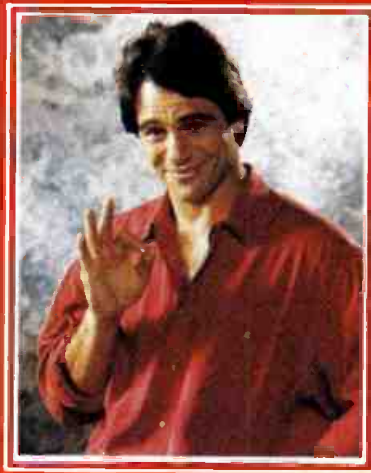


The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Oct 30

The smart money says...



An overnight success.



Columbia Pictures Television
A unit of Columbia Pictures Entertainment, Inc.

© 1989 ELP Communications. All Rights Reserved.

*****3-DIGIT 571
5710PERIODICALS WSK DEC/89
PERIODICALS COLLEGE
SIoux FALLS LIBRARY
SIoux FALLS
SD 57101

59th Year 1989
NEW BROOM SWEEPS CLEAN
**FCC rids its Augean
stables of indecency**
Cutting a deal
on must carry?



**Most talk show hosts
discuss the news.**

Jesse Jackson makes it.

Jesse Jackson
**Voices of
America**

One Hour. Once A Week. One Of A Kind.

Fall 1990.

Produced by
Quincy Jones Productions
in association with
Jesse L. Jackson Sr. Productions Inc.
and distributed by



**WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION**
A Warner Communications Company

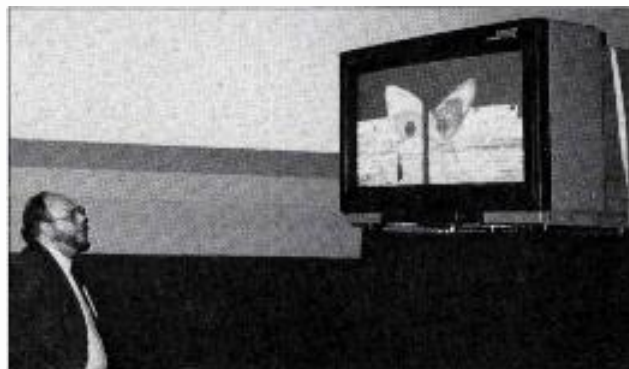
Broadcasting

Upbeat forecast... TV station group operators are optimistic about financial outlook for 1990. If indicators are correct, average TV profit margins will expand next year. **PAGE 27.**

Clearing the decks of indecency complaints...

FCC's Mass Media Bureau processes two-year backlog, fining four stations. **PAGE 28.**

SMPTTE '89... Among highlights of Society of Motion Picture & Television Engineers Conference and Equipment Exhibit: Eastman



Kodak announces two new systems promising to lead to several film/HDTV video hybrid productions, and live HDTV satellite-delivered message is received from Tokyo (above). **PAGE 49.**

31/ NOT NOW
So-called "fifth network" proposed by Paramount and MCA appears dead—at least in its original configuration with January 1991 launch.

32/ BELO RESPONSE
A.H. Belo Corp. tells FCC that Belo's Dallas TV station did not use co-owned newspaper to get syndicated feature package.

33/ RADIO REFORM
House Telecommunications Subcommittee Chairman Ed Markey expresses misgivings about radio license renewal reform legislation.

32/ EXTRA INNINGS
St. Louis Cardinals award new three-year TV contract to KPLR-TV, excluding any separate cable coverage.

36/ MORE SOAP
Zodiac Entertainment enters teenage soap opera picture.

36/ PLAYING GAMES
Buena Vista and Barris Television each prepare new game show for NATPE premiere.

38/ LBS LINK
LBS Communications

announces two new program projects for next spring: matchmaker show and original movies with foreign co-producers.

39/ MOVIE LIFE
Lifetime Television buys its first major film package,



'Bull Durham' on Lifetime including titles set to appear on cable service before their syndication windows.

40/ AFTERSHOCKS
NBC News attempts to sort out what caused more than hour delay in providing its affiliates pictures of California earthquake.

40/ NEWS FIT
KCRA-TV Sacramento is changing its schedule to include more local newscasts and preempting some NBC Saturday and Sunday programming.

42/ CAMPAIGN COVERAGE
News veterans and political analysts discuss merits of broadcast coverage of presidential races.

46/ STAYING POWER
Virgin Islands radio station staying on air following Hurricane Hugo was island's only link to world.

48/ OUTLOOK FOR THE '90s
Panel of professionals at North Carolina Association of Broadcasters conference predicts increased competition and continued growth of cable in next decade.

53/ SATELLITE ISSUES

Although more than 80 companies showcase hardware during Satellite Communications Users Conference in Washington, panel discussions focus on political, rather than technological, issues.

57/ SETTING PRIORITIES

Members of congressional caucus say that nation's long-term economic health is at risk if high-definition television is ignored.

79/ GATE KEEPER

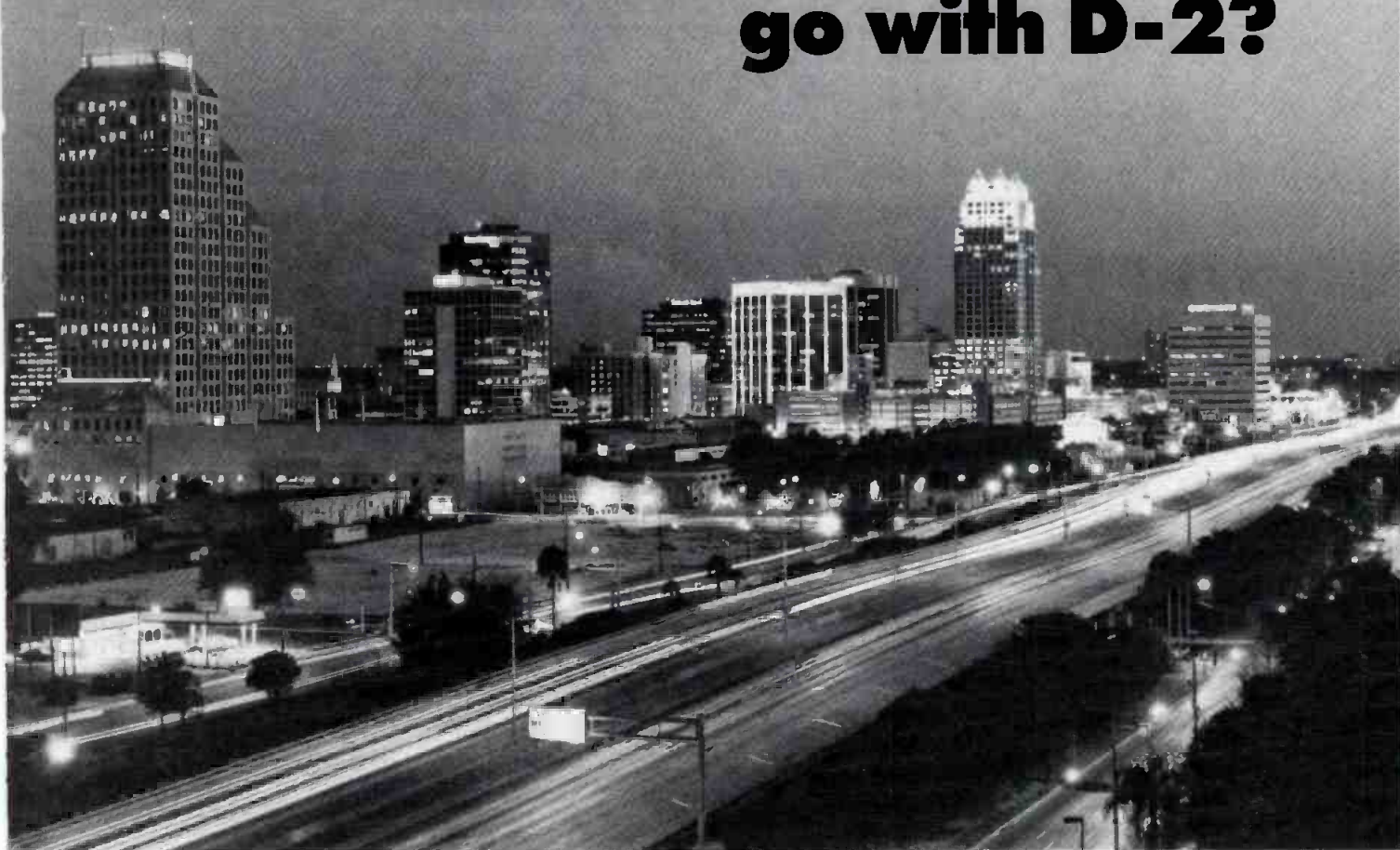
Gateway Communications' Lew Klein is veteran broadcaster who has never stopped teaching.

DEPARTMENTS

Advertisers Index	78
Business	47
By the Numbers	14
Changing Hands	55
Closed Circuit	8
Datebook	20
Editorials	82
Fates & Fortunes	75
Fifth Estater	79
For the Record	59
In Brief	80
Journalism	40
Law & Regulation	56
Masthead	24
Monday Memo	25
On Radio	44
Open Mike	24
Programming	36
Satellite Footprints	42
Stock Index	15
Technology	49

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions, U.S. and possessions: one year \$70, two years \$135, three years \$190. Canadian and other international subscribers add \$20 per year. U.S. and possessions \$235 yearly for special delivery, \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cable Yearbook* \$115, *Across the Dial* \$6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$55). Postmaster, please send address corrections to *Broadcasting*, 1705 DeSales St., N.W., Washington, D.C. 20036.

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



Look at the big picture.

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

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

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

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

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

And we've been a Sony customer for some time. VTR's, editors, consoles—all from Sony. When the DVR-10 was ready for delivery, we were ready. No questions. The only thing we had to do was plug it in"...Jim Doyas.



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

To find out how a Sony Digital VTR measures up to your market, call 1-800-635-SONY.

SONY®

BROADCAST PRODUCTS

Property of
Sony Communications Products Co., 1600 Queen Anne Road,
Teaneck, New Jersey 07666. ©1989 Sony Corporation of
America. Sony is a registered trademark of Sony.

Sioux Falls, South Dakota

THEY TALK
A GOOD GAME
IN ACCESS,
BUT...

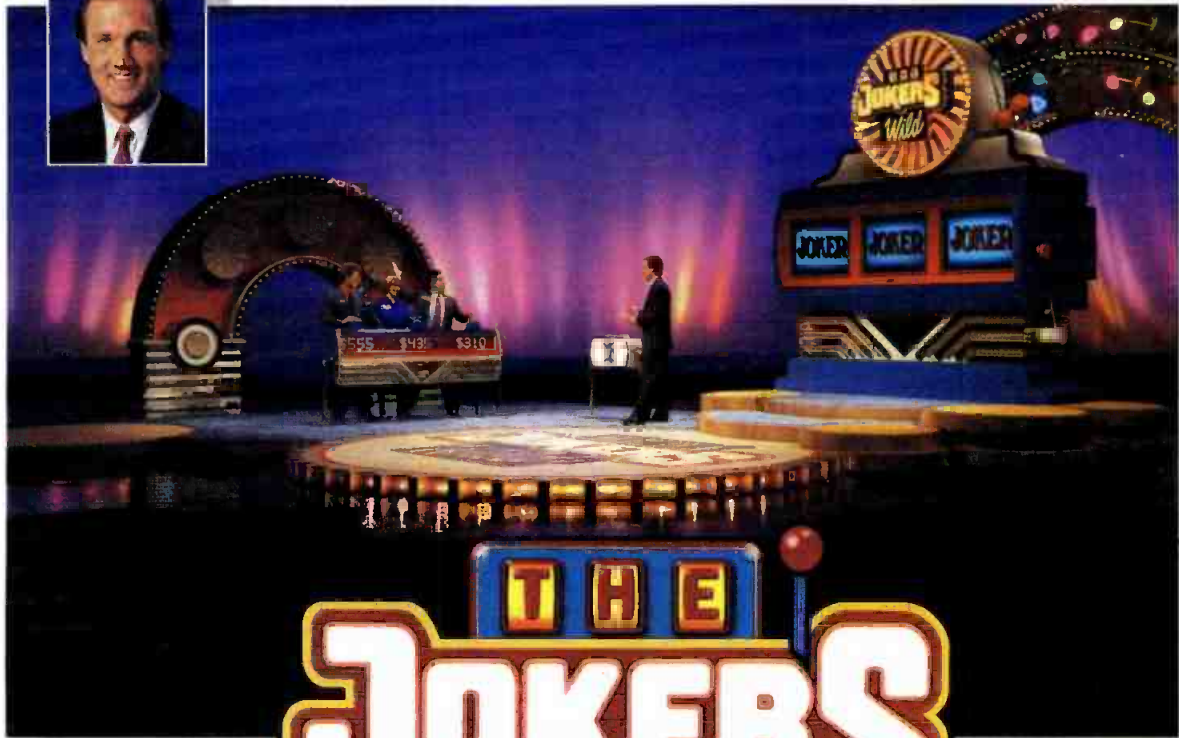
WE'VE GOT ONE.

SEE OUR PILOT NOW,
AND GO WILD!





Host: Pat Finn



THE JOKERS Wild

A NEW WAY TO PLAY THE RATINGS GAME.
THE PROOF IS IN THE PILOT.

A
Kline & Friends
Production

 **ORBIS
COMMUNICATIONS™**
A CAROLCO PICTURES COMPANY

NEW YORK
(212) 685-6699

LOS ANGELES
(213) 289-7180

CHICAGO
(312) 346-6333

© ORBIS COMMUNICATIONS 1989

WASHINGTON

Danforth's dirk for cable

Senator John Danforth, ranking Republican on Commerce Committee, is working on cable reregulation bill. Staff is keeping lid on details, but speculation is that it will restore municipal authority to regulate rates and could include some form of must-carry requirements. Senator has offered to help broadcasters in their quest for guarantee of carriage by cable systems.

Another way out

National Telecommunications and Information Administration is taking soundings within administration—and that includes White House—as to whether children's television bill introduced by Senator Howard Metzenbaum (D-Ohio) would be acceptable. NTIA is acting at request of some in Congress who consider Metzenbaum measure easier to take than bill sponsored by Senator Daniel K. Inouye (D-Hawaii), chairman of Senate Communications Subcommittee. National Association of Broadcasters officials have also told NTIA they could support Metzenbaum bill. Inouye measure, which has been approved by Commerce Committee, contains kind of program requirements—in terms of specific types of

material—that Justice Department, in comments on bill introduced by Senator Tim Wirth (D-Colo.), said would be unconstitutional. Although Metzenbaum measure is less hard-nosed, it would require educational programming; hence, Justice Department is seen as likely to oppose it as well.

Guess who's coming to lunch?

FCC Chairman Al Sikes is keeping lines of communication open with Capitol Hill. Last week Sikes—who tries to meet with members when he can—had lunch with House Telecommunications Subcommittee's Al Swift (D-Wash.). Sikes and Subcommittee Chairman Ed Markey (D-Mass.) have had lunch and Sikes had dinner with Congressman Rick Boucher (D-Va.) when both were at United States Telephone Association conference in San Francisco two weeks ago (BROADCASTING, Oct. 23). Boucher sits on Telecommunications.

Moving on

Bradley Holmes has new professional address. He has moved from FCC, where he served as chief of Policy and Rules Division since 1986—and, before that, as legal adviser to then-Commissioner Dennis Patrick—to State Department. Since last Monday (Oct. 23) he has been detailed as consultant to Bureau of International Communications and

Information Policy, boning up on policy issues confronting bureau and on its organizational and administrative makeup. White House has announced President Bush's intention to nominate Holmes as head of bureau as coordinator. Sonia Landau now holds that position as recess appointee of Reagan administration. That appointment will expire when Congress recesses, later this year.

Standing pat

Bush administration is not expected to seek Supreme Court review of lower court decision declaring FCC's distress sale policy unconstitutional. U.S. Court of Appeals, in *Shurberg Broadcasting of Hartford Inc.*, held that policy permitting broadcasters in danger of losing licenses to sell stations at distress sale prices, but only to minority group members, violated Fifth Amendment guarantee of equal protection. Deadline for filing petition for review by Supreme Court is today (Oct. 30). FCC would take lead in matter, and indications last week were that deadline would pass without action.

Station goes public

WJLA-TV Washington is planning to increase number of its mobile news units to 60,000. If that figure sounds high, it's because that is number of Southwestern Bell cellular telephone customers station hopes to enlist as "part of the WJLA-TV

news team," and who, to that end, will be receiving notices from station with their phone bills beginning Nov. 1. Inserts ask mobile phone users to call free to 24-hour station hotline if they see any news breaking in Baltimore-Washington area.

NEW YORK

Strength in numbers

Although much publicized three-network marketing association has still to find executive director, ABC, CBS and NBC have already begun cooperating. Three are said to have put up almost half of funding for major study examining several hundred advertising case studies. Two agencies, Leo Burnett and J. Walter Thompson, and almost two dozen advertisers also are sponsoring study, whose results are expected sometime in 1990. Research will compare short-term and long-term results of television advertising versus those of promotion.

Taking the talk trail

New element is being raised in some discussions between broadcasters and cable operators about programming local news services on cable (BROADCASTING, Oct. 23). Idea would be for talk show format, driven by popular on-air hosts, that could be programed for specific regions of country, such as Northeast or Pacific Northwest or Rocky Mountain region,



Rose Garden roundup

Television stars, network executives and the President and First Lady assembled last week to kick off TV's "Prime Time to End Hunger" campaign, which hopes to reach 290 million viewers to recruit to organizations that aid the homeless. Gathered with the President (l to r): Joan Van Ark, CBS's *Knots Landing*; Sara Gilbert, ABC's *Roseanne*; Christopher Hewitt, ABC's *Mr. Belvedere*; Kristy Haje, ABC's *Head of the Class*; Polly Draper, ABC's *thirtysomething*; Bush; Philip Beuth (obscured by Bush), ABC; Keith Addis of Keith Addis & Associates; Mrs. Bush; Peter Torrici (obscured by Mrs. Bush), CBS, and Warren Littlefield, NBC.

TIC TAC IS BACK!



- Proven performance in access and fringe.
- Appeals to inquisitive news viewers.
- Strongest creative team ever assembled.
- Advertiser friendly.
- Innovative retail merchandising campaign.

t i c
t a c
dough

B
BARRY &
ENRIGHT
PRODUCTIONS

ITC
Domestic Television

© 1997 ITC. All rights reserved. All other marks are the property of their respective owners.

for example. Programming would be less likely to conflict with any current operations by broadcaster or cable operator, and extended reach beyond market ADI could give idea greater chance for success.

ALEXANDRIA, VA

Reaching out and touching

PBS and NPR, whose future plans include mix of C- and Ku-band capacity aboard single satellite, will announce today (Oct. 30) which satellite operator has won their \$100 million-plus next-generation business.

Indications are AT&T is it. Although Hughes Communications will build C-Ku hybrid for CBS, and Contel's ASC-2 bird will carry both bands, more specific PBS requirements point to AT&T, first operator to commit to next-generation hybrid and arguably out front in design.

Elements pointing toward AT&T include statements last week by top PBS operations and engineering executive Howard Miller that PBS is going after 50- to 60-watt 54 mhz Ku-band transponders able to carry widest band digital HDTV, like that demonstrated at SMPTE conference last week (see page 49).

KANSAS CITY

Let the bidding begin

Expecting "substantial" rise in rights fees, National Collegiate Athletic Association believes it will finalize new three- to six-year network rights package for final 32 games of 64-game NCAA basketball tournament tour by end of November. Asking price will certainly be affected by 1987-89 rise in average ratings on CBS from 9.2 to 10.0. Tournament championship on CBS reached all-time high of 21.3 last season.

Bidding gates will open sometime this week or next, following 15-day contractual period during which none other than incumbent rights



King, jesters and consort

The fourth annual Bayliss Foundation Media Roast was held in New York's Plaza Hotel last week to honor and parboil Larry King, the radio and television talk show host and newspaper columnist. Clockwise from bottom center: Julie King, the star's new bride; Malcolm Forbes, the publisher; King; Kit Hunter Franke, executive director, John Bayliss Broadcast Foundation; Paul Kagan of Kagan & Associates, the roast chairman; Bob Costas, NBC sports announcer; Norm Pattiz, chairman, Westwood One Companies, and Herb Cohen, author of *How to Negotiate Anything* and King's childhood friend.

holder—CBS—could submit offer to NCAA. Conceding that public has learned to look for tournament on CBS, and crediting network with "good job," NCAA spokesman Jim Marchiony said neither factor is sufficient to give CBS certain leg up. ESPN, incumbent rights holder to opening 32 games of tournament, has similar grace period, although Marchiony could not say whether or when it had begun.

HOLLYWOOD

Nutt's going

NBC has "stopped production" on Mel Brooks's *Nutt House*, according to NBC spokeswoman, with last regular broadcast having aired Oct. 25. According to network, show's failure to hold lead-in of *Night Court* (*Nutt* recorded season-to-date average 13.2/21 to *Court*'s 15.3/24) was factor in move. In its place, NBC will insert special episode of *My Two Dads* (ironically titled "Story in Development") Wednesday, Nov. 1, at 9:30-10 p.m., *Nutt House*'s former slot.

Two can play

Fox Broadcasting Co. has committed to first of programs to make up Fox Kid's Network weekday strip block: new animated version of *Peter Pan*. Sources say show was originally developed by Japan-based Tokyo Movie Shinsha (TMS) for CBS's fall 1989 Saturday morning lineup. However, CBS pulled project at last minute under pressure from Walt Disney Co., which recently re-released its animated theatrical version of "Peter Pan" and didn't want unaffiliated television show diluting revenue from it. According to trade press reports, Disney's "Pan" has done more than \$28 million as of Oct. 10. But putting screws to Fox will be another matter. Rights to character are said to be in public domain, and entertainment industry has enjoyed watching two companies tweak each other in some bitter battles, including falling out over joint financing plan for Sky Channel in England, and flight of Buena Vista Television's *Disney Afternoon* syndication package from Fox to Tribune stations.

At this point, Kid's Network weekday block is scheduled to evolve from one half-hour in fall 1990 (*Peter Pan*) to two-hour block by 1992. In addition, three-hour Saturday morning block is also scheduled to bow next fall, designed as test bed for weekday strip shows. TMS operations in U.S. are based in Los Angeles.

Taking package approach

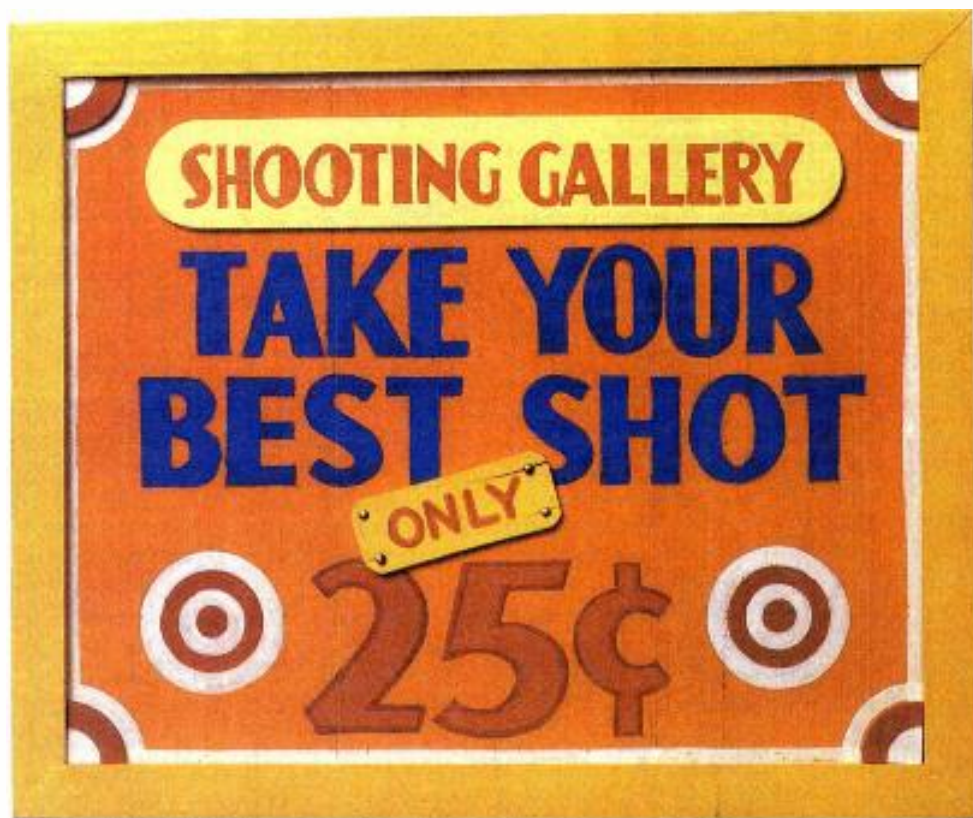
MGM/UA Telecommunications will not be developing any new series for fall 1990 debut, according to Dick Cignarelli, company's executive vice president, domestic syndication. However, company will distribute at least one new movie package, *The Movie Pool*, which has so far received favorable reviews from rep firm program chiefs. *Movie Pool*, available July 1990, gives stations unlimited access to selection of 300 mostly "B" titles over five-and-half-year period, with options to escape after 18 months and each year thereafter. "It seems like a pretty good way for stations to round out their movie inventories cost effectively," said one rep. Cignarelli said company wants to sort out ownership issues, in wake of collapse of Qintex acquisition deal, before proceeding with any new first-run projects. Company's existing *New Twilight Zone* is delivering solid ratings this syndication season, and no doubt company will be talking renewal of that show at upcoming program conventions.

SAN FRANCISCO

Silver lining

Radio operators in Bay Area are receiving unexpected bonus from Oct. 17 earthquake. Insurance companies are lining up extensive radio flights in effort to disseminate information on claims processing and coverage. According to area operators, previously scheduled inventory is being bumped to accommodate more essential insurance spots.

HOW TO MAKE YOUR
FALL 1990
OFF-NETWORK SITCOM
SEASON A SURE HIT.



DON'T MISS



YOUR TARGET.

In the past, no matter how carefully you took aim at ratings success, picking syndication's next sitcom winner was at best hit and miss. Now, after studying over a dozen years of ratings, Warner Bros. is ready to help you strike your mark.

To work in syndication, a once-a-week prime time hit has to have an audience made up of the same type of people who watch sitcoms five days a week. That's the case with "ALF," "Head of the Class," "The Hogan Family" and "Perfect Strangers."

Our '90-'91 gallery of off-network comedies all have the perfect audience profile for on-target stripping. Even better, their audience comps line-up perfectly with those of syndication's longest running hits. So our network hits now will help you knock down big numbers in syndication for years to come.

Aiming to program a winning sitcom line-up? Let Warner Bros. help you focus your sights on sitcom success.

Funny Shows. Serious Business.



ALF



Head of the Class



The Hogan Family



Perfect Strangers



WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION
A Warner Communications Company

BY THE NUMBERS 1

The California earthquake pushed most of the three networks' regular Tuesday programming off the air as the big three went for special reports and continuous coverage of the catastrophe. With *Roseanne* essentially off the air, except for 21 minutes of a special repeat at 8:09 p.m., *Cheers* (pictured at right) went on to claim the top spot for the week. The postponement of the World Series dampened ABC's chances for clinching a second straight prime time win, and for another boost to its stock price. In fact, the network



finished third for the week. NBC won Week Five with a 14.0 rating and a 23.4 share, followed by CBS's 12.6/21.2 and ABC's 12.1/20.4.

Without complete ratings averages for Tuesday night, Week Five's combined ratings numbers come up short for the big three. For the record, total households delivered for the week stood at 35.64 million, down 2.3 million from Week Four's 37.9 million. On the brighter side, ABC won Tuesday night with a 12.9/21.4 over NBC's 10.8/17.1 and CBS's 10.6/17. ABC also won Monday and

RATINGS ROUNDUP

Rank/rating □ Network □ Show

1	▲	24.7/38	N	<i>Cheers</i>
2		24.6/40	N	<i>Cosby Show</i>
3	▲	22.5/36	N	<i>Different World</i>
4	▲	20.6/37	N	<i>Golden Girls</i>
5	▲	20.4/32	N	<i>Dear John</i>
5	▲	20.4/36	C	<i>60 Minutes</i>
7	▲	19.7/35	N	<i>Empty Nest</i>
8	▲	18.4/30	C	<i>CBS Sunday Movie</i>
8	▲	18.4/29	N	<i>Unsolved Mysteries</i>
10	▲	17.8/31	A	<i>NFL Monday Night Football</i>
11	▼	17.5/28	C	<i>Murder, She Wrote</i>
12	▲	17.3/27	N	<i>NBC Monday Movie</i>
13	▲	16.5/26	N	<i>Night Court</i>
14		16.2/26	A	<i>Growing Pains</i>
14		16.2/25	A	<i>Head of the Class</i>
16	▲	16.0/30	A	<i>Full House</i>
17	▲	15.8/24	N	<i>Hogan Family</i>
18		15.3/24	A	<i>Doogie Howser, M.D.</i>
18	▼	15.3/30	N	<i>Hunter</i>
20	▲	14.9/26	C	<i>Knots Landing</i>
20	▲	14.9/28	A	<i>20/20</i>
22	▲	14.5/23	N	<i>ALF</i>
23	▲	14.3/25	A	<i>Perfect Strangers</i>
24		14.2/22	A	<i>Designing Women</i>
24	▲	14.2/26	A	<i>Family Matters</i>
26		14.1/21	C	<i>Murphy Brown</i>
26		14.1/22	A	<i>Wonder Years, special</i>
28	▲	13.8/24	A	<i>Just the Ten of Us</i>
29	▲	13.7/22	C	<i>48 Hours</i>

Rank/rating □ Network □ Show

30	▲	13.5/21	C	<i>Major Dad</i>
31	▲	13.4/25	N	<i>Amen</i>
31		13.4/21	A	<i>Anything But Love</i>
31	▲	13.4/21	N	<i>Nutt House</i>
34		13.2/23	A	<i>ABC News Special</i>
35	▼	13.1/21	N	<i>Matlock</i>
36	▲	13.0/22	N	<i>Mancuso, FBI, special</i>
37	▲	12.8/22	C	<i>Dallas</i>
38		12.6/19	C	<i>Famous Teddy Z</i>
38	▲	12.6/20	A	<i>MacGyver</i>
38	▲	12.6/22	A	<i>PrimeTime Live</i>
41		12.4/21	A	<i>Roseanne, special</i>
42		12.3/21	C	<i>Newhart</i>
43		12.2/20	C	<i>CBS Wednesday Movie</i>
44		12.1/21	N	<i>NBC News Special, Wed.</i>
45	▲	11.9/22	N	<i>227</i>
45		11.9/21	A	<i>World Series, pregame</i>
47		11.7/20	A	<i>ABC Sunday Movie</i>
47		11.7/19	C	<i>CBS News Special</i>
47	▲	11.7/18	F	<i>Married...With Children</i>
50	▼	11.4/19	N	<i>NBC Sunday Movie</i>
51	▲	10.7/20	C	<i>Falcon Crest</i>
52	▼	10.6/17	C	<i>Rescue: 911</i>
53	▲	10.5/16	F	<i>Totally Hidden Video</i>
54	▼	10.4/16	N	<i>My Two Dads</i>

Week 5 □ Oct. 16—Oct. 22

Rank/rating □ Network □ Show

54	▼	10.4/16	C	<i>People Next Door</i>
56	▲	10.3/19	N	<i>Baywatch</i>
57	▼	10.2/16	A	<i>Young Riders</i>
58	▲	10.1/16	F	<i>America's Most Wanted</i>
59		9.5/15	C	<i>Women of the 21st Century</i>
60	▲	9.3/14	N	<i>Sister Kate</i>
61	▼	9.0/16	A	<i>Life Goes On</i>
62		8.9/16	N	<i>NBC Friday Movie</i>
62	▲	8.9/17	C	<i>Paradise</i>
64		8.8/14	A	<i>Free Spirit</i>
65	▲	8.2/14	N	<i>Magical World of Disney</i>
66	▲	7.9/14	C	<i>Snoops</i>
66	▲	7.9/14	C	<i>Tour of Duty</i>
68		7.8/12	A	<i>Homeroom</i>
68		7.8/12	A	<i>Mission: Impossible</i>
70		7.1/11	N	<i>NBC Tuesday Movie</i>
70	▲	7.1/11	F	<i>Open House</i>
72		7.0/13	A	<i>Mr. Belvedere</i>
73		6.7/13	A	<i>ABC Mystery Movie</i>
73	▲	6.7/13	F	<i>Cops</i>
75		6.4/12	A	<i>Living Dolls</i>
76	▼	6.1/12	C	<i>Sat. Night With Connie Chung</i>
76	▲	6.1/10	F	<i>21 Jump Street</i>
78	▲	5.9/10	F	<i>Booker</i>
79	▲	5.8/11	F	<i>Reporters</i>
80	▼	5.7/8	F	<i>Alien Nation</i>
81		4.7/8	F	<i>Tracey Ullman Show</i>
82	▲	3.4/6	F	<i>Beyond Tomorrow</i>
82	▲	3.4/6	F	<i>Garry Shandling's Show</i>

Guide to symbols

▼ —Down from last week

▲ —Up from last week

Source: Nielsen Media Research

■ —Premiere broadcast

FREEZE FRAMES: Syndication Scorecard *

Rank	Program (Syndicator)	Rtg	Stns	Covg	Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune (King World)	13.2	229	99	11	Mama's Family, synd. (Warner Bros. Dom. TV)	5.0	176	91
2	Jeopardy! (King World)	11.5	212	96	12	Geraldo! (Paramount Domestic TV)	4.9	188	97
3	Cosby Show (Viacom)	9.0	198	96	12	People's Court (Warner Bros. Domestic TV)	4.9	166	88
4	Oprah Winfrey Show (King World)	8.9	203	97	14	Family Feud, synd. (LBS Communications)	4.8	120	82
5	Current Affair (20th Century Fox TV)	8.4	181	94	15	Chip 'N' Dale (Buena Vista Television)	4.4	167	96
6	Entertainment Tonight (TPE)	7.9	162	95	15	Hard Copy (Paramount Domestic TV)	4.4	146	89
7	Wheel of Fortune, wknd. (King World)	7.8	193	90	15	Inside Edition (King World)	4.4	94	78
8	Charles in Charge, syn. (MCA)	6.3	135	92					
9	Donahue (Multimedia)	5.7	218	97					
9	Star Search (TPE)	5.7	159	95					

* Nielsen weekly pocketpiece

The following shows were rated, but not ranked
 Wrestling Network (Turner Program Services) 5.7 165 92
 World Wrestling Federation (WWF) 7.9 249 96

Source: Nielsen and Broadcasting's own research.

BY THE NUMBERS 2

Summary of Broadcasting & Cable

BROADCASTING			
SERVICE	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,965	255	5,220
Commercial FM	4,234	774	5,008
Educational FM	1,401	255	1,656
■ Total Radio	10,600	1,284	11,884
Commercial VHF TV	547	21	568
Commercial UHF TV	535	205	740
Educational VHF TV	122	6	128
Educational UHF TV	220	25	245
■ Total TV	1,424	257	1,681
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
FM translators	1,778	320	2,098
VHF translators	2,717	115	2,832
UHF translators	2,167	439	2,606

CABLE†	
Total subscribers	50,897,080
Homes passed	73,900,000
Total systems	9,500
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. Source: Nielsen and Broadcasting's own research.

Friday, while NBC won Wednesday, Thursday and Saturday. CBS took Sunday with an 18.7/30.9, over NBC's 10.3/16.8 and ABC's 10.2/16.8.

Weeknight evening news figures were up, and ABC's *World News Tonight* won that race with an 11.5/22, over CBS's 11.2/21 and NBC's 10.7/20. (CBS's evening news program was preempted on Tuesday night.)

ABC's Wednesday news special on the earthquake pulled an 13.2/23, to rank 34th for the week. CBS's *48 Hours* also dealt with the earthquake and delivered a 13.7/22 on Thursday.

NBC's earthquake news special garnered a 12.1/21 and ranked 44th for the week. CBS's special report on Wednesday tied with ABC's Sunday movie for 47th place and grabbed an 11.7/18.

MarketScope

The Standard & Poor's Industrials index closed at 390.92 last Wednesday (Oct. 25), up a slim 0.70 points from the previous Wednesday's close of 390.22. That's up 2.96% from the crash's 379.68 posted on Oct. 13. The 130 stocks tracked in the Stock Index's six categories had 41 advances, 64 declines and 25 remaining unchanged during the seven-day period ended Oct. 25. The five stocks up most in price were led by CapCities/ABC's 46% advance to 563½. Two weeks ago the stock closed at 544. Disney gained 5%, or 4.3%, to close at 125¼. CBS moved up 5, closing at 202½, followed by Meredith Corp.'s 2% climb and Time Warner's 2½ advance. Two Canadian stocks led the decliners for the week. Rogers' class A lost 8, or 5.97%, to close at 126. The class B stock dropped 6 points to close at 107½. Tribune dropped 4¼, closing at 50, and was followed by Multimedia's 3½ point drop. Comcast split three-for-two on Oct. 25 and finished that day at 18%.

Stock Index Notes: T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.



STOCK INDEX 1

Broadcasting					Broadcasting with Other Major Interests						
Closing	Closing	Net	Percent	P/E	Market Capitalization	Closing	Closing	Net	Percent	P/E	Market Capitalization
Wed	Wed	Change	Change	Ratio(000,000)		Wed	Wed	Change	Change	Ratio(000,000)	
Oct 25	Oct 18					Oct 25	Oct 18				

BROADCASTING					BROADCASTING WITH OTHER MAJOR INTERESTS														
N (CCB) Capital Cities/ABC	563	1 2	517	3/8	46	1/8	08.91	23	10,142	N (BLC) A.H. Belo	35	1 4	36	-	3/4	-02.08	47	699	
■ (CBS) CBS	202	1 8	197	1/8	5		02.53	18	4,775	N (AFL) American Family	18		19	7/8	-	1 7/8	-09.43	16	1,460
A (CCU) Clear Channel	11	7 8	11	7/8			00.00	118	46	O (ACCMA) Assoc. Commun.	36	1 4	36	1/4			00.00	-88	675
■ (HTG) Heritage Media	3	1 2	3	5/8	-	1 8	-03.44	-2	126	N (CCN) Chris-Craft	36	1 4	34	1/2	1	3/4	05.07	53	863
O (JCOR) Jacor Commun.	5	7 8	6	3/8	-	1 2	-07.84	-4	58	O (DUCO) Durham Corp.	32	1 4	31		1	1/4	04.03	28	272
O (LINB) LIN	109	1 4	108		1	1/4	01.15	61	5,607	N (GCI) Gannett Co.	40	3 8	41		-	5/8	-01.52	17	6,514
O (OBCCC) Olympia Broadcast	1	3 4	1	3/4			00.00		4	O (GACC) Great Amer. Comm.	10	3 4	11		-	1/4	-02.27	-3	397
O (OSBN) Osborn Commun.	12	3 4	12	3/4			00.00	8	86	N (JP) Jefferson-Pilot	41	1 4	39	3/4	1	1/2	03.77	13	1,551
O (OCOMA) Outlet Commun.	26		26	1 4	-	1/4	-00.95	32	170	N (KRI) Knight-Ridder	50	7/8	52	1/8	-	1 1/4	-02.39	12	2,617
A (PRI) Price Commun.	5	1 4	5	1/2	-	1/4	-04.54	-10	48	N (LEE) Lee Enterprises	31		31	7/8	-	7/8	-02.74	18	756
O (SAGB) Sage Broadcasting	3	1 4	2	3/4		1/2	18.18	-3	12	N (LC) Liberty	37		37				00.00	21	312
O (SCRIP) Scripps Howard	72		72				00.00	37	743	N (MHP) McGraw-Hill	65	3 8	66	5/8	-	1 1/4	-01.87	16	3,178
O (SUNNC) SunGroup Inc.	1	3 4	1	3/4			00.00	-2	4	A (MEGA) Media General	34	3 4	35	5/8	-	7/8	-02.45	868	894
Q (TLMD) Telemundo	6	3 4	7	3/8	-	5/8	-08.47	-2	154	N (MDP) Meredith Corp.	35	3 4	33	1/8	-	2 5/8	07.92	20	806
O (TVXGC) TVX Broadcast	5		4		1		25.00		36	O (MMEDC) Multimedia	95		98	1/2	-	3 1/2	-03.55	35	1,073
O (UTVI) United Television	33	3 4	34	3/4	-	1	-02.87	48	368	A (NYTA) New York Times	27	3/8	28	1/2	-	1 1/8	-03.94	14	2,149

RADIO**SCREEN**

Reprinted by permission of Variety Inc.

VARIETY

Published Weekly at 154 West 46th St., New York, N.Y., by Variety, Inc. Annual subscription, \$6. Single copies, 15 cents.
 Entered as second-class matter December 22, 1905, at the Post Office at New York, N.Y., under the act of March 3, 1879.
 COPYRIGHT, 1935, BY VARIETY, INC. ALL RIGHTS RESERVED

Vol. 119 No. 5

NEW YORK, WEDNESDAY, JULY 17, 1935

STICKS HICK PIX

World's Worst

N.T.G. is doing a film short for Ben Schwartz' Master Arts with the world's worst amateurs in it.

All the broken-down Sir Josef Ginzbergs, John McCormack, Jr., and other hopeleses are being assembled.

Runner Runner-Up

New York or elsewhere in one season.
 Avery Hopwood had his name on the list.

Cry for 'Author' of Five Plays On B'way Will Get No Response

Top playwright on Broadway next season won't be there to see his own brain-children, the William Shakespeare cycle being due. No less than five of the Bard's classics will brave the Main Stem showshops for edification of earthy New Yorkers and waiting firemen.

With the exception of the Gilbert and Sullivan revivals, it is one of the rare times that five plays by one author or team will hit Broadway in one season, exceeding also

Runner-Up

Chicago, July 16

Appears to radio execs here that Sears-Roebuck is after a record for the number of auditions for a future air program, a record which is now held by Schlits.

While Schlits is still far in the lead, Sears-Roebuck is approaching the

STAGE

Y

PRICE

15¢

72 PAGES

NIX

NOT INTERESTED
FARM DRAMA

d-West Exhib Says 'Barretts,' Rothschild,' Pimpernel' Among Best Grossers in Silo Belt—Musicals Lame and Story Tops Star as a Draw

STARTING TIME IDEA

By GEORGE McCALL

Hollywood, July 16

current visit to Hollywood of Joe

We speak
your language.

Every industry has a language all its own. And every CEO knows the value of a banker who doesn't have to be educated from ground zero.

At Chemical, our knowledge helped us spot opportunities and made us a leading player in one of America's fastest moving industries.

When a major motion picture company wanted to explore new sources of financing, Chemical helped create an innovative private placement backed by a database which gave institutional investors new insight into industry performance.

Our experience also enabled us to move quickly when TVS Entertainment plc acquired Mary Tyler Moore's MTM Entertainment Inc. In this instance, we syndicated and closed the \$210 million transaction within four weeks.

And in an industry where you're only as good as your last performance, we played a leading role in financing three of this year's Oscar-nominated films.

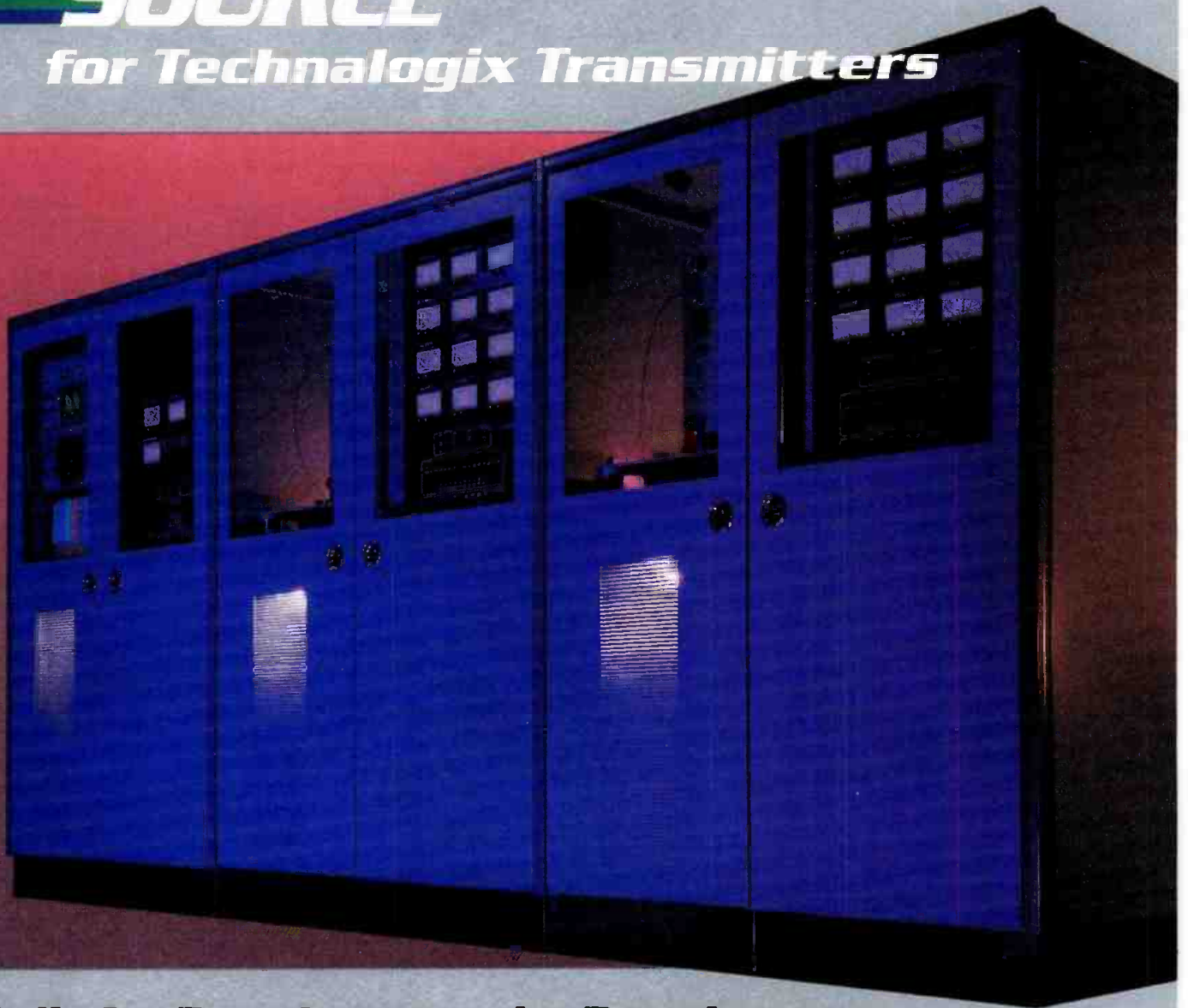
Of course, they don't award Oscars for best supporting performance by a bank. But that's how we try to treat all our clients, whether it's in related industries like publishing, broadcasting and cable, or industries like retailing and natural resources.

For Chemical, the bottom line is knowing your business well enough to make a difference.

CHEMICALBANK
The bottom line is excellence.®

Chemical Banking Corporation is the holding company for Chemical Bank, Chemical Bank New Jersey, and Texas Commerce Bancshares. Member FDIC © 1989 Chemical Banking Corporation.

the
SOURCE
for Technalogix Transmitters



Built for Broadcasters, by Broadcasters

The strength of Technalogix Transmitters owes as much to the people behind them as to the technology within them. LeRoy Wallace, Sr., LeRoy Wallace, Jr., and Don Adams, a design team that possesses over 60 years in the broadcast industry, have created the line of high power UHF transmitters they've always dreamed of building.

Performance, Reliability and Serviceability.

Technalogix and Midwest have teamed up to create a complete line of UHF television transmitters ranging from 30KW to 280KW. Each transmitter is meticulously designed to deliver high performance, reliable operation, ease of service and trouble-free maintenance.

Technical Service and Support.

Midwest has over 50 sales and service centers throughout the country. Plus, the Technalogix Response Team is on-call 24 hours a day to respond quickly to solve your problems.

Replacement Parts Availability.

Technalogix transmitters have been designed using readily accessible "off the shelf" parts, so they can be quickly obtained from numerous third-party sources. By utilizing these parts, your replacement costs are also kept at a minimum.

When it's time to purchase a new transmitter, go with a Technalogix from Midwest. Because your transmitter is the last thing you need to worry about.



MIDWEST
Communications Corp.

One Sperti Drive
Edgewood, KY 41017
606-331-8990

Datebook

■ indicates new listing or changed item.

This week

Oct. 29-Nov. 2—"Radio News in the 1990's" third radio news and current affairs conference hosted by *North American National Broadcasters Association*. Washington Sheraton, Washington.

Oct. 30-Nov. 1—InterTainment '89, second annual conference on interactive entertainment, co-sponsored by Alexander & Associates and NYNEX. Marriott Marquis hotel, New York. Information: Sally Chin, (212) 382-3929.

Oct. 31—Deadline for nominations for Advertising Hall of Fame, sponsored by *American Advertising Federation*. AAF, (202) 898-0089.

■ **Oct. 31**—Ninth annual *International Television Association* Communications Day. Rosslyn Westpark hotel, Arlington, Va. Information: (301) 924-4327.

Nov. 1—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Jeffrey Reiss, chairman, Reiss Media Enterprises. Topic: "Pay-per-view: Where Do We Go From Here?" Copacabana, New York. Information: (212) 768-7050.

Nov. 1—Deadline for entries in 13th annual Chasie Award competition, recognizing "excellence in radio creative and commercial production within the automotive industry," sponsored by *Radio Advertising Bureau* and *National Automotive Dealers Association*. Information: (313) 647-8110.

Nov. 2—Presentation of Gabriel Awards, sponsored by *Unda-USA, National Catholic Association for Broadcasters and Communicators*, for "programs which serve viewers and listeners through the positive, creative treatment of issues of concern to humankind." Omni Inner Harbor hotel, Baltimore.

Nov. 2—*Canadian Cable Television Association*

Ontario regional meeting. Regal Constellation hotel, Toronto. Information: (613) 232-2631.

Nov. 2—"The Future of Televised Sports—Part II," panel sponsored by *International Radio & Television Society*. Panelists: Barry Frank, Transworld International; Robert Gutkowski, MSG Communications Group; Terry McGuirk, Turner Sports; Neal Pilson, CBS Sports; Jerry Solomon; Busch Media Group, and Warren Boorum, Boorum Associates. MGM Theater, New York. Information: (212) 867-6650.

Nov. 2—First European Conference on Advertiser-Supported Programming, sponsored by *Advertiser Syndicated Television Association* and *Independent Programme Producers Association*. London Park Lane Hilton, London. Information: (212) 245-0840.

Nov. 3-5—*Alpha Epsilon Rho Midwest/Central Plains* regional convention. Sheraton Plaza hotel, St. Louis. Information: Dianna Kirby-Clark, (314) 595-4463.

Also in November

Nov. 5-8—Second annual LPTV conference and exposition, sponsored by *Community Broadcasters Association*. Keynote speaker: FCC Commissioner James Quello. Riviera hotel, Las Vegas. Information: (800) 225-8183.

Nov. 7—"Talk Radio: What Is It Telling Us?," seminar sponsored by *Center for Communication*. Speakers: Barry Farber, WMCA(AM) New York, and Lynn Samuels, WABC(AM). Center auditorium, New York. Information: Irina Posner, (212) 836-3050.

Nov. 7—National Advertising Law & Business Conference, sponsored by *American Advertising Federation*. Drake hotel, Chicago. Information: (312) 787-2200.

Nov. 8—Presentation of Women at Work Broadcast Awards, sponsored by *National Commission on Working Women*. Washington. Information: (202) 737-5764.

Nov. 8—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Jon Nesvig, senior VP-sales, Fox Broadcasting Co. Topic: "A Network for the 90's." Copacabana, New York. Information: (212) 768-4510.

Nov. 8—"Service to Children" television awards presentation, sponsored by *National Association of Broadcasters Children's Television Committee*. Library of Congress's Madison Building, Washington. Information: (202) 429-5350.

Nov. 8—"Privacy, Public Service, the Public Interest and the Media," topic for seventh annual benefit dinner of *Libel Defense Resource Center*. Waldorf-Astoria, New York. Information: (212) 889-2306.

Nov. 8-10—TV commercials' festival of *International Film & TV Festival of New York*. Sheraton Center, New York. Information: (914) 238-4481.

Nov. 9—Advertising and Marketing Management Research Workshop, sponsored by *Association of National Advertisers*. Plaza hotel, New York. Information: (202) 785-1525.

Nov. 9—*Federal Communications Bar Association* luncheon. Speaker: Jack Valenti, president, Motion Picture Association of America. Washington Marriott, Washington.

Nov. 9—"Careers in Advertising: Media," seminar sponsored by *Center for Communication*. Center auditorium, New York. Information: (212) 836-3050.

Nov. 9—"Advertising Goes Global," seminar sponsored by *Center for Communication*. Center auditorium, New York. Information: (212) 836-3050.

Major Meetings

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 Ra-

dio Seminar, sponsored by *Country Radio Broadcasters*. Opryland, Nashville. Information: (615) 327-4487.

March 14-18, 1990—*American Association of Advertising Agencies* annual meeting. Marriott Desert Springs, Palm Springs, Calif.

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 19-22, 1990—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

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

June 6-9, 1990—*NBC-TV* annual affiliates meet-

ing. Washington.

June 10-14, 1990—*Broadcast Promotion and Marketing Executives and Broadcast Designers Association* annual conference. Bally's, Las Vegas.

June 11-14, 1990—*ABC-TV* annual affiliates meeting. Los Angeles.

