

Broadcasting Jul 30

Incorporating Broadcasting / Cable

59th Year 1990

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Turner's surprise: Johnson in for Reinhardt at CNN

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The ups and downs of television's second quarter

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Vol. 119 No. 5
 AUG 2 1990

BIG WEEK FOR CABLE

- House crafts bill
- FCC delivers report

SPECIAL REPORT ON SATELLITES

FIRST

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THIS WEEK

27 / CABLE IN THE SPOTLIGHT

Last week was a big one for the cable industry. The House Energy and Commerce Committee adopted a bill that will reregulate cable, containing must carry provisions, channel positioning protection for broadcasters and program access requirements. Telco entry was not included.

While across town, the FCC unanimously adopted a report that finds that the evolving cable market has problems. It proposes pro-competitive legislative solutions that are either deregulatory or far less regulatory than what Congress is now considering.

31 / UNWIRED SPARK

Unwired networks are

reporting double-digit growth in this year's upfront market. Usually a secondary buy, unwireds say they have been helped somewhat by the network guarantee controversy and by growing respect toward these ad hoc networks.

32 / MORE THAN JUST ANOTHER VOTE AT THE FCC

FCC Commissioner Sherrie Marshall, who played a leading role in shaping the cable report that was adopted last week, talks about the cable industry and a marketplace in transition. With the latter, she says: "I think you need to have a very light regulatory hand in response to that because you don't want to get in and adversely affect the growth in new services to the U.S. consumer."

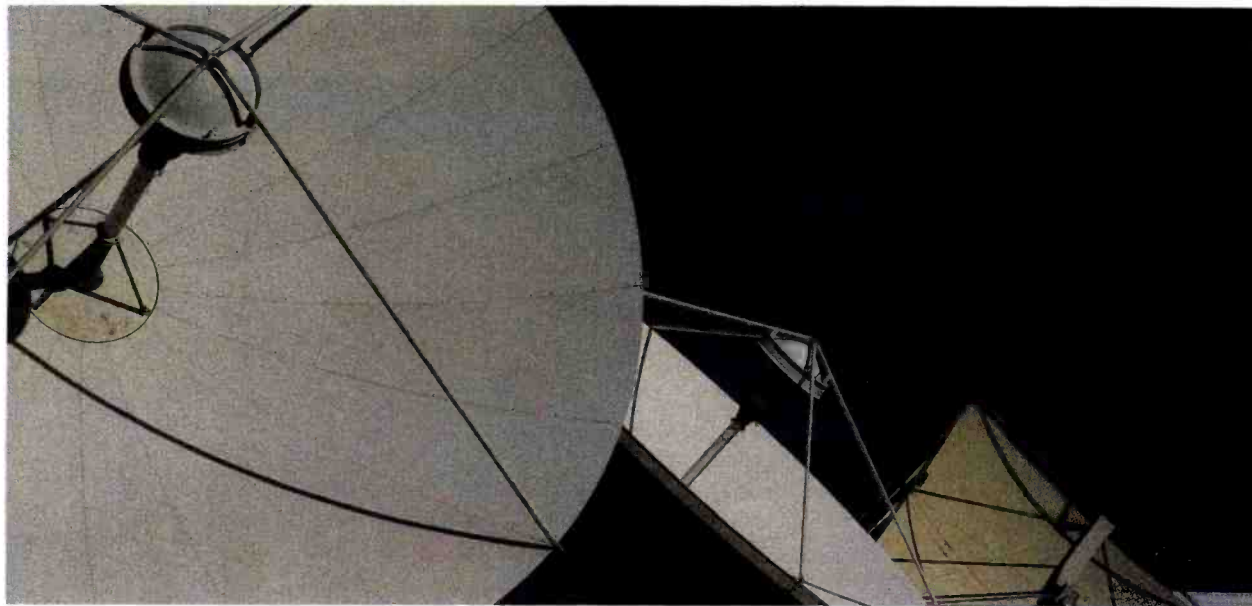
35 / SATELLITES: NEW TECHNOLOGIES SHAKING UP AN INDUSTRY

Six months after NBC, Cablevision Systems, News Corp. and Hughes Communications promised to form Sky Cable, NBC suggests that a dark cloud overshadows the proposed 1994 launch of high-power direct broadcast satellite (DBS) in the U.S. Claiming cable programmers are "extraordinarily nervous" that distributing their services via DBS will alienate cable operators, NBC says it has come to believe federal intervention on behalf of DBS may prove critical to the birth of Sky Cable. Indeed, with an eye toward developing its own DBS adjunct services and claiming it has applied no pressure on programmers,

number one operator TCI appears ready to go to the wall against such "unnecessary" and "unfair" intervention.

But if proposed high- and mid-power DBS systems threaten to eventually intercept the multichannel ball from multi-billion-dollar TV businesses on the ground, the final score in satellite television may be determined on the technological scrimmage lines, where both sides say they will best apply digital video compression and high-definition TV. And as newsgatherers gain more access to European skies, the placement of leaner fleets of cable and broadcast network birds over the U.S. appears certain, as does an end to days of ample C- and Ku-band supply.

Searching for satellites (page 35)



53 / SKITTISH ADVERTISERS

ABC lost more than \$14 million in ad revenue from advertiser pull-outs last year, said Bob Iger, president, ABC Entertainment. He added, however, that those losses wouldn't infringe on the creative process at the network.

54 / PBS MEETS THE PRESS

Jennifer Lawson, PBS executive VP, national programing and promotion services, pledged support to any producer who refuses to sign an oath now required of any recipient of National Endowment for the Arts funding.

57 / FIGENSHU SPEAKS

On Aug. 1, Viacom Radio will turn on its new "Double 99" FM-FM, AC/Rock simulcast of KDBK(FM)-KDBQ(FM) San Francisco-Santa Cruz, Calif. In an "At Large" interview with BROADCASTING editors, Viacom Radio President Bill Figenshu details the background of this new three-market broadcast venture and shares some of his personal observations about the health of the radio industry.

61 / NEW CNN PRESIDENT

Ted Turner names an outsider to be president of CNN—Tom Johnson, chairman of the *Los Angeles Times* and vice chairman of the Times Mirror Co., who will succeed Bert Reinhardt. Johnson said his charge from Turner is to make CNN "the very best." The move caught by surprise those who were expecting one of several top CNN executives to be elevated to the post.



An interview with FCC Commissioner Sherrie Marshall (page 32)

63 / NEW JOB FOR ESKRIDGE

CNBC President Michael Eskridge steps down to run the broadcast properties which recently came under the wing of GE Capital. NBC Chief Financial Officer Al Barber, pledging to work with cable operators, is named to succeed Eskridge.

64 / SECOND-QUARTER STALL

Group owners last week reported second-quarter financial results that were not, in general, reassuring. Revenue growth was weak, surprisingly caused by a slowdown or decline in local advertising, long a source of growth. Not all stations had poor results and groups with independents had good stories to tell. Cost moderation in general helped maintain or increase margins.

70 / GETTING WIRELESS IN DENVER

Wireless Cable Association held its annual convention last week in Denver. According to many of the attendees, the

industry is finally ready to succeed in delivering cable programing to areas not served by conventional cable and, in some areas, to compete head on with cable. The big difference this year from years past is that cable programers were

on hand. With programing likely to be more available the industry is finding it easier to attract investors, lenders and, just as important, believers.

72 / SELLING TO UNCLE SAM

Sony Corp. brought its wide array of broadcast, professional and consumer electronics products into Washington for its second annual Government Tech Expo, a sales pitch to federal government agencies. New optical disk technologies providing more digital storage capacity at less cost headlined the exhibit.

73 / NO RINGING ENDORSEMENT

The Bush administration's endorsement of telco entry bill S. 2800 did not seem to boost the phone companies' position with key Communications Subcommittee members, who said they were not endorsing the legislation.

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Incorporating

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CLOSED CIRCUIT

Raleigh-Durham

On market

Durham Life has quietly let word out that it will take offers on all of its broadcast properties. Stations are WPTF-AM-TV and WQDR-FM Raleigh-Durham, and WEWO(AM)-WSTS(FM) Laurinburg, all in North Carolina, and operates Southern Farm Network. Group's 1989 cash flow was said to be down by roughly one-third, to about \$2.5 million, largely due to revenue decline in Raleigh-Durham market. Another problem is that NBC affiliate WPTF-TV, UHF station providing half of group's revenue, is currently laboring to restore primary tower and transmitter that were destroyed last December in ice storm. "Book" for prospective buyers of stations is said to have already been prepared by Donaldson, Lufkin & Jenrette.

New York

Interested bystanders

Those most actively reading tea leaves of TV station trading market may be owners and analysts of high-yield debt. Curiosity stems from need to know how much of debt defaulting group owner could repay if company's stations were sold. If proceeds from such asset sales do not "cover" nonbank debt, bondholders are likely to let operator try working way out of situation. Latter was case earlier this year for SCI-TV. Recently proposed sales multiple for WMAR(TV) Baltimore—said to be roughly 10 times current-year cash flow, and actually lower multiple of trailing cash flow—is not discouraging, but one high-yield analyst noted that buyer, Scripps Howard, can fi-



ALL ROADS LEAD TO SEATTLE

Stars from the fields of entertainment, politics and cable were on hand in Seattle last week for Turner Broadcasting's second Goodwill Games. The guest list included former President Ronald Reagan; speaker of the House Thomas Foley; explorer Jacques Cousteau and his son, Jean-Michel; Soviet television personality Vladimir Pozner; Ben Vereen; Jane Fonda, and Arnold Schwarzenegger (r), shown above with Goodwill Games host Larry King (l). Schwarzenegger heads the President's physical fitness council and spoke with King in the broadcast booth before taking part in the opening ceremonies.

nance acquisition out of existing bank credit facilities and that such well heeled station shoppers aren't plentiful. U.S. Government has now joined ranks of interested high-yield owners since Resolution Trust Corp. inherited from S&L's over two dozen issues of media debt, including majority ownership of Busse Broadcasting debt, and major positions in certain issues of Gillett Holdings and Telemundo Group.

Man on the move

King World chief financial officer Jeff Epstein kicks off his European "Merlin" tour this week. King World executive will be presenting Merlin Programs Capital Inc.—investment fund set up to raise \$36 million for program development—to money managers and institutional inves-

tors. Cities Epstein will visit include London, Geneva and Paris. After he returns, Epstein will conduct similar stock offering "tour" in United States to insurance companies and institutional investors.

Branching out

Sci-Fi Channel intends to sell show developed by Isaac Asimov, newly titled "NY7," to third party and retain exclusive cable rights. Cable channel, which launches first quarter 1991, is looking into making show about genetically engineered superheroes as feature film or selling it into first-run syndication. Sci-Fi plans to hire licensing and merchandising agent in next few weeks specifically for "NY7" to work out toy and comic book merchandising agreements. Sci-Fi also hired

Salomon Bros. last week to sell equity in channel, along with current investment house Lehman Bros.

Washington

No clean slate

National Telecommunications and Information Administration may surprise some observers when it files its comments in second round of comments in FCC's rulemaking proceeding aimed at possibly modifying if not repealing financial interest and syndication rules. Justice Department cheered networks in first round by recommending repeal of rules. But its approach was market-oriented. NTIA is said to feel it has responsibility to examine rules in light of present conditions. And while NTIA—which passed on first round—is likely to take basically deregulatory approach, calling for elimination of some rules it feels are outdated, it is not expected to call on commission to wipe slate clean. It is expected to recommend retaining some rules.

Looking good

Results of AM station audit by FCC's Field Operations Bureau (FOB) to check compliance with new mandatory implementation of National Radio Systems Committee (NRSC) emission standard are "considered good news," said FOB Chief Richard Smith. FOB found 325 stations in compliance out of 374-station sample (87%). Later follow-up check of remaining 49 stations' emissions showed them to be within AM channel limitations. NRSC standard, which reduces adjacent-channel interference by limiting RF

emissions from AM stations to 10 khz, was to be installed by all stations as of July 1. Broadcasters had choice of installing special NRSC audio processors or emission filters by that date. Sales figures from NRSC processor manufacturers immediately after deadline suggested that up to 1,600 or one-third of all AM stations were not in compliance (BROADCASTING, July 9). But FOB audit shows that "the AM industry responded pretty well," Smith said.

Orlando

All aboard in Orlando

ATC's Orlando, Fla., cable system and market's three network affiliates are blazing new trails in broadcaster-cable cooperative ventures. Last October, ABC affiliate WFTV(TV) began providing five-minute local news update for Headline News. In late May, CBS affiliate WCPX-TV began providing live, half-hour 10 p.m. newscast for locally-programmed channel on system. Program, in which station sells ad time, includes business and entertainment segments produced only for that newscast. And on July 10, NBC affiliate WESH-TV began providing one-minute weather updates each half hour on Weather Channel. Segments are taped before WESH-TV weather map, updated regularly, and transmitted via microwave to cable system. Station also provides seven 30-second news inserts on Headline News and ESPN in tradeout deal with system. Orlando may well be first market where cable operator has struck deal for ventures with not one but three broadcast stations.

Los Angeles

Twentysomething

Syndication division of MGM/UA Television is

studying options of splitting hour episodes of *thirtysomething* into distinctly separate 30-minute serials for either off-network station market or possibly for particular cable network, says Dick Cignarelli, president, domestic syndication, MGM/UA Television. Such move to split format is nothing new for studio, reminds Cignarelli, with original hour series, *Fame*, abbreviated for syndication several years ago. Counting ABC's upcoming fourth season commitment to *thirtysomething*, Cignarelli expects to have 88 episodes available for possible distribution as early as 1991-92 season (1992-93 or 1993-94 entries are also being mulled). If hours can be edited properly into self-standing half-hours, he said 176 episodes will be available for stripping. Taking into account soft syndication market for hour dramas, MGM/UA is contemplating Genesis Entertainment's example with *Highway to Heaven* by making *thirtysomething* all-barter offering in either format.

Obstacle to syndication scenario, Cignarelli cites, is higher "residual costs" of \$60,000-80,000 per episode for talent, while \$20,000 average residual for cable is lower due to differing structures in creative and talent contracts. With that in mind, Cignarelli

indicated Joe Abrams, senior vice president of MGM/UA's pay television division, is also holding exploratory talks with several unidentified cable networks and MSO cable operators. Hour series format could foreseeably remain intact for wired play.

Room for improvement

Test of Buena Vista Television morning talk show strip *Live with Regis & Kathie Lee* in early fringe slots have generally shown flat performance compared to previous programming and loss of lead-in ratings by over 2 rating points for three metered market stations that are participating this summer.

In Hartford, where WTNH-TV moved *Regis & Kathie Lee* into *Who's the Boss's* and *Growing Pains'* 4-5 p.m. slot, BVT's hour talk show has averaged 4.1 rating/13 share for first three weeks (period ending July 15) compared to two sitcom's combined 4/12 measure in last May's rating book, dropping *General Hospital's* 7.1/25 lead-in. Milwaukee's WISN-TV failed to build on *General Hospital's* 7/23 lead-in, with *R&K's* 4.4/14 average in *Geraldo's* 4 p.m. slot (which had posted 4/13 average in last May's book). *R&K* had slight consolation in Minne-

apolis where it was airing at midnight and did 3/17 in May book, KTSP-TV moved it into *Geraldo's* 4 p.m. slot with *R&K* averaging 5.9/18. On flip side, *R&K* lost on its 7.3/25 *Good Company* lead-in and *Geraldo* posted 6.1/19 in last May's book.

A BVT spokeswoman said last two weeks of ratings period were "not indicative" of *R&K's* performance because they were "repackaged" episodes. She said hosts returned from two-week vacations July 23 and expects ratings will "rise to normal levels" with original episodes.

San Diego

In this together

General Instrument believes it can get to total recall of piracy-plagued VideoCipher II descrambler within two years, if cable programmers will agree to invest in long range changeover and warranty plan on VC-II Plus. Opening gambit, said one programmer, has GI asking each cable programmer to invest 10% of subscriber revenues in security warranty kitty, which would essentially pay for distribution of security cartridges to Plus owners whenever system is broken by pirates. GI expects such upgrades to last at least three years between each breach of security.

Although agreeing with GI that industry must accept security upgrades as another cost of doing business, source said central question for programmers remains: "Is it reasonable for us to get into a program that perpetuates old technology" when digital transmission and encryption are around corner? Although VC-II Plus units now being sold would not accept GI's digital DigiCipher compressed signals, GI says sales of analog-digital version of VC-II Plus receiver-decoders would come on line in 1992, when DigiCipher compression hardware is due out.

DISNEY CLOSING IN ON HENSON DEAL

uring Synditel press tour last Friday, Buena Vista Television president Bob Jacquemin told BROADCASTING that syndication arm of Walt Disney Co. has "resolved" remaining issues of late Jim Henson estate, effectively completing deal that turns over all Henson International properties (except PBS's *Sesame Street*) to Disney control.

Apparent resolution means that Claster Television, which Jacquemin says receives distribution rights to animated half-hour *Muppet Babies* for "flat fee," will turn over rights to new owner (BVT) at end of 1990-91 season. Jacquemin said BVT will handle station and barter sales of *Muppet Babies* in 1991-92 season, as with any other Disney TV property, but he did not know if Disney Animation would produce new episodes for further *Muppet* seasons.

DATEBOOK

■ indicates new listing or changed item.

THIS WEEK

July 29-31—Communications investment conference, sponsored by *CFM Capital, Denver*, and *Financial Conferences International, Hong Kong*. Hong Kong. Information: (303) 721-9767.

July 29-Aug. 1—*New England Cable Television Association* annual convention and exhibition. Newport Marriott and Sheraton Islander hotels, Newport, R.I. Information: (617) 843-3418.

July 30—"Pop a Cork and Celebrate Three Decades of *As the World Turns*," drop-in dinner sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Copacabana, New York. Information: (212) 768-4510.

Aug. 1—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: John Reardon, president, MTV. Copacabana, New York. Information: (212) 768-4510.

Aug. 1-3—*Michigan Cable Television Association* annual summer meeting. Grand Traverse Resort, Traverse City, Mich. Information: (517) 482-2622.

Aug. 1-5—*National Association of Black Journal-*

ists 15th annual convention. Theme: "Words and Images: Challenges for the Future." Century Plaza hotel, Los Angeles. Information: (703) 648-1270.

Aug. 2-4—*Michigan Association of Broadcasters* annual convention and awards banquet. Shanty Creek, Bellaire, Mich. Information: (517) 484-7444.

Aug. 4—*Texas Associated Press Broadcasters* regional seminar. Sheraton Wichita Falls, Wichita Falls, Tex. Information: (214) 991-2100.

ALSO IN AUGUST

Aug. 6-8—*Television Bureau of Advertising* sales management meeting and product usage seminar. Hotels at Syracuse Square/Hilton, Syracuse, N.Y. Information: (212) 486-1111.

Aug. 7-10—*Arbitron* radio advisory council meeting. Santa Fe, N.M.

Aug. 8—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Dick Robertson, president, Warner Bros. Domestic Distribution. Copacabana, New York. Information: (212) 768-4510.

Aug. 8-14—"Stereo Audio for Broadcast," workshop for radio and television technical, production and operations personnel involved

with audio, sponsored by *National Public Radio*. Denver. Information: (202) 822-2730.

Aug. 10-11—*Utah Broadcasters Association* annual convention. Park City, Utah. Information: (801) 359-9521.

Aug. 11-14—*Georgia Association of Broadcasters* annual convention. Jekyll Island, Ga. Information: (404) 993-2200.

Aug. 12-14—*North Carolina CATV Association* and *South Carolina Cable Association* joint annual meeting. Radisson Resort, Myrtle Beach, S.C. Information: (919) 821-4711.

Aug. 12-14—*Arkansas Broadcasters Association* annual convention. Hot Springs Park Hilton, Hot Springs, Ark.

Aug. 13-14—"Local Loop Technologies and Strategies Seminar." Sheraton at Fisherman's Wharf, San Francisco. Information: (202) 662-7184.

Aug. 15—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Av Westin, senior vice president, reality-based programming, King World Productions, on "Changes in Television News—The Evolution of Syndication." Copacabana, New York. Information: (212) 768-4510.

Aug. 15—Deadline for nominations for Women

MAJOR MEETINGS

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

Sept. 16-18—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Washington Convention Center, Washington. Future meeting: Aug. 25-27, 1991, Atlanta.

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 program 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; Nov. 11-14, 1992, Metro Toronto Convention Center, Toronto.

Oct. 21-24—*Association of National Advertis-*

ers annual convention. Ritz-Carlton hotel, Naples, Fla.

Oct. 30-Nov. 4—*National Black Media Coalition* annual conference. Hyatt Regency, Bethesda, Md.

Nov. 14-16—*Television Bureau of Advertising* annual members meeting. Loews Anatole, Dallas.

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

Jan. 3-6, 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.

Jan. 24-27, 1991—*Radio Advertising Bureau* Managing Sales Conference. Opryland hotel, Nashville.

Jan. 25-29, 1991—*National Religious Broadcasters* annual convention. Sheraton Washington, Washington.

■ **Jan. 25-31, 1991**—*National Association of Broadcasters* winter board meeting. Ritz-Carlton, Naples, Fla.

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. 27-March 1, 1991—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex.

March 6-9, 1991—22nd annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4487.

March 24-27, 1991—*National Cable Television Association* annual convention. New Orleans Convention Center, New Orleans.

April 7-9, 1991—*Cabletelevision Advertising Bureau* 10th annual conference. Marriott Marquis, New York.

April 15-18, 1991—*National Association of Broadcasters* 69th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

April 19-24, 1991—*MIP-TV*, international television program marketplace. Palais des Festivals. Cannes, France. Information: (212) 750-8899.

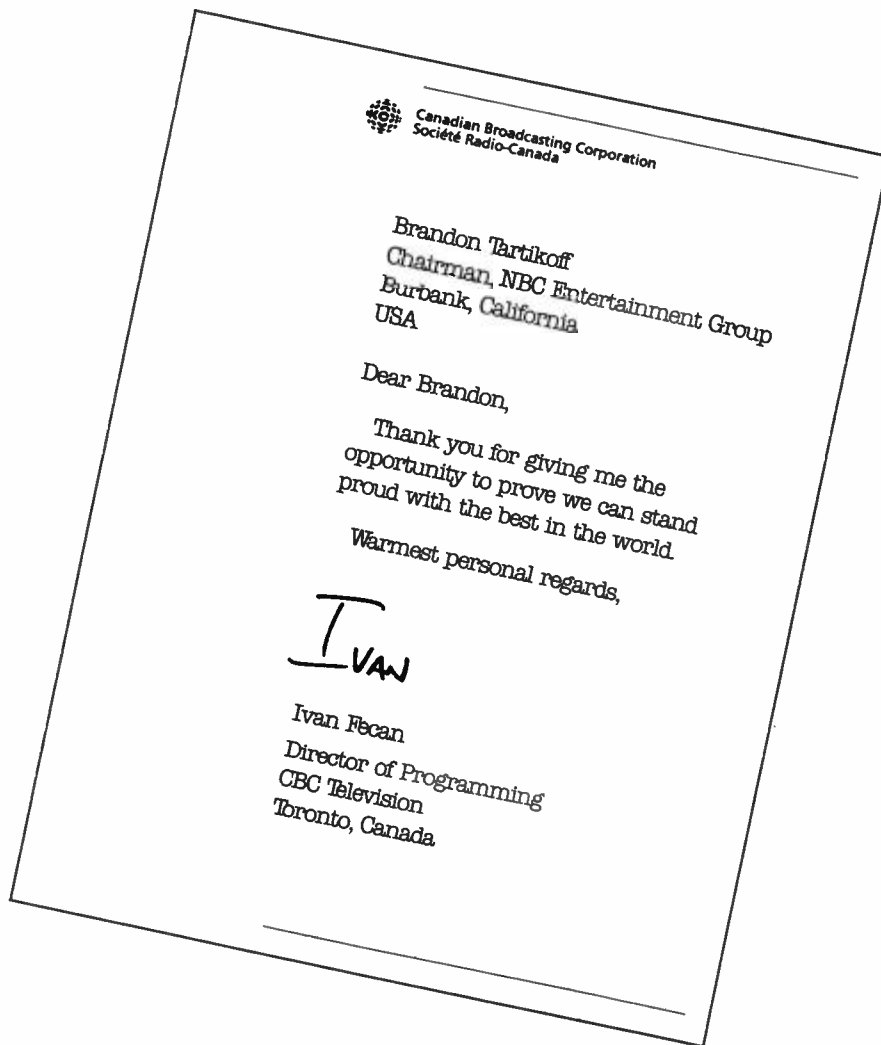
April 21-24, 1991—*Broadcast Financial Management Association* 31st annual convention. Century Plaza, Los Angeles.

May 15-18, 1991—*American Association of Advertising Agencies* annual convention. Greenbrier, White Sulphur Springs, W.Va.

■ **May 16-19, 1991**—*American Women in Radio and Television* 40th annual convention. Omni hotel, Atlanta.

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at Work broadcast awards for news and entertainment programs about working women that encourage greater recognition of women workers through accurate portrayals of their lives, sponsored by *National Commission on Working Women*. Information: (202) 737-5764.

Aug. 15—"Direct Marketing Workshop for National Advertisers," sponsored by *Association of National Advertisers and Direct Marketing Association*. Hyatt Regency, Chicago. Information: (212) 697-5950.

Aug. 16—*Radio Advertising Bureau* regional sales training workshop, "dramatizing radio's competitive advantages against other media, and ways radio salespeople can accentuate radio's strengths in a media mix with other media, especially newspapers." Portland, Ore. Information: (212) 254-4800.

Aug. 17-19—*Radio Advertising Bureau* sales university, designed for salespeople with fewer than two years' sales experience. San Diego. Information: (212) 254-4800.

Aug. 20-22—*Television Bureau of Advertising* sales management meeting and product usage seminar. Stouffer Concourse hotel, Denver. Information: (212) 486-1111.

Aug. 23-25—*West Virginia Broadcasters Association* 44th annual fall meeting. Greenbrier, White Sulphur Springs, W.Va.

Aug. 26-28—*Nebraska Broadcasters Association* annual convention. Holiday Inn, North Platte, Neb. Information: (402) 333-3034.

Aug. 26-28—*Rocky Mountain Cable Show*. Santa Fe, N.M.

Aug. 26-29—*National Computer Graphics Association* fourth annual conference and exposition. Westin Galleria, Houston. Information: (703) 698-9600.

Aug. 26-31—"Ethics in Broadcast News," seminar sponsored by *Poynter Institute for Media Studies*. Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

Aug. 28—*Women in Cable, Atlanta chapter*, breakfast. Speaker: Ruth Otte, president, Discovery Channel. Westin Lenox, Atlanta. Information: (404) 928-0333.

SEPTEMBER

Sept. 5—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: William Samuels, president, ACTV Inc., with demonstration of individualized participatory programming. Copacabana, New York. Information: (212) 768-4510.

Sept. 5-6—"The 1990 Elections: Looking Toward the Future," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

Sept. 6-10—Cinetex 1990, film market, production exposition, international comedy film festival and conference sponsored by *The Interface Group*, in collaboration with *The American Film Institute*. Bally's, Las Vegas.

Sept. 7-9—*American Women in Radio and Television* Northeast area conference, "Uniting to Make a Difference." Hyatt, Buffalo, N.Y.

Sept. 8—*National Academy of Television Arts and Sciences, St. Louis chapter*, Emmy Awards presentation. Hyatt at Union Stations, St. Louis. Information: Susan Matthews, (314) 644-7460.

■ **Sept. 8**—"Journalism Program Open

House," career information seminar sponsored by *UCLA Extension*. Dodd Hall, UCLA, Los Angeles. Information: (213) 825-0641.

Sept. 9-13—*National Association of Telecommunications Officers and Advisors* tenth annual conference. Theme: "A Decade of Service." Dearborn, Mich. Information: (202) 626-3061.

Sept. 10-12—"Financial Planning and Analysis," cable management program sponsored by *Women in Cable and Denver University*. Denver University campus, Denver. Information: Nancy Ring, (312) 661-1700.

■ **Sept. 11**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Holiday Inn Crowne Plaza, White Plains, N.Y. Information: (212) 751-7770.

Sept. 11-14—*National Broadcast Editorial Association* annual convention. Hilton hotel at Disney World Village, Orlando, Fla. Information: (301) 468-3959.

Sept. 11-14—*Cable Television Administration and Marketing Society* sales management master course. Philadelphia. Information: (703) 549-4200.

Sept. 11-14—"Fiber Optic Installation, Splicing, Maintenance and Restoration for Cable TV Applications," training class offered by *Siecor Corp.* Siecor, Hickory, N.C. Information: (704) 327-5000.

Sept. 12—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Thomas Burchill, president-chief executive officer, Hearst/ABC-Viacom Entertainment Services. Copacabana, New York. Information: (212) 768-4510.

Sept. 12—*National Academy of Television Arts and Sciences* news and documentary Emmy Awards presentation. Waldorf-Astoria, New York. Information: Trudy Wilson, (212) 644-7460.

■ **Sept. 12-14**—*Association of National Advertisers* promotion conference, "Where Is Promotion Heading?" Biltmore hotel, Coral Gables, Fla. Information: (212) 697-5950.

Sept. 12-15—Radio '90 convention, sponsored by *National Association of Broadcasters*. Hynes Center, Boston. Information: (202) 429-5300.

Sept. 12-16—*First National Association of Broadcasters/Broadcast Education Association* Radio Only conference. Hynes Center, Boston. Information: (913) 532-7645.

Sept. 13—"Celebrate the Winners—Creative Blockbusting," sponsored by *Cable Television Administration and Marketing Society, New York City chapter*. HBO auditorium, New York.

■ **Sept. 13**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Cincinnati Marriott, Cincinnati. Information: (212) 751-7770.

Sept. 13-14—*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.

Sept. 13-15—*Public Radio in Mid-America* fall conference and annual business meeting. Best Western Inn of Chicago.

Sept. 14—*Society of Broadcast Engineers, Central New York chapter* 22, 18th annual regional convention. Sheraton Inn Convention Center, Liverpool, N.Y. Information: John Soergel,

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Television's top

General Motors

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"OK. Here are

New York
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Chicago
WMAQ
NBC O&O

San Francisco
KTVU
Cox Enterprises

Boston
WFXT
Boston Celtics
Broadcasting

Pittsburgh
WPGH
Renaissance
Communications

Indianapolis
WTTV
Capitol
Broadcasting

St. Louis
KMOV
Viacom
Broadcasting

Detroit
WKBD
Cox Enterprises

Portland
KPTV
Chris Craft

Tucson
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News Press
Gazette

Miami
WDZL
Renaissance
Communications

Sacramento
KTXL
Renaissance
Communications

San Antonio
KABB
River City
Television

Cincinnati
WXIX
Malrite
Communications

Raleigh
WRAL
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Broadcasting

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MARRIED

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The face of television has changed.



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

(315) 437-5805.

Sept. 16—Broadcast Education Association "Radio Only Conference," following National Association of Broadcasters' Radio 1990 convention (see listing above). Boston. Information: (202) 429-5355.

Sept. 16—42nd annual prime time Emmy Awards telecast, sponsored by *Academy of Television Arts and Sciences*. Pasadena Civic Auditorium, Pasadena, Calif. Information: (818) 763-2975.

Sept. 16—*Women in Cable, Washington chapter*,

annual fall gala, honoring Sidney Topol, chairman of Scientific-Atlanta. Grand Hyatt hotel, Washington. Information: (202) 872-9200.

Sept. 16-18—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Washington Convention Center, Washington. Information: (804) 782-9501.

Sept. 16-18—Fifth annual *National Association of Broadcasters Hundred Plus Exchange*, seminar for small market TV stations. Tabor Center Westin, Denver. Information: (202) 429-5350.

Sept. 17—Regional pay-per-view day, spon-

sored by *Cable Television Administration and Marketing Society*. Chicago. Information: (703) 549-4200.

Sept. 17-18—"Telecommunications: The Battle for Access to America's Homes," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

Sept. 17-19—*Television Bureau of Advertising* sales management meeting and product usage seminar. Bally's Casino Resort, Las Vegas. Information: (212) 486-1111.

Sept. 18—*International Radio and Television Society* newsmaker luncheon, featuring FCC Chairman Al Sikes. Waldorf Astoria, New York. Information: (212) 490-7707.

■ **Sept. 18**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Hyatt Regency Woodfield, Chicago. Information: (212) 751-7770.

Sept. 18-20—*Great Lakes Cable Show*, sponsored by *Michigan, Indiana, Illinois, Wisconsin and Ohio cable TV associations*. Convention Center, Indianapolis. Information: (317) 634-9393.

Sept. 19—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Kay Koplovitz, president and chief executive officer, USA Network. Copacabana, New York. Information: (212) 768-4510.

■ **Sept. 20**—*Cabletelevision Advertising Bureau* local advertising sales workshop. St. Louis Airport Hilton, St. Louis. Information: (212) 751-7770.

Sept. 20-22—West Coast Public Radio annual conference. Eugene, Ore. Information: Martin Neeb, (206) 535-7180.

Sept. 21-23—*Maine Association of Broadcasters* annual meeting. Sebasco, Me.

Sept. 21-25—89th *Audio Engineering Society* convention. Los Angeles. Information: (212) 661-8528.

Sept. 22—"A Salute to Betty White," sponsored by *Museum of Broadcast Communications*. Chicago Hilton and Towers, Chicago. Information: (312) 987-1500.

Sept. 24-27—*Radio-Television News Directors Association* international conference and exhibition. Speakers: Michael Gartner, president, NBC News, and Charles Osgood, CBS News. Convention Center, San Jose, Calif. Information: (202) 659-6510.

Sept. 25—"Beyond Television: Reaching Your Audience with Effective Media," *Association of National Advertisers* media workshop. New York Hilton, New York. Information: (212) 697-5950.

Sept. 25—*Women in Cable, Atlanta chapter*, breakfast. Speaker: Hal Krisbergh, president, Jerrold Communications. Westin Lenox, Atlanta. Information: Pam Hayes, (404) 928-0333.

Sept. 25—*National Academy of Cable Programming* fall forum luncheon. New York Hilton, New York. Information: Bridget Blumberg, (202) 775-3611.

■ **Sept. 25**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Holiday Inn Crowne Plaza, San Francisco. Information: (212) 751-7770.

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

Sept. 26—*The Walter Kaitz Foundation* seventh annual awards dinner, honoring Ralph Roberts, chairman, Comcast Cable Corp. New

\$71,000,000

Senior and subordinated debt and a
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FALCON CABLE TV

Los Angeles, California

for the acquisition of cable television systems

WESTINGHOUSE CREDIT

Media Finance Division

Brian Conn, Pittsburgh 412/393-3215

On Wednesday night,
NBC reported the unexplained
disappearance of 1,334,778
women within 30 minutes.*

York Hilton and Towers, New York. Information: (415) 451-9000.

Sept. 26—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Tom Rogers, president, NBC Cable and Business Development. Copacabana, New York. Information: (212) 768-4510.

■ **Sept. 26**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Holiday Inn Crowne Plaza, Los Angeles. Information: (212) 751-7770.

Sept. 27-28—Fourth annual *National Cable Television Association/National Association of Minorities in Cable* urban markets seminar. Waldorf-Astoria, New York. Information: (202) 775-3669.

■ **Sept. 28**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Dallas Marriott Park Central, Dallas. Information: (212) 751-7770.

