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NFL scores big
with TV deals



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KHOW(AM)-KSYT(FM), Denver, CO			KMPZ(FM), Memphis, TN	\$6,000,000	
WSIX(AM/FM), Nashville, TN		\$16,000,000	WEEX(AM)-WQQQ(FM), Easton - Allentown, PA	\$10,100,000	
KODA(FM), Houston, TX (to Command Comm.)		\$22,000,000	KKBB(FM), Bakersfield, CA	\$3,300,000	
KJQY(FM), San Diego, CA (to Command Comm.)		\$15,000,000	WDAN(AM)-WDNL(FM), Danville, IL	\$2,350,000	
WFBR(AM)-WLIF(FM), Baltimore, MD		\$32,000,000	WKMI(AM)-WKFR(FM), Kalamazoo, MI	\$11,000,000	
WFOG(FM), Norfolk, VA		\$8,000,000	WYNG(FM), Evansville, IN	}	
WFTQ(AM)-WAAF(FM), Worcester, MA		\$15,000,000	WFTC(AM)-WRNS(FM), Kinston, NC		\$18,600,000
WNEW(FM), New York, NY	}	\$370,000,000	WYAV(FM), Conway - Myrtle Beach, SC	}	
KTWV(FM), Los Angeles, CA			KJQY(FM), San Diego, CA (to Westwood One)		\$19,000,000
WMMR(FM), Philadelphia, PA			KTRH(AM)-KLOL(FM), Houston, TX	}	\$70,600,000
WCPT(AM)-WCXR(FM), Washington, DC			KSMG(FM), San Antonio, TX		\$11,600,000
KILT(AM/FM), Houston, TX			WMYU(FM), Knoxville, TN		
WLLZ(FM), Detroit, MI	WSOK(AM)-WAGU(FM), Savannah, GA	}	\$11,000,000		
WGKT(AM)-WPHD(FM), Buffalo, NY	KNAN(FM), Monroe, LA				
KVKI(AM/FM), Shreveport, LA	}	\$7,000,000	WKXI(AM)-WTYX(FM), Jackson, MS	}	
KBFM(FM), McAllen- Brownsville, TX			KRLD(AM)-TSN, Dallas, TX		\$86,500,000
KQLH(FM), San Bernardino, CA		\$7,700,000	KODA(FM), Houston, TX (to Evergreen Media)		
WNOE(AM/FM), New Orleans, LA		\$7,250,000			
KZTR(AM/FM), Oxnard-Ventura, CA		\$5,200,000	Total 1989 Sales	<u>\$868,600,000</u>	

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Senate staff draft aims to bolster FCC's cable authority...

Proposal by Senate Commerce Committee aides would strip much of cable industry's market power and expand FCC's authority over medium. **PAGE 27.**

The NFL drops the other cleat...

Last of National Football League deals—with CBS and NBC—close, bringing record average annual rights fees to League. **PAGE 28.**

Eddie Fritts on the uncertain future of broadcast TV...

In this exclusive interview with BROADCASTING, NAB President Eddie Fritts warns that unless Congress or FCC do something to level playing field with cable, over-air television may fade to black. **Page 35.**



31/ **SELLING MGM/UA**

Kirk Kerkorian agrees to sell MGM/UA studio to French media firm for \$1.2 billion.

33/ **RADIO BATTLE IN ATLANTA**

Major market group owners prepare to fight broker-turned-broadcaster Tom Gammon's application at FCC to move his Anniston, Ala., station to Atlanta.

34/ **NO LOW-POWER FM'S**

FCC launches rulemaking that effectively shuts door on low-power FM radio service.

40/ **HA! LAUNCHES APRIL 1**

Viacom's 24-hour basic cable comedy network, HA!, starts April Fool's Day with mix of acquired and original shows.

42/ **NEW LOOK FOR COMEDY CHANNEL**

HBO's three-and-half-month-old basic cable service, The Comedy Channel, undergoes changes in style and content.

42/ **FOX CHANGES WEEKEND LINEUP**

Fox Broadcasting introduces two shows and

moves *Booker* and *The Tracey Ullman Show* to new time periods in effort to shore up to its weekend schedule.

48/ **AD BANS DISCUSSED AT AAF FORUM**

FTC Chairman Janet Steiger promises increased advertising



AAF's Howard Bell oversight during AAF meeting. AAF's Howard Bell, NBC's Robert Wright and Representative Billy Tauzin warn of economic impact of such action.

43/ **REPUBLIC DEVELOPS 28 HOURS FOR NETWORKS**

Republic Pictures Productions announces slate of mini-series and made-for-TV movies in development for ABC, NBC and CBS.

45/ **COMMENTS ON FOX PETITION**

Fox affiliates are only ones to give programming service unqualified support for its exclusion from fin-syn rules.

48/ **CABLEVISION CLUSTERING**

Cablevision Systems' says its marketing of cable service in program clusters in New York is first step toward a la carte pricing.

51/ **CHILDREN'S RADIO NETWORKS STARTED**

Two children's radio projects, each with 24-hour formats geared to children

under 12, get ready for launch.

50/ **RATINGS AND ROONEY RETURN**

60 Minutes moves back into top 10 week of Andy Rooney's return.

57/ **ROAD TO NAB: GRAPHICS**

Graphics and animation equipment manufacturers are advancing digital era with new products at NAB.

79/ **NBC GLOBETROTTER**

J.B. Holston, head of NBC's international unit, travels world looking for new business opportunities for network.

DEPARTMENTS

Advertisers Index	78
At Large	35
Business	53
By the Numbers	10
Changing Hands	56
Closed Circuit	4
Datebook	18
Editorials	82
Fates & Fortunes	75
Fifth Estater	79
For the Record	60
In Brief	80
Journalism	50
Law & Regulation	45
Masthead	24
The Media	48
Monday Memo	25
On Radio	51
Open Mike	24
Programming	40
Stock Index	14
Technology	57

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WASHINGTON

Separate deal

Cable and public broadcasters may be nearing agreement on must carry. "We have a number of points on which we agree," David Brugger, president of National Association of Public Television Stations told BROADCASTING. He said he and National Cable Television Association President Jim Mooney have been working on proposal for some time and that they have worked out scheme in which 83% of cable systems would not have to carry more than one public station. Brugger emphasized that NAPTS never agreed to must-carry arrangement NCTA worked out with commercial broadcasters and that it wants separate agreement with cable. He said NAPTS was not "part of" National Association of Broadcasters "if carry/must pay" proposal.

After the bell

Release late last Friday (after 4 p.m.) of Senate staff draft on cable (see "Top of Week") was being read by some Hill observers as sign that upper chamber is sensitive to stock market fluctuations (stock market closes at 4 p.m.). Congressional furor over cable legislation has already caused industry stocks to drop over last six months and it is believed that draft with its onerous provisions may trigger another slide. Senate proposal is seen as unfair and unbalanced by cable, but for time being Tele-Communications Inc., nation's largest cable MSO, can breathe sigh of relief. It seems that draft originally put 15% limit on cable system ownership and would permit FCC to reduce cap. But language was omitted before final release and matter was left to commission's discretion. TCI and its affiliates reach over 20% of nation's cable subscribers.

Reconfiguration

Study of restructuring of U.S. government's international radio services, as proposed by Representative Dante

Fascell (D-Fla.) (BROADCASTING, Feb. 19), is likely this year, and not only because chairman of House Foreign Affairs Committee wants it. Bush administration is known to have expressed interest in similar study. Office of Management and Budget officials, in discussing fiscal year 1991 budget with Board for International Broadcasting in December, suggested study be done on future of its Radio Free Europe and Radio Liberty. Nothing has yet been done, other than discussion with National Security Council. BIB Chairman Malcolm S. Forbes Jr., in meeting with White House chief of staff John Sununu, mentioned possible study, and Sununu was said to have been "intrigued." Fascell asked President Bush to appoint commission to review programs of RFE/RL and Voice of America and to report back with recommendations in time for consideration during current session of Congress.

NEW YORK

Working it out

Newest players in ailing station trading industry may be "workout specialists." So called "specialists" maneuver

behind scenes with broadcast lenders in attempt to take over stations that are unable to cover debt. One insider described specialists, made up of both industry consultants and group owners, as "burgeoning cottage industry." Advantage for workout specialist is that it is low-risk venture with perks like management fees, percentage of sales price or option to buy property. Disadvantage for industry is, as one broker put it, that there is shortage of first-rate operators and surplus of stations that need help.

If there's a way, is there a will?

With two broadcasting organizations (NBC and Rupert Murdoch's News Corp.) among partners of Sky Cable DBS consortium, question arises: How can local signals be integrated into DBS delivery? Engineers at rival ABC network believe such service would be complicated, but possible, according to Julius Barnathan, senior corporate VP of Capital Cities/ABC and former president of ABC broadcast operations and engineering. "You'd have to split that [transmitted] power into very directional groupings," he said. Result would be number

of signals that could be distributed over "small regions." Area incorporating New York, New Haven, Conn., and Philadelphia, for example, might be typical region size. "Right now, headends do that when they have a game or something locally. They send it up in the air so that others can get it." Suggestion corresponds to Sky Cable's proposed design of "directional spot beam" transponders that could be pointed at specific regions.

However, Barnathan said that in his own opinion, Sky Channel consortium's goal is to deliver same types of programming now provided by cable directly to home. "I think it is more competitive to cable than it is to broadcasting," he said.

Katz tale

Katz Communications managers from around country were flying into New York for weekend meeting to follow expected approval of rep firm's ESOP (employee stock option plan) buyout (see "Top of the Week," Feb. 19). Employee shareholder votes were still being counted late Friday, but approval by over 90% of votes was expected. Roughly 200 managers are to be invited to become new stockholders of company, which proxy statement is said to show had 1989 revenue of \$120.9 million and net income of over \$20 million. It is believed that management changes will not be announced this weekend, but at least one post, that of chief financial officer, is to be filled by Arnold Sheffer, who currently runs own accounting firm. Financing of \$150 million buyout is said to assume that during next five years firm will experience 6.6% average growth rate plus \$30 million to \$50 million in new billing.

Making 'Memories'

Kathryne Kinley, entertainment news reporter for VH-1 and WNBC-TV New York's *Live at Five*, has signed on as co-host of proposed new weekly nostalgia show, *Memories Then and Now*. WNBC-TV New York anchor Chuck Scarborough will serve as co-anchor. NBC News

'Fin-syn by June 1'—Inouye

Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) wants an end to the fin-syn controversy, and he wants it soon.

To that end, according to industry sources, the lawmaker urged FCC Chairman Alfred Sikes to call in the warring parties—the broadcast networks and Hollywood producers and syndicators—and tell them they have until June 1 to settle on new fin-syn in their ongoing private negotiations. If the deadline passes without a settlement, he reportedly told Sikes, the FCC should take up the issue in a rulemaking.

Inouye is making no secret of his recommendation to Sikes. According to the sources, he sent letters last week outlining his positions to some of the parties involved in the talks.

Inouye also told Sikes not to wait for the negotiations to take up Fox's request for a waiver from the rules, according to one source.

Sikes was unavailable last Friday to comment on the reports.

If Sikes follows Inouye's advice—and it would be politically difficult for him not to—he would not be radically changing course. He has called time and again for a negotiated settlement, but at the same time has warned that the FCC is prepared to open a rulemaking should the talks continue to bear no fruit.

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personality, Patrick VanHorn and star of ABC-TV's
General Hospital, Sharon Wyatt. **VIACOM™****

Productions is producing (with Bill Hillier at helm), and was putting finishing touches on pilot last week. NBC station executives were expected to screen pilot over past weekend or early this week. NBC-owned stations are scheduled to air *Memories* special in second quarter and carry show next fall. LBS is selling show to stations nationwide.

Pull-out

Viacom has pulled *Entertainment Coast to Coast*, proposed new one-hour late night strip, from market, as well as *For Love and War*, proposed talk strip hosted and produced by Ross Shafer. Source said Shafer program is still in development and may emerge as midseason show next season. Company continues to market two proposed new weekly programs, *Supercop*, companion to *Superboy*, and *America's Hit List*, leisure magazine.

HOLLYWOOD

'K.I.D.S.' distribution

Recently formed production company Studio One Group Productions (formerly King Entertainment) is close to making deal with major studio syndicator to distribute weekly half-hour *K.I.D.S.*, reality-based children's program for midseason 1991 entry, according to Studio One President Jeff King. Describing program as cross between *A Current Affair* and *America's Most Wanted*, King said *K.I.D.S.* will focus on subjects of child abuse, missing children, drug abuse and "other issues of interest to children and adults." Deal for Academy Award winning actor Louis Gossett Jr. to do wraparounds for segments in show is close, said King, who added that major advertising sponsors are providing funding for nearly completed pilot.

King said that major expansion is imminent for Los Angeles-based production company, with other investors being lined up to acquire another unidentified "major" production house, beefing



Merry-makers

The Museum of Broadcasting, Los Angeles, kicked off its seventh annual television festival last week. The two-week (March 7-24) event takes a close-up view of past and present television programs and programing trends, with screenings and seminars with cast members and production community experts. Above: Alan Alda and Angie Dickinson (at left) were co-hosts of the festival's opening reception last Monday (March 5); actress Stefanie Powers (right) was among dozens of celebrities attending.

up production staff from 25 to 107 employees. Other syndicated 1991 or 1992 product includes plans for half-hour "action game show" *Sky Hunt* and interactive telephone quiz show *Everybody's Equal*. In describing *Sky Hunt* as melding of *Jeopardy!* and *Air Wolf*, King said program will feature treasure hunt using helicopters, boats and automobiles. Distributors have yet to be lined up.

'Pan' progress

Reports to contrary aside, Fox Children's Network President Margaret Loesch says new animated strip, *Peter Pan*, is progressing on schedule. Show is scheduled as first half-hour in Fox weekday afternoon children's block, to debut next fall. Network has given show's producer, TMS, Los Angeles, initial 65-episode commitment, five of which are already in can, says

Loesch. She denies reports that due to production problems and time constraints, *Pan* would launch as part of weekly-only Saturday morning segment of children's network. Saturday three-hour schedule of programs is expected to be announced March 20, Loesch says, adding that talks are "ongoing" with Warner Bros. about possible children's program alliance. According to other sources last week, among properties Warner has put on table in those talks are *Tiny Toons* and *Merrie Melodies*, as well as adaptations of "Batman," "The Goonies" and "Gremlins."

Thumbs up

Amidst post-sweeps schedule changes and series farewells, ABC has apparently given vote of confidence to two of its series, with 22-episode commitment to *thirtysomething* and multiple-script commitment to *The Young Riders*.

MIAMI

Repaid with interest

Word has it that federal district court judge has issued temporary restraining order against City of Miami for daily fines city has levied against cable franchisee, Tele-Communications Inc., that have cost company \$107,000. City began fining TCI \$2,500 per day for December power outages and failing to meet minimum minority contract guidelines. TCI said power outages were beyond its control, instituted by utility during cold snap that month. TCI agreed it had not met 20% minority contract level, but only because not enough black contractors could be found. Company, which said 82 of 84 employees are minorities, said it has since upgraded several subcontractors to full contract status, thus meeting guidelines. Judge ruled that city return money, plus interest, because of city's failure to provide due process for company and because of "substantial likelihood" TCI would prevail in court. City has filed appeal.

Upbeat network numbers

According to tallies provided exclusively to BROADCASTING by the Broadcast Financial Management Association, the two-year compound annual growth (CAG) for the networks was 3.4% at \$7,224,707,000. The comparison is of 1989 to 1987, with 1988 excluded because of distortions from Olympic and political advertising. If 1989 is compared to 1988, the networks posted a slight drop in total network revenues (.69%) from 1988's 7,274,965,000. The two-year CAG for prime time was 5.3% at \$3,656,069,000; late night was 8% at \$347,896,000; morning was 6.6% at \$208,126,000; daytime was down 8% at \$867,529,000; children stayed about the same, \$141,273,000, compared to \$140,800,000 in 1987; sports was up 4.5% at \$1,318,869,000 and news was up 7% to \$684,945,000.

Total network revenues for fourth-quarter 1989 compared to 1988 were up 2.97% at \$2,183,196,000 over 1988's \$2,120,139,000. Prime time was up 15.73%; late night, 3.97%; morning, 23.28%; daytime, 5.43%; children, 18.76%, and sports was down 18.27% (Olympics may have carried into fourth-quarter 1988 totals).

Revenue figures are unaudited and are voluntarily submitted by ABC, CBS and NBC to Ernst & Young.

◆ W ◆ I ◆ N ◆ N ◆ E ◆ R ◆ S ◆

San Diego KGTV
 Orlando WESH
 Milwaukee WTMJ
 Kansas City WDAF
 Columbus WBNS
 San Francisco KRON
 Boston WBZ
 Birmingham WBMG
 Albuquerque KOAT
 Albany WNYT
 Jacksonville WJKS

Cleveland WJW
 Atlanta WAGA
 Tampa WTSP
 Minneapolis KARE
 Miami WSVN
 New York WNBC
 Los Angeles KCOP
 Pittsburgh WPXI
 St. Louis KTVI
 Baltimore WBAL
 Hartford WFSB

Flint WEYI
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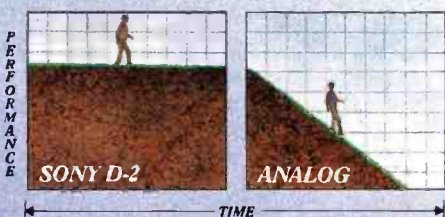
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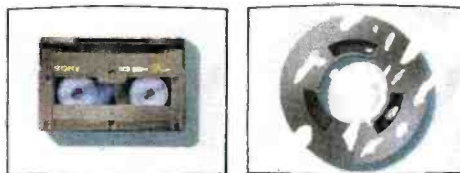
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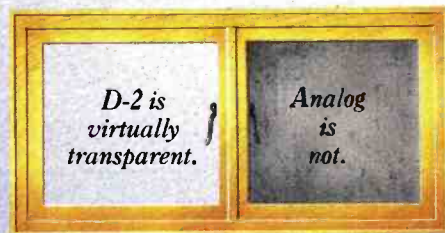


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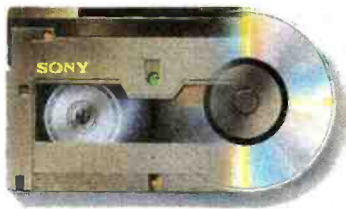
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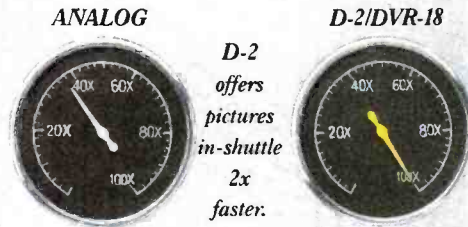
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BY THE NUMBERS 1

Although network researchers say the departure of Andy Rooney (pictured) from *60 Minutes* had little if anything to do with its ratings decline in recent weeks, the show made a dramatic comeback the first week of his return, Sunday, March 4. The show leaped to fourth place among all programs for the week, and delivered a 22 rating and 37 share. The week before, the last Rooney-less episode dropped to 18th place with a 16.7/27. The program's competition that week, however, was unusual, in that it faced a repeat



one-hour special telecast of the popular new mid-season *America's Funniest Home Videos* on ABC. On March 4, *60 Minutes* faced its usual competition, *Life Goes On* on ABC and NBC's *Magical World of Disney*, beating them both easily.

Overall, for the week ending March 4, NBC won the prime time race as expected, but CBS managed to climb out of the cellar and into second place. It was the sixth time CBS has finished second this season, while it has yet to finish first. NBC

"By the Numbers" continues on page 14.

RATINGS ROUNDUP

Rank/rating □ Network □ Show

1	▲	22.7/33	A	<i>Roseanne</i>
2	▼	22.4/35	N	<i>Cosby Show</i>
3	▼	22.3/35	N	<i>Cheers</i>
4	▲	22.0/37	C	<i>60 Minutes</i>
5		21.8/33	A	<i>Am. Funniest Home Videos</i>
6	▼	21.0/33	N	<i>A Different World</i>
7	▲	20.8/33	C	<i>Sun. Movie: The Incident</i>
8	▼	20.1/35	N	<i>Golden Girls</i>
9	▼	19.5/34	N	<i>Empty Nest</i>
10	▼	19.2/28	A	<i>Wonder Years</i>
11	▲	19.0/31	N	<i>Unsolved Mysteries</i>
12	▼	18.6/28	C	<i>Murder, She Wrote</i>
13	▲	18.4/27	N	<i>In the Heat of the Night</i>
14	▼	17.8/26	A	<i>Who's the Boss?</i>
15	▼	17.6/26	N	<i>Matlock</i>
16	▼	17.1/27	N	<i>Grand</i>
17	▲	16.8/25	A	<i>Coach</i>
18	▲	16.2/28	N	<i>Midnight Caller</i>
19	▲	16.1/24	C	<i>Murphy Brown</i>
20		15.9/28	C	<i>Miss USA Beauty Pageant</i>
21	▼	15.8/30	N	<i>Hunter</i>
22	▲	15.7/24	C	<i>Designing Women</i>
23		15.6/24	A	<i>Doogie Howser, M.D.</i>
24	▲	15.2/27	A	<i>Full House</i>
25	▲	15.1/23	N	<i>Night Court</i>
26		14.9/24	A	<i>Mon. Movie</i>
26	▲	14.9/22	N	<i>Hogan Family</i>
28	▲	14.8/26	C	<i>Knots Landing</i>
29		14.6/21	C	<i>Rescue: 911</i>

Rank/rating □ Network □ Show

30	▲	14.5/23	N	<i>Mon. Movie</i>
31		14.4/25	C	<i>Rescue: 911 Special</i>
32	▲	14.0/22	A	<i>Head of the Class</i>
33	▲	13.8/22	N	<i>Dear John</i>
34	▲	13.7/22	A	<i>Growing Pains</i>
34	▲	13.7/21	C	<i>Major Dad</i>
36	▼	13.5/20	F	<i>Simpsons</i>
37	▲	13.4/21	N	<i>ALF (Mon.)</i>
38	▼	13.3/23	A	<i>Family Matters</i>
39	▲	13.0/22	A	<i>Sun. Movie: Star Trek IV</i>
39	▼	13.0/20	A	<i>MacGyver</i>
41	▼	12.8/23	N	<i>Amen</i>
41	▼	12.8/19	F	<i>Married...With Children</i>
43	▼	12.7/20	N	<i>Sun. Movie: Ferris Bueller</i>
44		12.6/20	C	<i>Jake and the Fatman</i>
44	▲	12.6/21	C	<i>Newhart</i>
46	▲	12.3/22	N	<i>Baywatch</i>
47	▼	12.2/21	A	<i>Perfect Strangers</i>
48	▲	12.1/21	A	<i>thirtysomething</i>
49	▼	11.8/21	N	<i>L.A. Law</i>
50		11.6/18	A	<i>Anything But Love</i>
50	▲	11.6/17	C	<i>City</i>
52		11.5/17	A	<i>Elvis</i>
52		11.5/20	N	<i>Nasty Boys</i>
54		11.0/20	N	<i>Mancuso, FBI</i>
55		10.9/20	N	<i>ALF (Sat.)</i>
55		10.9/19	A	<i>China Beach</i>

Week 23 □ Feb. 26—Mar. 4

Rank/rating □ Network □ Show

57	▼	10.7/18	A	<i>Just the Ten of Us</i>
58	▲	10.5/19	C	<i>Doctor, Doctor</i>
59	▲	10.2/18	A	<i>Primetime Live</i>
60	▼	10.1/16	A	<i>Father Dowling Mysteries</i>
60	▼	10.1/16	C	<i>48 Hours</i>
62		10.0/18	N	<i>News Special: White House</i>
63		9.9/17	A	<i>Life Goes On</i>
64		9.8/15	A	<i>Young Riders</i>
65	▼	9.6/17	A	<i>20/20</i>
66		9.5/15	C	<i>Tues. Movie</i>
67		9.1/16	C	<i>Paradise</i>
68	▲	8.9/14	N	<i>Magical World of Disney</i>
69	▼	8.6/16	A	<i>Mystery Movie: Columbo</i>
70		8.5/14	C	<i>Garfield: His Nine Lives</i>
71	▼	8.2/13	C	<i>Island Son</i>
72	▼	7.8/12	F	<i>America's Most Wanted</i>
72	▼	7.8/14	F	<i>Totally Hidden Video</i>
74	▼	7.7/14	C	<i>Bradys</i>
75	▼	7.5/14	F	<i>Cops</i>
75	▼	7.5/14	C	<i>Sat. Night With Connie Chung</i>
77	▼	7.4/11	F	<i>Open House</i>
78	▼	7.3/13	C	<i>Tour of Duty</i>
79	■	6.8/12	A	<i>H.E.L.P.</i>
80	▼	5.6/9	F	<i>21 Jump Street</i>
81	▼	5.3/8	F	<i>Alien Nation</i>
82	▼	4.4/7	F	<i>Booker</i>
83	▼	4.2/7	F	<i>Tracey Ullman Show</i>
84	▼	4.1/7	F	<i>Reporters</i>
85	▼	2.6/4	F	<i>It's Garry Shandling's Show</i>

Guide to symbols

▼ —Down in rank from last week

▲ —Up in rank from last week

■ —Premiere broadcast

Source: Nielsen Media Research

—No ranking change

FREEZE FRAMES: Syndication Scorecard *

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	15.0	230	97
2	Jeopardy! (King World)	13.6	220	98
3	Star Trek: Next Generation (Paramount)	10.8	237	98
4	Oprah Winfrey (King World)	10.1	214	99
5	Cosby Show (Viacom)	10.0	204	98
6	Wheel of Fortune, wknd. (King World)	9.7	204	93
7	Current Affair (20th Century Fox TV)	9.6	191	96
8	Entertainment Tonight (Paramount)	9.3	175	96
9	MGM Premiere Network III (MGM)	7.9	163	91
10	Mama's Family, syn. (Lorimar)	6.5	174	91

* Nielsen weekly pocketpiece

Week ended Feb. 18

Rank	Program (Syndicator)	Rtg	Stns	Covg
11	Donahue (Multimedia)	6.4	228	99
11	Star Search (TPE)	6.4	152	96
13	Geraldo (Paramount)	6.2	198	98
13	Orion Galaxy Network (Orion)	6.2	129	89
15	Family Feud 2 (LBS)	6.0	139	89
15	Inside Edition (King World)	6.0	108	81

The following shows were rated, but not ranked

Wrestling Network	7.5	171	92
World Wrestling Federation (WWF)	9.5	248	97

Source: Nielsen and Broadcasting's own research.

WHICH HOST HAS THE HIGHEST I.Q. (INVESTIGATIVE QUOTIENT)?

Which serious topic was explored by which talk show host last month?

TOPIC:	DONAHUE	GERALDO	OPRAH	RAPHAEL
1 How can men prey upon their innocent victims	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 An inside investigation of death row	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 What we now know about amnesia and its victims	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 How telephone terrorism can be combatted	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5 Houston school crisis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6 The unscrupulous practices of physicians	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7 The Kennedys: sorting myth from reality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8 Social/political aftermath of Boston's Stuart murder case	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9 Inside the Gotti acquittal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10 Drugs on the job	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Turn page for answers

Answers:

1. Geraldo 2. Geraldo 3. Geraldo
4. Geraldo 5. Geraldo 6. Geraldo
7. Geraldo 8. Geraldo 9. Geraldo
10. Geraldo

While Oprah was dusting off old fluff like *Seduction Tips*, *Divorcing Couples Who Live Together* and *Embarrassing Relatives*; while Donahue was recycling tiresome trifles like *What Makes a Man Sexy*, *A Sexy Unisex Club in Peoria* and yet another *Sidney Biddle Barrows Interview*; while Sally sallied forth with lightweight chestnuts like *Lingerie*, *Women Whose Men Won't Marry Them* and *Outlaw*

Bikers and Their Women, Geraldo was summoning his considerable skills as an investigative journalist to excavate, explore and explain stories that matter.

This new thrust marks a dramatic increase in Geraldo's exciting brand of serious reporting – an increase that will continue surging through the '90s.

Heralding the Geraldo of the '90s

- 78% of U.S. has already renewed.
- Responsible national advertisers including Revlon Laboratories and K mart have recently joined the impressive lineup.

Geraldo

Station Sales

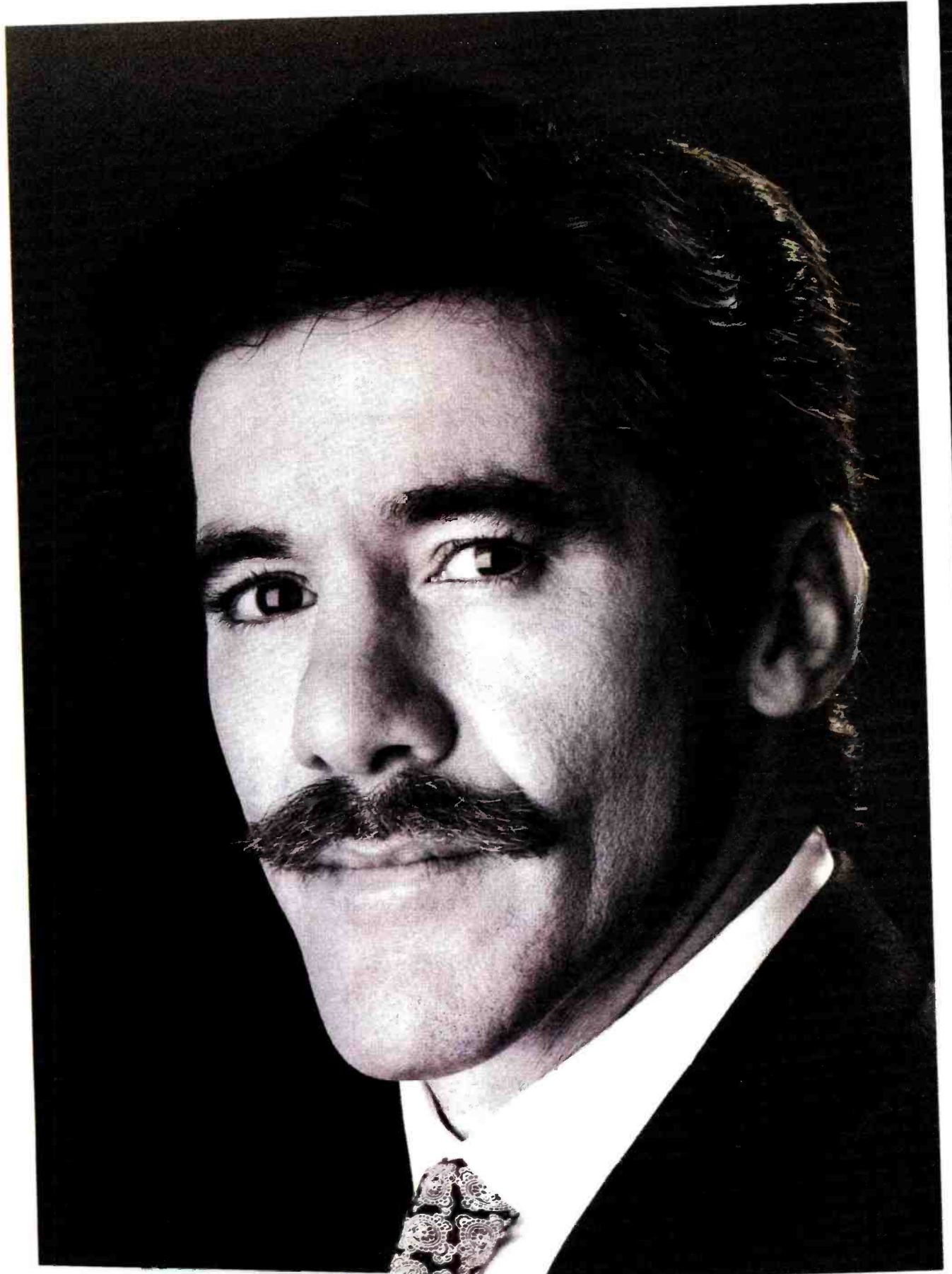


A Paramount Communications Company

Advertiser Sales



**TRIBUNE
ENTERTAINMENT**
Company



BY THE NUMBERS 2

Summary of Broadcasting & Cable

BROADCASTING			
SERVICE	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,975	251	5,226
Commercial FM	4,269	816	5,085
Educational FM	1,422	271	1,693
■ Total Radio	10,666	1,338	12,004
Commercial VHF TV	548	19	567
Commercial UHF TV	545	188	733
Educational VHF TV	123	5	128
Educational UHF TV	225	23	248
■ Total TV	1,441	235	1,676
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,809	322	2,131
VHF translators	2,717	129	2,846
UHF translators	2,195	405	2,600

CABLE†	
Total subscribers	52,300,000
Homes passed	73,900,000
Total systems	9,500
Household penetration†	57.1%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. ¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continues from page 10.

averaged a 14.4/24 rating, followed by CBS, which averaged a 13.1/21. ABC was third with a 12.4/20.

CBS was helped by a strong performance from the Friday night telecast of the *Miss USA Beauty Pageant*, which helped the network knock ABC out of first place that night. ABC has also been losing some ground Tuesday and Wednesday to NBC. ABC placed second to NBC's first on both those nights for the week ended March 4.

Fox highlights included a repeat *Simpsons* telecast, placing second on Sunday at 8:30 p.m. with a 13.5/20, while *Married...with Children*, also a repeat, finished third at 9 p.m. with a 12.8/19.

MarketScope

Media stocks followed moderate movement of overall market, as measured by S&P industrials. Most interesting recent development has occurred on debt side, with zero and other discount bonds of cable operators losing substantial value in past few weeks. Cablevision Systems (CVC) subsidiary, Adams-Russell, has seen yield on its 16¾ bonds increase to 32% in recent trading, up from 26% few weeks ago and more than double average yield on MSO debt, as calculated by Kidder Peabody. Market problems are said to have prevented other CVC subsidiary, V Cable, from issuing securities, thereby forcing lenders to keep bridge loan in place. CVC's stock price hit new 52-week low last week, dropping 8% to 27½. Other discount cable debt taking recent beating in market include Cablevision Industries, yielding near 31%. Certain other leveraged stocks also underperformed. Ackerly Communications was down near 52-week low, closing at 5½. Scientific-Atlanta gained back some of ground it lost in recent cable equipment sell-off and was up 9% to 23½. Cable services company, Burnup & Sims, was down 1 to 14½, off 16% from two weeks ago. Other than slight jump in MGM in previous week, market seems to have been taken off guard by merger announcement (see "Top of the Week") and opened up 4¼ at 18¼ on Wednesday, closing at 17¾.

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

Market Capitalization					Market Capitalization				
Closing	Closing	Net	Percent	P/E	Closing	Closing	Net	Percent	P/E
Wed	Wed	Change	Change	Ratio(000,000)	Wed	Wed	Change	Change	Ratio(000,000)
Mar 7	Feb 28				Mar 7	Feb 28			

BROADCASTING

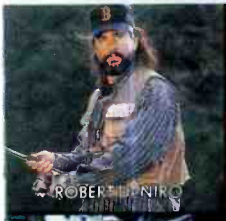
BROADCASTING WITH OTHER MAJOR INTERESTS

N (CCB) Capital Cities-ABC	504	511	- 7	-01.36	20	9,071	N (BLC) A.H. Belo	35	1 1/4	34	1/8	1	1/8	03.29	14	695
N (CBS) CBS	182	1/4 182	5/8	- 3/8	-00.20	16	4,309	N (AFL) American Family	14	7/8	15	-	1/8	-00.83	14	1,207
A (CCU) Clear Channel	13	5/8 12	1/2	1 1/8	09.00	-113	53	O (ACCMA) Assoc. Commun.	34	3/4 28	3/4	6		20.86	-78	647
O (JCOR) Jacor Commun.	5	3/4 5	7/8	- 1/8	-02.12	-3	57	N (CCN) Chris-Craft	34	31	7/8	2	1/8	08.66	1	811
O (LINB) LIN	84	1/4 111	7/8	-27	5/8 -24.69	45	4,342	D (DUCO) Durham Corp.	30	1/4 31	-	3/4	-02.41	29	255	
O (OBCCC) Olympia Broadcast		3/16	3/16		00.00			N (GCI) Gannett Co.	40	40	3/8	-	3/8	-00.92	16	6,455
O (OSBN) Osborn Commun.	9	1/2 8	3/4	3/4	08.57	-45	66	O (GACC) Great Am. Comm.	8	1/2 7	5/8	7/8	11.47	-2	297	
O (YOCOMA) Outlet Commun.	20	20	1/4	- 1/4	-01.23	12	131	A (HTG) Heritage Media	3	5/8 3	5/8		00.00	-3	161	
A (PR) Price Commun.	5	1/4 5	1/8	1/8	02.43	-4	48	N (UPJ) Jefferson-Pilot	39	3/4 40	1/4	-	1/2	-01.24	11	1,494
O (SAGB) Sage Broadcasting	2	1/4 2	1/4		00.00	2	8	N (LEE) Lee Enterprises	28	5/8 28	3/8	1/4	00.88	16	698	
O (SCRIP) Scripps Howard	60	60			00.00	30	619	N (LC) Liberty	47	45	5/8	1	3/8	03.01	24	368
O (SUNNC) SunGroup Inc.	2	2			00.00	-2	4	N (MHP) McGraw-Hill	53	3/4 53		3/4	01.41	13	2,616	
O (TLMD) Telemundo	5	1/4 5	1/2	- 1/4	-04.54	-2	119	A (MEGA) Media General	30	30			00.00	-157	773	
O (TVXGC) TVX Broadcast	4	5/8 4	5/8		00.00	33	33	N (MDPI) Meredith Corp.	30	7/8 30	3/4	1/8	00.40	18	576	
O (UTVI) United Television	32	1/2 33	1/2	- 1	-02.98	5	354	D (MMEDC) Multimedia	77	1/8 76		1	1/8	01.48	26	819

ACTION ADVENTURE COMEDY

- ▶ 18 Titles/15 available within 24 months
- ▶ 11 World Broadcast Premieres
- ▶ Top Theatrical Stars in Action, Adventure and Comedy Features

VOLUME IX



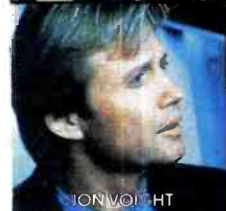
ROBERT DE NIRO



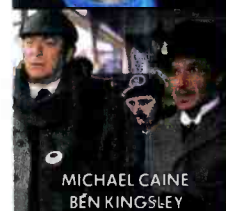
ANDY GARCIA



FARRAH FAWCETT



JON VOIGHT



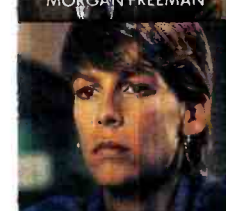
MICHAEL CAINE
BEN KINGSLEY



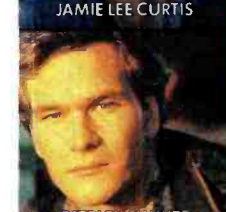
ELLEN BARKIN



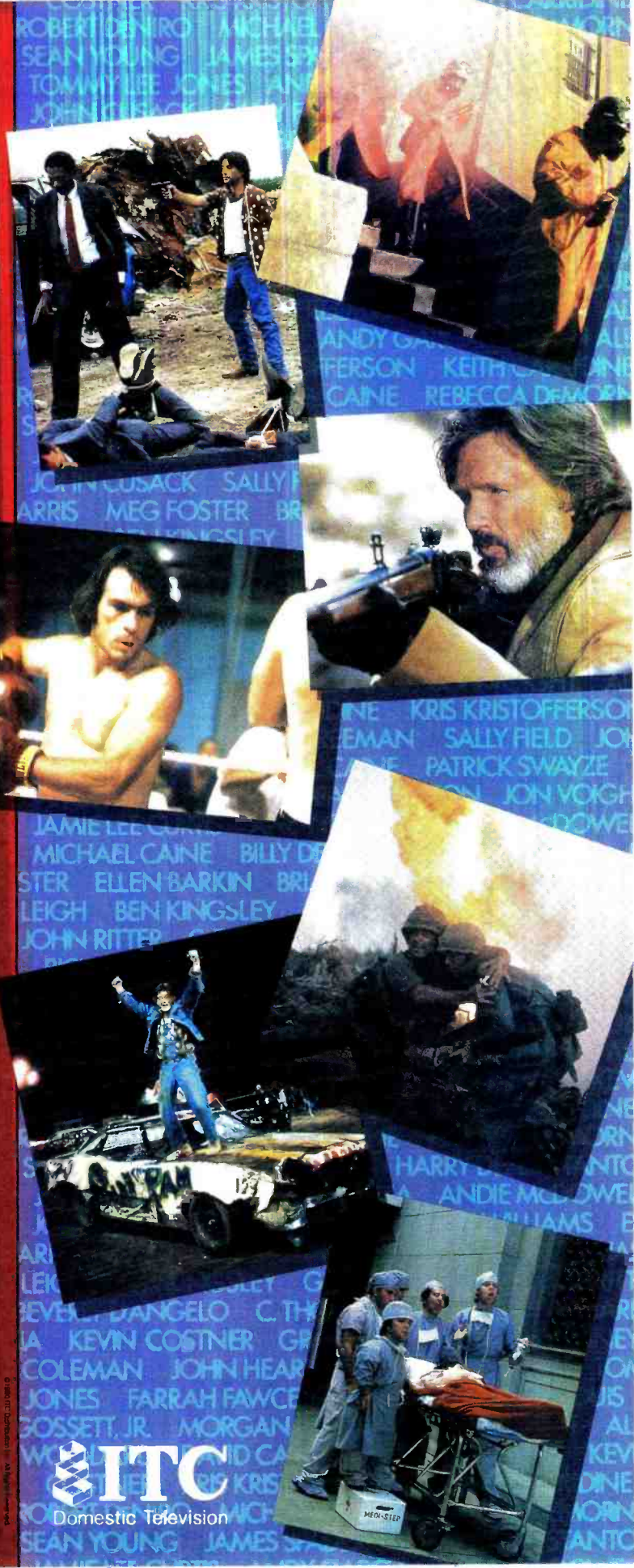
MORGAN FREEMAN



JAMIE LEE CURTIS



PATRICK SWAYZE



ITC
Domestic Television



AFTER 41 YEARS, GEORGE MOYNIHAN IS LEAVING GROUP W. FORTUNATELY, HE WON'T BE MISSED.

For 41 years, George Moynihan has been an integral part of Group W. Respected by his colleagues and much-beloved within our organization.

We were certainly upset when he told us he was retiring. But then he gave us some good news, too. He said he was going to be available as a consultant.

We immediately hired him. If George still worked here, we know he'd approve.



Datebook

■ indicates new listing or changed item.

This week

March 10-13—*National Association of Broadcasters* state leadership conference. J.W. Marriott, Washington. Information: (202) 429-5314.

March 11-12—*West Virginia Broadcasters Association* spring meeting. Radisson hotel, Huntington, W.Va.

March 12—*Academy of Television Arts and Sciences* forum luncheon. Speakers: Candice Bergen, Diane English and Joel Shukovsky, star and executive producers, CBS-TV's *Murphy Brown*. Regent Beverly Wilshire hotel, Los Angeles. Information: (818) 763-2975.

March 13—*Ohio Cable Television Association* annual meeting. Hyatt on Capitol Square, Columbus, Ohio. Information: (614) 461-4014.

March 14—*International Radio & Television Society* newsmaker luncheon. Speaker: Rev. Jesse Jackson. Waldorf-Astoria, New York. Information: (212) 867-6650.

■ **March 14**—"Reregulation of the Cable Television Industry: A View From the Hill," seminar hosted by *Communications Media Center of New York Law School*. New York Law School, 57 Worth Street, New York. Information: (212) 431-2160.

March 14—*Society of Cable Television Engineers, Chattahoochee chapter*, meeting, "Fiber Optics—Hands On Splicing and Testing." Perimeter North Inn, Atlanta. Information: Dick Amell, (404) 394-8837.

March 14—*Society of Broadcast Engineers, chapter 15*, meeting: "T-1 Use in Broadcasting," speech by Roger Shaw of Intraplex; "Satellite Use

in Broadcasting," speech by Bill Wormington of CSC Satellite Communications, and "How to Get a Patent," speech by attorney Leo Zucker. New York Times building, New York. Information: David Bialik, (212) 752-3322.

March 14-17—*American Association of Advertising Agencies* annual meeting. Marriott Desert Springs, Palm Springs, Calif.

March 14-18—"Pre-MTV: Pop Music on Television," screenings at *Museum of Broadcast Communications*. Museum, Chicago. Information: (312) 987-1500.

March 15—*FCC* field hearing, for comprehensive study by the FCC of status of cable industry. Moot Courtroom, Washington University Law School, St. Louis.

March 15—15th annual National Commendation Awards, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

March 15—*National Association of Black Owned Broadcasters* sixth annual communications awards dinner. Awards include first Mickey Leland Award for Outstanding Leadership in Communications to Senator Daniel Inouye (D-Hawaii). Sheraton Washington hotel, Washington. Information: Ava Sanders, (202) 463-8970.

March 15—Deadline for entrants outside U.S. for *New York Festivals*, competition for radio programming, promotion, commercials and print advertising. Information: (914) 238-4481.

March 15-16—*Texas Association of Broadcasters* TV Day. Westin hotel, El Paso, Tex. Information: (512) 322-9944.

March 16—"Cable Television: The Race to Reregulate," symposium co-sponsored by *Cardozo*

Arts and Entertainment Law Journal and *Howard M. Squadron Program in Law, Media and Society*. Speakers include John Hanks, director, New York City Bureau of Franchises; Norman Sinei of Arnold & Porter, Washington; Stuart Robinowitz of Paul, Weiss, Rifkind, Wharton & Garrison, New York, and Frank Lloyd of Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, Washington. Benjamin Cardozo School of Law, New York. Information: (212) 790-0292.

■ **March 16**—Extended deadline for entries for Gold Medallion award, sponsored by *Broadcast Promotion and Marketing Executives*. Information: (213) 465-3777.