June 19-22, 1990—*National Association of Broadcasters* summer board meeting. Washington.

Sept. 12-15, 1990—Radio '90 convention, sponsored by *National Association of Broadcasters*. Boston. Future meeting: Sept. 11-14 (tentative), 1991, San Francisco.

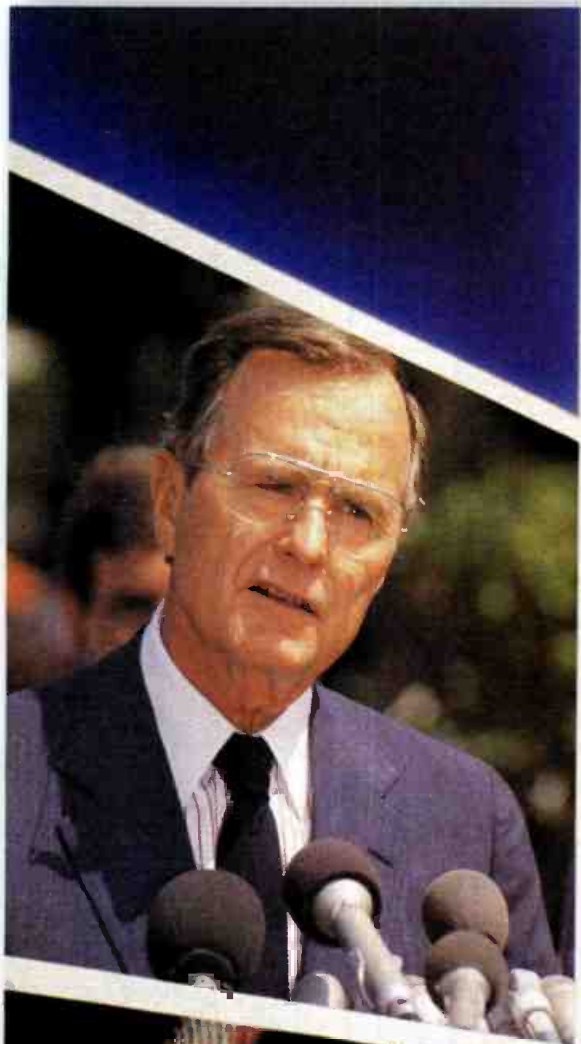
Sept. 16-18, 1990—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Washington Convention Center, Washington.

Sept. 21-25, 1990—International Broadcasting Convention. Brighton Convention Center, Brighton, England. Information: London, 44 (1) 240-1871.

Oct. 4-7, 1990—*Society of Broadcast Engineers* fifth annual national convention. St. Louis. Future meeting: Oct. 3-6, 1991, Houston. Information: 1-800-225-8183.

Oct. 11-15, 1990—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

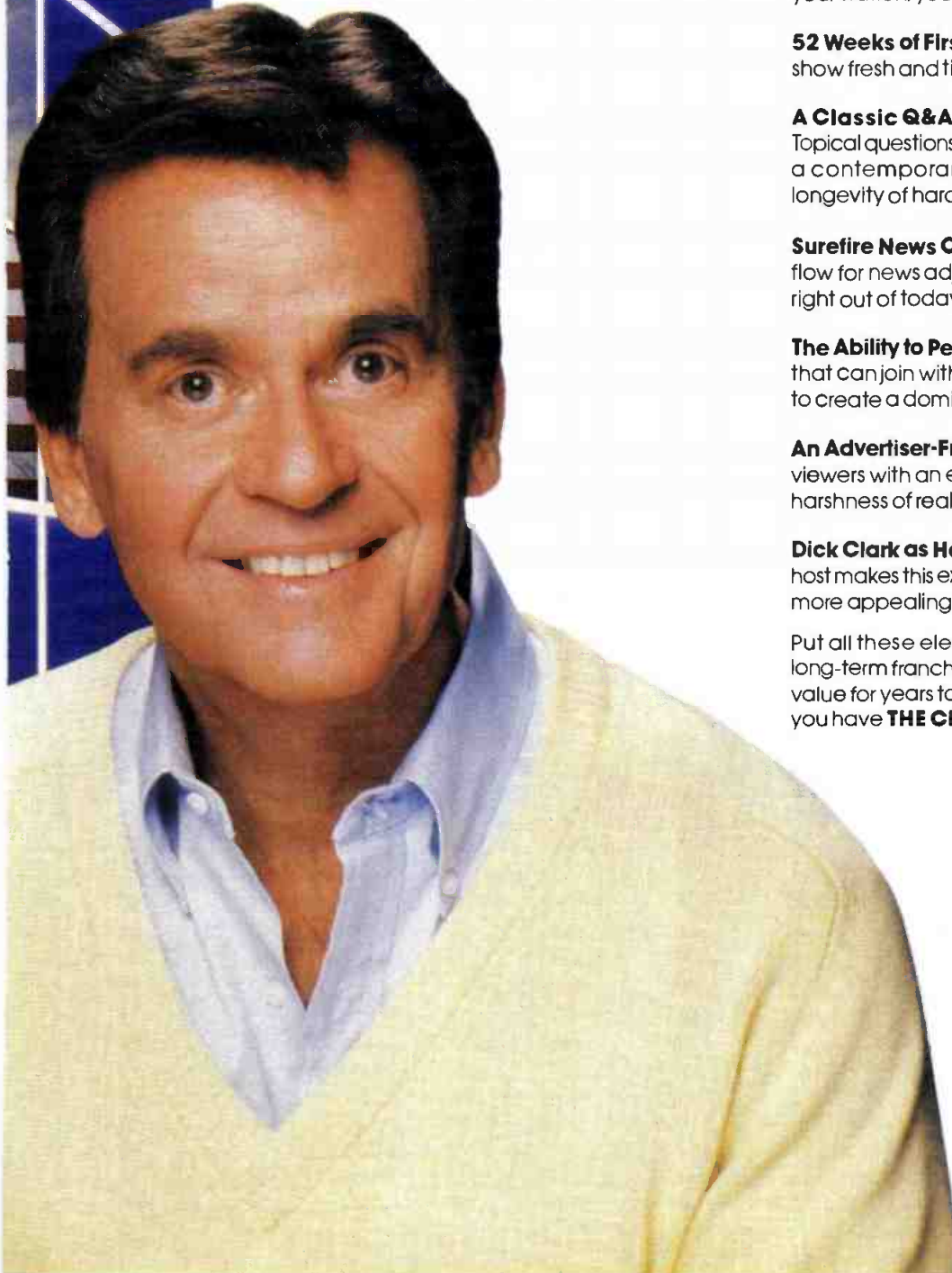
**If you could design
the perfect game show,
you'd invent
The Challengers.
But we knew
you were busy,
so we did it
for you.**





Introducing The Challengers

The one game show designed to
meet the challenge of the 90's.



If you were creating the perfect game show for your station, you'd include...

52 Weeks of First Run Programming to keep the show fresh and timely and to avoid repeats.

A Classic Q&A Format, but with a Few Twists. Topical questions, strategy, huge cash jackpots and a contemporary style only add to the proven longevity of hard Q&A game shows.

Surefire News Compatibility. To provide a better flow for news adjacency, you'd feature questions right out of today's top stories.

The Ability to Perform as a Companion Program that can join with your single reality or game show to create a dominant programming block.

An Advertiser-Friendly Environment that involves viewers with an exciting, timely format without the harshness of reality shows.

Dick Clark as Host. America's favorite game show host makes this exciting, entertaining half-hour even more appealing to viewers in all demos.

Put all these elements together and you have a long-term franchise that will be a top programming value for years to come. Put them all together and you have **THE CHALLENGERS.**



dick clark productions in association
with Ron Greenberg Productions.

Nov. 9—Presentation of Communications Excellence to Black Audiences Awards, sponsored by *World Institute of Black Communications* (founded by National Black Network), to "pay tribute to corporations, advertising agencies and individuals who demonstrate expertise and sensitivity in focusing on needs and concerns of black consumers." New York Hilton, New York.

Nov. 9-10—Communications law seminar sponsored by *Practising Law Institute*. Sheraton Center hotel, New York. Information: (212) 765-5700.

Nov. 9-11—*National Association of Farm Broad-*

Errata

Station rumored to be threatened with loss of affiliation by Fox Broadcasting Co. (BROADCASTING, Oct. 23) was WTXF-TV Philadelphia, not WFTX(TV) Boston.

casters annual meeting. Crowne Plaza, Kansas City, Mo.



Stamp of Disapproval

EDITOR: In reference to your Oct. 16 editorial "Postage due," I was struck with the fact that a commemorative postage stamp for my old friend Ed Murrow was denied because there has been "no serious campaigning" for it.

In 1990 hundreds of thousands of American men and women will observe the 50th anniversary of the United States Airborne Forces. For more than a year thousands upon thousands of names have been submitted by individual letter and petition for an Airborne commemorative stamp. Thus far there has been absolutely no reaction. Oh! We did hear they were contemplating one to commemorate the Three Stooges.—*William A. Exline (11th Airborne Division, WWII), William A. Exline Inc., San Rafael, Calif.*

Already there

EDITOR: I am writing in reference to an article in your Oct. 16 issue slugged "Florida court coverage." It was stated that "Florida lawmakers worked for the first time last week in the presence of television cameras and radio microphones." The reference was to WFSU-TV-FM Tallahassee's first-time live coverage of the Florida legislature during a special session on issues relating to restricting abortions.

The fact is that Florida Public Television (FPTV), a production arm of Florida Public Broadcasting Service Inc., has provided the people of Florida extensive coverage of reg-

ular, extended and special sessions of the Florida legislature for the past 17 years. During regular sessions, daily one-hour programs titled "Today in the Legislature" are produced by FPTV from legislative chambers and committee rooms. These programs are uplinked and aired each evening by all 11 Florida public TV stations serving every major market in the state. In addition, eight half-hour legislative interview programs are produced in Spanish with members of the Hispanic caucus. Our programming reaches 97 of every 100 Floridians.

In this instance, WFSU-TV, the Tallahassee public television station, received their video signals by microwave from our system. In fact, Florida Public Television, through special arrangements with the legislative leadership, provided video and audio feeds to commercial stations throughout Florida, public stations throughout the nation and all the major national networks during the special session.

We at FPTV take pride in the fact that, over the years, our legislative coverage has become a model for the rest of the nation. Other states continue to turn to our experience for guidance in establishing or expanding their own legislative coverage.

In addition to extensive legislative coverage, FPTV addresses many of the critical issues facing the legislature more comprehensively on our year-round weekly public affairs series, "Florida Crossroads." This program is also carried statewide by every public television station.—*John Thomas, executive producer, Florida Public Television, Tallahassee.*

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

Over 250 radio stations now air

MEDIA MONITOR

Why don't you?

For a free sample tape, call Deborah Lambert

Accuracy in Media

1275 K Street, NW, Suite 1150

Washington, D.C. 20005

(202) 371-6710

Media Monitor will be back next week.

The Fifth Estate Broadcasting TELEVISION

Founder and Editor
Sol Taishoff (1904-1982)

1705 DeSales Street, N.W., Washington, D.C. 20036

Phone: 202-659-2340

Editorial department fax: 202-429-0651

Administrative department fax: 202-331-1732

Lawrence B. Taishoff, publisher

Editorial

Donald V. West, managing editor,
Mark K. Miller, Harry A. Jessell,
assistant managing editors.

Leonard Zeidenberg, chief correspondent.

Kira Greene, senior news editor.

Matt Stump, Kim McAvey, John S. Eggerton,
associate editors.

Susan Dillon, A. Adam Glenn (international),
assistant editors.

Randall M. Sukow (technology), Peter D. Lambert,

Joe Flint, Kristina I. Hoyt, staff writers.

Janet Sullivan, editorial assistant.

Anthony T. Sanders, systems manager.

Todd F. Bowie, Ed Kaltz, production.

Broadcasting □ Cable

Yearbook

David Seyler, manager.

Joseph A. Esser, associate editor.

Deborah Segal, assistant manager

Francesca Tedesco, Michael Greco, Janza L. Woods,
editorial assistants.

Advertising

Washington

202-659-2340

Kenneth W. Taishoff, vice president, sales and marketing.

Robert (Skip) Tash, Midwest and Southern regional sales

manager.

Doris Kelly, sales service manager.

Debra DeZam, classified advertising manager.

New York

212-659-2830

Joseph E. Ondrick, East Coast regional sales manager.

Randi B. Taitelbaum, sales manager.

Yvonne Crawford, advertising assistant

Lewis Edge & Associates (East Coast equipment and

engineering): 609-683-7900, fax: 609-497-0412.

Dave Berlyn & Associates: 914-631-6468

Mattilyn Calloway, receptionist.

Hollywood

213-463-3148

John R. Russel, West Coast regional sales manager.

Sandra Klausner, editorial-advertising assistant.

Schiff & Associates (Western equipment

and engineering): 213-393-9285, fax: 213-393-2381

Circulation

Kwentin K. Keenan, circulation manager.

Patricia Waldron, data entry manager

Production

Harry Stevens, production manager.

Julie Gunderson, production assistant.

Administration

David N. Whitcombe, vice president/operations.

Phillippe E. Boucher, controller.

Tracy Henry, assistant controller.

Albert Anderson, office manager.

Nancy Miller, personnel administrator.

Marsha L. Bell, receptionist.

Corporate Relations

Patricia A. Vance, director.

Catherine F. Friday, secretary to the publisher.

Bureaus

New York: 630 Third Avenue, 10017

Phone: 212-599-2830

Fax: 212-599-2837

Geoff Folsie, chief correspondent.

Stephen McClellan, chief correspondent (programming)

George Mannes, Rod Granger, Lucia Cobo, staff writers.

Hollywood: 1680 North Vine Street, 90028

Phone: 213-463-3148

Fax: 213-463-3159

Steve Coe, Mike Freeman, staff writers.

Advertising Representatives

Pattis/3M: Chicago 312-679-1100, fax: 312-679-5926;

New York 212-953-2121, fax: 212-953-2128;

Los Angeles 213-462-2700, fax: 213-463-0544;

Hawaii 808-545-2700, fax: 808-599-5802;

Toronto 416-482-6288, fax: 416-482-9207;

London (01) 427-9000, fax: (01) 427-5544.

□

Japan (06) 925-4452; fax: (06) 925-5005.

□

Broadcasting Publications Inc.

A Times Mirror Business Publication

Lawrence B. Taishoff, president.

Kenneth W. Taishoff, vice president.

Donald V. West, vice president.

David N. Whitcombe, vice president.

Founded 1931. Broadcasting-Teletesting* introduced

in 1946. Television* acquired in 1961. Cablecasting*

introduced in 1972 □ Reg U.S. Patent Office. □

Copyright 1989 by Broadcasting Publications Inc.

A television promotion commentary by Judy Horan, promotion director, WOWT(TV) Omaha

The winds of change are blowing through station promotion departments. In some cases they've blown away staff and dollars.

Probably the winds are just a breeze at your station. (Most stations know that cutting the advertising/promotion efforts permanently cuts the station's market share.)

More than likely you don't need the following hints. They are just for those station departments that find themselves with less staff and budget.

Here are suggestions for those stations on how to make the best of a bad situation—a situation that is temporary, we hope—and get along in the new competitive climate.

1) Take a look at how efficiently you operate. 2) Reevaluate who's doing what. 3) Be more targeted with your efforts.

If you find there is more to do and fewer people to do it, use the time-saving techniques you learned in your management seminars.

Prioritize. Every night, before you leave the office, write down the five most important tasks you have to do the next day. That's your "A" list. If you like, you can then make a "B" list. These are the tasks you should do, but the walls won't come tumbling down if you don't. Your "C" list is made up of those tasks you'd like to do, but—fat chance.

In our field, it's easy to be distracted by fires that need to be put out and ideas that must be acted on while they're fresh. So use tricks to focus on the task at hand. One way is to have someone answer your phone. Close your door and have that meeting, brainstorming session or thinking time that you need. A closed door cuts off communication, so this is not a day-long solution, but one to use for only a few hours.

When you do return a call that came in while you were behind closed doors, and that person is not in, leave a sheet of paper that will remind you what the call is about by your phone. The same rule applies if you initiate calls. For instance, if you call your printer about an estimate and he or she is not in, leave that estimate sheet in a special area by your phone. This serves as a reminder that you still need to talk to the person. At the end of the day that space by your phone should be clear, meaning you've contacted all the people to whom you need to talk.

Try getting away from the office and the phone occasionally. Take your staff to the local coffee shop and see how long you can spend there before the waitress gets surly.

Plan your trips around the building. Make stacks, for example, of what needs to go to the program department, the tape area or any other department, and take the items or memos at one time, saving you steps.

Write everything down. Write it on a luncheon napkin (paper, of course—we



“ Station promotion departments that use their people, time and media wisely will thrive, not decline. ”

don't want you to run off with the restaurant's linen). Write it on the back of a script. Write it on the back of your hand. Then take all of your notes to your office and transfer them onto your "to do" lists (A, B or C) or your calendar.

Look at how the office is arranged. Could you save time by arranging it more efficiently? With one twirl of a chair, I can reach a personal computer, Rolodex, telephone, work area, typewriter, calculator, 3/4-inch playback deck with search capability, files, and tape storage.

If you write copy, using a PC for word processing is a great time saver as you already may have discovered. It's also a great help in writing memos and presentations.

Saving time by being your most efficient self extends to decision-making. If you have carefully defined your goals and know what you want to accomplish, all the decisions that follow should be easy ones. There is a process you can go through in decision-making of asking yourself certain

stock questions. "What is our biggest image problem?" could be one. Keeping those questions on hand for decision-making about advertising and promotion is a time-saver.

Ask other decision-makers (general manager, news director, program director and so on) to answer the same questions. Compare notes, agree on who you are or what you want to be, and that's your image, your goal and your entree to easier decision-making. Whenever faced with a decision, look back at what you're trying to achieve. If it fits, it's right.

Rethink how your promotion department and time are structured. Perhaps that person who now writes news releases should be working on sales one-sheets. Possibly the public service coordinator's time could be spent better on outside events.

Take a look at your staff's job descriptions and see if they still are relevant to today's competitive climate and ways of doing business. By restructuring the department and fitting in with the station's needs, you may save jobs when your company sees that your department has adapted to meet changing needs.

Usually it takes money to look good. Ask any man or woman who dresses for success. That's true of your station, too. Part of being competitive is to look better than the other guy. Production is not an area to cut.

However, do put your attention on the strategy and positioning that are the reasons you advertise. Maybe it's time to get back to basics. Use your production dollars to get a distinctive look. A consistent look is what is needed right now to fight the battle. When you're making a production decision, and you find yourself making it based on the creativity or slickness of the spot rather than its purpose, stop and think again.

For commercial TV stations, especially, localism is key. Be sure community outreach is part of the mix.

Pay attention to the efficiency of your media. There are many tricks to making your dollar stretch, and a media consultant could tell you those you don't already know. Think about some of the more obvious: Consistency in message and look in all media gives more impact. Try "clustering" your spots for saturation.

Look at your reach and frequency. Match your message to the medium. Target your message to the right demo. Stand out so that your radio spot played once will make more of an impression than other radio spots played three times.

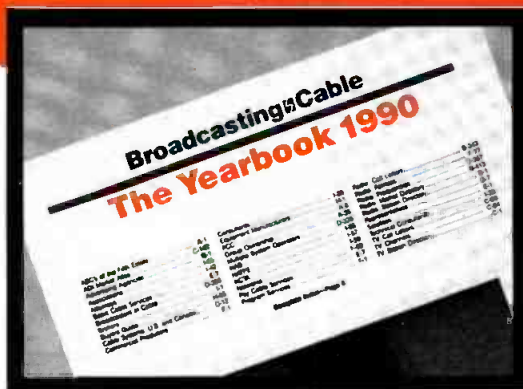
Station promotion departments that use their people, time and media wisely will thrive, not decline.

Indeed, clear skies are ahead for those broadcast operations that forecast and adjust for change.

YOUR AD. DELIVERED DAILY. FOR ONE FULL YEAR!

That's what you get with a single advertisement in Broadcasting/Cable: The Yearbook 1990—the industry's premiere directory. It's the directory published by Broadcasting Magazine, and used by more than 100,000 professionals, the very people you want most to reach!

Last year alone, over 17,000 copies were sold to broadcasters, networks, cable system operators, advertising agencies, suppliers of programming and



equipment, government agencies and the media.

This coming year, Broadcasting/Cable: The Yearbook 1990 will be divided into more than 20 categories, including Facilities of Radio, TV and Cable, Group Ownership, Equipment Services, Satellites, Programming, Advertising & Marketing, FCC Rules & Regulations, etc. There's a category just right for your message.

Deadline for reservations: November 15, 1989.

Broadcasting Cable: The Yearbook 1990

New York
(212) 599-2830
Los Angeles
(213) 463-3148

Washington, DC
(202) 659-2340
Schiff & Assoc.
(Western Equipment)
(213) 393-9285

Berlyn & Assoc.
(914) 631-6468
Lewis Edge & Assoc.
(Eastern Equipment)
(609) 683-7900

Pattis/3M
Chicago (312) 679-1100
Los Angeles (213) 462-2700
Toronto (416) 482-6288

New York (212) 953-2121
Hawaii (808) 545-2700
London (01) 427-9000

Broadcasting Oct 30

Vol. 117 No. 18

TOP OF THE WEEK

TV group owners have high (revenue) hopes

Predictions see increase in revenue and decrease in program costs, boosting profit margins

Hope springs eternal in the budgets of broadcasters. For 1990, TV station group operators for the most part say they are more optimistic about the financial outlook than at any time in recent years. The upbeat forecasts are based on rising revenue expectations (particularly from local advertising) and moderating costs (particularly those for programming). If the indicators are correct, average television profit margins could expand, a rarity in recent years (BROADCASTING, Aug. 14).

The hopeful outlook is by no means universal, especially on the revenue side. Because of past errors in forecasting national spot advertising, many station operators are still wary of predicting the national component of revenue. Forecasts, even for local revenue, are complicated by economic uncertainty, with the long-standing threat of a recession still taken seriously by many.

The peculiarities of 1990 will help comparisons with the current year. The Television of Bureau of Advertising expects some \$180 million to \$200 million in political advertising from elections affecting one-third of U.S. Senate seats, all House seats and 80% of the governorships. Also important for comparison purposes, 1990 will not suffer from comparisons to any Olympics advertising dollars, as was the case with the 1989-1988 comparison.

Some broadcasters see signs of a moderately strong spot advertising market already in the current quarter—Blair Television, for instance, is predicting spot to be up 5%-6%. Some of that help may come from the television networks, who have had strong pricing and tight inventory in their upfront and scatter markets.

Based on current strength, James Rupp, president of Minneapolis-based Midwest Communications, said he expected revenue growth for his five-station TV group to be in the "high single digits for the year" (1990; Midwest budgets on a broadcast season calendar). Paul Brissette, president of the television division of Adams Communications, said that excluding network compensation (which for the industry as a whole has been flat), the projection for that station group calls for a revenue increase of 10%-11%. The growth, he said, is primarily attributable to the stations' effort at local sales: "We are doing a lot of marketing that probably has not been done as aggressively in the past."

Also looking for local revenue to boost next year's operating results was Frank Roberts, president of the Memphis-based broadcast division of The New York Times Co., who said his group is trying to achieve double-digit local growth.

As for national revenue, Roberts said: "We are living at a time when national spot is unpredictable...down 5%, then up 10%."

Budgeting depends, of course, on the particular markets covered by the station

numbers would be an improvement over the current year, which TVB expects to finish at between 5% and 7% for local, and 3% and 5% for national.

Whether revenue reaches double digits again, broadcasters have had practice holding costs. The New York Times' Roberts said: "Everyone over the last four years has addressed as best they can the personnel side of the equation." He said that sales costs may be increasing as stations focus their efforts on hiring sales people to build local advertising: "We will probably expand here by as much as 25% or 30%."

The best news on the cost side is that programming costs have finally moderated or declined, according to those commenting. Lisa Donneson, a securities analyst with County NatWest USA, said the end of escalating programming costs has been particularly noticeable for independent station groups. "Tribune's programming costs last year were up around 14%, this year around 10%, and next year around 5% or 6%," she said.

Randall Odil, vice president, television, for Park Communications, said that group's programming costs will "probably remain flat to plus 2%." Midwest's Rupp noted that the programming side has helped the group hold cost increases to mid-single digits: "A lot of the shows that were licensed in recent years had one big increase, but after that the escalator each year has not been too bad." The New York Times Co.'s Roberts said: "Programming prices have come down significantly, and they will continue to do so." Agreed Brissette, "In our three-to-five-year plan, syndicated costs are going down."

Costs may increase for news programming, particularly given next year's elections, but most of those commenting said broadcasters are practiced at providing more coverage while moderating cost increases. Among the tools available to accomplish that task were said to be regional news exchanges, robotics and other forms of automation. Said Adams's Brissette: "I think the fact news is expanding doesn't necessarily mean overall costs are increasing, particularly if the news is replacing high-cost syndication product."

One concern, said Chronicle's Rieman, is that personnel, a line item comprising 40%-60% of some stations' budgets, will be affected by more expensive health care and benefit packages. "They are going up by more than 10%...it is a hard thing to control," said Rieman.

-GF

**"Broadcasters
always are
optimistic."**

—Michael Finkelstein,
Renaissance
Communications

group. Laura Rieman, chief financial officer of Chronicle Broadcasting, said that expectations for her five-station group are "at the rate of inflation plus a little, but not double digit."

Among the factors making Chronicle more cautious than some of the consultants the company has talked with is automobile advertising, which Rieman said has been very important this year. Her view was seconded by Michael Finkelstein, chief executive of four-station independent owner, Renaissance Communications Group, who said that in general, "it doesn't look that great on the top side. Broadcasters always are optimistic, but broadcasting, no more than anyone else, can defy the law of gravity. Advertising is a marketing tool to sell goods and services in the economy, and although there is no recession, there is no great growth, no explosive demand."

A more conservative view of advertising was seconded by Robert Coen, senior vice president for McCann-Erickson: "I don't see anything to get excited about. Personal consumption will probably be down while unemployment will probably be up a little bit. There are also very few signs of new product launches."

TVB is projecting local TV revenue to increase between 6% and 8%, while spot is forecast to grow between 5% and 7%. Both

FCC cleans out the pipeline on indecency

Mass Media Bureau disposes of 95 complaints, fining four stations and sending letters of inquiry to four others; inquiry is also begun on 24-hour ban

The FCC's Mass Media Bureau last week made the report for which the commission had been waiting: The staff had disposed of 95 indecency complaints, cleaning out a two-year backlog. The bureau reported sending notices of apparent liability of between \$2,000 and \$10,000 to four stations for violating the statutory ban on indecent programming. And it sent letters of inquiry to four others, saying it needed additional information to determine whether a violation had occurred. All are radio stations. The other 87 complaints were dismissed for a variety of reasons.

The stations involved in the eight enforcement actions broadcast allegedly indecent material—sexually explicit songs or skits or dialogue between talk show hosts and callers—during daytime hours within the last two years.

The station facing the stiffest fine—\$10,000—is WIOD(AM) Miami. The notice of apparent liability indicates a \$2,000 forfeiture for each of five songs that were aired on the *Neil Rogers Show*—"Jet Boy, Jet Girl," "Penis Envy," "Candy Wrapper," "Butch Beer Commercial" and "Walk with an Erection." As an example of the material, the "Penis Envy Song" begins, "If I had a penis, I'd wear it outside/ In cafes and car lots, with pomp and with pride/ If I had a penis, I'd pamper it proper/ I'd stay in the tub and use me as the stopper."

KFI(AM) Los Angeles received a notice of apparent liability of \$6,000 for the airing of three pieces of allegedly indecent dialogue on the *Tom Leykis Show*. The transcript of one of the pieces made available involved a conversation aired on Jan. 6, 1989, at 3 p.m. A guest on the show says, "If you see a large limp erection either whether it's white or black, what you have to bear in mind is that the longer it is limp does not mean the longer it goes up hard...."

The two other stations receiving notices of apparent liability—each of \$2,000—are WZTA(FM) Miami and KLUC(FM) Las Vegas. The broadcast of "Penis Envy" brought WZTA to the commission's attention. As for KLUC, it was a song called "Erotic City," sung by Prince. One of its stanzas reads, "We can fuck into the dawn/ Makin' love 'til cherries gone/ Erotic city can't you see/ Fuck so pretty you and me."

Howard Stern, one of the best known of the so-called "shock jocks," makes a second appearance in the commission's roundup of allegedly indecent material. In April 1987, a broadcast of his on WYSP(FM) Philadelphia was cited by the commission in a warning it issued the station. It was one of three warned by the commission as the commission moved to toughen up its campaign against indecency. Last week, a Howard Stern broadcast on WXRK(FM) New

York (owned by the same company that owns WYSP, Infinity Broadcasting Corp.) was cited in one of the four inquiries the Mass Media Bureau sent to stations about allegedly indecent broadcasts. On Dec. 16, 1988, during a morning show, Stern made several references to "penis" or "wiener" and to "orgasming." (The staff asked whether the material was also broadcast on two other Infinity stations, WYSP and WIFK(FM) Manassas, Va.)

The other stations receiving letters of in-



Infinity's Howard Stern involved for second time in FCC's anti-indecency campaign

quiry—the staff says additional information regarding context and the kind of show involved is needed to determine whether the material is indecent—are KCCL-AM-FM Paris, Ark.; WWWE(AM) Cleveland, and KSD(FM) St. Louis. The complaint about KSD involves the reading of an excerpt from an interview with Jessica Hahn—the woman who provided the sex in the sex-and-money scandal that brought down Jimmy Bakker—that appeared in *Playboy*. The excerpt, heard at 6:50 a.m. on Sept. 28, 1987, describes an oral sex act.

The commission's release of the material associated with the enforcement actions demonstrates the determination of complainants to get the commission's attention. They identify the station, give the date and time of the material and a transcript or tape of the offending material. The staff said complaints against 14 stations were dismissed because they failed to provide that information. Twenty-one others were said to have been dismissed because they did not meet the requisite legal standards for indecency as developed by the federal courts. And one was dismissed as moot because the complaint was withdrawn and the station's license was renewed.

The announcement of the backlog cleanup was greeted with expressions of appreciation by the commissioners, who have been under pressure from Congress to get cracking on the indecency issue. And the com-

mission did not stop with receipt of the report. As scheduled, it issued a notice of inquiry designed to produce a record that would answer the question of whether the 24-hour ban on indecent broadcasts that it adopted last year is constitutional.

The ban had been adopted in line with a congressional directive. But it was stayed in January by the U.S. Court of Appeals in Washington in response to a request by broadcaster and citizen groups challenging the constitutionality of the ban. They say that it violates the First Amendment, that it "chills" broadcasters' speech. And it was in response to a commission request that the court remanded the case to permit the agency to conduct the inquiry.

But in the indecency area, nothing is simple. The commission acted despite a petition by the groups opposing the ban. They asked the court to reconsider its remand order, arguing that the law requires that remands in such cases be to the U.S. District Court, not to the commission (BROADCASTING, Oct. 2). And Timothy Dyk, lead counsel for the groups, last week wrote to the commission, asking it to delay action on the inquiry until the court considers the petition. He said it "raises a substantial question," asserting that the law, "on its face, mandates remand to the district court."

FCC General Counsel Robert Pettit, following the commission action, said the commission's vote "speaks for itself" as to its view of the position Dyk was arguing. Pettit said the commission believes it has a "valid" remand order from the court that permitted it to issue the notice. However, if the appeals court is persuaded by the Dyk petition, it could stop the inquiry in its tracks.

The commission's actions were seen as honoring a commitment that the three new members of the commission—Chairman Alfred C. Sikes and Commissioners Sherrie Marshall and Andrew Barrett—made during their confirmation hearing before the Senate Commerce Committee. The senators made clear they expected the commission to take a strong stand against indecency. And last week, Senator Jesse Helms (R-N.C.), who is not a member of that committee but who sponsored the legislation leading to the 24-hour ban, issued a statement praising the commission's action. "The FCC's action simply enforces the law proscribing indecent material," he said. "It is heartening that the new commissioners have so quickly made clear that it is important to protect our children from this garbage."

The notice of inquiry asks comment on a number of issues, among them: the pervasiveness and accessibility of the broadcast media in children's lives, and the viewing and listening habits of children. The inquiry also seeks comments on possible alternatives to the 24-hour ban, such as channeling indecent broadcasts to a time of day when children would be least likely to be exposed to it and relying on parental supervision; program-rating codes or prebroadcast warn-

ing devices, and broadcast technologies that could restrict children's access to indecent broadcasts. Then, too, the inquiry explores the question of whether indecent material might be made available to adults through nonbroadcast means.

Sikes was clearly pleased by the commission's actions. He thanked the bureau "for taking on the backlog that has built up," and thereby enabling the commission in the future to take actions that reflect current conditions, not those a year or two old. He called the bureau's actions "a measured response in a complicated area." And he noted that the commission is confronted, in the indecency area, with sometimes conflicting imperatives—"with legislative orders, with judicial orders and with our own interpretation of the judicial orders." He said that the press—which has sometimes criticized the commission for its policy regarding indecency—also sees it as "a difficult area."

The commission since April 1987—in its first move in years to toughen up its stand against indecency—has defined as indecent 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." And it said such material may not be broadcast when there is a reasonable risk that unsupervised children may be in the audience." That is the nub of the indecency problem.

The commission in that same 1987 order abandoned the midnight-6 a.m. safe harbor for indecent programming that had been in place since 1975 in favor of one beginning at 10 p.m. But the U.S. Court of Appeals in Washington in July 1988 reversed the commission, saying it had not offered an adequate rationale for its more restrictive channeling approach. And before the commission could deal with that remand, Congress adopted the Helms bill calling for the 24-hour ban.

In any case, the commission now uses 8 p.m. as the start of a safe harbor. And that appears to be a break for television stations. The Mass Media Bureau dismissed 51 complaints against 40 stations on the ground that the court's decision last year limits the commission's enforcement authority against indecent material to the hours after daytime. And 34 of the 40 stations were television.

Pettit, in answering questions about the bureau's actions, said the commission considered the 8 p.m. cutoff "reasonable." "We had to draw a line," he said. And the commission chose 8 p.m. in light of its decision vacating a pending indecency action against KZKC(TV) Kansas City. The commission said that action was required because the film at issue began at 8 p.m.

The 95 complaints accounted for last week were in addition to four enforcement actions announced earlier in Sikes's still-new chairmanship: three inquiries and one notice of apparent liability, all to radio stations. But the cycle is beginning anew. The staff said six new "documented" complaints have been received. —LZ

Viacom packages 'Cosby' renewal with 'Different World'

Viacom Enterprises last week announced a marketing plan tying together syndication renewal rights to *The Cosby Show* and the licensing of first cycle rights to its spinoff, *A Different World*. Presented by Joseph Zaleski, president, domestic syndication, and Dennis Gillespie, executive vice president, marketing, the offer arrives at *Cosby* client stations today (Oct. 30). There have been recent speculations regarding the linking of *Cosby* renewals to the syndication break-outs of *World* and *Roseanne* (BROADCASTING, Aug. 14).

The two-tiered plan, consisting of basic as well as bonus elements, offers up to eight full network seasons of *Cosby* and up to six full network seasons of *World* for a cash, no-barter license fee. This fee will be determined on an average per-episode basis for a combined total of a minimum projected 269 and a maximum of 344 combined *Cosby* and *World* episodes.

World becomes available on a cash basis in the fall of 1991. *Cosby* license renewals begin immediately following the expiration

combined.

All cash episodes will be offered with syndicated exclusivity rights, and stations will receive a complete library of all the cash episodes of both shows, formatted for 6½ barter minutes.

Viacom's offer calls for a 10% down payment on Aug. 1, 1990. The payout for all cash episodes of both shows covered under the plan starts at the end of the current *Cosby* contract and extends over 48 equal monthly installments, or 60 monthly installments if more than 260 are licensed.

Stations have until 2 p.m., Nov. 8, to respond to Viacom's offer. If they accept, "then we have a deal," said Zaleski. Stations also have the option to "re-express" the offer, said Zaleski, suggesting alternatives or making an offer for only one of the series. Viacom then has the opportunity to accept or reject the station's proposal by Nov. 15. Should the offer be rejected, the company "can go out into the marketplace again," Zaleski said.

Stations accepting the Viacom plan will



'The Cosby Show' gets a traveling companion

of current agreements, a date which will be no earlier than fall 1992 and no later than fall 1993, depending on how many network seasons are produced. Should no more than 269 combined total episodes be available, the licensing term for both shows ends in September 1998. If the total number of episodes exceeds 269, the term expires in September 1999.

The plan's basics call for stations to be licensed a total of eight runs multiplied by the number of episodes, with a maximum of 16 airings per episode. The Viacom executives stressed the interchangeability of the two programs, calling them "natural programing fits. The plan will maximize the synergy of the shows," said Zaleski. The theme of the presentation was "One plus one equals three," emphasizing the extra value the two shows display when

also get what Zaleski refers to as "bonus" programing for no additional license fee. Starting July 2, 1990, the company will make available by satellite five episodes of *Cosby* a week in addition to the five regular weekly shows. These bonus programs, or "Cosby II," include all episodes shown from the first six full network seasons and will be different from the current feed.

Bonus feeds of five additional episodes per week of *World* will be made available to stations beginning in March 1992, and will be taken from the series' first four seasons. Bonus episodes of both programs will end at the conclusion of the present *Cosby* licensing agreement. Viacom will offer syndex rights for bonus episodes of *Cosby* and *World*, and should syndex go into effect prior to the July 2, 1990, date, the "Cosby II" feed will begin automatically. For the

Cosby and *World* bonus episodes, one minute of barter will be retained by Viacom.

Immediate reaction to Viacom's plan among stations and reps was mixed. "As a business deal, it is sound," John Von Soosten, vice president, director of programming, Katz TV, told BROADCASTING. "Viacom has worked hard to make it user-friendly, but stations should not buy deals, they should buy shows."

Expressing concern over the slippage seen in *Cosby* numbers, Von Soosten wondered if the show will hold up until 1999. "We also

don't know," he said, "if *A Different World* can stand alone without *Cosby*."

"It's an interesting proposal, and I'll think about it," said Robert Finke, of WPRI-TV in Providence. *Cosby* is doing well as a syndicated show in terms of its competitiveness, Finke said, but "it's not living up to the price paid [by stations]."

One industry source familiar with the syndication marketplace feels the Viacom package is basically a way to package *World*, as "there is no market for it independently." The source said that some sta-

tions will enter into negotiations with Viacom, but predicted few will accept the package as is.

"I can almost predict with certainty that by February, *Cosby* will have slipped by at least one or two notches in overall ranking," said the source, who also pointed out that right now the show is receiving a nine rating, which is down a full rating point from a year ago. "*A Current Affair* is within half a point of tying it now. The trend shows *Current* going up and *Cosby* going down," the source said. —RG

Inouye pushes for must-carry bill

Senator suggests that FCC solve channel positioning problem; sees kidvid bill as vehicle for must carry

The Senate put itself squarely in the middle of the must-carry debate last week when Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) offered to move a must-carry bill. There is a catch, however: Inouye wants to use children's television legislation as a vehicle for must carry, and the National Association of Broadcasters has vowed to fight the senator's kidvid measure (BROADCASTING, Oct. 9).

It all came together last week at a subcommittee hearing when broadcast and cable industry leaders were urged to reach an accommodation—they essentially have on broadcast signal carriage rules—so the Senate could act before Congress recesses.

And Inouye is offering to break the "logjam" over channel positioning. Inouye suggested freezing stations where they are for a year or two, giving the FCC time to decide the issue. Some broadcasters were interpreting the chairman's remarks as an offer to direct the FCC to settle specific channel positioning complaints and to "grandfather" stations at their current channel position. According to subcommittee staff, however, it would be up to the commission to determine if channel positioning rules are necessary and, if so, implement them.

Cable is willing to take its chances at the FCC, but broadcasters appear more reluctant. They are uncertain what the FCC might do. Chairman Al Sikes's views on channel positioning are not known. However, at a board meeting of the Wisconsin Broadcasters Association, Sikes was queried on the issue. He told BROADCASTING that he said such rules could be considered "constitutionally questionable."

It is independent broadcasters who vetoed a must-carry compromise reached by the NAB and the National Cable Television Association because of its channel positioning provisions (BROADCASTING, July 17). Independents want the final say on where their signals are positioned on a cable system. Many UHF independents are now in VHF slots and do not want to be moved to other locations or to their broadcast channel, a less desirable spot on the UHF band.

The carriage elements of the compromise were not rejected by the Association of Independent Television Stations. They



Senate Communications Subcommittee Chairman Inouye



Witnesses are (l to r) Brugger, Padden, Effros, Fritts, and Mooney. There were reports last week that NCTA sought to split panel in two, with NAB and NCTA going first.

would be the basis of Inouye's must-carry bill. Under that arrangement, stations licensed to communities within 50 miles of a principal headend of a cable system that can demonstrate they have achieved at least an average share of total viewing hours of 2% and a net weekly circulation of 5% in non-cable homes in the county where the cable system is located would qualify for carriage. All new stations would be exempt from the viewing standard for one year.

Systems with 12 or fewer channels would be exempt from the rules (a previous must-carry agreement exempted systems with 20 or fewer). A "leapfrogging" provision would ensure that network affiliates closest to the cable system would be carried first as opposed to a station with the same affiliation from another market.

INTV, however, turned down the senator's proposal. The Television Operators Caucus is developing a channel positioning compromise, and INTV thinks it deserves

consideration, wrote INTV President Preston Padden. Moreover, the independents say while they want to be "flexible," they can "not support legislation that imposed a moratorium and then simply 'bucked' the channel shifting issue to the FCC for de novo consideration."

Furthermore, Padden's letter stresses that INTV can only support legislation if the commission is given a "clear, non-discretionary" directive to establish new rules. And they want statutory guidelines that assure local stations are assigned channels that can be received on all cable-connected sets, prevent cable from "favoring" their vertically integrated program services, and "assure fair and equitable treatment of locally competitive broadcast stations."

Nor has NAB President Eddie Fritts signed off on the Inouye plan. "We congratulate Senator Inouye for attempting to break the logjam on channel positioning. We look forward to learning more about the

specifics of his proposal so that we can take it to our board for consideration," stated Fritts.

Fritts refused to discuss how NAB would handle Inouye's suggestion regarding the children's bill. He told BROADCASTING he thinks the two are separate issues and that NAB still finds the children's measure "unacceptable." One Washington lobbyist said: "It was clear as a full moon in July that Inouye was going to make a linkage between must carry and the children's bill."

NAB has problems with the measure which would subject stations to losing their licenses if they fail to provide educational and informational programming "specifically designed" for preschool and school-aged children. It is more stringent than a House bill that NAB has endorsed.

NCTA "will go along" with the Inouye proposal, its president, James Mooney, told the senator, although his first preference is for Congress to settle the matter. In a letter to Inouye last month, Mooney said he "would welcome congressional intervention" on channel positioning.

Stephen Effros, president of the Community Antenna Television Association, wrote Inouye after the hearing stating his willingness to "participate in structuring the solution you suggested." The National Association of Public Television Stations's president, David Brugger, also agreed to the senator's channel positioning plan.

The hearing served to underscore the rift between INTV and cable and it. It drew strong congressional attendance with 11 members showing up at one point or another to hear the industry witnesses.

Mooney told the senators that "channel shifting had died down and that things are pretty quiet out there." He felt INTV was "overreaching" in trying to justify legal claims to a spot other than its FCC channel assignment. According to data tabulated by A.C. Nielsen for NCTA, in roughly 64% of the "instances of independent station carriage, cable systems have sufficient channel capacity to carry the stations on cable channels identical to the stations' off-air channel assignments," reported Mooney.

INTV's demands on channel positioning did not sit well with Senator Slade Gorton (D-Wash.). "I followed your argument up until you demand by law that a station has a perpetual right" to a channel assignment, said Gorton.

Effros told the senators he could live with must carry. But he has strong doubts that a channel shifting provision can pass constitutional muster. He challenged broadcaster arguments that they deserve special status because they are "doing something different." There is more local news on the Fairfax, Va., cable system than on any broadcast station, he said. "Why should one video producer have preference over another video producer?" asked Effros.

Even Inouye acknowledged that Effros had raised an important issue. "What makes local broadcasters so unique and entitled to special status?" the senator asked. Fritts said the Communications Act requires broadcasters to serve their communities.

And he said stations air public affairs programming and public service announcements. Fritts said the "real issue is access."

Padden, who had earlier emphasized that independents provide "enormous" programming for children and "free" news in prime time, agreed with Fritts. "We clearly have a monopoly bottleneck problem," said Padden.

Senator Al Gore (D-Tenn.) told Padden and Fritts that their case is "strengthened when you point to public service." Gore noted that children's television is one area where broadcasters have "even larger reasons to live up to the spirit of its public interest obligations."

Gore, who is no friend to cable, lashed out at the industry: "I used to consider myself a cable ally. But my experiences with the home satellite industry have opened my eyes to a cable industry that is ruthless and brutally monopolistic in its efforts to destroy" the TVRO business.

Another home satellite proponent voiced his frustrations with NCTA's successful efforts to defeat TVRO legislation. Senator Wendell Ford (D-Ky.) and Gore tried twice to move a TVRO bill.

"Mr. Mooney, you have always beat

me. I admire your strength and lobbying ability," said Ford. But, he added: "We have a saying down in western Kentucky ... that a mule will live a lifetime to kick you."

The must-carry debate may become more complicated, judging from the requests from a second panel of witnesses. John Kompas, president of the Community Broadcasters Association, a low-power TV organization, asked that his members be given equal treatment and guaranteed carriage rights. Robert Johnson, president of Black Entertainment Television, complained that must-carry rules discriminate against cable networks but if Congress is intent upon passing a bill, new rules should give minority programmers special consideration.

Paul Crouch of Trinity Broadcasting Network, a religious station group, spoke on behalf of the Cable Access Legal Action Council, an organization seeking "a rapid solution" to the must-carry debate. Inouye invited them to submit language. And Daniel Jaffe, executive vice president of the Association of National Advertisers, said must carry is necessary to insure that cable systems do not abuse their "gatekeeper" status. -KM

Never mind: Fifth network deep-sixed

Paramount and MCA back off from network plan after determining they couldn't line up enough affiliates by January 1991 deadline

The so-called "fifth network" that Paramount and MCA had been pitching to potential broadcast station affiliates (BROADCASTING, Oct. 23), is apparently dead—at least in its original configuration with a launch date of January 1991. However, unconfirmed reports last week persisted that the two companies were discussing ways to revive the project, and that they might solicit interest in a revamped proposal as early as January at either the INTV or NATPE conventions, being held in Los Angeles and New Orleans, respectively.

According to several sources, the original fifth network (or, more appropriately, program service) proposal was nixed by MCA President Sid Sheinberg when it became evident the two companies would be unable to clear the proposed service across a minimum of 75% of the country by January 1991.

Fox Broadcasting Co. wasted no time last week shoring up its affiliate ranks, hastily arranging six regional meetings, at which it reviewed the network's progress, and indicated future rollout plans. Fox officials also took the opportunity to dispel certain misinformation they claimed MCA and Paramount were putting out about FBC, including alleged financial inability to carry out all that it has promised.

The Fox presence at the meetings included FBC President Jamie Kellner, Fox Entertainment Group President Peter Chernin and research vice president Andy Fessel, as well as regional affiliate vice presidents.

At the meeting, Kellner reported that the fourth night of weekly prime time programming, a movie night, would be rolled out in the first quarter of 1990, and that a fifth night of programming would be rolled out next fall. The movie night will be Wednesdays, and the next series night is expected to be Fridays. It was also reported that the final two nights of prime time programming are scheduled to be rolled out in the second and third quarters of 1991.

Kellner also reported that the latest Fox Syndication film package, Century XV, will get its first television exposure, after pay cable, on FBC, bypassing both basic cable and the big three over-the-air networks. Two weeks ago, when word first broke of the MCA-Paramount network discussions, Fox Chairman Barry Diller killed a deal in the works to sell the package to USA Network for a price of over \$2 million per title.

According to sources, FBC made an "arm's length" transaction to acquire the film from its sister syndication company at a similar cost. Kellner reportedly used that deal to impress upon affiliates Fox's commitment to do what it takes to keep the network growing. He also hammered home the point that in a recent deal where USA Network (owned by Paramount and MCA) bought a package of films from Disney, USA insisted that Fox not get access to the movies, though an earlier run on the three broadcast networks was okay.

"It sort of opened my eyes as to who my friends are and who they are not," said one Fox affiliate source, who had been pitched the MCA-Paramount project, which originally called for two nights of first-run programming on nights not currently scheduled

Broadcaster gets whole ballgame

In a decision that goes against the tide of recent sports rights deals, the St. Louis Cardinals have awarded a new three-year broadcast-only TV contract to KPLR-TV, the existing rightsholder. The package excludes any separate cable coverage.

The market had been of interest to the major regional sports operations, Prime Network and SportsChannel, since the Cardinals hold the key to any regional sports network that would be developed in the area. Previously, 50 Cardinal games were seen on pay per view, with local cable operator Cencom negotiating the PPV contract. With last week's award, KPLR-TV, which is owned by Koplar Communications, sewed up the entire rights.

Koplar's president and chief executive officer, Ed Koplar, has been an outspoken critic of cable sports siphoning and a leader in the INTV charge to get Congress to examine the issue. "The decision...guarantees that Cardinal fans over a broad geographic area will continue to have access to free over-the-air baseball telecasts through 1993," Koplar said.

The contract, which published reports have pegged at between \$13 million and \$20 million, runs from 1991 through 1993. KPLR-TV will carry 76 games, 62 away and 14 at home. It also



renegotiated the last year of its existing contract (1990), which will increase the number of games next year from 56 to 76. There will be no PPV games on cable next year as a result of the renegotiation.

KPLR-TV said one of the chief selling points is that the station and its 32-station network reach nine million homes in a nine state area (Iowa, Missouri, Illinois, Indiana, Arkansas, Florida, Tennessee, Oklahoma and Kentucky), covering 28 separate ADI's. Koplar also said the station expects to make money on the package. "We don't go into any proposition where we don't have a fair chance to make money," he said.

Unlike New York, where MSG has the sole rights to the Yankees, but is discussing broadcast carriage with WPIX-TV, KPLR has no

such plans. "Those weren't the rights we went after," said Koplar. "We bought the over-the-air rights. We don't have the right to lay off to basic cable," he said. The Cardinals, in a release, said "since the 76-game package is exclusive, the Cardinals are not awarding a cable television rights package."

One unresolved question is how this news will affect the discussion of cable siphoning sports from "free TV." Cable observers say the deal shows that sports rights do respond to marketplace forces and that a level playing field exists. That will likely be disputed by broadcasters when the issue is raised in Capitol Hill hearings on sports siphoning. □

by FBC (BROADCASTING, Oct. 23).

FBC affiliates contacted last week seemed impressed by what Kellner and his team had to say at the regional meetings, although some left open the door for another service that did not conflict with the FBC time periods.

"The message they delivered to us was 'we've worked our butts off and taken on a lot of losses [close to \$150 million over two years] to enable you to compete with the networks, and we're asking for your continued support,'" said Barry Baker, chief executive officer of River City Television, owner of KDNL-TV, the St. Louis FBC affiliate. "They also said that to divert attention to another upstart network at this point would be unfair, and I agree with them," Baker said.

"The sentiment I'm gathering is that the Fox affiliates are committed to Fox," said Bill Jenkins, vice president and general manager of the network's Cincinnati affiliate, WXIX-TV. "They have announced a rollout plan that really kind of precludes affiliation with anybody else, aside from certain ad hoc movie networks" and the like, he said.

But other FBC affiliates, while affirming their support for Fox, didn't rule out talking with MCA and Paramount in the future. "I would say it's a brilliant thing," said one executive at a major market FBC affiliate of the MCA-Paramount proposal. "We'd love to talk about it, and try it if it did not conflict with our Fox affiliation."

The Fox executives also reviewed some 40 programs now in development for prime time, and also addressed the Kid's Network program cooperative, scheduled to launch with one weekday strip next fall, as well as a weekly Saturday morning block of six half-hours. —SM

Belo counters newspaper's claims

Licensee of WFAA-TV Dallas says charges that station used co-owned paper to get syndicated feature package are without support

The A.H. Belo Corp. has called on the FCC to dismiss the *Dallas Times Herald's* petition to revoke Belo's license for WFAA-TV Dallas ("In Brief," Oct. 9). Belo said last week that "there is not a shred of evidence to support" DTH's charges that Belo used WFAA-TV to help Belo's *Dallas Morning News* to secure from the United Press Syndicate a package of 26 newspaper features that had been running in the *Times Herald*.

The *Times Herald*, in the petition it filed with the commission, alleged that Belo had leveraged its ownership of WFAA-TV to benefit the newspaper. The deal involved the development by WFAA-TV of television shows based on UPS features. Accordingly, the *Times Herald* argued that Belo had abused and forfeited the grandfathered status which permits it to continue to own both the newspaper and the television station contrary to rules otherwise banning such crossownership.

Not so, said Belo. It said that the allegations are based on those in a pending lawsuit the *Times Herald* filed in a Texas District Court. And after a two-day hearing, Belo says, the court denied *Times Herald's* request for a preliminary injunction—without even requiring Belo to put on its evidence—on the ground that *Times Herald* was unlikely to prevail on the merits of its claims and that it had failed to make the necessary showing of irreparable injury. "Having apparently lost confidence in its ability to prevail in its chosen judicial fo-

rum," Belo contends, the *Times Herald* now asks "the commission to take the extraordinary action of resolving matters which are the subject of pending court action."

