGQ(FM) Gordonville, MO. Rollings is sole owner of Rollings Communications of Illinois Inc., licensee of stations WRTL(AM)-WZNF(FM) Rantoul, IL. Action April 14.

■ KMYO Bloomfield, NM (BAPH890221HW: 104.5 mhz; 100 kw-H; HAAT: ANT 1087 ft.)—Granted app. of assignment of license from Mehl D. Tafaya to Frank and Wanda J. Elwood for \$50,000. Seller has no other broadcast interests. Buyers have no other broadcast interests. Action April 11.

■ KBIM(TV) Roswell, NM (BALCT890224KH: CH. 10; 316 kw-V; HAAT: ANT 1,999 ft.)—Granted app. of assignment of license from Holsum Inc. to New Mexico Broadcasting Co. for \$5 million ("Changing Hands," March 13). Seller is principally owned by Gene Reischman. It also owns KCBD-TV Lubbock, TX. Buyer is principally owned by Margaret Ann Hebenstreit, and Lee Enterprises Inc. It also owns KGGM(TV) Albuquerque, NM, and nine translators in New Mexico, and two in Arizona. Lee Enterprises Inc. owns WSAZ-TV Huntington, WV; KGMB-TV Honolulu, KGMD-TV Hilo, KGMV-TV Wailuku, Maui, all Hawaii. It also owns interest in KOIN-TV Portland, OR; KGUN(TV) Tucson, AZ, and KMTV(TV) Omaha, NE. Action April 12.

■ WFOB(AM)-WBVI-FM Fostoria, OH (AM: BAL890224GF: 1430 khz; 1 kw-U, DA-2; FM: BALH890224GG: 96.7 mhz; 3 kw; HAAT: ANT 330 ft.)—Granted app. of assignment of license from Northwest Radio Ltd. to Tri-County Broadcasting Inc. for \$tkk. Seller is owned by David L. Smith, Annette B. Smith and Don Miller. Smiths own interest in WFCB-FM Chillicothe, OH. Buyer is owned by Donald P. Miller, Eugene R. Kinn, Gregory J. Peiffer, Michael J. Corcoran, William F. Rieneke Sr., David K. Carr, Marjorie E. Kinn and Donald M. Mennel, who have no other broadcast interests. Action April 11.

■ WDIG(AM) Steubenville, OH (BAL890227EB: 950 khz; 1 kw-D, DA)—Granted app. of assignment of license from Frederick J. Staffilino, debtor-in-possession to Romano R. Cionni Sr. for \$116,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Action April 13.

■ KTM(TF) Medford, OR (BTCH890119HW: 93.7 mhz; 18.5 kw; HAAT: ANT 7530 ft.)—Granted app. of transfer

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of control from Gloria E. Johnson, George R. Johnson, trustee, to Robert R. Johnson, Gary S. Johnson, George R. Johnson, trustee, proposes to transfer trust's 63.5% voting interest and Gloria E. Johnson proposes to transfer her 19.4% voting interest and 5.85% equity interest (total of 82.9% voting interest and 25% equity interest) in Sierra Cascade Investing Associates in exchange for forgiveness of Rogue Valley Broadcasting Inc.'s debt to Sierra Cascade Investment Associates (\$203,000). Following consummation of this transfer, partnership would consist of three general partners each of whom would hold 1/3 equity and 1/3 voting interest in partnership. Buyer is owned by Robert R. Johnson, Gary S. Johnson, and Judith M. Brzozofsky. Action April 7.

■ **WBYO(FM)** Boyertown, PA (BALH890217HL; 107.5 mhz; 29.9 kw; HAAT: ANT 611 ft.)—Seeks assignment of license from David G. Hendricks to Legend Communications of Pennsylvania Ltd. for \$3.3 million ("Changing Hands," March 6). Seller has no other broadcast interests. Buyer is owned by W. Lawrence Patrick, John C. Quale, James H. Wallace Jr., Stuart F. Carwile, Bert W. Rein, Andrew S. Krulwich, Danny E. Adams, Richard C. Lowery, Fred F. Fielding, John B. Wyss, and Richard E. Wiley, all partners in Washington law firm Wiley, Rein & Fielding. Patrick has interest in and is chairman and president of Sterling Communications Corp., licensee of WJDX(AM)-WMSI(FM) Jackson, MS, and WSSL(AM) Greenville, and WSSL-FM Gray Court-Greenville, both South Carolina. Sterling holds warrant to purchase 33.3% interest in WIBR(AM) Baton Rouge, and WKJN-FM Hammond, both Louisiana. Wiley, former FCC chairman, owns interest in Farragut Communications Inc., which is majority shareholder of Northstar Communications Inc., sole general partner of MWT Ltd., and sole shareholder of Columbia Empire Broadcasting Corp. MWT Ltd. is licensee of KSTU(TV) Yakima and KNDU(TV) Richland, both Washington. Wiley is also member of board of directors of Northstar Communications Inc. Action April 7.

■ **KQBE-FM** Ellensburg, WA (BALH890203GW; 103.1 mhz; 3 kw; Ant minus 188 ft.)—Granted app. of assignment of license from Lord Broadcasting Co. to Peak Communications Inc. for \$265,000 ("Changing Hands," Feb. 20). Seller is owned by Brian J. Lord, who has no other broadcast interests. Buyer is owned by James J. Peterson, Phillip J. Kelleher, William J. Kelleher, and Patrick G. Peterson. Action April 12.

New Stations

Applications

■ **Oxnard, CA (BPED890403MB)**—Santa Monica Community College seeks 89.1 mhz; 200 w; 260 m. Address: 1900 Pico Blvd., Santa Monica, CA 90405. Principal has no other broadcast interests. Filed April 3.

■ **Hephzibah, GA (BPED890324MJ)**—C.S.R.A. Public Radio Inc. seeks 88.3 mhz; 1 kw; 69 m. Address: 1518 Tara Ct., Augusta, GA 30906. Principal is owned by Bryan Matthews, Rhonda Matthews, and Linda Dunaway, who have no other broadcast interests. Filed March 24.

■ **Garden City, IN (BPH890322ME)**—Perdido Broadcasting Corp. seeks 102.9 mhz; 3 kw; 100 m. Address: P.O. Box 13490, New Orleans, LA 70185. Principal is headed by Anita Softness, and has no other broadcast interests. Filed March 22.

■ **Rock Valley, IA (BPH890324MI)**—Robert M. Mason seeks 106.9 mhz; 3 kw; 100 m. Address: 1943 Greenview, Northbrook, IL 60062. Principal has no other broadcast interests. Filed March 24.

■ **Nyssa, OR (BPH890324MH)**—Robert M. Mason seeks 98.7 mhz; 3 kw; 100 m. Address: 1943 Greenview, Northbrook, IL 60062. Principal has no other broadcast interests. Filed March 24.

■ **Lawrenceburg, TN (BPH890324MG)**—C.W. Rawdon seeks 97.5; 3 kw; 100 m. Address: 208 Pulaski St., Lawrenceburg, TN 38464. Principal has no other broadcast interests. Filed March 24.

Actions

■ **Callaway, FL (BPH830215AI)**—Granted app. of Betty F. Martin for 103.5 mhz; 100 kw; 145 m. Address: 2818 Agnes Scott Drive, Panama City, FL 32405. Principal has no other broadcast interests. Action April 10.

■ **Princeville, HI (BP890313AD)**—Returned app. of North Shore Radio Inc. for 630 khz. Address: 435 South Lafayette Park Place, Suite 105, Los Angeles, CA 90057. Principal is owned by Iris E. Lindstedt, Charles Carrell, Forrest Romas, Judith A. Ramos, Newton Bellis, and Rita Bellis. It has no other broadcast interests. Action April 18.

■ **Hayden, ID (BPH870730MT)**—Granted app. of Media

West Inc. for 94.5 mhz; 3 kw H&V; 63 m. Address: 2824 E. 32nd, Ste. #6, Spokane, WA 99223. Principal is owned by George A. Cole, and Susan M. Cole. George A. Cole is on board of directors of Spokane Public Radio Inc., licensee of KPBX(FM), Spokane, WA. Action April 7.

■ **Bushnell, IL (BPH880616NJ)**—Granted app. of Ralph Trieger for 104.7 mhz; 3 kw H&V; 100 m. Address: 26126 W. Grass Lake Rd, Antioch, IL 60002. Principal has no other broadcast interests. Action April 14.

■ **Bushnell, IL (BPH880618MX)**—Dismissed app. of Horn Broadcast Partners for 104.7 mhz; 3 kw H&V; 100 m. Address: 2717 W. Kansas, Peoria, IL 61604. Principal is owned by Arlen G. Horn, and Constance S. Horn. It has no other broadcast interests. Action April 14.

■ **Bunkie, LA (BPH880803MD)**—Granted app. of Owensville Communications Co. for 104.3 mhz; 3 kw; 100 m. Address: 103 A East Peters, Owensville, MO 65066. Principal is owned by Marcus David Jones and Tracy Rushing Jones. Marcus D. Jones is general partner with 33% ownership interest in permittee of KSSB(FM) Calapatia, CA; and in permittee of KEZP(FM) Canadian, TX. Action April 14.

■ **Erath, LA (BPH851231MM)**—Granted app. of Solo Music Co. of Louisiana for 92.9 mhz; 3 kw (H&V); 328 m. Address: Route 1, Box 837A, Erath, LA 70533. Principal is owned by Keith Frederick, Dick L. Menard, and Richard Ward. It has no other broadcast interests. Action April 13.

■ **Bonne Terre, MO (BPH880803ME)**—Granted app. of Owensville Communications Co. for 104.3 mhz; 3 kw; 100 m. Address: 103 A East Peters, Owensville, MO 65066. Principal is owned by Marcus David Jones and Tracy Rushing Jones. Marcus D. Jones is general partner with 33% ownership interest in permittee of KSSB(FM) Calapatia, CA; and in permittee of KEZP(FM) Canadian, TX. Action April 12.

■ **Missoula, MT (BPCT881130KG)**—Granted app. of Continental Television Network Inc. for ch. 23; 3341 kw visual; 647 m. Address: 118 Sixth Street South, Great Falls, MT 59405. Principal is owned by James M. Colla, Penny L. Adkins, and William A. Cordingley. It has no other broadcast interests. Action April 12.

■ **Las Vegas, NV (BPH860519ML)**—Granted app. of Patmor Broadcasting Group for 105.1 mhz; 50 kw; 492 m. Address: 330 S. Third St., Suite 625, Las Vegas, NV 89101. Principal is owned by Patricia Jarman, Levitus Corporation, Gus Wirth Jr., and Roberts Company. Wirth owns interest in Paragon Cable, which owns and operates cable system in Wauwatosa, WI. Levitus has interest in HARRISCOPE of Los Angeles which owns and operates KWHY(TV) Los Angeles. Action April 13.

■ **Taos, NM (BPH880107NF)**—Granted app. of Taos County Radio for 99.9 mhz; 3 kw H&V; -186 m. Address: Box 5775, Weimer Rd, Taos, NM 87571. Principal is owned by Bonnie Gignac, and Ann Mansfield, who have no other broadcast interests. Action April 13.

■ **Bridgeport, NY (BPH890113MG)**—Returned app. of Jeffery Busch for 99.5 mhz; 3 kw; 100 m. Address: 1755 York Ave, Apt 8D, New York, NY 10028. Principal also owns interest in permittee of WRAY-FM Ravena, NY, and permittee of WRJ1(FM) Crooksville, OH. Action April 12.

■ **Hope Mills, NC (BPH870819MP)**—Dismissed app. of Hope Mills Broadcast Partnership for 103.5 mhz; 3 kw H&V; 100 m. Address: 647 Edgehill Rd, Fayetteville, NC 28304. Principally owned by William A. Hennessee Jr., who has no other broadcast interests. Action April 13.

■ **Isabel Segunda, PR (BPED880506MA)**—Returned app. of Cristiano de la "A" a la "Z" Inc. for 89.3 mhz; 3 kw; 76 m. Address: P.O. Box 323, Puerto Real, Fajardo, PR 00740. Principal is owned by Rev. Eric A. Smith, Luis Rios, Juan O. Rivera, Carmen B. Ayala, Elba L. Rivera, Yvonne Ramos, Alexis R. Hernandez, and Angel I. Aponte. It has no other broadcast interests. Action April 18.

■ **Lindside, WV (BPED880104MQ)**—Granted app. of Monroe County Board of Education for 106.7 mhz; 3 kw; 37 m. Address: P.O. Box 330, Union, WV 24983. Principal is owned by Harvey Faland, Dennis Rowan, Sharon Harris, Oral Mann, Tommy Hess, and Bobby E. Via, who have no other broadcast interests. Action April 10.

■ **Hondo, TX (BPH861215MB)**—Granted app. of Radio Medina Inc. for 98.5 mhz; 3 kw; 91 m. Address: 1605 Ave. K, Box 447, Hondo, TX 78861. Principal is owned by W.E. Berger, who also owns KRME Hondo, TX. Action April 14.

Applications

AM's

■ **Heflin, AL, WBSH 1020 khz**—April 7-Application for Mod of CP (BP831130AC) to change TL to inside city of Heflin, AL, on S. Almon Street; 33 37 49N 85 35 37W.

■ **Frazier Park, CA, KNOB 1050 khz**—April 6-Application for Mod of CP (BP850603AH) to increase power to 10 kw; make changes in antenna system; TL: approximately 1050 m E of Wheeler Ridge Road, 3.6 km NE of Wheeler Ridge, CA; 35 01 28N 118 55 05W.

■ **Lucedale, MS, WRBE 1440 khz**—April 5-Application for CP to correct coordinates: 30 55 58N 88 36 21W.

■ **Milan, NM, KOFK 1130 khz**—April 13-Application for CP to reinstate expired permit (BP850610AA as Mod) for a new station.

■ **Kaukauna, WI, WQWM 1050 khz**—April 12-Application for CP to change hours of operation to unlimited by adding night service with 500 watts; make changes in antenna system.

FM's

■ **Santa Rosa, CA, KLVR 91.9 mhz**—March 27-Petition for Reconsideration of return of BPED881005MK: application for CP to change ERP; HAAT and TL.

■ **Greensburg, IN, WRZQ-FM 107.3 mhz**—March 24-Application for Mod of CP (BPH870205IG) to correct coordinates: 39 14 13N 85 34 00W.

■ **Ottawa, KS, KTJO-FM 88.1 mhz**—March 21-Application for CP to change ERP: 2.5 kw H&V; HAAT: 111 m H&V; FREQ: 88.9 MHz; TL: KFRG(AM) site, Ottawa, KS.

■ **Oakdale, LA, KICR-FM 104.9 mhz**—March 21-Application for CP to change FREQ: 98.7 MHz; HAAT: 173 m H&V; TL: 3.2 km E of Forest Hills, LA.

■ **Thief River Falls, MN, KMGK 102.7 mhz**—March 16-Application for Mod of CP (BPH8610025Y) to change HAAT: 176 m H&V; TL: 6.2 km E of Euclid, MN; 47 57 45N 96 33 03W.

■ **Columbus, MS, WACR-FM 103.9 mhz**—March 28-Application for CP to change ERP: 50 kw H&V; HAAT: 150 m H&V; TL: North of U.S. Rte. 82, approximately 3.8 km E of Ethelsville, AL; CLASS: C2; per Docket 87-451.

■ **Point Pleasant, NJ, WADB 95.9 mhz**—March 27-Application for CP to change HAAT: 100 m H&V; antenna supporting-structure height.

■ **Rensselaer, NY, WQBK-FM 103.9 mhz**—March 30-Petition for reconsideration of return of (BPH880819ID) for CP to change ERP; HAAT and TL.

■ **Wurtsboro, NY, WZAD 97.3 mhz**—March 22-Application for Mod of CP (BPH831201AE) to change TL: 3 km SE from Rock Hill, NY.

■ **Albemarle, NC, WABZ-FM 100.9 mhz**—March 28-Application for CP to change ERP: .87 kw H&V; HAAT: 175 m H&V; TL: 2 km SW of Plyer Community, NC.

■ **Manteo, NC, WVOD 99.3 mhz**—March 21-Application for Mod of CP to change HAAT: 149.9 m H&V; TL: Off St. Rte. 1168, 1 km NW of Wanchese, NC.

■ **Edinboro, PA, WMYJ 97.9 mhz**—March 28-Application for CP to change ERP: 1.24 kw H&V; HAAT: 154 m H&V.

■ **Mesquite, TX, KEOM 88.3 mhz**—March 30-Application for CP to change ERP: .65 kw H&V; HAAT: 174 m H&V; TL: 2500 Memorial Drive, Mesquite, TX.

■ **Winchester, VA, WTRM 91.3 mhz**—March 29-Application for CP to change ERP: 8 kw H&V; install DA.

■ **Sturgeon Bay, WI, WDCW 97.7 mhz**—March 24-Application for CP to change HAAT: 122 m H&V.

TV's

■ **Lexington, KY, WKYT-TV ch. 27**—April 7-Application for CP to change ERP: 1520 kw (vis); HAAT: 300 m; TL: Route 4, Winchester Road, Lexington, KY; ANT: SWR Clarion/ TM-30(BT); 38 02 22N 84 24 11W.

■ **Ithaca, NY, WACA ch. 52**—April 13-Amendment to BMPCT881003KW tp change ERP: 74.6 kw (vis); ANT: Bogner/ B16U(O)(BT).

■ **Kannapolis, NC, New TV ch. 64**—April 13-Amendment of application (BPCT800516KO) to change ERP: 2588 kw (vis); HAAT: 412 m; TL: Reedy Creek & State Rte. 2826; ANT: Harris TWS-30C (DA)(BT); 35 15 05N 80 41 15W.

■ **Wolfforth, TX, KLRB ch. 22**—March 28-Amendment of BMPCT881014KI to change ERP: 213 kw (vis); HAAT:

334 m; TL: .2 mi S Hwy. 114, .3 mi W FM 2378, 2 mi W Reese AFB, Smyre, TX; ANT: RCA/TFU(24)DM; 33 34 46N 102 05 03W.