Sept. 28-29—*National Broadcasting Society, Alpha Epsilon Rho*, north central regional meeting. University of Wisconsin-Oshkosh. Information: Ken Metz, (715) 723-2257.

Sept. 30-Oct. 2—*Oregon Association of Broadcasters and Washington State Association of Broadcasters* joint annual meeting. Portland Marriott Waterfront, Portland, Ore. Information: (503) 257-3041.

Sept. 30-Oct. 2—*Minnesota Cable Communications Association* annual convention. Radisson Centerplace hotel, Rochester. Information: Mike Martin, (612) 641-0268.

Sept. 30-Oct. 3—*Southern Educational Communications Association* conference. Hyatt Regency, Miami, Fla. Information: Kathleen McDermott, (803) 799-5517.

OCTOBER

Oct. 1—Deadline for applications for 55th annual Ohio State Awards competition honoring excellence in educational, informational and public affairs broadcasting, sponsored by *Ohio State's Institute for Education by Radio-Television*. Information: (614) 292-0185.

Oct. 1-3—*Television Bureau of Advertising* sales management meeting and product usage seminar. Radisson hotel Seattle Airport, Seattle. Information: (212) 486-1111.

Oct. 1-4—"Fiber Optic Installation, Splicing, Maintenance and Restoration for Cable TV Applications," training class offered by Siecor Corp. Siecor, Hickory, N.C. Information: (704) 327-5000.

■ **Oct. 2**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Raleigh Marriott, Raleigh, N.C. Information: (212) 751-7770.

■ **Oct. 3**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Atlanta Marriott Northwest, Atlanta, Ga. Information: (212) 751-7770.

Oct. 3—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Gerry Hogan, president, Turner Entertainment Networks. Copacabana, New York. Information: (212) 768-4510.

Oct. 3—*New Jersey Broadcasters Association* annual fall managers' conference. Woodlawn, Rutgers, The State University, New Brunswick, N.J. Information: (201) 247-3337.

■ **Oct. 3**—*Caucus for Producers, Writers and Directors* general membership meeting. Cha-

sen's, Los Angeles. Information: (213) 652-0222.

Oct. 3-9—21st Photokina Cologne, "World's Fair of Imaging Systems," for photo, film, video, audio, photofinishing and professional image and sound communication. Cologne, Germany. Information: German American Chamber of Commerce. (212) 974-8830.

Oct. 4-5—"Local Loop Technologies and Strategies Seminar." Cottages Resort and Conference Center, Hilton Head. S.C. Information: (202) 662-7184.

Oct. 4-7—*Society of Broadcast Engineers* convention. St. Louis. Information: (317) 842-0836.

■ **Oct. 5**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Orlando Airport Marriott, Orlando, Fla. Information: (212) 751-7770.

■ **Oct. 9**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Boston Marriott Newton, Boston. Information: (212) 751-7770.

Oct. 9-10—"Education in the 90's: Training for Tomorrow's Workplace," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

Oct. 9-11—*Mid-America Cable TV Association* 33rd annual meeting and show. Hilton Plaza Inn, Kansas City, Mo. Information: Rob Marshall, (913) 841-9241.

Oct. 10—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Jeffrey Reiss, chairman, president and CEO, Reiss Media Enterprises. Copacabana, New York. Information: (212) 768-4510.

Oct. 10—*World Press Freedom Committee* conference for "all organizations aiding emerging free news media in Central and Eastern Europe." National Press Club, Washington. Information: (703) 648-1000.

Oct. 10-11—*Society of Professional Journalists* job fair. Galt House East, Louisville, Ky. Information: (312) 922-7424.

■ **Oct. 11**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Philadelphia Airport Marriott, Philadelphia. Information: (212) 751-7770.

■ **Oct. 11-13**—*Howard University School of Communications'* 19th annual communications conference, "Global Communications: Economic, Political and Social Perspectives." Armour J. Blackburn University Center and The Howard Inn, Howard University campus, Washington. Information: (202) 636-7690.

Oct. 11-14—*Society of Professional Journalists* national convention. Galt House East, Louisville, Ky. Information: (312) 922-7424.

Oct. 11-14—*Women in Communications* national professional conference. Theme: "Capture the Opportunity." Riviera hotel, Las Vegas. Information: (703) 528-4200.

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

Oct. 12-14—*Missouri Broadcasters Association* fall meeting and training seminar. Marriott's Tan-Tar-A Resort, Lake of the Ozarks, Mo.

Oct. 12-14—*National Broadcasting Society, Alpha Epsilon Rho*, east regional meeting. Syracuse University, Syracuse, N.Y. Information: (718) 780-5555.

Oct. 13-15—*Texas Association of Broadcasters* annual convention. San Antonio Convention Center, San Antonio. Information: (512) 322-9944.

Oct. 13-17—*Society of Motion Picture and Television Engineers* 132nd technical conference and equipment exhibit. Jacob Javits Convention Center, New York. Information: (914) 761-1100.

Oct. 14-16—*Pennsylvania Association of Broadcasters* annual convention. Hershey Lodge and Convention Center, Hershey, Pa. (717) 534-2504.

Oct. 14-17—*Women in Cable* national cable management conference. Tampa, Fla. Information: (312) 661-1700.

Oct. 15-17—*Kentucky Cable Television Association's* annual fall convention. Hyatt Hotel, Lexington. Information: Randa Wright, (502) 864-5352.

Oct. 15-17—12th annual *Satellite Communications Users Conference*. Las Vegas Hilton, Las Vegas. Information: (303) 220-0600.

Oct. 16-17—*Broadcast Credit Association* 24th credit and collection seminar. Harbour Castle Westin hotel, Toronto. Information: Mark Matz, (708) 827-9330.

Oct. 18—*Communications Excellence to Black Audiences* awards dinner, sponsored by *World Institute of Black Communications*. New York Hilton, New York. Information: (212) 714-1508.

Oct. 18-19—*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.

Oct. 18-20—*National Religious Broadcasters, Eastern chapter*, meeting. Sandy Cove Conference Center, Northeast, Md. Information: Sue Bahner, (716) 461-9212.

Oct. 18-20—*Friends of Old-Time Radio* 15th annual convention. Holiday Inn-North, Newark, N.J. Information: Jay Hickerson, (203) 248-2887.

Oct. 18-21—*Minnesota Broadcasters Association* 41st annual convention. Radisson hotel, St. Paul. Information: (612) 926-8123.

■ **Oct. 19**—*Minnesota Association of Cable Television Administrators* sixth annual fall conference. Theme: "Expanding Visions of Community Television: What's Your City's Role?" Holiday Inn-St. Louis Park, Minneapolis. Information: (612) 347-0434.

Oct. 20-23—*North Carolina Association of Broadcasters* annual convention. Adams Mark hotel, Charlotte, N.C. Information: (919) 821-7300.

Oct. 21-24—*Association of National Advertisers* annual convention. Ritz Carlton, Naples, Fla. Information: (212) 697-5950.

Oct. 22-23—*British Academy of Film and Television Arts* salute (reception and banquet, Oct. 23) to Academy of Television Arts and Sciences, its Emmy Awards and American television. Guildhall, London. As part of event, there will be seminar on prospects and challenges for television in Europe after 1992, visit to BBC or independent British TV company and reception held by U.S. ambassador at his official residence in London, Winfield House, all on Oct. 22. Information: (818) 763-2975.

Oct. 24—*Cable Television Administration and*

A similar problem was
reported to have affected
1,012,575 men on
the same evening.*

Marketing Society management day. Atlantic City, N.J. Information: (703) 549-4200.

Oct. 24-25—"Prejudice in America: Racial, Cultural and Religious," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

Oct. 25—*Radio Advertising Bureau* regional sales training workshop, "dramatizing radio's competitive advantages against other media, and ways radio salespeople can accentuate radio's strengths in a media mix with other media, especially newspapers." Detroit. Information: (212) 254-4800.

Oct. 25-27—*Tennessee Association of Broadcasters* annual convention. Park Vista hotel, Gatlinberg, Tenn. Information: (615) 399-3791.

Oct. 26-27—*New Hampshire Association of Broadcasters* annual convention. Margate hotel, Laconia, N.H.

Oct. 26-28—*Radio Advertising Bureau* sales university, designed for salespeople with fewer than two years' sales experience. Cincinnati. Information: (212) 254-4800.

Oct. 28-31—*Canadian Association of Broadcasters/Western Association of Broadcast Engineers* annual convention and trade show. Edmonton, Alberta. Information: (613) 233-4035.

Oct. 30—*Women in Cable*. Atlanta chapter, breakfast meeting. Speaker: Margaret Richebourg, president, Richebourg Marketing. Westin Lenox, Atlanta. Information: Pam Hayes, (404) 928-0333.

Oct. 30-Nov. 4—*National Black Media Coalition* annual conference. Hyatt Regency, Bethesda, Md. Information: (202) 387-8155.

NOVEMBER

Nov. 7-10—"Women in Broadcasting '90," conference sponsored by *European Broadcasting Union* and *Steering Committee for Equal Opportunities in Broadcasting within European Commission*. Zappion Congress Center, Athens, Greece. Information: (022) 798-7766.

Nov. 11—*Caucus for Producers, Writers and Directors* eighth annual dinner dance and fifth general membership meeting. Los Angeles. Information: (202) 652-0222.

Nov. 13—Third annual radio/television summit, hosted by *IDB Communications Group*. Hotel Parker Meriden, New York. Information: Beth Morris, (213) 280-3779.

Nov. 13-14—"America's Fitness Crusade: Good Food, Good Health and Good Looks," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

Nov. 14—Women at Work Broadcast Awards luncheon, sponsored by *National Commission on Working Women*. Washington. Information: (202) 737-5764.

Nov. 14-16—*Television Bureau of Advertising* annual members meeting. Loews Anatole, Dallas.

Nov. 14-16—Annual Private Cable Show. Caesars Tahoe, Lake Tahoe, Nev. Information: (713) 342-9826.

Nov. 14-18—Communications Turkey 90. Istanbul Hilton Convention and Exhibition Center, Istanbul, Turkey. Information: (201) 652-7070.

Nov. 15—Deadline for entries in International Film and Video Festival for Black History Month, sponsored by *PCTV, Peralta Colleges Television*, cable network. Theme of festival: "Global Africa: Looking Back-Moving Forward." Information: (415) 464-3253.

Nov. 15-16—*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.

Nov. 17-19—LPTV annual conference and exposition. Riviera, Las Vegas. Information: (800) 225-8183.

Nov. 19—18th annual International Emmy Awards gala, sponsored by the *International Council of the National Academy of Television Arts and Sciences*. Sheraton Centre, New York. Information: (212) 489-6969.

Nov. 21-23—"Managing the Communications Mix in the Orient and the Pacific," seminar designed to assist advertising professionals working in the Pacific Rim, sponsored by *Association of National Advertisers*. Sheraton Hong Kong, Hong Kong. Information: (212) 661-8057.

Nov. 27—Pay-per-view conference, sponsored by *Cable Television Administration and Marketing Society*. Anaheim, Calif. Information: (703) 549-4200.

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

DECEMBER

Dec. 2-7—*Poynter Institute for Media Studies* seminar, "Broadcast: Video Graphic Design." Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

Dec. 3-9—Africa Telecom '90, sponsored by *Posts and Telecommunications Corp. of Zimbabwe* and *International Telecommunication Union*. Theme: "Mobilizing Resources for Development." Harara International Conference Center and Sheraton hotel, Zimbabwe. Information: 41-22-730-5244.

Dec. 4-7—*Cable Television Administration and Marketing Society* sales management master course. Orlando, Fla. Information: (703) 549-4200.

Dec. 4-7—*Arbitron* radio advisory council meeting. Laguna Niguel, Calif.

Dec. 5-8—*Poynter Institute for Media Studies* seminar, "Broadcast: News Graphics for Producers." Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

Dec. 13-14—*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.

Dec. 17-20—"Fiber Optic Installation, Splicing, Maintenance and Restoration for Cable TV Applications," training class offered by *Siecor Corp.* Siecor, Hickory, N.C. Information: (704) 327-5000.

Dec. 31—Deadline for nominations for Breakthrough Awards, sponsored by *Women, Men*

and *Media*, a national research institution of University of Southern California, School of Journalism, honoring "media industry's most significant breakthroughs in the portrayal and employment of women." Information: (213) 743-8180.

JANUARY 1991

Jan. 3-6—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles.

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

Jan. 24-27—*Radio Advertising Bureau* Managing Sales Conference. Opryland hotel, Nashville.

Jan. 25-29—*National Religious Broadcasters* annual convention. Sheraton Washington, Washington.

FEBRUARY 1991

Feb. 26-28—The 13th international "Sport Summit" conference and exhibition, sponsored by *American Specialty Underwriters* and held in cooperation with *Los Angeles Sports Council*. Beverly Hilton, Los Angeles. Information: (301) 986-7800 or (212) 502-5306.

Feb. 27-March 1—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio. Information: (512) 474-2082.

MARCH 1991

March 6-9—22nd annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4487.

March 11-13—*North Central Cable Television Association* annual convention and trade show. Hyatt Regency, Minneapolis. Information: (612) 641-0268.

March 24-27—*National Cable Television Association* annual convention. New Orleans Convention Center, New Orleans.

APRIL 1991

April 7-9—*Cabletelevision Advertising Bureau* 10th annual conference. Marriott Marquis, New York. Information: (212) 751-7770.

April 10-13—*National Broadcasting Society, Alpha Epsilon Rho*, 49th annual convention. Sheraton Universal hotel, Los Angeles. Information: G. Richard Gaaney, (419) 772-2469.

April 13-15—*Broadcast Education Association* 36th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5355.

April 15-18—*National Association of Broadcasters* 69th annual convention. Las Vegas Convention Center, Las Vegas.

April 19-24—*MIP-TV*, international television program market. Palais des Festivals. Cannes, France. Information: (212) 750-8899.

Fortunately, NBC authorities
were able to put a stop to
this strange behavior.

They signed
up for
therapy.

And now,
so can you.



Dear John,

The funniest single show on television is now available for syndication in 1992. It's DEAR JOHN, and as NBC experienced, Wednesday nights are just not the same without this broad appeal comedy. In fact, when NBC brought in a temporary replacement, they subsequently lost over 2,000,000 adult viewers 18-49. That's when they realized how much DEAR JOHN was missed and brought it back just in time for the May sweep. So if you're looking for a show with "staying" power, this is one half-hour of comedy you should sign up for.

THERAPY IS THE BEST LAUGHTER.



OPEN MIKE

Rebuttal

EDITOR: Leonard Kahn is entitled to his opinions (Mandatory Mistake, "Open Mike," July 16), but they remain *his* opinions.

I'm proud that broadcasters urged the FCC to adopt the NRSC standard for AM to reduce interference, improve transmitted sound quality and facilitate the mass manufacture of receivers with broader bandwidths. We have brought better fidelity to listeners nationwide.

The NAB board does not support mandatory use of AM stereo, unless and only after receiver manufacturers are required to include AM stereo in all receivers that offer FM stereo. Even then, NAB favors exemptions for stations having financial hardships. The FCC has said it will not reopen the AM stereo standard process, nor has NAB asked it to.

The government always has set transmission standards for radio without regard to the perceived benefits to particular formats. Requiring AM stations to broadcast in stereo would be no different. I have heard comments from non-music formatted stations, including all-news stations, which have installed stereo and are pleased with their improved monaural sound.

The FCC has stated that we "are dealing with no less an issue than the survival of the AM service." NAB's AM improvement actions are all undertaken in pursuit of that goal.

Mr. Kahn is, of course, a vigorous proponent of his AM stereo system. Therefore, I can understand his frustration—but not his insinuation that NAB is failing to serve the best interests of AM broadcasters. *David Hicks, chairman, NAB Radio Board, and president, Hicks Broadcasting Corp., Kalamazoo, Mich.*

Radio fan

EDITOR: Thank you for recognizing the continually improving prospects for radio. As our syndication company emerges, it will be with insight garnered in part through the newly expanded radio section. Congratulations BROADCASTING, here come the '90s. *Floyd Vasquez, President, Vision Broadcasting, New York.*

More format fans

EDITOR: Congratulations on the all-new and improved BROADCASTING—new styles, new departments, new headings, new type. If I were to comment, I would call up on the talents of Frank Valli & The Four Seasons to sing "My Eyes Adore You." The new book is a work of art. You are to be congratulated, for through this change you have been an inspiration to many of us in the business who are sometimes afraid of change. Keep on keeping on. *Jack G. Thayer, Gear Broadcasting International Inc., Providence, R.I.*

EDITOR: BROADCASTING gets better with every issue. Your new look, the typography and use of color, have significantly enhanced your magazine's communication of information. *Tom Dawson, retired CBS Radio vice president and past president, Broadcast Promotion and Marketing Executives.*

EDITOR: I think the format of this magazine is terrific. It is the best I have seen in years. I have been a subscriber of BROADCASTING since 1975 and it has always been my favorite publication for radio, television and cable.—*Mike Hon, Daytona Beach, Fla.*

EDITOR: Just wanted to drop you a note to commend you and the BROADCASTING team on the wonderful new look of the magazine! As someone who's been involved with trade publications since 1979, yours truly can appreciate what an effort it took to renovate the organization and look of the magazine—but what a home run! It's especially appreciated to see radio, the creative catalyst for all other electronic media, get its share of attention on the cover. All in all you folks deserve a hearty "Well Done." *Jhan W. Hiber, Jhan Hiber & Associates, Ocean City, N.J.*

EDITOR: As a long-time reader of BROADCASTING, I have to tell you that your new look is terrific.

Congratulations on improving the best.—*Thomas G. Osenton, president and chief executive officer, The Sporting News, St. Louis.*

Broadcasting

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MONDAY MEMO

A broadcast financing commentary from Howard Schrott, vice president, specialized industries/communications, First Union National Bank of North Carolina, Charlotte.

Over the past couple of months I have noticed a new word creep into the vocabulary of *The Wall Street Journal* and other publications. The word is "go-go." It is used as an adjective to describe certain boom periods, such as the "go-go" days of the stock markets prior to October 1987. A period when everyone saw only one direction, up, and no one bothered to look the opposite way.

The nice thing about a go-go period is that while it is "go-going," it can cover up a lot of things.

Take the radio industry, for example. In the go-go days of the mid-1980s, everyone was looking one way. Perhaps because of inflation, revenue forecasts could jump 10% or more per year and no one would blink an eye. The thought of drastically increased competition from drop-ins, move-ins and up-grades (not to mention other media) might have been on the minds of operators, but it sure didn't show. Then, with the repeal of the three-year rule and the entry of Wall Street money, values rose as quickly as electronic speculators could flip on the new transmitter and flip the property to someone else.

But now in the 1990's, what will go-go days leave as their legacy? As radio begins settling into life with competition and fighting hard for the previously automatic 10% revenue increases, what imperfections will no longer be covered up by the action of the moment?

As the focus turns to operating skill, it will be incumbent upon each licensee to spend more time looking inward, just as it would look outward attempting to determine the needs of an ever-more-fractionalized audience. With introspection, the small and medium market operators will come to the realization that the most important facet of their business has gone neglected. This facet is neither sales nor programming, but finance and long-range financial planning. Hiring personnel or even consultants to direct or assist in this area will be seen as a luxury. The result will be a haphazard plan where the operator will attempt to cram the square peg operating plan into the round hole debt/equity structure. The road to radio station extinction is littered with companies whose capital structures burdened the operation with extraordi-



nary interest expenses for a debt rooted in unrealistic revenue goals.

Solving the problem begins with the realization that, in many cases, operational management views itself as the independent counterpart to financial management. Each side recognizes the importance of the other, but does not take the time to understand or get involved. Each understands that they work on the same team, but each views the other's responsibility as a mysterious black box that it does not need or want to know anything about.

The proper financial planning must be viewed hand-in-hand with sales and programming as essential to the viability and survival of the radio operation. To be sure, by financial planning we are talking about something more than projecting sales revenues, collections and expenses. Rather, it is viewing the comprehensive debt/equity structure as a backdrop for the entire business plan.

As the slower, operator-intensive, pace of the '90s starts to reveal the blemishes covered by the go-go pace of the '80s, the capital structure of radio operators will have to reflect the reality that better and more creative operations are the keys to creating value; and in order for these operating disciplines to be effective they will have to be tied to the overall business plan of the operation. A new emphasis will have to be placed on the integration of the financial

planning function with all other aspects of the company.

The game plan of the '90s must include the following:

- Special care must go into the development of a sound operating business plan that examines both the short and long term. It must take into account realistic-short term performance goals and relate them to the long-term debt/equity considerations of lenders and investors.

- This plan must be crafted by the team approach, being sure all team members have an adequate understanding of operations and finance. Sales projections cannot operate independently of capital structure considerations and vice-versa.

- The planning team should go through the exercise of looking at alternative scenarios. Play the "what if" game. What if sales fall short? What if expenses are high? Test the capital structure to see just how much can change before it begins to materially affect the quality of product and operations.

The overview of the solution sounds

simple. But, as a former specialized borrower turned specialized lender, I have seen this lack of planning all too frequently. Unfortunately, the problem has become so common we have already heard the first

"Small and medium market operators will come to the realization that the most important facet of their business has gone neglected."

rumblings on Capitol Hill of an inquiry about the leveraged nature of the business. Clearly, even lawmakers are now beginning to wonder if the burden of debt is taking away from the licensee's ability to properly operate its business. Ultimately, however, Congress will likely uncover the simple truth that operators do not purposely set out to burden themselves with debt. Instead, it will show that many operators have simply not taken the time to put together a carefully drafted business plan that fully integrates all operating and financial considerations. The issue then becomes whether this is due to lack of desire, lack of ability or simply because the business plan was drafted around putting on paper what it would take to get the deal done and not what would work.

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TOP OF THE WEEK

HOUSE COMMITTEE BACKS STRONG CABLE REREGULATION

Telco entry is not addressed in bill, passed last week

A tough cable reregulation bill (H.R. 5267) emerged last week from the House Energy and Commerce Committee, giving the FCC broad discretion over the industry. Cable lobbyists managed to improve some provisions, but overall, they remain troubled by the legislation and feel that it puts more regulatory restraints on their business than were there prior to deregulation in 1984. It passed the committee unanimously (by voice vote) and could hit the House floor in September when lawmakers return from the August recess. Commerce Chairman John Dingell (D-Mich.) is committed to moving the bill this year.

"The legislation we are considering today would protect consumers from the excesses of renegade operators," stated House Telecommunications Subcommit-



Commerce Committee Chairman John Dingell

tee Chairman Ed Markey (D-Mass.) during the committee markup. "We are also moving forward today to legislate a solution to the must carry problem, to ensure that local broadcasting and public television survive and flourish in this growing era of cable television," Markey said.

Despite the broad regulatory thrust of the bill, there was some good news for cable out of last week's markup. The telcos failed to gain the support needed to pass an amendment that would permit them to enter the television business. Committee leaders promised to address the issue next year unless the Senate were to move a telco-entry measure before this Congress adjourns. The Senate Commerce Committee is slated to vote on a stand-alone telco bill this week; many observers

think it will not win approval.

The phone industry, nonetheless, is not giving up. "We will continue to present our case to Congress and to the American people," said United States Telephone Association President John

continues on page 29

FCC CABLE REPORT FAVORS HEAD-TO-HEAD COMPETITION

Agency says growth of DBS and wireless cable is one solution to market problems

Congress may yet pass legislation this year imposing onerous and sweeping new regulations on the cable industry, but not with the blessing of the FCC.

After a seven-month study of the cable market since passage of the deregulatory Cable Communications Policy Act of 1984, the federal government's "expert agency" on communications matters adopted unanimously last Thursday a report that finds the evolving market has problems, but proposes pro-competitive legislative solutions that are either deregulatory or far less regulatory than what Congress is now considering.

Whether the report will have much impact on the pending legislation remains to be seen. The full text of the report is due to arrive on Capitol Hill



FCC Chairman Al Sikes

today or tomorrow (July 30-31), after final "edits" are made.

Concluding the market's problems are caused primarily by the lack of head-to-head competition with cable, the FCC, in the statutorily mandated report, argues for legislative action that it believes will foster such competition from other

so-called "multichannel video providers"—overbuilding cable systems, direct broadcast satellites and wireless cable (MMDS).

"Competition is what it is all about," said FCC Chairman Alfred Sikes at the one-item open meeting that attracted news cameras from the three broadcast networks, CNN, CNBC and C-SPAN. "This report champions the marketplace," he said. "Our report promises the 56 million American families that now subscribe

to cable that this commission is committed to more effective competition and making sure they get a fair deal in the video marketplace."

"If I were to write the headline for today's action," said Commissioner Sherrie Marshall, "it would read: 'FCC finds no need for extensive reregulation

of cable.' Instead of responding to the heat of an intense public and political spotlight with the time-worn refrain, 'Let us regulate,' she said, "we have announced, 'Let them compete.'"

"I firmly believe that a robust competitive marketplace will more adequately address concerns about cable rates and service than reregulation," said Commissioner Andrew Barrett.

The "consensus" report—the end result of sometimes acrimonious negotiations among the chairman and the other commissioners—recommends restricting the regulatory authority of municipalities to encourage the award of second or third cable franchises and requiring vertically integrated cable programmers to make their services available for at least five years to overbuilders and other competitive media.

It also endorses a must carry law, recommends changes aimed at promoting use of cable's leased-access channels by independent programmers and prohibits cable operators from demanding financial interest or exclusivity from programmers in exchange for carrying their services.

As the report's executive summary puts it, the commission is proposing: "First, the removal of certain undue regulatory barriers to multichannel service competition and, second, certain targeted and generally temporary restraints on certain cable industry practices which directly or indirectly impede such competition."

Despite the accent on competition, the report defers the question of whether or to what extent telephone companies should be allowed to compete with cable. Such competition is now banned by consent decrees, the Cable Act and FCC rules.

Robert Pepper, chief of the FCC Office of Plans and Policy, in a post-meeting press briefing, said the telco entry question was put off because the telcos will not have the broadband networks necessary to compete with cable for many years.

The report concludes that deregulation under the Cable Act has had the intended effect of increasing the investment in cable which has fueled the growth of cable's reach, subscribership, channel capacity and programming, but it also finds fault with cable companies and some aspects of the cable market.

Among the negative findings:

- Some vertically integrated cable programmers have denied programming to potential cable competitors in "anticompetitive ways."

- Some cable operators have denied programming services carriage or unfairly placed conditions on their getting carriage.

- Use of leased access channels has been stymied by the Cable Act's "cumbersome" enforcement provisions.

- Municipal franchise requirements "discourage and even forbid competition" with entrenched cable systems.

- "A general pattern of problems with cable technical quality and customer service has emerged."

- Because cable systems compete with broadcasters for local advertising revenue, systems' incentive to deny carriage or provide "disadvantageous" carriage of broadcast signals "appears to be particularly great."

- The compulsory license that permits

"Every sentence was a tug-of-war. We negotiated page by page, sentence by sentence."

—Ervin Duggan
FCC Commissioner

cable systems to carry broadcast signals without payment is "an unfair subsidy" for cable operators.

The report was neutral on increasing cable rates and the trend toward horizontal and vertical integration in the industry, which are often cited by cable's critics as evidence of the need for harsher measures against cable.

The report acknowledges that cable rates rose sharply following deregulation, but says they have "slowed recently to a level near the rate of general inflation. "In any event, the rise in rates alone, without cost data, is not conclusive on the question of market power."

Growth of horizontal and vertical integration "has brought substantial benefits to American consumers, but also added potential for certain anticompetitive conduct," the report says.

Leading cable and broadcasting trade associations praised the report, pinpointing those provisions supporting their positions.

From the moment Sikes took office, remedying some of the problems he saw in the cable industry was at the top of his mass media agenda. And the cable report was to be the showcase for his

solutions.

But it was not to be. The report adopted last week is significantly different from the one the FCC staff wrote reflecting Sikes's thinking and Sikes circulated three weeks ago among the other commissioners.

According to FCC sources, a three vote majority of Marshall, Barrett and Ervin Duggan forced Sikes to accept a rewrite of the findings sections that had the overall effect of making the report more "pro-cable" and "pro-competitive" than Sikes had intended.

The coalition, which was led by Marshall, also insisted on some substantive changes. Gone from the final report, for instance, was a request that Congress "clarify" the FCC authority to impose caps of cable's horizontal and vertical integration. The original's detailed discussion of an "effective competition" standard for cable was reduced in the final report to descriptions of several options for a new standard. (The standard determines which municipalities may regulate cable rates.)

Quello joined with the coalition to rewrite the must carry, compulsory license section. The staff draft proposes elimination of the compulsory license. The report as adopted endorses a must carry law with a five-year sunset. It supports repeal of the compulsory license only in the absence of must carry.

In the final days leading up to the meeting, the commissioners and their aides haggled over each provision. "Every sentence was a tug of war," said Duggan. "We negotiated page by page, sentence by sentence."

At one point, it appeared that Sikes might dissent, or issue a long concurring statement; at another, that Marshall and Barrett might try to put off the vote—a prospect that would have upset Sikes's media plans for Friday. (That morning, Sikes gave a speech at Washington's National Press Club and appeared live on WTTG(TV) Washington.)

But in the end, the parties were able to arrive at language they could all live with and vote for. Most were giving Duggan the credit for putting together the compromise that is the report. Indeed, at the meeting, Quello jokingly nominated Duggan for the Nobel Peace Prize.

After his National Press Club speech, Sikes acknowledged that the decision-making process is sometimes frustrating, but he expressed no bitterness. "That's just the way commissions go...and Congress and cabinet meetings," he said. "This is a town of shared power, not unilateral power." —NAJ

Cable bill

continued from page 27

Sodolski.

"After all the smoke and noise, telco TV didn't have the votes," said National Cable Television Association President James P. Mooney, who told reporters the phone companies weren't even close. By NCTA's count, 13 members were backing the amendment, while 27 were against it and two remained undecided, he said. Mooney was also quick to add that USTA was responsible for sponsoring a series of radio ads targeting 16 Commerce members who had not signed on to the telco amendment (BROADCASTING, July 23).

Two Committee members, Republicans Sonny Callahan of Alabama and J. Alex McMillan of North Carolina, complained about the ads during the markup, and said they wanted to know who was behind them. McMillan said he thought the tactic was "less than responsible and a waste of money in terms of being persuasive." And as one key committee staffer put it, the telco maneuver was "as dumb as a box of rocks."

Even if the telcos were held at bay, cable still faces troubling legislation—at least that is what Mooney was telling the press. "We do not support it," he said, although he also refused to respond when asked if NCTA would actually oppose the House measure. NCTA has said it will fight the legislation pending before the Senate. Senate staff were trying to get the bill to the floor before the August recess.

As for the House bill, Mooney said it went too far in three respects:

"Its preoccupation with holding rates down ignores the role of subscriber fees in making possible the rapidly increasing quality of cable programming. We would have preferred that Congress give the cable industry's new customer service standards a chance to work before authorizing FCC and local regulation of customer service practices; and, the bill goes entirely too far in handing out regulatory advantages to other industries that compete with cable."

On the latter, Mooney refers to language that helps cable competitors such as direct broadcast satellite services in gaining access to cable programming. The dispute over the access to programming section of the bill between NCTA and Sky Cable, a proposed DBS service and consortium of NBC, Cablevision, Rupert Murdoch and Hughes, was settled with the parties agreeing to certain revisions.

Essentially Sky Cable feels it has the

BLOW BY BLOW ON CABLE BILL

The following are key points of the House Commerce Committee bill (H.R. 5267):

- The FCC could regulate rates for a broadcast tier of service. And the commission could also reduce rates it determines are "unreasonable or abusive. Pay and pay-per-view services are not covered.

- Vertically integrated programmers would be prohibited from "unreasonably refusing" to deal with any multi-channel video system operator (DBS, wireless cable, and SMATV). This section sunsets in nine years or earlier if the FCC determines a competitive market exists. Exclusive contracts are permitted if they do not "significantly impede competition."

- Cable programmers must make their product available to home satellite dish

users.

- Cable operators must reserve up to 25% of their total channel capacity to carry public and commercial broadcast signals. Broadcasters can also stay on the channel they were assigned as of June 26, 1990, or return to their on-channel position.

- The FCC would establish consumer protection and customer service standards.

- The commission would establish minimal technical standards.

- Cable operators must file financial information annually with the FCC.

- The sale or transfer of a cable system would be restricted for 36 months following acquisition.

- The FCC would set maximum rates for leased access channels.

protections needed to insure it will have access to cable programs. Two key sections would prevent cable operators from "coercing" programmers to enter into exclusive contracts as a condition of carriage and from requiring a financial interest in a program service as a condition of carriage.

For cable, the legislation recognizes exclusive contracts as long as they do not "significantly impede competition." And they feel the new language in the bill more precisely conforms with anti-trust laws.

Still, as Robert Sachs, senior vice president for corporate and legal affairs, Continental Cablevision, said: "The most troubling aspect of both bills [Senate and House] is mandatory access." And he said the modifications may be so qualified that it may prove "meaningless."

The dispute between NCTA and the motion picture community, led by Paramount and MCA over a requirement that the FCC establish rules to prevent cable operators from discriminating against unaffiliated programmers, was also settled by an amendment offered by Matthew Rinaldo (R-N.J.). Cable hoped to eliminate the language, but instead was able to weaken it enough so that it would require the complaining party to demonstrate they are unable to compete fairly.

It was a marathon markup session with the committee starting and stopping several times throughout the day. When all was said and done, up to 10 amendments were adopted. Most were of a clarifying and technical nature, others

however, had broader ramifications.

For example, Cardiss Collins (D-Ill.) offered new language to strengthen equal employment opportunity requirements in the Cable Act. It also requires the FCC to conduct a study concerning EEO practices in the broadcast industry.

There was an amendment from Bill Richardson (D-N.M.) to enable foreign language broadcasting stations and other "specialty" stations to qualify for must carry status. As Richardson pointed out, this does not guarantee carriage, it simply means those stations can be added to the pool eligible for carriage. By adding a category for specialty stations, the amendment will help those home shopping stations that have been fighting to gain must carry status.

Low power TV stations failed to gain must-carry status. But, through an amendment offered by Jim Slattery (D-Kan.) and Michael Oxley (R-Ohio), the FCC is mandated to study cable carriage of low power stations.

Cable may not have been happy with the bill, but broadcasters were especially pleased. "The must carry and channel positioning provisions of H.R. 5267 are critical to the survival of free, over-the-air television," said James Hedlund, president of the Association of Independent Television Stations. National Association of Broadcasters President Eddie Fritts also praised the legislation. He was pleased the telcos lacked the support needed for their amendment. "We feel that signals the committee's unwillingness to grant telcos control over both conduit and content," said Fritts. —KM

WHAT ROLE WILL EXCLUSIVITY PLAY IN CONTRACTS?

The cable industry is fighting for program exclusivity in Washington these days, as Sky Cable proponents are trying to gain mandated access to cable programming.

Cable operators' business defense is to have exclusivity recognized as a legitimate business practice, but how many exclusive deals will actually be signed if cable wins the exclusivity fight remains unclear.

There was a flurry of exclusivity talk a few years ago, but operators and programmers didn't see eye to eye on what it was worth. And future exclusivity talks won't occur in a vacuum, but rather, will be part of rate and tiering issues that will also be discussed by operators and programmers.

Cable programmers have joined the fight against mandated access, but that doesn't mean they won't sell to cable competitors anyway. They simply don't want any law telling them to whom they

may or may not distribute their programming.