March 16-18—"Environmental Issues in California: Setting the Nation's Agenda," conference for journalists sponsored by *Foundation for American Communications*. Asilomar conference center, Pacific Grove, Calif. Information: (213) 851-7372.

March 17—Sports broadcasting seminar, sponsored by *AP Television-Radio Association of California-Nevada*. Hyatt Regency, Long Beach, Calif. Information: Rachel Ambrose, (213) 746-1200.

March 17—22nd annual Addy Awards, sponsored by *Advertising Club of Metropolitan Washington*. Omni Shoreham hotel, Washington. Information: (301) 656-2582.

March 17-18—"Writing the Television Sitcom," seminar co-sponsored by *American Film Institute* and *School of Visual Arts*. School of Visual Arts, New York. Information: (800) 999-4234.

Also in March

March 19—*Broadcast Pioneers* Golden Mike

Major Meetings

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

March 31-April 3—*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—*Cabletelevision Advertising Bureau* ninth annual conference. Marriott Marquis, New York.

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

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

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

May 20-23—*National Cable Television Association* annual convention. Convention Center, Atlanta.

June 3-6—*NBC-TV* annual affiliates meeting. Washington.

June 9-12—*American Advertising Federation* national conference, featuring presentation of Addy Awards. Marriott Pavilion, St. Louis.

June 10-13—*Broadcast Promotion and Marketing Executives* and *Broadcast Designers Association* annual conference. Bally's, Las Vegas.

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

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

June 26-29—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

July 15-18—*Cable Television Administration and Marketing Society* annual conference. San Diego Marriott, San Diego.

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

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

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

Sept. 24-27—*Radio-Television News Directors Association* international conference and exhibition. Convention Center, San Jose, Calif.

■ **Sept. 25-27**—Atlantic Cable Show. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 4-7—*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—*MIPCOM*, international film and pro-

gram market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

Oct. 13-17—*Society of Motion Picture and Television Engineers* 132nd technical conference and equipment exhibit. Jacob Javits Convention Center, New York. Future conferences: Oct. 26-30, 1991, Los Angeles; Oct. 3-7, 1992, Jacob Javits Convention Center, New York.

Oct. 21-24—*Association of National Advertisers* annual convention. Ritz-Carlton hotel, Naples, Fla.

Nov. 14-16—*Television Bureau of Advertising* annual meeting. Dallas.

Nov. 28-30—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

Jan. 7-10, 1991—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles.

Jan. 14-18, 1991—28th annual *NATPE International* convention. New Orleans Convention Center, New Orleans.

Feb. 1-2, 1991—*Society of Motion Picture and Television Engineers* 25th annual television conference. Westin Detroit, Detroit. Future conference: Jan. 31-Feb. 1, 1992, Westin St. Francis, San Francisco.

Feb. 1-4, 1991—*Radio Advertising Bureau* annual Managing Sales Conference. Loews Anatole, Dallas.

KCBA BLAIR

CATCH THE EXCITEMENT!

KCBA-TV brings independent excitement to the Salinas-Monterey market—because they're always working to be best.

Which is why they're a Fox affiliate.

Why they broadcast the L.A. Lakers and Oakland A's.

How they became #1 in kids programming.

And why they've selected Blair to be their national sales representative. KCBA-TV—only the best.

BLAIR TELEVISION

Blair Television is a subsidiary of John Blair Communications, Inc.



Turtles Come And Turtles Go, But We Go On Forever.

Over the past three broadcast seasons, 28 animated strips premiered in syndication. By the end of '88-'89, only five of those shows still ranked in the top ten. So it's not unusual to see how long-term

commitments to new and unproven shows can often lead to long-term disasters. Which is why The Program Exchange features Evergreens like *Dennis the Menace*, *Woody Woodpecker* and *The Flintstones*.



All of which are perennial top-ten performers.
So while turtles may look green today, will they
be evergreen tomorrow?

THE PROGRAM EXCHANGE[®]
A Division of Saatchi & Saatchi Advertising, Inc.

Evergreens Are Always In Season.

Award dinner. New York. Information: (212) 586-2000.

March 19-22—*National Computer Graphics Association* 11th annual conference and exposition. Anaheim Convention Center, Anaheim, Calif. Information: (703) 698-9600.

March 20—"Gender Differences in Business Communications: A Gender Dynamics Seminar," sponsored by *New York Women in Cable*. Viacom Conference Center, New York. Information: (718) 482-4079.

March 22—Advertising Hall of Fame ceremonies, sponsored by *American Advertising Federation*, honoring James Burke, former chairman-CEO, Johnson & Johnson; Raymond Mithun, founder, Campbell-Mithun Advertising, and Jean Wade Rindlaub, formerly with BBDO. Waldorf-Astoria, New York. Information: (202) 898-0089.

March 22—*Mississippi Association of Broadcasters* broadcaster/agency swap. Holiday Inn-Downtown, Jackson, Miss. Information: (601) 957-9121.

March 22-23—*C-SPAN "Capitol Experience"* seminar "to provide cable operators with insight into the network's programming philosophy, reasons to carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

March 23—*Cable Television Administration and Marketing Society, Washington/Baltimore chapter*, seminar on telemarketing. Gannett Tower, Arlington, Va. Information: (703) 378-3431.

March 23-24—"Almost Everything You Need to Know About Being a Journalist in the Nineties," sponsored by *Society of Professional Journalists, region one; Radio-Television News Directors Association, region 11*, and *Yale University, Poynter Fellowship*. Park Plaza hotel, New Haven, Conn. Information: (203) 281-9600.

■ **March 23-25**—*Northern California Radio Television News Directors Association* ninth convention and awards. Hilton at the Club, Pleasanton, Calif. Information: Darryl Compton, (415) 561-8760.

■ **March 24**—*Radio-Television News Directors Association region four/Oklahoma AP Broadcasters* conference. Sessions include "What's New in TV News"; "Covering Sports as News"; "Open Records," and "Election Coverage." Meridian Plaza hotel, Oklahoma City. Information: Stuart Kellogg, (405) 478-6320.

■ **March 24**—*Louisiana Press Women's Association/Radio-Television News Directors Association* region nine management conference, "Leadership in the 90's." LeBossier hotel, Bossier, La. Information: Andrew Pontz, (318) 865-2609.

March 25-26—"Making the Promise of Local Cable Programming a Reality," local programming seminar sponsored by *National Academy of Cable Programming*. Key Bridge Marriott, Arlington, Va. Information: Steven Schupak, (202) 775-3611.

March 26—"Washington Issues Day," sponsored by *Telecommunications Industry Association*. J.W. Marriott, Washington. Information: (202) 457-4987.

March 26-29—*North Central Cable Television Association* annual trade show and convention. Hyatt Regency, Minneapolis. Information: (612) 641-0268.

March 26—"Women in the Media," one in American Forum series sponsored by *American University School of Communication*. Kay Spiritual Life Center, AU campus, Washington. Information: (202) 885-2058.

March 27—"Corporate Culture and Gender Styles: A Gender Dynamics Seminar," sponsored by *New York Women in Cable*. Viacom Conference Center, New York. Information: (718) 482-4079.

■ **March 27**—"An Evening with Carl Reiner," sponsored by *Academy of Television Arts and Sciences*. Directors Guild Theater, Los Angeles. Information: (818) 763-2975.

Errata

Listing in Feb. 27 "For the Record" for **WFX(TV) Morehead, N.C.**, should have said **application granted by FCC was for transfer of stock, not license**, from John W. Gainey and Frederick McCune to other shareholders within licensee. After transfer Gainey owns 18.545% and McCune 17.54% of outstanding stock.

□

National Telecommunications and Information Administration opposes reimposition of must carry rules and opposes the continuation of cable's compulsory license. Its position was misreported in March 5 story on FCC cable comments. Also, United States Telephone Association issued corrected figures on its q ratio study, formula used to determine concentration in industry. Cable's 4.3 q ratio was based on a cable stock market price of \$1,698 per subscriber, not \$1,741, and a replacement cost per subscriber of \$395, not \$405. Additionally, USTA said the q ratio for broadcasters was 2.1, not 2.2.

□

Feb. 26 story, "L.A. station takes on urban sound," incorrectly spelled name of **Michael Barnard**, assistant to program director, KKBT(FM) Los Angeles.

March 29—"Update on AIDS Coverage," seminar sponsored by *Gannett Center for Media Studies*. Speaker: James Kinsella, author of "Covering the Plague: AIDS and the American Media." Gannett Center, Columbia University, New York. Information: Shirley Gazsi, (212) 280-8392.

March 30—*Wireless Cable Association* seminar on wireless cable. Hyatt Atlanta Airport, Atlanta. Information: (202) 452-7823.

March 30—"Representing Your Local Broadcaster: A Practical Workshop for Lawyers," ninth annual legal forum sponsored by *American Bar Association Forum on Communications Law and National Association of Broadcasters*. Atlanta Hilton hotel, Atlanta. Information: (312) 988-5580.

March 31—*Association of Maximum Service Telecasters* annual membership meeting, during NAB convention. Room 364, Georgia World Congress Center, Atlanta.

March 31-April 3—*National Association of Broadcasters* 68th annual convention. Atlanta Convention Center, Atlanta. Information: (202) 429-5300.

April

April 1-3—*Cabletelevision Advertising Bureau* ninth annual conference. Marriott Marquis, New York. Information: (212) 751-7770.

April 2—*Association of Maximum Service Telecasters* engineering breakfast, during NAB convention. Marquis ballroom, Marriott Marquis, Atlanta. Information: (202) 462-4351.

April 3—*Caucus for Producers, Writers and Directors* general membership meeting. Chasen's Restaurant, Los Angeles. Information: (213) 652-0222.

April 4—Deadline for entries in 42nd Annual Prime Time Emmy Awards, sponsored by *Academy of Television Arts and Sciences*, for entries aired June 1, 1989, through April 4, 1990. Information: ATAS, (818) 763-2975.

April 5—20th annual Matrix Awards luncheon, sponsored by *New York Women in Communications*. Waldorf-Astoria, New York. Information: (212) 532-3669.

April 5-8—Tenth annual Health Reporting Conference, sponsored by *American Medical Association, division of television, radio and film services*. Westin hotel, Tabor Center, Denver. Information: (312) 645-5484.

April 5-9—Public radio conference, coordinated by *National Public Radio*. Sheraton Washington hotel, Washington. Information: 822-2090.

April 6-8—*AP Television-Radio Association of California-Nevada* 38th annual convention and awards banquet, including seminars on ethics, radio and TV writing and tape editing. Hyatt Regency, Long Beach, Calif. Information: Rachel Ambrose, (213) 746-1200.

■ **April 7**—*Virginia UPI/Radio-Television News Directors Association* region 13 conference. Speaker: Virginia Governor Doug Wilder. Virginia Beach. Information: Georgeann Herbert, (804) 446-2711.

April 9—Deadline for comments on the domestic telecommunications infrastructure to *National Telecommunications and Information Administration*. U.S. Department of Commerce, NTIA. Washington. Information: (202) 377-1551.

April 12—*Federal Communications Bar Association* luncheon. Speaker: FCC Commissioner Andrew Barrett. Washington Marriott, Washington.

April 12—Regional cable sports panel, sponsored by *International Radio and Television Society sports division*. Mark Goodson Theater, New York. Information: (212) 867-6650.

April 13-14—12th annual Black College Radio Convention, sponsored by the *National Association of Black College Broadcasters*. Luncheon speaker: FCC Commissioner Andrew Barrett. Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

April 13-14—*National Association of Hispanic Journalists* job fair, during NAHJ eighth annual conference and expo. San Francisco. Information: (202) 783-6228.

April 15—Deadline for entries in awards contest for diplomatic correspondence, consumer journalism, newsletter journalism, Washington correspondence and regional reporting, sponsored by *National Press Foundation*. Information: (202) 662-7523.

April 16-19—Supercomm '90, jointly sponsored by *U.S. Telephone Association and Telecommunications Industry Association*, and International Conference on Communications, sponsored by *Communications Society of the Institute of Electrical and Electronics Engineers*. Georgia World Congress Center, Atlanta. Information: (202) 835-3100.

■ **April 17**—"Upfront '90," ASTA syndication conference, sponsored by *Advertiser Syndicated Television Association*. New York Hilton, New York. Information: (212) 245-0840.

April 17—"Scoop or Snoop? The Press and Private Lives," one in American Forum series sponsored by *American University School of Communications*. Kay Spiritual Life Center, AU campus, Washington. Information: (202) 885-2058.

April 17—*New Jersey Broadcasters Association* annual engineering conference. Rutgers University Continuing Education Center, New Brunswick, N.J. Information: (201) 247-3337.

April 18—*New Jersey Broadcasters Association* semi-annual sales seminar. Rutgers University Continuing Education Center, New Brunswick, N.J. Information: (201) 247-3337.

April 18—Digital audio production demonstration

by New England Digital, sponsored by *Society of Broadcast Engineers, chapter 15*. New York Times building, New York. Information: David Bialik, (212) 752-3322.

■ **April 18-19**—*Center for Communications* seminar, "Doing the Right Thing: Minorities in the Communications Industries." New York. Information: Lisa Weaver, (212) 836-3050.

April 18-20—*Broadcast Financial Management Association* 30th annual convention. Hyatt Regency, San Francisco. Information: (708) 296-0200.

April 18-20—*Virginia Cable Television Association* 24th annual convention. Cavalier hotel, Virginia Beach. Information: (804) 780-1776.

April 18-21—*National Broadcasting Society/Alpha Epsilon Rho* national convention. Sheraton World Resort, Orlando. Information: John Lopocollo, (803) 777-3324.

April 18-22—*Religious Communication Congress* "once-a-decade international/interfaith event," featuring seminars and workshops and exhibits from broadcasting, production, music, publishing, fund raising, computer and satellite. Opryland hotel, Nashville. Information: (317) 236-1585.

April 19—*Ohio State Awards* presentation ceremony and luncheon. National Press Club, Washington. Information: Phyllis Madry, (614) 292-0185.

April 19-20—*C-SPAN* "Capitol Experience" seminar "to provide cable operators with insight into the network's programming philosophy, reasons to carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

April 19-20—"Cable Television Law: Revisiting the Cable Act." seminar co-sponsored by *Practising Law Institute* and *California Continuing Education of the Bar*. Hotel Meridien, San Francisco. Information: (212) 765-5700.

■ **April 20**—*NATPE Educational Foundation's* fourth annual regional seminar, "Meeting the New Competition for Our Audience." Westin hotel, Chicago. Information: (213) 282-8801.

April 20-21—*Texas AP Broadcasters* annual convention. Worthington hotel, Fort Worth. Information: Diana Jensen, (214) 991-2100.

■ **April 20-21**—*Radio-Television News Directors Association* region six conference. Speakers include Douglas Edwards, formerly of CBS News, and Bob Priddy, past RTNDA chairman. Holiday Inn on the Lake, Lake of the Ozarks, Mo. Information: Nan Siemer, (314) 449-4141.

■ **April 21**—*Radio-Television News Directors Association* region two conference. Speakers include RTNDA President David Bartlett. Los Angeles. Information: Bill Yeager, (213) 462-6053.



Radio rave

EDITOR: Congratulations on your 59th anniversary. BROADCASTING has always done a great job of telling us folks what's going on in the radio industry. Unlike some other publications, you haven't reduced "radio" to a few paragraphs next to the classifieds.—*Dick Painter, general manager, KMRS(AM)-KKOK(FM) Morris, Minn.*

Religious rights

EDITOR: I found most disturbing the "suggestion" in your Feb. 26 editorial, "Voice vote," that the comments submitted by Bonneville Broadcasting, Morality in Media and the American Family Association should be disregarded by the FCC because these organizations are allegedly "powered

by strong church influence."

While I have not read the comments submitted by AFA, I have read those submitted by Bonneville and Morality in Media, and both organizations rest their arguments in support of the congressional ban on broadcast indecency on legal precedent, data relating to the broadcast listening audience and "reason."

The Constitution certainly does not require the FCC to reject such arguments because leaders in these organizations may be members of conservative religious bodies. To say otherwise is to deprive the tens of millions of Americans who are members of conservative religious groups of their rights and privileges as free citizens. Our nation's devout founding fathers never intended anything so prejudicial, and the American people, who historically have abhorred tyranny, will hopefully never permit it.—*Robert Peters, New York.*

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Monday Memo

A broadcast advertising commentary by Paul Benjou, executive director, Gaynor Media/Group One Communications, New York

I've been to countless agency presentations, and invariably the client (and often the agency) declares how important it is for their media plan to be creative. Press the client or agency account group for a definition of "creative media" and the subject will immediately turn to production estimates, budget recaps or lunch—anything but media.

Having suffered many years as a back-room office function, not worthy of the recognition it earned and now demands, agency media departments held the tarnished reputation for breeding dull, uninteresting people and churning out dry, dusty, cookie-cutter media presentations. Finally having come of age, media professionals are just now enjoying a spirited move to the front line. They've moved up corporate ladders to become general managers, marketing division heads and company presidents. Many others have gone off to establish themselves as media consultants or to join the swelling ranks of media service companies. And, if the media-buying scene in Europe is any indication of the merger frenzy that can occur in the United States, these companies will eventually outstrip the ad agencies in billings.

This upward movement is now paying dividends. Greater attention by agency heads and clients is paid to the department through which 90% of a client's dollars flow. Demands on bottom-line performance through wise media investment strategies are more common. Shaving just 2% from a budget as large as Burger King's, for example, will save the client millions of dollars annually. Driven by mega-spenders, smaller clients are also reaping the benefits of a portfolio of media investment strategies.

The smart advertiser will use the advertising agency's or media company's experience to negotiate difficult curves in the media maze. But he should not ask the media department to be creative. Challenge them to come up with a leverageable point of difference; one that can contribute to the bottom-line efficiency of your organization. Media pros are experts at managing 90% of your ad dollars and it stands to reason that they know, *really know*, how to make a difference. The complexity of media planning does not allow the non-professional to objectively determine the best investment course to take. He needs the media pro, as counsel, to best set strategies.

As a case in point, one of my clients, an airline, needed to make the leap from print to broadcast to solve an awareness problem. The airline flies out of the United States to multiple destinations around the world. The problem was that of im-



“ In today's profit-conscious environment, accountability should always take precedence over a creative execution that, from an exposure viewpoint, is judged to yield substandard results. ”

age. Its customers thought of it as an airline flying only to its country of origin. The bigger problem was the size of its budget—too small for a meaningful effort on television.

Countless meetings with the creative staff finally generated a win for the media group. Ten-second commercials, executed to show the variety of destinations, were developed over the strong initial objections of creative groups. But logic supported the strategy.

Media's solution, however, was not as evident or simple as it seemed. Client strategies demanded the exclusive use of news and sports programming and the timing was during a presidential election period. Coupled with the difficulty of placing local :10's, the group forged a strategy which, today, is held up as an

example of "creative media."

The client was convinced to run two compatible 10-second commercials as bookends for a 30-second purchase. The 10 seconds in the middle of the 30 were turned back to the station for use as a station promo. Stations were instructed to run the :30 if there was any possibility of preempting a stand-alone ten.

The results were dramatic. Virtually all spots held as purchased (97%) and the client's cost for two :10's was the lower cost of a :30. Stations were happy to run their promos and consumer awareness was up over 30% in six short months. Airline bookings followed suit, with an increase of 28%.

It was not media's intent to be "creative" in this example. The group simply exercised and applied its knowledge of media dynamics to the problem at hand. It was of critical importance for the group to be aware of the creative thrust to properly determine the impact on the consumer. The solution was labeled "creative media planning."

"Creative media" resides in the logic, strategic thinking and planning skills that foster accountable, result-oriented planning. The process must, however, be realistically challenged and encouraged to perform if any worthwhile effort is to be expected. That challenge will often help media and creative juices to flow closer together and will also help the creative hand to think a bit harder where creative form follows media function. Encouragement should come in the form of recognition for good performance.

In today's profit-conscious environment, accountability should always take precedence over a creative execution that, from an exposure viewpoint, is judged to yield substandard results. Media research departments and syndicated services have, today, developed media models which can project the impact of media use with a good deal of confidence. It is becoming the media professional's function to monitor the creative process by applying these methods of analysis before executions are recommended.

"Creative media" should be judged on its ability to make a difference, not on the size or sheer weight of the media document which burdens creativity under reams of statistics. While the research that supports creative applications is necessary, it becomes the media thinker's responsibility to present his or her material in a way that diminishes the client's anxiety over sifting through reams of statistics. Dwelling on the numbers reinforces the dull image it took the media department so long to shed.

Size makes shrimp jumbo. Results make media creative. ■

#1

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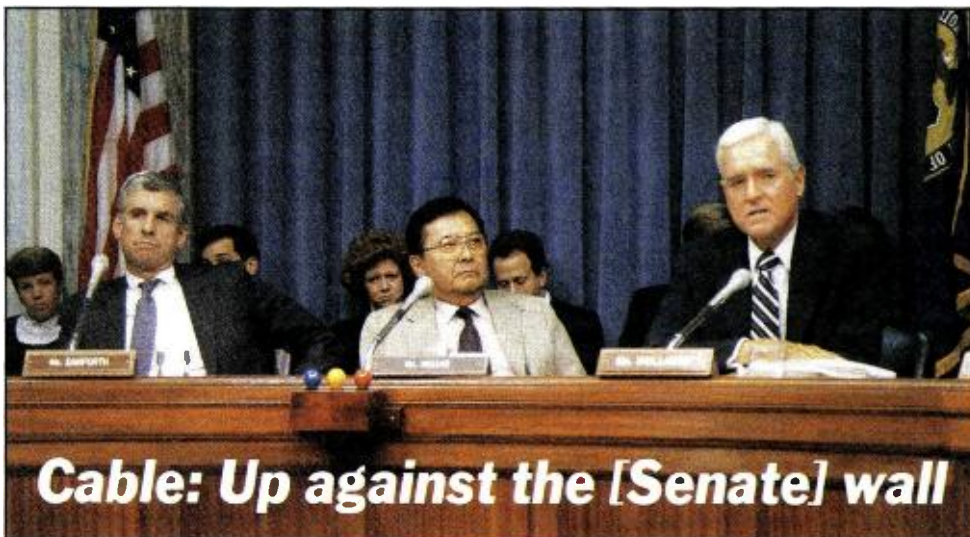
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Vol. 118 No. 11



Cable: Up against the [Senate] wall

SENATE LEADERS DANFORTH, INOUE, HOLLINGS

Determined to reregulate cable, Senate Commerce Committee leaders late last Friday authorized the release of a staff draft that would strip away much of the industry's market power and greatly expand the FCC's authority over cable. In some ways the industry considers the proposal to be more onerous than reregulation legislation introduced by Senator John Danforth (R-Mo.) last winter (BROADCASTING, Nov. 20, 1989).

It is the handiwork of Senate aides working on behalf of Commerce Committee Chairman Ernest Hollings (D-S.C.); Daniel Inouye (D-Hawaii), chairman of the Communications Subcommittee, and Danforth, the ranking Republican. The proposal has not actually been endorsed by the lawmakers but it is expected to serve as a substitute for Danforth's cable bill when the committee holds a markup, possibly in April. The committee plans two hearings, one scheduled for March 29 and another not yet scheduled.

Despite cable's concern, the industry seemed to take solace in the fact that the proposal was being presented as a staff draft and not a bill. Said National Cable Television Association President Jim Mooney: "We think it goes way too far, but have been assured by the senators involved that there is ample room for discussion."

"The game is about to start," said one Hill observer, who thinks committee members will be bombarded by cable lobbyists and others hoping to modify the proposal. There was some speculation from the Hill that cable's outrage is merely posturing and that it may actually be willing to live with some of the provisions.

"I am not confident this will be the final version," said Roy Neel, aide to Senator Al Gore (D-Tenn.), who expects there will be some "outstanding issues" dealt with at the markup. Furthermore, it seems that some of the committee Republicans may feel the draft is too regulatory and prefer a more "procompetitive approach."

Cable is certainly not the only disap-

pointed party. The telephone industry hoping to gain entry into the video services business is not satisfied with the staff draft, nor are city officials likely to be satisfied, for they hoped to regain complete authority to regulate rates. It puts the cities on a "short leash," said one source.

If there are any winners it might be broadcasters. The staff draft links must carry with cable's compulsory copyright license and would condition a cable operator's compulsory license on whether a system carries local broadcast signals. It would require systems to carry most local stations (depending on system channel capacity) and gives them channel positioning rights. It would also mandate

that broadcaster signals be carried on the lowest priced tier, with cable providing converter boxes for second set hookups. These were originally part of the Danforth initiative. Broadcasters also have Inouye's promise that he will put their if carry/must pay proposal on the table when Commerce moves a bill.

There are still other cable competitors such as the wireless cable and home satellite dish industries that fared well under the proposal. They will be pleased to see the inclusion of provisions that would force cable programmers to offer their product to all technologies. Moreover, vertically integrated cable programming services cannot "unreasonably" refuse to sell to other video distributors (including DBS). This section is modeled after language in Danforth's bill and the legislation Gore has sought to pass that would keep cable programmers from denying dish owners access to satellite-delivered programming.

Also under the proposal, cable operators could not own an MMDS or SMATV system in its franchise area although waivers could be granted. Furthermore, volume discounts would be restricted unless "they are justified by costs or good faith efforts to meet the prices of competitors."

It should be of some comfort to cable that

What Senate has in mind for cable

- FCC sets parameters for basic and expanded cable rate regulation with cities applying for certification to regulate rates.
- Cable programmers must offer their product to all technologies (including DBS) and vertically integrated programming services cannot "unreasonably" refuse to deal with other video distributors.
- FCC adopts regulations limiting number of systems cable operator can own and restricting number of channels vertically integrated cable system can carry. And when 10% of nation has DBS, FCC must impose limits on cable ownership of service.
- Cable operators could not own MMDS or SMATV in franchise area.
- FCC is granted authority to regulate leased access channels.
- Telcos could provide video capacity to third party that would not be subject to franchising process.
- Mandatory must-carry requirements and channel positioning rights for broadcasters.

the FCC will set the parameters for rate regulation and that the cities will have to adhere to agency guidelines and a certification process if they want to control rates. However, the commission would regulate not just basic rates but expanded basic as well. It is believed that many cities will not opt to get back into the rate regulation business, especially under this scenario. Rate regulation would occur unless there is "ef-

“We think it goes way too far, but have been assured by the senators involved that there is ample room for discussion.”

—NCTA's James Mooney

fective competition" from a multichannel provider serving 30% of the community.

But what is believed to be most troubling to cable about the draft is that it invests the FCC with tremendous authority over the industry. Among the other instructions for the commission: it must deal with the horizontal and vertical concentration question, and, although no caps are included, the FCC would have the discretion to limit the number of channels a vertically integrated

cable system could carry; it must devise multiple ownership restrictions for cable ownership of DBS, once 10% of the country (10 million homes) has DBS, and it can establish rates, terms and conditions for access to cable channels as well as increase the number of leased access channels, and require multiple inputs for TV sets to handle a variety of services. Much of this language is considered untenable for the industry, especially when cable MSO's want to get into the DBS business and set their own rates for leased access.

Cable is also crying foul over a section that enables telcos to provide video capacity to a third party that would not have to go through the franchising process. Cable feels it is unfair to subject its operators to the franchising process and not others.

The telcos appear equally unhappy with the draft. They say it does little more than allow them to operate as a common carrier. "It helps others to compete with cable but [does not help] the phone industry," said one source.

The cities may have to play by the commission's rules when it comes to rates, but they still have leverage over cable through the franchise renewal process. And the draft limits damages against local authorities in First Amendment suits. In settling disputes at renewal time the burden of proof would fall on cable operators. The draft also requires the FCC to set minimum technical standards. —KM

NFL annual TV revenue: Record \$919 million

CBS and NBC retain Sunday packages as \$3.677 billion five-network football picture for 1990-93 seasons is set

At a combined price of \$1.812 billion, CBS and NBC have retained, and slightly expanded, their established Sunday regular season National Football League schedules for another four years, 1990-93/94, each network announced separately last week.

The agreements completed a month of NFL negotiations that led to concurrent four-year contracts with the Turner Broadcasting System (totaling \$450 million), ESPN (\$450 million), ABC (\$925 million), CBS (\$1.06 billion) and NBC (\$752 million). Pending the award of \$40 million rights to the 1994 Super Bowl, the contracts total \$3.677 billion through early 1994.

Per season, the five new 1990-93 contracts will bring the league an average \$919 million, an increase of \$388 million, or 73%, over the \$531 million total paid by ABC, CBS, NBC and ESPN for the 1989-90 season.

According to reliable industry sources, CBS agreed to pay exactly what it paid for CBS exclusive 1990-93 Major League Baseball rights—\$1.06 billion—for its parts of the next four NFL seasons. The CBS schedule will include three preseason games, 17 National Football Conference regular season Sundays in 1990-91, 18 regular season Sundays in 1992-93 (thanks to the league's move to expand its season by one, and later two, weeks), and playoff games played in the NFC, as well as Super Bowl XXVI in January 1992.

CBS payments will average \$265 million each season, an increase of \$115 million, or 77% of its \$150 million 1989-90 payment (which does not include approximately \$18 million for Super Bowl XXIV). In each of the four years, CBS will continue to regionalize telecasts of up to five games in each Sunday afternoon window, presenting doubleheaders (up to eight games) every other Sunday as it and NBC have done in the past.

"Retaining our Sunday package," said CBS Sports President Neal Pilson, "was a key element in our long-term corporate strategy of providing coverage of dominant sports franchises." Indeed, although CBS was outbid for the NBA and CFA, the network has committed itself to at least a \$1 billion investment in exclusive rights to the MLB (1990-93), another \$1 billion for the entire NCAA basketball tournament (1991-97) and approximately the same amount to hold on to its share of the NFL.

"Since 1956," NFL commissioner Paul Tagliabue noted in a prepared statement, "and continually longer than any other network, CBS Sports has presented a first

Sikes says no to if carry/must pay

FCC Chairman Alfred Sikes told reporters last week that he cannot go along with the broadcasting industry's if carry/must pay proposal. "I think that is wrongheaded," he said.

In a wide-ranging briefing with reporters in his office last Tuesday (March 6), Sikes said he favors elimination of the compulsory copyright license as the means for settling the battle between cable operators and broadcasters over cable's carriage of broadcast signals.

Without the license, he said, cable systems would have to negotiate with broadcasters for the right to carry them. In some cases, he said, they may end up paying the broadcasters. But in others, he said, they may be able to secure carriage without having to pay.

Under an if carry/must pay law, cable systems that choose to carry one local broadcast signal would be required to carry all locals and they would be obliged to pay a percentage of their revenue for the privilege. The proceeds would be divided up among the broadcasters.

The National Association of Broadcasters hopes to attach the plan to any cable legislation that moves through Congress.

On another cable-related matter, Sikes indicated that Sky Cable—the proposed DBS service of NBC, Cablevision Systems, Rupert Murdoch and Hughes Communications—could, if it ever gets off the ground, provide sufficient competition to keep cable beyond the reach of local regulators.

Under the Cable Act of 1984, cable systems that are subject to "effective competition" cannot be subjected to local rate regulation. Today, the effective competition standard is three broadcast signals. But the FCC has a rulemaking under way that is expected to make the standard much harder to meet. Whatever the new standard is, Sikes said, Sky Cable would probably meet it. "It would be my intuitive sense that [Sky Cable] would be 'effective competition,'" he said.

Sikes also acknowledged that the federal government—the FCC, the Federal Trade Commission and the Justice Department—may have been too lax in its oversight of the cable industry during the latter half of the 1980's. "I don't think those organizations acted as vigorously as they should have a couple of years ago."

class production of NFL games. We look forward to four more years."

For its doubled annual fee, NBC also retained (and added a 17th week to) its Sunday package and maintained its carriage of the one first-round, two divisional and the American Football Conference championship game each season, as well as its turn at the Super Bowl in 1993—all at a four-year cost of \$752 million, averaging \$188 million per season, an increase of \$68 million, or 57%, over NBC's \$120 million fee in 1989-90, when it did not carry the Super Bowl.

"The magnitude of this new agreement reflects the NFL's importance to NBC," said Arthur Watson, executive vice president, NBC, adding that Tagliabue, Cleveland Browns owner Art Modell and NFL broadcasting director Val Pinchbeck "should be congratulated for this new contract."

Overall, the number of games on national cable essentially doubled, as the league retained ESPN and brought TBS on board for the first time. But double the inventory will more than quadruple the league's cable income, up to \$225 million a year—more than four times ESPN's 1989 fee of \$51 million (BROADCASTING, Feb. 28 and March 5).

On the network side, the inventory also



CBS's Neal Pilson (l) and NBC's Arthur Watson hold their NFL ground

expanded, at least in part, to account for the average 50% rights increases for CBS and NBC. All the network inventories were marginally expanded by the addition of the 17th regular season week in 1990 and 1991, and an 18th week in 1992 and 1993. To CBS, for example, next fall's lengthened season means up to eight more regionalized telecasts, and attendant advertising inventories, for each extra Sunday. For its doubled fee, ABC gained the most, winning two new playoff games played between four additional wild card teams, an additional regular season prime time game and

the milestone 25th Super Bowl next year (BROADCASTING, March 5).

The fact that ABC, CBS and NBC retained their NFL packages contrasted with other sports deals made over the past 15 months. In that period, the CBS and ESPN baseball agreements combined to disenfranchise incumbents NBC and ABC. The National Basketball Association doubled its TBS fee, but NBC paid triple the previous rights to take the NBA from CBS. CBS also lost college football to ABC and NBC, but won NCAA basketball, wresting the tournament's first half from ESPN. —PDL, JF

ESPN sets NFL surcharge: 14 cents, rising to 17

MSO's now have to decide how to package football; variety of tiering options being discussed

ESPN announced its NFL surcharge last week—14 cents per subscriber per month in the first year, building 1 cent a year to 17 cents in the fourth year—as well as its first affiliate signing—Century Communications.

The 14-cent rate is good until April 30. Those operators who sign after April 30 will pay 1 cent extra in the first year, ESPN said. For those who do not sign until after June 30, the first year price could increase 3 to 4 cents. ESPN had no comment on what effect delays would have for the other years of the contract.

Both Turner and ESPN reportedly paid \$450 million for their respective deals, each triple the cost of ESPN's previous deal. With the money involved, the worst fears of some operators have been realized, as they look at surcharges of between 25 cents and 30 cents for the NFL this fall. There was also some grumbling among operators last week that ESPN's package of late-season games was going to cost them more than Turner's, although the deals are similar. (No figures have been released on Turner's package, but a 12 cent figure has circulated throughout the industry.)

Roger Williams, ESPN senior vice president, affiliate sales and marketing, said ESPN would break even, at best, and more likely will lose several million dollars with the new surcharges. He also pointed out that ESPN's later-in-the-season games would likely generate higher ratings, as division races go down to the wire, thus providing higher value.

The two deals have sent MSO executives into huddles on how they will handle the

surcharge. Tele-Communications Inc. already carries ESPN on its negative option tier, and Century is implementing a low-priced add-on tier this year (see below). Other MSO's report considering taking only one of the packages, or taking packages for only certain markets. Although tiering is growing, it is by no means a foregone conclusion.

"We're a reluctant tierer," said Robert Stengel, Continental senior vice president.

Network shuffle

All three networks announced schedule changes last week, with CBS undergoing the most restructuring of its ailing lineup.

New to the CBS Schedule are two comedies, *Bagdad Cafe* and *Sugar and Spice*. The two will be placed in the Friday night lineup at 9-10 p.m., beginning March 30, replacing *Dallas*, which moves an hour later to 10 p.m. *Falcon Crest*, currently in the 10-11 time slot on Fridays, will have its last broadcast in the Friday time period on March 16, and come back onto the schedule on Thursdays at 9-10 on April 26 for its final four episodes. CBS has not yet made a decision as to whether the series will return next year. *Island Son*, currently occupying the Thursday 9-10 slot, has ceased production and will bid adieu on March 29. The network will take advantage of unused episodes of the short-lived *Max Monroe: Loose Cannon* to fill the time slot on April 5, 12, and 19th.

At NBC, *FM* which had a five-episode run during the summer, returns to the schedule in the Wednesday night 9:30-10 time slot following *Night Court*. *Dear John*, currently in the time period, will go on hiatus and return with original episodes in May. *Dear John* has already been renewed for next season.

In addition, a special premiere of the comedy, *A Family for Joe*, starring Robert Mitchum, will air on Saturday, March 24, at 8:30-9.

ABC, which recently announced that *China Beach* would go on hiatus (BROADCASTING, March 5), has announced that the series will return to the schedule on a new day and time period, Mondays at 9-10 beginning April 16. In the earlier announcement, *The Young Riders* was set to occupy that time period but will go on hiatus instead, having aired all 22 of its original episodes by that time. The Western will return to the schedule with an original two-hour movie as the season finale in May.

"We always tried to keep it simple from a marketing point of view.... The economics may drive us back to it, but philosophically, we'd rather not do it."

"Tiering to me is not a practical solution," said Ajit Dalvi, Cox Cable senior vice president, marketing and programming, because of the technological and marketing problems that it raises. Another MSO executive said installing 1,000 traps for non-addressable systems is one thing, but installing 100,000 is another.

At least one other top-10 MSO, however, said it is "seriously pondering" tiering for services whose costs exceed a certain level. One suggestion raised by one MSO was that with any service priced at over 20 or 30 cents, the operator "ought to have the right to tier that channel." Otherwise, the entire public "is going to pay the bill." Jones Intercable is also exploring the tiering option.

One MSO source said: "Some operators will start saying no" and may not carry either package. Most MSO's budgeted for some kind of ESPN increase last year, said one, but not necessarily for the Turner package, the potential for which first surfaced after 1990 budgets were finalized.

Bob Miron, president, Newhouse Broadcasting, said his company may poll subscribers to determine if there's enough interest to support an NFL surcharge. Another operator held out the possibility of carrying the packages in some systems, typically larger ones, and on those in NFL cities, where the potential to earn back the surcharge in ad revenue and penetration would be higher than in smaller systems.

While many operators feared the worst about the two NFL deals, several went public (notably Newhouse, Comcast and Continental) about not wanting to pay significantly more for more games. The latter two companies are on the Turner board, along with representatives of TCI and Time Warner, who together control six votes. Because of the 12-vote super majority, nearly all the cable operators on the board had to approve the deal, knowing it would cost them something in the end.

According to sources, Turner went strongly after the package, and the board approved the deal, although not without some pause by the operators because of the high price tag. "From a business standpoint, it's in TCI's best interest to have more than one wholesaler in this business," said TCI's Robert Thomson, vice president, government affairs, acknowledging the side benefit of a second NFL deal, despite the cost. But, he said, "the role played by board members is overstated in the press." As for the NFL's cost, Thomson said WTBS(TV) will stay on basic on TCI systems, but that TCI is backing an eventual move of the NFL to TNT.

Century has begun rolling out tiering this year in conjunction with rate adjustments. It will offer subscribers seven services, depending on the market, but the tier will typically include USA, ESPN, TNT, A&E, CNN and MTV for \$2.

Programers, fearing drops in advertising and affiliate revenue, are no fans of tiers. "We're not enthusiastic about the prospect

Filling in the gaps about Sky Cable



Hughes's Petrucci and Cablevision's Dolan offer details on their proposed high-power direct broadcast satellite service

A plethora of questions remains about Sky Cable, the proposed first high-power Ku-band direct broadcast satellite service in the United States, which equity partners NBC, Cablevision Systems, News Corp. and Hughes Communications say they will launch in 1993-94 (BROADCASTING, Feb. 26). Will it bypass or complement cable television? Who will provide programming, how and through whom? Will MSO's and programers already committed to the medium-power K Prime DBS partnership participate? What might become of local broadcasting? Will advanced technology really provide 4-1 digital signal compression and also solve signal piracy?

In the coming weeks, Cablevision Systems Chairman Charles Dolan will use a series of private and public forums, including the May 20-23 National Cable Television Association annual convention, to give cable operators and programers a "far more definitive" picture of the roles open to those parties in the distribution and programming of Sky Cable. It appears that cable operators will be able to be exclusive Sky Cable distributors, in return for minimum guarantees, for instance. The profit margins for Sky Cable are expected to be competitive with cable.

In an exclusive interview with BROADCASTING (published in full in the March issue of BROADCASTING/CABLE), Dolan and Hughes President Stephen Petrucci began to flesh out the distribution, programming and technological aspects of the plan to provide up to 108 channels to one-foot home satellite antennas. Both men repeatedly emphasized that, even given an eventual move of programming almost entirely from cable to satellite, the established cable infrastructure is, in Dolan's words, "ideally the mechanism" to introduce and to perpetuate Sky Cable. Current "apprehension" about the satellite-to-home service, said Dolan, "will be alleviated and enthusiasm will substitute itself," as the cable industry sees what is in it for them.

Distribution

Dolan: I think every cable operator has a wonderful head start in his marketplace. He is now providing a video service to the home and he has a subscription relationship to that home. He is marketing, he is installing, servicing, encrypting, building. There is an elaborate infrastructure in place with 12,500 cable companies. That is ideally the mechanism by which you introduce Sky Cable.

Petrucci: It's possible that [the cable operator] might be able to offer certain services and not offer others, in which case he has the right to go elsewhere, depending on what the regulatory situation is. If it were the way it is right now, the consumer would rule. He'd have the right to get anything he wants.

Dolan: That's the ideal.

Petrucci: And it probably will stay that way, but not necessarily.

Distribution: The transition period

Dolan: We're putting FM fiber into all of the distribution points on Long Island and in Connecticut and New Jersey. We will go ahead with that. Fundamentally, the idea is to keep developing the program service that we're providing to the area by consolidating these technologies.

I think we'll reach a point where we will look at efficiency and we won't care

whether that efficiency is provided by a wire or by an over-the-air service. That says that you move more and more from hardware to software. And it's going to be an editorial business. And if there is a transition, it is going to be the editorialists that are finally going to prevail. It's hard to argue with that. It's the way it ought to be.

Programing access

Dolan: I don't speak from any arrangement that has been made or any special knowledge, but I think we will be very successful [gaining access to established cable programing]. If our subscribers want the programing that is offered on K Prime, we're going to aggressively do our best to provide the K Prime service.

And I don't think the cable operators involved with K Prime are going to be proprietary about their interest in it. They're not going to think, "Well, I have equity in K Prime, therefore, no matter what anybody else has to offer, I'm going to avoid that." That would be dangerous. If what we are doing would enable those people to provide a stronger service, they will relate to us as quickly as they will relate to their own K Prime.

What I would hope for is a free market situation. It would seem to me that every programmer would want to have his service on a high-power bird and that we would want to carry every program service and that we would want ourselves to be a supplier of programing. And in working all that out, the market will operate very well, and it wouldn't be necessary to have any legislative support to either obtain programing or to obtain programing at a particular price.

Petrucci: The reason is very simple. Programing entities will act to do what they want done the most, which is get their program available to the widest possible paying audience. And if we represent a significant paying audience, then they will provide the programing. We're counting on everybody being smart enough to act in their own self-interest.

Local broadcasters

Dolan: The local broadcaster has the same advantage as the local cable operator. He's local. And if he is, as that name suggests, really a local programmer, he's hard to replace. Anybody who wants to survive in this marketplace should do everything he possibly can to build on this localness and add everything that the home wants.

Petrucci: My consumer and my business view is that the cable operator wants to have control of his customer. In order to do that, he wants to be the entity that supplies his customer with everything the customer wants. "If you want A, I'll give you A. If you want B, I'll give you B. If you want C, I'll give you C, as long as you pay me your money for the product." A is coax cable. B is DBS-type cable. And whatever C might be.

Competition: K Prime, telcos

Petrucci: If someone goes into the high-power business in a manner similar to us, then that's a competitor. So far, we haven't seen that. K Prime was a preempt, meaning just blocking for the moment, to catch their breath or figure out a better way. If TCI were to step full front view and say, "We are going to be the primary and hopefully the only DBS operator in existence from 1995 on," in addition to being the most powerful cable programmer.... [The idea] that they thought they would be the only ones in that business is probably a nonstarter anyway. I don't think they ever thought they were going to be the only ones.

Most of the RBOC's a year ago were very interested in investing in [DBS]. [However,] they compared themselves to the existing cable billing structure—so many cents per subscriber—and they just found that they were priced out of the business. They are union-based. If you think about that, you say: "Maybe they aren't the threat that people think they are, unless they totally change their company." But all of us know how difficult it is to totally change your company.

Dolan: It's referred to as K Prime, but the real name of it is Extended Program Service. And we think that's absolutely right. And we defer to that leadership. That's fine. That's exactly what we wanted to do. There is nothing in our approach to this that is predicated on the conviction that we will be without competition. If anything, we think we're all headed into an area that will be more competitive.

Equity partners

Petrucci: We aren't seeking other partners actively. We've got a critical mass. However, we recognize the possible synergy that might be brought by certain other partners, and we are open to those discussions. You could name about five different categories from programing to consumer electronics that would be useful. □

of being put on tiers," said ESPN's Williams, but the network allows carriage on expanded basic tiers if certain criteria are met—that the tier is the second most heavily penetrated; that at least 10 other services are on it (although the previous contract allowed for five); no "pay" services are included, and the tier's penetration does not drop below 75%. Tiers also cost more money in affiliation deals, since pricing is structured to encourage basic carriage, Williams said. —MS

Pathé buying MGM/UA for \$1.2 billion

**Agreement for purchase of studio
has Kerkorian getting \$726 million
from French media firm**

In his 20-year association with MGM/UA, majority stockholder and CEO Kirk Kerkorian has sold off pieces of the company and remolded it as part of various acquisitions, transactions and aborted attempts to sell the one-time studio giant. Now it appears that Kerkorian is about to close a sale of the publicly held company, signing a "definitive agreement" last Wednesday in Los Angeles with Italian financier Giancarlo Parretti under which his Paris-based Pathé Communications will acquire MGM/UA for \$1.2 billion.

