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STATION U

PERIODICALS

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1989 Year 1989

**CBS takes '94 winter Olympics
for \$300 million
FCC going all out
on indecency**

NEW YORK THE PEOPLE'S CO

WPIX-TV
WEEKNIGHTS
PREMIERING S



A Ralph Edwards/Stu Billett Production.

WELCOMES URT TO ACCESS.

NEW YORK
S AT 7:00PM
PTEMBER 11, 1989



WARNER BROS.
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A Warner Communications Company

FCC goes after indecency...

FCC initiates actions against three radio stations and their "shock jocks" for airing programming commission finds may be indecent. **PAGE 27.**

Calling all cops...

MCA revives *Dragnet* and *Adam 12* for its owned station in New York, WWOR-TV. If shows are well received there, plan is to take them into national syndication. **PAGE 28.**

And then there were four...

New FCC Commissioner Sherrie



L-r: Sherrie Marshall, Patricia Hunter (Marshall aide) and James Quello

Marshall, sworn in last week, is philosophically in tune with new FCC Chairman Alfred Sikes. **PAGE 30.**

32/ FILLING MIDDAY

TV stations, especially NBC's, alter their noon time periods, experimenting with newscasts, softer news and information shows, or various syndicated product.

29/ GAMES FROM NORWAY

CBS buys U.S. television and radio rights for 1994 winter Olympics in Lillehammer, Norway, for \$300 million.

34/ CABLE REVIEW

CTAM panelists address industry issues, including service and programming.

32/ FOREIGN CORRESPONDENT

Television coverage of Voyager 2 space probe's visit



to planet Neptune provides dramatic images, such as storm on planet's surface, shown above.

33/ CUSTOMER SATISFACTION

Broadcaster George Gillett tells Cable Television Administration and Marketing Society gathering in Chicago that cable needs to get its act together and improve customer service.

38/ GETTING PRIMED

Syndicators ready for access shootout as successful returning programmers battle against hopeful newcomers.

39/ STEADY AS THEY GO

Licensing costs for feature presentations appear to be holding stable in comparison to rising costs of other prime time programming.

47/ AM ANSWERS?

According to some, expanding AM band will give all AM stations boost, particularly daytimers. FCC has different idea.

48/ NPR DEFECTION

Second show in two weeks leaves National Public Radio for American Public Radio distribution—move that some say signals new competitive environment for public radio programming producers.

50/ STAR WATCHING

Executives of newly created Unistar radio programming network explain logic of merger.

51/ NEXT STEP

Warner and Time move one step closer to completing merger announced in March.

56/ CONTROLLING THE VERTICAL

Burbank, Calif.-based Airtrax battles Nielsen over use of line 22 of TV's vertical blanking interval.

58/ EASTERN SHOW

Southern Cable Television Association officials expect nearly 4,000 to attend Eastern Cable Show in Atlanta.

79/ 'LETHAL' WEAPON

Genesis Entertainment Chairman and CEO Gary Gannaway's business ambitions include making Genesis "most lethal"—read "effective"—TV program marketing company in business.

80/ NEW LEADER

Roy Stewart is named chief of FCC Mass Media Bureau.

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WE BROKER BROADCASTING'S BEST

Case Study: Eastern Broadcasting Corporation

In 1959, Roger Neuhoff formed Eastern Broadcasting Corporation to buy WCHV, Charlottesville, Virginia. Blackburn & Company brokered that first deal which totalled \$210,000.

Now, 30 years later, Roger has closed the sale of Eastern's stock for \$63,500,000. Blackburn & Company brokered that deal too.

In the three decades in between, Eastern's trading-up process involved a total of 23 radio transactions. . . fourteen on the buying side and nine on the selling side. The total dollars add up to \$127,702,000.

Roger Neuhoff chose Blackburn & Company to handle 17 of his deals . . . 10 purchases and seven sales. Of the total dollars involved, our deals account for more than 90%.

We salute Roger as he closes a distinguished 30-year career in broadcast ownership. We are pleased and proud to have been a part of it.

EASTERN BROADCASTING CORPORATION

(May 1, 1989)

WRSC/WQWK
WWAZ/WWLI
WEST/WLEV
WTAD/WQCI
WRKZ-FM

State College, PA
Providence, RI
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WASHINGTON

Antisiphonists

Concerned that their prized baseball packages may be slowly slipping away to cable, executives of television stations with local baseball rights plan to meet in Washington Sept. 13-14 to discuss strategy and sound alarm on Capitol Hill. Ted Koplar, KPLR-TV St. Louis (Cardinals), James Boaz, WTXF-TV Philadelphia (Phillies), and Kevin O'Brien, KTVU(TV) Oakland, Calif. (Giants), with help of Association of Independent Television Stations, are organizing session. INTV is inviting several congressmen and senators to participate, and some broadcast executives are planning to make rounds on Capitol Hill. Issue was brought up when INTV President Preston Padden testified at Senate hearing in June. His remarks, however, were challenged by Edwin Durso, then executive vice president for Major League Baseball (Durso left to become ESPN's senior vice president and general counsel). He said INTV's assertions about siphoning of sports telecasts from free over-air television from cable have "no basis in fact." "The growth of baseball on cable has not come at the expense of local broadcasts, but rather has been fueled by the

televising of games not historically broadcast by the clubs," wrote Durso. Copy of baseball letter was sent to Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii).

D.C. bound

CBS affiliates board is joining move to hold meetings in Washington. Mid-September get-together of board should give members opportunity to pursue legislative agenda as well as possibly meet new FCC commissioners. Ranked at top of their network concerns is performance of *Sajak* and *CBS This Morning*.

PTAR rears its head

NBC's consideration of plan for West Coast affiliates to roll back start of prime time schedule from 8 p.m. to 7 p.m. could run into regulatory glitch. If stations opt to run *The Tonight Show* at 10:30 p.m. (said to be one of options) instead of 11 p.m., it would violate FCC's prime time access rule, which prohibits airing of more than three hours of network programming during four hours of prime time. Problem could be solved by waiver.

NAB wants Moir

Brian R. Moir, lawyer with Fisher, Wayland, Cooper & Leader, will be advising National Association of Broadcasters on its legislative and legal matters

dealing with telcos and their quest to become video service providers. Moir has extensive expertise in common carrier issues, say NAB sources. Moir's clients include common carrier users but neither telephone companies nor cable interests, according to NAB.

TOKYO

ESPN East

Japanese version of ESPN is only few weeks away, with long-negotiated deal near finalization, according to ESPN head Roger Werner. ESPN is to have minority stake in new sports channel with lead partner Japanese trading company Itoh and others. Service, using substantial material from U.S. channel, could begin this year, and Werner said while it is aimed at Japanese market, it could serve broader Asian market down road. American audiences also may gain from venture, since Werner indicated opportunities to acquire product from joint venture could bring popular Japanese programming, such as Sumo wrestling, to ESPN in U.S. In Europe, where ESPN already has direct or indirect interests in UK, French and German sports services, programmer now is looking closely at entering Spanish market more fully. ESPN already serves backyard dishes and hotels there, but

wants to add local cable or pay TV distributors in near future.

SYRACUSE

Safe syndex

Eastern Microwave, following on heels of Turner Broadcasting, will indemnify cable operators from syndex exposure relating to carriage of superstation WWOR-TV New York. Common carrier estimates 15 to 20 hours of superstation will be blacked out, but Eastern Microwave will buy programming to fill those slots. Signal will be syndex-free by time cable operator receives it. Eastern also is moving towards making WSBK-TV Boston syndex-free.

REDWOOD CITY

Looking East

While companies and government officials have been talking to U.S. Commerce Department urging joint ventures with U.S. companies for research and development of HDTV equipment as way to join forces against Japanese companies, Europeans also have been talking to last U.S. manufacturer of TV camera and recording equipment, Ampex Corp., Redwood City, Calif.

There is possibility, according to George Merrick,

Redundancy

Setting new trend, Alfred C. Sikes was sworn in for second time as FCC chairman by Supreme Court Justice Antonin Scalia in Aug. 18 ceremony in Indian Treaty Room of Old Executive Office Building. Sikes's wife, Marty (holding Bible), and Senator John Danforth (R-Mo.) (partially blocked by Sikes) were among crowd of friends, family and lobbyists who attended. Sikes was officially sworn in two weeks earlier by fellow FCC Commissioner James H. Quello. Following Sikes's lead, Sherrie Marshall, who was sworn in by Quello last Monday, has planned her own ceremonial swearing in for Sept. 12. Supreme Court Justice Sandra Day O'Connor will preside.



WHEN WE SAID
VOLUME 28 IS
THE BEST,



WE GOT LETTERS...

ALREADY

WPIX	New York
KCOP	Los Angeles
WTXF	Philadelphia
KBHK	San Francisco
KTVT	Dallas/Ft. Worth
WUAB	Cleveland
KHTV	Houston
KMSP	Minneapolis
KCPQ	Seattle-Tacoma
WDZL	Miami
WPGH	Pittsburgh
KPLR	St. Louis
KUTP	Phoenix
KRBK	Sacramento
WTXX	Hartford

Y SOLD!

WXIN Indianapolis
KUSI San Diego
KPTV Portland, OR
WVTV Milwaukee
KTVX Salt Lake City
KMOL San Antonio
WDRB Louisville
KOKI Tulsa
WAWS Jacksonville
KTTU Tucson
KVVU Las Vegas
KADY Santa Barbara
WAOW Wausau
KBBL Palm Springs

VOLUME 28

The Latest Edition Of A Great Syndication Tradition



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DISTRIBUTION

Ampex VP and general manager, video systems division, that company might one day join Eureka, European R&D consortium working HDTV technology. But joining Eureka would mainly be way to facilitate future sales in European market, which makes up large percentage of Ampex's sales. Merrick said that Ampex believes that European 1,250/50 production system will "stay in Europe" and that there will never be market for it in U.S. But Ampex's position is similar to that of HDTV producer David Niles, who is member of both Eureka and HDTV 1,125/60 group, which promotes use of Japanese-developed system. "We would join for much the same reason that Dave joined—just to stay close to what's going on," Merrick said.

NEW YORK

Upgrading updates

Announced move of anchor Deborah Norville from NBC's *Sunrise* to more prominent time slot hosting news breaks in *Today* may interest more stations in taking Norville news update NBC provides to local stations at noon. Five-minute insert to local newscasts has been available for several months but is currently meeting with limited interest. While over 100 NBC stations run midday news, less than 20 of them take insert, and only handful of those who do are within top 100 markets.

Let's make a deal

Game show maven Reg Grundy is down to short list of three U.S. distributors for syndicated TV version of board game *Scrabble*. Grundy did not identify companies but said deal should be concluded in three or four weeks. Australian-born producer is also headed for studio to shoot pilot game show for ABC daytime, *Celebrity Key Notes*, which he said should be delivered to network by end of October. *Scrabble* deal could bring show to air for fall 1990, targeting prime access, but Grundy said '90 launch was not graven in

stone and could be delayed, depending on status of syndication market.

Involvement

Av Westin, newly named senior vice president in charge of reality programming at King World, wants to get news departments at stations taking syndicated show *Inside Edition* involved with program. King World is going into year two with program, and last week Westin wrote letter to news directors of all *Inside Edition* affiliates proposing that show could breathe "second life" into some of their local stories. "We could take one of your sweep series and supplement it with some of our resources to give a local story a national dimension," Westin wrote. He also suggested program could combine individual investigative pieces from one or more stations to form national trend stories. Westin said KW was prepared to pay for and give on-air credit to stations contributing stories. He also suggested proposal applied to other reality shows being developed.

Public portion

Look for privately held program distributor Genesis Entertainment to announce public offering, perhaps by end of year. Currently, company chairman Gary Gannaway (see

story, page 79) owns 95% of company, with remaining 5% held by other company executives. As currently planned, offering would serve up 20% of stock to public, while certain employees would split 10%, with Gannaway retaining 70%. Company currently distributes court show, *The Judge*, and *The Best of National Geographic*, and is launching *The Byron Allen Show* and off-network *Highway to Heaven* this fall. Company has been valued at between \$65 million and \$70 million.

HOLLYWOOD

Games afoot

Joining growing legion of syndicators entering game show market are Buena Vista Television, Orion Television Entertainment, Warner Bros. Domestic Television Distribution and King World, all of which have either committed to, or are considering, offering new game shows for 1990-91 season. In confirmed category: Scott Towle, president of domestic television, Orion, says pilot revival of 1950's *Name That Tune* quiz program will be produced for sale at NATPE convention in January 1990. Towle says strip will probably be offered on

cash/barter basis for 1990-91.

Source at Dick Clark Productions said company is producing *Challengers* game show, to be distributed by Buena as first-run strip for September 1990 rollout. Buena Vista officials declined comment.

Hollywood sources say Warner Bros. is going to distribute *Trump Card*, game show originating from Donald Trump's Trump Plaza casino in Atlantic City. Warner officials were unavailable for comment.

Industry programmers anticipate King World Distribution will roll out *Monopoly* for 1990-91, along with other such offerings as *Tic Tac Dough* (from ITC Distribution), *Coast To Coast* (Select Media), *Jokers Wild* (Orbis Communications), *Wiseguys* (Tribune Entertainment Co.) and *Concentration* (Victory Television).

'Happy Days' is here again

When Fox Affiliate Board gets together again in September, following Emmy Awards (which Fox telecasts), members will see next batch of shows under consideration for Fox's planned children's programming block. One show under consideration is animated version of long-running sitcom, *Happy Days*. Fox has determined that shows will get trial run on Saturday mornings before being moved to Monday-Friday kids block.

Testing

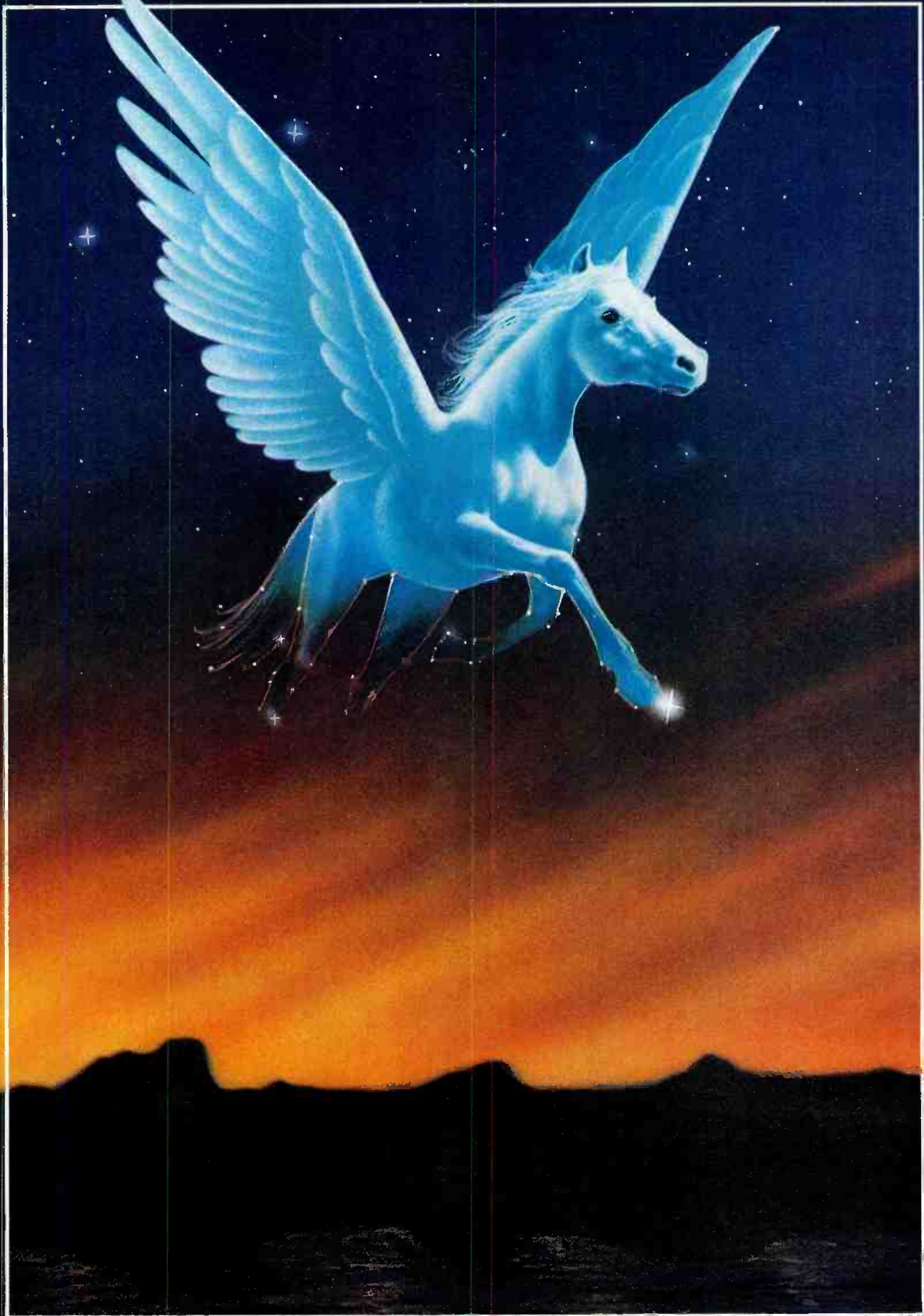
Actress Victoria Principal, formerly of *Dallas*, is slated to star in "back door pilot" feature presentation titled *Sparks* to air February 1990, says Pat Faulstich, vice president, motion pictures and mini-series for television, CBS Entertainment. Faulstich said Principal will star in romance/mystery as savvy mayor of "emerging" Southwest city. Other western features in line for 1990 presentations include *R.I.P.* (starring Willie Nelson and Kris Kristofferson), and as yet untitled *Gunsmoke* redo with James Arness reprising his Marshal Matt Dillon role.

What goes around comes around

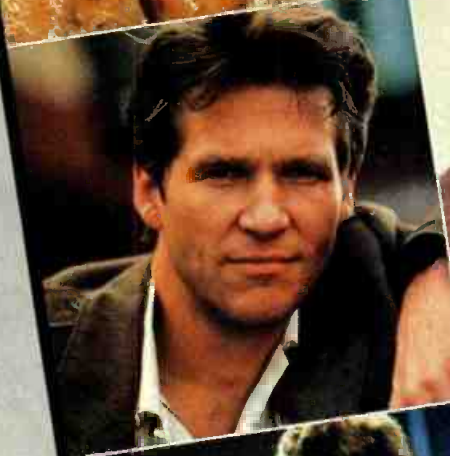
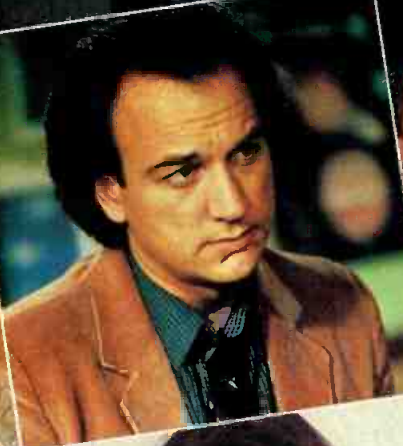
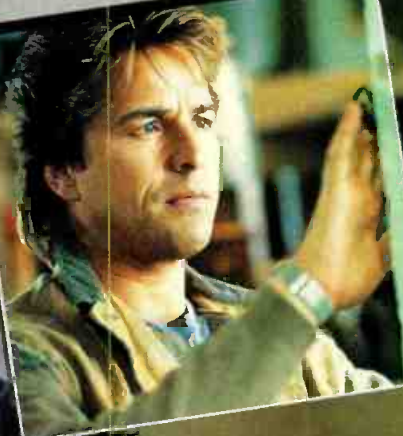
Technical improvement of AM radio, to which NAB is asking FCC to pay special attention (see page 48), is subject with which FCC Chairman Alfred C. Sikes was familiar during tenure at NTIA. His past statements suggest that he might consider something past FCC's have refused to do—set AM stereo transmission standard. However, indications from Mass Media Bureau are that Sikes FCC has not focused on subject.

NTIA under Sikes prepared in-depth report on state of AM stereo in 1987. Final version of report recommended that FCC protect pilot tone of C-Quam system, developed by Motorola. "There might still be some doubt as to whether it is the de facto standard. The fact that all radios can receive the C-Quam signal makes it at the very least a de facto standard," Sikes said at time (BROADCASTING, Aug. 17, 1987). Patrick FCC eventually decided not to protect C-Quam pilot tone because of fears that action would lead to legal actions that would further delay AM stereo's growth and because, in its assessment, marketplace had already chosen C-Quam as de facto standard.

Earlier, when preliminary version of NTIA report was released, Sikes said he "would prefer to duck" question of whether FCC made mistake in not originally choosing AM stereo standard. But when pressed, he said, "It's clear that we wouldn't all be sitting here" if commission had picked standard.



P E G A S U S II



A TRI-STAR SHOWCASE!

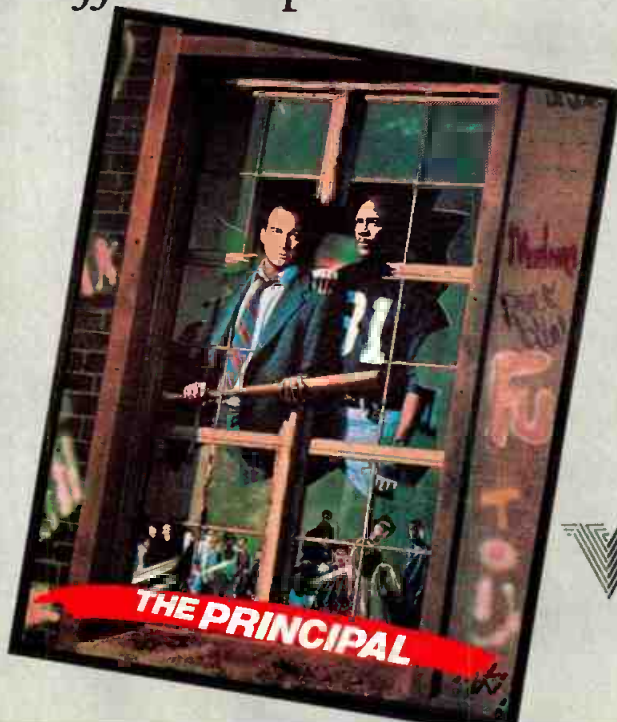
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Where Things Stand

Solid box denotes items that have changed since last issue.

AM-FM Allocations

At July 13 open meeting, FCC doubled maximum allowable power of Class A FM stations but limited number of stations that will be able to take advantage of new maximum power to boost coverage. Some 500 stations will be able to increase power as of Dec. 1, but it is not clear how many of 1,500 other Class A's will. Some 800 stations, including most of those in Northeast, will have to demonstrate they can meet new mileage separations by relocating antenna or using directional antenna before they will get go-ahead. And many stations along Canadian and Mexican borders may be left out because change in power is not authorized under current international treaties.

At March 30 meeting, FCC created opportunity for as many as 200 new FM stations by 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 stations would cause interference and less powerful Class A stations would be "economically infeasible."

In hopes of curtailing adjacent-channel interference and 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.

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, petitioned FCC to reconsider.

Cable Regulation

Cable television industry remains under fire from allegations it is "unregulated monopoly." Bills have surfaced in Senate and House that would reregulate cable and permit telephone industry to compete in distributing video services.

General Accounting Office released long-awaited survey on cable rate increases over two-year period. According to GAO, there was 29% increase in basic cable rates and 14% increase in overall average subscriber bill. Report was presented at House Telecommunications Subcommittee hearing, and GAO witness asked to interpret result said cable was monopoly in need of reregulation (BROADCASTING, Aug. 7).

Meanwhile, group of mayors and elected officials gathered in New York last month issued resolution calling for restoration of

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city authority to regulate cable. Led by New York Mayor Ed Koch and Tucson Mayor Tom Volgy, group heard from Senator Howard Metzenbaum (D-Ohio), who says legislation reregulating cable could pass if mayors actively lobby. Metzenbaum, who chairs Senate Antitrust Subcommittee, convened hearing in April in which broadcasters, wireless cable industry, Consumer Federation of America and city organizations called on Congress to reregulate cable. Metzenbaum is also 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. It would also restrict horizontal concentration within industry by limiting number of subscribers company can have to 25% of cable subscribers in country.

Also in Senate, Communications Subcommittee took close look at issue of vertical integration within cable industry during series of hearings it convened on concentration of ownership within media (BROADCASTING, June 19, 26). No immediate Senate action is expected from those hearings, although it was clear there is growing concern among subcommittee members about cable's market power.

Motion picture industry, independent broadcasters and National Association of Broadcasters are pushing for stricter regulation of cable until there is more competition in delivering cable programming to homes.

National League of Cities and United States Conference of Mayors have adopted resolutions calling on Congress to strengthen cities' regulatory grip on cable and to provide opportunity for telephone companies to offer competitive services. League has assigned action on cable legislation low priority, but group of mayors has scheduled July 31 meeting in New York to plan legislative strategy.

Children's Television

Bill that would limit amount of advertising in 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 Commerce Committee following week. In Senate, companion measure (S.707) was focus of Communications Subcommittee hearing July 13, along with bill offered by Senator Tim Wirth (D-Colo.). Wirth measure was endorsed by Communications Subcommittee Chairman Daniel Inouye (D-Hawaii), who says he hopes to move children's TV bill out of committee by Aug. 1.

Wirth's legislation would require broadcasters to provide programming "specifically designed" for children, as condition for license renewal. Measure is more restrictive than S. 707 and will also be focus of hearing.

Bill that would establish \$10 million endowment for children's programming was adopted May 16 by Senate Commerce Committee and is expected to pass Senate sometime this year. It is brainchild of Chairman Ernest Hollings (D-S.C.) and Inouye.

Proponents of children's TV legislation suffered blow in last Congress when President Reagan pocket-vetoed bill on Nov. 5, 1988.

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.

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. However, proposal has garnered little support in comments.

Compulsory License

FCC has voted to recommend to Congress that it abolish 13-year-old compulsory copyright license for local as well as distant signals, saying move would benefit consumers, broadcasters and cable programming services.

What Congress will do is unknown. Politics are complicated by fact that some broadcasters want to do away with license for local signals and require cable systems to pay broadcasters. National Association of Broadcasters has formed committee to explore possibility of creating new copyright scheme that includes retransmission fee and carriage requirements for local signals (BROADCASTING, June 19 and 26).

On Jan. 3, House Telecommunications Subcommittee member John Bryant (D-Tex.) reintroduced bill he offered in last Congress (BROADCASTING, April 4, 1988) to condition license on carriage. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) revived measure from last Congress virtually identical to Bryant's bill.

Crossownership

Telco-cable—FCC tentatively voted 2-1 in July 1988 to recommend that Congress lift ban against telephone companies owning cable systems in their telephone service areas. But former FCC Chairman Dennis Patrick, who pushed for recommendation, was unable to affirm vote in final year of chairmanship because FCC Commissioner James Quello, who provided second vote, began having second thoughts.

Commissioner Patricia Diaz Dennis 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.

Issue is now in hands of newly constituted commission led by Chairman Alfred Sikes. He says he has open mind on issue. National Telecommunications Information Administration, while under Sikes's direction, recommended telcos be allowed to serve as transporters of others' programming, although not as programmers themselves, in telcos' own service areas (BROADCASTING, June 20, 1988).

Senator Al Gore (D-Tenn.) has introduced bill lifting crossownership prohibition, which is contained in Cable Communications Policy Act of 1984; companion measure was offered in House by Rick Boucher (D-Va.).

At present, barriers to Bell Regional Operating Companies crossownership include not only 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 let some broadcasters reap certain economies of scale.

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

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

High-Definition TV

Richard Wiley, chairman of FCC's advisory committee on advanced television service (ATS), has announced that he will call meeting of transmission system proponents this fall to set testing schedule. Tests are expected to begin in April 1990 at Advanced Tele-

vision Test Center (ATTC) facility. Current estimates are that about 12 systems from eight proponents will be tested over course of one year, with final system recommendation to be made to FCC in fall 1991.

Five companies have been chosen to receive portion of \$30 million in grants Defense Advanced Research Projects Agency (DARPA) has set aside for research and development of new methods to display and process HDTV pictures. Pentagon hopes program will lead to mass production of low-cost, high-resolution screens for consumer and defense applications. DARPA is expected to soon announce more companies to receive grants. There is also proposal before Congress to allocate additional \$50 million to DARPA for HDTV project.

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.

International

New European transfrontier broadcast law

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,957	261	5,218
Commercial FM	4,210	753	4,963
Educational FM	1,398	252	1,650
■ Total Radio	10,565	1,266	11,831
FM translators	1,769	318	2,087
Commercial VHF TV	547	23	570
Commercial UHF TV	527	213	740
Educational VHF TV	122	5	127
Educational UHF TV	218	26	244
■ Total TV	1,414	2670	1,681
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
VHF translators	2,722	121	2,843
UHF translators	2,133	443	2,576

CABLE†	
Total subscribers	50,897,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	56.4%
Pay cable penetration	29.4%

* 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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T O N I G H T



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has been sidetracked by opposition from six of 12 members of European Community. EC's Council of Ministers must resolve disputes by early fall or new law will die. Regulatory plan, essentially completed earlier this spring, would harmonize diverging national regulations and establish framework under which emerging transborder satellite TV services could service European market's 320 million viewers.

In European satellite news, Rupert Murdoch's UK direct broadcast service, Sky TV, settled \$1.5 billion lawsuit against Walt Disney Co. in dispute over plans for British Disney Channel and access to Disney's Touchstone and Hollywood Pictures films. Rival British Satellite Broadcasting, which postponed launch of service by six months until next spring due to delays in availability of home receiver gear, has been granted additional two channels by UK government, bringing program package to five. And French pay TV service Canal Plus has emerged winner in government allocation of channels on France's direct broadcast satellite TDF-1, with interests in three of five transponders.

Capital Cities/ABC, which owns 25% through ESPN of London-based satellite sports service Screensport and has taken minority share in Munich TV company Tele-Munchen, producer-distributor and majority owner of German satellite service Tele5, is now negotiating three similar deals on continent, including one in Spain.

Phone company US West has won joint bid for Hong Kong cable system franchise with potential for 1.5 million TV and tele-

phone service customers. Several North American companies—Paramount, Viacom, AT&T and Rogers Cablevision of Canada—were also advising two of four bidding groups.

Mergers and Acquisitions

■ Time Inc. changed its name to Time Warner Inc. upon acquiring 100 million shares of Warner Communications in its \$70-per-share tender offer. Time Warner owns 59.3% of Warner on way to absorbing whole company. Close of Time's tender came on July 24, hours after Delaware Supreme Court upheld lower court ruling refusing request of Paramount Communications to block merger. New Time Warner is largest media company in world. On Aug. 23, Time Warner and Warner announced that respective boards had approved mixture of securities composing Time Warner's payment for balance of Warner it does not own. In merger-related litigation, Warner shareholder Chris-Craft Industries contends its approval is necessary for completion of Warner acquisition. Companies have settled legal battle over nature of distribution of stock of BHC, company owned 57.5% by Chris-Craft and 42.5% by Warner.

Centel Cable Television Co. reached agreements in March to sell its 575,000-subscriber cable systems for a total of more than \$1.4 billion. Systems covering five states were split into six pieces and sold to American Television & Communications, C-

TEC Corp., Jones Intercable, Warner Cable, Adelphia Communications and Simmons Communications. Centel Corp., 82.4% shareholder of Centel Cable, said it expected after-tax gain of \$440 million on sale; minority shareholders in Centel Cable will receive \$45.625 per share. On Aug. 23, Centel Cable shareholders approved company's merger with parent Centel in transaction leading to closing of individual sales.

Jack Kent Cooke reached definitive agreements in mid-July to sell his 660,000-subscriber cable operations to a consortium of six buyers. Buying group is nearly same one that signed letter of intent in January to buy systems from Cooke. Between January agreement and July deals, Cooke broke off negotiations, dropped investment banker Drexel Burnham Lambert in favor of Lazard Freres & Co. and put systems up for sale again in hopes of better offers. Sale price said to be \$1.58 billion, including value of minority tax certificate, less than 10% higher than January price. Buyers, assembled by San Francisco-based InterMedia Partners working with broker Daniels & Associates, comprise partnership formed by InterMedia and Frank Washington; Tele-Communications Inc.; TCA Cable TV; group associated with Adelphia Communications Corp.; Falcon Cable TV, and Chambers Communications.

QVC Network will acquire rival cable home shopping service CVN Companies, according to definitive agreement announced July 10. Deal, in which CVN shareholders would receive \$19 cash plus one-eighth of one share of QVC for each of their shares, values CVN at more than \$440 million. Merger requires shareholder approvals, which companies expect no earlier than October. QVC said it plans to "blend" two programming services into one in 1990, after which it will launch second home shopping program. QVC also said it plans to drop CVN's catalog and retail store operations after merger.

TV producer Qintex Entertainment will acquire film production and distribution arm of MGM/UA Communications, in deal announced March 31. Merged company, which would also own United Artists film library, would be named United Artists Corp.

Must Carry

Independent television and cable industry are at impasse on must carry. On July 10, National Association of Broadcasters TV board signed off on must-carry compromise reached between President Eddie Fritts and National Cable Television Association on previous Friday. But deal fell through when Association of Independent Television Stations rejected proposal on ground that it did not address their concerns about channel repositioning. Independents felt it encouraged cable operators to move independent stations off low-numbered channel assignments to location on higher end of band. Fritts and NCTA President James P. Mooney have been trying to hammer out deal on must-carry language that they would then take to Congress. Basis of negotiations is



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interindustry agreement on must carry that cable says it can live with. Broadcasters, however, want to go beyond it, and demanded that any legislation contain language protecting broadcaster's signal from being shifted off-channel. NCTA agreed to put broadcaster signals on the over-air assignment or on channel that is mutually agreeable. But INTV argued in letter to Capitol Hill that on-channel deal offered by NCTA "would not stop the shifting but would precipitate a massive new wave of channel shifts of UHF independents and public stations currently carried on first-tier channels."

Network Rules

FCC's financial interest and syndication rules are becoming hot item in Washington. 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 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

House approved 1992 CPB appropriation of \$242.06 million plus \$72.5 million for public TV and radio satellite replacement, which is half of remainder of \$200 million authorized, following \$56.8 million 1990 appropriation.

CPB had asked Congress for full \$265 million authorized for fiscal 1992; administration had recommended capping CPB at 1991 figure of \$242 million and also asked end of satellite replacement funding.

CPB began series of "summit meetings" with PBS and NAPTS July 20 intended to unify plan to streamline national public TV programming processes. CPB so far has taken issue with elements of NAPTS plan that would create chief programming executive at PBS with centralized authority over approximately 25% of national programming funds, including most of current CPB Program Fund. CPB must report to Congress next January on national program funding efficiency. Presidents of three organizations will meet again today (July 24).

Garrison Keillor will return to American Public Radio late this coming fall with new Saturday evening series, he announced at Annual Public Radio Conference in San Francisco, May 17-21. National Public Radio launched new hourly newscasts July 1 and continues on path to adopt by end of year strategic plan for 1990's.

CPB Chairman Kenneth Towery also asked Congress March 21 to remove CPB from Inspector General Act, citing concerns that First Amendment rights of public broadcasters could be threatened by inspector general's authority to deem programming or other budget items unnecessary. In meantime, however, CPB has appointed IG.

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CBS ANSWERS A CRITIC

The CBS program 60 Minutes started the great apple scare of 1989 which has cost apple growers in Washington state alone over \$100 million. Apple sales plummeted after two 60 Minutes programs persuaded people that apples posed a serious health risk because a small percentage of the crop had been treated with Alar, a chemical that helps growers produce better apples at less cost. 60 Minutes spread the fear that eating apples treated with Alar might cause cancer. It disregarded the results of scientific studies that demonstrated that this was false.

After being severely criticized for the one-sided presentation of this subject in its first program aired last February, 60 Minutes put on another segment in May, which CBS promised would be accurate and fair. They interviewed one of the world's foremost scientists on cancer-causing chemicals, Dr. Bruce Ames, head of the biochemistry department at the University of California in Berkeley. Dr. Ames gave the CBS interviewers nearly a full day of his time. He explained the scientific evidence that indicates that little, if any, human cancer

is caused by residues of man-made pesticides in our food.

Dr. Ames told CBS that 99.9 percent of all the pesticides we ingest are produced by Mother Nature, since plants produce their own natural pesticides. Ames pointed out that about half of these naturally produced pesticides test positive as cancer-causing agents. These natural carcinogenic pesticides are thousands to millions of times more prevalent in our food than are residues of man-made chemicals. Dr. Ames says that doesn't mean we have to worry about them, since the quantities are not large enough to induce cancer in man. It does mean that it makes little sense to worry about synthetic chemical residues that are present in far smaller amounts.

Dr. Ames protested to Don Hewitt, the executive producer of 60 Minutes, that the program as aired "grossly distorted" the scientific arguments he had provided the interviewers and that it had dealt "both incompetently and dishonestly with a scientific issue and was therefore unprofessional." He documented that charge in a four-page letter, spelling out serious factual errors in the program.

A whole month elapsed before Hewitt replied to Dr. Ames' detailed criticism. Finally on August 2 he sent the following

reply. "Dear Dr. Ames: Your charge that we are incompetent, dishonest and unprofessional is not too dissimilar from comments we have heard about you from people who work in your field. I don't know whether those allegations about you are true or not. I do know they are not true about us. I hope you conduct your research in a more reasoned and less impassioned way than you conduct your letter writing."

That is the entire reply to a dispassionate discussion of the errors and scientific flaws in the program. Hewitt had previously responded to Accuracy in Media's detailed criticism of the same program by accusing me (Reed Irvine) of behaving like a communist. Hewitt's boorish replies prove that he and his staff have no defense against the scientific criticisms lodged against them. If his superiors don't repudiate them, the CBS affiliates should.

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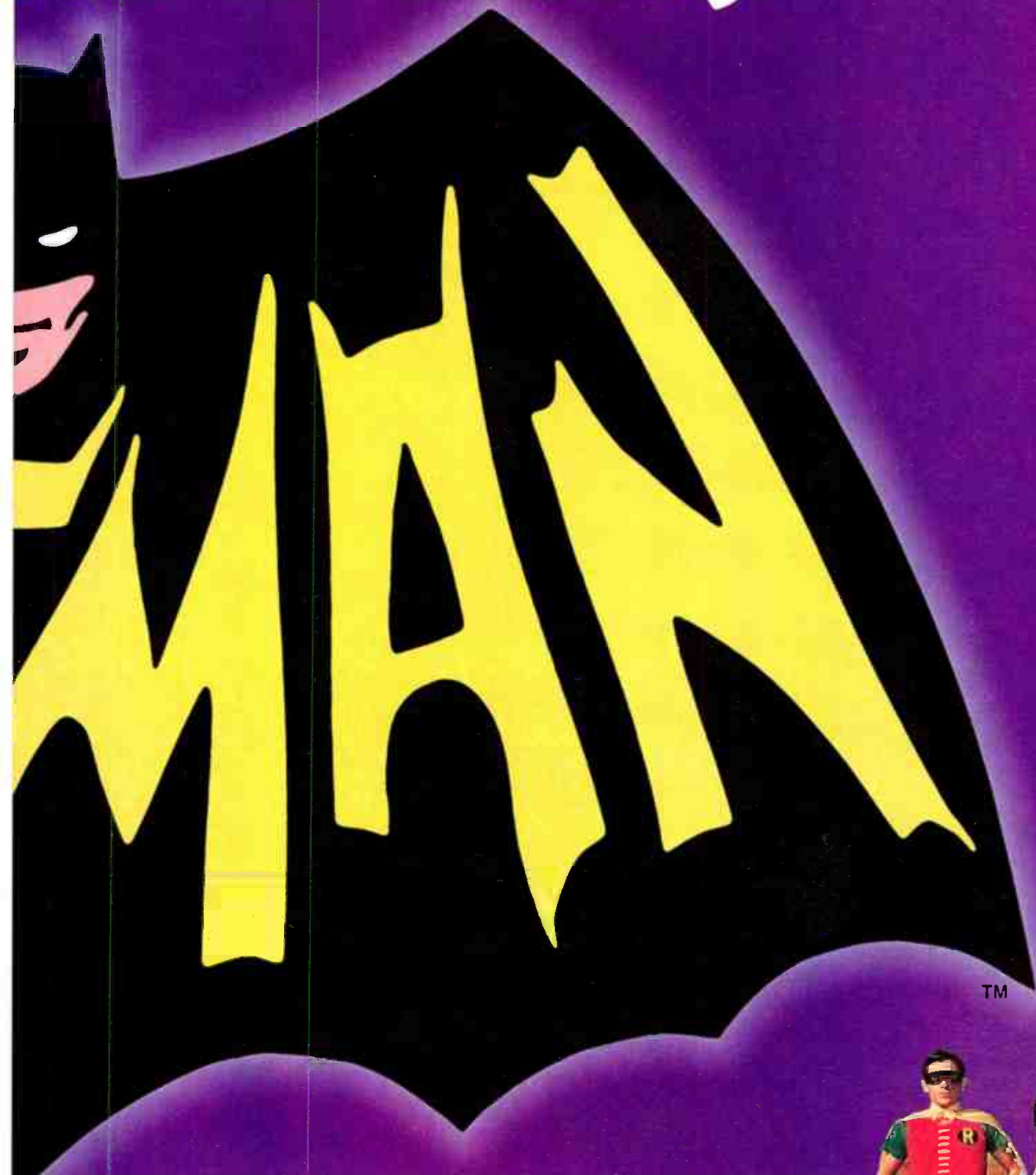
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■ indicates new listing

This week

Aug. 27-29—*Nebraska Broadcasters Association* 56th annual convention. Interstate Holiday Inn, Grand Island, Neb.

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

Aug. 28-30—*Association of National Advertisers* creative advertising promotion strategy. Stouffer Westchester hotel, White Plains, N.Y.

Aug. 29—*National Academy of Television Arts and Sciences* community service and PSA Emmy Awards. Marriott Marquis, New York. Information: Trudy Wilson, (212) 586-8424.

Aug. 29-30—*Cabletelevision Advertising Bureau* sales orientation seminar for new ad sales people. Chicago. Information: (212) 751-7770.

Aug. 30—*Ohio Association of Broadcasters* AM radio meeting. Embassy Suites, Columbus, Ohio.

Aug. 30—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Leavitt Pope, president, WPIX Inc. Copacabana, New York.

Aug. 31—Deadline for entries in Jumbo Prawn Awards, for "people...who apply their creative genius to the art form of radio," sponsored by *Northern California Broadcasters Association*. Information: NCBA, 151 Union Street, suite 385, San Francisco, 94111.

■ **Aug. 31-Sept. 1**—Montreal Film and Television Symposium '89, during Montreal World Film Festival. Organized by *Canadian Film Institute*. Theme: "Europe 1992: Film and Television in the New Trade Environment." Information: (613) 232-6727.

Also in September

Sept. 6—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Thomas Rogers, president, NBC Cable and Business Development. Copacabana, New York. Information: (212) 768-7050.

Sept. 7—*USA Network* local ad sales seminar. Ritz-Carlton, Houston. Information: (213) 277-0199.

Sept. 8—*USA Network* local ad sales seminar. Dallas-Fort Worth. Information: (213) 277-0199.

Sept. 8-11—*National Association of Telecommunications Officers and Advisers* ninth annual conference. Theme: "New Visions on the Telecommunications Horizon." Scottsdale, Ariz. Information: Catharine Rice, (202) 626-3160.

Sept. 11-13—*Wireless Cable Association* convention. Hyatt Crystal City, Arlington, Va. Information: (202) 452-7823.

Sept. 12—Presentation of News and Documentary Emmy Awards, sponsored by *National Television Academy*. Waldorf-Astoria, New York. Information: Trudy Wilson, (212) 586-8424.

Sept. 12—Deadline for entries in TV promotion spots and ID's category (for work produced or aired between July 1, 1989, and Sept. 12, 1989) of International Film & TV Festival, sponsored by *New York Festivals*. Information: (914) 238-4481.

Sept. 12—*MTV Networks'* local advertising sales workshop. Westin Lenox, Atlanta.

Sept. 12—*Cabletelevision Advertising Bureau* local sales workshop. Holiday Inn Crowne Plaza, White Plains, N.Y. Information: (914) 682-0050.

■ **Sept. 12-13**—Media workshop, "Exploring the Frontiers of Media," sponsored by *Association of National Advertisers*. Plaza hotel, New York. Information: (212) 697-5950.

Sept. 12-15—*National Association of Black Owned Broadcasters* 13th annual fall broadcast management conference. Theme: "Broadcasting in the 1990's—Getting Ready." Ramada Renaissance hotel, Washington.

Sept. 13—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Kay Koplovitz, president and CEO, USA Network. Copacabana, New York. Information: (212) 768-7050.

Sept. 13—*USA Network* affiliate marketing seminar. Embassy Suites-Denver Tech Center, Denver. Information: (212) 408-9100.