Belo relies throughout its petition on what it says was the evidence developed at the court proceeding. It says, for instance, that "uncontroverted sworn testimony, subject to cross examination by [the *Times Herald*], establishes that Belo's ownership of WFAA-TV played no role whatsoever in UPS's decision to enter into a joint venture with Belo." In fact, it adds, the evidence was that "UPS, not Belo, insisted on moving the 26 features" to the *Morning News*. "Belo at no time made the transfer of these features a precondition to the joint venture."

Belo also rejects the argument that it has violated the antitrust laws in entering the agreement with UPS. "The Dallas-Fort Worth market contains a plethora of media voices," Belo says. And the *Morning News*, it adds, "lacks the sort of market power that is a prerequisite to a monopolization claim" of the sort advanced by the *Times Herald*. It says that testimony at the court hearing by the *Times Herald's* own expert witness establishes that the *Morning News* has no monopoly power, no matter how narrowly the market is defined. "The expert testified that the Belo-owned newspaper could not set rates without regard to the *Times Herald* rates.

Those findings, Belo says, militate against a finding it has abused its grandfathered crossownership in the Dallas-Fort Worth market. In ticking off the three criteria used for determining such abuse, Belo

says there is no causal link between the conduct alleged and the co-owned television station ("UPS's independent decision" was not influenced by Belo's ownership of WFAA-TV), no proven harm to the public interest or to other television licensees, and no concentration of media. Accordingly, the company says, "DTH has offered not a shred of evidence to demonstrate that Belo used ownership of WFAA-TV to deny DTH access to UPS's features."

Those are arguments on the merits. But Belo says the commission need not reach

them; it should reject the *Times Herald* petition "as an impermissible attempt" to abuse the commission's processes. Belo says the statutory authority to institute revocation proceedings rests with the commission.

Belo quotes a commission order that says "discretion to institute revocation hearings...does not specifically create rights in third parties...to file petitions to revoke licenses." What's more, Belo argues that while the *Times Herald* "seeks to invoke the commission's processes to avoid trial court testimony it finds incon-

venient"—a reference to the Texas court proceeding—it says the commission has made it clear in previous cases "it will not take action based on nonadjudicated allegations of antitrust violations."

In arguing that "there clearly is no abuse of crossownership" involved in its ownership of the newspaper and the station, Belo says, "The abuse with which the commission should concern itself is the effort by DTH to use the commission's processes to gain leverage in the Texas litigation. The commission should not tolerate such conduct." —LZ

Markey has problems with radio reform bill

Telcomsubcom chairman questions portions of H.R. 1136; sees need to aid minorities, restore antitrafficking prohibition

Radio license renewal reform legislation has yet to win the backing of House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) and a key member, Al Swift (D-Wash.).

At last week's subcommittee hearing on radio, Markey expressed serious misgivings about a bill (H.R. 1136) that would abolish the comparative renewal process and impose a two-step licensing procedure. Swift was less troubled by the concept but wants assurances that the public is not locked out of the process.

Furthermore, it is almost certain that any radio bill adopted by Congress will have equal employment opportunity language and could include provisions reinstating the FCC's antitrafficking rule which blocked the sale of stations for three years. Broadcasters may have a hard time swallowing

New Jersey Congressman Matthew Rinaldo, the subcommittee's ranking Republican and author of both radio measures, said the current licensing system is risky. "This is a game where everybody can lose. Broadcasters can lose their license and the public can lose a service," said Rinaldo.

Dan Schaefer (R-Colo.) believes the comparative process is an "unnecessary regulatory structure." Other co-sponsors of the Rinaldo bill, Tom Tauke (R-Iowa) and Don Ritter (R-Pa.), stated their support for liberating radio.

Markey has "grave concerns" about "wholesale reformation." Curbing abuses of the renewal process is one thing, said Markey: "I repeatedly urged the FCC to address the abuses problem and offered legislative assistance if that was necessary." But, he said, the FCC's rulemaking appears to have solved the abuse problem.

Since the rulemaking, there have been 1,800 radio licenses up for renewal, and no competing applications or comparative challenges were filed, the chairman report-

ish." It does not take EEO into account, he said, adding that "I don't see it as a balanced bill."

Markey and Swift's hesitancy was shared by Democrat Jim Cooper of Tennessee, who thinks if it "ain't broke, don't fix it." Pushing for deregulation could lead to spectrum fees, warned Cooper. "Isn't your public service obligation the quid pro quo for your license?" he asked. Without that obligation, broadcasters might have to pay for a license, Cooper said.

But broadcasters argued that they serve the public because it is good business. "If we are not responsive, they [the public] don't listen. We have a strong abiding commitment to serve the public interest," said Ronald Davenport, chairman of Sheridan Broadcasting, Pittsburgh.

"Service is the key to our survival," said John Dille III, president of Federated Media, Elkhart, Ind. "Broadcasters do not make money simply by playing music," said Dille. Davenport, Dille and Art Suberbielle, president and general manager of KANE(AM) New



Witnesses (l to r): Dille, Davenport, Wright and Schwartzman

those additions.

Markey feels minorities and women are "woefully underrepresented in senior positions and as owners of radio stations." And he thinks repeal of the FCC's three-year rule has fostered a "casino marketplace" of trading in broadcast properties.

Still, the hearing was an important first step for radio, which has launched a major campaign to persuade Congress to endorse the two-step approach. It also gave industry witnesses an opportunity to plug an AM technical improvement bill, H.R. 2714.

Despite Markey's and Swift's qualms, the renewal proposal has its supporters.

ed. "Now, if that is less than conclusive evidence that we have cured abuses, it does indicate that we have made a pretty good start," he said. And he is "far from convinced" that changes to the renewal process are needed in the "absence of significant evidence of abuse."

Swift said he has always supported the "two-step" approach, but he wants to insure that the public will have a voice and that the petition to deny process has some "real meat" on it. He thought broadcasters were acting out of "paranoia."

The congressman scolded broadcasters: "You have got a bill that is awfully self-



Chairman Markey

Iberia, La., testified on behalf of the National Association of Broadcasters.

Suberbielle urged passage of H.R. 2714, which would reduce interference on the AM and FM bands; discourage FM translator abuse; require receivers sold in the U.S. with FM stereo to also have AM stereo, and permit AM daytimers to use part of the expanded AM band for 24-hour service.

The plight of AM radio was underscored by Suberbielle, and the FCC's activity on that front was outlined by Mass Media Bureau Chief Roy Stewart. Markey asked Suberbielle if broadcasters wanted Congress to legislate an AM stereo standard. He re-

plied that if Congress was "so inclined, we're willing to see you do that."

What about the FCC? asked Markey. The agency's en banc hearing on AM will look at that issue, reported Stewart. He said the FCC wants the "benefit of public comment" before making any recommendations on AM stereo.

Swift wanted to know if the broadcasters would accept EEO language. Dille said he would "entertain changes in EEO require-

ments." Davenport said NAB was "willing to sit down and talk about the question."

Lois Wright, vice president and corporate counsel for Inner City Broadcasting, New York, told Swift she would support the language. Wright represented the National Association of Black Owned Broadcasters. She also called for codification of the FCC's tax certificate and distress sale policies, as well as the agency's minority preference policy for comparative hearings. Wright urged the law-

makers to "restrain" the FCC from expanding its station ownership limits.

Andrew Schwartzman, executive director of the Media Access Project, told Swift it would be a mistake to "lock in" the FCC's EEO rules because they are "not strong enough." Schwartzman rejected broadcaster arguments for license renewal reform. He advocated reviving the antitrafficking rules, only this time require licensees to hold stations for five years. —KM

Judge tells networks 'no'

ABC, CBS, CNN and NBC are rebuffed in attempt to remove rule allowing House witness to bar coverage

U.S. District Judge Joyce Hens Green last week told the broadcast networks seeking to remove a barrier to broadcast coverage of the congressional testimony of the former secretary of Housing and Urban Development that they were in the wrong forum. They should, she said, in denying their request for an order that would eliminate the barrier, ask the House of Representatives to change the rule that is the source of their problem.

At issue was former Secretary Samuel Pierce's use of the rule, which permits subpoenaed witnesses to deny radio and television coverage of their appearance before House committees. He invoked it in connection with his appearance before the Subcommittee on Employment and Housing last month, and Green denied the petition of Capital Cities/ABC, CBS, CNN and NBC for a temporary restraining order barring enforcement of the rule (BROADCASTING, Oct. 9, 16). Last week she cited the Speech or Debate Clause of the Constitution in denying a motion for a permanent injunction and dismissing the case. Green did not reach the First Amendment issue the broadcasters raised.

The clause protects members of the Senate and House from being questioned "in any other place," and was intended, according to the Supreme Court, "to assure a co-equal branch of the government wide freedom of speech, debate and deliberation without intimidation or threats from the Executive branch," and "protects members against prosecutions that directly impinge upon or threaten the legislative process." The question to be determined, said Green, is whether the rule falls within "the legislative sphere." She concluded that it does.

Green said there is no question that the subcommittee has the authority to conduct hearings in its investigation "into the alleged improprieties in the operation of HUD." And in carrying out that function, as it has done in connection with other committee and subcommittee investigations, she said, the House has enforced the rule in question—Rule XI(3)(f)(2). "That the rule remains alive evinces a continuing determination by the House that it serves some role in assisting the various subcommittees in carrying out their investigatory responsibilities." The court's opinion, or that of a House member, as to the wisdom

of the rule, is of no importance, she said, "for the rule has not been amended, repealed or revoked, as of this date."

That condition may change, however. Representative Tom Lantos (D-Calif.), chairman of the subcommittee investigating the HUD scandals, believes the rule has outlived its usefulness. He has introduced a resolution that would permit a majority of a quorum of a committee to override a witness's call for a ban on broadcast coverage. That would be similar to the rule under which the Senate operates, and to the kind of rule the networks say they would support in the House. The networks argue in their court pleadings that the House may not authorize broadcast coverage of committee hearings and then delegate to a private party—the subpoenaed witness—the right to ban that coverage.

Green said that if a sufficient number of House members agree, nothing prevents

the House from repealing the old rule and adopting the one proposed by Lantos. And in that connection, she suggested a redirection of the broadcasters' energies. The networks, she said, "have chosen the wrong forum in which to present their objection. Their recourse lies not with the courts, but rather with the co-equal branch of government which enacted Rule XI(3)(f)(2), the United States House of Representatives.

However, the networks have not yet given up on the courts. Dyke said the networks will appeal Green's decision to the U.S. Court of Appeals in Washington. Their concern is the rule itself, not simply the hearings being conducted by Lantos's subcommittee. In any event, Pierce last week invoked the Fifth Amendment protection against self-incrimination in refusing to answer any questions during his appearance on Friday (Oct. 27). —LZ

SCI plans financial restructuring

Attempting to release itself from a weight of debt servicing, the owners of SCI Television last week proposed a financial restructuring. The proposed plan, which needs approval by a majority of bondholders, would delay for more than a year the principal payment on which the company recently defaulted. Additionally, it would reduce the ongoing cash needs of the company by eliminating cash interest to bondholders, while also substantially cutting even non-cash interest rates. Interest rates on three classes of over \$500 million in bonds would drop from 15½% to 8½%; from 16½% to 6%, and from 17½% to 3%.

To some observers the proposal appears to mark SCI Television for liquidation some time during the next few years, after giving management time to improve results at the one independent and five affiliated TV stations. A provision of the offer would make it to the company's advantage to "call" the bonds before maturity, presumably using proceeds from station sales, at discounts said to average roughly 60%.

In return for changing the terms of debt and for being permitted to keep control and some ownership in the group owner, SCI's owners would give up non-voting ownership to bondholders and banks—39% going to the former and 5% to the latter. The proposed plan would cut from 45% to 15% the equity stake of KKR's partnership and

prior Storer management, and that of Gillett Holdings from 55% to 41%, although the latter's equity would now contain the sole voting stock. And the SCI board would be occupied completely by Gillett affiliated directors.

In addition to their reduction of equity, the current owners, principally the KKR partnership and former Storer management, would see the principal amount of various junior securities and preferred stock they own shrink by 60%, from \$250 million to \$100 million.

Although the lengthy restructuring proposal was not publicly released, numerous other changes are said to be contemplated for the company. The management fee paid to Gillett would be capped at \$3 million until 1995—last year GHI was paid a \$4.8 million management fee for "out-of-pocket expenditures." Reductions over the next three years were made in the terms of SCI's lease with a GHI-and-KKR-owned partnership that separately owns the stations' physical assets. Last year SCI paid \$26.9 million to the lease partnership.

Reactions to the proposal were mixed from bondholders, whose select committee is expected to continue negotiating a solution to the company's financial difficulties first reported this summer (BROADCASTING, June 26). □

Zodiac Entertainment enters teen soap derby

Company will produce 'Warp Riders,' 'space-based' series, for fall 1990 start

The teenage-targeted serial, which has emerged as a new program form for the 1990 syndication season, continues to gather momentum. Zodiac Entertainment, a joint venture between Lacey-Keefe Productions and England's Central Television, said it is producing "a space-based soap adventure series" for teenagers for fall 1990, with production to begin next spring.

That announcement comes just two weeks after word that several other distributors are also developing teen soap operas. Both Cluster Television and Fox Television Station Productions are developing projects for debut as early as January 1990 (BROADCASTING, Oct. 16). In addition, Viacom's Nickelodeon has budgeted for the development of its own project in 1990.

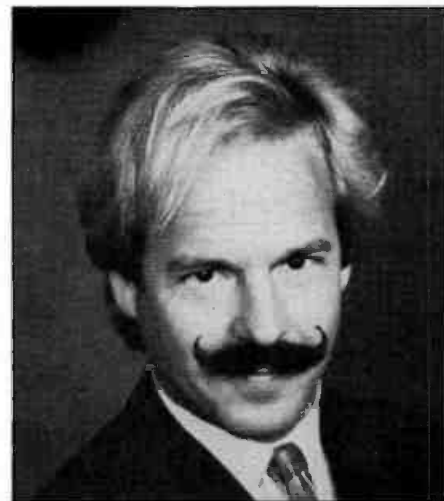
Several years ago, Nickelodeon developed the first of the children's game shows, *Double Dare*, which Viacom later took into first-run syndication, starting a program trend. Like the children's game shows, the teen soaps are being positioned by their distributors as transitional programs, designed to lead out of children's animated programs and into adult programming.

The Zodiac project is called *Warp Riders*, and is one of the first two programs being developed by the company, formed by partners Brian Lacey and Peter Keefe, and Central Television. Before aligning with Central, Lacey and Keefe were with World Events Television, the St. Louis-based syndication subsidiary of Koplair Communications. The two executives were instrumental in the development and distribution of World Events' *Denver*, *The Last Dinosaur*.

Warp Riders, a live action half-hour, tells the story of two opposing groups of teenage space explorers who travel with robots and



Brian Lacey



Peter Keefe

computer-generated beings.

According to Lacey and Keefe, who are responsible for the day-to-day management of Zodiac, the program has a per-episode budget of between \$300,000 and \$400,000, about the typical cost of a network prime time half-hour program.

Warp Riders will be produced at Central Television's Nottingham, England, facility, and much of the cost relates to the special effects being incorporated into the show by the Motion Picture Co., which created the elaborate special effects and models in the recent film "Batman." Between 15 and 20 different sets, simulating different bridges and decks of space ships, are being constructed for the show.

According to Lacey, Zodiac will pitch *Warp Riders* and another new program, the animated *Widget the Whale Watcher* (see box, below), to networks, FBC and major station groups in the next several weeks.

While the networks are being pitched

both shows, both executives say the teen adventure serial is really tailored to the afternoon time periods of independents or affiliates, and that syndication is the likely route.

Warp Riders is, according to Lacey, "a genuine co-production." At least two versions of the program are being produced at the Central studio simultaneously. A French broadcaster has agreed to share the below-the-line production costs of the project at Central, and will pay the entire cost of bringing in a separate cast to shoot a French version of the program. Zodiac, in turn, will fly the American cast to Nottingham to shoot the English version.

Distribution of the program in the domestic marketplace will unfold in the coming weeks and months. "The goal is to get to a strip," said Keefe. But, as the two did with *Denver*, they may launch it here as a weekly, expanding to strip in year two.

Zodiac may offer equity interests in the program as an incentive to domestic stations or station groups interested in the program. "What we're developing here," said Keefe, "is a prototype standard for a truly global television program." —SM

Kid's stuff too

In addition to its teen space adventure serial, Zodiac has also developed its first children's animated show, also for 1990 debut. Entitled *Widget the Whale Watcher*, the show is based on the adventures of an alien creature that can change form, which comes to earth to serve as a sort of guardian angel to whales, at the same time befriending three earth children. Award-winning animator Bill Kroyer has been signed to oversee the animation. Kroyer has been credited with advancing the marriage of computer technology to cell animation to come up with a much more fluid cartoon.

The project is an expensive one, costing an estimated \$300,000-\$400,000 per episode. As with the *Warp Rider* project, Zodiac has lined up a number of interested foreign broadcasters. In fact, said Keefe, the Korean Broadcasting system is a partner, and will be responsible for all the labor-intensive inking and painting work (all the design and layout work will be done in the U.S.), in exchange for the Korean exhibition rights and certain other Pacific rim distribution rights.

Zodiac will be presenting the program to the three broadcast networks, Fox and various station groups in the next several weeks to gauge interest. But as with *Warp Riders*, the foreign pre-sales have virtually assured the program will get launched stateside in some form.

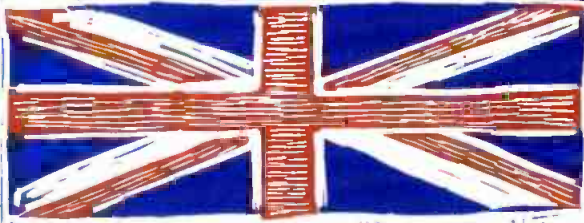
For Buena Vista and Barris, it's all in the game

Producers ready two new game shows for sale at NATPE

Two high brow question-and-answer game shows have joined the ballooning slate of quiz programs being readied for sale at this January's NATPE convention in New Or-

Conservative ♦ Labour ♦ Sinn Fein ♦ Labour

WATCH



The
BRITISH
Are
COMING
To
AMERICA'S
NETWORK

C-SPAN



NOVEMBER
1 ♦ 9 ♦ 8 ♦ 9

Turn
to
C-SPAN
beginning
November 14
for
a
revolutionary
week
on
cable.

Watch
the
television
debut
of
the
British
House
of
Commons.

And
a
full
week
of
special
programming
from
Great Britain.

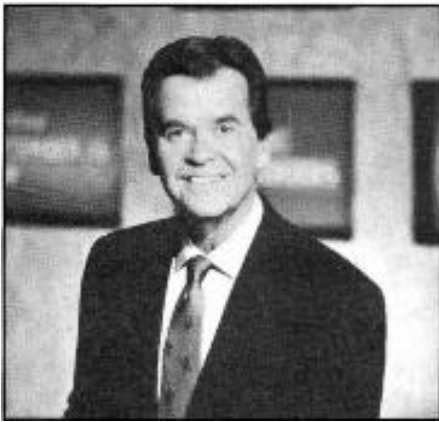
Spread
the
word.

C-SPAN - A PUBLIC SERVICE OF CABLE TELEVISION INDUSTRY
FOR MORE INFORMATION CALL (202)737-3220

Democratic Unionist ♦ Ulster Popular Unionist

Plaid Cymru ♦ Social Democratic and Labour ♦ Social Democratic

Social - Liberal Democratic ♦ Scottish National ♦ Ulster Unionist



Dick Clark

leans—Buena Vista Television's *The Challengers* and Barris Television's *Quiz Kids Challenge*. Both shows are being targeted for prime access as companion pieces to local news programs and King World's access powerhouse, *Jeopardy!*.

Buena Vista is taking a gamble with *Challengers*, which will be hosted by Dick Clark, stripping 52 original episodes a year. "This definitely is the first time a syndicator has done a 52-week commitment to produce a game show," said Jamie Bennett, senior vice president, Buena Vista Television. Bennett said the half-hour program will be "date-specific," quizzing contestants on their knowledge of current events. A returning champion and two challengers compete each episode, with twists that include raising the odds on each topic wagered for two or three times the money each contestant possesses, and an "Ultimate Challenge" in which a three-time champion tries to win on an original pot of \$25,000 (the pot grows in increments of \$5,000 until it is won).

The Challengers will tape five episodes each Friday and will be satellite-fed to client stations on Sundays for airing the following week. Bennett says the show will be 50% more expensive than the average 35-week quiz show, with a full-time research and writing staff working year-round. *Challengers* will also use a news wire to "keep the show as timely as possible," Bennett said.

Bennett said the show is going to be offered on a cash-plus-barter basis, and said that Buena Vista is talking to national advertisers about promotional tie-ins. He said a pilot was shot on Sept. 14 and is currently being shown to station groups. If there is strong early interest in the show, Bennett said, a January 1990 start is possible, but a fall 1990 debut is more likely.

"Ron Greenberg developed the entire concept, and I'm glad to say he comes under our umbrella (Dick Clark productions) because I would do the show even if he didn't work for us," said Clark, who is serving as co-executive with Greenberg. "I have no problem with doing this show all year. I did double shoots hosting *The Pyramid*, and it never bothered me. I think the viewers will become familiar with the odds-making on the show and will love to watch the strategizing. If you are reasonably informed, you're going to have a lot of fun with the show."

Clark said he thought *The Challengers* would be among the only two or three game shows that will emerge from the NATPE convention with enough clearances to make a run in syndication. "So far there is little of anything else that is original in concept," Clark said. "Most of the game shows that have launched are revivals of older formats."

Barris's *Quiz Kids Challenge* is a revival of sorts. It is loosely based on the original *Quiz Kids*, which ran for three seasons on NBC (1949-52) and two on CBS (1953 and 1956). Instead of just children being quizzed on their knowledge on a variety of topics, Barris Television Senior Vice President Jeff Wald said children from the ages of 8 to 13 will face-off against adults in the newer version.

"No one was more surprised than I was to see the kids beat the adults 62% of the time," said Wald of the early run-throughs for the Oct. 24 pilot taping. "I think the role models for today should not be the kid

selling drugs on the street. Our educational system has been taking knocks from critics saying that all we produce is illiterate kids. Well, these kids had the adult challengers fighting for their lives. They're the positive role models for their peers."

Geoffrey Cowan, who is the son of the show's founder, the late Lou Cowan (producer of a radio version of the show in Chicago from 1940-53), shares executive producing chores with Scott Sternberg (*Hollywood Squares* and *Love Connection*) and Julian Fowles. Jonathan Price, a comedian and writer of the George Burns movie "18 Again," has been hired to host the half-hour show.

Wald says *Quiz Kids Challenge* is budgeted at approximately \$5 million for the 35 weeks of episodes (roughly \$140,000 per week), with a "sizeable chunk" of money dedicated to an elaborate set in Los Angeles. Barris Television, a division of the Guber-Peters Co., is offering the program on a cash-plus-barter basis. —MF

LBS to play matchmaker, moviemaker

Producer announces late night strip pairing singles, production of new movies with foreign co-producers

LBS Communications is launching two new program projects, both available in April 1990, including a new late night strip and a series of new original movies to be produced in conjunction with various foreign and domestic partners, as yet unnamed.

The late night strip is a half-hour barter show for the lovemorn called *TV Personals*, featuring eight to 12 singles profiles per night, as well as news and lifestyle segments about the singles scene.

Tied into the program will be a 900 telephone number system enabling viewers to respond to on-air profiles.

While some observers said last week that the concept sounded somewhat "nar-

row" for the mass syndication market, John Nottingham, president, LBS Distribution Sales, countered that the concept's time has come, given a singles market in the U.S. that numbers almost 70 million strong.

A lot of media attention has been given to the subject in recent months, not all of it positive. *48 Hours* and *Oprah Winfrey* have dedicated recent segments to the singles scene. Other stories, such as one in a recent edition of *New York* magazine, have focused on the dark side of the print personal columns, where some love seekers have become the victims of sexual crimes by people responding to their personal ads.

"Any concept in the world can have a negative connotation," said Nottingham. "But we're approaching this show with

Downey's back, and CNBC's got him

Morton Downey Jr. is returning to television as part of an issue-oriented program entitled *Showdown* that debuts on CNBC Dec. 4. The half-hour weeknight show will pit Downey against Richard Carter, a *New York Daily News* columnist, who was often Downey's adversary on his syndicated program.

Showdown will lead CNBC's prime time schedule at 8 p.m. CNBC is cutting back the daylong *Money Wheel* one half hour, and is moving other programming (*Media Beat* moves from 8 p.m. to 7 p.m.) to make room for the show. Downey's lead-in will be the *Dick Cavett Show*.

CNBC President Mike Eskridge said serious topics will be debated, and "the chairs will be nailed to the floor. It will not be *The Morton Downey Jr. Show* revisited," he said. The program will be taped before a live studio audience chosen by CNBC, but the exact format, other than Downey and Carter debating and interviewing guests, has not been set.

Eskridge said he first got the idea about Downey after seeing him on CNBC's *Cavett* program in September. The two had lunch, he said, where Downey expressed an interest in returning to television, but in a different forum and focus that was in line with what Eskridge was thinking. Downey has a one-year deal with CNBC, said Eskridge, like the other talk show hosts on the network.

The topics will be similar to those that Downey addressed on his syndicated program, said Eskridge, many of which dealt with citizens interacting with the government. Eskridge said that 90% of the over 430 shows Downey did in syndication dealt with topics within the broad definition of CNBC's charter, such as welfare, abortion and drugs.

taste and the maximum amount of screening to protect [those participating]. I can't prevent human behavior, but the show will tend to minimize" surreptitious participation by those not taking the program in the spirit in which it is offered, said Nottingham.

The screening is largely left up to the "clients," who can ask respondents to leave specific background information in recorded messages. "We're dealing with adults with enough [internal] screening devices to minimize concerns," he said.

The program will be offered for barter, with stations getting four minutes to sell locally and LBS keeping three to sell through its TV Horizons barter sales unit.

The program was created and is being produced by Los Angeles-based Ernest Chambers Productions. Chambers's credits include *The Smothers Brothers Comedy Hour*, *Tony Orlando and Dawn* and an upcoming ABC special, entitled *Love with a Twist*.

Co-hosts for the program are Chris Cote (*Magnum, P.I.*; *Dynasty*) and Cheryl Allen (Fashion Channel, Celebrity Shopping Channel).

The new LBS movie project is being marketed under the umbrella title *World Premiere Movies*. According to Nottingham, the plan is to release one new telefilm each month under the *World Premiere Banner*, with LBS asking for an initial 18-month commitment.

Each film will be two hours, with 24 minutes of commercial time, including 12 minutes local and 12 minutes national barter.

The first film, to be released next April, is *Ghost Writer*, with Tony Franciosa and Audrey and Judy Landers. The last portrays a ghost who enlists the aid of a writer to help solve her murder.

Nottingham said the films would be funded by various sources, including bringing in foreign and domestic partners and selling foreign rights to the movies. Each movie would have a budget "typical" of most made-fors, said Nottingham—between \$2 million and \$3 million. —SM

Lifetime buys film package from Orion

Of 42 films, 23 titles will appear on cable network before their syndication windows; Showtime and Columbia also announce multi-picture arrangement

Lifetime Television last week announced the acquisition of its first major film package, consisting of 42 films from Orion Television Entertainment. The package includes 23 titles set to appear on the cable service before their syndication windows. Tom Burchill, Lifetime's president and chief executive officer, told BROADCASTING that he "would not deny" the reported \$40 million to \$50 million price tag placed on the agreement. Other industry sources set the price at \$1 million per film. "It wasn't cheap," Burchill said.

Of the 23 films to be cablecast before

syndication, five will go to broadcast television prior to Lifetime; the rest will flow directly from their pay-TV runs. Lifetime's agreement calls for a four-year exclusive exhibition window, including multiple runs. Pre-syndication titles include "Bull Durham," "Dirty Rotten Scoundrels," "Married to the Mob," "Mississippi Burning," "Colors," "Eight Men Out," "The Unbearable Lightness of Being," and Woody Allen's "September" and "Another Woman."

Nineteen titles already in the syndication marketplace include "Hannah and Her Sisters," "The Cotton Club" and "Back to School." All the films will make their basic cable premieres on Lifetime, with initial titles slated to begin their runs in November 1990.

Referring to the package as "high in quality and ideally suited to our target audience," Burchill said preliminary plans called for using the Orion films to create a "high profile night."

"We think we can," said Burchill, "through a combination of the original movies being made by us, premiering next spring, and the Orion package, perhaps together with *Molly Dodd*, create a real impactful evening for cable and for Lifetime." Burchill said the possibility exists for similar deals in the future, depending on "our ability to be selective in our titles. That's the key."

According to Bob King, president, domestic syndication, Orion Television Entertainment, the Lifetime deal is not instead of, but simply prior to, syndication. "We

tailor-made a group of pictures for Lifetime to meet their marketing needs," King said.

The pricing of movies has come down in the last few years, said King, "and I think that's because the supply and demand of the traditional TV marketplace has adjusted. I think TV operators will look at that, and maybe some of them will change their strategy. We certainly hope so.

"We're not trying to create hostility at any level," King said. "We think cable operators are taking advantage of situations they see either as counterprogramming or as voids."

"We're pleased that this commitment," Burchill said, "together with the commitment to *L.A. Law*, on top of our made-for-television movies and *Molly Dodd*, is positioning us for leadership in the '90s. Hopefully, it will allow us to continue to chip away at broadcast television."

Showtime and Columbia Pictures Entertainment Inc. also announced a multi-picture arrangement last week. According to Jim Miller, Showtime senior vice president, program acquisition and planning, terms include nonexclusive rights to approximately 60 first-run titles from Tri-Star and Columbia, which become available to the pay service later this year through 1991. Miller refused to comment on the agreement's price tag.

The agreement also calls for nonexclusive rights to a number of past films from both production entities and the rights to certain Tri-Star films on an exclusive basis, including former studio head Frank Price's production slate, scheduled to start filming in 1990. —RG

Turner Pictures to distribute made-for-TV films internationally

Turner Broadcasting System has formed Turner Pictures, a new division that will distribute TBS's made-for-TV movies in the international marketplace. TBS Chairman Ted Turner will also be chairman of Turner Pictures, with Gerry Hogan, president, Turner Entertainment Networks, as TP president. Hogan told BROADCASTING that the division may also eventually function as a separate production unit.

Turner Home Entertainment International will handle international theatrical and home-video distribution, while Turner Program Service will distribute Turner Pictures' product in international syndication. The new division will begin operation immediately, offering as its first two films the previously announced *Treasure Island* and *The Secret Life of Ian Fleming*.

Turner Pictures at this point is "definitely" a further distribution layer, said Hogan, but "it holds out an opportunity for much more than that in the future.

"We found strong interest in some of our TNT films among international theatrical distributors," said Hogan, "and other parties outside the U.S. were interested in seeing us enter that business. At the same time as we were developing films for TNT, occasionally we came across a project that we thought would make a great feature but that was inappropriate for TNT, and put it aside."

As TNT enters its second year there is a bit more "breathing space," Hogan said, so "in the future we might go ahead and develop and take theatrically" projects that were at one point put on hold or shelved. The main emphasis would be on international theatrical distribution, said Hogan, although "we would hold out the opportunity to take a project theatrically in the States also," under the Turner Pictures banner. He added: "That's not as likely to occur as producing films for TNT in this country and then releasing them theatrically on an international basis."

Fleming and Island, both two-hour films, are budgeted in the \$6 million range, "way above what a typical TV movie costs, which is a little less than \$3 million," Hogan said. Jason Connery, son of Sean, stars in the dramatization of the life of James Bond's creator. *Island* was produced by, and stars, Charlton Heston as Long John Silver.

Hogan also said that he plans more co-productions in the future, and talked to possible partners at this year's MIPCOM. In 1990, TEN will produce 24 telefilms; four of them are expected to be co-productions, Hogan said. TNT plans to cablecast 52 original films in 1991, and will increase its number of co-productions as its project slate continues to grow. —RG

NBC News retraces its missteps

Division says technical difficulties with KRON-TV and 'internal snags' contributed to more than hour delay in providing pictures of earthquake to its affiliates

NBC News last week was still ensnared in a complicated and embarrassing controversy over the more than one-hour delay its affiliates suffered in receiving pictures from the network of the earthquake that rocked northern California two weeks ago. NBC executives in the days that followed said the problem rested with its San Francisco affiliate, KRON-TV, which was knocked off the air for about 30 minutes, and with "internal snags." And those executives are now engaged in a major effort to fashion policies that would guard against a recurrence of the problems that caused one of the division's darker days.

An indication of the division's frustration was provided on Friday (Oct. 20) in NBC News President Michael Gartner's regular weekly memorandum to the staff. "Let me express my dismay and anger over our not being on the air right away Tuesday night," said Gartner. And while he continued to cite KRON-TV as part of the problem, he said it was only part. "I don't think we have a workable procedure for dealing with crises like this. We had problems and confusion that were not related to the technical problems of getting material from our affiliate. This is just unacceptable. Period." He ordered an investigation and recommendations for changes in procedures.

On the night of the earthquake, NBC began feeding pictures at 9:50 p.m. ET, about an hour after the video was available on ABC, CBS and CNN. Francis Martin III, president and chief executive officer of Chronicle Broadcasting Co., wrote a detailed letter to James R. Siefert, chairman of the NBC affiliates board, insisting the problem was not the fault of Chronicle's KRON-TV—that the station was back on the air within 30 minutes and that its pictures were available to NBC from three different sources: KCRA-TV Sacramento, KNBC-TV Los Angeles, and CNN—as early as 5:48 p.m., PT.

But confusion within NBC News apparently played a part. Donald Browne, the executive news director, talked of "internal snags," and was quoted as saying that "every glitch that could happen happened." But he said he is determined now to reshape the system into one that will be able to respond quickly to emergencies, such as the one that broke two weeks ago. He described the existing system as "program-schedule oriented." Using a sports analogy, he said: "Sometimes you don't know what's to be fixed until you play a game. Well, we played a very big game, so now

we know."

In the search for what went wrong, there were the observations of Bob Jordan, news director of NBC affiliate KCRA-TV Sacramento. He attributed part of the problem to NBC News's satellite desk that, he said, rejected KCRA-TV's request for satellite time to relay pictures from the station's satellite truck at Candlestick Park, where it had gone to participate in coverage of the third game of the World Series. Jordan said he needed more than the 15 minutes that was offered, so he plugged into the CNN satellite. But that CNN package, in turn, was not compatible with NBC downlinking capability. Browne said the person on the desk, who was "inexperienced," had gone "by the book," but also had offered to attempt to find additional satellite time. That offer was not accepted.

Jordan said NBC's principal problem was that the network required "30 minutes to get our signal into their system." He said KCRA-TV was feeding its entire output of pictures—including its own and KRON-TV's—through the Portable Uplink Package by which NBC normally receives KCRA-TV feeds. "They said they were scanning the sky for our feed and couldn't find it," Jordan said. "It should have been easy." KCRA-TV began feeding the material "between 5:45 p.m. and 6:15 p.m. or 6:30 p.m.," as soon as requested by NBC, said the station's chief engineer, Jerry Agresti.

But the reason for NBC News's failure to capture the KCRA-TV signal earlier than it did remained one of the mysteries NBC News was trying to unravel last week. Browne said that both NBC-owned KNBC-TV Los Angeles, which, he noted, is a "sophisticated, high tech organization," as well as NBC News, which he said is also "sophisticated and high tech," were attempting "desperately" to find the video, and failing, until about 9:45 p.m. "The signal wasn't getting to a place where we could get it," said Browne.

For the most part, NBC News officials who were being peppered with questions about the problems the network had encountered were content to ascribe them to "communications problems" and internal difficulties. Officials suggested they were constrained by concern for the feelings of an affiliate. "We don't want to get into a public debate with KRON," said one. NBC News's position last week seemed to be that the network provided pictures "as soon as available," and to stress what officials said was the smoothness and high quality of the cooperation between KRON-TV and NBC once the network began feeding the pictures. NBC stayed on the air with continuous coverage of the earthquake from 9:43 p.m. on the night of the earthquake until

noon the following day.

Whatever the details, they are history. In the view of Siefert and the NBC affiliate board, the goal is to prevent a recurrence of the problems that prevented the network from serving its affiliates with pictures of the earthquake promptly. "I don't know that casting stones on behalf of the board serves anyone's purpose," said Siefert, who is president of Cosmos Broadcasting Corp. "But we're extremely disappointed and concerned about the future in similar cases. That's why [NBC News is] getting procedures in place, so it doesn't happen again." And he said he and the board "are satisfied" that the news organization will take the necessary steps.

He said the board expects "a preliminary report" this week.

For his part, Browne, who has been in the network job only four months—he had been NBC's Miami bureau chief—was attempting to put a positive face on the breakdown. "This is an opportunity and a mandate to change the way we do things," he said. "We are taking it as a reason for changing the organization for the 1990's. It shows what has to be done, and we'll make the changes." —LZ

KCRA-TV beefs up news, bumps NBC Saturday, Sunday programming

Network is talking with independent in market about clearing shows

In a dramatic programming move, Sacramento's KCRA-TV announced it will schedule local newscasts Monday-Friday from 2 a.m. to 5:30 a.m. (PT), in addition to preempting NBC programming Saturday mornings and parts of Sunday to air a local weekend news block from 2 a.m.-7 a.m. and 9 a.m.-1 p.m. (BROADCASTING, Oct. 23).

Because Sacramento is one of Nielsen's metered overnight markets, affiliate station executives around the country will be looking at KCRA-TV's overnight ratings to see if a change of emphasis toward morning news may be beneficial. It could also send network programming executives scrambling to find independent stations to clear their preempted product.

To live up to the station's latest promotional motto, "Where the news comes first," KCRA-TV General Manager John Kueneke is instituting a mid-November start-up of the Monday-Friday news ex-

pansion, with the weekday expansion as a "tune-up" to the planned Jan. 6-7 weekend news operation. Unfortunately for NBC, it means the network must scramble to find a Sacramento-Stockton area independent station to clear its jilted Saturday morning children's lineup.

The blueprint for the Kelly Broadcasting Co.-owned station calls for live newscasts to be aired on "even hours" (2 and 4 a.m.) and repeats of those newscasts on "odd hours" (3 and 5 a.m.) during the weekdays. "Phase Two" of the expansion will call for the same "odd-even" hour broadcast format, with NBC's *Sunday Today* and *Meet the Press* sandwiched in (7-9 a.m.) before a continuation of local news until 1 p.m. on Sundays. KCRA-TV will also carry the live East Coast feed of *NBC News at Sunrise* at 3:30-4 a.m., and the network's regular airing of the *Today Show* at 7 a.m.

The plan also takes into consideration NBC broadcasts of NFL football games and other special events, which Kueneker said would force preemption of local newscasts.

"The number one goal for us is to create a news presence on Saturdays and Sundays," Kueneker said. "As anyone knows, the news does not stop on the weekends. Our own research shows that in two-thirds of the Sacramento market, teenagers and children do not live at home anymore. That means there is a huge adult market not being serviced. Clearly, we're both [the affiliate and the network] ignoring our audiences."

In regard to preempting the Saturday morning kids lineup, Kueneker says NBC has the right to negotiate with independent stations to clear the programing, and it's clear NBC is vigorously exercising that option. President and General Manager Harry Delaney of Stockton independent KSCH-TV confirmed that NBC officials are in "serious conversations" with him to carry the nine children's programs that account for five hours of the network's Saturday lineup. Delaney says he is being offered the same "barter-compensation split that network affiliates" get to carry network programing. He added that he will possibly strip one hour of the network programs (at 7-8 a.m.) for the weekdays or possibly stagger the shows between existing product on the station.

Curt Block, vice president, media relations, NBC, said he had "heard" that the network was "negotiating with some independent" in the Sacramento-Stockton market, but did not know which one. Block said: "We're going to be looking at their [KCRA-TV's] results and if we should possibly rethink what we have been doing in the early morning for the last 35 years." He added that the network is not worried "at this point" about any other possible affiliate defections to local news.

"If the programs don't work, we could possibly use the shows vertically (as a five-hour block), rather than horizontally (as weekday hour strips)," Delaney said. "What we're basically talking about is Saturday morning programing spread over a week in a checkerboard format. This

will only help to cross-promote our afternoon schedule of kids programs. We are the only station in the market to do four to five hours of kids programing daily. What we have seen is a continuing growth of the youth market for us."

The nine displaced NBC shows, according to Delaney, are *ALF Tales*, *Camp Candy*, *Captain N-The Game Master*, *The Karate Kids*, *Smurfs*, *Alvin and the Chipmunks*, *Saved by the Bell*, *ALF* and *Kissy Fur*. He also said that specially produced local wraparounds would be produced to promote NBC's lineup. A prior clearance relationship has existed between KSCH-TV and NBC for programing when KCRA-TV opted to go with local broadcasts of Oakland Athletics baseball games. The relationship is such that Delaney suggested prime time dayparts are also being discussed.

Apparently, KCRA-TV's local news expansion comes at a time when the station is almost completely automated. "This is playing a very big part in the reason why we're going into this news expansion," Kueneker explained. "It certainly makes the decision a lot more economically feasible. We'll be able to go with half the technical staff we used to need for newscasts, and we won't have all the bells and whistles with just one anchor and a meteorologist working the broadcasts."

Dan Shively, a 20-year news veteran at the station, will anchor the news five days a week, Wednesday through Sunday. A

Monday-Tuesday anchor has not been chosen, nor have the two meteorologists for the daily shifts, according to Kueneker. Affected production staff will be "reassigned" throughout the local news shifts, but Kueneker did not exclude the possibility of some "displacement" of certain technical employees. Kueneker expects that over 80 people will be employed in the news operation, with an increase possibly coming on the editorial side. As for the cost of the new equipment and increased man hours for the close to 47 hours of weekly produced local news, Kueneker said he did not have figures estimated for startup.

Kueneker said the news expansion was predicated on the station's success in the 1980 introduction of a local news broadcast at 5:30-7 a.m., bolstering NBC's *Today Show* ratings to an average 30-40 share. According to Bill Franks, general manager of competing independent KRBK(TV): "They really have led the market in terms of local news, and in this case, the network seems to have benefited from them too."

In the worst case scenario, Kueneker thinks the local news operation will break even the first year financially. "We project that we'll make enough revenue from advertisers to keep this thing afloat," Kueneker predicted. "We're in a metered market, so advertisers will see how we're performing in the early hours. I would say I'm pretty optimistic about our chances."—MF


Editing in Progress for Broadcasting Cable Yearbook 1990

By now, your station, system or company should have sent back our questionnaire. We want to make sure that your listing in the most widely used broadcasting/cable reference book is accurate and up-to-date. Every year, we mail questionnaires to 30,000 businesses. Every year, a few questionnaires fail to find the right desk; thus this call for entries.

Have we received the information we need to make sure your company is accurately represented in the next Yearbook?

It is not too late.

Don't wait. Send us your update today, before our database (which we can change) becomes a book (which we can't). Due to production schedules, we cannot guarantee editorial corrections on any information received after December 1, 1989. Act now. Send your corrections to:

Broadcasting  Cable Yearbook 1990
Attention: Editorial Department
1705 DeSales St., N.W., Washington, DC 20036

News veterans sound off on sound bites, satellites and the rise and/or fall of campaign coverage

Presidential race coverers, creators debate merits of broadcast reporting on campaigns through the years

To Sig Mickelson and his colleagues at CBS News at the dawn of the television age, the new technology held the promise of improving the presidential campaign process in a number of ways: Campaigns would be sharper and shorter, and candidates would reduce their campaign travel. Voter participation would be greater, and "the X ray eye of television" would make it difficult for candidates and their aides to engage in "charlatanism." Thirty-seven years after those hopes were entertained, following the 1952 election, Mickelson sees them as dashed. Instead, he sees the political system as "the worse for wear."

Mickelson, who was president of CBS News when TV was first used in a significant way to cover a presidential election and who has written his history of TV's impact on presidential campaigning in "From Whistle Stop to Sound Bite," discussed his views last week at a colloquium sponsored by the Annenberg Washington Program. But with Martin Plissner, executive political director of CBS News, and Robert D. Squier, a Democratic political consultant, also on the panel, Mickelson's views did not go unchallenged.

Mickelson says he has concluded that the primitive resources with which television journalists worked in the early 1950's—16 mm film and a paucity of labs to process the film, buses and propeller-driven planes—actually made for better journalism. The lack of videotape, satellite delivery and jet planes resulted in a lag time of a day between shooting and airing. As a result, he said, the correspondent was able—indeed, was required—to do "reflective" pieces that could stand up over time, "not a

breathless report." What's more, he said, the television correspondents had come out of radio "and could do the analytical roundup coverage that could stand up over 24 hours." He suggested that kind of talent was no longer available.

The journalists benefitted, too, from the fact the candidates and their managers were unfamiliar with the new technology, Mickelson said. But no more. Now, candidates' speeches are prepared with a view to producing the "sound bite" the networks will inevitably use. And the sound bite, Mickelson said, "lends itself to excessive emotionalism. There is no effort to let the voter exercise logic." Indeed, he said, "free media is more dangerous than paid media." For "with a spot announcement, a candidate can speak his piece on the air in his words without being edited." Mickelson is now VanDeerlin professor of communications at San Diego State University and president of the San Diego Communications Council.

Plissner, who is working on a book of his own on presidential politics and coverage, does not see TV as having the kind of negative effect on presidential politics that Mickelson does. "It is not," he said, "at the epicenter of everything gone wrong." There are, he suggests, other forces at work.

"The parties are nominating the same people and the same ones are winning elections" now as in the early days of television, Plissner said, by way of rebutting suggestions that television controls presidential politics. He noted that television has elected such star performers as Ronald Reagan and John Kennedy and candidates who are something less than star performers, like George Bush and Jimmy Carter. He also noted that Pat Robertson, a skilled television performer, was among those who trailed Bush in the race for the Republican

nomination, and that among those Michael Dukakis defeated for the Democratic presidential nomination were Jesse Jackson and Senator Albert Gore (D-Tenn.), both of whom "could have been major market anchors."

Plissner also made light of the kind of reporting Mickelson said correspondents had done in the early days of television: "It sounds like the viewers were getting yesterday's news, what they could have read in the morning newspapers." Plissner also said television was carrying an unfair burden of guilt as the medium responsible for the sound bite. "Television stole it from radio, which stole it from somewhere else," he said.

Squier, who is a partner in Squier-Eskew Communications, sees television as having had a positive effect, at least insofar as it frees voters from the need to rely on "ward heelers" for information regarding candidates. And while negative advertising has come in for heavy criticism in any discussion of the 1988 presidential campaign, Squier said that, "if anyone is to be blamed" for those ads, "it is those who did not respond." If an attack that sounds reasonable is not answered, he said, "it is the equivalent of the person attacked saying he agrees." Squier, who was not involved in last year's presidential campaign, made it clear he was referring to the manner in which the Carter campaign dealt with negative ads.

Squier had a word of advice for those covering political campaigns: cover the commercials. "If the spots are not covered, then the campaign is not covered," Squier said. "What is on the [network] evening news, and in the commercials that follow it, is 90% of the campaign.... Journalists who analyze spots 'will hold candidates' feet to the fire," he said. —LZ

Satellite Footprints

Emergency route. National domestic and international demand for video coverage of the earthquake combined to create record-breaking satellite video broadcast traffic last week.

In the nation's capital, Washington International Teleport (WIT) said it handled 150 video feeds on the day after the quake hit. "On an average day," said Scott Miller, WIT traffic manager, "we handle about 85 domestic and international feeds." But on Oct. 18, ABC, CNN, Group W, Gillett, Fox and other domestic customers booked approximately 90 feeds through WIT, which also managed about 60 international feeds via BrightStar Communications. All together, business "far exceeded our record of 125 feeds in one day with 150 news broadcasts from San Francisco."

Much of that traffic found its way to Asia. Intelsat spokesman Tony Trujillo said that, as of Oct. 20, Japan was continuing to "downlink practically every video feed" to the Pacific, and that, through BrightStar, Keystone Communications (formerly Bonneville Satellite and Wold Communications) and other transmission companies, there was "also heavy traffic to Hong Kong and, really, to the whole Pacific Rim." By Intelsat's count, 198 kinds of transmissions were fed out of one West Coast gateway.

Conus Satellite News Cooperative originated some of that transPacific traffic, delivering feeds to Japanese Conus member

Fuji-TV, which claimed Conus, "was the first commercial network in Japan to have a live report from the quake zone." Ten TV Australia also used Conus feeds, as did two local stations in Europe—RTL Plus in Cologne, West Germany, and RTL Veronique, Hilversum, The Netherlands—with RTL Plus executing the first live coverage of a breaking story through Conus. Over the following days, Fuji reporters arrived to cover the story themselves, continuing to transmit via Conus. Over six days, said Conus, members accessed 500 live reports.

On the first evening, IDB Communications reassigned a Ku-band vehicle from World Series uplinker Hughes Television Network to provide news feeds for Cox Broadcasting, King World's *Inside Edition* and CBS Radio. Four more IDB portable uplinks arrived the next day and were made available to networks, including NBC, ABC, NBC/Mutual Radio, AP Radio, the CBC and the BBC.

Keystone Vice President Ray Hutchinson said his company's agreement with the JISO consortium of eight Japanese broadcasters accounted for much of the traffic that Keystone was uplinking via four full-time international gateways on the West Coast. Clients in the Bay area, he said, were "lined up one after another" late Friday, Oct. 20.



Hughes' New Ku-Band Fleet Has Businesses Everywhere Looking Up

Hughes Communications is expanding into Ku-band satellite services, and that's good news for your business.

Hughes' acquisition* of IBM's Satellite Transponder Leasing Corporation gives us a powerful and immediate Ku-band presence to complement our existing C-band services. With two Ku-band satellites operational, and one more to be launched next June, we can now meet any satellite communication requirement you have.

Our new Ku-band service has applications for network-quality broadcasting and business video, VSAT networks and SCPC services, and newsgathering and backhaul transmissions. This entry into Ku-band services shows once again that Hughes responds to our customers' business and technical requirements with unmatched imagination. And Hughes will launch more Ku-band birds in the future, insuring unparalleled flexibility, as well as back-up and in-orbit protection.

With our growing capabilities in both C-band and Ku-band, Hughes is the company of choice for satellite services. So if you're searching for that special combination of reliable technology and innovative solutions to your communications needs, call us at 1-800-232-8728. Your business will start looking up.

* Pending FCC approval. © 1989 Hughes Communications

WE MAKE IDEAS HAPPEN.®

HUGHES
COMMUNICATIONS

HUGHES

Subsidiary of GM Hughes Electronics

Arbitron and Birch radio books differ in LA, NY

Competing rating services show different market shares and ranks for same stations during summer '89

Summer 1989 Arbitron and Birch radio ratings books disagreed on format strengths in the New York and Los Angeles markets. Using the numbers for total persons, age 12-plus, average quarter-hour shares, Monday-Sunday, 6 a.m.-midnight, Arbitron numbers for New York show that WLTW(FM), programming a soft adult contemporary format, tied for first place with CHR-formatted WHTZ(FM) (BROADCASTING, Oct. 16). According to Arbitron numbers, the next appearance in the top 10 by CHR outlets occurs at sixth place, with WQHT(FM) and WRKS(FM) tied for sixth with a 3.9 share.

Birch numbers, however, show CHR outlets WHTZ(FM), WRKS(FM) and WQHT(FM) as the top three market leaders. (WQHT tied with urban contemporary outlet WBLS(FM) for third place with a 5.5 share, according

to Birch; Arbitron ranked WBLS seventh, with a 3.7 share.)

In the Los Angeles market, Arbitron shows soft adult contemporary outlet KOST(FM) as the market leader with 6.8 (versus 4.3 for Birch), with CHR outlets KIIS-AM-FM and KPWR(FM) as second and third with 6.4 and 6.1, respectively. Again, Birch numbers place CHR at the top of the market, with KPWR scoring a 7.7, KIIS-AM-FM a 7.1, and KQLZ(FM) with a rock hit format at third with 6.4. KOST(FM) ranks fifth with Birch, earning a 4.3 share.

The debate among industry players continues over the pros and cons of each service. Bill Livek, president and chief operating officer of Birch-Scarborough Research, attributes the differences in ratings to the "simple dynamic of response rate." In New York, in the summer 1988 book, Arbitron had a 41.4% response rate; in 1989, 45.6%. Birch response rate in New York in the summer 1988 period was 63.6%, and in

1989, 57.5%. "The lower the response rate, the more difficult time we have seeing into that sample," Livek said. "Response rates that are lower are subject to weird statistical anomalies." Another important issue for Livek is sample size: "As the radio business becomes more competitive, you have more and more operators going after smaller demographic groups, putting more stress on that sample size. So the dynamic of sample size and response rate becomes more important."

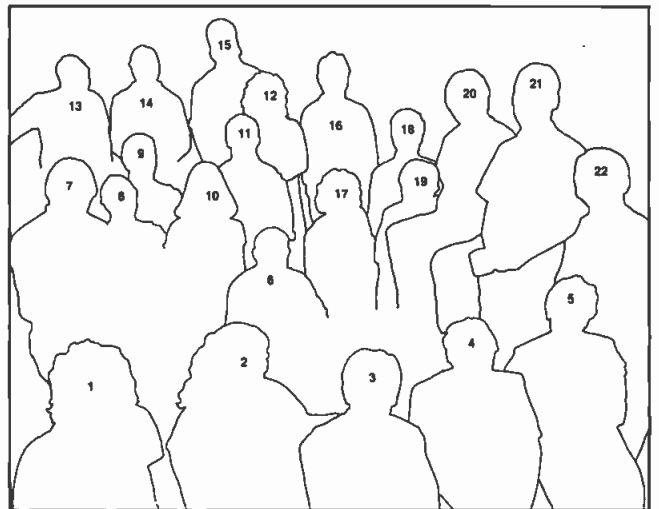
Rhody Bosley, vice president, sales and marketing, radio station services, Arbitron Ratings Co., believes Birch research is "too susceptible to promotional hype," due to their methodology. "It is a one-day survey versus a seven-day survey," he said. (Arbitron uses a seven-day diary system in which a personal diary is supplied to all persons 12 years of age and older in a given household to record listening for seven consecutive days. Birch employs a two-day,



Ten years and counting. An estimated 4.1 million listeners will today (Oct. 30) hear National Public Radio's *Morning Edition* host Bob Edwards and correspondent Anne Garrels report on the taking of 52 hostages from the U.S. embassy in Teheran. And from Oct. 31 through Nov. 3, *Morning Edition* will revisit four other major stories from the past decade, as well as present new special reports on the show's creation and evolution.