Actions

AM's

- Window Rock, AZ, KHAC 1110 khz—April 17-Application (BP870929AN) granted for CP to change FREQ: 880 KHz; hours of operation to unlimited by adding night service with .43 kw (10 kw-CH) and change city of license to Tse Bonito, NM.
- West Yarmouth, MA WOCB, 1240 khz—April 18-Application (BP880204AF) granted for CP to make antenna system changes.
- Grove, OK, KLTk 1140 khz—April 18-Application (BP89010AD) granted for CP to make changes in antenna system (including increase height by adding FM antenna) and reduce power to .210 w.
- Chester, PA, WVCH 740 khz—March 28-Application (BP860131AC) granted for CP to increase power to 50 kw; install DA-D and change TL: 3359 Ridge Pike, Lower Providence Town-ship, PA; 40 09 59N 75 24 34W.
- Martin, TN, WCMT 1410 khz—April 18-Application (BP88117AC) granted for CP to make antenna system changes.
- Green Valley, WV, WAMN 1040 khz—April 18-Application (BP890307AF) returned for CP to change FREQ: 1050 KHz and reduce power to 1.43 kw.

FM's

- Fairfield Bay, AR KFFB, 106.3 mhz—April 18-Application (BPH8809291B) granted for CP to change ERP: 50 kw H&V; HAAT: 150 m H&V; TL: Bancroft Hill, .7 km NW of St. Hwy. 9, 2 mi N of Rushing, AR; CLASS: C2; 35 45 22N 92 14 49W; per Docket 86-154.
- Gainesville, FL, WYFB 90.5 mhz—April 11-Application (BMPED8902161A) granted for Mod of CP to change ERP: 96.81 kw H&V; HAAT: 207 m H&V; supply measured antenna data for directional pattern.
- Toledo, OH, WOTL 90.3 mhz—April 10-Application (BMPED8903271A) granted for Mod of CP (BPE-D8405291B as Mod) to change ERP: .695 kw H&V.
- Dallas, PA, WDLS 93.7 mhz—April 10-Application (BMPH8809201E) granted for Mod of CP (BPH860530MH) to change ERP: .75 kw H&V; HAAT: 207 m H&V; TL: 2.3 mi N of Plymouth on Plymouth Mtn. Rd., 1.27 mi W of Weavertown Church.
- Mount Union, PA, WXMJ 99.5 mhz—April 12-Application (BMPH8902281C) granted for Mod of CP granted to change ERP: .15 kw H&V; HAAT: 439 m H&V; TL: Top of Jack's Mountain in Wayne Township, PA.
- Martin, TN, WCMT-FM 101.7 mhz—April 13-Application (BPH881171K) granted for CP to change HAAT: 100 m H&V.
- Lufkin, TX, KYKS 105.1 mhz—April 18-Application (BMPH8809221C) granted for Mod of CP (BPH870226ML) to change HAAT: 325 m H&V; TL: .2 mi N of Oak Grove Church, 5 mi NE of Lufkin, TX; 31 22 08N 94 38 45W.

TV

- Knoxville, TN, WTVK ch. 26—April 13-License (BLCT81110K1) cancelled and call sign deleted.

Actions

- Emergency Broadcast System (EBS). Effective Feb. 15, amended Part 73, Subpart G of rules concerning EBS. (By Order [FCC 89-36] adopted Jan. 31 by Commission).
- Los Angeles, CA. Dismissed petition by Mass Media Bureau for reconsideration of Review Board order granting stay of procedural dates of revocation hearing for KEEF-TV. (MM docket 88-420, by MO&O [FCC 89R-20] adopted March 24 by Review Board).
- Inverness, FL. Granted application of Meredith Corp. to construct new commercial television station on channel 64 as satellite of commonly-owned station WOFL(TV), Orlando, subject to condition. (MM docket 85-395, by Decision [FCC 89R-19] adopted March 24 by Review Board).
- Salem, IN. Denied joint petition by James T. Ledford and J.R. Broadcasting to set aside ID approving settlement agreements in proceeding involving CP for new TV station on channel 58. (MM docket 88-58, by MO&O [FCC 89R-21] adopted March 28 by Review Board).
- Erratum to MO&O released March 28 (FCC 89-94) granting application of WVCH Communications, Inc., for major modifications to WVCH, Chester, PA.

- Ex Parte Contacts. Recommended that no sanctions be imposed in matter concerning certain contacts made in connection with application for assignment of WKRI-FM, Big Spring, TX, from Big Spring Broadcasting Co. to David W. Wrinkle. (By letter dated March 29 by Managing Director).
- FCC Reaffirms Dismissal of Proposal to Allot FM channel 258B to Santa Isabel, PR - MM docket 85-211 (Report DC-1390. Action in docket Case). Reaffirmed dismissal of proposal to allot channel 258B (99.5 mhz) to Santa Isabel, over objections of Pablo Rodriguez and Amor Family Broadcasting Group. Action by Commission March 31 by MO&O (FCC 89-111).
- FCC Amends Rules to Establish Office of Inspector General: Internal Control and Security Office Reorganized (Report GN-39. General Action) In accordance with Inspector General Act Amendments of 1988. Commission has amended its rules to establish Office of Inspector General and to reorganize its Internal Review and Security Division. Action by Commission March 29 by Order (FCC 89-102).
- Two-Year Affiliation Rule. Effective May 15, repealed two-year rule which previously limited terms of affiliation agreements between television networks end stations to two years. (MM docket 88-396 by R50 [FCC 89-89] adopted March 16 by Commission).
- Salinas, CA. Granted application of Artichoke Broadcasting Corporation for new FM station at Salinas, and denied applications of Salinas Broadcasting, Limited Partnership; B.F.J. Timm; Southern California Broadcasting Co.; Crystal Communications, Inc.; Julio A. Villamil, Maria Elena Villamil, Lawrence M. Wrathall and Nayereh E. Wrathall dba Villamil FM Radio; and California Community Television Network. (MM docket 87-338 by ID [FCC 89D-13] issued March 30 by ALJ Luton).
- Santa Isabel, PR. Reaffirmed dismissal of proposal to allot channel 258B (99.5 mhz) to Santa Isabel, over objections of Pablo Rodriguez and Amor Family Broadcasting Group. (MM docket 85-211 by MO&O [FCC 89-111] adopted March 31 by Commission).
- Encryption Standard for Satellite Cable Programming. In response to instructions from Congress, Commission initiated inquiry to examine need for government-mandated universal encryption (scrambling) standard for satellite cable programming. Comments are due June 5, replies June 20.

- 20. (gen. docket 89-78 by NOI [FCC 89-104] adopted March 30 by Commission).
- Rockledge, FL. Granted application of Orion Communications Ltd., for new FM stations on channel 274A (102.7 mhz) at Rockledge; denied competing applications of Rockledge Radio, Ltd., Ben L. Umberger, Shaw Enterprises Inc., Rockledge Broadcasting Associates Limited Partnership, and D.V.R. Broadcasting (general partnership). (MM docket 87-556 by Initial Decision [FCC 89D-14] issued April 3 by ALJ Edward J. Kuhlmann).
- Victoria, TX. Denied request by Richard Lee French for reconsideration of action by Video Services Division, Mass Media Bureau, granting application of Community Broadcasting of Coastal Bend Inc. for renewal of its license for KAVU-TV channel 25, at Victoria. (By MO&O [DA 89-406] adopted April 7 by chief, Video Services Division, Mass Media Bureau).
- Cape May, NJ. Denied Paul and Nancy Schumacher's reconsideration request to modify their construction permit for WSJL(FM) at Cape May. (By MO&O [DA 89-416] adopted April 7 by chief, Mass Media Bureau).
- Part 15. Amended Part 15 to permit general class of RF devices with increased frequencies of operation and no restrictions on type of usage, bandwidth or modulation type. (By gen. docket 87-389 by First R&O [FCC 89-103] adopted March 30 by Commission).
- Black Television Workshop of Los Angeles Denied Reconsideration of Hearing Designation Order - MM docket 88-420 (Report DC-1396, action in docket case). FCC has denied Black Television Workshop of Los Angeles reconsideration of action ordering hearing to determine whether BTW is qualified to be licensee. Action by Commission April 19 by MO&O (FCC 89-121).
- Bradenton, FL. Granted application of Bradenton Broadcast Television Company, Ltd. for new TV station at Bradenton and denied applications of Renee Marie Kramer; Skylight Broadcasting Inc.; McDaniel Broadcasting Partners; Manatee Television Inc.; Joyner Communications Limited Partnership; and Gulf Coast Telecasters Limited Partnership. (MM docket 87-532 by ID [FCC 89D-15] issued April 12 by ALJ Sippel).
- Christiansburg, VA. Granted joint request for approval of agreement and dismissed application of Valley Radio Corporation and granted application of Nirvana Radio Broad-

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casting Corp. for new FM station on channel 264 (100.7 mhz) at Christiansburg. (MM docket 87-288 by MO&O [FCC 89R-25] adopted April 13 by Review Board).

■ FCC Form 301. Revised FCC Form 301 to deter abuse of FCC processes and filing of sham applications by requiring submission of additional financial, ownership and integration information by applicants. (gen. docket 88-328 by R&O [FCC 89-110] adopted March 30 by Commission).

Allocations

■ Easton and Delmar, MD. Effective June 9, amended FM table to substitute channel 244B1 (96.7 mhz) for channel 243A (96.5 mhz) at Easton and modified license of WCEI-FM to specify operation on channel 244B1. (MM docket 87-468 by R&O [DA 89-420] adopted April 11 by chief, Allocations Branch, Mass Media Bureau).

■ Duluth, MN. Effective June 9, amended FM table to allot channel *247C2 (97.3 mhz) to Duluth, providing additional noncommercial educational service. (MM docket 88-331 by R&O [DA 89-422] adopted April 11 by chief, Allocations Branch).

■ Kosciusko, MS. On request of G. Michael Comfort, proposed amending FM table to allot channel 271A (102.1 mhz) to Kosciusko, as its second FM broadcast service. (MM docket 89-90 by NPRM [DA 89-421] adopted April 11 by chief, Allocations Branch).

■ Brookfield, MO. On request of Dwight Carver, proposed amending FM table by substituting channel 245C2 (96.9 mhz) for channel 249A (97.7 mhz) at Brookfield and modifying license of KZBK to specify higher class channel. (MM docket 88-435 by R&O [DA 89-419] adopted April 11 by chief, Allocations Branch).

■ Billings and Lewistown, MT. On request of Comanche Enterprises, proposed amending TV table to allot channel 13 to Billings. Comments due June 16, replies July 3. (MM docket 89-91 by NPRM [DA 89-423] adopted April 10 by chief, Allocations Branch).

■ Los Ybanez and Denver City, TX. Effective June 9, amended FM table to allot channel 300C2 (107.9 mhz) to Los Ybanez and substitute channel 248C2 (97.5 mhz) for channel 296A (107.1 mhz) at Denver City and modify construction permit of KDNC(FM) to specify operation on channel 248C. Window opens June 12-July 12. (MM docket 88-110 by R&O [DA 89-424] adopted April 11 by chief, Allocations Branch).

■ Alma and Dublin, GA. Effective June 2, amended FM table by substituting channel 240C2 (95.9 mhz) for channel 240A at Dublin, and modifying license of WQZY(FM) to specify operation on the higher powered channel; and substituting channel 282A (104.3 mhz) for channel 240A at Alma, and modifying license of WKXH-FM to specify operation alternate class channel. (MM docket 88-76 by R&O [DA 89-391] adopted March 28 by chief, Allocations Branch, Mass Media Bureau).

■ Clarinda, IA. Effective June 2, amended FM table by substituting channel 291C2 (106.1 mhz) for channel 292A (106.3 mhz) at Clarinda, and modifying license of KQIS-FM to specify operation on higher powered channel. (By MM docket 88-494 by R&O [DA 89-389] adopted March 29 by chief, Allocations Branch).

■ Ossian, IA. Dismissed petition of Mega Media, Ltd., requesting allotment of channel 241A (96.1 mhz) to Ossian, since no interest has been expressed. (MM docket 88-504 by R&O [DA 89-390] adopted March 28 by chief, Allocations Branch).

■ Pleasant Hope, MO. Dismissed Aurora Broadcasting, Inc.'s reconsideration request to allot FM channel 238C2 (95.5 mhz) at Pleasant Hope. (MM docket 86-303 by MO&O [DA 89-392] adopted March 29 by chief, Allocations Branch).

■ Wahpeton, ND. Effective June 2, amended FM table by substituting channel 295C2 (106.9 mhz) for channel 296A (107.1 mhz) at Wahpeton, and modifying construction permit for KGWB(FM) to specify higher powered channel. (MM docket 88-498 by R&O [DA 89-394] adopted April 5 by chief, Allocations Branch).

■ Mason, TX. At request of Hill Country Communications, proposed amending FM table of Allotments by substituting channel 249C2 (97.7 mhz) for channel 250C2 (97.9 mhz) at Mason. Comments due June 9, replies June 26. (MM docket 89-84 by NPRM [DA 89-396] adopted April 3 by chief, Allocations Branch).

■ Woodstock, VA, ET AL. Ordered Clark Broadcasting Company, licensee of WSGM(FM) at Woodstock and Radio Virginia Limited Partnership, licensee of WVJZ(FM) at Mount Jackson to show why their licenses should not be modified to specify operation channel 226A (93.1 mhz) instead of channel 228A (93.5 mhz) and 241A (96.1 mhz) instead of channel 244A (96.7 mhz), respectively. (MM docket 88-520 by Orders to Show Cause [DA 89-395] adopted April 3 by chief, Allocations Branch).

■ Bessemer and Tuscaloosa, AL. On request of channel 17 Associates, proposed amending TV table of Allotments by changing community of license of channel 17 from Tuscaloosa to Bessemer; proposed amending license of WDBB(TV), Tuscaloosa, accordingly; comments June 12, replies June 27. (MM docket 89-87, by NPRM [DA 89-403] adopted April 3 by chief, Allocations Branch, Mass Media Bureau).

■ Sitka, AK. Effective June 5, amended FM table to allot channel 276C2 (103.1 mhz); filing window: June 6-July 6. (MM docket 88-465, by R&O [DA 89-398] adopted March 28 by chief, Allocations Branch).

■ Ridgecrest, CA. Effective June 5, amended FM table to substitute channel 224B1 (92.7 mhz) for channel 224A and modified license of KZIQ-FM accordingly. (MM docket 88-458, by R&O [DA 89-400] adopted March 28 by chief, Allocations Branch).

■ San Rafael, CA. On request of Marin Broadcasting Company, proposed amending FM table by substituting channel 264A (100.7 mhz) for channel 265A (100.9 mhz) and modifying license of KTID(FM), accordingly; comments June 12, replies June 27. (MM docket 89-86, by NPRM [DA 89-402] adopted April 3 by chief, Allocations Branch).

■ El Dorado, AR, and Bastrop, LA. On request of Noalmark Broadcasting Corp., proposed amending FM table by substituting channel 277C1 (103.3 mhz) for channel 276A (103.1 mhz) at El Dorado and modification of license for KAYZ(FM) accordingly; proposed substituting 247A (97.3 mhz) for channel 277A at Bastrop; comments June 12, replies June 27. (MM docket 89-85, by NPRM [DA 89-401] adopted March 28 by chief, Allocations Branch).

■ Marion, MS. Effective June 5, amended FM table by substituting channel 236C2 (95.1 mhz) for channel 236A and modification of license of WQIC(FM) accordingly. (MM docket 88-525, by R&O [DA 89-393] adopted March 29 by chief, Allocations Branch).

■ Franklin, TX. Effective June 5, amended FM table to allot channel 255A (98.9 mhz); filing window: June 6-July 6. (MM docket 88-453, by R&O [DA 89-397] adopted April 3 by chief, Allocations Branch).