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

Sept. 13-16—*Radio-Television News Directors Association* 44th annual international conference and exhibition. Speakers include Ted Turner, Turner Broadcasting System; keynoter Andrea Mitchell, NBC News, and George Will, syndicated columnist. Kansas City Convention Center, Kansas City, Mo. Information: (202) 659-6510.

Sept. 14—Seventh annual Everett C. Parker Ethics in Telecommunications lecture, co-sponsored by *Office of Communication of United Church of Christ* and *National Council of Churches, Communication Commission*. Speaker: Tony Schwartz. Interchurch Center, New York. Information: (212) 683-5656.

Sept. 14—*USA Network* local ad sales seminar. Embassy Suites-Denver Tech Center, Denver. Information: (212) 408-9100.

Sept. 14—*Cabletelevision Advertising Bureau* local sales workshop. Holiday Inn-Eastgate, Cincinnati. Information: (513) 752-4400.

Sept. 14—*MTV Networks'* local advertising sales workshop. Marriott Harbor Beach, Fort Lauderdale, Fla.

Major Meetings

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. 1-3—*Association of National Advertisers* annual convention. Homestead, Hot Springs, Va.

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. 4-7, 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) 750-8899. Future convention: Oct. 11-15, 1990, Cannes.

Oct. 21-25—*Society of Motion Picture & Television Engineers* 131st technical conference and

equipment 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. 26-27, 1990—*Society of Motion Picture and Television Engineers* 24th annual television conference. Contemporary hotel, Orlando, Fla.

Jan. 27-31, 1990—*National Religious Broadcasters* 47th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington.

Feb. 11-16, 1990—12th International Film, Television and Video Market. Loews hotel, Monte Carlo, Monaco.

Feb. 21-23, 1990—Texas Cable Show, sponsored

by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex.

Feb. 28-March 3, 1990—21st annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland, Nashville.

March 31-April 3, 1990—*National Association of Broadcasters* 68th annual convention. Atlanta. Future conventions: Las Vegas, April 13-16, 1991; Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

April 1-3, 1990—*Cabletelevision Advertising Bureau* ninth annual conference. Marriott Marquis, New York.

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

April 20-25, 1990—*MIP-TV*, international television program market. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

May 17-20, 1990—*American Women in Radio and Television* 39th annual convention. Capital Hilton, Washington.

May 21-23, 1990—*National Cable Television Association* annual convention. Convention Center, Atlanta.

June 10-14—*Broadcast Promotion and Marketing Executives and Broadcast Designers Association* annual conference. Bally's, Las Vegas.

Sept. 15—Deadline for entries in International Film and Video Festival sponsored by *Women in the Director's Chair*. Information: (312) 281-4988.

■ **Sept. 15**—Deadline for company entries in New York Emmy Awards, sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Information: (212) 768-7050.

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

Sept. 16—*North Jersey Press Club* meeting. Fairleigh Dickinson University, Teaneck, N.J. Information: (201) 322-8343.

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

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

■ **Sept. 17-19**—*National Association of State Radio Networks* fall board meeting and general membership "fly-in." Information: (404) 255-7861.

Sept. 17-19—*Kentucky Cable TV Association* annual fall convention. Marriott Resort, Lexington, Ky. Information: (502) 864-5352.

Sept. 17-22—*American Advertising Federation* second annual advanced advertising management seminar. Northwestern University's James Allen Center, Evanston, Ill.

Sept. 18-20—*Association of National Advertisers* creative advertising, media strategy and promotion strategy seminar. Stouffer Westchester hotel, White Plains, N.Y.

Sept. 19—*Cabletelevision Advertising Bureau* local sales workshop. Dallas Parkway Hilton, Dallas. Information: (513) 752-4400.

Sept. 19-20—*Washington Journalism Center* conference for journalists. "Politics 1990: New Issues, Shifting Strategies, Changing Coalitions." Watergate hotel, Washington. Information: (202) 337-3603.

■ **Sept. 20**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: David J. Moore, president. Lifetime Medical Television. Copacabana, New York.

■ **Sept. 20**—*USA Network* local ad sales seminar. Hotel Atop the Bellevue, Philadelphia. Information: (212) 408-9161.

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

Sept. 21—*Cabletelevision Advertising Bureau* local sales workshop. Los Angeles Airport Marriott, Los Angeles. Information: (513) 752-4400.

■ **Sept. 21**—*USA Network* local ad sales seminar. Omni Inner Harbour, Baltimore. Information: (212) 408-9161.

Sept. 21-22—39th annual Broadcast Symposium, sponsored by *Institute of Electronic and Electrical Engineers/Broadcast Technology Society*. Hotel Washington, Washington. Information: (202) 429-5346.

Sept. 22—*Society of Broadcast Engineers, chapter 22, central New York*, annual regional convention. Convention Center, Sheraton Inn, Syracuse, N.Y.

Sept. 22—"European Information Technology: What Policy Measures for 1992 and Beyond?" seminar organized by *Forum Europe and European Institute of Technology*. Societe Generale de Belgique, Brussels. Information: (32-2) 771-98-90.

Sept. 22—*Cabletelevision Advertising Bureau* local advertising workshop. Sheraton-San Francisco Airport, Burlingame, Calif. Information: (212) 751-7770.

Errata

NBC provided photo, taken from *NBC Nightly News with Tom Brokaw*, that appeared in Aug. 21 issue of military personnel recovering bodies from crash of airplane carrying **Mickey Le-land**.

□

In Aug. 21 "Distant Signals" item, name of Dallas-based distributor **International Broadcast Systems Ltd.** was spelled incorrectly.

□

KSCI(TV) Los Angeles carries one-hour daily broadcasts of **French TV programing**, not **KCET(TV) Los Angeles**, as reported in July 24 "Closed Circuit" on importation of French-language TV and radio programing to U.S.

■ **Sept. 22**—Deadline for personal entries in New York Emmy Awards, sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Information: (212) 768-7050.

Sept. 22-24—*Maine Association of Broadcasters* annual convention. Marriott hotel, Portland, Me.

Sept. 22-24—*Foundation for American Communications* economics conference for journalists, "American Economic Power in the Bush Era." Scanticon Conference Center, Princeton, N.J. Information: (213) 851-7372.

Sept. 22-27—Cinetex '89, international film and television festival, market, exposition and conference, produced in cooperation with *American Film Institute*. Bally's hotel, Las Vegas. Information: (818) 907-7788.

Sept. 24-26—*New Jersey Broadcasters Association* 43rd annual convention. Bally's Grand Casino hotel, Atlantic City, N.J. Information: (201) 247-3337.

Sept. 24-26—"Building the Winning Team," workshop for major market stations on setting, managing and reaching audience goal, sponsored by *National Public Radio* and *National Federation of Community Broadcasters* with funding from *Corporation for Public Broadcasting*. Seattle. Information: (202) 822-2000.

Sept. 25—*Women in Cable, Washington chapter*, annual fall gala commemorating 10th anniversary of WIC with salute to 10 women "who have contributed significantly to the cable television industry." Omni Shoreham hotel, Washington. Information: Lynn Levine, (202) 872-9200.

Sept. 25-29—*National Association of Broadcasters* training course for satellite uplink operators. Tyson's Corner Marriott, McLean, Va. Information: (202) 429-5350.

Sept. 26—*National Academy of Television Arts and Sciences* engineering Emmy Awards. Sheraton Center, New York. Information: (212) 586-8424.

Sept. 26—*Cabletelevision Advertising Bureau* local advertising workshop. O'Hare Hilton, Chicago. Information: (212) 751-7770.

Sept. 26—"Journalism Ethics: Honoraria and Other Issues," conference for journalists sponsored by *Washington Journalism Center*. Washington. Information: (202) 337-3603.

Sept. 26—*National Academy of Cable Programing* fourth annual forum. Waldorf Astoria, New York. Information: (202) 775-3611.

Sept. 26-30—10th anniversary conference of *Midwest Radio Theater Workshop*. Columbia, Mo. Information: (314) 874-1139.

Sept. 27—*Walter Kaitz Foundation* annual

awards dinner, this year honoring J. Richard Munro, chairman and CEO, Time Inc. New York Hilton and Towers, New York.

Sept. 27—*International Radio and Television Society* newsmaker luncheon. Speaker: FCC Chairman Alfred Sikes. Waldorf-Astoria, New York. Information: (212) 867-6650.

Sept. 27—*Women in Cable, New York chapter*, cable course, "Beyond the Basic." Viacom Conference Center, New York. Information: (212) 532-6680.

Sept. 28—*Cabletelevision Advertising Bureau* local advertising workshop. Airport Marriott, Kansas City, Mo.

Sept. 29—Deadline for entries for Ohio State Awards program competition honoring excellence in educational, informational and public affairs broadcasting, sponsored by *Institute for Education by Radio-Television, Ohio State University*. Information: Phyllis Madry, (614) 292-0185.

October

Oct. 1-3—*Illinois Broadcaster Association* annual convention. The Abbey, Fontenac, Wis.

Oct. 1-4—*Association of National Advertisers* annual convention. Theme: "Critical Issues Facing National Advertisers." Homestead, Hot Springs, Va. Information: (212) 697-5950.

■ **Oct. 3**—*Cabletelevision Advertising Bureau* local advertising workshop. Colony Square hotel, Allantia. Information: (212) 751-7770.

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

Oct. 3-8—World Summit for Electronic Media, organized by *International Telecommunication Union*. Theme: "Towards Global Information: The

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Electronic Media Explosion." Geneva Exhibition and Congress Center, Geneva. Information: 31 (2968) 6226.

■ Oct. 4—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Chloe Aaron, VP-television,

WNYC Communications Group, Copacabana, New York. Information: (212) 768-7050.

Oct. 4-6—National Broadcast Association for Community Affairs annual convention, Eldorado hotel, Santa Fe, N.M. Information: (505) 764-2592.



AM: attitude modification

EDITOR: Judging from recent articles and letters in BROADCASTING concerning AM's, I feel an adjustment of the AM mental set is in order. AM's can and are doing well. During the past two years, I have closed four standalone, suburban AM sales in the Houston ("Houston?" you say!) market. "How?" you say. Because, to paraphrase Stan Raymond, quoted in your Aug. 7 issue: "The buyers found their niche." In a market served by 49 stations, these four AM's experienced and benefited from "attitude modification" through more creative programming.

I concur that AM technical improvements will be a boost, but all the bells and whistles imaginable will fall short unless and until we all realize that AM radio plays a strong, viable role in the future of the Fifth Estate.—John W. Saunders, John W. Saunders Mergers & Acquisitions, Houston.

Grammatical error

EDITOR: You went overboard in your Aug. 14 editorial when you offered "73's" to new FCC Chairman Al Sikes. That translates to "Best regardses" since the expression is already plural.

If you want to greet Ms. Marshall in similar fashion, stick with "88."—Perry Williams, WJVED, Washington coordinator, American Radio Relay League, Newington, Conn.

Call for reregulation

EDITOR: My friend Sol Schildhouse poses the question in his Aug. 7 "Monday Memo": "Who's around to care about whether the consumer would be served by open and honest competition in the cable business?" The question presupposes that "open and honest competition" exists in the communications industry whereas, in fact, effective competition does not and will not exist absent revitalized antitrust enforcement. So to whom can the consumer look for protection? Certainly not to a regulatory agency dedicated to deregulation.

The answer is abundantly clear: Only reregulation will protect the consumer, whether the consumer is a cable subscriber, a television viewer or a radio listener. But reregulation will be meaningless unless it entails a strong legislative mandate, implemented by agency regulations and procedures and vigorous enforcement which will

truly serve the consumer.

Legislators must rise to their oversight responsibility and recognize the imperative need for communications reregulation. This means that legislative action be taken to insure the protection of the consumer. Only then will the public interest standard enunciated in the Communications Act have meaning.—Reuben Lozner, Chevy Chase, Md.

Shortwave suggestion

EDITOR: Congressman Matthew Rinaldo's introduction of H.R. 1136, the Broadcast Radio Quality Improvements Act of 1989, with its counterpart in the Senate under Senator Robert Packwood's able wing, is a breath of fresh air for the crippled AM radio industry in the U.S.

The visionary bill among other things helps insure parity by "outlawing" FM-only radios, or FM stereo and AM mono on the same chassis. Another important element that should be added to H.R. 1136 is continuous coverage reception of the AM international broadcast bands. [They could be] easily included through digital phase-locked loop and direct access tuning and give AM complete parity.

The ability to receive diverse and expanding international AM broadcast services will enable listeners to hear news and information and cultural broadcasts from around the globe. This enhancement will create more interest and usage of the AM band.

Congress's next move should be to unfreeze and permit the use of low-power, fixed frequency (1-10 kw), high frequency AM usage for domestic broadcasts to local operators, permitting AM or FM stations a relay, or standalone stations, which would increase their local service areas and provide the inducement of listeners [in a community], U.S. and maybe globally, the fun of trying to "DX" or log these broadcast stations from afar.

These stations could be beacons of good will presenting local information attractive to many interests. Thus we have a true cost-effective replacement for the clear channel AM stations that catapulted the broadcast industry into prominence and have recently become endangered and obliterated.

Please write your senator and congressmen today and give input on one of the most important pieces of legislation to affect the broadcast industry since 1934.—Dickson Norman, chairman and chief executive officer, NDXE Global Radio, Opelika, Ala.

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An "indecent" commentary by J. Brian DeBoice, Cohn & Marks, Washington

The current legal controversy over when, or whether ever, what is called "indecent" programming may be aired by broadcast stations is worth every broadcaster's attention. Like most disputes which center on the volatile mix of antagonistic intellectual and moral first principles, the broadcast "indecent" dispute is both symptomatic and emblematic of larger conflicts within the society as a whole. Because this particular dispute focuses directly on the broadcast medium, however, it presents particularly significant issues for resolution by the operators of that medium.

Understanding the indecency dispute begins with understanding "indecent." Indecency is not "obscenity" or "pornography." Obscenity, which refers, in shorthand, to hard-core pornography, is what the law terms unprotected speech and can be banned outright virtually anywhere, anytime. Indecency is much milder stuff. It is not unprotected speech, and when it can and cannot be prohibited depends on its content and the precise context in which it occurs.

The FCC has defined "indecent" in broadcasting as "language or material that, in context, depicts or describes, in terms patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory activities or organs." The difficulty with the definition is, of course, that the nature of contemporary community standards for the broadcast medium remains undefined and largely undefinable.

What does or does not conform to "community standards for broadcasting" cannot be known, except in extreme cases, until a given program has been aired, a complaint has been made and a legal decision has been rendered by the FCC or a court about whether the program is acceptable. Although the definition's vagueness may ultimately result in a current finding that it is unconstitutional, the current law—under the Supreme Court's 1978 ruling in *FCC v. Pacifica Foundation*—is that the definition is not constitutionally vague.

The first indecency-related problem for broadcasters is thus a practical one: How does a broadcaster know whether a given program is indecent or not? Some broadcasters may believe this problem is, for them, academic, because all of their programming is "safe." But are rock music lyrics dealing with sexual topics necessarily safe? Are *Donahue* and *Oprah Winfrey* programs that address sexuality safe? What about the more "steamy" soaps, or prime time broadcasts of popular films, such as "9½ Weeks"?

"Trash television" and "shock jocks" do not exhaust the universe of potential



“ While acting in defense of their own liberty of speech, broadcasters defend also the liberties of those who stand behind them. ”

indecency problems; they are only the primary current flash points. Even a broadcaster who correctly identifies the elusive nature of broadcast "indecent" may be faced with a legal challenge and forced to incur significant litigation costs to vindicate his views. And the broadcaster who errs in his guess about what constitutes "indecent" risks FCC censure, fine or, in extreme cases, loss of license. The only sure way out of this unpleasant "double blind" is an equally unpalatable choice—self-censorship.

The second problem for broadcasters posed by the indecency dispute is also a practical one. Tougher indecency restrictions may, and probably will, affect broadcasters' pocketbooks. Contemporary films, music and programming produced directly for broadcast or other media deal with sexual topics in increasingly frank, open terms. This trend toward openness, which some view as a healthy manifestation of societal change, has sparked a hostile response from those opposed to such

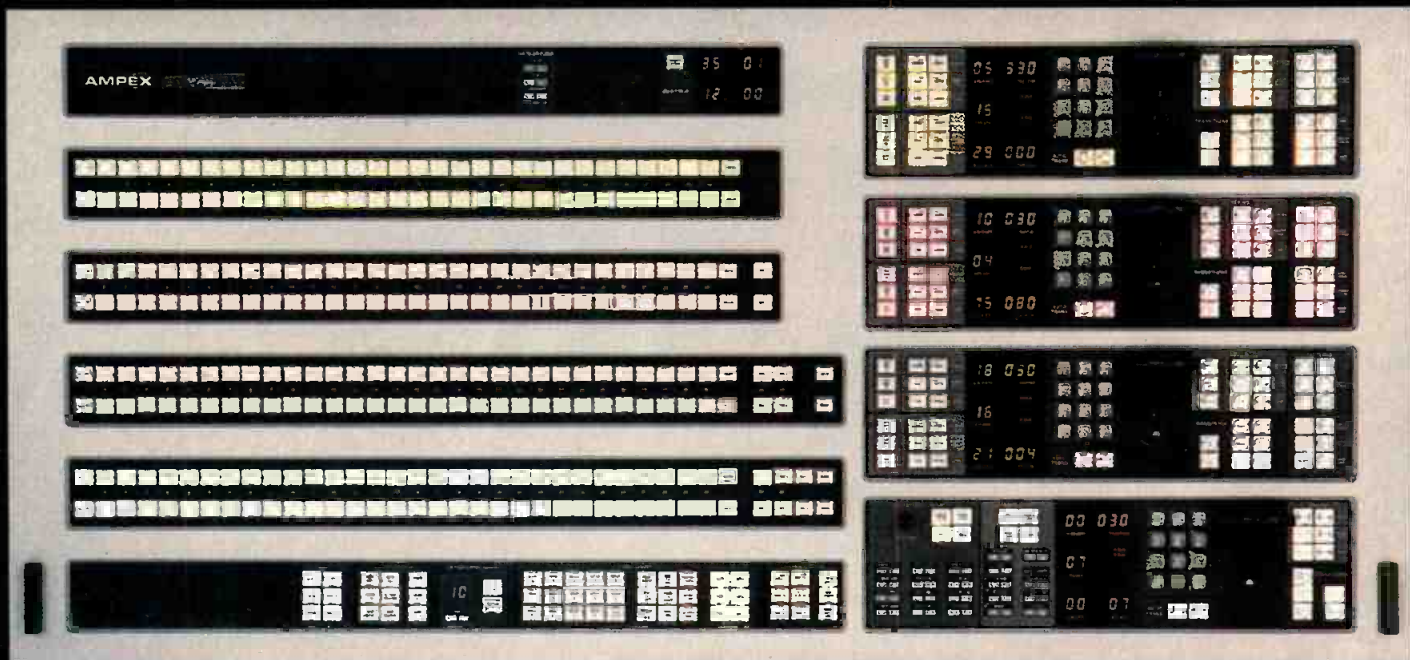
change, and this in turn has ignited the fires of the current controversy. If the opponents of greater openness succeed in repressing the content of broadcast programming, the immediate result will not be repression of the overall trend toward openness, but merely the redirection of it. Greater openness will continue, and will continue to be available to those who seek it, in cable television; in videocassettes and other hard copy recording formats, and in various other developing and developed delivery mechanisms. These alternate delivery mechanisms have already significantly reduced the dominance of over-the-air broadcasting, and stringent broadcast indecency restrictions can only exacerbate this trend. Ultimately, broadcasters may be left lagging behind both the times and the competition, laboring under the dual handicaps of yesterday's technology and yesterday's cultural norms.

The final problem posed by the broadcast indecency dispute is primarily a moral one. Broadcast programming has been singled out for examination concerning possible indecency, because broadcasting today is still the most pervasive, the most powerful, and at the same time the most uniquely vulnerable of the communications media. Broadcasters are federally licensed as public trustees, and the licensing process provides a convenient, available legal framework within which to impose program content restrictions.

The basic concerns of many advocates of stringent broadcast indecency restrictions are not limited, however, to the presence of "indecent" programming in broadcasting, per se. They are rather focused on the presumed evils of such programming, wherever it may be presented. The regulation of broadcast program content would thus be a partial but by no means a sufficient answer to such concerns. If efforts to rein in broadcasters prove successful, cable television, videocassettes and other media are the next logical objects of more stringent program content restrictions.

In the broadcast indecency dispute, broadcasters stand guard at a first breach in the wall of First Amendment freedoms. While acting in defense of their own liberty of speech, broadcasters defend also the liberties of those who stand behind them—including cable television, other marketplace competitors and, ultimately, the public at large. The broadcaster's freedom is thus forerunner to freedoms belonging to the rest of us, and the broadcaster's burden is to defend his own freedom not simply for its own sake, but also for the sake of those freedoms which follow in its wake. Perhaps that is what is meant, in its truest sense, by the broadcaster's obligation of "public trusteeship." ✻

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Broadcasting Aug 28

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TOP OF THE WEEK

FCC turns up the heat on indecency

Newly installed commission makes initial finding of indecency against three radio stations and asks court to remand 24-hour-ban case so that it can support rule

FCC Chairman Alfred Sikes has wasted no time in letting broadcasters know he means business when it comes to enforcing the law against indecent broadcasting.

Just 17 days after Sikes assumed the chairmanship, the FCC initiated last Thursday (Aug. 24) actions against three radio stations and their "shock jocks" for airing programming it found may be indecent. It also asked a federal court for a chance to build a record in support of an around-the-clock ban on indecency.

"The actions we took today simply reflect our intention to enforce the law," said Sikes.

The chairman was not alone. The three other sitting commissioners, including Sherrie Marshall, who took office last Monday, approved the actions. Andrew Barrett, who has been confirmed as the fifth commissioner, but has yet to be sworn in, is not expected to join the commission until mid-September.

In taking the action, the newly constituted FCC may be bending to congressional pressure.

When Sikes, Marshall and Barrett appeared before the Senate Communications Subcommittee for their confirmation hearing July 31, several senators lectured the nominees about sex and violence on radio and television (BROADCASTING, Aug. 7).

To one degree or another, the nominees promised to clean up the airwaves.

The FCC's action took the form of certified letters dated Aug. 24 to three radio stations informing them they "may have violated" the federal statute barring broadcast indecency. The letters, which FCC General Counsel Diane Killory has called "initial judgments" of violations, give the stations until Sept. 23 to reply. "Your response will be used to assist us in assessing whether any violation has occurred," the letters say.

If, after evaluating the station's response, the FCC determines that it has indeed violated the statute, the FCC could impose up to a \$2,000 fine. It could also refer the case to the Department of Justice for criminal action involving stiffer fines and imprisonment, but that step is seen as unlikely.

The letters were prompted by listener complaints. Attached to each are transcripts of recordings of allegedly indecent programming made by the complainants.

■ **KSJO(FM)** San Jose, Calif., owned by Narragansett Broadcasting Co., Providence, R.I., was cited for six segments of *The Perry Stone Show*, a morning drive time show, which aired in October and November 1988. (The station said it fired Stone after he refused to "curb his act.")

■ **WFBQ(FM)** Indianapolis, owned by Great American Broadcasting, Cincinnati, for two portions of the morning drive *The Bob and Tom Show* (featuring Bob Kevoian and Tom Griswold), which were broadcast in September and October 1987.

■ **WLUP(AM)** Chicago, owned by Ever-

green Media Corp., Irving, Tex., was cited for three segments of *The Steve and Gary Show* (featuring Steve Dahl and Gary Meier, and Bruce Wolfe), an afternoon program, which aired in August 1987 and March 1989.

All the material was intended to be humorous and most of it was heavy on double entendre (see box, below).

Under pressure from anti-pornography groups, the FCC in April 1987 informed broadcasters that it was stepping up anti-indecency enforcement by sending out indecency warning letters to three radio stations, using the definition of indecency set forth in the Supreme Court's 1978 *Pacific* decision: programming that depicts or describes, in terms "patently offensive, as measured by contemporary community standards for the broadcast medium, sexual or excretory activities or organs."

Instead of setting forth guidelines on what is and is not indecent, the FCC has chosen to set the parameters of indecent programming through enforcement actions. What it finds indecent in one action, it will find so in subsequent ones.

The FCC fixed 6 a.m. to midnight as the hours that indecent programming would not be allowed. After the new policy was challenged, the U.S. Court of Appeals in Washington, in July 1988, affirmed the FCC's ability to take action during daytime hours, but not during evening hours, on the ground the FCC had insufficient evidence of children's night time viewing and listening habits to justify the action.

Senator Jesse Helms (R-N.C.) further

Striking blue notes at the FCC

(excerpts from transcripts sent with FCC letters)

KSJO(FM) San Jose, Calif.

"My pussy cat was scratching out on the back door, scratched so long, poor pussy got sore. Sore pussy, sore pussy, just a friendly little cat. Friendly little cat. My pussy cat was sitting out on the front step, sat so long poor pussy got wet. Wet pussy, sore, wet, pussy, just a friendly little cat. My pussy cat was playing out on the back lot, played so long, poor pussy got hot..."

"I'd love to lick the matzo balls right off your butt... I'd like to have a smorgasbord in your butt. I'd like to have matzos in there with borscht, everything. I'd just have a buffet..."

WLUP(AM) Chicago

"...drop your drawers and strike a pose, my tripod's all aglow, it's kiddie porn. Do you remember when we filmed that summer day, you were nude and you discovered I was gay. Yes, I know, but let's go roll out in the hay." (from a song parody of "September Morn")

"Went down on that other woman and oh God, you had your tongue in her vagina. It was fabulous. A lot of your Miss Americas can. I don't picture Phyllis George being able to do it like that. More on later with Vanessa Williams (laughter)..."

WFBQ(FM) Indianapolis

"It was another Pay Day and I was tired of being a Mr. Goodbar, when I saw Miss Hershey standing behind the Powerhouse on the corner of Clark and 5th Avenue, I whipped out my whopper and whispered, Hey Sweettart, how'd you like to crunch on my Big Hunk for a Million Dollar Bar?..."

"So you talk to Dick Nixon, man you get him on the phone and Dick suggests maybe getting like a mega-Dick to help out, but you know, you remember the time the king ate mega-Dick under the table at the 095 picnic, so that's pretty much out of the question..."

muddled the legal issues a few months later by pushing through legislation that prohibits indecent broadcasts around the clock. The FCC adopted a rule implementing the new law, but a federal appeals court stayed the rule pending a full review.

To help make Helms's 24-hour-a-day ban stick, the FCC last week asked the appeals court to remand the case so that it could "undertake promptly" a proceeding aimed at justifying the around-the-clock ban. In its motion for remand, the FCC said that the Supreme Court June ruling in the *Sable* dial-a-porn case "left open the possibility that indecent broadcasts" may be completely banned.

Despite the threatening action in April 1987, then-FCC Chairman Dennis Patrick, who succeeded Fowler, took only one enforcement action during his 28-month tenure, when the FCC fined KZKC-TV Kansas City, Mo., for its May 26, 1987, prime time broadcast of "Private Lessons," a film featuring nudity and the seduction of a 15-year-old boy (BROADCASTING, Jan. 18, 1988, et seq.).

The FCC was forced to vacate the action earlier this month. (BROADCASTING, Aug. 14). The Patrick commission also dismissed indecency complaints against two TV stations and three radio stations in April 1988.

The complaints the FCC acted on last week and several others have been ripe for action for several months, but Patrick chose not to act on them. Sikes, on the other hand, had no such hesitation. "These matters had been pending for some time and when I arrived I was advised that action was necessary," he said.

Scott Ginsburg, president and chief executive officer of Evergreen Media Corp., which operates WLUP(AM) Chicago, felt it was "premature" to comment on the FCC's letter, especially since he had only heard about it and had not actually received a copy. Nevertheless, he said the group was "treating this seriously." Ginsburg is disturbed over what he feels is an uncertainty as to what is constitutional and what the FCC's rules and regulations mean vis-a-vis an indecency standard. As for the growing pressure on the FCC to crack down on so-

called indecent broadcasts, Ginsburg said, Congress has a "right to be concerned about the public's health and welfare, but regulating free speech may not be the best way to do that."

Great American Vice President Anita Wallgren said her group was "surprised" the FCC was sending a letter based on complaints from material broadcast in 1987. Otherwise, Great American had no official comment on the commission's action, but she said WFBQ(FM) would respond to the FCC.

The National Association of Broadcasters will oppose the FCC's remand request, according to its chief counsel, Jeff Baumann. "Having briefed the case already, we are entitled to a decision on the merits," he said.

John Price, chairman of Decency in Broadcasting, the group whose complaints led to the action against WFBQ, said he was "encouraged" by the FCC action. "It will be interesting to see what next step [the FCC] takes after the stations respond." —HAJ, KM

MCA reviving 'Dragnet' and 'Adam 12'

Shows will be tested on WWOR-TV, then rolled out nationally if successful

Sergeant Joe Friday won't be working the day watch out of homicide, but the show that made that character a household name, and the source of many a parody, is coming back, along with another show originally produced by Jack Webb, *Adam 12*.

MCA is remaking the two popular police dramas, and will use its owned station in New York, WWOR-TV, as a prime time testing ground for the shows. If the results are encouraging, the plan is to take the show into national syndication through MCA TV either in midseason 1990 or the fall 1990-91 season.

According to sources close to the production, MCA is spending between \$400,000 and \$500,000 per episode on the half-hour programs. "That's a tremendous amount of money for shows being launched essentially on one station," a source said. "That's as much as your typical network half-hour production."

MCA has commissioned Arthur & Co. to produce the shows, with company President Arthur Annecharico serving as executive producer of both programs. Reporting to him will be two co-executive producers, Craig Kelleman and Burt Armus. Arthur & Co. produces several of MCA TV's first-run comedies, including *My Secret Identity* and *The Munsters Today*.

According to Annecharico, MCA commissioned an initial order of 13 episodes of each program. The first 13 *Dragnet* episodes have been completed and production on *Adam 12* began at the start of this month.

Annecharico said that MCA officials, after screening both programs, have indicated they will renew a second 13-episode cycle of each program, although officially that



'Adam 12,' starring Ethan Wayne (son of John Wayne) and Peter Parros

won't happen for another few weeks. Lawrence Fraiberg, president of the MCA Broadcast Group, confirmed that was the case.

The principal characters in the original versions of the programs have not been revived, said Annecharico. "Joe Friday was a one-of-a-kind character," he said. "It didn't make sense to try to do another Joe Friday." But the producer stressed he is remaining faithful to Jack Webb's original program concepts, while updating the look, style and content of the shows.

"We're doing a real straight cop show," said Annecharico. He said he's had "tremendous cooperation" from the Los Angeles Police Department in setting up the same structure used by Webb to develop stories for the original series. Any officer with an interesting case may submit an outline to the producers. Officers whose stories are selected are hired as story consultants for their episodes to help insure accuracy.



'Dragnet,' starring Jeff Osterhage (l) and Bernard White

According to both Annecharico and Fraiberg, MCA president and chief executive officer Sid Sheinberg came up with the idea to revive the series as a way, first, to help WWOR-TV in its bid to be competitive with first-run programming in prime time. Until recently, the station's entertainment programming has mostly consisted of reruns. This coming season the station will have 51½ hours of weekly original entertainment programming, a record.

As to the syndication of the two shows, Fraiberg said, "The plan is not to take [them] out into the market immediately. We'll air [them] on our station first, and hopefully by the way we market and promote, we'll build a track record. Then we

will go ahead and see if other stations would want to come in" and pick up the programs.

Testing programs on local stations before a syndication rollout has become more common in recent years. Examples include Fox's *A Current Affair* and MCA's *Morton Downey Jr. Show*. Group W and NBC are doing something similar in their joint venture (BROADCASTING, Aug. 21).

This season, part of the production costs will be recouped by overseas sales of the two programs. In addition, although the initial plan called for a one-station launch of the two programs, stations in a couple of other markets may also license the programs this year, including Los Angeles. Sources say MCA has held discussions with

several stations there, including Fox-owned KTTV(TV) and Tribune-owned KTLA(TV).

According to Farrel Meisel, WWOR-TV vice president, programming, *Dragnet* and *Adam 12* will become part of the station's prime time checkerboard schedule, debuting Wednesday, Oct. 4. Over the past two seasons, Meisel has developed a prime time counterprogramming strategy for the station of taking off-network hours, such as *The A-Team*, *Hunter* and *Miami Vice*, and scheduling back-to-back episodes of each from 8 to 10 p.m., traditionally a movie time slot for independents. (See box for other WWOR-TV program plans for the coming season.)

In the new *Adam 12*, Ethan Wayne, son of the late John Wayne, has been cast as Officer Matt Doyle. His partner, Officer

Gus Grant, will be played by Peter Parros. The two leads in *Dragnet* are Jeff Osterhage as detective Vic Daniels and Bernard White as detective Carl Molina.

The programs have two 20-year veterans of the LAPD on staff, including Armus and Joseph Gunn, executive story consultant. Nick Alexander also serves as executive story consultant.

Jack Webb originally developed *Dragnet* for radio in 1949, and brought it to NBC-TV in 1952, where it ran until 1959. In 1967 NBC picked up the show again, with Webb reprising his Joe Friday role, but with a new sidekick, Harry Morgan as Officer Bill Gannon. The show left the air in 1970. Webb premiered *Adam 12* on NBC in 1968; it ran until 1975. —SM

CBS adds '94 winter Olympics to its slate

It pays \$300 million for rights to games from Norway; no details yet on how rights will be shared with cable

CBS last week purchased the U.S. television and radio rights for the 1994 winter Olympics in Lillehammer, Norway, for \$300 million. Whether the 120 hours of television programming the network expects to carry from the small town, 60 miles northwest of Oslo, proves to be a gold mine or an albatross remains to be seen.

ABC had earlier said it would not participate in any Olympics discussions if they were held at this time. NBC considered participating, but decided not to offer the minimum bid, variously reported at between \$290 million and \$300 million.

That CBS was willing to pay what amounted to an 11% compounded annual increase over its \$243 million winning bid for the 1992 winter games in Albertville, France, was, according to CBS Sports President Neal Pilson, all part of a plan. Speaking to a room of journalists and CBS executives, Pilson said, in effect, that having rights to both Albertville and Lillehammer enabled CBS to pay more.

According to Pilson, the counterbalance to higher rights fees are the opportunities

presented by having the two Olympics take place within two years of each other—NBC, which has rights to the 1992 summer Olympic games in Barcelona, would presumably also have enjoyed some of the same opportunities. Said Pilson: "We expect, in combination with our broadcast of the 1992 winter games from Albertville, to realize substantial production cost efficiencies in hardware, engineering and staffing and we will be able to extend to our Olympic advertisers enhanced long-term marketing and sales opportunities for 1992 and 1994."

Pilson said that the cost efficiencies and sales opportunities combined should make both Albertville and Lillehammer profitable "over the cost for both rights and production."

The extent of profitability could depend on at least two unknowns. One is how CBS handles any sharing of costs and/or advertising inventory with its affiliates. CBS said no specifics on that matter have been decided—as of last Thursday the network had yet to present a plan to affiliates for Albertville, according to Ben Tucker, executive vice president, Retlaw Broadcasting, and chairman of the CBS affiliates advisory board.

The second unknown is whether CBS will share television rights with a cable

network and what form such sharing would take. Here, too, Pilson gave no clue as to CBS's thinking.

Also present at last Wednesday's press conference in New York were CBS President and Chief Executive Officer Laurence Tisch, CBS/Broadcast Group President Howard Stringer, Ole Sjetne, president of the Lillehammer Organizing Committee, and Barry Frank, senior group vice president of Trans World International, which represented the Lillehammer committee.

For CBS, last week's rights acquisition was a continuation of its strategy of buying high-profile sporting events. Recently the company agreed to pay \$1.1 billion over four years to televise the Major League Baseball playoffs and World Series—in addition to a dozen games each regular season. In addition, CBS has both the NBA and NCAA basketball playoffs and championships and regular season and playoff games of the National Football Conference.

But CBS will continue to have to justify its "major events" strategy as it faces current or imminent negotiations for the NBA, NCAA and NFC rights, all of which expire by the end of 1990. Said Pilson last week: "We consider ourselves the number one sports network" —GF

CBS held a press conference last Wednesday (Aug. 23) to announce its acquisition of the '94 winter Olympics, to be held in Norway. On the dais (l to r): Barry Frank, senior vice president, TWI, which represented the Lillehammer, Norway, committee; Ole Sjetne, president, Lillehammer Olympic Organizing Committee; Neal Pilson, president, CBS Sports; Laurence Tisch, president-CEO, CBS; Howard Stringer, president, CBS/Broadcast Group; Peter Ronningen, managing director, Lillehammer Committee.



Sherrie Marshall: FCC's pro-competitive pragmatist

Sherrie Marshall has two statures in Washington: short, for her height in public; tall, for her widening sphere of influence. Only two weeks into her FCC tenure, she already rivals the new chairman for notoriety and expectation.

As a matter of fact, Marshall battled Alfred Sikes for several months this spring for the chairmanship of the FCC. At times, it looked as though the well-connected Marshall would get the White House appointment, but Sikes ultimately prevailed and Marshall had to settle for one of four other commission seats.

It remains to be seen how the two will get along, but any friction will have to come from conflicting personalities, not from differing regulatory philosophies. The 36-year-old Marshall, who assumed her seat last Monday (Aug. 21) after being sworn in by fellow Commissioner James Quello, sounds very much like Sikes in discussing her ideas about what the FCC should be doing and how it should be doing it.

Marshall brings a conservative Republican's faith in competition and markets to her job, but her faith lacks the zeal of the two men who preceded Sikes as chairman, Mark Fowler and Dennis Patrick.

Like Sikes, Marshall sees herself as a pragmatist, not an idealist. "I'm generally pro-competitive, but pro-competitive policies have to be feasible, fair and publicly beneficial," she says. "If those criteria cannot be met, then we need to have full and effective regulation. I do not believe in deregulation for deregulation's sake."

Marshall is certainly no First Amendment zealot. Although she supports the commission's 1987 repeal of the fairness doctrine, she has few apparent qualms about her role as arbiter of what is indecent and what is not in the FCC's periodic anti-indecency actions. "I would like to see us send a message that we are committed to enforcing the rules," she says. "It's complicated by legal proceedings, but I like to deal with it so that broadcasters will have a better idea of what the commission is concerned about. I would like broadcasters making their own informed decisions in exercising their responsibility. To the extent that we can give them guidance in that area through the enforcement process, I am prepared to do that."

Marshall also thinks it is time for a cooling-off period of sorts. "I think the commission [under Fowler and Patrick] did an awful lot of deregulation," she says. "Now's the time to weigh things carefully and see what changes they've wrought before you move further with deregulation."

Marshall intends to focus on mass media issues, most notably cable ownership, high-definition television and the financial interest and syndication rules. Although she will discuss the topics, she is quick to point out that she does not "have any position on any of them."

Marshall says she will consider all issues—mass media as well as common carrier—in the context of the "global video marketplace" and making sure the U.S. retains a dominant position in it.

In particular, she says, the FCC must weigh how the international market affects the U.S. programming production and distribution businesses and vice versa.

"We should not make telecommunications policy in a vacuum, she says. "We have to be aware of what's happening internationally and how those things will affect U.S. interests. Similarly, U.S. international telecommunications policy should not be made in a vacuum. It should be informed of the domestic policy situation."

Global consideration will influence any decision she makes on modifying the fin-syn rules, which limit the networks' role in programming. But, she says, she hopes the FCC does not have to

delve into fin-syn. "I prefer the parties to reach an agreement among themselves."

She professes great interest in the changes that have occurred in cable since the adoption of the Cable Communications Policy Act of 1984, particularly "the explosion of cable vertical integration. "I'm not saying it's a problem, but it's an issue I'm going to study. In that context, you have the question of sports migration and how cable is buying first-run product. You also have the question of telco entry into cable."

"Early on in my tenure I hope to meet with the affected parties in the industry and learn their views," she says. "That's the hallmark of the way I do business. I want to understand the practical ramifications of what our policy decisions will do."

This is Marshall's second go-round at the FCC. With the FCC's congressional relations strained in the fall of 1987 as a result of the FCC's repeal of the fairness doctrine, then FCC Chairman Patrick persuaded Marshall to give up her private practice at Wiley, Rein & Fielding and take over the FCC's congressional affairs office. Patrick gives her high marks for her effort, but, according to Hill sources, she

rubbed some on the Hill the wrong way.

If the FCC commissionership was a political payoff, it was well earned. Marshall hit Washington in 1977 when she was 23 and fresh out of law school. Since that time, in a series of government posts and in private practice, she has built a reputation as a first-rate lawyer (with specialties in ethics and election law), an astute politician and a tireless worker.

"She's a good lawyer with good judgment," says John Schmits, White House deputy counsel. "She pays attention to detail to the point of being meticulous."

"She is a very solid citizen with great political acumen," says former FCC Chairman Richard Wiley, a partner at Wiley, Rein. "She knows everybody in town.... She was enormously useful just knowing who to call in a particular case."

Along the way, as Wiley notes, Marshall has built a solid network of friends in high places and some acquaintances in very high places. The list includes former President Ronald Reagan and President George Bush, several cabinet members and a Supreme Court justice. The latter, Sandra Day O'Connor, has agreed to preside at her ceremonial swearing-in Sept. 12.



She got to know President Bush during the 1984 campaign when she was tapped to help prep the then vice presidential candidate for the debate with Democratic challenger Geraldine Ferraro. The assignment ended on a high note with Marshall being treated to Bush's now legendary courtesy. Having been called to Cincinnati to help work out a legal dispute surrounding a scheduled Reagan rally there, Marshall could not be on hand in Philadelphia for the debate. But within an hour after it ended, she was surprised to receive a call from Bush thanking her for her help.

Marshall moved onto the Washington fast track when she followed Max Friedersdorf from the Federal Election Commission, where he was chairman and she his assistant, to the Reagan White House in 1981. Friedersdorf was put in charge of legislative affairs. Marshall joined his staff and spent much of her time shepherding nominees through the Senate confirmation process. Among her clients were O'Connor and Mark Fowler.

Figuring she wanted to be a "lawyer first and a lobbyist second," Marshall moved to the staff of chief White House counsel Fred Fielding in 1982, where she grappled with ethics and election laws.

When White House Chief of Staff James Baker was appointed Secretary of the Treasury in 1985, Marshall left the White House to become his executive secretary. Baker is now Bush's Secretary of State; Richard Darman, who was Baker's deputy secretary, is now director of the Office of Management and Budget.

In the fall of 1986, she went into the private sector for the first time since her arrival in Washington, joining the law firm of Ropes & Gray, but soon moved to Wiley, Rein. She remained until Patrick recruited her to smooth things over with Congress.

When Bush won the Presidency in 1988, Marshall was detailed from the FCC to the Bush transition team. After completing that assignment, she returned to Wiley, Rein.

Marshall vows to keep a proper distance from her old employer, Wiley, Rein. She has recused herself from all adjudicatory matters involving the firm, but not policymaking procedures—inquiries and rulemaking.

Marshall dismisses talk that her presence on the commission will make the already influential Dick Wiley even more so. "Wiley will be influential whether or not he talks to me. He is very well connected. I can assure you that if I see Dick Wiley on an issue, I am going to see all the other parties on the issue. Remember, I went to Wiley, Rein & Fielding not because of Dick Wiley, but because of Jan Baran."

She also had a fleeting shot at being the Defense Department's general counsel. But that opportunity went down with Tower. Why the nomination ran aground is a story unto itself, says Marshall. If she made any miscalculation, she says, it was in underestimating the impact of the testi-

mony of arch-conservative Paul Weyrich, who brought into the open the theretofore whispered concerns about Tower's alleged drinking problem. "That's when everything turned."

Like other kids growing up in Durham, N.C., she went through stages of wanting to be a cowboy or astronaut. But unlike most kids, at the age of 12 or 13, she set a career goal—to become a lawyer in government service—and began pursuing it in earnest.

Marshall inherited her Republicanism from her father. Clifford, an insurance executive who moved his family several times—Sherrie was born in Jacksonville, Fla.—before settling in Durham when Sherrie was eight. She has a younger

"I'm generally pro-competitive, but pro-competitive policies have to be feasible, fair and publicly beneficial. If those criteria cannot be met, then we need to have full and effective regulation. I do not believe in deregulation for deregulation's sake."

—Sherrie Marshall

brother, Clifford Jr., or Kip, who is also a federal employe—an assistant U.S. attorney in Asheville, N.C.

Marshall is not sure how it came about, probably through some family connection, but she was selected to serve as a page in the North Carolina Senate when she was 13. It was a time when, North Carolina Senator Jesse Helms pointed out at her confirmation hearing, all the Republican legislators could "fit into a phone booth."

Durham is the home of Duke University and the Marshall family lived next door to Duke's basketball coach. Nonetheless, Marshall decided to travel 12 miles to Chapel Hill and the University of North Carolina. "The in-state tuition is hard to beat," she says.

Marshall received her bachelor's degree in English in 1974 after just three years—many of the requisite freshman courses

were waived because of her high college board scores—and a law degree in 1977. Marshall traces her current interest in communications to law school where the prime example of administrative law was the *Red Lion* case.