As operators seek to cool reregulation fever by creating broadcast lifelines that move cable services off the VHF band, as well as expanded basic tiers that could decrease penetration, "they're actually encouraging programmers to license to even more technologies," said Roger Williams, ESPN senior vice president, affiliate sales and marketing. ESPN is currently in the V band on 75% of its systems, and according to Williams, loses 20%-30% of its viewership when taken off the band.

Ultimately, said Williams, ESPN will make its decision on whether to sell to additional technologies "based on whether or not we think new technologies will bring us enough incremental households to offset viewership decreases ESPN may experience in the [cable] market."

Programmers and operators aren't talk-

ing about exclusivity yet, according to Financial News Network President Mike Wheeler. "They're afraid of being accused of collusion," he said. "But once regulation shakes out, the operators will ask for it." Few programmers currently have exclusive agreements with operators; they also sell their services to TVRO and MDS. But with new technologies that could severely threaten the cable industry, operators are developing an interest in exclusivity.

Wheeler said one determination will be "if license fees and marketing support are greater than revenue and marketing support from other technologies." But according to Williams, exclusivity is not a matter of increased license fees. "Getting a quick buck from the operator is a very short-term view of the business," he said. If a programmer were to offer exclusivity, in return the service would want the system to provide it with the widest distribution possible, favorable channel position, and significant promotion, he said.

Until now, according to Bert Carp, vice president, government affairs, Turner Broadcasting, exclusivity has mainly been used to promote start-up channels, such as TNT, Turner's only exclusive service. Operators who carry a new channel are taking a risk, said Carp, and exclusivity makes taking that risk more attractive. Taking that exclusivity away would hurt the launch of new programming services, according to Carp. Bill Grumbles, executive vice president, Turner Cable Network Sales, said operator contracts for TNT are currently being extended, and continued exclusivity is being discussed.

But Grumbles doesn't think exclusivity is feasible for already existing services. "Administratively, exclusivity is very difficult to handle, and very difficult to police in existing networks," he said, although he didn't rule it out. The future "exclusivity of our other channels is undecided," he said.

Ted Livingston, senior vice president, marketing, Continental, said exclusivity "certainly is a critical issue," and will be one of several points that operators and programmers will have to work out in future carriage contracts, along with program rates and tiering flexibility.

John Mathwick, group vice president, marketing, for Jones Intercable, said operators may be willing to pay for exclusivity for certain highly visible products, but "across the board I'm not sure."

-SDM

OPRYLAND TO BUY COUNTRY MUSIC TELEVISION

Opryland USA Inc. has signed a letter of intent to purchase 100% of Country Music Television, at an estimated price of \$30 million. Opryland will sell a portion of the cable network's stock to Group W Satellite Communications, which handles marketing and distribution for Opryland's The Nashville Network. According to Donald Mitzner, president, GWSC, its ownership will be considerable, "although we probably won't have a majority ownership."

Mitzner said GWSC "wants to grow in cable programming network services" and had been looking for some time into the idea of getting involved with a second network, this time as a purchaser as well. In 1982, "we didn't want to own any of TNN. Now we'd love to," said Mitzner, "but it's not for sale."

Opryland and GWSC will divide CMT operations, as they do for TNN. Opryland will handle production and programming and GWSC will oversee affiliate relations, public relations, advertising, marketing and administration.

The first goal of the channel under its new ownership is to expand its subscriber base from its current 11.5 million to 13 million, so it qualifies for the Nielsen tabulation needed to attract additional advertising. That should take

about a year, according to David Hall, TNN vice president and general manager, who will also be assuming responsibility for CMT.

CMT will keep its identity as a country music video channel, although live and taped DJ's will be added, said Hall. CMT reaches a younger audience than TNN, although according to Hall, TNN is trying to attract a younger audience. He said the two networks would be sold to cable operators "much the same way any other programmer, such as Turner, sells multi-channel packages."

The CMT nine-person, full-time staff will not be expanded, but rather TNN staffers will add CMT to their list of duties. No decisions have yet been made on the future of CMT's current staff, according to Mitzner. The deal and transfer of the channel should be concluded in September.

The channel had been entertaining bids for six months, according to Robert Sillerman, president, The Sillerman Companies, one of two majority stockholders in CMT. CMT simply wasn't in shape to handle growth and had only a "limited affiliation effort," said Sillerman. "Group W's marketing effort will be much more effective."

UNWIRES GO FOR NETWORK GOLD

Some report double-digit growth, attributed to their own coming of age and possible disenchantment with broadcast networks

Unwired networks not affiliated with rep firms say they are seeing double-digit growth in billings in this year's upfront market. The unwireds say the growth is a combination of advertiser disenchantment with the networks and growing acceptance of unwireds as a viable alternative. Surveys of various independent and rep-operated unwired networks have produced a wide array of figures ranging from \$30 million to \$100 million spent on them in this year's upfront.

Unwired networks ITN, ALIN-TV and TVRC are expecting double-digit increases and, according to industry estimates, may pull in about \$64 million in this year's upfront. Most unwireds sell half their inventory in the upfront and the remainder in scatter.

There is a general unwillingness among unwireds and reps to say on the record what their take has been, making exact figures hard to come by. Another problem with industry estimates is advertising agencies that, in an effort to scare the networks, said they would spend significantly on unwired networks but may not have. However, all unwireds say media buyers took a closer look this year than in past years.

This is not the first time that unwireds have participated in the upfront. With all the controversy regarding the networks and guarantees though, this is the year that unwireds hoped to woo away dollars earmarked for the three networks, cable and barter syndication.

ALIN-TV senior vice president Alan Cohen said his company's unwired network, which has stations in more than 90 markets, saw a 10% increase in billings. Cohen attributed the increases to network problems that made advertisers more receptive to unwireds. Said Cohen: "Compared to networks, we provide one-half the average rating at one fourth the cost."

One company participating in its first upfront ever was the Network of Independent Broadcasters (NIB), which focuses solely on children's programming. NIB has a cooperative of 125 independent stations in 122 markets and, according to Kerry Andrews, vice president, Eastern sales, NIB did business with six or seven toy and package goods

advertisers and had billings close to \$10 million.

Unwired networks come in all shapes and sizes ranging from group owners and cable networks (Tribune and USA Network) to independent unwired networks (ALIN-TV and ITN) to rep agency unwireds (Katz, Seltel, Petry, Blair). Unwireds can also be very programming-specific. Some, like NIB, sell only children's programming, while others, like the Premiere Announcement Network (organized and managed by Group W), sell only local news to top 50 market affiliates.

The non-rep unwireds offer network-like guarantees for target audiences based on peplemeter ratings. If the network falls short, make-goods or cash back is offered. Rep-operated unwireds also offer guarantees, but on an individual deal basis that usually includes audience delivery.

It is unclear whether unwireds had or will have any significant impact on network dollars. That does not mean the networks are not thinking about unwireds. Last week, the newly formed Network Television Association (NTA) announced it is developing a presentation for national marketers and agencies highlighting network strengths over other broadcasting options, including unwired networks.

The association last week released a summary of the section of the report titled: "Unwired Networks: Old News

Not Necessarily Good News," which says the concept of packaging TV stations to sell national advertisers as an alternative to network television has met with limited success due to "programming concerns, on-air monitoring limitations, coverage problems, over-commercialization and questionable audience measurement."

Some of the issues mentioned in the NTA release have been on the minds of media buyers for some time. While most media buyers interviewed by BROADCASTING did not think that distorted ratings and altered station clearance lists were a big problem, several expressed concern about clutter. Said Steve Auerbach, senior vice president, director of network programming, Ally & Gargano: "Pods often run five to six minutes, which is a huge amount of time and it's hard to make your ad stand out...basically unwired is a tonnage buy."

Auerbach said package goods and pharmaceuticals are big users of unwired because they have less concern about programming, impact or clutter. Earlier this year, Procter & Gamble, the largest network advertiser for first quarter 1990, according to Arbitron's Broadcast Advertiser Reports, made a two-year deal with the Katz Television unwired network, said to be worth \$18 million.

Katz vice president, special sales projects, Mark Shottland said Katz was asked to submit to every agency. "The level of phone calls increased," the Katz executive said, adding that "that does not mean buying increased." He thinks syndication, not unwired networks, are the primary beneficiary of the network problems. He added that in his opinion, unwired is "probably a lot better [a buy] than a lot of the second tier of syndication." **-JF**

ADVERTISERS WITHDRAW SPONSORSHIP OF PGA EVENT

ABC and ESPN may lose a combined \$2 million in advertising revenue from their Aug. 9-12 Birmingham, Ala., broadcast of the PGA Championship Golf tournament. Advertisers are pulling their spots in response to negative publicity about the privately run host Shoal Creek Country Club that has no minority members.

Clients that have pulled advertising on ABC and ESPN include IBM, Lincoln-Mercury, Toyota and Acura. At press time, reports that Spaulding and Sharp had withdrawn could not be confirmed. Delta Airlines announced it is reducing its sponsorship.

ABC said advertising losses are "reaching \$2 million."

Mandel said that as far as he knows, ABC has no plans to cancel its coverage of the tournament. Whether ABC will ask for some sort of return on the \$3.2 million it spent for the PGA tournament this year remains to be seen. Next year, CBS, which paid \$4.8 million, will air the tournament.

CBS may be faced with a similar dilemma when it airs the Masters tournament from the Augusta National Golf Club, which also has no minority members. **-JF**

LEADING THE LOYAL OPPOSITION AT THE FCC

Just a few weeks shy of her first anniversary at 1919 M Street, Sherrie Marshall has come of age as an FCC commissioner. If any proof were required, one need look no further than her role in crafting the FCC's cable report, which went into the chute looking like FCC Chairman Al Sikes and came out looking decidedly Marshall (as well as like the two others on the FCC's new cable majority, Ervin Duggan and Andrew Barrett). FCC watchers consider last week's initiative only the beginning of her maturing influence on that body's deliberations.

While no single term has emerged to describe her, pro-competitive, deregulatory and pragmatic all fit so far. Marshall clearly won't be a one-facet commissioner, nor a one-issue one, as this "At Large" interview demonstrates.

After listening to witnesses during the FCC's three field hearings early this year and reading the comments in the cable inquiry, what do you feel needs to be done about cable?

Well, first let me talk about where I think the industry is right now. What we've got is a video marketplace in transition. We've seen significant changes in it since the Cable Act [was adopted in 1984], most particularly in the last three and a half years, since deregulation, and that continues to evolve. The result of the Cable Act was to transform cable from basically a retransmission medium into a multi-channel video service that...has changed what the American public expects from their television services. And all of that is good because it provides more diversity, more viewing choices and it's covering lots of options for people. Now, where does that take you? If we have a marketplace in transition, I think you need to have a very light regulatory hand in response to that because you don't want to get in and adversely affect the growth in new services to the U.S. consumer.

Would a 'light regulatory hand' entail some greater measure of cable rate regulation?

When you look at them over the long haul, rates went up sharply after deregulation, and then they have been increasing less and less with each year so that [rate increases] are now basically comparable to that of the rate of general inflation. And I think that change in rates was not unexpected as a result of the Cable Act. Consumers did feel some sticker shock at first, but overall that's what happens when rates have been kept unreasonably low and then have a chance to balance back out. But I think they've leveled off and now the question is, is there enough competition out there? Or, is there enough potential for competition that we should continue to be careful about how we tread before we do anything that unreasonably inhibits growth?

Do you think the cable rereg legislation pending in Congress is an example of a 'light regulatory hand'?

Both those bills are overly regulatory. Neither bill is the least intrusive means of addressing the particularized problems that have been raised in the cable industry. And, as such, I would recommend significant changes in them prior to their enactment, and that's what our cable report is all about.

The area that needs to be addressed, though, is access to programming. If your premise is that you want to have competition in lieu of regulation, then you have to make sure that the competitors have something that the people want to watch. In the cable report, we demonstrate that there are some instances where programming has been withheld. So the recommendations

that we made include making sure that there are not unreasonable refusals to deal in terms of selling programming, that there are not coercive activities [by cable operators] forcing programmers to give up equity interest to get on the wire. Those sorts of things. It's still a light regulatory hand, but it is a regulatory hand that needs to be involved there.

But the report also gives programmers the right to exclusive distribution agreements.

The report says that cable operators—vertically integrated cable operators—should not unreasonably refuse to deal with competitors in their franchise service areas. But, you know, you've got the natural tension with exclusive contracts. And we're saying that exclusive contracts are legitimate, but they have to be bona fide exclusive contracts that do not significantly impede competition.

So, for you then, access is the key to the whole report?

Right. The linchpin to the report.

And you think that'll take care of the problem? That it will bolster competition and obviate the need for any further regulation?

At this time. The report recommends that we continue to review it. After the [access provision] sunsets in five years, we would make a report back to Congress on whether it needs to be continued. At the same time, we are going to continue to look at rates. If Congress doesn't regulate rates, we will take up "effective competition" and we'll have a different standard out there. The three-signal standard is not viable. So, the two combined will make sure that the American consumer will be able to obtain cable services at a reasonable price and provide them with the most diversity of options.

Do you think, given some reasonable access to programming as the FCC has proposed, that DBS will prosper?

I have high hopes for DBS as a potential competitor to cable. When you think about it, if it gets to where these little dishes are the same price you pay for a VCR and you can just put that up on your roof and get a number of viewing options, then that poses real hard and significant competition to cable and I think it has some great potential. That potential has been enhanced by the fact that the companies that are now interested in investing in and announcing it have the financial wherewithal to follow through on their investments.

What about wireless cable? Do you think there's any hope for that?

There's some hope for it. It's too early to write it off. Certain-



ly with our rules changes, we expect wireless cable to make inroads.

And then the other entity that's often mentioned as a potential competitor is the telephone industry. It seems action on the FCC inquiry on whether to recommend to Congress repeal of the telco-cable crossownership ban keeps slipping.

My view is that we have so much else going on in terms of the overall cable report that it was just a matter of how many things you could concentrate on at one time. I think we will ultimately act on it at some point, but it'll probably be later on in the fall.

Where do you stand on telco entry?

In my view it's not a question of whether the telcos will get into cable, it's a question of when. I'd like the evolving video marketplace to get into a more stable state of evolution before we actually have telco entry into cable programming. You run the risk otherwise of having them overrun the area.

What about FCC Chairman Alfred Sikes's "video dial tone" proposal—keep the telcos' common carriers, but allow programmers without municipal cable franchises to lease capacity from the telcos?

Well, that's an issue I'm still studying. I haven't delved into all the details of the video dial tone proposal because it doesn't appear, to be perfectly honest, to be imminent.

Is this a case of Sikes not being able to advance his agenda?

No. There has not been a lot of active discussion. You heard us make our comments at the cable convention and there didn't seem to be a real cohesion or big support for moving as rapidly as Sikes wanted to, but I don't think it's that we necessarily disagree.

What about must carry, the broadcasters' issue? You and the other three commissioners insisted on changing the report so that it endorses must carry rather than calling for repeal

of the compulsory license.

I've been in favor of must carry legislation, if they can work out an industrywide deal. Last week they did come to an agreement on an industrywide deal and what the report does is move that to the forefront. We recommend that Congress include must carry provisions in any legislation that it should pass and it also should consider retransmission consent provisions.

That's a break with the FCC's current official position calling for elimination of the compulsory license.

We're not saying let's keep compulsory license. We're saying you ought to do must carry, but, in the alternative, if you don't do must carry, you ought to get rid of the compulsory license.

You've been a leader in having the cable report rewritten. Why? What was wrong with the way it was originally drafted by Sikes and the FCC staff?

Well, let's put this into context. When regulatory bodies deal with large issues, it is natural and healthy to have a give and take and a diversity of views among the principals that vote on it. And that's what has occurred here. And what we had was the draft that had been prepared by the staff, circulated by the chairman—and there were differences of opinion as to the overall approach. When you have a deadline approaching, even a self-imposed one, you don't have as much time for all the conversations back and forth. You have to get into constructive edits. And we were providing—in an effort to be cooperative—constructive edits.

Well, all right. That's one way of saying it.

Well, I mean, my views on cable all along have not been any big secret since I made the speech [before the Federal Communications Bar Association] in March. And I felt strongly that the report should be an even-handed document, but the one

that started from the premise that we have a market in transition and that we should be encouraging competition and that we should also recognize the many benefits that the '84 act has brought through cable growth to the consumer, and those were the things that motivated my constructive edits. Does that help?

By insisting on a rewrite of the report, some say you and the others have managed to usurp some of the authority of the chairman.

This report was a consensus document. And there's been no usurpation. I think if you went back and talked with the previous chairmen and previous commissioners, you'd find that there's always a healthy give and take on major issues and that's what's happened here. Al is still in a tremendous leadership role. He stated what date we would go out with this report. We worked with him on that. There are a number of things he wanted in the report in terms of changes for the franchise authorities and the leased access and the overbuilds. It's all there.

But the tone of this is more Sherrie Marshall, Andrew Barrett and Ervin Duggan than it is Al Sikes.

It reflects a consensus view of the whole commission. And it's unfair to say it's more Marshall than Sikes, or more Barrett and Duggan and Marshall than Sikes or Quello. It is a consensus document.

Sikes gets knocked a bit for being too cozy with Congress. The charge was raised again last week when he sent FCC agents out to check on compliance with the political broadcasting rules. You, on the other hand, are criticized for being too tight with the Bush administration.

When I look at an issue, I take into view Congress's views; I take into view the administration's views. I try to look at these and get the facts and then make an informed decision. Now, I have been appointed by the President and I am philosophically compatible with the general Bush approach. It shouldn't come as a surprise that I am going to try to seek competitive answers first before I go to regulatory responses. The report that I'm endorsing here is a combination of regulatory responses and [ways of promoting competition]. It's a pragmatic approach and if that's more like the administration's views then I'm not going to quarrel with that.

The other major issue before the FCC is reform of the financial interest and syndication rules. You've said in the past that you believe there will be some relaxation of the rules, that it's simply a matter of degree. Is that still your position?

Yeah.

You don't feel that there's any chance—and this is the way Hollywood is arguing at this point—that the FCC would impose more onerous restrictions in some areas?

I've said that the current rules can no longer survive without change. And I think that's true. So what we're looking at is the program acquisition market to see what real power the networks have and what real power the sellers have and analyze it. If you try to go with the light regulatory approach, you have to look and see if they're actual problems that need to be fixed before you go in and start proposing new restrictions or different restrictions. But it's too early for me to comment on Hollywood's suggestion [that the rules need to be tightened up in certain areas]. I don't intend to pre-judge the report and order at this point. I haven't reviewed all the comments. That's my job for the month of August. And then I'm going to talk to interested people again and ask further questions and then take it from there. So it's too early to tell, but the rules will, in my view, probably be relaxed in some fashion.

Do you think this argument you've sent up to the court of appeals in support of a 24-hour ban on broadcast indecency is a winner?

We developed the best record possible to support the statutory mandate [for a 24-hour ban], and I think it's going to be a very spirited debate before the appeals court and ultimately before the Supreme Court.

But as a lawyer, do you believe a 24-hour ban is constitutional?

What I believe as a lawyer is not what's at issue here. What's at issue is a statute that the Congress has passed and there is the question of whether this is the least intrusive means into advancing what I consider to be a recognized state interest in protecting children from exposure to these materials. Since broadcasting is a pervasive medium, it is very difficult to construct a least intrusive means of restricting indecency. It's an issue on which legal scholars can differ, and I look forward to seeing the Supreme Court's resolution of the issue.

Sikes has been an aggressive enforcer of the FCC rules, if not in an absolute sense, then certainly relative to his predecessors, Mark Fowler and Dennis Patrick. Do you go along with him on that?

I concur on that. We should aggressively enforce these rules so that we can give a clear line of demarcation so people will know what the rules are. They will have seen where the line is and then be able to make better-informed decisions.

And you voted for tightening up of the character qualifications for broadcast licensees.

I supported it so you wouldn't have drug dealers owning television station licenses or convicted felons owning broadcast licenses. At the same time, I am concerned that we have imposed unreasonable or onerous reporting conditions. You may recall that at the meeting, I raised questions about what the [new guidelines] would mean for companies that have far-reaching operations—vertically integrated companies, companies with interlocking directorates. So I welcome the comments [asking for reconsideration] that have been filed with us and would like to carefully review them.

What else is on your agenda?

My agenda? I'd like to see us pick up the network-cable crossownership rules—the ones that ban that crossownership. I'd like to get more involved in that issue.

Do you also think you should be looking at the local broadcast-cable as well?

Yeah. I haven't given a great deal of thought to that one, but if you're going to pick up the cross-ownership rules on network and cable, then I think you should look into the local one as well. That may not be one we can address as promptly.

One of the things coming up that have the broadcasters hot and bothered is digital audio broadcasting which promises to deliver audio with a lot more fidelity than they're able. Do you think broadcasters need to be protected from the development of an independent DAB service?

We're going to have an inquiry on our Aug. 1 agenda to analyze digital audio broadcasting. It presents unique opportunities, both for broadcasters and listeners, but poses some difficult challenges—whether there's enough spectrum, who gets what part of the spectrum, how to provide for this new technology so that it does not undercut the basic premises of broadcasters serving the needs of their local communities. That's an interesting challenge. There should be a way of providing new technology, better sound, more choices, and still preserve the broadcasters' unique ties to the community.

SATELLITE

SPECIAL REPORT



SATELLITES 1990: PLAYING FOR SKY-HIGH STAKES

HDTV, compression, access to cable services are among questions regarding future of satellite service: only time, timing will provide answers

Over the next three to five years, say the leading satellite television executives, technological advances will reshape television for decades to come. And the timing of business decisions during that period, they add, will determine much about the market shares to be enjoyed by broadcast, cable, direct broadcast satellite (DBS) and other video providers into the 21st century.

On a rapidly approaching horizon loom quantum leaps in transmission methods whose shapes remain only partially defined. Digitization research by the leading laboratories of both the television and computer industries promises, by 1992, to squeeze 10 or more video signals into bandwidths that now

carry only one. By 1993, the same techniques promise to deliver pictures at least twice as refined as those of the NTSC standard. And by 1994, say DBS proponents, satellites 10 times as powerful as standard network birds will deliver more than 100 television channels from a single spot in the sky to antennas small enough for consumers to mount in their living room windows.

Although few believe that compression and DBS will create radical shifts in power before the turn of the century, established television distributors have over the past six months revealed their confidence that technological wonders are in the offing.

Strategic preparations to profit from those wonders vary. Last February, nine

top cable operators, including Tele-Communications Inc. and Time Warner, invested \$100 million in K Prime, a 50-watt DBS system of a kind long considered a threat to bypass the systems they have spent billions of dollars to build. Two weeks later, another top-10 MSO, Cablevision Systems, joined NBC and Fox Television parent News Corp. in a \$700 million partnership to launch Sky Cable, the highest powered—240 watt—DBS system ever designed. And quietly, ABC made its next-generation network distribution satellite capable of delivering up to a dozen 120-watt Ku-band channels designed, like K Prime, to reach three-to-four-foot antennas on urban, as well as rural, rooftops.

As satellite operators and their televi-

sion network customers diversify their investments to include direct-to-home service, questions concerning how fast to move loom as large as questions concerning which way.

Can digitization techniques develop quickly enough to meet the FCC's deadline for setting a high-definition television standard? With no plant or station to rebuild, will DBS offer a program early HDTV hegemony? Or will improvements in signal encryption come

too slowly to make DBS a profitably safe venue in the 1990's? If video compression is to become equally available to cable, should cable operators plan now to invest in digitizing their operations, or will DBS prove the most economic way to augment services? Will Congress mandate cable program access for new distribution systems this year? Next year? Ever? Does ABC or CBS need to diversify distribution via birds they have already committed to launch

in 1992-93 before a multichannel explosion begins to run away without them in 1994? For how long might one or 20 networks' plans be delayed by the explosion of a rocket or the failure of a solar array to deploy? Will developments across the Atlantic or Pacific push the river for any number of U.S. companies with growing interests abroad?

Few claim absolute answers to such questions. Time and educated risk-taking, they told BROADCASTING, will tell.

HIGHER POWER DBS: MULTICHANNEL PROMISE, THREAT

Sky Cable and Hubbard: To be or not to be cable friendly; SC partners split on need for program access legislation

Midway through 1990, Stanley S. Hubbard, chairman and president of Hubbard Broadcasting, appears more the expectant father of high-power direct broadcast satellite (DBS) than ever. A DBS permittee for nearly 10 years, his sales pitch and enthusiasm for direct-to-home TV has changed little. But conditions have changed.

Last February, when NBC, Cablevision and News Corp. committed \$75 million each, and Hughes Communications committed \$400 million, to launch Sky Cable, a 108-channel DBS service, in 1994, "great companies," he said, had finally seen the light.

Like Hubbard, the Sky Cable partners believe that all the proper technological and market elements are about to fall into place—video compression, 240-watt satellites, very small antennas being developed for DBS in Japan and Europe, increased signal security, consumer hunger for programming and a proliferation of services seeking too few channels available on the ground.

High-power DBS, they have said, will prove the quickest and most economic way to expand channel capacity for cable, which can participate in Sky Cable as its major local franchisee.

Although DBS will become "the most efficient way to reach a national audience," said Tom Wolzein, senior vice president of NBC Cable and Development, cable systems will remain "the most efficient way to reach a neighborhood" and local broadcasters will remain "the most efficient way to reach an economic center, an ADI."

NBC, he said, is "obviously looking at different ways to get programming to viewers" and will "program to each of



Stanley S. Hubbard investigates DBS reception in Japan.

those strengths" without disenfranchising anyone.

In addition to carrying NBC and Cablevision-owned Rainbow Programming Enterprises services (including Bravo, SportsChannel America and American Movie Classics), Sky Cable would gather relatively small national audiences large enough to support a proliferation of national narrowcast services. Gather 2% of a single market audience, the partners say, and the total viewers

amount to only thousands; but gather 2% of the national audience and the total approaches 2 million subscribers.

Able to boast prominent, well-heeled partners from the cable distribution, television production and satellite operation fields—under apparently propitious market and technological conditions—Sky Cable has given DBS a boost unlike any before.

But since last February, conditions have changed again.



"If we became convinced that we were not going to get access to programing, we probably would not want to go forward with the business."—Tom Rogers

Access trouble

Sky Cable's plan has also been predicated on access to established pay and basic cable services, such as CNN, HBO and ESPN. "My belief," said Hughes President Steve Petrucci, "is that we will be able to make arrangements with major programing entities in the '94-'95 time period because we will provide an increase in distribution and subscriber base." Federal legislation mandating DBS access to cable programing—pending in cable regulation bills in both houses of Congress—will therefore prove unnecessary, he said.

That belief, he conceded, "isn't totally universal" among the partners.

Indeed, said Rogers, "six months ago, we might have shared that view," but "the intensity of fearfulness among programers since then has pushed us" away from reliance on marketplace forces to provide established services.

Cable programers "extraordinarily nervous about doing business with a Sky Cable," nevertheless "like the idea of being able to get greater access to the home," he said. But "the reality of the situation is that they are totally dependent today on a single course of distribution, and none of them wants to alienate that source. We have become much more convinced" that legislation is necessary, he said.

To the contrary, said Bob Thomson, vice president for Tele-Communications Inc., access law is unnecessary because current antitrust law, as well as limited finances, would prevent cable from locking up so much programing through exclusive contracts as to "unfairly im-

pede competition." SC will have access to "a great number" of services anyway, he said, adding that such a law would unfairly prevent cable from maintaining a "small basket" of exclusive services. TCI's own interest in DBS is based only on the fact that it may help cable meet its "obligation to better serve rural America," he said.

The FCC is still considering a petition to deny TCI-owned Tempo Satellite's bid to become a high power DBS permittee. A \$36 million antitrust judgment against TCI in 1986, says the Media Access Project, should disqualify it on character grounds. A commission decision on Tempo, as well as the disposition of 11 DBS channels reserved for it, is expected as early as this fall.

"If we became convinced that we were not going to get access to programing," said Thomson, "we probably would not want to go forward with the business."

Said Petrucci, "That's a decision each partner has to make on his own. But if a present partner choses not to go ahead, we have every intention of proceeding."

Hubbard, who also has argued against the necessity for legislation, says he has the finances to build and launch his own DBS service, United States Satellite Broadcasting, independent of SC's success or failure (BROADCASTING, July 9).

Video compression: The solid gold shoehorn

The cable-DBS battle is over technology, as well as programing, and in the long term, the war may be won by those first gaining the hardware to offer HDTV and to reach the 100-channel mark across the nation.

Sky Cable says it will adopt a video compression system by the end of 1990, allowing it to multiply its 27 allotted channels into more than 100 offerings from a single spot in the sky by 1994.

Indeed, since the initial SC announcement, the names of a dozen labs, including Compression Labs Inc., General Instrument, IBM, Ikegami, Northwest Starscan, Sarnoff and Sony, have become associated with developing broadcast quality compressed video out of what is now essentially still-picture technology. And according to NBC's Wolzein, 12-to-1 compression now appears achievable.

But early this summer, GI announced it had developed a new digital HDTV and NTSC system equally applicable to satellite, cable and broadcast TV (BROADCASTING, June 4). By early



"That's a decision each partner has to make. But if a present partner choses not to go ahead, we have every intention of proceeding."

— Steve Petrucci

1992, said GI, its Digicipher compression hardware will be available to all.

DBS proponents believe they will beat cable to the channel expansion punch.

Conceding that successful use of compression in cable plants would "take away one of the reasons that Sky Cable will exist at this time—to provide more channels for systems that don't have it," Petrucci predicted compression "may happen first in DBS or pseudo DBS. It certainly won't happen in cable distribution until after that, if at all. Compression implies new sets of equipment on uplinks, downlinks, new methods of operation, new control circuitry and techniques.

"Cable has the same problem in spades. I'm sure somebody will figure out the process to do that, when it's necessary, but I don't think it's a slam dunk in any sense right now" for cable, he said.

Agreeing, Rogers said, "experts on the cutting edge of compression say there is a five- to eight-year lag—in terms of replacement of amplifiers, in-house receiving equipment, the converter box needing to be changed out, in some cases the lines as well—for cable to avail themselves of the technology. The key to DBS," he said, "is that once you launch the bird, you flip the switch, and you've got nationwide choice from day one."

On the other hand, said Walter Braun, senior vice president of GE Americom, the introduction of HDTV will make introduction of compression—"almost inevitably digital"—a necessity for cable,

broadcasters and DBS alike by mid-1995. Joseph Flaherty, senior vice president and general manager of engineering for CBS, told the Satellite Broadcasting and Communications trade show much the same thing earlier this month (BROADCASTING, July 16).

"I'm not so sure," that overhauling headends for compression "is so expensive," Braun said, adding that cable systems with fiber optic plants may find themselves in the driver's seat since, "the more you digitize a video signal, the more compatible you make it with fiber" and single-conduit delivery of video, data and other services to businesses and homes.

On the same SBCA panel with Flaherty, Walter Ciciora, vice president of technology for American Television & Communications Corp., said his company is already planning to carry mixes of analog and digital, compressed and noncompressed and HDTV and NTSC channels (BROADCASTING, July 16).

Threat or adjunct to cable?

Six months after Sky Cable's invitation to make cable operators the co-distributors and co-beneficiaries of DBS, it appears that a substantial segment of the cable industry perceive not friend, but foe, in DBS.

"Some of the larger operators," said Rogers, "feel that, whatever this is, it is a potential competitor and, therefore, something that should be shunned and repressed...resisted at all costs. And there are a number of operators who I would say believe that financing for cable rebuilds is extremely tight and [that] there are many systems that are not going to be able to provide all the programming choices that will be offered to cable systems if they do have channel capacity."

"I think we'll find that Sky Cable will have a distribution relationship with some operators and a competitive relationship with others," he said.

Those disparate attitudes may be based on adoption of high- or low-end predictions of power DBS's potential market share.

In high contrast to SC's predictions that it will accumulate no more than five to 10 million subscribers in the 1990's, Hubbard claims that, as "the perfect vehicle for narrowcasting and HDTV, DBS—forget fiber, forget cable—is going to be the primary delivery system for national television," reaching 40 million U.S. consumers by 1999.

SC and Hubbard also differ on the pace of penetration. SC estimates its

break-even point at "something like two-to-three-million subscribers," said Hughes' Petrucci. "And there's no particular point in time we have to have that, but we're estimating that we'll have that in the first two or three years."

But according to research commissioned late last year by Hubbard, six million consumers would subscribe in the first year to a high-power DBS service that offered only eight channels.

And, he said, subscriber projections multiply as channel offerings rise. According to the study—given an initial \$700 pricetag on a consumer DBS system (\$400 higher than Sky Cable's estimate), and a \$100 drop in that price each year after—a 32-channel DBS service would have seven million subs within 18 months and 35 million by the end of the fifth year. A 70-100-channel DBS service would have eight million subscribers after one year, 13 million by the end of two, 21 million at the end of three,

and 37 million through five years.

Hubbard's study—which gave respondents a short explanation of DBS and of "extra programming offers" directed toward specific "affinity groups" via the eight channels—also found that 45% would watch less network TV, 34% would watch less cable TV and 23% would watch fewer programs on premium pay channels.

At stake for local broadcasters, said Hubbard, who owns nine TV stations, is "survival. Long term survival. The local television station, in my opinion, to survive 20 or 15 years from now, is going to have to be truly local, offering something the networks cannot do."

And, said the study, "over and above its negative effect on network TV," one-quarter of respondents said they were "very likely" to drop cable TV subscription altogether. Levels of Faith in that prediction among cable operators could spell doom or boom for DBS.

DBS: MAKING MOST OF MIDPOWER

Head start, or jumping the gun?

Two weeks before the Sky Cable announcement last February, Tele-Communications Inc. and eight other top MSO's, including ATC, Time Warner and Viacom Cable, invested \$100 million in an "interim" step: K Prime, a 45-watt, Ku-band direct-to-home service claiming the ability to offer its seven superstations and three pay-per-view channels to consumers with—if not the 18-inch antennas Sky Cable claims it will reach—three-foot dishes, about half the size of the smallest C-band antennas dotting rural America.

In the short term, K Prime plans to field test the system this month, market test it in 45 locations next fall and launch the complete service next year. Consumers would get the service and lease a Scientific-Atlanta B-MAC receiver-decoder for a monthly subscription fee. In the long term, K Prime may be able to migrate to high power, via TCI-owned Tempo Satellite, whose DBS channel grants are pending at the FCC (BROADCASTING, Feb. 19).