Under the transaction's terms, Pathé will issue a tender offer of \$20 per share to acquire all of MGM/UA's outstanding shares of common and preferred stock. Kerkorian, through his holding company Tracinda Corp., controls 36.3 million shares of common stock (82%) and stands to earn \$726 million if the sale goes through without a hitch. The big question is whether Parretti will be able to secure the needed financing. A published report said the French banking concern Credit Lyonnais sat in on the negotiations to assure MGM/UA of Parretti's financing ability.

In April 1989, Australian-controlled Qintex Entertainment made a \$1.5 billion bid for MGM/UA, but was unable to come up with the required \$50 million note of deposit and subsequently filed for Chapter 11 bankruptcy last October. Other suitors for the company have included Rupert Murdoch's News Corp. (which mounted a failed \$1.4 billion bid at the time of the Qintex offer) and Ted Turner, whose \$1 billion offer last December for MGM's film and television production arms and the 1,000-title United Artists film library also failed. Turner had already acquired MGM's 2,950-title library in 1986 in one of several previous dealings with Kerkorian.

As insurance against another failed bid, MGM/UA has set up an escrow account to which Parretti must make four monthly payments of \$50 million through June 9, in addition to up to \$75 million in security payments from the proceeds of Pathé's re-

cently completed films "Quigley Down Under," "The Russia House" and "Fires Within" (also known as "Distant Shores"), which MGM/UA will distribute in an exclusive arrangement signed March 4 as a prelude to Pathé's acquisition deal. If Parretti successfully secures the desired \$1.2 billion financing, both parties expect to have the MGM/UA acquisition closed by June 23.

Pathé, which already controls film studios in Italy, a film laboratory in its native France, a 1,200-title film library and a network of 1,000 theaters in Europe, has Parretti, in the words of Oppenheimer Co. media analyst Dennis McAlpine, "looking to create a wide-ranging international communications conglomerate." Pathé also owns Cannon Films, which, like MGM/UA, is based in Los Angeles.

McAlpine said one of the "key ingredients" in Pathé's decision to bid for MGM/UA is the studio's television unit, which he said Parretti has been looking to acquire for some time, going back to a February 1989 acquisition attempt for New World Entertainment. Other "failed" Parretti bids included attempts for DeLaurentiis Entertainment Group and Kings Road Entertainment. "The addition of network television and syndication capabilities is certainly something Parretti has desired to add to Pathé's revenue streams," McAlpine said.

A highly placed MGM/UA executive would only acknowledge that the "significant" supply of Pathé films and other development product could "markedly enhance" MGM/UA's product offerings. MGM/UA's network TV and syndication units could also provide ready pipelines for Pathé and Cannon film product. It was the executive's conjecture that Pathé will allow MGM/UA to remain a separate operating unit, and that the company's position is that "nothing has changed...it's business as usual."

MGM/UA's network television arm currently produces three network series—*In the Heat of the Night* (NBC), *thirtysomething* (ABC) and *The Young Riders* (ABC). Its syndication division distributes *The New Twilight Zone*, at least eight other off-network series domestically, and several MGM/UA film packages. —MF

King World still looking for 'Monopoly' players

Canvass of top 20 markets finds three clearances for game show

With King World taking a chance on *Monopoly*, it remains to be seen whether the syndicator will wind up on Park Place or Baltic.

Monopoly has been perceived to be in trouble from the outset by observers in the

sire to keep the information from their competitors.

In a poll of the top 20 markets, only three have apparently cleared the show, with none in the top 10: WXIA-TV Atlanta, the 12th ranked market; WCCO(TV) Minneapolis-St. Paul, the 13th ranked market, and WTSP(TV) Tampa-St. Petersburg, Fla., the 17th ranked market.

Discussions with stations and station reps turned up an additional seven markets cleared: KOVR-TV Sacramento, ranked 21st; WISN-TV Milwaukee, ranked 28th; WSYX(TV) Columbus, Ohio, ranked 33rd; King World-owned WIVB-TV Buffalo, N.Y., ranked 38th; WXII(TV) Winston-Salem, N.C., ranked 48th; KMTV(TV) Omaha, ranked 72nd, and KCEN-TV Waco, Tex., ranked 97th.

King World has deep enough pockets to launch the show regardless of the number of clearances. "They can launch it on one station if they want to," said a syndication program analyst. "They can launch it in their own living room if they want to. They have the resources to produce the show on a deficit. The question is, do they see the light at the end of the tunnel, and if so, how long will it take to reach daylight?"

King World very successfully worked itself out of a deficit situation with *Wheel of Fortune*, which was launched with less than 50% of the country cleared.

Just two weeks ago, Steve Palley, King World's chief operating officer, acknowledged that the show would not have enough clearances to avoid a deficit situation, if it goes forward at all. He gave the same assessment for King World's other new strip, *Only Yesterday*. "I can assure you that neither one of them will have 70% of the United States, and if they are launched, they will be launched with deficits."

The speculation about whether the show will be launched is not restricted to just the syndication marketplace, where competitors routinely question a show's viability in order to enhance their own position, but doubts seem to be entertained by the stations that have cleared the show as well. "If it's a go, we're clearing it in the morning," said one station general manager who has purchased the show, "but we've heard it's a no go. We haven't heard the definitive word on it yet," he said.

As to the clearances they have already, the company appears to be asking many of its existing station clients "to help us out on this one," as one rep source put it, who has been advising stations whether or not to clear the show. "I've been telling them that basically it's filler programming. They have a half-hour slot and it's fill in the game show. It could be *Monopoly*, it could be *Trump Card*. [The stations'] biggest concern is, is this going to do us any harm? The answer, I think, is no. So if it helps in the negotiation [with another King World show], go for it."

Although King World insisted that it



syndication business, from the difficulty that King World Productions (KWP) had in adapting the television show from the board game (which can last up to five hours), to producing a pilot with which they were satisfied. King World's latest problem seems to be in clearing the show in a marketplace already crowded with game shows.

Officials at King World have remained close-mouthed about the clearances for the show, stating repeatedly that they have a list of more than 24 markets that have signed to carry the strip, but have refused to identify any of those stations, citing a de-

Tinker and Gannett winding down

As Grant Tinker continues to talk with new prospective partners, his former company, GTG Entertainment, has laid off more than a dozen staffers, including most of those in the company's syndication unit, GTG Marketing. In fact, only one executive remains in the unit, GTG Marketing President Bob Jacobs. Among those let go were four sales vice presidents and the director of research. Sources also said GTG has fired some staffers on the West Coast, said to be mostly "support staff." Company sources did not rule out a possible build-up of the syndication arm at a later date, depending on the deal Tinker works out with his next financial backer.

Tinker and Gannett formally end their partnership March 31. Last week, sources said Jacobs has raised the idea of independently acquiring the rights to, and distributing, the one remaining proposed GTG syndication show, *Love Thy Neighbor*, already cleared in over 40% of the country. A Gannett source confirmed that was the case, but that no deal has been struck. Details of the formal dissolution of the partnership are still being worked out, the source said. On the network side, GTG has two pilot commitments, both with CBS, a half-hour comedy and a one-hour drama. Currently, the company is producing *Baywatch* for NBC (Friday 8-9 p.m.).

would be holding out for only the best time periods for *Monopoly*, many of the clearances identified acknowledged they purchased the show on a multi-tiered basis, including Atlanta, Sacramento, Columbus, Winston-Salem and Milwaukee.

As for the demand for the show, which was three years in developing, the rep source said, "I have not heard anyone say they have to have *Monopoly*. But from a quality standpoint, and in terms of likely performance, I don't see a great deal of difference" between *Monopoly* and other contenders, the source said.

The difference in quality and performance of the new game shows remains to be seen, but *Monopoly* will be fighting an increasingly tougher battle in garnering clearances. To date, *Monopoly*'s five competitors, all set to debut in the fall, account for more than 300 stations cleared, with Orbis's *Joker's Wild* currently with 53 stations representing 68% of the country, ITC's *Tic Tac Dough* with 58 stations and 62%; Warner Brothers' *Trump Card* with 81 markets representing 75% of the country; Buena Vista's *Challengers* with approximately 80 markets representing more than 70% of the country, and Guber-Peters' *Quiz Kids Challenge* with 48% of the country cleared.

-SC, SM, RG, MF



Fox affiliates lobby FCC on fin-syn. Fox affiliates did more than submit written comments last week in support of the Fox network's bid to get an exemption from the financial interest and syndication rules, which threaten to cap the network's weekly program schedule at 15 hours. A group of them went to the FCC's Washington headquarters to make the case in person. The group (l-r): James Boaz, WTXF-TV Philadelphia; Larry Blum, WUPW(TV) Toledo, Ohio; Bob Wormington, KSHB-TV Kansas City, Mo.; Bill Jenkins, WXIX-TV Cincinnati; Donita Todd, WNRW(TV) Winston-Salem, N.C.; William Schereck Jr., WMSN-TV Madison, Wis.; Kevin O'Brien, KTVU(TV) San Francisco; Michael Fisher, KTXL(TV) Sacramento, Calif., and Joseph Young, WXIN(TV) Indianapolis.

Broadcasters fight effort to move Anniston FM to Atlanta

Group owners prepare to battle former broker Tom Gammon's efforts to move station under new FCC rules

Major market broadcasters are gearing up to fight an effort by broker-turned-broadcaster Tom Gammon to take advantage of new FCC rules to move an FM station from Anniston, Ala., to Atlanta.

Broadcasters think Gammon's plans will set an unwanted precedent, opening the door for others to move stations from small markets into already highly competitive larger ones. "If the FCC approves the arrangement, it would open the floodgates," said Mike Faherty, executive vice president of radio for Atlanta-based Cox Broadcasting. "The number of radio stations in major markets could double or triple," he said. Owen Webber, executive vice president, radio, Atlanta-based Summit Communications Group Inc., said the precedent could lead to a "significant decrease" in service to rural areas.

Gammon's Emerald Broadcasting of the South Inc. has asked the FCC to change the city of license of WHMA-FM Anniston, Ala., to an unincorporated suburb of Atlanta, Sandy Springs, Ga.

The strategy hinges on an April 29, 1989, FCC ruling that allows FM or TV station licensees or permittees "to apply for

a new community of license in rulemaking proceedings [and] to amend the FM and television tables of allotments without subjecting the licensee or permittee to the risk of losing its authorization to competing applicants."

Gammon's application was filed Feb. 12 and proposes to amend the FM table of allotments to add a Class C1 station on ch. 263 (100.5 mhz, 50 kw minimum, 100 kw maximum ERP) to Sandy Springs, and to delete the existing Class C station allotment on ch. 263 (100.5 mhz, 100 kw) in Anniston. It also proposes the allotment of a Class C3 station on ch. 261 (100.1 mhz) to Anniston and a Class A station on ch. 264 (100.7 mhz) to Lineville, Ala. If either one or both of the allotments are made, Emerald stated in its proposal that it would apply for construction permits.

Gammon told BROADCASTING last week that from a public interest angle, the proposal makes sense. "It is a way for the FCC to take scarce FM spectrum and serve more people with a better allocation of that spectrum," he said.

But group owners with stations in the Atlanta market don't agree. Frank Wood, president and chief operating officer of Cincinnati-based Jacor Communications Inc., owner of WGST(AM)-WPCH(FM) Atlanta, thinks the filing will be "a very interesting test case for the FCC." The proposal, Woods said, seems "as least as much fun as leprosy." The position at Jacor, he said, "is that the existing people in Atlanta should be very clever as well. We'll see if he gets it done."

Frank Osborn, of New York-based Osborn Communications, licensee of WJSU-TV Anniston, thinks the idea is clever "from an allocations standpoint." Said Osborn: "You have to give him credit for it—it has

the potential for freeing up more licenses able to serve larger areas."

However, Osborn thinks that from the standpoint of the Anniston community, the move is "disruptive." "If there were several other high-powered stations it would be an easier move," he said, "but this is the only station at this power licensed to Anniston."

Summit's Webber said that if the FCC approves the application, it will "throw the whole table of allotments out the window. We are opening a Pandora's box." He added that, in effect, the FCC would be creating a new allocation without giving "any number of individuals [broadcasters and nonbroadcasters] interested in applying for that frequency a chance to apply for it." Asked Webber: "Why should they not go through the normal allocation process, just as we went through it?"

Faherty said that Cox would cease doing business with Americom Radio Brokers because of its affiliation with Emerald. (Gammon is a co-founder of Americom and still retains ownership interest but no operational role at the brokerage firm.) "Why should we contribute to a company that is going to try to dilute the value of major market stations?" Faherty asked, pointing out that all of Cox's stations are in major markets. He said that Cox would oppose the scheme at the FCC.

Gammon's response to the broadcasters' concerns is that there are only about 10 or 15 stations in the top 200 markets that can qualify from a technical standpoint for a move like this. Said Gammon: "Have them run the engineering on 10 radio stations and see if they can do this. When they see that they can't, perhaps they will be less concerned about this rule."

-LC, HAJ

Markey bills put HDTV work under Commerce roof

International policy development on HDTV production would be centered on NTIA, not State

Representative Edward Markey (D-Mass.), chairman of the House Telecommunications Subcommittee, is considering the introduction of legislation that would serve to consolidate current government involvement in the development of high-definition television around the Commerce Department. Draft copies of two bills have been distributed by the Telecommunications Subcommittee to various individuals within government and the broadcasting industry. Markey is expected to wait for reaction to the drafts before introducing the bills.

Under the provisions of one of the bills, the "Advanced Television Standards Act of 1990," the Commerce Department's National Telecommunications and Information Administration (NTIA) would be established as the "lead agency in the development of United States policy with respect to advanced television to be pursued before any international body considering the establishment of production or other technical standards."

In the international forum, the task of setting world TV and radio technical standards, including HDTV production standards, falls on the International Radio Consultative Committee (CCIR). NTIA would replace the State Department, which has traditionally carried the U.S. government position to the CCIR, if the bill as written in the draft were enacted.

The second bill, the "Emerging and Advanced Telecommunications Technologies Act of 1990," would establish an "Office of Emerging and Advanced Telecommunications Technologies," within the Commerce Department. Its purpose would be to fund joint ventures (preferably with U.S.-owned principals, although not necessarily) that are developing "telecommunications and information technologies, including advanced television, high-resolution displays, integrated services digital networks, fiber optics and other related and component technologies."

The draft of the bill calls for \$150 million in government funds to support private research programs, spread over three years beginning in fiscal 1991. Over the same three-year period, the Commerce Department will have \$150 million with which to guarantee up to 90% of private loans by the joint ventures.

The Telecommunications Subcommittee would not comment last week about the provisions in the bills.

One of the biggest questions arising from the drafts is why the international HDTV policy-setting should be transferred from the State Department to NTIA. The current State Department position before the CCIR supports international adoption of a "common image format," in which all parameters of HDTV production are agreed upon except for the field rate, which is currently the main roadblock to world agreement on an international standard. The Commerce Department, backed by elements of the computer industry,

has recently taken the position that the U.S. should not push for any world HDTV production agreements until more advanced technology has been developed.

Most of those contacted by BROADCASTING last week that had read the drafts were unwilling to give their opinions of their provisions publicly before their introduction. The State Department had no comment on the provisions of the standards bill, but Jim McKinney, chairman of the Advanced Television Systems Committee (ATSC), an industry standards organization that has worked closely with the State Department in forming the U.S. position before the CCIR, said last week: "We have not seen problems within the Department of State that would indicate that there is a need for a change.... The State Department has dealt with telecommunications issues going back some 50 years and they have always done it rather well."

Current NTIA chief Janice Obuchowski generally concurred with McKinney's assessment. An NTIA spokeswoman speaking for Obuchowski said: "In general she favors the standards development process that's in place

right now.... She thinks State is doing a fine job right now coordinating [HDTV policy questions] with us and with the FCC." (Among the other provisions of the standards bill, the head of NTIA would be raised from an assistant secretary of Commerce to an under secretary.)

The emerging technologies bill may be the harder of the two for Markey to enact. It is believed that individuals within the Office of Management and Budget are against just joint-venture "industrial policy" bills that would put the government in the position of supporting one set of private high-technology initiatives over another.

Some within Congress may be influenced by a report released last summer by the Congressional Budget Office which concluded that the importance of HDTV funding to the future health of the U.S. economy has been overstated by industry groups. CBO's Philip Webre said last week that a follow-up report on HDTV is now being developed that will look at the pros and cons of establishing a civilian technology agency such as the one proposed in Markey's draft bill.

-RMS, KM

FCC says no to "low-power" FM's

To the delight of the broadcasting industry, the FCC effectively shut the door last week on a low-power FM radio service that threatened to introduce thousands of new competitors into the already crowded radio market.

By a 4-0 vote (with newly appointed Commissioner Ervin Duggan abstaining), the FCC launched a rulemaking at last Thursday's open meeting aimed at restricting FM translators to their original purpose: filling in the holes in the coverage of full-power FM stations and, in some limited circumstances, extending their coverage.

With the vote, the FCC was rejecting several proposals to turn FM translators into low-power FM stations by permitting them to originate programming or retransmit programming fed via microwave or satellite.

And if it eventually adopts some of the proposed rule changes, the FCC will discourage full-power stations from using translators to extend their coverage into other radio markets and, it is hoped, alleviate some of the interference full-power stations are reportedly receiving from translators.

The vote is a major victory for the National Association of Broadcasters, which has vigorously opposed allowing FM translators to evolve into competitive stations and has called for stricter interference standards.

"This has been a major issue for all radio broadcasters, especially western broadcasters, for the past five years," said Denise Shoblum, chairman of the NAB FM translator subcommittee and vice president-station manager of KFWJ(AM)-KBBC-FM Lake Havasu City, Ariz.

"We are pleased that the commission has begun our long-sought rulemaking aimed at ending FM translator abuses," she said.

"Radio broadcasters across the country are eager to provide information that would help to eliminate interference and unfair competition problems caused by translators in many radio markets."

The FCC affirmed several existing rules. It said a translator may not be used solely as a means of relaying the signal of its primary station to a more distant translator. In other words, said FCC Mass Media Bureau Deputy Chief Bill Hassinger, each translator "must have its own audience."

In addition, the FCC said that program origination will remain limited to 30 seconds per hour to acknowledge or solicit financial support, except during emergencies for the broadcast of warnings.

Among the FCC proposals is one to divide translators into two categories: 1) fill-in translators that rebroadcast the signal of a full-power or primary station within its protected coverage area and 2) "other area" translators that rebroadcast the signal of a primary station outside its coverage area. Both types would be limited to one kilowatt of effective radiated power.

A fill-in translator would be allowed to receive a signal for rebroadcast either off-air or via a microwave link and it could be owned by either the primary station or an independent party.

An other-area translator could be owned only by an independent party. The primary station would be prohibited from supporting the translators directly or indirectly. Judith Herman, chief of the policy analysis branch of the Mass Media Bureau's policy and rules division, said the existing rules prohibit the primary station from owning an other-area translator, but permits it to fund one.

-HAJ



The Doomsday Scenario

Only federal intervention stands between the over-air TV industry and dramatic restructuring, in the opinion of the president of the National Association of Broadcasters. In an exclusive interview with BROADCASTING, Eddie Fritts says cable dominance will be total in 10 to 15 years unless Congress or the FCC steps in to protect the terrestrial broadcast system. His three most prominent options: telco entry, if carry/must pay and cable reregulation.

What is your general assessment of the prospects for over-the-air TV?

There are a lot of changes taking place, and many more proposed. It may well be a unique time in our history. The lines are becoming blurred; movie studios are buying broadcast stations; MSO's have broadcast stations in their portfolios; newspapers have cable systems and broadcast stations in their portfolios. There could be some legitimate confusion about who represents whom and where we're going as a broadcast industry.

Our premise is that first, last and always we represent free, over-

the-air broadcast stations. We also represent the networks' broadcast interests, but we don't represent networks, MSO's, newspapers or others beyond broadcasting. We work with the networks' local offices here and with the Association of Independent Television Stations and others in fulfilling that mission.

Looking 10 to 15 years down the road—to the turn of the century and beyond—our concern is what the competitive marketplace will be, and where broadcasters will fit into that marketplace. Where will we fit if the current climate continues? By that I mean, where will we fit if the current unregulated cable model persists into the

future. We've had six years or so experience with that model, which was changed and totally deregulated in 1984. We have to look out 15 years and ask what will happen. As it looks now, it does not bode well for a competitive marketplace in the future if the present model persists. So what do you do to make sure that the marketplace is balanced for the future, so that current competitors and new entrants alike will have an opportunity to participate openly and fairly?

Are you conceivably projecting an end to the broadcasting business, or to the over-the-air TV business?

I don't know if I could define it in years. But I could say that for all intents and practical purposes, that the fragmentation will disable it greatly if it's allowed to continue unchecked, and if it continues to follow what the cable industry has projected as their growth figures. They are projecting 75% penetration, universally, by the end of the century. If you get to that level, and if their numbers are correct, and the cable model is not changed or at least altered to allow broadcasters to participate on a continuing and full basis, then I think we have significant problems coming.

There are several ways to correct that. And while regulators, legislators and others are attempting to bring competition to cable, they have forgotten about the system that they mandated, and that has grown up as a regulated system. And that's our free over-the-air system of radio and television. And they sort of put that on the back burner in their thought processes, taking it for granted that things are always going to continue on a solid footing for broadcasting.

We have some very serious concern that the focus could well be: "Let's deregulate cable, broadcasting and telcos, and let everybody compete in a deregulated market." But there seems to be no inclination from the legislators or the regulators ever to unregulate broadcasting. Nor have we asked to be totally deregulated.

Cable is deregulated now, but do you think that status quo will be maintained?

What we are saying is that it has to be changed—for the viability of the future marketplace.

The issue is not today. The way things are today, the industry is pretty healthy. But if you project it five, 10 or 15 years down the road and allow that continuing dominance of cable to go unchecked, without some degree of regulation—or in the absence of fair competition, as we have in broadcasting—then one could paint a pretty bleak future 15 years out, if those changes don't take place.

There's a suggestion in your remarks that it might be a good idea to have a deregulated marketplace for all electronic media communications.

Well, in the best of all worlds one would say that's a great idea.

And how would that help broadcasting? To be deregulated, and have everybody else deregulated?

Well, there are certain rules that are restrictive to broadcasting in terms of growth and in terms of size and in terms of being able to be major national players. Those rules are in place and there's no likelihood, in our judgment, that they are going to change for broadcasters.

Taking that as a given, one would look beyond that and say: "Where are we going and how are we going to get there? There are at least three ways that I'm currently thinking about to balance this future marketplace. One is allowing the phone companies to enter the television business. Realistically, that may be exchanging one monopoly for another. And it's likely to be 15 years out at best before universal service could be offered in that mechanism.

So what do you do in the interim? There's another proposal that's a good possibility—and that may well balance broadcasters' interests to the extent that they could be viable to compete and purchase programming to compete in developing future programs with local and national scope. And that's the if carry/must pay proposal. Obviously, must carry is imbedded in that. The cable industry has grown by virtue of being able to purchase, through the cable networks, on a fee basis, the programming to compete. It seems that this same premise could be applied to the programming they're taking from the broadcast stations for free. That's part of a debate which has just begun, and that probably will be with us for

some time.

The third element is to look at the possibility of regulation for cable. That seems to be the one that's being talked about most right now, and it's certainly one about which we've made ourselves clear.

It could be a combination of the three. Telcos allowed to compete on a common carrier basis. Some form of if carry/must pay. As well as some either modest or short-term proposals on cable—although for all intents and practical purposes cable has 60% of the market now and they're projecting 75%, even against MMDS and DBS and all these other things—the Sky Cables and all these things that are being talked about; that is a very tough market to crack. Nobody made it with DBS back in the early '80s and I think the jury is still out on that medium—as to whether the public will drop their cable subscriptions to pick up the DBS programming. And a lot of it has to do with whether or not service is attendant to the installation and the tuning and the actual dish itself. Or if you just go to Radio Shack and buy it and try to hook it up yourself. Hell—people can't even hook up VCR's and program them today. And to say that you're going to have to put something in your window—to be able to dial in the satellite—is something that could lead to a high degree of frustration with the average family. I am sure there are some who'd be able to do it. So there are a lot of problems associated with DBS.

I don't think any of us can realistically say that telcos or DBS can be viable competitors to cable in the short term. And perhaps not in the mid-term. There is some question as to whether or not they could be in the long term. So cable is really the dominant player, in terms of controlling the conduit, in terms of the horizontal concentration in the industry, in terms of the vertical integration by those horizontally concentrated operators, in terms of bidding for programming, in terms of locking on competitors, in terms of the entire marketplace.

Is there any public policy reason to hold back a new, perhaps superior, medium in order to protect an older medium?

I think the public policy issue is clear that the Congress mandated a system of broadcasting which has served our nation well through the years, and which promises to continue serving our nation well. We're not saying that anyone should be held back, or that they should be stifled. What we're saying is that the mechanism should be in place, in terms of public policy issues, to permit broadcasters to compete—fairly—with the other services that are being offered by cable. And if you don't have access, then you can't compete. And if you don't have some degree of stability in terms of the channel position, then you're rustled around to the point that it makes it very difficult to compete.

Does that say that must carry is an issue?

I think must carry is part of the issue, but it's not the total issue. And clearly any of the three options that we've talked about—the telcos have said to us, privately, "We'll give you must carry. We'll give you channel positioning. We'll give you stringent controls and vertical integration. And we'll give you payment for carriage. Come join us. Hold our hand."

All seven of them—the RBOC's?

The person doing the bidding for the telcos has indicated to us that that's what we could expect out of a reasonable package that they would like to produce. And clearly there are some things in there that are very appealing to us. But they don't help us for 15 years. And as you are aware, there are those who say that if, in fact, you try to use a remote control on a fiber-to-the-home system it won't work, because that's not how a remote control operates. As a result of that, and probably other considerations, primarily cost, the phone companies, at least some of them, have indicated that the best way to go may be to put fiber to the curb and then go coaxial cable to the home—which would help eliminate the problem. It's hard to determine specifically what the phone companies want to do, because each one of them has a slightly different modified business plan.

Well, that takes away their big promise. There goes your channel capacity.

I think they still have sufficient channel capacity on the short haul

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from the curb to the house.

Well, cable says it's 150 channels. On coax.

That probably would suffice for the average home in America.

Has the must carry negotiation been expanded to include must pay? And does that mean nobody is talkin' about anything?

[Laughing] I could have answered before you put the addendum on your question. Has it been expanded to include must pay? I hope so. We think that should be a central element in the discussion. Whether or not it will survive the journey through Congress I don't know. It's hard to predict at this time, because it's so new. First, a lot of broadcasters aren't familiar with it. And second, the cable industry is very upset with it. Third, the regulators and legislators are saying let's see where it's going to go and what practicality it has to it.

But it offers the equity argument for broadcasters to be able to compete. Take the recent NFL sports deal, for instance. Turner was talking six to 12 cents pass-through per month per subscriber to provide the NFL. If you figure 50 million subscribers times 12 cents, that's \$6 million a month. Times 12 months is \$72 million a year. You can buy a lot of programing with \$72 million. In terms of free, over-the-air broadcasting, our-only source of revenue is to secure advertisers. So, while cable has the ability to flow those costs through, back to the system and ultimately to the subscriber, broadcasters don't have the ability to do that. So it makes it difficult—not for today, but for five years or 10 years or 15 years from now—for us to be able to compete for the programing that cable will be able to offer by virtue of their concentration.

I'll admit it's an uphill sell, but I think there is merit in advancing the issue. There have been those on the Hill who have expressed interest in it. Because they are fairly sophisticated in what's taking place in the communications marketplace of today and tomorrow, they recognize that it should have some validity.

How serious a problem is it for NAB that the Motion Picture Association of America has announced its opposition to must pay?

I take MPAA's announcement as a message to come talk to us.

There are some who think that it's just a ploy to get cable to behave, and make an agreement on must-carry and channel positioning. And that if cable gave you a good deal on those issues you'd be happy and would forget the rest of it.

It's not a ploy. It's an idea that's germinated over a period of time, and that has had a fair amount of research and a great deal of legal study applied to it. And it's one which our board, and we think the television industry in particular, feel strongly about. And we intend to advance it on its own merit, as opposed to linkage with something else.

Am I correct in describing the concept that if a cable system carries one station in a market, it must then give carriage to all stations in that market, and must pay them all for their programs?

That's not entirely correct but it's in the general ballpark. A cable system system would not be required to carry any local stations. But if it chose to carry local stations, it would carry those stations

according to a formula which would be along the lines of the original NAB and NCTA compromise. Which doesn't include all stations. The maximum obligation would be to set aside 25% of the system for broadcast carriage. And then they would pay money into a pool, similar to what they do now under the compulsory license, on a fee basis. And they would not pay each station individually, but they would just pay into a broadcast pool for retransmission consent.

Would that just be for those stations carried?

Yes.

Aren't the networks going to get a piece of this, too?

I really don't want to discuss any formula at this point in time. But I suspect there will be more news forthcoming on that shortly.

And then the MPAA would presumably want its cut.

Yes. And sports would want a slice of the pie, and there will be something in there for the public as well. It's one of the mechanisms that could very well help deal with the whole funding of public broadcasting issue.

But cable could not just pick the three network affiliates in town.

Not according to this scheme.

Suggesting that there might be other schemes.

[Laughing] You're always looking between the cracks.

We're just trying to understand. What is the current status of the dialogue between broadcasting and cable?

There are no substantive discussions taking place regarding negotiations at this point in time. Those have been transferred to the Hill and the FCC. The Congress has asked us for our opinion on certain proposals they're considering, and we've been happy to provide those, as well as some similar filings at the FCC.

But are the lines of communication open between yourself and Jim Mooney?

I think they have always been open. I don't have any trouble, you know, chatting with him, and he doesn't have any trouble picking up the phone and chatting with me. There are some days we don't have a lot to talk about.

I think it would be helpful if you could delineate further why you think the Congress should go out of its way to give special protection to the broadcasting industry.

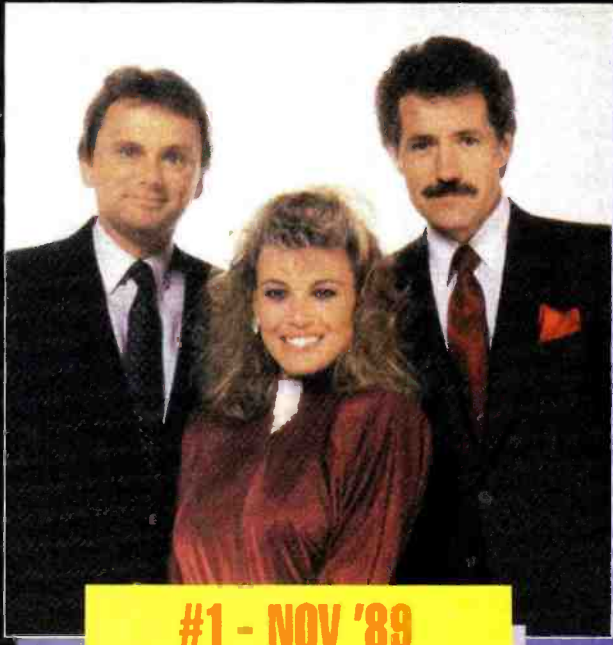
Congress and the American people have a vested stake in the future of the free, over-the-air system of broadcasting. I'll give you a hypothetical: what would happen if somebody discovered a brand new technology that could be delivered universally, to every home in America, to provide local service interconnected with a national service, and it was all offered for free. It would be a helluva deal, wouldn't it? It's what we have now. And I think the American people have a significant stake in this system of free, over-the-air television. There are a lot of people who will never get cable. A lot of people who will never be able to afford it. And to have a cable society and a broadcast society attempts to establish a nation of information haves and have nots.

We are not trying to take anything from cable. We are not trying to stifle their growth. We are not trying to inhibit their ability to advance themselves. We are trying to make sure that broadcasters, in the long-term, have the ability to be able to compete with cable—and with other entrants in the communications landscape—and I am sure there will be many. But in order to have a balanced marketplace, for the future, where everybody can compete fairly, there may have to be some governmental intervention. In no other monopoly situation, that I can think of, does the American government allow, or provide for, the total absence of regulation. And that's what we have now.

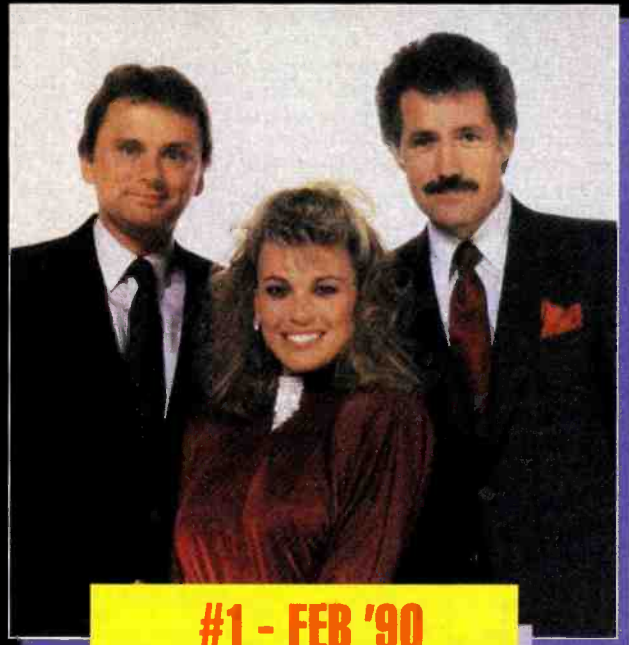
Now, yes, we are alive today. And we are doing pretty well as a broadcast industry. And our future is bright—provided that we're able to continue to compete fairly. And if the cable model persists, then we won't be able to do that in the long-term, without some changes in the direction of cable.

When you were talking about those three possibilities, were they

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RTG/SH	RTG/SH	RTG/SH	RTG/SH	RTG/SH	RTG/SH	RTG/SH

Source: Nielsen Los Angeles Overnights 11/2/88-11/29/88 & 2/1/90-2/28/90 (M-F Program Averages, 7-8pm)



KCBS-TV LOS ANGELES

mutually exclusive? And would must pay alone do it for you?

Well, I guess we'll have to see how that plays out. But it depends on the formula that's developed and what numbers are applied to see if it will do that. But in the long term it could very well play a major role towards balancing the marketplace.

Again, we are not trying to paint cable into a corner. What we're saying is that cable dominates 60% of the market in terms of the conduit to the home. And they're projecting 75% of the market. And that is an awesome power. If a cable operator doesn't like the fact that a broadcaster asks for syndex, he throws him off. Decides not to carry it at all. And the broadcaster really will not have the ability to compete.

So there has to be a cooperative relationship established over the long term, because cable will be the dominant purveyor of signals to the home for the foreseeable future. We don't see anything on the horizon that can compete with that. DBS will not compete with it in a big way—if they get two or three or five percent of the market, that's still not a matter of competing. MMDS, even if they can get their programming problems resolved, will not compete with them in a major way. And the telcos are so far down the road—and we have other concerns about the telcos—that that's really not a viable option. But if carry/must pay could provide, for the large majority of broadcast stations, the ability to compete effectively in the future. I think there still has to be some agreement on carriage, as a part of the process. And perhaps some limits on horizontal and vertical integration—as long as they are the monopoly conduit.

Are we reading you correctly as saying that as things are going now, that if you do not get the government to intercede in a regulatory way on cable, that the broadcasting system as we know it may die?

I think it could be dramatically restructured. And what the American people will lose from that is something that DBS can't offer, or anyone else, directly, and that's the ability to provide local news, local information, local weather, local participation

in public affairs programs, and this concept of localism which the Congress established. That in a regulated environment, which we are operating under, and which we will have to continue to operate under in the future, that given the absence of some regulation of cable, I'd say that we're in for serious trouble in the long term.

If you look at what they've done, it's almost as though it was targeted. I don't know that they sat back in 1970 or 1980 and developed any master plan as they came up. But one could almost look at how the Japanese targeted certain types of businesses in the United States—the electronics, automobiles, cameras and so forth. And one could almost say that first on the hit list for cable would be the national networks, to provide a national network service. Second would be the local stations and the advertising dollars that flow to them out of the local community. And I think that we're at that point today. The networks have been fragmented, substantially, over a period of time. And that as you look forward, the next quest is that cable is predicting huge increases in local advertising revenues. Cable is beginning to offer their own news services on a local basis. And they are beginning to, if you will, replicate what broadcasting is doing for free. And competing with broadcasting to the extent that without some tweaking of the marketplace, broadcasters are severely disadvantaged.

Now, on the bright side, it's our job to make sure that tweaking takes place, and we feel that we're making progress in that movement. And that whether it's done through a cooperative agreement with the cable industry, or whether it's done through negotiations with Congress or with the FCC—or a combination of all of the above—that at some point in time that the marketplace can be balanced and it will be balanced for the benefit of the American public, in terms of what they receive. So that we don't stifle the cable. But you also don't stifle the broadcasting. Cable has been yelling, "Don't stifle us. Don't stifle us." But yet at the expense of whom? At the expense, in a major way, of broadcasters. So I guess we should be yelling, "Don't stifle us" even louder than cable is yelling, "Don't stifle us." ❏

Programming

HA! comedy network schedule unveiled

Viacom's service to launch April Fool's Day with mix of acquired and original programming; 5-10 million subscribers on board

HA!, Viacom's new 24-hour basic cable comedy network, will launch at 7 p.m. April 1, and will have five million to 10 million subscribers by the end of the month, according to Ed Bennett, president, HA! and VH-1. Full-time subscribers will begin seeing HA! on the first day of April, while part-time subscribers will join the HA! lineup on the last day of the month. Bennett said he does not intend to announce MSO signings until the day of HA!'s launch.

Bennett also said that while full-time subscribers are greater in number, a "considerable portion" of the part-time subscribers would be sharing HA! channel space with VH-1, MTV's sister music video service. Bennett explained that 24 months from launch date is the time limit for splitting VH-1 and HA!, and that cable operators must sign up by April 1 to take

advantage of HA!'s six-year charter affiliate deal.

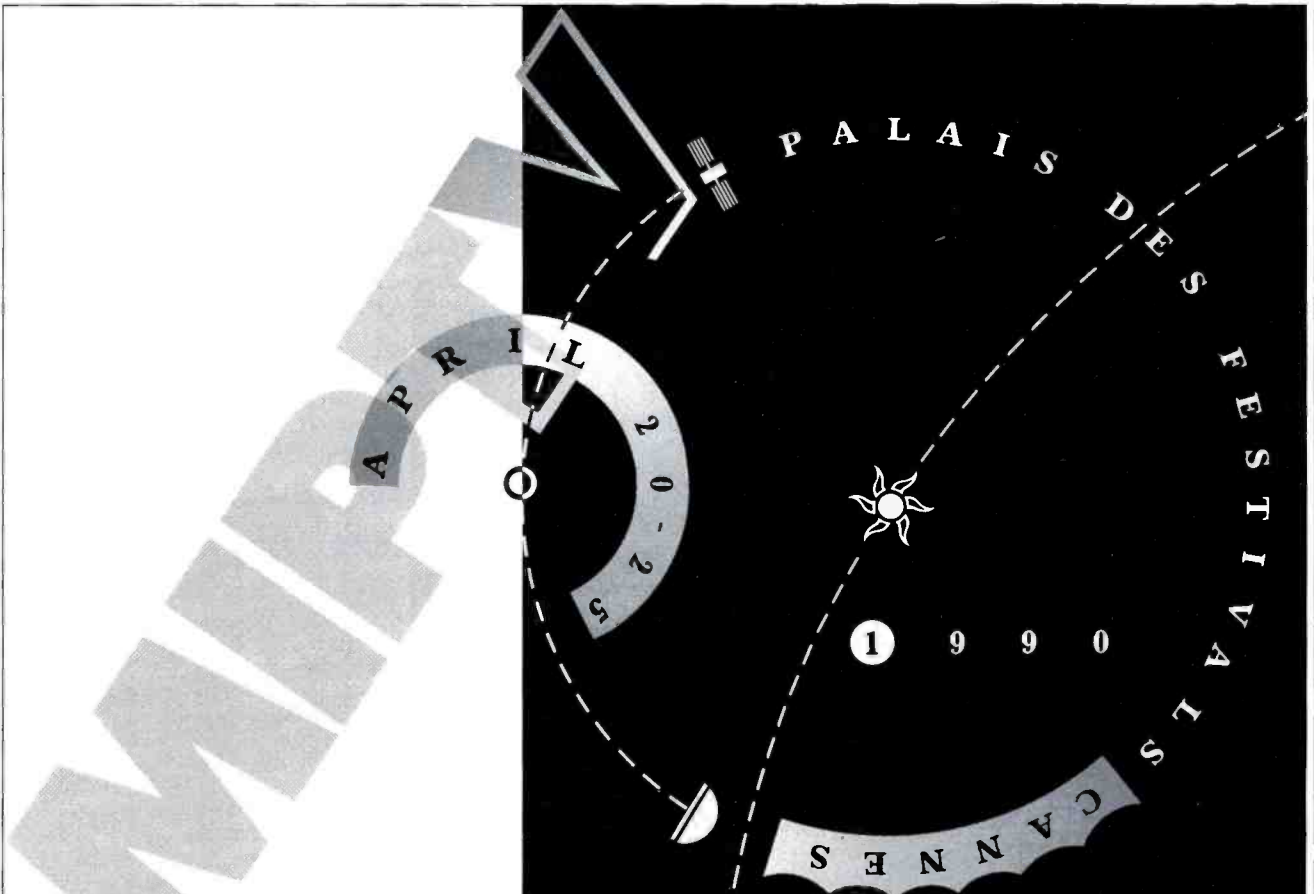
Announced originally on May 18, 1989, HA! is "the first network launch of the '90's, technically," said Bennett, and MTV Networks' fifth network, following MTV, VH-1, Nickelodeon and Nick at Nite. "Viewers like networks that specialize, and HA! is a specialized channel broad based in its appeal," said Bennett, at a

press conference held to announce HA!'s initial programming schedule. Comedy has the "broadest demographic appeal," ages 12-54, Bennett explained, and HA!'s "promise to the consumer is 'count on a comedy.'"

As anticipated, HA!'s schedule for April and May contains a mix of acquired and original programming. Bennett said there is a commitment to 25% original programming

Rivers of no return

Sources confirmed that WCBS-TV New York has decided not to renew *The Joan Rivers Show* for the 1990-91 season. While it's not a done deal, television executives in the market believe the first-season hour-long talk show will go to Tribune-owned WPIX-TV. Tribune Entertainment produces *Rivers*, which is distributed by Paramount. A WPIX-TV executive said the station would examine the *Rivers* situation in the next couple of weeks. "But it will be a station decision, not Tribune's," he stressed. Meanwhile, the program's flagship affiliate on the West Coast, KCBS-TV, has not yet decided whether it will renew *Rivers* for next season. Rep sources said the ratings for the show in the overnight markets were "basically status quo" during the February 1990 sweeps period. In New York, the show finished behind *Regis and Kathie Lee* on WABC-TV and sitcoms on WNBC-TV.



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during HA!'s first year, increasing to 50% in year three. HA!'s on-air I.D. promotion package is \$5 million, while its programing budget has been reported to be in the \$45-million range.

HA!'s Monday-Friday programing schedule for April looks like this: The week will begin with *The Ha! Afternoon Show*, at 4-5:30 a.m. This block will include former network series whose quick demise HA! considers premature, said Mike Klinghoffer, vice president, programing and production, HA!. Among these shows are *The Associates*, *Working Stiffs* and *Occasional Wife*. According to Deborah Beece, senior vice president, programing, HA!, the "afternoon" block was put together primarily by Fred Silverman, HA! consultant and former programer for ABC, CBS and NBC.

At 6-8 a.m., HA! will run four acquired

half-hour series, *Car 54, Where Are You?*, *Sergeant Bilko*, *McHale's Navy* and *CPO Sharkey*. At 8 a.m., TV's *Bloopers and Practical Jokes* will have its first off-network run, followed at 8:30 by *Candid Camera*.

The One and Only's, at 9-10 a.m., will feature clips from vintage sketch comedy programs such as *Your Show of Shows* and Red Skelton's shows, introduced by contemporary comedians. *The Best of Groucho* will run at 10 a.m., followed by the half hour *Whose Line Is It Anyway?*, a new improv program from Britain.

SCTV, at 11 a.m., will be followed at 11:30 by *Saturday Night Live*, followed by *Love, American Style*; *That Girl*; *Rhoda*; *Phyllis*; *The Betty White Show*, and *The Lucy Show*. Beginning at 4 p.m., with Silverman's *Afternoon* show, the rest of HA!'s

day is a mix of the above programs.

April's four weekends will feature 48-hour marathons, running from Friday at midnight to Sunday at midnight. Weekend one will feature *Saturday Night Live—The Eddie Murphy Years*; weekend two, *The Lucy Show*; weekend three, *Candid Camera*, and weekend four, *Saturday Night Live—The Billy Crystal Years*.

In May, HA!'s weekday schedule will be augmented by the addition of *Open Audition*, in which nonprofessionals can win appearances on HA!, and *Clash*, a game show in which teams holding diametrically opposed viewpoints compete (i.e., smokers vs. nonsmokers, firewalkers vs. podiatrists). Weekends in May will see a combination of HA!'s regular schedule, movies (including the Hope-Crosby "Road" pictures), and new programs. —RG

The Comedy Channel gets new style

HBO CEO Michael Fuchs says basic cable service came out 'too early'; TCC will have original programing, including 'interactivity' with viewer

The Comedy Channel, HBO's struggling, three-and-a-half-month-old basic cable service, is undergoing changes in style and content which will eventually result in its complete overhaul. "This channel, in a year or two, will be 100% different from what it is now," said Michael Fuchs, chairman and chief executive officer, HBO.

Speaking in New York to a gathering of the trade press, the programing executive admitted that "we did come out too early for what we had," with "minimal circulation," but decided to launch for competitive reasons. (TCC currently has 6 million subscribers, according to Dick Behrs, president, TCC, with commitments for 15 million.)

"In the long run, The Comedy Channel has to exist on its own original programing," said Fuchs. "We're not going to get in the race and spend billions of dollars for old sitcoms," he said, in a thinly veiled reference to Viacom's forthcoming HA! comedy service, whose schedule will rely heavily on acquired programing (see page 40). "It's going to take us longer to shake this baby out," Fuchs said, adding: "There's no doubt about it. It will take longer than what we thought."