Call Letters

Applications

Call Sought by

New AM's

WBYG(AM) Union City Radio, Union City, IN
WHTB(AM) WALE SNE Broadcasting, Ltd., Fall River, MA

New FM's

WTUZ(FM) Edward Alan Schumacher, Uhrichsville, OH
KTOQ-FM Tom-Tom Communications, Inc., Rapid City, SD
WXVO(FM) Charles E. Phillips, Oliver Springs, TN
WLES-FM William Carlton Link, Lawrenceville, VA

New TV's

WPCT-TV AW Broadcasting, Danville, VA

Existing FM's

KHTT(FM) KREO Fuller-Jeffrey Broadcasting Corp. of Santa Rosa, Healdsburg, CA
WAVQ(FM) WAZZ Cedar Raleigh Limited Partnership, Fuquay-Varina, NC

Grants

New AM

KSWX(AM) KMO Inc., Long Beach, WA

New FM's

WAYF(FM) Evangel Christian School Inc., Mobile, AL
WACQ-FM Double H. Broadcasting, Inc., Tallahassee, AL
KLTW(FM) William J. Wynne, El Dorado, AR
KXXZ(FM) Hub Broadcasting, Inc., Barstow, CA
KEOJ(FM) Michael P. Stephens, Caney, KS
WVHM(FM) Heartland Ministries Inc., Benton, KY
WTHM(FM) David C. Schaberg, Glen Arbor, MI
KYYC(FM) Timothy D. Martz, Shelby, MT
WLTB(FM) David G. Mitchell, Vestal, NY
WNYR-FM Lake County Broadcasting, Waterloo, NY
WYND-FM Pamlico Sound Company, Inc., Hatteras, NC
KJKS(FM) Joseph Kent Smitherman, Cameron, TX
KGRW(FM) Lois B. Crain, Friona, TX
WDIC-FM Dickenson County Broadcasting Corp., Clincho, VA
WELC-FM Pocahontas Broadcasting Corp., Welch, WV

New TV

KSWT(TV) Kansas Broadcasting System Inc., Liberal, KS

Existing AM's

WAAJ(AM) WAAY SJK Inc., Huntsville, AL
WRLX(AM) WRRX Arrow Communications Inc., Tuscaloosa, AL
WLAW(AM) WEDD Edmund Dinis, Fairhaven, MA
KKUL(AM) KBSR Greater Billings Radio Broadcasting Co., Hardin, MT
WNNR(AM) WNYR WOLF Radio, Inc., Syracuse, NY
WBLL(AM) WPKO V-Teck Communications, Inc., Bellefontaine, OH
WEZI(AM) WWBA Ardman Broadcasting Corp., Memphis, TN
WVVR(AM) WPRV Keymarket Communications, Memphis, TN
WJDK(AM) WXGI WXGI Inc., Richmond, VA
WOBG(AM) WPQZ The Gilcom Corporation of West Virginia, Clarksburg, WV

Existing FM's

WKQR(FM) WSYE Barbara Kay Turner, Citronelle, AL
KXPT(FM) KIEZ Radio Ventura Inc., Santa Paula, CA
WERQ(FM) WSPW Michael Leep, Mishawaka, ID
WSNL(FM) WMRV River Cities Broadcasting Corp., East St. Louis, IL
KOAK-FM KLRZ Montgomery County Broadcasting Co., Inc. Red Oak, IA
KKUL-FM KBSR-FM Greater Billings Radio Broadcasting Co., Inc., Hardin, MT
KSJJ(FM) KPRB-FM Redmond Broadcasting Group, Inc., Redmond, OR
WOMG(FM) WPRH-FM Price Broadcasting Co., Columbia, SC
KLTY(FM) KOJO Metroplex Broadcasting Inc., Fort Worth, TX
WPLC(FM) WYND-FM Paco-Jon Broadcasting Corporation, Spotsylvania, VA
KZZL-FM KPMP P-N-P Broadcasting, Inc., Pullman, WA
KZLN-FM KZLO-FM P-N-P Broadcasting Inc., Othello, WA
WDMX(FM) WBNN BENNCO Inc., Vienna, WV
WUSW(FM) WAHC ODON Communications Group I LP, Neenah, WI
WTFX(FM) WMLW Joyner Radio Inc., Watertown, WI

Existing TV

WGFL(TV) WHSF Budd Broadcasting Co., High Springs, FL

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details

RADIO

HELP WANTED MANAGEMENT

General manager for KKCM 1530AM with Inspirational format in Shakopee/Minneapolis, Minnesota. Successful sales background a must. Send resumes to: Mark McNeil, American Sunrise Communications, 16742 Gothard St., Suite 201, Huntington Beach, CA 92647. EOE.

National program sales coordinator for a seven station group with inspirational formats. Successful sales background and working contacts with NRB members a must. The position also involves coordinating individual station sales strategies as well. This is an upper management position working out of the corporate home office in Orange County, California. Send resumes to: Mark McNeil, American Sunrise Communications, 16742 Gothard St., Suite 201, Huntington Beach, CA 92647. EOE.

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General manager/general sales manager for FM in East Coast resort market. Outstanding record as leader and sales manager a must. Excellent future with growing company. \$60,000 base plus cash flow incentive. Earned equity possible. All replies acknowledged. Confidentiality assured. EOE. Box C-66.

Desperate! I need a GSM to manage sales and marketing for top-100 market Southern CT AM. Must be creative, aggressive, experience dealing with national sales, willing to relocate. Willing to pay for right person including equity kicker. Respond to Box C-68. EOE.

Regional FM New England Rocker seeks GSM with extraordinary skills for bringing in the bottom line, heavy emphasis on recruitment and training. If a beautiful place to live, excellent school systems, exciting year round recreation, an opportunity for big bucks, to profit share and Rock 'n Roll, are your priorities, send us your resume with compensation history, brief description of your sales philosophy and why you really want to do it all with us. EOE. Box C-87.

Wanted - Qualified working manager type to buy interest in AM/FM Combo in northern California. Reply Box D-2. EOE.

Sales manager wanted. Do you enjoy challenges? Can you move salespeople to commitment? Can you build a sales team to be the best? Do you strive to meet goals? Do you build meaningful relationships with your salespeople? If so, we may have an outstanding opportunity for you! Our innovative, growth-oriented company is seeking a leader to manage the sales staff at our major Sunbelt station (top 50 market). We offer: An innovative environment focused on success, cutting edge sales and management training, an opportunity to join a company with a record of success and a sense of purpose. If you feel you have the talent - act now! Send resume to: Box D-6. EOE.

Firebreathing GM for successful high rated Class C CHR top 100 market. Resume to K106, 7525 Waterwood, Shreveport, LA 71109. EOE.

Sales manager for WLOI/WCOE, small market radio stations in northern Indiana. Must be energetic positive leader, trainer, motivator for two separate experienced sales staffs. No local sales list but sales manager responsible for agency sales. Strong support from full-time co-op director and telemarketing department. Guarantee, plus override, family insurance program plus other benefits. Send resume and reference to Ken Coe, President, WLOI/WCOE, 902 1/2 Lincolnway, La Porte, IN 46350. EOE.

Sales manager with opportunity to move up to G.M.: Group broadcaster, expansion minded. Upper Midwest in 100,000 pop. family community near major. Our AM/FM stations are top two local stations in market. Competition minimum. We need experienced sales executive to motivate and organize staff of six A.E.'s. Should be heavy on training, organization, pay planning, station revenue goals. Sales presentations. We need a top person and are willing to let him/her run the show. Box D-14. EOE.

General sales manager for top rated AM/FM combo in central Pennsylvania. owned by aggressive group operator. Must be a superb leader, innovator in changing sales techniques. Must be able to maintain on-going sales training. Fighter, cheerleader, motivator for an already great sales team. Salary + override + good fringes. Need resume. Salary requirements immediately. Box D-17. EOE.

Sales/GM - Combo on Fla. west coast in the fastest growing area. Need results oriented individual with proven track record in sales & management. We want results not excuses. Excellent salary and performance bonuses in tropical paradise. Send resume. Box D-22. EOE.

HELP WANTED SALES

Radio sales: Texas FM is looking for a strongly motivated creative thinker to add to our team. Must be aggressive and have local sales background. Contact: Gary Vinson, KEZB-FM, 2501 N. Mesa, El Paso, TX 79902. 915-533-9400. E.O.E.

Dayton, Ohio's newest FM Rocker wants you! AOR property owned by major group offers unlimited potential for proven winners. Send resume with current billing to: Sales Manager, 111 East Fourth St., Dayton, OH 45402. EOE.

Determined salesperson wanted to join aggressive radio team in north central Illinois. Full-time AM - Class A FM (Move to 25K this summer). We have the people and the experience to help make you successful. Send resume today to: JMcCullough, WLPO/WA/JK, PO Box 215, LaSalle, IL 61301. EOE.

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.

Imagine a fast-growing radio market, with over 2 million people, no local TV, no full-area newspaper and no format competition. Now, imagine yourself selling in southern California at Lite Hits KQLH-FM! If you're motivated, aggressive, enjoy direct retail and making lots of money, call Robin Abercrombie, LSM, now at 714-737-1370. Immediate opportunity! EOE. MF.

\$40,000 plus. Are you an experienced sales person and hungry, with a proven track record? I have an opening in southwest Virginia for an AM/FM combo. No order takers need apply. Experienced salespeople only. EEO. Please mail resume to: Box D-4.

Trumper Communications is seeking account executives for present and future openings. If you are a radio salesperson with a minimum 2 years experience with a successful track record, we want to hear from you. We are a growing broadcast group offering excellent opportunities and earnings potential. Send resume to: Trumper Communications, Inc., 900 Oakmont Lane, Suite 210, Westmont, IL 60559. EOE.

Need a Super Star! Senior account executive who can sell directs and can work agencies in Philadelphia market. Management potential! Respond to Box D-15. EOE

HELP WANTED ANNOUNCERS

Chicago/South Suburban FM seeks top 40 disc jockey. Excellent facilities and working conditions. Minorities encouraged to send resumes and aircheck to Mickey Milner, WBUS Radio, P.O. Box 999, Bourbonnais, IL 60914. E.O.E.

Nationally recognized community service NY/PA border AM/FM. PM jock (AC) plus production, some news. Tape/resume: 13 Lyman Ave., Waverly, NY 14892. EOE.

WVMT stereo 620 seeks full and part time announcers. Lots of remotes. Lots of fun. Up-tempo AC format. Burlington metro. Previous experience required. T & R Mark Esbjerg, Box 620, Colchester, VT 05446. EOE.

HELP WANTED TECHNICAL

Chief engineer for FM/AM in Palm Springs, CA area. New construction plus studio and directional maintenance skills a must. Contact W. Dochtermann at Las Vegas Hilton during NAB or phone 619-323-1010. EOE.

Chief engineer: KUSC-FM, Los Angeles classical-format station, seeks highly qualified chief engineer to supervise maintenance of its 4-station group. Heavy emphasis on RF, microwave, and satellite technologies. Must have supervisory experience. Requires travel in southern California. Resume and salary requirements ASAP to: Bill Kappeiman, Director Engineering and Operations, KUSC, Box 77913, Los Angeles, CA 90007. (Will attend NAB/Hilton.) EOE.

Professional broadcast engineer for University radio-TV facilities. Salary and benefits very competitive for an experienced, highly-qualified person. As chief engineer of FM station, will design and maintain studio and transmitter equipment. Modern studio equipment; news transmission system. Opportunity to help plan and build a new TV studio with new equipment. Congenial work environment in small-town, university setting. Start date: September 1, 1989. Screening begins June 15, and position remains open until filled. Application letter, resume, and three reference letters should be forwarded to: Dr. Joe Oliver, Stephen F. Austin State University, Box 13048, SFA Station, Nacogdoches, TX 75962. Affirmative Action/Equal Opportunity Employer. 409-568-4001.

CE for 100kw FM, 5kw AM and multi-track production facility on the sunny Gulf Coast. Complete hands on ability for AM/FM transmitters, studio maintenance of all new equipment. Great benefits. Rush resume to The Dittman Group, P.O. Box 2148, Mobile, AL 36652. E.O.E.

HELP WANTED NEWS

News anchor: Akron's News/Talk WNIR has opening for news anchor/reporter, with award winning news department. Talk show hosting and television news can also be part of the package. Call Bill Klaus, 216-673-2323. EOE.

WSSU-FM, National Public Radio station in Springfield, Illinois, has two positions open at its Illinois Statehouse bureau. 1. Statehouse Bureau Chief: Directs activities at the WSSU Statehouse Bureau. Provides coverage of state government, politics, and legislative activities. 2. Statehouse producer/reporter: Produces news reports for Illinois public radio stations. Coordinates live broadcasts and satellite transmissions. Requirements (for both positions): Bachelors degree, Masters preferred, in journalism, communications, political science or related field. Minimum two years in broadcast news, experience with political reporting; effective on-air/radio production skills. Salaries are competitive. Applications must include: Cover letter, three references, non-returnable audition cassette. Deadline: Postmarked no later than May 19, 1989. Send applications to: Chair, Search Committee, WSSU-FM, Sangamon State University, Springfield, IL 62794-9243. WSSU is an affirmative action/equal opportunity employer. Minorities and women are encouraged to apply.

News anchor - reporter: Key position available for experienced broadcast journalist. Must have two years background in anchoring. Looking for vibrant broadcaster to carry morning show on News-Talk station. Please send resume, writing samples and audition tape to: News Director, P.O. Box 610-310, Austin, TX 78761. EOE.

The next Peter Jennings or Connie Chung will answer this ad. Respected New England small market has rare opening. Interview; write; edit; read; The adrenal rush of the scoop; the intellectual satisfaction of a great series; long hours; low pay! If you want news, this could be your best first job. Will consider college grads without commercial experience. Women and minorities encouraged. EOE. Box D-21

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Top-ranked central Jersey A/C FM seeks a top flight program director. To be considered, applicants should possess a successful A/C track record. Superior people skills, creative promotional ability and the desire and know how to maintain our station's position as an integral part of the community. Excellent benefits; beautiful surroundings. Submit resume to Box C-74. EOE.

Operations manager/morning talent for top rated Country FM. Live morning show, satellite after. Creative, good production. T & R to Bob Coker, KPER, Box 2276, Hobbs, NM 88240. 505-393-1551. EOE.

WSBY/WQHQ. Experienced. Fulltime production director. Must have creative commercial writing skills and be congenial to work with. Good benefits! Send tapes and resumes to Ed Hunt, Operations Manager, P.O. Box "U", Salisbury, MD 21801. EOE.

Announcer/producer. Public station WCAL (100kw FM, 5kw AM, serving Minneapolis/St. Paul market) seeks Classical host/producer. Requires: engaging, informed on-air style; high proficiency in programing and announcing Classical music, interviews, studio equipment, and production. BA preferred. Excellent salary and benefits. Imaginative, dedicated staff, outstanding technical facility at Nation's first listener supported station. Applications by May 15 get fullest consideration. Resume and non-returnable audition tape to: Personnel Director, St. Olaf College, Northfield, MN 55057. EOE/AA.

100KW, Midwest Regional A/C wants experienced broadcasters with good voice. CHR/AC background, production. One of Nation's top chains. Salary requirements, resume, references. EOE. Box D-25. No tapes.

5KW, Midwest regional Country wants experienced broadcaster with good voice. Production experience. One of nation's top chains. Salary requirements, resume EOE. Box D-26.

SITUATIONS WANTED MANAGEMENT

General manager with twelve years experience in all phases of broadcasting. Sales, programing & promotions oriented. Excellent leader and trainer. Bottom line management. Box C-37.

Need a turnaround, or looking for a pro? Revenue motivated, ratings driven, bottom line G.M. Top 50 market experience, aggressive, young, energetic pro, any format, West only, 505-293-1252.

General managership sought. Revenue-and-results focused major market operations manager willing to trade market size for positive, mutual growth opportunity. Startup specialist with substantial, broadbased background. J. Young, 301-424-6061.

Radio pro seeks GM, GSM, similar position. Excellent, experienced, manager, trainer, business developer. Prefer Florida, consider all areas. P.O. Box 3131, Charlotte, N.C. 28210.

25 year senior broadcaster. Background includes sales, training, motivation and programing. Small, medium and major market experience. Team leader with a belief in community involvement, promotion and the bottom line. GM positions in top 75 preferred. Box D-9.

GM, skilled in administration, sales, programing, engineering, and FCC matters. Available in 30 days. Equity considered. Box D-11.

Last five years my stations have been number one. I'll do the same for you. Programing/sales oriented GM. Available now! East Coast. Call Bill, 804-232-5197.

SITUATIONS WANTED ANNOUNCERS

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? Clean-cut black male with part-time college tennel radio experience, seeks simple down to earth entry level radio station on East Coast. Norman, 617-298-3437.

27 years Easy Listening experience. Final career move. Bonneville or similar only! Neil Sher, 717-675-6982.

Metro Wash., D.C. Major league experience, mature. Call now at 703-658-4919.

Experienced Oldies jock wants to go Country. Soft Rock. After five, Bill 308-534-1211.

16 years in radio. Dependable, stable, excellent references. All shifts. AC/Country. Mike, 904-255-6950.

Attention: Texas and Southwest. Veteran sportscaster, 39, seeks top PBP position, any market. Final move! Box D-10.

SITUATIONS WANTED NEWS

Diligent, energetic, Sportscaster available for play-by-play or color commentary. Well-versed in all sports, all levels of competition. Also, News anchor/reporter. Willing to relocate. Call Marc, day or night, at 201-287-3327.

Sportscaster. 14 yr. experience. 16 AP awards for sports-casts and PBP. Mediummajor markets only. 303-241-6452.

Diamond in the rough. Top notch PBP/Sports anchor talent too big for small markets. Looking for challenge. Bob, 201-546-5546.

Depth, insight, enthusiasml Knowledgeable sportscaster seeking key radio/TV opportunity that includes PBP. Five year pro ready to make a major move. Bill, 914-620-1814.

Veteran sportscaster who detests cliches, knows how to write, and can ask intelligent questions. Have done major college PBP and some PBP is a must. I'm good, not cheap and not desperate. Box D-18.

MISCELLANEOUS

Make money in Voiceovers: One-day seminar covers marketing, technique, demo tapes, character voices, everything you need to do commercials and industrials. In NYC, Sunday May 21. Call toll free: 1-800-333-8108. In NYC 212-369-3148. Berkley Prods., Box 6599-B, New York, NY 10128-991. EOE.

Buy-out production music direct from the producer. Wholesale rates. Success proven Coast to Coast. 414-248-3707

It's working! Successful, experienced account executives can find rewarding opportunity in operating their own broadcasting business. Dealerships still available. Part time/minimal investment. Contact Audio Quest. 614-486-7700.

CONSULTANTS

Startups/turnarounds: Ex G.M., any format, revenue generator, CP to full broadcast, train existing staff, all areas, office systems, FCC, sales and bottom line oriented. Fix a mess fast, any broadcast problem solved, West only. 505-293-1252. T.J.

TELEVISION

HELP WANTED MANAGEMENT

GSM needed for small Midwest market affiliate. Prior sales management with local, regional, and national a must. Excellent compensation for right individual. Send resume, compensation requirements, and references to Box C-54. EOE, M/F.

Sales manager to be working partner for local Independent in growing seaport city. Write to P.O. Box 4815, DTS, Portland, ME 04112. EOE.

Business manager: Eastern network affiliate, a leader in its market, desires ambitious, professional and hands-on type manager to complement its management team. Accounting degree and minimum of 3-5 years broadcasting accounting experience required. Send resume to Box C-73. EOE.

KREM-TV, a division of King Broadcasting Company is seeking a news director to provide journalistic direction to the news department that is consistent with station goals and insure that high journalistic standards for news programing are maintained. Demonstrated leadership experience in newsroom management required. Excellent planning, organizational and interpersonal skills. Ability to orchestrate a team toward common objectives. Knowledge of budgeting and ability to effectively utilize resources in the most cost effective manner. Qualified applicants send letter of introduction and resume to: KREM-TV, Personnel Department, 4103 South Regal, Spokane, WA 99223. KREM-TV is an equal opportunity employer.