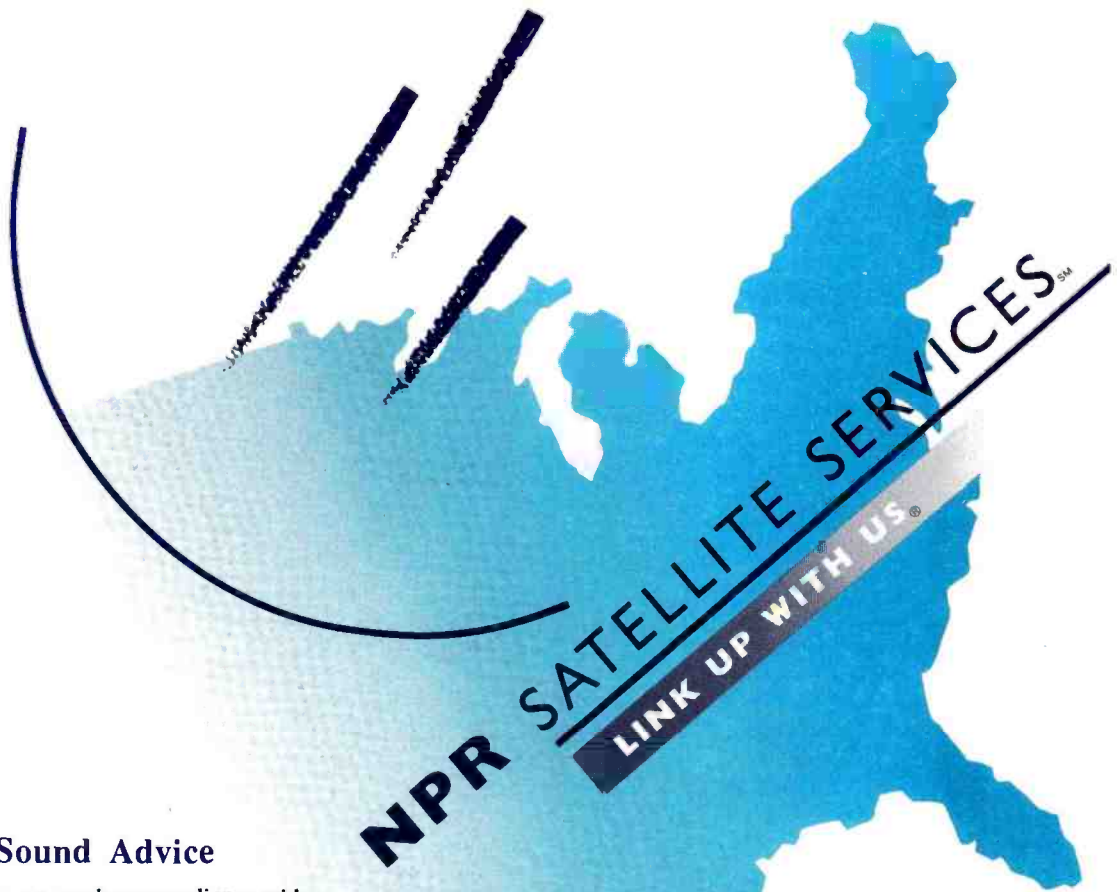
Other programmers have this year begun laying mid-power options for themselves. Industry sources confirmed a story in *Satellite Business News* that a Seattle-based company, Northwest Starscan, plans to launch a PPV service aboard a similar 50-watt Ku bird early

next year, using its own compression technology to deliver 80 signals over 10 transponders. Formal announcement of the venture awaits successful outcome of a private placement by Paine Webber and Bankers Trust New York, the sources said.

And when ABC and PBS move to AT&T's Telstar 4 system in 1993, they will have the technology, if not the desire, to deliver up to 24 Ku services at 120 watts. "If you got the right program mix down," using mid-power birds, said AT&T Satellite Communications Director Karl Savatiel, "you might feel justified in investing in a totally new system, or whatever is available at that point in time. Maybe we're talking 300 watts per channel and 12 inches, instead of 18 or 14 inches" predicted for Sky Cable. "I think that [high power] market is going to occur."

AT&T marketing district manager, Jack Zsakany, believes that mid- and high-power consumer equipment costs will differ little. "The only thing that's going to be different is how many people can live with a one-meter dish. There's some trade-off there, but, again, if you have the same programming mix, both of them would be viable."

Story continues on page 42



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"Midpower" from page 38

The high-power proponents believe the equipment trade-off should not be underestimated, no matter what the programming. According to Stanley S. Hubbard, only when they reach sizes under 24 inches do satellite antennas "become an acceptable appliance to everybody." And, predicted Hubbard Broadcasting Vice President Robert Hubbard, three-foot dishes will, in practice, "grow to four, then five feet" to really receive quality pictures, and an eventual move to high-power will "cause a difficult re-pointing problem" for mid-power antenna mounted securely on a chimney or in backyard cement.

In the meantime, K Prime will face a daily risk: its K-1 capacity is preemptible and would be usurped at a moment's notice, given any failure of NBC's capacity on Satcom K-2. The partners in K Prime said its general manager, David Beddows, believes they can cover that risk. However, said Robert Hubbard, "K Prime is asking somebody else to take that risk: consumers investing \$500 million in receivers and three-foot dishes."

Primetime 24, which delivers three network affiliate signals and PPV events to rural dish owners, decided a month ago to take the same risk and last week secured in New Jersey Superior Court the right of first refusal on preemptible rates for three transponders adjacent to K Prime on GE Americom's Satcom K-1. But, at the same time, Americom won the right to offer the capacity at higher protected rates. Whether K Prime, PT 24 or other parties compete for those transponders may depend most on the success of K Prime's current lineup next year.

□

On the regulatory front, fixed-satellite operators are up in arms over calls for the FCC to reconsider limiting the space between fixed-service satellites such as K-1 to only two degrees. At three degrees or more apart, say advocates including Representative Bill Tauzin (D-La.), more birds could operate at higher powers and reach smaller, more affordable consumer antennas, thereby doubling or tripling the current 3 million home satellite market (BROADCASTING, July 16).

Although members of the SBCA's

equipment manufacturers group voted overwhelming support of Tauzin's position—and although members of the programmers group matched votes supporting the position with an equal number of no votes plus abstentions, said one source—the SBCA's space segment group voted unanimous opposition.

"We favor the goal" of reaching smaller dishes and creating "greater access" to satellite TV, said William Berman, director of cable services for GE Americom. But, by GE's estimation, he said, three-degree spacing would probably eliminate 20% of the satellites proposed for fixed-service operation, and "two-thirds of the hybrids would be knocked out," since wider spacing in the limited arc means fewer total orbital assignments. Noting that the FCC has created the separate DBS arc—"the proper band"—for efforts to reach small dishes, Berman said the three-degree movement is driven by "misplaced interest."

"Stability, in our minds, is an absolute must," said Hughes' Petrucci. If the FCC is intending the fixed-service band ought to be for fixed service, as they've been saying for 25 years, then that is what they ought to be." **Peter Lambert**

AROUND THE WORLD ON DBS

Direct satellite broadcasting may be looking for a foothold in the U.S., but the new delivery medium has found its earliest, and possibly toughest, proving ground in Europe.

More than a year-and-a-half after the first medium-power services were initiated in Europe, DBS home dish installations totalled no more than 1.4 million, leaving it a marginal service among the region's estimated 320 million TV homes.

Meanwhile, operator losses continue to mount into the hundreds of millions of dollars, and rapid growth remains stymied by debates over signal delivery systems and the availability of receivers in the European standard MAC, as well as new alternatives in cable TV and terrestrial services.

Good news, however, is found in the penetration levels in the highly competitive UK media market (see below). Also a plus for DBS, ironically, is cable TV. A long-term rival to DBS in delivering new channels to the home, cable is at present satellite programmers' fastest large-scale way into viewers' homes as

dish installers work to catch up to the generally better established cable operations.

The following is an overview of DBS activities in the most active markets in Europe, as well as in another active DBS market, Japan.

United Kingdom

DBS's greatest European advance has been in the United Kingdom, where Rupert Murdoch's Sky Television, beamed off of the Luxembourg satellite Astra, has helped boost penetration for the new

DBS penetration abroad

Country	Satellite	DTH homes
United Kingdom	Astra	902,000
	BSB	30,000
West Germany	Astra	100,000
	Kopernicus	*
	TVSAR-2	*
	TDF-2	**
France	TDF-1	5,000
Scandinavia	Astra	100,000
	Tele-X	*
Japan	BS-2	2,500,000

* = fewer than 5,000 homes

** = system not yet operational

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technology at a rate considerably better than that of past new technology introductions, although lower than Sky had at first projected.

Nearly 1 million DBS dishes have sprouted there, with viewers tuning in to Astra not just to receive Sky TV, launched February 1989, but several other English-language services, including MTV Europe. Further raising audience interest in Astra are plans to add at least three more English-language channels on a second bird, operational no later than early next spring.

But Sky does not have the skies to itself. Rival British Satellite Broadcasting launched its billion-dollar-plus, high-power, five-channel service last spring, although it currently has just 30,000 home dish viewers.

Helping both BSB and Astra is cable, still itself in its infancy and a strong potential rival down the road. Cable systems have upped Astra's total UK viewership to 1.5 million households and have given BSB total homes surpassing 540,000.

When BSB took to the air in April, the service projected dish sales totalling

150,000 by summer's end, 500,000 by the end of the year and 1.8 million through 1991. Present dish installation rates of 30,000 per month, however, would leave it well short of those numbers.

Germany

West Germany's potential for DTH appears limited by the advanced state of cable operations there, currently with 7 million subscribing homes of 15 million passed. DTH, by comparison, presently totals 100,000 installations. Some hope has been fostered by developments in the unification with East Germany, however, where the DTH market, now at 5,000, is thought to have good potential.

Complicating the satellite scene in Germany are program offerings overlapping in different media, particularly cable and DTH. For instance, a new pay movie channel, Premiere, slated to launch first quarter of 1991 as a joint venture of leading Germany's Bertelsmann and Kirch Group and France's Canal Plus, is said by different sources to be tagged for transponders on Astra, on German telecommunications satellite Kopernicus (mainly for cable operators) and on Franco-German high-power DBS system TDF2.

Similarly, of Astra's current five German-language-only channel offerings, four are also on Kopernicus, while a fifth channel on Kopernicus has said it will add an Astra channel as well. Kopernicus also offers three services that essentially repeat terrestrial broadcast channels. Some of the same channels are also to be carried on the TDF high-power twin, TVSAT2.

A rift over the use of the European satellite MAC standard (in its D2-MAC version) further threatens stable development of the DTH market, with the Premiere channel backer Canal Plus anticipating a D2MAC version of the channel on TDF2 to help propel MAC receiver sales, although German participants are satisfied with the current PAL signal standard on Kopernicus and Astra. Premiere's DTH potential is considered limited in its first year to just 10,000-20,000 installations, and five years later to a small minority of the services' 800,000-1,000,000 homes expected at break-even.

France

The TDF series satellites, the prime focus of French DBS efforts, have been hampered both by European-wide shortages in MAC receivers and the balking

of programmers over high transponder costs. Only 5,000 DTH installations are currently on line.

So far, TDF-1 is offering a Franco-German culture channel La Sept. Also planned is a repeat of terrestrial pay service Canal Plus (to help reach the 13% of the country not covered on its UHF channels).

Another part-day service, Euromusique, has also begun tests, and its paired part-day channel, Canal Enfant, earlier this month received permission to launch simultaneously via terrestrial as well as the satellite frequencies, so is considered likely to start its service soon. Also to be on the satellite is a sports channel.

The second satellite, TDF2, launched successfully on an Ariane rocket last week and among its channels may be the German pay movie channel Premiere (see above). To stimulate satellite market demand, Canal Plus has taken equity positions in a receiver manufacturer and a dish maker and has ordered between 200,000 and 300,000 of the MAC receivers.

Scandinavia

Tuning into Astra's three Scandinavian-language channels are approximately 100,000 dish owners, the majority in Norway (with 50,000) and Sweden (with 40,000), but also in Denmark (6,000) and Finland (4,000).

An experimental Scandinavian satellite service Tele-X also has plans to offer an ad-supported channel this fall and may make room for a leading pay service, further adding to DTH totals in the region.

Japan

Europe is not the only location outside the U.S. where DBS has made inroads. Japan's national broadcaster NHK has actively experimented with a two-channel service, claiming receiving equipment in up to 2.5 million households, and following the loss of a backup satellite at launch earlier this year, is preparing to launch the next satellites in its BS-2 series. BS-3A is to be launched in August by Japan, and NHK just signed an \$88 million contract to purchase a modified former Comsat TV bird, to be launched by an Atlas rocket in April, 1991, as a backup.

Satellite competition comes indirectly from two cable systems satellites, Superbird and JCSat, while a project now in its formative stages, Satellite Japan, may have plans in the DBS field. **AAG**



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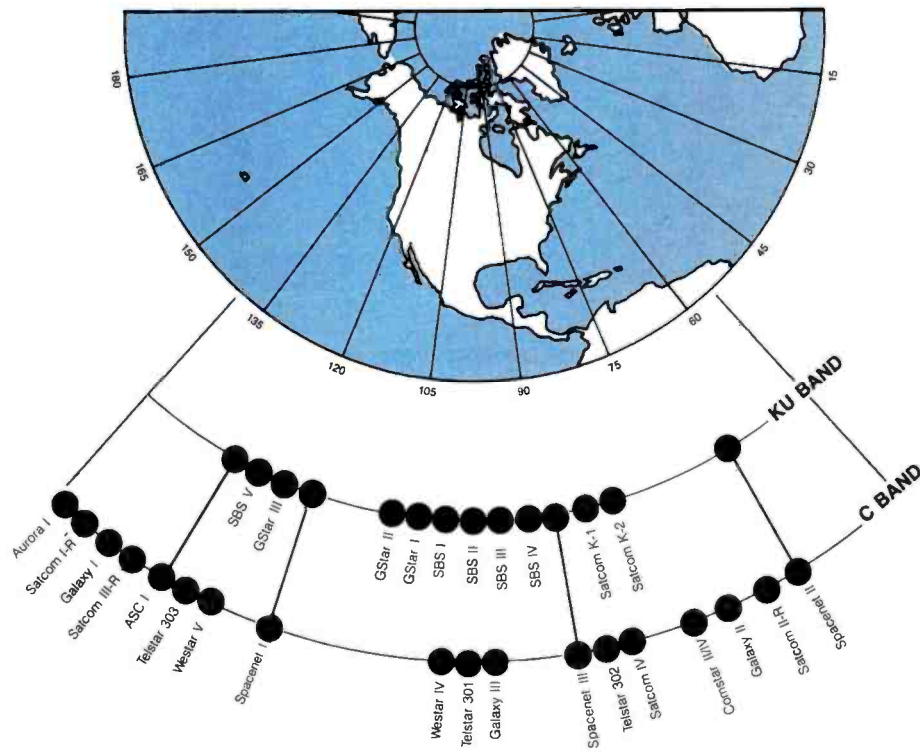
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Satellite guide to the sky

Carrier Satellite	C-band ¹	Ku-band	Approximate end-of-life	Orbital slot	Satcom III-R				
Alascom					24	--		June 1992	131
Aurora I	24	--	Jan. 1992	143				Feb. 1993	82
AT&T								Dec. 1996	85
Telstar 301	24	--	Nov. 1993	96				April 1997	81
Telstar 302	24	--	Sept. 1994	85					
Telstar 303	24	--	Apr. 1995	125					
Comsat²									
Comstar II	24	--	July 1986	76					
Comstar IV	24	--	Feb. 1991	76					
SBS I	--	10	Nov. 1990	99					
SBS II	--	10	Sept. 1991	97					
Contel ASC									
ASC I	18	6	Aug. 1995	128					
GE Americom									
Satcom I-R	24	--	April 1993	139					
Satcom II-R	24	--	Jan. 1995	72					
GTE Spacenet									
Spacenet I					18	6		May 1994	120
Spacenet II					18	6		Nov. 1994	69
Spacenet III					18	6		March 1998	87
GStar I					--	16		March 1995	103
GStar II					--	16		March 1996	105
GStar III ³					--	16		Sept. 1994	125
Hughes Communications									
Galaxy I					24	--		June 1993	134
Galaxy II					24	--		Sept. 1993	74
Galaxy III					24	--		Sept. 1994	93.5
Weststar IV					24	--		Feb. 1992	99
Weststar V					24	--		June 1992	122.5
SBS IV					--	10		Aug. 1994	91
SBS V					--	14		Sept. 1998	122.5
MCI									
SBS III					--	10		Nov. 1992	95

¹ C-band and Ku-band columns indicate numbers of transponders on each satellite. End-of-life estimates are based on launch date plus 10 years.

² Although not of use for customers with nonsteerable antennas, Comsat developed a system to track and maintain use of birds that have used up station-keeping fuel and have gone into north-south drift.

³ Imbalanced loading of fuel caused GStar III not to reach 125 degrees on schedule following September 1988 launch. Expending station-keeping fuel to move it there reduced bird's design life by five.

⁴ FCC approved Hughes purchase of Western Union satellites in November 1988.

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FIXED SERVICE: NO SURPLUS IN SIGHT

Narrowed field of fixed-satellite operators set to balance supply with demand

With satellite operators restricting themselves to launching satellites on which most of the capacity has been pre-sold, the days

when users could count on ready availability of C-band and Ku-band transponders at modest prices are coming to an end.

Video compression—the budding technology that promises to permit the squeezing of multiple television signals through a single satellite transponder—could provide users some relief from the anticipated tight supply, but until it is proved, the satellite community is not counting on it.

The field of operators has been narrowing. A year and a half after Western Union and IBM bowed out, it looks as if Contel ASC and GTE Spacenet will merge along with their parent companies (BROADCASTING, July 16).

And the next-generation launch plans of the surviving players remain conservative due to increased construction and launch costs and a history of low occupancy on many first-generation birds.

Hughes Communications, GE Americom, AT&T and GTE Spacenet are building 16 satellites for launch between 1990 and 1993, having attained critical masses of prepaid users for the birds.

All told, the 16 that appear certain to fly comprise seven C-band, two Ku-band and seven hybrid C-Ku satellites, carrying a total 312 C-band and 181 Ku-band transponders.

Assuming the successful launches of them all, supply is expected to peak between 1993 and 1995, as the operational lives of new and old generation birds overlap. After 1995, supply is expected to decrease as in-orbit birds continue to run out of operational fuel.

That the supply problem is not causing greater angst among users is due to the fact that demand is not expected to grow rapidly. Most see no more than modest growth for C-band capacity, the established mode of distribution for virtually all national TV services. Whatever significant growth there is will come on the Ku-band side as electronic newsgatherers, private satellite network operators, educators and satellite-to-home service providers move to take advantage of its need for smaller and less costly ground equipment.

The C-band market is today approaching the short supply and high prices experienced after Satcom FIII failed to become operational in 1980, according to John Tagliaferro, president of occasional-time user and reseller Hughes Television Network, which schedules 20 transponders on half a dozen birds.

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said Tagliaferro, HTN is considering how much capacity it must lock up now to assure access for its customers in the future. Although some point-to-point video traffic may migrate to terrestrial providers, such as Houston-based Vyvx National Video Network, which offers time block rates on its 11,000-mile fiber network, he said, television's demand for the ubiquitous reach of satellites is more likely to increase than decrease.

Also seeing "contraction" and gradual growth in C-band supply, AT&T's Savatiel said his company's planned Telstar 4 system, comprising two hybrid C-Ku birds carrying a total 48 transponders in each band, will "more accurately balance" supply and demand. "There is still a very large market for C-band, and so with contraction [of supply], there is going to be high fill rates," he said. "We don't see a big glut up there," he said, adding that he expects the rates on the Telstar 4 system to hit 80%.

Most operators agreed with Tagliaferro's assessment that C-band supply will not be "meaningfully loosened up," until 1992 and 1993, when a flurry of television satellites are to be launched. With ABC-TV as an anchor tenant, AT&T will launch two large C-Ku hybrids, Telstars 401 and 402 (Dec. 1992 and Dec. 1993, respectively); a consortium of cable programmers including Viacom Networks has committed to GE Americom's launching two C-band birds, Satcoms C-4 and C-3 (both in late 1992); HBO and Turner Broadcasting System formed a partnership to finance the launches of Hughes' C-band birds, Galaxy IR (1993) and Galaxy V (1991), and for CBS. Hughes will launch one, and perhaps two, large C-Ku hybrids, Galaxies IV and VII (1992).

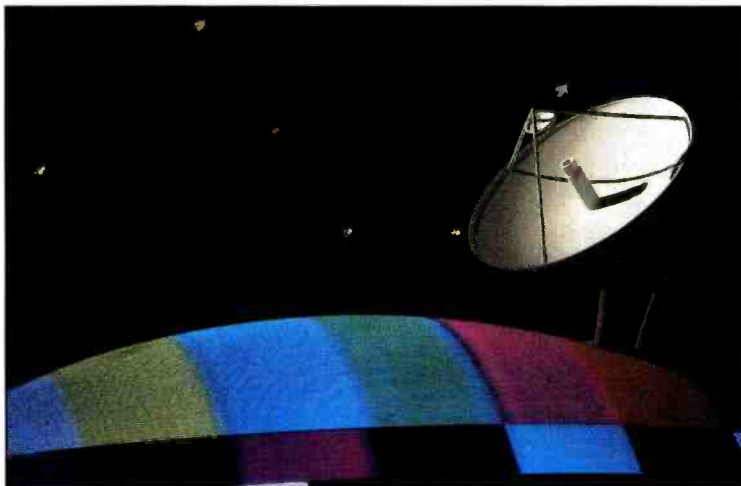
In the nearer term, Hughes will launch this October its C-band fleet spare, Galaxy VI, temporarily placing it as an interim replacement for Westar IV at 99 degrees west longitude (W.L.). A permanent replacement, Galaxy IV, is to be launched in 1993. And by the end of 1994, the new Hughes fleet is to comprise its two cable TV satellites; the C-band spare; CBS's two hybrids (the sec-

ond pending FCC approval) and three SBS Ku birds (two in orbit and a third also to launch this October), serving private business networks, television news-gathering and, perhaps, mid-power DBS.

Before it launches its own new fleet spare, Satcom C-1, next November, GE Americom will ask FCC approval of similar position jockeying to accommo-

date customer needs—and unforeseen problems with in-orbit Satcom F-IIIR. According to Walter Braun, senior vice president for GE Americom, power problems have made 10 of F-IIIR's 24 C-band transponders unreliable. GE's tentative plan is to move customers now aboard Satcom F-IR to C-1 at 139 degrees, then move F-IR to 131 degrees to take on customers now on F-IIIR, on

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which the remaining 14 channels could continue to serve the occasional-use market through 1991, he said. In May 1991, Satcom C-5 (also known as Aurora II and co-owned by Alascom and GE) would replace C-1 at 139 degrees, and C-1 would be moved to its permanent fleet spare role at 137 degrees. C-3 and C-4 would complete the fleet.

Since full-time TV services have spoken for virtually all of Hughes' and GE's C-band capacity—except for preemptible capacity on their fleet spares—occasional capacity will almost certainly be at a premium. Small pockets of C-band capacity remain available. GTE Spacenet continues to market its limited C-band capacity to niche TV markets. Next April, Contel ASC plans to launch ASC 2. It is marketing six of 18 C-band

transponders aboard that hybrid to "niche television markets," said Lynn Fisher, director of transponder sales for Contel ASC.

Just as unforeseen supply side factors—such as launch failures or problems with an in-orbit bird—can alter business plan equations, said Tagliaferro, so can unforeseen developments on the demand side. "There are all kinds of ventures that don't get figured into projections," he said, such as TVN Entertainment's plans to launch a home satellite pay-per-view service in September, using 17 C-band transponders on Telstar 303 that had been available for occasional use.

New video compression technology, an as yet technological unknown, may provide supply relief. But most sources

Proposed domestic satellites

These are the 22 new and replacement satellites proposed for launch in the 1990's.¹

Carrier Satellite	² C-band	Ku-band	Orbital slot	Launch date
Alascom³				
Aurora II/ Satcom C-5	24	--	139	May 1991
AT&T				
Telstar 401	24	24	97	May 1993
Telstar 402	24	24	89	March 1994
Contel ASC				
ASC II	18	6	101	April 1991
ASC IR	24	16	129	Sept. 1993
GE Americom				
Satcom C-1	24	--	137	Nov. 1990
Satcom C-4	24	--	135	Sept. 1992
Satcom C-3	24	--	131	Nov. 1992
Satcom H-1	24	16	79	1994
GTE Spacenet				
GStar IV	--	24	64	Nov. 1990
Spacenet IR	24	22	103	May 1993
Spacenet IIR	24	22	69	Sept. 1993
GStar IR	--	24	121	June 1994
Hughes⁴				
Galaxy VI	24	--	91	Oct. 1990
SBS VI	--	19	72	Oct. 1990
Galaxy V	24	--	125	1991
Galaxy IR	24	--	133	1993
Galaxy VII	24	--	91	1992
Galaxy IV	24	24	99	1992
Galaxy IIIIR	24	--	95	1994
National Exchange⁵				
Spotnet I	24	18	93	Mar. 1993
Spotnet II	24	18	127	Sept. 1993

¹ Chart information is based on FCC documents and/or company information. The majority of birds were in November 1988 authorized for construction and launch into assigned slots.

² C-band and Ku-band columns indicate numbers of transponders. Launch dates are subject to construction and/or launch delays.

³ Ten of 24 transponders on GE-Americom-operated Aurora II (or Satcom C-5) will be marketed by GE with the remaining 14 dedicated to Alascom.

⁴ Hughes' request to launch Galaxy as C/Ku hybrid is subject to FCC approval. Hughes holds separate C and Ku licenses at 91 degrees.

⁵ National Exchange's birds will carry 18 spot beams not directly equivalent to transponders.

agreed that rebuilding broadcast and cable operations to receive multiple channels per transponder will take many years. But all believed such applications are likely. Given the potential availability of hardware that can transmit four or eight times as many video signals per transponder, said Tagliaferro. "compression is very important to keep track of." However, he added, "it won't be driven in our area until or if capacity becomes so short in supply and so expensive that the costs will be justified."

As do all the other operators, GE's Braun expects "a lot more growth on the Ku side" than the 3%-5% annual rate GE expects in C. "With the big hybrids from Hughes and AT&T" each carrying 24 transponders in each band, Braun noted, "there will be sufficient K supply for business TV, private networks and lots of television at Ku."

Although it has secured customers only for future C-band birds, GE now delivers NBC aboard its Ku-band Satcom K-2 and K Prime aboard K-1 (due to remain operational through 1996 and 1997, respectively), and it has asked for proposals from co-owned GE Astro Space to build and launch a hybrid.

As with C-band, substantial supply relief will not come at least until 1992 or 1993, when AT&T and Hughes launch their four proposed hybrids, together carrying 76 Ku transponders. Said AT&T's Savatiel, "We voted with our pocketbook, putting up 48 Ku" in addition to 48 C transponders on Telstars 401 and 402—a radical change from the 72 owned and operated C and four leased Ku transponders AT&T now offers. Ku, he said, "is a much higher growth market."

In the near term, short Ku supply prompted Turner Broadcasting System earlier this year to lease four of the 16 transponders aboard GStar IV, to be launched one month after Hughes' SBS VI this fall. Due to a deployment failure launch a year ago, all-Ku bird GStar III will live five years instead of 10 and is in a drifting orbit accessible only by tracking antennas.

According to GTE Spacenet President C. J. (Jerry) Waylan, private business networks, financial data and vehicle location tracking services, regional and national "distance learning" networks and a satellite newsgathering demand "bigger than a number of people thought it would be" all add up to "continued growth" in demand and no "large excess of Ku-band supply in the foreseeable future," he said. But, he said, GTE will meet expected demand with "roughly what we've applied and

gotten approval for"—adding GStar IV and replacing hybrid Spacenets I and II in 1992 and 1993, as well as all-Ku GStar in 1994.

Clay Whitehead, whose National Exchange plans to launch two private networks hybrids in 1993, was "a little more pessimistic. I suspect you'll see a stretching of the launch schedules," as operators await proof of new demand.

Waylan and Fisher said losses of two

Japanese satellites aboard Ariane and incomplete delivery of an Intelsat bird by Martin Marietta, both last winter, deferred a decrease in launch insurance rates but did not cause rates to go up.

If all goes well in the next generation, said Fisher, all the operators that "have invested all their money in this high-risk business will get a fair return, something I do not think everyone experienced last time around.

—Peter Lambert

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SATELLITE NEWS BARRIERS IN EUROPE BEGIN TO FALL

U.S. newsgatherers say it's easier to uplink news as bureaucratic obstacles are slowly overcome in most countries

For years, as dependence on satellites for the relay of news stories out of Europe increased, so did the grumbling of those experts responsible for overseeing the uplinking. "It is hard to imagine how European nations could make it more difficult for us to uplink than they do," CBS News's vice president, news services, John Frazee, said at a Satellite Communications Users Conference in Washington last October (BROADCASTING, Oct. 30, 1989). That was then. Now he says, "Things have changed dramatically since October."

West Germany has become "the most liberal country in the world" in terms of regulations governing the operation of uplinks, even more liberal than the U.S., Frazee said last week. He attributed the change to the fact that in January a Ministry of Telecommunications was carved out of the Deutsche Bundespost Telekom and that Christian Schwartz-Shelling is in charge of the PTT. Schwartz-Shelling is regarded by those in the U.S. who know him as a dynamic, forward-looking individual, aware of the benefits of liberal telecommunications policies. The United Kingdom has also eased up considerably on regulation, as it has privatized its telecommunications services, he said. And regulatory authorities elsewhere in Europe are moving toward the more liberal policies of those countries.

Frazee said they do not want to be "left out, politically, of the enormous market opening up in Eastern Europe, as the countries there rebuild their telephone and telecommunications infrastructures. What's more, the draft of a new Green Paper, proposing telecommunications policies for West European governments, is being reviewed. And it would recommend bringing telecommunications policies into line with the determination of West European countries to abandon tariff barriers by 1992. So a license to uplink in France, say, would be valid in the United Kingdom.

At present, news organizations intending to uplink stories out of a European country must obtain permission from the local telecommunications authority. "As a rule, this is less of a problem than it once was," Frazee says. "They're concerned about interference." The frequencies are generally the same as those



used for terrestrial services. "So we check every time," Frazee says.

There are fewer "impediments" to delivering signals by means of transportable earth stations, agreed Ron Gnidziejko, director of NBC's production and distribution, standards and technology. "The barriers to flyaways were as much bureaucratic as political, and used to take weeks to eliminate," he said. "Now, the job is done in days, even hours," he said. "Things are changing for the better"—a condition he ascribed to increased privatization of telecommunications operations.

Gnidziejko also said there are ways of encouraging governments in Europe to make earth stations available for uplinking. "If the country is not responsive, ask for permission to bring in your own flyaway," he said. "Then the country finds a way to make equipment available."

No one is saying the problems that Americans and others were complaining about last year have all vanished. Andrew Ailes, business development manager for BrightStar, an international satellite services company, said "liberalization" is proceeding slowly. He also said it is "difficult to get a coherent picture of Europe at any one time. While we've traveled a long time,

we have a long way to go."

Ailes is not alone in suggesting a lack on uniformity in the progress being made toward liberalization. France, for instance, is frequently cited as a place where bureaucratic problems remain difficult for those who would uplink.

Increasingly, the U.S. news organizations find it necessary to deal with countries in Eastern Europe, as they come increasingly into the news. But Mary Frost, director of telecommunications, Capital Cities/ABC, says Eastern Europe is one of the bright spots in the news organizations' scheme of things. "You need permission wherever you go," she said. "But in some cases, it's easier to get a transportable earth station in Eastern Europe than in Western Europe."

Turner Broadcasting System has responded to changes in the international satellite market situation by signing on with the Communications Satellite Corp. for use of half of an Intelsat transponder for seven years. The transponder, which will permit C-band service between Europe and the U.S. at an annual cost of \$750,000, involves the use of an Intelsat V satellite at 332.5 degrees east longitude. The satellite has already been used to relay coverage of the World Cup games from Italy. But by late September or early October, the satellite is scheduled to be replaced by one of the Intelsat VI series.

Richard Tauber, director of Satellites and Circuits for TBS's CNN, says the lease affords TBS a broader footprint for uplinking to the satellite than would be available with a ku-band earth station. He also said the service, which will be used by all of Turner's networks for covering sports and news and for disseminating entertainment, affords greater flexibility in the number of sites that can be used as uplink points. Agreements for the use of earth stations have thus far been reached with five of the six governments participating in the lease agreement—the U.S., the UK, Italy, France and Spain. TBS is still negotiating with West Germany for the use of an uplink. And Tauber said that negotiations are under way with a number of other governments to use uplinks that can "see" the satellite.

In all, as Capcites/ABC's Frost put it, "These are exciting times." —LZ

PROGRAMING

IGER CHASTISES SPONSORS FOR LEAPING BEFORE LOOKING

ABC Entertainment president points to ads pulled from series and movies by skittish advertisers.

ABC lost more than \$14 million last year due to nervous advertisers who pulled spots from prime time series and movie programing on the network, according to Bob Iger, president, ABC Entertainment. Iger made his remarks to television critics in Los Angeles last week, in town for the Television Critics Association's annual press tour.

Iger said made-for-television movies accounted for \$9 million of the total, with the remainder coming from series programs. ABC's total prime time advertising revenue last year was approximately \$1.3 billion. The network lost \$1 million after it aired an episode of *thirtysomething* last season which showed two gay men talking in bed. Last week, ABC decided not to repeat that episode after determining they would suffer additional advertiser defections. However, Iger said he spoke to the executive producers Marshall Herskovitz and Ed Zwick prior to making the decision, and they indicated to him that repeating the episode "wasn't that important to them," and they left the decision up to him. Iger also said if the episode was needed to fill a hole in their schedule he would not have hesitated to use it. He also didn't rule out the possibility of the show being rerun sometime in the future.

Iger said some of the subjects in series that caused advertisers to withdraw "would surprise you." Showing annoyance with the situation, Iger cited an episode of *Roseanne* which dealt with teenage drinking, "which I thought sent a very positive message in terms of how negative teenage drinking is, and how parents should handle the matter." He said advertisers pulled out solely on the basis of subject matter, without considering whether the topic had been handled responsibly.

"It's a sorry state of affairs, in my opinion, when advertisers are acting as skittish as they are. You know, it's funny, the networks seem to get a lot of the grief for it. The sponsors are the ones that should really get the pressure. I mean, in some cases it's ridiculous," he



ABC's Bob Iger

said.

Iger said ABC will continue to support the producers of *thirtysomething* in the handling of sensitive topics in the show. He noted that the gay character will return in episodes next season, and that one episode's storyline will deal with advertisers screening television series.

Iger also acknowledged that Steven Bochco's *Cop Rock* "is the most expensive hour on our air in terms of our series programs." He was responding to Bochco's remarks to critics at an earlier press conference that the series would cost about one-third more to produce than the normal hour-drama. With an estimated cost of \$1.5 million an episode to produce, Bochco said he would have understood if the network had passed on the project, and even now doesn't know if a profit can be realized on the series. "I don't care. I want to do it. If you're faint of heart about the money, don't do it," he said.

Despite the cost and less than overwhelming response from affiliates after being shown the pilot, Iger remains firmly behind the project, and said the network has not placed any ratings level the show must meet in order to remain

on the schedule.

Asked by a critic if ABC's focus had shifted from fall premieres to spring debuts for series, citing *Twin Peaks* and *Equal Justice*, Iger responded that the three networks and Fox will premiere a combined 33 new shows during the fall, and "if you give a program an opportunity to stay away from that time of year, and perhaps get premiered when maybe five new shows, 10 new shows, are being introduced, I think that can be much more healthy."

He also noted that with most series having 22 or 25 original episodes produced each season, viewers were demanding more original programing during the spring. "Beyond that, for a number of programs—*Twin Peaks* is a perfect example—certain shows simply need more time in the production phase, and then in the subsequent marketing and promotion phase, to unfold. Frequently the spring—and we proved it with *Wonder Years* a few years ago, *Moonlighting*, *China Beach*, *Twin Peaks*—can be a far more fertile time of the year. It's not as pressure packed," he said.