What is the occasion? Hosted from its inception by 1984 Edward R. Murrow Award winner Bob Edwards, *Morning Edition* is celebrating its 10th anniversary—officially, Friday, Nov. 3. Sportscaster Red Barber, poll-taker Lou Harris, author Rod MacLeish, *The Atlantic* magazine reporter James Fallows and former Reagan administration official Linda Carter are contributors to the show. But Edwards carries the weight, interviewing about 800 people each year to fill the two-hour weekday morning show.

The special reports this anniversary week will include reports by Neal Conan on an increasingly "aggressive" U.S. foreign policy; by Frank Browning on the progression of the AIDS epidemic; by Barbara Mantel on "the growing income gap in the United States" and by congressional correspondent Cokie Rob-



erts on "the creation of a new conservative generation" in the U.S. in the 1980's.

"*Morning Edition* has become a broadcasting institution during this past decade," said Executive Producer Robert Ferrante. "Our listeners tend to be informationaholics who like the depth and breadth of information they obtain from the program."

Pictured above is the *Morning Edition* staff: 1) Vicky O'Hara, senior editor; 2) Dianne James, editor; 3) Taki Telonidis, production assistant; 4) Ellen McDonnell, senior producer; 5) Marie Dilg, senior editor; 6) Carl Kasell, newscaster; 7) Bob Edwards, host; 8) Audrey Wynn, associate producer; 9) Bob Ferrante, executive producer; 10) Jean Cochran, newscaster; 11) Michael Carrese, assistant editor; 12) Alice Winkler, assistant arts editor; 13) Steve Munro, producer; 14) Thurston Briscoe, arts producer; 15) Sean Collins, associate producer; 16) Fred Wasser, production assistant; 17) Ronnie Krasnow, arts intern; 18) Rod Abid, production assistant; 19) Joan Wideman, receptionist; 20) Tom Carpenter, technical director; 21) Barry Gordemer, director, and 22) Max Cacas, newscast producer. Not pictured: Beverly Hunt, administrative assistant, and Mark Schramm, associate producer, sports.

BRAVISSIMO!



The 5000 radio members of the National Association of Broadcasters recently awarded its first ever Marconi Award to WQXR as Classical Station of the Year.

As America's first commercial classical radio station, WQXR holds a special place in broadcasting history. At Major Market Radio, we place a premium on performance and our appointment as national sales representative for this proven performer makes us very happy.

Congratulations to WQXR and welcome to the Major Market Radio family of stations!



current day and previous day, telephone interview methodology—one person per household randomly chosen on the basis of most recent birthday. Seven-day cumes are generated by a formula.)

An increasing number of agencies and stations are signing up for both services. Amy Nizich, vice president/director of radio, Western International Media, says: "We consider both services primary sources at this time." She believes there will always be discrepancies in research, and cautions against taking "any statistical research as the whole answer."

Harry Whitman, director, strategic research for Western International Media, agrees: "Numbers are just estimates, they are not the Bible. Many industry players forget that fact." —LC

Virgin Islands AM beats Hugo

WSTA stays on air following hurricane; island's only link to world

"Today is a little bit better than it was yesterday—that's our slogan," said Len Stein, general manager of WSTA(AM) St. Thomas in the U.S. Virgin Islands. On an island that is slowly recovering from the destruction wrought by Hurricane Hugo, the motto seems appropriate.

Just as appropriate is the name by which the station has been known for the past eight years: "Lucky 13" (it's at 1340

khz). Because of a lot of luck and equal amounts of sweat, WSTA was the only station among the nearly 20 on the Virgin Islands that was not blown off the air by Hurricane Hugo last month. And for a week following the hurricane, Lucky 13 remained the only Virgin Islands station on the air.

During that week of non-stop, commercial-free broadcasting and in the following weeks, the station served as a communications resource for the government, an emergency dispatcher for the police and emergency medical personnel and a message center for island residents who had lost contact with friends and relatives. The station's performance during the storm and in its aftermath earned it praise from the Virgin Islands press and from its delegate to the U.S. House of Representatives, Ron DeLugo. "There is no question in my mind that this station is responsible for the saving of who knows how many lives," DeLugo said. "Who knows how many people did not panic and run out into the street during the storm because of this station staying on the air?"

During the storm, the station received a call from a household in which a stove had blown up, badly burning three people. Lee Carle, WSTA's station manager and chief engineer, asked his listeners on the air for advice on how to treat the situation. A nurse called in, and WSTA broadcast her instructions to the family on how to care for the injured until medical help arrived. The station was "sort of a dispatcher" for the police and national guard, Carle said, as it broadcast locations of situations requiring emergency attention.

At another time, the station arranged a communications linkup between the commander of the National Guard, based in St. Croix, and the Virgin Islands governor, who was on St. Thomas. The commander linked up with the station via ham radio, and WSTA broadcast the message so the governor could hear it.

In addition, the station has aired messages from worried relatives to islanders unreachable by telephone. WSTA has also been a makeshift post office, forwarding letters from residents responding to messages heard over the air.

WSTA is sponsored by the Federal Emergency Management Agency, which had supplied the generator that the station used to stay on the air, Carle said. —GM

"Since July, our billings have increased by 300%."

—Rod Williams
General
Manager
WCVG-AM
Cincinnati

WCVG joined BRN in August, and their billings skyrocketed.

Now, two luxury car dealers spend radio dollars exclusively on WCVG. They love the upscale prospects. Many other Cincinnati advertisers are discovering what Rod Williams already knows: Business Radio Network attracts decision makers with money to spend. He calls them "ducks with feathers."

From Washington D.C. to Honolulu, BRN affiliates are getting similar results. Call us today, and we'll put you in touch with other successful general managers like Rod Williams.

1(719)528-7046 (Listen Line)

1(800)321-2349 (Inquiry)

Radio's Business Solution™

BRN

Business Radio Network

Business growth

Colorado Springs-based Business Radio Networks is expanding. Joe Dorton, Radio Advertising Bureau board and executive committee member, has joined the network as an investor and vice president of special projects. Dorton will be responsible for management of new business development and network syndication, as well as the provision of marketing support in the areas of affiliate and advertising sales.

Better quarter for station operators

Capital Cities/ABC among group owners reporting improved performance; some note Texas turnaround

Third-quarter earnings comparisons reported by television group owners last week were generally better than those of the week before (BROADCASTING, Oct. 23). The improvement came about, in part, because fewer of those reporting were subject to comparisons against Olympics advertising-driven gains in the 1988 period. Also, four of those reporting—Capital Cities/ABC, A.H. Belo, LIN and Times Mirror—have properties in Texas markets where economic fortunes appear to be improving.

Relatively strong advertising demand for outlets of Capcities/ABC drove revenue of that company's broadcasting division up 11% to \$838 million in the third quarter. The company said revenue increased "significantly" for the television network, ESPN and the television stations, which in last year's third quarter reported flat revenue.

Operating income was up an even stronger 18% to \$134.9 million for the broadcasting division, driven primarily by the stations and ESPN. At the television network, several factors led to relatively higher cost growth, including the fact that the beginning of this year's prime time season included more original programing than last year's season because of the writers' strike. Additionally, it was said that news costs increased more than average due to the introduction of *Prime Time Live* and coverage of both Hurricane Hugo and the political turmoil in China.

Revenue at ABC Radio was believed to have increased moderately, with profit flat compared to a strong increase in the prior year's third quarter. Operating income for the broadcast division was benefitted by roughly \$15 million due to the prior write-down of certain programing; however, the benefit was less than that occurring in the prior year's period.

A.H. Belo said a rebounding Texas economy highlighted good results at all of its five TV stations, which collectively reported a 16% increase in third-quarter revenue, to \$42.2 million. The company said: "Increases in local and national spot advertising were particularly strong at the company's Dallas and Houston television stations."

Also citing "improvements in the Texas economy" was Times Mirror's broadcast television division, which posted a 12% revenue increase and a 13% profit gain "notwithstanding increasing costs in local and syndicated programing."

A third-quarter revenue gain of equal proportions was reported by Tribune Co., which said that WPIX(TV) New York, KTLA(TV) Los Angeles and WGN-TV Chicago showed the most improvement. The company's television group reported improved operating profit as well.

Post-Newsweek television stations' revenue in the third quarter was up 3% over year-ago results.

The New York Times Co. broadcasting/information services group posted a 6% revenue increase, to \$17.8 million, and a 3% profit gain, to \$2.6 million, attributed partly to "higher local advertising revenue at the television stations."

LIN said that media revenue, predominantly reflecting its seven TV stations, inched ahead 1%, while operating income for the division was even, marking the second year in which third-quarter results have been flat. The company said that "broadcast orders for the fourth quarter are running ahead of the prior year." Roughly three-quarters of LIN's television revenue

is derived from NBC affiliates.

McGraw-Hill does not break out results for TV station operations, but said that company earnings were reduced by a "write-down of television film rights." —GF, GM

Evans to be president, CEO of Qintex

Qintex Entertainment Inc. last week found itself with a new president and chief executive officer: David Evans, the man who resigned those posts one week earlier when the company filed for protection from creditors under bankruptcy laws (BROADCASTING, Oct. 23). In other news regarding the Australia-based Qintex empire, Qintex Australia Ltd. (QAL), Qintex Entertainment's largest shareholder, said it would

*"... if one advances confidently
in the direction of his dreams,
and endeavors to live the life
which he has imagined,
he will meet with a success
unexpected in common hours,"*

—Henry David Thoreau

THE SILLERMAN COMPANIES

AMERICA'S PREEMINENT INVESTORS
IN ADVERTISING-SUPPORTED MEDIA

The
Sillerman
Companies

INVESTORS IN THE DREAM

150 EAST 58TH STREET, NEW YORK, NEW YORK 10155 (212) 980-4455

sell assets to extricate itself from its adverse financial circumstances.

After resigning from his position Oct. 19, Evans "reconsidered his decision" at the request of the company's board of directors, according to a company announcement issued last Wednesday (Oct. 25). Evans will hold his job until the end of the year or until a successor is announced, the company said. Previously, Evans had agreed to stay with Qintex as a full-time consultant until a successor was announced.

QAL, the Australia-based 43% owner of Qintex Entertainment, said last Monday (Oct. 23) that it would take several measures to combat a series of financial reversals, including the Qintex Entertainment

bankruptcy filing. QAL said it would sell three of its TV stations and interests in its resorts properties in Australia and the U.S. QAL also said it would reorganize its Australian corporate structure.

Earlier this month, MGM/UA Communications Co. had called off its agreement to be acquired by an affiliate of QAL because of QAL's failure to supply a \$50 million letter of credit. (BROADCASTING, Oct. 16).

QAL said that group cash flow had been "negatively impacted" by more than \$200 million (Australian) by the MGM/UA deal collapse, interest rates and the ongoing airline pilots' strike in Australia. The company has suffered "a lot of bad luck," said Amanda Wilson, a media analyst at Ord Minnett in Sydney. QAL, which owns sev-

eral resorts in addition to its media holdings, has seen occupancy rates drop drastically in Australia because of the pilots' strike, Wilson said.

QAL announced it had an unsecured, interest-free loan of \$38 million outstanding to its U.S. affiliate Qintex Entertainment.

Before QAL's announcement last Monday evening, its stock closed at 16 Australian cents, down from 40 cents one week earlier and a 12-month high of \$2. Trading in the stock, which had been halted Monday night, had not resumed Wednesday morning, Wilson said. Qintex's banks had met with the company on Tuesday to discuss its financial status, but no announcement has been made following the meeting, she said. □

Media competition to heat up in 1990's

Panel of Fifth Estaters predicts fewer leveraged buyouts and increased growth of cable TV

How will the 1990's be for broadcasters and others in the Fifth Estate? Decidedly more competitive than the 1980's, in the view of seven professionals who shared their expertise with the North Carolina Association of Broadcasters in Asheville last Monday (Oct. 23).

If the '80s was a decade of turnarounds and startups, said the National Association of Broadcasters' Rick Ducey, the '90s will be the age of the operator or manager, a little bit less roller coaster, getting down to the fundamentals of business.

Continuing in the direction of downsizing, Ducey said that the Friday the 13th stock market dive primarily hit companies that relied largely on takeover and breakup values. "That's not the future," he said. High yield bonds will not be as popular in the future as in the past, and venture capital will go to going concerns, not just to ideas. Ducey noted the increasing popularity of the less-leveraged buyout, with a changing balance between risk and equity. The premium in the 1990's will be in keeping an eye on expenses.

A series of forecasts was offered by Dennis McAlpine of Oppenheimer & Co. Cable TV will continue to be the principal catalyst in the Fifth Estate, and is expected to be available to 90% of the country by 1994, with subscribers reaching the 63%-65% penetration level. Network prime time shares, now at 68%-69%, will continue to come down and be 60% or lower by 1994, he said. Local station audiences, too, will be cut. McAlpine said pay TV would not grow very much but that pay per view would develop into a 20 million-25 million homes market by 1994. Cable systems themselves will undergo redevelopment, he said, with most increasing service to 50 channels.

Cable networks will follow the conventional network experience in becoming fragmented, he said, with cable networks much more competitive "for the same dollar that you're getting." Speaking of the

Rochester experiment, in which a cable system is running one channel as though it were an independent television station, McAlpine said he thinks it will work. The telephone companies will enter cable but outside their service areas, he said, and the financial interest rule "will go away." At that point Capacities/ABC will buy some sort of program and "Larry Tisch [of CBS] will still be waiting to buy a major market TV station for less than 10 times cash flow."

Speaking of radio, McAlpine cited "the KQLZ experiment" to indicate how rapidly stations can be wiped out when an innovative competitor whips up the market. He referred to Scott Shannon's bringing that Los Angeles station up dramatically in the ratings on a mixture of low commercials and heavy promotion.

Stick values, which McAlpine described as the euphemism for what you put in the price of a station that can't be attributed to anything else, are coming down, he said. Buyers must justify the total price or they won't bet the funding. On the other hand, cash flow multiples won't change as long as interest rates remain steady, "but you may not be able to convince a buyer he can increase cash flow 50% over what you're generating—that game may be pretty much over." Leveraged buyouts will continue but will be more difficult and will have to be more rational. "It's still true that the public market value is often substantially less than private market value, and we like to operate on that discount because it gives us our upside," he said.

The panel's broadcaster, Tom Joyner of Joyner Communications, said that directional antennas will begin to impact the market, and that it may be a substantial wait in some markets before stations become profitable again. "The tycoons who only read chapter one in broadcasting's book are now coming into chapter 11, in increasing numbers," he said. Turnarounds will be tougher. The lack of talent in smaller markets is forcing satellite programming and, at the same time, increasing profitability. "New formats are impacting shares as stations either innovate or die," he said. And

while he predicted that FM retransmission will grow in cable, he also noted that telephone companies will be looking for services to provide over broadband fiber optic networks. "Crystal clear radio retransmission is certain to be among the most attractive opportunities; we must look for formats to appeal to nonmobile audiences."

James Joyella, the new president of the Television Bureau of Advertising, said that 1990 itself will not be a recessionary year. Among the more positive influences: the pendulum is swinging back from promotion to advertising. And Warren Potash, president of the Radio Advertising Bureau, spoke of the need to forecast "bottom up, not top down, account by account and salesperson by salesperson."

Radio, he said, is not trying to wrest revenues from television or cable. In local markets, he said, "the guy with most of the money is the guy with the Gutenberg press. This is an old technology. People don't need their newspapers as they did years ago. This is the target; the most vulnerable." Citing statistics for the Asheville market, Potash said newspaper circulation has dropped 7% since 1980 while that market has grown 13.8%. Rates, he said, have gone up 108%.

Robert Alter, president of the Cable-television Advertising Bureau, said that broadcasters should consider cable systems as clients. Because, he said, they're more and more marketing oriented, and they're spending more and more money not only on tune-in but on acquisition (of subscribers) advertising. Alter said conventional TV and radio will prevail as the premiere marketing and sales tools for advertisers.

George Otwell of Blackburn & Co. said that broadcasters in the '90s must be broadcasters and not speculators. "It's going to be a tough five and 10 years for the broadcasting industry. Appreciation in the '90s will be directly tied to results and not speculation. Properties will have to be better operated. You will have to show cash flow. You will have to show trailing results. In the 1990's you will have to service debt; you can't count on reselling your license for an appreciated price." —DW

SMPTE '89: HDTV and beyond

At Los Angeles meeting Kodak unveils development of two systems to make film/video hybrid productions more common

Eastman Kodak Co., the world's oldest manufacturer of film stock and editing equipment, stole the show in Los Angeles last week, from both the film and TV producers' points of view. At the 131st Society of Motion Picture & Television Engineers Conference and Equipment Exhibit held at the Los Angeles Convention Center (Oct. 21-23), Kodak announced the development of two new systems that promise to make hybrid productions of film and high-definition video more common, and at the same time, possibly insure that film will remain the dominant motion picture production medium for both the cinema and television for many years to come.

The world television organizations, the companies that manufacture equipment for them, technical standards groups and governments around the world have reached a stalemate in attempting to set a world high-definition video standard. Such a system has been envisioned by many as one day replacing many of the applications currently done with film, such as TV program production and some cinematic productions, especially those involving sophisticated special effects.

About 80% of prime time programming on U.S. TV networks is produced on film, and a similarly high percentage of TV production on film is common throughout the world. Only a handful of full-length HDTV programs have been attempted to date, and many film producers have been skeptical about the eventual dominance of electronic program production and whether its quality would ever be high enough to surpass film.

It is in that context that Kodak stepped in to reveal a new CCD HDTV telecine (a device used to transfer film to videotape) and a new hybrid film-tape graphics and animation system with resolution surpassing any high-definition video system proposed so far.

While progress toward electronic TV production appears to have stalled, progress on the transmission of high-definition images is more steady. A surprise opening to the first of three HDTV paper sessions at SMPTE was a live HDTV satellite-delivered message from Tokyo. It was the first delivery of a digital HDTV link sent by satellite and it is believed to have been the first HDTV transmission between the U.S. and Japan originating from Japan. (An HDTV transmission earlier this year was sent to Japan from New York.)

Digital technology is also having its effect on the current NTSC system. The num-

ber of manufacturers selling D-2 (composite digital) videotape equipment increased to four during the SMPTE exhibit with the addition of BTS Broadcast Television Systems. The established D-2 manufacturers, including Ampex and Sony, which displayed shiny new Emmys at their booths for their part in the development of D-2, announced success in the sales of their decks. Sony was especially jubilant about D-2 as it announced a major sale of composite digital videotape decks and automated tape library systems to Viacom International Inc.

A topic that drew a great deal of attention during the National Association of Broadcasters convention in Las Vegas last spring was the increasing role of the computer in TV stations, automating everything from graphics and character generator control to traffic management. Enthusiasm for the topic spilled over into this year's SMPTE conference as an entire paper session was devoted to such subjects as robotic camera pedestals, automated tape library control and general improvement in station efficiency through computer interfaces.

Kodak's Samper says that film imaging 'is only beginning to show its full potential'

Two years ago, at SMPTE 1987, HDTV production was the star attraction. An HDTV theater showed the most state-of-the-art electronic productions of that time, and there was a great deal of excitement about a just-completed full-length cinema feature, "Julia and Julia," produced by the Italian TV network RAI, which was the first all-HDTV production to be shown in movie theaters.

"Reacting to the production of a theatrical feature entirely on HDTV, a trade magazine recently proclaimed, once again, 'Film is Dead!'," said J. Phillip Samper, vice chairman and executive officer of Eastman Kodak, during this year's SMPTE key-

note address. "We have looked at the question of the future of film from all possible angles. As a result, we are convinced that film imaging is only beginning to show its full potential."

Much of Samper's optimism was based on the recent invention of color negative stock capable of resolution twice that of HDTV and of high-speed films that can capture images in almost total darkness. But most of the attention at the show was on the two new Kodak systems that promise to lead to several film/video hybrid productions in coming years.

The more important of the two introductions was Kodak's new CCD (charge-coupled device) telecine. "High-definition television telecines previously demonstrated have exhibited faults, particularly in the transfer of color negative film," said Roger T. Lees, the telecine project leader at Kodak Research Laboratories in Harrow, England. "We believe that this telecine sets the standard for HDTV image quality."

The telecine was built mainly to transfer 35 mm images, although tests of the system provided good results for 16 mm as well, a format commonly used for European TV program production. A combination of technologies, including CCD, optical signal transfer and digital processing, were combined to improve light sensitivity and signal-to-noise ratio over earlier demonstrated telecines, Lees said.

Flying spot HDTV telecines have been demonstrated and delivered to a few customers for over a year by Rank Cintel Ltd. of England. They were designed mainly for the transfer of archival 35 mm films into high-definition video. Rather than go into competition with Rank, Kodak became its partner. Rank will manufacture and market the CCD telecines using proprietary Kodak technology. Rank would not commit to an approximate time for introduction of the telecine as a product. Jack Brittain, managing director of Rank Cintel, did say, however, that the target price at introduction is \$1 million and that it will be difficult to successfully sell it at a higher price.

The CCD telecine was on display at SMPTE. A bulky prototype was left at Harrow while some of the products of its transfers were played back at the SMPTE booth. It is able, Kodak officials claim, to transfer images to any of the proposed HDTV production systems.

Sony Corp., the world leader in manufacturing and marketing HDTV production equipment (all of it conforming to the SMPTE 240M, 1,125/60 standard), provided two of its latest and most advanced pieces of HDTV equipment for use in the Kodak demonstration, a one-inch digital HDTV videotape recorder and a 38.5-inch



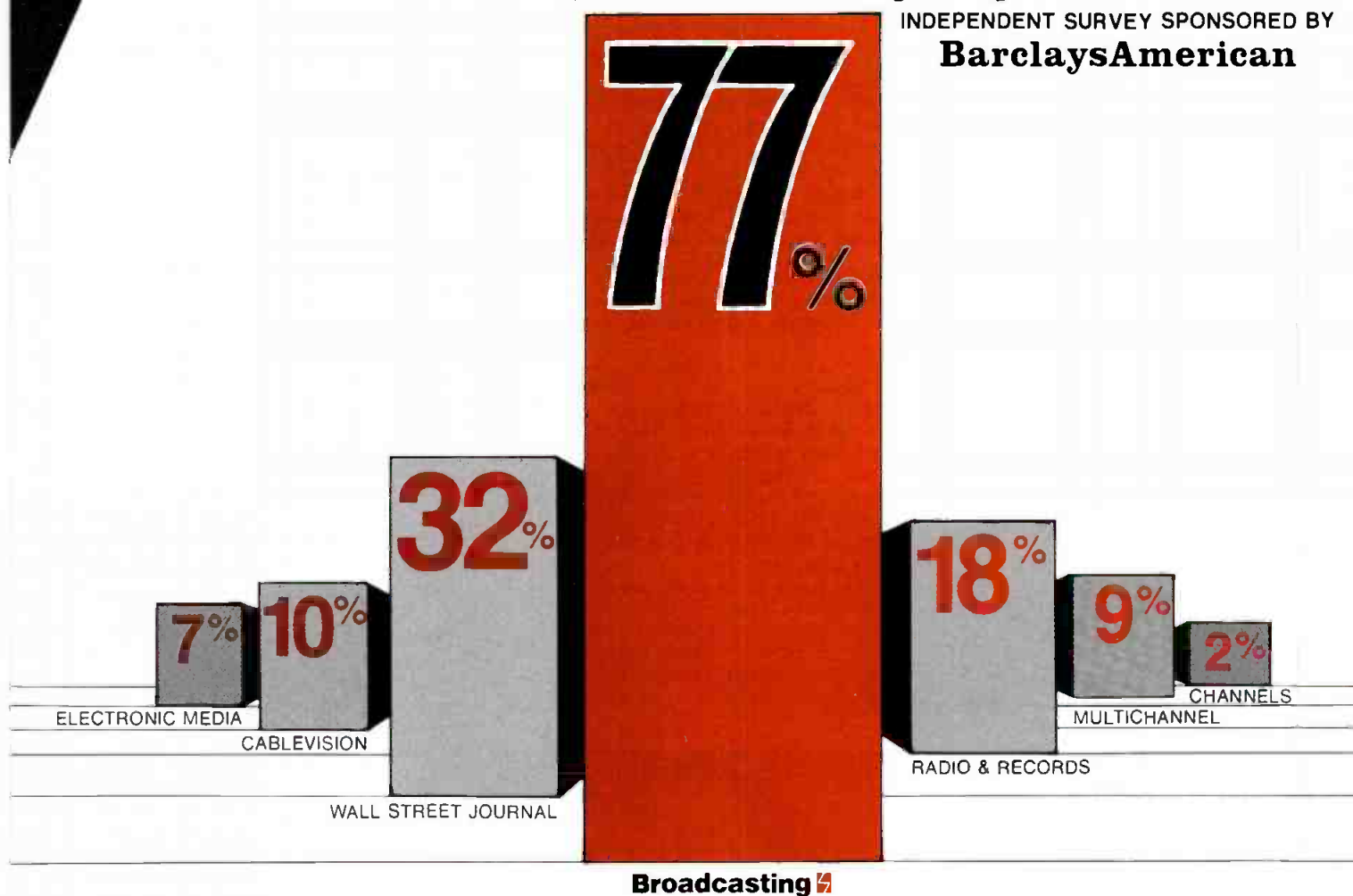
Eastman Kodak's J. Phillip Samper

Another reason to
reserve space in our Special Report
Big Business for Banking.
November 13.

FIRST. AGAIN!

"Broadcasting is the major publication."

INDEPENDENT SURVEY SPONSORED BY
BarclaysAmerican



BarclaysAmerican commissioned an independent research firm to conduct a study among owners, executives and brokers in the broadcasting and cable industry.

These percentages represent total mentions, unaided, of the respondents who read ads (73%).

The BarclaysAmerican survey findings confirm the effectiveness of advertising as a source of information and demonstrate the "large dominance of Broadcasting over all other publications in both general business and industry trade categories."

Reprinted with permission from BarclaysAmerican/Business Credit, Inc.

The People Who Can Say "Yes" Read **Broadcasting**

Trinitron CRT studio monitor. Larry Thorpe, vice president, production technology, Sony Advanced Systems, called the CCD telecine "a major step forward in HDTV's steadily paced evolution."

The second Kodak demonstration was dubbed the "High-Resolution Electronic Intermediate System." Two new devices have been invented by Kodak for the system, a 35 mm CCD film scanner and a laser film recorder. Signals from 35 mm film are digitally encoded on the CCD scanner and transferred to a digital HDTV deck. Once in the electronic domain, the images are edited on a computer workstation, a chore that is done much quicker and with higher quality on videotape, especially for sophisticated special effects. After the editing process, the signal is routed through the laser film recorder, which transfers the images back onto 35 mm film. Because the process is done from start to finish digitally, there is no loss of quality in the end product.

However, the film/tape graphics system is expected to take longer to bring to market than the telecine. While Kodak was confident that it could produce the film scanner and laser recorder, it does not have the expertise to build the video link in the system. Kodak officials said they are looking for a partner for that purpose.

Kodak's message, delivered with the technology demonstrations, was that its new devices will be ideal not only for transferring the vast Hollywood archives of 35 mm film to HDTV, but that they should encourage producers to continue to shoot 35 mm film.

One of the most controversial papers at the SMPTE conference was presented by Glenn Kennel, a TV engineering specialist for Eastman Kodak, Rochester, N.Y., who compared 35 mm film production with 1,125/60 HDTV. He compared the published performance claims of two current state-of-the-art HDTV cameras, Sony's HDC-300 and BTS's KCH-1000, with typically used color negative film performance. He found that the contrast range of film was 1,000:1 compared to 50:1 for HDTV.

Additionally, film can easily create certain effects, such as slow motion, by simply adjusting the frame rate, while those features have still not been perfected for HDTV. Maintenance of high-definition cameras, because they contain much sophisticated circuitry, is more complicated and expensive. Although the current model camera is significantly smaller than the original introduced in the early 1980's, and requires smaller CCU and power source attachment boxes, film cameras are still more portable, Kennel said.

He also pointed to noncamera aspects of production in which film still has an edge. Many cinematic techniques are still more flexible and more creative when done in film rather than video. Kennel pointed to sophisticated lighting systems, which are more common in film productions, as a prime example. Perhaps the best argument for film acquisition, he said, is "the 'film look,' that defies exact definition or imitation, but undoubtedly has enormous artistic and commercial appeal. It continues to survive every attempt to de-mystify it through

objective testing."

Manufacturers and users did not dispute many of the things said by the film industry during the show, and in fact happily greeted the announcement of Kodak's CCD telecine. But Kennel's paper did not go undisputed. Sony's Thorpe said that Kennel's comparison of the contrast ranges of HDTV and film was "a gross error." Thorpe also challenged the claim that there is an inherent advantage to using film for sophisticated lighting shots. "There's nothing to stop a person with a high-definition camera from using film lighting," he said.

Another point of view on film/video interface was delivered by John Galt, director, HDVS production services, Sony Advanced Systems, Hollywood. He agreed that the resolution of color negative film has been advanced beyond the quality of SMPTE 240M. "But this issue is more complex than it at first appears. Information-carrying capacity of film is compromised at every step in the production process, and the final resolution and colorimetry of the projected image is considerably reduced through the production cycle," Galt said. "I've been warned that there are three kinds of lies. 1. ere are lies, damned lies and statistics. These kinds of comparisons [between film and video] fall into the second area."

Both film and video technology are "moving targets" and can be expected to steadily improve, Galt said. In the meantime, "the SMPTE 240M is the highest resolution real-time electronic imaging system available today with existing technology."

A main factor leading to the film industry's renewed strength in TV production has been the inability for the world television community to agree on a standard for HDTV production. As Kodak's Samper observed: "The question of choosing a single international HDTV standard is mired in international politics, economic considerations and technical issues."

Stan Baron, managing director, technical development, NBC, and SMPTE engineering vice president, arrived in Los Angeles directly from Geneva, where the International Radio Consultative Committee's (CCIR) Study Group 11 held meetings this month on production system standardization. "The possibility of a consensus agreement on a single picture repetition rate for a worldwide television standard seems to have vanished," Baron said.

Following the latest round of CCIR meetings, world agreement has been reached on all but one set of parameters, the scanning numbers involving lines and field rate. Because of political and technical barriers, the chances are considered quite slim for agreement on a common field rate. Europe's electrical system (and TV equipment) is based on a frequency of 50 hz, while North America and Japan work on a 60 hz system. Neither side is willing to convert. CCIR talks will continue, however, on two alternative methods of arriving at further commonality. Some favor a "common image" approach, which would involve world agreement of the active TV lines per frame. In Europe there is support for a "common

data" approach, in which all parties agree on one sampling frequency.

Baron proposed that both common image and common data agreements could be made. He suggested that active lines could be set at 1,920 horizontal, 1,080 vertical. That alignment would result in square pixels, which are desirable when using computer graphics and animation systems. At the same time, he suggested common luminance sampling of either 72 mhz, 74.25 mhz or 76.5 mhz. "There do not seem to be any significant technical barriers to the choice of a standard for international program exchange. However, political barriers have not been examined," Baron said.

First delivery of digital HDTV link sent by satellite between LA and Tokyo demonstrates steady progress being made on transmission of high-definition images

The most exciting HDTV transmission demonstration was held on the conference's opening day. A live, all-digital satellite link was set up between the Los Angeles Convention Center and the KDD (International Telecommunications Co. of Japan) building in Tokyo. No one reported seeing any artifacts on the screen, and the sound from Japan coming over the sound system in the convention center conference room seemed cleaner and louder than the voices speaking over microphones in the same room.

Nobutada Yagi, professor of cinematography and sound technology at Nihon University, Tokyo, and president of the Motion Picture and Television Society of Japan, appearing from a parking lot outside the KDD building, spoke to the American audience about movie-making with HDTV.

Most of the 10-minute transmission was spent showing clips from some recent 1,125/60 productions, including a video which was "a joint project of Japanese companies and the Chinese Peking Opera," Yagi said. He also introduced a clip from a Japanese-West German co-production for theatrical release that contained several special effects.

Just before the start of the link, Sony's Larry Thorpe explained to the audience some of the details of what they would be seeing. "It is a first. You've heard about satellite transmission of HDTV.... What you're seeing today is an all-digital transmission."

The signal was relayed over a 72 mhz



Sony's Larry Thorpe

transponder on an Intelsat satellite, he said. The signal was sent up to the satellite "from a rather small 2.4-meter dish at the far end, in Tokyo," Thorpe said. The receiving antenna was a larger seven-meter dish, which was installed just outside the convention center.

Along with Sony and KDD, the major contributor to the transmission was Canon, which unveiled its new "DITS-120" HDTV codec (digital coder/decoder). According to Canon, it is the first bi-directional digital HDTV codec built into one unit. It transmits at a rate of 120.832 megabits per second for satellite links and can also be used as a fiber optic codec at 139.264 megabits per second. The unit's new digital image transmission protocol was jointly developed by Canon and KDD.

There was little further transmission news at the conference. Most of the organizations that have proposed transmission systems to the FCC's advisory committee on advanced television service presented technical papers, but had little to update.

But, away from the paper session, there were indications that talks are still being held on a possible joining of forces of NBC and the David Sarnoff Research Center, backers of the ACTV systems, and North American Philips, developers of the HDS-NA systems ("Closed Circuit," Oct. 9).

It is also still possible that Zenith and the Massachusetts Institute of Technology might join the consortium, which would develop a simulcast HDTV system to rival the Narrow-MUSE system developed by Japan's NHK. Sources said that the main barrier to such a joining seems to involve ego clashes more than differences on technical details.

Even if the consortium does not form, evidence is growing that the Sarnoff Research Center will shift its emphasis in development of ACTV-II from an augmentation approach to simulcast, following suit with a move made by Philips last month. In a technical paper describing the all-digital augmentation channel that has been designed for ACTV-II, Sarnoff researcher Sheau-Bao Ng concluded by saying that the digital augmentation technology could also be applied to a stand-alone HDTV channel. "We have, as long as we've been looking at the augmentation approach, also been looking at stand-alone systems. Currently

we don't have any proposals for a stand-alone system, but that's not to say that we won't have a stand-alone proposal," Ng said.

Equipment exhibit focuses on composite digital tape formats

Composite digital tape formats were again the most highly featured items by the major videotape manufacturers at the SMPTE equipment exhibition. The sales figures were encouraging for the established D-2 companies, and another manufacturer, BTS Broadcast Television Systems, showed its first D-2 product: Since the NAB convention last April, "the most significant development for Sony has been the rapid customer acceptance of digital VTR's," said Richard Wheeler, president of Sony Communications Products Co. But waiting in the wings for 1990 deliveries is the half-inch composite digital format from Matsushita's Panasonic Broadcast Systems, which will challenge D-2 for broadcaster customers.

Wheeler announced Sony's D-2 sale to Viacom jointly with Scott Davis, senior vice president, Viacom Network Operations, at an SMPTE press conference. Both declined to give the price of the sale, although Davis called it "a multi, multi-million-dollar deal." It is Sony's single largest sale of D-2 equipment to date, Wheeler said.

Playback on all of Viacom's cable networks will be on D-2 machines. Deliveries are to begin soon to the company's two music video channels, MTV and VH-1, at their facility on Long Island in New York, where currently used Type C and U-matic decks will be replaced. Deliveries will follow for Nickelodeon/Nick at Nite, and by February, all Viacom services will have digital playback, after shipments to its pay services, Showtime and The Movie Channel. In addition, Nickelodeon's new studios at Universal Studios Florida in Orlando, scheduled to open next June, will also be equipped with D-2.

Ampex Corp., the developer of the D-2 format, has sold 250 of its VPR-300 decks of its own and delivered 200 of them. It has also sold 40 of its ACR-225 D-2 video library systems and put 11 of them on line

so far, with the rest expected to be deliverable by the end of the year. Ampex's experiences with D-2 have not been quite as rosy as Sony's. Flaws were found in the early VPR-300's that caused them to fail to perform some of the unit's promised features. In July, the company was forced to halt shipments of the deck and to begin redesign of the VTR. By September, a solution was found and retrofits of delivered VPR-300's were started.

BTS's new D-2 deck, the DCR-10, is actually a Sony-manufactured machine that is being sold with the BTS label. It sells for \$60,000, and deliveries will begin in the first quarter of 1990. However, BTS is working on the design for a D-2 recorder of its own which will be built in Germany, according to Rolf Crummenauer, senior VTR product manager. It will also build accessories, such as a D-1 (component digital) to D-2 standards converter.

Sony and BTS are currently the only companies building D-1 decks, which have found a niche in the post-production market. BTS will aim its D-2 products more toward the broadcasting market for use in program playback, even though most of the early D-2 sales by other companies have been to post-production houses, Crummenauer said. Only low-budget post-production houses would even consider it, he said. In editing, the eight-bit quality of D-1 is an important feature, while editing in D-2 turns into a seven-bit signal after a few generations. "I know many people who object to that... D-2 is a very, very good transmission machine," he said.

The same engineering model of the Panasonic half-inch composite digital VTR's shown at NAB were out again at SMPTE. Also, the symbol of the new format's claimed superiority over D-2, a prototype half-inch digital camcorder, was also on display. It is a 400,000-pixel unit with 700 lines of resolution, with an eight-bit signal and 14.3 mhz sampling frequency. The digital tape cassettes will be slightly larger than the current MII half-inch cassettes sold by Panasonic. The studio recorder is scheduled to be released late in 1990 with the camcorder, a field recorder and a multicart system planned for sales and deliveries in 1991.

The half-inch format's greatest selling point is that a camcorder can be developed for it, which gives it an advantage in gaining the market that is looking to acquire images in the digital domain. There is little chance that a camcorder in the three-quarter-inch D-2 format will be developed, and if it were, it would not be possible to make it as lightweight and comfortable to use as a half-inch camcorder.

Rival manufacturers are looking at ways to compete with the Matsushita format, at least in electronic field production, by making D-2 more portable. ENG may come later with a new system that will be even narrower than half-inch. Sony has already started the era of mobile acquisition in the digital domain with the introduction of the DVR-2 at NAB 1989. The 26-pound unit connects with Betacam SP cameras or any camera with a 26-pin connector. It records up to 94 minutes. -RMS

CONFIDENTIAL BROKERAGE AND INVESTMENT SERVICES TO THE COMMUNICATIONS INDUSTRY.

R. C. Crisler & Co., Inc. (513) 381-7775. Cincinnati, OH: Richard C. Crisler, Clyde G. Haehnle, John D. Chapman, Gloria Bushelman. Ithaca, NY: (607) 257-6283 John B. Babcock. New York, NY (212) 697-2247 Donald E. Clancy. Lincoln, NE: (402) 475-5285 Richard W. Chapin. Tampa, FL: (813) 264-2346 Mark W. Jorgenson. Special Consultant: Ward L. Quaal Company, Chicago, IL: (312) 644-6066 and Los Angeles, CA (714) 644-5500.



Charting an international path for satellites

Global concerns ranging from HDTV to separate systems occupy agenda of satellite users conference in Washington

Of the approximately 900 attendees at last week's 11th annual Satellite Communications Users Conference (SCUC), approximately 20% came to Washington from outside the United States. Session panelists represented nations as far flung as Mexico, the Soviet Union, the United Kingdom and Indonesia.

Those facts indicated the dominant tone of the Oct. 23-25 agenda, through which emerged a broadly shared view that native demand for international services in Eu-



SCUC exhibition floor

rope, the USSR, Asia and Latin America is already wearing down the regulatory barriers to satellite-delivered businesses raring to expand beyond their own borders.

Most agreed, however, that progress in all those regions is slow.

□

Although more than 80 companies showcased hardware at the Washington Convention Center exhibit hall (15% above last year), more than a dozen SCUC panel discussions focused on political, rather than technological, issues. Topics included high-definition television, international broadcasting, separate satellite systems, private data and video networks, direct broadcast and mobile satellite launches.

At several sessions, resistance in Europe to liberalized exchange of information took center stage, particularly on the subject of originating and distributing TV news.

"The fact that so many people are seeing the same news shows has to have an enormous effect" on the international political climate, syndicated columnist and keynote speaker Georgie Ann Geyer said of the distribution of Turner Broadcasting's CNN to audiences worldwide. "Because of these technologies," she told an opening day luncheon crowd, television and radio deliver their signals "above national governments." Ayatollah Khomeini used satellites to deliver speeches into Iran where they were broadcast from rooftops, creating, she said, "the sense that Khomeini was everywhere." And of this year's exodus of citizens from East Germany, she said, "There

is no question, none whatsoever, that this would not have happened without years of Western television."

By the end of the conference's second day, a diverse group of satellite users had furthered Geyer's thesis, testifying that demand for what satellite technology can bring is winning over even historically intransigent governments. "We mass media workers have been born again," Vladimir Matyash, bureau chief, Soviet news agency Tass, told a "Separate Systems Update" session. Perestroika has given Tass journalists "the ability to speak about shortcomings honestly and openly out loud," claimed Matyash. Western leaders including U.S. Presidents Ronald Reagan and George Bush have appeared on Soviet TV, he said, "and the roof on our television center did not cave in."

But Soviet restructuring has also allowed international coventures, such as one with U.S. company Contel to provide satellite ground equipment to Tass, a technological investment that is only part of that news agency's goal to "match other world news services" such as Reuters, he said.

Noting that CNN has leased capacity aboard domestic Soviet satellites, will be received in all Moscow hotels, and "is expected to be received by Muscovites, then other Soviets" by next year, Matyash proclaimed: "It is only television that can offer the unique opportunity for face-to-face meetings" such as the "uncensored" series of U.S.-Soviet "satellite space bridges" begun last year.

Yet international video newsgathering remains fraught with political and economic difficulties, according to John Frazee, vice president, news services, CBS News, and Andrew Ailes, group satellite manager, Visnews. Both men related daunting stories, not of limited access to news sources, but rather of prohibitive red tape and costs in originating satellite signals abroad.

"It is hard to imagine how European nations could make it more difficult for us to uplink than they do," said Frazee. One of CBS's portable "flyaway" uplinks in London sat unused for so long that the network plans to trade it to authorities in Cyprus for the privilege of paying full price to uplink there. "Frequently, affiliates think we're lying to them" about how difficult it is to originate from outside the U.S., he said, but to duplicate CBS's use of seven uplinks and 12 videopaths out of San Francisco following the recent earthquake is rendered impossible by rules and by access to too few paths out of foreign regions. "Coming out of Frankfurt" to cover a potential release of U.S. hostages from Lebanon "is going to be a monumental hassle."

On the distribution side, CBS is now delivering its *CBS Evening News* and two daily news transmissions to Europe via Ku-band capacity aboard PanAmSat. But, while some users receive the services di-

SOLD!

KIST/KMGQ, Santa Barbara, California and KKAM/KBOS, Fresno, California have been sold by Radio Santa Barbara, Inc. and Radio Fresno, Inc., Alex Sheftell, Jim Olerich and Burke Kaplan, Principals, for \$11,750,000 to Jayveeco Limited Partnership, Dwight Case, Principal.

Elliot B. Evers,
Broker

Providing the Broadcast Industry with Brokerage Services Based Strictly on Integrity, Discretion and Results

BRIAN E. COBB
CHARLES E. GIDDENS
703-827-2727

RANDALL E. JEFFERY
407-295-2572

ELLIOT B. EVERS
415-391-4877

RADIO and TELEVISION BROKERAGE
FINANCING · APPRAISALS



**MEDIA VENTURE
PARTNERS**

WASHINGTON, DC
ORLANDO
SAN FRANCISCO

Subject to F.C.C. approval.

rectly, deregulation has not progressed far enough to drive down costs there, where users receive CBS's services through Eurovision or buying a \$10,000 antenna. Most choose the former.

According to Visnews's Ailes, the lack of procedural continuity and of centralized information within the European Broadcasting Union (EBU) is worse than within Intelsat. Both organizations, he said, meet the confused customer with only, "It's not us; it's our signatories." At bottom, he said, local rules, including multipoint ad hoc surcharges, and Byzantine booking procedures make operations difficult at best. Visnews, he said, will soon reach 800,000 hours of ad hoc satellite use per year to transmit some 20,000 news stories daily to 500 stations in 90 nations. "Handling of the two-minute business creates a very important niche that will play a major role in things to come in Europe." Yet, he said, "nobody wants to deal with two minutes."

Wes Hanameyer, vice president, satellite systems, Turner Broadcasting System, joining Frazee as "International Broadcasting" session panelist, said that regulatory difficulties met when trying to deliver CNN to Europe "were only the tip of the iceberg," which TBS has discovered in attempting to establish a satellite newsgathering vehicle fleet there. Although progress could include delivery of "more than one [TBS] service" via next-generation Soviet satellites, "Europe," he warned, "could find itself falling behind deregulated environments in the U.S. and Japan."

According to John Milman, general man-

ager of BrightStar Communications, deregulation of media ownership in Europe continues to create non-EBU outlets, and "pressure [is] building up toward direct access to international satellites." That pressure is making European post and telecommunications agencies (PTT's) "more realistic" in accepting change. But for the present, "the cost of getting from Frankfurt to Munich is higher than from Los Angeles to Frankfurt," he said.

"Pressure" said Frazee, "is going to come from businesses wanting rooftop [private satellite network] services and from new non-EBU stations driven by what they think is going to give them more compelling television and more audiences. News-gathering will play a large part in that."

Evidently, so will sports. According to Joachim Turowsky, manager, satellite services, Koln, West Germany-based Scientific Consulting, one of its television clients, which usually reaches five million homes, reached 12 million with PanAmSat-delivered telecasts of U.S. Open tennis, won by West German Steffi Graf and Boris Becker. "This helps the broadcaster with his advertising sales," said Turowsky, who added that his company "fought the PTT" to allow the transmission.

□

Japan's nascent commercial satellite market appears already international. The 1985 Telecommunications Business Law allowed El Segundo, Calif.-based Hughes Communications to enter into 30% ownership of JCSAT (along with Japanese partners C.

Itoh and Mitsui), Larry Chapman, manager of network services for Hughes, told an Oct. 24 session, "Japan's Burgeoning Satellite Communications Market." Eighteen JCSAT-1 transponders now serve 13 customers, including broadcast newsgatherers and a satellite master antenna TV (SMATV) market with "enormous potential to be developed very rapidly" because of the preponderance of large apartments and hotels there. Nippon Telephone & Telegraph is already using seven JCSAT transponders and will expand to 13, to carry data, voice and video traffic.

And Junji Inoue, manager, corporate planning, Space Communications Corp. (SCC), said his company is "seeking to industrialize satellite communications by creating new business applications" via its two satellites, Superbirds A and B, the latter to be launched in early December. Funded by 29 Mitsubishi companies, SCC is "highly user-oriented," he said, and offers company-specific narrowcasting services, as well as common programming.

According to Kunishi Nosaka, senior managing editor, Kokusai Denshin Denwa, Japan is now engaged in a daily exchange of news programming, creating its own news-without-borders partnership with seven other Asian Broadcasting Union nations. And, said Chapman, "We expect co-ventures to occur between U.S. programmers and JCSAT partners."

□

The perception that healthy international communications industries begin at home also appeared to rule the conference's opening session on HDTV.

Congressman Don Ritter (R-Pa.) objected little to statements by fellow panelists Sid Topol, chairman, Scientific Atlanta, and international broadcasting consultant Peter Marshall that devalued the need to agree on a world HDTV standard as a requisite for launching domestic HDTV.

Topol, who described the European, Japanese and U.S. markets as "apples and oranges," argued that the U.S. can benefit from diverse standards. "We have the chance to lead the world by introducing a multiport receiver upwardly compatible" with over-the-air and cable TV. Evolutionary implementation of a 6-plus-6 or 6-plus-3 mhz transmission standard, he said, could have U.S. HDTV "on the air by 1992 or 1993—in volume."

Marshall appeared to agree that the nation that first develops its domestic market will stand in the strongest position internationally. If the European HDTV market "takes off in Europe, then it will begin to look at the U.S. market," with possible "standards mergers" to follow.

Said Ritter: "It would be folly" for the U.S. government to attempt to protect U.S. industries by setting HDTV standards purposefully incompatible with foreign standards, noting that "the best and brightest" would eventually win the market, while the "protected" industry was hamstrung. However, he said, the Bush administration "has been slow as molasses" in formulating tax and antitrust deregulation to aid development of domestic HDTV research and manufacturing.

-PDL

CRB BROADCASTING OF CONNECTICUT, INC.

(Edward G. Rogoff, President)

has acquired

WNLK (AM) & WGMX (FM)

Norwalk, Connecticut

for

\$5,000,000

from

HANSON COMMUNICATIONS, INC.

(Michael F. Hanson, President)

We are pleased to have served
as exclusive broker in this transaction.

BLACKBURN & COMPANY
I N C O R P O R A T E D

Media Brokers & Appraisers Since 1947

WE BROKER BROADCASTING'S BEST

Washington • New York • Atlanta • Chicago • Beverly Hills

Changing Hands

KIST(AM)-KMGQ(FM) Santa Barbara and KKAM(AM)-KBOS(FM) Fresno, both California □ Sold by RSB Communications Inc. to Jayveco Limited Partnership for \$11.75 million. **Seller** is headed by Burke Kaplan, James E. Olerich and Alex Sheftell and also owns KXPT(FM) Oxnard-Ventura, Calif. **Buyer** is headed by Dwight Case, currently president and chief executive officer of NetworksAmerica and co-owner of KAZN(AM) Los Angeles. He previously was president of Transtar Radio Networks (now Unistar) and president of RKO radio station group. KIST(AM) is on 1340 khz with 1 kw full-time. KMGQ is on 106.3 mhz with 365 w and antenna 879 feet above average terrain. KKAM is on 1340 khz with 1 kw full time. KBOS is on 94.9 mhz with 16.4 kw and antenna 847 feet above average terrain. *Broker: Media Venture Partners.*

KDMG-FM Pella, Iowa (Des Moines) □ Sold by GBA Inc. to Valley Broadcasting Inc. for \$2.75 million ("In Brief," Oct. 23). **Seller** is headed by Allen Shaw, George Beasley and Bruce Small. Beasley is head of Beasley Broadcast Group, which owns seven AM's, 12 FM's and one TV station. **Buyer** is headed by Robert Dean and Robert Greenlee, and is also licensee of KOIL(AM)-KOMJ(FM) Omaha. KDMG-FM is on 103.3 mhz with 100 kw and antenna 745 feet above average terrain. *Broker: Questcom Radio Brokerage Inc.*

WKIZ(AM)-WEOW(FM) Key West, Fla. □ Sold by Florida Keys Broadcasting Corp. to Fotosonics of Florida for \$2,050,000 ("In Brief," Oct. 23). **Seller** is headed by Gayle D. Swofford, who has no other broadcast interests. **Buyer** is headed by Peter Arnow, who has interest in WMTR(AM) Morristown and WDHA(FM) Dover, both New Jersey, and WIS(FM) Key West, Fla. He will sell WIS. WKIZ is on 1500 khz with 250 w full time. WEOW is on 92.5 mhz with 100 kw and antenna at 600 feet. *Broker: Hickman Associates, which will also handle sale of WIS.*

WLET(AM)-WZLI-FM Toccoa, Ga. □ Sold by Faver Broadcasting Group Ltd. to Sonic Broadcasting for \$2,050,000. **Seller** is headed by Otto McDonald, who has no other broadcast interests. General partner Ronald Verlander has interest in WSMY(AM) Weldon and WPTM-FM Roanoke Rapids, both North Carolina, and WTGQ(FM) Cairo, Ga. **Buyer** is headed by Eugene Mark, attorney, and has no other broadcast interests. WLET is 5 kw daytimer on 1420 khz. WZLI-FM is on 106.1 mhz with 100 kw and antenna 1,132 feet above average terrain.

KNTA(AM) Santa Clara, Calif. □ Sold by Tamarack Communications Inc. to KNTA Radio Corp. for \$2 million. **Seller** is headed by David Jack and is licensee of KBIF(AM) Fresno, Calif.; WSHO(AM) New Orleans and KLVS(AM) Portland, Ore. **Buyer** is headed by Hector Villalobos and Carlos Moncada and has interest in KTGE(AM) Salinas and KLOQ(AM) Merced, both California. KNTA is on 1430 khz with 1 kw full time.

KDFT(AM) Ferris, Tex. □ Sold by Lois B. Crain to Willis Broadcasting Corp. for \$1.65 million. **Seller** is also licensee of WAVN(AM) South Haven, Miss., and has applications for new FM's in Electra, Tex., and Holly Springs, Miss. **Buyer** is headed by L.E. Willis Sr., who has interest in WIMG(AM) Ewing, N.J.; WBOK(AM) New Orleans;

KFTH(FM) Marion, Ark.; WGSP(AM) Charlotte, WBXB(FM) Edenton, WKWQ(FM) Batesburg, WSRC(AM) Durham, WVRs Warrenton, WKJA(FM) Belhaven, all North Carolina; WAYE(AM) Birmingham, and WSFU-FM Union Springs, both Alabama; WPZZ(FM) Franklin, Ind.; KSNE(FM) Marshall, Ark.; WURD(AM) Philadelphia; Willis also has interest in WTNC(AM) Thomasville, N.C.; WPCE(AM) Portsmouth and WFTH(AM) Richmond, both Virginia; WSVF(AM) Jacksonville and WPDQ(FM) Green Cove Springs, both Florida; WWCA(AM) Gary, Ind.; WESL(AM) East St. Louis, Ill.; WTJH(AM) East Point, Ga., and WGTM(AM) Wilson, N.C. Levi Willis, son of L.E. Willis, has interest in WTNC(AM) Thomasville, N.C. WOFT is 250 w daytimer on 540 khz.