Starting a basic cable channel now is "like running through the worst Indian gauntlet you could ever imagine," said Fuchs. "Guys have razor blades on the edge of their elbows."

The Comedy Channel is not now being looked at as either long-form or short-form, Fuchs explained, although it "will be more short-form than a channel filled with existing programing." Fuchs and staff plan to fill TCC with "personalities and shows, and what we call real-time, whether live or on tape, where part of the channel [includes] interactivity with the viewer.

"This channel is not meant to have you rolling on the floor of your living room 24 hours a day," said Fuchs. "If we could do that, we would." Instead, TCC will contin-

ually reflect "a comedy attitude," he said.

HBO is willing to discuss equity deals for TCC, Fuchs said. "We have had many conversations," he said, "and there are no operators that say they don't want equity. We've been talking all along [about it]." Fuchs also said he was not interested in tying HBO and/or Cinemax to TCC in attempts to improve carriage opportunities. "We're not tying anything to anything," he said. "[TCC] stands on its own. We're not in the business of discounting HBO or Cinemax."

According to Behrs, recent focus groups reached a "strong consensus" about different directions in which the service should move. At the end of these sessions, Behrs

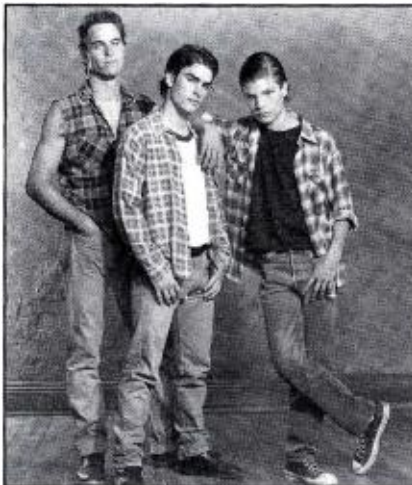
said, "we drew out the HA! concept and they absolutely dismissed it out of hand. They said: 'Why would we care about that? It's all over cable.'"

The Comedy Channel and HA! emanate from "very different concepts," Behrs said. "We have talked internally that really MTV is converting VH-1 into Nick-At-Nite and they're calling it HA!" Viacom is feeling "so competitive" because it does not want HBO in the basic cable business, Behrs said. Fuchs charged that HA! "has spent a lot of time giving one schedule to the press and one schedule to cable operators, and they've spent a lot of time announcing subscriber counts they're not going to get near." —RG

Fox reworks weekend lineup

'Ullman' moves to Saturday; 'Reporters' on hiatus; two news programs introduced

Fox Broadcasting, looking to shore up its Saturday night 9-10 time period currently occupied by *The Reporters*, and to fill the



'The Outsiders'

void left by *It's Garry Shandling's Show* (which announced two weeks ago that it would cease production later this spring), is adding *The Outsiders* and *In Living Color* to its schedule. In making the additions, Fox is moving *Booker* and *The Tracey Ullman Show* to new time periods.

The Outsiders, an hour drama, is based on Francis Ford Coppola's theatrical release of the same name, with Coppola serving as executive producer on the project. That series will have a special, 90-minute premiere on Sunday, March 25, at 9:30-11, following *Married...With Children*, Fox's most highly watched show. *The Outsiders* debuts in its regular time period of 7-8 p.m. on Sundays beginning April 1. The series will replace *Booker*, which moves to the Sunday 10-11 time slot, also on April 1.

With *Booker* moving to Sunday at 10 p.m., the hour action/adventure replaces *The Tracey Ullman Show* and *It's Garry Shandling's Show*, which has its last broadcast on March 18.

In Living Color, "a contemporary sketch comedy," is produced by and stars Keenan Ivory Wayans. The series premieres in its regular time of 9-9:30 p.m. on the newly structured Saturday lineup. Joining *In Liv-*



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General Manager
WBBH-TV, Fort Myers



Rich Herbst
General Manager
KGAN-TV, Cedar Rapids



Jack Connors VP
General Manager
WICS-TV, Springfield



Carolyn Catlin VP
General Manager
WCJB-TV, Gainesville



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KWHY-TV, Los Angeles



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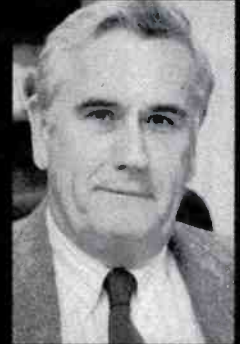
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ing *Color* on Saturday night is *The Tracey Ullman Show*, to air at 9:30-10, instead of Sunday night at 10-10:30. The two series replace *The Reporters*, which goes on hiatus, with the network apparently planning to bring back the series in late summer or early fall.

No Fox officials have said *The Reporters* was being considered for replacement, but in January, during the Television Critics Association press tour, Peter Chernin, president, Fox Entertainment, said *The Reporters* and *Booker* were undergoing creative retooling and would be looked at closely. The move of *Booker* to the Sunday 10-11 time period could hasten the placement of a hiatus label on the show, with that hour block being the lowest rated time period on Fox's schedule. □

Republic readies 28 hours of programming for networks

Republic Pictures Productions has announced a slate of mini-series and made-for-television movies in development for the networks next fall. The full lineup of projects in development at the networks represents some 28 hours of programming. Russel Goldsmith, chairman, Republic Pictures Corp., told BROADCASTING last week that the production lineup, devoid of series projects, does not indicate a reluctance to get back into the series business, and that the production company is working on increasing its comedy development presence.

"We're strongly committed to the series business, and we have been growing that side, especially the comedy development," Goldsmith said. He said Republic has several comedy scripts in development, and hopes to have a series ready for the networks next year or the season after.

In terms of Republic's drama development, Goldsmith said it doesn't occupy as high a priority as the mini-series and made-for or comedy development, citing the current soft market conditions for the back-end value of hour dramas.

The projects in development are for ABC. *Separate But Equal* is a four-hour mini-series based on the events surrounding the historic *Brown vs. the Board of Education* in Topeka court case that did away with the separate but equal policy of segregation in the mid-1950's. Sidney Poitier stars as Thurgood Marshall. George Stevens Jr. and Stan Margulies are executive producers.

■ *Son of Morningstar: Custer and the Little Big Horn*, a four-part mini-series, is based on the novel by Evan S. Connell, which *Time* magazine called one of the 10 best nonfiction books of the 1980's. The project's screenplay will be written by Melissa Mathison, whose writing credits include the screenplay for "E.T. The Extra-Terrestrial."

■ *White Lies*, also a four-hour mini-series, is based on the novel by Jonellen Heckler. The screenplay for the movie will be written by William Hanley, whose cred-

Lifetime buys Fox's 'Ullman,' 'Shandling'

Lifetime Television, continuing its aggressive pursuit of off-network fare, last week announced the acquisition of two comedy series, *The Tracey Ullman Show* and *It's Garry Shandling's Show*. The deal marks the first time a cable network has purchased programming from the Fox Broadcasting network, formed in 1986. *Shandling* debuted on Showtime in September 1986 and has also been airing on Fox since March 1988. *Ullman* debuted on Fox in April 1987. Lifetime refused to comment on the price paid per episode.

The *Ullman* package, composed of 79 half-hour and three one-hour programs, including a behind-the-scenes episode, will bow on Lifetime during the first week of September. According to Pat Fili, Lifetime senior vice president, programming and production, if *Ullman* is picked up by Fox for another season—a decision to be made later this year—Lifetime will cable-cast those new episodes the following season.

Shandling will complete production April 17, and the series' 72 episodes will begin their Lifetime run in June 1991. Earlier this month, it was announced that the series would not be renewed for a fifth season.

Lifetime acquired the two shows, Fili told BROADCASTING, because "we've had success with one-hour dramas, and are trying to add more lightness to the schedule." Both *Ullman* and *Shandling* skew "about the same" as *Molly Dodd* and *L.A. Law*, said Fili, reaching women 18-49. "The demographics are neck and neck with both shows' VPVH [viewers per viewing household]," she said.

its include *The Attic* and *Something About Amelia*.

Republic is also developing three two-hour movies for ABC: *Fire*; *Sipes vs. McGhee* with Jane Fonda as executive producer and possibly in an acting role, and an untitled project described as a romantic comedy starring Mark-Linn Baker, star of ABC's *Perfect Strangers* series.

Projects in development for NBC: *Blood and Money*, a four-hour mini-series, is based on the best seller by Tommy Thompson.

Another four-hour mini-series in the works for NBC is *Love You to Death*, which is based on a true murder case. Laurie Levit, executive vice president, Republic Pictures Productions, is the executive producer.

The NBC projects also include three two-hour movies. *Shades of Gray* will also have

Levit as executive producer and is based on a story by Tim Stack. *Ladies Who Lunch*, a comedy, stars Charlotte Rae, who also serves as executive producer. *Sandman* will have Joel Thurm as executive producer.

Republic's development slate at CBS consists of three, two-hour movies, including a *Hallmark Hall of Fame* presentation that stars Julie Andrews. Ernest Kinoy, whose writing credits include *Roots*, *Roots: The Next Generation* and *Gore Vidal's Lincoln*, is writing the screenplay. *Letter From An Unknown Woman* is a remake of a classic film from the Republic library. Preston Fischer, who is producer and executive producer on two other Republic productions, is the executive producer on this project. *The Ties That Bind and Gag* is a two-hour movie based on Erma Bombeck's novel of the same name. —SC

Local show turns regional

Sacramento-produced 'The West' finds itself appealing to wider market

KCRA-TV Sacramento's highly rated news-magazine show *The West* will, in what may be a first for a local news show, go regional starting this spring. The half-hour show, which just won its fourth straight sweeps period, is produced by Sacramento, Calif.-based Kelly News & Entertainment and airs on the Kelly Broadcasting-owned NBC affiliate Sundays from 6:30 to 7 p.m. Kelly News & Entertainment is a subsidiary of Kelly Broadcasting, which also owns KCPQ-TV Seattle-Tacoma.

Currently, 16 stations have signed up for *The West* including KNBC-TV Los Angeles; KMGH-TV Denver; KPHO-TV Phoenix, and KGTV(TV) San Diego.

The West is the brainchild of executive producer John Reim and senior producer-

project manager Val Nicholas. The difference between *The West* and other syndicated news programming, according to Reim, is that "when you buy *The West* you're buying a show designed by program buyers, not program sellers." Reim told BROADCASTING that Western residents have an "appetite" for information about the West and a feeling that they are not being well served by the traditional news services. "People who live in the West," Reim said, "see themselves as a regional resident." Local problems and the solutions to them, he added, don't stay local. "One community's problem may be being solved 300 miles away." *The West* focuses on California, Oregon, Washington, Idaho, Wyoming, Montana, North and South Dakota, Oklahoma, Texas, Arizona and Alaska.

Nicholas agreed, adding, the show isn't a "tabloid, *PM Magazine* or travelog." Sto-

ries on *The West* are long-form, averaging six to eight minutes, and can be breaking news, long-term issues, in-depth profiles or medical breakthroughs. "The only real criteria," said Nicholas, "is that they be important to and focused upon the West."

The West made its debut on KCRA-TV in April 1988 as a lead-in for its local news. "The program," Fein explained, "was designed from the beginning to be syndicated." Reim wanted to test the show first on Kelly's two properties. "We tested the program on our stations and fixed the problems." It seems to have worked. The March 4 show, according to Nielsen, got an 18.7 rating and a 32 share. The local news lead-in was a 14/26 and the lead out, *Disney*, was a 9.3/15. "This shows," said Nicholas, "that viewers are tuning specifically for *The West*. According to Reim, most of the stations that will air *The West* are following KCRA-TV's lead and will use the show as either a lead-in or lead-out for local news.

Handling anchor duties on *The West* are John Gibson, who has been with KCRA-TV for 10 years, most recently as San Francisco bureau chief; Vicki Liviakis, former anchor and news director of KIOI(FM) San Francisco and co-host of *AM San Francisco* on KGO-TV, and Joe Oliver, KCRA-TV's weekend anchor.

Kelly News & Entertainment is syndicating the show itself. "Normally," explained Reim, "we don't peddle our shows, but [with *The West*] we can find out stations'

reaction to the program which helps us develop relationships that may lead to future business." The show is being offered on a barter basis.

Kelly News & Entertainment is not betting

it all on *The West*. Reim told BROADCASTING that the production company is developing a game show for one of the networks and has taken options on other properties in the game show arena. —JF

Going home for video

Riding on the coattails of highly rated 'America's Funniest Home Videos,' World Events introduces syndicated version

World Events Productions, a lesser-known player in the syndication distribution business, has slowly been building key market clearances for its 1990-91 weekly half-hour *\$1,000,000 Video Challenge* by riding on the increased interest stations have shown toward ABC's network success with *America's Funniest Home Videos*. In fact, with six of the top 10 markets and 58% of the U.S. market signed up for *Video Challenge*, Susan Cho, World Events' vice president and director of sales, credits ABC's *Home Videos* for doing "most of the hard leg work" in luring 43 stations to the syndicated product.

Although a time period commitment is forthcoming from WNBC-TV New York, the number one ADI market, Cho said preliminary commitments from Chicago (number three ADI) independent WPWR-TV have *Vid-*

eo Challenge "most probably" fitting into the Sunday 7 p.m. slot; Philadelphia (number four) independent WPHL-TV will place the program in early fringe or prime time on the weekend. Other top 10 market stations such as WCVB-TV Boston, WXYZ-TV Detroit and WFAA-TV Dallas are either considering prime access or late fringe (following local news slots) on weekends. Cho estimated that early fringe, access and late fringe slot insertions will be split on an equal one-third basis in the fall 1990 lineup.

On a sales swing through number two market, Los Angeles, Cho says many of the station executives with whom she has negotiated have been tracking perhaps the biggest surprise of the 1989-90 network season. For the night of Feb. 18, *America's Funniest Home Videos* scored a 21 rating/31 share in NTI markets for ABC's Sunday 8 p.m. slot, while the show it replaced, *Free Spirit*, averaged a 1015 metered market score in the same slot last November. In the latest rankings, *Home Videos* is ranked fifth among prime time shows. □

Law & Regulation

Falling into place over the Fox petition

Network and its affiliates tell FCC they should be excluded from fin-syn rules; ABC, CBS, NBC say that would put them at disadvantage, but agree that rules should be relaxed for all

The Fox network affiliates, in comments filed with the FCC last week, made a strong showing in support of the network's effort to avoid complying with the FCC's financial interest and syndication rules (FISR) so it can expand its programming schedule.

Fox needed all the support it could get. Of the scores of commenters on Fox's multifaceted petition, its affiliates were the only ones to give Fox complete and unqualified support.

Fox is not in the same class as ABC, CBS and NBC and, thus, should not be subject to the same regulatory restrictions, said the Fox Television Affiliates Association. Claiming Fox is a competitive equal is "about as rational as saying Willie Shoemaker could stay in the ring with Mike Tyson because both are defined as 'sportsmen,'" it said.

The major broadcast networks (ABC, CBS and NBC), their affiliates and the Hollywood production community all found elements of the Fox petition that they did not like.

The networks opposed exempting Fox from the rules, but supported it in calling for a relaxation of the fin-syn rules. On the other hand, Hollywood and its allies argued against tampering with the rules, although some segments were willing to go along with a waiver or even a long-term exemption for Fox.

The fin-syn rules prohibit networks that exceed 15 hours of programming a week (and with at least 25 affiliates in 10 states) from obtaining financial interest in programs they license and bar them from the program syndication business.

Since Fox long ago crossed the thresholds for affiliates and states, and since it has no intention of spinning off its lucrative syndication business, its network cannot now exceed the 15-hour limit on weekly programming without running afoul of rules.

The prime time access rule (PTAR) essentially limits network affiliates to carry-

ing no more than three hours of network and off-network programming during the four hours of prime time each evening.

Amid an intensive lobbying and public relations effort, Fox petitioned the FCC last last month to restart a long dormant proceeding to relax the fin-syn rules and to exempt Fox and other emerging networks from the fin-syn rules and PTAR by changing the rules' definition of a "network" from a service that meets the 15-hour, 25-affiliate, 10-state criteria to one that approaches parity with the majors in terms of revenues or audience (BROADCASTING, Feb. 5).

To allow Fox to expand its weekly programming schedule for the fall while the FCC conducts a rulemaking, Fox also asked for an immediate 18-month waiver of the fin-syn rules and PTAR. The waiver would allow Fox to expand its schedule to 30 hours.

The FCC adopted FISR and PTAR to limit the dominance of the other networks and foster competition with them, the Fox affiliates group said. "Yet, by extending the term network to apply not only to the

Another side of the comments

The group challenging Fox Broadcasting license for KTTV(TV) Los Angeles urged the FCC not to grant the Fox network a waiver of the fin-syn rules until it has carefully weighed charges of anticompetitive and fraudulent behavior by Fox.

"These serious charges...present a substantial and material question whether Fox is entitled to the extraordinary relief which it seeks," said Rainbow Broadcasting Inc., which filed a competing application against KTTV's renewal. "Indeed, the remarkable coincidence here is that the evidence suggests that Fox is guilty of the very anticompetitive behavior that the FCC rules from which it seeks an exemption are intended to prevent."

According to Rainbow, Fox Film settled a \$21 million suit involving charges of fraudulent conduct, paying the investors who brought the suit \$18 million. Walt Disney's Buena Vista Television filed an antitrust suit against Fox last month. (BROADCASTING, Feb. 26). And but for its delaying tactics, it would be facing Rainbow's charges of "unlawful behavior" in a comparative renewal hearing at the FCC, it said. Rainbow did not detail its charges.

The FCC should investigate Fox before granting it any kind of waiver, Rainbow said. "To do otherwise would risk letting the Fox into the very 'chicken coop' which the rules seek to protect."

three dominant networks, but to emerging competitors lacking market dominance, the commission undermines the very rationale for FISR and PTAR."

The affiliate group also argued that application of the rules to Fox may be unconstitutional—a violation of the First Amendment rights of Fox and its affiliates.

The fin-syn and PTAR rules encroach upon the First Amendment right of Fox and its affiliates, the group argued. The fin-syn rules require Fox to either limit its weekly program schedule to 15 hours to "suffer [the] penalty" of spinning off its syndication arm. "Similarly, PTAR limits a network's ability to speak when it wants...."

In the case of the major networks, the FCC has a substantial government interest—promotion of diversity and competition—to justify the intrusion on First Amendment rights. But in the case of Fox, the interest of the government is "negligible" because Fox "does not possess market dominance." Its interest is "clearly insufficient to outweigh the important First Amendment right of Fox and its affiliates."

A temporary partial waiver of PTAR is "crucial," the affiliates said. "The purpose of this waiver is not—repeat not—to permit Fox to distribute network programming during a period when the major network affiliates are barred from airing network fare. Indeed, the Fox affiliates do not intend to air any Fox Network programming during the access period. Rather, the purpose is to allow the Fox affiliates to continue to utilize their existing, extremely expensive inventory of syndicated off-network programming and films during the period for which it was purchased. Waiver of PTAR will not change the competitive balance; it will insure the status quo."

Several Fox affiliates underscored their support for Fox with individual comments. "At a time...when the [FCC] is being asked to review the exclusivity rules of local cable companies...when many programs such as sporting events are turning to pay-for-view programming [and]...when free TV is being directly challenged by the cable industry, it would seem poor timing indeed to not encourage the growth of a fourth

commercial network," said Michael Fisher, president and general manager, KTXL-TV Sacramento, and chairman of the Fox Affiliates Board.

Fox is not deserving of "favorable" treatment, according to CBS. "Fox is a full-fledged aggressive competitor for viewers, programming and advertising, capable of slugging it out toe-to-toe with ABC, CBS and NBC."

Although there is no justification for exempting Fox, "there is every justification for a resumption of the general [fin-syn] rulemaking," CBS said. "CBS agrees with Fox that the rules should be revised to reflect changed marketplace conditions."

NBC said it does not believe any of the four networks should be subject to the fin-syn rules given the changes in the marketplace since the rules were adopted in 1970.

But, it said, it also does not believe Fox is entitled to "special treatment" and an exemption. It would be "unconscionable" for the FCC to exempt Fox, "a foreign competitor on United States soil," while the commission rules prevent the three U.S. networks from competing against Fox in the international market, it said.

Fox's waiver request is "a strategy for long-term special treatment," NBC said. "If a so-called temporary waiver is granted, the commission knows that Fox will generate enormous pressure and will fight to its last legal maneuver to preserve the waiver forever."

The FCC should resume the fin-syn rulemaking and "put an end to the regulatory limbo that has paralyzed this important area of public policy for the past seven years."

ABC argued against exempting Fox from the rules on the ground that, unlike other networks that have been exempted, Fox "presents a significant competitive challenge to other national program suppliers, network and non-network."

In asking for exemption from the rules, "Fox exaggerates the coverage disadvantages under which its network labors,"

ABC said. "ABC suffered similar disadvantages when the rules were adopted, but was not exempted on that score."

The ABC Television Affiliates Association sounded the same theme. "Fox is not, as it attempts to portray itself in its petition, a fledgling or struggling enterprise, and the 'orphan child' portrait it paints for the commission differs radically from what it is and from how it portrays itself to the rest of the world."

Fisher Broadcasting, licensee of ABC affiliate KOMO-TV Seattle, which compete with Fox affiliate KCPQ(TV) there, said exempting Fox "would unfairly disadvantage local television stations affiliated with other television networks in competition with affiliates of the Fox network."

"The notion of an 'interim waiver' of these rules clearly is an oxymoron," said the CBS Television Network Affiliates Association. "Either the rules can and will be changed quickly, thus largely satisfying Fox's needs, or the fight will continue to drag on interminably and indeterminately, leaving the commission with no clear basis for forcing Fox to 'roll back' part or all of its network schedule, and leaving the CBS affiliates with a substantial long-term competitive disability."

The Coalition to Preserve the Financial Interest and Syndication Rule, which represents scores of producers, syndications and broadcasters, lived up to its name and mission, making extensive arguments for maintaining the fin-syn rule.

"The rule was adopted to prevent abuses by the networks that stemmed from their power as the gatekeepers to prime time," the coalition said. "It is as necessary today as it was in 1970 for the simple fact that there has been no changing of the guard. The networks continue to stand unrivaled in their access to national audiences and advertisers.... In short, if a producer wishes to reach a national audience in prime time, the networks remain the only game in town."

"The overarching question is whether the networks should be allowed to exercise their market power without any constraint and thus eliminate those benefits," the coalition said. "The answer is clear. The answer is no."

The coalition asked the FCC to encourage the on-going, but thus far fruitless, private negotiations between the "creative community" and the networks, which are aimed at striking the "proper balance in the division of rights to produce, distribute and syndicate television programming."

In particular, it recommended that the FCC:

- Stabilize the regulatory environment by bringing to a formal end its long-dormant fin-syn rulemaking. "There will never be an accord in the negotiations so long as the networks hope that the FCC will reopen—and rip apart—FISR."

- Convene the negotiations and set a "rigorous schedule" to insure "that a resolution is reached without delay."

- Assign an FCC staff member to monitor the negotiations so that make sure the parties are negotiating in "good faith."

The coalition opposed granting Fox a waiver. The way to go is a rulemaking looking toward redefining "network" and

the applicability of the rules, it said. "The law strongly favors proceeding by rulemaking when, as here, the applicant seeks relief not because of its own unique circumstances but on grounds that the definition in the rule is flawed."

A waiver is intended as a "safety valve" to be used in "extraordinary circumstances," it said. Moreover, it added, a rulemaking will give "all interested parties" a chance to comment. The coalition gave no clue as to whether it would support or oppose a redefinition of network.

NATPE International took no position on either the waiver or redefinition, but it reiterated its opposition to any tampering with either the fin-syn rules or PTAR. NATPE was particularly concerned about PTAR. "Contrary to Fox's assertion, PTAR and FISR are inextricably intertwined and any examination of FISR implicates PTAR," it said. Changes in the fin-syn rules "could fatally weaken the underpinnings of PTAR by removing the rationale of network dominance that is the basis for PTAR's existence."

King World Productions Inc., which was a party to comments of the Program Producers and Distributors Committee, filed separately to "reinforce" the point that Fox should not be given a waiver of the PTAR rule. "There is no warrant for temporary relief of this breadth," it said. "Although Fox may, by its increase in network programming beyond 16 hours per week, shortly become a network within the meaning of the present rules, it nonetheless has very substantial production and syndication capacity," it said. "If Fox is granted a general exemption from...PTAR, it will have both the opportunity and the incentive to engage in the very coercive and anticompetitive practices that the PTAR is intended to prevent."

Orbis Communications Inc., a six-year-old program syndicator, opposed any relaxation of the fin-syn or PTAR rules as well as a broad waiver of the rules for Fox. Although Fox disclaims any interest in watering down the PTAR, Orbis said, the waiver it requested would permit it to grow to 30 hours a week with no limit on the amount of prime time. In other words, it said, Fox could program all 28 hours of prime time each week. "Orbis detects more than a little hypocrisy in Fox's endorsement of PTAR while seeking, in the same pleading, a waiver which would effectively exempt Fox from the operation of that very rule."

The Program Producers and Distributors, which represents companies in the production and distribution of first-run syndicated programming, opposed relaxation of the fin-syn rules and granting Fox a waiver to increase its programming to 30 hours a week. "At the most, Fox has demonstrated that the commission may need to redefine the definition of a network in a narrowly focused rulemaking proceeding limited to that subject," it said.

Group W, a licensee of 15 network affiliates as well as a program producer, argued against reopening the fin-syn rulemaking. It also opposed granting Fox a waiver. "A broad waiver, such as the 30-hour limit suggested by Fox, is both unnecessary and

too vague and open-ended to be legally justifiable," it said. "At the most, it would require the commission to institute a narrowly focused rulemaking proceeding dealing solely with the appropriate definition of a network."

The Association of Independent Television Stations was mute on the question of a waiver and redefinition of network, but it briefly restated its opposition to relaxing the rules. "The three major national networks and their affiliates...continue to have an enormous incentive to deprive independent stations of the very programming which has contributed to the growth of independent television."

Five of INTV's principal members—Chris-Craft/United Television Stations Group, Gaylord Broadcasting Co., Tribune Broadcasting Co., Channel 50 TV Corp. and MCA Broadcasting Inc.—filed separate comments, opposing all the elements of the Fox petition. The networks are "uniquely able to provide programers and advertisers with access to almost all television households," they said. "That gatekeeper role gives them the same leverage over independent program producers as they had in 1970," they said. And, absent the rules, the networks—including emerging networks such as Fox—would have the same conflicts of interest in choosing programs for network exhibition and acting as syndicators as they had prior to the rules' adoption."

The Association of National Advertisers

said exempting Fox from the rules would constitute "tilting" the playing field to favor one player. It would "give Fox significant advantages that will disadvantage all of its competitors," it said. "To treat Fox like an infant industry that needs special nurturing and protection from the government strains credulity," it said, noting that Fox has thus far invested \$1.8 billion in its network.

The Media Access Project and the Office of Communications of the United Church of Christ, in joint comments, took the middle road. "There may be cause to grant Fox some form of temporary relief from strict applications of FISR/PTAR or to modify somewhat the definition of "network" under the rules. However, there is absolutely no such similar basis for relaxing FISR—or PTAR—as to the three established networks. The fundamental justification for the implementation of the rules in 1970 remains to this day—the networks are still the gatekeepers of the national prime time TV audience. The networks have the incentive and the ability to abuse that power."

CBN Continental Broadcasting Network, licensee of a Dallas independent, KXTX-TV, that competes with a Fox affiliate, KDAF(TV), said it does not oppose a waiver for Fox and it supports revisiting the definition of network. The current definition is "seriously flawed," it said. It should, it said, be "based on more rational criteria, such as national audience or revenue share."
-HAJ

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FTC chairman vows increased ad oversight

AAF's Bell, NBC's Wright warn of economic impact of ad bans

FTC Chairman Janet Steiger promised increased government scrutiny of national advertising, with alcoholic beverages likely to be the most intensely watched. It was the setting down of "a Magna Carta," said Thomas Miller, president of the National Association of Attorneys General, of Steiger's comments made to the American Advertising Federation last week (March 6). Concern at the state level with the lack of FTC enforcement, he said, will now be replaced by a more active commission and efforts to coordinate standards and enforcement among federal and state authorities.

However, the AAF forum provided opposing views, most notably those of NBC President Robert Wright, AAF President Howard H. Bell and Representative Billy Tauzin (D-La.), on gathering storm warnings that the FTC, among other federal and state government agencies, are on the verge of a regulation blitz. Wright, speaking before Steiger's address, called on the AAF to fight efforts to ban or tax advertising on legal products. He said that "Network broadcasters, along with advertisers, have been targeted for more than our share of legislative and regulatory affairs." He conceded that there are "specific concerns about target marketing," especially regarding alcohol, cigarettes and sugared cereals. But, he added, "the alternative to a planned economy is free information."

Wright echoed the sentiments that broadcasters have aired during several congressional hearings over the past year: that the solution to advertising concerns lies not in restricting the marketing of "legal products," but in providing air time to public service messages. Media-Advertising Partnership for a Drug Free America, for example, has contributed nearly \$500 million in broadcast time and print space the past three years, and has a goal of \$1 billion over the next three, said Wright.

Bell stated "that advertising tailored to a particular audience, if truthful and nondeceptive, is the essence of our free market society." Of pressing concern to the AAF, he said, are the emergence of state ad taxes, and the likelihood that alcohol and tobacco advertising will be severely restricted.

Mounting pressure on Capitol Hill to ban or restrict tobacco and alcohol advertising has the makings of another "Pork Chop Hill," predicted Tauzin, a member of the House Energy and Commerce Committee. He thinks it is "going to get bloody before it's over."

He urged the AAF audience to fight back to protect "free speech," and warned that legislation restricting tobacco and alcohol ads is a "slippery slope." He suggested that it is in "your interest and mine to protect America's right to hear." Free speech is what makes "us different. It makes us special," he said.

Recent ad-related legislation on the state level has been caused, in part, by the per-

ception that the FTC had withdrawn from regulation, Steiger said. She favors a national advertising policy, but said that any success depends on better coordination and information sharing between the FTC and state attorney generals.

Steiger wondered aloud if ads marketed to 18-year-old smokers could avoid being attractive to younger teens, and whether college campus alcohol promotions are so finely tuned as to not reach those not of drinking age. She noted that although the industry's self-regulation has been active, it must stand up to "government scrutiny and, when necessary, government action."

If alcoholic beverage ads are heavily restricted, or even banned, Wright warned, the loss of beer revenues would be disastrous to sports programming. Brewers provide networks over 15% of their sports program revenues, he said. Broadcasters did not recover quickly from the pulling of cigarette ads, and that occurred at a time when there were fewer competitors and all were affected equally. A larger portion of sports programs, long seen for free, will defect to cable and pay TV, he said.

Steiger is aware of broadcasters' concerns, and although she avoided referring to cable by name, she said that with the explosive growth of new media, some advertising campaigns that would be "virtually unthinkable" on network television are reaching into homes across the nation. She said it is time to consider whether these also need scrutiny.

-PJS, PDL, KM

The Media

Cablevision pleased with clustering in New York

MSO says marketing setup is first step toward a la carte pricing

Cablevision Systems' marketing of cable service in program clusters in the Bronx and Brooklyn has been successful enough that the company plans further refinements which will ultimately lead to offering cable services on an a la carte basis.

Cablevision's decision to soon move to an a la carte pricing scheme surfaced in its comments at the FCC on its notice of inquiry into cable ("Closed Circuit," March 5). The company said last week a la carte pricing wasn't imminent, but that a section of Long Island would probably see some cluster marketing later this year. Cablevision said it would not go to a la carte pricing without securing appropriate contract terms with its cable programming suppliers.

According to Norm Kellogg, general manager of Cablevision's Bronx and Brooklyn system, the largest hurdle in its segmented marketing to date is making sure the billing is done properly. "That side of

the business was the key issue," he said. "The technology [two-way addressability] has run beautifully."

Kellogg said the system had about 16,000 subscribers when clustering was introduced last August. Since then about 7,000 subscribers have been added, but the vast majority are taking the full slate of services, the broadcast stations and the typical basic cable lineup, for roughly \$26. About 3% to 5% are taking one of the clustered segments (see box).

(Cablevision Systems and ESPN recently concluded their carriage dispute on that system. ESPN objected to being part of the sports tier with other "pay" sports services. ESPN is now on the news and information cluster, the charge for which has stayed the same. Additionally, MSG, when marketed alone, has dropped in price from \$10 to \$6. MSG and SportsChannel New York marketed together cost \$14.)

The most popular clusters, said Kellogg, have been the children's and education segment and the movies and entertainment seg-

ment. Few people have taken the broadcast-only tier at \$9.95, said Kellogg, but "there will be some people who will want that." And providing choices is the point of the whole marketing scheme, said Kellogg.

"What we've built is the potential for a lot of churn," Kellogg acknowledges. The consumer will have greater flexibility, said Kellogg, and "he's going to use that flexibility." But Cablevision does not fear that giving subscribers greater choice would ultimately mean less revenue. "Rates will be lower," he said, "but that's the key to the business." Instead of having more homes without any cable revenue, the goal is to have as many homes as possible subscribing to some level of service, and then take the marketing from there. Additionally, the packages are set up that the more services that are taken, the cheaper the overall price. Rainbow packages, for instance, include impulse ordering capability and other PPV attributes that provide a lot of value in subscribers' minds, said Kellogg.

The new marketing scheme has not re-

duced the average revenue per home. Kellogg said Cablevision is seeing revenue in the upper \$40 range, not counting PPV revenues, and penetration in the mid-30% range.

On the technical side, Kellogg said the Jerrold Starcom store and forward converters have worked well, with the minor problems experienced quickly solved. The upstream data flow in the two-way system, which brings information on what has been ordered from the subscriber's home to the main office, has worked well, said Kellogg. Each service is scrambled, so going a la carte won't increase the complexity of securing the signal. Kellogg reports there have been "very few service problems," with outages cut down and the overall service level "very high."

"The trick is the MIS side of things," said Kellogg, "to accommodate the changes [a subscriber makes] and making sure people get accurate bills." While the

information Cablevision is getting from subscribers' homes is very accurate, said Kellogg, potential problems can surface in the link between the computers that retrieve and bill the information. (Cablevision Systems uses CableData for billing purposes.) The company has been working through those bugs and refining that system. Kellogg said the biggest potential for problems is human error, not the technology of the information gathering and billing system.

"The key to going forward pretty much lies in the MIS arena," said Kellogg. At the moment, each package has its own rate codes. To go a la carte increases the number of codes, the amount of data flowing between computers and human hands. All that raises the level for potential problems and incorrect bills. That's why Cablevision will move deliberately, said Kellogg, taking "baby steps," making sure each phase is mastered before going full blown a la carte.

Subscribers' bills are prorated to when they begin and end service, but they still receive a bill once a month. The converters are scanned twice a day to gather any changes in service entered by the subscriber. Kellogg wants to have subscribers make changes in levels of service using the converter technology, a more secure method than using the telephone, where the potential for miscommunication.

At some point, it may be feasible for subscribers to call up their cable bill balance on the screen, with the information likely stored in the converter itself. The problem, said Kellogg, is visually providing the information and making the transmission of such information down the cable plant secure.

Cablevision is finishing the 200 miles that mark the first phase of its new build, and will be soon moving into the second phase, in which 500 miles of plant will be laid. —MS

Minneapolis sports dustup

Midwest SportChannel is dropped in city by Paragon after dispute over how service could be packaged

Paragon Cable has dropped Midwest SportsChannel in Minneapolis in a carriage dispute that involves issues similar to those that led Tele-Communications Inc. to its tough-talk negotiating posture with regional sports services.

Paragon, which represented about 100,000 of the 130,000 MSC subscribers, dropped the service March 1, when its initial one-year deal with MSC expired. The sides cleared one hurdle, agreeing the channel could be offered as a discretionary service, but talks broke down over those terms.

The cable operator wanted to carry MSC as a mini-pay at \$1.95. Paragon also is carrying its own regional sports network, Prime Network North Central, which it wanted to package with MSC. MSC objected, said Vice President and General Manager Kevin Cattoor, because MSC's programming would drive penetration on that tier. MSC carries the MLB Twins, NHL North Stars, NHL hockey and University of Minnesota Gophers basketball. Prime will carry the NBA Timberwolves next year. "That complicated matters," said Cattoor.

Debra Cottone, vice president, public affairs and programming for Paragon, said the company offered to pay \$1.05 per subscriber wholesale for MSC as a \$1.95 service. MSC wanted a base guarantee of 45 cents per subscriber per month, said Cottone, which was unacceptable to the system. At \$1.05, penetration would only have to hit 35% in order to achieve the same revenue as 45 cents across the entire base, she said. Cottone said Paragon surveys shows 45%-55% of subscribers would pay between \$1 and \$4 for the service.

The reason for the base guarantee, Cattoor points out, is to ensure operators have the incentive to adequately market the service. Pay penetration in the areas is in the 20's, said Cattoor. MSC doesn't object to

being marketed as a discretionary service. "I'm a big proponent of unbundling," he said. But without the base guarantee, he added, there is little incentive for the operator to market it. "We don't know many sports networks that are doing that kind [35%] of penetration," he said.

There is also the problem of simulcast games on both MSC and co-owned WCCO-TV Minneapolis. Cottone said two college basketball games scheduled for MSC also were carried by WCCO-TV in February. The effect, she said, was to finance "a hot broadcast property on the backs of cable subscribers." MSC said those games were always bound for carriage by WCCO-TV, and were added to MSC for the benefit of subscribers in the Dakotas who can't see the games on the station. Cottone wants a prohibition against simulcasts in the next contract, and said MSC wasn't forthcoming. Cattoor said the negotiations never got that far.

Cattoor said there is a small system in the area carrying MSC as a \$4.95 pay service, and a few months after launch it has a penetration of 6%-7%. Their effective cost,

said Cattoor, is in the 25 cent range, because of an extra package of Twins PPV games (30 on MSC and 34 on PPV). And they are happy with that arrangement, he said.

Cattoor has no deals with any major operator with ownership in the rival service, although he is talking with Continental and King Videocable. Cottone points out that other large operators, including Hauser, that don't have an interest in Prime also don't have affiliation agreements with MSC. The service is carried by MidContinent systems in North and South Dakota. (70,000 subscribers) on basic at a higher rate card than the Minneapolis systems, he said.

In the end, Cattoor believes operators will find marketing regional sports as a pay service won't work, and they will either be folded back into basic, or become part of a tier with other highly viewed basic services, not unlike TCI's negative option tier.

At Paragon, MSC has been replaced by the Travel Channel and the Prime network has been launched on a \$1.95 tier, shared with FNN by day and Bravo by night. —MS

Blackout barnstorming

Responding to complaints from his constituents about syndex blackouts, Senator Conrad Burns (R-Mont.) has arranged for FCC Mass Media Bureau Chief Roy Stewart to appear at three public meetings in the state next month. Stewart will be joined by Robert Thompson, Tele-Communications Inc.'s vice president of government affairs, and Jeff Baumann, executive vice president and general counsel for the National Association of Broadcasters. A meeting is scheduled for April 17 in Great Falls and April 18 in Kalispell and Missoula.

Burns received about 250 letters and copies of petitions the FCC received from Missoula and Flathead Valley viewers. Some 30,000 signatures were on the petitions complaining about the blackout of Spokane, Wash., cable channels due to the FCC's syndex decision. "I want to give the parties involved a chance to get in the same room with television viewers to hear their complaints on this issue and to explain the reasons for the rule. A member of my staff will also be present to report directly to me on the meetings," said Burns in a statement.

'60 Minutes' back in top 10 on week of Rooney's return

In March 4 show he cites his civil rights record, denying racism charges

The argument that Andy Rooney's suspension was the cause of *60 Minutes'* rating decline got stronger when, upon the commentator's return March 4, the show jumped to fourth place with a 22 rating and a 37 share, according to the A.C. Nielsen Co.

Since Rooney's Feb. 8 suspension for remarks he allegedly made about blacks in an interview with *The Advocate*, a gay newspaper (BROADCASTING, Feb 12), the show dropped from fifth when he last appeared (Feb. 4) to 10th three weeks ago, 11th two weeks ago, and to 18th last week, the lowest ratings for the show in 12 years, according to Nielsen.

In the March 4 broadcast, Rooney talked about his suspension and the effects it had on him. "I couldn't write. I'd lost my true love. I didn't feel like doing anything—including nothing."

Rooney also said that he felt "terrible" about the prospects of being known as a racist bigot and someone who had "made life a little more difficult for homosexuals." "As much as I love my work here," he said, "I could get out of the Andy Rooney business tomorrow and have a great time...if I could leave here with my reputation."

In defense of charges of racism, Rooney cited his civil rights record, which includes two arrests—once for sitting on the back of the bus with blacks while in the Army during World War II, and again in 1970 while doing a story on the assassination of civil rights leader Medgar Evers.

As for the remarks the CBS commentator made regarding gays in the Dec. 28 broadcast of *A Year with Andy Rooney: 1989*, Rooney said: "How do I apologize to homosexuals for hurting them with a remark I made that I didn't realize would hurt them?" In that broadcast, Rooney said: "There was some recognition in 1989 of the fact that many of the ills that kill us are self induced: too much food, drugs, homosexual unions, cigarettes. They're all known to lead quite often to premature death." Rooney went on to question whether society is responsible for people who repeatedly do things that they know are bad for them.

Rooney showed that the suspension had not hurt his sense of humor. "What do I do to justify the action [CBS News President] David Burke has taken in putting me back on the air? What do I do about the kind words heaped on me by friends and strangers? It's overwhelming. How do I live up to such praise? Let's face it, even on the nights when I'm good, I'm not that good." He also said that he'd planned to lose weight during the suspension. "It takes a

lot of time to lose weight. You can't do it quickly because when you're busy, you forget and first thing you know you're having a piece of chocolate cake.... If I'd only had two more months."

Reaction to Rooney's return by gay and black groups was, for the most part, positive. Benjamin Hooks, executive director of the NAACP and a former FCC commissioner, said in a statement that "we have no problem with the early return of Andy Rooney." Based on its own inquiry, the NAACP, Hooks said, is satisfied that the statements allegedly made by Rooney were distorted and did not accurately reflect his views, as represented by his more than 40

years as a journalist. Hooks said that Rooney had personally assured the NAACP that he did not make the alleged remarks "relative to race."

The Gay & Lesbian Alliance Against Defamation (GLAAD), in a statement, said that it had "achieved its goals of creating a positive dialogue with CBS through which we can work to prevent homophobic remarks, such as those made by Andy Rooney, from slipping through the network's existing standards of broadcast acceptability." As for Rooney's return broadcast, GLAAD official Karin Schwartz said: "To the extent that there was an apology, we accept it." —JF

Fox's 'Newsline' focuses on one story

WNYW news show compared to ABC's 'Nightline,' except that it features local news

Fox flagship station WNYW(TV) New York continues to be a trend setter for news programming among Fox stations. Shows introduced by WNYW and now carried, copied or syndicated on other Fox stations include *A Current Affair*, *City Under Siege* and *Good Day New York*.

The latest venture from the station is *Jack Cafferty's Newsline New York*, which has been described as a *Nightline*-type program featuring local news. The show currently airs at 11:30 p.m. and covers the top local news story (or stories) of the day.

Newsline New York, like ABC's *Nightline*, opens with an introduction by host Jack Cafferty that leads into a videotaped piece by a reporter. Guests interviewed by Cafferty are seen on individual TV screens even if they are in the studio because WNYW, according to a spokesperson, is "taking great pains to see that no guests get even the appearance of preferential treatment." The show made its debut Jan. 22 with an interview with new New York Police Commissioner Lee Brown. Since then, Cafferty has devoted shows to Father Bruce Ritter, who just resigned as head of Covenant House, a home for teen-age runaways, amid allegations he had sexual relationships with young men who came to his organization for help; the trial of alleged mafia boss John Gotti, and the assassination of a Suffolk county policeman. When the news justifies it, the show expands its format. After the fall of Drexel Burnham Lambert, Cafferty aired a one-hour prime time special, "The Downfall of the Masters of the Universe."

Newsline New York was tested Jan. 25 when Avianca flight 52 crashed on Long Island. WNYW pre-empted *Night Court* and covered the disaster from 11 p.m. to 2:15

a.m. Cafferty reached a ham radio operator who heard conversations between the plane and air traffic controllers at Kennedy Airport. That may have been the first piece of hard news about the low fuel supply as the cause of the crash. "There was a consensus that our coverage was superior to anyone's in the city that night," Cafferty said.

Cafferty, who spent the last nine years as anchor of WNBC-TV's *Live at Five* newscast, said he thinks it is the first attempt in the city to highlight one news story a day for a full 30 minutes. Although noncommercial WNYT(TV) New York airs *The Eleventh Hour* nightly at 11:30, a spokesperson for Fox said Cafferty's show is different because *Eleventh Hour* covers issues; *Newsline New York* focuses on individual stories. Cafferty said he hopes Fox's news efforts will help television news overcome the rap of being shallow and lacking in depth. Local news programs, he said, traditionally devote a small amount of time to many stories and end up being little more than a headline service; the viewer may not come away with a "proper understanding" of the news.

That does not mean *Newsline New York* would not cover a big national story. The program's developer, Ian Rae, executive vice president of Fox news, and WNYW's news director, said the arrest of Washington Mayor Marion Barry or an earthquake are examples of national stories the show would cover.

Newsline New York has yet to establish itself in the ratings, averaging a 2.4/6 in the February sweeps. Its lead-in, *Night Court*, has not done as well as anticipated and there is talk of switching the two shows so *Newsline* could retain the audience from the 10 p.m. news.

Other Fox news shows in New York include its 6 a.m. news broadcast, followed by the 6:30 *Fox International Business Report*. —JF

Radio is kid's stuff

That's what two fledgling networks hope as Kid's Choice Network and Children's Radio Network prepare to launch 24-hour services

Two children's radio projects, a long time in the making, are finally coming to fruition this month with the imminent launch of two 24-hour formats geared exclusively to children below the age of 12.