It was in law school that she got her first real taste for politics, serving in 1976 on the advance team for Republican vice presidential candidate Robert Dole. With other members of the team, she hopped-scotched across the country ahead of the candidate. Her job was logistics—picking the site for Dole's appearance, making sure the background was right and that the press was well positioned, and lining up the right local dignitaries to insure a hearty welcome and an enthusiastic crowd. "It made me learn to pay attention to details," Marshall says of the experience. "You have to be well organized."

During the course of the campaign, Marshall popped in and out of Washington and was "bitten by the Washington bug." So upon graduation from law school, she applied for government jobs and was accepted by the Federal Election Commission, still fairly new and grappling with implementing the new election laws.

After a year, she joined the Senate Committee on Rules and Administration where she dispensed advice on the election laws to Republican senators. But she returned to the FEC in 1979 to become the executive assistant to Friedersdorf when he became chairman.

Marshall's eight-year marriage to Paul Cooksey, an attorney she met on the Hill in the late 1970's, ended in divorce last year after a two-year separation. She now lives on Capitol Hill.

At just over five feet and in a proper business dress, Marshall does not look the athlete, but she claims to play a good game of basketball—at guard, of course—tennis and softball.

But her real avocation is screenwriting. She has completed an action-adventure script about international smuggling and a comedy about Hollywood in the 1950's.

For most, writing is work; for Marshall, it is relaxation—something she turns to in the evenings and weekends. "You can release any number of tensions killing off the bad guys."

Marshall fully intends for one of her works to be produced one day, but that ambition will have to wait. Always on the lookout for possible conflicts, she said: "I will not be able to peddle them while I'm here."

Marshall is an amateur student of film, and is partial to Westerns and the works of directors John Ford, Howard Hawks and Frank Capra. She is also a fan of the stylized mysteries and adventures of Alfred Hitchcock. Anticipating a heavy workload at the FCC, Marshall said she expects to do more film watching than writing.

Perhaps her FCC experience will provide fodder for a screenplay, she joked. "You're talking high drama when you're talking FCC issues."

—HAJ

Programing movement at midday

TV stations, especially NBC affiliates, are changing strategies at noon; among innovations: more newscasts

Television stations this fall will be doing anything but taking a siesta at midday. Schedules are being altered during the noon time period (11 a.m.-noon on the West Coast) as stations experiment with poten-

tially profitable newscasts, softer news and information shows or one of several genres of syndicated product. The changes are occurring because of the relatively recent discovery of the midday time period as a home for news, and in part because the networks are continuing to change their approach to the time period.

Most noticeable among stations making

changes this fall are the NBC affiliates. Many of them found themselves with an extra half-hour at midday when NBC decided to abandon the game shows it was running in favor of double-feeding *Generations*, and allowing stations to program whichever half-hour was not being used for the new soap opera.

Since that change occurred March 29, many, if not most, stations have implemented only temporary schedule replacements. An internal NBC study indicates that before the network change, 99 affiliates were running newscasts at midday. Three months after the change only three additional stations were shown to have midday newscasts.

Many of the affiliates most likely to have newscasts already do, including many stations of groups such as Multimedia, Gannett, LIN and Pulitzer. According to a survey of the top 100 markets done by Harrington, Righter & Parsons, CBS affiliates were most likely to have noon newscasts (84) while those of NBC had 59 and those of ABC—which still programs all of daytime and has put extra emphasis on affiliate clearance—39. In roughly 20 markets affiliate stations run newscasts before noon. Syndicated products run on roughly 30 affiliate stations in the top 100 markets.

NBC's owned stations are taking diverse approaches to replacing the half-hour of network feed. Two of the stations not originally part of the NBC-owned group, WTVJ(TV) Miami and KCNC(TV) Denver, are continuing newscasts which had previously preempted network programing. Both WMAQ(TV) Chicago and WRC(TV) Washington have already filled the half-hour recently with newscasts, according to Bud Hirsch, vice president, sales and marketing. Two other O&O's, WKYC(TV) Cleveland and WNBC(TV) New York, are airing syndicated product.

KNBC(TV) Los Angeles is looking to fill its 11-11:30 a.m. slot with a locally produced show that Pat Wallace, director of broadcasting and promotions, says will be co-produced with Tribune Entertainment Co. Although Wallace would divulge little of the untitled show's content, he said it would be a talk/information program, skewing mainly to women.

From a sales point of view, newscasts at midday can be rewarding, according to NBC's Hirsch: "It is always better to be able to sell news; it generally gets a premium in its daypart over syndicated product. Buyers feel more comfortable with news and once it establishes itself, the newscast has a stable base of audience." Jim Curtin, assistant director of programing, Harrington, Righter & Parsons, said: "With news you get a lot of tune-in from males, generally 35-plus, who aren't your typical viewer. The male homes-using-television level jumps at noon for the newscast and then dissipates very quickly. It is the local impact that does it."

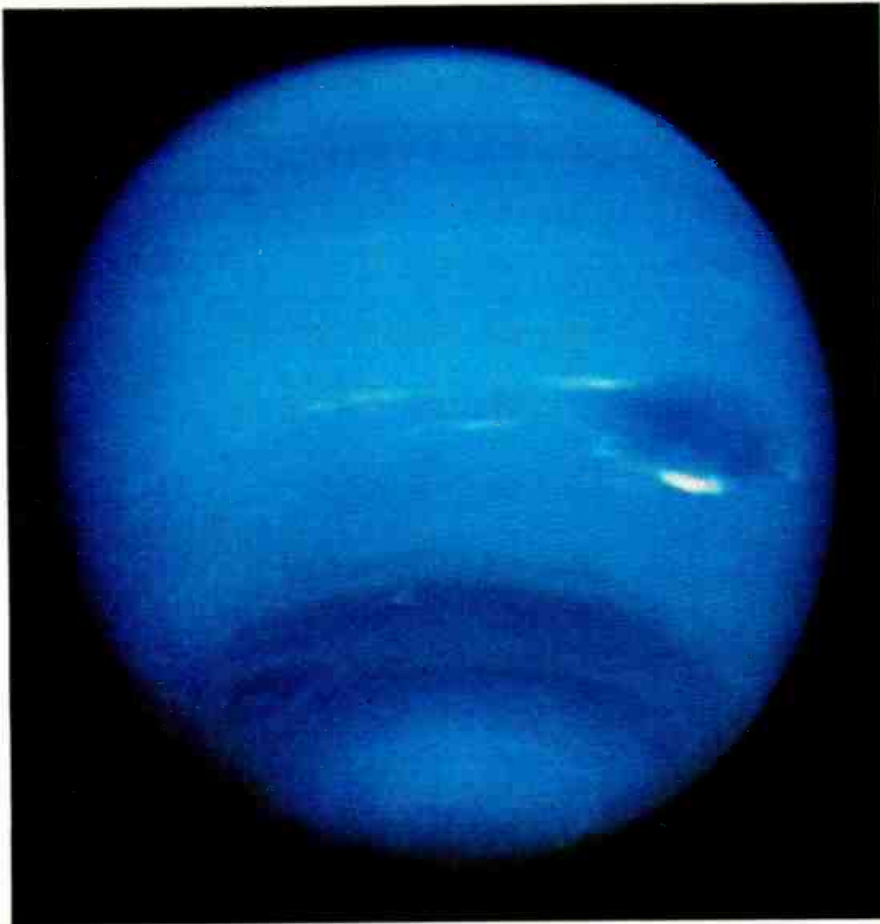
Some additional NBC affiliates are likely to add newscasts this fall or in the near future. But many stations will not do so,

Out of this world

As the Voyager 2 space probe was nearing and flew by the planet Neptune, TV coverage of the event was heavy all week. Almost as soon as NASA scientists made their several discoveries, the new facts and pictures were available to TV viewers. During the week, the commercial networks ran several stories on the Voyager mission with new pictures shown nightly. On cable, CNN had several live updates from NASA's Jet Propulsion Laboratory in Pasadena, Calif.

But the most dramatic coverage was provided by PBS affiliates in the early morning hours last Friday (Aug. 25). Noncommercial WHYY-TV Wilmington, Del. (Philadelphia), produced the live coverage, entitled *Neptune All Night*, which aired from midnight to 9 a.m. The feed during the show shifted between the Jet Propulsion Lab and WHYY-TV studios. The climax of the night was at about 4 a.m., when pictures of the planet from within 3,000 miles of its surface were shown.

The images from Neptune were sent by a very low power (22 watts) radio transmitter which took four hours and six minutes to reach Earth at the speed of light. Signals were received at tracking stations in Australia, Spain and California's Mojave Desert. Real-time pictures that were shown immediately on Friday morning were in black and white. Color pictures (such as the photo below, which was taken about four days before the fly-by) are actually composites of several different pictures taken by Voyager with different filters. The images were combined with color enhancement through computer processing on Earth. Among the discoveries made last week was a large storm on the surface of Neptune about the size of Earth.



NBC News photo

some because their markets are inadequate to support a news operation.

Even stations in larger markets may not necessarily switch to news at midday because the time period is already dominated by an existing newscast—for instance, the midday news of KDKA(TV) Pittsburgh got a 56 household share in the May Nielsen ratings book, while that of KNOE(TV) Monroe-Eldorado, Ark., got a 69 share.

In Seattle, Sturges Dorrance, vice president and general manager of KING-TV, said his station would fill the half-hour made available by NBC with a syndicated game show, *Third Degree*. Said Dorrance: "News is a tough revenue-maker in daytime."

In order to avoid competing head-to-head with existing newscasts, stations in some markets, such as Miami, Milwaukee, Minneapolis and Birmingham, Ala., have put on newscasts at 11:30 a.m., and even 11 a.m. The difficulty for several competing newscasts to achieve sufficient ratings is compounded by the large extent of out-of-home viewing at that time, a situation that could change if the personal diary system being worked on by the National Association of Broadcasters Research Subcommittee on Local TV Audience Measurement (COLTAM) becomes effective.

Meanwhile, competition has caused

some stations to abandon or revise their strategy. According to Ben Tucker, executive vice president, Retlaw Broadcasting, KMST(TV) Salinas-Monterey, Calif., decided to drop its midday newscast: "The ratings weren't sufficient, we decided we would rather concentrate our resources in two primary newscasts. There weren't a lot of sellable demographics."

This fall, NBC affiliate WLWT(TV) Cincinnati is switching from a half-hour newscast to a more loosely formatted show, said Tony Kiernan, the station's vice president and general manager: "We designed the show [tentatively titled *Our Town*] to reflect our community in a more entertaining and lighter way, focusing on the points of pride in Cincinnati, its institutions, culture, people, history, etc."

The development of longer news or information shows at noon is taking place not only on network affiliates. WWOR(TV) New York is developing a three-hour show to run from 10 a.m. to 1 p.m.

For those not choosing news, a variety of syndicated product will be run this fall. *Third Degree* is one of several game shows being aired at midday. *Love Connection* also shows up on many stations as do some of the "court" shows, such as *Judge*. Sitcoms like *Family Ties* also run in some markets at midday. In some cases the syn-

dedicated product is just temporary fill-in and in others it can serve to help out other parts of the schedule. said Jay Isabella, vice president and director of programming, Telerep. "They may use it as a place for product which hasn't cleared the market because there is no room for the show between 4 and 8 p.m. or at 11:30. The distributor has sold them the show with a price structure that varies if the show is run in daytime."

Stations are likely to continue changing their midday programming, if for no other reason than the networks themselves continue to change their approach to daytime, particular the lead-in programming. This can sometimes catch stations unawares, said Penny Martin, vice president, programming, KNSD(TV) San Diego, which will be running the syndicated game show, *Jackpot*, this fall. Said Martin: "Our strategic consideration was that NBC would be running game shows from 10 to 11 a.m., but unfortunately they changed course on us and that was a bit of a surprise."

The Fox stations have recently decided to take advantage of the shift away from game shows by programming their own game show block at midday. HR&P's Curtin thinks more changes are in store: "ABC will probably be considering making some changes. They keep using sitcoms at that time period which are easily preemptible." —GF

Gillett says customer service is key to success

At CTAM convention, broadcaster says it is 'single most important issue in perceived value'; offers guidelines

The Cable Television Administration and Marketing Society was looking for a keynote speaker who would electrify last week's Chicago convention by challenging the industry to do better. They got it in George Gillett, who, through his Vail Associates, provided the more than 2,000 attendees with an example of how to provide stellar customer service.

Gillett drew several parallels between his Vail Associates ski resort and the cable business. Common to both, he argued, is that customer service, not snow or programming, is the most important element of each.

Both are solid businesses approaching a slower growth period. Both have competitive and regulatory price limitations. Both have high capital investments, and both have attractive competitors for the public's leisure time dollars.

Gillett recited his experience in purchasing Vail for \$115 million and pouring another \$60 million into capital improvements. Borrowing on an idea he used after purchasing a television station, he hired several news crews to follow a family of vacationers during their week in Vail. The problems those families encountered became the basis of the customer service changes Gillett instituted.

Gillett first used market research to determine the level of customer service vacation-

ers expected. (He now has six full-time market research staffers at Vail, and another three traveling the country to keep tabs on what the competition is doing.)

Second, Gillett instituted a sales training seminar, where Gillett conducts each ses-



George Gillett

sion. (It is an extension on his theme exemplified on his business card, which does not say chairman, but director of quality control.) It has become known within the company as "Smile College," he said. And he not only did it for Vail employees, but for the ancillary services in town, including the cab and bus companies, and restaurants.

Third, Gillett undertook to change the attitude of management, to make it more responsive to the needs of the customers.

Fourth, he changed the compensation structure, to align it more closely with the things that were important to the customer.

And fifth, he made the plunge to spend the money to make all the above improvements.

Today, he said, four years after buying the company, Vail is paid for and is delivering earnings six to seven times what it was posting when he bought the company. It recently has been rated at the top of ski resorts by several publications. And, Gillett said, the six-and-a-half-year inventory on condominium units has shrunk to zero, and of the \$380 million in new construction units, 60% have been presold.

Gillett said rate increases or the issue of pricing is not cable's problem so much as "the issue of perceived value." At his Vail company, average ski prices have climbed from \$24 to \$36 in four years, yet only 3% of the people complain about the increase because the service is so much better, he said.

Gillett, who is a broadcaster, said, "I'm interested in your success," adding he does



Margaret Durborow, CTAM president and chief operating officer, said CTAM intends to "honor great performances, whether on a soundstage or a bucket truck." CTAM stands ready "to help the industry develop a culture of proud performances," she said, "a performance that will bring us recognition, not reregulation."

not want to see cable reregulated. As a broadcaster, he said, "we are truly partners."

But cable needs to get its act together, he said. He said in Vail a new television translator is setting up operation because "people were upset for a damn good reason—[expletive] service." He said the system has since made changes to improve service (it is owned by Heritage). But to the high-income residents of Vail, service is more important than price, he said.

"The opportunity for the cable industry is to learn from many other businesses," he said. "Customer service is the single most important issue in perceived value."

As cable heads into the 1990's, a decade Gillett says will be much more oriented toward the customer, it could surpass 70% penetration, if customer service were improved. And he added a third theme to CTAM's twin customer service and product promotional push—consistency. "It's not enough to be brilliant one day and below average the next," he said. —MS

Cable TV past, present and future

The cable industry took its lumps at a CTAM session on television of the past, present and future, but the blows were anticipated, as noncable panelists spoke frankly about the industry. They urged cable to take the high-road approach to rate increases, service to customers, political bargaining and programing decisions.

Linda Ellerbee, a former broadcast network journalist now doing commentary on

CNN, said cable needs "to do what you do best—innovate." But she said innovation means keeping rates reasonable, being willing to pay for better programing, improving customer service and letting viewers know what's on cable.

ABC News media analyst Jeff Greenfield said cable is no longer perceived as one of the little guys, but as "one of the big boys." The regulatory mood is shifting, he said, as it always does when there is a perception that an industry or company is getting too big. "It's a basic political fact," he said, that big industry "becomes the target of resentment." That is not always bad for American consumers, he added, as evidenced by the breakup of the "big railroads and big labor" of the past.

But cable can't argue both sides of the monopoly issue, said Greenfield, when, for instance, it comes to overbuilding. The question cable needs to ask itself, he said, is: "What kind of big do you want to be—big like IBM or big like the Post Office?" IBM is big, but respected, he said, because of its commitment to quality and service—unlike the Post Office. "Show us that you have not lost touch with us," Greenfield said, speaking as a consumer, because "bigness and unresponsiveness bring accountability." Greenfield said cable would make a big mistake if it were viewed as a blocker of change. "If the phone company wins the technological argument," he said, "you'll have to make peace with it."

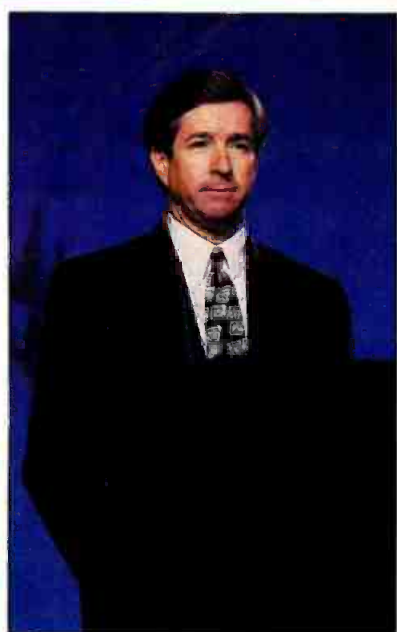
P.J. Bednarski, media business reporter for the *Chicago Sun-Times*, said a chief problem with cable is that "it is hard to choose" what programing to watch. He likened going up and down the cable dial to window shopping with no intention of going beyond the mannequin. As Americans' leisure time shrinks, it will be more important to consumers to use that time efficiently. "You frustrate people," he said, because they don't know what's on.

He also suggested that cable networks might "have the grace to sign off earlier, instead of selling time to hucksters." That is a result, he said, of "filling too many hours with too many channels. Spend more money on programing," he advised. "Do a little bit less but do it better."

It was left to Discovery Channel Chairman John Hendricks and Brian Roberts, executive vice president, Comcast Corp., to defend the industry. Roberts said it was important to "look at what we accomplish in a time frame," reviewing how cable delivered to cities and homes a greater diversity of choice, which those groups had been requesting.

(The problem with that, said Ellerbee, is that the consumer does not perceive those changes to have happened that fast, especially for those who waited years for cable. Added Greenfield, "Instant access changes expectations," as customers believe technical problems can be fixed with a flick of a switch.)

Roberts said that compared to Europe or Japan, "we have the best TV in the world. We have more choice, more quality and quantity" than anyone, he said. And with C-SPAN, MTV and Discovery, cable has



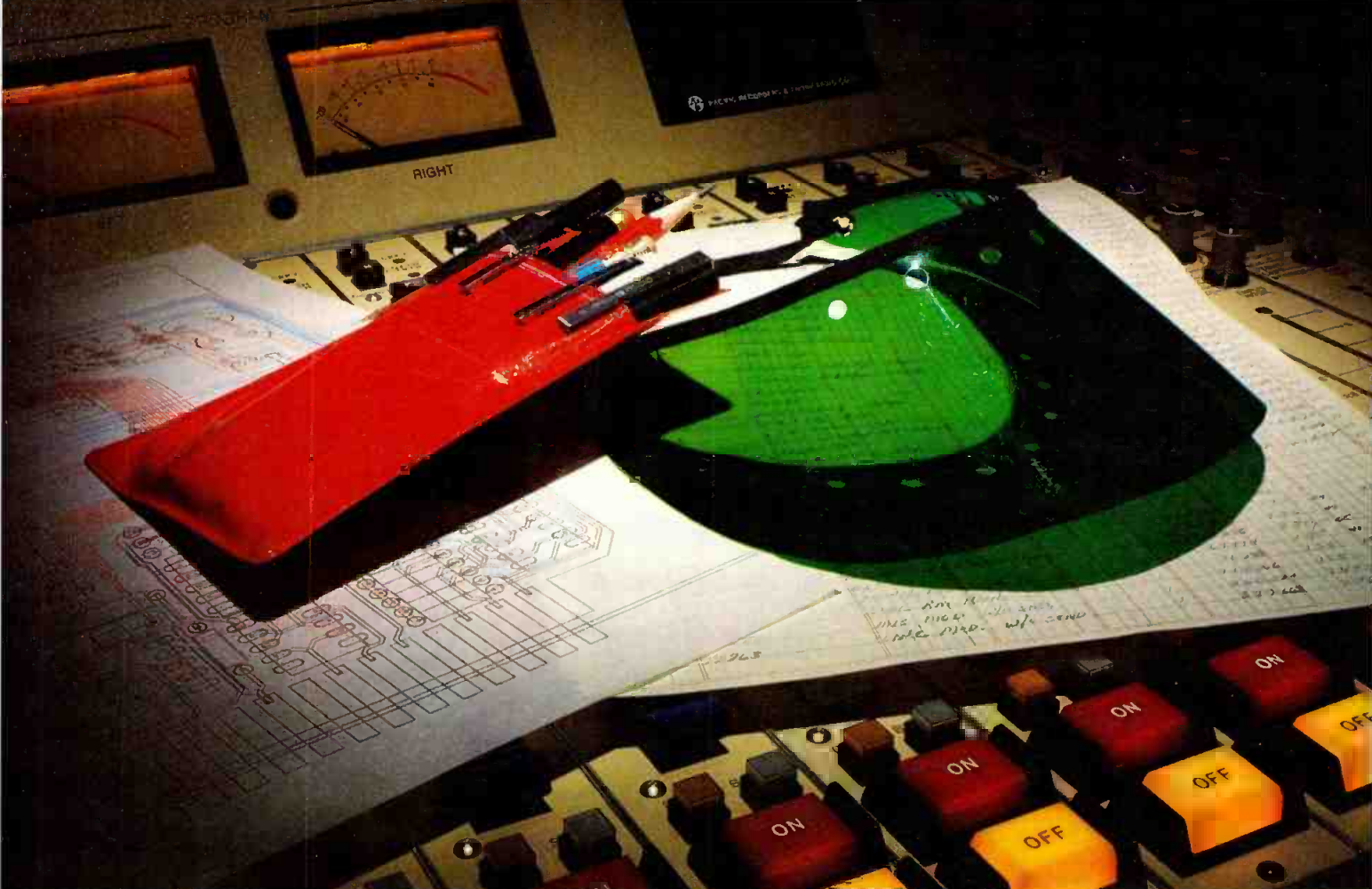
John Reardon, convention chairman and president of the MTV Network, urged attendees to promote cable's value. Pointing to broadcasting's free TV campaign, Reardon said: "Our competition understands very well where cable is weakest." On customer service, Reardon said: "We've got to do more than talk about it."

been a provider of entertainment and information programing others did not deliver.

Cable should listen seriously to the criticism, said Roberts, and that openness has always been a cable strength. But Congress should not reregulate based on anecdotal evidence of Tennessee rate increases, he said. Those criticizing cable often do so in an "overheated echo chamber" that magnifies the true extent of the problem, Roberts said. Hendricks also said that given adequate time and money, cable can deliver on its promises to the public.

In the future, Hendricks said there will be increased product differentiation, to the extent that one of the three broadcast networks might weaken to the point of going all-news, a scenario that Bednarski seconded. Hendricks said cable needs to be careful not to create too many networks, so that the advertising pie will support further program improvements by existing networks. And he foresees local broadcast and cable partnerships—first likely in the area of local news—as the two mediums combine resources.

Hendricks said one thing cable needs to do is get the facts across: about rates, the services it provides and the contributions it makes to society. There was some discussion of whether an institutional advertising campaign would help the industry's image, a point raised by Bednarski. Greenfield added that cable could use the narrow nature of the medium in promotions, such as: "This is your only shot at seeing this program." —MS



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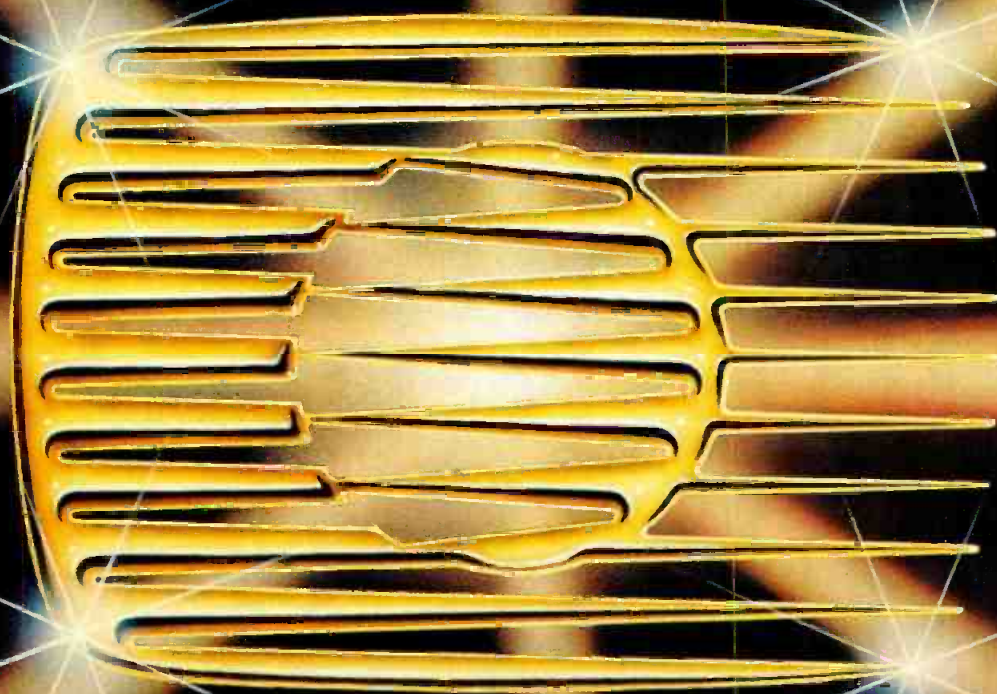
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2	Los Angeles	16	13	16
3	Chicago	23	15	16
4	Philadelphia	23	16	16
5	San Francisco	18	16	18
6	Boston	19	14	19
7	Detroit	23	18	22
8	Washington, D.C.	17	20	17
9	Dallas-Fort Worth	21	17	17
10	Cleveland	25	22	19
11	Houston	22	16	16
12	Atlanta	23	20	19
13	Tampa-St. Petersburg	16	24	23
14	Minneapolis-St. Paul	KSTP 21	WCCO+ 24	KARE 19
15	Seattle-Tacoma	23	18	18

+ Includes satellites, KCCO-TV & KCCW TV
Source: NSI May 1989, 9AM-Mid, S-S

Program Franchises

News (#1 at Noon, 5PM, 6PM & 10PM)

Donahue, Sally Jessy Raphael, Oprah Winfrey, Jeopardy, Family Feud, Wheel of Fortune, MN Vikings Football, MN Twins Baseball, and CBS.



In Green Bay...
WFRV TV & ABC

RANK	STATION	NET	TOTAL HOMES
1	WFRV+	ABC	32,000
2	WBAY	CBS	30,000
3	WLUK	NBC	29,000

Program Franchises

News, Oprah Winfrey, Jeopardy, Wheel of Fortune, Who's The Boss, and ABC.

+ Includes satellite WJMN TV
Source: Arbitron, May 1989, 9am-Mid, S-S

NEW... **MSC MIDWEST SPORTS CHANNEL**

Midwest Sports Channel

A regional cable sports channel on Westar 5, Channel 20.

MSC provides 24 hours of service to all of Minnesota, North & South Dakota, most of Iowa, and part of Wisconsin.

Program Franchises

MN Twins Baseball, U of MN Gopher Basketball and Sports Channel America, which includes NHL Hockey, Stanley Cup Playoffs, Pro Boxing and more.

WCCO
RADIO 83.0

50,000 WATTS & CBS

WLTE
Lite FM 103

FM 102.9

The number one & two stations in the Twin Cities.

RANK	STATION	TOTAL PERSONS
1	WCCO	84,700
2	WLTE	33,500
3	KS95	33,200
4	KQRS	32,900
5	WLOL	28,400

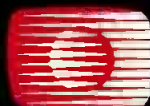
WCCO Radio, one of the most dominant radio stations in America.

WLTE FM, light rock and ranks number "2" in the market.

Source: Arbitron Spring 1989, TSA 6AM Mid, M-S



WCCO-TV and WCCO Radio are two of the most honored stations in America. Winners of the coveted du-Pont Columbia, Edward R. Murrow, Emmy, and the George Foster Peabody awards.



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Happy couples of *Entertainment Tonight* (l), *Wheel of Fortune* (lower left) and Group W's *This Evening* (below).



This fall, access looks to be tough time slot, with successful returning shows fighting it out against hopeful newcomers

With the beginning of the fall season for syndicated shows just a week away, syndicators are wrapping up their campaigns to get renewals for their returning series. Competition for renewals is especially intense for shows cleared mainly in access, with a number of high-profile series returning along with several new entries into the time period. Two shows with access clearances set to debut this fall are Paramount's *Hard Copy* and Warner's *3rd Degree*.

Two weeks ago, Buena Vista, which distributes *Win, Lose or Draw*, asked NBC for permission to pull the show from the network in order to improve its performance in



syndication by giving stations more flexibility in scheduling the show. As long as the show was seen on the network, stations were prohibited from scheduling it before 3 p.m. According to Buena Vista president Bob Jacquemin, the show has lost about 10% of its clearance total from last year, with some of the defections coming in access. The show is currently cleared in more than 100 markets representing between 75% and 80% of the country.

"The primary reason why access has so much competition is that the audience mix is better than some other dayparts," Jacquemin said. "More men, women, adults and children are available to sustain game shows and reality-based programming. *Jeopardy!* has emerged as the number one game show in access. That's why I believe *Win, Lose or Draw* can boost its appeal by airing in access in some markets, and in daytime in others."

Jacquemin calls the NBC decision a good

one "financially" and predicts the ratings for the show will improve as a result. "The program was a 3.5 rating in daytime for NBC, and I think we can do that or better in the syndicated daytime slots," he said.

GTG's *USA Today On TV* is another show that is showing signs of buffeting from last year's competition. The show, currently renewed in 90 markets, is expected to wind up with 120, according to Bob Jacobs, president, GTG Marketing. Last year, the show cleared in 156 stations with about 75% of the clearances in access. This year, Jacobs expects that about 50% of the projected 120 clearances will be in access. Despite the loss of clearances and access time slots, Jacobs said he is not overly concerned. "Sure, I wish there were more clearances," he said, "but we may get some of them back in November, because I think there will be a lot of changes after the November books come out."

In some markets last year, LBS's *Family*

Feud started the season in access, was downgraded, and eventually was returned to access in May when the show experienced some ratings growth. After a year of ups and downs, the show returns intact. Currently cleared in 110 markets representing 80.7% of the country, the show's coverage percentage increased from 77% last year. Tony Intelisano, executive vice president, marketing and research, LBS, predicted the show will wind up clearing "about 83% of the country, with approximately 40% of the clearances in access," about the same as last year.

Intelisano says the renewal process is tougher this year and has been a particularly "slow process for everybody." He points to more access product, the long-term renewals of *Wheel* and *Jeopardy!*, and the fact that stations are more cautious about which shows they pick up, as reasons for the slower movement.

Although King World has renewed *Wheel of Fortune* and *Jeopardy!* in about 90% of the country through 1992, another King World product, *Inside Edition*, has not reached that level of prestige. Launched in January, the show experienced some downgrading in several key markets, following the issuance of the February ratings book, but managed to bounce back in May. According to King World's Sid Cohen, the show has been renewed in 89 markets, the most recent being New York on WNBC-TV for 9 a.m. Cohen said the show launched in January with approximately 45% of its clearances in access time slots, and he thinks that percentage will remain the same this year.

"We've had a number of stations join us and we've lost a few also," said Cohen. He estimated the show has added 20 new stations while losing "about a half-dozen."

As for *Wheel of Fortune* and *Jeopardy!*, Cohen says complete renewal of the two through 1992 "is done, for all intents and purposes." *Wheel* is cleared through 1992 in 49 of the top 50 markets, and *Jeopardy!* is at 48 of the top 50.

This Evening, the national version of *P.M. Magazine* by Group W, which launched earlier this year on nine stations, is now down to seven clearances, with four of those in access. As for the future of the show, a Group W spokesman said: "No decision on *This Evening* has been made. As of now it is full speed ahead."

Two returning shows have clearly benefited from last year's access competition. Both *A Current Affair* and *Entertainment Tonight* return in 1989-90 with more clearances and a higher percentage of them in access.

A Current Affair, the highest rated of the so-called tabloid shows, is currently cleared in 158 markets representing 92% of the country, with 70 of the stations airing it in access. Those figures are up from a year ago, when the show was cleared in approximately 100 markets representing 75% of the country, with only about 30 stations of the clearances in access.

Fred Bierman, senior vice president, marketing, Fox Domestic Syndication, doesn't expect any falloff in the show's performance this year in the face of in-

creased competition. "We think *A Current Affair* will continue to stand out against the copycat news shows in the access period, and *Wheel* and *Jeopardy!* are getting older," he said. "It is the best show of its type. If you look at the problems *USA Today* and *Family Feud* have been having in access, it's because *A Current Affair* plays well against the competition," he said.

As for the competition this fall, Bierman said, "Hard Copy has the most pressure coming out of the gate this year, with its high number of clearances. I see it as our biggest new challenger, but I don't see it as as strong a challenger as *Inside Edition*. Paramount will definitely see *Hard Copy* through the season, considering how they stayed through *Entertainment Tonight's* early problems," he said.

Paramount's *Entertainment Tonight*, entering its ninth season, is experiencing a rejuvenation due to some tinkering the show underwent before its return last fall. This year, the show has cleared in 165 markets, with an "overwhelming majority of those clearances in access," according to Greg Meidel, executive vice president, general sales manager, Paramount Domestic Television. Last year, the show cleared 155 markets, representing 92% of the country. In addition to the increase in clearances this year, Meidel says 31 stations have upgraded the show to access this year from last year.

Meidel says due to the success of the show this past year, stations have begun renewing on a two-year basis, with 50% of the country currently cleared through 1991. -SC

Networks make ready for made-fors

With producers keeping costs down via alternative markets for their product, made-for-TV movies hold their own on network new season schedules

As ABC, CBS and NBC ready the rollout of this season's slate of made-for-television features, network programming chiefs agree that licensing costs for feature presentations seem to be holding stable in comparison to the spiraling costs of other prime time programming. Made-for-TV movie programmers are not patting each other on the back over keeping the lid on production costs, however; instead, they say it's the independent producers and production companies who have maintained fixed licensing revenues by generating other long-term income sources.

In reviewing each of their respective 1989-90 season made-for-TV packages, the networks collectively estimated the average

licensing fee to range from \$2.25 million to \$2.75 million per feature. While falling short of saying producers are deficit-financing productions to meet the competitive pressures of the marketplace, Tony Masucci, senior vice president, mini-series and motion pictures, NBC Entertainment, and Pat Faulstich, vice president, motion pictures and mini-series for television, CBS Entertainment, did say foreign co-production deals and the off-network broadcast market are helping made-for producers remain profitable.

"Pricing has not increased notably," noted CBS's Faulstich. "The average price for licensing has stayed about the same for the last three years." NBC's Masucci says producers are "making better deals in ancillary markets" to remain "cost-efficient" for the network broadcast arena. "What has happened is that cable, home video, domestic distribution and foreign distribution are all part of the collective pot for feature

Mars needs programing.

Reeves Entertainment Group is billing its latest production, *Witness To Survival*, as "the first fully advertiser-supported TV series produced primarily for the international marketplace." Reeves is producing the show exclusively for Mars Inc. (the multinational confectionery conglomerate). According to Reeves Entertainment Group President Richard Reisberg, New York-based advertising agency Backer, Spielvogel, Bates will distribute the weekly program in the international marketplace and, possibly later, the domestic market. *Witness to Survival* draws on people's experiences with life-threatening situations and brushes with death for its subject matter.

"In terms of the show, Mars was looking for something to identify with," said Reisberg. "From anything we can tell," he added, "it is the first time a fully advertiser-sponsored program from the U.S. has entered the foreign marketplace. This is really taking a step into what the future international marketplace could be."

Mars has already funded a half-hour pilot of the show, and has committed to a first cycle of 13 episodes to be available in April 1990. Mars has an option on 13 additional installments for 1990 and another 26 for the following season. Shooting of the first episodes has begun. Reisberg also said *Witness* has not been pre-sold to international broadcast networks, and restrictions on full-sponsorships "go market-by-market depending on the different broadcast ministries throughout the various countries," so sponsored ad time will probably be adjusted according to country. He added that Reeves owns the copyright to the program, but Mars has domestic syndication rights for five years, with *Witness* probably being offered on a cash-barter basis. Mars will handle domestic sales.

Set to host *Witness To Survival* is British actress Rosalyn Lander and Broadway star Paul Hecht.

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THE PROBLEM

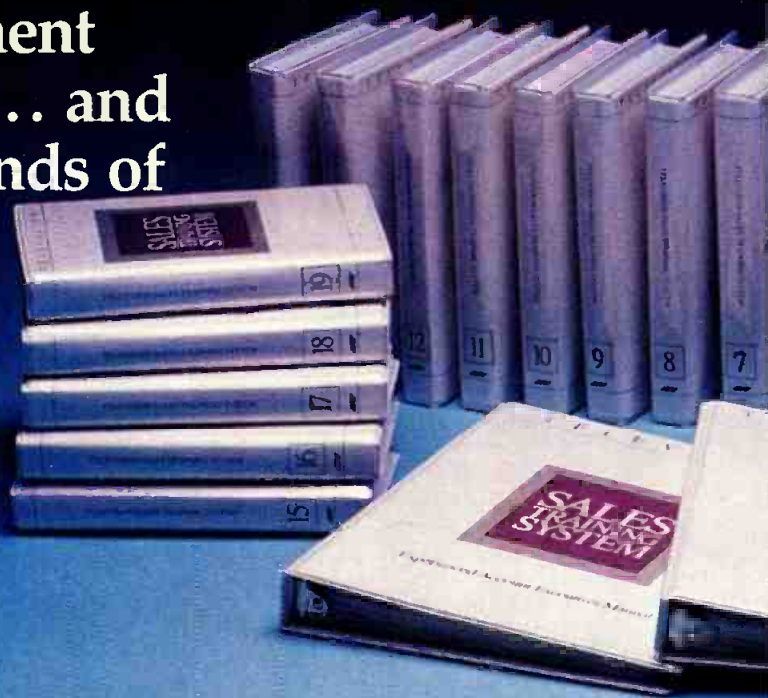
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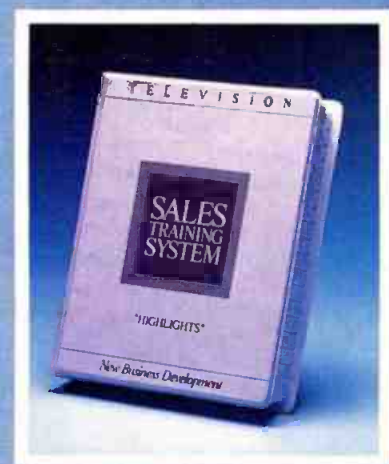
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producers."

A leading producer, David L. Wolper, president of Wolper Productions (in association with Warner Brothers), says that in some cases, the networks don't "divvy" up enough money for feature presentations. Excepting his own ventures with Warner, he indicated most major studios shy away from producing TV features these days. "It's a tough marketplace," Wolper said. "But you'll find a lot of independent production companies making use of home video, cable and foreign television to provide additional revenue streams."

An area of revenue that Faulstich felt has not received much attention from the industry is the emergence of the "client-furnished marketplace," where advertisers assume full funding for projects in return for sole sponsorship. "With it, producers may receive funding in excess of network license fees and make a picture surpassing previous standards," Faulstich said. Faulstich noted that CBS will air two "Hallmark Hall of Fame" presentations (*Face to Face* and *Caroline*), one "AT&T Presents" feature (*Incident at Lincoln Bluff*), and a Procter & Gamble-sponsored movie of the week (*Pied Piper*) for the coming season.

"The networks used to push it away [full advertiser sponsorships] in the past," Wolper said. "They are now more receptive because the spots are pre-sold and the production value is higher through the use of sponsorship dollars."

Despite advertisers picking up some of the slack for producers and networks, Masucci says made-fors as a form face certain budget constraints. "Television simply can't afford to do what a 'Star Wars'-type feature could do," Masucci says. "It would be foolhardy to try to deliver \$20 million in effects with a made-for budgeted at \$8 million. The audience knows when you are cheating them."

"The networks have made a concerted effort to keep costs in control," said Allen Sabinson, vice president of motion pictures and mini-series for television, ABC Entertainment. "To keep the franchise healthy, we've had to control costs. There are certain forms that are just too expensive for television. Science fiction made-fors are something you don't see often. We're mindful of certain boundaries."

One science fact project that ABC is developing is *Challenger*, about the ill-fated shuttle that exploded in 1986, killing

its seven crew members. "Challenger has a tremendous amount of production value in it," Sabinson said. "NASA gave us complete cooperation to do the project and the use of real training modules to shoot in."

According to Sabinson, ABC has 23 or 24 made-fors on tap for this season, nine more than the 1988-89 season. Only two of the features will be three hours (*Challenger* and *Final Days*), with the rest two hours. Scripted by Hugh Whitmore and based on the book by Bob Woodward and Carl Bernstein, *Final Days* reenacts the last days of Richard Nixon's presidency.

Sabinson also spotlighted *Jekyll and Hyde*, a co-production of King-Phoenix Entertainment and London Weekend TV, featuring Oscar-winner Michael Caine in the retelling of Robert Louis Stevenson's classic. Topical features on tap include *The Preppie Murder* and *The Rock Hudson Story* (working title).

Faulstich says CBS has 40-45 movies on the slate for this season, down from the 50 movies he said were "exhausted from existing inventory" to make up for last year's Writers Guild strike. All features will be two hours long.

Focusing on this season's movie pack-

Syndication Marketplace

Viacom Enterprises' Super Mario Bros. Super Show has cleared live action/animated series on 120 stations, representing 84% of country. Produced by DIC Enterprises and distributed by Viacom, strip is based on adventures from Nintendo's home video game, Super Mario Bros. Series is offered to stations on barter basis, with MTV handling national advertising sales.

Inside Video: This Week has been picked up by nine more stations, raising show's clearance level to 92 markets and U.S. coverage to over 80% of total market, announced co-distributors **All American Television and MG Perin Inc.** New markets sold include KTXH-TV Houston, WTOG-TV Tampa, WSVN-TV Miami, WPTT-TV Pittsburgh, KTVI-TV St. Louis, WLNE-TV Providence, R.I., WBNA-TV Louisville, Ky., and WICS-TV Springfield, Ill.

Eric Burns and Paula McClure co-host weekly program, which is exclusively dedicated to home video market. As previously announced, **Inside Video: This Week** has cleared in all top-10 markets. Station sales are being handled by MG Perin. Bluebonnet Productions Inc. is producing.

Orbis Communications reports brisk sales for its *Raising Good Kids in Bad Times* quartet of syndicated specials from Arnold Schapiro, Emmy Award-winning producer of *Scared Straight*. Specials have cleared in 177 markets (in all of top 150 ADI's), representing 98% nationwide coverage. Clearance totals represent record for syndicator, according to Hillar Hendler, senior vice president of Orbis. Hour-long documentaries focus on variety of issues facing today's youth.

Special programs are: *See Dick and Jane Lie*, *Cheat & Steal: Teaching Morality to Kids*, hosted by Tom Selleck, which aired April 24-May 21; *The Truth About Teachers*, hosted by Whoopi Goldberg, airing Sept. 7-24; *The American Dream Contest*, moderated by Michael Landon and airing Feb. 12-March 11, 1990; and *New & Improved Kids*, narrated by Loni Anderson, airing April 23-May 20, 1990.

Show is being underwritten by United States Automobile Association, which is major insurer to military and consumer automotive market. Programs are distributed on barter basis by Orbis Communications, with national sales by International Advertising Sales.

Qintex Entertainment is producing *Incident at Lincoln Bluff*, one of series of movies for *AT&T Presents* set to air on CBS in February 1990. Walter Matthau has been cast to star in movie, his first made-for-television vehicle. Story, which is set during World War II, centers on local lawyer (Matthau) who defends German prisoner of war accused of killing one of townspeople.

Chad Hoffman, former vice president, dramatic series, ABC, has signed exclusive agreement with **King Phoenix Entertainment** to develop and produce his own series and movies. Deal will also have Hoffman providing executive services to company as executive vice president of series. As part of agreement, Hoffman will form his own production company in association with King Phoenix to develop and produce drama and comedy series.

Super Bowl Record Book. 30-second NFL vignettes produced by **MG Perin**, has been bought by WNBC-TV New York; KNBC-TV Los Angeles; WMAQ-TV Chicago; WRC-TV Washington, and WTVJ-TV Miami. Series is currently sold in 25 markets on cash basis and will be available Sept. 10, 1989 through Jan. 28, 1990, on unlimited use basis by stations. *Record* will replace MG Perin's nine-year old *The Winning Moment*, and will retain "doughnut" shape to deter viewer zapping.