WKKY(FM) Moss Point, Miss. □ Sold by Jackson County Broadcasting Co. to Waldron Partners for \$1.5 million. **Seller** is headed by Wayne Dowdy, who also has interest in WAFP(AM)-WXLT-FM McComb, and WSUS(AM)-WWMS(FM) Oxford, both Mississippi; KCWD(FM)-KNWA(AM) Harrison and KPFM(FM) Mountain Home, both Arkansas and WMLT(AM)-WQZY(FM) Dublin, Ga. **Buyer** is headed by H. Patrick Swygert, and is also purchasing KVKI-AM-FM Shreveport, La., KBFM-FM Edinburg, KFAN(FM) Fredericksburg, both Texas, and WMMR(AM)-WJAD-FM Bainbridge, Ga. Swygert, officer, director and sole voting shareholder of Waldron Broadcasting Co., is executive vice president of Temple University

of Commonwealth System of Higher Education, licensee of noncommercial WRTI-FM Philadelphia, and permittee of noncommercial WUCP-FM Summerdale, Pa. WKKY-FM is on 104.9 mhz with 3 kw and antenna 223 feet above average terrain.

KBER(FM) Spanish Fork, Utah □ Sold by KBER Inc. to Ironclad Radio Inc. for \$1 million. **Seller** is headed by Christopher F. Devine, Frederick R. Phelan and C. Robert Allen III. Principals of Devine Media Inc. are also principals at KXBR-FM Greenfield, Mo., and KKBR-FM Los Alamos, N.M. **Buyer** is headed by Street Stryder, former air personality, who has no other broadcast interests. KBER is on 106.3 mhz with 22 kw and antenna 920 feet above average terrain.

KSKI(AM) Hailey and KSKI-FM Sun Valley, both Idaho □ Sold by Sun Valley Radio Inc. to Silver Creek Communications Inc. for \$950,000. **Seller** is headed by M. Kent Franden and also has interest in KBLI(AM)-KLCE(FM) Blackfoot, Idaho. **Buyer** is headed by John E. McCaw Jr., who has interest in KYMG(FM) Anchorage, KNUO(AM)-KTU(FM) Juneau, KIPW(AM) Sitka and KTKN(AM)-KGTW(FM) Ketchikan, all Alaska. KSKI is on 1340 khz with 1 kw day and 250 w night. KSKI-FM is on 93.5 mhz with 56 kw and antenna 2,145 feet above average terrain.

KJBZ(FM) Laredo, Tex. □ Sold by Woods Communications Group to Encarnacion A. Guerra for \$750,000. **Seller** is group owner headed by Charles Wood and is licensee of WTVY-FM-WTVY(TV) Dothan and WACV(AM) Montgomery, both Alabama; WTVW(TV) Evansville, Ind.; KARD(TV) West Monroe, La.; KDEB-TV Springfield, Mo.; KESE(FM) Amarillo, and KLBK-TV Lubbock, both Texas. **Buyer** is San Antonio-based busi-

NEW ENGLAND

Major Market
Class B-1 FM

Price: \$2,000,000

CECIL L.
RICHARDS INC.

A Confidential Service to Owners & Qualified Buyers

NEGOTIATIONS FINANCING APPRAISALS
TV CATV RADIO NEWSPAPERS

7700 LEESBURG PIKE
FALLS CHURCH, VA 22043
(703) 821-2552

540 FRONTAGE ROAD
NORTHFIELD, IL 60093
(312) 441-7200

P.O. BOX 892
HOT SPRINGS, VA 24445
(703) 839-3196

nessman with no other broadcast interests. KJZ is on 92.7 mhz with 3 kw and antenna 390 feet above average terrain. *Broker: Norman Fisher & Associates.*

KXGN-AM-TV Glendive, Mont. □ Sold by Lewis W. Moore Sr. and Lewis W. Moore Jr. to Stephen A. Marks for \$693,750. **Seller** has no other broadcast interests. **Buyer** is president, director and 88.6% voting stockholder of Thunder Bay Broadcasting Corp., licensee of WKB-TV Alpena, Mich. KXGN is on 1400 khz with 1 kw day and 250 w night. KXGN-TV is both CBS and NBC affiliate on ch. 5 with 14.8 kw visual, 2.9 kw aural and antenna 500 feet above average terrain.

WBKH(AM) Hattiesburg and WKNZ(FM) Collins, both Mississippi □ Sold by Covington County

Broadcasters to Southern Air Communications Inc. for \$648,010. **Seller** is headed by Ottis D. Wolverton, who has no other broadcast interests. **Buyer** is headed by Bruce L. Easterling, and has no other broadcast interests. WBKH is 5 kw daytimer on 950 khz. WKNZ is on 101.7 mhz with 3 kw and antenna 541 feet above average terrain.

WXVI(AM) Montgomery, Ala. □ Sold by Wxvi Radio to RFB Radio of Montgomery Inc. for \$300,000. **Seller** is headed by Wes Attaway and has no other broadcast interests. **Buyer** is headed by Bob Bell, who owns WGL(AM) Jacksonville, Fla., WCLY(AM) Raleigh, N.C., and WLLV(AM) Louisville, Ky. WXVI is on 1600 khz with 5 kw day, 1 kw night. *Broker: Stan Raymond & Associates Inc.*

CABLE

Systems serving about 52 communities in Alabama, Georgia and Mississippi □ Sold by First Carolina Cable TV to Falcon Cable TV for about \$100 million. **Seller** is headed by E.B. Chester and has systems in New York, New Hampshire and Vermont, serving about 44,000 subscribers. Falcon also plans to purchase these systems for \$100 million. **Buyer** is MSO headed by Marc Nathanson and has systems in 28 states serving about 750,000 subscribers. System passes 75,000 homes and serves about 54,000 subscribers in cities including Athens, Scottsboro, both Alabama, and Dalton, Ga. *Broker: Waller Capital Corp.*

For other proposed and approved sales see "For the Record," page 59.

Law & Regulation

Senate hears both sides of moral rights argument

Directors urge legislation outlawing alteration of films by TV; opposite point of view put forth by broadcasters, producers and movie studios

Motion picture and television directors opposed to colorization and unhappy with the way their films are altered for television urged a Senate panel to revise U.S. copyright law to limit or prohibit those practices. Their concerns, however, seemed to make little headway at a Senate Copyright Subcommittee hearing last week.

They are seeking so-called "moral rights" provisions that would enable them to have the final approval on any edits or changes to their product. Broadcasters, producers and Hollywood studios have united to oppose the initiative. It presents serious problems for stations that edit for commercial breaks and use techniques such as time compression and panning and scanning when adapting movies for television. Editing films for violent and sexually explicit material is also a common practice.

Subcommittee Chairman Dennis DeCon-

cini (D-Ariz.) told the directors that he is "truly undecided" on the issue and that they bear the "burden of proof." It was the third in a series of hearings on moral rights; the other two dealt with moral rights protection for sculptors, painters and authors. No immediate action is planned nor has any legislation been introduced that covers motion pictures. DeConcini said he will review the hearing record before deciding what to do.

Orrin Hatch, the subcommittee's ranking Republican, was skeptical about adopting moral rights language. He said he thinks the matter should be handled through collective bargaining. Furthermore, the Utah senator fears that such legislation might "depress the healthy American literary, art and film markets and might dry up available commercial opportunities for young contemporary artists and writers."

The lawmakers seemed unconvinced despite the Copyright Office's endorsement of moral rights. Register of Copyrights Ralph Oman suggested Congress consider a federal system of moral rights.

Jonathan Klein, vice president and gener-

al manager of WJZ-TV Baltimore, told the senators that such legislation was "an unnecessary and expensive 'add-on' to the already costly process of bringing programming to millions of television broadcast viewers." Klein appeared on behalf of the National Association of Broadcasters and the Association of Independent Television Stations.

A broadcaster must also "retain the editorial discretion which permits him to fulfill his responsibility as a licensee," Klein said.

Peter Nolan, vice president and counsel for the Walt Disney Co., who testified on behalf of the Motion Picture Association of America, warned that congressional intervention in this area could have a severe economic impact on the film industry, which relies on ancillary markets to defray the costs associated with production, distribution and promotion of movies.

This issue can be solved through collective bargaining, argued J. Nicholas Counter III, president of the Alliance of Motion Picture and Television Producers. He said the alliance and directors have already agreed during their last round of negotiations that directors will be consulted before a movie is adapted for TV use.

But Glenn Gumpel, national director of the Directors Guild of America, said only a "handful of directors have the clout to negotiate moral rights." George Stevens Jr., filmmaker and founder of the American Film Institute, made an impassioned plea for Hill action to "save America's motion picture and television heritage from the ravages of colorization, panning and scanning, the truncating of films for broadcast on television or cable and the transfer of ownership overseas."

Director Milos Forman complained about his film "Hair" when it was syndicated and distributed to 115 TV stations. "I watched helplessly as my pride as a filmmaker was being taken away from me piece by piece.

STICK VALUES

(The Book)

Call Toll-free for a free brochure: 1-800-323-1781
(In Virginia 703-478-5873 collect)



BIA PUBLICATIONS, INC.
BROADCAST INVESTMENT ANALYSTS, INC.
P. O. Box 17307 WASHINGTON, D.C. 20041

Nine entire musical numbers and numerous bits and pieces were removed from the film by somebody," said Forman.

The directors indicated when queried by DeConcini that they might be receptive to settling the issue through some form of federal arbitration.

Roger L. Mayer, president of Turner Entertainment Co., defended colorization when that practice came under attack from DeConcini. The senator said he "personally" did not like colorization. If a movie is made in black and white it should be "seen that way," said DeConcini, although he admitted there was nothing illegal about the practice.

Mayer pointed out that the original black and white version is not destroyed and that stations often air both versions. With colorization, he said, viewers get a choice.

Mayer also joined MPAA and NAB in resisting the directors' call for action. "Our system works very well, and those who would change it bear the substantial burden of proving that changes are necessary," he said. -KM

Hill hot about HDTV

Members of the congressional caucus on high-definition television want the Bush administration and Congress to give the new technology priority status. If they ignore HDTV, the caucus warned, the nation's long-term economic health is at risk.

At a Washington press conference convened last week by Representatives Mel Levine (D-Calif.) and Don Ritter (R-Pa.), co-chairs of the caucus, the administration was sharply criticized for sitting on the "sidelines waiting for an economic miracle to revitalize our industrial base." The caucus sent a letter to the President and Congress outlining its concerns.

"HDTV has become a symbol of our national willingness to compete on the cutting edge in the strategic industries and technologies of the 1990's, and our failure to develop it could have alarming implications for our economic future as it relates to high technology," the letter said. It was signed by 35 members, including Levine, Ritter, Senators John Heinz (R-Pa.), Al Gore (D-Tenn.) and John Kerry (D-Mass.) and Representatives Robert Roe (D-N.J.), George Brown (D-Calif.) and Helen Bentley (R-Md.). Gore, Heinz and Kerry joined Levine and Ritter at the press briefing.

Also, more than 120 business leaders signed the HDTV caucus letter, including Motorola Vice Chairman John Mitchell, SEMATECH President Robert Noyce, Communications Workers of America President Morton Bahr and Mitchell Kertzman, chairman of the American Electronics Association.

They are "disturbed" that the administration has yet to deliver an HDTV plan, something it promised to do by July 1. Commerce Secretary Robert Mosbacher's latest proposal to look at high-tech industries in general is not good enough for this group. HDTV must be given "top priority," stated the letter.

FCC money

The House Commerce Committee approved an FCC authorization bill that includes an increase in funds for the agency's fiscal 1991 budget. The Committee authorized \$109.8 million for FY '90 and \$121.5 million for FY '91, up some \$4 million from the amount approved by the Telecommunications Subcommittee. Lawmakers also adopted an amendment offered by Bill Richardson (D-N.M.) that would enable the FCC, at its discretion, to assess the impact of the European Community's directive setting quotas for American programming. (For other Hill action on the EC see box, page 58.) Authorization legislation for the National Telecommunications and Information Administration was also passed by the Committee. Funding was set at \$14.6 million for FY '90 and \$14.7 million for FY '91.

Congress, the caucus wrote, must consider the recommendation by the Defense Advanced Research Project Agency to give U.S. companies \$100 million for HDTV research and development. "Over 50 U.S. businesses have also proven their commitment to HDTV by pledging over \$100 million of their own funds to match grants proposed by DARPA, despite the fact that few U.S. companies are still in the TV business."

According to the letter, even the President's semiconductor advisory committee called for a joint industry-government initiative on HDTV.

They urged Bush and Congress to back Mosbacher's original plan to develop an HDTV initiative. And they want to "reform antitrust laws to permit U.S. companies to meet the radically changing demands of global markets." □

INTV asks FCC to regulate cable programing, advertising and channel positioning

The Association of Independent Television Stations filed a petition for rulemaking at the FCC last week asking the commission to put limits on the cable industry relating to programing, advertising, and channel allocation, carriage and positioning.

INTV said it urged the commission to adopt rules "to preserve fair economic

competition and a diversity of program sources in light of the increasing incentives for actual occurrences of anticompetitive behavior in the cable television industry."

The filing, spurred on by American Television & Communications' decision to program an "independent" type channel, WGRC, on its cable system in Rochester, N.Y., asks the commission to adopt rules that would:

- 1) limit to one the number of channels a cable operator could program commercially;
- 2) limit to one the number of channels a cable operator could carry in which it has an attributable ownership interest;
- 3) limit to one the number of channels on which a cable operator can sell advertising;
- 4) require a "significant portion" (INTV did not specify) of a cable system's channels to be set aside for common carrier use;
- 5) establish must-carry and channel repositioning rules.

INTV said the situation in Rochester points up what the association says are the inequities between the broadcasting and cable industries: The cable system has control over the selection and positioning of the many programing services it carries, while the broadcaster controls only one service, and has no control over its position; the system can carry many channels in which it or its parent has an ownership interest, while a broadcast station can't own any other station in the same town (although stations could lease time on cable systems); the system can sell advertising in combination with other services, while a broadcast station can sell time only on its service; a system can promote its own programing service on a host of other channels, while a broadcaster has only one channel on which

"25 YEARS EXPERIENCE GOES INTO EVERY SALE"

EAST

500 East 77th Street
Suite 1909
New York NY 10021
(212) 288-0737

WEST

9454 Wilshire Boulevard
Suite 600
Beverly Hills CA 90212
(213) 275-9266

SOUTH

11285 Elkins Road
Suite J-8
Roswell GA 30076
(404) 442-5711
HAL GORE, Vice-pres.

*A. B. La Rue,
Media Brokers*

TV • RADIO • CABLE • APPRAISALS

to promote, and a system's operation is subsidized by both advertising and affiliate fees, while a broadcaster has only one source of revenue.

Many of INTV's concerns over potential cable behavior relate to the lack of must-carry rules, and no agreement on channel repositioning. But Jim Hedlund, vice president, government relations, INTV, said the association would still have made the filing, even if must carry and channel repositioning were not issues, because of remaining differences over other issues, including sports siphoning.

Although few cable systems, to date, originate their own programming channels, most systems carry advertising on at least four channels, and many are linked with companies that have attributable ownership interest in many cable networks. In the latter case, Hedlund said, INTV did not see cable systems dropping channels in which they owned an interest, but rather saw companies divesting themselves of that programming.

FCC Chairman Al Sikes has called for more competition to cable, including that provided by the telcos, but he has applauded ATC's programming moves in Rochester. An INTV spokesman said the new chairman may not be aware of all the facts and urged the commission to revisit the issue. In its conclusion, INTV said "now is not the time for pondering, musing or even handwringing about cable's assault on competition and diversity in the TV programming marketplace. Every day, the incentive of the cable industry to foreclose competition, whether crassly or subtly, increases."

NCTA, in a statement, said "Their basic problem is that they hate the idea of a local cable channel competing with them. However they dress it up, that isn't going to change, and they won't win this fight." —MS

Comsat wants court to drop PAS suit

The Communications Satellite Corp. has asked for a dismissal of the \$1.5 billion antitrust suit Pan American Satellite filed in July against the U.S. signatory to the International Telecommunications Satellite Organization. Comsat, in a brief filed in U.S. district court in New York, argues that PAS is barred by U.S. and international law from bringing such a suit.

PAS, in a suit after four years of battling with Intelsat to secure the right it now exercises to operate a separate satellite system, contends in its suit it has suffered \$500 million in damages in lost revenues and, as is customary, is seeking triple damages.

Comsat, in its brief, argues that the suit is "a frontal attack on the actions" of Intelsat, its 117 members, including the U.S., and their representatives, including Comsat. As such, Comsat adds, the suit "directly implicates international institutions created by multilateral sovereign agreements," as well as the internal workings of the global system, "and necessarily intrudes into the diplomatic relations between and among the United States and each of its sovereign

partners in Intelsat."

Comsat contends that although it is named as the sole defendant, "it is the acts of Intelsat that are alleged to have caused direct injury to PanAmSat." And in seeking dismissal of the suit, Comsat says, "International law has long recognized that in order for international organizations to fulfill their missions agreed to by their member nations, immunities from legal process and suit are required." Comsat cites a number of grounds for dismissal, among them that Intelsat and its signatories are immunized from suit by the international agreements providing for the location of Intelsat in the U.S. and by U.S. law granting privi-

leges and immunities to international organizations to which the U.S. belongs and which the President designates for that purpose, as Intelsat has been so designated.

"In the final analysis," the Comsat brief concludes, "this lawsuit challenges the Intelsat organization, the consultation process required by the Intelsat Agreement, the conditions embodied in the United States government's separate systems policy, and Intelsat's response to the advent of separate systems." Indeed, Comsat claims that PAS's aim "is to break up Intelsat or at least to eliminate the consultation process applicable to separate systems." □

Regulating the future

How existing and emerging technologies will be used and regulated is topic of debate at FCBA forum

The subject for the miniconference communications lawyers attended last week was "Future Video Shock," the effect of the potential and what some see as the inevitable convergence of television, cable television and telephone technology will have on policy and service. There were almost as many theories as there were speakers at the forum sponsored by the American Bar Association Forum on Communications Law and the the Federal Communications Bar Association.

But one speaker who caught the attention of the audience of some 95 communications lawyers with comments apparently calculated to disturb, if not annoy, was Peter W. Huber, senior fellow at the Manhattan Institute and author of the Huber report, which in February 1987 formed the basis of the Justice Department recommendation to U.S. District Judge Harold H. Greene regarding implementation of the consent decree under which AT&T was broken up three years earlier.

He is known for his view that technology drives policy. And he contended last week that as the telecommunications industry moves toward fiber optics, it will move toward the era of broadband service, with "no physical limit" to what can be trans-

mitted. And he said "the least efficient way to pay for bandwidth is to pay in Wheaties"—that is, in terms of the money sponsors spend to advertise products on radio and television. "That's why," he said, "there's so much garbage on the air."

Huber, who delivered the technological keynote address, said it is not sensible to use the airwaves to reach "the couch potato," since he is "stationary." There are more valuable uses of the airwaves, he said. If regulation were moving "in the right direction," he added, it would be toward easing programming onto a landline transmission service. He saw fiber as a "landline, digital, duplex [two-way] technology" that would, for instance, permit viewers at home to dial up a movie for the evening. Huber saw the duplex technology as "the key to billing." But Huber also saw ahead "some convulsive changes in regulatory policies and in market structure as well."

If Huber, the theoretician, was unrestrained in his view of the future, FCC Commissioner Sherrie Marshall, who might be held accountable for the views she expresses and who joined the commission only two months ago, was more cautious, in her regulatory keynote. She noted that "the tremendous growth in the American video marketplace has resulted in a convergence of the broadcast and cable industries that few people anticipated." Yet, she noted the converging industries "are regulated

Down on quotas

The House of Representatives last week passed a Ways and Means Committee resolution denouncing TV program quotas incorporated in the new European Community's "TV Without Frontiers" media directive.

The resolution (H.R. 257), passed by a 342-0 vote Oct. 23, charged the directive was trade restrictive and in violation of the GATT (General Agreement on Trade and Tariffs), and urged the Bush administration and the U.S. Trade Representative to "take all appropriate and feasible action...to protect and maintain United States access to the EC broadcasting market."

Representative Sam Gibbons (D-Fla.), author of the resolution, told the House: "The European Community local content directive is not a matter of cultural sovereignty, as some in Europe claim it is, but simply an attempt to protect European industry from fair competition by foreign producers."

One possible retaliatory measure was suggested by Representative Bill Richardson (D-N.M.), who said he would introduce legislation to "bar public television stations from purchasing television programming from any foreign country which limits U.S.-made programming."

under *different* regimes." Then add to the mix that telephone companies, which also want to get into the video business, "are regulated under *yet another* regime." The result, she said, is "a regulatory nightmare in the making."

Will that convergence of interests require the commission to examine the extent to which the public interest "continues to be served by disparate regulation of these industries? At some point," perhaps. "But," she said, "that's a question for another day."

A panel consisting of representatives of various industries produced a melange of views regarding government regulation. But it also produced some news from the one representative of the government. Thomas J. Sugrue, deputy assistant secretary of Commerce for Communications and Information and deputy head of the National Telecommunications and Information Administration, said NTIA plans to initiate a study of the globalization of the media, and its impact on American mass media. The study will include such questions as the effect of U.S. policies, including the FCC's financial interest and syndication rules, on American competitiveness abroad. Questions on how the U.S. can promote "content openness" on a global scale will also be included.

As for the other members of the panel, there seemed little disagreement that convergence is happening, at least to some degree. But John Abel, the National Association of Broadcasters executive vice president for operations, said government, in dealing with convergence, "has a very poor understanding of the video industry and of how the consumer consumes video information." Gary Epstein, a former chief of the FCC's Common Carrier Bureau and now a partner in the law firm of Latham & Watkins, offered a contrasting view, at least with respect to government's regulation of direct broadcast satellites. The commission, he said, "has done an excellent job of keeping hands off, of letting technology roll." However, as he said, "the ultimate question is: Why is there no DBS satellite up [in space] serving the U.S.?" He did not answer the question, other than to note DBS services are operating, though not very successfully, in Europe and Japan. "But it's early."

And George Vradenburg III, senior vice president, general counsel and secretary of CBS Inc., expressed yet another view. He said that regulatory change is slow: "The marketplace runs past the pace of regulation. The world has changed mightily since the 1970's," he said, "but not regulation." He noted that major acquisitions—the Sony purchase of Columbia Pictures, for instance—and the increasing vertical and horizontal integration of cable television companies goes on apace. He ascribed those moves to "a variety of competing companies pursuing strategies they think will" improve their position in the market.

Then there were Brenda L. Fox, general counsel and vice president for special policy projects of the National Cable Television Association, and Jerry Lederer, executive director, government relations, for the U.S. Telephone Association. They engaged in another in a series of sparring matches over

telephone companies' determination to compete with cable television systems in providing video service.

Fox, for instance, saw the decision to "gold plate" telephone company plant—by substituting fiber for copper wire—as a means for investing the substantial profits the Bell Operating Companies have earned in their rate base rather than returning them to ratepayers. She also said the telephone companies "have no expertise in programming, only the deep pockets for buying programming," and would have the capacity to bypass the networks, stations and cable systems in delivering Hollywood product to the home. Furthermore, she said that coaxial cable can deliver "100 to 200 channels today," so why the need for fiber, which, she said, would be too expensive to be used exclusively in a cable system.

Lederer said Fox's contention that "no one is asking" for a system operating on fiber and the limitless channels it would provide is "the same argument the candle maker made" when electricity was being introduced. But he said consumers "are asking for it when they ask for cheaper

prices and better service."

A panel on HDTV did not provide many new answers to frequently asked questions about the technology. A possible reason may be in the answer Gregory L. DePriest, vice president of the Association of Maximum Service Telecasters, gave in response to a question from the moderator, Richard E. Wiley, as to whether the system finally adopted would be terrestrial. "We won't know until the testing is completed," he said. "So I reserve judgment." Nine systems being advanced by seven companies are being tested. The results are due by the end of 1991. However, that consideration did not deter James McKinney, chairman of Advanced Television Service Corp., from expressing the view that the system adopted would involve "a simulcast solution."

Despite the lack of hard answers, one member of the panel—Charles Schott, chief of staff to FCC Chairman Alfred Sikes—thought the continuing discussion about HDTV has helped. "The debate has focused on a new target to shoot at," he said. "I expect a lot of activity in the next year. So a lot's been accomplished." —LZ



As compiled by BROADCASTING from Oct. 19 through Oct. 25 and based on filings, authorizations and other FCC actions.

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

Ownership Changes

Applications

■ KINQ(FM) Fairbanks, AK (BALH890929GX; 95.9 mhz; 3 kw; ant. 1.6 ft.)—Seeks assignment of license from Great Alaska Electric Radio Co. to Northern Television Inc. for \$56,900. Seller is headed by Howard Trickey and is licensee of KNBC(AM) Fairbanks, AK. Great Alaska Electric Radio Co. is subsidiary of Pacific Rim Broadcasting Inc., licensee of KVOK(AM)-KJZZ(FM) Fairbanks, AK. Buyer is headed by A.G. Hiebert. Northern Television Inc. is licensee of KBYR(AM)-KNIK-FM-KTVA(TV), Anchorage, AK, and KCBF(AM)-KTVF(TV) Fairbanks, AK. Buyer will seek waiver of one-to-a-market rule. Filed Sept. 29.

■ KLOK(AM) San Jose (BAL891002EC; 1170 khz; 50 kw-D, 5 kw-N) and KBRG(FM) Fremont, both California (BTCH891002ED; 104.9 mhz; 3 kw; ant. 300 ft.) Seeks assignment of license from Dan Villanueva Jr. and James Villanueva (brothers) to Excl Communications Inc. for \$15 million. Sellers have no other broadcast properties. Buyer is headed by Christopher Marks and Athena Marks (husband and wife) and John Marks (brother of Christopher). Athena Marks is former general manager WOJO(FM) Evanston (Chicago), IL. Filed Oct. 2.

■ KNTA(AM) Santa Clara, CA (BAPL891002EE; 1430 khz; 1 kw-U, DA-1)—Seeks assignment of license from Tamarack Communications Inc. to KNTA Radio Corp. for \$2,000,000. Seller is headed by David Jack, and is also licensee of KBIF(AM) Fresno, CA; WSHO(AM) New Orleans, LA, and KLVN(AM) Portland, OR. Buyer is headed by Hector Villalobos and Carlos Moncada. Company also has interest in KTGE(AM) Salinas and KLOQ Merced, both California. Filed Oct. 2.

■ WRHC(AM) Coral Gables, FL (BTC890929EC; 1500 khz; 10 kw-D, 500 w-N)—Seeks assignment of license from estate of Alberto Villalobos to Aurora Vaillant de Maldonado for \$479,444. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Sept. 29.

■ WCHG(AM) Oviedo, FL (BAP891002EG; 1030 khz; 1.30 kw)—Seeks assignment of license from Marcelina Colina to Florida Broadcasters for \$6,500. Seller has no other broadcast interests. Buyer is headed by George M. Arroyo, who is permittee of WONQ(AM) Orlando, FL.

■ WLET(AM)-WZLI-FM Toccoa, GA (AM: BAL890929GT; 1420 khz; 5 kw-D; FM: BALH890929GU; 106.1 mhz; 100 kw; ant. 1,132 ft.)—Seeks assignment of license from Faver Broadcasting Group Ltd. to Sonic Broadcasting for \$2,050,000. Seller is headed by Otto McDonald, who has no other broadcast interests. General partner Ronald Verlander has interest in WPTM-FM Roanoke Rapids and WSMY(AM) Weldon, both North Carolina, and WTGQ(FM) Cairo, GA. Buyer is headed by Eugene Mark, attorney, and has no other broadcast interests. Filed Sept. 28.

■ KVN(AM) Coeur D'Alene, ID (BTC890929EG; 1080 khz; 10 kw-D, 1 kw-N)—Seeks assignment of license from Hagadone Investment Co. to Burl Todd Hagadone for no financial consideration. Seller is headed by Hagadone family (see KMWC(FM) Hayden, ID, below). Buyer has no other broadcast interests. Filed Sept. 29.

■ KMWC(FM) Hayden, ID (BAPH890929GY; 94.5 mhz; 3 kw; ant. 63 ft.)—Seeks assignment of license from Media West Inc. to North Idaho Broadcasting Co. for \$104,639. Seller is headed by George and Susan Cole and has no other broadcast interests. Buyer is headed by Burl Todd Hagadone, Joseph A. Stanosch, Bernidine Dami and Bradley D. Hagadone. Burl Todd Hagadone and Bradley D. Hagadone are sons of Duane B. Hagadone. Duane B. and Bradley D. Hagadone presently serve as officers and directors of North Idaho Broadcasting Co., licensee of KVN(AM) Coeur D'Alene, ID. Filed Sept. 29.

■ KSKI(AM) Hailey and KSKI-FM Sun Valley, both Idaho

(AM: BAL891004EB; 1340 khz; 1 kw-D, 250 w-N; FM: BALH891004EC; 93.5 mhz; 56 kw; ant. 2,145 ft.)—Seeks assignment of license from Sun Valley Radio Inc. to Silver Creek Communications Inc. for \$950,000. Seller is headed by M. Kent Franden, and also has interest in KBLI(AM)-KLCE(FM) Blackfoot, ID. Buyer is headed by John E. McCaw Jr., who has interest in KYMG(FM) Anchorage, AK, and is also director of Alaska Broadcast Communications Inc., which has interest in KNJO(AM) Juneau, AK. Juneau Broadcasting Co. KTKU(FM) Juneau, AK. Sitka Broadcasting Co., KIFW(AM) Sitka, AK. Gateway Broadcasting Co. KTKN(AM)-KGTW(FM) Ketchikan, AK. Filed Oct. 4.

■ WDAN(AM)-WDNL(FM) Danville, IL (AM: BAL891002GZ; 1490 khz; 1 kw-U; FM: BALH891002HA; 102.1 mhz; 50 kw; ant. 380 ft.)—Seeks assignment of license from Majac Inc. to Neuhoff Broadcasting Corp. for \$2,350,000 ("Changing Hands," Oct. 9). Seller is headed by Jack (father) and Marc Steenbarger (son). They also have interest in WWCK-AM-FM Flint, MI. Buyer is headed by Geoffrey Neuhoff, who also has interest in WCVS(AM)-WFMB(FM) Springfield, IL. Filed Oct. 2.

■ WCLZ-AM-FM Brunswick, ME (AM: BAL890929EE; 900 khz; 1 kw-D; FM: BAPLH890929EF; 98.9 mhz; 15 kw; ant. 400 ft.)—Seeks assignment of license from Hawthorne Communications LP to Eastern Radio Co. LP for \$2,175,000. Seller is headed by Doug Tanger, who has interest in WBOQ(FM) Gloucester, MA. Buyer is headed by Alan Stiner Jr. and Lionel Brooks Jr., who have interest in WGVA(AM)-WECQ(FM) Geneva, NY. Filed Sept. 29.

■ WBLM(FM) Lewiston, ME (BALH890921GL; 107.5 mhz; 50 kw; ant. 610 ft.)—Seeks assignment of license from Fuller-Jeffrey Broadcasting Corp. to Beacon Broadcasting Corp. for \$250,000 ("Changing Hands," Oct. 9). Seller is subsidiary of Southern Starr Broadcasting Group Inc. Southern Starr is headed by Peter Starr and is licensee of KZLR(FM) Pine Bluff, AR; WPLR(FM) New Haven, CT, and WPMO(AM) Moss Point and WKNN(FM) Pascagoula, both Mississippi. Buyer is headed by Robert and Alford Lessner, who also own WBNR(AM) Beacon, WSPR(FM) Poughkeepsie and WENE(AM)-WMRV(FM) Endicott, all New York. General Broadcasting will be acquiring certain identified assets of WBLM and WTHT(FM) Portland, MA, following exchanges between General Broadcasting and J.J. Taylor Companies Inc. on WHLY(FM) Leesburg, FL, and WTHT(FM) Portland, and between General Broadcasting and Fuller-Jeffrey Broadcasting Corp. on WTHT and WBLM ("Changing Hands," April 3). Beacon will receive offices and programming of WTHT and combine it with WBLM. Filed Sept. 21.

■ WHRF(AM) Bel Air, MD (BTC891004EE; 1520 khz; 250 w-D)—Seeks assignment of license from James D. Fielder Jr. to Hartford County Radio Group for \$320,000. Seller has no other broadcast interests. Buyer is headed by Stephen V. Zachary, former vice president of CIT, subsidiary of Manufacturers Hanover Trust. Filed Oct. 4.

■ KNNS(FM) Grand Rapids, MN (BALH890927GN; 96.9 mhz; 100 kw; ant. 450 ft.)—Seeks assignment of license from Rapids Radio to Grand Inc. to Kirwin Spilman Broadcasting Inc. for \$450,000. Seller is owned by Michael Ives, and has no other broadcast interests. Buyer is headed by William J. Kirwin and Robert D. Spilman, who have no other broadcast interests. Filed Sept. 27.

■ WBKH(AM) Hattiesburg and WKNZ(FM) Collins, both Mississippi (AM: BAL891002EF; 950 khz; 5 kw-D; FM: BALH891002GW; 101.7 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Covington County Broadcasters to Southern Air Communications Inc. for \$648,010. Seller is headed by Otis D. Wolverton, and has no other broadcast interests. Buyer is headed by Bruce L. Easterling, and has no other broadcast interests. Filed Oct. 2.

■ WKKY(FM) Moss Point, MS (BALH891004HD; 104.9 mhz; 1.30 kw-H; ant. 62 ft.)—Seeks assignment of license from Jackson County Broadcasting Co. to Waldron Partners, LP, for \$1,500,000. Seller is headed by Wayne Dowdy, who also has interest in WAPF(AM)-WXLT-FM McComb and WSUS(AM)-WWMS(FM) Oxford, both Mississippi; KCWD(FM)-KNWA(AM) Harrison and KPFM(FM) Mountain Home, both Arkansas, and WMLT(AM)-WQZY(FM) Dublin, GA. Buyer is headed by H. Patrick Swygert, and is also purchasing KVKI-AM-FM Shreveport, LA, KBFM-FM Edinburg and KFAN(FM) Fredericksburg, both Texas, and WMGR(AM)-WJAD-FM Bainbridge, GA. Swygert, officer, director and sole voting shareholder of Waldron Broadcasting Co., is executive vice president of Temple University of Commonwealth System of Higher Education, licensee of noncommercial educational FM station WRTI Philadelphia, PA, and permittee of noncommercial educational FM station WUCP Summerdale, PA. Filed Oct. 4.

■ KSSC(AM) Joplin, MO (BAL891002EB; 1230 khz; 1 kw-U)—Seeks assignment of license from J. Kevin Checkett, trustee in bankruptcy, to Saturn Communications Inc. for \$200,000. Seller is headed by William Mensendiek and

is also licensee of KSSC-FM Columbus, KS. Buyer is headed by Andrew Wolfson and has no other broadcast interests. Filed Oct. 2.

■ KKGN-AM-TV Glendive, MT (AM: BTC890928KG; 1400 khz; 1 kw-D, 250 w-N; TV: BTCCT890928KF; ch. 5; 14.8 kw-V; ant. 500 ft.)—Seeks assignment of license from Lewis W. Moore Sr. and Lewis W. Moore Jr. to Stephen A. Marks for \$693,750. Seller has no other broadcast interests. Buyer is president, director and 88.6% voting stockholder of Thunder Bay Broadcasting Corp., licensee of WBKB-TV Alpena, MI. Filed Sept. 28.

■ KSRC(AM) Socorro, NM (BAL891011EA; 1290 khz; 1 kw-D)—Seeks assignment of license from Gary L. Smart, receiver to Plaza Communications Corp. for \$44,150. Seller is headed by Manuel Olguin, and has no other broadcast interests. Buyer is headed by Lawrence B. Ahrens, who has no other broadcast interests. Filed Oct. 11.

■ WNEW(AM) New York, NY (BTC891004ED; 1130 khz; 50 kw-U, DA-N)—Seeks assignment of license from Metropolitan Broadcasting Corp. of New York to Robert F. Wagner, former Mayor of New York, for no financial consideration. Seller is subsidiary of Legacy Broadcasting and is headed by Robert Silberman. Legacy is licensee of WLLZ(FM) Detroit, MI; KDWB(AM) St. Paul and KDWB-FM Richfield, both Minnesota, KILT-AM-FM Houston, TX, and WCPT(AM) Alexandria and WCXR-FM Woodbridge, both Virginia. Metropolitan is licensee of KTWV-FM Los Angeles, CA, and WMMR(FM) Philadelphia, PA. Filed Oct. 4.

■ KIDD(FM) Bend, OR (BAPH890927GM; 98.3; 3 kw; ant. 300 ft.)—Seeks assignment of license from Kitsap Communications Corp. to The Confederation Tribes of the Warm Reservation of Oregon for \$35,000. Seller is headed by Carol Brandt and has no other broadcast interests. Buyer is headed by Larry Calica, and is also licensee of KWSI(FM) and noncommercial KWSO(FM) both Warm Springs, Oregon. Filed Sept. 27.

■ WJPI(AM) Huntingdon, TN (BTC891003EA; 1530 khz; 1 kw-D)—Seeks assignment of license from David B. Jordan to Randall Stuart McGowan for \$150,000. Seller also has interest in WNRG(AM)-WMJD(FM) Grundy, VA. Buyer has no other broadcast interests. Filed Oct. 3.

■ KDFT(AM) Ferris, TX (BAL890929ED; 540 khz; 250 w-D)—Seeks assignment of license from Lois B. Crain to Willis Broadcasting Corporation for \$1,650,000. Seller is also licensee of WAVN(AM) South Haven, MS, and has applications for new FM's in Electra, TX, and Holly Springs, MS. 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 WSRG(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; 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 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 WWCA(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. Filed Sept. 29.

■ KBER(FM) Spanish Fork, UT (BALH890928GQ; 106.3 mhz; 22 kw; ant. 920 ft.)—Seeks assignment of license from KBER Inc. to Ironclad Radio Inc. for \$1,000,000. Seller is headed by Christopher F. Devine, Frederick R. Phelan, and C. Robert Allen III. Principals of Devine Media Inc. are principals in KXBR Inc., licensee of KXBR-FM Greenfield, MO, and KKBR Inc., licensee of KKBR-FM Los Alamos, NM. Buyer is headed by Street Snyder, who has no other broadcast interests. Filed Sept. 28.

Actions

KCIN(AM) Victorville and KATJ(FM) George, both California (AM: BAL890807EF; 1590 khz; 500 w-D; FM: BAPH890807EG; 100.7 mhz; 0.085 kw; ant. 472 ft.)—Grant-

ed app. of assignment of license from Sid King and Crown Broadcasting to Victor Valley Broadcasting for \$1,360,000 ("Changing Hands," Aug. 21). Seller is headed by Sid King, who has no other broadcast interests. Buyer is headed by Kenneth Devine, Peter Troclair and John Binsfeld. They have no other broadcast interests. Action Oct. 12.

■ KPGA-FM Pismo Beach, CA (BALH890817HV; 95.3 mhz; 1.75 kw; ant. 390 ft.)—Granted app. of assignment of license from U.S. Media Co. to James H. Elison for \$1,050,000. Seller is headed by Nick Milet, who also owns KVCE(AM) San Luis Obispo, CA. Buyer has no other broadcast interests. Action Oct. 10.

■ WWNC(AM)-WKSF-FM Asheville, NC (AM: BAL890817HK; 570 khz; 5 kw-U; FM: BALH890817HL; 99.9 mhz; 53 kw; ant. 2,672 ft.)—Granted app. of assignment of license from Pine Trails Broadcasting Co. Inc. to Radio Ventures I LP for \$25,500,000 ("Changing Hands," Aug. 21). Seller is headed by James T. Cullen and also owns WAAX(AM)-WQEN(FM) Gadsden, AL, and KRKK(AM)-KQSW(FM) Rock Springs, WY. Buyer is headed by Jerry Lyman, former RKO General radio group president. He is also purchasing WMXB(FM) Richmond, VA. Action Oct. 11.

■ WRQR(FM) Farmville, NC (BALH890822GM; 94.3 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Farmville Broadcasting Company Inc. to WRQR Inc. for \$900,000. Seller is headed by L. Gene Gray and has no other broadcast interests. Buyer is headed by Sam Floyd, who has following broadcast interests: 20% shareholder of Beasley Broadcast Co., licensee of WFAI(AM) Fayetteville, NC; 25% shareholder of New South Broadcasting Co., licensee of WASC(AM) Spartanburg, SC; 5% shareholder of Beasley Broadcasting of Eastern N.C. Inc., licensee of WKML(FM) Lumberton, NC, and shareholder of WSJC Inc., licensee of WSJC(AM) Magee, MS. Action Oct. 11.

■ KSTX(FM) San Antonio, TX (BAPLED890824HW; 89.1 mhz; 100 kw; ant. 724 ft.)—Granted app. of assignment of license from San Antonio Community Radio Corp. to Texas Public Radio for no financial consideration. Seller is headed by Henry Munoz and has no other broadcast interests. Buyer is also proposed assignee of licensee of KPAC(FM) San Antonio, TX. Applicant seeking to assign license of KPAC(FM) from Classical Broadcasting Society of San Antonio to Texas Public Radio is being filed concurrently with instant application. Action Oct. 11.

■ KDOK(AM) Tyler, TX (BAL890731EA; 1490 khz; 1 kw-U)—Granted app. of assignment of license from Tyler Broadcasting Co. Inc. to Blue Jay Production Inc. for \$100,000. Seller is headed by Carolyn Vance, son of William Vance and Ben Downs. Carolyn Vance has interest in KEEEM(AM)-KJCS(FM) Nacogdoches, TX. Buyer is headed by Bruce Williams. Blue Jay Productions Inc. is licensee of KEES(AM) Gladewater, TX. Action Oct. 12.

■ WMBJ(FM) Evansville, WI (BTCH890811HG; 105.9 mhz; 3 kw; ant. 100 ft.)—Granted app. of assignment of license from Tommie R. Love and Scott M. Davis to Capital Radio Services Inc. for \$77,000. Seller is headed by Tommie R. Love, who has interest in KAFX-AM-FM Diboll, TX; WIGL(FM) Orangeburg, SC; WMGU(FM) Stevens Point, WI. Love is also applicant for new FM at Bismarck, ND. Buyer is headed by Carl W. Hurlbeaus and Eugene J. Mark Jr. Hurlbeaus is president, secretary and treasurer, sole director and 89% stockholder of Telemedia Broadcasting Inc., licensee of WGRQ(FM) Colonial Beach, VA. Hurlbeaus is also 100% general partner of Radio Virginia LP, licensee of WJMA(AM)-WVJZ-FM Orange, VA. In addition, he is 100% general partner of Radio Carolina LP, licensee of WDAR(AM)-WMWG-FM Darlington, SC. Hurlbeaus is also president, director and 90% stockholder of Capital Radio Services Inc., which is 49% stockholder of Eagle Broadcasting of Southern Wisconsin Inc., holder of CP for new FM station at Evanville, WI; WHOH Inc., holder of CP for new commercial FM station at Crestline, OH; and Florida Radionet LP, holder of CP for new commercial FM station at Port St. Joe, FL. Action Oct. 13.

New Stations

Applications FM's

■ Jupiter, FL (BPH890905MF)—Sage Broadcasting Corp. of Manchester seeks 105.5 mhz; 3 kw; 328 ft. Address: 700 Canal St., Stamford, CT 06902. Principal is headed by Gerald A. Poch. Sage Broadcasting Corp. is licensee or permittee of WFNW(AM) Naugatuck, WBSM(AM) New Bedford and WFHN(FM) Fairhaven, all Massachusetts; WKOL-AM-WKOL-FM Amsterdam, NY; KMNS(AM)-KSEZ(FM) Sioux City, IA; WTAX(AM)-WDBR(FM)

Springfield, IL.; WLVA(FM) Hartford and WFNS(AM) Manchester, both Connecticut; WACO(AM)-KTKS(FM) Waco, TX; WCDD(AM)-WSGD-FM Carbondale, PA; WGNF(AM) Titusville, FL; WRFB(FM) Stowe, VT. Filed Sept. 12.

■ Jupiter, FL (BPH890913MG)—Sun Over Jupiter Broadcasting Inc. seeks 105.5 mhz; 3 kw. Address: 17 W. 54th St., New York, NY 10019. Principal is headed by George E. Pine and has no other broadcast interests. Filed Sept. 13.

■ Jupiter, FL (BPH890913MH)—Jupiter Inlet Mariners Radio Service Inc. seeks 105.5 mhz; 3 kw. Address: 1208 US Hwy One, North Palm Beach, FL 33408. Principal is headed by B. Eric Rhoads and has no other broadcast interests. Filed Sept. 13.

■ Jupiter, FL (BPH890913MK)—Tyler Communications LP seeks 105.5 mhz; 3 kw. Address: 1801 S. US Hwy 1, Jupiter, FL 33477. Principal is headed by Arthur Goodman, who has no other broadcast interests. Filed Sept. 13.

■ Jupiter, FL (BPH890914MB)—Rieke General Partnership seeks 105.5 mhz; 3 kw; 328 ft. Address: 6331 Pine Dr., Lantana, FL 33462. Principal is headed by Richard Rieker and has no other broadcast interests. Filed Sept. 14.

■ Jupiter, FL (BPH890914MC)—Great Red Spot Inc. seeks 105.5 mhz; 3 kw; 328 ft. Address: 8030 SE Little Harbour Dr., Hobe Sound, FL 33455. Principal is headed by Mamee V. Wirth and has no other broadcast interests. Filed Sept. 14.

■ Jupiter, FL (BPH890914MD)—Harold Martin seeks 105.5 mhz; 3 kw; 328 ft. Address: 3803 Trechills Parkway, Stone Mountain, GA 30088. Principal has no other broadcast interests. Filed Sept. 14.

■ Jupiter, FL (BPH890914ME)—Jupiter Radio Inc. seeks 105.5 mhz; 3 kw; 328 ft. Address: 10523 Burbank Blvd., N. Hollywood, CA 91601. Principal is headed by Julio G. Reyes and Gary J. Worth, and have no other broadcast interests. Filed Sept. 14.

■ Jupiter, FL (BPH890914MG)—Intermart Broadcasting of Palm Beach Inc. seeks 105.5 mhz; 3 kw; 328 ft. Address: 4250 Lakeside Drive, Suite 210, Jacksonville, FL 32210. Principal is headed by James E. Martin Jr., Gary S. Smithwick and Arthur V. Belendiuk. Martin has following interest: Officer and 100% stockholder of Intermart Broadcasting of Las Vegas Inc., permittee of KLTN(FM), new FM station at Las Vegas, NV (BPH821020AP), granted June 20, 1988. Officer and 80% stockholder of Intermart Broadcasting Orlando Inc., which holds 30% general partnership interest in Radio Orlando, permittee of WUR(FM), new FM station at Orlando, FL. Officer and 66 2/3% stockholder, Intermart Broadcasting Georgia Coast Inc., licensee of WZKS(FM) Jesup, GA (BALH880930HN). Acquisition consummated January 3, 1989. Officer and 100% stockholder, Intermart Broadcasting of Holmes Beach, one-seventh general partner in 98.7 partnership, permittee of new FM station at Holmes Beach, Florida. (granted by memorandum opinion and order, FCC 89-683, released March 2, 1989). Filed Sept. 14.

■ Jupiter, FL (BPH890913MI)—Triple J. Properties Inc. seeks 105.5 mhz. Address: 17062 Traverse Circle, Jupiter, FL 407-74. Principal is headed by Sandra Jordan and has no other broadcast interests. Filed Sept. 13.

■ Jupiter, FL (BPH890914MI)—Owens Broadcasting Ltd. seeks 105.5 mhz; 3 kw. Address: 306 Third Way, West Palm Beach, FL 33407. Principal is headed by Guyon Turner, trustee of A.H.A.B. family trust, and holds in his own name the following broadcast interests, all of which are voting stock or general partnership interest: WFYF(TV) Watertown, NY; WOLF-TV Scranton, PA; WWLF-TV Hazleton, PA; WGER-FM Saginaw, MI. Filed Sept. 14.

■ Jupiter, FL (BPH890914MJ)—Southern Media Inc. seeks 105.5 mhz; 3 kw; 328 ft. Address: 1061 E. Indian-town Rd., Jupiter, FL 33477. Principal is headed by Cynthia Phillips and has no other broadcast interests. Filed Sept. 14.

■ Jupiter, FL (BPH890914MK)—Pelican Broadcasting seeks 105.5 mhz; 3 kw; 328 ft. Address: 253 Huckins Neck Rd., Centerville, MA 02632. Principal is headed by Terry Moore and has no other broadcast interests. Filed Sept. 14.

■ Jupiter, FL (BPH890914ML)—Treasure Coast Media Inc. seeks 105.5 mhz; 3 kw. Address: 2024 SE U.S. 1, Vero Beach, FL 32962. Principal is headed by Wayne Dilucente and Sally Dilucente (husband and wife). Treasure Coast Media Inc. is licensee of WCXL(FM) Vero Beach, FL. Filed Sept. 14.

■ Jupiter, FL (BPH890914MN)—Mary R. Meadows seeks 105.5 mhz; 3 kw; 328 ft. Address: 2500 Lao Cristal Circle, Palm Beach Gardens, FL 33410. Principal has no other broadcast interests. Filed Sept. 14.

■ Jupiter, FL (BPH890914MS)—Afro-American Broadcasters Ltd. seeks 105.5 mhz; 3 kw; 328 ft. Address: P.O. Box 10881, Riviera Beach, FL 33419. Principal is headed by Jimmie Home and has no other broadcast interests. Filed

Sept. 14.

■ Jupiter, FL (BPH890914MO)—Nephele Wing Domenich seeks 105.5 mhz; 3 kw. Address: 370 Wood Dale Dr., West Palm Beach, FL 33414. Principal has no other broadcast interests. Filed Sept. 14.

■ Jupiter, FL (BPH890914MQ)—Beatrice Snyder seeks 105.5 mhz; 3 kw; 328 ft. Address: 95 Lighthouse Dr., Jupiter, FL 33469. Principal has no other broadcast interests. Filed Sept. 14.

■ Jupiter, FL (BPH890914MV)—Marilyn Birk seeks 105.5 mhz; 3 kw. Address: 3339 Tamiami Trail, Naples, FL. Principal has no other broadcast interests. Filed Sept. 14.

■ Jupiter, FL (BPH890914MW)—Pal-Mar Radio Partners seeks 105.5 mhz; 3 kw. Address: 50 Lock Rd., Deerfield Beach, FL 33442. Principal is headed by James B. Orthwein and George Y. Wheeler III. Wheeler has 16% limited partnership of WWON(AM)-WVWX-FM Woonsocket, RI, and 15% of WVPO(AM)-WSBG(FM) Stroudsburg, PA. Filed Sept. 14.

■ Jupiter, FL (BPH890914MX)—Aragon One Inc. seeks 105.5 mhz; 3 kw; 328 ft. Address: 6502 Kerns Court, Falls Church, VA 22044. Principal is headed by Beverly Rawlings and has no other broadcast interests. Filed Sept. 14.

■ Jupiter, FL (BPH890914NC)—Mostella Broadcasting Corp. seeks 105.5 mhz; 3 kw; 328 ft. Address: 127 W. Riverside Dr., Jupiter, FL 33469. Principal is headed by Frank Mostella and has no other broadcast interests. Filed Sept. 14.

■ Jupiter, FL (BPH890914NI)—Jupiter Radio Partners seeks 105.5 mhz; 3 kw. Address: 705 Teal Way, North Palm Beach, FL 33408. Principal is headed by Fred Adams and has no other broadcast interests. Filed Sept. 14.

■ Jupiter, FL (BPH890914NK)—Jupiter Broadcasting LP seeks 105.5 mhz; 3 kw; 328 ft. Address: 2425 Presidential Way, West Palm Beach, FL. Principal is headed by Leonard Walk. Walk owns 2.633 percent of outstanding stock of Wheeling Radio, which is licensee of WZMM-AM-FM Wheeling, WV. He is also director of Sheridan Broadcasting Corp., which is licensee of WAMO-AM-FM Pittsburgh, PA, and licensee of WUFO(AM) Amherst, NY. Walk also owns 1% of WMAJ(AM)-WBHV-FM State College, PA. Filed Sept. 14.

■ Jupiter, FL (BPH890914NN)—Jupiter Media Partners seeks 105.5 mhz; 3 kw. Address: 805 Park Ave., Lake Park, FL 33403. Principal is headed by Bonita Gooch and has no other broadcast interests. Filed Sept. 14.

■ Jupiter, FL (BPH890914NO)—Jupiter FM Broadcasters Ltd. seeks 105.5 mhz; 3 kw; Address: 17675 Foxborough Lane, Boca Raton, FL 33496. Principal is headed by William L. Ford and has no other broadcast interests. Filed Sept. 14.

■ Jupiter, FL (BPH890914NQ)—Gold Coast Communications Inc. seeks 105.5 mhz; 3 kw; 328 ft. Address: 3733 University Blvd., Jacksonville, FL 32217. Principal is headed by James Brewer and has no other broadcast interests. Filed Sept. 14.

■ Jupiter, FL (BPH890914NS)—Phyllis B. Giles seeks 105.5 mhz; 3 kw; 328 ft. Address: 10345 Acme Rd., W. Palm Beach, FL 33414. Principal has no other broadcast interests. Filed Sept. 14.