Expected to launch at the end of March is the Orlando-based Kid's Choice Broadcasting Network. According to Norman Wain, chairman and chief executive officer of Metroplex Communications and president of the Kid's Choice Network, the project has been in the works for three years. Its satellite-delivered programming will debut on the network's flagship station, Metroplex's WPRD(AM) Orlando, Fla.

Minneapolis-based Children's Radio Network is waiting for FCC approval of its purchase of WWTC(AM) there to go on the air. William Osewalt, president of the network, said he has been working on the project since 1979. Osewalt, whose background includes both radio and TV, has conducted research groups and experimented with the format in various markets since then. Among the stations with which he was involved were WWOZ(AM) Jacksonville, Fla., which was programmed for 18 months with an all-children's format, and KPAL(AM) North Little Rock, Ark.

KPAL aired a 24-hour children's format until a year ago. The station was programmed by Tish Henslee, a former professor of early childhood education at the University of Arkansas, Little Rock, and currently, vice president of programming for the Kid's Choice Broadcasting Network.

Kid's Choice principal Matthew Leibowitz, an attorney with Miami-based Leibowitz & Spencer, said: "KPAL was a terrific programming success and we want to evolve that into something even better." The network, he said, has lined up a working advisory board, whose members include Peggy Charren of Action for Children's Television.

Another principal of the network is Peter Yarrow, of the folk group Peter, Paul and Mary. Yarrow, said Henslee, has written and produced original music for each day-part as well as a network theme song.

Henslee's programming segments for the network include: 6-10 a.m., *New Day Highway* (family show including news, music, and special features); 10 a.m.-2 p.m. (aimed at preschoolers, featuring music about numbers, colors, shapes and feelings); 2-6 p.m., *Curbside Carnival*, (storytime and exercise time, featuring music from other lands and states, aimed at 6-9-year-olds); 6-6:30 p.m. (for 8-12-year-olds, focusing on a different topic—such as ca-



reer, leadership, health and sports); 6:30-10 p.m., *Cool Kids Caravan* (for 9-12-year-olds); 10 p.m.-2 a.m., *Moonbeam Magic*, and 2-6 a.m., *Twilight Connection*.

The Children's Network programming is laid out very much like the Kids Choice programming. According to Cate Smith, vice chairwoman, Cohen Okerlund & Smith, su-

pervisor of the account, WWTC will call itself, Radio AAHS (pronounced Oz). Said Smith: "The whole station has one basic message—of upbeat entertainment." Programming segments include: 6-9 a.m., *All-American Alarm Clock*; 9 a.m.-noon, *Alphabet Soup* (aimed at preschoolers); noon-1 p.m., *Lunchtime Theater*; 1-7 p.m.,

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SuperMusic; 7-8 p.m., *Evening Theater*; 8-9 p.m., music rotation, and 9-11 p.m., a show tentatively titled *Today's Parenting*.

Executives for both companies acknowledge that the format is a "concept sell." Said Leibowitz: "This is not going to happen overnight. We are running against the conventional wisdom that children don't listen to the radio, and there is the rating problem." (Rating services do not measure

children 12 and under.)

"It will be difficult for us—we will have a longer gestation period," said Wain, "but we are very confident that we can get results for clients and use those results to get more clients." Their goal, said Wain, is to lineup 100 affiliates in the top 100 markets. Wain says the partners are so committed to the project that they are willing to spend as much as \$4 million on the network before

they see results.

Oswalt was just as firm about the commitment to the network. "I don't think it's a question of how much time, but rather a question of what we are willing to do to keep it going," he said. The Children's Radio Network will initially be carried only on owned and operated stations, said Smith, but eventually will be available to other stations as well. —LC

Broadcasters, music executives converge in Nashville

Attendees at annual Country Radio Seminar at Opryland hotel are told to focus on customer service, remember music is 'bottom line'

More than 1,400 country radio broadcasters, music industry executives and musicians met at the Opryland hotel in Nashville, Feb. 28-March 3, to participate in the 21st annual Country Radio Seminar. Cooperation between artists and broadcasters was evident everywhere, especially in the opening events, which included an artist and radio taping session, sponsored by The Nashville Network Radio, and a Thursday morning performance for the attendees by the Highwaymen, comprised of Johnny Cash, Kris Kristofferson, Waylon Jennings and Willie Nelson.

Broadcasting sessions got underway on Thursday morning with "The Country Station of the 90's." The panel, moderated by Charlie Ochs of WQYK(FM) St. Petersburg, Fla., featured, among others, Richard Ferguson, president of Bridgeport, Conn.-based NewCity Communications. Ferguson advised the broadcasters in attendance that the only stations that would make it in the 90's were the "ones that embraced change."

Ferguson opened his remarks with a quote that is heavily used at NewCity: "It makes a difference whether we consider ourselves pawns in a game, whose rules we call reality, or players in a game, whose rules are real only to the extent that we have created or accepted them." Ferguson encouraged the broadcasters to go out and make the rules, and effect change, so that they could control their future. "The best way to predict our future," he said, "is to create it." The emphasis for the future, said

Ferguson, is customer service.

Another session geared toward broadcasters was "Maximizing Your Mileage: Expanding Your Audience Without Losing Your Core." The panel was moderated by Ed Salamon, president of programming for Unistar Radio Networks.

Discussing the research angle of the problem was David Tate of Laurel, Md.-based Rantel Research. The first step, said Tate, was defining the term "core audience." In his research, Tate said, two distinct groups of country music listeners had been defined. Group One, he said, is the core audience, and the smaller of the two, and encompasses listeners who love country music and reject other music formats. Group Two, he said, is the listener who likes country music, but also samples or accepts other formats. Expansion, said

Tate, has to be in the latter group. However, Tate said that there are two impediments to expansion, one is the "parochial attitude that many Group Two listeners have toward the country stations (not the music), and the fact that radio listening is considered "habitual." Broadcasters wishing to expand their audience need to make their station part of the lifestyle of the audience.

Also speaking on the topic was Jim Murphy, program director of KFKF(FM) Kansas City, Mo. His focus was on stations with tight budgets. Murphy told the gathering that the keys to expansion included getting listeners involved with the radio stations, doing things throughout the year that kept the call sign of the station "alive" in the community, and dreaming up promotions to make the station stand out.

Evelyn Shriver of Shriver Public Relations, who represents country artist Randy Travis, among others, asked the broadcasters to "remember that music has to be the bottom line in everything you do." She warned more traditional programmers against shutting out the new energy and revitalization in the country music industry, because its survival was "hinged on the support of radio." Shriver also pointed out that there is a "huge audience" for the new artists.

Also scheduled at the seminar were sessions dealing with generating revenue and sales techniques. One session in particular, "Alternate Route: Ways Your Station Can Generate Revenue from Nontraditional Sources" was packed with proved ideas. Moderated by Mike Moran of Katz Radio in Atlanta, the panelists included Mick Anselmo of WDGY(FM) St. Paul, Minn., and Leslie Schaffer of KNIX(FM) Phoenix.

Schaffer outlined KNIX's success with their magazine, *Country Spirit*, and various "mixed media packages" involving direct mail and listener participation. Schaffer said the most important thing, however, was for the programming, sales and promotions staffs of the stations to meet regularly and "brainstorm," and work as a team.

Anselmo told broadcasters to look to three key areas for innovation: "superior product; superior customer service, and continued innovation." At his station, he said, the idea was to try and develop a "menu of different vehicles" advertisers could use, or what he termed, "system selling." He encouraged broadcasters to think of areas such as database marketing, voice message centers, magazines and underserved industries. Said Anselmo: "Have some vision, continue to innovate, and the great stations will enjoy the 90's." —LC



ABC Radio Network President Aaron Daniels with Bob Kingsley (r), host and producer of ABC's 'American Country Countdown'

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Network commercials: too heavy a load?

Ads increase in networks' major dayparts, according to study soon-to-be-released; November survey includes Fox for first time; NBC logs more ads in prime time

Advertising agency executives last week were criticizing, both on and off the record, recent increases in the proportion of airtime allocated to commercials on network television. Some of the increases in commercial time were documented in a still unreleased study that monitored network television during the week of Nov. 8-14, 1989. More recent increases in prime time commercial load were attributed to, and subsequently acknowledged by, NBC.

The network monitoring report, according to agency executives who have seen it, show that increases were measured in both commercial time and the broader "non-program" material—which in addition to commercials, includes "billboards," credit overruns, network promotions and local commercials and promotions. Non-program material per-hour during the 1989 survey week was said to be up 24 seconds, for both ABC, to 10 minutes and 42 seconds, and for CBS, to 11 minutes and 40 seconds. NBC showed a decline of 27 seconds, to 10 minutes and 58 seconds.

Although the survey ran during the sweeps period, the study reportedly was done during a week in which there was "virtually" all regular series programming. In daytime, all three networks were said to have increased both commercial load and non-program material.

The survey is said to show that Fox had 13 minutes and 23 seconds of non-program material in prime time, almost two minutes more than CBS and almost three minutes more than ABC. This year was the first time Fox was included in the study, sponsored since 1983 by the American Association of Advertising Agencies and the Association of National Advertisers and conducted by Advertising Information Services Inc. Also added for the first time were syndication and several other network dayparts: news and early morning.

Reaction from advertising executives was unanimously negative. The chairman of the network monitoring committee, Richard Kostyra, executive director of media services, J. Walter Thompson U.S.A., said he was surprised by what he said was the "...amount of non-program activity taking place, not only the increases in various dayparts but also the total amounts."

If the reported numbers are correct, both CBS and NBC would have exceeded for the second year in a row their own "guidelines" for the amount of "non-program" material. Kostyra characterized the guide-

lines as having been "...loose at best....[Now] it's obvious that there is isn't any control by the networks on commercial load because they do not have [real] guidelines."

All three networks were said to have run just over seven minutes per hour in prime time commercials, during the November survey, compared to the prior year when NBC was at seven minutes and 49 seconds; CBS at six minutes and 54 seconds and ABC at six minutes and 41 seconds. Last year was the first time in the six-year history of the ANA study that either ABC or CBS was monitored at over seven minutes.

Although NBC's commercial load during the survey declined, more recent informal data has detected the network adding roughly a dozen commercials per week. NBC-TV President Pier Mapes acknowledged the additions and said they were used for making good on the network's promised audience delivery to advertisers whose commercials were in shows where ratings fell short.

Kostyra said the fact that the newly created availabilities may have been used for

makegoods did not change the fact that it allowed NBC to make more money: "The point is they already made the money, at upfront [market] rates, on what they promised to advertisers...either they did not set aside time [for makegoods] or sold it in the scatter market. There is absolutely no evidence other than an obvious intent to increase commercial load."

Daytime results of the survey are said to show that all three networks increased both commercial load and total non-program material.

Kostyra said he expected the ANA, AAAA and monitoring committee to review the results in a meeting to take place in the next few weeks. The J. Walter Thompson USA executive vice president said he also expects the meeting to generate more resolve over the commercial load issue: "We have to discuss what course of action can be taken to protect the medium. We are totally cognizant of rising [network production] costs and the networks' need to make a profit but we have [to address] this concern of overcommercialization."

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TV advertising tops \$21 billion in 1989

Advertising revenues in 1989 topped the previous year by 3.6%, according to just-released figures from the Television Bureau of Advertising. Getting its numbers from Arbitron's Broadcast Advertiser Reports (BAR), TVB says that \$21.3 billion was invested in over-the-air television last year, compared to \$20.6 billion in 1988. TV did well in the fourth quarter even without the political advertising that accounted for \$150.8 million in the fourth quarter of 1988.

The TVB report (see chart) shows the automotive industry taking first place for the first time with \$2,969,741,000, a 14% gain over 1988's \$2,600,451,200, when it trailed food and food products by \$246 million.

General Motors was the top network advertiser, spending \$506,513,500, a 14% increase from its 1988 total of \$443,402,300. Sears & Roebuck was the ninth on the top-10 list with \$187,511,300, a 118% increase from 1988's \$85,900,600.

The top-10 list of national and regional spot advertisers for 1989 was dominated by auto manufacturers. General Motors was first again with \$350,297,700, a 12% increase over 1988's \$312,150,400. Ford Motor Co. was third with \$179,531,600, an increase of 8% from \$165,666,600 in 1988. Other auto manufacturers in the top 10 were Chrysler (fifth place with \$165,682,800), Toyota (sixth place with \$164,199,800), Nissan (eighth place with \$121,305,000) and Honda (10th place with \$85,802,100).

Network, spot, syndication combined ad spending

Category	1988	1989	% Change
Automotive	\$2,600,451,200	\$2,969,741,100	+14%
Food & Food Products	\$2,846,178,800	\$2,969,145,700	+4%
Restaurants/Drive-Ins	\$1,343,830,900	\$1,485,770,700	+11%
Toiletries/Toilet Goods	\$1,270,272,800	\$1,287,243,000	+1%
Proprietary Medicines	\$1,067,216,800	\$1,057,750,500	-1%

Note: Not included in above are retail stores related to categories including supermarkets in food and food products, auto and truck dealers in automotive and drug stores in proprietary medicines. Local data is included in restaurants and drive-ins.

TV advertising investments: 1989 vs 1988

	Jan.-Dec. '88	Jan.-Dec. '89	% Change
Network	\$9,580,367,400	\$9,559,077,100	-0.2%
Spot	\$5,271,214,400	\$5,423,256,600	2.3%
Local	\$4,848,115,300	\$5,076,006,100	4.5%
Nat. Syn.	\$900,331,400	\$1,286,826,100	42.9%
Total	\$20,600,028,500	\$21,345,165,900	3.6%

Source: BAR

Non-automotive advertisers in the top 10 were Procter & Gamble (second), Philip Morris (fourth), General Mills (seventh) and Pepsico (ninth).

According to the report, local TV advertising increased 4.5% in 1989 while spot TV was up 2.3%. Network television posted a total of \$9.6 billion, equaling 1988's total without the aid of the Olympics and national elections.

National syndication advertising for 1989 totaled \$1.3 billion, up 42.9% from 1988.

On the local retail advertising side, discount, department and variety stores increased expenditures by 22%. Other big

gainers included personal service advertisers (21%); medical and health-related services (16%), and household stores (12%). Auto parts suppliers, car and truck dealers and motorcycle dealers experienced a 12% drop.

The top five local and retail television advertisers were Pepsico Inc. (Pizza Hut, Taco Bell, Kentucky Fried Chicken), McDonald's Corp., Walt Disney Co., Grand Metropolitan and Time Warner Inc. Sears Roebuck & Co. again turned in large increases in their expenditures—from \$14,989,900 in 1989 to \$46,502,300, a gain of 210%. □

TCI lays down the law on regional sports

MSO says it won't agree to deals forcing it to put networks on basic or calculating payment based on number of basic subs

When it comes to affiliation agreements with regional sports networks, Tele-Communications Inc. plans to play hardball.

Last week the largest MSO disclosed at a Washington press conference that it would not sign affiliation agreements mandating basic carriage or deals that required TCI to provide a guaranteed minimum payment based on a system's basic subscriber count.

Although not mentioned by name, the gauntlet TCI threw down was clearly aimed at several SportsChannel regional services. TCI officials said its cable systems in the San Francisco Bay area, northern Ohio, Miami, Chicago and the Twin Cities have encountered this "take it or leave it attitude" on carriage terms. In all of those markets, SportsChannel has regional sports operations. In three of those places—the Bay Area, Miami and the Twin Cities—TCI has an ownership interest in rival regional sports services, and in general, TCI, through Prime Network, has squared off against SportsChannel across the country in the regional sports battle.

Mandated basic carriage and basic guarantees "will lead directly to uncontrolled

siphoning and higher cable rates for all," said J.C. Sparkman, TCI executive vice president. "Under this scenario all basic cable subscribers have to help pay for this very expensive programing, whether they like it or not."

Sparkman said TCI's stand will help prevent the advent of significant siphoning. When broadcasters vie for local sports rights, he said, "they must gamble that viewership will be high enough to yield ad revenue sufficient to cover their costs." That constraint isn't present with cable regional bidders, Sparkman said, who avoid the price-value decisions of customers by having the affiliate fee cross-subsidy.

It's one thing when cable sports events are added to broadcast games, or are in different time slots, a reference to the two new NFL deals, said Bob Thomson, TCI vice president, government affairs. "It's another when cable is held hostage to intemperant bidding," he said. In an unnamed market, said Thomson, a city council member told TCI they would support revocation of TCI's franchise unless TCI carried the local sports channel.

The new TCI edict will also cover the regional sports networks in which it owns an interest, including San Francisco, Seattle, Denver, Pittsburgh, Indianapolis, Minneapolis, Utah and the Southeast. Spark-

man said in cases where TCI owns regional networks and systems in the same area, "we have signed affiliation agreements on this same basis." The same terms are being offered to other cable systems in the area, he added.

Escalating rights costs in national sports services don't present the same problem for TCI, Thomson said. Those costs are less—the NFL surcharge for ESPN's new deal is 14-17 cents over the four years, for instance—than regional "tariffs of \$1 to \$2," said Thomson. There are also no long-term program cost controls in regional deals, said Thomson, like are present in national program deals. Of the markets mentioned, TCI does have a SportsChannel deal in Chicago. TCI said costs rose 150% in the three years of the contract, and currently the service is part of TCI's negative option tier, which it has instituted company-wide. TCI affiliates in the New York area carrying MSG have the right to push MSG to a tier next year if MSG carries all Yankee games—which would be double the amount—and its wholesale costs rise accordingly.

Sparkman said TCI hopes to unbundle even further as the technology is refined, to offer programing packages. Regional sports could even be offered on an a la carte basis, TCI said. —MS

Fifth Estate Earnings Reports

Company	Period	Revenue (000) change	% change	Earnings (000) change	% change	EPS
Amer. Film Technologies	Second	\$4,754	65	\$960	340	\$0.05
Harris Corp.	Second	\$761,129	55	\$30,791	22	\$0.78
Midwest Communications	Second	\$40,123	31	\$288	-11	\$0.10
Wavetek Corp.	First	\$22,427	5	\$827	401	\$0.09
Wegener Corp.	First	\$7,133	-4	\$43	-73	\$0.00

American Film Technologies said improved results were primarily due to "an increase in contract fee work," with 17 films being colorized compared to 11 in prior-year's second quarter. Company also announced new contract with Turner Entertainment/Paravision International, which it said increased backlog of orders to "an all-time high of \$64 million." ■ **Harris Corp.** said orders for second quarter were down and "lower than planned.... We expect flat to modest earnings growth in the second half compared with a strong performance last year." ■ **Midwest Communications** said that earnings were "restricted by losses at Technalogix, our subsidiary which manufactures UHF television transmitters, and high interest expenses associated with increased borrowings...." ■ Net income for **Wegener Corp.** in prior year's first quarter was restated and lowered by \$334,000, due to change in accounting for income taxes. Company said that decline in company's "service" business and restructuring of manufacturing process, due to "excessive product failures and delays in shipments," will "impact sales and earnings for the second and third quarters of fiscal 1990." Interest expense grew due to "significant increases in short and long-term borrowing." ■ Net income of **Wavetek** was helped by \$200,000 positive swing in net interest. Company said that "new orders" increased 29% to \$26 million: "The majority of this increase was due to the receipt of large distributor stocking orders associated with our CATV business."

Study finds loss of beer, wine ads would cost industry jobs and programing

If beer and wine commercials were banned from television, more than 4,200 jobs would be lost and large amounts of programing now seen on "free" TV and basic cable would migrate to pay cable television. That is the conclusion of a new study by The Leadership Council on Advertising Issues (LCAI).

The LCAI is a coalition of advertisers, media companies and ad agencies including Ogilvy & Mather Worldwide, Leo Burnett Co., Time Warner Inc. and The Washington Post Co. The report was written by William Lilly III, president of Policy Communications and a former CBS vice president, and Rudolph G. Penner, senior fellow at the Washington-based Urban Institute.

The study, "The Impact of Advertising on the Competitive Structure of the Media," analyzes what impact bans on the advertising of automobiles, beer, wine and tobacco would have on the media by 1993. According to the study, harm to the media and the general public resulting from further restrictions on advertising include the following:

■ Variety and quality of broadcast programing would be reduced because broadcast programing would migrate to cable. The study says that a 5% overall advertising reduction would lead to a 12.7% decline in broadcast programing.

■ Sports programing would move further from broadcast television and basic cable to pay cable. Beer advertising, the study says, currently constitutes more than 15% of broadcast/cable sports advertising and if

banned, would result in a 1993 loss of \$146 million. And some smaller sports programing, such as Ivy League contests and auto racing, could be off the airwaves forever.

■ The cost of cable television would increase because products that provide significant revenue to cable television would be banned from advertising, meaning that lower income customers would no longer be able to afford cable TV, giving fewer people access to the "full range of entertainment and information provided by television."

The study is the second released by the LCAI in the last 12 months. A previous study on the importance of advertiser-supported media to the economy said that if the level of media advertising were to decline by 5% from the "levels which experts now project" for 1989-1993, by the last year the number of TV stations would have declined by 3.7%; radio stations by 2.1%, and advertiser-supported cable networks by 3.8% (BROADCASTING, July 3, 1989).

The economics of ad bans are not the only thing on the LCAI's mind; restrictions, the council says, also limit free access to information and alter media competition. "The anti-advertising school is really an anti-information school," said American Express Co. Vice President Ken Roman, who added that "less advertising would mean less information upon which the American people can base their individual choices about ideas, products, services, even the type of entertainment they wish to enjoy." —JF

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WOAY-TV Oak Hill-Beckley, W.Va. □ Sold by Thomas Broadcasting Co. to W. Russell Withers Jr. for \$9 million. **Seller** is headed by Helen G. Thomas and has interest in WOAY-AM-FM Oak Hill, W.Va. **Buyer** owns WMIX-AM-FM Mt. Vernon, Ill.; KAPE(AM)-KGMO(FM) Cape Girardeau, Mo.; KOKX-AM-FM Keokuk, Iowa; KREX-TV Grand Junction, KREY-TV Montrose, KREZ-TV Durango and KREG-TV Glenwood Springs, all Colorado, and WDTV(TV) Weston, W.Va. WOAY-TV is on ch. 4 with 100 kw visual, 20 kw aural and antenna 740 feet above average terrain. **Broker: Blackburn and Co.**

KSSK(AM) Honolulu and KSSK(FM) Waipahu, both Hawaii □ Sold by Cecil Heffel family to Bedford Broadcasting Co. for \$5.75 million. **Seller** is headed by former congressman Cecil Heffel and has no other broadcast interests. **Buyer** is headed by Peter B. Bedford, Anthony F. Preece, Donald Lorenz, Nohan Vachani, Ed Ohta, Dennis Klimmek, Matthew P. Shippey, Bina Chun and Dennis Kreuser and has no other broadcast interests. KSSK(AM) is fulltimer on 590 khz with 5 kw. KSSK(FM) is on 92.3 mhz with 100 kw and antenna 1,630 feet above average terrain.

KKWM(AM) Dallas, Tex. □ Sold by Anchor Media Ltd. to KLF Co. for \$3.7 million. **Seller** is headed by Alan Henry and has interests in KORK(AM)-KYRK-FM Las Vegas; KZSS(AM)-KZRR-FM Albuquerque, N.M., and KLDD(AM)-KZEW-FM Dallas. **Buyer** is principally owned by Susquehanna Radio Corp. and is headed by Laura W.R. Appell, trustee, and Walter M. Norton, trustee, and has no other broadcast interests. KKWM is fulltimer on 570 khz with 5 kw.

WKCN(AM) Dorchester Terrace-B and WDXZ(FM) Mt. Pleasant (Charleston), both South Carolina □ Sold by Tomlin and Co. to Silver Star for \$1.6 million. **Seller** is headed by brothers Donald R. Tomlin Jr. and Patrick L. Tomlin. They recently acquired WIOU(AM)-WZVZ(FM) Kokomo, Ind.; WFL-AM-FM New Bern, N.C., and WJRR(FM) Rutland, Vt. **Buyer** is headed by Robert E. Lee and Willie J. Martin. Lee is 51% owner of Silver Star Communications, licensee of WMJM(AM)-WFAV-FM Cordele and WJZ-FM Albany, both Georgia. Martin is 50.5% owner of WORL Radio Inc., licensee of WBZS(FM) Eatonville, Fla.; 51% owner of Tallahassee Radio Inc., permittee of WTWF(AM) Woodville, Fla., and sole proprietor of WBZR(AM) Destin, Fla. WKCN is fulltimer on 910 khz with 500 watts. WDXZ is on 104.5 mhz with 28 kw and antenna 656 feet above average terrain. **Broker: The Thorburn Co.**

KYLT(AM)-KZOO(FM) Missoula, Mont. □ Sold by Peterson Broadcasting Inc. to Smith Broadcasting Inc. for \$1.1 million. **Seller** is headed by Gene S. and Rose Peterson and has no other broadcast interests. **Buyer** is headed by Sarah L. Mayfield Smith, J.M. Smith Jr., and Gene S. Peterson, and has no other broadcast interests. KYLT is fulltimer on 1340 khz with 5 kw. Kzoo is on 100.1 mhz with 3 kw and antenna 300 feet below average terrain.

KCFO(AM) Tulsa, Okla. □ Sold by Salem Media of Oklahoma Inc. to Friendship Broadcasting Ltd. for \$953,000. **Seller** is headed by Stuart W. Epperson and Edward G. Atsinger, brothers-in-law, and has interests in KFAX(AM) San Francisco, KKXX(FM) Delano and KKL(FM) Los

Angeles, all California. **Buyer** is headed by Raymond J. Clatworthy and has no other broadcast interests. Kcfo is on 970 khz with 2.5 kw days and 1 kw nights.

KVOO-AM-FM Tulsa, Okla. □ Sold by First Stuart Corp. to Tulsa Great Empire Broadcasting Inc. for 168,585 shares of buyer's common stock (estimated value of \$6.8 million). **Seller** is headed by Harold S. and Joan S. Stuart, husband and wife, and has no other broadcast interests. **Buyer** is subsidiary of Great Empire Broadcasting and is headed by F.F. Mike Lynch and Michael Oatman, and owns KFDI-AM-FM Wichita, Kan.; KTTS-AM-FM Springfield, Mo.; WOW-AM-FM Omaha, Neb., and KWKH-AM-FM Shreveport, La. KVOO(AM) is fulltimer on 1170 khz with 50 kw. KVOO(FM) is 98.5 mhz with 100 kw and antenna 650 feet above average terrain.

KSMK-FM Cottonwood, Ariz. □ Sold by Central Broadcasting Co. to Regency Communications Ltd. for \$400,000. **Seller** is subsidiary of Carlson Communications and is headed by Ralph J. and Arthur W. Carlson, brothers. Carlson Communications owns KRSP-AM-FM Salt Lake City and KTJC-FM Elko, Nev. **Buyer** is headed by Mike Cefaratti, Richard D. Singer and David H. Isenberg, and owns KAAA(AM)-KZZZ(FM) Kingman, Ariz., and KOWL(AM)-KRLT(FM) South Lake Tahoe, Calif. Ksmk is on 95.9 mhz with 3 kw.

KDRO(AM) Sedalia, Mo. □ Sold by Sedalia Broadcasting Corp. to Mathewson Broadcasting Co. for \$300,000. **Seller** is headed by James F. Glenn and Herbert W. Brands and has no other broadcast interests. **Buyer** is headed by James L. Mathewson and Adam B. Fischer and has no other broadcast interests. KDRO is fulltimer on 1490 khz with 1 kw.

WDJB-FM Windsor, N.C. □ Sold by Willis Broadcasting Corp. to 99 Broadcasting Corp. for \$300,000. **Seller** is headed by L.E. Willis and Hortense Willis and owns WIMG(AM) Ewing, N.Y.; WBOK(AM) New Orleans; KFTH(FM) Marion and KSNE(FM) Marshall, both Arkansas; WGSP(AM) Charlotte, WXB(FM) Edenton, WKWQ(FM) Batesburg, WSRG(AM) Durham, WVRS(FM) Warrenton, WKJA(FM) Belhaven and WGTM(AM) Wilson, all North Carolina; WFSU-FM Union Springs and WAYE(AM) Birmingham, both Alabama; WWPDI(FM) Marion, S.C.; WPZZ(FM) Franklin and WUCA(AM) Gary, both Indiana; WURD(AM) Philadelphia, Pa.; WGNJ(FM) Alberta, WPCE(AM) Portsmouth and WFTH(AM) Richmond, all Virginia; WIMV(FM) Madison, Fla.; WESL(AM) East St. Louis, Ill., and WTJH(AM) East Point, Ga. **Buyer** is headed by Eric C. Reynolds and Charles M. Reynolds Jr., each of whom own 33.33% of WTJZ(AM) Newport News, Va., and 50% of WARR(AM) Warrenton, Va. 99 Broadcasting owns WBTE(AM) Windsor, N.C. Wdjb-fm is on 97.7 mhz with 3 kw and antenna 300 feet above average terrain.

KBLN(AM) Sherman, Tex. □ Sold by Henry C. Seals, trustee, to Pesa Broadcasting Corp. for \$250,000. **Seller** has no other broadcast interests. **Buyer** is headed by Maria Aguilar, Mirella Aguilar, Carmen Hernandez, Salomon Carmo and Camerino Gonzalez and has no other broadcast interests. KBLN is fulltimer on 910 khz with 1 kw.

For other proposed and approved sales see "For the Record," page 60.

ON THE ROAD TO NAB GRAPHICS AND EFFECTS

In preparation for the annual National Association of Broadcasters convention, BROADCASTING is presenting a weekly feature looking ahead to the various technological offerings that will occupy the equipment exhibit. This week: Graphics and effects.

New graphics enhancements will be on display at NAB

Most of the executives and salesmen of companies dealing in television studio equipment currently agree that their markets are slightly depressed. Broadcasters are not in a cycle to replace their graphics equipment and both broadcasters and post-production houses are balking at the cost of converting from analog equipment to digital equipment, whether it be in the composite digital format (D-2) or component digital (D-1).

But graphics and effects is one of the most crowded and rapidly expanding TV equipment categories. Companies are introducing sophisticated products that they assume will eventually become commonplace and profitable. The many established digital special effects, graphics, paint, animation and character generator systems are constantly being enhanced, and some new ones are also being introduced. Bandwidths on production and routing switchers are also growing, and the latest models are being designed to manage digital inputs. A great deal of research is being devoted to new optical- and magnetic-disk storage methods for stills and effects.

Several thousand square feet of the Georgia World Congress Center in Atlanta will be devoted to demonstration of the new graphics enhancements during the National Association of Broadcasters equipment exhibition, which runs March 31-April 3.

At NAB 1989, Sony Corp., Teaneck, N.J., caused a stir by introducing a new line of equipment it had never sold before, including graphics and effects devices, editors, a stillstore and other equipment. Sony's stated strategy was to fill in holes in its product line toward the eventual goal of reaching IBO (integrated broadcast operation), a fully automated, digital TV station. Many of the new devices, which were technology demonstrations last year, are products for the market this year.

Sony claims that NAB convention officials complained to them last year because excessively large crowds were clogging the aisles near the demonstration of Sony's "System G." "That's one time when you like being yelled at," said Stevan J. Vigneaux, Sony product development manager. System G differs from other graphics systems in that it takes typical flat video images and manipulates them into three-

dimensional images in real time. Similar effects can be done on other systems, but they take hours of rendering time to perform, Sony said.

This year, Sony is introducing System G as a product in the form of the DME-9000 digital multi-effects system, which is scheduled to be deliverable by late this year. Since last year, sparkle, degrade, centipede and all the other traditional effects have been built into the system. "We did something else we think people will like. We lowered the price," Vigneaux said. The originally quoted price of \$450,000 has been reduced to \$350,000, about the same

price that was charged for the first digital effects systems introduced in the mid-1980's, he said.

Sony is also emphasizing the ease of using System G. Unlike other systems, no knowledge of a computer language, like Pascal or Fortran, is necessary. An operator can be trained to operate the DME-9000 within two days, Vigneaux said.

The four subsidiaries of Chyron Corp., which features graphics, animation and video editing gear of all sorts, will display equipment out of a central Chyron booth at NAB. The companies include Aurora, Redwood City, Calif. (high-end paint and ani-

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Sony's DME-9000 "System G"

Effects such as creating and mapping cubes and page turns, which for other systems often require either two channels or two passes, can be done with one pass on one channel, Microtime claims. The system uses wide-band component digital processing. It will be available in both NTSC and PAL.

Like Chyron, Dynatech Corp., Madison, Wis., will house all of its various graphics and effects subsidiaries in the same booth. They include ALTA Group (graphics, effects and editing equipment), ColorGraphics (paint and animation for post-production and broadcast studio), Quanta Corp. (character generators) and Utah Scientific (routing and production switchers). In addition, newsroom computer systems from Dynatech Newstar will be demonstrated at the Dynatech booth.

ALTA Group Inc., San Jose, Calif., will introduce an enhanced version of its Pictoris-E digital effects package. "It does flips and tumbles and curved and linear moves and is very inexpensive as those things go," said Frank Alioto, vice president, marketing and sales. "It compares favorably with the Ampex ADO 100 and the low-end Grass Valley units." List price for the new Pictoris is \$13,900. It is expected to be available by mid-May.

No major product introductions are planned by the Grass Valley Group (GVG), Grass Valley, Calif. The most featured item at GVG's booth will be the KURL software option to its Kaleidoscope Digital Effects system. The \$13,500 KURL package gives Kaleidoscope users enhanced page turn and roll, light modeling, ripples and other effects. Since KURL's introduction at the Society of Motion Picture and Television Engineers equipment exhibition in Los Angeles last fall, GVG has taken over 100 orders. Deliveries began March 1. Although he would not go so far as to say that people were buying Kaleidoscope to get the KURL effects, Grass Valley's Skip Youard said that "we've seen more Kaleidoscope orders since KURL came out."

New software to the Vertigo 3-D animation and graphics systems will be demonstrated by Cubicomp Corp., Hayward, Calif. The enhancements are designed to make operation easier. "We're integrating a lot of workspace hardware to make the front-end easier. We're integrating all of our operations of Vertigo into a lot of pull-down menus and windows so that the operation is much more streamlined than it used to be," said Cubicomp's Laura Lunceford. The company will also show its exclusive Videopack Board, which "plugs into any 4-D workstation from Silicon Graphics. It allows you to do video output in RGB, PAL, NTSC, Beta and digital. That's sort of a missing element in a workstation environment," Lunceford said. The system works like a built-in format converter and waveform monitor.

ColorGraphics Systems, Madison, Wis., a Dynatech company, is introducing the Galileo system, the latest in its da Vinci color correction equipment. It is designed to interface with the Rank Cintel telecine in film-to-video transfer applications. ColorGraphics is also introducing Protean Paint,

mation), Chyron, Melville, N.Y. (character generators), CMX, Santa Clara, Calif. (switching and editing systems), and Digital Services Co. (DSC), Gainesville, Fla. (specialized digital studio equipment).

In the graphics and effects area, Aurora and DSC will be featuring mainly established products. One introduction by DSC will be the DSC DD-4 digital distribution amplifier for both composite and component digital applications. "It can do different combinations of D-1 (component digital) and D-2 (composite digital)" in an edit room setting, said Isaac Hersly, president of Chyron Corp.

In the Aurora section, much of the company's attention is on the Aurora 3DS high-end three-dimensional animation system, Hersly said. The Aurora AU/90 eight-bit paint and real-time color animation system is also being highlighted, as well as the top-end AU/280, "which we say is the ultimate paint system in speed, and it features real-time animation and switcher effects," Hersly said.

A component digital version of the ADO 100 digital effects system, which was shown during the last SMPTE convention,

will be the most heavily featured graphics product for Ampex Corp., Redwood City, Calif., which also sells composite digital and component analog versions of the ADO. The point that Ampex is trying to make to the marketplace is that it now has a choice, said Craig McCartney, Ampex product manager for special effects devices. High-end, high-priced effects systems are no longer needed to produce a professional look, he said. The three versions of ADO 100 range in cost from \$22,000 to about \$30,000.

The ADO 100, which is a lower-cost version of the nine-year-old full ADO system, was introduced at NAB 1989. By the end of 1989, nearly 600 units had been sold, and in June, Ampex expects to announce the 1,000th shipment. That buy rate has been much quicker than for the full ADO, which now numbers about 2,500 in the field.

Also stressing digital video effects at a lower price is Microtime Inc., Bloomfield, Conn., which will introduce a new 3-D DVE system for under \$50,000, providing effects equivalent to what is produced on systems that sell for more than \$250,000.

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BIA Publications, Inc.

a new software package for its ArtStar 3-D Plus paint and animation system and its LiveLine 5 weather graphics systems. It is most effective for television weather reports, said Bob Miller, vice president and general manager of ColorGraphics. "Protean is a metamorphosing animation package that allows the system to automatically do shape changes. In a weather application, meteorologists can completely pre-program their weather animations so that storm fronts and numbers can move," he said.

The most heavily featured item at Accu-Weather Inc., State College, Pa., will be the UltraGraphix high-resolution color graphics service. Accu-Weather promises to provide more than 1,000 images a day with UltraGraphix. The service will be accessible to stations with the LiveLine 4 and 5 computers from ColorGraphics as well as with Accu-Weather's Macintosh-based UltraGraphix 240 computer. Included in the package are: Ultrasats, four-dimensional images from an "airplane perspective"; RadarPlus, radar images of several market areas, updated hourly, and special graphics features to go with breaking weather stories. UltraGraphix images are now available at \$3 per picture. The UltraGraphix 240 sells for \$24,800.

Rival weather graphics service Kavouras Inc., Minneapolis, will introduce its NextRad color radar system, which works with the Raydac 2100. "The National Weather Service is beginning the installation of a new network of Doppler radar systems around the country. The 2100 is especially designed to interface with that new source as well as the conventional radar service," said William Schlueter, vice president, marketing, for Kavouras. No price for the service has been determined yet. The service should be ready to go on line by late 1990.

Chyron Corp. will be featuring its latest, high-end character generator, the iNFiniT!, which was introduced in a production version for the first time at the SMPTE exhibition. By NAB, Chyron will have shipped about 40 of the units, which sell for just under \$60,000. iNFiniT! adds 3-D animation and paint capabilities to the usual Chyron Scribe features. Since SMPTE, some additional features have been added to the system, including "full-color transform, which is 2-D animation and 3-D space," Chyron's Hersly said. "We'll also be showing a 3-D animation modeler and renderer on the system, and a stillstore is in the system."

Also new is the Chyron 4 font converter interface option, which allows one to take already completed Chyron characters and convert them to iNFiniT!. The font converter runs on the Chyron hard-disk drive. The interface will be deliverable by NAB and sells for \$3,000. The full established line of Chyron Scribe, ACG VP character generators will also be on display.

Quanta Corp., Salt Lake City, a Dynatech subsidiary, will introduce an upgraded version of its Delta-1 character generator, the Delta-1+. It offers as standard many of the features that are most requested as options for the Delta-1, such as a 160 megabit hard drive and camera capture, said Bill

Robertson, product champion for the Delta line. D-1 interface is an option on the Delta-1+. The system sells for \$54,995.

The company will also introduce an upgrade to its Orion character generator. The "business graphics" system will provide for easier creation of bar graphs, charts, graphs and pie charts with some animation. No price for the enhancement has been set. The basic Orion sells for \$18,995. Quanta will take orders for both systems at NAB.

The Legend LTL, an "entry-level" character generator, is being introduced to the market at NAB by Laird Telemidia Inc., Salt Lake City. The unit will start at \$6,000. The company expects to have the first LTL's ready for delivery about 30 days after NAB, he said.

CMX will be the leader among the Chyron companies in new product introduction. The CMX OMNI editor is what Hersly describes as "the next-generation video editing system." It has the ability to control every piece of equipment in the editing suite. Also new will be the low-end CMX 300, on- and off-line system which can control either three or four videotape recorders. Two new higher-end systems are the CMX 3100B and CMX 3600. The 3100B provides control of up to seven VTR's. Hersly described the speedier 3600 as "our top-of-the-line editor" which allows for video editing with dynamic motion memory and editing with a 20 megabit hard drive disk.

At the top of the CMX introductions list is the CMX 6000 laser disk, off-line system for film and video. In the Chyron booth, it will be displayed in operation working with a Panasonic Optical Media Disk Recorder (OMDR). "In the past, on the other version (which we are still selling), you would take the videotape, transfer it to an optical disk in real time, and then you would have to take those disks to a machine and edit them," Hersly said. "With the Panasonic small disk recorder it is easier and could be cheaper." However, there is a trade-off involving cost, he said. The price of the 12-inch optical disks needed for the system is still quite high.

The digital switchers and editors were two of the new businesses Sony entered at NAB 1989. Among the products it will be introducing this year is the DVS-8000 digital video mixer with built-in graphics effects. It is available for operation with either component or composite digital VTR's. It has 24 standard inputs and two background generators. When operating with D-2, it will also accept up to 16 analog inputs.

Sony also announced DME-link, a feature of the DME-9000 and DME-5000 effects systems that will allow for control of digital effects from the switcher. "You can punch up a digital effect just the way you do a wipe and just pull the fader bar," Sony's Vigneaux said.

Among the products to be offered by DYN AIR Electronics, San Diego, will be an upgrade of its Dynasty 100 routing switcher from 100 mhz to 120 mhz to provide for speedier performance. With the upgrade, Dynasty routers can be configured for up to 50 inputs and 100 outputs. The

120 mhz model sells for the same price as the 100 mhz. At the same time, DYN AIR is expanding its 60 mhz Dynasty to 70 mhz. Both switchers are now available.

Among the solid-state recorders and other systems that require optical disks or hard disks, Quantel will introduce Picturebox, a new digital stillstore system. It will be based on interface with the Quantel V series editing systems introduced last year.

The VUES editing software, designed to be used with NEC's VSR-10 solid state disk recorder, will be the central item shown by NEC America Inc., Richardson, Tex. With VUES, the VSR-10 is the main recorder in an editing suite. The software is being marketed in cooperation with NEC Technologies Inc., Wood Dale, Ill., and Videofonics, a production studio in Raleigh, N.C., which helped to develop the system. VUES was first shown at NAB 1989, and a production version was shown at SMPTE. But deliveries have not yet begun. The three partners in the operation have also not yet decided on a price.

The HarrisVws 100 graphics work station, a new member of the Vws family manufactured by Harris Corp.'s video systems operation, Mountain View, Calif., will be introduced at NAB. Harris marketing engineer Steve Hall described it as a "mid-level" system. Like the earlier introduced HarrisVws, it includes built-in stillstore memory. "It incorporates an all-new, state-of-the-art frame buffer design and it gives all of the functionality of the HarrisVws 5000 in a more compact and less expensive unit," Hall said. Its price is listed at \$25,000. Hall said that a delivery date has not been set, but estimated the system will be available about 50 days after NAB.

Hall also said that Harris will announce a new networking option for communication between its work stations at NAB. (The video systems division of Harris Corp. was originally to have its own separate booth. In recent weeks, the decision has been made to move the video display in with the broadcast products division in booth 4430.)

Dynatech's ColorGraphics will introduce the DP/Mosaic, a digital, animation and real-time disk recorder to work with the company's DP-422 animation system. "To the best of our knowledge, this is the only 4:4:4:4 [4 megabit sampling for all luminance and chromance components] recording technology other than strapping two Sony DVR 1000 [D-1 videotape recorders] together," said ColorGraphics' Miller. The system is available in 25- or 50-second playback configurations. ColorGraphics has begun taking orders and delivering the system. It is list priced at \$165,000.

Chyron's DSC will also have a disk recording system, the DSC DISC real-time recorder, Hersly said.

Sony is returning with its DNS-1000 stillstore system, introduced last year. The capacity of the system has expanded up to 1,800 digital stills (900 per side) on a WORM (write once, read many) optical disk. The system will also work on a magneto optical disk providing up to 250 erasable stills per side.

-RMS

Next week: Videotape.

For the Record

As compiled by BROADCASTING from Feb. 28 through Mar. 6 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

■ KSMK-FM Cottonwood, AZ (BAPH900202GJ; 95.9 mhz; 3 kw)—Seeks assignment of license from Central Broadcasting Co. to Regency Communications Ltd. for \$400,000. Seller is subsidiary of Carlson Communications and is headed by Ralph J. and Arthur W. Carlson, brothers. Carlson Communications is parent company of Holiday Broadcasting Co., licensee of KRSP-AM-FM Salt Lake City and Holiday Broadcasting of Elko, licensee of KTJC-

FM, Elko, NV. Buyer is headed by Mike Cefaratti, Richard D. Singer and David H. Isenberg, and is licensee of KAAA(AM)-KZZZ(FM) Kingman, AZ, and KOWL(AM)-KRLT(FM) South Lake Tahoe, CA. Filed Feb. 2.

■ KJME(AM) Denver (BAL900131EK; 1390 khz; 5 kw-D)—Seeks assignment of license from Huttner Health Network to Jo-Mor Communications Inc. for \$350,000. Seller is headed by Donald Huttner and has no other broadcast interests. Buyer is headed by Andres Meidig and has no other broadcast interests. Filed Jan. 31.

■ WJLS-FM Key West, FL (BALH900205GL; 107.1 mhz; 3 kw; ant.: 200 ft.)—Seeks assignment of license from Drexel Hill Associates of Florida to Ron Hickman for no financial considerations. Seller is headed by Peter Arnov and has interest in WMTR(AM) Morristown and WDHA(FM) Dover, both New Jersey. Buyer has no other broadcast interests. Filed Feb. 5.

■ WRBL(TV) Columbus, GA (BTCCT900201KF; ch. 3; 100 kw-V, 12 kw-A; ant. 1,780 ft.)—Seeks assignment of license from Columbus Broadcasting Co. to TCS Television Partners for \$56 million (sale includes WTWO(TV) Terre Haute, IN, and KQTV(TV) St. Joseph, MO; see "Changing Hands," Feb. 12). Seller is headed by Malcolm I. Glazer and has interest in KGNS-TV Laredo TX. Buyer is headed by Simon P. Gourdine. Filed Feb. 1.