Despite using spring for selected premieres of certain shows, Iger said the focus is still on the fall. We're still trying to put together the best possible schedule for the fall. There are times when we assess the strength, or the potential strength, of the given program and simply state that this show will need more time to produce," he said.

Iger also said not to look for ABC to enter into a joint marketing and promotion plan such as those entered into by CBS and NBC with K-Mart and McDonald's respectively. "I have a somewhat skeptical feeling about them all. There's enough clutter on television right now, and there's enough viewer confusion created by that clutter, so that the bombardment the viewer is going to receive, not only about the new shows but now about commercial tie-ins and watch-and-win games and all kinds of gimmicks, has a potential to be a negative for the launch of those shows."

He said ABC's promotional approach is going to be a "pure promotional launch of the programs, using information about those shows and including the use of key cast members, to sell the viewer on what those shows are about."

Iger also acknowledged that the network has an agreement with George Lucas and Paramount to develop a series titled *Young Indiana Jones*, based on the three hit movies. The project would be for the 1991-92 season.

Among the other announcements ABC made during their portion of the press tour:

■ Original programing during the summer may not be the plug to the drain of network audiences, according to Alan Wurtzel, vice president, marketing and research. He noted a decreased audience available during the summer to view any programing and said that repeats of regular season series during the summer outperformed special summer programing such as rejected pilots or short-flight summer series.

■ Iger announced that Danny Arnold, the creator of *Barney Miller* for ABC in the 1970's, is creating a half-hour comedy entitled *STAT*. The project has a six-episode order from the network and is slated for midseason. The show takes place in a chaotic emergency ward in an urban hospital.

■ Randy Quaid has been cast in *The Principal*, a midseason comedy from Carsey-Werner. Quaid joins Jonathan Winters in the series about a middle-aged teacher who wants to change things at his school and reluctantly takes the job of principal to bring about that change. The series has a 13-episode order from the network.

■ John Ritter, star of ABC's long-running *Three's Company* and short-running *Hooperman*, will appear in the first three episodes of the recently renewed *Anything But Love*. The series was given a nine-episode order three weeks ago after the network initially decided not to exercise its option on the show. In addition, Bruce Weitz, who was a co-star in *Hill Street Blues*, has been signed as a permanent member of the show's cast.

■ Iger said the network may not rerun the 30-hour miniseries *War and Remembrance*, stating that "given its length and how difficult it is to sustain an audience over that period of time, it'll be a tough one." He also said it was possible that if ABC does rerun the saga, it may do so in a condensed version. However, he said he's not sure what, if any, contractual restrictions there might be in cutting the miniseries.

PBS UNVEILS SIX NEW PROGRAMS DURING CRITICS' TOUR

Also during gathering in Los Angeles, executives say Public Broadcasting Service will support producers who refuse to agree to funding stipulations instituted by NEA, although it could cost \$7 million in funds

Regardless of the outcome of the political battle now being waged over funding from the National Endowment for the Arts, the Public Broadcasting Service will support any producer who refuses to sign an agreement, instituted by NEA, that would require producers to follow certain guidelines to receive funding.

Jennifer Lawson, PBS executive vice president, national programing and promotion services, in pledging PBS's support, also said if the NEA were to pull its funding, it would cost PBS some \$7 million. Lawson was joined by Neil Mahrer, PBS executive vice president and chief programing executive, at the Television Critics Association press tour in Los Angeles last Tuesday (July 24).

"At present we have not yet been affected in that very direct way. However, a number of our major series are receiving support from the National Endowment for the Arts and have expressed grave concerns about the restrictions being placed," said Lawson. She cited *Point of View* and *American Playhouse* as two series that receive NEA funding that may face money problems in the future. "We have not yet been affected in a very direct way, but I think you can see that we are concerned about the kind of chill factor that that certainly could have," she said.

Mahrer said if PBS does lose NEA funding, not only will the money loss be felt, but "you also take a real hit in the whole creative production process of all this. And we're hopeful and optimistic that the government will recognize that's not its role, to set those kind of standards," he said.

In other business, Lawson said that the National Program Policy Committee has voted to suspend the Station Program Cooperative (SPC), to centralize the programing decisions that used to be made by each station. Under the SPC, stations would choose which programs they wanted to air, paying only for the ones they chose. Under the new system, Lawson, as the chief programing execu-

tive, would make the programing decisions for the noncommercial broadcast system.

Lawson said the new system would be more efficient and all PBS programing would get full national distribution. "That's one of the principal benefits of this new approach, in that in the pick and choose [system], there were times that we would promote a series like *The American Experience* and half of the country really would not see it because the stations weren't able to afford it. We've tried to restructure to make our pricing formula more equitable so that more stations—the smaller stations particularly—can afford all of the programing," she said. The downside of the restructuring, "is that there is no huge infusion of new money. So it means that we are operating basically with the same funds that we've always operated with, unless we are able to get increased federal support and increased support from the corporate world and from our viewers," she said.

Mahrer also found himself defending PBS's decision to enter into a partnership with The Discovery Channel for the development of a new cable channel. He admitted the new channel would be a competitor of broadcast public stations, but said that scenario was preferable to having to compete with a quickly expanding number of cable channels, none of which would be linked to PBS.

"The cable systems are going to an average build-up now over the next three or four years of 50 channels. If we don't take one or two, or three or four of those channels over this time, somebody else is going to. And we'd be better off competing with ourselves than have others competing with us, which is why we're also exploring the feasibility of DBS and looking at that," he said.

PBS also announced six new projects, all of which are funded by the joint Corporation for Public Broadcasting-PBS Program Challenge Fund.

The History of Baseball is a five-hour, nine-episode program exploring the ori-

gins of baseball, its milestones, its dominant personalities and its place in American culture. The series is being produced by Ken Burns, critically acclaimed producer of PBS's *The Civil War* series. The Challenge Fund has allocated \$1 million to the project.

Cracking the Code is a series of eight hour-long programs examining how advances in biology are revolutionizing the practice of medicine, changing how we perceive the world and ushering in a new age in industry and agriculture. The project will receive \$750,000 in funding.

Where in the World is Carmen Sandiego? is PBS's first game show. The

26-episode weekly series is for children and young teen-agers and focuses on geography. Kate Taylor, executive producer of *DeGrassi Junior High*, is executive producer with Jay Rayvid, who created the Emmy Award-winning *WonderWorks*. The Program Challenge Fund has allocated \$1 million to the project.

The Other Side of the News is a series of nine hour-long segments that trace the process of news reporting. The program will retrace how a finished news story began and what roadblocks needed to be hurdled. Fred Friendly and the Columbia University Seminars on Media and Society are the producers. The project

will receive \$500,000.

The 90's, an hour-long series, challenges how viewers get information about the world and the accuracy of traditional news perspectives. The series will receive \$350,000 in funding.

Critical Condition is an eight episode, hour-long series which examines the promise, options and perils that lie ahead for medical science. The co-production of WNET(TV) New York, WETA(TV) Washington and the BBC, it will examine the global revolution in medicine and show how it has affected people's lives. The program has been allotted \$500,000. -SC

'PERSONALITIES' PREPARES FOR TAKEOFF

With *Personalities* only weeks away from its September 3 premiere, Executive Producer Joel Cheatwood told BROADCASTING that "shakedown rehearsals" for Twentieth (Fox) Television's first-run magazine are set to begin August 20 with almost all the key remaining editorial positions filled last week. Tapped for senior management positions are Mark Toney, senior producer; Joseph Honig, coordinating producer; Velma Cato, managing editor, and Bruce Catania, managing editor.

Personalities has been on the market since last January, but no pilot has ever been presented to the 116 stations (representing 82% of the country) set to clear the half-hour strip. Cheatwood said the program will go through almost a month of dry runs so it will "hit the ground running with a show that looks as good as if it already had produced six months down the line." Perhaps the most lingering question stations have is what kind of format will the Charlie Rose-hosted (former interviewer on CBS's *Nightwatch*) vehicle follow.

Cheatwood, who is a former executive producer of MCA TV's syndicated and WSVN-TV's locally produced *Inside Report* (it ends production in September), says *Personalities* will be "extremely topical," with a heavy emphasis on packaged profiles featuring interviews (one of which will be done by Rose) and live remotes. He also said it will be "fluid" enough to focus the entire half-hour on one or two major breaking stories.

Some industry observers believed the hiring of Rose, who conducted over 8,000 interviews during his six-year tenure with *Nightwatch*, meant that *Personalities* would focus on newsmaker and

celebrity interviews. "Charlie will probably be doing one interview per show but he may do up to four per half-hour depending on the day's breaking stories," says Cheatwood.

A total of 15 field reporters will be used in the production, which will have a total of 65 staffers spread between Los Angeles-based production (to be taped at Fox-owned KTTV-TV) and bureaus at Fox O&O's WNYW-TV New York and WTTG-TV Washington. Of the current station lineup, Cheatwood said that all seven Fox O&O's are clearing *Personalities*, while virtually all the other clearances are divided between ABC, CBS and NBC affiliates. He also estimated that of the 116 station commitments, 50% are slotting *Personalities* for early fringe, 20% access and 30% late fringe. "Any time you have a 70% clearance rate in

access and early fringe, you have a pretty solid lineup of news agencies," he said.

The hiring of Toney, who has served for the past year as news director of WSVN-TV, marks his reunion with Cheatwood. Three other posts were also recently filled by former *Inside Report* staffers, according to Cheatwood. For the past eight years, Honig has worked as chief producer for investigative units at four CBS-affiliated stations and as national producer of Fox Broadcasting's *The Reporters* series. Cato was most recently line producer for Warner Bros. Domestic TV's planned *The Jesse Jackson Show*, and former bureau chief for NBC News's New York and Southwestern bureaus, while Catania has served as associate producer of CBS series *Rescue 911* and *Funny You Should Ask*. -MF

SYNDICATION MARKETPLACE

Republic Domestic Television's *Bonanza* has been picked up by another nine markets, increasing its station lineup to 85 markets representing 67% of the country. New stations signed up to carry the off-network Western drama are WWOR-TV New York; KGW-TV Portland, Ore.; KAPP-TV Yakima, Wash.; WCAY-TV Nashville; WLBT-TV Jackson, Miss.; KSTW-TV Seattle, Wash.; WMCC-TV Marion, Ind.; WJTC-TV Mobile, Ala., and WTMV-TV Tampa. *Bonanza*, which ran on NBC from 1959-73, is available on cash-only basis.

On the heels of signing agreement to air *The Oprah Winfrey Show* on Japan's NHK television network, King World International has completed distribution deal with Polish TV Channel 2 to air 52 episodes of hour talk show. Program began airing weekly July 22 as part of Channel 2's Sunday 8 p.m. schedule and is being broadcast with a Polish-language voiceover. Polish TV Channel 2 acquired *Oprah* through CI Films of Annapolis, Maryland, in which company has contracts to acquire programming for Eastern European broadcast network as well as right to sell advertising within program.

RATINGS ROUNDUP

For the week of July 16-22, NBC won the prime time ratings race, its 10th consecutive victory, with a 10.2 rating/20 share. CBS was second, with a 8.7/17, while ABC came third with a 8.4/16. Fox scored a 6.1 12. NBC won five nights, the first time since the week of February 26. ABC won Friday night and was second on Tuesday, Wednesday, Thursday (tied with CBS) and Saturday. The top ranked show of the week was NBC's Monday

Night at the Movies presentation, part two of *Love and Hate: A Marriage Made in Hell*, scoring a 16.3/28. *Love and Hate* was the first Monday movie on any network to rank number one for the week since part two of NBC's *Deliberate Stranger* won the week of July 25, 1988. The other top five programs were: NBC's *Cheers* (15.5/29); ABC's *Roseanne* (13.8/25); ABC's *20/20* (13.4/28); and NBC's *Empty Nest* (13.3/28).

Week 43

July 16-July 22

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1	▲	16.3/28	N	Movie:Love & Hate, Pt.2
2		15.5/29	N	Cheers
3	▲	13.8/25	A	Roseanne
4	▲	13.4/28	A	20/20
5	▲	13.3/28	N	Empty Nest
5		13.3/25	N	Real Life/J. Pauley
7	▲	13.0/28	N	Golden Girls
7	▲	13.0/23	F	Married...With Children
7	▼	13.0/24	F	Simpsons
10		12.8/22	C	Miss Teen USA
11	▼	12.7/28	C	60 Minutes
12	▼	12.4/26	N	Cosby
13	▼	12.3/25	N	A Different World
14		11.7/24	N	Unsolved Mysteries
15	▲	11.5/21	N	Grand
16	▲	11.4/20	A	Coach
17	▲	11.3/20	F	In Living Color
17	▲	11.3/23	A	Who's The Boss?
19	▼	11.2/21	C	Designing Women
19	▲	11.2/25	A	Full House
21	▼	11.1/22	A	Amer. Funniest Videos
21	▲	11.1/21	C	Murder, She Wrote
23		10.8/21	N	Matlock
23	▼	10.8/21	A	Wonder Years
25	▲	10.6/19	C	Movie:Gathering/Old Men
25		10.6/19	N	Heat Of The Night
27	▲	10.5/23	N	Hunter
27	▼	10.5/21	A	Just the 10 Of Us
29	▼	10.4/23	A	Family Matters

29	▼	10.4/22	A	Perfect Strangers
29		10.4/20	C	Rescue: 911
32	▼	10.0/18	N	Movie: Kill Or Be Killed
33	▲	9.8/19	N	L.A. Law
34		9.7/18	C	Movie:Gambler III, Pt.2
34		9.7/21	A	Growing Pains
34	▼	9.7/20	C	Major Dad
34	▲	9.7/18	N	Night Court
38	▲	9.6/19	C	Northern Exposure
39	▲	9.2/18	N	Quantum Leap
40	▼	9.1/17	N	Dear John
41		9.0/18	A	Special:Perfect Baby
42	▼	8.9/18	A	Head Of The Class
43	■	8.8/17	C	Top Cops
44	▲	8.7/18	C	48 Hours
45	▼	8.6/16	A	Doogie Howser, M.D.
45	▲	8.6/16	C	Jake and The Fatman
47	▼	8.4/16	A	Macgyver
48	▲	8.3/16	A	Young Riders
49	▲	7.9/18	C	Primetime Pets
50	▼	7.8/15	C	Primetime Live
51	▲	7.7/16	A	Father Dowling
52		7.6/17	C	Candid Camera Spec.
53	▲	7.3/16	A	Mystery Movie:Stryker
53	▼	7.3/14	F	Amer. Most Wanted
53	▲	7.3/15	N	Disney: Exile
53		7.3/15	N	Sister Kate
57		7.2/16	N	Amen
58	▼	7.1/13	A	Movie:Tonight's Night

58		7.1/13	A	Anything But Love
60	▼	6.9/13	A	thirtysomething
60		6.9/13	N	Working Girl
62	▲	6.7/14	N	Yellow Rose
63		6.4/13	F	Movie: Nerds, pt. 2
63	▲	6.4/15	A	Super Jeopardy!
65	▼	6.3/11	A	Movie:On Fire
66		6.2/15	N	227
67		5.8/12	C	Bakery Boys Spec.
67	▼	5.8/13	N	Bret Maverick
67	▲	5.8/13	C	Paradise
70	▲	5.6/12	N	Midnight Caller
71	▲	5.5/12	C	Newhart
71	▲	5.5/10	C	Wiseguy
73	▼	5.4/13	F	Cops
73	▼	5.4/12	A	Monopoly
75		5.2/9	A	Marshall Chron. Spec.
76	▼	5.1/10	F	Booker
76	▼	5.1/11	A	Life Goes On
76	▼	5.1/12	F	Totally Hidden Video
79		4.9/10	F	Married/Children Spec.
79	▼	4.9/11	C	Tour Of Duty
79	▲	4.9/10	F	21 Jump Street
82	▼	4.8/10	C	Beauty & The Beast
83	■	4.6/9	C	Wish You Were Here
84		4.5/10	C	America:C. Brown
85		4.4/8	F	Fall Preview
86	▼	4.1/8	C	Normal Life
87	▼	3.5/6	F	Alien Nation

FREEZE FRAMES: Syndication Scorecard *

Week ended July 15

Rank	Program (Syndicator)	Rtg	Stns	Covg	Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	11.8	228	96	9	Wheel of Fortune, wknd. (King World)	6.7	212	93
2	Jeopardy! (King World)	10.8	219	97	10	Donahue (Multimedia)	6.1	230	99
3	Portfolio XIII (Paramount)	8.3	174	91	11	Geraldo (Tribune)	5.4	189	98
4	Oprah Winfrey (King World)	8.1	217	99	12	People's Court (Warner Bros Domestic TV)	5.2	182	91
5	Star Trek: Next Generation (Paramount)	7.9	232	98	13	Family Feud 2 (LBS)	4.7	133	82
6	Current Affair(20th Century Fox TV)	7.7	196	98	13	Star Search (TPE)	4.7	174	97
7	Cosby Show (Viacom)	7.5	202	98	15	Charles In Charge IV (MCA TV)	4.6	177	92
8	Entertainment Tonight (Paramount)	7.0	179	96					

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

RADIO

AT LARGE

VIACOM'S FIGENSHU: RADIO IS VIABLE, VALUABLE

Bill (Fig) Figenshu joined Viacom Broadcasting as national program director 10 years ago, when the company completed its purchase of the Sonderling Group. Since then, Figenshu has been involved in some 20 Viacom transactions and, as president of Viacom Radio, was responsible for acquiring eight of the 14 radio stations the company now owns. The latest of these acquisitions was the purchase of KOFY-FM San Francisco and KLRS(FM) Santa Cruz, which began simulcasting in adjacent markets on adjacent channels earlier this month.

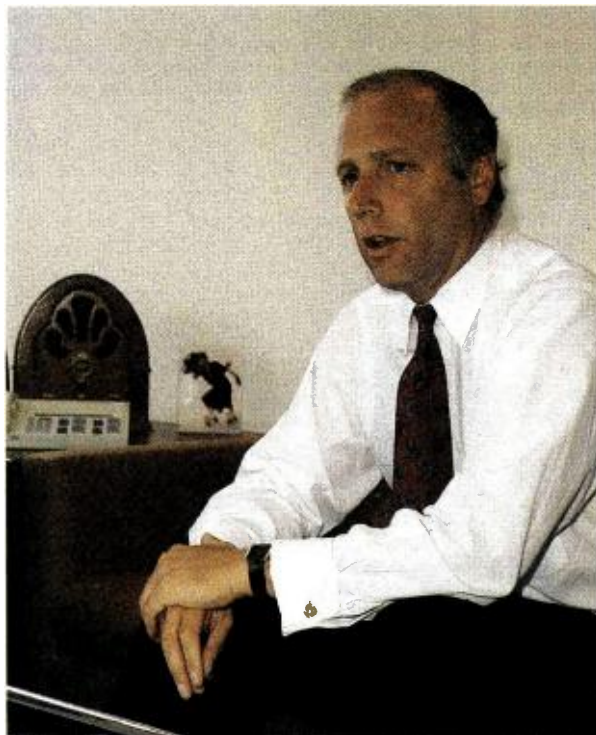
In this "At Large" interview with BROADCASTING's Reed Bunzel and Lucia Cobo, Figenshu discusses Viacom's present position in radio—as well as his view of the industry's future.

Viacom has been an active player in the radio industry for about 10 years now. Briefly, what is the company's history with radio and how did you help build Viacom into the radio group it is today?

Viacom Broadcasting actually started in 1978 when the company purchased a UHF television station in Hartford. At that time the three year rule was in effect, and one way to guard against a takeover was to buy broadcast properties, because whatever company took over would have to sit on the property for three years before it could sell it.

Then, in 1980, Viacom made its first foray into radio by purchasing the Sonderling Broadcasting Group. For \$28 million [Viacom] got an AM-FM in New York [WWRL(AM)-WRVR(FM)]; an FM [WMZQ(FM)] in Washington; an AM-FM [WDIA(AM)-WQUD(FM)] in Memphis; an AM in San Francisco [KDIA(AM)]; a television station [WAST(TV)] in Albany, and a rep firm (Bernard Howard & Co.). It turned out to be a pretty good deal.

Since then we've bought a few other properties. We bought [WLAK(FM)] Chicago in 1983 and also purchased an AM to go with the FM in Washington, D.C. [WEAM(AM)]. In 1986, we contracted to buy an FM in Tacoma, Wash., which went along with a cable deal—which subsequently closed in 1987. Since then we have been in an expansion mode: we swapped out Memphis in exchange for Detroit. We picked up Los



Viacom Radio President Bill Figenshu

Angeles last January, Denver in February, and we closed on San Francisco earlier this month [see story, page 58].

Was this part of a master plan Viacom had for radio, or did the company simply like what it saw when it got into the business and decide to expand from that point?

Both. Prior to the LBO with Sumner Redstone [in 1987], the company thought radio was a terrific business. Viacom saw it as a way to round out the types of businesses they were in and viewed it as a good place to grow. But when Sumner Redstone bought the company and new management was brought in, radio was the last thing on their collective minds. Still, when you take a look at the way we built the radio group, it's starting to look better and better. Radio is one of the few businesses that Viacom believes is not subject to a lot of technological changes. The company also feels that radio is probably the most conservative business they're in. My view is, this business is like an alligator pit, with 60 or 70 competitors snapping at you.

Where would you like to see the company positioned in the next few years?

Actually, it already is positioned. We're positioned in the markets we want to be in, except maybe San Diego, which would round out a California plan we've been working on over

the past couple of years. Right now we're just sitting on the sidelines waiting for somebody to exit.

We're also positioned with respect to cable radio. We are conducting tests in Pittsburg, Calif., with Viacom Cable. When digital radio becomes something, we will be in that. We've also had quite an entrance into communications in Europe, especially through MTV. When European radio becomes a business, specifically in Eastern Europe, we expect to be in that also. Right now there's no money in it. At the moment it's not a viable business, but when it becomes one, we'll devote the time and resources to it.

We've been hearing a lot of criticism that cable radio and digital radio will adversely affect local, over-the-air broadcasting. Do you think there's a conflict here, or are the different media complementary?

Cable and digital radio are two separate issues. We don't see cable radio as competitive to local radio. As the services are coming out now, it's really a digital music service that's connected to your tuner at home as a part of the FM adjunct to a cable system. And we think that people will use it for that, to tape their favorite albums or to keep up with the latest hits. This isn't going to affect the way a lot of people use radio—for time and weather and the local news and information.

Regarding digital radio, we see it more as a worldwide service, a kind of shortwave radio on FM, where we'll be able to tune in the world or at least the country. Although it will be somewhat competitive and certainly interesting, it still won't supplant local radio. That's where radio has really managed to survive after all these years. We're seeing the same thing in the television business, with the proliferation of cable. In both cases, the success of stations is going to be the local news. While the world becomes smaller all the time, people still will want to find out what the weather is going to be and what the local politicians are up to. And radio does that best.

You've been with Viacom for perhaps the most dynamic 10 years in the history of radio and you've seen a lot of changes. What are your observations on these changes, specifically in reference to the state of the industry of late.

I started in this business as a disk jockey, so I did not come up on the finance or sales side—and just about every accountant in this

building is from the finance side. I view myself as more of a product person. And over the past few years, it's been really fascinating. When Wall Street got into the game, all these highly leveraged broadcasters developed a very short-term view of radio. All they worried about was "get the next month's billing"—and as a result, they sold themselves a little short.

Now that prices have softened a bit, it's starting to become obvious to those who bought high, hoping to sell higher, that they may actually have to run these stations. As a result, you're going to start seeing a lot more interesting programming. You're going to start seeing an attitude a little more beyond that of "Gee, what can I sell this for in a few years?"

You've already mentioned the protection that the three-year ownership rule offered against unfriendly takeovers. Do you think that when the broad sweep of deregulation did away with that rule, it opened up a whole new mindset?

Absolutely. I know a lot of people who bought and sold stations solely like they would buy and sell pork bellies—buy low and sell high. Radio is a neat kind of animal, as is over-the-air television. If you run a pizza store and pizza all of a sudden became the "in" food, you could pretty well expect another 30 pizza shops to open up within a block or two of your own business. But in the radio business, that can't really happen. There are some 60 radio stations in New York City, and 20 years from now there will still be 60, whether the business gets hot or cold. We like to look at major market radio as beachfront property—they don't make it any more. All the frequencies are there and it's going to be worth more in 20 years than it is today.

When we sat down and calculated the worth of this division and looked at what the values of the stations are, we looked at it to the extent that the business is growing. We determined that radio is a safe business for us to be in—unlike some of the other areas that we're in. If we were to do everything wrong with these radio stations—if we screwed them all up and they all fell into the tank—we still could sell them for some amount of money.

During the peak of the buying frenzy, many investment bankers and financial analysts looked only at cash flow and market growth estimates when evaluating radio properties. Were these people ignoring other important elements that ultimately turned the industry on its ear?

VIACOM SIMULCASTS ADJACENT BAY AREA FM'S

Earlier this month (July 12) Viacom closed on its two latest radio properties: KDBK-FM (formerly KOFY-FM) San Francisco and KDBQ(FM) (formerly KLRN-FM) Santa Cruz. Viacom originally had intended to purchase an AM-FM combo covering both the San Francisco and San Jose markets. However, subsequent site inspection of the intended AM revealed that the 50 kw facility was mired in environmental problems. Considering this only a temporary setback, Viacom Radio President Bill Figenshu hatched another plan: take two FM's on adjacent channels with nonoverlapping (but touching) contours, simulcast the programming, and create an FM radio service that effectively covers three Arbitron markets—San Francisco, San Jose, and Monterey-Salinas-Santa Cruz. Late last week Viacom announced an AC/Rock format for its newly acquired properties.

"We recognized that San Francisco was the number one AM market in the country, and we died a thousand deaths when we couldn't get the AM," Figenshu said. "We also knew that 40% of the market's ratings come from San Jose, and we weren't going to be able to do that with just the FM.

So we figured if we could put together two class B FM's, that would pretty much do what we had thought about doing with the AM. Our coverage would be comparable to a full 50 kw AM, yet it would be on FM."

Since KDBK-FM is located at 98.9 mhz and and KDBQ is at 99.1 mhz, when the in-car radio listener crosses out of one coverage area, he or she theoretically just tunes up or down one channel and the signal kicks in again. (A recent BROADCASTING test found this theory to work.)

"This arrangement, along with our 78 kw Los Angeles station [KXEZ(FM)], gives us pretty good coverage in California," Figenshu said. "It gives us access to a market that is growing in terms of radio and business, with the exception of San Diego and Sacramento, which are strategic plans down the road."

Figenshu said that California's love affair with the automobile will keep the West Coast radio market healthy long into the future. "Californians aren't ready to give up their cars," he said. "I don't care if they have the cleanest, safest subway system in the world—people aren't going to give up their cherry red '69 Camaros to become one of the masses."

What always amazed me with these cash flow multiples was that so many deals were calculated on future. Here at Viacom, every radio station we purchased—with perhaps the exception of Denver and Detroit, each of which were breaking even—was in a loss position. Having turned around nine of the 14 radio stations we have, we know you can't predict cash flow. You can't just sit down and say: "This is going to be our cash flow in year two and year three." Invariably, at least 30 other broadcasters in the market want to prevent you from doing that and a lot of times they prevail. That's where a lot of guys got caught. But that's not happening any more and bankers are doing deals on trailing cash flow, period.

Of the 14 stations Viacom owns, four are AM's. Where does AM fit into Viacom's radio interests and in the industry in general?

I'm a child of the '60s, and I grew up with FM. I got into FM when it stood for "Find Me." I think the people who believe that AM is coming back to the extent it was in the early 1960's are dreamers. AM has some serious technical issues that aren't going to go away. For instance, the other day I was driving up the Garden State Parkway and we had a tremendous thunderstorm with lots of lightning—and that was the end of AM. I don't care if you're a 50,000 watt clear channel; you cannot listen to AM radio during a thunderstorm. People today are sophisticated enough with compact disks and DAT that they're not going to listen to that. No way.

It's true, Viacom purchased AM's in certain strategic markets, like Seattle, where the terrain still has a chance against FM because of mountains. We made a strategic move in Washington, D.C., to buy an AM because of the competitiveness. We were fighting another FM station and we decided to load an AM and FM up against it. We've always owned an AM in Houston. And if there was a good opportunity, we'd purchase another for very specific reasons. But I don't believe in purchasing an AM under the guise that I think it's going to make tons of money. It won't. I love the WGN's [Chicago] of the world; I think they're tremendous radio stations. They do a great job. But I think those are more the exceptions than the rules. You can't make a living with AM and that's why we're seeing a lot of them go dark.

Do you think a continuous-tune AM-FM band might ease the situation somewhat?

Yes. The radio band is sort of like a shopping mall. The big AM's of the world are like the anchor stores, like Sears and JC Penney. Then you walk out of these stores and you get all these other little shops that you buy at—but they're FM's. Most of the AM stores aren't even in the mall anymore—they're across the street where the old drive-in movie theatre used to be. And until we find a way to get all the stores back into the mall, or all stations on the same band, most people won't even consider AM. We see it in our research. There's a whole generation growing up that is not even considering AM stations, other than to maybe make an appointment for sports—and that's only if it's not on TV.

So you think the survival of AM depends on improving the technology, such as AM stereo?

Ultimately, it will all come down to the technical issues—but AM stereo is not one of them. I don't think anybody will ever tune into AM because of stereo sound. If I believed that, we'd probably be doing very well with AM. Stereo is not the answer. The answers lie in solving the interference problems and putting it on the same band with FM.

The programing element isn't a factor at all?

Well, that's the other issue. We're seeing a lot of new formats



coming out, which is terrific. Money radio, business radio, the children's networks have just started up. But that doesn't mean they all will work. I work for the company that owns Nickelodeon, and Viacom honestly believes that kids are going to go to television for their programming. To get a kid to try an AM station in a thunderstorm may be difficult if he has a chance to watch television on cable, in color, all day. The fact is, that's the world that we compete against. If a child has a choice between an AM station for kids and a full-color TV station, you know what he'll choose.

Of course, the naysayers would argue that radio isn't exciting anymore because everyone is programing me-too formats, that there's no excitement like there used to be in the good old days of the '60s. Radio clearly isn't as it was back then, when WABC New York was a number-one kind of radio station. Today the audience has much greater choices than they've ever had: the personality is on one station, the soft music is on another station, rock music is on another.

Given this tightening competition and increasing fragmentation in listeners' tastes, might radio broadcasters be torn between programing something that's considered safe and risk-free rather than take a chance on creative and innovative programing?

Certainly. On the one hand, I could say there's not enough innovation in radio. On the other hand, I have to admit I'm glad because it gives us the opportunity to do different things. From a competitive standpoint, I really like to compete against conservative, not-take-a-chance, stay-the-course kind of broadcasters, because generally they're not about to move from their position. It's like the British marching down the field in their red coats, and you're shooting from behind trees. I kind of like that.

Is there not enough innovative programing? I'm not sure. We've seen a lot of different formats over the past few years, and a lot of people have experimented with a lot of things. The more competitive the industry gets, the more we're all going to have to think about this.

RIDING GAIN

CALLAHAN TO HEAD ABC RADIO NETWORKS

Capital Cities/ABC has named Robert Callahan Jr. president of the ABC Radio Networks, ending an exhaustive search following the resignation of Aaron Daniels (BROADCASTING, April 30). Callahan will take over Aug. 13 and will be responsible for ABC's seven programming networks: Information, Entertainment, Direction, Contemporary, FM, Rock, and the Satellite Music Network.

Callahan is being promoted from within CapCities/ABC's corporate structure, where he currently serves as senior vice president of the company's Diversified Publishing Group. Previously, he was senior vice president/group publisher of CapCities/ABC's Fairchild Publications. Callahan, who has no prior experience in the radio industry, was not available for comment, nor was



Robert Callahan Jr.

James Arcara, President of CapCities/ABC Radio.

Instead, Arcara issued a corporate statement: "I'm delighted to have a person of Bob's caliber available to take over the radio networks. His business experience will serve us into the 1990's."

influence them to increase their radio spending. Forty percent said better promotional opportunities and strategies would lead to increased spending; 26% said they would spend more on radio if the costs were lower or if their competitive spending increased, and 21% cited the need for better research on the effectiveness of radio advertising.

RUSH HOUR EXPANSION

EFM Media Management's *The Rush Limbaugh Show* today (July 30) expands its format from two hours to three, and now will be fed live from 12 noon to 3 p.m. ET. EFM President Ed McLaughlin said the expansion is due to its ratings success and listener support. He also noted that ABC's cancellation of its daytime Talkradio programing (July 2) encouraged the move, which had been planned prior to ABC's announcement.

JUNE NETWORK REVENUE

New York-based Radio network Association reported that network radio revenues were flat for June 1990, compared with the same period in 1989. Total network revenues for June were \$37,023,100, compared with \$37,160,684 for June 1989. Total network revenues of \$202.7 million in the first half of 1990 were up slightly over the \$197.5 million for the same period last year.

SMN RELOCATES STUDIOS

Satellite Music Network plans to relocate its Chicago studios to the company's Dallas headquarters, effective Sept. 15. The move will mean that SMN's *Country Coast-To-Coast*, *StarStation* and *Stardust* formats now will originate in Dallas, joining *Z-Rock*, *The Heat*, *Pure Gold*, *Heart & Soul*, and *The Wave*. *Traditional Country & Western* and *Kool Gold* will continue to air out of Phoenix.

An SMN spokeswoman said the consolidation "will provide centralization in music and market research for programing eight of SMN's 10 music formats and in news, sales and network advertising clearances."

LOCAL RADIO AD USE RISES

Results of a new study conducted by the Association of National Advertisers indicates that national advertisers spend more in local radio than any other area of the medium. Overall, the study found that radio expenditures by national advertisers increased some 15% in 1989 over 1988 figures.

The down side of the study was that in most cases (85%), radio spending represented less than 50% of a national advertiser's total media budget. For more than two-thirds (69%) of these advertisers, radio dollars represented less than 20% of all media dollars.

The survey also identified certain factors that advertisers said would

ADAMS FORMS RMD

Ilene Adams, former president and owner of The Marketing Works, has opened The Radio Marketing Dept. Inc., a new consulting office in Morristown, NJ. Adams said the new company will offer direct mail, telemarketing, database management, customized sales promotions, listeners' promotions and creative design to its radio clients.

Additionally, RMD will be working with marketing development at the Interep Radio Store to design and implement national advertising campaigns.

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- A proven ratings and revenue builder. (Documented)
- We are now heard in over 150 cities!

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CABLE

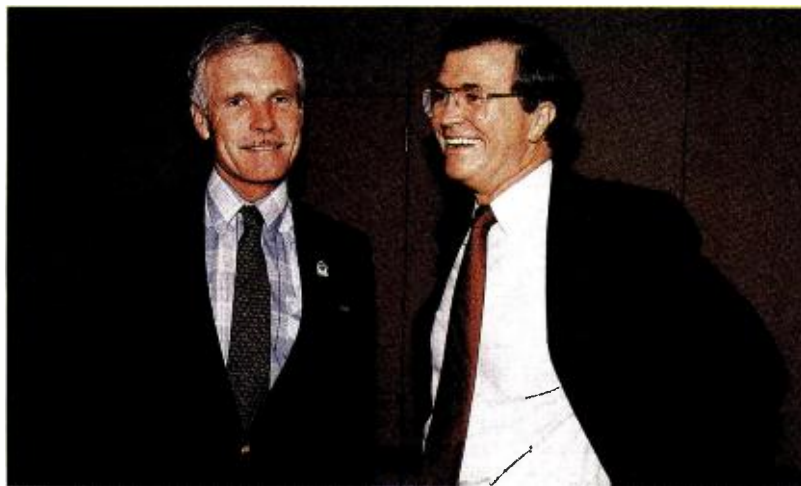
TURNER TAPS TOM JOHNSON OF 'L.A. TIMES' FOR CNN PRESIDENCY

Appointment is a surprise to some who believed successor to Reinhardt would come from within

Ted Turner surprised many in journalism and cable last week by tapping W. Thomas Johnson, chairman of the *Los Angeles Times* and former broadcast executive with the station group owned by President Lyndon Johnson, to succeed Burt Reinhardt as president of CNN, effective Wednesday, Aug. 1.