■ Jupiter, FL (BPH890914NT)—Belkis J. Lezcano seeks 105.5 mhz; 3 kw; 328 ft. Address: 3801 SW 130th Ave., Miami, FL 33175. Principal has no other broadcast interests. Filed Sept. 14.

■ Jupiter, FL (BPH890914NU)—KB Radio seeks 105.5 mhz; 3 kw; 328 ft. Address: 5424 Nebraska Ave., Washington, DC 20015. Principal is headed by Joyce L. Bernstein and has no other broadcast interests. Filed Sept. 14.

■ Jupiter, FL (BPH890914NX)—Manuel Palau seeks 105.5 mhz; 3 kw. Address: 9206 Midwood Rd., Silver Spring, MD 20910. Principal has no other broadcast interests. Filed Sept. 14.

■ Jupiter, FL (BPH890914NZ)—Laura Maria McComas De Los Reyes seeks 105.5 mhz; 3 kw; 328 ft. Address: 12127 Branding Iron Court, West Palm Beach, FL 33414. Principal has no other broadcast interests. Filed Sept. 14.

■ Jupiter, FL (BPH890914OB)—Richard M. Carrus seeks 105.5 mhz; 3 kw. Address: 15 Delaware Ave., Jericho, NY 11753. Principal has no other broadcast interests. Filed Sept. 14.

■ Jupiter, FL (BPH890914OC)—Sea Breeze Broadcasting Corp. seeks 105.5 mhz; 3 kw; 328 ft. Address: 14248 Shearwater Court, Clearwater, FL 34622. Principal is headed by Larry Jay Herbst and has no other broadcast interests. Filed Sept. 14.

■ Jupiter, FL (BPH890914OE)—Jupiter Radio Broadcasting Inc. seeks 105.5 mhz; 3 kw. Address: 72 Dunbar Rd., Palm Beach Gardens, FL 33418. Principal is headed by Michael Tuchman and has no other broadcast interests.

Filed Sept. 14.

■ Jupiter, FL (BPH890913ML)—Diane M. Bosler seeks 105.5 mhz; 3 kw; 328 ft. Address: 2507 Barcelona Dr., Fort Lauderdale, FL 33301. Principal has no other broadcast interests. Filed Sept. 13.

■ Jupiter, FL (BPH890913MN)—Morbak Communications seeks 105.5 mhz; 3 kw; 328 ft. Address: 954 NE 86th St., Miami, FL 33138. Principal is headed by John E. Morris and Lawrence R. Baker, who each have interest in WHOH Inc., permittee of WHOH(FM), Crestline, OH. Lawrence R. Baker is president of WHOH Inc. John E. Morris is vice president and treasurer of WHOH Inc. WHOH(FM) is presently under construction. Filed Sept. 13.

■ White City, FL (BPH890912ME)—Sage Broadcasting Corp. seeks 104.7 mhz; 3 kw; 328 ft. Address: 1 Dock St., Stamford, CT 06902. Principal is headed by Gerry Poch (see above). Filed Sept. 12.

■ White City, FL (BPH890914NP)—White City Broadcasting Partnership seeks 104.7 mhz; 3 kw; 328 ft. Address: 2425 Presidential Way, Unit 305, West Palm Beach, FL 33401. Principal is headed by Leonard Walk. Walk owns 2.633 percent of outstanding stock of Wheeling Radio, which is licensee of WZMM-AM-FM Wheeling, WV. He is also director of Sheridan Broadcasting Corp., which is licensee of WAMO-AM-FM Pittsburgh, PA, and licensee of WUFO(AM) Amherst, NY. Walk also owns 1% of WMAJ(AM)-WBHV-FM State College, PA. Filed Sept. 14.

■ White City, FL (BPH890914NH)—Coastal Broadcasting Corp. seeks 104.7 mhz; 3 kw; 328 ft. Address: 1519 Johnson St., Key West, FL 33040. Principal is headed by Gayle Swofford and has no other broadcast interests. Filed Sept. 14.

■ White City, FL (BPH890914NF)—Crystal Communications Inc. seeks 104.7 mhz; 3 kw; 328 ft. Address: 1726 Bikini Court, Cape Coral, FL 33904. Principal is headed by Barbara Marshall, station manager of WRCC(FM) Cape Coral, FL. Filed Sept. 14.

■ White City, FL (BPH890914ND)—Sea Oaks Broadcasting seeks 104.7 mhz; 3 kw; 328 ft. Address: 1315 Winding Oaks Circle, Vero Beach, FL 32963. Principal is headed by Rhonda Vega and has no other broadcast interests. Filed Sept. 14.

■ White City, FL (BPH890913ME)—Cap Broadcasting LP seeks 104.7 mhz; 3 kw; 328 ft. Address: 300 Vienna Drive, Palm Springs, FL. Principal is headed by Tania Capestany and has no other broadcast interests. Filed Sept. 14.

■ White City, FL (BPH890914NW)—Heather Willson Cass seeks 104.7 mhz; 3 kw; 328 ft. Address: 1532 Sixteenth St., NW, Washington, DC 20036. Principal has no other broadcast interests. Filed Sept. 14.

■ White City, FL (BPH890914NV)—Q Prime Inc. seeks 104.7 mhz; 3 kw; 328 ft. 212 11th Street, Hoboken, NJ 07030. Principal is headed by Clifford Burnstein. Q Prime Inc. has been granted CP for new FM on channel 300B Greenfield, CA (BPH850712TT). Burnstein and Peter D. Mensch each own 50 percent of voting stock in Ionosphere Broadcasting Corp. and in Stratosphere Broadcasting Corp., which are sole general partners in Ionosphere Broadcasting LP and Stratosphere Broadcasting LP, respectively. Ionosphere Broadcasting LP holds permit to construct new FM at Woodlake, FL. File No. BPH-850712PK. Filed Sept. 14.

■ White City, FL (BPH890914OD)—Midway Broadcasting Co. seeks 104.7 mhz; 3 kw; 328 ft. Address: P.O. Box 3004, Fort Pierce, FL 34948. Principal is headed by Alice Lee, who has no other broadcast interests. Filed Sept. 14.

■ White City, FL (BPH890914NY)—James H. Hummel seeks 104.7; 3 kw; 328 ft. Address: Cooper City, FL 33328. Principal is headed by James H. Hummel and has no other broadcast interests. Filed Sept. 14.

■ White City, FL (BPH890914MT)—Minor City Broadcasting Group Ltd. seeks 104.7 mhz; 3 kw; 328 ft. Address: 6830 Indian Creek Dr., suite 3B, Miami Beach, FL. Principal is headed by April Wortham and has no other broadcast interests. Filed Sept. 14.

■ White City, FL (BPH890914MH)—Mystic Radio Corp. seeks 104.7 mhz; 3 kw; 328 ft. Address: 2033 M. St., Washington, D.C. 20036. Principal is headed by Gary S. Smithwick, who is 10% stockholder of Intermart Broadcasting Orlando Inc., which holds 30% general partnership interest in Radio Orlando, permittee of WURG(FM), new FM at Orlando, FL. Filed Sept. 14.

■ White City, FL (BPH890914MU)—Karen M. Lowery seeks 104.7 mhz; 3 kw; 328 ft. Address: 1106 Beach Court, Fort Pierce, FL 34950. Principal has no other broadcast interests. Filed Sept. 14.

■ White City, FL (BPH890914NJ)—White City Radio Partners seeks 104.7 mhz; 3 kw; 328 ft. Address: 563

Albany Place, Longwood, FL 32779. Principal is headed by Margaret Ann Wells and has no other broadcast interests. Filed Sept. 14.

■ Clarksville, IN (BPH890905ME)—Q Prime Inc. seeks 93.1 mhz. Address: 212 11th Street, Hoboken, NJ 07030. Principal is headed by Clifford Burnstein. Q Prime Inc. has been granted CP for new FM on channel 300B Greenfield, CA (file no. BPH850712TT). Burnstein and Peter D. Mensch each owns 50 percent of voting stock in Ionosphere Broadcasting Corp. and in Stratosphere Broadcasting Corp., which are sole general partners in Ionosphere Broadcasting LP and Stratosphere Broadcasting LP, respectively. Ionosphere Broadcasting LP holds permit to construct new FM at Woodlake, FL. File No. BPH-850712PK. Filed Sept. 5.

■ Clarksville, IN (BPH890905MD)—KRB Broadcasting Inc. seeks 93.1 mhz. Address: 1616 E. 8th St., Jeffersonville, IN 47130. Principal has no other broadcast interests. Filed Sept. 5.

■ Millersburg, PA (BPH890825MF)—Hepco Communications Inc. seeks 98.9 mhz; 0.86 kw; 606 ft. Address: 309 Peachtree Dr., Gratz, PA 17030. Principal is headed by Karen Helper, who has no other broadcast interests. Filed Aug. 25.

Actions

FM's

■ Dogwood Lakes Estate, FL (BPED880506MB)—Granted app. of Shady Grove Baptist Church Inc. for 91.1 mhz; 0.7 kw H&V. Address: Rte. 3, Box 214-C, Bonifay, FL 32425. Principal is headed by Charles E. Hall and has no other broadcast interests. Action Oct. 13.

■ Lynnville, IL (BPH881026MF)—Granted app. of Jerdon Broadcasting for 107.1 mhz; 3 kw H&V; 328 ft. Address: 22 Arbor Dr., Jacksonvill, IL 62650. Principal is headed by Jerry B. Symons and has no other broadcast interests. Action Oct. 12.

■ Austin, IN (BPH881129MB)—Granted app. of Power Communications Inc. for 96.3 mhz; 3 kw H&V; 328 ft. Address: P.O. Box 363, Simpsonville, KY 40067. Principal is headed by Marcia Greenberg and has no other broadcast interests. Action Oct. 6.

■ Larned, KS (BPH881116MC)—Granted app. of Nancy J. Puopolo for 106.9 mhz; 3 kw H&V; 328 ft. Address: 37 Martin St., Rehoboth, MA 02769. Principal has no other broadcast interests. Action Oct. 5.

■ Plattsburgh, NY (BPED890110MC)—Granted app. of Northeast N.Y. Public Telecommunications Council for 91.9 mhz; .38 kw; 852 ft. Address: Box 617, Plattsburgh, NY. Principal is headed by Gerald K. Bates and has no other broadcast interests. Action Oct. 5.

■ Jackson, TN (BPED881214MO)—Granted app. of Memphis Community TV Foundation for 90.1 mhz; 17.0 kw; 528 ft. Address: 900 Getwell Rd., Box 241880, Memphis, TN 38124. Principal is headed by Robert Schroeder and has no other broadcast interests. Action Oct. 12.

■ Kilgore, TX (BPED890109MA)—Granted app. of Kilgore Junior College for 88.7 mhz; 7.0 kw; 492 ft. Address: 1100 Broadway, Kilgore, TX 75662. Principal is headed by Bob Barbee and has no other broadcast interests. Action Oct. 2.

TV's

■ Bakersfield, CA (BPET881012KE)—Returned app. of Community TV of Southern California for ch. 39; 310 kw-V; 1331 ft. Address: 4401 Sunset Blvd., Los Angeles, CA 90027. Principal is headed by Sheldon I. Ausman. Applicant is licensee of KCET(TV) Los Angeles, CA. Action Oct. 2.

■ Bakersfield, CA (BPET881230KG)—Returned app. of KMTF Channel 18 Inc. for ch. 39; 162.11 kw; 1096 ft. Address: 4903 Van Ness Blvd., Fresno, CA 93710. Principal is headed by William Lyles and has no other broadcast interests. Action Oct. 2.

Facilities Changes

Applications

AM's

■ Canyon Country, CA KBET(AM) 1220 khz—Sept. 25 application for Mod of CP (BP860325AA) to modify standard radiation patterns for day and night.

■ Paradise, CA KKXX(AM) 930 khz—Oct. 10 application resubmitted nunc pro tunc: CP to add night service with 500 watts.

■ Eatonton, GA WDBS(AM) 1520 khz—Sept. 29 application for CP to change TL: Eatonton, GA; 33 19 19N 83 25 03W.

■ Lawrenceville, GA WGNN(AM) 1360 khz—Oct. 13 major amendment application for CP to change city of license to Grayson, GA.

■ Morningside, MD WPGC(AM) 1580 khz—Sept. 26 application for Mod of CP (BP870129AN) to modify nighttime DA pattern and reduce nighttime power to 400 watts.

■ Clinton, MA WBSQ(AM) 650 khz—Oct. 10 application for Mod of CP (BP810806AO) to change city of license to Lancaster, MA; increase night power to 1.6 kw; make changes in antenna system and change TL: Elm Rd., Leominster, NJ; 42 30 32N 71 49 21W.

■ Ferris, TX KDFT(AM) 540 khz—Oct. 13 Major amendment application for CP to increase proposed night power to 250 watts and make changes in antenna system.

■ Littlefield, TX KZZN(AM) 1490 khz—Oct. 10 application for CP to correct coordinates; 33 56 17N 102 20 38W.

FM's

■ Havana, FL WMLO(FM) 104.9 mhz—Sept. 21 application for CP to change ERP: 47.0 kw H&V; ant.: 505 ft. H&V; change TL: 8440 Deer Lake Rd., FL; change to class C2 (per docket #88-379).

■ Punta Gorda, FL WQLM(FM) 92.7 mhz—Sept. 21 application for Mod of CP (BPH880316B) to change ant.: 492 ft. H&V; change TL: 7.8 km N of Shell Rd. and Florida 74 intersection, Punta Gorda, FL.

■ Rossville, GA WLXM-FM 105.5 mhz—Sept. 14 application for CP to change ERP: 2.7 kw H&V; ant.: 344 ft. H&V; change TL: approximately 1.0 km SE of the intersection of Rte. 17 and McCallie Ave., Chattanooga, TN.

■ Mt. Carmel, IL WYER-FM 94.9 mhz—Sept. 20 application for CP to change ERP: 25 kw H&V; ant.: 328 ft. H&V; TL: 550 W. in Union Township, approximately 3 miles S. of Owensville, IN; change to class B1.

■ Glasgow, KY WOVO(FM) 105.5 mhz—Sept. 5 application for CP to change freq: 105.3 mhz.

■ Middletown, MD WAFY(FM) 103.1 mhz—Sept. 27 petition for recon. and reg. for acceptance nunc pro tunc filed on Sept. 27.

■ Flint, MI WFBE(FM) 95.1 mhz—Sept. 25 application for Mod of CP (BPH870302NS) to change antenna radiation pattern.

■ Columbia, MO KARO(FM) 101.7 mhz—Sept. 21 application for CP to change freq: 101.5 mhz; ERP: 26.3 kw H&V; ant.: 692 ft. H&V; TL: 2.7 km SE of Pierpoint, MO; 0.35 km E. of County Rte., N. of Bluebird Lane, MO; change to class C2 (per docket #86-103).

■ Hazlet, NJ WCNJ(FM) 89.3 mhz—Sept. 25 application for CP to change ant.: 346 ft. H&V; TL: Telegraph Hill Communications site, Homdel TWP, NJ; 40 23 43N 74 10 20W.

■ Paris, TN WAKQ(FM) 105.5 mhz—Sept. 20 application for CP to change ERP: 1.85 kw H&V; ant.: 419 ft. H&V; change TL: 0.28 km W. of Old Palestine Rd. on N. side of Cherry Hill Rd. Paris, TN.

■ Springfield, TN WDBL(FM) 94.3 mhz—Sept. 20 application for CP to change ant.: 328 ft. H&V.

■ Tyler, TX 104.1 mhz—Sept. 21 application for Mod of CP (BPH870429MM) to change TL: 1.7 km NW of intersection of routes 110 and 724; Mount Sylvan, TX.

TV

■ Aguadilla, PR WVEO(TV) ch. 44—Sept. 27 application for CP to change ERP: 250 kw (DA); ant.: 1,220 ft.; ant: Bogner B16UG; 18 19 06N 67 10 42W.

Actions

AM's

■ Salinas, CA KTGE(AM) 1570 khz—Oct. 12 application (BMP890717AF) granted for Mod of CP (BP871005AG as Mod) to make changes in antenna system, to use top-loaded towers.

■ Bath, ME WJTO(AM) 730 khz—Oct. 12 application (BP890210AB) granted for CP to increase day power to 10 kw and add night service with 500 watts and make changes in antenna system.

■ Brunswick, MD WTRI(AM) 1520 khz—Oct. 11 application (BMP890126AM) granted for Mod of CP (BP860709AE) to make change in antenna system (reduce tower height) and correct geographic coordinates; 39 18 41N 77 36 26W.

■ Westland, MI WNZK(AM) 690 khz—Oct. 12 application (BP871116AF) granted for Mod of CP (BP870116AB) to change city of license to Dearborn Heights, MI; change hours of operation to unlimited by adding night service with 2.5 kw; operate on dual freq: 680 khz night (has 690 khz day); increase day power to 5 kw, change TL: 1.95 mi. W of Flat Rock on N side of Will Carlton Dr., Flat Rock, MI; make changes in antenna system; 42 05 56N 83 20

08W.

■ New York, NY WMCA(AM) 570 khz—Oct. 10 application (BZ890906AA) granted for Direct Measurement of antenna power.

FM's

■ Lithia Springs, GA WGBV(AM)—Oct. 2 application (BMP880805AI) granted for Mod of CP (BP850529AC) to change city of license to Smyrna, GA; reduce night power to 0.5 kw, reduce day power to 10 kw and change TL: Atlanta and Fleming St., Smyrna, GA; 33 53 29N 84 31 19W.

■ Chicago, IL WNUA(FM) 95.5 mhz—Oct. 10 application (BPH890414IE) granted for CP to change ERP: 4.2 kw H&V; ant.: 1,554 ft. H&V; change TL: Sears Tower, Chicago, IL; 41 52 44N 87 38 10W.

■ Decatur, IL WJMU(FM) 89.5 mhz—Oct. 13 application (BPED880616NS) granted for CP to change ERP: 1.66 kw H&V.

■ Faribault, MN KQCL(FM) 95.9 mhz—Oct. 10 application (BPH880811IB) granted for CP to change TL: 2 miles S. of S. city limits of Faribault, MN, .37 km E Rice Co., Hwy 3. SE 1/4 Sec. 18 T109 N R20W; change ant.: 567 ft. H&V; change ERP: .81 kw H&V; May 4 Amendment, TL: 7.4 km E. of Faribault, 44 21 25N 93 11 31W; change ant.: 580 ft.

■ Keene, NH WKNH(FM) 91.3 mhz—Oct. 12 application (BPED880426PM) granted for CP to change freq: 91.7 mhz; change ERP: .192 kw H&V; change ant.: -360 ft. H&V. This supersedes previous Public Notice to correct type of application to major change.

■ Arlington, NY WEXT(FM) 96.9 mhz—Oct. 4 application (BMPH890726IE) granted for Mod of CP (BPH860123MT) to change ERP: 0.5 kw H&V; ant.: 233 ft. H&V; TL: Illinois Mountain on Reservoir Rd. 2 miles from Gate, Lloyd Town, NY.

■ Little Falls, NY, WOWB(FM), 105.5 mhz—Sept. 29 application (BMPH890517IB) dismissed for Mod of CP (BPH8507112T3) to change ERP: 1.5 kw H&V; ant.: 459 ft. (H&V); TL: on Quinn Rd., 7 km from Little Falls on bearing of 216 degrees (T).

■ Pendleton, OR KSXM(FM) 107.7 mhz—Oct. 10 application (BMPH890428IB) granted for Mod of CP (BPH870302OM) to change ant.: alongside I-80, 11.5 miles SE of Pendleton, 4 miles W of Deadman Pass.

■ Kerrville, TX KRVL(FM) 94.3 mhz—Oct. 10 application (BMPH890606IG) granted for Mod of CP (BPH860108IA) to change ERP: 1.38 kw H&V; ant.: 416 ft. H&V.

■ Shawano, WI, WOWN-FM, 99.3 mhz—Sept. 29 application (BPH890509ID) dismissed for P.O. to change ERP: 1.246 kw mhz; ant.: 492 ft. H&V; TL: P.O. Box 214, Rte. 1, Shawano, WI; change antenna system from horizontal only to circular polarization.

Actions

■ KOCR(TV) Cedar Rapids, IA, apparently liable for \$20,000 fine for operation at unauthorized location (Report MM-429, Mass Media Action). FCC has notified Metro Program Network Inc., licensee of KOCR(TV) Cedar Rapids, IA, that it is apparently liable for \$20,000 fine for operation at unauthorized station location. Action by Commission October 13 by Letter (FCC 89-289).

■ Keokuk, IA. Effective Nov. 24, amended FM table of allotments, vacated portion of earlier order deleting channel 237A (95.3 mhz) and modifying license of KOKX(FM) to specify operation on ch. 290C2 (105.9 mhz); granted W. Russell Withers Jr. CP to operate KOKX(FM) on ch. 242C2 (96.3 mhz); window for filing applications for ch. 290C2 is Nov. 27 to Dec. 27. (MM docket 86-416, by MO&O [DA 89-1223]; adopted Sept. 19 by chief, Policy and Rules Division, Mass Media Bureau.)

■ Chatham, MA. Granted application of First Class Communications Ltd. for new FM; denied competing applications of Cannon Communications Corp. and Heather H. Stengel. (MM dockets 83-976, et al., by Supplemental ID [FCC 89D-44]; issued Oct. 3 by ALJ Joseph Stirmer.)

■ Secaucus, NJ. Denied Garden State Broadcasting Limited Partnership's appeal and motion for stay in WWOR(TV) proceeding. (MM docket 88-382 by MO&O [FCC 89R-59]; adopted Sept. 26 by Review Board.)

■ Kingstree, SC. Asked for comment on where FCC should initiate revocation proceeding against AM licensee whose principal has been convicted of drug trafficking. Involved Williamsburg County Broadcasting Corp., licensee of WKSP(AM) Kingstree. (MM docket 88-536, by order [FCC 89-280]; adopted Sept. 28 by commission.)

- **Conroe, TX.** Dismissed Wood Broadcasting Company's request to reopen record or, in alternative, to remand to presiding officer. (MM docket 85-331 by Order [FCC 89R-63] adopted October 3 by Review Board.)
- **Harrogate, TN.** Granted application of JBD Incorporated for construction permit for new FM station on channel 243A (96.5 mhz) at Harrogate and denied competing application of Linda F. McCulley. (MM docket 88-91 by Summary Decision [FCC 89D-45] issued October 5 by ALJ Sippel.)
- **FCC affirms return of Emmy Hahn's application for new FM station at Irondequoit, NY** (Report MM-428, Mass Media Action). FCC has affirmed Mass Media Bureau action returning Emmy Hahn Limited Partnership's application for new FM station on channel 294A (106.7 mhz) because of its short-spacing to licensed site of WPCX(FM) Auburn, NY.

Allocations

- **Atmore, AL.** Effective November 30, amended FM table to allot channel 290A (105.9 mhz) to Atmore, AL, and channel 291C3 (106.1 mhz) to Chatom, AL; Substitution of channel 290C3 for channel 292A (106.3 mhz) at Pascagoula, MS, and modification of WGUD license to specify operation on channel 290C3. Filing window for channel 290A at Atmore and channel 291C3 at Chatom: Dec. 1 to Jan. 2. (MM docket 86-55 by R&O [DA 89-1198] adopted September 18 by the chief, Policy and Rules Division, Mass Media Bureau.)
- **Selma and Georgiana, AL.** Effective December 4, amended FM table by substituting channel 261C2 (100.1 mhz) for channel 261A at Selma as its third wide coverage area FM service, and by allotting channel 299A (107.7 mhz) to Georgiana as its first local broadcast service, and modifying license of WDXX(FM) to specify operation on channel 261C2. Filing window for channel 299A at Georgiana: December 5 to January 4. (MM docket 88-367 by R&O [DA 89-1269] adopted September 29 by chief, Allocations Branch, Mass Media Bureau.)
- **Beaumont and Big Bear Lake, CA.** Dismissed petition by Eastiand Broadcasting Corp. to amend FM table by allotting ch. 269A (101.7 mhz) to Beaumont. (MM docket 89-519, by R&O [DA 89-1248]; adopted Sept. 26 by chief, Allocations Branch.)
- **Big Pine, CA.** Effective Nov. 27, amended FM table to allot ch. 227B (93.3 mhz); filing window: Nov. 28 to Dec. 28. (MM docket 89-104, by R&O [DA 89-1243]; adopted Sept. 26 by chief, Allocations Branch.)
- **Mokelumne Hill, CA.** Denied request by Eric R. Hilding to amend FM table by allotting ch. 259A (99.7 mhz) to Mokelumne Hill. (MM docket 87-127 by R&O [DA 89-1194]; adopted Sept. 18 by chief, Allocations Branch.)
- **Yermo, CA.** Effective Nov. 27, amended FM table to allot ch. 287A (105.5 mhz); filing window: Nov. 28 to Dec. 28. (MM docket 88-438, by R&O [DA 89-1240]; adopted Sept. 26 by chief, Allocations Branch.)
- **Strasburg, CO.** Effective November 30, amended FM table to allot channel 272A (102.3 mhz); filing window: Dec. 1 to Jan. 2. (MM docket 89-61 by R&O [DA 89-1274] adopted September 26 by chief, Allocations Branch, Mass Media Bureau.)
- **Baldwin and Watertown, FL, and St. Marys, GA.** Effective Nov. 13, amended FM table by allotting ch. 289A (105.7 mhz) to Baldwin by substituting ch. 271A (102.1 mhz) for ch. 289A at Watertown, and by substituting ch. 227C2 (93.3 mhz) for ch. 228A (93.5 mhz) at St. Marys, and modifying license of WLKC St. Marys, accordingly. Filing window for Baldwin opens Nov. 14, closes Dec. 14. (MM docket 87-77 by R&O [DA 89-1124]; adopted Sept. 11 by chief, Policy and Rules Division, Mass Media Bureau.)
- **Fitzgerald, GA.** Effective Nov. 13, amended FM table to allot ch. 245A (96.9 mhz); filing window: Nov. 14-Dec. 14. (MM docket 88-505, by R&O [DA 89-1149]; adopted Sept. 13 by chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)
- **Lumpkin, GA.** Effective Nov. 13, amended FM table to allot ch. 257C2 (99.3 mhz); filing window: Nov. 14-Dec. 14. (MM docket 88-499, by R&O [DA 89-1148] adopted Sept. 13 by chief, Allocations Branch.)
- **Kleroy and Urbana, IL.** Effective Nov. 13, amended FM table to substitute ch. 281B1 (104.1 mhz) for ch. 224A (92.7 mhz) at Leroy; modified license of WMLA(FM) accordingly; substituted ch. 223B1 (92.5 mhz) for ch. 280A (103.9 mhz) at Urbana; modified license of WKIO(FM) accordingly. (MM docket 86-252, by R&O [DA 89-1189]; adopted Sept. 19 by chief, Allocations

Branch.)

- **Angola, Berne, Decatur, Lagrange and Roanoke, all Indiana; and Brooklyn and Hudson, both Michigan.** Effective Nov. 13, amended FM table by allotting ch. 273A (102.5 mhz) to Hudson, MI. Filing window opens Nov. 14, closes Dec. 14. (MM docket 88-284 by First R&O [DA 89-1166]; adopted Sept. 6 by chief, Allocations Branch.)
- **Salem, IN.** Effective Dec. 4, amended FM table by allotting channel 250A to Salem. Filing window: Dec. 5 to Jan. 4. (MM docket 88-599 by R&O [DA 89-1270] adopted September 29 by chief, Allocations Branch)
- **Virgie and West Liberty, KY.** Effective Nov. 24, allotted ch. 275A (102.9 mhz) to West Liberty, as its first local FM service. Comments due Nov. 27, replies Dec. 27. (MM docket 87-615 by R&O [DA 89-1222]; adopted Sept. 19 by chief, Allocations Branch.)
- **Paintsville, KY.** Effective Nov. 17, amended FM table of Allotments as follows: allotted ch. 234C3 (94.7 mhz) to Paintsville; ch. 227A (93.3 mhz) to Montgomery, WV; substituted ch. 233B1 (94.5 mhz) for 233A at Dunbar, WV, and modified license for WBES-FM accordingly and deleted ch. 234A (94.7 mhz) from Mount Gay-Shamrock, WV. Filing window for Montgomery and Paintsville will open Nov. 20 and close Dec. 20. (MM docket 89-185 by R&O [DA 89-1199]; adopted Sept. 18 by chief, Allocations Branch.)
- **Baton Rouge.** Effective Nov. 20, amended FM table by substituting ch. 264C (100.7 mhz) for ch. 264C1; modified license of WTGE-FM accordingly. (MM docket 89-49, by R&O [DA 89-1172]; adopted Sept. 13 by chief, Allocations Branch.)
- **Faribault, Blooming Prairie, Northfield and New Prague, MN.** Effective Nov. 27, amended FM table to allot ch. 298C2 (107.5 mhz) to Faribault and ch. 265A (100.9 mhz) to Blooming Prairie; filing window for Faribault will be Nov. 28-Dec. 28; window for ch. 256A will be withheld until license for KJLY(FM) Blue Earth, MN, is modified to specify operation on ch. 283C2 (104.5 mhz) in lieu of ch. 265A. (MM docket 88-259, by R&O [DA 89-1249] adopted Sept. 26 by chief, Allocations Branch.)
- **Ashtabula, OH.** Effective Nov. 6, amended FM table to allot ch. 252A (98.3 mhz) to Ashtabula; filing window Nov. 7-Dec. 7. (MM docket 88-607, by R&O [DA 89-1095]; adopted Aug. 22 by chief, Allocations Branch.)
- **Wellston, OH.** Effective Nov. 13, amended FM table to substitute ch. 244B1 (96.7 mhz) for ch. 244A at Wellston; modified license of WKOY-FM accordingly. (MM docket 88-610, by R&O [DA 89-1092]; adopted Aug. 21 by chief, Allocations Branch.)
- **Othello and Wilson Creek, WA.** Effective Nov. 27, amended FM table by allotting ch. 277A (103.3 mhz) to Wilson Creek and ch. 248C2 (97.5 mhz) to Othello; modified CP of KZLN-FM, Othello, accordingly; filing window for Wilson Creek is Nov. 28-Dec. 28. (By R&O [DA 89-1215]; adopted Sept. 19 by chief, Allocations Branch.)

Call Letters

Applications

Existing AM

- WSTK(AM) WPVA Central Virginia Radio Inc., Colonial Hgts; VA

Existing FM's

- KYAY(FM) KATD Royal Broadcasting Inc. of California, Los Gatos, CA
- WODJ(FM) WPLB Goodrich Broadcasting Inc., Greenville, MI

Existing TV

- WCCS-TV WMCFTV League of Prayer Inc., Montgomery, AL

Grants

New AM's

- KRKR(AM) Tucson Radio, Tucson Estates, AZ
- KRKL(AM) Heritage Communications, Yountville, CA
- WMPP(AM) Gwendolyn Gladys Evans, Laurel, DE
- WCAG(AM) Marcelina Colina, Oviedo, FL
- WBND(AM) Pensacola Bay Broadcasting Co., Pensacola Beach, FL
- WART(AM) Port Orange Radio, Port Orange, FL
- WBNN(AM) Union City Radio, Union City, IN
- WARP(AM) Richford Communications Co.,

- Bangor, ME
- WBYB(AM) Michael Venditti, Brewer, ME
- KCUS(AM) Sartell Broadcasting Co., Sartell, MN
- KRQO(AM) Don H. Barden, Las Vegas, NV
- KKNC(AM) Solveradio Corp., Sun Valley, NV
- KWNW(AM) La Voz Broadcasting Co., Santa Fe, NM
- KRQY(AM) Silver Spring Associates Inc., Coburg, OR
- KJUS(AM) Pyle Communications, Beaumont, TX
- WARO(AM) Ultimate High Fidelity Medium, Claremont, VA
- WARL(AM) Clarendon Rule Organization Workshop Inc., Cloverdale, VA
- WARH(AM) Dayton Radio, Dayton, VA
- WARN(AM) Radio 1170, Falmouth, VA
- KWNT(AM) Family Stations Inc., Buckley, WA
- KRQZ(AM) KMO Inc., Dungeness, WA
- WCAE(AM) Nekoosa Broadcasting Co., Nekoosa, WI

New FM's

- WKFN(FM) Woodward Broadcasting Co., Oxford, AL
- WXDZ(FM) Martin Communicatons of Bay County, Callaway, FL
- KVRD-FM KVRD Inc., Cottonwood, AZ
- KTIE(FM) Margaret Garza, Bakersfield, CA
- KJET(FM) Valley Media Co., Kingsburg, CA
- KGBM(FM) Grace Broadcasting, Randsburg, CA
- WEFX(FM) CRB of Norwalk Inc., Norwalk, CT
- WQHI(FM) Brian Mitchell Rowland, Lafayette, FL
- WGUF(FM) Rowland Gulf Radio Inc., Marco, FL
- WIKX(FM) Marshall William Roland Jr., Leesburg, GA
- KCZE(FM) Mega Media Ltd., New Hampton, IA
- WJCR(FM) FM 90.1 Inc., Millerstown, KY
- KNOK(FM) First Belle Chasse Med. Group, Belle Chasse, LA
- WCAT-FM P&S Broadcasting Inc., Athol, MA
- WPVM(FM) Bay Communications Inc., Howland, ME
- KKHJ(FM) MacBroadcasting Radio System, Ennia, MT
- KRRK(FM) M&K Communications, Bennington, NE
- KSVA(FM) LV Broadcasting Educational Foundation, Corrales, NM
- KROU(FM) University of Oklahoma, Spencer, OK
- WMHU(FM) Kennedy Broadcasting Inc., Renovo, PA
- WHBS(FM) Tabernacle Baptist Bible College, Greenville, SC
- WAJY(FM) GRB Marketing Inc., New Ellenton, SC
- KHEN(FM) KJIB Roy E. Henderson, Caldwell, TX
- KLUK(FM) Williamson City Communications Inc., Georgetown, TX
- KOAX(FM) Hill Country Communications, Mason, TX
- KJLR(FM) Wea-Tex Broadcasting Inc., Olney, TX
- KJIB(FM) KOUA Spanish Aural Service Co., S. Padre Island, TX
- WPTG(FM) West Point Broadcasting Corp., West Point, VA
- WBHA(FM) Koinonia Broadcasting Corp., Hot Springs, VA
- KBCH-FM KIDD Communications, Kings Beach, VA
- WSHX(FM) Skyking Inc., Danville, VT
- WIZD(FM) Point-Rapids Broadcasting, Rudolph, WI

New TV's

- WEYS(TV) Penny Drucker, Key West, FL
- WFXD(TV) WPGX NewSouth Panama City Inc., Panama City, FL
- KRNV(TV) KCRL-TV Sunbelt Broadcasting Co., Reno, NV
- KCFP(TV) Balcones Broadcasting Ltd., Austin, TX

Services

BROADCAST DATABASE
dataworldSM
MAPS
Coverage Terrain Shadowing
Allocation Studies • Directories
P.O. Box 30730 301-652-8822
Bethesda, MD 20814 800-368-5754

BROADCAST DATA SERVICES
Computerized Broadcast Service
Including
Data Base Allocation Studies
Terrain Profiles
A Div. of Moffet, Larson & Johnson, Inc.
703 824-5666
FAX:703-824-5672

RAMTRONIX, INC.
Connector Supplier
to the Broadcast Industry
Kings/ITT Cannon
67 Jeffry Blvd. E.
Deer Park, N.Y. 11729
(516) 242-4700

UNUSED CALL LETTERS
MAILING LABELS
AM • FM • TV
dataworldSM
301-652-8822 800-368-5754

Telatech, Inc.
BROADCAST CONSULTANTS AND ENGINEERS
• FCC Applications and Field Engineering
• Frequency Searches and Coordination
• Tower Erection and Maintenance
• Facility Design and Construction
Contact: KENNETH W. MOEHN 23400 Mich. Ave.
(313) 562-6873 Dearborn, MI 48124

dataworld MAPS
• TERRAIN SHADOWING
• POPULATION DENSITY
• CONTOUR COVERAGE
(301) 652-8822 (800) 368-5754

DSI
COMMUNICATIONS INC.
• Radio and Television System Design
• Transmitter and Studio Installation
• Microwave and Satellite
Engineering and Installation
627 Boulevard
201-245-4833 Kenilworth, NJ 07033

Stainless, inc.
New Towers, Antenna Structures
Engineering Studies, Modifications
Inspections, Erection, Appraisals
North Wales, PA 19454
215 699-4871 FAX 699-9597

Shoolbred Engineers, Inc.
Structural Consultants
Towers and Antenna Structures
Robert A. Shoolbred, P.E.
1049 Morrison Drive
Charleston, S.C. 29403 • (803) 577-4681

SG Communications, Inc.
TV/FM RF Systems Specialists
RF System Measurements
Tower Erection & Maintenance
1-800-824-7865 Tucson, AZ
1-800-874-5449 Tampa, FL

Space Segment
• Turn Arouds
Fixed and Remote
Uplinking
Pittsburgh International Teleport
800-634-6530

KLINE TOWERS
Towers, Antenna Structures
Engineering & Installation
P.O. Box 1013
Columbia, S.C. 29202
Tel: 803 251-8000 - FAX 251-8080

LASK Engineering and Consulting
TELEVISION SYSTEMS, INC.
SYSTEM, FACILITY DESIGN AND PROJECT
MANAGEMENT FOR NEW AND REBUILDING
FULL POWER TV STATIONS. ALSO HDTV,
DIGITAL, POST PRODUCTION, CORPORATE
(513) 777-0037 CINCINNATI, OHIO

LDL COMMUNICATIONS INC
RF design & installation specialists
• LARCAN solid state transmitters
• Alan Dick antennas & combiners
• LeBlanc & Royle tower systems
14440 Cherry Lane Ct, Laurel MD 20707
Tel: 301-498-2200 • Fax: 301-498-7952

PIROD INC.
ENGINEERS & MANUFACTURERS OF
SOLID STEEL TOWER STRUCTURES
PHONE 219-936-4221
FAX 219-936-6796
P.O. Box 128, 1200 N. Oak Rd.
Plymouth, IN 46563

contact
BROADCASTING MAGAZINE
1705 DeSales St., N.W.
Washington, D.C. 20036
for availabilities
Phone: (202) 659-2340

New International

KHBN (Int'l) High Adventure Ministries Inc., Piti,
GU

Existing AM's

KNZS(AM) KJCD Jerry J. Collins, Montecito, CA
KSMI(AM) KGDP Radio Representatives Inc.,
Orcutt, CA
KFRR(AM) KRZN RMF Broadcasting Company of
Denver, Englewood, CO
WVIO(AM) WXLX High Country Visitors
Information, Blowing Rock, NC
WFAB(AM) WRRE Aerco Broadcasters Inc.,
Ceiba, PR
WRRE(AM) WFAB Radio Redentor Inc., Juncos,
PR
KFVR(AM) KEYF Unicom Broadcasting Inc.,
Dishman, WA
KZOK(AM) KQUL Adams Radio of Seattle Inc.,
Seattle, WA

Existing FM's

WDJR(FM) WLHQ-FM Northcom Ltd., Enterprise,
AL
KOLL(FM) KZLR Southern Starr of Arkansas Inc.,
Pine Bluff, AR
KXCL(FM) KXEZ Robert R. Harian, Yuba City, CA
WXCL-FM WKQA Kelly Communications Inc.,
Pekin, IL
KRKN(FM) KKOW American Media Investment
Inc., Pittsburg, KS
WPKO-FM WBLL V-Teck Communications Inc.,
Bellefontaine, OH
KENT-FM KOFR Southwest Educational Media
Foundation of Texas, Odessa, TX
KORD(FM) KZZK-FM 4-K Radio, Richland, WA
WDNE-FM WVHT The Marja Broadcasting Corp.,
Elkins, WV

Existing TV's

KSCO(FM) KLRS-FM Fuller-Jeffrey Broadcasting
Corp., Santa Cruz, CA
WLMT(TV) WMKW-TV West Tennessee
Broadcasting Corp., Memphis, TN

Call letter applications or assignments deleted or rescinded by commission

WBAO(FM) Camden Broadcasting Associates,
Camden, AL
WIXO(FM) Marshall M. Bandy Jr., Ringgold, GA
KXSK(FM) Blair Broadcasting Corp., Grinnell, IA
WQB(X) Gary A. Saiaich, S. Whitley, IN
KFLC(FM) Randy E. Henry, Medicine Lodge, KS
WTHD(FM) Larue County Broadcasting, Buffalo,
KY
KTCT(FM) Nezpique Communications Ltd.,
Basile, LA
KOUS(FM) R&D Partners, Opelousas, LA
KEDI(FM) Roscoe C. Burwell Jr., Ft. Polk, LA
KEDM(FM) Northeast Louisiana University,
Monroe, LA
WQIY(FM) Mid-American Broadcasting,
Carrollton, MI
WBKP(FM) Pyramid Communications Ltd.,
Leland, MI
KQEB(FM) Little Falls Broadcasting Co., Little
Falls, MN
WVRH(FM) Culver Communications of Big Flat
Inc., Big Flat, NY
WHJK(FM) Loudon Broadcasting Inc., Loudon,
TN
KSMP(FM) James and Helen Stargel, Newport,
WA
WVKF(FM) Salem Broadcasters, Salem, WV


New TV's

KZJK(TV) Echonet Corp., Anchorage, AK
WMSU(TV) WJWT Jackson Investment Corp.
Jackson, MS
WDKZ(TV) Garden State Communications
Atlantic City, NJ
KEGA(TV) Prism Broadcasting Corp.,
Bellingham, WA

Professional Cards

du Treil Lundin, & Rackley, Inc.
 A Subsidiary of A. D. Ring, P.C.
 1019 19th Street, N.W.
 Third Floor
 Washington, D.C. 20036
 Telephone: 202/223-6700
 Facsimile: 202/466-2042
 Member AFCCE


SAC Carl T. Jones
 Corporation
 A Subsidiary of Science Applications International Corporation
 CONSULTING ENGINEERS
 7901 YARNWOOD COURT
 SPRINGFIELD, VA. 22153
 (703) 589-7704
 MEMBER AFCCE

LOHNES & CULVER
 Consulting Radio-TV Engineers
 1158 15th. St., N.W. Suite 608
 Washington, D.C. 20005
 (202) 298-2722
 Since 1944 Member AFCCE

COHEN, DIPPILL and EVERIST, P.C.
 CONSULTING ENGINEERS
 1300 "L" STREET, N.W. SUITE 1100
 Washington, D.C. 20005
 (202) 698-0111
 Member AFCCE

SILLIMAN AND SILLIMAN
 8121 Georgia Ave. #700
 Silver Spring, MD 20910
 ROBERT M. SILLIMAN, P.E.
 (301) 589-8288
 THOMAS B. SILLIMAN, P.E.
 (812) 853-9754
 Member AFCCE

Moffet, Larson & Johnson, Inc.
 Consulting Telecommunications Engineers
 Two Skyline Place, Suite 800
 5203 Leesburg Pike
 Falls Church, VA 22041
 703 824-5660
 FAX: 703-824-5672
 Member AFCCE

ANDRUS AND ASSOCIATES, INC.
 ALVIN H. ANDRUS, P.E.
 351 SCOTT DRIVE
 SILVER SPRING, MD 20904
 301 384-5374
 Member AFCCE

HAMMETT & EDISON, INC.
 CONSULTING ENGINEERS
 Box 280068
 San Francisco, California 94128
 (415) 342-5200
 (202) 396-5200
 Member AFCCE

Jules Cohen & Associates, P.C.
 Consulting Electronics Engineers
 Suite 600
 1725 DeSales, N.W.
 Washington, D.C. 20036
 Telephone: (202) 659-3707
 Telecopy: (202) 659-0360
 Member AFCCE

CARL E. SMITH
 CONSULTING ENGINEERS
 AM-FM-TV Engineering Consultants
 Complete Tower and Rigging Services
 "Serving the Broadcast Industry
 for over 30 Years"
 Box 2727 Bath, Ohio 44210
 (216) 659-4440

VIR JAMES
 CONSULTING ENGINEERS
 Applications and Field Engineering
 Computerized Frequency Surveys
 3137 W. Kentucky Ave. - 80219
 (303) 937-1900
DENVER, COLORADO
 Member AFCCE & NAB

E. Harold Munn, Jr., & Associates, Inc.
 Broadcast Engineering Consultants
 Box 220
 Coldwater, Michigan 49036
 Phone: 517-278-7339

ROSNER TELEVISION SYSTEMS
 CONSULTING & ENGINEERING
 250 West 57 Street
 New York, N.Y. 10107
 (212) 246-2850

Mullaney Engineering, Inc.
 Consulting Telecommunications Engineers
 9049 Shady Grove Court
 Gaithersburg, MD 20877
 301-921-0115
 Member AFCCE

HATFIELD & DAWSON
 Consulting Engineers
 Broadcast and Communications
 4226 6th Ave., N.W.
 Seattle, Washington, 98107
 (206) 783-9151
 Member AFCCE

ENTERPRISE ENGINEERING P.C.
 Consulting Engineers
 FW HANNEL, PE
 PO Box 9001 Peoria, IL 61614
 (309) 691-4155
 Member AFCCE

STRUCTURAL SYSTEMS TECHNOLOGY, INC.
 J. Cabot Goudy, P.E.
 PRESIDENT
 TOWERS, ANTENNAS, STRUCTURES
 New Tall Towers, Existing Towers
 Studies, Analysis, Design Modifications,
 Inspections, Erection, Etc
 6867 Elm St., McLean, VA 22101/703/556-9765

C. P. CROSSNO & ASSOCIATES
 Consulting Engineers
 P.O. Box 18312
 Dallas, Texas 75218
 (214) 669-0294
 Member AFCCE

JOHN F.X. BROWNE & ASSOCIATES, P.C.
 525 Woodward Ave.
 Bloomfield Hills, MI 48013
 (313) 642-6226
 Washington Office
 (202) 293-2020
 Member AFCCE

D.C. WILLIAMS & ASSOCIATES, INC.
 Consulting Engineers
 AM-FM-TV-LPTV-CATV
 POST OFFICE BOX 700
 FOLSOM, CALIFORNIA 95630
 (916) 933-5000

CLARENCE M. BEVERAGE
COMMUNICATIONS TECHNOLOGIES, INC.
 BROADCAST ENGINEERING CONSULTANTS
 P.O. BOX 1130
 MARLTON, N.J. 08053
 (609) 986-0077

 LAWRENCE L. MORTON
 ASSOCIATES
 1231 MESA OAKS LANE
 MESA OAKS, CALIFORNIA 93044
LAWRENCE L. MORTON, P.E.
 AM • FM • TV
 APPLICATIONS • FIELD ENGINEERING
 MEMBER AFCCE
 (805) 733-4275 / FAX (805) 733-4793

SELLMEYER ENGINEERING
 Consulting Engineers
 P.O. Box 356
 McKinney, Texas 75069
 (214) 542-2056
 Member AFCCE

PAUL DEAN FORD, P.E.
 BROADCAST ENGINEERING CONSULTANT
 R.R. 12, Box 351
 WEST TERRE HAUTE, INDIANA 47885
 812-535-3831
 Member AFCCE

EVANS ASSOCIATES
 Consulting Communications Engineers
 AM-FM-TV-CATV-ITS-Satellite
 Broadcast Engineering Software
 216 N. Green Bay Rd.
 THIENSVILLE, WISCONSIN 53092
 Phone (414) 242-8000
 Member AFCCE

RICHARD L. BIBY, P.E.
 COMMUNICATIONS ENGINEERING SERVICES, P.C.
 CONSULTING ENGINEERS
 6105-G Arlington Blvd.
 Falls Church, VA 22044
 (703) 534-7880 (703) 534-7884 Fax
 Member AFCCE

J. Boyd Ingram and Associates
 Specialists in
 FM Radio Applications
 Best Service Best Prices
 PO Box 73
 Batesville, Mississippi 38606
 601 563-4664

DATTEL CORPORATION
 BROADCAST CONSULTANTS
 - APPLICATIONS - INSPECTIONS -
 1515 N. COURT HOUSE ROAD
 ARLINGTON, VIRGINIA 22201
 Tel. 1-800-969-3900

George Jacobs & Associates, Inc.
 Consulting Broadcast Engineers
 Domestic & International
 Member AFCCE
 Suite 410 8701 Georgia Ave.
 (301) 587-8800 Silver Spring, MD
 20910

DON'T BE A STRANGER
 To Broadcasting's 116,427* Readers.
 Display your Professional or Service Card
 here. It will be seen by station and cable TV
 system owners and decision makers.
 * 1986 Readership Survey showing 3.5
 readers per copy

AFCCE
 Association of
 Federal Communications
 Consulting Engineers
 P.O. Box 19333
 20th Street Station
 Washington, DC 20036
 (703) 534-7880

Classified Advertising

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

RADIO

HELP WANTED MANAGEMENT

Sales manager/leader: Leading Sunbelt News & Talk station seeks a leader to manage our local sales team. We are already a market leader, and want to grow. Successful candidate can lead, teach, motivate, innovate and demand top performance. Lucrative compensation for results. Confidential reply should include resume, letter of philosophy, earnings history to Box H-76. EOE, M/F.

Career opening for sales-oriented general manager in top 100 market group-owned Southeastern AM/FM Combo. Must be able to lead mature sales staff and to set the pace in personal selling. Proven experience in expense control and budget management necessary. Send complete resume and 5 year salary history to: Box H-77. EOE.

General sales manager: Leading AM/FM Combo on California's Central Coast seeks experienced on the street goal oriented sales manager. Must be "hot" on productivity and "hot" on people. Outstanding opportunity in high growth market. EOE. KSNI/KSMA, PO Box 1240, Santa Maria, CA 93456.

Colorado regional FM serving three small markets seeks seasoned hands-on sales manager. C-3 pending. Send resume and work plan. Box H-83. EOE.

Sales manager: Leading Phoenix AM/FM Combo seeks experienced "on the street" goal oriented sales manager. Must be able to train, inspire, motivate and lead large sales staff. PO Box 21223, Phoenix, AZ 85036. EOE.

GSM for top Allentown, PA Combo paying \$60,000+. Good benefits, growing company, advancement opportunities. Call immediately! Bill Bromley, WEEH/WHXT, 215-258-6155. EOE.

Heritage Broadcast Group, Inc., with stations in Florida, North Carolina, and Alabama continues to grow. We are looking for experienced general managers, sales managers, account executives, program directors, and on-air talent. If you are thinking about a move and can plan, lead and organize yourself and those who work for you, we'd like to hear from you. Send complete resume and references to: Bud Polack, Heritage Broadcast Group, Inc., PO Box 6447, Asheville, NC 28816. No phone calls, please. EOE, M/F.

Sales manager for one of Virginia's most successful stations. Must be creative, energetic, and a person who can motivate a strong sales staff. Must be able to lead by example. Please send resume and sales philosophy to: Mr. Roger Ingram, c/o WYYD, PO Box 4108, Lynchburg, VA 24502. EOE.

AM/FM in emerging Florida metro needs take-charge, street-fighting, state-of-the-art sales manager to achieve objectives in the 90's. Super community, rock-solid company. EOE. Resume to Box H-44.

Sales manager: Exceptional opportunity for experienced sales professional. 100,000 watt Easy Listening station in the Southeast Metro. Metro 500,000 plus. Experienced in local direct sales management required. Must be promotion minded. Base salary plus commission. Company offers profit sharing and pension plan. Send resume outlining accomplishments, salary history and availability to: Box H-94. EOE.

Manager/sales for leading Spanish station near Boise, Idaho. Heavy sales and promotion. Salary plus commission. Resumes to KWEL, Box 791, Weiser, ID 83672. EOE.

General manager/sales manager for well established AM and FM in fast growing central Kentucky. Applicant should have a strong sales background and demonstrated managerial skills. Equal opportunity employer. Resume to Box H-98. EOE.

Manager. New AM in Ballston Spa, NY. Saratoga County seat. Sign on about January 1, 1990. Can be first time manager, but must have sales experience, know programming and be able to do some air work. Salary plus over-ride. Earn in 20s first year. Resume to Phil Spencer, PO Box 69, Amsterdam, NY 12010. EOE.

GSM for new Joplin, MO Combo. Must be able to recruit, train, supervise and build a winning sales team. Great opportunity to join aggressive new broadcast group. Resume to: Saturn Communications, #30 Ladue Estates, St. Louis, MO 63141. EOE.

Local sales manager: WWJ/WJOI Radio in Detroit is looking for a local sales manager. Two years of solid sales management experience preferred. Send resume to General Sales Manager, WWJ/WJOI Radio, PO Box 5005, Southfield, MI 48086. EOE.

Fast growing group radio broadcaster needs aggressive sales oriented GM and LSM. Our group is run by radio professionals who still spend time on the street and know what it takes to win. We'll put as much on the table as you bring to it. Want to be a part of a goal oriented, success driven team? Send resume to Dick Lewis, KPRR, El Paso, TX. EOE.

GSM for Ncat FM. Big \$\$\$ Potential, must have 2 yrs. sales management experience to direct, train, motivate and lead 5 person sales staff. No desk jockies. Send resume & letter of introduction to Steve Sanderson, 1108 Meadow, Yuba City, CA 95991 or Call 916-671-2646. EOE.

General manager: Are you ready to run Combo in top 25 market? Need motivator with ability to think and act strategically to improve sales while protecting assets and bottom line. If you enjoy making decisions and being responsible for the authority you exercise, write in strict confidence sending resume and cover letter to Box H-67. EOE.

Effective with the Nov. 13, 1989 issue of BROADCASTING

Classified Advertising rates will be increased to the following:

Rates: Classified listings (non-display) Help Wanted: \$1.20 per word, \$22.00 weekly minimum. Situations Wanted: 60¢ per word, \$11.00 weekly minimum. All other classifications: \$1.30 per word, \$24.00 weekly minimum.