■ KSSK(AM) Honolulu and KSSK(FM) Waipahu, both Hawaii (AM: BAL900209EB; 590 khz; 5 kw-U; FM: BALH900209EC; 92.3 mhz; 100 kw; ant. 1,630 ft.)—Seeks assignment of license from Cecil Heffel to Bedford Broadcasting Co. for \$5.75 million. Seller has no other broadcast interests. Buyer is headed by Peter B. Bedford, Anthony F. Preece, Donald Lorenz, Nohan Vachani, Ed Ohta, Dennis Klimmek, Matthew P. Shippey, Bina Chun and Dennis Kreuser, and has no other broadcast interests. Filed Feb. 9.

■ WTWO(TV) Terre Haute, IN (BTCCT900201KG; ch. 2; 100 kw-V, 19.5 kw-A; ant.: 950 ft.)—Seeks assignment of

license from Illiana Telecasting Corp. to TCS Television Partners for \$56 million (sale includes WRBL(TV) Columbus, GA, and KQTV(TV) St. Joseph, MO; see above). Seller is headed by Malcolm I. Glazer and has interest in KGNS-TV Laredo TX. Buyer is headed by Simon Gourdine. Filed Feb. 1.

■ KLVU-AM-FM Haynesville, LA (AM: BAL900205EA 1580 khz; 1 kw-D; FM: BALH900205EB 105.5 mhz; 3 kw; ant.: 207 ft.)—Seeks assignment of license from Ladybug Broadcasting Co. and Haynesville Broadcasting to Hawkins Broadcasting Corp. for \$200,000. Sellers are affiliated companies and is headed by Joseph P. and Elizabeth Gail Robillard, husband and wife, and has no other broadcast interest. Buyer is headed by Raymond E. Hawkins, Ternelia A. Morgan and George Del Rio, and has no other broadcast interests. Filed Feb. 5.

■ KYEA(FM) West Monroe, LA (BALH900202GN; 98.3 mhz; 3 kw; ant.: 300 ft.)—Seeks assignment of license from Phoenix Broadcasting Co. to Broad Based Communications Inc. for \$3 million. Seller is headed by Frank D. and Cynthia Stimley and has no other broadcast interests. Buyer is headed by Vincent A. Henry, son of group owner Ragan Henry. Filed Feb. 2.

■ WUAA(TV) Marquette, MI (BTCCT900208KE; ch. 19; 1,000 kw; ant.: 1,041 ft.)—Seeks assignment of license from Chaarlyn D. Godwin to James L. Tomlin for \$500 Sale is transfer between principals of Upper Peninsula Telecasting Corp., licensee of WUAA. Tomlin will own 100% after transfer. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Feb. 8.

■ KYLT(AM)-KZOO(FM) Missoula, MT (AM: BAL900201EG; 1340 khz; 5 kw-U; FM: BALH900201EH; 100.1 mhz; 3 kw; ant.: -300 ft.)—Seeks assignment of license from Peterson Broadcasting Inc. to Smith Broadcasting Inc. for \$1.1 million. Seller is headed by Gene S. and Rose Peterson, and has no other broadcast interests. Buyer is headed by Sarah L. Mayfield Smith, J.M. Smith Jr., and Gene S. Peterson, and has no other broadcast interests. Filed Feb. 1.

■ KQTV(TV) St. Joseph, MO (BTCCT900201KH; ch. 2; 100 kw-V, 500 kw-A; ant.: 810 ft.)—Seeks assignment of license from Elba Development Corp. to TCS Television Partners for \$56 million (sale includes WRBL(TV) Columbus, GA, and WTWO(TV) Terre Haute, IN; see above). Seller is headed by Malcolm I. Glazer. Buyer is headed by Simon P. Gourdine. Filed Feb. 1.

■ KDRO(AM) Sedalia, MO (BAL900207EC; 1490 khz; 1 kw-U)—Seeks assignment of license from Sedalia Broadcasting Corp. to Mathewson Broadcasting Co. for \$300,000. Seller is headed by James F. Glenn and Herbert W. Brands and has no other broadcast interests. Buyer is headed by James L. Mathewson and Adam B. Fischer, and has no other broadcast interests. Filed Feb. 7.

■ WDJB-FM Windsor, NC (BALH900125GE; 97.7 mhz; 3 kw; ant.: 300 ft.)—Seeks assignment of license from Willis Broadcasting Corp. to 99 Broadcasting Corp. for \$300,000. Seller is headed by L.E. Willis and Hortense Willis and is licensee of WIMG(AM) Ewing, N.Y.. WBOK(AM) New Orleans; KFTH(FM) Marion and KSNE(FM) Marshall, both Arkansas; WGSP(AM) Charlotte, WBXB(FM) Edenton, WKWQ(FM) Batesburg. WSRC(AM) Durham, WVRN(FM) Warrenton. WKJA(FM) Belhaven, and WGTN(AM) Wilson, all North Carolina; WSFU-FM Union Springs and WAYE(AM) Birmingham, both Alabama; WVPD(FM) Marion, S.C.: WPZZ(FM) Franklin and WWCA(AM) Gary, both Indiana; WURD(AM) Philadelphia; WGNJ(FM) Alberta. WPCE(AM) Portsmouth and WFTH(AM) Richmond, all Virginia; WIMV(FM) Madison, FL; WESL(AM) East St. Louis, IL, and WTJH(AM) East Point, GA. Buyer is headed by Eric C. Reynolds and Charles M. Reynolds Jr., each of whom own 33.33% of WTJZ(AM) Newport News, VA, and 50% of WARR(AM) Warrenton. 99 Broadcasting is licensee of WBTE(AM) Windsor, NC. Filed Jan. 25.

■ KKCC-FM Clinton, OK (BALH900130HZ; 106.9 mhz; 100 kw; ant.: 286 ft.)—Seeks assignment of license from Stephenson Broadcasting Co. to Gentry Broadcasting Inc. for \$175,000. Seller is headed by Robert L. Stephenson and Robert T. Stephenson, and has interest in Fox Broadcasting Co., licensee of WWLS(TK) Moore, OK. Buyer is headed by Frank Gentry Jr., Cathy S. Gentry and Dennis Burton, and has no other broadcast interests. Filed Jan. 30.

■ KCFO(AM) Tulsa, OK (BAL900131EF; 970 khz; 2.5

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kw-D, 1 kw-N)—Seeks assignment of license from Salem Media of OK Inc. to Friendship Broadcasting Ltd. for \$953,000. Seller is headed by Stuart W. Epperson and Edward G. Atsinger, brother-in-laws, and has interests in KFAX(AM) San Francisco, KKXX(FM) Delano and KLLA(FM) Los Angeles, all California. Buyer is headed by Raymond J. Clatworthy and has no other broadcast interests. Filed Jan. 31.

■ KVOO-AM-FM Tulsa, OK (AM: BAL900206EC; 1170 kHz; 50 kw-U; FM: BALH900206EC; 98.5 mhz; 100 kw; ant.: 650 ft.)—Seeks assignment of license from First Star Corp to Tulsa Great Empire Broadcasting Inc. for 168,585 shares of buyer's common stock (estimated value of \$6-8 million). Seller is headed by Harold S. and Joan S. Stuart, husband and wife, and has no other broadcast interests. Buyer is subsidiary of Great Empire Broadcasting and is headed by F.F. Mike Lynch and Michael Oatman. Great Empire Broadcasting is licensee of KFDI-AM-FM Wichita, KS; KTTS-AM-FM Springfield, MO; WOW-AM-FM Omaha, and KWKH-AM-FM Shreveport, LA. Filed Feb. 6.

■ KWRL(FM) La Grande, OR (BTCH900131HW; 100.1 mhz; 3 kw; ant.: -471 ft.)—Seeks assignment of license from Grande Ronde Broadcasting Inc. to Richard J. and Deborah A. Freeman for \$215,000. Seller is headed by William G. Williamson, Linda J. McCormick and Matthew J. McCormick. Buyer is headed by Richard J. and Deborah A. Freeman, as joint tenants, and David O. Baum, and has no other broadcast interests. Filed Jan. 31.

■ WICE(AM) Pawtucket, RI (BAPL900209ED; 550 kHz; 1 kw-D, 500 w-N)—Seeks assignment of license from Roger Williams Broadcasting Corp. to Transnet Stations Inc. for \$775,000. Seller is headed by Donald Hysko and Dennis Hysko and has no other broadcast interests. Buyer is headed by Carie Grande Jr. and has no other broadcast interests. Filed Feb. 9.

■ WOPI(AM) Bristol, TN (BAL900206EA; 1490 kHz; 1 kw-U)—Seeks assignment of license from United Broadcasting Co. to Joe Morrell Inc. for \$140,000. Seller is headed by James Herman and Joyce Long, husband and wife, and their son James Michael Long, and has no other broadcast interests. Buyer is headed by Joe Morrell, Robyn Sproles and Mary White, and has no other broadcast interests. Filed Feb. 6.

■ WMRE(AM) Knoxville, TN (BAL900209EA; 1580 kHz; 5 kw-D, 1 kw-CH)—Seeks assignment of license from Hunter Broadcasting Co. to Church Point Ministries Inc. for \$150,000. Seller is headed by Edwin B. Hunter and has no other broadcast interests. Buyer is headed by Dwight and Delores Pate, husband and wife, and Calvin Emery. Filed Feb. 9.

■ WMYU-FM Sevierville, TN (BALH900202BK; 102.1 mhz; 100 kw; ant.: 1,979 ft.)—Seeks assignment of license from Jacor Broadcasting of Knoxville Inc. to The Dalton Group Inc. for \$11.6 million. Seller is headed by Terry S. Jacobs, Frank E. Wood and Jeanette M. Williams and has interests in WMJI(FM) Cleveland and WLW(AM)-WEBN(FM) Cincinnati, both Ohio; WGST(AM)-WPCH(FM) Atlanta; WYHY(FM) Nashville; KOA(AM)-KRFK(FM) Denver, and WFLA(AM)-WFLZ(FM) Tampa, FL. Buyer is headed by William L. Dalton and Susan Dalton, and is licensee of WGRR(FM) Hamilton, OH. Filed Feb. 2.

■ KQJZ-FM Amarillo, TX (BALH900130HV; 93.1 mhz; 100 kw; ant.: 700 ft.)—Seeks assignment of license from Michael Haman, receiver, to Wiskes-Abaris Communications KQJZ Partnership for no financial considerations. Seller has no other broadcast interests. Buyer is headed by John P. Higgins and Don J. Wiskes, and has no other broadcast interests. Filed Jan. 30.

■ KBYG Big Springs, TX (BAL900202EA; 1400 kHz; 1 kw-U)—Seeks assignment of license from Henry C. Seals to Ballard Drew for no financial considerations. Seller is under bankruptcy court order to sell assets of station. Buyer has no other broadcast interests. Filed Feb. 2.

■ KKWM(AM) Dallas (BAL900207EB; 570 kHz; 5 kw-U)—Seeks assignment of license from Anchor Media Ltd. to KLIF Co. for \$3.7 million. Seller is headed by Alan Henry and has interests in KORK(AM)-KYRK-FM Las Vegas; KZSS(AM)-KZRR-FM Albuquerque, NM, and KLDD(AM)-KZEW-FM Dallas. Buyer is principally owned by Susquehanna Radio Corp., and is headed by Laura W.R. Appell, trustee and Walter M. Norton, trustee, and has no other broadcast interests. Filed Feb. 7.

■ KODK-FM Kingsville, TX (BALH900206HZ; 92.1 mhz; 3 kw; ant.: 210 ft.)—Seeks assignment of license from Ruben Cavazos, receiver, to Jefco enterprises Inc. for \$150,000. Seller has no other broadcast interests. Buyer is headed by George W. Marti and has no other broadcast interests. Filed Feb. 6.

■ KBLN(AM) Sherman, TX (BAL900207EA; 910 kHz; 1 kw-U, DA-1)—Seeks assignment of license from Henry C. Seals, trustee, to Pesa Broadcasting Corp. for \$250,000. Seller has no other broadcast interests. Buyer is headed by

Maria Aguilar, Mirella Aguilar, Carmen Hernandez, Salomon Carmona and Camerino Gonzalez, and has no other broadcast interests. Filed Feb. 7.

■ KDAE(AM) Sinton and KLTG(FM) Corpus Christi, both Texas (AM: BAL900209EE; 1590 kHz; 1 kw-D, 500 w-N; FM: BALH900209EF; 96.5 mhz; 100 kw; ant. 870 ft.)—Seeks assignment of license from Stereo Broadcasting Corp. to Broad Based Communications Inc. for \$1,880,850. Seller is headed by James DeWalt and has no other broadcast interests. Buyer is headed by Vincent A. Henry, son of Ragan Henry. Broad Based is the proposed assignee of WUSD(AM)-WIIQ(FM) Quincy, FL and KEBE(AM)-KOII-FM Jacksonville, TX. Broad Based has interest in Best Broadcasting Co., applicant for new FM on ch. 290A Rochester, NY. Vincent Henry is beneficiary of Ahab Family Trust, which is sole limited partner of several new FM applications. Filed Feb. 9.

■ WAFX-FM Suffolk, VA (BALH900206GM; 106.9 mhz; 100 kw; ant.: 964 ft.)—Seeks assignment of license from Downs Radio of Virginia to Radio Ventures I for \$10 million. Seller is headed by Paul H. Downs, Henry Posner Jr. and Thomas D. Wright, and has no other broadcast interests. Buyer is headed by Jerry Lyman and has interest in WMBX(FM) Richmond, VA and WXTR(FM) Washington, D.C.. Filed Feb. 6.

■ KORD(AM) Pasco and KORD(FM) Richland, both Washington (AM: BTC900201EI; 870 kHz; 10 kw-D)—Seeks assignment of license from Eugene A. Hamblin to 4-K RADIO for no financial considerations. Seller has interests in KOZE-AM-FM Lewiston, KORT-AM-FM Grangeville, KLER-AM-FM Orofino, and has CP for KZUN(AM) Priest River, all Idaho. Buyer is headed by Michael R. Ripley and Jeffrey K. Ripley. Michael R. Ripley owns and operates KOZE-AM-FM Lewiston, KORT-AM-FM Grangeville and KLER-AM-FM Orofino, ID. Filed Feb. 1.

■ WOAY-TV Oak Hill-Beckley, WV (BTCCT900209KF; ch. 4; 100 kw-V, 20 kw-A; ant.: 740 ft.)—Seeks assignment of license from Thomas Broadcasting Co. to W. Russell Withers Jr. for \$9 million. Seller is headed by Helen G. Thomas and has interests in WOAY-AM-FM Oak Hill. Buyer is licensee of WMIX-AM-FM Mt. Vernon, IL; KAPE(AM)-KGMO(FM) Cape Girardeau, MO; KOKX-AM-FM Keokuk, IA; KREX-TV Grand Junction, KREY-TV Montrose, KREZ-TV Durango, and KREG-TV Glenwood Springs, all Colorado, and WDTV(TV) Weston, WV. Filed Feb. 9.

Actions

■ KZAO-AM Dardanelle, AR (BAL891212EA; 1490 kHz; 1 kw-D, 250 w-N)—Granted app. of assignment of license from Master Sound Inc. to Johnson Communications Inc. for \$89,600. Seller is headed by Brenda Miller and Judy Purtle (see KAIO(FM) Russellville, AR below). Buyer is headed by Dewey E. Johnson, Betty Johnson, Mitchell Johnson and Lori Brandon, and has interest in KAIO-FM Russellville, AR. Action Feb. 20.

■ KAIO(FM) Russellville, AR (BALH891212GH; 100.9 mhz; 3 kw; ant.: 161 ft.)—Granted app. of assignment of license from KAIO-FM Inc. to Johnson Communications Inc. for \$485,400. Seller is headed by Judy Purtle (see KZAO-AM above). Buyer is headed by Dewey E. Johnson, Betty Johnson, Mitchell Johnson and A. Lori Brandon and has no other broadcast interests. Action Feb. 26.

■ KQYT-FM Green Valley, AZ (BALH891113HG; 92.10 mhz; 3 kw; ant.: 40 ft.)—Granted app. of assignment of license from Southwestern Wireless Communications to Nova Communications LP for \$2 million. Seller is headed by Richard Verges and Diane and Robert Greenlee and has no other broadcast interests. Buyer is headed by William L. Yde III and Russel W. Craig and has no other broadcast interests. Action Jan. 26.

■ WYXY-AM Cypress Gardens, FL (BAL891214EB; 1360 kHz; 5 kw-D, 2.5 kw-N)—Granted app. of assignment of license Seehafer Broadcasting Corp. to Florida Community Radio Inc. for \$300,000 (see "Changing Hands," Jan. 1). Seller is headed by Don Seehafer who also owns KWEB(AM)-KRCH(FM) Rochester, MN, and WGEZ(AM) Beloit, WOTM(AM)-WQTC-FM Manitowish and WXCO(AM)-WYCO(FM) Wausau, all Wisconsin. Buyer is headed by Stephen W. Samet, George Allen and Bruce Cox. Samet owns WZOE-AM-FM Princeton, IL. George Allen owns KLAG-AM-FM Algona, IA, and is 40% stockholder of KHUB(AM) and KFMT(FM) Fremont, NE. Action Feb. 12.

■ WFIA(AM)-WXLN(FM) Louisville, KY (AM: BTC890512HP; 900 kHz; 1 kw-U; FM: BTCH890512HQ; 103.9 mhz; 3 kw; ant.: 490 ft.)—Granted app. of assignment of license from Edward Wetter to Jim Kincer for \$2.1 million. Seller is equally owned by Edward Wetter and Edwin Tomberg and has no other broadcast interests. Buyer has no other broadcast interests. Action Feb. 22.

■ KFXZ(FM) Maurice, LA (BALH891211HS; 106.3 mhz;

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3 kw; ant.: 500 ft.)—Granted app. of assignment of license from FoxCo. Acquisition Corp. to Citywide Broadcasting of LaFayette Inc. for \$1.3 million. Seller is headed by Cyril Vetter, who owns Vetter Communications, licensee of WTGE-FM-WVLA(TV) Baton Rouge. Buyer is headed by Peter Moncrieffe and Willie E. Tucker. They each own 50% of Citywide Broadcasting Corp., licensee of KQXL-FM New Roads, LA. Action Feb. 20.

■ KNAN-FM Monroe, LA (BALH891208H; 106.1 mhz; 100 kw; ant.: 1,050 ft.)—Granted app. of assignment of license from Live Oak Broadcasting Co. to Opus Media Group Inc. for \$8.85 million, which includes WSOK(AM)-WAEV(FM) Savannah, GA, and WKXI(AM)-WTYX(FM) Jackson, MS. Live Oak is subsidiary of Love Broadcasting. Both are headed by James S. Love III. Love also owns WLOX(TV) Biloxi, MS, and KDRV(TV) Medford, OR. Buyer is headed by Thomas C. Birch and Raymond M. Quinn. Birch owns 70% of voting stock of Emerald Coast Communications Inc., licensee of WWAV-FM Santa Rosa Beach, FL. Quinn owns other 30% of voting stock of Emerald Coast Communications Inc. They acquired it Dec. 30, 1989. Action Feb. 12.

■ WQRC-FM Barnstable, MA (BALH891204HA; 99.9 mhz; 50 kw; ant.: 378 ft.)—Granted app. of assignment of license from Cape Cod Broadcasting Co. to Michael F. Starr, Gregory D. Bone and Jay Arnold Schorr for \$14.5 million. Seller is headed by Gregory D. Bone and Thomas A. LaTanzi. Starr has interest in WDSI(TV) Chattanooga, TN. Bone presently has interest in Cape Cod Broadcasting and Treasure Coast LP, licensee of WTTB(AM) and WGYL-FM Vero Beach, FL. Action Feb. 12.

■ WMCS(AM) Machias and WALZ(FM) Machias, ME (AM: BAL891220GX; 1400 khz; 1 kw-D, 250 w-N; FM: BAL891220GY; 95.3 mhz; 3 kw; ant.: 220 ft.)—Granted app. of assignment of license from Radio Four Broadcasting Inc. to Henry Chausse for no financial consideration. Seller is headed by Robert Newsham, Edward Carey and Henry Chausse. Newsham has interest in WQKI(AM) St. Matthews, SC. Buyer has no other broadcast interests. Action Feb. 27.

■ WRKR(FM) Portage, MI (BTCH891221HM; 107.7 mhz; 50 kw; ant.: 500 ft.)—Granted app. of assignment of license from The Air/Borne Group Ltd. to Richard and Elise Zaragoza for \$50,000. Application allows for issuance of additional common stock to new shareholders. Seller is headed by Edward and Lois A. Sackley, husband and wife, and has no other broadcast interests. Buyers have no other broadcast interests. Action Feb. 27.

■ KMEM(FM) Memphis, MO (BALH891227GE; 96.7 mhz; 25 kw; ant.: 300 ft.)—Granted app. of assignment of license from Samuel Berkowitz to Boyer Broadcasting Co. for \$72,500. Seller is headed by Samuel Berkowitz and has no other broadcast interests. Buyer is headed by Keith G. Boyer, Denise Boyer and Jeff Boyer, and has no other broadcast interests. Action Feb. 27.

■ KMRS(FM) Sauk Centre, MN (BALH891116HT; 94.3 mhz; 3 kw; ant.: 286 ft.)—Granted app. of assignment of license from Garamella Broadcasting Co. to Friday Communications Inc. for \$362,500. Seller is headed by Todd Garamella and is licensee of KBJJ(FM) Marshall, MN and KJJG(FM) Spencer, IA. Buyer is headed by Rick Brian Freitag and has no other broadcast interests. Action Feb. 12.

■ KFOR(AM)-KFRX(FM) Lincoln, NE (AM: BTC891204EA; 1240 khz; 1 kw-U; FM: BTCH891204EB; 102.7 mhz; 100 kw; ant.: 430 ft.)—Granted app. of assignment of license from Arrow Communications Inc. to Edward W. May Jr. Sale is transfer of 51% majority interest to 49% minority holder. Seller is headed by Paul H. Rothfuss and also has interests in WHDL(AM)-WOLN(FM) Olean, NY; WHUM-FM Topeka, KS; WFFX(AM)-WRLX(FM) Tuscaloosa, AL; WZOQ-FM Lima, OH; KZBB-FM Fort Smith, AR; KILQ-FM Davenport, IA; WFRG-AM-FM Rome, NY, and WZNY-FM Augusta, GA. Buyer is general partner and has 25% interest in Lacrosse May Broadcasting, licensee of WKTY(AM)-WSP(LM) Lacrosse, WI, and has 25% interest in KMA Broadcasting, licensee of KMA(AM) Shenandoah and KMA-FM Clarinda, both Iowa. Action Jan. 31.

New Stations

Applications

■ Warrior, AL (BPH891218MG)—Media Enterprises of Warrior Inc. seeks 98.7 mhz; 6 kw; 328 ft. Address: 722

New Hill Way, Bessemer, AL 35020. Principal is headed by Timothy McReynolds. Filed Dec. 18, 1989.

■ Warrior, AL (BPH891218MH)—Warrior Communications seeks 98.7 mhz; 6 kw; 328 ft. Address: 4-F Northwood Townhomes, Jasper, AL 35501. Principal is headed by Rick L. Jones, James Michael Anderson and Annie Grace Morgan, and has no other broadcast interests. Filed Dec. 18, 1989.

■ Warrior, AL (BPH891218MI)—Ross Broadcasting Co. seeks 98.7 mhz; 3.8 kw; 410 ft. Address: 524 Broadway, Birmingham, AL 35209. Principal is headed by Stephen Arnold Taylor, Judy Tomlinson Taylor, John Ross Sisty and Kemberly Fos Sisty, and has no other broadcast interests. Filed Dec. 18, 1989.

■ Warrior, AL (BPH891218MJ)—Henry S. Granger Jr. seeks 98.7 mhz; 2.28 kw; 524 ft. Address: 1116 Ladonna Dr., Birmingham, AL 35235. Granger has no other broadcast interests. Filed Dec. 18, 1989.

■ Lenwood, CA (BPH891214NB)—Jane E. Cote seeks 107.3 mhz; 6 kw. Address: 1111 Coronet Dr., Riverside, CA 92506. Cote has no other broadcast interests. Filed Dec. 14, 1989.

■ Buena Vista, CO (BPH891214MX)—Alpine Broadcasting Corp. seeks 104.1 mhz; 71 kw; 951 ft. Address: P.O. Box 429, Buena Vista, CO 81211. Principal is headed by R. Don Taylor, Craig H. Smitham and Elizabeth L. Anderson, and has no other broadcast interests. Filed Dec. 14, 1989.

■ Baldwin, FL (BPH891214NA)—Northeast Florida Broadcasting Corp. seeks 105.7 mhz; 6 kw; 328 ft. Address: 7235 Sharbeth Drive South, Jacksonville, FL 32210. Principal is headed by Lillian Holt and Dorothy Wade and has no other broadcast interests. Filed Dec. 14, 1989.

■ Baldwin, FL (BPH891214MZ)—Douglas Johnson seeks 105.7 mhz; 6 kw; 328 ft. Address: 4710 Juniper, Milford, MI 48042. Johnson is president and 100% owner of Johnson Broadcasting Inc., permittee of new TV in Katy, TX; and has interest in WXON-TV Inc., licensee of WXON(TV) Detroit, and is GM of that station. Filed Dec. 14, 1989.

■ Broxton, GA (BPH900111MF)—Roundtree-Carter Enterprises seeks 103.7 mhz; 6 kw; 328 ft. Address: 512 N. Madison Ave., Douglas, GA 31533. Principal is headed by Joe Daniel Carver and Frank A. Roundtree Jr. Filed Jan. 11.

■ Lumpkin, GA (BPH891214NC)—Lumpkin Broadcasting Partners seeks 99.3 mhz; 50 kw; 492 ft. Address: 1650 Tysons Blvd., Ste. 790, McLean, VA 22102. Principal is headed by Charles E. Giddens and Paul C. Stone. Paul C. Stone has interests in 50% of WTSH(AM) Rome and 51% of WLOR-AM-FM Thomasville, both Georgia, and is 50% of WHMA-AM-FM Anniston, AL. Filed Dec. 14, 1989.

■ Martinez, GA (BPED900125MB)—Bible Broadcasting Network Inc. seeks 107.7 mhz; 25 kw; 328 ft. Address: P.O. Box 1818, Chesapeake, VA 23320. Principal is headed by Lowell L. Davey, Georgianna Davey, Keith Wohlenhaus, H. Ron White and R. Lindsay Potent, and has interests in KCEV(FM) Wichita, KS; WAVO(AM) Decatur, WYFA(FM) Waynesboro, WYFK(FM) Columbus, and WUFS(FM) Savannah, all Georgia; WFCE(FM) Tarpon Springs, WYFB(FM) Gainesville and WUFO(FM) Lakeland, all Florida; WHPE-FM High Point and WUFL(FM) Henderson, both North Carolina; WHGG(FM) Knoxville and WYFC(FM) Clinton, both Tennessee; WYFG(FM) Gaffney and WYFH(FM) North Charleston, both South Carolina; WYFI(FM) Norfolk, WYFJ(FM) Ashland and WUFT(FM) Luray, all Virginia. Filed Jan. 25.

■ Hillman, MI (BPH900118MN)—Mark A. Kilmer seeks 94.9 mhz; 50 kw; 492 ft. Address: 3964 E. Lawrence Dr., Oscoda, MI 48750. Kilmer has no other broadcast interests. Filed Jan. 18.

■ Hudson, MI (BPH891214MY)—Mid-America Radio Group Inc. seeks 102.5 mhz; 6 kw; 328 ft. Address: 60 N. Wayne, Martinsville, IN 46151. Principal is headed by David C. Keister and Kay A. Keister, and is licensee of WBEX(AM)-WKKJ(FM) Chilli, Ohio; WKBV(AM)-WFMG(FM) Richmond and WBAT(AM) Marion, both Indiana; WABJ(AM)-WQTE(FM) Adrian, MI; and holds CP For WCJG(FM) Van Buren, IN (application for license is pending). David C. Keister is president and 85% owner of Boone County Broadcasters Inc., licensee of WBCL(FM) Lebanon, IN; president and 100% owner of McLean County Broadcasters Inc., licensee of WMLA(AM) Normal and WMLA-FM Leroy, both Illinois. Filed Dec. 14, 1989.

■ Savannah, MO (BPH900118MM)—Savannah Radio Ltd. seeks 92.7 mhz; 50 kw; 492 ft. Address: 3403 West 24th, Lawrence, KS 66047. Principal is headed by Robert E. Schmidt and Kenneth R. Braun. Schmidt has interest in KAYS(AM)-KHAZ(FM) Hays, KHOK-FM Hoisington, both Kansas; KVOP(AM)-KATX(FM) Plainview, TX;

KFEO(AM) St. Joseph, MO; KLOE(AM) Goodland and KWBW(AM)-KHUT(FM) Hutchinson, both Kansas; KCOW(AM)-KAAQ(FM) Alliance, NE, and KOQO(AM)-KELN(FM) North Platte, NE, and holds CP for KSWT-TV Liberal, KS. Filed Jan. 18.

■ Manahawkin, NJ (BPH900117MB)—Jersey Devil Broadcasting Co. seeks 105.7 mhz; 25 kw; 328 ft. Address: Bayport One, Ste. 400, West Atlantic City, NJ 08232. Principal is headed by Michael S. Schwartz and has no other broadcast interests. Filed Jan. 17, 1989.

■ Savannah, MO (BPH900118ML)—Mary Gaines seeks 92.7 mhz; 50 kw; 492 ft. Address: 2108 Riverforest Dr., Arlington, TX 76017. Gaines is 50% shareholder of Stuart Gaines Broadcasting Corp., licensee of KSGB(AM) Ft. Worth, TX. Filed Jan. 18.

■ Petersburg, NJ (BPH900118MO)—Absecon Island Associates seeks 102.7 mhz; 3.3 kw. Address: 11 N. Durby Ave., Ventnor, NJ 08406. Principal is headed by Steven D. Knight and J. Donald Powers. Powers owns 49% of WMKX(FM) Brookville, PA; 100% of KOJE(FM) Sandpoint, ID; WREY(AM) Millville and WIBG(AM) Ocean City-Sommers Point, both New Jersey. Filed Jan. 18.

■ Tuckerton, NJ (BPH900117MS)—Richard Lee Harvey seeks 99.7; 1 kw. Address: 520 Hillcrest Dr., Neshanic Station, NJ 08853. Harvey has no other broadcast interests. Filed Jan. 17.

■ Bolivar, TN (BPH900111MG)—Johnny W. and Opal J. Shaw seeks 94.7 mhz; 6 kw; 328 ft. Address: 115 East Jackson, Bolivar, TN 38008. Shaws own 100% of WBO-L(AM) Bolivar, TN. Filed Jan. 11.

Actions

■ Dothan, AL (BP860909AA)—Granted app. of Holy Ground Broadcasting for 700 khz. Address: P.O. Box 936, Drew Rd. Dothan, AL 36301. Principal is headed by Brenda P. Huff, Grant Snell and Pam M. Snell, and has no other broadcast interests. Action Feb. 21.

■ Dothan, AL (BPCT890623KH)—Granted app. of Marcum Broadcasting Corp. for ch. 60; 1,500 kw; 1,230 ft. Address: 106 Yale Court, Dothan, AL 36303. Principal is headed by Douglas J. Marcum, Janice A. Marcum and Edwin S. Marcum. Action Feb. 12.

■ Winfield, AL (BPH870903MC)—Granted app. of James Boyd Pate for 105.9 mhz; 3 kw; 328 ft. Address: P.O. Box 486, Winfield, AL 35594. Pate has no other broadcast interests. Action Feb. 22.

■ Bradenton, FL (BPED880511MI)—Returned app. of Brightness Ministries Inc. for 91.5 mhz; 3 kw. Address: P.O. Box 1462, Jeffersonville, IN 47131. Principal is headed by John W. Smith Jr., John W. Smith Sr., Darlene Smith, Mary Smith and Carl Lord, and has no other broadcast interests. Action Feb. 22.

■ Williamsburg, KY (BPH880212MV)—Granted app. of Whitley County Broadcasting Co. for 104.3 mhz; 2 kw; 400 ft. Address: 522 Main St. Williamsburg, KY 40769. Principal is headed by Paul Estes and Theresa Ann Estes, and has no other broadcast interests. Action Feb. 14.

■ Williamsburg, KY (BPH880217ND)—Dismissed app. of Glenas E. Douglas Jr. for 104.3 mhz; 74 kw; 626 ft. Address: 252 Circle Ave., Williamsburg, KY 40769. Douglas has no other broadcast interests. Action Feb. 14.

■ Monticello, MS (BPH880504MF)—Granted app. of Monticello Radio Co. for 102.1 mhz; 3 kw H&V; 328 ft. Address: P.O. Box 1084, Monticello, MS 39654. Principal is headed by Ruth L. O'Neal and Marcus R. O'Neal, and has no other broadcast interests. Action Feb. 15.

■ Monticello, MS (BPH880505MR)—Dismissed app. of Clinco Inc. for 102.1 mhz; 3 kw; 328 ft. Address: P.O. Box 1270, Monticello, MS 39654. Principal is headed by James E. Clinton, Peggy J. Clinton and Ernest W. Clinton, and is licensee of WMLC(AM) Monticello, MS. Action Feb. 15.

■ Warrenton, MO (BPH880107MO)—Granted app. of Kaspar Broadcasting Co. of Missouri for 99.9 mhz; 3 kw; 328 ft. Address: P.O. Box 220, Warrenton, MO 63383. Principal is headed by Vernon J. Kaspar and Lillian Kaspar, and is licensee of KWRE(AM) Warrenton, MO. Kaspar's has 84% interest in Kaspar Broadcasting Co., licensee of WLO(AM)-WSHW(FM) Frankfort, IN. Action Feb. 13.

■ Freehold Township, NJ (BPED880506MM)—Granted app. of Faith Broadcasters Inc. for 89.7 mhz; 1.26 kw-V. Address: 2422 Woodbridge Ave., Edison, NJ 08817. Principal is headed by Andrew Stamat, Antonia Stamat and Ann Stevens, and has no other broadcast interests. Action Feb. 20.

■ Ocean Acres, NJ (BPH870430NM)—Granted app. of Seaira Associates for 98.5 mhz; 3 kw; 1,075 ft. Address: 304 Float Ave., Manahawkin, NJ 08050. Principal is headed by Pasquale C. Tominaro, Charles Purgavia, Roberta J. Cerefica, Nancy J. Bent and William White, and has no other broadcast interests. Action Feb. 13.

- Fort Ann, NY (BPED880127MA)—Returned app. of Christian Theater of the Air Inc. for 91.7 mhz; 1 kw; 1,193 ft. Address: 43 George St., Fort Ann, NY 12827. Principal is headed by Michael R. Juliano, Judith E. Juliano, Joel Palmer, Connie Palmer, William Decker and Mary Decker, and has no other broadcast interests. Action Feb. 23.
- Old Fort, NC (BPH880217MI)—Dismissed app. of McDowell Broadcasting Co. for 104.3 mhz; 3 kw. Address: 888 Little Switzerland Rd., Marion, NC 28752. Principal is headed by Fred T. Boyd, John J. Dobson and Sam Paul Combs, and has no other broadcast interests. Action Jan. 23.
- Huntingdon, PA (BPH870224MP)—Granted app. of Mary Lou Maierhofer for 106.3 mhz; .355 kw; 2,456 ft. Address: 918 Jefferson St., Alexandria, VA 22314. Maierhofer has no other broadcast interests. Action Feb. 13.
- Elizabethtown, PA (BPED861027MK)—Granted app. of Elizabethtown College for 88.3 mhz; .2 kw; 373 ft. Address: 1 Alpha Dr., Elizabethtown, PA 17022. Principal is headed by Betty Allison, Kenneth L. Bowers, Guy R. Buch, Ohn F. Chubb and W. Dean Crouse, and has no other broadcast interests. Action Feb. 23.
- Marietta, PA (BPED870720MI)—Granted app. of People's United Christian Way Church of Faith, Hope and Love Inc. for 88.7 mhz; 5 kw; 469 ft. Address: 246 Front St., Marietta, PA 17547. Principal is headed by Jesse Charles Wagner II and has no other broadcast interests. Action Feb. 23.
- Calhoun, TN (BPH870430NK)—Rescinded app. of Carroll, Carroll and Rowland for 104.1 mhz; 3 kw; 1,069 ft. Address: 1995 Keith St., NW, Cleveland, TN 37311. Principal is headed by Max R. Carroll, J.T. Rowland and James P. Carroll, who have interests in WCLE(AM) Cleveland, TN. J.T. Rowland also owns 33-1/2% of WSFB(AM) Quintman, GA. Action Jan. 19.
- Loudon, TN (BPH880527MK)—Granted app. of Deborah H. Greenwood for 105.3 mhz; 3 kw; 328 ft. Address: 2401 Craig Cove Rd., Knoxville, TN 37919. Greenwood has no other broadcast interests. Action Feb. 21.
- Loudon, TN (BPH880602OG)—Dismissed app. of James M. Robinson for 105.3 mhz; 3 kw; 328 ft. Address: P.O. Box 211, Johnson Hill Rd., Louisville, TN 37777. Robinson has no other broadcast interests. Action Feb. 21.
- San Diego, TX (BPH881128MA)—Granted app. of Brent Epperson for 105.9 mhz; 3 kw. Address: 121 Laurel Dr., Madison Heights, VA 24572. Epperson has no other broadcast interests. Action Feb. 20.
- Sun Prairie-Madison, WI (BPED881115MB)—Returned app. of Joy Public Broadcasting Corp. for 91.1 mhz; .1047 kw. Address: 1605 Woodvace Dr., Madison, WI 53716. Principal is headed by George Douglas. Action Feb. 23.

Facilities Changes

Applications

AM's

- Concord, NH WNHA(AM) 1140 khz—Feb. 5 application for Mod of CP (BP860328AG) to change TL: 10 Birchdale Rd., Concord, NH; 43 09 39N 71 35 06W.
- Hawley, TX 1060 khz—Feb. 2 amendment to change city of license to Hamby, TX; add night service with 1 kw; increase day power to 5 kw-DA-2; change freq to 880 Khz; change TL to .77 km SW of Hamby, 2.55 km NE of intersection of TX Farm Market Rd 1082 and TX Hwy. 351; 32 30 54N 99 38 16W.
- Oak Harbor, WA KJTT(AM) 1110 khz—Feb. 1 application for CP to increase power to 1 kw-D; 1 kw-CH and change freq: 1520 khz.

FM's

- Tuscaloosa, AL WACT-FM 105.5 mhz—Feb. 1 application for CP to change ERP: 6 kw H&V.
- Augusta, GA WGUS-FM 102.3 mhz—Feb. 6 application for CP to change ERP: 1.48 kw H&V; ant.: 665 ft.; TL: 2400 Barton Chapel Rd., Augusta, GA.
- Brooklyn, IA KSKB(FM) 99.3 mhz—Jan. 30 application for CP to change class: C2; per docket 88-263.
- Gardiner, ME WABK-FM 104.3 mhz—Feb. 1 application for CP to install directional antenna.
- Crosby, MN KTCF(FM) 101.7 mhz—Jan. 31 application for Mod of CP (BPH880601NE) to change TL: 3.8 km on bearing of 63 degrees T from the Cuyuna, MN, water tower site; 46 32 05N 93 52 41W.
- Louisiana, MO KJFM(FM) 101.7 mhz—Feb. 2 application for CP to change freq: 102.1 mhz; ERP: 6 kw H&V;

per docket 87-29.

- Henniker, NH WNNH(FM) 99.1 mhz—Feb. 6 application for CP to change ERP: 1.41 kw H&V; install directional ant.
- Nags Head, NC WNHV(FM) 92.3 mhz—Jan. 30 application for Mod of CP (BPH861014TE) to change ant.: 219 ft..
- Eugene, OR KUGN-FM 97.9 mhz—Jan. 30 application for Mod of CP (BPH870302NX) to change ant.: 1,095 ft.; TL: 200 meters NW of Solar Heights Drive, Eugene, OR.
- Philipsburg, PA WPHB-FM 105.9 mhz—Feb. 2 application for CP to change ERP: 4.8 kw H&V.
- Luquillo, PR WZOL(FM) 92.1 mhz—Feb. 1 application for CP to change ERP: 6 kw H&V; ant.: 213 ft.; per docket 80-90.
- Comanche, OK KDDQ(FM) 96.7 mhz—Jan. 30 application for CP to change freq: 96.9 mhz; ERP: 50 kw H&V; ant.: 498 ft.; class: C2; per docket 89-1075.
- Crockett, TX KIVY-FM 92.7 mhz—Feb. 2 application for Mod of CP (BPH890320LU) to change ant.: 492 ft.
- Danville, VA WAKG(FM) 103.3 mhz—Jan. 29 application for CP to change ant.: 652 ft.
- Peshigo, WI WHYB(FM) 96.1 mhz—Jan. 30 application for Mod of CP (BPH881024MB) to change ERP: 2.89 kw H&V; ant.: 455 ft.; TL: junction of Grass Lane, Bridge Rd., and Homes Rd., Marinette Co., WI; 45 07 19N 87 51 07W.

TV

- Charleston, SC WTAT-TV ch. 24—Feb. 1 application for CP to change ERP: 5,000 kw-V; ant.: 1,777 ft.; TL: 6.4 km NE of Ten Mile, SC, on Seewee Rd., Isle of Plams; ant.: Dielectric/TFU-36JDAS(DA)(BT); 32 56 24N 79 41 45W.

Actions

AM's

- Amory, MS WAMY(AM) 1580 khz—Feb. 26 application (BP891027AG) granted for CP to reduce day power to 1 kw.
- Flemington, NJ WJHR(AM) 1040 khz—Feb. 26 application (BMP891211AE) granted for Mod of CP (BP850801AA) to change TL: Locktown Rd., Kingwood, NJ, and make changes in antenna system; 40 30 18N 74 58 37W.
- Cuyahoga Falls, OH WCUE(AM) 1150 khz—Feb. 22 application (BMP890809AC) granted for Mod of CP (BP871214AB) to increase day power to 5kw.
- Quebradillas, PR WORR(AM) 960—Feb. 22 application (BP890330AB) returned for CP to increase power to 5kw, DA-1 and change TL to: E of Rt. 423, 2.3 km SW of Hato Arriba, PR; 18 20 37N 67 02 29W.
- San Juan, PR WIAC(AM) 740 khz—Feb. 8 application (BP891114AC) dismissed for CP to reduce night power to 4kw and make changes in antenna system.
- Rosenberg-Richmond, TX KFRD(AM) 980 mhz—Feb. 21 application (BP900124AG) returned for CP to add night service with 5 kw; increase day power to 5 kw; install DA-2 and change antenna system.
- Beaver Dam, WI WBEV(AM) 1430 mhz—Feb. 21 application (BP891128AD) granted for CP to modify night DA pattern.

FM's

- Saint Johns, AZ KQZE(FM) 95.7 mhz—Feb. 6 application (BMP8870414B) granted for Mod of CP (BPH820812AF) to change TL: Cerro Montosa Peak, near Vernon, AZ; ant.: 1,160 ft.; 34 15 06N 109 35 06W.
- Fresno, CA KNAX(FM) 97.9 mhz—Feb. 23 CP is forfeited and cancelled.
- Century, FL WKQG(FM) 105.1 mhz—Feb. 23 application (BMP8890213D) granted for Mod of CP (BPH880601IA) to change antenna supporting structure height as amended Oct. 10.
- Rantoul, IL WLTM(FM) 96.1 mhz—Feb. 15 application (BMP890721IE) granted for CP to change ERP: 1.44 kw H&V; ant.: 475 ft.; TL: 3 km SW of Thomasboro, IL; 40 12 33N 88 12 01W.
- Indianapolis, IN WRFT(FM) 91.5 mhz—Feb. 20 application (BPED890403IF) granted for CP to change TL 41.15 m.
- Derby, KS KRZZ-FM 95.9 mhz—Feb. 16 application (BPH890911IC) granted for CP to change freq: 96.3 mhz; ERP: 50 kw H&V; ant.: 492 ft.; TL: Hydraulic and 10th Sts., Wichita, KS; class: C2; per docket 89-54.
- Fort Knox, KY WASE(FM) 105.5 mhz—Feb. 22 appli-

cation (BPH890929IB) dismissed for CP to change ERP: 3 kw H&V; ant.: 328 ft. H&V; TL: 3110-B South Wilson Rd., Elizabethtown, KY.