"Tom Johnson has all the credentials necessary to lead CNN into its second decade and build upon the outstanding legacy of Burt Reinhardt," said Turner, adding that "we're extremely excited about him coming on board."

Who would succeed the 70-year-old Reinhardt has been the source of intense industry speculation, with the focus on four senior CNN executives: Paul Amos, executive vice president, news-gathering; Lou Dobbs, vice president, financial news; Jon Petrovich, executive vice president, *Headline News*, and Ed Turner, executive vice president, news-gathering, all of whom were interviewed for the job by the search committee composed of Ted Turner; Terry McGuirk, Turner Cable Sports president; Gerry Hogan, Entertainment Networks presi-



Turner and Johnson

dent, and Bill Shaw, vice president, personnel.

"It was a very difficult decision because we had several people at CNN that I think would have been able to do this job and do it admirably," said Ted Turner. "We really wanted someone

that had a lot of management experience and had a good reputation as a strong people person as well as strong journalistic credentials. The only difficult thing [about the process]...was the fact that we did pass over some very good people here at CNN that had been there a long

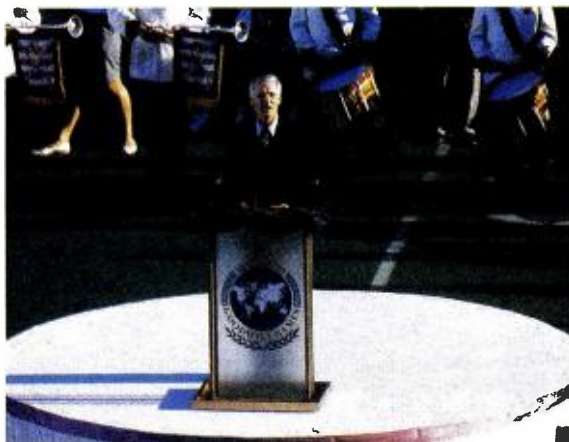
RATING GOODWILL

The Goodwill Games opened July 20 with the first week producing several major sporting upsets and low—but steadily improving—ratings for Turner Broadcasting.

The prime time ratings for the games have steadily risen from a 1.6 on Friday, July 20, to 2.2, 2.8 and 3.5 on successive nights, before retreating to a 2.9 last Tuesday. Those five prime time figures average out to a 2.6, slightly over half of what Turner was guaranteeing advertisers (5.0).

Meanwhile, Ted Turner, at an annual TBS shareholders meeting acknowledged that the games will generate a loss of substantially more than the present calculation of \$13 million, and could run as high as the last games, which lost \$26 million in 1986. Whether the games will continue, he said, will be up to the board, Turner told the shareholders.

While the ratings have steadily increased, there has been thawing on the part of some operators who had not signed for the games before the first weekend. TBS reported that it has added another 200,000 subscribers from a number of southern California systems since the games began.



Turner opening the games

time."

Turner said, "We actually were not seeking someone from the outside nor did we look at any other candidates," but "while we were gestating what we were going to do—and we were in no rush because things were going quite well—Tom's name just popped up as being available and we felt like we ought to take a look at each other."

Johnson's name surfaced through Jerry Lindauer, senior vice president of Prime Cable, who has known Johnson since the late 1960's when both were in Austin, Tex. Lindauer said he called Turner about the availability of Johnson after learning Johnson was pondering other job offers. "He is one of the most talented executives in the newspaper industry I've ever known," said Lindauer. "He's a tremendous people person," and he added "and a hands-on kind of manager."

Turner and Johnson first spoke a few weeks ago, they said, and last week in Seattle, where the announcement was made during the Goodwill Games, Johnson sought to ease any tensions with top CNN executives meeting with them before the announcement took place. Ted Turner said no executive changes were planned, and, when asked if any executives planned to depart, he said, "I don't think so, but it's really too early to tell."

The new CNN president said he wants to get to know the people and facilities during his orientation period. "I'm not a believer in Saturday night massacres,"

he said, saying he told CNN senior executives he hoped they would give him an opportunity to work with them and vice versa.

As to why Johnson chose to leave the *Times*, he said: "I felt this was an almost irresistible opportunity for me. I held virtually every position that I aspired to achieve," said Johnson, who was chairman of the *Times* and vice chairman of Times Mirror Co. (In 1980, he became the first non-Chandler to be publisher of the *Times*.) But, he said, "it was time for a change. I do not think that at 48, I'm ready to spend many years as a vice chairman. I'm looking forward to getting back to running a media organization. I feel much more comfortable in a quarterback role than a coaching role."

Johnson said his charge from Turner is to "simply make CNN the very best." He said it is premature to say in what direction he will take the network, but he said he is determined "to continue the type of quality growth that's been shown during the past decade." In general, he said, "I'm a champion of hard news...I believe in providing indispensable coverage of breaking news worldwide. I believe very much in the type of commitment to in-depth enterprise coverage and special investigative project coverage," he said.

The retreat by news organizations of international coverage is a disturbing trend, said Johnson, who said he will lobby for CNN to expand bureaus and

deliver news globally in multiple languages. Turner said CNN plans to continue its commitment to spending more money for international coverage. Johnson had high praise for a number of CNN programs—Larry King, *Crossfire*, *Moneynline* and *Inside Politics*—adding that "I'd like to see us explore the type of show like *Nightline* is today."

Although Johnson has an extensive print background and only a small amount of television experience, he said: "A lot of people out of print have gone successfully into broadcasting," he said, mentioning ABC news executive Dick Wald and CBS anchor Walter Cronkite. "And many of the principles that apply to print apply to broadcasting," he said, "and vice versa."

Because of Johnson's print background, some have compared him to NBC News President Michael Gartner, who also comes from the newspaper world. Gartner's tenure has been marked by controversy over news division cuts and *Today* show personnel changes. Johnson said he would prefer to be judged on his performance, not his background. Turner said Gartner was brought in "to keep cutting the news division at NBC back...We're highly profitable at CNN. Tom's not coming in to be a hatchet man the way Gartner was. It's not the same situation at all."

One source within CNN said there is no open rebellion at the news of Johnson's appointment, but most were surprised that Turner chose to go outside

Burke says ESPN's MLB losses could hit \$40 million

Cable subscribers may be asked to pay a surcharge next year if they want to see Major League Baseball on ESPN. Daniel Burke, president and chief executive officer, Capital Cities/ABC Inc., said the company has not ruled out using a surcharge next year to offset losses of \$40 million they will suffer this year as a result of the baseball package.

Burke, speaking to television critics in Los Angeles last week during the Television Critics Association press tour, said the sports channel had lost \$20 million in the first half of the season and it expected to lose the same amount for the second half of the season.

Burke admitted that the network has failed to make the acquisition viable supported by advertising revenues alone, and that their ratings guarantees were too optimistic. "The ratings are not nearly as high as we had forecast.

We're up to speed on our make-goods, we're making them good day in and day out...we're delivering about 65% or 70% of the audience we promised our advertisers," he said.

Burke had been asked by one critic whether he was concerned about possible consumer backlash after the critic mentioned that some cable operators have been putting the blame for increasing cable prices on ESPN, citing the rights fees paid to Major League Baseball as the cause of those rate hikes.

"My wife and I raised four children and we had an expression called, 'See what you made me do.' Invariably, that was our children's response to anything that went wrong. It was someone else's fault. There is no extra subscriber fee at all for Major League Baseball on ESPN. The renewal of *Sunday Night Football* requires a 14 cent a month payment from the MSO

that ultimately will probably be passed along to the subscribers. So the use of baseball as an excuse just doesn't wash," he said.

Currently, Burke said the average monthly fee per subscriber for ESPN "is someplace in the neighborhood of 35 cents. It would average closer to 45 cents with the surcharge for *Sunday Night Football*."

While he didn't express concern about consumers linking ESPN's baseball package with higher cable costs, Burke said he's worried that systems will move ESPN out of the basic service and into a new tier. "We really don't want to see ESPN, and I don't feel it's fair, paired with the traditional pay services like HBO and so forth, at \$8 or \$10 a month." He added, however, that most MSO's contractually have the right to move ESPN to a new tier "provided it's the least expensive extra add-on tier." -SC

for the replacement. There is, however, a "certain amount of trepidation," said the staffer, that comes with the biggest change in top management in the history of the network. From what staffers have heard about Johnson, he will be a "welcome change" to Burt, who led a "hermetic" existence. Said one staffer: "There will be a major change in style, if nothing else." Reinhardt "was not regarded as the warm and cuddly type," the staffer said, and was seen as a "bean counter" more than a newsmen, exerting control over news coverage by "defining the cost parameters."

Johnson was born in Macon, Ga., and received an undergraduate journalism degree from the University of Georgia in 1963 and an MBA from Harvard in 1965. He won a White House fellowship that year, serving as a press aide to then presidential secretary Bill Moyers. He became executive assistant to President Johnson in 1969, and was named executive vice president of LBJ's Texas Broadcasting Corp. in 1971 ("Profile," Oct. 12, 1970). The station group included KTBC-TV Austin, where Johnson



ELSEWHERE IN BROADCASTING

- FCC cable study favors competition over regulation. FCC Commissioner Sherrie Marshall provides her perspective on report, toned down from earlier draft version (see "Top of the Week").
- House Commerce Committee marks up cable bill (see "Top of the Week").
- Cable, broadcast and newspaper interests lobby against telco entry at Senate Commerce Committee hearing to consider Conrad Burns' (R-Mont.) telco bill (see page 73).
- DBS may present cable with its clearest competition in 1990's. A wrapup of what's going on in satellite field appears on page 35.
- Wireless Cable Association, confident of access to programing, is ready to provide cable competition regulators covet (see page 70).

gained his broadcast experience. Times Mirror bought the station in 1973, following LBJ's death, and Johnson was named editor (1973) and later publisher (1975) of the *Dallas Times Herald*. He became president and chief operating officer of the *Times* in 1977, before becoming publisher and CEO in 1980. He subsequently became chairman of the *Times* and vice chairman of Times Mirror in 1989.

In addition to being CNN president, Johnson will serve as TBS corporate vice president and on TBS's executive committee. Johnson, who earned \$525,000 in salary and bonuses in 1989 at Times Mirror, will report directly to Turner. Reinhardt will become vice chairman of CNN and advise Johnson during the transition. Reinhardt made \$380,000 in 1989, according to proxy statements. —MS, HAJ

BARBER IN FOR ESKRIDGE AT CNBC

Michael Eskridge will form management consulting group whose chief client is GE subsidiary; Al Barber to step as his successor

There were changes at the top of CNBC last week, as President Michael Eskridge stepped down to form a management consulting group whose primary client will be GE Capital Corp. He will be replaced by Al Barber, NBC executive vice president and chief financial officer.

"This is the sort of thing I've been wanting to do for a while," said Eskridge, "and recently the possibility of doing this in conjunction with GE came up." Eskridge will oversee several of the radio and television properties of NBC's parent, GE, and will probably be an independent contractor, although his status hasn't yet fully been determined.

"Eskridge's primary role was to get CNBC up and running and develop a cadre of programing," said Barber. "It's time for the president to take a more aggressive stance and spend more time with the industry," he said, acknowledging that he has much to learn about the cable operator's business. Although Barber's previous experience at NBC has focused on the bottom line, he said "my intention is to bring down losses by growing the business, not by



Eskridge

cutting costs," nor does NBC have any intention the business, he said.

Eskridge moving on to GE Capital is evidence of his leaving on good terms, said sources. "He's been a loyal soldier a long time," said one, but not necessarily a happy one. The pressure on Eskridge has been great, according to observers, one of which added: "I know he hated his job."

CNBC might have needed a change too. A project having difficulty getting

off the ground often needs someone else to come in once the wheels have been set in motion, according to Jeff Logsdon, senior vice president, Seidler Amdes Securities Inc.: "I'm sure this is not a bad vibrations departure. But sometimes it's better to get a fresh start."

Taking the helm at CNBC will be a formidable challenge for Barber. Eskridge acknowledged that a lot of CNBC's success this year depends on how its \$3-per-subscriber offer to MSO's pans out, which won't be known until October, the revised effective date for MSO's to sign up.

But he said CNBC is losing less money this year than did last year and is "doing better than our business plan." CNBC, which launched April 1989, had estimated it would lose between \$30 million and \$40 million in its first year.

Eskridge was "very candid and good to deal with" during his tenure, according to Rob Stengel, Continental senior vice president, programing. He said Eskridge had been oriented toward operations and programing, and had remained largely outside the fray of "the perceived politics around NBC." —SDM

BUSINESS

SECOND-QUARTER STALL IN STATIONS' LOCAL SALES

Capital Cities/ABC among those said to show some revenue pick-up in national; little in local, in contrast to long-term trend

The financial results of TV station group owners indicated both old and new patterns. Overall revenue growth continued to be weak while cost controls managed to stave off margin contraction for some station groups. Continuing more recent trends, independent TV stations in general were the best performers, and the West Coast markets saw better results than those in the East. Local revenue growth was generally weak or nonexistent, with retailing and automobile dealer restraint among the alleged causes.

The largest TV station group, that of Capital Cities/ABC, reported "modest" revenue growth and "moderate" profit growth. Local sales were said by analysts to be flat while national sales were up.

The ABC television network reported strong gains, with revenue said to be up by roughly 10%, while profits may have as much as doubled. The company cited

prime time and news programming as "particularly" responsible for the revenue gains. The network also likely benefited, as CBS recently did, because second-quarter profit in 1989 declined when original, higher-cost, network programming that typically ran earlier in the television season was pushed into the second quarter by the writer's strike. However, the most recent results were probably hurt by added makegoods which the networks claim have been forced by ratings systems errors.

Makegoods are said to hurt NBC the most, and the company has reported weaker revenue and profit.

Elsewhere, at Capital Cities/ABC, ESPN had a strong revenue increase but showed a \$20 million second-quarter loss on major league baseball—although such a loss does not factor in that programming's proportionate share of subscriber fees. Overall, the company's

broadcasting division had second-quarter revenue of \$279,280, up 12%, and operating profit of \$35,437, up 2%.

Among those groups particularly hurt by weak local sales were Times Mirror, which saw a 19.3% profit drop on a 1.7% decline from the year-earlier period; attributed to "slackening demand for local advertising." At Multimedia, broadcasting cash flow fell almost 11%, to \$15.6 million, on \$38 million revenue, a decrease of 3.6% from the prior year's second quarter. The company cited "...a sluggish retail advertising environment, as well as a very depressed local automotive advertising environment."

Gannett said simply that second-quarter broadcasting revenue was lower. Earlier filings show that, in the first quarter, local TV revenue fell 8%, while national revenue increased "slightly." With first-quarter radio revenue off 2%

BREACH IN SECURITY: BANKRUPTCY COURT RULING MAY FURTHER DISCOURAGE BANK LENDING TO BROADCASTERS

Credit problems facing the broadcasting industry may be worsened following a recent bankruptcy court ruling. The decision, involving independent TV station KGMC-TV Oklahoma City, effectively limits the value of a lending bank's "security" in a debtor TV station. If the decision subsequently becomes a governing precedent, it would seem to lessen the amount banks and other senior lenders might be willing to lend.

Oklahoma City Broadcasting Corp. filed for reorganization under chapter 11 of the bankruptcy laws in February, 1989. It has subsequently filed a reorganization plan and one of the creditors, NCNB Texas National Bank, asked for the court's permission to sell its secured interest to a competing co-located independent station, KAUT-TV, which had the intent of shutting down KGMC-TV.

Judge John TeSelle of U.S. bankruptcy court for the western district of Oklahoma, said although KAUT-TV was willing to pay \$3.6 million for the bank's secured interest, that amount did not determine the value of that interest. He said that instead, the value—important for determining, for instance, whether the bank would also be included as an unsecured lender for purposes of approving the reorganization plan—was limited to the liquidation value of the collat-

eral. TeSelle rejected several other valuation methods, including that of valuing the station as a "going concern," reasoning that since the FCC license cannot, by law, be considered collateral: "a television station without a broadcasting license is not a going concern."

The liquidation value of the station's assets was valued at \$1,835,000 by Washington-based station consultant, Charles Kadlec. Other expert witnesses appearing at the trial included Ron Ninowski, a Washington-based station broker, and David Schutz, partner in the New York-based finance firm of Hoffman Schutz Media Capital. Judge TeSelle added on another \$165,000 to the security's value to account for advertising contracts, leading to a total valuation of the bank's secured interest at \$2 million.

In a recent client bulletin, Thomas Pitts Jr., a partner in the New York office of law firm, Edwards & Angell, said, "Of the possible range of outcomes on this issue, the bankruptcy court's decision in the Oklahoma City case represents virtually the 'worst case' for senior lenders." Among other implications he noted is that it might limit the debtor's payment of "post-petition" interest to the bank, since, he said, that is available only if the value of the bank's security exceeds the amount it is owed. —GF

and combined operating expenses down 1%, operating income for both radio and TV fell 14%, to \$14.7 million on revenue of \$87.5 million. Both local and national revenue were "below expectations," said Media General, adding that cost controls nonetheless allowed broadcast TV profitability to increase slightly. TV revenue was down 4% at The Washington Post Co.

Not all affiliate groups had bad news. Heritage Media said that higher local, national and political advertising revenues helped boost TV revenue 6%, to \$9.2 million, leading to a 15% increase in operating cash flow, to \$5.2 million.

The news was generally better for station groups with independents. Results of three Fox affiliates were "largely" responsible for a 14.5% operating income increase at the broadcasting division of Scripps Howard Broadcasting, said the company. Revenue was up 5%, to \$62.7 million. The company said that costs for syndicated television programming declined 2% from the prior year's second quarter, to \$11.4 million.

BHC said that revenue growth for its seven TV stations was 14%. Programming costs, said BHC, were up 9%, helping to leverage the revenue increase into a 40% operating income jump.

At Tribune, TV revenue was up 8% with operating results improving at five of the six stations—KTLA(TV) reported an "especially strong contribution." Combined broadcasting and entertainment revenue was up 11%, to \$190.7 million. Operating profit was up 22%, to \$49.4 million, but last year's second-quarter results included a \$10 million write down of broadcast rights profit.

At McGraw-Hill station operating profit was flat, despite a 5.5% increase in revenue. Pulitzer said that excluding transactions conducted late last year, second-quarter station revenue would have increased 2.4%, and expenses would have increased 2.4%, resulting in a cash flow increase of under 3%. The company cited a "difficult operating environment."

And an improved Dallas economy and the competitiveness of WFAA-TV contributed most of the 4.2% revenue increase, to \$51.4 million, at A.H. Belo's TV station division, the companies said. Belo said the station saw "continued strength in local advertising and a slight upturn in national spot buys." The group did not break out profit results. Group W reported higher revenue and operating results, "primarily" due to acquired radio station, but TV results were said by one company official to have improved. -GF

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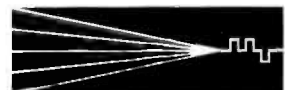
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CHANGING HANDS

This week's tabulation of station and system sales (\$250,000 and above)

WMAR(TV) Baltimore □ Sold by Gillett Group Inc. to Scripps Howard Broadcasting Co. for 154.7 million (BROADCASTING, July 23). Station was acquired in October 1986, along with WRLH-TV Richmond, Va., for \$207.5 million. Approximately \$190 million was for WMAR(TV). **Seller** is headed by George N. Gillett Jr. and owns KSBW(TV) Salinas and KSBY-TV San Luis Obispo, both California; WTVT(TV) Tampa, Fla., and KBIZ(AM)-KTWA(FM) Ottumwa, Iowa. Gillett owns 55% of SCI Television Inc., owner of WAGA(TV) Atlanta; WJW(TV) Cleveland; WITI(TV) Milwaukee; WJBK(TV) Detroit; WSBK(TV) Boston, and KNSD(TV) San Diego. **Buyer** has interest in KNXV-TV Phoenix; WFTS(TV) Tampa and WPTV(TV) West Palm Beach, both Florida; WXYZ-TV Detroit; KSHB-TV Kansas City, Mo.; WCPO-

PROPOSED STATION TRADES

Station deals last week: **28**
Dollar value: **\$177,793,469**
1990 station deals: **533**
1990 value: **\$1,467,540,870**

TV Cincinnati; WEWS(TV) Cleveland; KJRH(TV) Tulsa, Okla.; KUPL-AM-FM Portland, Ore., and WMC-AM-FM-TV Memphis. It is subsidiary of E.W. Scripps Co. and is headed by Richard J. Janssen. It has 19 daily newspapers and cable systems serving 576,000 basic subscribers. WMAR is NBC affiliate on ch. 2 with 100 kw visual, 11 kw aural and antenna 1,000 feet above average terrain. *Broker: Howard A. Stark.* **KAAS(TV) Salina and KSAS(TV) Wichita,**

both Kansas □ Sold by Channel 24 Ltd., debtor in possession, to Clear Channel Communications Inc. for \$7.55 million. Total is due in cash at closing and includes \$1 million noncompete covenant. KAAS is not on air. KSAS went on air in August 1985. **Seller** is headed by Richard Alan Rudy, Harold S. Goldstein, Louis Freedman and Lee Hanna, and has no other broadcast interests. **Buyer** is headed by L. Lowry Mays and J. Daniel Sullivan, and is licensee of WOAI(AM)-KAJA(FM) San Antonio, KPEZ-FM Austin, KALO(AM)-KHYS(FM) Port Arthur and KORAI(FM) Bryan, all Texas; KAKC(AM)-KMOD(FM) Tulsa and KTK(AM)-KJYO(FM) Oklahoma City, both Oklahoma; WELI(AM) New Haven, Conn.; WQUE-AM-FM New Orleans, and WHAS(AM)-WAMZ(FM) Louisville, Ky. KAAS has been assigned ch. 18 with 238.3 kw visual, 23.83 kw aural and antenna 633 feet above average terrain. KSAS is Fox affiliate on ch. 24 with 3,300 kw visual, 331 kw aural, and antenna 1,120 feet above average terrain.

WVGO-FM Richmond, Va. □ Sold by First City Broadcasting to Richmond Radio Inc. for \$5.5 million. Total is due in cash at closing. **Seller** is headed by Norman S. Drubner and is also selling WPAP-FM Panama City, Fla. (see below). It has interest in WILQ(AM)-WCOA(FM) Pensacola, Fla.; KXY-Q(AM)-KZRC(FM) Portland, Ore.; KIVA(AM) Santa Fe and KZRQ(FM) Albuquerque, both New Mexico. It recently sold KGRX(FM) Globe, Ariz., and KRIX(AM) Weslaco and KRGE(FM) Brownsville, both Texas ("Changing Hands," April 2 and July 16). **Buyer** is headed by Aylett B. Coleman and has interest in WXLK(FM) Roanoke and WJQI(FM) Virginia Beach, both Virginia. WVGO-FM has oldies format on 106.5 mhz with 7.6 kw and antenna 1,233 feet above average terrain. *Broker: Randall Jeffery of Media Venture Partners.*

KMJX(FM) Conway, Ark. □ Sold by Coastal Communications to Magic Broadcasting of Little Rock Inc. for \$3.15 million. Station was acquired in October 1972. **Seller** is headed by Charles Burroughs Jr. and Richard D. Booth and has interest in KAMX(AM)-KFMG(FM) Albuquerque, N.M. **Buyer** is new company headed by Booth, in of which he will control approximately 65%. KMJX has album and classic format on 105.1 mhz with 81 kw and antenna 1,054 feet above average terrain. *Broker: Biernacki Brokerage.*

WPAP-FM Panama City, Fla. □ Sold by First City Broadcasting to Southern Broadcasting for \$1.9 million. Total is due in

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cash at closing. Station was acquired in May 1986. **Seller** is headed by Norman S. Drubner and is also selling WVGO(FM) Richmond, Va. (see above). **Buyer** is headed by Paul Stone and has interest in WGMG(AM) Crawford, Ohio, and WTSH(AM) Rome. WTSH-FM Rockmart and WSTT-AM-FM Thomasville, all Georgia. WPAP-FM has modern country format on 92.5 mhz and 100 kw and antenna 1,230 feet above average terrain. *Broker: Randall Jeffries and Charles E. Giddens of Media Ventures Partners for seller and buyer, respectively.*

KQEO(AM)-KMGA(FM)Albuquerque, N.M. □ Sold by Unistar Broadcasting to SpaceCom Communications for \$1,317,500. Total is due in cash at closing. Sale is for assignment of purchase contract between Penn Communications and Unistar that was signed in April 1990 ("Changing Hands," April 16). Station was acquired by Penn in January 1986. **Seller** is headed by C.T. Robinson, William C. Moyes, Nicholas J. Verbitsky and Robert W. Clark, and also bought KVOR(AM)-KSPZ(FM) Colorado Springs from Penn Communications. It is headed by Richard Penn and now has no other broadcast interests. **Buyer** is subsidiary of SpaceCenter Inc., and is headed by S. Walter Richey. SpaceCenter Inc. has interest in KOSO(FM) Modesto and KTHT(FM) Fresno, both California; WKHY(FM) Lafayette, Ind.; KLBB(AM) St. Paul, Minn., and KQEU(AM) Olympia, Wash. KQEO has oldies format on 920 khz with 1 kw day and 500 watts night. KMGA has light contemporary format on 99.5 mhz with 19.5 kw and antenna 4,134 feet above average terrain. *Broker: Elliot B. Evers of Media Venture Partners for seller and Kalil & Co. for buyer.*

WKWQ-FM Batesburg, S.C. □ Sold by Columbia Christian Radio Inc. to Brickhouse Broadcasting Corp. for \$1.25 million non-interest bearing note. Station was acquired in Aug. 1986. **Seller** is headed by L.E. Willis Sr. and Hortense Willis, and has interest in KDFT(AM) Ferris, Tex.; KLRG(AM) North Little Rock, KFTH-FM Marion, KMZX-FM Lonoke, and KSNE-FM Marshall, all Arkansas; WSFU(FM) Union Springs and WAYE(AM) Birmingham, both Alabama; WBOK(AM) New Orleans; WESL(AM) East St. Louis, Ill.; WGSP(AM) Charlotte, WSRC(AM) Durham, WBXB-FM Edenton, WDJB-FM Windsor, WKJA(FM) Belhaven and WVRN(FM) Warrenton, all North Carolina; WIMG(AM) Ewing, N.J.; WPCE(AM) Portsmouth, Va.; WTJH(AM) East Point, Ga.; WURD(AM) Philadelphia; WWCA(AM) Gary and WPZZ(FM) Franklin, both Indiana; WKWQ(FM) Batesburg, and WWP(AM) Marion, both South Carolina, and WIMV(FM) Madison, Fla. **Buyer** is headed by Walter A. and Linda E. Brickhouse, and has no other broadcast interests. WKWQ-FM has rock format on 95.3 mhz with 3 kw and antenna 400 feet above average terrain.

QINTEX SALE APPROVED

U.S. Bankruptcy Court, Central District of California, has approved the \$37 million sale of Qintex Entertainment affiliate, HR Broadcasting's WTTO(TV) Birmingham, Ala., and WCGV(TV) Milwaukee, to ABRY Communications. HR Broadcasting will keep cash and accounts receivable, making the total transaction worth about \$40 million.

Under the terms of the agreement, HR Broadcasting will repay senior secured lenders and pay transaction costs and normal prorations at closing. HR Broadcasting, Qintex said, will then remit the balance of funds to Qintex, which expects to get more than \$20 million for its interests in HRBC. The deal is expected to close at the end of this year.

KICS(AM)-KEZH(FM) Hastings, Neb. □ Sold by The Foxhaven Corp. to Heartland Radio Inc. for \$570,000. Stations were acquired in January 1986. **Seller** is headed by Timothy J. Boyd and has no other broadcast interests. **Buyer** is headed by E. Eugene McCoy Jr., E. Eugene McCoy Sr., William P. Turney and Michael S. O'Connor. McCoy's and Turney have interest in KZOC(FM) Osage, Kan., and KZEN(FM) Central City, Neb. KICS has oldies format on 1550 khz with 500 watts day. KEZH has adult contemporary format on 101.5 mhz with 50 kw and antenna 265 feet.

KQAQ(AM) Austin, Minn. □ Sold by S&D Broadcasting to James R. Anderson for \$345,000. Station was acquired in August 1988. **Seller** is headed by Steven J. Potter, Darrell Solberg, Larry W. Edwards and James W. Hall. Solberg has interest in WNNO-AM-FM Wisconsin Dells, Wis. Edwards has interest in WMT-AM-FM Cedar Rapids, Iowa. Hall has interest in KHAK-AM-FM Cedar Rapids. **Buyer** is Marshall, Minn.-based attorney. KQAQ has adult contemporary and farm format on 970 khz with 5 kw day and 500 watts night.

WBRW(AM) Bridgewater, N.J. □ Sold by Somerset Valley Broadcasting Co. to Bridgewater Radio Associates Inc. for \$300,000. Total is due in cash at closing. Station went on air December 1971. **Seller** is headed by Harry A. Haslett, Edward D. Bowlby, William Anderson, Edward F. Egan, Raymond H. Bateman, Reeve Schley, Sidney Granetz and Alan Granetz, and has no other broadcast interests. **Buyer** is headed by Edward M. and Jo Ann Edelson, husband and wife, and has no other broadcast interests. WBRW is daytimer with adult contemporary format on 1170 khz with 500 watts.

SOLD!

WVGO-FM, Richmond, Virginia, has been sold by Daytona Group of Virginia, Inc., Norman S. Drubner, Principal, to Richmond Radio, Inc., Aylett B. Coleman, President, for \$5,500,000.

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STOCK INDEX

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 and Poor's or as obtained by Broadcasting's own research.

Closing	Closing	Net	Percent	P/E	Market
Wed	Wed	Change	Change	Ratio	Capitali-
Jul 25	Jul 18			(000,000)	zation

Closing	Closing	Net	Percent	P/E	Market
Wed	Wed	Change	Change	Ratio	Capitali-
Jul 25	Jul 18			(000,000)	zation

BROADCASTING

(CCB) Capital Cities/AIB	545	1/8	615	-69	7/8	-11.36	18	9,450	
(CBS) CBS	186	1/8	193	5/8	-7	1/2	-03.87	14	4,403
(CCU) Clear Channel	11	7/8	11	5/8	1/4	02.15	-51	45	
(JCOR) Jacor Commun.	3	1/4	3	1/8	1/8	04.00	-2	32	
(LINB) LIN	69		72		-3	-04.16	-24	3,559	
(OSRN) Osborn Commun.	9	3/4	10		1/4	-02.50	-60	68	
(OCOMA) Outlet Comm.	17		17			00.00	27	111	
(PR) Price Commun.	3	1/4	3	3/8	-1/8	-03.70	29		
(SAGB) Sage Bcstg	1	3/4	1	5/8	1/8	07.69	-1	6	
(SCRIP) Scripps Howard	51	1/2	56		-4	1/2	-08.03	23	531
(SUNNC) SunGroup Inc.		3/4	3/4			00.00	-1	1	
(TLMD) Telemundo	5	1/2	5	7/8	-3/8	-06.38	-2	125	
(TVXGC) TVX Broadcast	7	5/8	7	1/2	1/8	01.66		55	
(UTVI) United Television	33		34	1/2	-1	1/2	-04.34	3	358

PROGRAMING

(ALLT) All American TV	3	1/2	3	1/2		00.00		6	
(CRC) Carolco Pictures	11	1/2	12	3/8	-7/8	-07.07	26	343	
(CLR) Color Systems	2	1/2	2	5/8	-1/8	-04.76	-2	15	
(DCPI) dick clark prod.	6	1/4	6	3/4	-3/2	-07.40	27	51	
(FNNI) FNN	8		8	1/2	-1/2	-05.88	24	144	
(FE) Fries Entertain.		7/8	15/16		-1/16	-06.66	-1	4	
(HHH) Heritage Ent.	1	3/4	1	7/8	-1/8	-06.66	-1	13	
(HSN) HSN	6	1/4	7	3/8	-1	1/8	-15.25	-69	560
(IBTVA) IBS	1	5/8	1	1/2	1/8	08.33	20	5	
(KWP) King World	23	5/8	35	1/2	-11	7/8	-33.45	7	596
(KREN) Kings Road Ent.		7/32	7/32			00.00		1	
(MCA) MCA	51	1/4	51		1/4	00.49	19	3,765	
(MGM) MGM/UA Comm.	13	3/4	18	1/4	-4	1/2	-24.65	-20	699
(NNI) Nelson Holdings	3	7/8	5	1/8	-1	1/4	-24.39		16
(NNET) Nostalgia Net.		3/4	1	1/16	-5/16	-29.41	-1	4	
(OPC) Orion Pictures	13	1/8	15	3/8	-2	1/4	-14.63	19	236
(PCI) Paramount Comm.	40	3/8	43	3/4	-3	3/8	-07.71	22	4,798
(PLA) Playboy Ent.	4	3/4	5	1/2	-3/4	-13.63	-33	44	
(QNTQE) Qintex		1/8	1	3/4	-1	5/8	-80.00		
(QVCN) QVC Network	11	7/8	12	1/2	-5/8	-05.00	-169	203	
(RVCC) Reeves Commun.	6	3/4	6	3/4		00.00	-6	85	
(RPIC) Republic Pic. 'A'	7	1/2	8		-1/2	-06.25	30	32	
(RPICB) Republic Pic. 'B'	6	3/4	6	3/4		00.00	75	28	
(SP) Spelling Ent.	6	1/2	7	1/4	-3/4	-10.34	27	215	
(JUKE) Video Jukebox	6	1/8	6	3/8	-1/4	-03.92	-32	57	
(DIS) Walt Disney Co.	118	7/8	130		-11	1/8	-08.55	21	16,071
(WONE) Westwood One	6	1/4	6	1/4		00.00	-3	91	

BROADCASTING WITH OTHER MAJOR INTERESTS

(BLC) A.H. Belo	33	3/4	34	5/8	-7/8	-02.52	28	656	
(AFL) American Family	16	3/4	16	3/4		00.00	17	1,361	
(ACMA) Assoc. Comm.	29	1/4	31		-1	3/4	-05.64	-66	545
(CCN) Chris-Craft	28	3/4	30	5/8	-1	7/8	-06.12	1	722
(DUCCO) Durham Corp.	28	1/2	28		1/2	01.78	16	240	
(GCI) Gannett Co.	35	5/8	36	1/2	-7/8	-02.39	14	5,734	
(GE) General Electric	73	1/4	74	3/8	-1	1/8	-01.51	16	65,715
(GACC) Great American	4	5/8	4	3/4	-1/8	-02.63	-1	162	
(HTG) Heritage Media	5	1/4	5	1/4		00.00	-7	236	
(JP) Jefferson-Pilot	42	3/4	43	1/4	-1/2	-01.15	11	1,597	
(LEE) Lee Enterprises	23	1/4	22	5/8	5/8	02.76	13	559	
(LIC) Liberty	47	3/4	50	1/8	-2	3/8	-04.73	10	406
(MHP) McGraw-Hill	54	1/8	55	1/2	-1	3/8	-02.47	79	2,634
(MEGA) Media General	27		28		-1	-03.57	61	696	
(MDP) Meredith Corp.	29		29	3/8	-3/8	-01.27	17	539	
(MMEIC) Multimedia	67		69		-2	-02.89	20	757	
(NYTA) New York Times	22	1/8	23	3/4	-1	5/8	-06.84	6	1,727
(NWS) News Corp. Ltd.	19	7/8	20	1/2	-5/8	-03.04	12	5,335	
(PARC) Park Commun.	19	3/4	20	3/4	-1	-04.81	21	408	
(PLTZ) Pulitzer Pub.	25	3/4	26		-1/4	-00.96	9	269	
(RTSY) Reuters Ltd.	57	1/8	68	1/2	-11	3/8	-16.60	27	24,625
(STAUF) Stauffer Comm	145		145			-00.00	48	144	
(TMC) Times Mirror	29	5/8	30	1/4	-5/8	-02.06	13	3,807	
(TMCI) TM Comm.		3/16	3/16			00.00	-1	1	
(TRB) Tribune	41	1/2	41	7/8	-3/8	-00.89	13	2,848	
(TBSA) Turner Bcstg. 'A'	49	3/4	51	1/2	-1	3/4	-03.39	-138	2,466
(TBSB) Turner Bcstg. 'B'	48	1/8	50	1/2	-2	3/8	-04.70	-133	1,289
(WPPO) Washington Post	255		263		-8	-03.04	16	3,184	

CABLE

(ATN) Acton Corp.	9	7/8	10	3/8	-1/2	-04.81	36	15	
(ATCMA) ATC	34	1/4	35		-3/4	-02.14	36	3,734	
(CTEX) C-Tec Corp.	19		21	3/4	-2	3/4	-12.64	316	321
(CVI) Cablevision 'A'	25	1/8	25	5/8	-1/2	-01.95	-3	556	
(CTY) Century Comm.	7	3/4	8		-1/4	-03.12	-7	506	
(CMCSA) Comcast	13	1/4	14		-3/4	-05.35	-9	1,494	
(FAL) Falcon Cable	12	7/8	12	3/4	1/8	00.98	-12	82	
(JOIN) Jones Intercable	9	1/4	9	1/2	-1/4	-02.63	-5	114	
(KRI) Knight-Ridder	48	1/4	50	3/4	-2	1/2	-04.92	10	2,482
(RCLA) Rogers 'A'	12	1/2	12	3/4	-1/4	01.9	-17	349	
(RCLB) Rogers 'B'	8	1/4	8	3/8	-1/8	01.59	-12	568	
(TCAT) TCA Cable TV	14		15	1/4	-1	1/4	-08.19	37	338
(TCOMA) Tele-Commun.	13	7/8	15	1/8	-1	1/4	-08.26	-18	4,899
(TWA) Time Warner	93		102	5/8	-9	5/8	-09.37	-10	5,338
(UAECA) United Artists A	13	3/8	15		-1	5/8	-10.83	-13	1,867
(UAECB) United Artists B	14	5/8	15	1/2	-7/8	-05.64	-14	977	
(VIA) Viacom	26		25	5/8	3/8	01.46	-13	1,387	

FOCUS ON FINANCE

Media stock activity was generally mixed and modest last week, in line with market indices. Among deal stocks, MGM, whose shareholders are to receive a partial payment of \$4 cash per share beginning this Friday, was up 3% for the week, to 18 1/4. TVX Broadcast Group was even for the week at 7 1/2, while General Instrument was down 1% to 45 3/8. The slide in Jacor that began over a month ago continued last week with the stock falling 7% to 3 1/8. The company said it would indefinitely defer certain payments on subordinated debt, warrants or stock. Also continuing to slide on bad news was C-Cor Electronics, which fell 11% to 9. The cable equipment manufacturer said it planned to lay off about 90 workers at two Pennsylvania plants due to weak orders caused, in part, by

cable operator concerns about reregulation. MSO stocks themselves were mixed for the week. Orion Pictures Corp. was off 3% for the week, during which the company announced a loss for the first quarter. MCA announced a decline in second-quarter net income and the stock was off 5% to \$51. Liberty Corp. was up 5% to 50 1/8. Gabelli Group said it had increased its holding in Cosmos Broadcasting parent company to 7.22%. Sandler Capital Management said it cut its stake in Multimedia from roughly 8% to 3%. Telemundo fell 11% to 5 3/8. The Hispanic broadcaster recently said it sold six million newly issued shares, for \$37.5 million, to controlling stockholders Reliance Capital Group and Reliance Insurance company, increasing their respective holdings to 43% and 35%.