News director: Experienced and competitive manager who leads by example. 100+ market. Tough job. Need versatile news person. EOE. Write General Manager, Box C-89.

Supervisory TV marketing specialist: The US Information Agency has an opening in Washington, DC for an experienced TV marketing specialist in its Television and Film Service. Experience in managing all aspects of TV marketing including developing strategies for products, supervising creation of promotional materials, budgeting and analyzing marketing effectiveness and foreign TV/film markets and festivals. Salary range: \$48,592 - \$63,172. Submit an application for Federal Employment (SF-171) to USA, Office of Personnel, Room 518, 301 4th St., SW, Washington, DC 20547. Be sure to indicate announcement number PDP-223-89 on application. All applications must be received by 5/17/89. USA is an equal opportunity employer.

Director, marketing & development: WQLN-TV/FM is looking for an individual who will have overall responsibility for marketing and development projects. The individual selected must have previous experience in establishing and implementing long-range marketing strategies in a not-for-profit environment as well as the design and implementation of community awareness campaigns. Requirements include a degree and a minimum of eight years related experience. Please send resume including salary requirements to: President/General Manager, WQLN-TV/FM, 8425 Peach St., Erie, PA 16509. EOE, M/F.

General sales manager-Dominant, top-performing NBC affiliate in two-station, Southeast, 100+ market has immediate opening for sales leader with exceptional people skills. Strong local direct background a priority. This is a career growth opportunity with group-owned family corporation. Apply in confidence to Charlie Webb, VP/GM, WVVA-TV, P.O. Box 1930, Bluefield, WV 24701. 304-325-5487. EOE, M/F.

Field service TV news crew manager. Experienced broadcast manager needed to supervise TV ENG crews in five cities in four states. Must have strong administrative, personnel development, supervisory, technical and people skills. No editorial decisions. Based in metro Detroit. Limited travel. Immediate opening. Send qualifications letter with resume and salary requirements to: General Manager, MVP Communications, Inc., 1075 Rankin, Troy, MI 48083. EOE.

HELP WANTED SALES

We're the number one Independent in the tenth largest market looking for an enthusiastic, high-caliber account executive deserving of a top list. Four years or more of TV sales required. Send resume to: Nancy McNeil, Local Sales Manager, KHTV, P.O. Box 630129, Houston, TX 77263-0129. Equal opportunity employer.

Get on the cutting edge of broadcasting marketing. The number one Independent in the tenth largest market has an exciting opportunity for the right candidate in sales/marketing. Applicable college degree and/or work experience required. Send resume to: John De Roche, General Sales Manager, KHTV, P.O. Box 630129, Houston, TX 77263-0129. Equal opportunity employer.

National sales: WLLG-TV, Long Island, NY, seeks experienced sales pro to expand national and regional sales. Must have station and rep experience; solid NY agency contacts a plus. Outstanding growth opportunity. Full benefits. Resume to Marvin Chauvin, GM, WLLG, 300 Crossways Park Dr., Woodbury, NY 11797. 516-364-1500. EOE.

Local sales manager: Need energetic, take-charge person with demonstrated track record in new account development, training salespersons, and being totally responsible and accountable for local sales department. Terrific opportunity in Mid-America's #1 resort city. Plenty of opportunity for growth with new company. Strong commitment to TV, eagerness to develop and implement effective vendor and co-op programs from scratch are essentials. Person hired must have impeccable personal and professional integrity and honesty under all conditions. Letter and resume to Tom Scantlan, President, Scantlan Communications, 201 E. Front St., Traverse City, MI 49684. EOE, M/F.

Small market NBC affiliate seeking aggressive, local/national sales manager. Must have excellent organizational and motivational skills, strong personal sales ability, a proven track record in small market sales management, and desire for future promotion to station manager. KTGF, P.O. Box 1219, Great Falls, MT 59403. EOE.

Account executive: Northern California CBS affiliate looking for enthusiastic, aggressive individual to handle partial list while developing new accounts. Two years experience local sales, plus knowledge of regional accounts. Resumes to: KMST, P.O. Box 1938, Monterey, CA 93940. EOE.

KFVE-TV Channel 5: Account executive: We are looking for an experienced, successful person, with high energy and enthusiasm, ambitious, competitive and willing to work hard for large financial rewards. Must have a minimum of 3 years broadcast sales experience. Please send resume and salary history to: KFVE-TV, 315 Sand Island Rd., Honolulu, HI 96819-2295. Attn: Norma Confidentiality assured. EOE.

26 KMPH has an immediate opening for a broadcast salesperson in the Visalia office. The successful applicant for this retail sales position will be strong on new business development, highly motivated, creative and interested in a rewarding challenge. Excellent growth opportunities are possible with one of America's leading independent television stations, a Pappas Telecasting Company. Compensation of draw plus commission. Send resume and references to Steve Vourakis, Retail Marketing Manager, 26 KMPH, 5111 E. McKinley Ave., Fresno, CA 93727. 209-255-2600. Applications will be accepted until May 15, 1989. An EOE, M/F/H.

Television sales: Established New York company seeks dynamic, personable person with rep/media or syndication background. EOE. Box C-60.

HELP WANTED TECHNICAL

Assistant chief engineer sought for TV ministry in Texas or California. Uplink experience a must. Five years experience. Call Personnel at 214-620-1586. EOE.

Operator/maintenance technician for UHF/ABC affiliate. 3-4 years maintenance experience with an ACR-25 required. Send resume to Chief Engineer, WAND-TV, 904 Southside Dr., Decatur, IL 62521 AA/EOE.

Maintenance engineer: WNEM-TV, Saginaw, Michigan, seeks individual with solid background of studio equipment. Must be self-motivated person who can meet the challenge of maintaining the equipment of the leading station in the 58th market. Send resumes to: Greg Surma, Chief Engineer, WNEM-TV, Box 531, Saginaw, MI 48606 EOE.

Television maintenance engineer needed for top UHF Independent in San Diego, CA. Must be hands-on, take charge engineer, with three or more years of UHF transmitter experience. Studio and microwave maintenance experience is helpful. Send resumes to: Richard Large, KUSI-TV, 7377 Convoy Ct., San Diego, CA 92111 or call 619-571-5151. EOE.

Satellite engineers: The University of Alabama is seeking qualified persons for start-up opportunity supporting its new satellite uplinking effort. The assistant director of broadcast services for engineering should have thorough understanding/experience in both the commercial satellite uplinking business and uplinking equipment maintenance/operation. A background in design and maintenance of post prod systems would be helpful. The satellite operations coordinator will have primary responsibility for operation of UA owned transportable earth station. Must have minimum 2 years experience in the commercial uplinking or satellite news gathering business. A background in remote and post production would be helpful. Submit resume to: UA Employment Office, Box 870364, University of Alabama, Tuscaloosa, AL 35487-0364, AA/EOE.

Fox Television, KRIV in Houston is seeking a news ENG, microwave technician/photographer with 1-2 years previous experience in news microwave operations and minicam photography. Must hold a valid Radio-Television operators license, a valid drivers license and have a good driving record. Send resume to KRIV-TV, P.O. Box 22810, Houston, TX 77227, Attn: News Director. No phone calls. EOE.

Studio engineer, KTVA, CBS affiliate in Anchorage, Alaska, is seeking a qualified studio technician with maintenance experience on 1" and 3/4" videotape, studio and ENG cameras. Good salary and benefits in a beautiful area. Prefer SBE certification. Send resume to Director of Engineering, Northern Television, Inc., 1007 W. 32nd Ave., Anchorage, AK 99503, or contact Duane Millsap at the Imperial Palace Hotel, Las Vegas, NV, between April 27 and May 3. EOE.

Transmitter maintenance engineer: 3 years experience, studio maintenance experience required. FCC license, technical training or equivalent a must. Independent TV. Send resume to: Chief Engineer, WETO, P.O. Box 1074, Greenville, TN 37744. EOE.

Chief engineer, WTOV-TV (NBC) Steubenville, Ohio needs knowledgeable, hands-on chief engineer with VHF transmitter experience and strong management skills. Prefer person with budgeting experience and 3-5 years experience in chief or assistant chief's position. Send resume to: Gary Bolton, VP/GM, WTOV-TV, Box 9999, Steubenville, OH 43952. EOE.

Engineer: Maintain and repair variety of studio equipment to include but not limited to ADO, vidifont, studio and master control switchers, ACR, 1" and half inch machines RF and ENG experience a plus. Send resume and salary history to Operations Manager, WSMV-TV, P.O. Box 4, Nashville, TN 37202. EOE.

Director of engineering. Well equipped, group-owned CBS affiliate in top 30 market, with heavy commitment to news seeks a leader for engineering department of 25 people. Must have minimum five years in engineering management, with good people skills. EOE and excellent benefits. Send resume and salary history to: Station Manager, WCPO-TV, 500 Central Ave., Cincinnati, OH 45202.

HELP WANTED NEWS

Experienced ND with hands-on record of upgrading casts. Ratings through people is my way. 913-451-1259. EOE.

SUCCESS-N-LIFE: TV ministry in Dallas expanding and seeking qualified personnel in all fields. Maintenance and operating engineers, field producers, writers, audio operators, production assistants, etc. Call Personnel at 214-620-1586 for information or write Robert Tilton Ministries, PO Box 819000, Dallas, TX 75381. EOE.

Weathercaster for Midwest market. Meteorologist preferred, AMS seal with experience considered. Excellent opportunity with group owned, network affiliate dedicated to excellent news operation. Send salary requirements and resume to Box C-56. EOE, M/F.

O&O seeks weather producer/talent: Top twenty O&O seeks meteorologist to coordinate activities of four person weather staff. Will produce early evening weathercasts and present weather segment in midday newscast. Will establish systems to ensure consistency in forecasting and presentation. Creative use of weather computer required. Resume only to: C-72. EOE, M/F.

Assistant news director: Will have day-to-day operational responsibility for entire news department, personnel and scheduling. Must have good news judgement and excellent people skills. Minimum of five years broadcast news experience necessary, with several years in a management capacity. Strong knowledge of TV equipment, facilities and satellite operations required. Familiarization with computer operations desired. Send resume, references, and detailed background to: Bob Feldman, News Director, WTNH-TV, 8 Elm St., New Haven, CT 06510. EOE.

News/weather/sports. Significant overhaul for major network affiliate under new management. Box D-5. EOE.

Director wanted. Do you eat...sleep...and dream television, but have out-grown the challenges of your market? Top 25 station is looking for an aggressive director, the "up-and-comer" who is primed to take on news and public affairs programs. If you're ready for a new challenge, send your resume only to Box C-24. EOE.

Meteorologist--Top rated Northeast affiliate looking for meteorologist with personality and pizzazz. The person we seek will work with the latest equipment, have a solid background in broadcast journalism as well as weather, and see this as an opportunity to join a number one station that has lots of potential. Send resume to Box D-3. We are an equal opportunity employer.

Early morning cut-in anchor/general assignment reporter. Network affiliate in the Midwest seeking an early morning cut-in anchor who will also have general assignment reporting duties. Commercial broadcast experience required. Send resumes only to Box D-16. EOE.

Videoographer(s) wanted: We're looking for a good news shooter and editor, with some experience. Send tape & resume to 2190 W. Drake, Suite 365, Fort Collins, CO 80526. No phone calls, please. EOE.

Producer/director: Are you aching for news and sports all rolled into one? Top 30 indie looking for experienced, aggressive, take-charge producer/director. Send current resume to: Box D-19. Equal opportunity employer, (No tapes, please.)

News director: #1 affiliate in 50's Sunbelt market: Looking for a leader to keep top news department on the winning track. This position calls for energy, innovation, and the ability to help an excellent staff be even better. EEO, M/F. Send resume to Box D-12.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Creative service manager needed to manage production and promotion departments. The right hands-on experienced pro will find excellent salary and benefits in an aggressive production/promotion station. Send resume, salary requirements to Box C-55. EOE, M/F.

Promotion manager: Top 100 Mid-Western CBS affiliate looking for a promotion manager to run a 2-person department. Experience necessary. Send resume and salary requirements to Box C-44. EOE.

Commercial director: WKXT-TV, Knoxville, Tennessee is looking for a creative commercial director who can also direct some news. Send resume and salary requirements to: Production Manager, WKXT-TV, P.O. Box 59088, Knoxville, TN 37950. EOE.

Master control switcher/tape operator. KTVA, Anchorage, Alaska, is seeking an experienced master control switcher/tape operator. Good pay and benefits, and you can't beat Alaska in the spring! Send resume to Director of Engineering, 1007 W 32nd Ave., Anchorage, AK 99503. EOE.

Media producer-director: The University of Georgia Continuing Education Center is accepting applications for two media producer-director vacancies. These positions involve creative work in the preparation and production of educational programs, overseeing filming and taping prior to and review after broadcasts, and supervising studio and film crews. Qualification requirements include a Bachelor's degree with major coursework in media broadcast production or equivalent and experience in media program production. Base salary is \$17,016 annually. To apply, send resume of qualifications to: Betty Tull, Employment Department, University of Georgia, Athens, GA 30602. An EEO/AA Institution.

Managing editor/producer: One of the nation's top University radio-TV departments seeks a graduate assistant with commercial television news experience to help supervise the production of a daily television newscast on a PBS affiliate. Contact Ken Keller, Radio-TV Department, Southern Illinois University, Carbondale, IL 62901-6609. 618-536-7555. Deadline May 1. AA/EOE.

Television creativity: Can you create an environment in local television that causes viewers to be constantly curious? We are looking for creative types who can create in the medium of TV. If you are looking for an atmosphere in which you can exercise your creative skills and produce breakthroughs, we need to talk. We are a Florida network affiliate owned by a growing, creative and exciting media group. So, let us know of your skills by sending a resume. Reply to Box D-8. EEO.

Production coordinator: Production/post production experience with multi-camera operations required, supervise daily production activities for broadcast and non-broadcast productions and documentaries. Applicant must be able to take production from script to finished master. Salary competitive. Contact: Marie Antoon, Communication and Resource Center, The University of Mississippi, University, MS 38677. 601-232-5917. Deadline extended to 5/10/89. Starting date: As soon as possible. EEO/AA employer.

WABC-TV, #1 station in New York City, needs creative post-production editor for creative services unit. Ideal candidate must be computer literate, have an eye and ear for details, a good sense of special effects, a strong news and entertainment interest and love lots of pressure. Experience preferred with GVG 1600, 2-channel ADO, Ampex VPR-3, GVG editor. Send tape and resume to: Brigitte McCray, WABC-TV, 7 Lincoln Sq., New York, NY 10023. Equal opportunity employer. No calls, please.

News director: #1 affiliate in 50's Sunbelt market: Looking for a leader to keep top news department on the winning track. This position calls for energy, innovation, and the ability to help an excellent staff be even better. EEO, M/F. Send resume to Box D-12.

Production manager: Leader needed to head a dynamic, talented and eclectic production group. This rapidly growing broadcast/production facility with a large staff seeks a superior manager and motivator with a national vision. You must be able to handle the pressures of a high quality, high volume operation. You should know how to resolve personnel and scheduling conflicts, inspire confidence from your staff and clients, be a team player and team builder, recruit superstars and cultivate a creative environment while running a smooth business operation. We're looking for someone who is caring and committed. Please send a letter of introduction, resume and salary requirements to Box D-13. EOE.

Audio production engineer: KPBS-TV engineering: Audio production engineer sought for KPBS-TV, San Diego's Public Television station. The incumbent is responsible for the technical quality of the program audio. Duties: Recording of live narration, music and sound effects. Engineering the audio for live productions. Transfer and mix-down audio tracks recorded in studio and on location. Research and assemble music and sound effects. Perform equalization and other audio processes. Keep all studio production equipment clean. Qualifications: Minimum 6 months experience in broadcast audio production, especially television, and live on-location recording techniques required. Equivalent to Bachelor's degree in Telecommunications or related field is required. Demonstrated expertise in microphone placement, audio mixing, multi-channel/multi-track mixing and audio processing is required. Must be knowledgeable in all aspects of recording and mixing (terminology, procedures and equipment). Must show considerable initiative. Salary range: \$1905 to \$2330 per month. Excellent benefits package offered. Apply: Submit resume along with request for SDSU Foundation employment application and supplemental application for Media Production Specialist I position (please specify KPBS-TV Engineering) directly to: San Diego State University Employment Office, 3rd Floor - Administration Bldg., San Diego State University, San Diego, CA 92182. Submit completed applications to the above address no later than Friday, May 19, 1989. EEO/AA/Title IX employer.

Producer of national programing: WNED-TV, Buffalo is seeking a creative producer to augment our award winning staff. Responsibilities include national specials/series, cultural and current affairs documentaries, entertainment programs and drama. Our station has an established reputation for quality innovative production. Interest in creating and generating program ideas essential. Excellent benefits package. Please send resume to: Dept. B, Western New York Public Broadcasting Association, WNED/WNEQ-TV, c/o Vice President for Television, P.O. Box 1263, Buffalo, NY 14240. An EEO employer.

Strong #1 CBS affiliate seeks an equally strong marketing director. Work in a highly creative atmosphere on-air, community, sales, and news promotion. A great opportunity for a #2 person to move up to #1. Send resume and salary requirements to John Mucha, General Manager, WBNG-TV, Box 1200, Binghamton, NY 13902. EOE.

Director, production services: Are you a revenue based, marketing driven production manager? Top 30 indie seeks you! Proven managing and marketing skills of production business/TV station production department a must. Send current resume to: Box D-20. Equal opportunity employer.

Dubner operator. At least two years experience news graphics, commercial production. Send tape and resume to KTVA, 1007 W. 32nd Ave., Anchorage, AK 99503, Attention: Tammy Schmolz. EOE.