Rates: Classified Display. Help Wanted: \$90.00 per inch. Situations Wanted: \$50.00 per inch. All other classifications: \$120.00 per inch. For Sale Stations, Wanted To Buy Stations, and Public Notice Advertising require display space. Minimum one inch and up by half-inch increments. Agency commission only on display space.

Blind Box Service: Help Wanted: \$10.00 per ad per issue. Situations Wanted: \$5.00 per ad per issue. All other classifications: \$10.00 per ad per issue.

HELP WANTED SALES

Big money: Southwest Florida 100,000 watt Country station looking for an aggressive, experienced street salesperson. Must be able to move immediately for this fantastic opportunity to sell in Florida's fastest growth market. Send reply to Box H-35 with resume. All replies confidential. Equal opportunity employer.

Account executive/sales: Fast track station. Well established on California's Central Coast. Looking for aggressive, motivated, self-starter. EOE. KSNI/KSMA, PO Box 1240, Santa Maria, CA 93456.

Sales pros to assume strong existing lists for top Allentown, PA Combo. Good benefits, growing company, advancement opportunities. Call immediately! Bill Bromley, WEEH/WHXT, 215-258-6155. EOE.

Sunny Palm Beach County. 99.5 FM. AC/Oldies format. Sales manager and account executive. WTRU-FM, Box 848, Jupiter, FL 33468. 407-744-6398. EOE.

Growing FM needs you! Join a winning team in a scenic Pacific Northwest area of nearly 200,000. If you can sell local radio, and can start immediately, let's talk. Excellent commission and benefits. Box H-93. EOE.

Marketing director: Radio group looking for professional to manage, coordinate and implement unique marketing programs for each of its 5 radio stations. An impressive track record (at least 5 years) marketing/public relations background with demonstrated supervisory and communication skills. Ability to recognize or develop creative strategies and programs. Qualified applicants should send resume with references to Box H-106. EOE. Strictest confidence.

Wanted: Vendor/co-op specialist for major NY radio station. Minimum 2-3 years experience required. Qualified applicants only need apply. EOE. Box H-100.

WWV-FM, Charlottesville, VA. Opening for a qualified account executive in beautiful and historic Central Virginia college market near Washington, DC. Industry and commerce growing at a rapid pace. Established and profitable account list available for the right candidate. Entry level positions also available. Send resume to Kevin Dalton, Sales Manager, 1140 Rose Hill Dr., Charlottesville, VA 22901. An affirmative action/EOE.

Summer/Fall Graduate? This is an ideal first job! Join an aggressive, fun-selling radio sales team in north central Illinois. Full-time AM - Class A (move to 25K this fall). We have the people and the experience to help make you successful. Send resume to: JMcCullough, WLPO/WAJK, Box 215, LaSalle, IL 61301. EOE.

HELP WANTED ANNOUNCERS

Morning news/midday airshift, plus PBP. Southcentral California's #1 regional Combo seeks pro to do it all, starting 11/27/89. Generous compensation package with growing company. Beautiful upscale location. T & R to Ray Arthur, KZIQ, 121 W. Ridgecrest Blvd., Ridgecrest, CA 93555. EOE.

Top rated Eastern Shore AC is looking for a bright morning news person, with good writing skills and delivery. Tapes and resumes to Jay Dennis, WQHQ, PO Box U, Salisbury, MD 21801. WQHQ is an affirmative action/equal opportunity employer.

Announcer/news: Steady reader, good diction, pleasant voice. Sports possible. V. Warren, WMCR AM/FM, 237 Genesee, Oneida, NY 13421. 315-363-6050. EOE.

Madison, WI. Leading sports station needs experience full-time sports announcer and talkshow host. Tape and resume to Jim Reed, WIBA, PO Box 99, Madison, WI 53701. EOE.

Burning to talk! WWL, Newsradio 870, is looking for a midday talk personality who is both listener-oriented and issues-aware. Keymarket Communications wants to add an adult communicator to the team that will lead this New Orleans' legend into the 90's. Send tape, resume, and a letter describing your approach to involving Talk to Bob Christopher, WWL Radio, 1024 N. Rampart St., New Orleans, LA 70116-2487. EOE. No phone calls, please.

HELP WANTED TECHNICAL

Chief engineer for top five Northeast market, group owned Class B FM. Two (2) years major market experience with strong maintenance and administrative skills required. Must possess SBE or FCC General certification. Be a team player in this exciting market. Send resume and salary history to Box H-102. EOE.

Chief engineer: Immediate opening at Chicago's WFYR, FM radio station. Applicant must have at least two (2) years of major market experience as a chief engineer with excellent organizational skills. SBE certification or equivalent required. Send resume and salary history to WFYR Radio, 130 East Randolph, Suite 2303, Chicago, IL 60601, Attention: General Manager. EOE.

Chief engineer for top 20 Southern market, group owned Class C FM and 5K directional AM Combo. Two (2) years major market experience with strong maintenance and administrative skills required. Must possess SBE certification or FCC General Class license. Send resume with salary history to Box H-103. EOE.

HELP WANTED NEWS

News director for All-News station in New England's best city. If you have computer skills, leadership ability and a strong delivery, we have the challenge you're looking for. Resumes only, no tapes, to Box H-27. EOE.

Script writer: Writes Spanish radio scripts for advertising, and journalistic stories. Researches topics to obtain factual background information to insure script's marketability among 100% Spanish speaking audience. Selects subject and theme based upon personal & public interests & assignments. Writes plot synopsis & confers with manager, supervisor or director to discuss revisions, script development or other proposals. Coordinates writing among two other writers. Requires: Excellent writing skills at national and international levels, oral & written fluency in Spanish, and 4 years experience. 35 hr. wk plus variable o.t.. \$700/wk. Send resume or letter in duplicate to BB 644, One Main St., Room 501, Brooklyn, NY 11201. EOE.

Needed yesterday! A strong news director with solid voice and good anchoring, reporting, writing skills. Columbia's only News/Talk station has rare opening for the right person. Run a three person department, with Marti equipment, vehical and station commitment to news. Call Andy Thomas at 803-772-5600 or rush tape, resume, writing samples, and news philosophy statement to Andy Thomas, WVDC, PO Box 21567, Columbia, SC 29221. EOE.

Sportscaster: Are you an anchor/reporter/interviewer with a mature, conversational delivery? Does your copy and use of sound make the sportscast of interest to everyone (not just sports fans)? Send resume, references, salary requirements, one page cover letter, a cassette containing three two-minute sportscasts (of the same stories), and any other samples of your work to: Holland Cooke, Operations Manager, WTOP NewsRadio 15, 3400 Idaho Ave., NW, Washington, DC 20016. No calls. Outlet Broadcasting, Inc. is an equal opportunity employer.

National award winning small market AM seeks full time assistant to our news director. Send tape and resume to Jim Kokesh, PO Box 726, Hastings NE 68902. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Freelance production: NJ based automotive advertising agency is seeking talented production wizards who can produce dynamic radio spots on short notice. Character voices, straight/hard sell styles, effects and unusual voiceover deliveries. Forward a non-returnable cassette showcasing 6 of your best ads (preferably auto dealer) to Media Director, c/o Skyline Media Inc., 1451 Hwy 88 W., Suite 3-B, Brick, NJ 08724. No calls please. EOE.

Assistant program director: Need an assistant program director who has experience programing a computer-based gold format. If you believe in AM, are a team builder, have a degree, and would like to live in the Sunbelt, let's talk. EOE. Box H-63.

Expanding new broadcaster based in Denver needs experienced program director. Must have successful experience in AC/Easy Listening/Oldies. No beginners. This challenge represents a ground floor opportunity to work with a winning company. All inquiries will be kept in confidence. EOE. Box H-74. No tapes.

Program director, KHCC-FM/KHCD-FM. Duties: Supervision of all on-air operations and hosting daily Classical program. 3-5 years of public radio experience required. Starting salary \$23,000-\$29,000. Apply: Personnel Office, Hutchinson Community College, 1300 N. Plum, Hutchinson, KS 67501. EEO/AA.

95YNF, Tampa Bay's Home of Rock'N'Roll, is looking for a program director. The qualified candidate will: Have minimum two to five years experience in program administration, have in-depth knowledge of music and audience research, be promotionally minded, be able to motivate staff. Send resume to WYNF, PO Box 42195, St. Petersburg, FL 33742 or call Shawn Portmann at 813-576-6090. All replies confidential. EOE, M/F.

Production manager: To supervise students in feature production and produce local news/feature magazine. Requires Bachelors degree (BA preferred) and two years professional feature production experience, preferably in public broadcasting. Position available: December 1989. Application deadline: November 1, 1989, or until filled. Salary: \$16,500 - 17,000. Send letter of application, resume and audition tape to: Director of Human Resources Management, Northwest Missouri State University, Maryville, MO 64468. Affirmative Action/Equal Opportunity Employer. Northwest encourages women and minorities to apply.

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.

Former radio station owner/GM wants to get back into broadcasting. Thirteen years as owner of very successful Florida FM. Twenty years total experience. Masters' degree. Killer resume. 813-866-2235.

Urban management pro: Over 20 years experience. 10 years medium and major market. Management, sales, and programming. Top credentials and bottom line results. Reply Box H-48.

Looking for a general manager who's been in all areas of broadcasting? Call 702-795-1874.

Radio general manager successful Urban pro. Have done it all from gofer to owner. Excellent background and references. Reply Box H-90.

Need help at your small-medium market station? Former owner, who has done them all, now available to work as consultant on management, sales, marketing, personnel, production and programming. Thirty years experience includes satellite network programming. I do much more than just offer advice. 815-725-5615.

General manager with proven performance Built top billing station in a major market, top producing "revenue to rating share" station in America. Rating turn around. Developed to over 50% direct sales. All this as non-Arbiltron/Birch subscriber. Aggressive, reliable, leader who is goal-oriented and knows how to maximize cash flow. Box H-104.

SITUATIONS WANTED TECHNICAL

Broadcast engineer: Experienced, hands-on, digital/analog trouble-shooter. Studio, transmitter, antenna system. References, tools and test equipment. SBE certified, FCC General. Box H-92.

MISCELLANEOUS

Make money in voiceovers. Marketing and technique for success in commercials and industrials. Seminars: Chicago 11/11-12; NYC 11/4-5. Also available on cassettes. Call for free info. Susan Berkley, 1-800-333-8108

Satellite program distribution 15 minutes \$15, 30 minutes \$25, one hour \$45. Westar IV. 512-343-2067.

TELEVISION

HELP WANTED MANAGEMENT

Managing broadcast equity partner needed for broadcast acquisitions co. Min. 150K. All serious inquiries fax or send resume and visionary view of future of TV broadcasting to: Infiance Co., Rt. 2, Box 440, Shenandoah, VA 22849. Fax No. 703-652-6449. EOE.

Station manager: Small market Southwest network affiliate seeks experienced dynamic leader. Proven management skills in overall broadcast operational and administrative activities. Successful track record in local sales. Possess exceptional people skills. Strong client/public relations. Great opportunity for right person. Send resume and salary requirements to Box H-96. EOE, M/F.

General sales manager: KRBK-TV, a fast-growing Sacramento indie, seeks experienced, dynamic leader to motivate and grow sales department. Candidate must have strong local sales background and a creative approach. Experience selling live sports is a plus. Send resume and reason for your success to Elliott Troshinsky, General Manager, KRBK-TV, 500 Media Place, Sacramento, CA 95815. No phone calls. EOE, M/F.

Local sales manager: Solid, independent sales background desired. Ability to lead and motivate enthusiastic sales staff. New business development a must. Prior sales management desired but not a must. Top thirty indie on Gaylord Broadcasting team. Send resume to: General Sales Manager, WTVR, PO Box 1818, Milwaukee, WI 53201-1818. Gaylord Broadcasting is an equal opportunity employer.

HELP WANTED SALES

Account executive: #1 CBS affiliate in Richmond, VA is looking for a sales pro! If you can develop new business, create new opportunities while servicing a great list, WTVR-TV 6 has a golden opportunity for your television career! Excellent growth opportunities if you're serious about future management at WTVR-TV! Send resume to: Jim Cosby, LSM, WTVR-TV, 3301 West Broad St., Richmond, VA 23230. No phone calls, please. EOE, M/F.

KMPH Fox 26, Fresno-Visalia, has an immediate opening for a creative, experienced broadcast salesperson, who is strong on new business development, highly motivated, detail-oriented and desires a very rewarding challenge. Established list and excellent growth opportunities with one of America's strongest Independents, a Pappas Telecasting station. Send resume and references to Steve Vourakis, Retail Marketing Manager, KMPH Fox 26, 5111 E. McKinley Ave., Fresno, CA 93727. 209-255-2600. Applications accepted until November 10, 1989. An EOE, M/F/H.

National/regional sales manager: KATV, one of the top ABC affiliates in the country, is seeking qualified candidates with a minimum of two years experience on local or rep levels. Experience with Marshall Marketing, VALS and sports sales a plus. Reply to: Ron Kelly, Director of Sales and Marketing, KATV, PO Box 77, Little Rock, AR 72203. EOE.

KOKH-TV Oklahoma City's #1 Independent is seeking an experienced broadcast salesperson with knowledge of rating books and related research. Must be aggressive with a professional demeanor. A go-getter capable of servicing existing accounts and cultivating new business. Send resumes to: Cliff Walton, Local Sales Manager, KOKH-TV, PO Box 14925, Oklahoma City, OK 73113. Phone calls encouraged: 405-843-2525. EOE.

HELP WANTED TECHNICAL

Maintenance engineer for UHF TV station. Need technician w.ih experience repairing studio equipment. Send resume to: Gary King, WXON-TV, 27777 Franklin Rd., Suite 708, Southfield, MI 48034. Equal opportunity employer.

NBC affiliate is seeking a chief engineer. Total supervision of day-to-day engineering areas of the station and its satellite station. Must possess solid technical skills and be able to communicate effectively with staff and management. Send resume with salary history to: John McCutcheon, Vice President/General Manager, KPOM-TV/KFAA-TV, PO Box 4610, Fort Smith, AR 72914. EOE.

Engineering maintenance manager: Responsible for supervision of engineering maintenance staff of 4. Equipment includes 3/4", 1" and 2" VTRs, color cameras, video switchers and other digital and analog broadcast and production equipment. Requirements: Hands-on skills, ability to teach, motivate and manage, computer experience, FCC General Class license or equivalent, Associates degree in Electronics, equivalent training or experience, and 5 years related maintenance experience. Full-time, salary low-mid \$20's plus fringes. Send resume or application by November 13, 1989 to: Personnel, WNPB-TV, PO Box TV-24, Morgantown, WV 26507-1316. EOE.

Fox Television, KRIV in Houston is seeking a TV maintenance engineer. Must have prior experience or training on Betacam equipment and at least three (3) years television broadcast maintenance experience. Primary area of responsibility will be for 1/2" Betacam ENG equipment. FCC license or SBE certification preferred. Please send resume to KRIV-TV, PO Box 22810, Houston, TX 77227. Attn: Chief Engineer. No phone calls. EOE.

Engineer: Do you love video and have formal training and experience in electronics? A leading video production center in Chicago is interviewing for a video engineer. Work with the latest broadcast equipment. Send resumes to: Lee Carter, Renaissance Video, 130 S. Jefferson, Chicago, IL 60606. EOE.

Chief engineer. Experience in production, live, studio, ENG, transmitter and budgeting. Should be prepared to manage as well as instruct hands-on. Send reply to Alan Eaton, WFRV-TV, PO Box 19055, Green Bay, WI 54307-9055. We are an equal opportunity employer.

Chief engineer: Midwest VHF station is looking for a hands-on individual to lead our technical department. Must have solid transmitter, studio, control room, and ENG maintenance experience. Send resume to Box H-87. EOE.

Chief engineer wanted, Major market UHF. Send resume to Box H-95. EOE.

Operational engineer: Experience with air-switching and videotape. Full benefits. Salary DOE. Send resume to Brian Neal, KEYT, PO Drawer X, Santa Barbara, CA 93102. No phone calls. EOE.

Maintenance technician. ABC affiliate needs ENG maintenance technician. Two year college degree or equivalent electronics training. Minimum two years experience in 3/4" ENG maintenance. Send resumes to: Chief Engineer, PO Box 2229, Topeka, KS 66601. EOE.

TV technician. Opening for person with operating experience with VTR operations, camera setup, master control and ENG operations. Send resume to Don Perez, KUSA-TV, 1089 Bannock St., Denver, CO 80204. We encourage minorities and females to apply. We are an equal opportunity employer.

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.

HELP WANTED NEWS

News director: Experienced news director to supervise news department and host public affairs series and specials. Teaches reporting class to advanced broadcasting students who are primary staff in the news operation. Supervises daily live 5 min. and 30 min. news broadcast. BA/BS in Communications or related field and 4 years television news experience required. Master's degree and management experience preferred. Salary minimum: \$30,000. Apply: WUFT-TV, Search Committee, 2016 Weimer Hall, University of Florida, Gainesville, FL 32611. Deadline: November 9, 1989. WUFT-TV is an EEO/AA and encourages applications from women and minority groups.

Network-affiliated station accepting applications for anchor/co-anchor. Fast-growing medium-size market located in Mid-South looking for person with strong leadership qualities, skilled at working cooperatively with others. Must have professional experience in news. Submit resume and salary requirements to: Box H-50. EOE. No tapes.

Reporter who loves hard news-particularly environment/politics. 2-3 years journalism; at least 1 year TV. Tapes, resumes: Marci Burdick, News Director, KYTV, 999 West Sunshine, Springfield, MO 65807. EOE. No phone calls.

Weathercaster: Midwestern network affiliate is searching for effective communicator to anchor primary weekday weathercasts. AMS seal preferred. Send cover letter, resume and salary requirements to Box H-59. EOE. No tapes.

Network affiliated station accepting applications for news director. Fast-growing medium-size market located in Mid-South looking for person with strong leadership qualities, skilled at working cooperatively with others. Solid news background. Submit resume and salary requirements to: John McCutcheon, KPOM-TV/KFAA-TV, PO Box 4610, Fort Smith, AR 72914. EOE.

News photographer: Spanish language LA station needs experienced field cameraperson/editor for award-winning news show. Sony BetaCam. Spanish/English preferred. Good benefits. No beginners. Send non-returnable demo reel and resume to Personnel, KVEA, PO Box 25080, Glendale, CA 91221. EOE.

Southern medium sized TV market is looking for a sports director. Two years of TV experience a must. Applicants should also have a college degree, extensive knowledge of sports and on-air presentation that demonstrates that knowledge. Minorities are encouraged to reply. Box H-85. EOE.

Meteorologist: Midwest affiliate, 100 plus market needs a weather pro to prepare forecasts and weather graphics. You will anchor weekends and back up weekdays. Entry level, recent graduate encouraged. Send resume only to Box H-88. EOE.

Assignment editor/producer for number one operation at NBC affiliate. Must demonstrate good news judgement, generate and follow up on solid story ideas, and effectively manage staff. No on-camera work. Experienced only. EOE. Resumes only to John Baumgartner, WTVO-TV, Box 470, Rockford, IL 61105.

Producer. Number one newsroom needs creative thinker, innovator and writer in one people-oriented broadcaster. Resume and writing samples to Phil Supple, News Director, WEEK-TV, 2907 Springfield Rd., East Peoria, IL 61611. EOE.

News director: Strong leader for medium market NBC station in the Southwest. Prior news director experience required. Box H-97. EOE.

General assignment reporter. Must be experienced television journalist with proven live field and on-air skills. Letter detailing your qualifications, along with resume and videocassette (no calls) to Edward Schimmel, WPVI-TV, 4100 City Line Ave., Suite 400, Philadelphia, PA 19131. EOE.

Recently purchased dominant network affiliate on Carolina Coast needs female co-anchor plus sports and weather talent for M-F early and late newscasts. All replies strictly confidential. Please send photo and resume to Box H-105. EOE, M/F/Applicants drug screened.

Meteorologist: Number one news station, NBC affiliate in top 100 market seeks an experienced, full-time meteorologist. Benefits package. Send tape and resume to Keith Silver, News Director, WWLP-TV, PO Box 2210, Springfield, MA 01102-2210. WWLP is an Equal Opportunity Employer.

News producer. Responsible for writing and producing segments of daily newscasts, supervising production details and coordination between producers and directors. Broadcast newswriting and TV production experience preferred. Tape and writing samples (no calls) to Edward Schimmel, WPVI-TV, 4100 City Line Ave., Suite 400, Philadelphia, PA 19131. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

WSMV, Nashville: Seeking enthusiastic on-air graphics designer for award-winning creative services department. We're a station where talent and effort are recognized and rewarded. Two to three years station experience preferred. New paint system incoming. Send your best work on tape to: Carolyn Lawrence, WSMV, PO Box 4, Nashville, TN 37202. No calls, please. EOE.

Computer editor: Looking for computer editor/producer. Must be experienced with ACE editor, ADO, AVC switcher. Graphics experience a plus. Franklin Video, Inc., 1300 St. Mary's St., Suite 205, Raleigh, NC 27605. 919-833-8888. EOE.

Senior writer/producer, promotion department: Top 10, ABC affiliate. Heavy news promotion experience a must. 3/4" and Beta editing skills needed. Send tape and resume to: Personnel Department, WFAA-TV, Communications Center, Dallas, TX 75202. EOE. Applicant finalists will be required to furnish evidence of employment authorization and identification.

Segment producer: For Indian Ethnic video & film production. Produce film and TV programs for educational, variety, news, magazine and childrens shows, mostly involving events in India, etc. Supervise 3. Req: Bachelor's and certificate in film & TV production, + 2 yrs exp in any TV & film production. Must be fluent in Hindi & Gujarati. 35 hrs/wk, \$22,884/yr. US citizens, or work authorized only. Resumes in duplicate to B.B., #961, One Main St., Room 502, Brooklyn, NY 11201. EOE.

TV producer: WOSU-TV. WOSU-TV of The Ohio State University is seeking a TV producer to produce and supervise the production of community and public affairs television programming. Other responsibilities include drafting proposals and preparing and monitoring budgets. Candidate must have a Bachelor's degree in Communications or related field or an equivalent combination of education and experience. Experience in producing, writing, and directing of field productions and studio/remote multi-camera productions is required. Editing experience, supervisory experience and experience in managing budgets are required. PBS production experience desired. Starting salary: \$21,960-24,840. To assure consideration, materials must be received by November 17, 1989. Send resume and a copy of this ad to: Professional Employment Services, The Ohio State University, Lobby, Archer House, 2130 Neil Ave., Columbus, OH 43210. An equal opportunity/affirmative action employer.

Producer/director: Responsible for producing and directing a variety of programming for broadcast on Alabama Public Television. Knowledge of documentary techniques and experience in field, studio and post production required. Good writing skills essential. One permanent position is available and one grant supported position is a possibility. Resumes and references must be received no later than November 10, 1989. Write to: Employment Office, Box 870364, University of Alabama, Tuscaloosa, AL 35487. The University of Alabama is an equal opportunity/affirmative action employer.

PGA Tour Productions in Jacksonville, Florida is seeking an art director. Must have the ability to design and execute storyboards and computer graphics for PGA Tour Productions. Knowledge of a computer paint system is essential. For information: Lydia Angeliere, PGA Tour Productions, Sawgrass, Ponte Vedra Beach, FL 32082. 904-285-2244. EOE.

Videographer/director: We want more than just help, we want leadership, quality standards, professionalism! WTVR has an immediate opening for a chief videographer in its creative services department. Not Not the news department! This directing videographer will shoot documentary, commercial and promotional materials. Send resume, tape and salary history to WTVR-TV, Creative Services, 3301 West Broad St., Richmond, VA 23230. No phone calls please. EOE, M/F.

Looking for that creative spark! KVIE-TV in Sacramento, CA is searching for a videographer/editor who can give our documentaries and local programming visual impact! 3 yrs experience preferred. Must have knowledge of field production including camera, lighting and sound techniques and editing, both machine-to-machine and computer assisted. Salary based on \$23,-25,000/yr. plus benefits. Letter, resume and demonstration videotape must be received by 5 p.m. 11/10/89 at Human Resources, KVIE, PO Box 6, Sacramento, CA 95812-0006. No phone calls, please. EOE/AA.

Recently purchased network affiliate in Coastal Carolina needs producer/director and other production personnel for fast paced newscast and commercial production. All applicants must be detail oriented and aggressive. If you like winning, please send confidential resume, and references to Box H-109. EOE, M/F/Applicants drug screened.

SITUATIONS WANTED MANAGEMENT

Former radio station owner/GM wants to get back into broadcasting. Interested in making switch to TV. Thirteen years as owner of very successful Florida FM. Twenty years total experience. Master's degree. Killer resume. 813-866-2235.

General manager. Have start up and top 50 experience as an independent station GM. Have worked for groups and single owner. Strong in people skills, sales, programming and promotion. Excellent background and references. 304-562-9515.

SITUATIONS WANTED TECHNICAL

Chief engineer experienced in all phases of television engineering. Grass Valley, GE, RCA, and Harris transmitters. Contact Wm. Taylor, 227 Gunter St., Jackson, MS 39216. Or call 601-366-7526. Will relocate.

CE, DE or consulting. 17 years experience TV and radio, new construction and remodeling. Good with people, budgets and planning. BSEE, FCC lic., SBE cert. SMPTE. Ray Swenson, 214-644-1336.

Experienced engineer seeks technical director/manager position with programmer. Box H-89.

Technical EIC/video engineer: 16 years experience including major television network and nationwide mobile production facilities. FCC licensed/SBE Senior Television certified. For resume and information: 412-264-4756.

SITUATIONS WANTED NEWS

Psychologist, network experienced, excellent writing, production and interviewing skills. Contact Box 76477, Los Angeles, CA 90076 for tape.

Writer/editor/reporter. University grad seeks job in newsroom. Excellent writer. Dedicated. Interned and freelanced in 5th market. Can shoot and edit. Anywhere, anytime. C.M. McDonald, PO Box 454, So. Weymouth, MA 02190. 617-331-3698.

Excellent, experienced sportscaster looking for an outstanding station in which to work. 216-929-0131.

Sports. Award-winning, fifteen-year veteran looking for medium to large market station. Serious about sports journalism. Call John, 517-485-0321.

MSU graduate with a BA in Journalism seeks entry level television reporting position. Experience includes two TV internships and on-air radio reporting. Will relocate, prefer Midwest. Contact Linda Angelo, 313-776-5503.

Sports anchor/reporter. Experienced nightly news sports anchor/reporter in Long Island/NYC market. Developed and produced local features. Have host and play-by-play experience. Call Mike, 718-934-1434; Messages, 212-545-5661.

Stuck in radio! Attractive, competitive radio news director wants to add humor and hard work to your television news dept. Reporting, co-anchoring or troubleshooting. Anne, 315-785-9052.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Talented, experienced, and willing to meet your production needs: Writer, photographer, editor, producer - Any format video or film. In NY, call Christine: 516-997-9231.

MISCELLANEOUS

Primo People is looking for weathercasters. Solid credentials and experience are paramount. Send 3/4" tape and resume to Steve Porricelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116, 203-637-3653.

1:30 Productions: Want to be the best reporter but no one has time to help? We do. Writing, production, delivery. References available. 607-272-3718.

We want you to own and operate your own cable TV advertising business. 50% commissions. No FCC license required. Thousands of channels available. 918-647-2337.

Available now after 26 weeks in Chicago - "Sports Stumpers," a weekly game show package featuring major/non-traditional sports, bloopers and celebrities. 8 minutes commercial time each half hour. TeleVisions, Inc. 312-272-2917.

Sports, weather and news positions currently available! Over 200 TV news positions currently listed, many are unadvertised. If you are searching for a new opportunity, we can help. We specialize in TV news openings. Call today! National Media Services, 303-839-1770.

Free job listings! Just send us your resume and a self-addressed stamped envelope. We'll mail you a generous sample of our current leads, plus subscription information on The Hot Sheet - broadcastings's most comprehensive employment publication! Media Marketing, PO Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Graduate assistantships: Top rated communication program. EOE. Contact: Dr. Virginia Cromwell, University of Southwestern Louisiana, Box 43650, Lafayette, LA 70504. 318-231-6103.

Director of Television Learning Services: Responsible for planning, development and management of WBGU-TV instructional television services for Bowling Green State University. Master's degree or better in an appropriate discipline with minimum of 3 years ITV management and production experience preferred. Knowledge of current instructional television production and delivery technologies, copyright laws and applications and a solid commitment to excellence in ITV as a career required. Salary negotiable, depending on qualifications. Excellent benefits. Submit letter of application, resume/vita, official transcripts, list of three references and a narrative addressing applicant's views concerning ITV within a post-secondary setting. Send application to Annmarie Heldt, Personnel Services, 911 Administration Bldg., Bowling Green State University, Bowling Green, OH 43403. Minorities and females are encouraged to apply. Deadline: November 3, 1989. EOE.

University of South Florida seeks students for Masters program in media studies. Applicants with professional experience may qualify for assistantships. Write: Graduate Director, Department of Mass Communications, University of South Florida, Tampa, FL 33620-5550.

Chairperson. Department of Communications, The University of Tennessee at Martin, beginning Fall 1990. Responsible for leadership of academic unit consisting of seven faculty members, 200 majors and communications programs in broadcasting, journalism, and public relations. Applicant must have an earned doctorate in a communications field, demonstrated excellence in teaching and research, and ability to provide leadership in enhancing teaching. One-half time teaching required, with experience in broadcasting and photography/graphics instruction helpful. Rank and salary dependent on qualifications. Send vita and three current letters of recommendation to Dorothy Norton, Search Committee Chair, 305 Gooch Hall, UTM, Martin, TN 38238. Review of applications will begin on December 15, 1989, but position will remain open until filled. UTM is an affirmative action/equal opportunity employer. Women and minorities are encouraged to apply.

Assistant professor. Department of Communications, The University of Tennessee at Martin, assistant professor (tenure track) to teach undergraduate broadcasting classes, including television production, introduction to broadcasting, television directing, and electronic field production. Qualifications include PhD in Communications, background in production, familiarity with commercial and public broadcasting. College teaching experience desired. Send letter of application, vita, and three current letters of recommendation to Norman Greer, 305 Gooch Hall, UTM, Martin, TN 38238. Review of applications will begin on December 15, 1989, but position will remain open until filled. UTM is an affirmative action/equal opportunity employer. Women and minorities are encouraged to apply.

University of South Florida seeks tenure-earning assistant professor in broadcasting to teach news writing and production. Applicants must have PhD (or ABD within one year of completion will be considered); or Master's degree with significant experience in public and commercial broadcasting. College teaching and professional broadcasting experience required. Commitment to research or on-going creative contributions to profession. Deadline: Jan. 8, 1990. Send resume to: Prof. Larry Leslie, Brdcast. Search Committee, Department of Mass Communications, C5P 107, University of South Florida, Tampa, FL 33620-5550. USF is an equal opportunity employer.

2 broadcast faculty openings for Fall 1990. Tenure-eligible. BROADCAST NEWS (Position 3): Beginning and advanced broadcast news writing, reporting and editing. Other courses as qualified and needed. BROADCAST PRODUCTION (Position 4): Beginning and advanced radio and television production. Other courses as qualified and needed. PhD preferred, Master's with recent, relevant experience required. Some teaching experience and demonstration of scholarship necessary. Apply by Dec. 15, 1989 to: Vernon Keel, Director, Elliott School of Communication, Wichita State University, Wichita, KS 67208. 316-689-3185. Specify position number. AA/EEO. Send 3 letters of reference and resume with application.

Distinguished Professor of Communication: School of Communication, University of Miami. The University of Miami seeks applications from outstanding professionals to fill an endowed chair in its School of Communication. The term of appointment is nine months, beginning in August, 1990. Candidates should present an outstanding record of professional achievement in the field of broadcast journalism. The University of Miami is a private, non-sectarian, university with an enrollment of approximately 13,700 students. The main campus is located in Coral Gables, a beautiful suburb of Miami. Letters of application, names of three references, and a current resume should be mailed to: Edward J. Pfister, Dean, School of Communication, Box 248127, University of Miami, Coral Gables, FL 33124. Review of applicants begins January 1, 1990. An Equal Opportunity/Affirmative Action Employer.

Washburn University announces the opening of a tenure-track faculty position in the Broadcasting/Mass Media area of the academic program. Qualifications: Minimum Masters degree in Mass/Media or Radio/Television required, PhD preferred. Professional production experience and full-time teaching experience required. Responsibilities: Teach undergraduate courses in broadcasting/mass media theory, production and writing, and core courses in communication. Reassigned time for production work is possible. Standard faculty duties are expected. Available: Fall semester 1990. The salary and rank will commensurate with qualifications and experience. Application deadline: January 15, 1990 or until a suitable candidate is identified. Send application and nominations to: Dr. Luella M. Wolff, Chairperson, Center for Media and Communication Studies, Washburn University, Topeka, KS 66621. A complete application will include a letter of application, a resume, transcripts and three letters of recommendation. Washburn University is an equal opportunity/affirmative action employer.

Graduate assistantships: TV production interns. 12 positions. 20 hours/week. Serve as teaching assistants, crew, work support in research, electronic graphics, traffic, staging/lighting; some producing/directing; work ITV, contract, and air productions. Requires BA and acceptance into Master of Fine Arts program. \$6600+. September 1990. Dr. Robert C. Williams, Chairman, Department of TV/Radio, Brooklyn College, Brooklyn, NY 11210. An AA/EEO employer. MF.

Broadcast Communication faculty position, beginning January 5, 1990. Tenure-track (PhD and record of research required) or fixed term (Master's degree required). Teaching specialties include some combination of the following: radio/TV writing, radio production, sales, broadcast fundamentals, and business and professional speech. Appropriate research/creative activity and service expected. Rank and salary negotiable. Send resume, transcripts, and 3 letters of recommendation to Dr. Marie T. Farr, Acting Associate Dean, Communication Program, 124 Ragsdale, East Carolina University, Greenville, NC 27858-4353. Screening will begin November 15 and continue until the position is filled. As an AA/EEO employer, ECU encourages applications from minority Americans and women. Proper documentation of employability and identity and official transcripts are required upon employment.

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 management 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

NewStar: Dynatech NewStar is seeking dynamic, aggressive individuals with excellent communication skills to train clients, on-site, on newsroom computer systems and oversee account. TV newsroom background required. NewStar experience preferred. Bilingual in Spanish or French also a plus. Position available immediately, requiring relocation to Madison, Wisconsin. Hard workers only need apply since 75% of this position requires travel to on-site locations world-wide. Great opportunity, exciting challenge for a company with the leading edge in computerization of television and radio newsrooms. Send resume, in confidence, detailing applicable job experience. No phone calls. Training Supervisor, c/o Dynatech NewStar, 6400 Enterprise Ln., Madison, WI 53719. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Video delivery systems manager: To plan, coordinate, develop, program, schedule and operate video delivery systems (cable/ITFS/satellite/video disc/interactive TV/etc.) and to increase the utilization of these systems. Requires appropriate MA and 4 years similar experience. Minimum annual salary \$26,606. Send cover letter and resume postmarked by November 10, 1989 to Educational Communications Division, Attention: Dolores Baran/6457, University of Wisconsin-Milwaukee, PO Box 413, Milwaukee, WI 53201. Women, Minorities and Handicapped are urged to apply. UWM is an Equal Opportunity/Affirmative Action Employer.

EMPLOYMENT SERVICES

Government jobs: \$16,040 - \$59,230/yr. Now hiring. Call 1-805-687-6000, ext. R-7833 for current federal list.

Attention: Hiring! Government jobs - your area. \$17,840 - \$69,485. Call 1-602-838-8885. Ext. R 8435.

Attention: Earn money reading books! \$32,000/year income potential. Details: 1-602-838-8885, Ext. BK 8345.

EDUCATIONAL SERVICES

On-camera coaching: For TV reporters. Polish anchoring, standups, interviewing, writing. Teleprompter. Learn from former ABC Network News Correspondent; New York local reporter. Demo tapes. Critiquing. Private lessons. 212-921-0774. Eckhart Special Productions (ESP).

Entry level reporters: One-on-one coaching plus demo tape. Also available, on-camera presentation instruction video. Send \$49.95 to: The Media Training Center, PO Box 7151, Phoenix, AZ 85011.

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.

I buy used broadcasting and industrial video/audio/RF equipment. Call Purchasing Department, 818-845-1999.

Used 1" videotape. Looking for large quantities. 30 minutes or longer. Will pay shipping. Call Carpel Video, 301-694-3500.

Maze Broadcast pays cash for selected television & video equipment. Phone or fax your list now. 205-956-2227.

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 28.500 (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: Harris SX-1 (1985), Harris MW1A (1980), Sparta SS1000 (1981), Collins 20V3 (1967). Transcom Corp., 215-884-0888, Fax 215-884-0738.

5/10 AM transmitters: Collins 828E-1 (1978), RCA BTA-5L (1975), CCA AM 10,000 (1970), Harris MW5A (1976/81), Gates BC-5P2 (1967), McMartin BA2, 5k (1981). Transcom Corp., 215-884-0888, Fax 215-884-0738.

New UHF TV transmitters: Klystron, MSDC Klystron, Klystrode, 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.

FM antennas. CP antennas, excellent price quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

Blank tape, half price! Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Guaranteed broadcast quality. Call for our new catalog! To order call Carpel Video Inc., toll free, 800-238-4300.

Broadcast equipment (used): AM-FM transmitters, RPU's, STL's, antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497. FAX 314-664-9427.

Sony BVH-3100s, Ampex VPR-6s. 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. Also, rent production trucks, mobile uplinks, and portable microwave systems. Media Concepts, 919-977-3600.

Comark 25MX UHF frequency agile transmitter. Has 60 KW final tube. Only 3 1/2 years old. Currently rated at 30KW. Can go 60KW with mod. Cost 220K. Exc. condition. \$140,000.00. Maze Broadcast. 205-956-2227.

Stainless G-7 tower, 936' plus 6 1/8' line on ground soon. FOB California. Best offer. Maze Broadcast. 205-956-2227.

Rank-Cintel Mark IIC, with X-Y zoom. Da Vinci color corrector, & associated equipment. Available now. Call BCS: CA 818-845-7000, NY 212-268-8800.

Utah-Scientific: Master control MC-500B; System automation SAS-1; routing switcher; AVS-1. 20x20/DA's. Ready to go. Call BCS: CA 818-845-7000, NY 212-268-8800.

VHF transmitters for sale: Ch 5 EMCEE TTV 100, 100W (like new): \$12,500. Ch 11 GE 4TF46A1, 35KW: \$35,000. Low band Phillips PYE 55KW many extras: \$155,000. Upper band Comark Cut 55 loaded: \$200,000. Call BCS: CA 818-845-7000, NY 212-268-8800.

Sony BVH-2000 with #3 panel: Ikegami HL-79 D & E loaded: Crosspoint latch switcher, 6139C,24": Great prices! Hurry! Call BCS: CA 818-845-7000, NY 212-268-8800.

Kline tower 645 ft. with two platforms, has been dismantled. 205-322-6666, WBRG-TV.

RCA TP-66 film projector and RCA TP-15 multiplexer for sale. 205-322-6666, WBRG-TV.

1987 custom built remote studio trailer 8X20, three rooms generator, kitchen, dual a/c & heat, 2 PA systems, custom paint and detailing. Call for information: 619-278-1130.

Tower Management Systems. Fax: 504-522-2662. Phone #: 504-521-8661.

Ikegami HK-302 studio color camera systems. 2 available in like new condition. Little use in corporate setting. All accessories included. Best offer. Maze Broadcast, 205-956-2227.

Ampex VPR-2B one-inch VTR's complete in console including color monitor and wave-vector scopes. 2 available. Excellent condition. Still on line. \$22,500.00 each. Maze Broadcast, 205-956-2227.

Used-new AM, FM, TV transmitters, LPTV, antennas, cable, connectors, STL equipment, etc. Save thousands. Broadcasting Systems, Inc., 602-582-6550.

Equipment financing: New or used 36-60 months, no down payment, no financials required under \$25,000. Refinance existing equipment. Exchange National Funding, 214-422-5487.

1988 Harris 3.5 KW transmitter with exciter used for 14 months at 800 watts. Immediate delivery. \$19,500 or best offer. Financing available. Brad Fuhr, WLTO, 616-526-9604.

World leader in used AM and FM transmitters. AM: 5 - 50 KW, 9 - 10KW, 8 - 5KW and 9 - 1 KW's. FM: 2 - 40 KW's, 6 - 20 KW's, 7 - 10 KW's, 6 - 5 KW's and 11 - 1 KW's. All in stock. All complete. All spares. All with inst. books. Besco International, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600, FAX # 214-226-9416.

RADIO

Help Wanted Management

**GENERAL MANAGER
SALES MANAGER
PROGRAM DIRECTOR
PRODUCTION MANAGER**

needed for our latest acquisition in Southwestern medium market. Class C AOR format is waiting for you to make it #1. If you have the experience to get one of these jobs done, send your resume in confidence to:

BOX H-101
an EOE, M/F employer

GENERAL SALES MANAGER

If you are currently an experienced, successful LSM or GSM looking for a move up that will enable you to join a group-owned AM/FM located in one of the fastest growing areas of Northern California, we want to talk to you. This is an established career opportunity for someone who has the management skills to lead a mature and very experienced sales team. If you are strongly focused and possess superior creative and motivational skills that will also enable you to develop and institute results-oriented strategic sales and marketing strategies, please write or call in strictest confidence to:

Ken Thompson
Executive Vice President/General Manager
Radio Stations KWG-AM/KYBB-FM
Central Valley Communications, Inc.
6820 Pacific Avenue, 2nd Floor
Stockton, CA 95207
(209) 476-1230
An Equal Opportunity Employer

Help Wanted News

WANTED:

THE BEST RADIO ANCHOR AND REPORTER IN AMERICA!

WCBS News 88, America's highly successful and influential all-news station, is looking for solid journalists with at least 5 years of major market experience.

The Anchor we are looking for is an excellent writer with the ability to communicate the news with authority, clarity and conviction.

The Reporter we need has the kind of investigative reporting skills that make headlines. Has excellent production skills. Endless energy. And a high level of motivation and enthusiasm.

Join the professionals at WCBS News 88. To apply, please send your resume and tape in strict confidence to: **Mr. Harvey Nagler, Director, News and Programming, Dept. B, WCBS News 88, 51 West 52nd Street, New York, NY 10019.** (No telephone calls will be accepted.) Equal Opportunity Employer M/F.



Miscellaneous

The University of Florida
announces

The Herbert S. Dolgoff Radio Scholarships

Operations • Programming
News and Public Affairs • Production

Undergraduate: \$3,000 each

Graduate: \$4,000 each



Herbert S. Dolgoff
1925-1987

Send inquiries to: Scholarship Center, College of Journalism and Communications, University of Florida, Gainesville, Florida 32611

Help Wanted Sales

**NYC
BASED
SALES REP
NEEDED
for new
SATELLITE
RADIO NETWORK
Box H-49
EOE**

Help Wanted Technical

Technical Director

Senior position in charge of Technical Operations and R&D at Acoustiguide Corporation, international market leader providing audio interpretation to museums and historic sites. Responsibilities cover managing all technical operations in the U.S. and overseas including R&D, project feasibility, budget preparation, personnel management and field technical support. Requirements include audio and RF background with a minimum 5 years technical experience; good verbal communications skills; technical sales engineering experience useful. Send resume to:

Ms. Eaton
Acoustiguide Corporation
177 East 87th Street
New York, NY 10128

Situations Wanted Management

GENERAL MANAGER AVAILABLE

Substantial background as
General Manager
in medium and major markets.
10 years with current company.
Love turnarounds and rebuilds.
Group management and
acquisitions experience.
Excellent references.
Relocate for quality opportunity
in top 75 markets.

Deanne Johnson 503-472-1221

Situations Wanted Announcers

VERSATILE NEWS/TALK HOST AVAILABLE

Broadcaster, Teacher, Soldier and Author...
Editorial director CBS Radio station 10 years...
Author of 17 books...Winner of 32 broadcasting
awards...L.A. Times Nationally syndicated
columnist 4 1/2 years...Editor-publisher of
small daily newspaper three years...
Former Chief Press Officer to Speaker
of U.S. House of Representatives.
At present time, morning drive news and talk
host in Washington, DC market.

Contact George at (202) 237-8866
or P.O. 65004, Washington, D.C. 20035
for resume & demo tape.
Can provide at least two
major market station references.

TELEVISION

Help Wanted Technical

ASSISTANT CHIEF ENGINEER

Applicant must have minimum of 5 years television related experience. Must have thorough knowledge in the operation and maintenance of television systems and equipment. Prior supervisory experience or training is preferred. Position has the responsibility for supervision of operating and maintenance engineers.
Please send resume and salary history to:

Personnel Department
WFLD Fox Television Stations, Inc.
205 N. Michigan Ave.
Chicago, IL 60601



CHIEF ENGINEER Columbus, Ohio

Our Chief has retired and we are looking for his successor. We require an engineer with a solid record of management, administrative and engineering experience. We are the number one station in the market with an outstanding technical plant. If you are a team player who is an exceptional leader and motivator of people, is up to date on current technology and works well with a winning news operation you may be our person. Resume to Jerry Plemmons, VP-Engineering, Outlet Communications, Inc., 111 Dorrance St. Providence, Rhode Island 02903. We are an equal opportunity employer, M/F.



Help Wanted Programing Production & Others

Design Director

WCVB-TV, Boston seeks a highly creative individual to manage our award winning Design Department. In this highly visible position, you will develop concepts and create designs to ensure artwork of the highest quality for local programming, news, syndicated productions and advertising. Responsibilities will include controlling the departmental budget, serving as the primary source of design-related information for producers, directors and managers, and overseeing a staff of 10 design professionals.

The successful individual will be highly creative and motivated, with a significant sense of style and design savvy, plus exceptional leadership and management abilities. A design school/college degree in Graphics or a related discipline is essential, along with 5+ years' experience including management responsibilities. Knowledge of digital effects, animation, type design and paintbox is necessary.

Interested applicants should send resume and salary history to Carol Nicholson Bolling, Human Resources Manager, 5 TV Place, Needham, MA 02192. No phone calls please.

Equal Opportunity Employer
Minorities and Females Encouraged to Apply.



Help Wanted Management

SUPERVISOR PLAYBACK OPERATIONS

Group W Satellite Communications, Stamford, CT, a leading national provider of Broadcast and Cable Programming Satellite Transmission Services, is seeking a responsible individual to supervise and oversee the daily operation of our Playback Operations.

Duties will include training Operations personnel, developing, updating procedures and department policies, processing management performance reviews of employees and reporting abnormalities or discrepancies on a daily basis.

To qualify, you'll need a minimum of 4 years experience in supervising Broadcast TV or Cable Operations, operating knowledge of Master Control Switching, videotape and editing procedures. Demonstrated ability to deal effectively with people at all levels, as well as good communication skills are musts.

We offer a competitive salary, excellent benefits and superb working environment.

Send your cover letter
resume and salary requirements to:
Human Resources
Group W Satellite Communications
250 Harbor Drive, PO Box 10210
Stamford, CT 06904
An Equal Opportunity Employer, M/F

**Group W
Satellite Communications**

TELEVISION PROGRAM MANAGER

WVIA-TV, Public Television for the beautiful Pocono-Northeast region of Pennsylvania, is looking for a pro with the best combination of 5 years experience in programing, successful track record targeting and building audiences, action and results-oriented, idea-person, team-thinker, well networked.

This is a rare senior management opening in a heavily-viewed Northeast PBS Station.
Start date about January 1, 1990.

Call or forward your confidential resume to:

Bill Kelley, 717-826-6144
VP/Station Manager
WVIA-TV44
Old Boston Road
Pittston, PA 18640
EOE



Help Wanted News

CHIEF METEOROLOGIST

New England Weather Service, A division of WTIC AM/FM/TV, has an on-air position open for a chief meteorologist to work with a seven person staff.

You will be working with absolute state-of-the-art equipment including high-power Doppler Radar, real-time VISSR satellite imagery, real-time lightning detection, ASOS, and more.

Candidates must hold a meteorologist degree, and have a minimum of 5-10 years on-air experience.

Please send complete work experience and non-returnable tape to:

**Roland Laro, Director
New England Weather Service
1 Corporate Center
Hartford, CT 06103**

EOE, M/F

A CUT ABOVE!! SEGMENT PRODUCERS REPORTERS PHOTOGRAPHERS EDITORS

We need pros with journalistic excellence mixed with the ability to produce extraordinary stories about the issues, the people and the flavor of the Western United States.

Must demonstrate strong story-telling ability for this magazine with a big future.

Extensive travel.

Staff based in Sacramento with bureaus throughout the West. Positions available now and early 1990.



Send non-returnable tapes and resumes to:

**The West,
P.O. Box 33,
Sacramento, CA 95812**

EOE, M/F
Positively no telephone calls.

CABLE

Help Wanted Production

MAGAZINE PRODUCER

Leading Producer of National Motorsports Programming seeks First Rate Producer with strong writing, directing and administrative skills accustomed to working under high pressure. Will supervise production of Fast-Paced Weekly Cable Network Motorsports Magazine Program. Must have a minimum of 3-5 years experience with Magazine Format, a willingness to travel and a genuine interest in motorsports.

Please send resume with references and salary history to:

**Box H-99
EOE**

ALLIED FIELDS Help Wanted Instruction

Assistant Professor, Broadcast Journalism

Generalist to teach radio and television news writing and production courses. Ability to teach introductory print writing/reporting courses and other journalism courses essential. Also required: scholarly/creative productivity; student advising; university, community and professional service. Ph.D. with professional journalism experience preferred; will consider Master's degree with minimum five years' recent professional journalism experience in addition to recent university teaching experience. Tenure track position. Submit letter of application, resume, and three letters of reference by December 1, 1989 to: Dr. Barbara F. Luebke, Search Committee Chair, Assistant Professor, Broadcast Journalism (020422) Position, The University of Rhode Island, P.O. Box G, Kingston, RI 02881. An Affirmative Action/Equal Opportunity Employer.

DIRECTOR OF SALES RESEARCH (New York)

Fox Broadcasting Company currently has an excellent opportunity available for a Director of Sales Research to be responsible for all sales research support to Fox national sales staff.

The successful candidate will develop sales presentations, forecast program audiences, maintain relationship with syndicated service suppliers and supervise maintenance of audience database. Requires excellent communication/writing/presentation skills, computer aptitude and a minimum 5 years' national media experience.

We offer challenging career opportunities, competitive salaries and excellent benefits

Interested candidates should send resume with salary history to:

**Fox Broadcasting Company,
Personnel Director, MH-035,
P.O. Box 900,
Beverly Hills, CA 90213.**



Equal Opportunity Employer


THE AMERICAN UNIVERSITY
WASHINGTON DC

FACULTY VACANCY IN BROADCAST JOURNALISM SCHOOL OF COMMUNICATION

Tenure track position available for 1990-91 academic year as Assistant Professor in broadcast journalism in the School of Communication beginning August 1990.

Responsibilities: Teaching undergraduate and graduate courses in broadcast journalism, including radio and television news writing, editing, reporting, delivery, field and studio production. Student advising, assistance in facilities and equipment management, research, and School and University service.

Qualifications: M.A. preferred; at least five years professional experience in broadcast journalism required; previous college-level teaching experience preferred. Evidence of production or publication interests and potential essential.

Competitive salary, depending on qualifications and experience. C.V. and three letters of recommendation should be sent to: Broadcast Journalism Search Committee, School of Communication, The American University, Washington, DC 20016. The Committee will begin reviewing applications January 8, 1990. Position subject to final budgetary approval. The American University is an Affirmative Action/Equal Opportunity Employer. Applications from women and minorities are particularly invited.

Miscellaneous Services

SEXUAL DYSFUNCTIONS STRESS DISORDERS SHYNESS

Intensive half-day/full-day sessions for busy professionals & executives. REMO FABRI, JR., M.D., Medical Behaviorist. (B.A. Harvard, M.D. Yale) 32 Trumbull St., New Haven, CT (easy access to airports, tps, train). 203-767-4589.

Major credit cards welcome.

RESEARCH ANALYST Opportunity for career advancement in Cable TV

The Research Department of a major cable TV network has an ideal opportunity for a Research Analyst to develop sales information (Nielsen and Simmons).

You will assist research management in presenting advertising and affiliate sales information using graphic packages.

The self-starting candidate will have 2 years media research experience, knowledge of PC's (including Lotus and word processing), familiarity with Nielsen ratings and reports and excellent organizational skills. On-line computer base experience and a background in advertising research strongly preferred.

We offer a competitive salary commensurate with experience and full company benefits.

For confidential consideration, please send resume to:

Joe Torre, Manager Corporate Services

FINANCIAL NEWS NETWORK

320 Park Avenue, New York, NY 10022

Equal Opportunity Employer, M/F.

Help Wanted Technical

SATELLITE EARTH STATION MICROWAVE TECHNICIANS & OPERATORS

The Washington International Teleport has immediate openings available for communications technicians with video, microwave and earth station experience in the installation, operation and maintenance of microwave transmission systems. Competitive salary and benefits. Send resume with salary requirements in confidence to:



Washington
International Teleport
Personnel Director
1133 21st Street, NW,
Suite 300
Washington, DC 20036
EOE, M/F

Help Wanted Production

SATELLITE TRAFFIC COORDINATORS

The Washington International Teleport is seeking experienced Traffic Coordinators to fill immediate positions. 2-4 years experience preferred in arranging and scheduling satellite services for domestic and international clients. Opportunity for growth. Competitive salary and benefits. Send resumes to:



Washington
International Teleport
Personnel Director
1133 21st Street, NW,
Suite 300
Washington, DC 20036
EOE, M/F

Programing Services



Lum and Abner Are Back

... piling up profits
for sponsors and stations.
15-minute programs from
the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737
Jonesboro, Arkansas 72403 ■ 501/972-5884

Employment Services

JOBPHONE 1-900-234-INFO ext. TV (00)

- Inside Job Listings
- No upfront membership fees
- Small Stations to Networks
- Continuously Updated

\$2 per minute From any touch tone phone

JOB HUNTING?