Closing Wed Jul 25	Closing Wed Jul 18	Net Change	Percent Change	P/E Ratio(000,000)	Market Capitali- zation
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Closing Wed Jul 25	Closing Wed Jul 18	Net Change	Percent Change	P/E Ratio(000,000)	Market Capitali- zation
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EQUIPMENT & MANUFACTURING

MMM 3M	90	7/8	89	3/4	1	1/8	01.25	15	20,234
AFTI American Film	11	7/8	11	1/2		3/8	03.26	45	1,160
ARV Arvin Industries	18	7/8	17	1/2	1	3/8	07.85	34	354
CCBL C-Cor Electronics	9		9				00.00	7	38
CHY Chyron	1	7/8	1	7/8			00.00	-5	21
COH Cohu	11		11	3/4	-	3/4	-06.38	8	21
EK Eastman Kodak	38	1/2	40	3/4	-	2 1/4	-05.52	24	12,496
GRL Gen. Instrument	44	3/4	45	5/8	-	7/8	-01.91	13	1,234
HRS Harris Corp.	32	3/4	34	1/8	-	1 3/8	+04.02	33	1,311
IV Mark IV Indus.	12	5/8	12	3/4	-	1/8	-00.98	3	177
MATT Matthews Equip.	1	7/8	1	7/8			00.00	93	11
MCDY Microdyne	3	5/8	3	7/8	-	1/4	-06.45	51	14
MCOM Midwest Comm.	2	5/8	2	1/2		1/8	05.00	7	7
MOT Motorola	79	3/4	85	7/8	-	6 1/8	-07.13	20	10,399
PPI Pico Products	1		1				00.00	3	
SFA Sci-Atlanta	27	3/4	28	3/8	-	5/8	-02.20	15	614
SNE Sony Corp.	59	3/4	60	1/4	-	1/2	-00.82	30	16,885
TEK Tektronix	16	1/4	16	1/8		1/8	00.77	-16	472
VAR Varian Assoc.	31	5/8	30	1/2	1	1/8	03.68	24	601

WGNR Wegener	1	1/2	1	3/4	-	1/4	-14.28	-75	10
WX Westinghouse	37	1/4	39		-	1 3/4	-04.48	11	10,781
ZE Zenith	7	1/4	7	5/8	-	3/8	-04.91	-2	193

SERVICE

AGRPC Andrews Group							00.00	-3	91
BSIM Burnup & Sims	9	3/4	9	3/8		3/8	04.00	20	122
CQ Comsat	32	3/4	33	7/8	-	1 1/8	-03.32	9	554
DNB Dun & Bradstreet	44	3/8	46	1/8	-	1 3/4	-03.79	14	8,216
FCB Foote Cone & B.	27	7/8	28	1/4	-	3/8	-01.32	15	298
GREY Grey Advertising	182		182				00.00	17	206
IDBX IDB Comm.	10	1/4	10	1/2	-	1/4	-02.38	34	50
IPG Interpublic Group	34	1/4	36	5/8	-	2 3/8	-06.48	16	1,183
OMCM Omnicom	26		26				00.00	13	676
SAA Saatchi & Saatchi	4	1/4	4	1/2	-	1/4	-05.55	-3	673
TLMT Telemation	2	1/4	2	1/4			00.00	4	10
UNV Unitel Video	8		8	1/4	-	1/4	-03.03	-19	16

Standard & Poor's 400	423.11	431.53	8.42	1.9
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TVB, DETROIT TALK

On the agenda at the Television Bureau of Advertising board meeting this week in Detroit is a meeting with key decision makers in the auto industry. The board plans to discuss recent declines in automotive spending on TV and ways to get the industry to reinvest in the medium.

To get its point across, TVB is buying an ad in the auto trade weekly, *Automotive News*. The ad opens with a "message from several hundred of your marketing partners" and says TVB is in Detroit to discuss ways in which TVB can work with the auto industry to market their cars in the U.S. The editor of *Automotive News* will also address the TVB board at a luncheon.

The TVB will discuss its plans for the annual meeting in Dallas this November as well as present a status report on the newly redesigned regional and national sales teams. The association will also provide a progress report on a "major presentation" debuting at the national meeting. The TVB declined to elaborate on the presentation.

CAPITAL PARTNERS

RP Companies and The Blackstone Group announced last week the formation of a fund for "...traditional equity investments in undervalued media properties as well as troubled situations within the industry..." Properties to be acquired by the fund, which will have \$100 million in equity capital, will be managed by I. Martin Pompadur, sole owner of RP Companies. Liaison to the fund for Blackstone, a New York-based investment bank, will be Henry Silverman, a general partner and until recently president and chief executive officer of Reliance Capital Group and its affiliated Hispanic broadcaster, Telemundo. Pompadur said there are no investments currently being considered but he noted it is now often harder to arrange original financing for a deal, than "to find existing situations which need help." Pompadur already manages and/or has an interest in 12 radio stations, 11 affiliate TV stations, cable systems serving roughly 600,000 subscribers and a television program and distribution company.

MEDIA

WIRELESS CABLE BELIEVES ITS DAY HAS COME

Operators' optimism about over-the-air multichannel medium buoyed by presence of 'gotta have' cable programmers at annual convention in Denver

The wireless cable industry has been waiting for "someday" to arrive. And if the mood at the industry's annual convention in Denver last week is any indication, that "someday" is here. Since most of the industry's major obstacles—program access, channel capacity, distribution and financing—have been nearly eliminated, it would have only itself to blame if it fails.

But few, if any, at the Wireless Cable Association meeting, July 21-24, at the Denver Sheraton Tech Center, had failure on their minds. In fact, most were so enthused about the industry's near-term prospects that it would have been easy to assume the thin Colorado air was the culprit for delusions of grandeur.

The prospects, however, are real. There were simply too many financial lenders, long sought-after programmers and congressional and FCC players pledging their belief that wireless is something that, if the remaining challenges are properly met, will be a viable business venture that provides cable programming for the presently unserved and, more importantly, to those consumers who feel poorly served by their existing cable suppliers.

Wireless has tried to break the catch-22 that business would not invest without programming and programmers would not give access without adequate financial backing. Privately, many program representatives said they would like to see legislation "force" them to give greater access simply because it lets them appear to support cable, while their products reach more subscribers.

The numbers bode well. In the best case scenario, wireless has a penetration potential of 25% of all American households, according to both Beatrice Liu of Gerard Klauer, Mattison & Co., and Samuel Book of Malarkey, Taylor. Liu believes wireless companies may eventually offer public stock as a way to raise equity, but "it must demonstrate its viability."

From an investor's perspective, Liu



WCA President Robert Schmidt

said, wireless is attractive because it costs about \$400 per subscriber to install, whereas conventional hard wire cable costs about \$1,100 to build and about \$2,000 per subscriber to acquire. Both figures represent, potentially, substantial debt management, which in the absence of sufficient equity may make it difficult for many of these franchise owners to maintain, much less lower, their rates.

High rates were cited by Tom Moffitt, Amsterdam Pacific, as "one of cable's vulnerabilities." Lenders, he said, are interested in wireless technology because video in general "has demonstrated predictable levels of cash flows through good times and bad."

Walter Corcoran of Phillips Credit added, "As long as there are homes not being served by cable, then there are legitimate business opportunities.

Book added that with extensive marketing, wireless operators can penetrate 20%-25% of its particular market within the first six months. It was estimated by others that a wireless operator can make

a profit simply by targeting 8%-10% of a cable market and reaching as little as 2% of the households within its reach. Most system operators have a break-even point of between 1,500 and 2,000 subscribers, said Russ Trevillian of Communications-Link Inc. Additionally, said Barry Hall, California Amplifier, new technologies are present that can increase by up to 40% the number of serviceable homes in a market.

Robert Schmidt, WCA president, provided encouraging numbers of his own: there were more than 750 registered attendees and 55 exhibitors, several of which were programmers.

For many wireless operators, the appearance at the convention of long sought after national programmers was cause for celebrating. Of the major "gotta have" channels (channels operators say they "gotta have" to compete), only ESPN and TNT were absent. Many programmers at the show said the changing regulatory environment played a role in bringing them to Denver.

"Competition," admitted HBO's Larry Carlson, "is not necessarily what we like to hear. What we want is to get our products into as many homes as possible."

"I'll give you the Comedy Channel right now," said Carlson of the struggling program. "I may pay you to carry it."

Kidding aside, he said, "there has been some unpleasant history" between programmers and alternative distributors, including wireless.

Heidi Lewellyn, manager of special markets, Showtime, was more direct when she said programmers too often "have been left holding the bag."

As a consequence, most programmers said contracts to wireless will probably be more detailed, for shorter periods of time and will only be signed after a careful review of the distributor's business plan. Some will even require letters of credit.

Nevertheless, "It's in every programmer's interest to get into as many homes

as possible," said A&E's Joy Fletcher, national account representative.

The Family Channel's Jan Crowell, manager, special markets, reported "a lot of interest" despite a slightly different rate card for noncable markets. The Family Channel, like A&E, ACTS, Discovery and other programmers displaying at the convention, might qualify as an educational channel, meaning that a system operator would have an easier time airing those programs on channels reserved by FCC policy for educational purposes.

Stephanie Morton of E! (formerly Movietime), said her biggest problem was "figuring out who the buyers are."

One thing most programmers have in common is that, at this stage, as Jeff Maxwell, vice president, World Satellite Network said, "There isn't any risk to be here. If it works, it's a win-win situation for all of us."

But other channels, especially those dealing primarily with adult, sexually oriented programming such as *Playboy at Night*, are in genuine need of an addressable, over-the-air, pay per view system. "We are always worried when a carrier can take us out of a system because he gets a nasty letter from a little old lady," said Mike Hassan, vice president, special markets. "We believe pay per view is going to be big for us. We hope this thing [wireless] takes off."

If it does, thanks are probably due to congressional and FCC advocates of competition over reregulation. Sandy Wilson of the FCC said the commission "has made a commitment to the technology" of wireless because of a public "interest in promoting competition to cable. We [the FCC] prefer that competition be the means to curbing some of cable's abuses."

Without some action, said Roy Neel, an aide to Senator Al Gore (D-Tenn.), programmers will continue to "operate in a disturbed marketplace." The "key fight is still access to programming," he said, and warned that despite programmers warming up to alternative distribution systems, "nothing's settled yet. There are folks who genuinely believe that Congress does not belong in this issue."

Yet Schmidt, a former head of the National Cable Television Association, acknowledges that "cable has done a phenomenal job of bringing programming" into the majority of American homes. But, he said, widespread "consumer disenchantment" has led legislative bodies to find that cable, like most monopolies, "really aren't in the best interests of consumers."

Robert Corazzini, of Pepper and Corazzini, believes "cable realizes that competition is better than regulation." He added that "deregulation alone is not what this industry needs." Wireless, he contends, needs federal help in making it easier to bundle the various available MMDS, MDS, ITFS and OFS channels (current FCC policy limits the number of channels one group can own). As it is, said Trevillian, "horse trading goes on" to ensure that a single operator can line up enough channels. Otherwise, wireless fails because, most agree, that for a system to be marketable, it must have at least 20 channels.

Phillips Corcoran said wireless operators with more than 20 channels can achieve high penetration rates "in areas not served" by cable, and in those areas that are served, "wireless can take subscribers away." The Phillips billion-dollar portfolio presently has three commitments totaling \$12 million in wireless.

"There is plenty of money out there looking for deals to do," he said, but they must be cash-flow intensive, have sufficient equity, and perhaps most importantly, must have an "exit strategy" other than a hope to sell out, if needed.

All this led Corazzini to say that wireless "is poised on the crest" but must act quickly because "within the next eight months, the industry will have a window of opportunity it must seize."

The view that wireless must act quickly is based on the belief that DBS might be the "death star" for all other forms of video delivery systems. Other proponents of wireless think differently. They concede DBS is on the horizon, but still only in the figurative sense.

Wireless, said Corcoran, may need to invest as much as \$1 billion over the next five years, which not coincidentally, is about when many at the convention expect DBS to be a reality.

Schmidt is among them. But he is quick to add that the major deficiency of DBS is that it lacks local programming. He called Sky Cable "an ally of ours today in trying to break the logjam of program access."

Hall said that "if you plan right, you won't be left out when DBS gets here." Schmidt said wireless, on principal, has to "support competition in all its forms," including DBS and telcos, but also said "that without programming, there is no competition."

But wireless is now ready to compete. With programming seemingly in place, all the other elements are coming together as well. The only thing it still lacks, as Peter Frank, WCA board member, put it, "is some success stories." **-PJS**

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TECHNOLOGY

SONY DISPLAYS ITS TECHNOLOGICAL WARES

Government Tech Expo '90 showcases diverse uses for optical disk technology

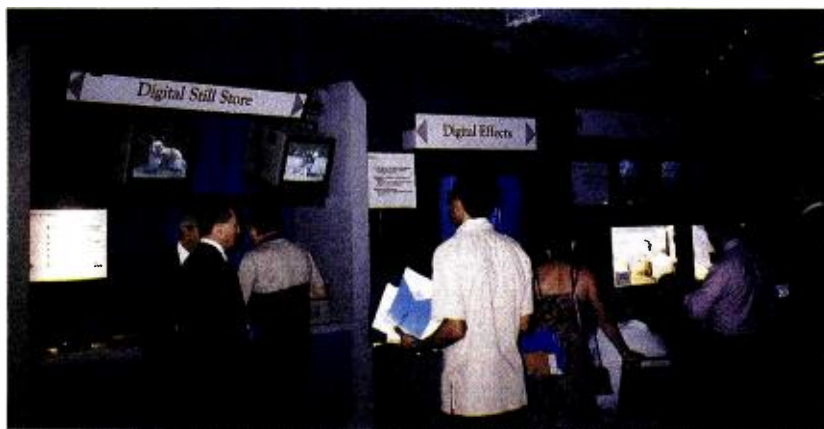
Special emphasis was placed on demonstrations of optical disk technologies during this year's two-day (July 18-19) Government Tech Expo '90, sponsored by Sony Corp.'s Government Systems Division, in Washington. Disk technology "has become the heart of the so-called 'digital revolution,'" said Olaf Olafsson, newly named vice president of Sony Optical Products Division. A new family of Sony CD-ROM (compact disk-read only memory) drives were introduced at expo and special displays and seminars were held to show off Sony's other optical disk products.

This year, Sony held its second annual display of equipment aimed at potential customers within the federal government at the Washington Sheraton hotel. Many of the same products have been having a great impact on television broadcasting and production/post-production markets in recent years as well.

The expo was made up of 50 displays from 20 different product groups. Besides disk products, other equipment categories included high-definition television displays, tape machines and disk storage systems, professional and consumer videotape systems, still video cameras and transceivers, personal and professional audio (including the currently controversial digital audio tape [DAT] recorders) and digital video recording, storage, compression and satellite transmission systems.

"CD-ROM [a technology that Sony has been marketing and promoting jointly with N.A. Philips] is a way to reduce the paperwork in an office," a feature that is appreciated in both government and private offices, said Alan C. Sund, marketing manager for CD-ROM hardware. Two internal and two external 5.25-inch drives were introduced at the expo, which, he claimed, raise the performance and flexibility of the technology to a point closer to the paperless office. At 0.38 seconds, the drives access 25% quicker than Sony's earlier generation of drives.

Sony claims that two of the new CD-ROM drives (the CDU-541 internal and CDU-6211 external) are the first prod-



Digital product demonstrations at Sony Government Tech Expo '90

ucts of their kind to include the new SCSI-II (small computer standard interface) feature. With SCSI-II, a "daisy chain" of up to 200 external devices, including CD-ROM drives, rewritable and write-once disk systems, hard drives, 8 mm videotape recorders and DAT recorders, can be controlled from a single personal computer to provide for a large amount of expandable and easy-to-access storage, according to the company. All four CD-ROM drives will be available for delivery this fall, with consumer versions available by the end of the year.

Also to be available in the fall will be a CD-ROM write-once system, consisting of a data encoder and write-once disk drive compatible with conventional CD-ROM. The main object of the system is the creation of CD-ROM master disks with permanently encoded, secure data. Its suggested sale price is \$30,290. The system is expandable with additional CD-ROM write-once recorders, which sell for \$18,200 each.

The CD-ROM disks themselves sell for \$35 each and are manufactured out of Sony Digital Audio Disc Corp.'s plants in Japan, Australia and Terre Haute, Ind. The combined output of the three plants is 22 million a month, according to Robert Headrick, general manager, recorded media, Sony Optical Products Division.

In addition to CD-ROM, other optical

disk technologies featured prominently at the government expo included:

- Rewritable 5.25-inch systems, which have been on the market for 18 months. In that time, Sony has sold 80,000 systems worldwide (almost all in the U.S. and Japan) and has captured about 70% of the U.S. rewritable disk market. Among broadcasters, the most common application for rewritable technology has been still store systems.

- 12-inch write-once systems, which "have become largely acceptable for applications in the government marketplace," according to Robert Wilson, general manager, write-once optical products. Since they went on the market five years ago, 12-inch optical systems have been adopted by the copyright office, the National Geographic Survey and the FBI, which, according to Wilson, is now storing fingerprint files on optical disks. NASA is in the process of converting from magnetic tape storage of satellite data to 12-inch disks.

The 12-inch industry got a boost last September when disk capacity jumped from 3.2 gigabytes to 6.5 gigabytes. Wilson said that although there will probably never be a consumer market for such systems, they will continue to grow in sales by an estimated 30%-35% over the next five years.

- The HDL-2000 laser disk player which plays back full motion high-definition television (1,125/60) video. —RMS

WASHINGTON

SENATORS NOT CONVINCED TELCOS SHOULD ENTER VIDEO

Despite Bush administration's support of telco-entry bill (S. 2800), senior Senate Communications Subcommittee members decide not to endorse it



Subcommittee Chairman Daniel Inouye



Administration witness Thomas Sugrue

The telephone industry's campaign to become providers of video services failed to pick up steam last week during a Senate hearing. The Bush administration's endorsement of S. 2800, a telco-entry bill, did not seem to boost the phone companies' position with key Communications Subcommittee members. Two senior Republicans (Bob Packwood [R-Ore.] and Ted Stevens [R-Alaska]) are not endorsing it and the subcommittee's chairman, Daniel Inouye (D-Hawaii), said he "remains unconvinced" that the telcos should be anything more than common carriers.

Administration witness Thomas Sugrue, deputy assistant secretary for communications and information for the Commerce Department's National Telecommunications and Information Administration, said the administration "strongly supports the thrust of S. 2800," and that Commerce would recommend a veto of the cable reregulation bill (S. 1880) now pending in the Senate. (NTIA head Janice Obuchowski did not testify and has recused herself from this issue because her husband, attorney Albert Halprin, has telephone company clients.)

The threat of a veto did not sit well with the senators. And Inouye appeared

irked with the administration for waiting so long to enter the cable debate. "We've had 10 hearings and over 80 witnesses," said Inouye. "Next time, I hope, if the administration wants to participate, it won't wait until the 10th hearing."

Sugrue also took some heat from Senator John Danforth of Missouri, the ranking Republican on Commerce. Danforth is sponsoring S. 2800 but at the same time he is a chief advocate of S. 1880. He seems to favor some form of rate reregulation of the cable industry and competition from the telcos and was not pleased by Sugrue's suggestion of a veto. Senator Wendell Ford (D-Ky.) also expressed a desire to see both measures adopted.

S. 2800, introduced by Republican Conrad Burns of Montana, would abolish the cable-telco crossownership prohibitions that prevent telephone companies from offering cable services in their service area. Under the measure, telcos could have a limited interest in programming (25% of channel capacity). And phone companies would have to treat their cable operations as a separate subsidiary. It also would require telcos to obtain a local franchise, and the FCC and state regulators will be required to

develop cost allocation rules to protect telephone consumers.

Sugrue, however, suggested some refinements. The measure, he said, needed stronger safeguards to prevent phone companies from acquiring minority interests in cable systems. And Sugrue suggested that waivers permitting telcos to buy existing cable systems be granted "sparingly." And in the area of cross-subsidization and discriminatory practices, the NTIA official said the matter could be handled by subjecting telcos to the same safeguards contained in the FCC's open network architecture policies.

Senator Al Gore (D-Tenn.), another proponent of telco-entry, was also displeased with the administration's announced opposition to the programming access provisions of S. 1880, something he favors. It would force cable programmers to make their product available to cable competitors such as wireless cable and DBS. An earlier letter from Commerce Secretary Robert Mosbacher and the Justice Department's James Rill attacked the access to programming section. Sugrue reaffirmed that view. He said the administration wanted to promote competition and did not see a need for mandatory access to programming.

Burns defended his measure as having adequate safeguards and said it will spur the deployment of fiber optics. "If this country continues antiquated regulatory policies which stifle competition in this critical field, the United States will fall behind other nations which, at this time, are accelerating the installation of fiber and fiber optic technology," Burns argued.

A coalition of broadcast, cable and newspaper interests have banded together to oppose the Burns initiative and a similar proposal in the House. Witnesses representing the National Cable Television Association, the National Association of Broadcasters, the American Newspaper Publishers Association and National Newspaper Association blasted S. 2800.

Gary Chapman of Lin Broadcasting, chairman of NAB's TV board, warned lawmakers that what the phone companies "really want is what cable already has—an entrenched monopoly with built-in incentives to block competition and to exercise its market dominance over the American consumer." Later, NAB President Eddie Fritts issued a stinging response to Sugrue's testimony. He said the NTIA official "displayed an abysmal ignorance of the realities of the video marketplace."

Richard Simmons, president of the Washington Post Co., appearing on behalf of ANPA and the Media Group, a coalition of companies with broadcast, cable and newspaper interests, warned that if the crossownership restrictions are lifted, "ultimately, we'll end up with one voice." Simmons also pointed out that the telcos financial resources give them tremendous advantages. In 1988, the Bell operating companies together had nearly double the revenues of all daily U.S. newspapers combined, three times the revenues of all U.S. television stations, and over five times the revenues of all cable systems and programmers, he said.

"We're in trouble," said R. Jack Fishman, editor and publisher of the *Citizen Tribune*, Morristown, Tenn., if the telcos get into the content business. Fishman represented NNA.

Continental Cablevision said its chairman, Amos Hostetter, is the fourth largest cable operation in the country. But that, he added, is only one twentieth the size of the fourth largest telco. Hostetter claimed the legislation would not help the small independent phone companies but it is the BOC's and the large independents that would benefit. It is the telephone ratepayer that would subsidize their entry into the television business,

he said. Nor does he buy the telco argument that the bill will promote the utilization of fiber optics. Cable companies are already installing fiber on a nationwide basis, said Hostetter.

Dean Swanson of Standard Telephone Co., Cornelia, Ga., and chairman of the United States Telephone Association, was the lone phone company witness defending the Burns' bill. Swanson insisted that telco entry is pro consumer and, by promoting competition, he said, it should bring cable rates down and increase viewing options as more cable providers enter the market. Moreover, like Burns, he said it would accelerate the deployment of fiber. Swanson also said claims that the FCC would have trouble policing against cross subsidies were groundless. He asked the senators to remember that independent phone companies are competing against a "vertically integrated, firmly entrenched industry which is unregulated, free to cross-subsidize and unlimited in their ability to vertically integrate."

The administration's backing of the telco-entry bill is not inconsequential and when the parent Commerce Committee votes on the measure this week (July 31), a significant number of mem-

bers may support it. Although Packwood, for example, felt the proposal was flawed and that competition would not develop. Rather, he said, the phone companies would buy up cable systems instead of competing with cable. Packwood was the only member on Commerce who voted against S. 1880 and, as the senator pointed out, he saw no need for changing the current cable policy. He said passage of this bill would inflate the value of cable stocks—they would triple in price.

Stevens argued that the issue was so complex the committee needs to examine it further. He suggested holding field hearings next year on the subject to gain the public's input.

Other reservations with the bill were expressed by James Exon (D-Neb.), who fears freeing the telcos will lead to the creation of a monopoly of the same magnitude as AT&T before its breakup.

Even one of the measure's sponsors, Republican Slade Gorton of Washington, voiced his concerns about the Burns' telco bill. "We've got to make certain we don't replace one monopoly for another," said Gorton. Nor is he convinced that the separate subsidiary provision will work, he said. —KM

HOUSE VOTES TO RESTRICT ADS IN CHILDREN'S SHOWS

The House last week unanimously adopted by voice vote legislation restricting the amount of advertising during children's programming on both cable and over-the-air television. It is similar to a bill the Senate passed two weeks ago (BROADCASTING, July 23), in that it would also require broadcast stations to air more educational and informational children's programs for license renewal.

Originally, the broadcast industry refused to support the Senate version of the children's bill. But the National Association of Broadcasters signed off on the measure after obtaining certain revisions to the bill that make the program requirements less specific.

The only significant difference between the two bills is that the Senate version would establish a \$10 million endowment for educational television for children. It is an idea to which Senator Daniel Inouye (D-Hawaii) is strongly committed and will likely fight to retain when the House and Senate hold a conference to reconcile that difference. Inouye is chairman of the Senate Communications Subcom-

mittee and a key sponsor of the initiative. House Republicans, however, are said to be resistant to the endowment provisions in the bill; they don't consider it germane and would rather see it in a public broadcasting authorization.

There is a potential threat of a presidential veto based on a letter sent last year from the Justice Department promising to recommend a veto of the Senate bill. But now that the measure has been revised and broadcasters are no longer opposed, many observers feel Bush will sign it.

Under the measure, broadcasters have more leeway in the type of children's programs they can air. It says a station must serve the educational and informational needs of children through its "overall programming, including programming specifically designed to serve such needs." And the FCC could take into consideration during renewal time off-air broadcasting efforts to promote children's programming and any efforts to fund programming aired by another station (for example, noncommercial stations) in the licensee's marketplace. —KM

FIFTH ESTATE LOSES FRIEND IN BRENNAN, HOPES TO FIND ONE IN SUCCESSOR SOUTER

The retirement of Associate Justice William J. Brennan Jr. was to most in the press a chilling, even frightening development. From *New York Times v. Sullivan* in 1964 to the flag-burning cases of 1989 and 1990, Brennan had been one of the most eloquent and vigorous defenders of the media's and the public's First Amendment rights, and not only because of his single vote. His talents sometimes included marshalling the high court's diverse forces in defense of those rights.

Now, attention is focusing on the judge from New Hampshire that President Bush has picked as his first nominee to the Supreme Court, David H. Souter, a recent appointee to the U.S. Court of Appeals for the First Circuit, in Boston. His record, as a state court trial judge from 1978 to 1983 and as a member of the state supreme court from then until earlier this year, when he ascended the federal court bench, has yielded little to those seeking to discern his views and positions on issues. But the record thus far disclosed provides journalists with some basis for encouragement.

That helps ease the pain they and their lawyers were feeling last week. But it seemed unlikely anyone could fill the gap left by Brennan's departure from the court after 34 years. Floyd Abrams, the noted First Amendment lawyer who has argued before Brennan, describes him "as one of the most vigilant defenders of freedom of the press in the Supreme Court's history." And "it was not just his vote," Abrams said. "He is the captain of those members of the court prepared to defend the principles of freedom of expression."

Brennan's ability at coalition building seemed evident in the flag-burning cases. Joining him in decisions in which he held that first a Texas state law then a federal statute banning desecration of the American flag violated the First Amendment's guaranteed right of expression were two of the Supreme Court's leading conservatives—Justices Antonin Scalia and Anthony Kennedy. They joined Brennan and the two justices now considered the remaining liberals on the court—Thurgood Marshall and Harry A. Blackmun. Neither of those two justices is seen by observers as able to marshal the forces of the court as Brennan did on occasion.

Of the 12,000 opinions Brennan

wrote, his *New York Times v. Sullivan* may—for journalists—stand out as the most critical. The court was reviewing the verdict of an Alabama jury—at a time when the South was still largely segregated—awarding \$500,000 for libel to the Montgomery police commissioner because of some relatively minor errors in an advertisement criticizing the Montgomery police for brutality and ineptness that ran in the *Times* on March 29, 1960. The court held that public officials seeking to collect damages for libel must prove the media involved was guilty of malice, that is, knew the challenged material was false or proceeded to publish it without regard to whether it was false or not.

"We hold that the rule of law applied by the Alabama courts is constitutionally deficient for failure to provide the safeguards for freedom of speech and of the press that are required by the First and Fourteenth Amendments in a libel action brought by a public official against critics of his official conduct," Brennan wrote. "We further hold that under the proper safeguards the evidence presented in this case is constitutionally insufficient to support the judgment for respondent." Brennan also made a point of noting that the allegedly libelous statements are not without their constitutional protection simply because they appear in the form of an advertisement.

Interestingly, three of the justices—Arthur J. Goldberg, Hugo Black and William O. Douglas—would have taken an even stronger First Amendment stand, contending that the press had an unlimited right to criticize public officials. But the opinion, in the view of

Jane Kirtley, of the Reporters Committee for Freedom of the Press, was strong enough to establish a landmark—"to make libel law subject to Constitutional protection."

Over the years, there were other major opinions. Brennan wrote a concurring opinion in the court's rejection in 1971 of the Nixon administration's effort to block publication of the Pentagon papers. "I write separately...only to emphasize what should be apparent: that our judgments in the present cases may not be taken to indicate the propriety, in the future, of issuing temporary stays and restraining orders to block the publication of material sought to be suppressed by the government." (The U.S. Court of Appeals for the Second Circuit had granted an order temporarily barring publication of the papers.) And he wrote a dissenting opinion in the *Pacific Foundation* indecency case, in which a majority of the court in 1978, by a 5-4 vote, affirmed the FCC's authority to regulate, and punish, the broadcast of "indecent" material. Brennan said that responsibility for weeding out offensive material should rest where, "until today," it has resided—in a public free to choose from a marketplace "unsullied by the censor's hand."

Brennan's vote was not always on the side urged by First Amendment purists. In 1969, for instance, he was part of a unanimous Supreme Court that upheld the constitutionality of the commission's fairness doctrine. In 1973, he dissented when the court affirmed the commission's ruling, in a case involving CBS, that the broadcasters who provide full and fair coverage of political issues are

LOYAL LISTENERS

Albanian refugees who have arrived in Italy indicate their news service of choice is the Voice of America. The head of VOA's European Division, William Hill, reported last week that Albanian refugees in camps in Brindisi have asked that loudspeakers be set up so that they can continue to listen to VOA's Albanian newscasts. Hill based his report on information from relatives of VOA staffers in the camps. VOA is the only

western service broadcasting to Albania daily. Italian Radio and Radio Athens each broadcast 10-15 minutes daily, five days a week. VOA on June 27 conducted its first telephone interview with a source in Albania. Elez Biberaj, chief of VOA's Albania service, talked to Tirana University economics professor Gramoz Pashko. Two days later, Biberaj talked to Tirana University sociology professor Hamit Beqja.

not required to accept paid political advertisements. He said it was "imperative that citizens be permitted at least some opportunity to speak directly for themselves as genuine advocates on issues that concern them." And last month, as the end of the court's term neared, he did not file the kind of dissent journalists would have liked in a case in which the majority held that expressions of opinion are not automatically protected against charges of libel. He did not disagree with the majority on the central point of the opinion, but only on the question of whether the newspaper column at issue constituted opinion.