Stephen Metz, president of R.S.P. Associates, Los Angeles-based entertainment company, has signed agreement with executive producers Tom and J.J. Meier to form **Runway Productions**, marketing new hour-long special *Modeltrend 2000* for syndication (in co-production with Don Meller Productions), among other future projects. Metz said Coastline Productions (joint venture between King World Distribution and MCA) and "several other syndicators" will be looking at nearly completed pilot as syndicated product for April 1990, and possible half-hour weekly series for September 1990. Placing production budget at \$300,000, Metz is shopping *Modeltrend 2000* to distributors as inside look at the workings of modeling business, targeted to reach early Saturday afternoon's 12-20 age group demographics.

age, Faulstich noted Walter Matthau's return to television for the first time in 25 years with *Incident at Lincoln Bluff, No Place Like Home* (starring Jeff Daniels and Christine Lahti), dealing with the "plight of the homeless," and *So Proudly We Hail*, examining the neo-Nazi movement in America today. Another high on Faulstich's list is *Pied Piper*, which features Peter O'Toole and Mare Winningham in a World War II story about an Englishman who escorts a band of children out of war-torn France.

Masucci counted 45 made-fors (including five two-hour pilots) on NBC's new season calendar, some nine more than last season. Two of the presentations are foreign co-productions, *Ernest Hemingway's The Old Man and The Sea* (a joint venture between Green Pond Productions and Yorkshire Television of England) and *A Connecticut Yankee in King Arthur's Court* (a SchaeferKarpf Production in association with Britain's Consolidated Entertainment). All features will be two hours long.

Back to school

The Satellite Educational Resources Consortium (SERC) will launch its direct-to-school satellite educational programming service on Sept. 5. The consortium of state public broadcasting organizations will deliver 1,900 hours of satellite instruction to 19 states and four cities through the federally funded Star Schools program, a program not provided with continuing funds in the House version of 1992 federal appropriations. The curriculum includes probability and statistics, physics and Japanese. According to the Corporation for Public Broadcasting, public TV is spending more than \$9 million on education in 1989, including the 1,900 SERC hours and, additionally, approximately 1,300 hours of in-school programming distributed via satellite to more than 23 million students in 42 states.

Among features topping Masucci's list: *Murder in Mississippi* (starring Tom Hulce and Blair Underwood), about the relationship between white volunteer Mickey Schwerner and black civil rights activist James Chaney, two of the three civil rights activists murdered in 1964. *Last Flight Out* deals with the true story of seven Americans involved in the rescue of 500 civilians escaping Saigon at the end of the Vietnam War; *The Odd Couple*, which reunites for-

mer TV series stars Jack Klugman and Tony Randall; *Howard Beach: Making the Case for Murder*, which is about Joe Hynes, the Howard Beach, N.Y., special prosecutor who investigated the high-profile death of a black man in the mostly white, blue-collar community, and *The Dreamer of Oz: The L. Frank Baum Story*, a biographical look at the author of "The Wizard of Oz" and the personal experiences that led him to create the classic characters. —MF

NBC wins week 48; Big Three deliver 28.2 million households

For week 48 (ended Aug. 20), NBC took the prime time week with a 12.0 rating and a 22.5 share. CBS and ABC tied for second place, scoring a 9.6/18 and a 9.6/18.2 respectively. CBS finished first in evening news with an 8.7/19 over both ABC's and NBC's 8.4/19. NBC won Monday, Wednesday, Thursday and Saturday. ABC won Tuesday and Friday. CBS won Sunday. NBC finished first in three key demographic groups: households, with a 10.2 rating over ABC's and CBS's 9.6; viewers 2-plus, with a 7.4 over ABC's 6.0 and CBS's 5.7, and women 18-49, with a 7.8 over ABC's 6.2 and CBS's 5.4. ABC came in first with men 18-49, scoring a 5.6 over NBC's 5.4 and CBS's 4.0.

While the top-rated show for TV households was NBC's *Cheers* (18.8 rating), for viewers 2-plus the top spot belonged to ABC's *Roseanne*, which scored a 12.0 rating. Women 18-49 put *Roseanne* on top with a 16.3. Men 18-49 gave the program first place with an 11.0.

■ In other ratings time periods, ABC's *Good Morning America*

and NBC's *Today Show* tied for first place in early morning, each posting a 3.6/19. CBS's *This Morning* had a 1.9/10. For Saturday morning children's programming, ABC was first with a 3.6/16, while NBC had a 2.9/13 and CBS had a 2.6/12. NBC's *Tonight Show* pulled a 6.1/18 during late night, outpacing ABC's *Nightline* (3.9/11) and CBS's *Pat Sajak Show* (3.5/11). For early morning news, NBC's *News at Sunrise* came in first with a 1.7/22 while ABC's *World News This Morning* was second with 1.6/20.

■ In the Arbitron metered markets, *Roseanne* took first place in New York, Houston, Miami, Detroit and Boston. NBC's *Cheers* took Atlanta, Cleveland, L.A. and San Francisco. In the remaining five markets, CBS's Broncos-49ers preseason game took the top spot in Denver. The Cowboys-Raiders preseason game, shown on NBC, won out in Dallas. In Chicago, the Bears-Dolphins game on ABC came in first. In Philadelphia, ABC's *Who's the Boss?* claimed the prize. In Washington NBC's *Cosby Show* finished out on top.

Nielsen	□	Net	□	Show	Nielsen	□	Net	□	Show	Nielsen	□	Net	□	Show
1.	18.8/34	N		Cheers	35.	11.4/20	C		CBS Tuesday Movie	68.	6.0/11	C		CBS Summer Playhouse
2.	18.7/31	A		Roseanne	35.	11.4/20	C		Designing Women	70.	5.7/10	A		MacGyver
3.	16.8/28	N		Golden Girls, special	37.	11.2/19	C		CBS Sunday Movie	71.	5.4/9	F		Duet
4.	16.6/29	A		Wonder Years	38.	11.1/22	A		Growing Pains	72.	5.3/11	A		ABC Family Classic, special
5.	16.3/29	N		FM preview	38.	11.1/20	A		NFL Preseason Football	73.	5.2/11	F		Reporters
6.	15.8/30	N		Different World	40.	11.0/21	A		Head of the Class	74.	5.1/11	F		21 Jump Street
7.	15.5/32	N		Cosby Show	41.	10.5/19	A		ABC Sunday Movie	75.	4.9/10	A		Trans-Antarctica International Exp
8.	15.2/29	A		Who's the Boss?	42.	10.4/19	C		People Magazine on TV	76.	3.8/7	F		Tracey Ullman Backstage
9.	14.5/29	N		Empty Nest	43.	9.9/18	C		Kate and Allie	77.	3.0/6	F		Beyond Tomorrow
10.	14.4/24	A		Anything but Love	44.	9.3/19	N		13 East					
11.	14.2/28	N		Golden Girls	44.	9.3/17	A		Primetime Live					
11.	14.2/25	N		Night Court	44.	9.3/16	F		Married...With Children, special					
13.	14.1/26	C		Murder, She Wrote	47.	8.9/16	N		Saved by the Bell, preview					
14.	14.0/23	N		Knight and Daye Special	48.	8.8/17	F		America's Most Wanted					
15.	13.8/30	C		60 Minutes	48.	8.8/16	A		thirtysomething					
15.	13.8/27	N		Unsolved Mysteries	50.	8.7/17	C		48 Hours					
15.	13.8/25	N		News Special: Gangs, Cops, part 1	51.	8.4/16	N		Family Ties					
18.	13.6/23	N		Empty Nest special	52.	8.2/18	N		Amen					
19.	13.1/23	N		NBC Sunday Movie	53.	8.1/16	N		NBC Friday Movie					
20.	13.0/22	C		CBS Monday Movie	54.	7.8/15	C		Best of Knots Landing					
21.	12.9/24	N		L.A. Law	55.	7.6/16	A		NFL Preseason Football					
22.	12.8/27	A		Mr. Belvedere	55.	7.6/14	A		Mission: Impossible					
22.	12.8/22	N		Hogan Family	57.	7.3/15	A		ABC Mystery Movie					
24.	12.6/28	A		Full House	57.	7.3/14	A		China Beach					
24.	12.6/25	A		Just the Ten of Us	57.	7.3/14	C		Smothers Brothers, Fun and Games					
24.	12.6/22	N		Mattlock	60.	7.2/13	C		Equalizer					
27.	12.5/23	N		ALF	61.	7.0/15	N		Father Dowling, special					
28.	12.4/25	A		20/20	62.	6.9/12	A		Hooperman					
29.	12.3/25	A		Perfect Strangers	63.	6.8/14	C		CBS Friday Movie					
29.	12.3/23	N		News Special: Gangs, Cops, part 2	63.	6.8/12	A		Coach					
31.	12.1/21	N		Nikki and Alexander	65.	6.5/14	N		Magical World of Disney					
32.	11.7/21	C		Jake and the Fatman	66.	6.4/13	A		Man Called Hawk					
33.	11.6/24	N		Hunter	67.	6.2/13	F		Cops					
34.	11.5/21	N		Baby Boom, special	68.	6.0/13	C		Paradise					

Syndication Scorecard *

(Week ending Aug 13)

1.	11.8	Wheel of Fortune, synd.	228	98
2.	10.5	Jeopardy!	213	99
3.	8.9	Cosby Show	198	98
4.	8.7	Star Trek	230	97
5.	7.6	Wheel of Fortune, wknd.	205	91
6.	7.5	Oprah Winfrey Show	212	98
7.	7.1	Current Affair	148	91
8.	6.6	Entertainment Tonight	172	95
9.	5.9	Geraldo	200	98
10.	5.4	Donahue	227	99
11.	5.2	Mama's Family, synd.	182	93
11.	5.2	Star Search	143	94
13.	5.1	People's Court	190	95
14.	4.7	Family Feud, synd.	131	87
15.	4.5	Charles in Charge, synd.	127	92

The following programs are included, but not ranked:

10.5	National Baseball Network	96	89
5.9	Wrestling Network	158	91
10.9	World Wrestling Fed.	252	97

The world accordi


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BROADCASTING's fourth installment in an ongoing series on AM radio looks at the upcoming expansion of the AM band and the various proposals on how the additional spectrum should be used and who should get first crack at the new stations.

Other facets of AM will be examined in coming weeks.

Extended AM band: Problem or solution?

The opening up of a new AM broadcast band with room for hundreds of new stations might not, at first glance, seem like something that would improve the lot of the some 5,000 existing AM stations.

But, according to the National Association of Broadcasters and others, the expanded AM band (1605 khz to 1705 khz) and the 10 new channels that the FCC hopes to begin parceling out next summer provide a rare opportunity to reduce interference across the entire band and improve the sound of all AM stations.

The way the NAB sees it, the band should be used not to create additional stations and increase competition in the already economically depressed band, but to provide new homes for AM daytimers.

If daytimers were to shift to the channels on the expanded band, the trade association argues, they would benefit from being able to provide around-the-clock service like most AM's and all FM's, and the existing band would benefit from having fewer stations and, by extension, less interference. "It kills two birds with one stone," says Jeff Baumann, NAB executive vice president and general counsel.

The NAB has been pushing what it calls "daytimer homesteading" at the FCC through written comments and in lobbying forays with the commissioners and other high-ranking officials.

Under the NAB plan, daytimers would be given a "significant advantage" over other applicants for the new channels. Because few current radio receivers can tune in channels on the expanded band, daytimers would be able to simulcast over their new as well as old channel for several years (NAB suggests until three years after "AM-expanded" radios con-

stitute 75% of the radios being sold in the U.S.). Following the transition period, the old channel would be allowed to go dark.

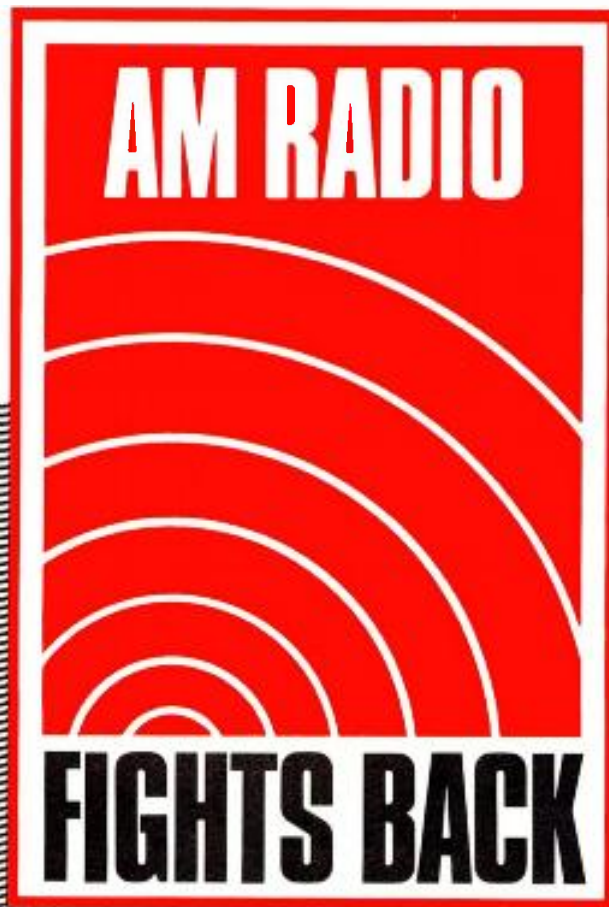
"We are screaming for this," says John Quinn, president of WJDM(AM), a daytimer serving Elizabeth, N.J., and chairman-designate of the NAB's Daytime Broadcasters Radio Committee. "I think it is a real answer for daytimers."

The NAB plan for shifting daytimers to the band has the backing of other broadcasters and groups. But it will be up to the FCC, of course, to decide how the band is to be used, and it has its own ideas.

In opening an inquiry on the band in February 1988, the FCC put forth a plan by which "single entities" could acquire national licenses for the new AM channels. The national licensees would have the right to use their channels in every market. They would be free to build as many stations as they wanted, program the stations themselves or lease the airtime to others.

According to the FCC, some national licensees "might choose to construct a small number of 10 kw operations spaced relatively far apart throughout the country, or a larger number of 250 w or 1 kw operations located in a larger number of places. Indeed, some licensees might choose to mix some 250 w, some 1 kw, some 10 kw operations and some other power level operations within their authorized frequency."

National licensing would encourage the development of new programming services, the FCC said. And as the fastest way of putting the expanded-band stations on the air, it said, it would "spur" the manufacture of radio sets capable of tuning in the band. "It's got a lot going for it," says Lex Felker, the FCC's outgoing chief of



Targeting AM

The National Association of Broadcasters is seeking a full FCC meeting on AM radio for sometime in September or October. Hoping to rejuvenate AM radio, NAB has been working with the commission to reduce AM interference problems and with receiver manufacturers to produce higher fidelity radios. NAB also is pushing legislation on Capitol Hill that would mandate that all AM radios be stereo and extend to 1705 khz.

Last week the association's leadership (its radio board and others) wrote to FCC Chairman Alfred Sikes, requesting a special meeting "dedicated exclusively" to AM. "For much of this decade there has been a growing consensus—among those in government and industry—that the declining technical, economic and public service potential of AM radio should be the subject of effective remedial action," the letter said.

NAB feels that radio receiver manufacturers, engineering consultants and individual broadcasters should also participate in the meeting. Furthermore, the association suggested that representatives from the Mass Media Bureau, office of the general counsel, office of plans and policy and office of engineering and technology be included in the discussion.

NAB said it would also like to present an audiovisual presentation that "would outline the state of AM radio, from many perspectives."

the Mass Media Bureau.

On the other hand, Felker says, NAB's homesteading proposal may not result in the public's getting "your biggest bang for the buck" out of the band. There are some 2,000 daytimers and room in the band for no more than 400 new stations, he says. Shifting a few hundred daytimers to the band is not going to clean up interference in the existing band to the extent some of its proponents believe, he adds.

But Felker and the other proponents of national licensing during the just-ended chairmanship of Dennis Patrick are on their way out, and the new regime under the chairmanship of Alfred Sikes may not share the enthusiasm for the idea.

The National Telecommunications and Information Administration, which submitted comments on the FCC's inquiry while Sikes was its director, said it is "convinced that the commission should use these new channels to help improve the quality of the existing AM radio service, and not merely to add new stations."

It is not an either/or situation. The FCC, in its notice of inquiry, says a combination of approaches could be used. Some channels could be set aside for national licensing, some for daytimer homesteading and some for assignment to all comers using the "traditional" criteria for evaluating broadcast applicants.

Nonetheless, the broadcasting establishment wants no part of national licensing. In addition to offering its daytimer counterproposal, the NAB also charged that the FCC's national licensing plan was legally suspect, saying it constitutes "an improper abdication of the authority bestowed upon the commission."

The Association of Broadcast Engineering Standards concurred. The national licensing scheme "appears to contradict the spirit" of Section 307(b) of the Communications Act, "which was adopted in part to prevent concentration of control of broadcasting by a few national network organizations based in a few major urban centers."

Bonneville International said the addition of new stations through national licensing will not solve AM problems. "Simply put, the last thing AM broadcasting needs is more AM stations."

EZ Communications Inc., a Fairfax, Va.-based radio group, was the only broadcaster to endorse the FCC's national licensing scheme. With the national stations in place, it said, listeners "could travel throughout the country and have immediate access to specific broadcast services at established and unchanging dial positions, even in remote and underserved areas."

The group broadcaster also said the national stations would not harm existing stations which rely mostly on local advertising revenue. "By contrast, a national service would be likely to draw primarily, if not exclusively, from national revenue sources—with little or no selling that would compete with existing local radio sales."

The new band has some inherent technical problems. As a general rule, said Felker, the higher the frequency, the poorer the propagation. For any given power, he said, stations in the expanded band will have one-tenth the reach of stations toward the lower end of the existing band. And by international law, the stations in the expanded band are limited to 10 kw, he said. "So you can't compensate for the poorer propagation by running lots more power."

"On the other hand, we are looking to minimize the number of stations there as a way of limiting interference," he said. "Therefore, the service will not suffer from the degree of interference that is characteristic of much of the AM service today. So that's sort of a plus. There's a little bit of a gain and a little bit of a loss."

Not all AM daytimers are enthusiastically embracing the NAB plan. James Asher, president and general manager, WJDA(AM) Quincy, Mass., said he would approach the shift to the expanded band cautiously. Given a choice, he said, he would rather have a channel in the middle of the band—WJDA is now on 1300 khz—than one on the high end of it. "But given the right situation, and a good transition period, I think you'd have to go for it."

Wayne Eddy, president and general manager, KTMN(AM) Northfield, Minn., said he would take advantage of the homesteading opportunity, but mostly out of desperation. "I'll take anything I can get."

The shift would not be without costs, he said. During the transition, he said, the

daytimers would have to run two transmitters and maintain two antennas. "Some of us are not in a position to buy those things at the drop of a hat," he said.

A better idea would be to force the clear channel AM stations onto the expanded band, he said. That would enable the hundreds of daytimers that share those channels to begin full service, he said. "The day of the clear channel stations serving the entire nation is over with."

All the major receiver manufacturers are gearing up to make their AM receivers tunable up to 1705 khz, and many are already selling models with the capability. "I think the receiver manufacturers are already up and running," said Felker. "They know we are going to do something. There are going to be stations up there reasonably soon."

Although how the bulk of the channels will be allocated is still very much up in the air, it seems certain that one of the channels—most likely 1700 khz—will be set aside for Travelers' Information Service—the broadcasting of traffic and other information for travelers mostly by government agencies. The TIS providers are now restricted to frequencies just outside the top and bottom of the existing band (530 khz and 1610 khz), which can be tuned by most of today's AM radios.

It is also possible that one of two of the channels will be set aside for noncommercial broadcasters. The Corporation for Public Broadcasting is pushing for the set-aside, and the NAB has endorsed it.

Felker said he is urging Chairman Sikes to move quickly to launch a rulemaking this fall to decide once and for all how the new band will be employed. It is important that the FCC move quickly so that it can at least begin the process of awarding the channels by the time they become available for use on July 1, 1990, said Felker. —HAJ

APR unbundles NPR programs

'Mountain Stage' and 'Whad' Ya Know' moves signal public radio 'Darwinism'

Wisconsin Public Radio said last week that its Saturday morning live two-hour comedy-quizz-call-in show *Whad' Ya Know? with Michael Feldman* will move from National Public Radio to American Public Radio distribution. The decision follows by just two weeks West Virginia Public Radio's announcement that it will also make the same move with its weekly music program *Mountain Stage*. Both programs will move on Oct. 1, the first day of NPR's fiscal year, and both will be offered to APR affiliates at no cost until July 1, 1990, when individual prices will be attached to each.

The moves appear to affirm NPR's projections a year ago that, as it "unbundles" its programming, noncommercial radio will look more like a commercial marketplace in which programmers compete for product that must survive on its merits (BROADCASTING, Oct. 31, 1988)—a phenomenon one source described as "public broadcasting Darwin-

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ism" that will extend to the health and survival of individual shows and, perhaps, to NPR and APR themselves. And although APR said it foresees no more such defections, NPR may stand at a disadvantage in holding onto acquired programs until it offers a more complete a la carte menu to its member stations.

According to West Virginia Public Radio (WVPR) general manager Barbara Herrick, "the two major benefits" of moving *Mountain Stage* to APR lay in the need to be able to eventually charge its separate carriage fee and to "have a better marketing effort." Describing it as a tough decision, Herrick said: "We could not get out of the performance package," one of two bundles of NPR programs for which stations pay a single fee (the other package comprises news). Having lost \$100,000 annual Corporation for Public Broadcasting startup support, WVPR had asked NPR to renew \$25,000 in support of the show and was turned down, she said.

With limited system and corporate support, she said, income from distribution will be necessary to cover production costs. "We hope that having almost a year with no fee will increase carriage" (now 136 stations), she said. Additionally, at APR, boasting a marketing staff of five, in contrast to only one at NPR, there is "much greater emphasis on marketing," she said.

The need for distribution income and improved marketing also motivated the *Whad' Ya Know* move, said Wisconsin Public Radio spokeswoman Mary Moore. "We were going to get steady support from NPR, but it was not going to go up" as carriage increased, so long as the show remained within the performance package at NPR, she said. APR's experience marketing a "personality-oriented program, such as *Prairie Home Companion*," also appeared an advantage, she said.

According to Peter Pennekamp, NPR vice president, cultural programming and programming services, *Mountain Stage*'s move was "not a defection"—NPR had decided to drop the show. "They were not giving us straight messages" about intentions to look into alternative distribution, he said, and if WVPR could "afford the luxury" of delay, NPR could not.

While regretting the defection of *Whad' Ya Know*, Pennekamp insisted, however, that the performance package is healthy. Stations, he said, agree mainly that "there have not been enough new ideas in a long time." In response, he said, NPR will launch *Heat* next January, a fairly radical departure from traditional formats combining talk, music, public affairs, theater and other elements as "the first thing we are putting significant support behind."

Calling the increased emphasis on more individual shows a "predictable and natural progression," APR President Stephen Salyer said the two shows' producers approached APR, not vice versa. "We were not out there prospecting. Maybe we should be," he said. Noting that NPR's *Fresh Air* had "come extremely close" to moving over to APR earlier this year, then ended up being given a la carte distribution status at NPR, Salyer suggested that other producers might logically be seeking similar treat-



Wisconsin Public Radio's Michael Feldman

ment. "We think the future is heading toward having a price tag on every program," he said.

APR currently offers 11 programs a la

carte and access to a menu of other programming for a set affiliation fee. Considering 85%-90% overlapping affiliation between NPR and APR stations, he said, stations will in the "new market" ask not "Which distributor?" but "Which programs?" "At the moment," he said, "there are too few station dollars chasing too many programs."

Pennekamp was scheduled to present to senior staff a multifaceted proposal to overhaul his department on Aug. 25, including requests for more marketing staff and new approaches to charging for and paying for shows. Total unbundling is not the ideal goal, he said, since new programs may have the best chance of survival if they are launched within a package. NPR's future, he said, might best be defined by a mix of a la carte offerings, to answer stations' financial limits, and bundles, to assure new programs get a chance. The "net sum gain will be for the American public," not for NPR or APR, he said. —PDL

Radio regrouping

New Unistar network will combine United and Stargroup networks in different sales packages

Executives of the newly created Unistar last week explained the logic of the just-announced merger creating the radio programming giant (BROADCASTING, Aug. 21). Composed of Stargroup Communications and United Stations, the merged company said it has combined revenue of roughly \$90 million and more than 3,000 affiliates. Sales was said to be chief among the synergies to be gained in the merger.

Unistar's revenue comes roughly equally from United and Stargroup, the latter composed of Transtar and The Research Group. One observer suggested that most of the recent growth in profitability of the two partners was coming from Stargroup since Transtar, he said, had previously been undersold. Since United took over responsibility for Transtar's sales in 1987, the latter company's bottom line has benefited. The dependency of these two companies thus made it more beneficial, he said, for them to merge with each other than for either one

to merge with a third party.

C.T. (Terry) Robinson, co-chairman and co-chief executive officer of Unistar, said that he thought sales would be the most important near-term beneficiary of the merged companies. The other co-chairman and co-executive officer, Nick Verbitsky, did not provide specific examples of sales synergy, but Unistar last week announced it was rearranging its networks into three new groupings for advertisers: "Power," composed of networks appealing to listeners 18-34, including US 1 and some of the Transtar 24-hour networks; "Ultra," reflecting networks with an adults 25-54 listenership, including US 2 and certain other Transtar 24-hour networks, and "Super," an adult contemporary configuration for listeners 25-54 composed of the remaining 24-hour Transtar networks.

Asked why it took the two companies more than a year to merge, Robinson said neither company was in a rush: "We agreed to a time frame—ending in December of 1989—to look at the merger.... There were several other steps we took beforehand, including buying out minority shareholders and financial institutions, which we accomplished at the beginning of this year."

Asked whether Unistar would experience problems as well as synergies from the merger, Robinson said he thought the problems would be few. He said that all of United's and Transtar's networks are performing well individually, and that there is little overlap between the two companies: "There is only a very small co-affiliation between the networks [one station affiliating with both Transtar and United]; I guess it would be less than 5%."

Robinson said the merger would allow him to concentrate even more on programming and devote more resources to programming and program research. He said that there are currently no plans for Unistar to acquire stations: "We certainly wouldn't preclude that option, but it is not part of the strategic plan at this time." —GF



Terry Robinson (l) and Nick Verbitsky

Time Warner marches on with stock buyout

Next step in merger of Time Warner and Warner brings remaining block of Warner stock into Time Warner Inc.; next step in merger's completion requires settlement with Chris-Craft

Under terms announced last week, Time Warner Inc. (formerly Time Inc.) will acquire the 41.7% of Warner Communications it does not already own by paying Warner shareholders a mixture of Time Warner preferred stock and stock in BHC Communications, a broadcasting company majority owned by Chris-Craft and in which Warner has a minority stake.

Coming one week after Warner and Time Warner settled part of a legal dispute with Warner stockholder Chris-Craft Industries, the announcement puts Warner and Time Warner one step closer to completing the merger they announced in March and expect to consummate by the end of the year. However, another legal dispute between Warner and Time Warner on one side and Chris-Craft on the other remains an obstacle to the merger's completion.

The per-share payment to Warner shareholders, which involves no cash, comprises three parts, according to the agreement approved by the boards of Time Warner and Warner:

- Time Warner exchangeable, convertible preferred stock, convertible at \$200 a share, and with a liquidation value of about \$35;

- Time Warner exchangeable, convertible pay-in-kind preferred stock, convertible at \$225 a share, with a liquidation value of about \$26, and

- Common stock in BHC Communications, valued at roughly \$9.

BHC owns and operates two independent VHF stations and is a majority owner, in turn, of United Television, a five-station group owner.

Bankers advising Time Warner and Warner conditionally valued the per-share consideration for Warner stock at \$70 per share. Time Warner acquired 100 million shares of Warner last month for \$70 cash per share.

According to Time Warner, upon completion of the merger, it will have acquired Warner Communications for consideration comprising 38% convertible preferred stock and 62% cash and BHC stock.

Assuming that Chris-Craft converts the preferred stock it holds in Warner to common stock, Warner shareholders will receive, according to the merging companies, preferred stock with a total liquidation value of about \$5.35 billion and BHC stock valued at \$725 million. Added to the \$7 billion that Time Warner has already paid in cash, the total value for Warner comes to more than \$13 billion.

One major legal issue yet to be settled in the continuing litigation is whether the terms of the completion of the Warner acquisition must be cleared by Chris-Craft.

A dispute over the distribution of BHC stock was settled August 18. In that settlement, Chris-Craft, which now holds 57.5% of the equity of BHC, would end up with

60% of the company. The 2.5% stake it would gain is worth about \$55 million, based on a valuation made by Morgan Stanley analyst John Tinker. In a dispute complicated by the details of the Time Warner merger, Chris-Craft had said it was entitled to ownership of 62.1% of BHC following the merger, while Warner and Time Warner

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had contended that Chris-Craft's interest in BHC should remain at 57.5%.

Also as part of the settlement, BHC will be recapitalized into two classes of stock in an arrangement that will give Chris-Craft significantly more voting power. Class A common stock, distributed to Warner shareholders, will represent 40% of the equity and 6.25% of the voting power of BHC, while Class B common stock, to be held by

Chris-Craft, will represent 60% equity and 93.75% of the voting power.

Under the settlement, Warner will pay \$144.1 million for 20% of the Warner preferred stock now owned by BHC. The payment is equivalent to \$70 per Warner common share, based on the conversion factor of the preferred stock. Warner common stock owned by BHC is not affected by the settlement.

BHC, which owns both preferred and common shares of Warner, has the right to refuse the BHC stock it would receive as part of the consideration for the preferred stock it holds in Warner, according to a Time Warner spokeswoman. BHC's common stock in Warner does not have that right of refusal, the spokeswoman said, meaning that BHC would own a fraction of the less powerful Class A common stock. —GM

Rep report: shifts but no industry quake, say observers

Despite an apparent recent flurry of television station rep switches, most representatives contacted by BROADCASTING said they did not think that this year signaled fundamental shifts in the pace of or reasons for rep affiliation changes.

The number of rep changes made in 1987 "will never be duplicated," said Peter Goulazian, president of Katz Television Group. "In 1987, over 100 stations in the top 50 markets were involved in a rep change."

Rep industry participants said that the major causes of rep changes remain the same. "The top-of-the-list conditions that impact rep changes the most are ownership changes...or significant management changes. Those two factors are primary factors for a rep change," Goulazian said.

Another condition, Goulazian said, was "the general level of confidence in terms of where that rep is moving directionally in

the future."

Because of relatively slow spot television growth over the past few years, said Jack Oken, president of MMT Sales, "People are looking for reasons.... The reasons aren't easy to identify." Station owners and operators are looking for a change, he said. They can't quickly change affiliation, they can't change from a UHF to a VHF, "but you can change your rep," he said.

"I don't know that there have been an unusual number of changes this year," Oken said. "There has been an unusual rush of them in the past month or so, but that's cyclical."

Petry Executive Vice President Harry Stecker said he thought slower national spot growth was not causing rep firms to pitch harder for new station acquisitions. "We've always worked hard to solicit business from stations that fit into our lineup of

stations.... It's part of doing business," he said. "Most reps have been aggressive toward new business for 10 years."

The largest station sales transaction this year, Knight-Ridder's sale of its eight television stations, has had some impact on Harrington, Righter & Parsons, which had repped the entire group. One of the stations, WKRN Nashville, is being repped by Adam Young Inc. after its sale to a broadcaster affiliated with that rep firm. That broadcaster is also in the process of buying a second station, WTEN Albany, from Knight-Ridder. Another station, WPRI-TV Providence, R.I., moved to TeleRep after being bought by Narragansett Television, L.P.

Earlier this month, HRP-repped stations owned by Times Mirror Broadcasting, KDFW-TV Dallas and KTVI(TV) St. Louis, went to Katz and Blair Television, respectively. HRP in turn picked up KXTX-TV, which Katz resigned to take KDFW-TV. Goulazian said that the acquisition of KDFW-TV represented the largest dollar-volume single-station acquisition for the company. The firm's pickup of WTNH-TV New Haven, Conn., represented the second-largest acquisition, he said, and both of them together represented more than \$60 million in national billings.

The link between rep changes and management changes is evident in recent rep switches in Charlotte, N.C., and Buffalo, N.Y. WPCQ(TV) Charlotte is changing this month from MMT Sales to Harrington, Righter & Parsons. WPCQ's president and GM, and its general sales manager, Nicholas Magnini, came to the station from WIVB-TV Buffalo, which had been represented by HRP. Following that management departure, WIVB's new owners, King World Productions, changed to TeleRep. Paul Hughes, president of King World's broadcasting division, was a TeleRep client when he headed Viacom's broadcast group, and he worked for the rep firm more than a decade ago.

A number of changes this year have come from stations leaving Independent Television Sales. At least nine stations have left the financially troubled firm, with most of them going to Seltel.

Two major station clients decided to stay with their reps following publicized rep reviews earlier this year: Disney-owned KHJ-TV Los Angeles decided in July to stay with Blair Television; earlier this month, the seven-station TVX Broadcast Group chose to stay with Seltel (see BROADCASTING, Aug. 21). —GM

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Sears and NBC outline their co-promotion

NBC is betting that its September contest promotion with Sears requiring entrants to write down the names of the network's five new fall primetime series will increase the sampling of those shows. The four-week promotion, entitled "America's Brightest Stars: NBC, Sears & You," will award \$2 million in prizes, topped by trips to Hollywood and bit parts in episodes of the five series. NBC and Sears, which announced the cooperative promotion in May, filled in details regarding the promotion last week.

The contest has been designed to fulfill NBC's goal of getting viewers to sample new shows, along with Sears's goal of increasing floor traffic and sales. The contest, in which one grand prize will be awarded each week, requires that entrants answer simple questions on an entry blank. The answers to these questions are the five shows that NBC is premiering this fall—*Baywatch*; *Hardball*; *Mancuso, FBI*; *The Nutt House*, and *Sister Kate*. It is NBC's hope that by writing down the names of the

of 24 1990 Reatta automobiles over the course of the contest.

Also, Continental will have in-flight video previews of NBC shows, a full-page ad in its in-flight magazine, and promotional displays for the contest at airport ticket counters.

Local stations are being encouraged to participate in the contest by devising their own related promotions. Miller said. As part of the general promotion, NBC is supplying Sears with a 15-minute videotape that will be played during the promotion over TV sets displayed for sale at each Sears store, explaining the contest and highlighting the new shows. NBC is giving the stations the option of re-editing the tape to include 3 minutes of localized promotional material and supplying that tape to local stores. Stations will also be able to supply localized audio spots to local stores for play on their in-store announcement systems.

KRON San Francisco will be running a contest similar to the national "star" con-



Sears/NBC promotional pieces



shows, consumers will become more aware of and more interested in the new fall lineup, said John Miller, senior vice president, NBC Entertainment. The only way to enter the contest is to deposit one's entry blank at a Sears store.

The promotion, which launches Sept. 3, will take several forms. NBC on-air promotions will feature both actors and winners of weekly drawings. Sears will feature the promotion in newspaper inserts, catalog mailings, charge card statements and various in-store vehicles.

Also involved with NBC and Sears in the promotion will be Continental Airlines and Buick. Continental will provide each of the weekly grand prize winners of the contest with first-class, round-trip tickets to Los Angeles and will give away 300 pairs of round-trip coach tickets to other contest winners. Buick will be giving away a total

test, according to Linda Bradley, director of marketing services. Entrants will have to answer simple questions about KRON's schedule. The prize is a ride in the station's helicopter.

To tie in with the promotion, KPRC Houston will be supplying local stores with balloons with the station's logo, animated fiber-optic signs and simulated news sets for customers to sit in, according to Bruce Bryant, director of creative services and marketing for the station.

Neither station plans to budget any local spots for the promotion. NBC will be supplying 750 gross rating points in prime time for the September promotion, said Miller, equivalent to an average of 10 or 11 spots per week. The gross rating points allotted for the campaign amount are on the low end of the scale of on-air promotional support a new series might get, he said. —GM

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Changing Hands

KTVI(TV) Sioux City, Iowa □ Sold by American Family Broadcast Group Inc. to Quincy Newspapers Inc. Price of transaction was not disclosed but industry sources estimate value of deal at between \$20 million and \$25 million. **Seller** is subsidiary of American Family Corp. and is headed by John B. Amos. It also owns WAFF(TV) Huntsville, Ala.; WTOG-TV Savannah, Ga.; KWWL(TV) Waterloo, Iowa; WAFF(TV) Baton Rouge; KFVS-TV Cape Girardeau, Mo.; WITN-TV Washington, N.C., and WTVM(TV) Columbus, Ga. **Buyer** is headed by Thomas A. Oakley, and also owns WGEM-AM-FM-TV Quincy, Ill., WSVJ(TV) Elkhart, Ind., KTTC(TV) Rochester, Minn., and WVVA(TV) Bluefield, W.Va. Quincy also publishes two newspapers. KTVI is NBC affiliate with 100 kw visual, 20 kw aural and antenna 1,920 feet above average terrain. *Broker: Blackburn & Co.*

WDKY(TV) Danville, Ky. □ Sold by WDKY License Co. to MMC Television Corp. for \$9.5 million. **Seller** is headed by John Backe and has no other broadcast interests. **Buyer** is owned by Paula S. Baird Pruett, who is president, director and 100% shareholder of MMC Television Corp., licensee of KASN(TV) Pine Bluff, Ark. Pruett is also president, director and 50% owner of voting stock of Channel 47 Television Inc., sole general partner (40% equity) in Channel 47 LP, licensee of WMSN-TV Madison, Wis. WDKY is Fox affiliate on channel 56 with 3,427

kw visual and 342 kw aural and antenna 1,150 feet above average terrain.

KZTR-AM-FM Oxnard/Ventura, Calif. □ Sold by Golden Bear Broadcasting Inc. to Adams Communications for \$5.2 million. **Seller** is headed by Steve Marriott and Wally Heuser, who own FM's in Salt Lake City and Fresno and Red Bluff, both California. **Buyer** is headed by Steve Adams and owns four AM's, six FM's and seven TV's. KZTR(AM) is fulltimer on 1400 khz with 1 kw. KZTR-FM is on 95.9 mhz with 4 kw and antenna at 720 feet. *Broker: Americom.*

KGLF-FM Freeport, Tex. □ Sold by Bayport Communications of Freeport Inc. to Bancora Broadcasting Co. for \$2 million. **Seller** is headed by Roy Henderson, who has no other broadcast interests. **Buyer** is headed by Ragan Henry. Henry is sole general partner of Ragan Henry Communications Group (RHCG), Ragan Henry National Radio LP (National Radio) and Communications Management National (CMN). RHCG is licensee of WDIA(AM)-WRHK(FM) Memphis. National Radio is licensee of WKSJ(FM) Mt. Clemens, Mich. CMN is licensee of WXTR(FM) Waldorf and WWIN-AM-FM Baltimore, both Maryland. Henry also has interest in following: KDIA(AM) Oakland, Calif.; WCMC(AM)-WZXL(FM) Wildwood, N.J.; WXLE(FM) Columbus, Ohio, and WOOK(FM) Raleigh, N.C. Henry is also purchasing WCOS-AM-FM Columbia, S.C., KCCV(AM); Independence, Mo. ("Changing Hands." July 31)

and WRWA(AM)-WRFY(FM) Reading, Pa. ("Changing Hands," Aug. 14). He also sold WMBX(FM) Richmond, Va. ("Changing Hands," Aug. 21). Henry also has applications pending for three AM's and two FM's. KGLF-FM is on 103.3 mhz with 100 kw and antenna 1,049 feet above average terrain. *Broker: Sailors & Associates.*

Wxxx-FM Newport, N.H. □ Sold by RadioActive Group Inc. to Mountain View Broadcasting Inc. for \$2 million. **Seller** is group owner headed by Bruce Lyons that also owns one AM and three FM's and has CP for WSNQ-FM Danville, Vt. **Buyer** is headed by Robert C. Frisch, former VP and general manager of WCIB(FM) Falmouth, Mass., who has no other broadcast interests. Wxxx-FM is on 101.7 mhz with 3 kw and antenna at 2,006 feet. *Broker: Kozacko-Horton Co.*

WKOL-AM-FM Amsterdam, N.Y. □ Sold by Sage Broadcasting to Gateway Broadcasting Corp. Price of transaction was not supplied but sources estimate value to be \$2 million. **Seller** is headed by Jerry Poch and is also selling WLVI(FM) Hartford, Conn., and WAMT(AM) Titusville, FL ("Changing Hands," July 17). **Buyer** is headed by Joseph Isabel. Gateway Broadcasting Corp. is parent of Community Service Broadcasting Corp., licensee of WCSS(AM) Amsterdam, N.Y. Application for assignment of WKOL(AM) licensee contains request for waiver explaining how Gateway plans to eliminate any prohibited overlap problem with WCSS(AM) Amsterdam, N.Y. WKOL(AM) is on 1570 khz with 1 kw-D. WKOL-FM is on 97.7 mhz with 3 kw and antenna 44 feet above average terrain.

KDAB(FM) Ogden, Utah □ Sold by Albimar Communications to Devine Communications Inc. for \$1.85 million. **Seller** is headed by Skip Findley, and also owns WKYS(FM) Washington. **Buyer** is headed by Chris Devine, who also owns KBER(FM) Spanish Forks, Utah, which will be sold to purchase KDAB. KDAB is on 101.1 mhz with 25 kw and antenna 3,740 feet above average terrain. *Broker: Chapman Associates.*

WETO-TV Greeneville, Tenn. □ Sold by East Tennessee's Own Inc. to East Tennessee Broadcasting Corp. for \$1.85 million. **Seller** is headed by Jay and Eileen Austin (husband and wife) who have no other broadcast interests. **Buyer** is headed by Michael P. Thompson, who is president, director and 100% voting stockholder of West Tennessee Broadcasting Corp. (WTBC). WTBC is licensee of WKKW-TV Memphis, Tenn. Thompson is also president, director and 100% voting stockholder of MT Communications Inc. (MT). MT owns approximately 40% of voting stock of Central Tennessee Broadcasting Corp. (CTBC), licensee of WCAY-TV Nashville, Tenn. WETO-TV is Fox affiliate on channel 39 with 3,020 kw visual and 500 kw aural and antenna 2,628 feet above average terrain.

KNIS(FM) Carson City, Nev. □ Sold by Sapphire Broadcasting Inc. to Western Inspirational Broadcasting Inc. for \$1.5 million. **Seller** is headed by Thomas Gammon, president of Americom radio brokers. **Buyer** is headed by Norman Kaupp. Western Inspirational Broadcasting is non-profit Christian organization in Carson City moving to non-commercial frequency of 91.3 mhz. KNIS is on 94.7 mhz with 86.6 kw and antenna 2,072 feet above average

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terrain. *Broker: Chapman Associates.*

KXGN-AM-TV Glendive, Mont. □ Sold by Glendive Broadcasting to Stephen A. Marks for approximately \$1 million. **Seller** is headed by Lewis Moore, who has no other broadcast interests. **Buyer** is headed by Stephen A. Marks, who also owns WBKB-TV Alpena, Mich. KXGN(AM) is on 1400 khz with 1 kw-U. KXGN-TV is CBS affiliate on channel 5 with 14.8 kw visual and 2.9 kw aural and antenna 500 feet above average terrain. *Broker: Chapman Associates.*

KIKV(FM) Alexandria, Minn. □ Sold by Lusk Broadcasting Inc. to BDI Broadcasting Inc. for \$950,000. **Seller** is owned by Richard and Marilyn Lusk (husband and wife). Purchase includes covenant not to compete for period of 5 years valued at \$230,000. They have no other broadcast interests. **Buyer** is headed by Louis H. Buron Jr., who is sole shareholder of PB Broadcasting Inc., which holds all stock of Paul Bunyan Broadcasting Co., licensee of KBUN(AM)-KBHP(FM) Bemidji, Minn. Louis H. Buron Jr. and Sue Buron, officers of assignee, are husband and wife. KIKV is on 100.7 mhz with 100 kw and antenna 755 feet above average terrain.

WSKI(AM) Montpelier, Vt. □ Sold by Green Mountain Broadcasting Co. to Context Inc. for \$575,000. **Seller** is headed by Daniel Ruggles, who has no other broadcast interests. **Buyer** is headed by Michael Kaplan, former station manager, reporter for Associated Press, and, most recently, marketing consultant. He has no other broadcast interests. WSKI is on 1240 khz with 1 kw-U. *Broker: Hickman Associates.*

KVIV(AM) El Paso, Tex. □ Sold by Fiduciary Broadcasting Corp. to Lorenza P. Butler for \$450,000. **Seller** is headed by Connie Jackson Thigpen and has no other broadcast interests. **Buyer** is owned by Lorenza P. Butler, who is secretary, director and 24% voting shareholder of Central Life Broadcasting of Alabama Inc., proposed assignee of WOIM(FM) Prattville, Ala.;

Distant Signals

Greece's new government will grant two private TV licenses, ending the state's broadcasting monopoly. AP reported. Private radio was introduced two years ago, and the previous Socialist government gave entry to six international satellite channels, including CNN. The two new TV channels, which will transmit locally and provide 5% of its profits to the state, were granted to publishing consortia Tiletypos Corp. and Antenna-TV.