- Portland, ME WWTG-FM 97.9 mhz—Feb. 22 application (BPH890710ID) granted for CP to change ERP: 37.5 kw H&V; ant.: 567 ft.; TL: 328 Blackstrap Rd., Portland, ME.
- Greenfield, MA WHAI-FM 98.3—Feb. 23 application (BPH890929IK) granted for CP to change ERP: 1.41 kw H&V; ant.: 472 ft.; TL: 1,950 ft. S. of Old Albany Rd., Shelbourne, MA.
- Winchendon, MA WINQ(FM) 97.7 mhz—Feb. 14 application (BPH890928IJ) granted for CP to change ERP: 1.86 kw H&V; ant.: 482 ft.; correct coordinates: 42 42 02N 72 02 18W.
- East Lansing, MI WVIC-FM 94.9 mhz—Feb. 23 application (BPH890929IM) dismissed for CP to change ERP: 50 kw H&V; ant.: 492 ft.
- Flint, MI WFBE(FM) 95.1 mhz—Feb. 14 application (BMP890925IC) dismissed for Mod of CP (BPH870302NS) to change antenna radiation pattern.
- Alexandria, MN KXRA-FM 92.7 mhz—Feb. 15 application (BPH890929IM) granted for CP to change freq: 92.3 mhz; ERP: 13.5 kw H&V; ant.: 446 ft.; class: C3; per docket 89-39.
- Woodville, MS 95.9 mhz—Feb. 22 petition for Reconsideration granted and application reinstated nunc pro tunc.
- Kalispell, MT KOFI-FM 103.9 mhz—Feb. 13 application (BPH890526IC) granted for CP to change ERP: 100 kw H, 55kw V; ant.: 524 ft.; TL: Lone Pine Ridge, 3.8 km SW of Kalispell, MT; class: C1; per docket 88-415.
- Helena, MT KMTX-FM 105.3 mhz—Feb. 13 application (BPH8910061B) granted for CP to change ERP: 86.9 kw H, 57.8 kw V; ant.: 1,954 ft.
- Richmond, MO KAYX(FM) 92.5 mhz—Feb. 16 application (BMP891005IC) granted for Mod of CP (BPH871124MZ) to change ERP: 2.35 kw H&V; ant.: 534 ft.; TL: Approx. .6 km NE of intersection of Rt. 224 and I-24, Lafayette County, MO.
- Lincoln, NE KHAT-FM 106.3 mhz—Feb. 23 CP is forfeited and cancelled.
- Newport, NH WXXK-FM 101.7 mhz—Feb. 23 application (BPH890707IC) granted for CP to change ant.: 1,115 ft.; correct elevation and terrain data; 43 23 45N 72 17 40W.
- Delaware Township, NJ WDVRFM) 89.7 mhz—Feb. 23 application (BMPED890531IA) granted for Mod of CP (BPED860418MB) to change ERP: 3.5 kw H&V; ant.: 301 ft.; TL: Tower Rd., .25 miles N. of NJ Route 12.; as amended Nov. 8, 1989.
- Farmington, NM KSJE(FM) 90.9 mhz—Feb. 23 application (BMPED881208MN) returned for Mod of CP to change ant.: 387 ft.; TL: .2 km E. of Hwy. 371 and US 550 intersection.
- Potsdam, NY WTSC-FM 91.1 mhz—Feb. 15 application (BPED890807IB) granted for CP to change TL: on roof of Clarkson University's Science Center Bldg.
- Wurtsboro, NY WZAD(FM) 97.3 mhz—Feb. 14 application (BMP8890322IE) granted for Mod of CP (BPH831201AE) to change TL: 3 km SE of Rock Hill, NY.
- Kerrville, TX KITE(FM) 92.1 mhz—Feb. 14 application (BMP890928ID) dismissed for Mod of CP (BPH850712P2) to change ERP: 1.14kw H&V; 475 ft.; TL: .8 km W. of 900 block of Sidney Baker St., Kerrville, TX.
- Tyler, TX KGKB(FM) 104.1 mhz—Feb. 13 application (BMP890921IF) dismissed for Mod of CP (BPH870429MM) to change TL: 1.7 km NW of Rts 110 and 724, Mount Sylvan, TX.
- Strasburg, VA WESI(FM) 104.9 mhz—Feb. 14 application (BPH890929IW) dismissed for CP to change ant.: 1,187 ft.; TL: to Signal Knob, approximately 3.8 km SE of Strasburg, VA.
- Bellevue, WA KBCS(FM) 91.3 mhz—Feb. 23 application (BPED880712MW) returned for CP to change ERP: 2.8 kw H&V; ant.: 216 ft.
- Romney, WV WJJB(FM) 100.1 mhz—Feb. 14 application (BPH890915IG) granted for CP to change ERP: .48 kw H&V; ant.: 823 ft.; TL: atop Slate Lick Knob, 3.4 km SE of Champwood, WV.

TV's

- San Jose, CA KICU-TV ch. 36—Feb. 22 application (BMPCT890302LB) granted for Mod of CP to add mechanical beam tilt.
- Charleston, SC WITV(TV) ch. 7—Feb. 27 application

(BMPET900109KE) granted for Mod of CP (BPET800521KT) to change ERP: 316 kw-V; ant.: 1,849 ft.; TL: 3.4 miles NE of Ten Mile, Charleston, SC. E. of Rt. 17-701, SE of intersection with Seewee Rd; ant.: RCATCP-S901-9(7)(DA)(BT); 32 55 28N 79 41 58W.

■ Arlington, VA WTMW(TV) ch. 14—Feb. 26 application (BMPCT891205KI) granted for Mod of CP (BPCT800118KN) to change ERP: 4,470 kw-V; ant.: 700 ft.; TL: WNVC Tower, Rt. 29-211 and I-495; ant.: Dielectric TDU-25G(BT); 38 52 28N 77 13 24W.

Action

■ Lansing, MI. Denied petitions by WTMJ and Jackson TV Co. to deny applications assigning CP for WLJ-TV, channel 53, Lansing, from Benko Broadcasting Co. to Lansing 53 Inc.; granted Lansing 53's request for rule waiver; granted assignment application with reimbursement by Lansing 53 to Benko not to exceed \$219,402.66; granted Lansing 53's modification application and Benko's extension application, subject to consummation of assignment (by MO&O [DA 90-286] adopted Feb. 27 by chief, Video Services Division, Mass Media Bureau).

Allocations

■ Sun Valley, ID. Allotment of TV channel 5. (MM docket 89-109, Feb. 16, DA 90-256.)

■ Seneca and Streator, both Illinois. Allotment of channel 291A to Streator; allotment of channel 239A to Seneca (MM docket 89-70, Feb. 16, DA 90-258.)

■ Spirit Lake, IA. Effective April 12, amended FM Table by allotting channel 280C2 (103.9 mhz) to Spirit Lake, and conditionally modifying license of KUOO(FM) to specify operation on C2 channel in lieu of channel 280A (MM docket 89-315 by R&O [DA 90-217] adopted Feb. 7 by chief, Allocations Branch, Mass Media Bureau.)

■ Rochester, Winona and Rushford, MN. Effective April 12, amended FM table by substituting channel 269C2 (101.7 mhz) for channel 269A at Rochester and conditionally modifying license of KRCH accordingly; substituting channel 266A (101.1 mhz) for channel 268A (101.5 mhz) at Winona; and allotting channel 257A to Rushford as its first broadcast service. Filing windows for Rushford and Winona channels opens April 13, closes May 14 (MM docket 89-321 by R&O [DA 90-215] adopted Feb. 7 by chief, Allocations Branch.)

■ Conklin, NY. Effective April 12, amended FM table by allotting channel 263A (100.5 mhz) to Conklin as its first FM service. Filing window opens April 13, closes May 14. (MM docket 88-166 by R&O [DA 90-218] adopted Feb. 7 by chief, Allocations Branch, Mass Media Bureau.)

■ Marlow, OK. Substitute ch. 221C1 (92.1 mhz) for ch. 221C2 and modify license of KFXX(FM), accordingly. (MM docket 89-52, Jan. 29, DA 90-160.)

■ Coos Bay, OR. Allotted UHF ch. 41. (MM docket 89-105, Jan. 31, DA 90-163.)

■ Beaver Springs, PA. Allotted ch. 291A (106.1 mhz); (MM docket 89-302, Jan. 30, DA 90-137.)

■ Burnham and Altoona, both Pennsylvania. Allotted ch. 244A (96.7 mhz) to Burnham and substituted ch. 261B (100.1 mhz) for ch. 261A at Altoona. (MM docket 89-102, Jan. 30, DA 90-136.)

■ Port Matilda and Petersburg, PA. Allotted ch. 300A (107.9 mhz) to Port Matilda. (MM docket 89-51, Jan. 31, DA 90-161.)

■ Walhalla, SC. Allotted ch. 242A (96.3 mhz); (MM docket 89-50, Jan. 29, DA 90-148.)

■ Huron, SD. Substituted ch. 256C1 (99.1 mhz) for ch. 221A (92.1 mhz); modified license of KURO-FM accordingly. (NM docket 89-94, Jan. 29, DA 90-149.)

■ Rapid City, SD. Effective April 9, amended FM table to substitute ch. 281C1 (104.1 mhz) for ch. 282C (104.3 mhz); modified CP of Tom-Tom Communications Inc., accordingly. (MM docket 88-540, by R&O [DA 90-178] adopted Feb. 2 by chief, Allocations Branch.)

■ Salem and Sioux Falls, both South Dakota. Substituted ch. 263C1 (100.5 mhz) for ch. 263C2 at Salem and modified CP for KSML(M) accordingly; substituted ch. 252A (98.3 mhz) for ch. 261A (100.1 mhz) at Sioux Falls and modified license of KCFS(FM) accordingly. (MM docket 89-53, Jan. 31, DA 90-164.)

■ Coalmont, TN. Allotted ch. 284A (104.7 mhz) (MM docket 89-1-07, Jan. 29, DA 90-135.)

■ Obion, TN. Allotted ch. 267C3 (101.3 mhz). (MM docket 90-22, Jan. 19, DA 90-58.)

■ Marlin and Dublin, TX. Effective April 9, amended FM table to substitute ch. 225C2 (92.9 mhz) for ch. 225A at Marlin and modified license of KRXX(FM) accordingly; allotted ch. 285C3 (104.9 mhz) to Dublin; filing window: April 10-May 10. (MM docket 89-128, by R&O [DA 90-221] adopted Feb. 7 by chief, Allocations Branch.)

■ Buckhannon, WV. Substitute ch. 228B1 (93.5 mhz) for ch. 228A; modify license of WBTQ(FM) accordingly. (MM docket 90-23, Jan. 19, DA 90-57.)

■ Weston and Webster Springs, WV. Substituted ch. 272B1 (102.3 mhz) for ch. 272A at Weston; modified license of WSSN(FM) accordingly; allotted ch. 271A (102.1 mhz) to Webster Springs. (MM docket 89-106, Jan. 31, DA 90-167.)

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Top 50 Southeast directional 50 KW AM seeks engineer with strong audio background as well as extensive RF knowledge. Two years of college or technical school required. Excellent equipment and working conditions. Resume to Box E-1. EOE.

Engineering superstars: With 3 to 5 years actual broadcast experience are needed to grow with an exciting new company. Must have strong technical skills and a desire to learn. Send resume to Brian A. Chase, Director of Engineering, Legend Communications Corp., PO Box 14747, Reading, PA 19611. EOE.

KTIS/SkyLight engineer: Engineer with working knowledge of all phases of radio technology, including studio and AM/FM and STL transmitters. Position includes chief operator designation, but working with a technical staff. Send letter and resume with references to: Wayne Pederson, KTIS, 3003 North Snelling Ave., St. Paul, MN 55113. EOE.

Maintenance engineer sought by KPBS-FM. San Diego's public radio station. Responsibilities include the planning, installation, maintenance and skilled repair of broadcast equipment. In addition, the equipment technician will be required to maintain an inventory of repair parts, provide instruction to operators, perform emergency repairs, and assist in remote productions. Qualifications: Minimum of two years skilled experience in the installation, maintenance, repair and operation of radio broadcast equipment. In addition, general knowledge of MS-DOS based computer systems is desirable. Candidate should have understanding of single-point and multi-mic music recording techniques. Applicant must have highly developed diagnostic skills and a good working knowledge of modern solid-state electronic equipment. Applicant must be able to communicate effectively, demonstrate personal initiative, and be able to work independently. Two years of electronics trade school or related technical arts training strongly preferred. ASEE or ASEET highly desirable. FCC General Class Radio/Telephone or SBE certification preferred. Salary range: \$2310 to \$2776 per month. Excellent benefit package. Apply: Obtain an SDSU employment application along with a supplemental application for Equipment Technician I, KPBS-FM Engineering, (Announcement #A9139), directly from: SDSU Employment Office, Third Floor, Administration Building, San Diego, CA 92182. Completed applications must be received no later than April 17, 1990. EEO/AA/Title IX Employer.

Broadcast engineer: Knight Quality Station Group seeks individual to fill a broadcast engineering position at NH's largest radio station WGIR/WGIR-FM. Technical background required; broadcast experience helpful. Send resumes to: Warren Small, WGIR Radio, PO Box 610, Manchester, NH 03105. WGIR and WGIR-FM are equal opportunity employers.

Chief engineer: Moody Radio currently has an opportunity available for a chief engineer at our station in Cleveland, Ohio (WCRF). Responsibilities include maintaining all technical equipment and a minimum of 2 years experience is required. For more information contact: Personnel, Moody Bible Institute, 820 N. LaSalle Dr., Chicago, IL 60610. 312-329-4237. EOE.

HELP WANTED NEWS

News/feature reporter. This is more than just a reporting job. On the job experience preferred, but top broadcast school grads will be considered. Letter and resume to WZOE, Broadcast Center, Princeton, IL 61356. No calls, please. EOE.

News reporters. Regional FM, CBS affiliate in quality community near metro. Aggressive gathering and strong writing skills. Tape, resume to Tim Akers, KYFM, PO Box 1100, Bartlesville, OK 74005. EOE.

Radio reporter/director: The Capital News Bureau for Public Radio seeks experienced individual to manage and operate its news bureau in Albany, New York. The successful candidate must possess a Bachelor's degree in Journalism or related field, minimum four years broadcast experience, strong writing skills and background in political/governmental coverage. Supervisory experience preferred. Send resume, tape, writing samples to Capitol, Drawer "B", PO Box 21, Rochester, NY 14601. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

AOR music director with at least two years commercial radio experience. Must have thorough knowledge of heavy metal music, good on-air and production skills, ability to deal with the music industry, and good street sense. Typing and computer skills a plus. Tapes and resumes to: Pam Edwards, KNAC, 100 Oceangate, Suite P-70, Long Beach, CA 90802. No calls. EOE.

HELP WANTED MISCELLANEOUS

Decision, Inc., the leader in broadcast computer technology, seeks energetic, motivated individuals with radio/TV traffic, A/R or business management experience to join our expanding support staff. Several openings available, some with extensive short term travel. Send resume and cover letter to Support, Decision, Inc., 402 S. Ragsdale, Jacksonville, TX 75766. EOE.

SITUATIONS WANTED MANAGEMENT

Position your station where it counts! Professional broadcaster with over 26 years experience in sales, programming and engineering can dominate your market. Everything I touch can turn to gold. Possible fulltime or consultant basis. Bill Elliott, 413-442-1283.

Radio consultant! Specialist in sales, programming, station acquisitions, inventory & cost control, financial management and more. Experienced in both group and individual ownership situations. Turnaround pro, bottom line oriented. Call R.P.M. Assoc., 804-272-5197.

Take charge general manager available. Successful in medium and major markets. Love turnarounds and rebuilds. Group management and acquisitions experience. Excellent background and references. Relocate for quality opportunity in top 75 markets. Dean Johnson 503-472-1221.

Winning GM. Excellent track record, references. Station sale prompts this ad. Top 100 markets preferred, turnarounds welcome. Discretion assured. 214-373-2108.

Tireless competitor and winner. General manager available for major market time brokered radio stations. Excellent track record and references. Expert in all phases of station operations including cash flow. Box E-18.

General manager with 18 years of successful small to medium market experience. 512-824-1282.

Rock solid radio veteran with proven track record and well rounded background seeks more challenging managerial position with group or individual owner known as much for integrity as for good business sense. I am noted for developing sales talent through training, creating team players and generating and collecting revenue. Inquiries kept confidential. Box E-32.

Radio management position wanted, small/medium mkt. 10 yrs selling FM and MOR/AM radio, major market. Exceptionally skilled at sales and marketing, extrovert, high-energy woman with proven results in oral and written presentations. Goal, results and bottom-line orientation. Former educator, researcher and sales trainer. Qualified to administer Myers Briggs Type indicator. Can travel extensively. Box E-34.

SITUATIONS WANTED ANNOUNCERS

Easy Listening, Big Band only. 28 years experience. Deep pipes. Final career move. 717-675-6982. PA.

Reading this? Disbelieve ads? Your success insured when competitors hire Janet Lynch (502) 895-5888 as daytime announcer, MD, assistant PD, management's strong commitment gets details.

These guys sizzle! Make your mornings with top team that can do it all. Currently employed. Up A-C, Oldies or Contemp formats only. Box E-6.

Available for guest appearances, Veronica German, BA, professional psychic, ready to host call-ins, on-the-air psychic-advice radio show. 415-763-8000.

14 year veteran sports PBP. Willing to combine with board shift or talk show. Gus Clouse, 1027 Fifth, Corbin, KY 40701.

Major market producer. Ivy League MA. Emotive. Sense of humor. Business minded. Will launch on-air talk career anywhere. Small market okay. 212-242-1568.

Listen: The financial world is cracking. Revolutionary changes are taking place. People can count only on change. Public thinking must adjust. I successfully manage capital in futures/options (23 yrs.) & write "Reflections for Financial Transformation." I want the opportunity to serve a quality New York audience with a 30 min. talk show. Current exp. inc interviews w/BRN. (tapes available). Money for all is the result of a job well done. Marlee-Jo Jacobson, 212-777-3862.

SITUATIONS WANTED NEWS

Experience, with an authoritative on-air news delivery - that's what I have to offer your news department. I'm a radio newsman with nine years of experience who's interested in going to work for you. Contact Rick Schultz for a tape, resume and interview: 205 Woodland, Apt. 26, Walla Walla, WA 99362. Message phones: 509-522-2840, 509-448-6824, 509-529-2512.

SITUATIONS WANTED TECHNICAL

Stable radio/TV engineer with high standards. 16 yrs. experience in medium market. Seeks asst. CE or other positions. Board shift possible. Can relocate and will consider all offers. Box E-12.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Somewhere is a News/Talk station lacking program leadership, energy and excitement. At 805-298-9471, is the PD/ND, who can change that.

MISCELLANEOUS

Make money in voiceovers. Cassette course offers marketing and technique for success in commercials and industrials. Money-back guarantee. Call for info: Susan Berkley, 1-800-333-8108.

Find out how you compare to the national sample of local radio sales people. Take the NCI-test, National Comparison Index. Get back the critical review of your personal strengths, suggestions to improve your weakness. 4-hour exam only \$99. Results dispatched within 48-hours of return. Satisfaction guaranteed by one of America's best known radio broadcast consultants, David Green, President of Impax, Inc., Box 1161, Hunt Valley, MD 21030. 301-472-9100.

TELEVISION

HELP WANTED MANAGEMENT

General sales manager: WDBD-TV 40, Jackson's FOX affiliate seeks spirited individual with Independent experience in all facets of local and national sales. Inspire our young sales staff! Contact Sam McLeod, General Manager, PO Box 10888, Jackson, MS 39289. An equal opportunity employer.

Program director: Major New York firm seeks station programmer (two years minimum experience) from a top 50 market. Must have a record of achievement and creativity in programming. Affiliate experience and knowledge of news operations preferred. Send confidential, detailed resume and salary history to Box E-15. EOE.

Marketing director needed for WKRN-TV. ABC affiliate in Nashville is looking for dynamic, creative, experienced, hands-on marketing director to manage promotion, art, community affairs departments. Send resume to Deb McDermott, 414 Murfreesboro Rd., Nashville, TN 37210. EOE.

TV/radio regional manager. Career entrance position with broadcasting's oldest (35 years) media-merchandising promotion. TV/radio experience required. Full-time (Mon/Fri) Travel required. Substantial draw against commission. Resume and recent picture to John Gilmore, President, CCA, Inc., PO Box 151, Westport, CT 06881. 203-226-3377. EOE.

HELP WANTED SALES

Odetics, Inc., an Anaheim, California based manufacturer of tape recorders for the space industry and broadcast video cart machines for the television industry, has an opening for a regional sales representative to sell broadcast products in the Northeast area of the USA. Applicants must have at least two years experience working in, or selling equipment to, the television industry. Experience with video tape recorders would be beneficial. Please send resume and salary history to Bill Keegan, Odetics, Inc., 1515 S. Manchester Ave., Anaheim, CA 92802. EOE.

Account executive, NBC affiliate, Ft. Myers, Florida. Seeking dynamic, energetic, goal oriented, aggressive, hardworking salesperson with broadcast sales experience. Send resume: Diane Gower, WBBH-TV, PO Box 7578, Ft. Myers, FL 33911. WBBH is an equal opportunity employer.

Metrobase Cable Advertising is hiring aggressive, experienced, goal-oriented account executives for Pittsburgh and New York area offices. Excellent fringe benefit package. Send cover letter, resume, and references to General Manager, Metrobase Cable Advertising, 70 East Lancaster Ave., Frazer, PA 19355. EOE, M/F.

Independent/Fox affiliate seeking local/regional sales manager. Individual must possess strong interpersonal leadership, training and organization skills. Additionally, candidates must have experience in inventory control, packaging and sales development. Must be strong, innovative manager who enjoys a challenge and who can deliver. If you feel you are qualified to lead Mid-Michigan's most exciting sales staff reply to Bill Harper, GM, WSMH-TV, PO Box 1566, Flint, MI 48501. 313-767-8866. An equal opportunity employer.

HELP WANTED TECHNICAL

Video tape engineer: Nashville production company seeks post production/duplication engineer. Experience with videotape equipment desirable. Send resume to: Scene Three, 1813 8th Ave. South, Nashville, TN 37203. Attn: Mike Arnold. EOE.

Maintenance engineer. Minimum of two years experience in maintenance of TV studio equipment. Associate degree in Electronics Technology or equivalent, FCC General Class license or SBE certification. Resume to Lyle Kaufman, KOLN-TV, PO Box 30350, Lincoln, NE 68503. EOE.

Chief engineer: WSAV-TV Savannah, GA has an immediate opening for a chief engineer, with a solid background in VHF transmitters, control room, SNG and Ampex production equipment. Managerial skills necessary to handle staff and resources for current upgrade projects now underway. Send resume to Harvey Libow, General Manager, WSAV-TV, PO Box 2429, Savannah, GA 31402. An EOE. 912-651-0300.

CMX editor/TD: Top corporate broadcast/production facility seeks full-time staff CMX editor/TD. Experience with CMX, Abekas A53, 1" and Betacam preferred. Send resume with references to Tim Everitt, Merril Lynch Video Network, World Financial Center - B23, New York, NY 10080-6123. No phone calls, please. EOE.

Chief engineer: WHSP-TV seeks experienced chief engineer. Complete knowledge of transmitters (TTU110) and studio equipment. Ensure station's full FCC compliance, set annual budgets, evaluate and recommend equipment for annual capital expenditures. College degree or equivalent required. Prefer five years of technical operations with management experience. This is a hands-on position. Successful applicant will lead by example. Contact: Carmen J. Colucci, VP/SM, WHSP-TV, 4449 N. Delsea Dr., Newfield, NJ 08344. Equal opportunity employer, M/F.

Engineer, EFP/ENG: No. 1 station in no. 1 market seeks creative, flexible, and motivated cameraperson/editor for programming department. Must work well under pressure and tight deadlines. 3/4" and Beta experience a must. Knowledge of BVE-600 preferred. Send resume to: Joseph Cook, Production Manager, WABC-TV, 7 Lincoln Sq., New York, NY 10023. No phone calls. We are an equal opportunity employer.

Broadcast transmitter maintenance engineer: Requires experience with RCA low-band transmitter and Moseley remote control equipment. Submit resume with salary history to: K. Dorsey, Dept. B/C M, PO Box 44227, Shreveport, LA 71134. Equal opportunity employer.

Maintenance engineer: Must have 2 years recent experience in TV broadcasting maintenance. Must be able to repair to component level: VTR's, switchers, cameras and other studio production equipment. Send resume and salary history to: Box E-30. EOE.

Electronic engineer: Repair and maintenance on two video studios, editing bays, audio studios, LAN, satellite teleconferencing equipment microwave and ITFS transmitter sites and 2Kw NPR station and transmitter. Maintain supplies. Recommend equipment and/or specs. Supervise repair and maintenance on audiovisual, computer, video equipment, other job functions. Assist with productions, planning, development and purchasing. Minimum qualifications: Associate degree or equivalent in electronics or related area. Operation of video and audio equipment. Knowledge of all test equipment. Provide an effective preventative maintenance program. Communicate effectively. Maintain working relations with faculty, staff and administration. Preferred qualifications: Four-year degree in electronics or related area. First-line supervision, preparation specs, programming and/or operation of computer. Experience with ITFS or Local Area Network. Salary range: \$28,000-\$30,000. Send: Letter of application, resume, transcripts and three current job-related references providing names, addresses and telephone numbers. Deadline: March 20th or until position is filled. To: Personnel Office, Cameron University, PO Box 16356, Lawton, OK 73505. Further information: 405-581-2454. EOE/AA.

Chief engineer, WBBH-TV, Fort Myers, Florida! Due to promotion of former chief engineer, this top-notch NBC affiliate has an immediate opening for chief engineer. Must have extensive record troubleshooting and maintaining high power UHF transmitters. Needs to be an expert re Beta. Beta SP, 1", ENG, SNG, studio cameras and studio terminal equipment. Hands-on type of chief required. Rapidly growing 96th market. Send resume to Steve Pontius, VP/GM, WBBH-TV, 3719 Central Ave., Ft. Myers, FL 33901. WBBH-TV is an equal opportunity employer.

TV maintenance engineer needed for a national Christian studio post production satellite uplink facility. Three years component level maintenance experience. Ampex, AVC, ADO, VPR-3, Beta, Scientific Atlanta uplink. Positions available in San Diego and Dallas. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

Television maintenance engineer: Opening in Upstate New York. Large facility loaded with the newest state-of-the-art equipment. Must be capable of troubleshooting studio equipment to the component level. Experience in maintaining digital and microprocessor-based equipment required. UHF experience a plus. Send resume and salary history to: WXXI Personnel Department, PO Box 21, Rochester, NY 14601. EOE.

HELP WANTED NEWS

Network affiliate needs co-anchor for 6:00 and 10:00 pm newscast. Medium-size market. Outgoing person with solid credentials, community minded and polished anchoring skills. Send resume and salary requirements to: Box B-46. EOE. No tapes.

KCRA-TV seeks an experienced executive producer. Previous experience as an EP and show producer mandatory. We're looking for someone who can add sizzle to our steak. Send resume and non-returnable 3/4" tape to: Bob Jordan, KCRA-TV, 3 Television Circle, Sacramento, CA 95814-0794. Please, no calls. Note: Any offer of employment is contingent upon passing a medical test for drug and alcohol use. EOE, M/F.

News producer: Industry leader, 30's market, needs a lake-charge news expert to produce fast-paced, well-written newscast. BA/BS and two years experience needed. Send tape and resume to David Cochran, News Director, KWTW, PO Box 14159, Oklahoma City, OK 73113. No calls! EOE, M/F.

Anchorperson: Wanted for top rated Gulf Coast station. Applicant must have previous anchoring experience. We are a group-owned station with an aggressive state-of-the-art news department. Send resume, non-returnable demo tape and salary requirements to Veronica Bilbo, EEO Officer, KPCL-TV, PO Box 1488, Lake Charles, LA 70602. EOE.

Sports reporter/anchor for southwestern Montana bureau of three station network. Must be able to shoot, edit, produce and anchor. Cover both prep and college games. No phone calls. Resumes and non-returnable tapes to: Newscenter Network, KTVM-TV, Box 3118, Butte, MT 59701. EOE.

General assignment reporter: Fully computerized, aggressive, creative NBC affiliate looking for a reporter who can produce lead stories and do them live. No beginners, please. Send tapes and resumes to News Director, WHO-TV, 1801 Grand Ave., Des Moines, IA 50308. EOE.

Executive producer for 6 & 11 news. Must have strong writing & producing skills, organize work with engineers. production departments & direct on-air talent & direct on-air talent & reporters. T&R to Steve Smith, WWTV, PO Box 627, Cadillac, MI 49601. EOE.

Weathercaster. Knowledgeable, community minded person with graphics experience. Immediate opening. Resume, tape and references to Roger Wellman, News Director, KRCC-TV, PO Box 659, Jefferson City, MO 65102. EOE.

ABC affiliate is looking for a weathercaster. Background should include weather experience in television. College degree with some meteorology courses required. AMS seal and meteorology degree are preferred but not essential. Send resume and non-returnable tape to WSYX-TV, PO Box 718, Columbus, OH 43216. Attn: Personnel Dept. #0220901. Company is especially interested in seeking qualified minority and women applicants. EOE. MF.

Portland, Maine ABC affiliate seeks top flight producer for 6:00 evening news. Minimum three years producing experience in top 100 markets. Must be able to handle pressure and egos, and to take and give responsible direction. Familiarity with SNG and northern NE issues is a plus; ability to make a newscast sing a must. Send tape, resume and letter detailing your producing philosophy to Dennis Tompkins, News Operations Manager, WMTW-TV, PO Box 8, 99 Danville Corner Rd., Auburn, ME 04210 by March 21st. Absolutely no phone calls! EOE.

Weekend weather person. Shoot news three days a week. Need on-air experience with Live-Line III and AccuWeather satellite graphics. Send tape and resume to Mike DiSilvestro, KSNT-TV, PO Box 2700, Topeka, KS 66601. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Chicago post house needs another creative, experienced (3/years, minimum) online editor with Grass Valley/Sony/Abekas/Chyron experience. If you're ready for the challenges - and rewards - of working in a top market, here's an outstanding opportunity for a resourceful, personable, team player. Send (confidential) resume and salary requirements. Box B-49. EOE.

Promotions director: Experienced independent TV promotions director with hands-on video experience and kids club experience. Fax resume/salary history: Mark Holmes, 808-842-4594. KFVE/Channel 5, 315 Sand Island Rd., Honolulu, HI 96819-2295. EOE.

Graphics supervisor: Search reopened. Supervise a public television graphics staff in the beautiful Shenandoah Valley. If you have experience in video paint, desktop publishing and scenic design-if you have strong conceptual, design and technical abilities, send your resume and samples of your work to Executive Secretary, WWPT, 298 Port Republic Rd., Harrisonburg, VA 22801. EOE.

Senior producer: Weekly national magazine of nature, adventure and science seeks a proven creative manager with strong editorial skills. Will oversee production from story research through post. Minimum five years of segment producing/documentary filmmaking plus four years supervisory experience. Washington, DC based. Resumes only. An equal opportunity employer. Box E-23. No tapes.

Graphics artist needed for a national TV program. Two years experience with state-of-the-art 3D computer graphics, animation, and video post production. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

Creative producer w/strong writing, directing and production skills needed for a national Christian TV program. Three years spot and feature production a must. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

Producer/writer: Major market, East Coast station, seeks exp'd producer/writer. Ideal candidate has produced daily broadcasts and worked on special projects. Minimum 6 years professional experience. Send resume to Henry Florshaim, Assistant News Director, WABC-TV, 7 Lincoln Sq., New York, NY 10023. No phone calls. We are an equal opportunity employer.

Promotion producer/director. Top 50 CBS affiliate is seeking a promotion producer/director. Must have at least two years experience in TV promotion, and strong writing skills. Excellent salary and benefits package. Send resume and tape to: Personnel Manager, WHAS-TV, PO Box 1100 Louisville, KY 40201. Equal opportunity employer.

Producer/director: Commercial production. We are seeking two producer/directors for our creative services department. Candidates should have at least three years experience in producing, directing, editing and writing. Top 50 CBS affiliate. Excellent salary and benefits. Send resume and tape to: Personnel Manager, WHAS-TV, PO Box 1100, Louisville, KY 40201. Equal opportunity employer.

Promotion writer/producer. Top 50 south Florida affiliate with state-of-the-art equipment offers excellent opportunity for a creative individual with strong writing/producing skills. Prior TV promotion experience a must. No beginners, please. Rush resume and salary requirements in strict confidence to Box E-25. EOE. No tapes.

Traffic manager: Connecticut's newest independent is looking for the right person with Columbine traffic experience. Traffic manager with at least one year experience preferred, or traffic assistant with 2 to 3 years experience. Pay commensurate with experience. Contact Skipp Moss, WTWS TV26, PO Box 991, New London, CT 06320. Resumes only, please. EOE.

A group owned Fox affiliate seeks a commercial director/editor. Must have experience in all areas of production from scripting to computer editing. If you are ready for our new state-of-the-art post production facility, send resume to Production Mgr., WZTV, 631 Mainstream Dr., Nashville, TN 37228. EOE. MF.

Production/operations manager needed by Kansas City independent. Must be well-versed in on-air station operations and local commercial production. This is a hands-on position with an opportunity to grow in a newly-acquired facility in the nation's 30th market. Send resume to General Manager, KZKC-TV, Television Place, Kansas City, MO 64126. EOE.

We're looking for a fast thinking live director who can consistently deliver fast paced newscasts. Will not do his/her own switching. State-of-the-art equipment. We're an NBC affiliate in the NE ranked in the 80's. Resume to: Box E-33. EOE. No tapes.

Creative services producer: Top 70 market. We have an immediate opening for a producer in our creative services department. This person will work directly with the sales department supervising commercial productions and sales promotion projects. Candidate must possess the ability to combine creative ideas with top quality script writing and production skills. Excellent people skills are a must! A minimum of two years producing experience is preferred. Directing and editing skills are a plus. This is your chance to work in a brand new state-of-the-art facility. Submit resume and writing samples to Box E-37. EOE.

SITUATIONS WANTED SALES

Account exec. experienced pro seeking career opportunity in top 20. Over 7 years major market TV sales. National rep and local station background with emphasis on client service, creative broadcast marketing techniques, and new business development. Available to travel and/or relocate. Call 305-431-6676. TelePlanners.

SITUATIONS WANTED NEWS

Excellent, experienced sportscaster looking for a fine station in which to work, also a most knowledgeable news person. 216-929-0131.

Make my day. News photographer position wanted. 5+ years combined experience. Whatever your market demands, I will deliver more. Call 401-353-4918.

Feature reporter: Dynamic, 4 yrs experience. I've paid my dues, now your station can reap the benefits. Reply Box B-30.

Sports anchor/reporter: Experienced doing nightly news sportscast in Long Island/NYC market. Background ranges from interviewing players of major NYC professional teams to producing local features. Excellent production skills. Play-by-play experience. Call Mike, 718-934-1434. Messages, 212-545-5661.

Black male with reporting/producing/anchoring experience seeks challenging position. Looking for a good team. 513-651-2956.

Seasoned radio newsman seeks to break into television. Authoritative on-air news delivery. Contact Rick Schultz: 205 Woodland, Apt. 26, Walla Walla, WA 99362. Message phones: 509-522-2840, 509-448-6824 or 509-529-2512.

Reporter: Seeks entry level position in small to medium market. Interned in sixth market. Strong, creative writer. Ilene, 617-232-8253.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Television writer/producer with strong creative management experience, solid knowledge of television industry and ability to elicit high quality work from others, looking for top quality company or individuals to work with. Call Dennis at 212-593-9305.

Experienced graphic designer seeks full time career opportunity. Very creative, ambitious and highly motivated. Excellent references available. Box E-24.

MISCELLANEOUS

1:30 Productions: Want to be the best reporter but no-one has the time to help? We do. Writing, production, delivery. References available. 607-272-3718.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Eastern Michigan University, Department of Communication, and Theatre Arts. Telecommunications and Film area. Position: Full-time tenure track assistant professorship beginning September 1990, to teach introductory courses in audio/video production, basic telecommunications survey courses, and upper level courses in area of specialization. Individual selected may participate in developing courses in new applications of electronic media in corporate and international areas, as well as teach graduate courses. Interest in research techniques and business practices desirable. Qualifications: PhD in Telecommunications and Film (or related area) preferred, or combination of graduate studies and relevant industry experience. Both teaching and professional experience desirable. We seek a strong commitment to teaching as well as an interest in scholarship and a desire to publish. Program: Our Telecommunications and Film Program serves over 300 majors with courses in audio/video film production and performance; broadcast and film theory and criticism; broadcast law and management; international film and broadcast systems; and new technologies. To apply: Send letter of application, detailed vita, three letters of recommendation, transcripts and samples of scholarly/creative work by May 1, 1990 to: Position FA000005, 310 King Hall, Eastern Michigan University, Ypsilanti, MI 48197. We take pride in the pursuit of our affirmative action objectives and encourage women and minorities to consider this opportunity. Multicultural experience desired.

East Carolina University. Broadcast Communication tenure-track assistant professor. Beginning August 20, 1990. PhD required. Appropriate research/creative activity, service expected. Teach radio/TV writing, broadcast news, and/or sales and management; possibly business/professional speech. Salary negotiable. Resume, three letters of recommendation to Dr. Marie T. Farr, Acting Chair, Department of Communication, 124 Ragsdale, ECU, Greenville, NC 27858-4353. Screening begins March 31, 1990, continuing until the position is filled. An AA/EEO employer. ECU encourages applications from minorities and women. Proper documentation of employability and identity and official transcripts required upon employment.

Graduate assistants positions available September 1990. Each position requires 20 hours per week. Work will be in research and in radio, TV and news labs. Assistants may receive \$500 per month stipend plus a partial-to-full tuition waiver. Inquire with Graduate Committee, Chair, Communications Division, Pepperdine University, Malibu, CA 90263. 213-456-4211. Application deadline: April 1. EOE.

R/TV/F Graduate Assistants: News, research, production, management, in a leading mass communication program. Stipend plus tuition. Undergraduate programs in management, production, performance, filmmaking, and broadcast news. Contact Dr. William R. Ramin, School of Communication, Northeast Louisiana University, Monroe, LA 71209. EOE/AA.

HELP WANTED MANAGEMENT

The Satellite Educational Resources Consortium seeks applications for the position of executive director. SERC is an interstate consortium utilizing satellite technology for live, interactive instruction in 22 states. The director is responsible for all planning, development and operations, including staff supervision, fiscal management and program implementation. Minimum qualifications: Bachelor's degree, advanced degree desired preferably in broadcasting or education with emphasis in instructional technology; 10 years instructional technology experience, including minimum five years senior management experience; successful track record in fundraising. Requires strong communication skills. Preference given for additional experience in secondary education, educational administration or instructional broadcasting. Submit applications to Search Committee, SERC, PO Box 50008, Columbia, SC 29250. For further information contact Skio Hinton 803-799-5517. EOE/AA, MF.

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 on-camera coaching. 2 day program and/or demo tape. Call The Media Training Center, 619-270-6808.

EMPLOYMENT SERVICES

Attention: Earn money reading books! \$32,000/year income potential. Details: 1-602-838-8885, Ext. BK 8435.

Attention - Hiring! Government jobs - your area. \$17,840 - \$69,485. Call 1-602-838-8885, Ext. R 8435.

WANTED TO BUY EQUIPMENT

Wanted: 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.

Used 1", 3/4", VHS videotape. Looking for large quantities. No minis or Beta. Will pay shipping. Call Carpel Video, 301-694-3500.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. FAX 215-884-0738.

50KW AM: CCA-AM 50,000 (1976), excellent condition. Transcom Corp., 215-884-0888. Fax: 215-884-0738.

FM transmitters: 28,500 (1980), Harris FM20K (1980), RCA BTF20E (1976), 3.5KW McMartin (1985), RCA 5D(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 BC10H (1972), Gates BC-5P2 (1967), McMartin BA2.5K (1981). Transcom Corp., 215-884-0888. Fax: 215-884-0738.

1KW AM transmitters: Nautel AMFET-1 (1985), Harris BC1H1 (1974), Sparta SS1000 (1981), CSI T-1-A (1981), Collins 20V3 (1968). Transcom Corp., 215-884-0888. Fax: 215-884-0738.

New UHF TV transmitters: Klystron, MSDC Klystron, Klystron, all power levels 10kw to 240kw. Call TTC. 303-665-8000.

RCA UHF transmitter: 30 or 60Kw, available as is, or converted to MSDC Klystrons with new TTC warranty. Call TTC. 303-665-8000.

New LPTV transmitters: UHF and VHF, all power levels. Turn-key installation available. Call TTC. 303-665-8000.

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 videotape: Betacam, 3/4" & 1". Broadcast quality guaranteed and evaluated. Betacam \$4.99. 3/4" - 20 minutes \$5.99. 3/4" - 60 minutes \$8.99. 1" - 60 minutes \$24.99 in quantity. Magnetically examined, cleaned and packaged. Guaranteed to perform as new. Sony, 3M, Fuji, or Ampex. Free shipping. For more info, call Carpel Video toll free, 1-800-238-4300.

Newly constructed 26' GMC remote truck. Grass 1600 2 M/E switcher. Yamaha 24 channel audio. ClearCom Intercom/IFB. Sony 1" tape with sio-mo. Dubner 5K character generator. Ikegami 730A cameras. If you're looking for a mid-size truck, you've gotta see this one. Call for an appointment, Media Concepts, 919-977-3600.

Equipment sale. Microwave, transmitters, studio, and production. America's oldest used equipment broker. Maze Broadcast, 205-956-2227. Fax 205-956-5027.

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Save on videotape stock. We have 3/4" & 1" evaluated broadcast quality videotape. Available in all time lengths. Call for best prices. IVC, 800-726-0241.

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For sale: Used guyed towers. Standing & dismantled. Microwave dishes & line, Swager Communications. 219-495-4065.

Broadcast quality videotape: 1" and 3/4" professionally evaluated. Guaranteed. Introductory prices: 1"-30 min. - \$8.00. 1"-60 min. - \$22.00. KCS20 - \$3.50. KCS10 - \$3.00. For quantity discounts call today. VSI/NJ, 516-324-2290.

1977 Hughes 500D, ENG aircraft available May 1990, BMS equipped, "T" panel, shooting window, high skids w/floats. Wire strike protection kit. This aircraft is loaded. \$350,000. 206-448-3863.

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Super towers financed. 2000 ft., 13 ft. face, 200 mph wind load with T-Bar. Approx. \$3 million installed with elevator + strobes. Approx. 5% down in escrow. Terms negotiable. Other size towers available. Ten yr. warranties. Free hotdogs and balloons! OMPOWER Towers. Phone: 805-937-5577. Fax: 805-937-6755.

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Wolfcoach EFP vehicle 4x4 Ford E 350 Super Van. System capability: 4 cam's, 4 VTR's, Grass Valley 1600-1A switcher, Sony stereo board, Ikegami monitors, Tektronix scopes, RTS communications, shooting platforms front, rear, top. Microwave tower, 6.5 Kilowatt Oman generator. Excellent condition. 212-929-5035.

RADIO

Help Wanted Sales

SALES MANAGER

Small Market AM/FM Combo
in Rocky Mt. West,
needs motivated Sales Manager
to lead Sales Department
in achieving Marketing Goals.
Send resume/references to: Box E-27.

EOE.

Help Wanted Management

PRESIDENT

MAJOR MARKET RADIO ASSOCIATION

Significant radio management
experience required.
Must have strong sales,
organizational, public relations skills.
Send Resume to: Box E-5

EOE

Help Wanted Management Continued

WTHI Radio

needs an aggressive, energetic, dedicated,
creative, eager sales manager.
Prior sales management preferred.
Great opportunity for person
able to train and motivate.
Competitive compensation plus incentives.
Resumes to David Liston, WTHI Radio,
918 Ohio Street, Terre Haute, IN 47807.
EOE, M/F.

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Strong Sales Achievement!
Good Track Record!
Motivative Skills!
If You Possess All Of The Above
Send Resume & Responses
To Box E-36
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BROADCAST GROUP
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GM'S AND GSM'S
WITH GOOD TRACK RECORD.

PROFESSIONALS ONLY.
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EOE

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Financially strong group operator
seeking General Manager
for Mid-South growth market.
Successful candidate should have
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as General or Station Manager
with heavy sales background.
Programming and promotional
expertise very helpful.
Good financial package with
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POSITION AVAILABLE IMMEDIATELY.
Fabulous technical facility needing
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Equal opportunity employer, M/F/H.
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This is an outstanding opportunity. Our manager at this historic number one rated AOR has been promoted to manage another Saga Communications, Inc. station. WYMG is located in Springfield, the state capital of Illinois and offers an excellent quality of life. Our physical plant is probably the finest in Illinois outside of Chicago. The sales staff and GSM are CRMC qualified. The station sounds great and has been superbly marketed. The new manager's main responsibility is to keep the station on course and develop a plan to move WYMG to the next plateau.

We are seeking a candidate who is a leader, motivator and listener. If you are organized, disciplined, and possess high verbal, written and analytical skills, we need to hear from you. We promise complete confidentiality. No background calls will be made without your prior approval.

Send your presentation letter and resume ASAP to
Ed Christian, President/C.E.O.,
Saga Communications, Inc.,
73 Kercheval Avenue,
Grosse Pointe Farms, MI 48236.
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April 2 issue: At The NAB

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TELEVISION

Help Wanted Programming Production & Others



The Home Depot
Television Network
(HDTV) is looking for
the best in the business.
Are you?

Atlanta-based Home Depot, the leading do-it-yourself retailer with 1989 sales of \$2.76B, is completing construction of a Beta-SP studio facility & 120-site satellite network; now we need the best people possible to create/execute effective programs.

We currently require:

- Producers/writers - ASAP
- Graphics (Dubner) - ASAP
- Camerapeople/editors - 7/1 hire
- Production assistants - 6/1 hire

Please note: HDTV is a team sport; your natural ability to be open, direct and above all flexible are as important to us as your ability to write, frame a shot, or edit a program. Also, we work in a smoke- and ego-free environment.

For immediate consideration, send your resume, salary requirements, cover letter and 1/2" VHS tape (which will be returned) to:

Milt Thomas,
The Home Depot Television Network,
2727 Paces Ferry Road,
Atlanta, GA 30339

Absolutely no phone calls, please!
EEOC/M/F/H

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San Francisco Bay Area's #1 rated morning talk show is looking for a strong, inventive, visionary leader to manage a dynamic, creative, team-oriented production staff. Demonstrated people skills are essential. Experience with one-hour, single-topic talk program format preferred.

Resume and references to:

KPIX, Human Resources,
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San Francisco, CA 94111.
No telephone calls, please. EOE.

SENIOR PRODUCER

for national health information network. Must have a minimum of 7 years broadcast experience as segment or line producer. Strong writing skills are essential. Previous experience with health and science programming is desirable. Responsibilities include supervision of all field and studio production elements. Please send resume and reel to:

BOX BM 496,
10 W 20 St.,
NYC 10011

WFSB
HARTFORD
NEW HAVEN

3

WANTS TO PAINT A GRAPHIC PICTURE

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Chris Rohrs
Vice President and General Manager
WFSB TV 3, 3 Constitution Plaza,
Hartford, CT, 06103. EOE

VIDEOTAPE EDITOR

The Christian Broadcasting Network, Inc. has an immediate opening for an experienced videotape editor. Must professionally operate a Grass Valley Switcher and Abekas A53D. CMX editing experience preferred; familiarity with BetaCam SP & D2 helpful. If you have at least 5 years editing experience at a major production or broadcast facility and would like to be a part of this national Christian ministry, please send resume to:

The Christian Broadcasting Network, Inc.
Employment Department, Box V-1
CBN Center
Virginia Beach, VA 23463



**Help Wanted Programing
Production & Others Continued**

**ASSISTANT
PROGRAM MANAGER**

WKNO/Channel 10, seeks a progressive, take charge individual for this key programing position. The successful candidate will have a college degree in Broadcast Communications or a related field, four or more years of broadcast experience.