Client services traffic. This is not a production job, but it is Monday thru Friday. We want a responsible, organized, detail-oriented, self-starter to deal heavily with ad agencies and production houses. Able to grasp concepts, type 45 WPM, work well under pressure. We want a 2 year commitment. Convince us to hire you with your letter and resume. Salary \$17,000-\$22,000 based on experience, plus great benefits. T/J/E, 248 E. 48th, New York, NY 10017. EOE.

SITUATIONS WANTED TECHNICAL

Technical EIC/video engineer: 15 years experience including major television network and nationwide mobile production facilities. FCC licensed/SBE Senior Television certified. For resume and information: 412-264-4756.

UCLA computer graphics student (Macintosh II) seeks the chance to start a career. Talented, dependable, hard-working. Richard Baughman. 213-467-8445. BFA Art/Communications.

Need a break: Looking for career opportunity. Have BS in Technical TV. Can write, shoot, edit and direct. Drew. 802-626-8039.

SITUATIONS WANTED MANAGEMENT

Experienced broadcast manager, station and ground experience in television and radio. seeks station management position. If you are looking for a profit and people oriented manager to maximize your television or radio station investment, contact me in confidence. I will consider any size market. Let me demonstrate to you that I can be a profit center for you, not an expense. Box D-23.

SITUATIONS WANTED NEWS

Meteorologist with AMS seal, Master's from Penn State and 5 years in a top-40 market. Liveline and WSI experience, and weather feature reporting. Call Mike at 803-268-5164.

I want out of New York City! But, I won't leave news. Can shoot, write, and edit - seeking reporter position in cable/small/medium market. Tom: 201-984-5802.

Warm & sunny meteorologist: AMS seal, 15 years major market experience. Seeks M-F, nightly position in top 40 market. Creative graphics, strong writing & educational skills, community involvement and much more! Box C-81.

Sports anchor/reporter. Experienced nightly news sports anchor/reporter in Long Island/NYC market. Developed and produced local features. Have host and play-by-play experience. Call Mike 718-934-1434. Messages 212-545-5661 (9-5).

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Cheap computer graphics! Freelancer with own equipment can provide quick turnaround on 3-D flying logos, effects, and simulations for your special projects. Rates are for TOPAS animation on S-VHS: Broadcast clients - \$295 per finished animated second, non-profit only \$195. Call for sample slides - Bruce Goren 818-769-4986.

MISCELLANEOUS

Primo People needs specialists: Investigative, consumer, medical and feature reporters. Send tapes and resumes to Steve Porricelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

Bill Slater and Associates offers talent coaching for the individual anchor and reporter. Also help with audition tape for reporters, anchors and photographers. Affordable cost. 312-328-3660.

Ready to move? Register with us for free placement. News directors, assistant news directors, executive producers, assignment editors, producers, writers. Ron Tindiglia Enterprises, 914-967-8472. Call now!

News directors: Save time. Avoid mistakes. We'll find the producers, writers, assignment editors, executive producers and assistant news directors you need. Ron Tindiglia Enterprises, 914-967-8472. Call now!

Clip this out for further reference! Freelance videographers: We buy footage of fire, emergency medical service and law enforcement incidents. Call American Heat Video Productions, Inc. at 1-800-722-2443.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Graduate assistantships available to qualified students studying in our M.A. program designed to develop advanced skills and knowledge for professional communication fields and/or prepare students for doctoral study. Assistantship assignments may involve teaching, production, or research assistance. Write to: Dr. Joe Oliver, Graduate Program Advisor, Department of Communication, Stephen F. Austin State University, Nacogdoches, TX 75962. EOE.

Instructor/assistant professor for tenure-track position to teach TV production courses and supervise cable TV operations in a professionally-oriented undergraduate Radio-TV program. Opportunity to help in planning and design of new TV production facilities. Some graduate teaching possible. Ph.D. preferred MA required. Professional experience and previous college teaching required. Salary competitive. Excellent fringe benefits. Start September 1, 1989. Screening begins June 15, 1989, and position will remain open until filled. Application letter, current vita, and three reference letters may be forwarded to: Dr. Joe Oliver, Chairman, Search Committee, Stephen F. Austin State University, Box 13048, SFA Station, Nacogdoches, TX 75962. Affirmative action/equal opportunity employer.

Graduate assistantships for radio and television labs, managing editorship of university newspaper, and/or classroom instruction for basic courses in Speech or Mass Communication. Must have undergraduate degree in appropriate communication-related area or other degree with professional experience. \$5,000 stipend for nine months and waiver of fees. Meet admission requirements. Send resume, official transcripts, and three support letters: Dan B. Curtis, Chair, Department of Communication, Central Missouri State University, Warrensburg, MO 64093 or call 816-429-4840. Responsibilities begin August 21, 1989. Positions open until filled. AA/EOE.

Managing editor/instructor: University of Missouri School of Journalism. Handle news assignments for KBIA-FM, teach introductory and/or intermediate broadcast news courses M.A. and at least five years professional experience required. Computer experience a plus. Women and minorities encouraged to apply. Immediate opening. Eleven month contract. Mid-\$20's. Tape, resume to Rod Gelatt, Chair, Broadcast News, Box 838, Columbia, MO 56205. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Assistant Director-Telecommunications (Marketing Director): WOSU-AM-FM-TV. WOSU-AM-FM-TV of The Ohio State University is seeking an Assistant Director of Telecommunication/Marketing Director to direct advertising, promotion, public relations, publication and marketing strategies; supervise contact with media; develop print materials; supervise publication of monthly Airfare magazine and advertising sales effort; develop and administer marketing budget; supervise staff; and conduct market research. Qualified applicants will possess a Bachelor's degree in marketing, advertising or related field or an equivalent combination of education and experience, and considerable experience in marketing sales, advertising and publicity. A Master's degree and experience in public broadcasting is desired. Salary: \$33,000-38,400. To ensure consideration, materials must be received by May 26, 1989. Send resume and a copy of this ad to: Professional Employment Services, The Ohio State University, Lobby, Archer House, 2130 Neil Ave., Columbus, OH 43210. The Ohio State University is an Equal Opportunity, Affirmative Action employer.

EMPLOYMENT SERVICES

Government jobs \$16,040 - \$59,230/yr. Now hiring. Call 1-805-687-6000 Ext. R-7833 for current federal list.

Be on T.V. Many needed for commercials. Casting info. 1-805-687-6000, Ext. TV-7833.

Attention - hiring! Government jobs - your area. \$17,840 - \$69,485. Call 1-602-838-8885. Ext. R8435.

EDUCATIONAL SERVICES

On-camera coaching: For TV reporters. Polish anchoring, standups, interviewing, writing.. TELEPROMPTER. Learn from former ABC Network News correspondent/New York local reporter. DEMO TAPES. Critiquing. Private lessons. 212-921-0774 Eckhart Special Productions (ESP).

On-camera presentation video instruction tape. This tape has benefited entry level to network reporters. Send \$49.95 to : The Media Training Center, P.O. Box 7151, Phoenix, AZ 85011-7151. Private instruction also available.

MISCELLANEOUS

Broadcast talent: Entertainment Law Firm seeking established on-air TV/radio broadcast cleinteles for representation with full service management division. Minimum 3 years experience. Submissions to: Broadcast Management Division, P.O. Box 8257, Northridge, CA 91327.

It's crazy on The Comedy Channel, coming soon from Jaymen Broadcast, 7555 Collett Ave., Van Nuys, CA 91406.

Attention - Government seized vehicles from \$100. Fords, Mercedes, Corvettes, Chevys. Surplus Buyers Guide. 1-602-838-8885, Ext. A. 8435.

Attention - Government homes from \$1 (U-repair). Delinquent tax property. Repossessions. Call 1-602-838-8885, Ext. GH 8435.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash-best prices. We buy TV transmitters, towers, and transmission line. Bill Kitchen, Quality Media, 303-665-3767

1" videotape. Looking for large quantities, 30 minutes or longer will pay shipping. Call 301-845-8888.

Maze Broadcast pays cash for selected television & video equipment. Phone or fax your list now. 205-956-2227.

Cash or equipment trade for TV antennas, transmitters and/or parts. Jerry Servatius, J.S. Broadcast Antenna-Transmitter Sales and Service, 8604 Hopewell Dr., El Paso, TX 79925. 915-772-2243.

LPTV equipment: Six month project requires ten, used 100K UHF transmitters and/or translators with related equipment. Call Astro, 301-961-6530.

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.

Nautei 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.

1000' Kline tower. Standing in Nebraska. Available immediately. Can move anywhere. Call Bill Kitchen, Television Technology 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.

Channel 8 transmitter and antenna GE4TT6E24TF4A1 Good condition available immediately. Bill Kitchen 303-665-8000, ext. 101

FM antennas. CP antennas, excellent price quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

Blank tape, half price! Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes, \$4.99. Elcon evaluated 3/4" videocassettes guaranteed broadcast quality. To order call Carpel Video inc., toll free, 800-238-4300.

Broadcast equipment (used): AM-FM transmitters, RPU's, STL's, antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118 314-664-4497.

Hitachi HR-200B, new heads, \$14,000 Sony BVW-40s, \$16,500. Sony BVU-110s, with time code, \$1800. Ampex ACE 200, \$33,900. Call now for your used equipment needs. Media Concepts, 919-977-3600 or FAX 919-977-7298.

Rent our multi-camera remote production truck! Serving the Eastern U.S. - Call Media Concepts, 919-977-3600 or FAX 919-977-7298.

Grass Valley 1600-7K 24 X 3 switcher system with Mark II dual channel digital effects. Available immediately. Price negotiable. Maze Broadcast, 205-956-2227.

RCA TK-46 studio cameras. 3 systems available. Complete with peds, heads, ccu's, etc. Just removed. Best offer. Maze Broadcast, 205-956-2227.

Grass Valley 1600-7K production switcher. 24 X 3 with Mark II digital effects. Ready for pick up, FOB West Coast. \$42,500. Maze Broadcast 205-956-2227.

Scientific Atlanta model 8005, 4.6 meter satellite antennas, \$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.

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. 205-322-6666. WBRC-TV.

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.

Sony BVT 800 TBC. \$6000. Sony BVU 50 recorder \$2500 214-401-0683.

Used-new AM, FM TV transmitters. LPTV. antennas. cable. connectors, STL equipment. Etc. Save thousands. Broadcasting Systems. 602-582-6550

AM stereo - Complete chain. Motorola C-Quam + CRL AM-4 system. Includes 1300 C-Quam exciter with day/night two transmitter option 1310 C-Quam modulation monitor, CRL SPP-800 stereo preparation processor, two CRL SEP-400A spectral energy processors, and CRL SMP900 AM stereo matrix processor. Four years old, good condition. Removed 289; changed to Newstalk format. \$10,000 OBO. Woca, Ocala, FL. 904-732-8000

For sale: Three TC50 camera systems with lenses. ITE tripods and cam heads 5K each. Call 219-424-5555. Ask for Glenn.

Sony BVT 800 TBC. \$6000 Sony BVU 50 recorder \$2500. 214-401-0683.

Harris FM 20-K. 9 years old. \$29,000 like new Collins 21-E, 5KW AM. \$7,000. Jerry. 315-673-9049.

RCA TTU-30C 30KW UHF TV transmitter. excellent. on-air. \$75,000. Jacques. 315-488-1269.

Complete FM radio station with 25kw Collins transmitter will be auctioned by mail bid Write for details. Box C-47

Copper! #8 & #10 ground radials: 2.3,4,6,8" strap. fly screen: ground screen. 800-622-0022 Ask for Copper Sales.

Best prices broadcast quality videotape - professionally evaluated - 100% guaranteed - all major brands! KCS20-\$4.00, 1" 60 min. - \$22.00. KCA60-\$8.00 Toll Free VSI. 1-800-346-4669.

For sale: 105 AM - FM transmitters - All powers - All manufacturers. All in stock - All inst books - All spares. 50kw - 10kw - 5kw - 1kw AM's. 40kw - 20kw - 10kw - 5kw - 3kw - 2.5kw - 1kw FM's. Besco Internacional. Rob Malany, Sales Manager. 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600. FAX # 214-226-9416. World leader in AM-FM transmitters

Complete 3/4" TV studio package with dub center. Includes 2 Sony M3A cameras. 5850w440 editor. Crosspoint Latch 6112 switcher. Laird CG. KLEIGL lighting system and more. Call Gulf Life Insurance Company. 904-390-7000. X7488.

BVU-950a (4) w/TCRG Purchased 788 As is. Call: 213-828-5662.

BCS-9058505800 w/add. trk. mod and new heads: GNT punch; monitors; \$10,400 Call 213-828-5662

RADIO

Help Wanted Management

MANAGERS

The MEG Company is a growing radio broadcaster seeking sales managers, general managers and a chief of marketing. Several new acquisitions in top 125 markets have created openings for managers ready to provide hands-on participation in return for a key position with excellent compensation potential in an exciting company. If you are a charger with integrity who understands sales and knows how to handle people, we have the opportunity for you. Contact us now for a meeting at the NAB. Minorities are encouraged to join us.

The MEG Company, Suite 208
3201 Pioneers Boulevard
Lincoln, NE 68502
EOE

NEW OPPORTUNITY!

THE SOUTH'S NEXT GREAT RADIO STATION IS BEING BUILT. WE'RE LOOKING FOR A GM TO HELP BUILD IT. IF YOU'RE GOT STREET SAVVY, ARE A SELF STARTER, AND HAVE ALWAYS WANTED TO BUILD A WINNING TEAM:

RUSH RESUME, PHOTO,
AND CAREER OBJECTIVES TO:
BILL DUNNAVANT
P.O. BOX 11457
HUNTSVILLE, ALABAMA, 35814
EOE.

Help Wanted Management Continued

CHRISTIAN RADIO NETWORK

SEEKS INDIVIDUALS FOR RADIO STATION MANAGEMENT AND ENGINEERING POSITIONS. MANAGEMENT APPLICANTS MUST HAVE EXPERIENCE IN CHRISTIAN RADIO WITH A STRONG EMPHASIS ON SALES. ENGINEERING APPLICANTS MUST HAVE EXPERIENCE WITH HIGH POWER DIRECTIONAL ARRAYS.

PLEASE SEND RESUMES TO:
MICHAEL GLINTER at
121 W. 1st St., SUITE D,
HUMBLE, TX 77338.
EOE M/F

VICE PRESIDENT AFFILIATE SALES

If you're a seasoned professional with a solid track record, here is a lucrative opportunity.

A rapidly expanding radio network is seeking a top sales management executive.

Extensive background in affiliate sales and national network experience a must.

Negotiable salary plus bonus plan.

Send resume in complete confidence.

Box C-80

EOE

Will you be our new production manager? (Read this, it's a great job!)



North Central Illinois full-time AM and class A FM (soon to be 25K) knows the value of top-flight commercial production. We've installed "major market" multi-track production studio to prove it.

You'll find all the tools and toys you'll need to fill the shoes of our award-winning production manager (who is moving up to the #13 market!).

Show us your creativity and attention to detail with your resume and cassette to: JMcCullough, WLPO/WAJK, PO Box 215, La Salle, IL 61301.

Help Wanted Announcers

ATTENTION

Play-by-play announcer wanted for NBA Franchise. Send resume to Box C-41.

EOE

ISSUE-ORIENTED TALK HOST

TOP 5 MARKET, GROUP-OWNED, WELL-TENURED, SUCCESSFUL TALK STATION SEEKS A HOST FOR A MAJOR DAYPART SLOT. CANDIDATE MUST HAVE MEDIUM &/OR MAJOR MARKET ON-AIR ISSUE-ORIENTED EXPERIENCE AND BE CAPABLE OF HANDLING 2 WAY PHONES AND NEWSMAKER INTERVIEWS. IF YOU'RE READY TO JOIN SOME OF THE BEST KNOWN TALK HOSTS IN THE BUSINESS, SEND US A LETTER AND RESUME IMMEDIATELY. WE'LL CALL FOR TAPES LATER.

Equal Opportunity Employer M/F

REPLY TO BOX D-27

Help Wanted Programing Production & Others

PREMIERE NEWS/TALK GIANT

KABC Talkradio AM790

needs Marketing/Promotional manager. Creative whiz who takes advantage of every opportunity to keep us on top. Work with other departments in preparing & executing on air and off the air promotions...3 to 5 years experience in all forms of advertising, print, outdoor, radio & TV. Teamworker, comfortable as executive too. Your format or size market now doesn't matter...just if you can do the job.

Inquiries kept confidential

Send resume to

KABC TALKRADIO

Box 790

Los Angeles, CA 90016

or call General Manager at

213-840-4942

EOE

Miscellaneous

NATIONAL WEATHER NETWORKS

Localized on-air radio weathercasts. AMS Seal certified/8 years TV & radio experience - 1988 National Weather Assn. Radio Contributor of the Year. Over 50 radio affiliates on line nationwide.

BARTER/SYNDICATION
EDWARD ST. PE' 1-800-722-9847

Situations Wanted Announcers

TALK RADIO PRO

TOP TEN MARKET VET
RETURNING FROM GRAD
SCHOOL TEACHING
AND FREE LANCE HIATUS.
IMMEDIATE IMPACT,
COMMUNITY-ORIENTED TALENT.
STRONG INTERVIEW, PHONE, CURRENT
EVENTS AND SPORTS SKILLS.
MARKET SIZE UNIMPORTANT.

(312) 266-6217

ASK ME HOW TO BUILD
A RADIO TALKSHOW
AUDIENCE
TO DRAW LISTENERS
TO ADVERTISERS.

ASK ME WHICH WAY
TALK SHOWS SHOULD GO
TO FLOURISH IN THE '90s.
MAJOR TO MEDIUM MARKETS
CALL MEL YOUNG
602-963-9144

Situations Wanted News

Free Lance PBP Wanted
for 1989 basketball & football

Top PBP from 18 yr. Veteran
50kw AM experienced
IN, OH, IL, MI, KY preferred

Please reply to Box C-31
Also available at NAB for meeting

I DIDN'T WANT TO LOSE HIM BUT...