If you need a job, you need MediaLine. MediaLine gives you instant access to jobs in television. Access a daily report by phone. For more information call:

800-237-8073

In CA: 408-648-5200

MediaLine
THE BEST JOBS ARE ON THE LINE
PO Box 51909, Pacific Grove, CA 93950

Business Opportunity

NEW YORK TV TIME

3.5 Million Households

Prime: \$200 per Half Hour

Other: \$120 per Half Hour

LPTV-UHF Channel 44 / 54

110 East 23rd Street

New York, NY 10010

(212) 473-6420

FCC PROBLEMS?

Contact

BROADCAST MEDIA LEGAL SERVICES SM

a service of McCabe & Allen

FOR IMMEDIATE LEGAL ASSISTANCE CALL

1-800-433-2636

(In Virginia, call 703-361-8907)

QUALITY, FLAT FEE LEGAL SERVICES

AMEX MC VISA CHARGE

ARIZONA

AM/FM Robust small market, good
revenue and cash flow history.

Priced to sell. \$980,000

Contact: Charles Goyette
(602) 992-7242



Pat Thompson Co.

COMMUNICATIONS BROKERS

For Sale Stations

PAUL E. REID MEDIA BROKER
SC RESORT FM C-2 2.7M
KY AM/FM 350K & 800K
GA 10KW AM COASTAL
IN AM/FM C-2 1.2M
KS C - UPGRADABLE 2.750M
BUYING OR SELLING
PAUL E. REID PO BOX 2669
LAGRANGE, GA 404-882-1214

BIG ISLAND/HAWAII

100 KW FM CP

Located in Hilo. Asking \$100,000.

Financing available.

For more information,
call (904) 373-8502.

CASH FLOW FINANCING

We purchase Accounts Receivable
National and Local

MFR FINANCIAL (714) 544-7131

SAN FRANCISCO BAY AREA BROADCAST SCHOOL AND CABLE FM NETWORK

Established 10 years. State of Ed. Approved
Much growth potential. New studios & offices

\$375,000 terms

Call Jim Bryan 415-935-5100

NASHVILLE METRO FM

Class A with CP for C-2
about to be granted C-1 status.
\$2.5m cash or 3m with terms.

Financially qualified principals only, please.

Box H-108

FOR SALE

KLMG-TV-Ch. 51

CBS Affiliate

Longview/Tyler Texas A.D.I. (No. 124)

**November 28, 1989 - All purchase inquires must be completed.
Inspection by appointment anytime prior to November 13, 1989.**

One Fully Equipped Studio (45' x 75')

**18,000 SF Building With 2.37 Acres of Land
On 56 cable systems serving more than 100,000
subscribers/Total TV Households of 170,000**

Sale to be conducted by court-appointed trustee

For appointments and information package contact::

Jason Searcy, Trustee - 214-757-2880

David Alexander, Agent for Trustee - 214-753-5051

M Bank Building

6th Floor

P.O. Box 3106

Longview, TX 75606

Tel. # 214-757-2880

For Sale Stations Continued

F M F M F M F M F M F M

VIRGINIA. Combo. Single station market. FM serves major city. Class A. \$525,000.

COLORADO. Class A. 25,000 watts pending. Currently serving tri-market of 90,000. New power will also serve major city. \$450,000.

NORTH CAROLINA. Combo. Single station market. Prosperous area. \$600,000 cash. \$700,000 terms.

TENNESSEE. Small market Class A. CP for 50,000 watts. Mid state. Asking \$400,000.

We Have Others



MEDIA BROKERS

Tom Snowden ■ Dick Paul



919-355-0327

SW OREGON
1 KW F/T AM
FASTEST GROWING COUNTY IN OREGON
ONLY STATION IN ILLINOIS VALLEY
POP. 20K
LARGE BLDG. ON GOLF COURSE
COULD BE HOME AND STUDIO
NO BLUE SKY! ONLY 150,000
503-474-7564

MAINE FM
\$195,000 CASH
FIRM
POSSIBLE TERMS
OWNER 305-581-417

WYOMING AM/FM COMBO
EXCELLENT FACILITIES
BREAK EVEN
IDEAL FOR OWNER OPERATOR
POSSIBLE TERMS
SERIOUS INQUIRIES ONLY
REPLY TO BOX H-91

Hickman Associates

Florida - Key West FM	\$800,000
New York - FM/AM Combo	\$450,000
New York - Resort FM	\$450,000
New York - 5kw AM	\$650,000

For more information or if you'd like to talk confidentially about selling..
..call 201-579-5232
Ron Hickman,
29 Manor Drive, Newton, New Jersey 07860

NEW MEXICO

Small market, university town. Increase current cash flow, achieve operating economies by acquiring separately owned FM and AM with real estate \$550,000

Contact: Charles Goyette
(602) 992-7242



Pat Thompson Co.
COMMUNICATIONS BROKERS

REMINDER: New rates will be effective with the issue of November 13. See first page of Classifieds (pg. 66) for the new rate information.

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check or money order only. Full & correct payment MUST accompany ALL orders. 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. Orders, changes, and/or cancellations must be submitted in writing. **NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.**

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 weekly minimum. Situations Wanted: 60 per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

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 returned 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 BROADCASTING, 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 count as one word each.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Fates & Fortunes

Media

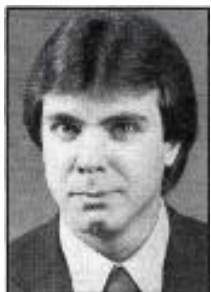
Frank Oxarart, general manager, WMCA(AM) New York, joins KCBS(AM) San Francisco as VP and general manager.



Oxarart



Crump



DeFrancesco

Harold C. Crump, co-owner and president, WCSC-TV Charleston, S.C., joins KSTP-TV St. Paul as president and general manager.

Gerry DeFrancesco, VP and general manager, WDAE(AM)-WUSA-FM Tampa, Fla., joins KJIS-AM-FM Los Angeles as VP and station manager.

He will also serve as VP, programming, for parent company, Gannett radio division.

John F. DeLorenzo, VP, finance, ACT III Broadcasting, Atlanta, named chief financial officer.

Appointments at Emmis Broadcasting, Indianapolis: **Steve Crane**, executive VP, to president; **Doyle Rose**, executive VP, operations, to president, Emmis Radio; **Randy Bongarten**, senior VP, operations, succeeds Crane.

Richard F. Harlow, VP and general manager, WMFR(AM)-WMAG(FM) High Point, N.C., and **Philip A. Zachary**, VP and general manager, WRDU(FM) Wilson, N.C. (Raleigh), named group VP's of parent company, Voyager Communications.

Lou Isakoff, associate counsel, CBN, Virginia Beach, Virginia, named VP and general counsel, The Family Channel.

John F. Carpenter, VP, general manager, KETV(TV) Omaha, joins WDSU-TV New Orleans as general manager. **David Summers**, general sales manager, WXII(TV) Winston-Salem, N.C., succeeds Carpenter as general manager, KETV.

Thomas Jay Vaughan, acting general manager, WAND(TV) Decatur, Ill., named president and general manager.

Rob Knight, general sales manager and station manager, WHEB-AM-FM Portsmouth, N.H., named general manager.

Charles Scuggs, real estate broker, Dan

Stewart Co., Memphis, joins KWAM(AM) there as general manager.

Appointments at United Artists Cablesystems: **Mario Dieckmann**, district manager, United Cable Bay Area, San Francisco, to VP and general manager, Tulsa Cable Television, Tulsa, Okla.; **Dave Born**, regional director of field marketing, United Artists Cablesystems, Denver, to Rocky Mountain division marketing manager there; **Bradley L. Moore**, assistant marketing officer, First Interstate Bank of Casper, Casper, Wyo., to business marketing manager, United Cable Television of Wyoming there.

Mary E. Reilly, administrative assistant, Price Communications, New York-based group owner of three AM's, three FM's and seven TV's, named administrator, corporate services.

Marketing

Paul Sacks, general sales manager, KFTY(TV) Santa Rosa, Calif., name VP.

Kathleen Keefe, local sales manager, WFSB(TV) Hartford, Conn., named general sales manager. **Joe Connor**, president, Marketing and Sales Services, his West Hart-

ford, Conn.-based consulting firm, succeeds Keefe.

JoAnn Ekblad, advertising production manager, *LA Style* magazine, Los Angeles, joins Westwood One Inc. there as advertising director.



Ekblad



Calviello

Jeri Calviello, local sales manager, WQCD(FM) New York, named general sales manager.

Johnathan Crawford, general sales manager, WHND(AM)-WCSX(FM) Detroit, joins WOKY(AM)-WMIL(FM) Milwaukee in same capacity.

David Belknap, account executive, WKTI(FM) Milwaukee, named general sales manager.

Broadcasting

The News Magazine of the Fifth Estate

1705 DeSales St., N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

Broadcasting Magazine

3 years \$190 2 years \$135 1 year \$70 6 mos. \$35

(6 mos term must be prepaid)

(International subscribers add \$20 per year)

Yearbook '89 (SAVE \$50 off cover price)

The complete guide to radio, television, cable and satellite facts and figures--\$65 (prepaid orders only) while supplies last. Please give street address for delivery.

To order by **MASTERCARD** or **VISA**, phone toll free 1-800-638-7827

Name _____ Payment enclosed

Company _____ Bill me

Address _____ Home? Yes No

City _____ State _____ Zip _____

Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations Yes No

For renewal or address change
place most recent label here

Theodore J. Peiffer, sales manager, KFRX(FM) Lincoln, Neb., joins KEBC(FM) Oklahoma City as general sales manager.

William P. Bradley, local and national sales manager, WGN-TV Chicago, joins WCCO-TV Minneapolis as director of sales.

Judy Glovsky-Sher, general manager, WGIR-AM-FM Manchester, N.H., named general sales manager, WFYV-AM-FM Jacksonville, Fla.

John D. Quinlan, general manager, WLNE(TV) New Bedford, Mass. (Providence, R.I.), joins WCXV(TV) Vineyard Haven, Mass. (Hyannis), as general sales manager.

Appointments in sales department, WSHQ(FM) Cobleskill, N.Y., and WSHZ(FM) Schenectady, N.Y.: **Michael C. Doyle**, account executive, to local sales manager; **Jackie Borden**, sales assistant, WFLY(FM) Troy, N.Y., to same capacity; **Drew Jacobs**, producer, WTEN(TV) Albany, to account executive; **Carol A. Cochran**, account executive, WXXA-TV Albany, to same capacity; **Steve Lopez**, account executive, WSSV(FM) Stillwater, N.Y. (Saratoga), to same capacity.

Daniel Gorby, general manager, WKCN(AM)-WDXZ(FM) Mt. Pleasant (Charleston), joins WMQX-AM-FM Winston-Salem, N.C., as general sales manager.

Jay Leon, research manager, Camelot Entertainment Sales, New York, named director of research.

Appointments at Group W Satellite: **Evelyn Sias**, account executive, to manager, research, Request Television, Stamford, Conn.; **Barbara Piscatelli**, promotions manager, to marketing manager, Stamford; **Lynn Price**, manager, affiliate relations, Western division, Denver, to general manager; **Frank Russo**, pay-per-view manager, United Cable of Colorado, Denver, to affiliate representative there.

Programing

Howard Goldin, manager of television development, Aaron Spelling Productions, Los Angeles, joins Fries Entertainment there as director of series development.

Amy Adelson, director of motion pictures for television, NBC, Los Angeles, joins ABC Productions there as VP, development.

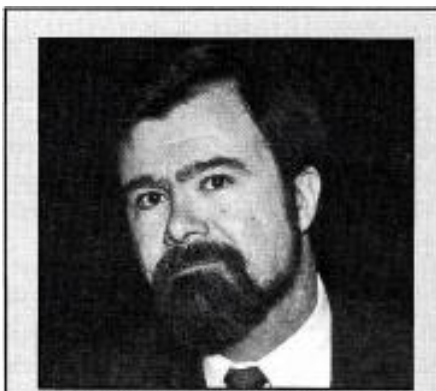


Adelson



Kingston

Steve Kingston, VP and director of operations and programing, WHTZ(FM) Newark, N.J. (New York), named regional VP, ra-



Going private. Lex Felker, former chief of the FCC's Mass Media Bureau, is joining the Washington-based law firm of Wiley, Rein & Fielding as a technology/engineering consultant. He will provide what Richard E. Wiley says is the technical expertise the firm needs in a number of areas. Wiley, who is chairman of the FCC's advisory committee on advanced television, has worked closely with Felker on that issue. Felker, who was still at the commission last week, will assume duties with the firm in mid November.

dio programing of parent company, Malrite Communications Group there.

Bill Coveny, director of publicity, Columbia Pictures Television, Los Angeles, joins CBS Entertainment there as manager, current programs.

Jan E. Abrams, VP, business affairs, Columbia Pictures Television, Los Angeles, named senior VP in charge of business affairs.

Dia Stein, creative services director and air personality, WMMS(FM) Cleveland, joins The Source Network, division of Westwood One, New York, as program manager. **Christopher A. Meglin**, production assistant, DIC Enterprises, Burbank, Calif., joins Westwood One Radio Networks, Los Angeles, as regional manager, affiliate relations.

Barrett Alley, VP, director of advertising, *VISTA Magazine*, Miami, joins Cadena Radio Centro, Dallas-based Spanish-language radio network, as president and chief operating officer.

Appointments in nonfiction and documentary program division, Turner Entertainment Networks, Atlanta: **Ira Miskin**, VP, TBS productions, to executive VP; **John H. Savage**, executive producer, *Portrait of the World*, to VP of production; **Joel W. Westbrook**, executive producer, external documentaries, Turner Broadcasting System, to VP of development; **Alison S. Fussell**, field producer, to director of marketing; **Steven LeSage**, unit manager for national projects, noncommercial WQED(TV) Pittsburgh, to director of operations; **Maxine Wishner**, freelance producer, New York, to director of development.

R. W. "Skip" Schmidt, VP and general manager, WJQY(FM) Fort Lauderdale, Fla., joins Unistar Radio Networks, Colorado Springs as senior VP, affiliations.

Marrissa O'Leary, manager of television

business affairs and administration, MGM/UA Television, Culver City, Calif., named associate director of business affairs and administration.

David Welsh, director of programing and production, noncommercial KCPT(TV) Kansas City, named director of broadcasting. **Katherine Soden**, assistant program manager, KCPT, named program manager.

Alan R. Kirts, director of TV program acquisition and scheduling, South Dakota Public Broadcasting, Vermillion, named director of television broadcasting.

Tom Casey, director of affiliate relations, Broadcast Programing, Seattle-based radio format syndicator, named VP, programing. **Ron Harris**, national format director, Broadcast Programing, named programing manager.

Steve Schepman, associate director, *Hee Haw*, Opryland USA Inc., Nashville, named director.

Jim Wood, VP of programing, Malrite Communications, Cleveland, joins Fairwest Companies, San Diego, in same capacity.

Appointments of segment producers, *Hard Copy*, Paramount Domestic Television, Hollywood: **Doug Bruckner**, freelance special projects reporter, KABC-TV Los Angeles; **Margaret Callahan**, producer-reporter, *News Addition*, weekly news magazine, KERA-TV Dallas; **Scott Firestone**, senior producer, *PM Magazine*, Baltimore; **Pam Moore**, field producer, *PM Magazine* and *This Evening*, San Francisco.

Michael Kashmer, sales consultant, Home Dish Satellite Networks, New York, named VP, sales and affiliate relations, Tuxedo Network there.

Scott Carpenter, E. Scott Carpenter Audio/Visual, Los Angeles-based format consulting company, joins KQZY(FM) Dallas as program director.

News and Public Affairs

Ann Abraham, assistant news director, KSBY-TV San Luis Obispo, Calif., named news director.

Chuck Meyer, news anchor, WIOD(AM) Miami, named news director.

Jack Womack, manager of public relations, news division, Turner Broadcasting System, Atlanta, named coordinating producer, *CNN Newsource Live Edition*.

Dave Beruh, news director, WSLC(AM)-WLSQ(FM) Roanoke, Va., joins WILM(AM) Wilmington, Del., as evening editor. **Dave Owens**, graduate, University of Michigan, Ann Arbor, joins WILM as reporter.

Patty Van Hecke, assignment manager, KMOV(TV) St. Louis, joins WEWS(TV) Cleveland as assignment manager.

Suzi Montes de Oca, facilities sales coordinator, BizNet, Washington-based business news service of U.S. Chamber of Commerce, named director, facilities marketing.

Jim Thomas, freelance reporter, KCBS-TV

Los Angeles and CNN there, joins KRBB-TV Sacramento as co-anchor.

James C. Lewis, host, *Talk With Your Doctor*, medical program, WFMZ-TV Allentown, Pa., joins KALB-TV Alexandria, La., as co-anchor.

Greg Gilstrap, statehouse bureau chief, WIBW-AM-FM-TV and Kansas Information Network, both Topeka, named co-host, *Take Five*, news-entertainment program.

Joe Fowler, sports anchor-host, ESPN, Los Angeles, and sports anchor, KNBC-TV there, joins KHJ-TV there as sportscaster.

Mike Iannacchi, host, *Scholastic Sports Report*, WCNZ(AM) Chester, Pa., adds duties of sports director.

Neil Hartman, sports director and anchor, WTVG(TV) Toledo, Ohio, joins WPHL-TV Philadelphia as host, pre-game and half-time, 76ers basketball.

Joe Hart, assistant producer, 7 p.m. news, and producer, 10 p.m. news, KFTY(TV) Santa Rosa, Calif., named weekend anchor and reporter. **Paul Finley**, intern, news department, KFTY, succeeds Hart.

Anne Urbinato, health reporter, WGRZ-TV Buffalo, N.Y., joins WCCO-TV Minneapolis as medical reporter.

Dennis Edwards, reporter, WRAL-TV Raleigh, N.C., joins WDIV(TV) Detroit as general assignment reporter.

Rebecca Rodriguez, general assignment reporter, KCEN-TV Temple, Tex. (Waco), joins KVUE-TV Austin, Tex., in same capacity.

Deborah Allen, reporter, KSFT(AM)-KKJO(FM) St. Joseph, Mo., joins KQTV(TV) there as general assignment reporter.

Tom Christopher, producer and anchor, WYFF-TV Greenville, S.C., joins WYNY-TV Carthage, N.Y. (Watertown), as general assignment reporter.

Dick Fennel, weather anchor, WTVJ(TV) Miami, joins WWSB(TV) Sarasota, Fla., in same capacity.

Technology

Mark Clement Lowden, technical director, Group W Satellite Communications, New York, joins Atlantic Satellite Communications Inc., Northvale, N.J., as manager of operations.

Duane Dahlberg, product specialist, Sony, Burbank, Calif., named marketing manager for image products, Sony broadcast products division, Teaneck, N.J. **Rick Swlers**, product manager, Sony Library Management System, Teaneck, N.J., named marketing manager for multicassette systems there.

Promotion and PR

Marcia Dworetz, assistant to director of operations and special projects, Goodwill Games, Turner Broadcasting System, Atlanta, named manager in special projects

division, public relations department.

Caroline Bock, assistant manager of public relations, USA Network, New York, joins Rainbow Program Enterprises, Woodbury, N.Y., as manager of public relations for American Movie Classics and Bravo.

Paul Francis, public information officer, noncommercial KCPT(TV) Kansas City, named public relations director. **Steve Baker**, on-air promotion manager, KCPT, named promotion-advertising director.

Joan Kohn, director of marketing, Prescott Travel, Cleveland, joins WEWS(TV) there as promotion director. **Vern McKimmey**, promotion director, KPOM-TV Fort Smith, Ark., and KFAA(TV) Rogers, Ark., joins WEWS as news promotion coordinator.

Karen Frey, creative services producer, WSVN(TV) Miami, joins WXYZ-TV Detroit as senior producer of creative services.

Doug Zimmerman, promotion coordinator, KEZI(TV) Eugene, Ore., joins KSBW(TV) Salinas, Calif., as promotion producer. **Lauren McMichaels**, TV director-night production supervisor and production assistant, KEZI Eugene, Ore., succeeds Zimmerman.

Allied Fields

Lorrie A. Secrest, special assistant for public liaison, United States Information Agency, Washington, joins FCC as director of office of public affairs.

Ellis B. Simon, editor, *Cable Marketing*

magazine, New York, joins Cabletelevision Advertising Bureau there as director of communications.

Jodi L. Hooper, administrative assistant, industry communications department, National Cable Television Association, Washington, named assistant director of office of cable signal theft.

Jan Baaden, client service representative, television station services division, Arbitron, Los Angeles, named account executive, Western television station services.

Jean Otto, associate editor, *Rocky Mountain News*, Denver, elected president, Sigma Delta Chi Foundation, Chicago. She is first woman to hold office.

Peter S. Handy, VP, general manager, WRFX(FM) Charlotte, N.C., joins Americom, Washington-based radio brokerage firm, as investment broker.

James Quello, FCC Commissioner, presented with Keystone Citizenship Award by Pennsylvania Broadcasters Association, at their annual convention in Pittsburgh. Award was last given to Pennsylvania Governor Richard Thornburgh five years ago.

Elected members, Philadelphia chapter of American Women in Radio and Television: **Deborah Hamilton**, president, Performance Plus, public relations firm, to president. Board of directors: **Joan Stack**, host-producer, *The Joan Stack Show*, interview program, WBUX(AM) Doylestown, Pa.; **Dava Guerlin**, VP, group supervisor, The Weightman Group, public relations company; **Gay Ball**, public affairs director, WTXF-TV Phila-

Broadcasting Cable

SUBSCRIPTION ORDER CARD

Fill in, sign and mail to:
Circulation Department
Broadcasting/Cable
1705 DeSales St, NW
Washington, DC 20036

YES, I want to receive an introductory subscription to **Broadcasting/Cable** at no charge.

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone No. (____) _____

Date _____ Signature _____

PLEASE PRINT OR TYPE

BUSINESS CLASSIFICATION:

- Please check the category that best describes your firm's primary business (please check only one).
- | | |
|---|--|
| <input type="checkbox"/> 1. Cable TV systems Operations | <input type="checkbox"/> 6. Microwave or Telephone Company |
| <input type="checkbox"/> a. Independent Cable TV System | <input type="checkbox"/> 7. Commercial Television Broadcaster |
| <input type="checkbox"/> b. MSO (two or more Systems) | <input type="checkbox"/> 8. Cable TV Component Manufacturer |
| <input type="checkbox"/> 2. Cable TV Contractor | <input type="checkbox"/> 9. Cable TV Investor |
| <input type="checkbox"/> 3. Cable TV Program Network | <input type="checkbox"/> 10. Financial Institution, Broker or Consultant |
| <input type="checkbox"/> 4. SMATV or DBS Operator | <input type="checkbox"/> 11. Law Firm or Government Agency |
| <input type="checkbox"/> 5. MDS, STV, or LPTV Operator | <input type="checkbox"/> 12. Program Producer or Distributor |
| | <input type="checkbox"/> 13. Advertising Agency |
| | <input type="checkbox"/> 14. Educational TV Station, School or Library |
| | <input type="checkbox"/> 15. Other _____ |
- (Please describe)

Ollie Award winners



Seven children's television programs were presented Ollie Awards, which honor quality in children's television, at The American Children's Television Festival, held Oct. 18 in Chicago. The festival also presented Robert Keeshan, "Captain Kangaroo," with the first Fran Allison Award, which "recognizes people who

have brought special joy to young people through television." Actress Megan Follows, "Anne of Green Gables," hosted the awards ceremony. Winners, first row (l-r): Susan Schwartz, *3-2-1 Contact EXTRA: I Have AIDS, a Teenager's Story*, Children's Television Workshop; Twila Liggett, *Reading Rainbow*, Great Plains

National/Nebraska ETV, noncommercial WNET-TV Buffalo, N.Y., and Lancit Media Productions; David Elkind, *The Power of Choice*, noncommercial WNET(TV) Newark, N.J. (New York), and Elkind & Sweet; Follows; Keeshan and Christine LaValle, *Looking for Miracles*, The Disney Channel, Burbank, Calif. Second

row (l-r): Kate Taylor, *Degrassi Junior High*, noncommercial WGBH-TV Boston; Jon Fromer, *Home Turf*, KRON-TV San Francisco, and Linda Mancuso, *NBC Family Special: A Place at the Table*, NBC. Back row (l-r): James Fellows, festival chairman, and David Kleeman, festival director.

delphia; Julianne Hastings, writer, *TV Guide*.

Dickson J. Pratt, VP and manager, Irving Trust Company, New York, joins Kane Reece Associates, Metro Park, N.J.-based financial and management consulting group, as VP.

Deaths

David Victor, 79, producer of *Dr. Kildare* and *Marcus Welby, M.D.*, television series, died of heart attack Oct. 18 in Williamsburg, Va., while vacationing with his wife, Florence. Victor began his broadcasting career writing radio scripts in 1930's. By 1950's, he moved to television, where he

was writer and associate producer on *The Rebel*, which first aired in 1959 on ABC. He also wrote episodes of *Daniel Boone*, *Rawhide* and *The Texan*, before moving into production. He created and produced *Marcus Welby, M.D.*, which ran on ABC from 1969 to 1976. His other productions included *The Man from U.N.C.L.E.*, *The Girl from U.N.C.L.E.*, *Little Women* and *Portrait: The Man Whose Name Was John*. He is survived by his wife, daughter, Fern, and son, Michael.

Dean McCarthy, 63, vice president, director of program services, Harrington, Righter & Parsons, New York, died of lung cancer Oct. 14 at Norwalk Hospital, Norwalk, Conn. McCarthy joined firm in 1978 as director of program services and three years later was named vice president. He is sur-

vived by his wife, Kelly, four daughters, Maureen, Kathleen, Christeen, and Laurie, and son, Patrick.

Thomas N. Alexander, 42, founder, Alexander and Associates, Tampa, Fla.-based cable consulting firm specializing in regulatory work, died of heart attack Oct. 22 at AMI Memorial Hospital, Tampa. Alexander moved to Tampa in 1978 to join Communications Equity Associates (CEA), investment banking and brokerage firm. He left CEA one year later to form Alexander and Associates, then returned to CEA in 1985. He had reactivated his firm 18 months ago. He is survived by his wife, Sharon, and son, Brian.

Alfred Yallen, 70, former radio executive, died of heart attack Oct. 2 in Adelaide, Australia. After serving in U.S. signal corp during World War II, Yallen joined KFVB(AM) Los Angeles as national sales director and was with station for 18 years. He then was co-owner and general manager of KPAL(AM) Palm Springs, Calif., until 1970. He served as sales executive with various stations until 1987, when he moved to Australia. He is survived by his wife, Brigitte, and daughter, Kitty.

INDEX TO ADVERTISERS: Accuracy In Media 24 □ Blackburn & Co., Inc. 54 □ Buena Vista Television 21, 22-23 □ Broadcast Investment Analysts 56 □ Business Radio Network 46 □ Chemical Bank 16-17 □ Classified Ads 66-74 □ Columbia Pictures Television Front Cover □ R.C. Crisler Co., Inc. 52 □ C-SPAN 37 □ Hughes Communications 43 □ ITC Domestic Television 9 □ H.B. La Rue 57 □ Major Market Radio 45 □ Media Venture Partners 53 □ Midwest Communications Corp. 19 □ Orbis Communications 6-7 □ Pacific Recorders & Engineering Corp. 35 □ Professional Cards 65 □ Cecil L. Richards Inc. 55 □ Services Directory 64 □ Sillerman Companies, The 47 □ Sony Broadcast Products 5 □ TVB Marketing: Television Cover 4 □ Warner Bros. Domestic Television Distribution Cover 2-3, 11, 12-13

Lew Klein: Practicing what he teaches

Lew Klein, president and co-founder of Gateway Communications, couldn't have chosen a more appropriate company name. His career has been one of providing opportunities. A veteran educator as well as broadcaster, Klein, one of the founders of NATPE, was also instrumental in the creation of the NATPE Educational Foundation, not to mention fostering the fledgling careers of such media personalities as Dick Clark and sportscaster Tim McCarver.

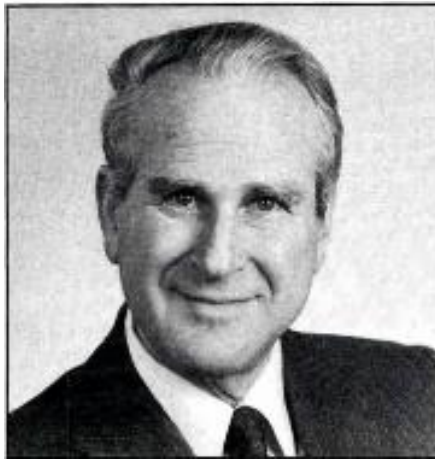
Born and bred in Philadelphia, Klein built his career at the formerly Triangle-owned WFIL-TV (now Capcities/ABC-owned WPVI-TV) from 1950 to 1972, when, with George Kohler, he purchased WBNG-TV Binghamton, N.Y.; WTAJ-TV Altoona, Pa., and WLYH-TV Lancaster, Pa., forming Gateway. Another station, WOWK-TV Huntington, W. Va., was added (in 1974) before the group was sold to Macromedia Inc. in 1985 and Klein was elevated to president.

The sale of Gateway and the subsequent retirement of Kohler left Klein to assume leadership of Gateway, as well as continue his educational pursuits. Working just outside of Philadelphia, in his suburban Bala Cynwyd corporate offices, Klein's "major focus" is on the acquisition of new station properties, but his "secondary focus" as president of the NATPE Educational Foundation is to sponsor seminars, workshops and grants to college professors who get "hands-on" experience at local stations and relate those experiences to their students.

In talking about his start in commercial television, after his graduation from the University of Pennsylvania in 1949, Klein relates that his early days in the infant medium were a "series of trial-and-error" technical efforts at WFIL, with radio broadcasting courses the sole curriculum offered at colleges in those days.

Television, Klein says, was a great new world to get a start in. "You could be promoted to higher levels in six months. There were so many opportunities back then...[now] there are hundreds of thousands of kids vying for the available jobs."

The NATPE Educational program, founded by Klein in 1978, is usually funded at between \$150,000-\$175,000 yearly to administer such programs as the Annual Management Seminar for Program Executives (a three-day program at various regional sites) and single-day Educational Program Seminars. The Management Seminar, now in its sixth year, brings program executives from around the country together to discuss various programing management decisions. The Educational Program Seminars create a forum to bring together television executives and academics to discuss issues of mutual concern within the industry.



HENRY LEWIS KLEIN—President, Gateway Communications Inc., Bala Cynwyd, Pa.; b. Sept. 5, 1927, Philadelphia; BA, English, University of Pennsylvania, 1949; assistant cameraman, cameraman, assistant director, director-producer, executive producer, production manager, program director, WFIL-TV (now WPVI-TV) Philadelphia, 1950-68; program director, Triangle Group Stations, 1968-72; executive vice president, Gateway Communications, 1972-85; present position since January 1985; m. Janet Surman, Feb. 24, 1952; children—Stephen, 36; Ellen, 34.

"I had the feeling that as NATPE became so successful, we should establish a foundation and use our financial strength, our staff and station executives to put something back into education," Klein says. "It is imperative that our organization foster the educational growth of all who wish to gain employment in the broadcast business."

And Klein is not merely paying lip service to that ideal. He seems driven to assist students in learning the business of counter-programing, stunting, ratings sweeps, targeting dayparts and acquiring programing product. In fact, Klein co-authored the college textbook *Broadcast Programing*, currently in use in more than 350 colleges nationwide.

The son of Alfred and Angela Klein, Lew's early interest in mass communication was fueled by the example of his late father, according to Janet, his wife of 37 years. Alfred, who ran a successful legal practice in Philadelphia, also worked as a journalist for *The Philadelphia Lawyer*. Another career influence, she suggested, was Klein's life-long friendship with the late *This Your Life* and *People's Court* producer, Dick Gotlieb.

While still in high school, Klein called high school football play-by-play for WPEN(AM) Philadelphia, as well as handling other studio and newsroom duties. After graduating from college, Klein joined WFIL, best known for producing the locally and

then nationally produced *American Bandstand*. Klein's rise, from entry level technical positions to program director, paralleled that of *Bandstand* host Dick Clark, whose show was picked up by ABC in 1957.

"Lew was one of the guys early on who guided the show," Clark remembers. "He was about the same age as me [both in their mid-20's], but Lew was very informed and so savvy. He was one of the only program directors I had known who would stand for the moaning and complaining from my memos."

"Before Dick joined *Bandstand* in 1954, we had Bob Horn hosting what was the original local show," Klein remembers. "He [Clark] was working as a disk jockey on our sister station [WFIL(AM)]. When Horn couldn't make one of the shows, we enlisted Dick to substitute, and the rest, as they say..."

Klein gained some national prominence himself in 1962, when he and four other station executives (Pete Kaizer, Tom Jones, Stan Cohen and Roy Smith) founded the National Association of Television Program Executives in what Klein says was an "effort to draw recognition" of the program director's importance in the hierarchy of station management. "The role of the program director in the early days of television was not nearly as significant as it is today," says Klein, who served as NATPE's first president in 1962. "In the early days, the sales manager and the sales director were the dominant forces. Now with the awesome outlay of capital for syndicated programs...many of the top [station] group executives and station managers are former program managers," Klein says. "Now, there are even a lot of news directors that were also program managers."

On speaking of the abundant career opportunities of the past in contrast to the current talent pool of would-be station executives, Klein sounded a note of empathy for the career opportunities of Gateway Communications' 300-plus employees. "Hopefully, they'll decide to stay with Gateway, but if someone finds an opportunity with another station, we understand that," Klein says. "One of our focuses has been to make them feel like they have been part of the educational process. No one ever stops learning."

And Klein has never stopped teaching. He has been a faculty member in the English Department at his alma mater, the University of Pennsylvania, and has held the position of adjunct professor at Temple University's Radio-TV-Film Department in the School of Communications. He has taught at Temple for 33 years.

At 62, Klein shows no signs of slowing down. "I keep bumping into people who said Lew had helped them advance their careers," says Clark. "He's like a lot of broadcasters who can't get this business out of their blood." ✻

Jane Pauley and NBC made it official last Friday: she will be replaced at end of year as co-host of Today show by Deborah Norville. NBC also said Pauley had extended her contract by one year through 1992, and will start work in January on a new weekly prime time news program scheduled to debut in mid-summer. She will also do special reports for *NBC Nightly News*, and will host prime time special in March 1990. Network released story to nation's press in time for Friday morning (Oct. 27) editions. But first word of news for many *Today* viewers came in first half-hour of Friday's broadcast, when Bryant Gumble, Pauley and Norville announced news over air.

□

Community Antenna Television Association President **Stephen Effros tangled with Senator Al Gore** (D-Tenn.) at last week's Senate Communications Subcommittee hearing (see page 30) over alleged refusal of cable MSO, Cablevision Systems, to carry independent WLIG(TV) Riverhead, N.Y. Gore maintained that Cablevision refused to carry station unless it eliminated its local news programming that would compete with system's Long Island news channel. Effros challenged senator, saying that WLIG is distant signal, not local signal, and that must carry would not apply. Cablevision wrote Gore immediately after hearing confirming Effros's testimony. MSO also noted that it sent earlier letter on Oct. 18 to Gore explaining that WLIG is carried on five of its six cable systems on Long Island, and would be added to sixth system once rebuild is complete. That 36-channel system was filled before WLIG went on air. According to Cablevision, it chose not to carry WLIG when it launched, because much of its programming was "redundant to broadcast and cable channels which we already carried and we perceived very little demand for their service among our customers."

□

Arthur L. Price resigned last week as president and CEO of MTM Enterprises, with CEO James Gatward of parent com-

pany TVS (Television South) Entertainment of Britain assuming day-to-day operation of studio until successor is chosen, according to MTM spokesman. No reason was given for Price's departure. Gatward said he will run all MTM operations in interim, with a spokesman adding that he will split his time between the London office and MTM's Studio City, Calif., headquarters. Price co-founded MTM in 1969 with Mary Tyler Moore and Grant Tinker. In its heyday, MTM produced such acclaimed network programs as *The Mary Tyler Moore Show*, *Hill Street Blues*, *St. Elsewhere* and *Lou Grant*, but hit harder times this season with *Newhart* its only prime time network show. MTM also has *Capital News* slated as possible midseason replacement on ABC. TVS acquired MTM in 1985 for reported \$320 million.

□

Ray Beindorf, president-CEO of KSCI Holdings Inc. has signed letter of intent to purchase KSCI(TV) San Bernardino, Calif., and KHAI-TV Honolulu from KSCI Holdings' other investors. Beindorf will head management-led group. Price of buyout was not disclosed but sources estimate it to be about \$75 million. However, according to one source, since it's inside deal, purchase might be less than \$50 million. KSCI Holdings purchased San Bernardino station in 1986 for \$40.5 million and Honolulu station from bankrupt group owner Media Central for \$1.75 million ("Changing Hands," July 24). Both stations are independents featuring international programming. KSCI is on ch. 18 with 3,090 kw visual, 618 kw aural and antenna 2,393 feet above average terrain. KHAI-TV is on ch. 20 with 537 kw visual, 53.7 kw aural and antenna at 150 below average terrain.

□

Jones Intercable Inc. and Hallmark Cards Inc. have entered into agreement to purchase cable TV systems in Wisconsin from certain limited partnerships that Jones Intercable currently manages. Systems will be owned by partnership between Jones and Hallmark. Details of partnership are not

ITN signing stations to exclusive contracts

Unwired network operator Independent Television Network (ITN) is signing up stations to affiliation agreements in which stations agree to work with ITN as its sole unwired network and ITN makes certain compensation guarantees.

ITN has signed 15 stations to exclusive agreements, according to a list supplied to BROADCASTING. "We expect to have, by the end of the year, exclusive arrangements with all or most of the stations we do business with in the top 50 markets," said ITN President Michael Kammerer. He declined to confirm which stations were signed, but said the number "far exceeds" 15.

ITN is apparently the first unwired network to request that its participating stations deal exclusively with ITN and not sell time to other unwired networks. At least one station, however, has negotiated exceptions to that exclusivity.

As an unwired network, ITN sells advertising time to network advertisers on a block of stations that run given commercials at different times and in different programs.

Personnel at other unwired networks last week complained about ITN's goal of exclusivity. "It prevents us from doing business with a station, it restricts our freedom, but most of all, I don't think it's in the best interests of advertisers—their rates can go way up," said Alan Steinberg, chairman of unwired network operator ALIN TV. "We're telling [stations] we have business to give them.... We're letting them know it's in their best interest to have as many customers as possible," Steinberg added.

Participating stations "have locked themselves out of a lot of business," said Marty Waters, senior vice president and general manager of TVRC, another unwired operator.

Kammerer responded that maximizing revenues for its affiliated stations depends on "having a united, committed front to present to advertisers." The only effect of competition among unwired networks, he said, "is to create price wars at the source of the dollars, which is the advertiser."

"My decision was basically based on the bottom line," said Michael Dunlop, general sales manager of KTXA(TV) Fort Worth. He said he doubted that doing business with one unwired network would necessarily raise or lower his rates: "What I'm sold on is they have the contacts at the major agencies to do the unwired business."

KTXA has negotiated exceptions to its "exclusivity" with ITN, Dunlop said. He and another source also indicated that other stations have negotiated similar exceptions.

ITN is signing more than one station as an affiliate in certain markets, including Dallas—where the network has signed up both KTXA and KTVT(TV)—and Cleveland.

Both Steinberg and Waters said they had not been hurt by ITN's agreements with stations. Waters said TVRC had had "a problem" in Cleveland when it was unable to buy time on independent stations there, but the company had made a deal with a network affiliate "that delivers the same kind of audience we're looking for."

As part of the affiliation agreement, ITN will set up an advisory board of participating station general managers, according to a draft contract. The board will set network policy, oversee an audit of ITN sales prices and help plan new business opportunities, according to the contract. Kammerer declined to discuss the specifics of ITN's station agreement.

—GM



Leading the Center. *Burton Staniar, chairman and CEO of Westinghouse Broadcasting Co., has been elected chairman of the Center for Communication, New York City-based non-profit organization bringing university students together with communications professionals. According to the Center, Staniar was "the unanimous choice" of the Center's first chairman, Frank Stanton, and its three-person interim executive committee. The latter was formed after the death of former RCA Corp. chairman and Center for Communication chairman, Thornton F. Bradshaw, last December.*

known; spokesperson for Jones Intercable said details concerning financial arrangements and purchase price would be released within two weeks. Areas served by systems include De Pere, Stevens Point and Wisconsin Rapids. Systems serve about 136,000 subscribers, passing about 227,000 homes. Jones Intercable currently serves 1.2 million subscribers and is headed by Glenn R. Jones. Hallmark is privately held company; Don Hall is chairman, Irving Hockoday Jr. is president-CEO. This is Hallmark's first cable purchase. However, one of Hallmark's subsidiaries is Univision Holdings Inc., which owns eight TV stations.

WxTR-FM La Plata, Md. (Washington), was sold by Ragan Henry to Radio Ventures I. Purchase price will be based on 10 times station's trailing cash flow up to \$33 million. Station had previously been sold to Louise Heifetz for \$33 million, but deal fell through. Henry currently owns or has interest in five AM's, 12 FM's and one TV. He is also buying five AM's and three FM's. Buyer, headed by Jerry Lyman, former RKO Group radio president, is also purchasing WWNC(AM)-WKSF(FM) Asheville, N.C., and WMXB(FM) Richmond, Va. Henry sold Lyman WMXB for \$23 million. WxTR-FM is on 104.1 mhz with 50 kw and antenna 500 feet above average terrain.

North Carolina Federal Judge Robert (Maximum Bob) Potter last week sentenced former top televangelist **Jim Bakker to 45-year sentence and \$500,000 fine** following conviction on 24 fraud and conspiracy charges, some stemming from his use of television show to defraud PTL ministry "partners" of \$158 million, \$3.7 million of which court decided Bakker had diverted to personal use.

Way was cleared last week for continuation of Kahn Communications patent infringement suit against General Motors Corp. when Northern Illinois District Court dismissed Motorola request for ruling that Leonard Kahn's AM stereo patent is invalid. GM car radio contains Motorola component, but Kahn has maintained that GM, not Motorola, has infringed his patent 994. Motorola has promised to indemnify GM if latter is found to be infringing patent. Judge George Marovich declined to hear Motorola's case, saying declaratory

ruling freeing Motorola of infringement liability would "have no effect on the real controversy: whether Motorola's customers infringe that patent." Southern District of New York had stayed GM-Kahn proceedings pending Marovich's decision.

General Motors Corp. announced last week it was sponsoring number of television programs under the "GM Mark of Excellence Presentations" banner during 1989-90 and 90-91 seasons. Programs, to be seen on both broadcast and cable networks, include *The American Playwright's Theater*, A&E Cable Network, *Kennedy Center Honors*, CBS, and *A World of Ideas with Bill Moyers*, PBS, as well as host of other commercial and noncommercial programs. John McNulty, VP, public relations, said: "We at General Motors feel that supporting quality TV programming is synonymous with our overall commitment to excellence. We've decided that every action we take must demonstrate a commitment to excellence," including TV programs company supports, said McNulty.

WETA-FM-TV Washington board of trustees will vote today (Oct. 30) on recommendation that Sharon Percy Rockefeller replace 13-year president-CEO, Ward Chamberlin Rockefeller, wife of Senator John D. (Jay) Rockefeller IV (D-W.Va.), currently sits on boards of WETA (chairman), PBS and West Virginia Educational Broadcasting Authority and sat on CPB board, 1977-87.

FCC Commissioner James Quello will keynote second annual LPTV conference, Nov. 5-8, in Las Vegas at Riviera hotel. Community Broadcasters Association, sponsoring organization, said number of exhibitors and attendees is running 100% above last year's figures of 25 booths and 225 attendees.

Time Warner's third quarter

Time Warner Inc. reported losses of \$176 million for the third quarter of 1989, while its media and entertainment operations reported good results for the same time period.

Time Warner, formerly known as Time Inc., said its losses primarily stemmed from its acquisition of 59.3% of Warner Communications earlier this year. Time Warner reported depreciation and amortization expense of \$155 million, up from \$58 million in the third quarter 1988. The company also reported net expense related to interest of \$451 million, up from \$25 million in the corresponding quarter last year. Time Warner is in the process of acquiring the stock of Warner Communications that it does not already own.

Third quarter company-wide revenues for Time Warner were \$2.19 billion, up 94% from Time's revenues last third quarter.

Revenue for Time Warner's "Programming—HBO" segment was up 10% to \$286 million, while operating income before depreciation and amortization for the segment was down 16% to \$42 million because of the timing of a Turner Broadcasting System dividend, the company said.

American Television and Communications Corp. (ATC), Time Warner's majority-owned cable operation, reported revenue of \$244.2 million, up 19% from third quarter 1988, and net income of \$22.4 million, up 132%. The company said that its \$65.2 million operating income for the quarter included a \$3.3 million charge related to damage caused by Hurricane Hugo in its Charlotte, N.C., division.

The cable and broadcasting division of Warner Communications reported revenue for the quarter of \$143 million, up 22%, and operating income of \$26 million, up from \$5 million in third quarter 1988.

Editorials

Bad to worse

We applaud FCC Chairman Al Sikes's energy in trying to expedite the conduct of FCC business—certainly there are issues of compelling importance that would benefit from the commission's less divided attention. We wish, however, that that energy were channeled to more constructive pursuits than the processing of old indecency complaints. The FCC's Mass Media Bureau last week took enforcement actions against eight stations in the processing of some 95 complaints, fining four and asking for more information in the others (see story, page 28). The actions, according to the commission, cleared its dockets of complaints received as of August 1989. That leaves room for the six new complaints received since then and the others that will undoubtedly follow the red flag the FCC seems intent on waving.

Although some might argue that eight actions out of 95 complaints is not an imposing figure, that is little consolation to the eight, particularly the four slapped with fines ranging from \$2,000 to \$10,000. But a breakdown of the figures does indeed paint a troubling picture. Of the 95 complaints, one had been withdrawn, and 14 were dismissed because of technical flaws in the complaint procedure—i.e., failing to identify the station or the date and time of the offending broadcast. Fully 51 complaints (against 40 stations) were not acted upon because they dealt with nighttime broadcasts. The FCC informed those stations that it "*currently*" (italics ours) lacks the authority to pursue indecency beyond daylight hours due to the D.C. Circuit Court's stay of 24-hour enforcement. That leaves only 21 complaints dismissed "because they did not meet the requisite legal standards for indecency." Put another way: But for procedural glitches and a court's intervention in the FCC's charted course of 24-hour indecency patrols, 74 out of those 95 complaints would have been targets for FCC action. An imposing figure indeed, especially when multiplied by the average fine of \$5,000.

Now about that "*currently*" italicized above. The commission also launched an inquiry last week in hopes of building a case for its enforcement of Congress's unconstitutional 24-hour ban. If such a case were built and passed muster with the court—two "ifs" we expect never to see—the FCC would be authorized to pursue such cases, an advantage it has made clear it would take.

With the Fifth Estate futures of broadcasters, cable and telephone companies hinging on issues before the commission—issues such as must carry, HDTV development, telco entry, fin-syn and more—the FCC's time continues to be ill spent in this prurient pursuit.

A case history of how not to

As the saying goes, those who will not learn from history are doomed to repeat it. That's what's going on now as broadcasters—particularly, the National Association of Broadcasters—find themselves fighting both rear guard and front guard actions to get out of the hole they dug for themselves after trading off First Amendment rights to win special legislative consideration.

It began last year, really, when the House initiated a children's TV bill, aided and abetted by the NAB. The trade association's reasoning was that it could "control" the bill by being part of it, and the devil with constitutional considerations. The so-called sweetheart version passed the House and went to the Senate, where it ran into Senator Tim Wirth (D-Colo.).

Wirth tried to escalate the issue and, although foiled, won promise of sterner children's TV action another day.

The day was saved, for broadcasters and the First Amendment, when President Reagan vetoed the children's bill, saying it could not be "reconciled with the freedom of expression secured by our Constitution." (Readers who would be refreshed by his longer text are referred to BROADCASTING's Nov. 14, 1988, issue.) As he had previously in connection with the fairness doctrine, Reagan once more acquitted himself as the President most tenacious and loyal on the matter of the First Amendment and the Fifth Estate.

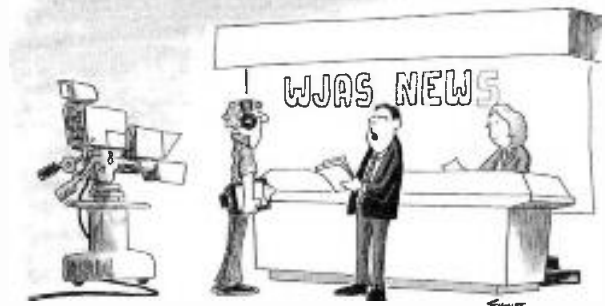
But Congress would not down and, with Reagan out of office, again made its march on children's programming, the NAB again at its side. The Senate took the lead this time, pushing its own version and, to broadcasters' dismay, pushed beyond the agreed-upon limits the House bill was to impose. The NAB has since been trying to disengage, seeking to kill the bill in one way or another. (The first ploy was to extend the measure to cable, in the hope that medium would help broadcasters kill the bill. But cable—whose First Amendment sensitivities are even lower than those of some on the broadcast side—spoiled that plot by saying it was happy to live with the bill.)

Now enter must carry, the legislation the NAB most wanted when it started pulling back on the fairness doctrine and playing footsie on children's. Who emerges as the chief architect of both bills? Senator Daniel Inouye (D-Hawaii), who has now made children's his condition for must carry. A classic case of hoisting the NAB by its own petard.

What is the lesson so disregarded here? There are several. That one always lives to regret turning a back on principal. That the First Amendment must be defended at all times and at all costs. That it is shortsighted to trade long term good for short term gain. And that, when you are custodians for history—as are today's broadcasters—it is your duty to preserve all options for the future.

The freedom today's broadcasters enjoy may be the greatest degree of freedom there will ever be. It really isn't likely to get better; we are surrounded by those who would make it worse. Accept the fairness doctrine and you have put government in the editor's chair. Make the Fifth Estate safe from "indecency" and you restrict the limits of broadcast speech. Establish the principal that Congress can legislate how and when broadcasters program to children and you have made Congress the program director for all time.

There's one more lesson. Don't play poker with a man named Doc. Or Daniel.



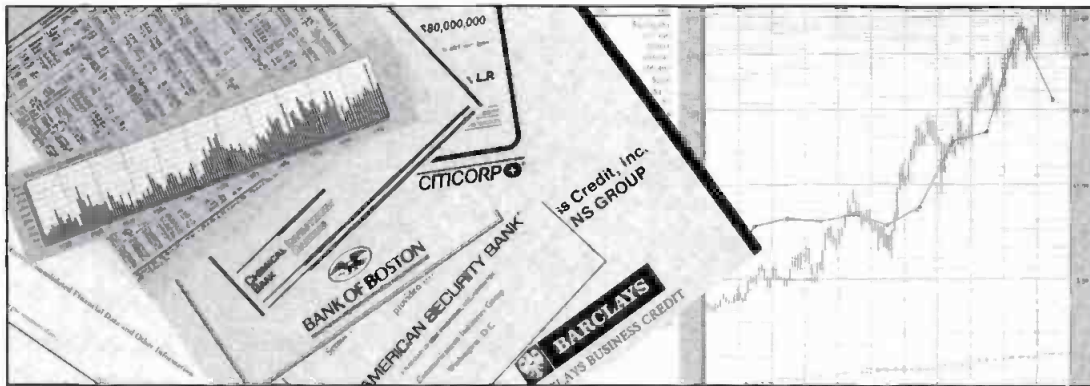
Drawn for BROADCASTING by Jack Schmidt

"I'm not imitating Dan Rather. Someone stole my chair!"

**SPECIAL
REPORT**


Exclusively in Broadcasting

Big Business for Banking.



A Special Report on Fifth Estate Investment and Banking.

November 13.

The investment in radio, television and cable properties has been and continues to be very big business. In the November 13 issue of BROADCASTING , we'll survey investment and commercial banking. We'll also chart the major players in the field. And we'll profile some firms.

Broadcasting

Space reservations and copy closing:
10 days prior to publication date

For details on this Special Report or space reservations in Broadcasting Cable, Broadcasting Abroad and the Broadcasting/Cable Yearbook, call any of the numbers listed below.

New York
(212) 599-2830

Washington, D.C.
(202) 659-2340

Los Angeles
(213) 463-3148

Lewis Edge & Assoc.
(Eastern Equipment)
(609) 683-7900

Schiff & Assoc.
(Western Equipment)
(213) 393-9285

Pattis/3M

Chicago
(312) 679-1100

Los Angeles
(213) 462-2700

Toronto
(416) 482-6288

New York
(212) 953-2121

Hawaii
(808) 545-2700









London
(01) 427-9000

Broadcasting  . Over 115,000 readers every week.

We know the 35th TVB Annual Meeting
will be the most important ever.

We'll all be there.

We hope to see you there too.

adam young 	 Katz Television
 BLAIR TELEVISION	
 CBS TELEVISION STATIONS NATIONAL SPOT SALES	 NBC TV STATIONS
 CC/ABC National TV Sales	PETRY
GROUP  TELEVISION SALES	SELTEL
hrp <small>HARRINGTON, RIGHTER & PARSONS, INC</small>	TELEREP
ITS <small>Independent Television Sales, Inc.</small>	



**MARKETING:
TELEVISION**



November 13-15, Century Plaza Hotel, Los Angeles

Call Anne Nelson at TVB (212)486-1111 for reservations
and charge to your American Express Card.