□
The European Broadcasting Union has selected former Swiss Broadcasting Corp. executive **Jean-Bernard Munch** as new secretary general, effective next January. Munch succeeds Regis de Kalbermatten. In other personnel news, Eutelsat has delayed selection of a new director general, apparently unable to agree on a replacement for retiring Director General Andrea Caruso following meetings with five candidates in early July. Caruso has said he will continue his term until at least the end of November.

Study claims racial bias in TV shows

There is still an element of racial bias perceptible in the casting of roles on today's TV entertainment programs, according to a study released last week. "Unequal Picture: Black, Hispanic, Asian and Native American Characters on Television," released by the National Commission on Working Women of Wider Opportunities for Women (WOW), concludes that while there is a much greater number of black characters on TV today than were present 20 years ago, the other groups "have been much less successful.... Such a lack of visibility suggests that Hispanics, Asians and Native Americans are still suffering from token status on TV. An important first step is to increase their numbers."

Over 150 episodes of 30 network TV series featuring minority characters were examined for the study. Black characters appear regularly on nearly a third of all shows on television and black men and women are equally cast, the report found. But among the other groups, there are nine Hispanic, three Asian and one Native American characters on network shows. The report concludes that the main reason for the imbalance is that 93% of producers of shows featuring minority characters are white. "The television industry is seemingly unable or unwilling to recruit and fully employ minority men and women, many of whom bring to the job sensibilities and experiences quite different from its own."

One distortion that the report finds is that "the TV workplace is an egalitarian one, with little hint of racism or bias despite the fact that whites are almost always in charge." Viewers are left with the impression that little racial prejudice exists in the workplace today, and when it is presented, it is exhibited by obviously "wrong-headed or malicious" characters, the report says. "By consistently sweeping such major societal problems under the rug, television to a certain extent denies the actuality of racism in America. Real world racism, which is pervasive, subtle and blatant, is commonplace in America but virtually invisible on entertainment television."

and WBLX-AM-FM Mobile, Ala. KVIV(AM) is on 1340 khz with 1 kw-U.

KVEC(AM) San Luis Obispo, Calif. □ Sold by U.S. Media Co. to Chorro Communications Inc. for \$300,000. **Seller** is headed by Nick J. Mileti and also owns KPGA(FM) Pismo Beach, Calif. **Buyer** is owned by Richard E. Mason and Francis Sheahan. Mason is also president of

Cabrillo Communications Inc., licensee of KKUS-FM San Luis Obispo, Calif. He is also 80% limited partner in Banks FM, California limited partnership that is applicant for FM permit on channel 298A, to serve Banks, Ore. KVEC is on 920 khz with 1 kw-D, 500 w-N.

For other proposed and approved sales see "For the Record," page 61.

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Blanking battle breaks out over AMOL proposal

It's Airtrax versus Nielsen over use of line 22 of VBI

There was a flurry of document filing last week at the FCC over a dispute between the A.C. Nielsen Co. and Airtrax, a Burbank, Calif.-based limited partnership. Both companies have proposed new applications to be used on active line 22 of the NTSC television signal's vertical blanking interval (VBI). But over the last month, Airtrax has been mounting a vehement opposition to the Nielsen proposal.

The VBI consists of the blanked horizontal TV lines that occur between every field

scan. Other television services have already been approved by the FCC for transmission over the VBI, such as teletext, which is transmitted over lines 14 through 18, and closed captioning for the hearing impaired, which is transmitted over line 21.

For 15 years Nielsen has been transmitting its Automated Measurement of Lineups (AMOL) system over line 20. AMOL is used to compile data for the TV networks to determine the clearance levels of their programs. A signal identification (SID) code is placed in the VBI during transmission from the network, and Nielsen then monitors for the signals in a specific market to compile

program lists. AMOL is currently in operation in 200 TV markets.

Last July 19, Nielsen filed a request with the FCC for temporary authority to transmit AMOL over line 22 in order to expand the system to track syndicated programs. "Stations often videotape syndicated programs for broadcast at a time later than the programs are initially delivered to the stations," Nielsen stated. "For technical reasons associated with the characteristics of videotape recorders used by many stations, the Nielsen SID codes placed on line 20 (but not those placed on line 22) are often stripped by these recorders during playback of the programs, rendering the AMOL system of limited use."

Airtrax filed its opposition to the Nielsen request on Aug. 8. The 22-page document listed several reasons for blocking the AMOL proposal and asked the FCC to delay action until it opens a formal inquiry and invites comments from interested parties.

The commission has already granted Airtrax use of line 22 for operation of its own tracking system. The Airtrax system uses technology similar to AMOL to verify commercial airings. As a commercial is being aired, ad agencies, syndicators and other customers with Airtrax decoders would immediately receive reports on which station is airing the commercial, the day, date and airtime, whether there was a loss of technical quality during the airing, whether the stereo pilot was in operation, and other data. The system has been under development and testing for the last three years and was offered as a product for the first time earlier this month.

Comparing Airtrax and AMOL, Nielsen's Washington attorney, Grier C. Raclin of Heron, Burchette, Ruckert & Rothwell, said: "I think they're both in the same type of business, but they're not really competing because Airtrax does advertising verifications and Nielsen doesn't do that. Nielsen does program ratings." Raclin was somewhat puzzled by Airtrax's opposition to AMOL. Both he and Airtrax's lawyer, John G. Johnson Jr. of Bryan, Cave, McPheeters & McRoberts, have said that the Nielsen proposal does not involve removal of Air-

Washington Watch

Taxing issue. National Association of Broadcasters may find itself in uncomfortable position when arguing to preserve tax code provision permitting network affiliates to write off cost associated with a network affiliation agreement or FCC license. At same time NAB is asking Congress not to treat broadcasters as just another business; rather, industry says it should be accorded special status because of its obligation to serve public.

□

Ante up. Senate Communications Subcommittee has asked broadcast networks and Hollywood studios to provide financial profit data as follow-up to its June media concentration hearings. Networks say they are ready and willing to turn numbers over to subcommittee but are waiting for studios to meet request. Networks are skeptical and think Hollywood will not be forthcoming. Motion Picture Association of America President Jack Valenti asked his membership to supply figures, but MPAAs spokeswoman did not know their response.

□

Justice to look into Boozer. After year-long investigation of Bernard Boozer, of Central Square, N.Y., for alleged abuse of FCC processes in filing of more than 100 applications, FCC has referred case to Justice Department for possible criminal action ("Closed Circuit," Aug. 7) for falsifying information on applications. In Aug. 4 letter to Justice, former FCC Chairman Dennis Patrick said "it appears that on numerous occasions Bernard Boozer signed the names of attorneys and other persons without their knowledge. At other times it appears that Boozer signed the names of fictitious persons."

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Increasing float. Seattle-based Acklerley Communications Inc. has filed with the Securities and Exchange Commission to offer 2.2 million shares of common stock, 2 million of which will be sold by selling shareholders. The group owner and outdoor advertising company said it plans to use the proceeds from the company's sale of stock to redeem shares of its outstanding preferred stock.

trax's line 22 authorization.

Last week's filing activity began on Monday (Aug. 21) with a point-by-point rebuttal to the Aug. 8 Airtrax filing. The following day, Johnson said that Airtrax was not yet ready to publicly reply to the Nielsen rebuttal, but that it was planning a response of its own within several days.

Johnson did, however, send a letter to Bradley Holmes, chief of the Policy and Rules Division of the FCC's Mass Media Bureau, charging Nielsen with "wanton disregard for both the letter and spirit of the commission's *ex parte* rules." Airtrax protested the filing of letters to Holmes by Nielsen on Aug. 11 and 14 following the Airtrax opposition letter. By not sending copies of those letters to Airtrax, it claims Nielsen broke the commission's rules.

Racklin responded immediately with another letter to Holmes saying that "Airtrax's scurrilous accusations...are intellectually dishonest." He said that in each of Airtrax's filings to date, it has asked the FCC for formal *ex parte* designation for the proceeding, "recognizing implicitly that the proceeding may not be, by its nature, 'restricted' without that designation."

One of the key complaints against Nielsen in Airtrax's Aug. 8 filing is the claim that Nielsen has not proved that it will follow the FCC's conditions for using line 22. Those conditions are that stations will have ultimate control over what is transmitted on the VBI's of their signals and that the presence of the SID code will not degrade the technical quality of the TV signal. "The artful wording of counsel in Nielsen's request clearly leaves open the possibility that television station licensees may be required—conceivably against their preferences—to include AMOL signals on line 22 of their station's transmissions within the terms of their respective contractual agreements with Nielsen and programers," Airtrax said.

Nielsen replied that there are currently controls in the AMOL system on line 20 to allow the local broadcaster to omit the SID code if desired and that the AMOL system on line 22 would work the same way. Furthermore, Nielsen charged that Airtrax has the burden of proof. "It is not for Nielsen to establish beyond its clear commitment that it will comply with the commission's rules and policies; rather, it is for Airtrax to establish that Nielsen will not comply in spite of its commitment."

Another Airtrax claim is that the AMOL system transmits "a relatively low level of data resolution" because it encodes only two of the 30 frames that scan per second in the TV signal. "Commercial advertisers typically demand a substantially higher level of data resolution, up to and including encoding all 30 frames per second of transmission," which the Airtrax system does, Airtrax said.

"Nielsen has difficulty understanding what Airtrax is attempting to contend with this statement," it said in its rebuttal. "Nielsen would respectfully suggest that it should be for the marketplace, not Airtrax or the FCC, to decide the usefulness of Nielsen's codes and AMOL format, and Nielsen is willing to have its service tested in that forum."
—RMS

CBS News wins in South African court

CBS News has won a round with South African police over their seizure of a news tape. A Supreme Court judge in Johannesburg said police cannot confiscate news footage simply on the suspicion it might contain evidence of a violation of emergency regulations. Judge Jeff Levison reviewed varying statements made by a police official in charge as to the reason for confiscation of the tape, made by a freelancer at a lawyers' meeting in a church during a national hunger strike by people detained without charge under a national state of emergency. None, he indicated, met the test requiring that the police form an opinion that the action endangers public safety before it can be stopped or the evidence seized. The lawyer who represented CBS in the case, Lauren Jacobson, said the decision makes clear that, "as wide as police powers are in terms of emergency regulations, they still do have to apply their minds and there are certain parameters." Levison ordered the Law and Order Ministry to pay court costs and to return the original news tape. CBS had been permitted to make a copy of the tape.

A Matter of Record Only
July 1989

Sinclair Broadcast Group, Inc. and Affiliates

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WPTT-TV, Pittsburgh, PA
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SCTA's Eastern Show: Preparing for the 1990's

CATA 'open forum,' customer service, cable rates, fiber optics and update on TV telcos among agenda offerings

Southern Cable Television Association officials putting together the Eastern Cable Show are expecting nearly 4,000 attendees and roughly 170 exhibitors for this year's annual convention, which takes place in Atlanta Aug. 27-29. Both figures are increases over last year, when attendees numbered 3,750, exhibitors 160.

Topping the agenda is a Monday morning panel with four MSO executives discussing "Cable in the '90's." It will include National Cable Television Association Chairman Robert Miron, president of Newhouse Broadcasting; James Robbins, president of Cox Cable; Alan Gerry, chairman and chief executive officer of Cablevision Industries, and Richard Roberts, president of TeleCable Corp.

The convention kicks off Sunday afternoon with a Community Antenna Television Association "open forum" hosted by CATA President Steve Effros. He will interview Chuck Hewitt, president of the Satellite Broadcasting and Communications Association.

Monday sessions include:

- "Handling Rate Increases without Getting Burned," with Megan Hookey, director, industry communications, NCTA; Joe DeLatte, regional marketing manager, TeleCable, and Daryl Harms, chief operating officer, Masada Corp.
- "Public Affairs in the Marketing Plan," with Bonnie Hathaway, director of affiliate public relations, HBO, and Robert Thalmann, vice president, marketing, Turner Cable Network Sales.
- "The Big Blackout—Syndex," with Paul Glist, attorney, Cole, Raywid & Braverman, and Jim Ewalt, vice president, CATA.
- "Hanging by a Thread—Fiber Optics," with Bob Luff, director, science and technology, Jones Intercable, and "Basic Opportunity—Cable Programming and Ad Sales," with its panelists yet to be announced.

On Tuesday, sessions include:

- "Who Needs Cable? Getting Those Cable Resistant Customers...and Keeping Them?" with Gregg Bickett, regional manager, UA Cablesystems; Eleanor McClintock, regional marketing manager, Summitt Cable Services; Kemp Delo, director of marketing, Masada Corp.; Bo Bancroft, vice president, Southeast region, TCNS.
- "Focusing on What the Customer Wants," with Dirk Tenzythoff, manager, special marketing projects, United Video; Dan Levinson, vice president, advertising and promotion, HBO, and Keith Gregory, marketing operations manager, Cox Cable.

Open mike

Visitors to Chicago's Museum of Broadcast Communications are able to find out if they have the right stuff to be the next David Brinkley or Walter Cronkite. The museum opened its "MBC NewsCenter" on Aug. 11. Visitors are able to sit behind the anchor desk on a news set, donated by WGN-TV Chicago, and report the news. After the broadcast, would-be anchors may purchase their tapes for \$19.95 each. The NewsCenter is open weekends and demonstrations begin at 10 and 40 minutes after each hour.

■ "Current Reregulation Efforts," with Cameron Kerry, attorney, Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, and Dave Testa, vice president, government relations, Cablevision Industries.

■ "Telco TV Update," with J. Patrick Michaels, chairman and chief executive officer, Communications Equity Associates, and Brian Moyer, Fisher, Weyland, Cooper & Leader.

■ "Fair and Unfair Competition—Living with Overbuilds," with Cole, Raywid's Glist; John Mansell, senior analyst, Paul Kagan Associates, and Michael Jeffrey, chairman, Robinson-Jeffrey Associates.

■ "Toward a Kindler, Gentler Cable System—In Pursuit of Good Customer Service," with Jack Stanley, president, ATC Greensboro; Frank Modrack, manager, customer service programs, Cox Cable, and Karen Henning, director of training and organizational development, Cox Cable.

Technical sessions throughout the show will explore cumulative leakage index requirements, grounding and bonding, safety around electrical conductors, and power supplies and battery packs.

The convention will also feature a display of the newest consumer technology, put together by Alex Best, vice president, engineering, for Cox Cable.

The association's annual banquet on Monday night will feature the Four Tops. —MS

(22% could not rate the show or were unaware of it). A majority of those surveyed viewed *Inside Edition* and Fox Television's *A Current Affair* as news, not as entertainment. NBC's *Today* show was considered news by 48%, while 29% labeled it entertainment.

Overall, the press received high marks for those stories the respondents said they "followed closely." Among those surveyed, about half followed stories on the United Airlines DC-10 crash in Iowa and the hostage situation in the Mideast.

The survey also showed that television was rated higher than newspapers, with 30% describing TV coverage of those news events as excellent and 39% calling it good, compared to the 19% who felt the print media was excellent and 43% who thought it was good.

Despite the generally favorable response toward the press, there was some division over whether the media acted properly when it aired a tape of the hanged Lieutenant Colonel William Higgins by terrorists. Forty-three percent felt it was appropriate, while the rest did not agree.

The use of video reenactments also drew a mixed response, with 49% approving the use of reenactments that were properly labeled, while 44% disapproved, even if they are identified. And of those under 30, 64% approved of using video reenactments, compared to only 35% of those 50 years and older.

Moreover, the study showed that older Americans (50-plus) showed a greater interest in following the news. □

Perception problem

The public's perception of what is news versus what is entertainment is becoming more "blurred" since the addition of more "magazine format" shows on television, according to a study on public interest and awareness of the news released by the Times Mirror Center for Press & Public Policy.

Conducted by the Gallup Organization, the report (the third in a monthly series of surveys) is based on telephone interviews with 1,250 adults, 18 years and older, conducted between Aug. 10 and 13.

It found that 50% of those queried consider *America's Most Wanted* a news program, while 28% said it was entertainment

Attention-getter. CNBC will launch a major, multimillion-dollar consumer advertising effort in October, designed to encourage more active viewership of the service. The campaign's tagline is "CNBC: The Consumer News and Business Channel. Watch it. Use it." CNBC will rely heavily on print advertising in 32 key regional markets for the seven-week drive that begins Oct. 2.

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Booths 1618 and 1717

Satellite Footprints

McDonnell Douglas launches U.S. launch industry. If all the complex factors involved in delivering a satellite into orbit proceed according to plan, Aug. 26, 1989, will stand as an historical landmark for the commercial domestic U.S. launch industry. On that date, at 6:49 p.m. ET, St. Louis-based McDonnell Douglas Astronautics was due to become the first U.S. launcher to send a commercial satellite—British Satellite Broadcasting's five-channel direct-to-home television bird, Marcopolo I—into orbit. McDonnell Douglas would have reached the milestone nearly two months ago if an Indian government bird, Insat 1D, that McDonnell Douglas was set to launch June 29 had not been damaged in assembly (BROADCASTING, July 3).

Until the shuttle Challenger launch disaster in 1986, NASA had, in effect, subsidized the U.S. launch industry by carrying commercial satellites into orbit at discount rates. European launcher Arianespace has since then handled the lion's share of launches worldwide, including the successful Aug. 8 launch of another European direct broadcast satellite, West Germany's TV-Sat 2. Arianespace has launched 23 birds in 22 months, but McDonnell Douglas, Martin Marietta and General Dynamics are ready to enter the field in the U.S. Overseas, the Soviets have entered the competition with the Proton launch vehicle, and Australia has already contracted China's Long March vehicles to carry its next-generation domestic communications birds.

BSB's \$300 million contract with satellite builder Hughes Aircraft includes Marcopolo I and II and requires Hughes to purchase the launch vehicles and insurance. Hughes said that such a turn-key agreement, wherein the builder handles all aspects of delivery until the final product has been launched and tested, also characterized its agreement with Japan's JCSAT and will carry through similar "on-orbit delivery" agreements with Australia.

Intelsat milestones. International Telecommunications Satellite Organization (Intelsat) said last week that on Aug. 17—three days before the 25th anniversary of Intelsat—it had officially decommissioned the last of its Intelsat IV series of transoceanic satellites. Intelsat Director General Dean Burch said the shutting down of Intelsat IV-A (F-4) "marks the end of an era" in which the Hughes Aircraft-built IV series had "provided reliable telecommunications services for 18 of Intelsat's 25 years." The first Hughes-built Intelsat VI bird is scheduled to be launched in October. President John F. Kennedy signed the Communications Satellite Act Aug. 31, 1962. And on Aug. 20, 1964, 11 nations signed two international agreements. Celebrating the 25th year of "Communications without Boundaries," Intelsat noted that it has operated 34 satellites (13 are now in service) and that 117 nations are current participants in the international partnership.

Regional repositioning. Washington-based regional cable sports channel Home Team Sports will move its regular feed to GTE Spacenet's Spacenet III satellite beginning Oct. 2. HTS engineering director Joe King said that the move was motivated in part by the presence on Spacenet III of Detroit-based regional Pro Am Sports System and superstations that retain broadcast rights to professional sports teams in their markets, including WSBK-TV Boston, KTLA-TV Los Angeles and WPIX-TV New York, as well as occasional sports feeds, some or all of which are accessed by HTS's 157 affiliated cable systems. "The move to a newer satellite will allow...an increase in signal quality [and] better reception for our affiliates." HTS will move its feed to Spacenet III, transponder 12, Oct. 2 and will continue its current Satcom IV, transponder 22, feed until noon ET, Oct. 31.

Premium real estate. The Disney Channel has agreed to purchase two transponders from Hughes Communications and plans to deliver its Eastern feed via Galaxy V and Western feed via Galaxy IR, after those birds are launched in 1991 and 1993, respectively. Terms of the agreement were not revealed, but knowledgeable sources have said the second wave of top cable

programers—those following anchor tenants HBO and Turner Broadcasting—are paying between \$10 million and \$12 million per transponder. Hughes has now secured the top four basic channels—ESPN, CNN, WTBS-TV Atlanta and USA Network—and three of the top four full-fledged pay services—HBO, Cinemax and Disney—for its future cable satellite neighborhood.

At the same time, GE Americom said that Family Channel, A&E, Movietime and superstation WWOR-TV Secaucus, N.J., have signed "definitive agreements for service" aboard GE's next-generation satellites, Satcom C-3 and C-4, both to be launched in late 1992. Family Channel will purchase two transponders, expanding its service to include East and West Coast feeds. A&E and WWOR-TV will each purchase one. Movietime agreed to a long-term lease. The occupation of these five transponders brings the two-satellite, 48-transponder Americom cable neighborhood to near half-sold status, as Showtime, The Movie Channel, MTV, Nickelodeon, C-SPAN, The Weather Channel and Lifetime last week finalized a group purchase of 16 channels.

Signal integrity. Financial News Network announced that it will initiate full-time scrambling of its signal Jan. 1, 1990, following several months of test encryption to begin Sept. 1. "We anticipated scrambling once we crossed the 30-million-subscriber mark," said FNN affiliate relations senior vice president Gil Faccio. "And we promised our affiliates that we would scramble at that point to maintain the integrity of our signal. We have surpassed 30-million subscribers [32 million], our ratings have never been higher, and our affiliates will receive the scrambled signal as expected."

Ku-band: Big is better. Dedicated to the mobility of Ku-band remote uplinking, New Springfield, Ohio-based Sure Shot Teleproductions & Transmissions President Dennis Kunce went to ABC-TV asking what it would take to convince the network to contract non-news Ku-band backhaul services. A big uplink antenna and a big amp to prevent rain fade, was their answer, said Kunce, who then contracted BAF to build what may be the most powerful mobile uplink in the world. Sure Shot A, the company's fourth Ku-band truck, sports an uncut 3.7 meter uplink and two 600 w amps. Most antennas that large are cut and foldable, "sacrificing some gain" to keep the vehicle small, he said. Since the A truck's July 21 maiden voyage providing a feed of the Mike Tyson vs. Carl Williams heavyweight boxing match to Japan, it has been hired by ABC to uplink *Wide World of Sports*, Big Ten football and *Good Morning America*. Next on the agenda is Sure Shot I, a "network quality" production truck to be ready Dec. 1 for hire in tandem with or separately from Sure Shot's uplinks. Kunce is counting on the growth of cable sports programming and will bid to uplink NBC coverage of the 1992 summer Olympics from Barcelona Spain.

Mobilesat bids welcomed. Just over one month after the FCC assigned orbital spectrum for a three-satellite pan-North American version of cellular voice-data services (BROADCASTING, June 5), the American Mobile Satellite Corp. (AMSC) and Telesat Mobile Inc. (TMI) of Ottawa, Canada, have jointly issued a request for proposals to build two satellites, both to be launched in 1993. Thanks to an agreement between the U.S. and Canada-based companies to have each bird act as backup for the other, the two companies expect to award a contract valued at \$200 million before the end of the year while saving \$200 million in startup costs through the joint buy. The request for proposals calls for the two birds, options for more satellites, ground equipment, and other optional features. Proposals are due by early October.

Within the next 12 months, said AMSC, the two companies expect to issue a request for proposal for the ground segment, including a network operations center, gateway access to the satellites, and mobile radio equipment for multiple voice and data uses. AMSC expects to begin aeronautical and land mobile service by 1993.

-PDL

New for Bravo

Bravo will premiere three new continuing series in September. *Champlin on Film*, a half-hour series hosted by film critic Charles Champlin, features interviews with Hollywood actors and filmmakers. The first episode focuses on the restoration of *Lawrence of Arabia* and includes interviews with David Lean, Omar Sharif and Peter O'Toole. The series will be seen Saturdays at 7:30 p.m. and repeated Sundays at midnight. *The Big World Cafe*, a one-hour international music magazine show, begins Sept. 2. *This is David Lander*, a parody of "tabloid TV" programs, features Steven Fry as an unorthodox investigative reporter. It debuts Sept. 23.

HTS adds 15 events

Washington-based regional cable sports channel Home Team Sports has signed a multi-year rights deal with the Atlantic Coast Conference to televise and distribute 15 events, including women's basketball and men's baseball, lacrosse and soccer. The package will include four

championship events from ACC's "nonrevenue sports," said HTS. The conference, including Duke, North Carolina and Clemson universities, continues to distribute its men's basketball and football through broadcast syndicators and national networks.

Aye, aye, Captain

Turner Network Television will present a six-hour mini-series in October entitled *Captain Cook*. Produced by Revcom Television, the program features Keith Michell as explorer James Cook. Fernando Rey co-stars. TNT is also collaborating with The Grade Co. to present the original film entitled *A Ghost in Monte Carlo*, based on Barbara Cartland's novel. Lord Lew Grade will serve as executive producer and John Hough will direct Terence Feely's screenplay.

Combination

QVC Network, which last month said it would acquire rival shop-by-television operator CVN Companies, will blend the companies' programming into one service in 1990, according to an announcement

last week. After the combination is completed, QVC will debut a new shopping program in development on available second channels. After the companies' merger, which is expected no earlier than October, QVC will consolidate the administration and computer services of the two operators. The company said it would divest itself of CVN's catalog and retail store operations after the merger.

Chicago cable police link

Chicago's two cable companies—Group W and TCI—are providing a cable communications link between the city's police academy and district headquarters. Police Communications Network (PCN) will use a municipal access channel to transmit coded messages to 25 district and six headquarter offices. Police foresee using the network to disseminate information throughout the day, typically beginning with roll call. The Network would allow for simultaneous video distribution of crime suspects to all departments. Group W said PCN's cost "exceeds \$71,500."

For the Record

As compiled by BROADCASTING from Aug. 17 through Aug. 23 and based on filings, authorizations and other FCC actions.

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

Ownership Changes

■ **KCIB(FM)** Central Valley, CA (BAPH890804HL: 99.3 mhz; 3 kw; ant. 100 ft.)—Seeks assignment of license from Bott Broadcasting Co. to Quality Broadcasters of California for \$475,000 ("Changing Hands," Aug. 14). Seller is headed by Richard Bott and also owns WFCV(AM) Fort Wayne, IN; KKCI(FM) Goodland and KNCI(AM) Overland Park, both Kansas; KSIV(AM) Clayton and KCCV(AM) Independence, both Missouri; KQCV(AM) Oklahoma City, and WCRV(AM) Collierville, TN. Buyer is headed by Werner P. Barth, who is president of Hunter-Barth Inc., Irvine, CA-based advertising agency. Filed Aug. 4.

■ **KVECA(AM)** San Luis Obispo, CA (BAL890804EA: 920 khz; 1 kw-D, 500 w-N)—Seeks assignment of license from U.S. Media Co. to Chorro Communications Inc. for \$300,000. Seller is headed by Nick J. Mileti and also owns KPGA(FM) Pismo Beach, CA. Buyer is owned by Richard E. Mason and Francis Sheahan. Mason is also president of Cabrillo Communications Inc., licensee of KKUS-FM San Luis Obispo, CA. He is also 80% limited partner in Banks FM, California limited partnership, which is applicant for FM permit on ch. 298A, to serve Banks, OR. Filed Aug. 4.

■ **KTKR(AM)-KTLM-FM** Taft, CA (AM: 1310 khz | kw-D; FM: BAPH890727HC: 103.9 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Mann Broadcasting Co. to Bakersfield Radio Partners for \$700,000 ("Changing Hands," Aug. 14). Seller has no other broadcast interests. Buyer is headed by Edward G. Hoyt Jr., Scott Bender and Al Jordan, and also owns KYOS(AM)-KABX(FM) Merced, CA. Filed July 27.

■ **WWOL(FM)** Lakeland, FL (BALED890810HU: 91.9 mhz; 3 kw; ant. 157 ft.)—Seeks assignment of license from Haines City Public Radio Inc. to Bible Broadcasting Network Inc. for \$200,000. Seller is headed by Jack Moseman, who also heads WHGS(FM) Haines City, FL. Buyer is headed by Lowell L. Davey. BBN is nonprofit, nonstock corporation that operates 12 radio stations and number of translators with noncommercial educational format. Stations are KCEV-FM Wichita, KS; WAVO(AM) Decatur, WYFA-FM Waynesboro, WYFJ-FM Columbus and WYFS-FM Savannah, all Georgia; WHPE-FM High Point, NC; WHGG-FM Knoxville, TN; WYFB-FM Gainesville, FL; WYFG-FM Gaffney, WYFH-FM North Charleston, both South Carolina; WYFI-FM Norfolk and WYFT-FM Luray, both Virginia, and WYFL-FM Henderson, NC. Filed Aug. 10.

■ **WNES(AM)-WKYA-FM** Central City, KY (AM: BTC890808GE: 1050 khz; 500 W-D; FM: BTCH890808GF: 101.9 mhz; 50 kw; ant. 215 ft.)—Seeks assignment of license from R.T. Baker, Esq., Executor to Andy A. Anderson, to Victoria B. Anderson for no financial consideration. V.R.

(Andy) Anderson owned 100 shares (100%) of Muhlenberg Broadcasting Co. when he died Jan. 9, 1971. Stock was then held in V.R. (Andy) Anderson Estate, R.T. Baker, executor. Instant transfer of 100 shares of stock is from estate of V.R. Andy Anderson to ultimate beneficiaries, Victoria B. Anderson, V.R. Anderson's wife, and Andy A. Anderson, V.R. Anderson's son. Mrs. Victoria Anderson has received 64 shares of stock and Andy A. Anderson has received 36 shares of stock. Stock was transferred from estate Jan. 5, 1987. Because all stock has remained in control of immediate family, transferees were not aware that transfer of control application needed to be filed. Upon consultation with communications counsel, transferees were informed of necessity to file instant transfer of control application. Filed Aug. 8.

■ **WDKY(TV)** Danville, KY (TEMP890802: ch. 56; 3.427 kw-V; ant. 1,150 ft.)—Seeks assignment of license from WDKY License Co. to MMC Television Corp. for \$9.5 million. Seller is headed by John Backe and has no other broadcast interests. Buyer is owned by Paula S. Baird Pruett, who is president and director and 100% shareholder of MMC Television Corp., licensee of KASN(TV) Pine Bluff, AR. Pruett is also president, director and 50% owner of voting stock of Channel 47 Television Inc., sole general partner (40% equity) of ch. 47 LP, licensee of WMSN-TV Madison, WI. Filed Aug. 2.

■ **WNOE-AM-FM** New Orleans (BAL890803HD: 1060 khz; 50 kw-D, 5 kw-N; FM: BALH890803HE: 101.1 mhz; 100 kw; ant. 440 ft.)—Seeks assignment of license from WNOE Inc. to Newmarket Media Corp. for \$7,240,000 ("In Brief," July 31). Seller is headed by James Noe, who has no other broadcast interests. Buyer is headed by Stephen Robertson. Newmarket Media Corp. is licensee of following stations: KXXY-AM-FM Oklahoma City; WSJS(AM)-WTQR(FM) Winston-Salem, NC, and WREC(AM)-WEGR(FM) Memphis, TN. Filed Aug. 3.

■ **KVKI-AM-FM** Shreveport, LA (AM: BAL890804EC: 1550 khz with 10 kw-D; 500 w-N; FM: BALH890804ED: 96.5 mhz; 100 kw; ant. 1,000 ft.) and KBFM-FM Edin-

burg, TX (BALH890804HY: 104.1 mhz; 100 kw; ant. 990 ft.)—Seeks assignment of license from Encore Communications Associates LP to Waldron Partners for \$6.8 million. Seller is headed by George Duncan, who also owns KHFI(AM) Austin, TX, and KIKY(AM)-KZOU-FM Little Rock, AR. Buyer's voting stock is owned by H. Patrick Swygert. Filed Aug. 4.

■ KIKV(FM) Alexandria, MN (BAPLH890808GG: 100.7 mhz; 100 kw; ant. 755 ft.)—Seeks assignment of license from Lusk Broadcasting Inc. to BDI Broadcasting Inc. for \$950,000. Seller is owned by Richard and Marilyn Lusk (husband and wife). They have no other broadcast interests. Buyer is headed by Louis H. Buron Jr., who is sole shareholder of PB Broadcasting Inc., which holds all stock of Paul Bunyan Broadcasting Co., licensee of KBUN(AM)-KBHP(FM) Bemidji, MN. Louis H. Buron Jr. and Sue Buron, officers of assignee, are husband and wife. Filed Aug. 8.

■ KFOR(AM)-KFRX-FM Lincoln, NE (AM: BALH890803EB: 1240 khz; 1 kw-U; FM: BALH890803EC: 102.7 mhz; 100 kw; ant. 430 ft.)—Seeks assignment of license from Summit-Lincoln Broadcasting Corp. to Arrow Communications Inc. for \$6.6 million ("Changing Hands," Aug. 14). Seller is headed by James Wesley Jr. It also owns KLZ(AM) and KAZY(FM) Denver, CO; WAOK(AM)-WVEE(FM) Atlanta; WCAO(AM)-WXYV(FM) Baltimore; WAKR(AM)-WONE-FM Akron and WONE(AM)-WTUE(FM) Dayton, both Ohio; KMEZ(AM)-KJMZ(FM) Dallas, TX. Buyer is headed by Paul H. Rothfuss, who also owns WZNY-FM Augusta, GA; WLRX(AM)-WFFX(FM) Tuscaloosa, AL; WZBB(FM) Poteau, OK; KHUM(FM) Ottawa, KS; KLIO(FM) Clinton, IA; WFRG-AM-FM Rome, NY, and WZOQ Wapakoneta, OH. Arrow also has contract pending for WHDC(AM)-WOLN(FM) Olean, NY. Filed Aug. 3.

■ WMNJ(FM) Madison, NJ (BALED890801HH: 88.9 mhz; 10 w; ant. 75 ft.)—Seeks transfer of license from Drew University to WMNJ Inc. for no financial consideration. Seller is headed by Paul Hardin. Buyer has no other broadcast interests. Filed Aug. 1.

■ WKOL-AM-FM Amsterdam, NY (AM: BAL890808EE: 1570 khz; 1 kw-D; FM: BALH890808HZ: 97.70 mhz; 3 kw; ant. 44 ft.)—Seeks assignment of license from Sage Broadcasting to Gateway Broadcasting Corp. Price was not given, but sources estimate value of stations to be \$2 million. Seller is headed by Jerry Poch and is also selling WLH(FM) Hartford, CT, and WAMT(AM) Titusville, FL ("Changing Hands," July, 17). Buyer is headed by Joseph Isabel. Gateway Broadcasting Corp. is parent of Community Service Broadcasting Corp., licensee of WCSS(AM) Amsterdam, NY. Application for assignment of WKOL(AM) licensee contains request for waiver, which, inter alia, explains how Gateway intends to eliminate any prohibited overlap problem. No waiver is required in connection with application for assignment of WKOL-FM license, and commission is urged to process and act upon that application promptly. Filed Aug. 8.

■ WBIG(AM) Gastonia, NC (BAL890803EA: 1450 khz; 1 kw)—Seeks assignment of license from Beasley Broadcasting of Charlotte Inc. to C&C Broadcasting Inc. for \$125,000. Seller is owned by George Beasley, who also owns KAAV(AM) Little Rock, AR (85%); WRXK(FM) Bonita Springs, WJHM(FM) Daytona Beach and WPOW(FM) Miami (50%); all Florida; WMRO(AM) and WYSY-FM Aurora, IL; WYNG-FM Evansville, IN (95%); WFAI(AM) Fayetteville (60%), WCKZ-FM Gastonia (85%), WYED(TV) Goldsboro, WFTC(AM)-WRNS(FM) Kingston (85%), WKML(FM) Lumberton (85%) and WJMH(FM) Reidsville (100%), all North Carolina; WTE-L(AM) and WXTU(FM) Philadelphia (80%); WLIT(AM)-WYAV(FM) Conway, SC (100%); and KSSR(FM) Bastrop, TX. Buyer is owned by Calvin R. Hastings and Charles Ray West. Hastings has 50% interest in WCSL(AM) Cherryville, NC. Filed Aug. 3.

■ WABV(AM) Abbeville, SC (BAL890614EC: 1590 khz; 1 kw-D)—Seeks assignment of license from Lash Broadcasting Corp. to Godlen Corners Broadcasting Inc. for \$50,000. Seller is headed by Harry O. Yearick. Buyer is owned by George W. Clement and Faye Clement (husband and wife). George W. Clement is president of WABV(AM). Filed June 14.

■ WETO-TV Greenville, TN (BALCT890808KF: ch. 39; 3.020 kw-V; ant. 2,628 ft.)—Seeks assignment of license from East Tennessee's Own Inc. to East Tennessee Broadcasting Corp. for \$1,850,000. Seller is headed by Jay and Eileen Austin (husband and wife), and have no other broadcast interests. Buyer is headed by Michael P. Thompson, who is president, director and 100% voting stockholder of West Tennessee Broadcasting Corp. (WTBC). WTBC is licensee of WMKW-TV Memphis; he is also president, director and 100% voting stockholder of MT Communications Inc. MT owns approximately 40% of voting stock of Central Tennessee Broadcasting Corp. (CTBC), licensee of WCAY-TV Nashville. Filed Aug. 8.

■ WWYN(FM) McKenzie, TN (BTCH890807HW: 106.9 mhz; 1 kw; ant. 500 ft.)—Seeks assignment of license from Fortune Media Communications Inc. to Edward W. Dobson for \$200,010. Seller is headed by Ronald E. Hale. It also owns WDDQ(FM) Tullahoma, TN. Buyer has no other broadcast interests. Filed Aug. 7.

■ KVIV(AM) El Paso (BAL890804EH: 1340 khz; 1 kw-U)—Seeks assignment of license from Fiduciary Broadcasting Corp. to Lorenza P. Butler for \$450,000. Seller is headed by Connie Jackson Thigpen and has no other broadcast interests. Buyer is owned by Lorenza P. Butler, who is secretary, director and 24% voting shareholder of Central Life Broadcasting of Alabama Inc., proposed assignee of WQIM(FM) Prattville and WBLX-AM-FM Mobile, both Alabama; these assignments have been granted by commission; however, neither has been consummated. Filed Aug. 4.

■ KILT-AM-FM Houston (AM: BTC890726HM: 610 khz; 5 kw-U; FM: BTCH890726HN: 100.3 mhz; 100 kw; ant. 1,920 ft.); WLLZ-FM Detroit (BTCH890726HO: 98.7 mhz; 50 kw; ant. 480 ft.); KDWB-AM-FM St. Paul, MN (AM: BTC890726HP: 630 khz; 5 kw-D; 500 w-N; FM: BTCH890726HQ: 101.3 mhz; 100 kw; ant. 820 ft.) and WCPT(AM) Alexandria and WCXR-FM Woodbridge, both Virginia (AM: BTC890726HR: 730 khz; 5 kw-D; FM: BTCH890726HS: 105.9 mhz; 50 kw; ant. 410 ft.)—Seeks assignment of license from Sillerman-Magee Communications Management Corp. to Group W Radio Inc. for \$385 million ("Top of the Week," April 24). Sale also includes WMMR(FM) Philadelphia; KTWV(FM) Los Angeles, and WNEW(FM) New York. Seller is headed by Robert F.X. Sillerman, Sillerman and Carl Hirsch are co-chairmen of Legacy Communications. Legacy owns KDWB(AM) St. Paul and KDWB-FM Richfield, both Minnesota (Minneapolis-St. Paul); KILT-AM-FM Houston; WCPT(AM) Alexandria and WCXR-FM Woodbridge, both Virginia; and has 79.9% interest in Metropolitan Broadcasting, which owns KTWV-FM Los Angeles, WNEW-FM New York and WMMR(FM) Philadelphia, and 50% of WNEW(AM). Buyer is headed by Burton Stanier. Radio division is headed by Dick Harris. Westinghouse Broadcasting Co. and Sillerman Representative Corp. own 81.9% (VS) and 18.1% (VS) of Group W Radio Acquisition Co. respectively. Following broadcast stations, including Auxilliary Broadcast of licensees, are licensed to following subsidiaries of Westinghouse Broadcasting Co. or subsidiary corporations thereof: Group W Television Inc.; KYW-TV Philadelphia; KDKA-TV Pittsburgh; WJZ-TV Baltimore, and WBZ-TV Boston. Group W Television Inc. KPIX(TV) San Francisco. Group W Radio Inc. WIN-AM New York; KDKA(AM) Pittsburgh; KYW(AM) Philadelphia; KODA-FM Houston; KQZY-FM Dallas; KQXT-FM San Antonio, TX; KMEO-AM-FM Phoenix; KFNB(AM) Los Angeles. KJOY-FM San Diego, KFKB(AM)-KAER-FM Sacramento, all California; WBZI(AM) Boston, and WMAQ(AM) Chicago. Filed July 26.

■ WDCM(FM) Cruz Bay, VI (BAPH890729GO: 92.3 mhz; 50 kw; ant. 363 ft.)—Seeks assignment of license from David Condon to St. John FM Inc. for \$30,000. Seller has no other broadcast interests. Buyer is headed by Gerald Smith and Donald Oat, who have no other broadcast interests. Filed July 29.

■ WJDK(AM) Richmond, VA (BAL890809EA: 950 khz; 5 kw-D)—Seeks assignment of license from WXGI Inc. to Willis Broadcasting Corp. for \$450,000. Seller is headed by J.D. Keatley Sr. Buyer is headed by L.E. Willis Sr., who has interest in Crusade Broadcasting Corp., licensee of WIMG(AM) Ewing, NJ; Christian Broadcasting Corp., licensee of WBOK(AM) New Orleans; Big Ben Communications Inc., licensee of KFTH(FM) Marion, AR; Charlotte Christian Radio Inc., licensee of WGSP(AM) Charlotte, NC; Edenton Christian Radio Inc., licensee of WBXB(FM) Edenton, NC; Columbia Christian Radio Inc., licensee of WKWQ(FM) Batesburg, NC; Durham Christian Radio Inc., licensee of WSR(AM) Durham, NC; Birmingham Christian Radio Inc., licensee of WAYE(AM) Birmingham, AL; Gospel Broadcasting Corp., licensee of WSFU-FM Union Springs, AL; FM 96 Corp., licensee of WPZZ(FM) Franklin, IN; Marshall Broadcasting Corp., licensee of KSNE(FM) Marshall, AR; Philadelphia Christian Radio Inc., licensee of WURD(AM) Philadelphia; Warren Broadcasting Corp., permittee of unbuil FM, WYRS, Warren, NC, and Belhaven Christian Radio, licensee of WKJA(FM) Belhaven, NC. Willis also has interest in WTNC(AM) Thomasville, NC. Willis Broadcasting Corp. holds 100% voting stock in Tidewater Radio Show Inc., licensee of WPCE(AM) Portsmouth, and WFTH(AM) Richmond, both Virginia; Willis & Sons Inc., licensee of WSVE(AM) Jacksonville and WPDQ(FM) Green Cove Springs, both Florida; Metro Communications Inc., licensee of WWC(AM) Gary, IN; Gateway Communications Corp., licensee of WESL(AM) East St. Louis, IL; Inspirational Broadcasting Corp., licensee of WJTH(AM) East Point, GA, and Good Faith Broadcasting

Inc., licensee of WGTM(AM) Wilson, NC. Levi Willis, son of L.E. Willis, has interest in WTNC(AM) Thomasville, NC. Filed Aug. 9.

■ WFTH(AM) Richmond, VA (BAL890809EB: 1590 khz; 5 kw-D)—Seeks assignment of license from Tidewater Radio Show Inc. to Tri-City Christian Radio Inc. for \$450,000. Seller is headed by L.E. Willis, who is also buying WJDK(AM) Richmond, VA (see above). Buyer is owned by James I. Johnson Jr., who has no other broadcast interests. Filed Aug. 9.

Actions

■ WAGF-AM Dothan, AL (BAL890523EB: 1320KHZ: 1KW-D, DA-N)—Granted app. of assignment of license from J-Frank Enterprises Inc. to Dothan Broadcasting Co. for no consideration. Seller is owned by Lewis Frank Johnson, who has no other broadcast interests. Buyer is headed by B.C. Eddins, who is president and 50% stockholder of Dothan Broadcasting Co. Inc., licensee of WFMH-AM-FM Cullman, AL. Renewals for WFMH-AM-FM are pending. Action Aug. 11.

■ KDIX(AM)-KJVC-FM Mansfield, LA (AM: BAL890609EA: 1360 khz; 1 kw-D; FM: BALH890626EA: 92.7 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Heart of Dixie Broadcasting Corp. to DeSoto Broadcasting Corp. for \$100,000. Seller is owned by Buford Strange, who also owns KJVC(FM) Mansfield and KWCL-AM-FM Oak Grove, LA. Buyer is headed by Judith G. Bailey, who has no other broadcast interests. Action Aug. 8.