MULTI AWARD-WINNING NEWS/SPORTS DIRECTOR
READY FOR LARGER MARKET. PRIMARY INTEREST
IS IN SPORTS WITH EMPHASIS ON BASKETBALL,
FOOTBALL, BASEBALL PBP COVERED HUNDREDS
OF GAMES. HARD WORKER

HIS NAME IS TOM ROEHL -

CALL ME - I'LL TELL YOU ABOUT HIM.
JACK SCOTT, PRESIDENT/GM, WENT: 518-725-7175.

Situations Wanted Progaming Production & Others

NEWS-TALK
WYNN MOORE, CREATOR OF
THE TOP RATED WWDB PHILA.

TALK FORMAT IS AVAILABLE
AS A CONSULTANT ON A SHORT
TERM BASIS OR AS PROGRAM
DIRECTOR FOR MAJOR MARKETS
ON A FULL TIME BASIS.

WYNN MOORE
605 N. BISHOP AVE.
SPRINGFIELD, PA. 19064
(215) 328-2346

Blind Box Responses

BOX ???
c/o Broadcasting Magazine
1705 DeSales St., NW
Washington, DC 20036

(No tapes accepted)

TELEVISION Help Wanted Sales

SALES

ACCOUNT EXECUTIVE

E N T R Y - L E V E L

IF YOU ARE BILINGUAL IN
SPANISH, AHORA TIENES DOS
MANERAS PARA SUCEDER.

We are a major broadcasting organization with an unusual opportunity. We're looking for a smart, capable and effective communicator to train in radio advertising sales.

This is a unique way to utilize your outgoing personality and interpersonal skills to enjoy the kind of challenges you've been looking for. You must be motivated, well-organized and able to work independently. We would prefer some sales back-

ground of any kind, but we encourage dynamic raw talent to apply.

We offer a competitive salary and commission package (first year earnings potential \$25K) and excellent benefits. Plus the kind of exposure that doesn't come along too often. Send your confidential resume to: Box DDT-764, Suite 1900, 485 Madison Avenue, New York, NY 10022. Equal Opportunity Employer M/F

Sales



ON-AIR HOSTS

Cable Value Network, a rapidly expanding shop-at-home service, is conducting auditions for hosts/hostesses to demonstrate and sell attractive consumer products on the air. We are located in the 12th largest metro area in the US—Minneapolis/St. Paul, Minnesota and our live broadcasts are viewed by over 22 million cable customers.

We're looking for natural sales professionals who have on-air experience and love selling and presenting...who can identify a product's features and benefits, and communicate them in a creative, personable manner. In return, we can offer a unique, exciting selling opportunity characterized by a variety of products, a broad customer base, a fast pace, and high visibility...with no prospecting and no out-of-town travel.

Additional qualifications include experience selling a wide range of consumer products (prefer talk show and/or game show background or on-air broadcast sales experience). Must have the ability to "think on your feet"; a friendly, professional image; and availability to work flexible hours.

We offer a highly competitive salary and benefits package, including relocation assistance. Qualified candidates send resume and demo tape in confidence to: CVN Companies, Inc., 1405 Xenium Lane North, Plymouth, MN 55441. EOE.

The Growth Is Just Beginning


CVN
COMPANIES INC.

Formerly COMB Co

Help Wanted Sales Continued

DIRECTOR OF MARKETING AND RESEARCH

CAPITAL CITIES/ABC NATIONAL TELEVISION SALES

We currently seek a creative individual with in-depth understanding of all information services and the television sales process to direct the sales efforts of our in-house rep for eight owned stations.

The right candidate will have eight years' management experience in television research and marketing. Local station and/or rep experience required. Knowledge of qualitative research data and marketing application for television stations is a must.

Send resume to:
Capital Cities/ABC,
Personnel Dept., Attn: LB,
77 West 66th Street,
New York, NY 10023.
An Equal Opportunity Employer
M/F/H/V.

abc

Help Wanted Technical

Chief Engineer

For AM/FM stations located in Dallas/Ft. Worth. Must be hands on chief and have AM/FM and studio maintenance experience and background with transmitter and studio relocation.

Send resume only to
Jim Stanton,
Summit Broadcasting,
9900 McCree Rd.
Dallas, Texas 75238.
Equal Opportunity Employer

ON—LINE EDITOR

Movietime, the 24-hour cable entertainment network, needs a creative editor to work with GVG-100, GVG-200, A53D, A42, Dubner 10-K, Monday thru Thursday evenings & Sunday. Minimum 2 years on-line experience. EOE. Send resume, reel (a must!) and salary history to:

MOVIE TIME
c/o Jim Kosub
6561 Santa Monica Blvd.
Hollywood, CA 90038



MAINTENANCE ENGINEER

Movietime, the 24-hour cable entertainment network, needs an engineer current and competent in the operating, repairing, troubleshooting, and installing of broadcast video and audio equipment. EOE. Send resume and salary history to:

MOVIE TIME
c/o Manager,
Network Services
6561 Santa Monica Blvd.
Hollywood, CA 90038



Help Wanted Technical Continued

ELECTRONIC GRAPHIC DESIGNER

TNN, a leading cable television production company, is seeking qualified applicants for the position of Electronic Graphics Designer. He/she will design and create logos, backgrounds, animation and other graphic images using electronic paint and animation systems. The incumbent will consult with producers and directors in order to develop electronic art. He/she will recommend software and hardware changes in order to improve overall efficiency and quality of the graphics systems.

Qualified applicants will have three to five years electronic paint or animation experience and a thorough knowledge of television-oriented graphics. Formal education/training in graphic arts is required.

TNN offers competitive salaries, excellent benefits and a professional working atmosphere. Please send your resume, reel and salary requirements:

TNN
ATTN: Employment Manager
2806 Opryland Drive
Nashville, TN 37214
EOE



Help Wanted Programing Production & Others

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Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, and a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio or Allied Fields; Help Wanted or Situations Wanted; Management, Sales News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch.

For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

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The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Fates & Fortunes

Media

Appointments at United Artists Cablesystems Corp.: **Gail Shea**, director of corporate development, United Cable Television Corp., Denver, joins United Artists Cablesystems there as financial manager, Northwest division; **Tom Marziaz**, director of operations, Daniels & Associates Inc., Denver (acquired by United Artists in 1988), named financial manager, Southeastern division, Atlanta.

Bonnie Bray, assistant treasurer, Win Communications/ML Media Radio Group, Cleveland, named VP, business operations, radio group. Win Communications owns one AM and five FM's.



Zelamsky

Gary Zelamsky, general manager, Long Island cable system, Cablevision, Woodbury, N.Y., named director of development planning, cable operations.

Eric J. Tveter, controller, Atlantic Region, Comcast Cable Communications Inc., Bala Cynwyd, Pa.,

named general manager of Comcast Willow Grove, Pa., system.

Jack D. Dempsey, general sales manager, WJHL-TV Johnson City, Tenn., named VP and general manager. Dempsey succeeds **W. Hanes Lancaster**, who retired April 30.

Steve Zappia, production director, WKBW-TV Buffalo, N.Y., named operations manager.

Tom Mitchell, technical operations manager, KUTV(TV) Salt Lake City, named director of operations.

Appointments at CBS Radio Networks, New York: **Paul S. Bronstein**, assistant VP, director of research, Satellite Research Network, New York, named VP, research; **Linda Hafner**, manager, administration, CBS Radio Networks, named director of research.

Kymberly Delaney, field director, Coleman Research, Raleigh, N.C., joins Atlantic Ventures, Manchester, Mass.-based owner of three radio stations, as group research coordinator.

Larry Anderson, operations manager, WTVN(AM) Columbus, Ohio, joins WWVA(AM)-WOVK(FM) Wheeling, W.Va., as general manager.

Nikki Ciattri, program manager, WFQX(FM) Front Royal, Va., named general manager. Ciattri replaces **Al Wekelo**, who joins WSKO(FM) Staunton, Va., as general sales manager.

Mark Brewer, station manager, WWNZ(AM)

Orlando, Fla., named general manager, WWNZ(AM)-WSSP(FM).

Chris C. Caggiano, president, Atlantic Resources Corp., Fort Wayne, Ind., adds duties of general manager, Atlantic Resources-owned WBYR(FM) Fort Wayne; **Patricia Harrington**, business manager, WXKE(FM) Fort Wayne, joins WBYR(FM) there in same capacity.

Marketing



Siano



Hagopian

Jerry J. Siano, vice chairman, N W Ayer Inc., New York, elected president and CEO. Siano succeeds **Louis T. Hagopian**, who became CEO when he was elected chairman in 1976. Hagopian will continue for one year as chairman before leaving agency.

Bruce Ferguson, director of sales and marketing, Bravo Cable Network, New York, joins Cabletelevision Advertising Bureau as director of local sales.

Appointments at Independent Television Network Inc., New York: **Susan Samuels**, sponsorship manager, Arts & Entertainment Network, New York, and **Marcia Okon**, account executive, Financial News Network, named account executives; **Ken Kagen**, VP, market research, Blair Entertainment, New York, named director of research.

Cynthia Saucedo, account executive, KDON-

AM-FM Salinas, Calif., joins Univision Network, San Francisco, as sales manager.

Art Breyfogle, general sales manager, Monterey Peninsula Interconnect, Monterey, Calif., joins Cable Networks Inc., Los Angeles, as general sales manager, Century Cable.

Fred Buc, air personality, WRLT-FM Franklin, Tenn., joins Jefferson-Pilot Communications, Charlotte, N.C., as Midwest radio sales account executive.

Jeff Hodge, VP and general sales manager, Republic Radio, New York, joins HNHW, radio representative firm, as VP and Eastern division manager.

Appointments at McGavren Guild Radio, New York: **George Pine**, executive VP, New York region, named executive VP, Eastern division; **Michael Rich**, VP, sales, New York, named VP and sales manager.

Appointments at Seltel: **Steve Geltman**, account executive, WTOG(TV) St. Petersburg, Fla., named general manager, Houston; **John Tedesco**, senior research analyst, New York, named account executive there.

Tony Cirone, account executive, media department, Leo Burnett advertising agency, Chicago, joins Cable Media Inc. there in same capacity.

Julia Martin, sales manager, WCAO(AM)-WXYV(FM) Baltimore, joins Smith Burke & Azzam advertising agency there as VP, new business development.

Gina L. Jones, media buyer, Keller-Crescent, Evansville, Ind., named media planner and buyer.

Appointments at WFLD(TV) Chicago: **Tom MacArthur**, national sales manager, named local sales manager and director of sports; **Todd Rohde**, group sales manager, Seltel, Chicago, named national sales manager.

Mike Renda, local sales manager, WJW-TV Cleveland, named director of sales.

Ken Jarvis, general sales manager, WCAX-TV Burlington, Vt., named VP, sales.



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Programing

Appointments at ITC Entertainment Group, Studio City, Calif.: **James P. Marrinan**, executive VP and general manager, International Television, named senior executive VP/International; **Julia Halperin**, account representative, The Completion Bond Co., financial consultants, Los Angeles, joins ITC distribution division as director of film acquisitions.



Marrinan



Suzor

Margaret Suzor, government relations director, Mainstream Access Inc., corporate consulting company, Washington, joins Oliver Productions Co. there as VP, corporate operations. Suzor will be responsible for daily operations and management of Oliver Productions. Oliver Productions produces *The McLaughlin Group*, *John McLaughlin's One on One*, and *McLaughlin*.

Mary M. Rusznak, production manager, NBC, Los Angeles, joins Turner Broadcasting System Inc., Atlanta, as director, production logistics, for 1990 Goodwill Games. Goodwill games will be telecast from Seattle in 1990.

Winston D. Richards, supervisor, development, production and acquisitions, Saban Entertainment, Studio City, Calif., named VP, creative affairs.

James R. Davis, founder, Lifelikes Ltd., Bronxville, N.Y.-based company that manufactures life-size cut-outs of celebrities and animals, joins USA Network, New York, as director, national accounts, affiliate relations.

Daniel Huertas, senior director, affiliate relations, Galavision cable network, Los Angeles, joins Univision there as West Coast cable affiliate relations manager.

Noreen McGrath, director, marketing and strategic planning, Worldvision Enterprises Inc., New York, named assistant VP, director of national marketing.

Laura Dodge, VP, affiliate relations, Hit Video USA, Houston-based music video network, named VP, affiliate relations and operations.

Donald W. Horner, sales manager, Viacom, Salem, Ore., joins Cablevision, Bangor, Me., as sales manager.

Laurence Ferber, supervising producer, Group W's *Hour Magazine*, Los Angeles, named producer, *Diet Dilemma* health special.

Doug Stoll, location manager, Warner Brothers, Los Angeles, joins World Events Productions there as director of operations.

Programing notes. Fox Broadcasting Co. has added another key executive to its programing staff. Lillah McCarthy was named senior vice president of series programing for the company last week. A company official confirmed that Fox Entertainment Group Executive Vice President Kevin Wendle had been trying for the better part of a year to persuade McCarthy to join Fox. She joins FBC from Stephen J. Cannell Productions, where she served as vice president of development since May 1987.

At Cannell, McCarthy focused on development of comedy, made-for-television movies and specials. It is believed she will focus on comedy development and current comedy programs at FBC, while Rob Kenneally, already in place at Fox as senior vice president, series programing, continues to oversee drama development and current drama programing. Prior to joining Cannell, McCarthy was director of current programing for ABC Entertainment. She reports to Wendle.

Alice Donenfeld, executive VP, Filiation Division, Group W Productions, Los Angeles, forms Alice Communications Ltd., Los Angeles-based international distribution company.

Carolyn W. Dunlap, producer, *Health Matters*, Medstar Communications Inc., Allentown, Pa., named coordinating producer, *Health Matters*.

Evan Schapira, executive producer, Hartwick/Pryborski Production company, Pittsburgh, joins Production Masters Inc. there in same capacity; **Karen Johnston**, account representative, Birmingham Group advertising agency, Pittsburgh, joins PMI as executive producer, computer animation and custom music.

Mark Lipinski, producer, *People are Talking*, WWOR(TV) Secaucus, N.J., joins WNYW(TV) New York as executive producer of *Good Day New York*.

Roger Maroni, acting executive producer, *Evening Magazine*, WBZ-TV Boston, named executive producer; **Mark Erskine**, segment producer, named senior producer.

Jamie Chipman, designer and news graphics supervisor, KPIX(TV) San Francisco, joins KING-TV Seattle as design director.

Appointments at WKBW-TV Buffalo, N.Y.: **Dan Capobianco**, director, *News 12 Long Island*, N.Y., named producer and director; **Lou Rera**, computer graphics designer, WIVB-TV Buffalo, named graphics director.

Tom Rieland, director, Communication and Resource Center, University of Mississippi, University, Miss., joins University Television Services of Alabama, Tuscaloosa, in same capacity.

Debora Wagner, senior designer, WTSP-TV St. Petersburg, Fla., joins WJAR(TV) Providence, R.I., as art director.

Donna Sanford, public program manager, noncommercial WCVE(TV) and WCVW(TV), both Richmond, Va., joins noncommercial KRMA(TV) Denver as assistant program director.

Appointments at Satellite Music Network, Dallas: **Charlie Strickland**, general sales manager, named VP, affiliate sales; **Roy Simpson**, sales manager, named general sales manager.

Ann Marie Wallace, air personality and promotion director, WCNZ(AM) Chester, Pa., named program director.

Gregg Diggs, music librarian, WKYS(FM) Washington, named music director.

John Robertson, program director, WRKA(FM) Louisville, Ky., joins WBYP(FM) Fort Wayne, Ind., in same capacity; **Jon-**

athon Rose, production director, WZOQ(FM) Wapakoneta, Ohio, joins WBYP(FM) in same capacity.

Bill Nance, associate news director, WING(AM) Dayton, Ohio, joins WFCJ(FM) Miamisburg, Ohio, as program director.

Eliane Ostrand, air personality, noncommercial WWNO(FM) New Orleans, joins noncommercial WBJC(FM) Baltimore as producer and host.

News and Public Affairs

Appointments at CNN, Atlanta: **Scott Woelfel**, producer, *CNN Evening News*, named overnight supervising producer; **Larry Register**, producer, *Prime News*, named weekend supervising producer and field producer, Southeast bureau; **Mark Bauer**, producer, *Daybreak*, named producer, *CNN Evening News*; **Larry Blase**, associate producer, WAGA-TV Atlanta, named producer, weekends; **Bruce Chong**, manager, CNN Radio, named producer, *Daywatch*; **Jeff Ebner**, writer and producer, named producer, weekends; **Al Hinman**, writer and producer, named producer, *Daybreak*; **Jeff Ofgang**, producer, weekends, named producer, *Newsnight*; **Suzanne Spurgeon**, producer, *Daywatch*, named producer, *Primeneews*.

Robert N. Mirelson, deputy chief, public affairs for military district of Washington, Army Broadcasting Services, named commander, American Forces Korea Network, Seoul, which provides broadcast services to U.S. service members in Republic of Korea.

Appointments at NBC Radio Network, Arlington, Va.: **Ken Herrera**, anchor and reporter, KNX(AM) Los Angeles, named anchor, afternoon and evening news shift; **Barbara Porter**, anchor, business editor and news director, UPI Radio Network, Washington, named anchor, evening news shift; **Mike Anthony**, operations manager and program director, WIOD(AM) Miami, named anchor, overnight.

Jo Anne Wallace, director of administration and planning, News and Information division, National Public Radio, Washington, resigns effective June 1. Wallace will become public broadcasting management and program consultant and will be based in West Marin, Calif.

Phil Wenstrand, news director, KREM-TV Spokane, Wash., joins KGW-TV Portland, Ore., in same capacity.

Mike Beardsley, news director, WTVJ(TV) Miami, joins KPNX-TV Mesa, Ariz., in same capacity.