The salary range for this position is \$22,000 to \$30,000 depending on experience. If you've got the stuff to become a Program Manager, this is the position for you.

Send your letter of interest and a resume with references to:
Executive Secretary,
WKNO-TV/FM
(Position #2100)
Box 241880, Memphis, TN 38124
Application deadline is March 30, 1990
EEO Employer

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Individuals with
Television News Experience**

Are you experienced in television news? Have you thought about making a transition into sales and marketing? An internationally known news organization is looking for TV news people who are interested in pursuing an exciting and financially rewarding sales and marketing career.

If interested, please send resume and salary requirements to
Box E-38
EOE

Help Wanted Management

**LOCAL SALES MANAGER:
WBIR-TV KNOXVILLE, TENNESSEE**

is seeking a local sales manager. College preferred but not required. Candidates must have five (5) years broadcast experience, management preferred but not required. Must have cooperative knowledge, and ability to lead aggressive local sales staff. Resumes only - no calls. Send resumes to: Christopher T. Gallu, WBIR-TV, PO Box 27909, Knoxville, TN 37917. EOE. As an equal opportunity employer, we are interested in receiving qualified applicants from minority groups. Deadline: 3/23.

**WANTED:
PROMOTION DIRECTOR**

Medium market, network affiliated TV station seeks creative talent to direct promotional efforts. Track record for developing successful news promos a must. Submit resume & 3/4" tape to:

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Fairfax, Virginia 22030

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Turner Broadcasting System offers an excellent benefit and compensation program.

Send resume to:

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P.O. Box 105366
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404-827-1638

TBS is an equal opportunity employer

CHIEF ENGINEER

WUHF-TV 31, Rochester, seeks a Chief Engineer.

This is a department head position, overseeing Engineering department consisting of 10 full time personnel.

Also responsible for overseeing proper maintenance of studio and transmitter equipment.

Previous CE experience preferred.

UHF experience required.

Computer knowledge desirable.

PLEASE SEND RESUME TO:
(no calls, please)

General Manager
WUHF-TV 31
360 East Ave.,
Rochester, NY 14604
Act III Broadcasting,
EOE, M/F.



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DIRECTOR OF ENGINEERING

28 years experience in all phases of television engineering and operational management ranging from Olympics to local station. Highest references and credentials available. Willing to relocate.

CHARLES BREEDING 312-878-5077

Miscellaneous

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TORNADOS?
HURRICANES?

HA!

OMPOWER TOWERS

see "Super towers financed: Page 69"

**ALLIED FIELDS
Help Wanted Management**

**CORPORATE
DIRECTOR HUMAN RESOURCES**

Major Midwest-based broadcast group (TV/radio/entertainment) seeking corporate director of human resources. Reporting to the VP/Operations, this newly created position will be responsible for implementing corporate H.R. strategies within the broadcast group, providing H.R. assistance and direction to our operating companies and insuring fcc compliance of our stations.

Qualified individual must have a Bachelor's degree (Master's preferred) with 10+ years of human resource management experience within the broadcast industry.

INTERESTED CANDIDATES SHOULD SUBMIT THEIR RESUMES ALONG WITH SALARY HISTORY AND REQUIREMENTS TO:
BOX E-19
EOE

**REGIONAL
SALES
MANAGER**

Major broadcast equipment manufacturer is seeking a Regional Manager for the Northeastern United States.

Requires several years of successful experience managing a professional sales force that services the broadcast industry.

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Please send resume in confidence to Regional Sales Manager.

Box E-35
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NEW YORK, NY 10023

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The prime candidate for this position will have proven, extensive knowledge of all facets of video and film production, equipment maintenance, and mastery of the latest developments and technology in video and film. Management experience with operating and capital budgets is essential, as is excellent human relations skills, and good supervisory abilities. BSEE is preferred.

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Must be So. Calif.
Cash Available. Principles only.
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The Executive Committee of Public Broadcasting Service

will meet at 9:00 a.m. on March 29, 1990 at the PBS offices, 1320 Braddock Place, Alexandria, VA. The tentative agenda includes reports from PBS officers concerning programming, education services, video services, satellite replacement, and other business; and reports from board committees, including Budget. Nominating and Annual Meeting.



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PS*

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Fates & Fortunes

Media



David Van Valkenburg, president and chief operating officer, Cablevision Industries, Liberty, N.Y., joins MultiVision Cable TV Corp., Greenwich, Conn., as president and chief operating officer. MultiVision Vice Chairman and Chief Executive Officer I.

Van Valkenburg

Martin Pompadur had been serving additionally as COO since departure in November of president and COO, Chris Conley. **Fred Schulte**, senior VP, operations, Cablevision Industries, Liberty, N.Y., has been named chief operating officer.

Appointments at Midwest CATV: **Christopher Sophinos**, VP, chief operating officer, Chicago, named president; **Terry French**, Central division regional VP, Lafayette, Ind., named senior VP; **Jim McCauley**, regional VP, Northeastern division, Pottstown, Pa., named senior VP, and **Bill Cody**, sales manager, Dallas, named sales and operations manager.

John Mitchell (Mitch) Dolan, president and general manager, Capcities/ABC-owned WPRO-AM-FM Providence, R.I., joins co-owned WPLJ-FM New York in same capacity.



Dolan



Swanson

Jack Swanson, operations director, KGO(AM) San Francisco, joins KING-AM-FM Seattle as general manager.

Mark Renier, general manager, WJIB(FM) Boston, joins WRKO-AM-FM there as executive VP, operations, and general manager.

Robert Fonoroff, senior account executive, WFMK(FM) East Lansing, Mich., joins WJIM-AM-FM Lansing, Mich., as general manager.

Margaret Murphy, sales manager, WJIB(FM) Boston, named station manager.

Linda Hossinger, controller/business office manager, Comcast, Fort Wayne, Ind., named general manager of system.

Steve Jenkins, VP, affiliate relations,

Westwood One Radio Networks, Los Angeles, named to newly created position of VP, affiliate relations, The Source, young adult network. **Craig Whetstone**, Western regional manager, Mutual Broadcasting System, Los Angeles, succeeds Jenkins.

Robert Twining, video sales account manager, Comsat World Systems Division, Washington, named director, broadcast services.

Appointments at WNUV-TV Baltimore: **Gary G. Marshall**, director of station development, WNUV-TV Baltimore, named corporate director, station development, for parent, Atry Communications; **Joseph A. Koff**, director of sales, WNUV-TV there, named general manager. **J. Michael Kelly**, sales manager, WFLX(TV) West Palm Beach, Fla., named general sales manager.

Sales and Marketing



Linclau

Kathryn Linclau, VP, marketing, Carolco Pictures, Los Angeles, joins Viacom Enterprises, New York, as director, marketing, international theatrical and video sales.

Blair Television has restructured Chicago office in response to "changes in Chicago media community, especially the decision of Foote, Cone & Belding and NW Ayer to move their spot buying to New York." Sales teams will now be known as Bears, Blackhawks, Bulls, Cubs, White Sox and Power. Heads of teams are **Michael MacLean**, VP, sales manager, Bears; **Robert Jacobs**, VP, sales manager, Blackhawks; **David Bisceglia**, sales manager, Bulls; **Charles Holmes**, sales manager, Cubs; **James Jump**, VP, sales manager, Power, and **Bradd Lasch**, sales manager, White Sox.

Appointments at Blair Television: **Michael Faherty**, account executive, MMT, Detroit, to New York in same capacity; **Bill Acker**, account executive, Telerep, Los Angeles, to New York in same capacity; **Michael T. Dempsey**, account executive, Los Angeles, to Miami in same capacity; **Shelley Fairbanks**, account executive, MMT, Atlanta, to same capacity there, and **Steve Flynn**, account executive, Seltel, Charlotte, N.C., to same capacity there.

Michael Hope, sales manager, WHO(AM) Des Moines, Iowa, named general sales manager. **Rick Helps**, accountant, Iowa State University Memorial Union, Ames, joins WHO(AM)-KLYF(FM) in same capacity.

Doug Marks, Southwestern regional manager, Arbitron Co., Dallas, joins WGNO(TV) New Orleans as local sales manager.

Barry Gaston, sales manager, KFDI-AM-FM Wichita, Kan., named general sales manager, and **Joe Shurtz**, account executive, KFDI(AM), named senior account executive there.

Rod Collins, sales manager, WFST(AM)-WBPW(FM) Caribou, Me., named general sales manager.

Jeff Simonson, sales manager, Copley Colony Cablevision, Costa Mesa, Calif., named California regional sales manager.

Fred Eppinger, national sales manager, KPIX(TV) San Francisco, joins Group W Sports Marketing there as sales manager. **Jenna Becker**, Midwest regional sales manager, Concert Music Broadcast Sales, Chicago, joins Group W Radio Sales there as account executive.

Michele Dempsey-Dubrow, account executive, WBZ-TV Boston, named local sales manager.

Victor Brust, director of sales, Eastern region, Financial News Network, New York, joins KING-TV Seattle as general sales manager.

Kerry Leiser, account research manager, D'Arcy Masius Benton & Bowles, St. Louis, named associate director, strategic plan-

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Jack Deitchman, senior VP, associate media director and U.S. director of local broadcast, Ogilvy & Mather, New York, has been named to the newly created position of U.S. director of broadcast and programming. The advertising agency's national television negotiation and local broadcast departments will report to Deitchman. Together, those departments handle "more than \$800 million in media buys," according to O&M. Deitchman has been with O&M since 1967.

ning and research.

Rich Marston, general sales manager, WMMR(FM) Philadelphia, joins WRKO-AM-FM Boston as VP, general sales manager.

Appointments at WRDU(FM) Wilson, N.C. (Raleigh-Durham): **Steve Thanhauser**, retail development manager, named local sales manager; **Carla Parker**, senior account executive, WTRG(FM) Rocky Mount, N.C. (Raleigh), and **Hedy Poe**, local sales manager, WRAL(FM)-WPTF-TV Raleigh, to account managers.

Diana Vargas, local sales account executive, KTTV(TV) Los Angeles, named national sales manager.

Gene Billick, advertising sales manager, Evansville, Ind., system, Colony Communications, named to newly created position of national advertising sales manager for Providence, R.I.-based MSO.

Andy Roat, account executive, WHO(AM)-KLYF(FM) Des Moines, Iowa, named national sales manager.

Michelle Murrill, account executive, KODM(FM) Odessa, Tex., joins KGEE(FM) Monahans, Tex., as local sales manager.

Programming

Michael Klinghoffer, VP, production, Nickelodeon/Nick at Night, New York, joins HA!: The TV Comedy Network there as VP, programming and production, responsible for overall programming of network, including all in-house and out-of-house programming. **Karen Glass**, VP, production and program development, VH-1, joins HA!: The TV Comedy Network as VP, production.

Mike Medavoy, partner and co-founder, Ori-

on Pictures, Los Angeles, joins Tri-Star Pictures there as chairman and member of board of directors of parent, Columbia Pictures Entertainment.

Michael Schoenbrun, VP, production, network television division, Paramount Pictures, Hollywood, named senior VP, production, for division. **Linda Bell Blue**, managing editor, Paramount's *Hard Copy*, named supervising producer.



Schoenbrun



Masket

Edward Masket, executive VP, administration, Universal Television, Los Angeles, named executive VP, administration, for MCA Television Group, comprising Universal Television, MCA TV, MCA TV International and MCA TV Entertainment. **Irv Sepkowitz**, senior VP, business affairs, Lorimar-Pictures, Los Angeles, succeeds Masket.

Linda Kahn, VP, international business development, MTV Networks, New York, named senior VP, international program sales.

Michael Dragotto, executive director, cable sales, domestic television division, Paramount Pictures, Los Angeles, joins ABC Distribution Co. as VP, worldwide cable/home video marketing.

Eve Szurley, manager of creative development, Fox Broadcasting Co., Los Angeles, named director of creative development, overseeing production of "nontraditional" prime time series and specials.

Deborah A. Rodriguez, creative services specialist, Group W News Services, New York, named marketing manager.

Roselee Knox, production services coordinator, NBC Productions, Burbank, Calif., named manager, production services.

Bonnie Burns, executive producer, The Comedy Channel, New York, named to newly created position of West Coast executive producer.

Louis Weiss, senior VP, finance, Carolco Pictures, Los Angeles, named executive VP, chief financial officer and member of board of directors. He succeeds Warren Braverman, resigned.

Appointments, ESPN, Bristol, Conn.: **John Domino**, program planner, to senior program planner; **Mike Moore**, production assistant, to assignment editor; **Jeff Gowen**, associate producer, to producer; **Mike Mishol**, senior finance analyst, to manager, financial planning, and **Dom Reis**, senior accountant, to manager, general ledger accounting.

David Curry, senior writer, Multimedia Presentations, Culver City, Calif., named senior writer, creative director. **Marci Winston**, associate producer, named staff

producer there.

Brad Gonzalez, director of advertising and promotion, WTVV(TV) Milwaukee, joins KPTM(TV) Omaha as program manager.

Karen Laukka, manager, treasury operations, MGM/UA, Culver City, Calif., named director, treasury operations.

Gerard Passaro, director of programming, Sportschannel, New York, named executive producer, in charge of programming, production and operations.

Denise Oliver, director of programming, Unistar Radio Programming, New York, named VP, long-form programming.

Bertram Van Munster, owner, Film and Videomakers Inc., Los Angeles, joins Fox's *Cops* there as co-producer.

Elizabeth S. Knight, director of human resources, Hart Environmental Management, New York, joins Lifetime Television there in same capacity.

Barry E. Blitzler, independent writer, Los Angeles, joins Barry & Enright Productions, Santa Monica, Calif., as television programmer.

Allen S. Gottlieb, VP, contract accounting, Paramount Pictures, Hollywood, named senior VP, contract accounting.

Raviv Greenberg, manager of finance, HBO, New York, joins USA Network there as director of accounting.

Terri Lynn Anderson, account executive, executive producer, MHC Productions, Denver, joins NCTV there as regional manager, Southern Midwest.

Stan Martin, teacher, Tish School of the Arts, New York University, and formerly sports commentator, WFAN(AM) New York, joins WPEN(AM) Philadelphia as program director.

Bob Bumbera, sports director, WTYQ(AM) Hammonton, N.J., joins WPEN(AM) Philadelphia in same capacity.

Annie Chin, managing editor, News Information Weekly Service, Los Angeles, joins Group W Newsfeed's Entertainment Report there in same capacity.

Fred Brennan, music director, WLTV(FM) Milwaukee, named program director.

News and Public Affairs



Valenta

Nancy Valenta, news director, WTVJ(TV) Miami, joins KNBC-TV Los Angeles as news director. She succeeds Tom Capra, who took over Jan. 29 as executive producer of NBC's *Today Show* (BROADCASTING, Feb. 5).

Edie Magnus, former principal anchor, defunct *USA Today*, GTG, Washington, joins CBS News, New York, as general assignment correspondent. **Hattie Kauffman**, special correspondent, *Good Morning America*, New York, joins *CBS This Morning*

Community service



The Cable industry raised \$675,000 for the National Jewish Center in Denver via a dinner at which Gene Schneider (l), chairman of United Artists Entertainment, received 1990 NJC Humanitarian Award from Bill Daniels (r), chairman, Daniels Communications. In center is Schneider's wife, Louise. All are dressed in costume for the 1940's-style gala.

there as national correspondent.

David Cochran, news director, WALA-TV Mobile, Ala., joins KWTV(TV) Oklahoma City.

Dave Davis, news director, WTVD(TV) Raleigh-Durham, N.C., joins WPVI-TV Philadelphia in same capacity. He succeeds **Edward Warwick**, who recently joined ABC News as director, news coverage, Europe, Middle East and Africa.

Lee Williams, executive producer, news, KTVI(TV) St. Louis, joins WAND-TV Decatur, Ill., as news director.

Brooks Jackson, reporter, *Wall Street Journal*, Washington, joins CNN as correspondent, Washington bureau.

Appointments at WJLK-AM-FM Asbury Park, N.J.: **Gary Guida**, midday announcer, WJLK-FM, adds duties of music director; **Lou Russo**, programming assistant, to production director; **Lauren Pressley**, weekend announcer, to nighttime announcer.

Helen Howard, executive producer KFSN-TV Fresno, Calif., joins KPNX-TV Phoenix as executive producer.

Appointments at WKYC-TV Cleveland: **Kim Brattain** and **Jim Hooley**, reporters, named anchors; **Tony Harris**, freelance reporter, HBO and VH-1, New York, named entertainment reporter. **Linda Carson**, health reporter, WJW-TV there, named consumer reporter.

Technology

Appointments, business and professional products group, Sony Corp of America. **Mark Gray**, former executive of Harris Corp., Tektronix and Ampex who joined Sony last year as president, peripheral sys-

and Technical Services, at company's San Jose, Calif., office, where he will be in charge of customer service and technical support. **Harry Taxin**, head of Sony's Advanced Video Technology Center in San Jose, is taking on additional duties as president, Sony Systems and Technology. He will be in charge of development of turnkey systems.



O'Rourke man of board.

J. Tracey O'Rourke, executive VP and chief operating officer, Rockwell International Corp., Milwaukee, joins Varian Associates, Palo Alto, Calif.-based electronics company, as chairman and CEO, succeeding **Thomas Sege**, who becomes vice chair-

Raymond Benedict, engineering manager, Westinghouse-owned WJZ-TV Baltimore, named manager, Group W Central Licensing Bureau, and president, Westinghouse Communications Services. He succeeds **Glenn Lahman**, who retires after 32 years with company. Benedict will oversee "all technical and administrative matters relating to FCC technical rule compliance, license applications and renewals for Group W and Westinghouse Electric.

Fred Bundesmann, East Coast regional manager, Rank Cintel Ltd., New York,

tems, named president, Sony Communications Products Co., Teaneck, N.J. He will oversee U.S. marketing of broadcast equipment. Gray succeeds **Richard K. Wheeler**, who becomes president, Sony Operations

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ABC veteran joins Faroudja

Max Berry, who has been in charge of all of ABC's engineering activities as vice president, engineering, since 1985, and who had announced his retirement from ABC, is joining television equipment manufacturer Faroudja Research Enterprises, as manager of strategic planning in its New Jersey office. According to the company, he will "help define strategies for Super NTSC and HDTV" technologies. Among Berry's credits at ABC were the development of a color slow motion recorder-player, handheld RF color camera, solid state audio/video routing switcher and multicolor character generator and real-time animation.

joins Angenieux Corporation of America, Philadelphia, as regional sales manager.

Barry Hecht, cameraman, *USA Today*, Washington, joins Professional Video Services Corp. there in same capacity. **Joe Torelli**, editor, NBC News, Rome, joins PVS there in same capacity.

Promotion and PR

Appointments at Showtime Networks Inc.: **Nancy Glauberman**, director, corporate and industry relations, named VP, corporate communications; **Marina Mitrione Capurro**, director, publicity, named director, consumer public relations, and **Joan Ziff**, assistant, named junior publicist.

Rosemary O'Brien, from Fox Broadcasting Co., New York, joins NBC Media Relations there as media representative, entertainment programs.

Beth Comstock, corporate communications manager, NBC, New York, joins CNN

there as director of public relations.

Maryann Ridini, director, publicity, Stephen J. Cannell Productions, Los Angeles, named VP, publicity, advertising and promotion.

Greg Jones, publicist, Arts & Entertainment, New York, named to newly created position of manager, corporate communications. **Debbie Jacobs**, supervisor, on-air promotion, Arts & Entertainment, New York, named manager. **Steven Whritner**, freelance producer, Arts & Entertainment, named on-air promotion writer, producer.

Allied Fields



Lyons

James D. Lyons, president, Nielsen Media Research, New York, since 1977, retires after 32 years with company. His responsibilities will be assumed by **William Jacobi**, executive VP, and **John Dimling**, Nielsen Media executive VP and group director of marketing. Lyons joined Nielsen in 1958 as data processing trainee in Chicago. He moved to New York in 1962, where he held series of management positions, including marketing director of Nielsen Television Index in 1971. In 1974, he was named executive VP and director, A.C. Nielsen.

Allan Benish, senior VP, finance and administration, Reeves Communications, New York, joins National Academy of Television Arts and Sciences there in newly created position of VP, administration.

Brian James, director of engineering, science and technology department, National Cable Television Association, Washington, joins Cable Television Laboratories, Boulder, Colo., as director of advanced television testing at its Alexandria, Va., test center. **David Eng**, director of engineering, Rogers Cable TV, Minneapolis, joins CableLabs as senior electronics technician.

Appointments at Birch/Scarborough Research: **Henry Wolfskill**, internal auditor,

Knight-Ridder, Miami, joins Birch/Scarborough, Coral Springs, Fla., in same capacity; **Chris Wilson**, account executive, KREX-TV Grand Junction, Colo., joins as local market manager, New York; **Jamie Cooper**, research assistant, Decision Research Corp., New York, joins Coral Springs as product analyst, special products; **David Lustig**, senior technical analyst, Coral Springs, named manager, centralized interviewing facilities, and **Robin Parker**, methods research manager, VNU Business Operations Center, Coral Springs, named senior technical analyst there.

Deaths



Cash

Norman (E.) Pete Cash, 71, retired president and co-founder of Television Bureau of Advertising, died of heart attack March 3 at his home in Palm Beach, Fla. At time of his death he was director of Enterprise Systems Group Ltd., company providing computer systems software to TV stations. Cash retired from TVB in 1980 after 24 years, 18 of them as president. He began his broadcasting career in 1939 as page at NBC and, after service in World War II, returned to network, where he was named director of station relations in 1949. Cash left to join WLW-TV Cincinnati, where he was general sales manager in early 1950's. He moved to TVB as station relations manager when bureau was opened in 1955. He was named VP that same year and president in 1957. Cash served as member of TVB board of directors, Broadcast Pioneers, Broadcast Rating Council and International Radio and Television Society, among others. He is survived by his wife, Jane, daughters Camilla and Deborah, and son, Jeffrey.

Norman Weston Downs, 46, foreign editor, NBC News, New York, died of cancer March 1 at his home in Wayne, N.J. Downs had been assignment editor with network since 1974 and had helped direct coverage of student uprising in China in 1989 and various crises in Central America. Before joining NBC, he was manager of administration for ABC News's Washington bureau, having joined ABC, Washington, in July 1969 as assistant manager of TV production services. He is survived by daughter, Laura, and son, David.

Joseph Edwards, 69, radio executive, sportscaster and member of Indiana Broadcasters Hall of Fame, died of heart attack Feb. 14 at Daviess County (Ind.) hospital. He began in radio in 1948 with WFML(FM) Vincennes-WAMW(AM) Washington, both Illinois. He was general manager of stations from 1952 until his "semi-retirement" in 1983. He was named Indiana Sportscaster of Year in 1972 and was member of Indiana Broadcast Pioneers. He is survived by his wife, Ivalie, daughter, Carol Jo, and son, Dan, who is radio and TV instructor at Wabash Valley college, Mount Carmel, Ill.

INDEX TO ADVERTISERS

Americom/Cover 2 ■ Associated Press 23 ■ BIA Publications 58 ■ Blackburn & Co. 56 ■ Blair Television 19 ■ Broadcasting and the Law, Inc. 24 ■ Business Radio Network 51, 53 ■ CBS Spectrum Radio Network 26 ■ Chapman Financial Services 60 ■ Classified Ads 66-74 ■ C-SPAN/Cover 4 ■ Greyhound Financial Corp. 57 ■ Group W Television 17 ■ ITC Domestic Television 15 ■ KCBS-TV Los Angeles 39 ■ MCA TV/Front Cover ■ Media Summit Luxembourg 37 ■ Media Venture Partners 55 ■ MIP-TV 41 ■ Odetics Broadcast 43 ■ Orbis Communications 7 ■ Professional Cards 65 ■ Program Exchange 20-21 ■ Services Directory 64 ■ Sony Broadcast Products 8-9 ■ Joe Sullivan & Associates, Inc. 75 ■ Tribune Entertainment Co. 11, 12-13 ■ Viacom 5 ■ Video Brokers 47 ■ ZNEWS 52

Taking the world view

Not many top-flight media executives show up at business breakfasts toting a volume of works by sixteenth century poet Edmund Spenser.

NBC's J.B. Holston has. At least he did before his job heading NBC's international unit launched him on a virtual globetrot in search of new business opportunities, leaving him little time for his literary passions.

Now the 31-year-old former strategic planner spends most of his energies cutting deals for NBC, like those bringing the network new affiliations in Australia and New Zealand, a TV program development and business operation in London, a French co-production relationship and a growing shareholding and interaction with international TV news agency Visnews.

New alliances now being engineered by the Stanford business school graduate promise to add to the gains. Among deals Holston has in the works are a wide-ranging Japanese alliance and a new, broader European coproduction arrangement.

His literature background aside—he got his BA in English Lit and once spent a year in Paris writing a still-unfinished novel—Holston's skills appear well suited to the long-term horizon demanded for business on the world media scene.

He also grew up in the world of broadcasting. His father, J.B. Holston Jr., was a long-time broadcaster and former program director at WGAR(AM) Cleveland and later at KJCI(FM) Los Angeles.

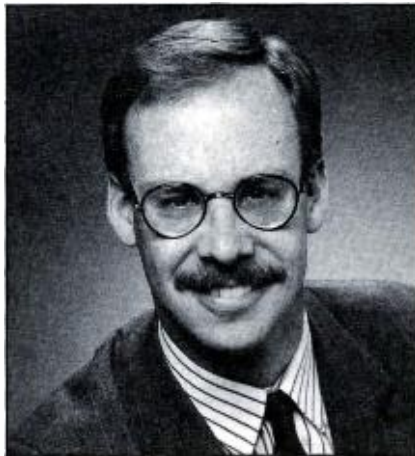
Graduating a year early from college in 1979, Holston found himself drawn to a unique training ground, Boston Consulting Group, whose associate program allowed non-MBA's to gain a soundly analytical approach to business problems that has served him since.

Also stemming from his early post-college days is Holston's interest in the international. After two pressure-cooker years at Boston Consulting Group, he took time off to learn French, then started a trip around the world that ended in Paris, where he studied at the Sorbonne and wrote.

Returning to the U.S. in 1983, Holston's first media posting was at NBC, which, pushed by then-parent RCA, was creating a five-year strategic plan and tapped Holston for a temporary assignment.

By the time that arrangement ended, RCA itself was building a new strategic planning group and brought Holston aboard. After a year on the job and despite earlier reservations about the MBA route, Holston returned for his degree.

Although Holston had decided along the way that his best path to a postgraduate operational management role was to stay away from large companies, when GE acquired NBC shortly before his graduation, a friend and adviser, Mike Carpenter (then head of GE strategic planning, now presi-



JAMES BENJAMIN HOLSTON III—VP and general manager, NBC International, New York; b. July 3, 1958, Fort Wayne, Ind.; BA, English Literature, Stanford University, 1979; Master of Business Administration, Stanford University, 1986; senior associate, Boston Consulting Group, Boston, 1979-81; independent consultant, Paris, 1981-83; consultant, strategic planning, NBC, New York, 1983; member, senior VP's staff, corporate planning, RCA Corp., New York, 1983-84; Stanford University, 1984-86; staff associate, strategy and development, General Electric, Fairfield, Conn., 1986-87; managing director, strategy and development, NBC, 1987; VP, strategy and international development, 1987-89; present position since February 1989; m. Anne Murdaugh, May 27, 1989.

dent and CEO of Kidder, Peabody), urged Holston to reconsider. It took a personal meeting with GE Chairman Jack Welch to convince him, but on graduation, he joined Carpenter's staff.

Welch later brought Holston together with newly selected NBC President Robert Wright, who spent two afternoons with him discussing strategic issues, leaving Holston impressed with his future boss's aggressive, businesslike intellect.

While Holston began focusing an increasing amount of time on NBC-related concerns, particularly the radio operations, it was a year after first joining GE that Holston finally joined NBC itself, at first wrapping up its radio divestitures and later looking for investment opportunities in the TV station business.

At the same time, NBC was beginning to look for ways to internationalize its businesses. That was Holston's first opportunity to delve into an area that would eventually become his sole responsibility. For the first half of 1988, Holston traveled extensively to Europe managing the work of a McKinsey & Co. consulting team there for NBC.

But when it came time to evaluate the company's overseas options in summer

1988, the company rejected as too expensive and risky a new channel launch in Europe, and Holston went back temporarily to focusing on domestic concerns.

The executive eventually helped convince the company the international realm was important not just as a frontier to watch but as a future business. Six months later NBC asked him to return to global concerns, this time exclusively and as head of a new operational unit, NBC International, formed in February 1989. It would be the first time that international functions would fall under one executive since NBC disbanded its Enterprises division in late 1987.

According to Holston, to make the division a substantial profit contributor to the parent within a three-to-five-year period requires a focus on three areas: distribution, production and channels.

Distribution of NBC and other programming is currently the largest element of the unit's business, said Holston. But he says financial interest and syndication rules continue to frustrate NBC's desire to expand internationally through the acquisition of program libraries or production studios.

In the production of TV programming, which Holston says has the potential to be a substantial part of the company's international business, he has begun an initial coproduction deal with Paris-based Tele-Image, but another, more extensive European coproduction deal is on the way. The company has also moved an entertainment executive to London to help build relationships in Europe.

On direct capital investment in television channels, Holston said most of his attention is focused toward new thematic, nonbroadcast services in Europe and in Japan, rather than toward stakes in existing broadcasters. The latter option, however, may be viable, he said, in places like Australia, where traditional services are in a period of distress.

Where does Holston see the greatest future market potential? Japan is foremost in his mind. "We ignore the Japanese market at our peril. Having recently been in Tokyo, I'm more convinced of that than ever."

The German-speaking viewers of central Europe are another vast market that he believes with pending political and economic unification will be the largest force in Europe, and a force comparable to Japan.

NBC's commitment to international growth remains, Holston argues, and despite a sometimes frustrating slowness in building the business, he is actively looking for new partnerships, the broader the better, and particularly in Europe and Japan.

International can be "complicated and difficult," he says. "Everyone hates doing it. The danger for any company is that they get frustrated and walk away. Those that stick with it find it's the only way they can save their industry as it is globalized in the long term."

Local cable regulation will be focus of FCC's third and final cable field hearing to be held this Thursday (March 15) in St. Louis. Witnesses include William Nichol, lieutenant governor of Nebraska; Larry Carlton, VP, operations, TCI; Thomas Benton, director of planning and code enforcement, Jefferson City, Mo.; Donald Tucker, councilman, Newark, N.J.; James Cownie, president, Heritage Communications; Marc Lustgarten, vice chairman, Cablevision Systems; Michael Burrus, VP, Multimedia Cablevision; Bob Wormington, VP-general manager, KSHB-TV Kansas City, Mo.; Steven Roberts, Roberts Broadcasting, and William Steinmeier, chairman of Missouri Public Service Commission. FCC Chairman Alfred Sikes and Commissioners Andrew Barrett and Ervin Duggan will attend.

Texas Instruments Inc., Dallas, has been awarded \$10.825 million contract by Defense Advanced Research Projects Agency (DARPA) to develop HDTV projection system. First increment of contract, \$1.5 million, was awarded last week, DARPA said. Contract runs through December 1993. Texas Instruments is third company to sign contract with DARPA since agency began its HDTV display program in early 1989. Earlier this year, Photonics Inc. was awarded \$1.59 million and last year Projectavision Inc. was awarded \$1 million. DARPA is currently negotiating contracts with six other labs.

Tele-Communications Inc.'s announcement to refuse forced basic carriage of regional sports networks, or to provide guaranteed wholesale payment based on basic subscriber count (see page 54), **drew a response from Cablevision Systems**, chief target of new policy. Cablevision said it applauded TCI's stand that expensive programming should be offered to subscribers on optional basis, but it urged TCI to apply same logic to all basic services, especially those which carry sports programming. "If there is a 'slam dunk' here, it is the forcing of expensive rights contracts into all subscribers' basic service charges," said Cablevision, pointing to Turner Broadcasting's rights payments for the NFL and NBA. "This is a practice which TCI has aggressively pursued by virtue

of its position as a significant stockholder and board member of Turner Broadcasting, most recently in connection with Turner's record-breaking bid for NFL rights," Cablevision said. "Real freedom of choice for cable subscribers will come only when a la carte pricing is available for all services," Cablevision said.

United Communications has filed petition with FCC to deny sale of WWL-TV New Orleans from Loyola University to Rampart Broadcasting Co., group headed by station's current general manager, Michael Early, for \$102.9 million. United claims that before sale was announced, its president, late Ernest Morial (former New Orleans mayor), submitted request to Loyola to examine WWL-TV's books and tour its facilities as prelude to bid for station. Request was denied with statement that WWL-TV was not for sale, according to United's attorney, David Honig. Petition alleges that group of station's senior management and news anchors had threatened to leave WWL-TV if station were sold to any group other than Rampart. "That's anti-competitive, it violates the Federal Trade Act and is an abuse of the commission's process, because it forces a licensee under duress to sell the station to people who have the power and have indicated their intention to destroy the television station," Honig said, adding, "The departure of these people, had it happened, would have destroyed the station."

Last Friday, **KCBS-TV Los Angeles confirmed it has renewed The Joan Rivers Show** for 1990-91 season. Earlier in week it was learned that co-owned WCBS-TV New York would not renew show for next season, and that it is likely to be picked up by one of two independent stations in New York (see page 40). KCBS-TV currently airs *Rivers* at 3 p.m., in front of *Geraldo* at 4. Source at Paramount, which distributes both shows, said station is committed to keeping block in place for next season. Station has confirmed *Geraldo* will stay at 4 p.m., but *Rivers* time period commitment for next fall could not be confirmed at deadline.

Minority policies put to Supreme Court

Taking a position contrary to the Justice Department, the FCC last week urged the Supreme Court to affirm an appeals court ruling in the Metro Broadcasting case upholding the constitutionality of the FCC policy of giving minorities and women preferences in comparative proceedings to award new broadcast stations. "The promotion of diversity in broadcast programming is a sufficiently 'compelling' governmental interest to permit the use of a race-conscious policy," the FCC said. The burden the policy places on nonminorities is "permissible," it said. "The minority enhancement credit is only one of many factors considered...in granting broadcast licenses," it said. "No non-minority is deprived from having all of its comparative attributes weighed, and the...credit does not insure a minority applicant will prevail."

Among the others filing briefs in support of the FCC and preferences: U.S. Senate; Rainbow Broadcasting, whose grant of a permit for a new UHF station in Orlando, Fla., triggered the challenge of the preference; the National Association of Black Owned Broadcasters, and a consortium of citizen groups represented by the Media Access Project.

"The policy is a measured and constitutional response to the persistent national problem of limited minority participation in broadcasting," the Senate said. The breadth of the FCC's discretion, the narrow focus of its licensing policy and the "demonstrated" contributions the policy has made to diversity "suffice to establish that...the commission has stayed well within the

constitutional limits of its power," Rainbow said. NABOB argued, in part, that minority ownership benefits the public interest. It "brings to the airwaves a minority perspective on programming, which has been lacking in an industry dominated by white males," it said. "This input is most influential in the news area." Among other things, MAP-represented groups argued that other FCC initiatives to promote diversity—community ascertainment and multiple ownership rules—"have failed to increase the number of minority voices."

Also due at the Supreme Court last week were briefs in the Astroline case opposing the FCC's distress sale policy, which permits stations whose licenses are in jeopardy at the FCC to sell to minority broadcasters for 75% of the market value. An appeals court struck down that policy. Alan Shurberg, a would-be broadcaster who challenged the policy in a case involving the distress sale of WHCT-TV Hartford, Conn., said: "It is essential now that this court make clear that private, parochial interests cannot be permitted to override those most fundamental society-wide interests embodied in the constitutional guarantee of equal protection." Justice also filed in opposition to that policy, supporting Shurberg. "The Constitution is color blind: any governmental classification based on race or ethnicity is inherently suspect and must be subject to the strictest possible judicial scrutiny," Justice said. That scrutiny calls for the governmental interest to be "compelling" and the policy to be "narrowly tailored," it said. The distress sale policy fails both tests, it said.

INTV distributors meeting in Los Angeles last Friday (March 9) seemed to yield little agreement on possibly rescheduling future INTV conventions further apart from NATPE's mid-January syndication conference. INTV Chairman John Serrao was adamant after last week's meeting that **INTV convention will remain scheduled Jan. 6-9, 1991**, at Los Angeles's Century Plaza hotel. Discussions with about 30 distribution executives did not, according to Serrao, touch upon subject of merging future INTV and NATPE conferences. "I don't really know how many of these exhibitors will be answering our invitations for next year's convention, but I anticipate that we'll have at least two full convention floors," Serrao said. He said that issue of outside convention activity was not broached either, but that distributors said they wanted to discuss Buena Vista Television's and Paramount Domestic Syndication's holding of outside attractions during exhibition hours at last January's INTV gathering. However, Serrao said an agreement was made to pick two distributors later as nonvoting members of INTV's convention board. He said that such involvement will allow distributors to better air grievances with board and saw "no conflict of interest" since they'll be nonvoting members. No additional distributor planning meetings have been scheduled at this time.

□

ABC affiliate KCTV-TV San Diego signed joint venture with local cable operators—Cox Cable San Diego and Southwestern Cable TV—to produce local 4½-minute news inserts for CNN Headline News starting April 2. Approximately 450,000 cable households are served by those two cable systems. Total of 13 daily news briefs will be offered on Headline News weekdays between 7:54 a.m. and 10:54 p.m. PT. Only 35 markets out of 7,000 cable communities carrying Headline News are receiving local news inserts on their cable systems.

□

National Telecommunications and Information Administration is requesting \$15.3 million for fiscal 1991, NTIA Director Janice Obuchowski told House appropriations subcommittee. Obuchowski presented agency's budget at brief (15-minute) and routine hearing last week. Request is 8% more than the \$14.2 million the agency received for FY 1990. Obuchowski said \$370,000 increase is needed to enable NTIA to remain active on HDTV. Agency, however, is not seeking funds for Public Telecommunications Facilities Program. According to Obuchowski, NTIA completed state-by-state analysis of public broadcasting coverage and concluded that 94% of public has access to at least one public TV station, with 86% exposed to public radio station. PTFP's goal of "extending public broadcasting to a majority of the United States has thus been accomplished," she said. PTFP has been eliminated from administration's budget for several years but Congress ignores suggestion and instead continues to appropriate funds for program.

□

NAB, along with 18 group broadcasters and CNN, urged U.S. Court of Appeals in New Orleans last week to overturn district court and declare television news producers and reporters "artistic" professionals who are not entitled to overtime pay. Group's amicus brief was filed in support of Times Mirror's KDFW-TV Dallas. Edward Dalheim, general assignment reporter at station, sued station for overtime under federal labor law. District court ruled in his favor, saying KDFW-TV reporters were not professionals and, thus, entitled to overtime. Work of producers and reporters requires "invention, imagination or talent in a recognized field of artistic endeavor," group said. As such, it said, employees are "artistic"

Marshall favors cable competition

FCC Commissioner Sherrie Marshall told a group of communications lawyers in Washington last week that to foster competition with cable, she favors regulations that would help potentially competitive media gain access to popular cable programming services.

"Until multichannel alternatives to cable have in fact gained access to a critical mass of program services, the vertical relationships between the larger MSO's and the leading programming services may pose almost insurmountable barriers to the competitive viability of cable's challengers," Marshall said at the monthly luncheon of the Federal Communications Bar Association.

"Accordingly, there may be a temporary need for regulations removing obstacles to obtaining programming services, particularly those programming 'must carries' that vertically integrated cable operators allegedly have denied to their challengers," she said.

Such regulations would be "narrowly tailored," she said. The FCC could limit the number of channels a cable operator may dedicate to programming in which it holds an equity interest or it could impose "nondiscrimination equal-access requirement on programmers that would bar in-house price breaks or other favorable terms unless clearly justified by objective economic factors."

And such regulation would be temporary, she said. "Sun-setting...should occur once a certain percentage of cable communities nationwide enjoy effective local competition," she said.

—HAJ

professionals within meaning of federal labor regulations.

□

McGraw-Hill Broadcasting, owner of KMGH-TV Denver, has been hit with one lawsuit and one contempt of court charge as result of station's Feb. 21 newscast during which it aired names of 10 child abuse victims involved in Denver court case. McGraw-Hill fired Charlene Brown, reporter, Susan Kelley, assignment editor, and Rick DeReyes, news planner, because of story. Lawsuit was filed by one of victims who is adult now.

□

Provision in draft of "**Advanced Television Standards Act of 1990**" (see page 34), bill that is expected to be introduced into House Telecommunications Subcommittee by Chairman Edward Markey (D-Mass.) would provide additional \$2.2 million for fiscal 1990 and \$2.45 million for fiscal 1991 to FCC to set up task force to facilitate necessary testing and licensing tasks that will arise before and after eventual setting of HDTV transmission standard. "We're pleased the draft bill on standards includes funding for an ATV task force," said Association of Maximum Service Telecasters President Margita White. "It was our recommendation," she said, adding that association feels "pretty positive" about standards bill as it applies to broadcasters.

□

Albuquerque, N.M.-based **Drake-Chenault/Jones announced it will honor contracts of Bellevue, Wash.-based Braiker Radio Services**, which, industry sources report, was to shut its doors yesterday (March 11). Braiker Radio, headed by Ivan Braiker and Rick Sklar, began operation last year with five satellite-delivered services (BROADCASTING, Sep. 11, 1989). Source said company is still conducting negotiations to "bring in money to stay in business." Braiker officials could not be reached for comment. Drake-Chenault has 100 affiliates and offers three satellite-delivered formats, "Great American Country," "Adult Contemporary," "Primo Demo."

Editorials

In extremis

A watershed of sorts is marked this week with publication of an interview with the president of the National Association of Broadcasters saying that government intervention is necessary to save the free, over-the-air television system from foundering. We never thought to see the day, and certainly not in this century.

What Eddie Fritts means is that the wired television nation has become so successful—and looks to become even more so—that broadcasters cannot compete in the marketplace without radical alteration. And he suggests three options for saving the day: reregulation of the cable industry, telco entry (a solution about which broadcasters have grave reservations) and if carry/must pay—that is, cable's paying compensation for the right to carry broadcast signals.

The Fritts rationale is that Congress conceived free TV (and radio) on the condition that they be public trustees, and that Congress has a stake in maintaining that preferred status. Failing that, he believes, the free TV system will have eroded within 10 to 15 years.

As it happens, the Fritts interview is published concurrent with the draft of a cable reregulation bill that some say will bring cable to its knees. It also appears as the chairman of the FCC declares the if carry/must pay proposal to be "wrongheaded" (he prefers repeal of the compulsory license and letting the marketplace prevail, an approach that this page finds similarly attractive). Telco entry seems somehow more remote at this juncture, although it's never to be counted out.

Broadcasters are right to seek a level playing field. But they must be careful when they ask the government to do them favors. Godfathers are known to extract usurious interest.

One for the scrapbook

President Bush spoke to a breakfast crowd at the Academy of Television Arts and Sciences a week ago last Friday. His message was one of encouragement and praise to the television industry for its efforts in the battle against illegal drugs. Below are excerpted some of those remarks, not as laurels to be rested upon, but to be balanced against those times when the medium is bombarded with bow shots from those who conveniently attribute to it a laundry list of social ills.

"I'm here this morning to thank you, the leaders in the television industry, for enlisting the power of TV as a force for positive change. Each of you is a point of light, with a unique ability to inform, to change attitudes, to catalyze public action in our fight against drug abuse...I want to thank you for the work you're doing with my friend, Jim Burke, head of the Media-Advertising Partnership for a Drug-Free America. We see those hard-hitting antidrug commercials every day—and they're hitting home. We're starting to see a shift in attitudes in the regions where those spots are on the air.

"But it's not just the commercials that are getting the anti-drug message across—increasingly, its also your regular programming, the shows themselves. And that's important..."

"That's why I'm so delighted that the academy is taking the lead in producing a show called *Cartoon All-Stars to the Rescue*—a story about a boy who, with the help of more than a dozen of today's most popular cartoon characters, learns that he can draw the line against drugs.

"That's a great message—and I hope that on Saturday, April 21, the day the show is first broadcast across the U.S. and all over North America, every TV set is on—and every

child is watching.

"I want to thank all of you associated with the academy for taking part in this collaborative effort. Barbara and I are proud to participate with you...."

That's a keeper.

Count on it

"Mail back your questionnaires." That is the message the Census Bureau hopes will be heard and heeded as it prepares to conduct the 10-year census that determines congressional, state and local representation, as well as the allocation of billions of dollars in funds. Broadcasters and cablecasters have a vested interest in getting that message out to their audience. Arthur Nielsen has described the census as the "radar" employed by rating services to measure the size and location of an audience. The more people that get counted, the more accurate the ratings and demographics information. And the more people credited to a market, well, the rest is obvious.

To its credit, the Fifth Estate's help has so far been invaluable, according to the bureau, through PSA's, editorials, news coverage, talk shows, special programming and more. In the last census, media efforts were credited with boosting the mail-return rate by 3%, at a savings of \$30 million in census costs. This year, with the aid of a coordinated cable effort—an industry that has grown several fold since the last census—the goal is to raise the expected 70% return rate by 10% or more.

Questionnaires will be received on March 23, to be returned by April 1. An effort six years in the planning will come down to that 10-day period. Broadcasters are urged to keep the steam turned up in their efforts to help make this crucial tally a success.

No new tax

Last Friday, the governor of Kentucky and the democratically controlled state legislature agreed to drop the ad tax—a tax on services that would have included advertising—from the governor's revenue proposal. Broadcasters and advertising groups lobbied hard against the tax. To the extent that another ad tax defeat dissuades other states from attempting it (the governor of Florida was forced to scrap that state's services tax after it proved a logistical and political nightmare), the industry as a whole has been well served by their efforts.




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