■ KXLV-FM Cambridge, MN (BTCH890623HM: 105.5 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Estate of W. Michael Dwyer to Garamella Broadcasting Co. for \$129,999. Buyer is headed by Todd J. Garamella, who has no other broadcast interests. Action Aug. 4.

■ KRFO-AM-FM Owatonna, MN (AM: BAL890530EE: 1390 khz; 50 w-D; FM: BALH890530EF: 104.9 mhz; 3 kw; ant. 175 ft.)—Granted app. of assignment of license from Owatonna Broadcasting Co. to James Ingstad Broadcasting Inc. for \$1,054,551. Seller is headed by Todd Hale, who has no other broadcast interests. Buyer is owned by James Ingstad, who is controlling 50% shareholder, vice president, and director of Ingstad Broadcasting, licensee of KOVC-AM-FM Valley City, KWAD(AM)-KKWS(FM) Wadessa and KNUJ(AM)-KXLP(FM) New Ulm, all Minnesota. He is also minority 29% shareholder, vice president, and director of KDEZ Inc., licensee of KQHT(FM) Crookston, MN, and minority 25% shareholder and director of Radio Ingstad Colorado Inc., licensee of KFA(AM)-KSQI(FM) Greeley, CO. Action Aug. 8.

■ New-FM Thief River Falls, MN (BAPH890619HK: 99.3 mhz; 3 kw; ant. 100 ft.)—Granted app. of assignment of license from North Country Broadcasting Inc. to Olmstead Broadcasting Inc. for \$3,500. Seller is owned by Curtis W. Quessnell. Buyer is owned by Dale Olmstead, licensee of KKAQ(AM) Thief River Falls, MN. Olmstead is also 100% owner of North Country Radio Inc., licensee of KKQ(AM)-KKDQ(FM) Fosston, MN. Action Aug. 8.

■ WCNC(AM) Elizabeth City, NC (BAL881021ED: 1240 khz; 1 kw-U)—Granted app. of assignment of license from Northeastern Carolina Communications Inc. to Albemarle Broadcasting Co. for \$250,000. Seller is headed by Harry Hunt Thomas Jr., who has no other broadcast interests. Buyer is headed by Joseph L. Lamb Jr., and has no other broadcast interests. Action Aug. 8.

■ KGMCTV) Oklahoma City, OK (BALCT881101KE: 34; 78.5 kw; Ant. 1,209 feet)—Denied assignment of license from Oklahoma City Broadcasting Co., successor to Maddox Broadcasting Corp., for \$3,600,000. Buyer is owned by Chesley Maddox. It has no other broadcast interests. Action Aug. 3.

■ WTCB(FM) Orangeburg, SC (BALH890323GO: 106.7 mhz; 100 kw; ant. 580 ft.)—Granted app. of assignment of license from Keymarket Communications of Columbia to Radio South Carolina Inc. for \$4,345,000. Seller is headed by Kirby Confer, who also owns Keymarket Communications of Pennsylvania Inc., licensee of WNNK(FM) Harrisburg, PA; Keymarket of Austin Inc., licensee of KOKE(AM)-KKM(FM) Austin, TX, and Keymarket of Charlotte Inc., licensee of WECZ(FM) Hickory, NC. Keymarket Communications is also licensee of WRVR-AM-FM Memphis. Buyer is headed by Timothy R. Ives, Kenneth H. Maness, Richard D. Johnson and Ronald R. Romine. Buyer is subsidiary of Bloomington Broadcasting Corp. (BBC). BBC is 100% owner of Twin-Cities Broadcasting Corp., licensee of WJB(AM)-WBNQ(FM) Bloomington, IL; Radio Chattanooga Inc., licensee of WGOW(AM)-WSKZ(FM) Chattanooga, TN; Tri-Cities Radio Corp., licensee of WJCV(AM)-WQUT(FM) Johnson City, TN and Michigan Media Inc., licensee of WKLQ(FM) Holland, MI. BBC is owner of 10% of stock of Telecab of Bloomington-Normal which operates cable television systems in Bloomington, Normal and portions of McLean County, IL.

■ **WNOO(AM)** Chattanooga. WYVY-FM Soddy Daisy, both Tennessee (AM: BAL890522GU; 1260 khz; 5 kw-D; FM: BALH890522GV; 102.3 mhz; 3 kw; ant 700 ft.)—Granted app. of assignment of license from Pye-Watts Communications Inc. to Tennessee Communications Ltd. for \$2 million. Seller is owned by L.F. Pye, who has no other broadcast interests. Buyer is headed by William H. Sanders and William G. McKay III. Sanders has interests in Downs Broadcasting Inc., licensee of WQIM(FM) Prattville, AL., and Downs Radio of Virginia, licensee of WSKX(FM) Suffolk, VA. Sanders is owner of KDXR(FM) Borger, TX, and 40% shareholder. Fun Radio Group Inc., licensee of KBBB(AM) Borger, TX. He is director of Pinnacle Broadcasting Co., licensee of WDR(AM)-KAMZ(FM) El Paso and KLLL-AM-FM Lubbock, both Texas, and WSOY-AM-FM Decatur, IL. Action Aug. 9.

■ **WHRP(AM)** Portland, TN (BAL890509EF; 1270 khz; 1 kw-D)—Granted app. of assignment of license from Portland Broadcasting Inc. to Bravo Broadcasting Co. for no financial consideration. Seller is owned by Bob Hudson, 50%, and William and Ann Goad, who own 22.5% each. Principals also own interest in WHTN(TV) Murfreesboro, TN. Buyer is owned by Devita A. Simson, Ronald L. Simpson, Emma L. Browning, and Ishmael R. Browning, and has no other broadcast interests. Action Aug. 9.

■ **KGEE-FM** Monahans, TX (BALH890621HG; 99.9 mhz; 100 kw; ant. 500 ft.)—Granted app. of assignment of license from KGEE-FM Communications Inc. to Michael L. Owens and Tommy R. Vasocu for \$1,013,870. Seller is headed by Anthony Brandon, who has no other broadcast interests. Buyer is headed by Michael Lynn Owens, vice president of Buck Owens Productions Inc., licensee of KNIX(AM) Tempe, KNIX-FM Phoenix, both Arizona, and KUZZ-AM-FM Bakersfield, CA. Action Aug. 7.

■ **KLRN(TV)** San Antonio, TX (BTCET890623KF; ch. 9; 288 kw-V; ant. 930 ft.)—Granted app. of assignment of license from Southwest Texas Public Broadcasting to Alamo Public Telecommunications Council for no financial consideration. Seller is headed by Richard A. Bothe, who has no other broadcast interests. Buyer is headed by Joann Winik, who has no other broadcast interests. Action Aug. 11.

■ **KJQN-AM-FM** Ogden, UT (BAL890619EE; 1490 khz; 1 kw-U; FM: BAPLH890619EF; 95.5 mhz; 100 kw; ant. 680 ft.)—Dismissed app. of assignment of license from Sherman G. Sanchez Broadcasting Utah to Monarch Broadcasting for \$825,000. Seller is owned by Sherman G. Sanchez, who has no other broadcast interests. Buyer is headed by Glen E. Pickell, who has no other broadcast interests. Action Aug. 8.

■ **WOWI(FM)** Norfolk, VA (BALH890519GP; 102.9 mhz; 50 kw; ant. 500 ft.)—Granted app. of assignment of license from Willis Broadcasting Corp. to Ten Chiefs Co. for \$8.3 million. Seller is headed by L.E. Willis, who has interest in Crusade Broadcasting Corp., licensee of WIMG(AM) Ewing, NJ; Christian Broadcasting Corp., licensee of WBOK(AM) New Orleans; Big Ben Communications Inc., licensee of KFTH(FM) Marion, AR; Charlotte Christian Radio Inc., licensee of WGSP(AM) Charlotte, NC; Edenton Christian Radio Inc., licensee of WBXB(FM) Edenton, NC; Columbia Christian Radio Inc., licensee of WKWQ(FM) Batesburg, NC; Durham Christian Radio Inc., licensee of WSRG(AM) Durham, NC; Birmingham Christian Radio Inc., licensee of WAYE(AM) Birmingham, AL; Gospel Broadcasting Corp., licensee of WFSU-FM Union Springs, AL; FM 96 Corp., licensee of WPZZ(FM) Franklin, IN; Marshall Broadcasting Corp., licensee, KSNE(FM) Marshall, AK; Philadelphia Christian Radio Inc., licensee of WURD(AM) Philadelphia; Warrenton Broadcasting Corp., permittee of unbuild FM, WVRS, Warrenton, NC, and Belhaven Christian Radio, licensee of WKJA(FM) Belhaven, NC. Willis also has interest in WTNC(AM) Thomasville, NC. Willis Broadcasting Corp. holds 100% voting stock in Tidewater Radio Show Inc., licensee of WPCE(AM) Portsmouth and WPTH(AM) Richmond, both Virginia; Willis & Sons Inc., licensee of WSVE(AM) Jacksonville and WPDQ(FM) Green Cove Springs, both Florida; Metro Communications Inc., licensee of WWC(AM) Gary, IN; Gateway Communications Corp., licensee of WESL(AM) East St. Louis, IL; Inspirational Broadcasting Corp., licensee of WTJH(AM) East Point, GA, and Good Faith Broadcasting Inc., licensee of WGTM(AM) Wilson, NC. Levi Willis, son of L.E. Willis, has interest in WTNC(AM) Thomasville, NC. Buyer is owned by Ragan Henry, who is sole general partner of Ragan Henry C. Communications Group L.P. (RHCG), Ragan Henry National Radio L.P. (National Radio), and Communications Management National L.P. (CMN). RHCG is licensee of WMXB(FM) Richmond, VA, and WDIA(AM)-WHRK(FM) Memphis. National Radio is licensee of WKSJ(FM) Mt. Clemens, MI. CMN is licensee of WXTR(FM) Waldorf, MD, and WWIN-AM-FM Baltimore and Glen Burnie, both Maryland. Action July 27.

New Stations

Applications

AM

■ **Boulder City, NV (BP890801AB)**—William H. Pollack seeks 1030 khz; Address: P.O. Box 3036, Memphis 38103. Principal has no other broadcast interests. Filed Aug. 1.

FM's

■ **Dahlonega, GA (BPH890731MK)**—GJ Communications seeks 104.3 mhz; 3 kw; 328 ft. Address: P.O. Box 631, Dahlonega, GA 30533. Principal is owned by Timothy Jay Johnston and Willa Nelle Gardner, who have no other broadcast interests. Filed July 31.

■ **Dahlonega, GA (BPH890728MG)**—Kevin C. Croom seeks 104.3 mhz; 3 kw; Address: P.O. Box 596, Dahlonega, GA 30533. Principal has no other broadcast interests. Filed July 28.

■ **Dahlonega, GA (BPH890728MD)**—Nugget Broadcasting Co. seeks 104.3 mhz; 3 kw; 328 ft. Address: P.O. Box 1210, Dahlonega, GA 30533. Principal is headed by George B. Andrews. Partner John P. Andrews is 51% owner and president of Andrews Broadcasting Co., Dahlonega, GA. Andrews Broadcasting Co.'s sole station is WDGR(AM) Dahlonega, GA. Filed July 28.

■ **Dahlonega, GA (BPH890728ME)**—Georgia Mountains Communications Inc. seeks 104.3 mhz; 3 kw; 328 ft. Address: Rte. 12, Roberta Circle, Gainesville, GA 30506. Principal is owned by Paula B. Puckett and C. David Puckett (husband and wife). Georgia Mountains Communications Inc. is licensee of WKZD(AM) Murrayville, GA. Filed July 28.

■ **Montpelier, OH (BPH890731MJ)**—Lake Cities Broadcasting Corp. seeks 104.5 mhz; 3 kw; 328 ft. Address: 610 N. Wayne St., Angola, IN 46703. Principal is owned by Thomas R. Andrews. Lake Cities Broadcasting Corp. is licensee of WLKI-FM Angola, IN. Filed July 31.

■ **Columbia, TN (BPED890727MH)**—Southwest Florida Community Radio Inc. seeks 88.7 mhz; 3.5 kw; 508 ft. Address: P.O. Box 061275, Fort Myers, FL 33906. Principal is headed by Robert D. Augsburg. Southwest Florida Community Radio is licensee of WAYJ(FM) Fort Myers, FL. Filed July 27.

■ **Bloomington, TX (BPH890731MI)**—Tschirhart Broadcasting Inc. seeks 106.9 mhz; 3 kw; Address: 7439 Alverstone Way, San Antonio, TX 78250. Principal is owned by Larry Tschirhart, who has no other broadcast interests. Filed July 31.

Actions

AM

■ **Clarksville, GA (BP890301AG)**—Granted app. of Clara Morris Martin for 1500 khz. Address: 320 Summit St., Box 14, Cornelia, GA 30531. Principal has no other broadcast interests. Action Aug. 8.

■ **Durham, NC (BP881101AG)**—Dismissed app. of Benmar Communications for 1410 khz. Address: 2306 Bryan Park Avenue, Richmond, VA 23228. Principal is headed by Elaine Terretta-Benko, who has no other broadcast interests. Action Aug. 15.

FM's

■ **Randsburg, CA (BPED880414ME)**—Granted app. of Grace Broadcasting for 89.7 mhz; 1.9 kw H&V; 1,308 ft. Address: 4548 W Ave., K-10, Quartz Hill, CA 93536. Principal is headed by William S. Cutter, who has no other broadcast interests. Action Aug. 3.

■ **Millen, GA (BPH880616MD)**—Granted app. of Radio Millen Broadcasting Co., for 94.9 mhz; 3 kw; 328 ft. Address: P.O. Box 690, Millen, GA 30442. Principal is headed by Cynthia J. Kiefer, who has no other broadcast interests. Filed Aug. 10.

■ **Millen, GA (BPED880616MN)**—Dismissed app. of Augusta Radio Fellowship Institute Inc. for 94.9 mhz; 3 kw; 328 ft. Address: 3213 Huxley Dr., Augusta, GA 30909. Principal is headed by Clarence T. Barinowski, who has no other broadcast interests. Action Aug. 10.

■ **Honolulu (BPH870910MU)**—Dismissed app. of United Network Inc. for 93.3 mhz; 0.35 kw H&V; 947 ft. Address: 3088 State Hwy. 27, Kendall Park, NJ 08824. Principal is owned by William C. Norton, who has no other broadcast interests. Action Aug. 10.

■ **Mesquite, NV (BPH880615MD)**—Granted app. of A.G.P. Inc. for 97.5 mhz; 100 kw H&V; -295 ft. Address: 998 North 2050 East, St. George, UT 84770. Principal is headed by Mary S. Anderson, Dale G. Gardner and Dayle Perkins, who have no other broadcast interests. Action Aug. 9.

■ **Corrales, NM (BPH871029MN)**—Granted app. of LV Broadcasting Educational Foundation for 95.1 mhz; 3 kw H&V; 328 ft. Address: 906 Ortega, NW, Albuquerque, NM 87114. Principal is headed by Larry Vigil, and has no other broadcast interests. Action Aug. 14.

■ **New Paltz, NY (BPH880630ML)**—Dismissed app. of Telecommunications Network Inc. for 93.3 mhz; 0.35 kw H&V; 947 ft. Address: 3088 State Hwy. 27, Kendall Park, NJ 08824. Principal is headed by Ira Magod, who has no other broadcast interests. Action Aug. 10.

■ **Portsmouth, OH (BPED870331PY)**—Returned app. of The Cedarville College for 88.3 mhz; 3 kw H&V; 619 ft. Address: 251 North Main St., Cedarville, OH 45314. Principal is headed by Paul Gathany, who has no other broadcast interests. Action Aug. 11.

■ **Heavener, OK (BPH871124NA)**—Granted app. of Leroy Billy for 92.5 mhz; 0.79 kw H&V; 639 ft. Address: Rte. 2, Box 147-A, Poteau, OK 74953. Principal has no other broadcast interests. Action Aug. 7.

Facilities Changes

Applications

AM

■ **Cuyahoga Falls, OH WCUE(AM)** 1150 khz—Aug. 9 application for Mod of CP (BP871214AB) to increase day power to 5 kw.

FM's

■ **Eutaw, AL WIDO(FM)** 104.3 mhz—Aug. 2 application for Mod of CP (BPH880210MK) to change ERP; 2.3 kw H&V; change ant. 370 ft. H&V; TL: .6 miles E of U.S. Hwy. 11 in Green County, AL; approximately NE of Eutaw, AL.

■ **Mobile, AL WKSJ-FM** 94.9 mhz—July 28 application for Mod of CP (BPH830705AM) to change ant. 1,505 ft. H&V.

■ **Huntsville, AR KFAY-FM** 95.9 mhz—July 24 application for CP to change freq; 92.9 mhz; ERP: 1.9 kw H&V; ant. 406 ft. H&V; TL: 8 miles E of Huntsville, AR, on Sandy Mountain; class: A; per docket 87-73.

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- Johannesburg, CA KRAJ(FM) 103.9 mhz—Aug. 2 application for Mod of CP (BPH850712MY) to change ERP: 0.185 kw H&V; ant. 1,305 ft. H&V; TL: El Paso Electronics site. 13 km NW of Johannesburg, CA.
- Pueblo, CO KATM-FM 100.7 mhz—July 20 application for CP to change ERP: 74.3 kw H&V; ant. 2,191 ft. H&V; change class: C1; per docket 87-622.
- Hartford, CT WLVH(FM) 93.7 mhz—July 31 application for CP to change ERP: 16.6 kw H&V 863 ft. H&V.
- West Palm Beach, FL WEAT(FM) 104.5 mhz—Aug. 2 application for CP to change ERP: 100 kw H&V; ant. 1,273 ft. H&V; change class: from C1 to C; per docket 87-438.
- Kaneohe, HI KANY(FM) 104.3 mhz—July 31 application for Mod of CP (BPH850712RG) to change ERP: 69.4 kw H; and 68 kw V; ant. 2,092 ft. H&V. TL: on Wiliwilinui Ridge. 4 km SW of Waimanolo. Oahu, HI: 21 19 49N 157 45 24W.
- Cedar Rapids, IA KTOF-FM 104.5 mhz—March 31 application for CP to change ant. 1,035 ft. H&V.
- Dodge City, KS KDGB(FM) 93.9 mhz—July 26 application for Mod of CP (BPH830502AY) to change ant. 512 ft. H&V; change TL: in Gray County Kansas. 12.9 km N of Cimarron. KS on Hwy. K-23.
- Easton, MD WCEI-FM 96.7 mhz—July 31 application for CP to change RP: 25.0 kw H&V; ant. 255 ft. H&V; change class: B1; per docket 87-468.
- Rogers City, MI WMLQ(FM) 97.7 mhz—Aug. 1 application for CP to change ERP: 26.0 kw H&V; ant. 383 ft. H&V; change freq: 96.7 mhz; class: C2.
- Blue Earth, MN KJLY(FM) 100.9 mhz—Aug. 2 application for CP to change freq: 104.5 mhz; ERP: 50 kw H&V; change ant. 452 ft. H&V; change class: C2; per docket 86-491.
- Potsdam, NY WTSC(FM) 91.1 mhz—Aug. 7 application for CP to change TL: on roof of Clarkson University's Science Center Building.
- Saratoga Springs, NY WQQY(FM) 102.30 mhz—Aug. 3 application for CP to change ant. 328 ft. H&V.
- Barnesville, OH 93.5 mhz—July 31 application for Mod of CP (BPH880630MZ) to change nondirectional ant.
- Broken Bow, OK KKBI(FM) 106.3 mhz—July 17 application for CP to change ERP: 25 kw H&V; ant. 318 ft. H&V; TL: 6 km, 3.7 miles SW of post office in Broken Bow, OK; request downgrade to class: C3.
- Ashland, OR KSMF(FM) 89.1 mhz—Aug. 7 application for CP to change ERP: 2.28 kw H&V.
- New Kensington, PA WMXP(FM) 100.7 mhz—Aug. 4 application for CP to change ERP: 14.7 kw H&V; ant. 915 ft. H&V; change TL: 750 Ivory Ave., Pittsburgh, PA.
- Quebradillas, PR WREI(FM) 98.3 mhz—July 26 application for CP to change ant. 3 kw H&V.
- Cruz Bay, VI WDCM(FM) 92.3 mhz—July 31 application for Mod of CP (BPH870629NF) to change ant. 50 kw H&V; and change TL: 3 km W of Coral Harbor, St. John Island. VI: 18 20 30N 86 43 59.
- Bellevue, WA KLSY-FM 92.5 mhz—July 28 application for Mod of CP (BPH870909IB) to change ERP: 46 kw H and 57 kw V; make changes in directional ant. pattern.
- Deer Park, WA KAZZ(FM) 107.1 mhz—July 31 application for CP to change ERP: 25.0 kw H&V; ant. 253 ft. H&V; change TL: NW 1/4 of section 4, range 41 E, Township 29 N, Stevens County, WA, distance of 7.5 km and bearing of 315 degrees from Deer Park, WA; change class: C3; per docket 87-620.
- Seattle KMPS-FM 94.1 mhz—July 27 application for Mod of CP (BPH871030IE) to change ERP: 64 kw H&V; to change directional ant. pattern.
- Tacoma, WA KRPM-FM 106.1 mhz—July 25 application for Mod of CP (BPH870227NM) to change directional ant.
- Tacoma, WA KPLU-FM 88.5 mhz—Aug. 2 application for Mod of CP (BPED880412MD) to change directional antenna pattern.

TV

- Wilkes-Barre, PA WBRE(TV) ch. 28—May 3 application for CP to change ERP: 3,020 kw (vis); ant. 1,669 ft. TL: Mountain top, Pennsylvania. Phobscot Mountain; ant. Harris/TWS-30(BT): 41 11 01N 75 52 02W.

Actions

AM's

- Georgetown, DE WSEA(AM) 900 khz—Aug. 9 application (BMP890313AC) granted for Mod of CP (BP870722AD) to increase nighttime power to 1 kw.
- Moultrie, GA WMGA(AM) 1130 khz—Aug. 14 applica-

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tion (BP880602AE) granted for CP to change freq: 580 khz; reduce day power to 900 w; change city of license to Riverside, GA. and add top loading.

■ Elizabeth City, NC WCNC(AM) 1240 khz—Aug. 10 application (BP881031AD) dismissed for CP for existing facilities of WCNC Elizabeth City, NC; freq: 1240 khz. power: 1 kw; hours of operation unlimited.

FM's

■ Grinnell, IA KICL(FM) 106.7 mhz—Aug. 4 application (BMPH880831IA) granted for Mod of CP (BPH861114MA) to change ERP: 1.34 kw H&V; ant. 492 ft. H&V; TL: 1.6 km N of 16th Ave. and 6.4 km E of Hwy. 146. Grinnell, IA.

■ Palmyra, MO KIDS(FM) 98.3 mhz—Aug. 10 application (BPH880111IB) granted for CP to change freq: 97.9 mhz; ERP: 29.7 kw H&V; change ant. 341 ft. H&V; class: C2.

■ Hinsdale, NH WYRY(FM) 104.9 mhz—Aug. 4 application (BPH8804181C) granted for CP to change ERP: .725 kw H&V; ant. 669 ft. H&V; change ant. supporting structure.

■ Eugene OR KZEL-FM 96.1 mhz—Aug. 3 application (BMPH8904121H) granted for Mod of CP (BPH8607031B) to change ant. 1.092 ft. H&V.

■ Eugene, OR KLCC(FM) 89.7 mhz—Aug. 10 application (BMPED8904121L) granted for Mod of CP (BPH8608291A) to change ERP: 81 kw H and 54 kw V; ant. 1.161 ft. H&V; ant. power split.

■ Edinboro, PA WMYJ(FM) 97.9 mhz—Aug. 8 application (BPH8903281E) granted for CP to cover changes—ERP: 1.25 kw H&V; ant. 505 ft.

■ Greencastle, PA WKSL(FM) 94.3 mhz—Aug. 8 application (BPH8812091C) granted for Mod of CP (BPH8506131S) to change ERP: 1.82 kw H&V; ant. 423 ft. H&V; TL: 1475 Burkholder Rd., 4 km E of Greencastle, PA.

■ Aberdeen, SD KGIM-FM 106.7 mhz—Aug. 10 application (BMPH8904041D) granted for Mod of CP (BPH8707241MB) to change ant. 36 ft. H&V; TL: 8 km N of Columbia, S.D., on County Rd. 16, then 3.2 km W on Township Rd., Brown County, SD.

■ Murfreesboro, TN WRMX(FM) 96.3 mhz—Aug. 7 application (BPH8702131K) dismissed for CP to change ant. 1.006 ft. H&V.

■ Salt Lake City KRSP-FM 103.5 mhz—Aug. 10 application (BPH8811141M) granted for CP to add alternate main ant.

TV's

■ San Francisco KWBB(TV) ch. 38—Aug. 9 application (BMPCT8907121K1) granted for Mod of CP (BPCT8808251K1) to change ant. 1,443 ft. ant.; Bogner BU(H)24 (DA)(BT).

■ Baltimore WNUV(TV) ch. 54—Aug. 9 application (BPCT8905121KE) granted for CP to change ERP: 5,000 kw; ant. 1,148 ft.; ant.: Andrew ATW27HS6-ET01-54M(DA)(BT); TL: 2038 Powers Lane, Catonsville, MD; 39 17 15N 76 45 38W.

Actions

■ Abuse of FCC processes. In response to information indicating that its processes may have been abused by Sunrise Management Services Inc., FCC instituted investigatory proceeding pursuant to Section 403 of Communications Act. (MM docket 89-358 by order [FCC 89-262] adopted Aug. 4 by commission.)

■ Class FM Stations. Increased maximum effective radiated power for Class FM broadcast stations from 3 kw to 6 kw. (MM docket 88-375 by Second R&O [FCC 89-232] adopted July 13 by commission.)

■ Inquiry into alleged abuses of commission's processes by applicants for broadcast facilities. Dismissed Bernard Boozer's motion to seal record of investigation into alleged abuses of FCC's processes by applicants for broadcast facilities. (MM docket 88-374 by order [FCC 89-221] adopted June 27 by commission.)

■ Great American Television. Granted waiver of multiple ownership rules to permit continued common ownership of stations WKRC-AM-TV and WKRC(FM) Cincinnati, and WDAF-AM-TV and KYYS(FM) Kansas City, MO. (By letter [FCC 89-263] adopted Aug. 4 by commission.)

■ KZKC(TV), ch. 62, Kansas City, KS. notice of apparent liability (Report MM-422. Mass Media Action). In light of court's decision in *Action for Children's Television v. FCC* (ACT I), commission concluded that it was forced to vacate its June 23, 1988, decision against KZKC(TV) Kansas

City, KS. ch. 62. Commission concluded that station violated statutory prohibition against broadcast of indecent material. In ACT I, court affirmed commission's adoption of expanded indecency enforcement standards but concluded that commission may not bring enforcement actions against evening broadcasts until it has conducted inquiry on children's viewing and listening habits. Broadcast at issue began at 8 p.m. Action by commission Aug. 4 by order [FCC 89-261].

■ Flagstaff, AZ. Granted application of Flagstaff Broadcasting Partnership for new FM station on ch. 261C2 (100.1 mhz) at Flagstaff; denied competing applications of Julia S. Zozaya and Flagstaff Broadcasting Foundation. (MM docket 88-275 by Initial Decision [FCC 89D-33] issued Aug. 3 by ALJ John M. Frysiak.)

■ Tucson, AZ. Affirmed Review Board decision granting application of Tucson Community Broadcasting Inc. for new FM station at Tucson and denying application of Tucson FM Broadcasting Corp. (BC dockets 79-58 and 79-59 by MO&O [FCC 89-253] adopted July 31 by commission.)

■ Arcata, CA. Consented to assignment of license of station KREQ(TV) Arcata, CA. ch. 23, from Mad River Broadcasting Co. to California-Oregon Broadcasting Inc. (By MO&O [FCC 89-275] adopted Aug. 4 by commission.)

■ Smyrna, DE. Affirmed initial decision and granted application of Kent County Radio Limited Partnership for new FM at Smyrna and denied remaining four competing applications. (MM docket 87-65, by decision [FCC 89R-51], adopted Aug. 4 by Review Board.)

■ Richmond Hill, GA. Designated for hearing five mutually exclusive applications for new FM on ch. 286A (105.1 mhz) at Richmond Hill. (MM docket 89-353, by order [DA 89-884] adopted July 25 by chief. Audio Services Division, Mass Media Bureau.)

■ Roswell, GA. Designated for hearing 11 mutually exclusive applications for new FM on ch. 298A (107.5 mhz) at Roswell. (MM docket 89-337, by order [DA 89-883] adopted July 25 by chief. Audio Services Division, Mass Media Bureau.)

■ Albert Lea, Red Wing and Stewartville, MN. Denied Sorenson Broadcasting Corp.'s request for reconsideration of commission's order modifying license of KWNG Red Wing by substituting ch. 290A (105.9 mhz) for ch. 288A (105.5 mhz). (MM docket 87-306 by MO&O [DA 89-948] adopted July 31 by chief. Policy and Rules Division, Mass Media Bureau.)

■ Chippewa Falls, WI, and Red Wing, MN. Denied Bushland Radio Specialties' request for reconsideration of commission's order denying Bushland's proposal to substitute ch. 291C2 (106.1 mhz) for ch. 288A (105.5 mhz) at Chippewa Falls, and modifying license of WCFW accordingly. (MM docket 87-310 by MO&O [DA 89-949] adopted Aug. 2 by chief. Policy and Rules Division.)

■ Sparks, NV. Granted application of Comstock Broadcasters Inc. for new FM at Sparks and denied competing application of Pepper Schultz. (MM dockets 83-1206-7, by decision [FCC 89R-53] adopted Aug. 7 by Review Board.)

■ Fredonia, NY. Denied Catocin Broadcasting Corp. of New York reconsideration of its decision denying Catocin's application for renewal of license for WBUZ(AM) Fredonia, NY. (MM docket 85-92 by MO&O [FCC 89-252] adopted July 31 by commission.)

■ Cleveland, OH. Upheld staff decision granting Beasley Radio Co. authority for modification of CP for WDMT(FM) Cleveland. (By MO&O [FCC 89-267] adopted Aug. 4 by commission.)

■ Wichita Falls, TX. Designated for hearing five mutually exclusive applications for new FM on ch. 288A (105.5 mhz) at Wichita Falls. (MM docket 89-352, by order [DA 89-881] adopted July 25 by chief. Audio Services Division.)

■ Brookfield, WI. Denied petition by Donald E. Hilgen-dorf for reconsideration of order remanding to ALJ proceeding involving his application and competing application of Tran Broadcasting Corp. for CP for new FM at Brookfield. (MM docket 88-17, by MO&O [FCC 89R-52] adopted Aug. 7 by Review Board.)

Allocations

■ Class FM Stations. Increased maximum effective radiated power for class FM broadcast stations from 3 kw to 6 kw. (MM docket 88-375 by Second R&O [FCC 89-232] adopted July 13 by commission.)

■ Noncommercial Educational FM Translators. Amended rules to allow satellite and terrestrial microwave feeds to

noncommercial educational FM translators. (MM docket 86-112 by MO&O [FCC 89-276] adopted Aug. 4 by commission.)

■ Monroeville and Thomasville, AL. At request of WJDB Radio Inc., proposed substituting ch. 244C2 (96.7 mhz) for ch. 237A (95.3 mhz) at Thomasville and modifying license for WJDB(FM) accordingly; and at request of Hub City Broadcasting Corp., proposed allotting ch. 237C3 to Monroeville as its second local FM service. Comments due Oct. 10, replies Oct. 25. (MM docket 89-362 by NPRM [DA 89-953] adopted Aug. 1 by chief. Allocations Branch, Mass Media Bureau.)

■ Arcata, CA. Consented to assignment of license of KREQ(TV) Arcata, CA. ch. 23, from Mad River Broadcasting Co. to California-Oregon Broadcasting Inc. (By MO&O [FCC 89-275] adopted Aug. 4 by commission.)

■ Camarillo, CA. At request of Golden Bear Broadcasting Inc., proposed amending FM table by substituting ch. 240B1 (95.9 mhz) for ch. 240A at Camarillo and modifying license of KZTR-FM accordingly. Comments are due Sept. 29, replies Oct. 16. (MM docket 89-333 by NPRM [DA 89-865] adopted July 19 by chief. Allocations Branch, Mass Media Bureau.)

■ Kremmling and Widefield, CO. Effective Oct. 2, substituted ch. 292C2 (106.3 mhz) for 292A at Kremmling and modified license for KRKY-FM accordingly; and substituted ch. 292C2 for ch. 292A at Widefield and modified license for KKLJ-FM accordingly. (MM docket 88-178 by R&O [DA 89-955], adopted July 31 by chief. Allocations Branch.)

■ Fort Valley and Wrightsville, GA. Effective Oct. 2, substituted ch. 292C2 (106.3 mhz) for ch. 292A at Fort Valley and modified license for WQBZ(FM) accordingly; and substituted ch. 298A (107.5 mhz) for ch. 292A (106.3 mhz) at Wrightsville and modified license for WIML(FM) accordingly. (MM docket 88-221 by R&O [DA 89-951] adopted Aug. 1 by chief. Allocations Branch.)

■ Statesboro, GA. Effective Sept. 29, substituted ch. 261C2 (100.1 mhz) for 261A at Statesboro and modified license for WMCD(FM) accordingly. (MM docket 88-218 adopted Aug. 1 by chief. Allocations Branch, Mass Media Bureau.)

■ Beulah, MI. At request of Roger L. Hoppe II, proposed allotting ch. 221A (92.1 mhz) to Beulah as its first local FM service. Comments due Oct. 10, replies Oct. 25. (MM docket 89-361 by NPRM [DA 89-952] adopted Aug. 1 by chief. Allocations Branch.)

■ Warrenton, NC, and Alberta, VA. At request of Warrenton Broadcasting Corp., proposed amending FM table by substituting ch. 297C2 (107.3 mhz) for ch. 297A at Warrenton and modifying license of WVRS(FM) to specify higher powered channel; and substituting ch. 276A (103.1 mhz) for ch. 299A (107.7 mhz) at Alberta. Comments due Oct. 2, replies Oct. 17. (MM docket 89-341 by NPRM [DA 89-903] adopted July 19 by commission.)

■ Gold Beach, OR. At request of St. Marie Communications Inc., proposed amending FM table by substituting ch. 224C1 (92.7 mhz) for ch. 224A at Gold Beach and modifying license of KGBR(FM) accordingly. Comments are due Oct. 2, replies Oct. 17. (MM docket 89-346 by NPRM [DA 89-910] adopted July 20 by chief. Allocations Branch.)

■ Medford, OR. Requested comments on proposal to amend TV Table of Allotments by substituting ch. 26-plus for ch. 27. Comments due Oct. 6, replies Oct. 23. (MM docket 88-518 by Furr NPRM [DA 89-945] adopted Aug. 1 by chief. Allocations Branch.)

■ Dresden, TN. At request of Valley View Broadcasting Inc., proposed amending FM table to allot ch. 236A (95.1 mhz) to Dresden as its first local FM service. Comments due Oct. 2, replies Oct. 17. (MM docket 89-343 by NPRM [DA 89-905] adopted July 19 by chief. Allocations Branch.)

■ Signal Mountain, TN. Effective Oct. 2, allotted ch. 251A (98.1 mhz) to Signal Mountain as its first local FM service. Filing window opens Oct. 3, closes Nov. 2. (MM docket 87-591 by R&O [DA 89-954] adopted July 31 by chief. Allocations Branch.)

■ Monahans, TX. At request of Rusk Corp., proposed amending FM table by substituting ch. 271C (102.1 mhz) for ch. 271C1 at Monahans and modifying license of KWES(FM) accordingly. Comments due Oct. 2, replies Oct. 17. (MM docket 89-342 by NPRM [DA 89-904] adopted July 19 by chief. Allocations Branch.)

■ Miranda City, TX. At request of Alderete Communications, proposed amending FM table by substituting ch. 263C2 (100.5 mhz) for ch. 265A (100.9 mhz) at Miranda City, and modifying its construction permit for station KZZQ(FM) accordingly. Comments are due Oct. 2, replies Oct. 17. (MM docket 89-348 by NPRM [DA 89-913] adopted July 20 by chief. Allocations Branch.)

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

GM for successful Northeast Coast resort area FM. Must have experience in management, sales and have program knowledge. Send detailed resume, references and current earnings to Phil Spencer, P.O. Box 69, Amsterdam, NY 12010 EOE.

Take my job! I'm leaving my position as sales manager of this successful suburban FM in a top 150 market. Work with me through the end of the year then take my job. You can make \$35,000 to \$45,000 your first year. I'm a witty single with an empty nest and prefer the dame. Call Judith at 309-699-8022. P.S. I'll consider Sunbelt offers!

General manager/general sales manager. Leadership and successful sales management experience mandatory. Join a broadcaster and a winning team and let's grow together. Write President, WBAZ, Box 1200, Southold, NY 11971 EOE.

Business manager: WALK FM/AM. Responsible for all accounting/administrative duties including budgeting, preparation of financial statements and reports at Long Island's top rated radio station. Candidates should possess strong managerial skills combined with hands-on experience with PCs and Lotus 1-2-3. Excellent growth opportunity with vital, aggressive broadcast group. Resume with salary history to Linda Healy, WALK FM/AM, P.O. Box 230, Patchogue, NY 11772 EOE.

Radio Stations KLBJ AM/FM are looking for a traffic manager. Must have computer knowledge and experience in the broadcast industry. Interested applicants should send resume to Operations Director, PO Box 610310 Austin, TX 78761-0310. EOE.

Immediate opening for general manager/sales manager for 3,000 watt FM in western Kentucky. Great opportunity great benefits. Send resume to PO Box 254, Greenville, KY 42345 EOE.

Affiliate relations manager: CRC, Cadena Radio Centro, the Spanish language radio network is looking for an executive with good experience in sales and in management at local radio stations. This executive must solicit new affiliations as well as attend to the needs of our present station line-up. Extensive travel required. Excellent communications skills a must. Please send your resume to 12655 N. Central Expressway, Suite 615, Dallas, TX 75243. Attention: Affiliate relations EOE.

Multi-stations Northeast group operator looking for GM's and SM's. If you are a leader and motivator with good promotion ideas and are bottom line oriented, send resume to Personnel Director, PO Box 1703, Poughkeepsie, NY 12601 Affirmative action EOE.

GSW/SM for California daytime, who can sell, train sales staff, community involved, dynamite on/off air promotions. RAB/CRMC essentials. Commensurate compensation package. Resume to Box 1-40 EOE.

President and general manager sought for community owned PBS and NPR stations, KEDT-TV/KKED, Corpus Christi, Texas. Excellent opportunity for a professional challenge in a difficult economic environment. Top salary consideration. Stations have excellent facilities and committed staff. Texas Coast offers a relaxed life style and many recreational benefits in a beautiful area. Strong community involvement and fundraising background required. Minimum five years management experience in Public Broadcasting, preferably at a community owned station. Send resume and salary requirements to Search Committee, South Texas Public Broadcasting, PO Box 416, Corpus Christi, TX 78403-0416. Deadline September 22, 1989 EOE/AA.

HELP WANTED SALES

Top 100 North Carolina AC seeks account executive. Minimum 1 year experience. Group owned. Looking for career minded team players with commitment and desire for success. Cover letter, resume, references to Box 1-23 EOE.

Colorado regional station seeks highly motivated street fighter for career position. Letter, resume, references, work samples to Ken Weeks, KSPK, Box 1052, Walsenburg, CO 81089 EOE.

WHP-AM and FM want only the best radio sales people in the industry to apply. Benefits, continual training, and a management team that supports leads and serves you. Resumes only to Rob Adair, WHP, PO Box 1507, Harrisburg, PA 17105 EEO.

KOOI, east Texas' premier radio station has its top billing list available. We are looking for just the right person who will compliment our prestigious organization. Mail or Fax resume to: Jim Hendrick, KOOI, 621 Chase Dr., Tyler, TX 75701. Fax number 214-581-7313.

Sales manager for successful number 1 rated Virginia AM/FM stations in a growing group. Must manage sales staff in an increasingly competitive market. Excellent compensation and benefits. Box 1-36. EOE.

Sales manager wanted for successful small market station. Send income history and resume. Galen Gilbert, Box 50539, Denton, TX 76206 EOE, M/F.

Dir. marketing/promotions: Top 5 market. Aggressive, guerilla-warfare specialist with strong understanding of sales, marketing & programing sought for one of the country's premier CHR stations. Great salary & benefits package. Proven track record a must. EEO, Box 1-46.

Customer focused AE's needed. Want to sell the only EZ station in undiscovered Sunbelt market where 59% of the adults are 35+? Come grow with us! KELI-FM, Box 3834, San Angelo, TX 76902 EOE.

Local sales manager with experience wanted for Wilmington top AM/FM radio stations, WDEL/WSTW, 2727 Shipley Rd., Wilmington, DE 19803 302-478-2700. EOE.

HELP WANTED ANNOUNCERS

Georgia Colonial Coast AC FM has opening for air personality. Tape/resume to PD, WKBX, Box 2525, Kingsland, GA 31548-2525. EOE.

Morning host wanted for Full-Service morning show. Warm and friendly a must! Great with phones! Must truly love people! Salary requirements, picture, plus T & R: WBHP, PO Box 1230, Huntsville, AL 35807 EOE.

Full Service/Country music legend seeks team players for future openings. All dayparts. Warm & friendly a must. Country experience encouraged, but not necessary. Salary requirements, picture, plus T & R. WBHP, PO Box 1230, Huntsville, AL 35807. EOE.

Experienced announcer with assistant program director skills for commercial AM station, "Clean Country" format. Send tape/resume: Contemporary Christian Radio, WWIB/WOGO, 5558 Hallie Rd., Chippewa Falls, WI 54729. Attn: Greg Steward. EOE.

Where is the up and coming radio Talk talent in America? We're on a search, looking for the new generation of Talk Show hosts who are talking the language of the 25-54 set. People who don't need guests to jump start their show. People who instinctively know what's hot and how to entertain. Make sure you qualify before you apply. Your market size is not as important as your talent. Tape, resume, references Star Search, c/o Jacor Communications, 1300 Central Trust Center, 201 East 5th St., Cincinnati, OH 45202 EOE.

KTLC-FM, Abilene's Adult Rock station. Seeks a highly topical and creative individual to replace our legendary morning team. Tapes and resumes to Mark Proctor, PO Box 3337, Abilene, TX 79604. An equal opportunity employer. Females and minorities are encouraged to apply.

Anchor: On-air anchor for strong morning drive time team on All-News format radio station, rated #1 in Philadelphia. 3-5 years major market experience. Send resume to KYW-Newsradio 1060, Human Resources Department, Independence Mall East, Philadelphia, PA 19106. EOE, M/F.

Florida group seeks morning person/program director. Must be great on-air and in administration. Foreground Country format. Send resumes/air checks to Ron Kight, 3101 West Hwy 98, Panama City, FL 32401 EOE, M/F.

Virginia/Shenandoah Valley AM/FM Combo needs announcer. If you can sell or do news, you're already on second base. Good company with benefits and great place to live. T&R to: J.D. Cave, WLCC/WRAA, PO Box 387, Luray, VA 22835 EOE.

HELP WANTED TECHNICAL

Chief engineer needed for WMYI, serving the Carolinas from the top of a large mountain! Strong background in transmitter and studio maintenance necessary. Resumes to Cary Pall, WMYI, NCNB Plaza, Greenville, SC 29601. EOE, M/F.

Chief engineer: KIOI/San Francisco. Audio, RF, construction SBE certified. People skills. Send resume, salary history in confidence to Mark Olkowski, Vice President Engineering, Fairmont Communications Corporation, 405 Lexington Ave., 54th Floor, New York, NY 10174. No phone calls. EEO employer.

Shortwave engineer. Immediate openings at WSHB, WCSN, and KYOI, international shortwave radio stations of The Christian Science Monitor. One site in South Carolina, one in Maine, one in Northern Mariana Islands of western Pacific. Engineer is primarily responsible for operating, maintaining, and repairing high power radio broadcast equipment. Current FCC, SBE, or NARTE certification and 5 years transmitter maintenance experience required. High power experience preferred. Salary and benefit package highly competitive. Please specify sites of interest. EOE. Send resume to: Human Resources Administrator, The Christian Science Monitor Syndicate, Inc., 1660 Soldiers Field Rd., Boston, MA 02135. Fax: 617-787-6853.

Maintenance engineer wanted for major Southern California radio station. Prefer NARTE or SBE certified individual with strong studio and transmitter background. Must be willing to work in a smoke free environment with varying hours. Must have dependable transportation and willing to be on-call for technical emergencies. Interested persons with above qualifications should submit resumes to Personnel, KBIG Radio, 7755 Sunset Blvd, Los Angeles, CA 90046. Equal opportunity employer.

We're looking for a chief engineer for our AM/FM Combo in the Northeast. You'll need a minimum 5 years as a chief or assistant chief. You must be familiar with AM directionals, digital electronics, high power FM, and computers. We need a team player. State-of-the-art equipment. Want to join a major group owner? Send your resume now to: Box 1-44. EOE.