Appointments at WLVI-TV Cambridge, Mass.: **Robert Weiss**, associate producer, WCVB-TV Boston, named weekend producer; **Julie O'Brien**, anchor, producer and reporter, KNOP-TV North Platte, Neb., named weekend assignment editor; **Susan Skiles**, writer, associate producer and copy editor, CNN, Atlanta, named news writer.

Dave Overton, assistant news director, WISH-TV Indianapolis, joins WAVY-TV Portsmouth, Va., as news director; **Stephanie Taylor**, anchor and reporter, KYEL-TV Yuma, Ariz., joins WAVY-TV as reporter.

Sarah Norat-Phillips, public affairs director, WKBW-TV Buffalo, N.Y., named programming and public affairs director.

Bryn Hazell, news director, KTVL(TV) Medford, Ore., joins WLNE(TV) New Bedford, Mass., in same capacity.



Weaver

Jack McCarthy, reporter, WXYZ-TV Detroit, joins WJBK-TV there in same capacity; **Joe Weaver**, local commentator, WJBK-TV, named editorial director.

Susan Candiotti, reporter, WPLG(TV) Miami, joins WCIX(TV) there as head of investigative news unit.

Julie Feldman, reporter, WITI-TV Milwaukee, named weekend co-anchor.

Kim Gilder-Carrigan, news anchor, KRCC(TV) Jefferson, Mo., joins WHO-TV Des Moines, Iowa, as weekend anchor; **Mary Milz**, weekend anchor and producer, KTPX(TV) Odessa, Tex., joins WHO-TV as reporter.

Garry Collins, reporter and anchor, WEHT(TV) Evansville, Ind., joins WLKY-TV Louisville, Ky., as Indiana reporter.

Valerie Amsterdam, 10 p.m. anchor, KTUU-TV Anchorage, Alaska., joins WWSB(TV) Sarasota, Fla., as weekend anchor and producer.

Deanna Saucedo, reporter and anchor, KCNC-TV Denver, joins KGGM-TV Albuquerque, N.M., as weekend co-anchor.

Appointments at WLVD(TV) Durham, N.C.: **Monica Shuman**, anchor, 6 and 11 p.m. newscasts, WLS-TV Roanoke, Va., named morning anchor; **George Mallet**, morning anchor and reporter, named weekend anchor.

Jacqueline Connally, associate sports producer, WNEV-TV Boston, named sports producer.

Steve Garagiola, sports anchor and producer, WXYZ-TV Detroit, joins KTSP-TV Phoenix as sports anchor. Garagiola is son of former baseball player and one-time NBC commentator Joe Garagiola.

Doug Allen, co-host, *PM Magazine*, WGAL-TV Lancaster, Pa., named weathercaster, 6 and 11 p.m. newscasts.

Mark Helms, assistant news director, WTXF-

TV Philadelphia, joins KYW(AM) there as executive editor.

Jay Donovan, air personality, WTNV(AM) Watertown, N.Y., joins WWNY(TV) Carthage, N.Y., as weatherman, noon newscast.

Technology

Michael L. Exner, president and CEO, Skylink Corp., Boulder, Colo.-based U.S. mobile satellite service developer, resigned April 17; **George Still**, general partner, Centennial Funds, investment firm, Boulder, named acting CEO, Skylink. Exner will remain on Skylink board of directors.

Gary G. Shultz, principal, TMT Group, marketing services firm, Mountain View, Calif., joins Pinnacle Systems Inc., Santa Clara, Calif., as product marketing manager.

Linda Murray, director of operations, IDB Communications Group, Los Angeles-based supplier of radio, television and data/voice satellite transmission services, named general manager, transportable division.

Earl Hershey, director of engineering, United Artists Cablesystems Corp., Denver, named division engineer.

Gabrielle Snyder, manager, traffic and facilities, Private Satellite Network, New York, named director of operations.

Richard Chocolate, manager, system engineering, Celwave, Marlboro, N.J.-based manufacturer of land mobile, cellular antennas and related communications equipment, named international sales manager.

Rozanne M. Brand, broadcast consultant, Aetna Life and Casualty, Hartford, Conn., joins Bonneville Satellite Communications, Salt Lake City, as Northeast regional sales manager.

Steven James, manager, electronic field operations, KYW-TV Philadelphia, joins WTSP-TV St. Petersburg, Fla., as engineering manager.

James M. Keen, owner, Applied Engineering Services, Portage, Mich., joins Liggett Broadcast Group as chief engineer. Keen will be responsible for Liggett radio stations in Flint, East Lansing, Saginaw, Battle Creek and Grand Rapids, all Michigan.

Terry Wolfram, editor, Swell Pictures, commercial production house, Chicago, joins WLUK-TV Green Bay, Wis., as videotape editor.

Jim Schoonmaker, operations manager, WATL(TV) Atlanta, joins Creative Post, post-production facility there, as account executive.

Kenneth A. Kark, program manager, Open Systems, software development division of Unisys Co., Eden Prairie, Minn., joins R-Scan, Minneapolis-based provider of meteorological services, as VP, marketing and sales.

Thomas Harbourne, national sales manager, power products division, C-COR Electronics Inc., State College, Pa., named regional account executive, cable TV group. C-COR designs and manufactures electronic equip-

ment used in cable TV systems.

Manis Samons, chief engineer, noncommercial WBKY(FM) Lexington, Ky., joins noncommercial WUFT-FM Gainesville, Fla., in same capacity.

Bill Bradford, chief engineer, KUTV(TV) Salt Lake City, named director of engineering.

Bob Leembruggen, assistant chief engineer, KLOS(FM) Los Angeles, joins KTWV-FM there as chief engineer.

Jeff Littlejohn, engineer, Broadcast Circuit Systems, Fort Wayne, Ind., joins WBVR(FM) there as chief engineer.

Promotion and PR

Laura Siegel, public relations assistant, Viacom Enterprises, New York, named manager, public relations.

Jay Rubin, director, corporate communications, Reiss Media Enterprises Inc., New York, named VP, corporate communications.

Mary Lou O'Callaghan, director, news information, NBC, New York, joins USA Network there as VP, media relations.

Appointments at Turner Broadcasting Systems Inc., Atlanta: **Jill E. Carmen**, writer, *Media Home Entertainment*, Culver City, Calif., and **Melinda I. McIntire**, awards coordinator, TBS public relations department, named unit publicists, TNT; **Frank M. Miller**, public relations manager, superstation TBS, named manager, writing services; **Karen E. Nicol**, marketing research manager, Turner Program Services, named manager, syndication, home entertainment and wrestling.

Appointments at Westwood One: **George Barber**, manager, station relations, Mutual Broadcasting System, NBC Radio Networks and Talknet, Arlington, Va., named VP, station relations; **Katie Garber**, manager, public relations, Los Angeles, named director of public relations.

Kristine Barr, public relations assistant, Girl Scout Council of the Nation's Capital, joins BizNet, broadcast service of U.S. Chamber of Commerce there, as promotion coordinator.

Robert Skinner, VP, management supervisor, Hill, Holliday, Connors, Cosmopolos, public relations firm, Boston, joins Gillespie Public Relations Inc., Princeton, N.J., as president.

Michael Meade, director, public relations, Lorimar Telepictures Corp., Los Angeles, joins The Brogliatti Co., public relations and marketing, Burbank, Calif., as account executive.

Amy L. Buckingham, marketing coordinator and associate producer, North American Harness Racing Marketing Association, New York, joins SportsChannel America, Woodbury, N.Y., as assistant director of public relations.

Cathy Lehrfeld, director, public relations, Westwood One Inc., New York, joins Group W Satellite Communications there as director, public relations.

Joyce Brooks, senior publicist, Mahoney/Wasserman & Associates Public Relations, Beverly Hills, named director, television division.

Eileen Wunderlich, press and publicity manager, WDIV(TV) Detroit, resigned April 7 to join Campbell-Mithun-Esty Advertising, Southfield, Mich., as director of public relations; **Laura Benavides**, promotion coordinator, succeeds Benavides as press and publicity manager.

Michelle Fink, effects producer and vidifont operator, KARE-TV Minneapolis, joins WVIT(TV) New Britain, Conn., as promotion writer and producer.

Debra Beller, manager of publicity, non-commercial WTVS(TV) Detroit, joins non-commercial WLIW(TV) Garden City, N.Y., as public information manager.

Alison N. Igg, assistant promotion director, WLVE(FM) Miami, Fla., joins WGST(AM)-WPCH(FM) Atlanta in same capacity.

Kristy Steele, air personality, KOOL(AM)-KEZK(FM) St. Louis, named promotion director.

Hal Brandt, announcer, WXKE(FM) Fort Wayne, Ind., joins WBYS(FM) there as promotion coordinator.

Allied Fields

Joseph Pelton, strategic planning adviser and director of special projects at International Telecommunications Satellite Organization, is leaving global organization after 21 years this week to take post at University of Colorado, Boulder. He will serve as director of interdisciplinary telecommunications program of University's graduate school, and direct research program. He also joins faculty as full professor. Pelton, who will continue to consult for Intelsat, will assume new post in July.

Richard Bozzelli, top aide to FCC General Counsel Diane Killory, left agency last Friday to begin work toward becoming Roman Catholic priest. Bozzelli, 28, will enter St. Mary's Seminary of Diocesan of Baltimore in fall to begin five years of study and pastoral work.



Smith

Jon Smith, deputy director of treasury operations, Hearst Corp., New York, named director of corporate financing.

Richard Rasmus, general manager and manager of marketing development, TV Host Weekly, Harrisburg, Pa.-based cable TV listings magazine, joins Cablevision Systems Corp., Woodbury, N.Y., as manager, regulatory affairs.

Appointments at National Allied Broadcasters, Washington: **Mauricio Mendez**, general manager, KTMD(TV) Houston, named to NAB TV board of directors; **Dan B. Speare**, president and general manager, KPMC(AM)

Bakersfield, Calif., named to NAB Radio board of directors.

Randy Dow, research supervisor, BBDO Worldwide, New York, joins Arbitron Ratings Co. there as manager, sales support, Radio TV reports.

Elected officers, Central Educational Network, Chicago: **Dave Fornshell**, Ohio Educational Broadcasting Network, chairman; **Jeff Clarke**, Wisconsin Public Television, vice chairman; **Linda Eberz**, noncommercial WSKG(TV) Binghamton, N.Y., secretary; **William Glaeser**, WILL-TV Urbana, Ill., treasurer.

Morton M. Winston, chairman, NoRad Corp., Santa Monica, Calif.-based manufacturer of computer radiation safety products, elected chairman of board of Pacific Public Radio, Long Beach, Calif.

Nancy Henry, deputy general counsel, Public Broadcasting Services, Alexandria, Va., named VP.

Simon Marlow, executive VP and senior management representative, BBDO, New York, elected to board of directors.

Robert Bruton, VP, affiliate sales, Satellite Music Network, Dallas, joins L.A. Inc., radio consulting company there, as VP and managing director.

Shinji Morokuma, assistant director, university public relations, University of Rochester, New York, joins Gannett Foundation there as media relations coordinator. Gannett Foundation is private foundation that "supports community projects to address local issues and national programs to improve teaching and practice of journalism."

Karen Plount, senior product planner, Nielsen Media Research, New York, named national product manager, market development.

Kathleen Daly, account executive, KODA(FM) Houston, joins Arbitron Ratings, Atlanta, as client service representative, Southern Advertiser/Agency Radio Sales.

Christine M. Molitor, junior, Southern Illinois University, Edwardsville, Ill., named winner of Broadcast Promotion & Marketing Executives Beryl Spector Scholarship. Scholarship is named after BPME's 1985-86 president, late Beryl Spector.

Larry Kirkman, executive director, Labor Institute of Public Affairs, AFL-CIO, Washington, joins Benton Foundation, organiza-

tion "committed to enhancing democratic process through increasing public interest communications and information resources."

Carol Mueller, production manager, KVET (AM)-KASE(FM) Austin, Tex., elected president of Austin Chapter of American Women in Radio and Television.

Victor Stredicke, radio editor, *The Seattle Times*, resigns effective May 1. He will become consultant to Radio Seattle publishing firm.

Deaths

Mel Trauner, 60, director of research and marketing at Buckley Broadcasting, Greenwich, Conn.-based group owner of six AM and nine FM stations, died April 20 of heart attack at his home in Long Island, N.Y. Trauner had been with Buckley for two years. Prior to joining Buckley he was research director for Jack Masla and Associates in New York for four years. Trauner began his career at RKO in research department. He also spent 15 years with Buckley Radio Sales/Petry in New York as research director. He is survived by daughter, Susan, and son, David.

L.D. "Bill" Larimer, 79, veteran broadcasting executive, died April 3 at Pomerado Hospital, Rancho Bernardo, Calif., from complications due to bone cancer. Larimer started his career as Los Angeles manager for ABC Spot TV in early 1950's. He spent 19 years with Edward Petry & Co. When he retired from company in 1971 he was VP and manager of Los Angeles office. He came out of retirement in 1972 to manage KCST-TV San Diego. He is survived by his daughter, Gretchen.

Renzo Sacerdoti, 76, producer and host of *Italy Today* on WEVD(AM) New York from 1964 until October 1988, died of pneumonia April 12 at Central General Hospital, Plainview, N.Y. Sacerdoti came to U.S. in 1939. He worked for War Information Bureau and later Voice of America. Sacerdoti joined WOV(AM) New York in 1940's. Sacerdoti is survived by two sons and three grandchildren.

Afonso Duran, 32, reporter, KTSP-TV Phoenix, died April 12 of Hodgkin's disease at Good Samaritan Hospital in Phoenix. Duran joined station in 1984. He is survived by his parents.

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Jim May: NAB's Washington insider

When Jim May makes calls on Capitol Hill, it is with the ease and familiarity of a pro. He may be a newcomer to the broadcasting industry (having joined the National Association of Broadcasters 13 months ago), but politics, says May, "is in my blood." His mother, Catherine May, spent 12 years in the House of Representatives and it was during that time that May learned the ins and outs of the Capitol and got a feel for how Washington works.

It also instilled in May a respect for the institution and contributed to the lifelong love affair with government relations work that led him to his current post as NAB's executive vice president for government relations.

The 43-year-old lobbyist gets high marks from those on Capitol Hill for his straightforward approach to issues and for his skill as a negotiator. "He is smart and he is tough," says Larry Irving, senior counsel to the House Telecommunications Subcommittee, who dealt extensively with May last year during negotiations over a children's television bill. Moreover, Irving believes May's statesmanship has improved the broadcasting industry's relationship with Congress, a relationship that at times has been acrimonious.

May also has the respect of his constituents. "His organizational skills are welcomed," says John Dille III of Federated Media, co-chairman of the association's Congressional Relations Committee. Dille feels that May's reorganization of NAB's government relations department and restructuring of its grassroots lobbying activity has better equipped broadcasters to respond to the public policy challenges that face the industry.

There are some who have expressed impatience with May for failing to fill department vacancies more quickly. Indeed, this month May will have completed the process. But as Dille says, "I would rather have no players than the wrong players."

Says May: "We are up and running and ready to go after it. I am very pleased with the way it has come together."

His grooming for the NAB post began when he came east in 1961 to live with his mother, who was elected to Congress in 1958 as a Republican from Washington's 4th district. May was her frequent escort since his father still conducted his Yakima, Wash., real estate business.

"I began learning the process as a teenager," says May. During high school, he was an intern for the Washington office of Sears, Roebuck & Co. His assignments ranged from reading and clipping the *Congressional Record* to writing memos on what happened at congressional hearings.

He went back home in 1964 to attend the



JAMES COLLINS MAY—executive vice president for government relations, National Association of Broadcasters, Washington; b. March 3, 1946, Glen Ridge, N.J.; University of Washington, Seattle, 1964-66; Grocery Manufacturers of America, Washington, 1966; U.S. Marine Corps, Vietnam, 1967-71; GMA, manager, state public affairs, Washington, 1973-75; candidate for U.S. House of Representatives, 4th district, Washington, 1976; President Ford Committee, coordinator, eastern Washington state, 1976; public affairs consultant, May & Associates, San Francisco, 1977; GMA, vice president of public affairs, Washington, 1977-82; director of government relations, PepsiCo Inc., Purchase, N.Y., 1982-84; vice president, public affairs, Coca-Cola Bottling Co. of New York, Greenwich, Conn., 1984-87; current position since March 1988; m. Bonnie Veit, June 9, 1978.

University of Washington in Seattle, but left two years later to open (with two others) the first Washington office for the Grocery Manufacturers of America, which at the time was based in New York.

That fall he joined the Marine Corps. He had no qualms about the Vietnam war. "I wanted to go," he says. He finished his training in 1968 as a second lieutenant and went to Vietnam with the third battalion, First Marines.

May spent the balance of 1968, all of 1969 and the first five months of 1970 in Vietnam as a platoon commander and later as company commander and first lieutenant. According to May, he was one of the youngest commissioned officers commanding a Marine infantry company in Vietnam at the time. He received 14 personal and unit citations including a Bronze Star and Cross of Gallantry.

While he does not dwell on those years, it is evident May found his experience as company commander useful. He had learned something about leadership: "That I could command effectively and not make stupid mistakes."

In May of 1970, he was back in the States and assigned to the Marine barracks

at a San Francisco naval air station, where he was promoted to captain.

May decided to leave the Marines. He had offers to come back to Washington, but decided instead to take a sabbatical, becoming the skipper of a 75-foot yacht, which "we raced all over the world." He spent the next year and a half sailing.

After a short stint as a sailing instructor, May returned to Washington in 1973 to assume responsibility for state legislation for the GMA, which had moved its headquarters to Washington. He set up its first state relations program and began work on a variety of federal issues at the congressional district level.

In 1976, May made a bid for the same congressional seat his mother had held, but lost in the Republican primary. It did not slow him down. He immediately (the next day, in fact) went to work for Gerald Ford's presidential campaign as coordinator for eastern Washington state.

After Ford's defeat, May set up his own San Francisco-based consulting business, conducting grassroots lobbying in 19 western states. One of the projects he undertook was to redesign GMA's government relations and grassroots activity. GMA rehired May in 1977 as vice president of public affairs, where he was in charge of federal legislative work, all public relations and all state activity.