Mobile broadcast engineer, ACE wanted for south Florida Combo. Applicant must have RPU and Telco experience. Maintain and troubleshoot studio/mobile broadcast equipment. Communication skills a must. Send resume only to: George Corso, WKIS/WQAM, 9881 Sheridan St., Hollywood, FL 33024. EOE.

HELP WANTED NEWS

WCCO's gain is our loss. But not for long, if you're the talented communicational KFGO listeners deserve. Interview skills, multi-topic awareness, superior production are musts. Above all, genuine one-on-one warmth with your audience. Phones to Bill Hoverson, 702-237-5346, 8:30-9:30 AM, 2:30-4:30 PM Central Time. EOE, M/F.

Beautiful Napa Valley AM/FM seeking news reporter with on-air personality. Females and minorities urged to reply. Will become part of morning news team. Excellent benefits. Resume/tape to Tom Young, 1124 Foster Rd., Napa, CA 94558 EOE.

WSPD, Toledo's news station has immediate opening for: News director, news anchor, news reporters, talk hosts. Station has launched bold, new format as Toledo's news station. Rush resume, tape, letter with salary requirements to: Mike Lonneke, Vice President/General Manager, WSPD Radio, 125 South Superior, Toledo, OH 43602-1790. Toledo Broadcasting is an equal opportunity employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

One of the top 100 markets in the country is looking for an experienced promotions director, CHR format. Send resumes to Box 1-28. EOE.

Program/operations manager: Leading AC, Desirable so Calif. major market. 5-15 years experience with hot AC or CHR formats. Some air work required. No phone calls. Send information to GM, PO Box 85888, San Diego, CA 92138. EEO.

KHCC-FM seeks applications for music director. The position requires programming of all local Classical music and hosting a daily Classical program. Must have a thorough knowledge of Classical music and a pleasant announcing voice. Salary: \$19,000 to \$24,000. Send resume and non-returnable audition tape to: Personnel Office, Hutchinson Community College, 1300 North Plum, Hutchinson, KS 67501. EOE/AA.

SITUATIONS WANTED MANAGEMENT

Top ratings = top dollars. 10+ years radio management. Top sales/programming credentials. Bottom line, goal oriented street fighter. Bill James, 804-232-5197.

General manager: Excel in station turnarounds and start ups with strong references. Employed but looking for new challenge, not a maintenance. Top 100 market preferably Southeast. My forte is the guts of any turnaround—Sales! Call Jack at 407-624-2658.

General manager/consultant. Sales & ratings booster! Station designer, builder and problem solver. Available anywhere. Bill Elliot, 413-442-1283.

Turn-around specialist. Resolves program/sales/promotion problems. Seeks assignments all formats/markets, large and small. Trench fighter. Remarkable ideas. Award winning programmer, intense sales trainer. GM, group director, trouble-shooter. Traveling consultant. Victories at 29 stations. Sales increases in the millions. Affordable. Ron Stratton 301-529-3330.

NewsTalk: Currently small market ops. manager. Major market experience on-air talk and news. Looking for Talk/News PD or ops. position. Box I-1.

KQLH-FM Riverside San Bernardino. CA GSM/OM seeks GM post, strong programming and sales. Resourceful. Went #11 to #3 25-54 in 2 books during a bankruptcy. Increased sales. Call Gerry, 714-792-3131.

Looking for a team leader? Solid pro in operations and programming searching to GM in small to medium or operations/programming in large market or group. Bob Raleigh, 803-226-6107.

Seeking management position in small or medium Western market. 30 year pro wants to improve lifestyle after years as exec. in large East & West Coast markets. Excellent track record. Management experience in music and news/talk. Understand realities of smaller markets. Desire good environment to raise second time around family. 215-248-5686 for resume and excellent references.

Station owners. I have programmed, managed, been VP of two chains and an owner/operator over the past 16 years. Let's plan our future together. Jay Martin, 209-521-2395.

SITUATIONS WANTED ANNOUNCERS

A distinctive voice begs for chance on Northeast coast. Talented. Experienced. Try me! Norman, 617-298-3437.

SITUATIONS WANTED TECHNICAL

30 year career. Stable radio chief experienced all phases. Midwest. Will relocate. 25K. Box I-32.

Looking for chief engineer position at a medium or major market radio station(s). Have experience with high powered (50 KW/100 KW) major market Combo stations. Worked closely with PD to improve ratings and air quality. Have good engineering standards with references to prove it. Have extensive computer experience (8088, 286 & 386). Call 815-933-7090, then dial #1022 (during recorded message).

SITUATIONS WANTED NEWS

Veteran newsman. Stable record, excellent references. Some Talk experience. Knowledge of computers. Prefer East. Box I-43.

Sportstalk: Looking to start a show? Need a new host? A BBP man? I am a sports expert. Very outgoing personality. Willing to relocate. Neil, 301-424-4984.

MISCELLANEOUS

Make money in voiceovers. Marketing and technique for success in commercials and industrials. Seminars: Chicago 9/9-10; NYC 9/23-24. Also available on cassettes. Call for free info. Susan Berkley, 1-800-333-8108.

Irwin Pollack In-Station Sales Training seeks general sales managers for different, client stations. Various market sizes and regions. Only driven, self-starters need apply. Want to climb to the top? This one's for you. Send letter stating strengths and winning track record to Irwin On Radio, Inc., 1 Devonshire Place, #1914, Boston, MA 02109.

TELEVISION

HELP WANTED MANAGEMENT

Traffic manager for ABC affiliate in Salisbury, MD. At least three years experience with Columbine or similar computer system working with programming, logs, sales orders. Great community to live in, close to beaches and Baltimore-Washington without the traffic. Resume and salary history to Frank Pilgrim, GM, WMDT-TV, PO Box 4009, Salisbury, MD 21801. M/F, EOE.

Development director sought for the Arkansas Educational Television Network Foundation. This senior level management position is responsible for the creation and implementation of all fund raising activities for the statewide television network including membership services, production of on-air drives, special events, corporate underwriting, major gifts and planned giving efforts, capital campaigns, and volunteer service recruitment. Candidates should have a proven track record in marketing or development, a higher education degree and the ability to supervise volunteers as well as staff. Public Broadcasting experience preferred. Send a letter of application, two copies of your current resume and the names and phone numbers of three professional references to: The AETN Foundation, Personnel Office, PO Box 1250, Conway, AR 72032. Deadline September 22nd or until filled. The AETN Foundation is an AA/EO employer. Minorities and women are encouraged to apply.

National sales manager. Midwest medium sized affiliate is looking for an experienced national rep or national sales manager. This is an opportunity to be part of a growing group of stations. Send resume ASAP to General Sales Manager. EOE. Box I-34.

Group broadcaster seeks national sales manager for its owned stations. Location NYC. TV rep sales or TV station national sales experience a must. Organized person with good motivational skills has great opportunity to grow with group. Box I-38. EOE

National sales manager: Top affiliate in the country is seeking to add national sales manager to our top level team. Responsibilities will include working closely with Telerep offices and managing sports and specials sales. Extensive client contact in addition to agency contact and travel set this job apart. Minimum 4 years national rep or sales manager experience and demonstrated management and leadership capabilities are required. Management experience preferred. Send resumes to Jeffrey Block, GSM, KTVU-TV, PO Box 22222, Oakland, CA 94623. EOE.

KOKH-TV, Oklahoma's #1 Independent, has a sales management opportunity. The winning candidate will have national experience, be a people motivator, have good communication skills and have the aggressive spirit that accomplishes goals. Send resumes to James L. Har-meyer, President and General Manager at 1228 E. Wilshire Blvd., Oklahoma City, OK 73111. Phone calls welcome. 405-843-2525. EOE.

General sales manager: ABC affiliate in Northeast needs an aggressive manager with strong motivational skills, and a desire to advance with a growing company. Submit resume/salary requirements along with a cover letter demonstrating proven track record. EOE, M/F. Box I-21

HELP WANTED SALES

General sales manager needed for WCBD-TV, Charleston, SC. Solid local sales and major market rep experience a must. Very good salary and benefits package with top group. Excellent market! Totally confidential. Send resume to: General Manager, PO Box 879, Charleston, SC 29402. EOE, M/F/drug screened.

Local sales manager: Top thirty Independent TV station looking for qualified person to lead local and retail sales staffs. Must know the Independent sell. New business development a must. Opportunity to join Gaylord Broadcast team. Send cover letter and resume to: General Sales Manager, WVTU, PO Box 1818, Milwaukee, WI 53201-1818. Deadline: September 4, 1989. Gaylord Broadcasting is an equal opportunity employer.

National sales manager: Top 25 Midwest market: National rep or station sales management preferred. EOE, M/F. Reply Box I-41.

Local sales manager. Provide organizational and sales training to a motivated and enthusiastic local sales force. College degree required with a communications degree preferred. Knowledge in retail and corporate advertising and in co-op and vendor programs. Non-smoking environment. Send resume by September 8, to WHOI-TV, Personnel Director, 500 N. Stewart St., Creve Coeur, IL 61611. EOE.

Local sales manager: NBC affiliate in top 50 market seeking dynamic, creative sales person to manage nine person sales staff. Minimum 5 years experience in local, regional sales and new business development. We're a major group owner that offers great opportunity for growth. Send resume to: General Sales Manager, WBRE-TV, 62 S. Franklin St., Wilkes-Barre, PA 18773. EEO.

Local sales mgr. needed for KCOY-TV 12. 5 yrs. broadcast sales exp. & 3 yrs. personnel mgmt. exp. needed. Weekly travel. Compensation commensurate with exp. Send resume: KCOY-TV 12, Attn: Debby Johnson, 1211 W. Mc Coy Ln., Santa Maria, CA 93455. Closing date 9/5/89. EOE.

HELP WANTED TECHNICAL

Maintenance engineer. Immediate opening for two broadcast maintenance technicians experienced in all phases of broadcast equipment to the component level. Includes half, three-quarter, one, and two inch video tape: Grass 300; ADO-1000; Chyron IV; Utah M/C and router; microwave; satellite. Apply to Richard Cushman, WMTW-TV, PO Box 8, Auburn, ME 04210. An EOE.

Assistant chief engineer: Top rated NBC affiliate; prefer candidates with RCA - G line transmitter experience, as well as studio equipment maintenance expertise; should have FCC or SBE certificate; will consider maintenance person ready to move up. Send resume to: Len Smith, Chief Engineer, WTVQ-TV, Box 9999, Steubenville, OH 43952. EOE, M/F.

TV engineer: Need broadcast maintenance engineer. 3 years experience preferred. SBE certification helpful. Color camera shading. Expanding C-Band uplink and studio facility in San Diego, CA. Attn: Verla Leys, PO Box 819099, Dallas, TX 75381-9099. EOE.

Chief engineer: Northeast UHF affiliate seeking an individual with strong maintenance background and proven administrative abilities. Applicant should have comprehensive knowledge, leadership abilities and experience in all areas of commercial broadcast engineering. NBC affiliate. Small to medium market experience a must! Box I-24. EOE.

Maintenance engineer: Manhattan/NYC video post facility with 3 on-line rooms. GVG, CMX, ADO, Abekas. Sony 1", Betacam SP and 3/4" troubleshooting and repair. Good opportunity for experienced engineer. Call Chief Engineer, 212-302-0754. EOE.

TV maintenance engineer: WTVR-TV, Richmond, Virginia, a CBS affiliate has immediate opening for right person with strong electronic knowledge and 2-5 years TV broadcast maintenance experience. Ampex 2", Sony 3/4", 1", switchers, cameras TV microwave and downlink equipment. Send resume or fill out application at WTVR-TV, 3301 West Broad St., Richmond, VA 23230. Attn: Chief Engineer. No phone calls, please. EOE, M/F.

Chief engineer: WPTT-TV, Pittsburgh's 22, has an immediate opening for a chief engineer. We're looking for a hands-on person who is ready to roll up his/her sleeves and pitch in with a great team. You must have a strong maintenance background and be able to repair equipment to the component level although you will have the opportunity to hire your own maintenance engineer. A working knowledge of UHF transmitters is required along with a valid FCC General license or SBE certification. If you work well with people and would rather be doing than administrating, rush your resume to Station Manager, WPTT-TV, PO Box 2809, Pittsburgh, PA 15230. Phone: 412-856-9010. EOE.

Graphic artist: CBS affiliate television station with Quantel and LiveLine V seeking experience graphic artist for news and station image production. Print production skills also required. Send resume, salary requirements and tape to Personnel Manager, WPEC-TV 12, PO Box 24612, West Palm Beach, FL 33416-4612. EOE.

TV broadcast maintenance: KOCE-TV Huntington Beach, CA, needs experienced maintenance engineer to service broadcast, production and transmission equipment at component level. Broadcast operations experience also required. Contact Coast Community College District, 1370 Adams Ave., Costa Mesa, CA 92626. 714-432-5007. District application form must be received before 5:00 PM, 9/29/89. EOE.

Chief engineer: WLIG-TV, Long Island, NY, seeks experienced chief engineer. Complete knowledge of UHF transmitter and studio equipment required for this hands-on position. Excellent salary and full benefits. Immediate opening. Call or write Marvin Chauvin, GM, WLIG-TV, 300 Crossways Park Dr., Woodbury, NY 11797. 516-364-1500. EOE.

Broadcast engineer: Major Pittsburgh entertainment firm has an immediate full-time position available. Requirements include Associates degree in related field, BS degree preferred. Minimum 5 years progressive experience in broadcasting or related communication field. Experience and demonstrated performance also required in one or more of the following: Videographer, CMX type editing, audio mixing and post production, or maintenance of GVG, CMX Ikegami 79 & 322, ADO, Sony BVH, BVW, BVU, etc. We offer a competitive salary commensurate with experience and an outstanding benefits package. Please send resume and salary history to OED Communications, Inc., Human Resources Department, 4802 Fifth Ave., Pittsburgh, PA 15213. EOE, M/F/H/V.

Assistant chief engineer for maintenance of 1", U-Matic, production & 4 channel ITFS facility. FCC license. 3 years experience. Send resume/ salary expectations: Archdiocese of Detroit, Personnel, 1234 Washington Blvd., Detroit, MI 48226. EOE.

Chief engineer: Hands-on experience in maintenance and repair of equipment and UHF transmitter necessary. Send resumes/ references to General Manager, WENY-TV, PO Box 208, Elmira, NY 14902. EOE, M/F.

HELP WANTED NEWS

Anchor: KCRA-TV is looking for a special anchor. We don't want a reader—we want a broadcast journalist with strong writing and production skills. Our plans for expansion offer a unique opportunity for a hard working, involved anchor. Heavy experience not required, but please—no beginners. If you're ready for a real challenge in one of the best newsrooms in America, send a non-returnable tape and resume to: Bob Jordan, News Director, KCRA-TV, 3 Television Ct., Sacramento, CA 95814-0794. Please, no calls, EOE, M/F.

Chief photographer: KCRA-TV seeks a chief photographer who, in addition to shooting and editing on a daily basis, can help us achieve our goal of becoming NPPA Station of the Year. IBEW Union position. If you can teach by example, and inspire others to give 110%, send a non-returnable tape and resume to: Bob Jordan, News Director, KCRA-TV, 3 Television Ct., Sacramento, CA 95814-0794. Please, no calls, EOE, M/F.

Videotape editor: KCRA-TV is looking for a videotape editor with at least one year of experience in a busy newsroom. Our plans for expansion offer a unique opportunity for an editor who's quick and creative. IBEW/Union position. If you're ready for a real challenge in one of the best newsrooms in America, send a non-returnable tape and resume to: Bob Jordan, News Director, KCRA-TV, 3 Television Ct., Sacramento, CA 95814-0794. Please, no calls. EOE, M/F.

Writer/producer: KCRA-TV is looking for a writer-producer who can do it all. Our plans for expansion offer a unique opportunity for a writer/producer accustomed to a heavy work load. If you've produced on a NewStar computer, all the better. If you're ready for a real challenge in one of the best newsrooms in America, send a non-returnable tape and resume to: Bob Jordan, News Director, KCRA-TV, 3 Television Ct., Sacramento, CA 95814-0794. Please, no calls. EOE, M/F.

Television news director: Northeast UHF needs highly motivated, hands-on professional with leadership abilities. Emphasis on local news and community involvement with positive, enthusiastic approach. Ideal candidate for this job must have small to medium market experience in managerial, personnel and hands-on skills. We are an NBC affiliate. EOE, Box I-25.

Sports director/anchor: Northeast UHF, NBC affiliate, seeks sports director who will also anchor the Monday through Friday sports. We want more than scores and highlights, we value creativity and hard work on and off the air. We also want to see serious sports journalism. No beginners. EOE, Box I-26.

Dominant network affiliate in the Sunbelt is developing its applicant pool for reporters and photographers. Minimum two years full-time experience on the street. No beginners. No interns. Live shot experience required. SNG experience helpful. Send resume and non-returnable tape to Scott Parks, News Director, WIS-TV, PO Box 367 Columbia, SC 29202, EOE.

Sports/news producer: If you're working in a small to medium market television station and want to make the jump to the big time—Group W Newsfeed wants to talk to you! We're the nation's largest syndicated satellite news and sports television service and we need producers who know sports and news. Resumes only to Dave Forman, Group W Newsfeed, Independence Mall East, Philadelphia, PA 19106. No phone calls accepted. EOE, M/F.

Television news director. Medium market group owned West Coast NBC affiliate looking for experienced news director for a highly competitive news market. Must have proven news management track record. EOE, M/F/H. Send resume to Box I-35.

Expanding news department in upscale top 60's market looking for aggressive winners to join our growing Eyewitness News team. Accepting recent show tapes from producers, live and field packages from reporters, photographers. Need minimum 1 to 2 years experience in smaller market. No beginners, no phone calls, please. News Director, Rich Kios, WROC-TV, 201 Humboldt St., Rochester, NY 14610. EOE.

#1 Independent in the #1 market seeks accomplished, bright, and dynamic on-air reporter for our fast-paced, 2-hour live local breakfast program. Applicants should be as comfortable on a live remote creating a segment on a moment's notice as in the studio safely reading a prompter. We are looking for a creative and aggressive journalist who goes to the limit to produce award-winning segments, unafraid of asking tough questions and delivering sharp, informational sophisticated yet pleasing reports. Qualified applicants should submit resumes, demo tapes (3/4") and salary history to: Mark Lipinski, Executive Producer, Good Day New York, WNYW/Fox-5, 205 East 67th St., New York, NY 10021. Telephone calls regarding employment will not be accepted. Fox Television is an equal opportunity employer.

Reporter/photographer: Midwest network affiliate looking for highly motivated individual, if you're excited by a challenge, relish hard work, and have good writing and photography skills. Send resume to Box I-39. EOE. No tapes.

Reporter/anchor for leading top 50 affiliate. At least 3 years reporting experience with proven ability to anchor. Producing skills necessary. Looking for well-rounded, self-motivated professional to join the team. Box I-42. EOE. No tapes.

Videoographer for number 1 news station in Harrisburg, PA. Two years experience minimum. Looking for creative individual with strong story-telling technique ready to join award-winning staff who care. WHTM-TV, PO Box 5860, Harrisburg, PA 17110. EOE.

Dominant west Texas affiliate seeks a TV weathercaster/meteorologist to manage the weather department and anchor its 5:00, 6:00 and 10:00 PM newscasts. Knowledge of the Triton Weather System and computer graphics desired. Minimum 3 years experience and/or degree preferred. 20-person newsroom with excellent salary and benefits. Send resume and tape to: News Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE, M/F.

Reporter: General assignment reporter for top rated Midwestern market network affiliate. No beginners. Send resume and tape to: Gary Hanson, ND, WKBN-TV, Youngstown, OH 44501. No calls. EOE.

News videoographer: Creative shooter/editor who can do more than point and focus; at least one year experience required. Resume and tape to Steve Hawkins, News Director, WCYB-TV, 101 Lee St., Bristol, VA 24203. EOE.

Executive news department: KHOU-TV, Houston. Looking for hands-on manager. Must have at least five years major market experience as news director. We want only the best. No phone calls. Send resume to Marty Haag, Broadcast Division, A.H.Belo Corporation, 606 Young St., Dallas, TX 75202-4810. EOE.

Sports director with 3 years reporting/anchoring experience for a competitive market. Must be able to effectively combine local and national coverage. Send T&R to Dave Benton, News Director, KMOT-TV, Box 1120, Minto, ND 58702. EOE.

WSNV-TV, Miami, has immediate openings for the following positions: **EXPERIENCED NEWSCAST PRODUCER:** Requires strong writing skills, news judgement, production knowledge, and the ability to handle fast-paced newscast. **ASSIGNMENT EDITOR:** Requires previous desk experience, people skills, ability to deal with breaking news. **NEWS WRITERS:** Full- and part-time positions available. Please send resumes only (no tapes) to Michael Dreaden, WSVN-TV, 1401 79th St Causeway, Miami, FL 33141. EOE.

Group owned NBC affiliate. WICS-TV, Springfield, Illinois is looking for an experienced, organized and aggressive assignment editor who will be responsible for daily news assignments, scheduling and other desk duties. Competitive compensation package. Send resumes to WICS-TV, Personnel Department, 2680 E. Cook St., Springfield, IL 62703. No phone calls, please. EOE.

Producer/director: Highly motivated, aggressive hands-on PD needed for growing ABC affiliate. Must have experience directing news, public affairs and commercial production. Comprehensive knowledge of studio/remote set-up and lighting. College degree required. Send tape, resume and salary requirements to PO Box 718, Columbus, OH 43216. Attn: Ronald Klamert. EOE.

Responsible for all aspects of news planning for Group W Newsfeed Network's Washington bureau. Organizational and writing skills essential. 2-3 years Washington assignment desk experience preferred. Good phone and people skills, with appreciation for service driven business a must. Resumes only! Contact: Charles Towne, 1111 18th St., NW, 2nd Floor, Washington, DC 20036. EOE, M/F.

Meteorologist: KCRA-TV is looking for a meteorologist with an AMS seal. We offer state-of-the-art graphics equipment and all the resources needed for a top-notch presentation. Our plans for expansion offer a unique opportunity for an up and coming meteorologist. One year commercial, on-camera experience required. If you're ready for a real challenge in one of the best newsrooms in America, send a non-returnable tape and resume to: Bob Jordan, News Director, KCRA-TV, 3 Television Ct., Sacramento, CA 95814-0794. Please, no calls. EOE, M/F.

Reporter: Applicants must be creative and possess strong writing skills. Send tape and resume to Dave Tillery, KQTV, 40th & Faraon, St. Joseph, MO 64506. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Producer: KCRA-TV's early morning news draws a bigger audience than the competition's 5 o'clock news! We need an experienced producer who can build on that foundation. Top writing and organizational skills, plus savvy news judgement a must. If you're NewStar literate, all the better. Send a non-returnable tape and resume to: Bob Jordan, News Director, KCRA-TV, 3 Television Ct., Sacramento, CA 95814-0794. Please, no calls. EOE, M/F.

Promotion director: Number one CBS station has immediate opening. Job responsibilities include development and execution of station news and program promotional campaigns. Production skills needed include copywriting and executive producing. Great opportunity for assistant promotion director to step up into the big chair! Send resume, salary history and career goals to General Manager, WTVR-TV, 3301 West Broad St., Richmond, VA 23230. No phone calls, please. EOE, M/F.

Promotion manager: Northeast NBC affiliate seeking an experienced, creative individual to handle all aspects of promotion, print, on-air production and PR. Great lifestyle in a highly competitive market near New York City and Philadelphia. We are a major group that offers excellent growth potential. Send resume with salary requirements to: Ron Pulera, VP/General Manager, WBRE-TV, 62 South Franklin St., Wilkes-Barre, PA 18773. EOE.

Program/promotion director position open at Independent TV station in Bakersfield, CA. Exp. required. Send resume to KDOB-TV, Attn: General Manager, PO Box 5276, Bakersfield, CA 93388. No phone calls, please. EOE.

Studio crew chief: Responsible for maintaining 15 member production unit. Serves as lighting director and studio production manager, with some directorial responsibilities. We're looking for a motivator with a "take charge" attitude. Previous managerial background required. Send letter & resume to Jim Timmerman, WPCO-TV, 500 Central Ave., Cincinnati, OH 45202. EOE.

Production director: Responsible for the on-air appearance of product broadcast, the supervision and motivation of the production team and the budgeting of resources. Strong people skills, with the ability to establish and maintain a creative work environment. Background should include supervisory experience and hands-on TV production direction. Applicant should be goal-oriented with a desire to grow and progress within a dynamic broadcasting company. College degree required with experience in a similar position. Please send resume to Douglas Adams, WAVY-TV, 300 Wavy St., Portsmouth, VA 23704. No phone calls. EOE/AA.

Video post production editor for Seattle ABC affiliate. Requires minimum of two years experience in CMX or other advanced computer assisted editing. Experience in digital effects and experience with Sony 2000, or similar, one-inch video tape machine. Must be familiar with Chyron character generator and Grass Valley 1600 switcher. Please send tape as well as resume to Mike Beck, TV Production Manager, KOMO-TV, 100 4th Ave. N., Seattle, WA 98109. No phone calls, please. KOMO is an equal opportunity employer.

Promotion producer: WPHL-TV, Philadelphia, seeks a dynamic, creative talent with a passion for television who's ready to show his or her stuff in 4th market to write and produce on-air promos for movies and series. Degree and 1-2 years promotion experience required. Send resume and reel to Promotion Manager, WPHL-TV, 5001 Wynnefield Ave., Philadelphia, PA 19131. No calls, please. EOE, M/F.

North Florida TV station has an excellent opportunity for an experienced producer/director. College degree preferred. Experienced with studio crew supervision, commercial, evening news, public affair and promotional production with comprehensive knowledge of Grass Valley production switcher and digital effects. Must be able to communicate effectively with clients, crew, sales and management. Only quality minded experienced applicants need apply. Pre-drug testing required. WJKS-TV-17, 9117 Hogan Rd., Jacksonville, FL 32216. 904-641-1700. EOE, M/F.

ACT III Broadcasting in Nashville has an opening for a talented producer/director with an impressive demo reel. Must handle production from scripting to post production. We have the toys and a new state-of-the-art facility waiting for the right person. Send resume to WZTV, 631 Mainstream Dr., Nashville, TN 37228. EOE, M/F.

Promotion director: Creative, strong writing skills. Hands-on experience in all aspects of TV station promotion. Prefer 3-5 years experience as commercial TV station promotion manager/director; will consider strong #2. NBC affiliate, top 35 market. Tapes, resumes, salary requirements to Personnel Coordinator, WDSU-TV, 520 Royal St., New Orleans, LA 70130. No phone calls. EOE.

Video writer/producer and 3 videographer/sound positions: The Naval Imaging Command in Washington, DC seeks experienced writer/producer, 41K, and 3 ENG videographer/sound specialists. 23-34K. 202-433-5559 for more information. Application deadline is Sept. 13. NAVIMACOM is an equal opportunity employer.

Producer. Major market station wants organized, creative leader to produce top-rated weekly news magazine program covering urban and minority issues. Must take charge of all aspects of production, including story ideas, field work, writing and final assembly. News experience helpful. Teamwork, discipline and deadline skills a must. Resume and tape (no calls) to Michael Cascio, WPVI-TV, 4100 City Line Ave., Suite 400, Philadelphia, PA 19131. EOE.

SITUATIONS WANTED MANAGEMENT

Currently employed GM seeks new challenge with company committed to staff and community. 8 years GM experience. Previous GSM and production background. Strong people skills, very bottom-line oriented. Documented performance. Box I-17.

Broadcast CEO. National-International level. Outstanding record of achievement in top leadership roles of administration, sales, finance, organization, strategic planning with results in difficult turn-around situations, looking for a sick company to cure, languid company in growth atmosphere. Thoroughly professional, no flaks. East Coast, mid 6 figures. Your response could mean millions. Write for details - be surprised! Box I-37.

SITUATIONS WANTED NEWS

Veteran anchor, award-winning reporter, versatile news director. I've done it all. I'm looking for a station with real dedication to broadcast journalism. Call Jim Blue, 806-359-1297.

Producer/reporter: University grad seeks job in energetic newsroom. Hard working, excellent writer, can shoot and edit. Interned in 90th market. Anywhere, any shift. Steve Schar, 6406 Landfall, Madison, WI 53705. 608-238-3284.

Experienced, excellent sportscaster with knowledge of news broadcasting as well, looking for an outstanding station in which to work. 216-929-0131.

Just in time for November! Bank on this seasoned broadcaster for your weather and/or feature reporter needs. Credibility, creativity, upbeat personality. 314-634-4845.

Anchor/reporter/assignment editor. Experienced, hard-working journalist seeking to settle in medium or major market shop committed to quality news. Tape will demonstrate writing, delivery, and management skills. 504-927-3017.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Creative production assistant with network and local news background seeks position as an associate/talent producer. Experience in pre- and post-production. Writing, research, interviewing and people skills. Organized, motivated, college degree and passport. Dee Dee Ford, 312-388-2036.

On-camera talent/host: New York television and radio experience. Live on-camera hosting, interviewing, reporting, fundraising/television skills. Voice-over announcing talents. Format adaptability (magazine, public affairs, informal, etc.) Credible, community-minded, self motivated, friendly. Prefer New York/New England market, but will consider all areas. Jim Masters, 516-273-6492.

MISCELLANEOUS

Primo People seeking news talent, newscast producers, executive producers and news directors. All market sizes. Send 3/4" tape and resume to Steve Porricelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

Major market promo voice for any size market TV stations. Great pipes. Affordable retainer. For demo, Box 1-19.

Music video library. 2,200+ titles. Mastered on 1". Will sell for price of tape. 800-333-2152.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Lead instructor: Radio/TV Broadcasting Program at Wash Valley College, a small Mid-Western community college located in Mt. Carmel, Illinois. Academic year, tenure track appointment. Established studios and program: 50KW FM and cable TV stations. Minimum BS degree plus teaching and broadcast radio/TV experience. Salary competitive; full fringes. Beginning date October 1, 1989. To apply, send application letter, resume, and three reference letters to Personnel Office, Illinois Eastern Community Colleges, 233 East Chestnut St., Olney, IL 62450. Application deadline is September 1, 1989. Affirmative Action. Equal Opportunity Employer.

Northeastern University's School of Journalism seeks to hire a full-time tenure track faculty member to teach Broadcast Journalism for Fall 1990. Qualifications include a minimum of a Master's degree and five years full-time professional media experience. Send letter, resume, names of three references and any supporting material to: Search Committee, Northeastern University, School of Journalism, 102 Lake Hall, Boston, MA 02155. Northeastern is an Equal Opportunity/Affirmative Action. Title IX employer

HELP WANTED MANAGEMENT

Management opportunity: One position available. Nation's most dynamic and fastest growing single-source consumer information company is looking for a media professional to fill our last open regional manager position. The right person is presently working in upper media management (sales or general manager). Responsibilities include calling on all media outlets and select retail clients. You must possess an understanding of the challenges facing media sales today and the value of consumer information in overcoming those challenges. If you're looking to join a rapidly growing company, send your resume to Patrick McDonnell at Impact Resources, 125 Dillmont, Dr., Columbus, OH 43235. EOE.

HELP WANTED TECHNICAL

Director of Technical Services needed: Central Wesleyan Church in Holland, Michigan, a strong and growing evangelical church, is looking for a person to work fulltime with the operation and maintenance of audio, lighting, multi-image and tape ministry systems. Prior experience in audio and lighting are necessary. Some computer knowledge would be helpful. Send resume and salary history to Central Wesleyan Church, 446 West 40th St., Holland, MI 49423. Attention: Jack Lynn. EOE.

MISCELLANEOUS

Put "The Voice" in your voice over station ID's etc. Presently working at a top 50 TV station. 9 years TV experience. 5 years in radio. Write for free demo. Reasonable rates. Robert Reynolds, PO Box 2378, Wilkes-Barre, PA 18702-2378.

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 TV. Many needed for commercials. Casting info. 1-805-687-6000. Ext. TV-7833.

Professional Resume Services. Complete resume preparation. Cover letters. Updates. Mailings. Specializing in the communications industry. Call 1-800-8-RESUME anytime.

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. 2-2-921-0774. Eckhart Special Productions (ESP)

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

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.

Towers wanted 20 ft - 2000 ft. Standing or on the ground. No junk. Tower Management Systems. 504-521-8661.

Wanted to buy: 3 fully servo lenses for RCA TK 46 cameras. Will consider any condition. 617-725-0814.

3" to 3 1/2" Air Helix. 350 ft. or more, must be spooled and in good condition. K. O'Malley, 804-623-9667.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed Financing available. Transcom. 215-884-0888. FAX 215-884-0738.

50KW AM Harris MW50A (1980), like new. CCA-AM 50,000D (1976). excellent condition. Transcom Corp. 215-884-0888. FAX 215-884-0738.

FM transmitters CCA 27,000 (1980) Harris FM 20K (1980) CSI T-3-F (1985) RCA BTF20E1 (1976,1976) 3.5KW McMartin (1985) 5KW Gates FM 5G (1967) RCA 5D (1967) CSI T-12-F (1980) Transcom Corp. 215-884-0888. FAX 215-884-0738.

1KW AM transmitters CSI T1A (1981), Sparta SS1000 (1981) Collins 20V3 (1967) Transcom Corp. 215-884-0888. FAX 215-884-0738.

AM transmitters CCA AM 10,000 (1970). Collins 820F (1978) Harris MW5A (197681) Gates BC-5P2 (1967) McMartin BA2. 5k (1981) Transcom Corp. 215-884-0888. FAX 215-884-0738.

New UHF TV transmitters: Klystron. MSDC Klystron Klystron. All power levels 10kw to 240kw. Call TTC. 303-665-8000.

RCA UHF transmitter: 30 or 60Kw. available as is, or converted to MSDC Klystrons with new TTC warranty. Call TTC. 303-665-8000.

New LPTV transmitters: UHF and VHF. all power levels. Turn-key installation available. Call TTC. 303-665-8000

1000' Kline tower. Standing in Nebraska, including 1000' of 6 1/8" coax. Great for TV or FM. Can be moved economically. Call Bill Kitchen, TTC. 303-665-8000.

120 KW UHF transmitter package TVT/Varian transmitter package just traded in on a new TTC 240 KW system. Excellent condition. Now tuned to Channel 54. Includes 1000' waveguide and antenna. Low price. Call Bill Kitchen, TTC 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.

Towers: Over 100 available. AM - FM - TV - Microwave Guyed to 1500 ft., self-supporters to 460 ft. We finance, trade, joint venture and lease antenna space. Tower Management Systems. 504-521-8661.

Betacam, 3/4" & 1" blank videotape. Broadcast quality guaranteed and evaluated. Betacam - \$5.99. 3/4" - 20 minutes \$4.99. 3/4" - 60 minutes \$8.99. 1" - 60 minutes \$24.99 in quantity. Magnetically examined, cleaned and packaged. Guaranteed to perform as new. Sony, 3M, Fuji or Ampex. Free shipping. For more info., call toll free. 1-800-238-4300.

Copper! #8 & #10 ground radials; 2,3,4,6,8' strap; fly screen; ground screen. 800-622-0022. Ask for Copper Sales.

Broadcast equipment (used): AM-FM transmitters. RPU's, STL's, antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497. FAX 314-664-9427.

Hitachi HR-200B, new heads. \$15,000. Sony BVW-40s, BVW-25, BVW-10, BVW-15. Sony BVU-800s and 110s. Many other items of all kinds 1" VTRs, film islands, character generators. Call for a complete list. There's a new one every month. Media Concepts. 919-977-3600.

Great rental news! Mobile production trucks, mobile uplinks, portable 2 GIG microwave links. Call Media Concepts. 919-977-3600.

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

934 ft. stainless TV tower \$113,000; 1134 ft. stainless TV tower \$144,000; 1,000 ft. 6 1/8 inch rigid line \$700 per stick. All of the above FOB California. Some trade for advertising sought. Tower Management Systems. 504-521-8661.

26' Barth 4 camera remote truck with stereo audio capabilities. Call Jerry Hanna: 312-509-5459 WTTW/Chicago.

48 sections of 3-1/8" transmission line. 50 ohm. w/hangers: (1) 12 bay RCA-FM antenna. 88.8; Call 904-223-0616.

Micro wave equipment: two sets RF technology 2.5GHz radios, four rod antennas, power amp. more. \$28k. Mobile Video, 202-944-2800.

RCA TTV-55B transmitter with TTVE4A exciter Removed from service June, 1989. RCA mod anode pulser. Variable visual output coupler. On Ch 26 (-). Best offer. Call Dave McKeivley. 813-332-0076 or 813-597-6038.

Save on your videotape stock. We have 3/4 & 1" evaluated Broadcast quality videotape. Available in all time lengths. Call IVC. 516-862-7156.

For sale: Broadcast Electronics 16x. Complete with 4 Revox PR-99's, time announce, delay record, live assist and much more. Used about 15 months. Removed from service 2-89. Excellent condition. Contact Dan Remy, KKL1, 719-636-1000. Colorado Springs.

50 watt ITFS TV transmitter and 12 gain Andrew antenna CH-1A. Like new. Operated 2 years. Best offer or trade. KOZK-TV. Bill Ellis. 417-865-2100

RADIO

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Successful AM/FM Sold to Owner/Operator.
Successful GM Needs Job.
Impeccable credentials and references,
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Raise your bottom line!

BOX I-44

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seeks an experienced Sales Manager/Station Manager for AM/FM acquisition in one of the Southeast's most desirable smaller markets. Excellent growth potential and advancement opportunity. The successful candidate must exhibit a proven record of sales management ability, a knowledge of general business accounting functions and the creative ability to develop and execute a successful marketing plan for the stations.

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TELEVISION Help Wanted News

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NATPE*Net, NATPE International's new computer network linking the buyers and sellers of television programming, is searching for an executive with at least five years experience in the television programming industry either as a buyer or seller. This individual will plan, develop, implement and manage NATPE*Net as a viable service organization providing E-Mail and EDI services for all members of the television industry. After successfully establishing the initial basic service, the Director will identify, validate, and market additional business- and cost-justified information services to be provided. In addition to programming and marketing experience as well as managerial experience, NATPE*Net requires technical knowledge of E-Mail, EDI and Data Base services. The Director will interface with a vendor to develop new data base material and to insure timely and accurate provision of services as well as monitoring NATPE*Net/vendor cost sharing and revenue recovering process. Proven negotiating skills and business planning ability are essential. Please send resume to:

Phil Corvo,
NATPE International,
10100 Santa Monica Blvd.,
Los Angeles, CA 90067
EOE

NATPE
INTERNATIONAL

Help Wanted Technical

WBZ RADIO 1030

RADIO TECHNICIAN

3-5 years maintenance and construction experience. Extensive experience with LAN's and PC's required. Familiarity with AM/FM stereo audio chains including composite STL desired. Directional antenna & PDM maintenance experience helpful.

Send resumes to Norm Avery, Engineering Manager, Applications accepted until September 29, 1989.

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Situations Wanted News

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Featured in "Time", "NY Times", "LA Times", on "CBS Evening News", local print, broadcast media. Ten years hosting/producing major market issue centered, fun, "activist" talk radio. First rate references, ratings track record. On beach due to format change. Prefer hungry upstart station taking on lazy giant or giant in need of energy transfusion.

All requests for T&R confidential

Reply Box I-33

Help Wanted Technical

NEWS OPERATIONS MANAGER Operations and Engineering Department

Position is responsible for the administration and supervision of news gathering personnel and news technical facilities at WBBM-TV.

Applicant must have 5 years experience in major market news gathering operations, including operational and maintenance experience with cameras, recorders, microwave and remote location facilities, plus 2-3 years supervisory experience. Strong interpersonal skills are essential.

Please send resume to:

David G. Haworth
Associate Director,
Operations & Engineering Department
WBBM-TV
630 North McClurg Court
Chicago, IL 60611



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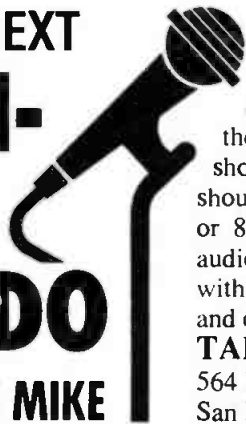
As Technical Director, you will operate in a live control room environment ensuring on-air coordination among producers and directors. The ideal candidate must have a minimum of 2-3 years practical experience in a LIVE broadcasting environment; a degree in broadcasting, radio, or television production; and a knowledge of Grass Valley 200 production switcher. Excellent organizational skills and the ability to work in a fast-paced environment essential.

We offer competitive salaries, and comprehensive benefits. For prompt confidential consideration, forward your resume and salary requirements to: Marlene Becker, QVC Network, Goshen Corporate Park, West Chester, PA 19380. An equal opportunity employer, M/F.

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KTVY-TV has position of PHOTOGRAPHER-EDITOR with writer/producer skills open. Two-Three years experience in news or news promotion preferred.

Send resume and tape to:
KTVY-TV, Promotions Manager
500 E. Britton Rd.
Oklahoma City, OK 73114
EOE

WEEKEND ANCHOR/REPORTER

KTVY-TV has an immediate opening for a WEEKEND ANCHOR/REPORTER. Applicant must have strong reporting skills and anchor experience. Send tape, resume and salary requirements to:

Stuart Kellogg
Director of News and Marketing
500 E. Britton Rd.
Oklahoma City, OK 73114
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Television's largest station representative firm has an immediate opening for a programming executive to consult its represented network affiliates on program acquisition, scheduling and promotion strategies.

If you have a proven track record in these areas, please send your resume in confidence (no calls please) to:

Mitchell Praver
Vice President
Director of Programming
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One Dag Hammarskjold Plaza
New York, N.Y. 10017

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CABLE

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**PUBLIC RELATIONS
DIRECTOR**

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Human Resources Dept.
PO Box 999-CS
Woodbury, NY 11797

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MARKETING GENIUS S.O.B. Optional

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Frostburg State University is accepting bids for the lease or purchase of broadcast equipment for WFWM, the University's Educational/Non-commercial FM radio station. If interested in bidding, contact the FSU Purchasing Department at (301) 689-4242, and ask for a copy of bid number 17005. All bids are due by September 11, 1989 at 10:30 AM

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Randy Millar
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Large Market Class C 100kw FM
Strong Book, South East
\$10M. Call Greg Millar

Las Vegas Bedroom Full Time AM
\$750K: \$250K down. Call Kent Colby

Small Mkt. S. Carolina Combo
\$620K: \$120K Down. Call Pat Lane

Los Angeles Bedroom Combo
AM/FM Strong Market
\$3M. Call Brett Miller

50,000 watt AM South East
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Top 50 market Class B FM
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Strong Cash Flow N. Alabama
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Box I-5

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Modern facilities. Bounded by high re-
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excellent economic high employment
area. Motivated owner trading up. Ask-
ing \$235,000, with very favorable long
term financing (10 to 15 yrs.). Low down
payment amount nego. Good quality of
life with comfortable income potential
long term. Recent studies (copy avail-
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Beautiful opportunity
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Qualified buyers only, please.
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Investment Group seeks FM Station with \$1 mil-
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If you've considered selling, let's explore the
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**EARLY
DEADLINE
NOTICE**
THE DEADLINE FOR
THE ISSUE OF
SEPTEMBER 11 IS
FRIDAY, SEPTEMBER 1
(NOON, EDT)

CLASSIFIED RATES
Payable in advance. Check or money order only. Full
& correct payment MUST accompany ALL orders. All
orders must be in writing

Deadline is Monday at noon Eastern Time for the
following Monday's issue. Earlier deadlines apply for
issues published during a week containing a legal
holiday, & a special notice announcing the earlier
deadline will be published above this ratecard. Or-
ders, changes, and/or cancellations must be sub-
mitted in writing. NO TELEPHONE ORDERS, CHANGES,
AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category
desired: Television, Radio, Cable or Allied Fields; Help
Wanted or Situations Wanted; Management, Sales,
News, etc. If this information is omitted, we will deter-
mine 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 weekly minimum.
Situations Wanted: 60¢ per word, \$9.00 weekly mini-
mum. 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 classi-
fications: \$100 per inch. For Sale Stations, Wanted To
Buy Stations, Public Notice & Business Opportunities
advertising require display space. Agency commis-
sion only on display space.

Blind Box Service: (In addition to basic advertising
costs) Situations wanted: \$4.00 per issue. All other
classifications: \$7.00 per ad per issue. The charge for
the blind box service applies to advertisers running
listings and display ads. Each advertisement must
have a separate box number. BROADCASTING will not
forward tapes, transcripts, portfolios, writing samples,
or other oversized materials; such materials are re-
turned to sender. Do not use folders, binders or the
like.

Replies to ads with Blind Box numbers should be
addressed to: (Box letter & number), c/o BROAD-
CASTING, 1705 DeSales St., N.W., Washington, DC
20036.

Word count: Count each abbreviation, initial, single
figure or group of figures or letters as one word each.
Symbols such as 35mm, COD, PD, etc., count as one
word each. Phone number with area code, zip code
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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
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Publisher reserves the right to alter classified copy to
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Fates & Fortunes

Media

Ellen Strahs Fader, senior VP and corporate secretary, Price Communications, New York, joins Osborn Communications Corp., New York-based group owner of 17 radio and five TV stations, as senior VP, administration and corporate affairs.

Appointments at Tele-Communications Inc.: Denver: **Robert R. Bennett**, director of finance, to VP; **Merlin L. Anderson**, assistant controller, to assistant VP; **David R. Humphrey**, director of financial reporting, to assistant VP; **Colin Stoner**, director of taxation, to assistant VP.

Craig C. Harnett, senior VP of finance and chief operating officer, Revelation Technologies Inc., New York, joins Hearst/ABC-Viacom Entertainment Services there as senior VP and chief financial officer.

Rick Prusator, VP and general manager, WNAX(AM) Yankton, S.D., adds duties of VP, Western division, at parent company, Park Communications.

Bart W. Catalane, director of corporate accounting, Capcities/ABC, New York, named VP, finance, ABC Radio Networks there.

KLKS(FM) Breezy Point, Minn., named general manager.

Robert L. Gilmartin, founder, Sabatino Advertising, Corpus Christi, Tex., joins KVTV(TV) Laredo, Tex., as station manager.

Daniel A. Grabarczyk, regional controller, South Central region, Comcast Cable Communications, Meridian, Miss., named controller, Midwest region, St. Clair Shores, Mich.

Marketing

Marvin F. Goldsmith, senior VP and national sales manager in charge of news, sports and daytime sales, ABC Television, New York, named senior VP and general sales manager. **George Cain**, VP, Eastern sales division, ABC Television, New York, succeeds Goldsmith.

Frank Assumma and **J. Edmund Keating**, senior VP's, Backer Spielvogel Bates Inc., New York, named executive VP's.

Gloria Appel, senior VP, Bozell, New York, joins Waring & LaRosa there as senior VP, agency development.

Appointments at TeleRep: **Lee Zeldin**, ac-

count executive, KWGN-TV Denver, to same capacity, Los Angeles; **Anne Calhoun**, local account executive, WPWR-TV Gary, Ind. (Chicago), to account executive, Chicago; **Mary Jo Mathewson**, sales assistant, Minneapolis, to account executive.

Appointments at Blair Television: **Mark Goldstein**, **Jack Hanington**, **Mary Jane Hayes** and **Christopher Raleigh**, all sales managers, New York, to VP's; **Eugene Cunningham**, research director, New York, to VP and director of independent and CBS research; **Peter Senseney**, assistant sales manager, New York, to manager; **James Jump** and **Michael MacLean**, sales managers, Chicago, to VP's.

Bob Lange, program director, promotion director and air personality, WWTC(AM) Minneapolis, joins WAYL(AM)-KLXK(FM) there as marketing-creative services director.

Al Strada, sales manager, SPR News Source, Atlanta, joins MCA TV there as Southern regional manager.

Ian Brookbanks, senior VP, director of client services and business development, Doremus & Co., Chicago, joins Bender, Browning, Dolby & Sanderson Advertising there as marketing services director.

Doug Fleming, senior account executive,



Catalane



Horne

Michael Horne, VP and general manager, KOY-AM-FM Phoenix, Ariz., joins WRBQ-AM-FM Tampa, Fla., in same capacity.

Jerry Reckerd, general manager, retail services, Jefferson-Pilot, Charlotte, N.C., named VP and general manager of Jefferson-Pilot station WBCY(FM) there. Reckerd succeeds **Tony Renaud**, VP and general manager, WBT(AM)-WBCY(FM) Charlotte, N.C. Renaud will remain in same capacity with WBT.

Richard Schaller, VP, Krispy Kreme Doughnut, Honolulu, joins KITV(TV) there as general manager.

Lynn Halterman, general sales manager, WIRE(AM)-WXTZ(FM) Indianapolis, joins WOMI(AM)-WBKR(FM) Owensboro, Ky., as general manager.

Mike Polatschek, VP, director of sales, WNOL-TV New Orleans, joins WARB(AM) Covington (New Orleans), La., as president, general manager and co-owner.

Robert L. Bundgaard, station manager,

Broadcasting

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 Type of Business _____ Title/Position _____
 Signature _____ Are you in cable TV operations Yes
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Turner Broadcasting, Los Angeles, joins Adlink/NCA there as national sales director.

Kristine McClary, account executive, Pacific Communications, Bremerton, Wash., and **Karen Markvart**, sales representative, American Directory Company, Seattle, join Northwest Cable Advertising there as retail sales representatives.

Kathi Graham, account executive, WEEI(AM) Boston, joins WNEV-TV there as retail marketing specialist.

Steve Michaud, Southeast regional manager, Montgomery, Ala., of Broadcast Management Plus, Calif.-based designer and marketer of computer software for TV sales and research management, joins WKAB-TV there as general sales manager. **Carole Bynum**, director of sales and marketing, I.M.I., Monroe, La.-based medical software company, joins WKAB-TV as national-regional sales manager.

Tim R. Feagan, VP, manager, Katz Radio, Chicago, joins WVAZ(FM) Oak Park (Chicago), Ill., as general sales manager.

Tom Neeson, general sales manager, WLFL-TV Raleigh, N.C., joins KTXH(TV) Houston in same capacity.

Anita J. Williams, marketing consultant, WBUF(FM) Buffalo, N.Y., joins WBMW(FM) Wethersfield Township (Williamsville), N.Y., as general sales manager.

Cliff Walton, VP and general manager, KMGL(FM) Oklahoma City, joins KOKH-TV there as local sales manager.

Brian Marsh, account executive, WFMY-TV Greensboro, N.C., joins WLOS(TV) Asheville, N.C., as local sales manager.

Jeanette LeCroy, VP, marketing, advertising, Data Management System Inc., Atlanta, joins WITN-TV Washington, N.C., as national-regional sales manager. **Jim Bretzius**, account executive, Media General Newspapers Inc., Winston-Salem, N.C., joins WITN-TV in same capacity.

Kevin Harlan, national sales manager, WKRN-TV Nashville, joins WIVB-TV Buffalo, N.Y., in same capacity.

Appointments at Rainbow Advertising Sales Corp., New York: **Phillip DeCabia**, VP, New York sales manager, named VP, director of sales. **Peter Ingrassia**, in charge of sales development, named New York sales manager. **Dave Richards**, senior sales executive, named promotional marketing manager.

Melinda Bacon, audience promotion manager, WFLA-TV Tampa, Fla., named sales promotion manager.

Morris Peck, office manager, MMT, Boston, joins CBS national spot sales there as account executive. **Collette A. Martin**, account executive, WMJX(TV) Miami, joins CBS national spot sales, Atlanta, as account executive.

Monique Ohriker, research analyst, Westwood One, New York, named account executive.

Jeanne Sant'Angelo, account executive, WVBF(FM) Framingham (Boston), Mass., joins Group W Radio Sales, New York, in same capacity.

Mary Jo Veterano, sales assistant, WINS(AM) New York, named account executive. **Manzel Olea**, account executive, WKDM(AM) New York, joins WINS in same capacity.

Bob DelGiorno, account executive, WQUE-FM New Orleans, joins WBBM-FM Chicago in same capacity.

Susan Roth, account executive, WTWV(FM) Des Plaines, Ill., joins WKQX(FM) Chicago in same capacity.

Melva Goffney, sales assistant, KPRC-TV Houston, named account executive.

Todd Pitt, weekday air personality, WKSX(FM) Springfield, Ohio, named account executive.

Jon Donovan, national director of promotion and artist development, Satin Records, Seattle, joins KQUL(AM)-KZOK(FM) there as account executive.

Kristi L. Adams, marketing director, Jacksonville, Fla., joins WRXJ(AM)-WCRJ-FM there as account executive.

Appointments at Metrobase Cable Advertising: **Mallory Durrick**, account executive, Philadelphia, to sales manager; **George Cross**, senior account executive, Newfield, N.J., to sales manager, Monroeville, Pa.; **Laurie Carpenter**, graduate, University of Maryland, College Park, to account executive, Frazer, Pa.; **Terry Delmarsh**, field sales representative, Wilson Products, West Palm Beach, Fla., to account executive, Watertown, N.Y.; **Phyllis Jaffe**, sales consultant, Nutri System, Cherry Hill, N.J., to account executive, Newfield; **Richard Signorelli**, account executive, Sunrise Cable Advertising, Indianapolis, to same capacity, Cortland, N.Y.

Leslie Kobylinski, associate producer, *USA Today on TV*, Rosslyn, Va., joins CNN, Washington, as producer, *Larry King Live*.

Wayne Goodman, assistant general counsel, Turner Broadcasting System, Atlanta, named senior assistant general counsel.

Michele DiLorenzo, director, new business development, MTV Networks, New York, named VP.

Al Trautwig, commentator, ABC Sports, New York, joins USA Network there as studio host, 1989 U.S. Open Tennis Championships.



Stupin

Paul Stupin, VP, production, motion picture division, Tri-Star, Los Angeles, joins Fox Broadcasting Co. there as executive VP, series programming.

Michael D. Shetter, operations manager, John Deere & Co., Moline, Ill., joins Harpo Productions

Inc., Oprah Winfrey's Chicago-based production company, as senior VP.

Steven Newton, director of marketing, Features International, Chesapeake, Va.-based distributor of family films and series to television stations and cable systems, named VP for marketing and sales.

Ed Palluth, affiliate sales representative, Western region, Nostalgia Channel, Dallas, named regional sales manager. **Ashley Smith**, marketing coordinator, PRISM Inc., Philadelphia, joins Nostalgia Channel, Fripp Island, S.C., as regional manager, Southeast.

Dan O'Brien, director of programming, Medialink International, Los Angeles, joins KTVD(TV) Denver as program director. KTVD will sign on in December 1989.

Liz Kiley, music director and air personality, KOST(FM) Los Angeles, joins KFAC-FM there as program director. **Frank J. Miniaci Jr.**, music director, KVIL-AM-FM Highland Park (Dallas), Tex., joins KFAC-FM in same capacity.

Appointments at WAYL(AM)-KLXX(FM) Minneapolis: **John Pratt**, air personality, KDWB(AM) St. Paul, to music director, KLXX; **Dan Culhane**, air personality, KLXX, adds duties of assistant program director; **John Lundell**, traffic reporter, WCCO(AM)-WLTE(FM) there, to air personality, WAYL.

Don Dawson, weekend air personality, WKSZ(FM) Media (Philadelphia), Pa., named assistant program director and weekday air personality.

Barbara Prieto, assistant program director and music director, WGCI-FM Chicago, joins WKYS(FM) Washington as assistant program director.

Brad Nimmons, research analyst, WFLA-TV Tampa, Fla., named research director.

Albert Petrak, morning air personality, WCLV(FM) Cleveland since 1976, retires.

Dan McPherson, anchor-reporter, Missouri-net, Learfield Communications, Jefferson City, Mo.-based radio news network,

Programming



Krisel



Taylor

Gary Krisel, senior VP of network television, Walt Disney Television, Burbank, Calif., named executive VP, animation.

Ron Taylor, independent producer, Warner Bros., Burbank, Calif., joins Walt Disney Television there as VP, drama development, network television production.

David Skillman, VP, Western region, Turner Program Services, Los Angeles, named VP, general sales manager.

Stephen Kurzfeld, VP, development and co-executive producer, CBS's *Beauty and the Beast*, Witt/Thomas Productions, Los Angeles, named VP, creative affairs. He will continue his work with *Beauty and the Beast*.

named coordinating editor, Learfield Data Service there.

Bill Heckbert, weekend announcer, WJIB(FM) Boston, named morning air personality.

Dave McEntire, weekend air personality, WKSW(FM) Springfield, Ohio, named weekday air personality.

Patricia de Barros, administrative assistant, Communications Partners Ltd., Dallas, joins International Broadcast Systems Ltd., Dallas, as assistant to chairman.

Kathleen C. Sanchez, traffic director, Univision Network, Laguna Niguel, Calif., joins KVDA(TV) San Antonio as traffic manager.

Marc Truelove, program director and air personality, WJBX(AM) Bridgeport, Conn., joins WIRL(AM) Peoria, Ill., as morning air personality.

Andrea Hagan, receptionist, WQRF-TV Rockford, Ill., named traffic assistant. **Mark Weigel**, air personality and production assistant, WFRL(AM)-WXXQ(FM) Freeport, Ill., joins WQRF-TV as continuity-production assistant.

News and Public Affairs



Norville



Palmer

Deborah Norville, anchor, *NBC News at Sunrise*, New York, and **John Palmer**, news anchor, *Today*, New York, will switch jobs. Norville will also do feature reporting and act as substitute anchor on *Today*.

Jane Brooks, manager of bureau affairs, ABC News, Washington, named director of operations.

Ashley Webster, anchor, KIEM-TV Eureka, Calif., joins KVTH(TV) Helena, Mont., as news director. **Dwight "D.L." Harvey**, anchor, KGDP(AM) Orcutt (Santa Maria), Calif., joins KTVH in same capacity.

Irv Kass, executive producer, KOLD-TV Tucson, Ariz., joins KNSD(TV) San Diego as managing editor. **Greg Dawson**, producer, KOLD-TV, joins KNSD in same capacity.

Appointments in news department of WITN-TV Washington, N.C.: **Karen Sweeny**, associate producer, WVEC-TV Hampton (Norfolk), Va., to same capacity; **Jim Burrows**, photographer, WHSV-TV Harrisonburg, Va., to same capacity; **Becky Joseph**, recent graduate, Howard University, Washington, to reporter.

Ken Rodriguez, weekend sports anchor, KWTW(TV) Oklahoma City, joins WKAB-TV Montgomery, Ala., as sports director.

Mark S. Walton, general correspondent, CNN, Atlanta, named senior correspondent, special reports unit.

Harry Martin, reporter and anchor, WPVI-TV Philadelphia, joins WTNH-TV New Haven, Conn., as anchor.

Pat Persaud, morning and noon anchor, WOWT(TV) Omaha, named 6 p.m. and 10 p.m. co-anchor. **Mike McKnight**, state bureau chief, WOWT, Lincoln, Neb., named senior correspondent, *Cover Story*, Omaha.

Frederica Runge, general assignment reporter, noncommercial WMTV(TV) Madison, Wis., named producer, reporter and writer, *Smith and Company*, WMTV's live call-in talk show.

Julie Johnson, assignment editor, WOKR(TV) Rochester, N.Y., joins WHEC-TV there in same capacity.

Gay Yee, weekend anchor and medical reporter, KOVR-TV Stockton (Sacramento), Calif., joins WWOR-TV Secaucus, N.J. (New York), as general assignment reporter.

Euna Kwon, reporter, KRON-TV San Francisco, joins KOVR-TV Stockton (Sacramento), Calif., in same capacity.

Joan Gartlan, general assignment reporter, WMAR-TV Baltimore, joins WUSA(TV) Washington in same capacity.

Lisa Godley, reporter and morning anchor, WSET-TV Lynchburg, Va., joins WTVF(TV) Nashville as general assignment reporter and substitute anchor.

Anna Martinez, reporter and weekend co-anchor, KVUE-TV Austin, Tex., joins KGTV(TV) San Diego as general field reporter.

Yvette Fernandez, reporter, KTSP-TV Phoenix, Ariz., joins KPNX-TV Mesa (Phoenix), Ariz., in same capacity.

Micah Materre, reporter and anchor, KCRG-TV Cedar Rapids, Iowa, joins WJBK-TV Detroit as general assignment reporter.

Appointments in news department, WLKY-TV Louisville, Ky.: **Rick Van Hoose**, weekend sports anchor and sports reporter, WAVE (TV) there, to same capacity; **Bob Rainey**, weekend sports anchor, to sports and recreation reporter; **Sandra Hughes**, reporter, to weekend co-anchor.

Gerti Wimmer, news director, noncommercial WYIN(TV) Gary, Ind., joins Florida Public Television, Tallahassee, as reporter-producer.

Connor Vernon, chief meteorologist, KTBC-TV Austin, Tex., adds duties of meteorologist, KKMJ(FM) there.

Sam Scaman, weathercaster, KOMU-TV Columbia, Mo., joins WSBT-TV South Bend, Ind., as meteorologist.

Ben Woods, weather service specialist, National Weather Service, Raleigh, N.C., joins WPTF-TV there as weekend weather anchor.

Technology

Harry Nelson, electronic engineering man-

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ager, Belden Wire and Cable, Richmond, Ind.-based manufacturer of wire, cable and related products, named operations manager of new engineering center.



Urbiel

Greg Urbiel, chief engineer, WWJ(AM)-WJOK(FM) Detroit, named director, technical operations, Midwest, CBS Radio Division there.

Lamar Gilbert, chief engineer, WKCH-TV Knoxville, Tenn., joins WKAB-TV Montgomery, Ala., in same capacity.

Nyal C. McMullin, board member, Pinnacle Systems Inc., Santa Clara, Calif.-based video equipment manufacturer, elected chairman. **Walter E. Werdmuller**, international marketing manager, Pinnacle Systems Inc., named director of worldwide sales.

David A. Toma, sales executive, Pacific Video, Los Angeles, joins Complete Post, Hollywood, as VP.

Alan Stamm, broadcast business manager, Tracy-Locke Advertising, Los Angeles, joins Gun for Hire Film and Tape Production, Santa Monica, Calif., as executive producer and business manager.

Promotion and PR



Blieberg

Helene Blieberg, director, media relations, CBS Radio Division, New York, named director, communications.

Bo Overlook, VP, Scali, McCabe, Sloves Advertising, New York, joins VH-1 there as director of marketing and promotion.

Shannon L. Clark, advertising and promotion coordinator, Fries Entertainment, Hollywood, named manager of advertising and promotion.

Dean Leipsner, news videographer, WITN-TV Washington, N.C., named news promotion producer.

Allied Fields

Bernard Shaw, anchor, CNN, Washington, named recipient of 1989 Journalist of the

Year Award by National Association of Black Journalists, Washington.

Edward J. Minkel, defense director, FCC, Washington, announces his retirement. No future plans have been announced.

Lana King, director of marketing, West, Association of Independent Television Stations, Los Angeles, named VP, marketing, New York.

Peter E. Murray, president, Storer Television Sales, New York, joins National Cable Advertising there as senior VP.

Appointments at Associated Press: **Larry Gerber**, assistant chief of bureau, Los Angeles, named chief of Nordic services, Stockholm; **Jay Sharbutt**, television writer, *Los Angeles Times*, Los Angeles, to same capacity, New York; **Scott Williams**, national editor, New York, to television writer there; **Hilary Appelman**, newswoman, Richmond, Va., to correspondent, Rochester, N.Y.; **Brent Laymon**, correspondent, Stamford, Conn., to news editor, Hartford, Conn.; **John F. Solomon**, newsman, Milwaukee, to news editor there.

Terry Sison, client service associate, Nielsen Media, Menlo Park, Calif., named account executive.

Jane Eaton, conference secretary, NATPE International, Los Angeles, named director of membership and registration.

Janet L. Stott, attorney, Samuel Goldwyn Co., Los Angeles, joins Management Company Entertainment Group Inc., Santa Monica, Calif.-based entertainment talent management, production, distribution, marketing and financing company, as VP, business and legal affairs.

Jack Lee, president and general manager, WEMP(AM)-WMYX(FM) Milwaukee, joins Milwaukee Area Radio Stations (MARS), as executive director.

Carlos R. Barba, VP for programing and promotion, Telemundo Group, New York, elected to board of directors.

Deaths



Endicott

St. Paul and WKYC-TV Cleveland as politi-

Betty Wolden Endicott, 48, vice president and general manager, WTTG(TV) Washington, died of cancer Aug. 19 at Suburban Hospital, Bethesda, Md. Endicott began her broadcasting career in 1963 as reporter with KSTP-TV St. Paul. She also worked with UPI in

cal reporter before moving to Washington in 1967 as reporter for WRC-TV. She was with WRC-TV for 13 years in various capacities, including producer and executive editor. She joined WDMV-TV Washington (now WUSA(TV)) in 1980 as news director, position she held for two years until she joined WTTG(TV) there as vice president for news. She remained in that position until 1986, when she was named to her most recent position. In 1988 she was instrumental in launching *City Under Siege*, WTTG's nightly program on drug crisis in Washington. *City Under Siege* received Washington Community Service Award this year. She was member of Washington Area Broadcasters Association, Radio-Television News Directors Association and Knight Center for Specialized Journalism, University of Maryland. She is survived by one daughter, Sarah, and son, Matthew.

Charles Impaglia, 39, director of program scheduling, Public Broadcasting Service, Alexandria, Va., died Aug. 20 of complications related to AIDS at Hospice of Washington, Washington. Impaglia spent his entire career in public broadcasting, beginning in 1973 as writer for Public Telecommunications Review, Washington. One year later he joined noncommercial WNET(TV) Newark, N.J. (New York), as corporate writer. In 1976 he moved to Boston to join noncommercial WGBH-TV as senior promotion writer-editor. In 1978 he spent eight months with noncommercial KQED(TV) San Francisco as senior writer. Later that year he joined KCET(TV) Los Angeles as senior publicist. In his 10 years with KCET he served in various capacities, including manager of broadcast programing and director of broadcasting. He joined PBS in 1988. He is survived by his parents.

Teresa C. Liang, 67, publicist, West Coast, ABC Television, Los Angeles, died of cancer Aug. 17 at Hospital of the Good Samaritan there. Liang joined ABC in 1964 as publicist in public relations department.

Jerry L. Johnson, 52, owner and general manager, KXEO(AM)-KWWR(FM) Mexico, Mo., died of cancer Aug. 6 at his home there. Johnson joined KXEO in 1960 as engineer and held various positions in programing and sales until 1980 when he was named general manager. He purchased stations in 1986. He is survived by his wife, Anne, two sons, Randy and Kevin, three stepdaughters, Robyn, Penny and Pam, and two stepsons, Lance and Dan.

John K. Reznor, 69, air personality, WPFB(AM) Middleton, Ohio, and noncommercial WMUB(FM) Oxford, Ohio, died of heart attack July 27 at hospital in Dayton, Ohio. Reznor began his broadcasting career in 1939 as staff singer at New York radio station. He joined WPFB for first time in 1947 as air personality. He moved into television in 1949 as director at WHIO-TV Dayton. After two years with WHIO-TV he joined WKRC-TV Cincinnati as entertainer. In 1956 he rejoined WPFB. He left broadcasting for nearly 30 years before rejoining WMUB as weekend air personality. He rejoined WPFB for third time in 1987 as weekday air personality, remaining in that position until June of this year. He is survived by his wife, Bette, and two daughters, Claudia and Jenifer.

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Gary Gannaway: Preaching the promise of Genesis

Those who know him say Gary Gannaway, chairman, chief executive officer and 95% owner of Genesis Entertainment, sells television programs with all the passion and fervor of an evangelist.

Gannaway's business ambitions include making Genesis the "most lethal" (read "effective") television program marketing machine in the business. He also plans to make the Forbes 400 list by age 40. Pretty ambitious goals for a 35-year-old entrepreneur with a company that will, by Gannaway's account, turn the break-even corner this year.

Gannaway embraces the "can-do" Dale Carnegie school of positive thinking. No room for negativity—set your goals and accomplish them, "by sheer will."

The biggest revenue producer for Genesis to date, in the glitzy world of program syndication, is not a game show or court show or some off-network product (and the company distributes all three)—it is a re-packaged series of *National Geographic* specials. Genesis has generated close to \$50 million in sales to stations on that package in the last three years.

By comparison, the company's first-run court program, *The Judge*, also launched in 1986, will generate about \$4.5 million this year. It's the *National Geographic* package that will take Genesis beyond break-even this year, said Gannaway, enabling the company to retire a debt load of \$9.2 million, and make an after-tax profit of about \$5 million.

Most of the stations picking up *National Geographic* are independents, and Gannaway's main pitch was that the program would enable local sales staffs to reach (if not sell) advertisers who traditionally reserved their dollars for "quality" programs, such as affiliate evening newscasts.

"All I did was sell hope," said Gannaway. "A great [independent] station should at least be able to get into the door" and make a pitch to any advertiser that buys affiliate stations, he said. Gannaway told station managers, "You're not selling a show, you're selling a part of Americana."

Genesis helped its own cause with *National Geographic* in several ways. The company offered to fund all external promotion of the program, in exchange for guaranteed time periods as well as a certain amount of on-air station promotion. The syndicator also held sessions for local sales staffs on how to sell the show.

"You can't quantify quality, not really," said Gannaway. "But one way television tries is with Emmy's. *National Geographic* won double the number of Emmy's that M*A*S*H did. I told the sales staff they weren't selling a Cadillac but a Rolls



ALBERT CARLYLE GANNAWAY III—chairman and chief executive officer, Genesis Entertainment, New York; b. July 30, 1954, Santa Monica, Calif.; U.S. Marine Corps, 1973-75; producer-director, WBTB-TV Newark, N.J., 1975; sales executive, Gannaway Productions, 1975-77; account executive, WATL(TV) 1977-78; regional sales manager, Metromedia Producers Corp., 1978-80; owned and operated distributor American Artist, 1980-83; present position since January, 1983; m. Wendy Phillips, Jan. 10, 1987.

Royce—they got the only one.

Gannaway also let stations "test drive" the program, with an initial one-year license period, versus the more typical three-and-a-half or four-year run. The bottom line: stations covering 82% of the country have renewed the program through the 1993-94 season.

As one admirer remarked, "Gary has done incredibly well for himself with modest-at-best programs." When told of that remark, Gannaway howled with laughter. After catching his breath, he conceded, "Well, let's face it, *The Judge* [for which he has written 32 episodes] is not *L.A. Law*. And if *The Judge* is mediocre, then *Divorce Court* is mediocre and *Superior Court* was mediocre. But I think *National Geographic* is everything I just said."

Gannaway says he gets his sales skills from his father, Al Gannaway, who made and lost several fortunes, according to his son, in a number of ventures, including music writing and publishing, and television syndication. Most notably, the elder Gannaway held the rights to a package of *Grand Ole Opry* programs. Gannaway credits his mother, Dana, a former *Vogue* model and current stenographer of *The Judge*, with instilling in him a "passion and warmth and ability to be sensitive about people."

While some are put off by his strapping ego, many describe him as the consummate salesman, one who is always well prepared, and one who will go to inordinate lengths to

make a sale.

"He conveys a feeling of being totally dedicated" to the product he is selling and how it can work for stations, said Mike Levinton, vice president, programming, Blair Television. "He's excellent at getting his sales message across."

In some cases, however, Gannaway has had to take drastic action. In more than one instance, when none of his 23 sales closes did the trick, Gannaway lay down in the client's office and simply refused to get up until he made the sale.

Gannaway grew up in Beverly Hills. After graduating from high school, he signed up with the Marines for two years. That experience, he said, "taught me that I could hang in there with an elite group of people with much more talent than me by sheer will."

Still lacking a serious career direction after the Marines (he was hoping to make it as a player in the Canadian Football League), his father made a trade-out deal with a local television station, WBTB(TV) Newark, N.J. The station got *Grand Ole Opry*, and the younger Gannaway got five hours of weekend air time to produce a talk-interview program.

"It was about as raw as television gets," recalls Gannaway. "But my dad would watch what I did on Saturday and Sunday and critique me." That was in 1975. Later that year he joined his father's company, selling *Grand Ole Opry* and *Classic Country* for two years. He attended the University of Miami for one semester in 1977, but soon got restless. Wanting more practical experience, his father again helped get him a station job, as account executive at WATL(TV) Atlanta.

In 1978, he joined Metromedia Producers Corp., where he was assigned to boost sales of *Merv Griffin* in the Southwest. "They didn't tell me that 13 of the 20 stations in the region had already said they were dropping the show when I took the job," he said.

In 1980, Gannaway formed American Artist, selling *Grand Ole Opry* programs, primarily to PBS stations. Three years later, he formed Genesis.

But shortly before starting Genesis, he teamed up, briefly, with syndicator Sandy Frank. The two sold *Lie Detector* and later *The Judge* before Gannaway bought his partner out.

This coming season, Genesis is launching two new shows—the weekly *Byron Allen Show* and the off-network *Highway to Heaven*. Gannaway notes the company has yet to fail to launch a show it came out with. That's a small point of pride for a growing company. But Gannaway knows he'll need a big hit to reach the Forbes 400. As he puts it, "I would love to have six failures and a *Wheel of Fortune*. In a second."

Roy Stewart, 24-year FCC veteran, was named chief of **Mass Media Bureau** last Friday by FCC Chairman Alfred Sikes. Stewart will succeed Alex Felker on Oct. 1. Felker is leaving agency, but has yet to announce plans. Stewart is currently chief of bureau's video services division in charge of processing all television applications—construction permits, facilities changes, renewals and transfers. Stewart, 51, joined FCC in 1965 as attorney in television applications branch. He holds BA from University of Virginia (1960) and JD from Cornell Law School (1963).

Patricia Diaz Dennis made it official last week, announcing that she will not seek reappointment for her FCC seat and will join **Washington office of Jones, Day, Reavis & Pogue** as partner and head of its communications practice. In Aug. 18 letter to President Bush, Dennis asked him not to consider her for another term at agency. "Although I enjoyed the rare privilege I have had to serve the public, it is time for me to return to the private practice of law," she wrote. Dennis, 42, joined FCC from National Labor Relations Board in June 1986. She will leave agency on Sept. 30. According to Dennis, Jones, Day—Cleveland-based firm with more than 1,000 lawyers—has substantial common carrier and private radio practice. She would like to expand its mass media practice, she said. To take job, Dennis reportedly turned down White House offer to head Bureau of International Communications and Information Policy at State Department. Dennis would not comment on report.

Three networks announced their fall premiere schedules. **ABC** released part of schedule (Sept. 12-Oct. 3), announcing *Life Goes On*, *The Young Riders*, *Free Spirit*, *Living Dolls* and *Doogie Howser, M.D.*, will have multiple airings within one week spans. *Life Goes On* will air Tuesday, Sept. 12 (10-11 p.m. ET) and Friday, Sept. 15 (9-10 p.m.) before regular 7-8 p.m. Sunday run. Half-hour sitcom, *Doogie Howser, M.D.*, will preview twice, Tuesday, Sept. 19 (8:30-9 p.m.) and Wednesday, Sept. 20 (9:30-10 p.m.), show's regular day and time period. Hour-long western *The Young Riders* also airs Sept. 20 (8:30-9:30 p.m.), then again Thursday, Sept. 21 (9-10 p.m.) in regular slot. Double previews are slated for sitcoms *Free Spirit* (Sept. 22 and 24) and *Living Dolls* (Sept. 26 and 30). **CBS's** schedule will launch nine new series and 11 returning series during special "premiere week," Sept. 18-24. Monday, Sept. 18 features CBS's all-comedy lineup with *Major Dad* (8-8:30 p.m. ET), *The People Next Door* (8:30-9 p.m.), *Murphy Brown* (9-9:30 p.m.), *The Famous Teddy Z* (9:30-10 p.m.), *Designing Women* (10-10:30 p.m.) and *Newhart* (10:30-11 p.m.) taking on ABC's *Monday Night Football*. Tuesday, Sept. 19 kicks off with *Rescue 911* (8-9 p.m.), *Wolf* (9-10 p.m.) and *Island Son* (10-11 p.m.). *Rescue 911* will also have special premiere Tuesday, Sept. 5 (8-9 p.m.). Other debuting shows will be *Peaceable Kingdom* (Wednesday, Sept. 20, 8-9 p.m.), *Top Of The Hill* (Sept. 21, 9-11 p.m.), *Snoops* (Sept. 22, 8-9 p.m.) and *Paradise* (Sept. 23, 8-9 p.m.). *Paradise* will also run Sept. 10 as part of Sunday movie presentation (9-11 p.m.). **NBC's** premiere schedule (Sept. 16-27) will run *Sister Kate* special previews (Saturday, Sept. 16 9:30-10 p.m. and Thursday, Sept. 21, 8:30-9 p.m. ET) before show settles into Sunday slot at 8-8:30 p.m. *The Nutt House* premieres Wednesday, Sept. 20 at 9-10 p.m. *Hardball* gets special run Sept. 21 with 90-minute preview (9:30-11 p.m.), *Baywatch* rolls out Sept. 22 (8-9 p.m.) and *Mancuso, FBI* premieres Tuesday, Oct. 13 (10-11 p.m.).

Second-quarter time sales for television stations were up 5.4%, according to Television Bureau of Advertising Time Sales Survey conducted by Ernst & Young. Local sales were up 7% over second-quarter 1988, while national and regional sales were up 3.6%. According to Association of Independ-



Cultural exchange. *Moscow Radio* visited *Disney World* and broadcast live back to the USSR from the new *Disney-MGM Studios Theme Park* as part of exchange with *KMOX(AM) St. Louis*, which has broadcast monthly to the USSR since January 1988. Shown above, Soviet broadcaster *Sergey Goryachov* (front right) interviewed *Dick Nunis* (l), *Walt Disney Attractions* president. *Olga Vigon* (with Mickey), a *Moscow* grocery clerk, and *Mary Phelan* (center), *KMOX* air personality, joined the Aug. 24 broadcast.

dent Television Stations, performance of independents and affiliates was notably different: total sales for indies were up 10.2% over second-quarter 1988, while affiliates were up 3.8%. Local advertising grew 14.4% for indies, in contrast to growth of 4.5% for affiliates.

Reporting financial results for fiscal year ended June 30, **News Corp. said that Fox Broadcasting Co. ended year with "very small loss."** Seven Fox-owned TV stations had "better year" from improved sales and lower overhead, News Corp. said. Worldwide revenue for News Corp. for year was \$6.4 billion, up 47% from U.S. dollar equivalent one year earlier. Net income amounted to \$944.6 million, up 177%.

WPTF-TV, NBC affiliate in Raleigh-Durham, N.C., may be up for sale. Durham Life Broadcasting Inc., station's licensee, announced it has retained Lewis Marcy of Avpro Inc. to explore possible sales. Robert Butler, Durham Life executive VP, said station's value is about \$45 million. Durham Corp. also owns four radio stations which company intends to keep.

WOFM(FM) Moyack, N.C. (Chesapeake, Va.) was sold by American Eagle Communications Inc. to Broomfield Communications Co. for \$3,075,000. Seller is headed by Joseph Kennedy, Michael Kromirs, James Hunt and James Reese, who have no other broadcast interests. Buyer is John Broomfield, former broadcaster. This is his first acquisition. WOFM is on 92.1 mhz with 1.7 kw and antenna 421 feet above average terrain. Broker: Hickman Associates.

Cox Cable plans major commitment to Discovery Channel's Assignment Discovery service, sponsoring service in 2,900 schools in its franchise areas. Cox will pick up cost of curriculum kit (\$100), mailed monthly, that goes with service. *AD* appears on service weekdays from 9 to 10 a.m. beginning Sept. 18, and teachers are encouraged to tape program for use in classroom. Kit includes letter from local Cox system, *AD* newsletter (program information, schedule

listings), *TDC Magazine*, videotape stickers and tracking sheets for programs.

□
E.W. Scripps Co., which earlier this month agreed in principle to purchase some **Tennessee cable systems** from InterMedia Partners for about \$100 million ("In Brief," Aug. 7) **will not be going ahead with transaction**, Scripps said. Systems, with 40,000 subscribers, are part of more than 200,000 subscribers that InterMedia is acquiring from Jack Kent Cooke. No reason was given for decision.

□
Paramount Domestic Television has signed former KCBS-TV Los Angeles anchor **Terry Murphy as co-anchor** opposite Alan Frio for its nationally syndicated strip **Hard Copy**. Spokeswoman for Paramount said Murphy signed three-year deal, but declined to reveal financial terms. Murphy served two anchoring stints at KCBS-TV (1987-88 and 1980-84). In 1984-87, she worked as anchor/reporter on KABC-TV Los Angeles. Murphy began her career in Cincinnati as reporter and weekend anchor on WKRC-TV, and moved to Chicago ABC O&O WLS-TV as anchor in 1976-80. *Hard Copy* has cleared more than 130 markets, representing 90% of U.S.

□
Reeves Entertainment Group filed \$10 million lawsuit in Los Angeles Superior Court late last week, seeking to bar Buena Vista Television from using *Win, Lose or Draw's* new host Rob Weller in daytime syndicated airings on local stations. Weller has been hosting Reeves-produced *Home Show* airing on ABC's daytime schedule since Jan. 1988. Reeves Executive Vice President Todd Leavitt claims any daytime appearance of Weller conflicts with "the exclusive rights we have to him in our contract for daytime work" between 7 a.m. and 4 p.m. Defendants named in suit are Weller, Buena Vista, Weller's agent James Griffin and William Morris Agency. Hearing is set for Sept. 12. Buena Vista officials declined comment.

□
Turner Broadcasting System filed registration statements with SEC for debt securities totaling about \$900 million. Company said it would use proceeds, along with money from expected bank credit facility, to redeem or repay virtually all its existing indebtedness, in addition to preferred stock of Cable News Network. These securities have book value of \$1.4 billion, according to TBS. New issues will be underwritten by Drexel Burnham Lambert and Merrill Lynch Capital Markets.

□
Tele-Communications Inc. will raise \$200 million in floating-rate, term loan debt in Japan, according to announcement last Thursday (Aug. 24). TCI said it would use money to refinance existing indebtedness. News came three days after TCI said that holders of more than 50% of company's \$450 million 11 1/8% senior subordinated debentures had accepted TCI's offer to buy back securities.

□
Forrest Sawyer has been named "an anchor" of ABC's *World News Sunday*, replacing Sam Donaldson who, after 10 years in that position, was named co-anchor of *PrimeTime Live*. According to ABC spokeswoman, there may be "possible change in format of show. Forrest knows he may have a co-anchor." Sawyer joined ABC in 1988 as co-anchor of *World News This Morning* and *Good Morning, America* news.

□
House and Senate Democratic leaders asked three broadcast networks to grant them equal time to respond to President

Bush's Sept. 5 speech when he will reveal administration's strategy for fighting drugs. Senate Majority Leader George Mitchell (D-Me.) and House Speaker Thomas Foley (D-Wash.) wrote networks presidents and bureau chiefs asking for time to respond immediately following Bush's remarks. CBS's Lane Venardos, director of special events, said network asked Democrats for more details before making decision. "The letter was vague...we are waiting to hear, who will do it and what it's about," said Venardos. ABC and NBC were unavailable for comment.

□
Cable Television Administration and Marketing Society will hold first annual PPV conference Dec. 12 at yet-to-be-determined site in southern California. Conference is scheduled day before Western Cable Show.

□
AT&T last week selected GE Astro-Space Division to design and build next-generation Telstar 401 and 402 satellites. Deal, which includes ground spare, is valued at more than \$250 million. Two 85-foot 7000 series three-axis birds, each to carry 24 C band and 20 Ku band transponders, are to be launched in February 1993 and February 1994. Satellites boast 11 w C band and 60 w Ku band amplifiers that can both be doubled in power on command from ground and offer C-to Ku band signal transfer aboard spacecraft. ABC has purchased seven C band and two Ku band Telstar 400 series transponders.

□
Lord Charles Hill, 85, former chairman of British Broadcasting Corp., died Aug. 22 at nursing home in Harpenden, England. Cause of death was not announced. Hill was family physician who became well known during World War II as BBC's "Radio Doctor," who gave medical advice in lay language. He later became actively involved in politics and served as Postmaster General from 1955 to 1957. He headed predecessor to current Independent Broadcasting Authority, commercial television regulatory agency, from 1963 to 1967. He was appointed chairman of BBC board of governors in 1967 and held that position until 1972.

Take them out to the ball game

Jeff Smulyan, president of Emmis Broadcasting, owner of one AM and 11 FM's, is part of Seattle Baseball LP, a group of investors that has an agreement to purchase the Seattle Mariners baseball team from George Argyros. Sources estimate the purchase price of the team to be about \$75 million. Smulyan said that the Mariners will remain in Seattle. (There had been speculation that, if sold, the team would relocate.) Smulyan and Michael Browning, a real estate investor, will each own 10% of the team. Emmis will own about 50%; Morgan Stanley, which owns 20% of Emmis, will own between 20% and 25% of the Mariners. The remainder will be owned by some of Emmis's executives, possibly including Smulyan's longtime friend and Emmis board member David Letterman. Smulyan told BROADCASTING that owning a team has been a "lifelong dream." Smulyan will keep Indianapolis office but plans to relocate team to Seattle. One of his first priorities for Mariners, who Smulyan described as a "team on the verge," will be to "get the community into the team." The sale will have to be approved by Major League Baseball before the deal is final.



Jeff Smulyan

Editorials

More in sorrow

It will be no surprise that this page views with alarm the censorship proclivities of the Sikes FCC, which, when it wasn't running from one swearing-in to another, was rushing to judgment on indecency. Kowtowing shamelessly to Congress, it chose as its first significant action (a) a crackdown on some minor-league sexual innuendo on a few scattered radio stations and (b) an effort to rewrite the law to make now-legal "indecent materials" as illegal as obscenity. We didn't like it when the Wiley FCC adventured into censorship, we liked it even less when the Fowler and Patrick FCC's sought to raise the ante and we're downright offended by the Sikes FCC's catering to Congress at the Fifth Estate's expense.

Having so said, it is important to emphasize that we understand what motivates both the commission and Capitol Hill on the subject of indecency, and to clarify why we follow a different drummer. It goes to the basics of the First Amendment itself.

Our Constitution seeks to expand the opportunity for free speech and expression to every person. Every idea, save those precipitating the types of "clear and present danger" recognized by the courts, is to be encouraged, in the belief that freedom is best served by freedom. The broader the spectrum of permissible activity, the better for everyone.

Inevitably, the trouble comes on the fringes, where the avant garde seeks to expand the boundaries of the possible—usually offending the presumably respectable. Most in establishment society can agree on what they find offensive out there, and can agree on the punishment: Off with their heads.

The trouble is, once that's done a new fringe is created, one much closer to the center. The reactionaries, of course, will move vigorously against that, too—acting, in the electronic world, through the convenient Inquisition of the FCC. Thus, bit by bit, freedom is whittled away, until the First Amendment itself becomes a relic of the past.

That's why it's imperative to protect the fringes, however uncomfortable their actions may make some of us sometime (although we'd wager most broadcasters encounter more "indecent" material in BROADCASTING's coverage of FCC actions than they hear on the air). If the uncomfortable becomes the truly obscene, there's a mechanism to deal with it: criminal prosecution by the Department of Justice. As for the FCC, it should never become a Federal Censorship Commission, or even a Federal Content Commission.

That's a big temptation to resist, given the fact that Congress is waving its arms and raising its voice on the issue, and given the fact that regulators hate to say there's nothing they can do (or *should* do). We can but hope the Sikes FCC—already on the slippery slope—will think twice before assigning the broadcast media permanent second-class citizenship as national forums for freedom of expression.

Topic AM

The National Association of Broadcasters, which has been working for the laudable—and some would say vital—AM improvement goals of lesser interference and receivers of greater fidelity, has asked the FCC to devote an entire meeting to the problems and possibilities of the service. One of the possibilities to which NAB is hitching its wagon is the extension of the AM band to 1705 khz, providing those additional channels can be used to give new full-time homes to AM daytimers. The association may have a receptive audience in Alfred Sikes. The

National Telecommunications and Information Administration, of which Sikes was then director, said in comments in the FCC's AM inquiry that additional spectrum should be used "to help improve the quality of the existing AM radio service, and not merely to add new stations." (Commissioner Quello is also open to the "daytimer homesteading" proposal.)

The proposed meeting, NAB said, should include receiver manufacturers, engineering consultants, individual broadcasters and FCC representatives from the Mass Media Bureau, and the offices of the general counsel, plans and policy and engineering and technology. The NAB has promised to provide an AM primer for those attending.

We can find no downside to a meeting of the minds on AM's future. At most, it could gain ground in furthering the band's fortunes. At the least, it would be a show of industry support and concern.

If broadcasters stand together, perhaps Congress and the FCC will deliver.

A time to plant

It is perhaps too early to anticipate the fruits of recent changes in public radio. But the migration this month of two relatively young programs from one national distributor to another (described on page 48 of this issue) is noteworthy for its suggestion that noncommercial radio producers and networks are determined to create more hothouse flowers the likes of *All Things Considered* or *A Prairie Home Companion*. Modest resources rarely beget risk-taking, but indications are that National Public Radio is prepared to risk overhauling how it produces, acquires and distributes its programs.

NPR may have taken its toughest risk last year when it commissioned a study and published the finding that 80% of the nation never tunes in. The directors and executives of NPR have rightly expressed dissatisfaction with that number and have instituted plans to expand station membership and reach.

Although some might interpret 80% nonlistenership as a signal that in an era of diversity and competition, a government set-aside service had overstayed its welcome, public broadcasters, understandably committed to seeing the glass as 20% full, are allowing seasoned programs to sink or swim on merit and giving priority to the product in an attempt to attract viewers. Both NPR and American Public Radio have taken the difficult step of risking failure. Or as commercial broadcasters might counsel, of risking success.



Drawn for BROADCASTING by Jack Schmidt

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