He was lured away, however, by PepsiCo., in Purchase, N.Y., where he became director of government relations in 1982. The post entailed coordinating government relations for PepsiCo's other divisions at the time, including Frito-Lay, Pepsi-Cola, Pizza Hut and Taco Bell.

Two years later he went to work as vice president for public affairs for Coca-Cola Bottling Co. of New York, based in Greenwich, Conn. When the company was sold in 1987, his stake in the firm gave him the financial flexibility to take a little time off.

After a brief hiatus, May worked on a consulting basis for The Susan Davis Company, a Washington public relations-lobbying firm. Then he got word that NAB was searching for someone to head its government relations department.

He knew NBC Washington Vice President Bob Hynes from his days at GMA, and it was Hynes—who also sits on NAB's television board—who suggested NAB President Eddie Fritts talk to May. In March 1988, May hit the ground running.

He has been running ever since. Typically NAB's chief lobbyist puts in a 10-12 hour day, often starting with a 7 a.m. breakfast meeting and wrapping up the day with a political fund-raiser, getting home at about 9:30 p.m.

The demands are heavy but May is thriving in his new environment. Asked if the job has lived up to his expectations, May says, "Absolutely, and then some." ■

A.C. Nielsen said last week it will re-issue its Cassandra syndication ratings report for February, released last month. At least one major distributor, Paramount, complained about inaccuracies in some of book's ratings. Nielsen acknowledged that reported 11th-place finish for Paramount's *Entertainment Tonight*, with average 7.2 rating, was inaccurate. After recalculating *ET*'s viewing, Nielsen said show actually finished eighth with 8.0. Ratings service spokeswoman blamed error on stations who she said incorrectly reported scheduling *ET* original episodes versus repeats, thereby throwing off calculations. After re-checking all of book's numbers, Nielsen will re-issue February Cassandra in two or three weeks, spokeswoman said.

FCC, by 2-1 vote with Commissioner James Quello dissenting, authorized FM and TV stations to change their community of license (that is, their allotment) **without exposing their licenses to competing applications.** FCC said it would approve proposed switch to new allotment only if it met three conditions: (1) it is mutually exclusive with old one; (2) it would better serve established allotment priorities and policies, and (3) it would not deprive community of sole existing broadcast service. In statement, Commissioner Patricia Dennis said ruling gives broadcasters flexibility to relocate stations "in response to population shifts and changing economic conditions" and it preserves allotment priorities that "help guarantee that broadcasters will serve small towns and remote rural areas."

As expected, **Jack Kent Cooke hired Lazard Freres & Co. last week to help in sale of 700,000-subscriber cable systems** ("Closed Circuit," April 24). Investment bank replaces Drexel Burnham Lambert, which negotiated sale of systems to seven-member buyer consortium—sale which Cooke called off in March. Lazard Freres general partner Steven Rattner said that although he had been in contact with buyer group, led by InterMedia Partners, such discussions were not "formal negotiations." Lazard Freres is doing own due diligence of properties and will be putting out new offering book for properties, which could be sold in several parcels, Rattner said.

FCC voted to eliminate its cross-interest policy with regard to consulting positions, time brokerage agreements and advertising agencies last October. NAB and CBS last week urged agency to



Capital controversy. Last Thursday (April 27) ABC News aired a special report on the drug and violence problems besieging the nation's capital. The Koppel Report: D.C.—Divided City, aired at 10-11 p.m. and then continued as a special Nightline broadcast from 11:30-1:45 a.m. The last 15 minutes of the report and all of Nightline were a live "town meeting" broadcast from Our Lady of Perpetual Help Catholic Church in the Anacostia section of Washington. Koppel (right) moderated the discussion with an audience that included city officials, members of Congress and Bush administration representatives. Pictured second from left is D.C. Chief of Police Maurice Turner.

eliminate remaining elements of policy applying to key employees, certain nonattributable equity interests and joint ventures. In general, policy prohibits individuals from having "meaningful" cross-interests in two or more broadcast stations, newspaper and station or cable system and station. Iterating earlier argument, NAB said "elimination of...policy would remove the inherent costs to the public and the commission in maintaining an unclear and unpredictable policy which deters the consummation of business transactions." CBS policy is "burdensome and ineffectual." Home Shopping Network called on FCC to repeal policy as it applies to non-attributable equity interests.

The **Samuel Goldwyn Co.** announced last week that its live action syndicated series **American Gladiators is go for fall.** Goldwyn also said it has signed Chuck Howard, 11-time Emmy Award winner with ABC Sports, to executive-produce show. Thus far, show has been cleared in more than 70 markets, including nine of top 10 and 25 of top 30, representing 65% of country. Time periods include late fringe on Saturday nights on network affiliates, and prime time and early fringe on Saturday nights on independents. Twenty-six hour-long episodes are planned for 1989-90 season, with production slated to begin in July.

NBC has announced it will develop, with Cushman Investment and Development Corp., NBC Plaza in heart of media district in Burbank, Calif. Project, to become NBC's new West Coast headquarters, will consist of two office buildings, shops, restaurants and large landscaped public space, and will continue NBC relationship with Burbank that has lasted since 1952 when network moved headquarters from Hollywood. Construction is expected to begin in 1990 with completion expected in 1992. Cost is estimated at \$200 million.

NCTA President Jim Mooney sent letter to Senate Antitrust Subcommittee Chairman Howard Metzenbaum (D-Ohio), going over several points raised by various witnesses at subcommittee hearing last month (BROADCASTING, April 17). Mooney said that MetroTen, wireless operator in Cleveland which complained about terms of its deal with SportsChannel, was getting same terms as other area cable operators. He also said that Tele-Communications Inc., which has moved KBHK(TV) San Francisco from ch. 22 to its on-air assignment, ch. 44, provides converter box needed to gain access to higher channels free to cable subscribers. It is Association of Independent Television Stations' contention that when cable operators move UHF stations to their on-channel assignments, many subscribers cannot receive service. Mooney letter, however, elicited response from INTV President Preston Padden and Wireless Cable Association President Bob Schmidt. Both wrote Metzenbaum to dispute Mooney. Schmidt says he is troubled by NCTA chart on MMDS operations that creates "a perception that is absolutely incorrect... half the people listed as MMDS operators don't have the product." Padden argues that TCI did not move KBHK to its "'on channel' designation, which TCI so often asserts as a rationale for its truly anticompetitive intent."

Hearst Corp. has put its 60,000-subscriber cable system in San Francisco Bay area on block. Waller Capital is handling sale. Area operators include TCI, Viacom, Western and Falcon.

Four MSO's—Paragon, Vision, TCI and Storer—in Tampa-St. Petersburg area have formed cable advertising interconnect. Jones Intercable's Tampa system will also be included in advertising buys, giving interconnect base of 640,000 homes. Insertions will be made on CNN, ESPN, USA and MTV. Barry Newman, former regional account manager for WTVT(TV) Tampa, Fla., is interconnect's general manager.

WestMarc Communications has retained First Boston investment banking firm to explore possibility of what company called "recapi-

talization or similar transaction." Announcement came on day that company's stock rose \$3.375 to \$24.25 in heavy trading. (Stock was trading at \$26.25 by Friday afternoon.) Possible reason for stock activity was speculation that Tele-Communications Inc., which has 55% voting power of WestMarc, might purchase stock in company that it does not own already. At beginning of year, WestMarc said its \$19 stock price was 64% of asset value. TCI President John Malone is reported to have expressed interest in increasing stake in WestMarc. One industry observer also suggested TCI might swap systems for additional WestMarc stock to improve WestMarc's cash flow. Company said its cash flow from operating activities decreased 52% to \$15 million in 1988 because of increased interest expense related to cable acquisitions and lost microwave revenues.

Movietime plans to distribute half-hour program, *Movietime—Aqui Hollywood*, to Spanish broadcast stations across country. Week-day series will draw on material from parent service, but will use Spanish hosts to introduce segments, which will be dubbed in Spanish. Movietime will also include interviews with Hispanic personalities and clips from Latin American movies in new program.

BMI filed copyright infringement suit against Lifetime Television April 25, charging that cable service used songs by such artists as Willie Nelson, Michael Jackson and The Beatles without payment of required fees. "Protracted negotiations with Lifetime have failed to produce an agreement on a reasonable license fee," said to Edward W. Chapin, BMI vice president and general counsel, "and we have now filed suit to protect the rights of our songwriters and composers." Lifetime spokesperson told BROADCASTING that while papers had been sent to service's attorneys for review, it had no comment on merit of action. Suit lists 19 compositions as being representative of music used by Lifetime and asks for statutory damages. Similar suit, still pending in federal court, was filed against Bravo, American Movie Classics and Prism cable services last October.

Sony Corp. of America last week announced plans to establish Advanced Video Technology Center as part of its technology and engineering center in San Jose, Calif. New facility will focus on production and post-production equipment, Sony said, and "represents another aspect of the company's long-term commitment to building an extensive U.S. engineering and manufacturing base." Sony has been at forefront of developing HDTV production equipment built to Japanese NHK standard.

Ownership structure of Arts & Entertainment has quietly been altered, with Hearst/ABC Video Enterprises exercising option to increase its 66% stake to 77%. NBC's falls from 33% to 23%. Hearst-ABC partnership is equal joint venture.

NBC News is expected to announce the creation of a new job this week that would reorganize story assignments. Director of news would decide priority of requests for bureau stories by various news division shows. Said to be under consideration are Freeda Morris, London bureau chief; Art Lord, producer of special projects, and Don Brown, Miami bureau chief, with last said to be leading candidate. Also Natalie Hunter, VP of finance and administration, is expected to announce resignation next month.

Producer of documentary on Palestinian uprising in Israel, *Days of Rage: The Young Palestinians*, last week charged **Public Broadcasting Service with delaying air date because of anticipated political backlash.** PBS moved 90-minute program from June 5 to Sept. 6, pointing to need to find presenting station and to produce pre- and post-program wrap. Producer Jo Franklin-

Trout said rescheduling followed pattern of delays begun last August, and complained of PBS requests that she allow Israeli embassy to screen program before final cut and that she make changes in program's content, "apparently to ameliorate Israeli embassy concerns or the anticipated concerns of Jewish Americans, which I think is very demeaning to the American Jewish community. It is absolutely acceptable for PBS to make changes regarding accuracy, but the concerns have really veered to worry about the response of an interest group. This piece jumped through endless hoops." PBS denied allegations, saying desire is to "get this in front of largest audience" at outset of new fall season and to assure maximum carriage by having presenting station, WNET(TV) Newark, N.J., willing to handle any controversy.

NAB stepped up its effort to scuttle FCC order permitting short-spaced FM and use of FM directional antennas by commercial stations, which it fears will degrade band with increased interference among stations. It asked FCC last week for stay of order pending action on petition for reconsiderations filed by it and five other parties. At same time, NAB sent letter to Office of Management and Budget urging it not to approve new Form 301 for applying for new stations and facilities changes as requested by FCC. To do so would "result in waste of OMB and FCC resources," it said. FM engineering section of proposed form reflects order authorizing directional antenna. NAB said it expects to persuade FCC to change FM directional antenna order. As result, it said, Form 301 will have to be changed accordingly.

Italian media mogul Silvio Berlusconi has made move on France's leading broadcaster. Through his Fininvest holding company, Berlusconi last Thursday, April 27, **bought estimated 3.9% of TF1** in open market. Berlusconi already owns 25% of TF1's leading competitor, La Cinq, but has lost millions on its ratings battle with TF1, former state broadcaster taken private in 1987. Berlusconi earlier this spring declared interest in 10%-15% stake in TF1, but shares bought last week are essentially all those available on open market, spokesman said. New shares in broadcaster, which has estimated total market value of more than \$1.3 billion (U.S. dollars), would most likely come from British publishing magnate Robert Maxwell, who holds 12% and would stand to turn profit of nearly \$50 million (U.S. dollars) from sellout. Maxwell has not indicated interest in selling, but has publicly feuded with partner and 25% owner Francis Bouygues, French construction industry giant. Maxwell is said, however, to have made moves in recent weeks to patch up differences with Bouygues. Whether Berlusconi will sell La Cinq share has not been decided, said spokesman, and buyer may not be easy to find, given channel's losses and market position. According to one French analyst, however, publishing company Hachette could be interested, since it had been original bidder to control privatized TF1 and is still said to harbor desire for TV holdings. In related news last week, Berlusconi sold 24% stake in West German satellite and cable channel Tele 5 to Luxembourg broadcaster CLT, major shareholder in new European TV satellite Astra. Berlusconi will keep 21% stake, while 45% owner Tele-Munchen (of which Capcities/ABC recently bought a minority stake) is talking with German publisher Springer about selling part of its share.

Konosuke Matsushita, 94, founder of Matsushita Electric Industrial Co., one of largest electronics manufacturers, died of pneumonia April 27 at Matsushita Memorial Hospital in Moriguchi, Osaka. Matsushita manufactures and markets products under Panasonic, Technics, Quasar and National brand names and developed VHS home video format.

Marc Daniels, 77, original director of *I Love Lucy*, died April 23 of congestive heart failure at St. John's Hospital in Santa Monica, Calif. Daniels was TV director for 40 years. His credits include *Star Trek*, *The Man From U.N.C.L.E.* and *Hogan's Heroes*. Survivors include his wife and three children.

Editorials

Time for a grand design

Not every broadcaster will be at the National Association of Broadcasters convention in Las Vegas this week, but so many of them will that one might think they all were. To walk those halls, and tour those exhibits, and marvel at what technology's wrought, the casual delegate would never suspect there was trouble in paradise.

Yet there is. It is evident in the new "Free TV" campaign being started by an NAB task force, and by a similar—if different purposed—campaign being launched on the radio side. It is signaled by the fact that the two biggest speakers—other than the chairman of the FCC—are from other media (John Malone of TCI, the most powerful man in cable, and Raymond Smith, chief executive officer of Bell Atlantic, one of the telephone powers circling the Fifth Estate). Indeed, it is clear from this issue's "At Large" interview with Representatives Al Swift (D-Wash.), Billy Tauzin (D-La.) and Tom Tauke (R-Iowa), among whom the consensus is that cable is the most successful of contemporary electronic communications media. (Never mind that that very success gave the congressmen pause; broadcasting, too, caused similar alarm when on the ascendancy.)

The trouble is, others have seized the initiative, and broadcasters have let them. Catch-up has become the name of the game—in Washington, where many of the moves are decided, and in New York, Hollywood and elsewhere, where the others are. It is too easy to blame cable for making it on the backs of broadcasters, although there is truth in that charge. But cable reached its half a nation the hard way, and while it was relaying broadcast signals it was also developing new product of its own. More than that, it was changing the rules of the game that broadcasting had invented in the first place.

We're all for a campaign to insure the survival of free TV, but we'd respond even more to a movement to make free TV twice the medium it was 10 years ago. We agree that a law-given must carry would be a good thing, but we suspect that energy might be better put into making free TV so must a carry that cable will insist on the privilege. (First of all, we'd strike where it really matters, demanding repeal of the compulsory license that keeps free TV a slave.)

There's ample reason for broadcasters to be impatient about the byways into which inertia has led them. But there's even more reason to rejoice that theirs remains, by far, the most magic of media. Just look around in Las Vegas this week. Nowhere else in the world is there such a critical mass of medium, talent, experience and opportunity. And look beyond Las Vegas, to the 1,400 stations that continue to entertain and serve the American public as no medium has before. Free TV can still command the high ground, if it will.

To Lucy, with love

What Helen Hayes is to theater, what Caruso is to opera, Lucy is to television. And she did it by setting the tip of her nose on fire and impersonating furniture.

Some of those who worked with Lucille Ball tell us she was a perfectionist. Anyone who watched her perform didn't have to be told. She was also a gifted physical comedian with uncanny timing and an elastic face that was a wicked comedic weapon. As the ubiquitous reruns of *I Love Lucy* illustrate, an arch of the eyebrow, cock of the head or curl of the lip was often enough to start audiences on the road to hysterics. The quickest route,

however, was their combination into one of her legendary takes.

Although Lucille Ball died last week at the age of 77 (see story, "Top of the Week"), the measure of immortality conferred by syndication assures us that little will change in the ongoing relationship between the world and Lucy, arguably the medium's greatest comedienne and inarguably its most enduring. She will continue to be where she has been for the past 38 years: under attack from a monstrous loaf of bread, grape-wrestling in a vat or bursting into those hilarious tears.

Even when she cried she made us laugh. Now, at least for a while, those who loved Lucy may be forgiven for doing both.

Dawn of a new day

The 1939 World's Fair will "probably be remembered as the Television Fair" was BROADCASTING's prediction at the opening of the RCA pavilion there in April 1939. That prognostication came partly on the strength of RCA's inauguration of regular television service, its introduction of a consumer line of television receivers and its "radio tube" building housing a "seven-sectioned display of the theory and practice of visual broadcasting."

The Second World War intervened to alter the picture. The fair struggled—and ultimately failed—to keep the party going in a world that was no longer on speaking terms. (It was an appropriate fate that had the fair's principal monuments, the Trylon and Perisphere, scrapped to fuel the war effort.)

Although the fairgrounds fell silent, and the advance of television was slowed while the war was won, the accomplishment of that end ushered in a bustling era whose illumination was the iconoscope.

It has been 50 years since David Sarnoff dedicated RCA's pavilion—calling the medium "an art which shines like a torch of hope in a troubled world"—and BROADCASTING's prediction about the New York fair has regained its lustre, with the golden anniversary of the inauguration of regular TV broadcasts currently being commemorated at various venues, including a special section in this issue devoted to our coverage of the television news of the fair (see stories, beginning on page 47).

In 1939, RCA described the new medium as "a lusty infant whose future is likely to be brilliant, but whose coming of age will take place at a time no man can predict exactly."

It's still growing, and the torch—since passed to capable hands—burns ever brighter.



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