"We can't say he's with us 100% of the time," said Kirtley. "He's not a Hugo Black" (who was an absolutist on the First Amendment). "But," she said, "he was the best and most consistent friend on the Supreme Court."

As for Brennan's prospective replacement, Kirtley found several cases on which Souter had ruled while he was a state court judge that offer some clues as

to what Souter's position on press law might be. One of the cases, in which he was involved as a trial judge, was particularly encouraging to Kirtley. It involved the question of reporter's privilege, and he ruled against a criminal defendant in a trial seeking the identity of sources that provided some student journalists with information they had published. Souter's position that the journalists were entitled to qualified privilege against disclosure was upheld by the state supreme court. Until then, the status of reporters' privilege in the state was not clear.

Three other cases that Kirtley found involved allegations of libel, and were decided by the state supreme court when Souter was a member. In one case, he wrote a decision overturning summary judgment for the defendant and directing the lower court to hold a trial on the question of whether the material involved was stated as opinion or fact. In a second libel case, he wrote the opinion affirming a lower court decision that the

material at issue was stated as fact and was false.

The third case was brought by the subject of a *Hustler* magazine article who was seeking to sue the publication in New Hampshire, and Souter was in the minority. The state at the time had a six-year statute of limitations on such suits, and it appeared Kathy Keeton had brought her action there because it was the only state left to her. In a dissenting opinion, Souter said libel law is designed to repair damaged reputations; suits should be brought promptly and in the area where the plaintiff is known.

Kirtley acknowledged that these and several other Souter opinions she read constitute only "a very small body of law, a narrow range of cases." Still, she said, "my sense is that Souter is very thoughtful and thorough in his analysis, and will look to both the Constitution and other legal precedents in formulating opinions." In sum, she said, "I'm not troubled by what I see—especially the reporter's privilege case." **-LZ**

MINNESOTA COURT SAYS JOURNALISTS' PROMISE OF CONFIDENTIALITY DOESN'T EQUAL ORAL CONTRACT

The Minnesota Supreme Court's decision to overturn a \$700,000 judgment against two of the state's leading newspapers was considered a victory for the media and was received by media representatives with a sense of considerable relief—even if the case was not one in which journalists generally took great satisfaction. At issue was the question of whether the promise of confidentiality reporters frequently extend in return for information constitutes an enforceable oral contract.

The Minnesota Supreme Court, in a 4-2 decision, said it was not overturning a jury verdict in favor of a man who had been a consultant to a Republican gubernatorial candidate in 1982. The consultant, Dan Cohen, had given reporters for the *St. Paul Pioneer Press* and the *Star Tribune* of Minneapolis damaging information about the Democratic candidate—that he had been convicted of shoplifting 12 years earlier—in return for assurances of confidentiality. But the editors of both papers overruled the reporters, arguing that the public should know the information came from the Republican candidate's campaign.

Cohen said in his lawsuit that he lost his advertising agency job after the newspapers identified him as the source

of the information. And the jury, in awarding Cohen \$200,000 in compensatory damages and \$500,000 in punitive damages, found that the newspapers were guilty of breach of contract and fraudulent misrepresentation.

But the Minnesota high court said the newspapers' reporters did not intend to create a contract in offering confidentiality. "Contract law seems an ill fit for a promise of news source confidentiality," the majority said in its opinion. "To impose a contract theory on this arrangement," the court added, "puts an unwarranted legal rigidity on a special ethical relationship." The court also said that enforcing a promise of confidentiality under a doctrine that implies a legal contract where none exists would violate the newspapers' First Amendment rights.

Cohen's attorney, Elliot Rothenberg, said the case is "a very important" one. "The issue is," he told the Associated Press, "to what extent do newspapers and the media have a constitutional right to violate promises to which everyone else in society would be held liable." Louise Summers, an attorney for AP, called the ruling a major victory for the news media, as did other lawyers concerned about First Amendment rights.

Jane Kirtley, of the Reporters Committee for Freedom of the Press, hailed the decision as "great," as signifying that the question of a reporter's promise of confidentiality is not one "that courts should get into, any more than they do breach of promise suits to marry."

And Floyd Abrams, one of the country's leading First Amendment lawyers, said the decision affords the media protection against what would have been "a large body of litigation," and not only suits originating with news sources claiming promises of confidentiality had been breached. Abrams said a contrary decision by the Minnesota high court would have provided grounds for suits "by subjects of articles and broadcasts unhappy" with the manner in which they were portrayed. "The same principle [of the implication of an implicit contract] would be involved," Abrams said. He noted that a person who talked openly to a reporter could claim that a promise to cast the source in a favorable light had been broken.

The case is not over. Cohen's attorney, Rothenberg, who has filed several similar suits against media organizations, said he will seek Supreme Court review of the Minnesota high court's decision. **-LZ**

FOR THE RECORD

As compiled by BROADCASTING from July 18 through July 23 and based on filings, authorizations and other FCC actions.

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

OWNERSHIP CHANGES

Applications

- **WXPQ(AM) Babson Park, FL** (BAL900711EE: 1530 khz; 500 w-D)—Seeks assignment of license from Webber College Inc. to Ted L. Hite for \$22,500. Seller is headed by Paul V. Egan and has no other broadcast interests. Buyer has no other broadcast interests. Hite's father, Ted L. Hite Sr., owns WAUC(AM) Wauchula, FL. Filed July 11.
- **WBZS(AM) Eatonville, FL** (BTC900711EC: 1270 khz; 5 kw-U)—Seeks assignment of license from WORL Radio Inc. to SE Broadcasting Inc. for \$15,000. Seller is headed by Royal H. Barber. Mark Makulinski and Willie J. Martin. Buyer is headed by Royal H. Barber Jr. and Mark Makulinski. Barber owns 11% of Lanci and Associates Inc., which has 79% interest in Fort Wayne Media Ltd., permittee of WAWK(AM)-WBUT-UM Kendallville, IN (see "Changing Hands," July 23). Filed July 11.
- **WHOG(AM) Fernandina Beach, FL** (BAL900709EI: 1570 khz; 5 kw-D)—Seeks assignment of license from North East Florida Radio Inc. to B&L Communications Inc. for \$225,000. Seller is headed by Billy G., Jeffrey L. and Mark T. Hogan and has no other broadcast interests. Buyer is headed by Don Bruns, James H. Lawson, Dennis Cunningham and Linda Bruns, and has no other broadcast interests. Filed July 9.
- **WQBA-AM-FM Miami, FL** (AM: BTC900621HR: 1140 khz; 5 kw-D; 10 kw-N; FM: BTCH900621HS: 107.5 mhz; 95 kw; ant. 980 ft.)—Seeks assignment of license from Spanish Radio Network to SRN TEXAS Inc. for no financial considerations. Seller is headed by McHenry T. Tichenor, who heads Tichenor Media Systems Inc., licensee of KGBT(AM)-KIWW(FM) Harlingen, KCOR(AM) San Antonio, KLAT(AM) Houston and KBNA-AM-FM El Paso, all Texas, and WIND(AM) Chicago and WOJO-FM Evanston, both Illinois. Buyer is headed by Tichenor, David D. Lykes and Ricardo A. Del Castillo, and has interest in Spanish Radio Network, licensee of WADO(AM) New York and WGLI(AM) Babylon, both New York. Filed July 21.
- **WPSO(AM) New Port Richey, FL** (BAL900709EG: 1500 khz; 250 w-D)—Seeks assignment of license from Lowrey Communications Inc. to T.G.A. Communications Inc. for \$29,000. Seller is headed by Thad M. Lowery. Buyer is headed by Timothy G. and Diana L. Adkins, and has no other broadcast interests. Filed July 9.
- **WESZ(FM) Lincoln, IL** (BALH900629GM: 100.1 mhz; 3 kw; ant. 200 ft.)—Seeks assignment of license from Capital Broadcasting Inc. to L&M Broadcasting Co. Inc. for undisclosed amount. Seller is headed by Jack Hoskins, John W. Johnson and William R. Wheeler. Buyer is headed by Stephen J. Lovellette, Robert Z. Morris, Douglas W. Morris and Anne E. Morris. Lovellette owns WNOI-FM Flora, IL. Filed June 29.
- **WGZB(AM) Corydon, IN** (BAL900711ED: 1550 khz; 250 w-D)—Seeks assignment of license from Power Communications Inc. to Radio Corydon Inc. for \$5,000. Seller has no other broadcast interests. Buyer is headed by Donnie C. Butter, Raleigh Lee Gramlett II, Ila Pollock and F. Michael Wax, and has no other broadcast interests. Filed July 11.
- **KAAS(TV) Salina, KS** (BALCT900605KT: ch. 18; 238.3 kw-V; 23.83 kw-A; ant. 633 ft.)—Seeks assignment of license from Channel 24 Ltd., debtor in possession, to Clear Channel Communications Inc. for \$7.55 million (includes KSAS[TV] Wichita, KS). Seller is headed by Richard Alan Rudy, Harold S. Goldstein, Louis Freedman and Lee Hanna. Buyer is headed by L. Lowry Mays and J. Daniel Sullivan, and is licensee of WOAI(AM)-KAJA(FM) San Antonio, KPEZ-FM Austin, KALO(AM)-KHYS(FM) Port Arthur and KORAI(FM) Bryan, all Texas; KAKC(AM)-KMOD(FM) Tulsa and KTOK(AM)-KJYO(FM) Oklahoma City, both Oklahoma; WELI(AM) New Haven, CT; WQUE-AM-FM New Orleans, LA; WHAS(AM)-WAMZ(FM) Louisville, KY. Filed June 5.
- **KSAS(TV) Wichita, KS** (BALCT900605KS; ch. 24; 3,300 kw-V; 331 kw-A; ant. 1,120 ft.)—Seeks assignment of license from Channel 24 Ltd. to Clear Channel Communications Inc. for \$7.55 million (includes KAAS[TV] Salina, KS). Seller is headed by Richard Alan Rudy, Harold S. Goldstein, Louis Freedman and Lee Hanna. Rudy has interest in WMPX(FM) New Kensington, PA, and WRMX(FM) Murfreesboro, TN. Goldstein has interest in WMPX(FM) New Kensington, PA; WRMX(FM) Murfreesboro, TN, and KELT(FM) Harlingen, TX. Buyer is headed by L. Lowry Mays and J. Daniel Sullivan. Filed June 5.
- **KNOK(FM) Belle Chasse, LA** (BAPH900620HY: 102.9 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from First Belle Chasse Media Group to Coastal Broadcasting Inc. for no financial considerations. Seller is headed by Randolph J. Callender. Buyer is headed by Randolph J. Callender, H. Hunter White III and Thomas A. Carrere, and has no other broadcast interests. Filed June 20.
- **WYDN(TV) Worcester, MA** (BAPET900626KG: ch. 48; 3 kw; ant. 285 ft.)—Seeks assignment of license from Worcester Educational Corp. to Educational Public TV Corp. for \$1. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed June 26.
- **WABJ(AM)-WQTE(FM) Adrian, MI** (AM: BAL900711EF: 1490 khz; 1 kw-U; FM: BALH900711EG: 95.3 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Mid-America Radio Group Inc. to Friends Communication of Michigan Inc. for no financial considerations. Seller is headed by David C. and Kay A. Keister and has interest in WBAT(AM) Marion, WLJC(FM) Van Buren and WKBV(AM)-WFMG(FM) Richmond, all Indiana. Buyer is headed by Eugene Bryan, Bob Elliott, Michael R. Brooks and Charles J. Brooks, and is licensee of WFPS(FM) Freeport, IL. Filed July 11.
- **KQAQ(AM) Austin, MN** (BTC900703EA: 970 khz; 5 kw-D; 500 w-N)—Seeks assignment of license from S&D Broadcasting to James R. Anderson for \$345,000. Seller is headed by Steven J. Potter, Darrell Solberg, Larry W. Edwards and James W. Hall. Solberg has interest in WNNO-AM-FM Wisconsin Dells, WI. Edwards has interest in WMT-AM-FM Cedar Rapids, IA. Hall has interest in KHAK-AM-FM Cedar Rapids, IA. Buyer has no other broadcast interests. Filed July 3.
- **KICS(AM)-KEZH(FM) Hastings, NE** (BAL900712EA: 1550 khz; 500 w-D; FM: BALH900712EB: 101.5 mhz; 50 kw; ant. 265 ft.)—Seeks assignment of license from The Foxhaven Corp. to Heartland Radio Inc. for \$570,000. Seller is headed by Timothy J. Boyd and has no other broadcast interests. Buyer is headed by E. Eugene McCoy Jr., E. Eugene McCoy Sr., William P. Turney and Michael S. O'Connor, and has no other broadcast interests. Filed July 12.
- **KSIL(AM) Silver City, NM** (BAL900706EA; 1340 khz; 1 kw-U)—Seeks assignment of license from Terrie Meskill to KSIL Radio Ltd. for \$200,000. Seller has no other broadcast interests. Buyer is headed by Richard Van Scoyk, Robert J. Young and Karen Van Scoyk, and has no other broadcast interests. Filed July 6.
- **WBRW(AM) Bridgewater, NJ** (BAL900627EA: 1170 khz; 500 w-D)—Seeks assignment of license from Somerset Valley Broadcasting Co. to Bridgewater Radio Associates Inc. for \$300,000. Seller is headed by Harry A. Haslett, Edward D. Bowley, William Anderson, Edward F. Egan, Raymond H. Bateman, Reeve Schley, Sidney Granetz and Alan Granetz, and has no other broadcast interests. Buyer is headed by Edward M. and Jo Ann Edelson and has no other broadcast interests. Filed June 27.
- **WGLI(AM) Babylon, NY** (BTC900705EG: 1290 khz; 250 w-U)—Seeks assignment of license from Spanish Radio Network to SRN Texas Inc. for no financial considerations (see WQBA-AM-FM Miami, FL). Seller is headed by McHenry T. Tichenor. Buyer is headed by Tichenor, David D. Lykes and Ricardo A. Del Castillo. Filed July 5.
- **KSJB(AM)-KSJM(FM) Jamestown, ND** (AM: BAL900709EB; 600 khz; 5 kw-U; FM: BALH900709EC: 93.3 mhz; 57 kw; ant. 256 ft.)—Seeks assignment of license from Triple "R" Broadcasting to Chesterman Communications Inc. for \$850,000 ("Changing Hands," July 16). Seller is headed by Ed Crilly, who has no other broadcast interests. Buyer is headed by Cy W. Chesterman, and recently bought KRIB(AM) Mason City, Iowa, for \$250,000 ("Changing Hands," Feb. 19). Filed July 9.
- **KGCT(TV) Tulsa, OK** (BALCT900702KE: ch. 41; 1,350 kw-V; 270 kw-A; ant. 1,510 ft.)—Seeks assignment of license from Green Country Associates Ltd. to R.D.S. Broadcasting Inc. for \$157,500. Seller is headed by Robert A. and Margaret F. Armstrong and has no other broadcast interests. Buyer is headed by Robert Rosenheim, Douglas Bornstein and Richard Kaylor, and has no other broadcast interests. Filed July 2.
- **WMHU(FM) Renovo, PA** (BAPH900709HA: 93.1 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Renovo Broadcasting Ltd. to North Penn Broadcasting Inc. for \$125,000. Seller is headed by John A. Kennedy Jr. and has interest in WHUM(AM) Hughesville, WHUM(FM) Avis and WBRX(FM) Patton, all Pennsylvania. Buyer is headed by Harold G. Fulmer III and Boyd G. Hixson, and has interest in WMIM(AM) Mount Carmel, WSPI(FM) Shamokin, WKHL(FM) Salladasburg and WHUM(AM) Hughesville, all Pennsylvania. Fulmer is sole stockholder of Penn Central Broadcasting Inc., licensee of WXKU(AM)-WQXA(FM) York, PA; and East Penn Broadcasting

Inc., licensee of WKKW(AM) Allentown, WLSH(AM) Lansford and WMGH(AM) Tamaqua, all Pennsylvania. Filed July 9.

■ **WKWQ-FM Batesburg, SC (BALH900706GN; 95.3 mhz; 3 kw; ant. 400 ft.)**—Seeks assignment of license from Columbia Christian Radio Inc. to Brickhouse Broadcasting Corp. for \$1.25 million. Seller is headed by L.E. Willis Sr. and Hortense Willis, and has interest in KDFT(AM) Ferris. TX; KLRG(AM) North Little Rock. KFTH-FM Marion. KMZX-FM Lonoke AR and KSNE-FM Marshall, all Arkansas; WSFU(FM) Union Springs and WAYE(AM) Birmingham, both Alabama; WBOK(AM) New Orleans, LA; WESL(AM) East St. Louis, IL; WGSP(AM) Charlotte, WSR(AM) Durham. WBXB-FM Edenton. WDJB-FM Windsor, WKJA(FM) Belhaven and WVRS(FM) Warrenton, all North Carolina; WIMG(AM) Ewing, NJ; WPCE(AM) Portsmouth, VA; WTJH(AM) East Point, GA; WURD(AM) Philadelphia, PA; WWCA(AM) Gary and WPZZ(FM) Franklin, IN; WKWQ(FM) Batesburg and WWP(D) Marion, both South Carolina, and WIMV(FM) Madison, FL. Buyer is headed by Walter A. and Linda E. Brickhouse, and has no other broadcast interests. Filed July 6.

■ **KIID(TV) Huron, SD (BAPCT900612KG; ch. 12; 316 kw-V; 31.6 kw-A; ant. 530 ft.)**—Seeks assignment of license from Pacer TV of Huron Inc. to Independent Communications Inc. for \$40,000. Seller is headed by Lyle R. Evans, who is sole proprietor of Brillion Radio Co., permittee of WLWR-FM Brillion, WI; is 50% owner of Pacer TV of Huron Inc., permittee of KIID(TV) Huron, SD (see above); and owns 40% of Hometown Television Inc., permittee of WHTA(TV) Calumet, MI. Buyer is headed by Jerry Noonan, E.C. Stangland, Thomas J. Whalen, Charles D. Poppen, Richard T. Devaney and Cal Neumeister, and is licensee of KTTW(TV) Sioux Falls, SD. Stangland is 100% stockholder of Sheldon Broadcasting Co., licensee of KIWA-AM-FM Sheldon, IA. Filed June 12.

■ **KYXX-FM Ozona, TX (BALH900710GZ; 94.3 mhz; 3 kw; ant. 300 ft.)**—Seeks assignment of license from The Foster Broadcasters Inc. to Fort Stockton Radio Co. for \$111,500 (includes KHOS-AM-FM Sonora, TX). Seller is headed by Walter A. Foster and Don W. Griffs. Foster has interest in KQSA(AM)-KIXY(FM) San Angeleno, TX. Buyer is headed by William G. Garlitz and Kenneth E. Ripley, and has interest in KFST-AM-FM Fort Stockton, TX. Filed July 10.

■ **KHOS-AM-FM Sonora, TX (AM: BAL900710GX; 980 khz; 1 kw-D, 260 w-N; FM: BALH900710GY; 92.1 mhz; 3 kw; ant. 300 ft.)**—Seeks assignment of license from The Foster Broadcasters Inc. to Fort Stockton Radio Co. for \$111,500 (includes KYXX-FM Ozona, TX). Seller is headed by Walter A. Foster and Don W. Griffs. Buyer is headed by William G. Garlitz and Kenneth E. Ripley, and has interest in KFST-AM-FM Fort Stockton, TX. Filed July 10.

■ **KRSS(AM) Spokane, WA (BAL900709EH; 1230 khz; 1 kw-U)**—Seeks assignment of license from Ali-Mar Communications Inc. to T.C.C. Broadcasting Co. for \$90,000. Seller is headed by Marlin B. and Alicia B. Taylor, and has no other broadcast interests. Buyer is headed by Thomas C. Cock Jr. and has no other broadcast interests. Filed July 9.

■ **WMBE(AM) Chilton, WI (BAL900711EH; 1530 khz; 250 w-D)**—Seeks assignment of license from Maszka Broadcast Enterprises to Maszka-Pacer Radio Inc. for \$4,469. Seller is headed by Steve Maszka and has no other broadcast interests. Buyer is headed by Douglas A. Maszka and Lyle R. Evans (see KIID(TV) Huron, SD, above). Filed July 11.

Actions

■ **WAYF Mobile, AL (BAPLH900427G1; 99.1 mhz; 1.1 kw; ant. 2,618 ft.)**—Granted app. of assignment of license from Evangel Christian School Inc. to Goforth Media Inc. for \$150,000. Seller is headed by Carl Straider and has no other broadcast interests. Buyer is headed by Wilbur H. Goforth, Jane M. Goforth, Ste-

phen S. Riggs, Ilaine M. Riggs and Bob Sherling, and is licensee of WBHY(FM) Mobile, AL. Action June 27.

■ **KBLF(AM) Red Bluff, CA (BAL900522EB; 1490 khz; 1 kw-U)**—Granted app. of assignment of license from McNulty Broadcasting Corp. to Theodore S. Storck for \$220,010. Seller is headed by Burton F. and Mary C. Wilkerson, and Gary D. and Laura W. Heron. Buyer has no other broadcast interests. Action July 9.

■ **KLRS(FM) Santa Cruz, CA (BAPLH900427G1; 99.1 mhz; 1.1 kw; ant. 2,618 ft.)**—Granted app. of assignment of license from Fuller-Jeffrey Broadcasting Corp. to Viacom Inc. for \$5.75 million ("Changing Hands," May 14). Seller is headed by Robert F. Fuller and J.J. Jeffrey and has interest in KFME(FM) Chico, KHTT(FM) Healdsburg, KHOP(FM) Modesto, KRCX(AM)-KRXQ(FM) Roseville, KSCO(AM) Santa Cruz and KSRO(FM) Santa Rosa, all California; KJJY(AM) Des Moines and KJJY-FM Ankeny, both Iowa; WBLM(FM) Portland, OR, and WOKQ(FM) Dover, DL. Buyer is subsidiary of Viacom International, which is headed by Frank J. Biondi Jr. Its broadcast division is headed by Francis Brady and Bill Figenshu and has interests in WHEC-TV Rochester, NY; WLTI-FM Detroit, MI, WLIT-FM Chicago, IL; KSLA-TV Shreveport, LA; KMOV-TV St. Louis, MO; KBSG(AM) Auburn and KBSG(FM) Tacoma, both Washington, and WNYT(TV) Albany, NY. Action June 22.

■ **WRHC(AM) Coral Gables, FL (BTC890929EC; 1500 khz; 10 kw-D, 500 w-N)**—Granted app. of assignment of license from estate of Alberto Villalobos et al. to Aurora Vaillant de Maldonado for \$479,444. Seller has no other broadcast interests. Buyer has no other broadcast interests. Action July 9.

■ **WTCE(TV) Fort Pierce, FL (BALET900510KG; ch. 21; 2,285.6 kw-V; 457.12 kw-A; ant. 973 ft.)**—Granted app. of assignment of license from Palmetto Broadcasters Associated to Jacksonville Educators Broadcasting Inc. for \$630,089 (see WETV-TV Key West, FL below). Seller is headed by Claude H. Rhea Jr., James Watson, Gordon Gray and Brian E. Brightly, and has interest in noncommercial WKEB-TV Islamorada and WLCCB-TV Leesburg, both Florida. Buyer is headed by Maurice Cadwalder, Paul F. Crouch, Jane Duff, Norman G. Juggert, Willi Ellison, Keith Deal, Julia Blanchard Jackson and Gregory L. Dampier, and is permittee of noncommercial WJEB(TV) Jacksonville, FL. Cadwalder has interest in Community Educational Television Inc., licensee of KITU-TV Beaumont, KLUJ-TV Harlingen and KETH-TV Houston, all Texas; permittee of noncommercial KRCM(FM) Barstow, CA. Crouch has interest in Trinity Broadcasting Network, licensee of KTBN(TV) Santa Ana, CA; WLXI(TV) Greensboro, NC; WDLI(TV) Canton, OH, and KGHQ-AM-FM Hoquiam, WA. Action July 6.

■ **WDCQ(AM) Pine Island Center, FL (BAL900525EA; 1200 khz; 10 kw-D, 1 kw-N)**—Granted app. of assignment of license from WDCQ Inc. to Network Properties of America Ltd. for \$800,000. Seller is headed by Jerry Collins, who also owns KPU-P(AM) Carmel Valley, CA. Buyer is headed by Jerry S. Fishman, John E. Harper, Gary S. Paston and Robert H. Paston, and has no other broadcast interests. Action June 9.

■ **WAGN(AM) Menominee, MI (BTC900418EC; 1340 khz; 1 kw-U)**—Granted app. of assignment of license from Marshall Harris to Gary R. Johnson and William J. Suave for \$75,000. Sale is for Harris stock (54%) of Good Neighbor Broadcasting Inc., licensee of WAGN(AM) Menominee. Seller has no other broadcast interests. Johnson had 46% of stock prior to transfer and will now have 90%. Action June 9.

NEW STATIONS

■ **Meyersdale, PA (BPH880808MP)**—Granted app. of Roger Wahl for 93.3 mhz; 3 kw; ant. 15 ft. Address: R.D. #3, Box. 194 Meyersdale, PA 15552. Wahl has no other broadcast interests. Action July 3.

■ **Meyersdale, PA (BPH880812MU)**—Returned app. of Robert A. Benns for 93.3 mhz; 3 kw; ant. -9 ft.

Address: 203 Young St., Confluence, PA 15424. Benns has no other broadcast interests. Action July 3.

■ **Plantsville, CT (BPED891120MD)**—Returned app. of Gregory P. Laporta for 91.9 mhz. Address: 106 Deckert Dr., Plantsville, CT 06479. Laporta has no other broadcast interests. Action July 5.

■ **Winston-Salem, NC (BPED891002MB)**—Returned app. of Mega Educational Communications Inc. for 91.3 mhz; .63 kw; ant. 4 ft. Address: 804 Greenridge Dr., Raleigh, NC 27609. Principal is headed by Oscar Eatmon and has CP for WAHD-FM Wilson, NC. Action July 5.

■ **Ripley, OH (BPH880114MW)**—Granted app. of James Philip Gray for 99.5 mhz; 3 kw; ant. 328 ft. Address: 10 Trinity Pl., Fort Thomas, KY 41075. Gray has no other broadcast interests. Action July 9.

■ **Lexington-Fayette, KY (BPH880825NK)**—Dismissed app. of D.V.D. Broadcasting Ltd. for 104.5 mhz; 50 kw; ant. 492 ft.. Address: Sandpiper Apts. #11, Warner Robins, GA 31088. Principal is headed by Dennis V Demichele. Action July 12.

FACILITIES CHANGES

Applications

AM's

■ **Hamden, CT WXCT(AM)**—July 2 Petition for Recon Nunc Pro Tunc (BP900329AG).

■ **Westfield, MA WNNZ(AM)**—July 5 Petition for Recon Nunc Pro Tunc (BP900329AE).

■ **Portage, PA WZGO(AM)**—July 3 application for CP to reduce power to .14 kw; make changes in ant. system.

FM's

■ **Tusayan, AZ KRBF(FM) 92.1 mhz**—July 3 application for CP to change ERP: 1.6 kw H&V; ant.: 334 ft. H&V; TL: 375 miles W. of AZ State Hwy. #64 (U.S. Hwy. #180) and immediately W of the Grand Canyon Squire Motel in Tusayan, AZ.

■ **Ocean View, DE WRKE(FM) 101.7 mhz**—July 9 application for CP to change ERP: 6 kw H&V; change ant.: 501 ft. H&V.

■ **Attica, IN WBQR(FM) 95.7 mhz**—June 29 application for CP to change ERP: 4.096 kw H&V; ant.: 387 ft. H&V.

■ **Mitchell, IN WOTS(FM) 102.5 mhz**—July 2 application for CP to change ERP: 6 kw H&V; ant.: 282 ft. H&V; and to change TL: 0.52 km E. of State Rte. 37, 1.97 km S. of Orleans City limits, Orleans Township, IN 38 16N 86 27 11W.

■ **Winterset, IA KTDG(FM) 95.7 mhz**—July 2 application for Mod of CP (BPH881118MB) to change ERP: 6 kw H&V; change TL: off SR G4R, approximately 12 km; 45 degrees (T) from Winterset, IA 41 24 02N 93 54 58W.

■ **Tompkinsville, KY WTKY(FM) 92.1 mhz**—July 27 application for Mod of License to increase ERP: 3.9 kw H&V (pursuant to docket #88-375).

■ **Baltimore, MD WBQY(FM) 96.7 mhz**—July 6 application for CP to change freq: 94.3 mhz.

■ **Amherst, MA WHCI(FM) 100.9 mhz**—July 6 application for CP to change ERP: 6 kw H&V; ant.: -104 ft. H&V; change TL: 551 Belchertown Rd. (Rte. 9) Amherst, MA.

■ **Caledonia, MN 94.7 mhz**—July 27 application for Mod of CP (BPH881206MB) to change ERP: 1 kw H&V; change ant.: 724 ft. H&V; TL: 1.3 km N. of County Rte. 3 & 11.8 km NE of Caledonia, Minnesota.

■ **Conway, NH WMLY(FM) 104.5 mhz**—July 5 application for Mod of CP (BPH870909M1) to change ant.: 328 ft. H&V; change TL: Eaton Town Rd., NE of Rockhouse Mountain, 5.5 km S. of Conway, NH.

■ **Marysville, OH WNRJ(FM) 105.7 mhz**—July 5 application for Mod of CP (BPH871202OB) to change ERP: 6 kw H&V.

■ **West Carrollton, OH WQR(PFM) 88.1 mhz**—June

29 application for CP to change ERP: 4 kw H&V; ant.: 295 ft. H&V.

■ **Enid, OK KOFM(FM)** 103.1 mhz—July 3 application for CP to change ERP: 25 kw H&V; upgrade to Class C3 (per docket #89-253).

■ **Havertown, PA WHHS(FM)** 89.3 mhz—June 8 application for CP to change freq: 107.9 mhz; ERP: 0.014 kw H&V; ant.: 160 ft. H&V.

■ **College Stations, TX KTSR(FM)** 92.1 mhz—July 6 application for CP to change freq: 107.3 mhz; ERP: 25 kw H&V; ant.: 328 ft. H&V; TL: 13.6 km bearing 153.5 degree TN of Carolos, TX; change to class C3 (per docket #88-48).

■ **Weston, WV WSSN(FM)** 102.3 mhz—July 6 application for CP to change ERP: 25 kw H&V; ant.: 98 ft. H&V; TL: 300 Harrison Ave., Weston, WV; change to class B1 (per docket #89-106).

TV

■ **Denver, CO KUSA-TV** ch. 9—July 2 application for CP to change ERP: 316 kw H&V; ant.: 918 ft.; TL: Lookout Mountain Park, 2 miles SSW of Golden, CO; ant.: Dielectric TW-12A9-R; 39.43 46N 105 14 08W.

Actions

AM's

■ **Yucaipa, CA KHPY(AM)** 1530 khz—July 12 application (BMP900314AF) granted for Mod of CP (BP860630AU) to modify standard radiation pattern.

■ **Palatka, FL WSUZ(AM)** 800 khz—July 11 application (BP900507AF) granted for CP to change TL: N. of McCormick Rd. between Powerline Rd. and Cannon Rd. E. Palatka, FL 29 39 07N 81 35 32W.

■ **Statesboro, GA WWNS(AM)** 1240 khz—July 12 application (BP900301AC) granted for CP to make changes in ant. system.

■ **Claremore, OK KWPR(AM)** 1270 khz—July 11 application (BP900405AY) returned for CP to add night service with 1 kw; change night TL: to E of Hwy. 66, 4.5 km SW of City, Claremore, OK, and make changes in ant. system 36 15 58N 95 38 23W.

■ **Minneapolis, MN KTIS(AM)** 900 khz—July 12 application (BMP900305AB) for Mod of CP (BP871207AD) to augment day directional pattern.

■ **Cibola, TX KBU(AM)** 830 khz—July 12 application (BMP891219AD) granted for Mod of CP (BP860827AA) to correct coordinates to: 29 35 48N 98 09 58W.

■ **Jackson, WI WYLO(AM)** 540 khz—July 12 application (BMP900305AI) granted for Mod of CP (BP880808AE) to modify day directional pattern.

FM's

■ **Trumann, AR KWEZ(FM)** 106.7 mhz—July 12 application (BMPH900425IB) granted for Mod of CP (BPH861119MA) to change ERP: 6.0 kw H&V; TL: County Rd. 158, 5.4 km W. of intersection with U.S. Hwy. 63 at Bay, AR.

■ **Rocky Ford, CO KAVI-FM** 95.9 mhz—May 8 application (BPH900212ID) returned for CP to change ERP: 6.1 kw H&V; change freq: 95.5 mhz; class: C3.

■ **Milford, DE WXPZ(FM)** 101.3 mhz—June 4 application (BMPH890922ID) granted for mod. of CP (BPH870515MR) to change ant.: 328 ft.; TL: off County Rte. 626; approximately 1.25 km S. of SR 36; 3 km E. of Staytonville, DE.

■ **Mexico Beach, FL WMQA(FM)** 99.3 mhz—June 29 application (BMPH900316IC) granted for mod. of CP (BPH850711ND as mod.) to change ERP: 50 kw H&V; ant.: 492 ft.; TL: approximately 2.5 km NE of Overstreet, FL in NE 1/4 of Sec. 33, Twp. 5S, range 11 W; change to class C2 (per docket #88-222).

■ **Perry, FL WNFK(FM)** 105.5 mhz—July 2 application (BMPH890906IA) dismissed for mod. of CP (BPH820129BB as mod.) to change ant.: 183 ft.; TL: 1 Broadcast Place, Hwy. 27 E.

■ **Rome, GA WKCX(FM)** 97.7 mhz—June 29 application (BMLH900320KI) returned for mod. of license to increase ERP: 1.05 kw H&V (pursuant to docket #88-375).

■ **Anna, IL WRAJ-FM** 92.7 mhz—June 26 applica-

tion (BPH8900531IB) granted for CP to change freq: 96.5 mhz; ERP: 20 H&V; ant.: 780 ft.; TL: just off Bend Rd., 1 mile N. of Hobbs Chapel, MO; change to class C2 (per docket #87-599).

■ **Monmouth, IL WMOI(FM)** 97.7 mhz—July 2 application (BPH900409IC) granted for CP to change ERP: 3.36 kw H&V; change ant.: 439 ft.; TL: proposed site is S. of Monmouth Rd., 3 km E. of Ormonde Rd., 2.4 km SE of Monmouth, IL.

■ **Creston, IA KITR(FM)** 101.7 mhz—June 28 application (BMLH900329KE) returned for mod. of license to increase ERP: 2.357 kw H&V (pursuant to docket #88-375).

■ **New Hampton, IA KCZE(FM)** 95.1 mhz—July 12 application (BMPH900404IE) granted for Mod of CP (BPH890104MB) to change ERP: 5.50 kw H&V; change TL: off Logan Ave. approximately 2 km SE of New Hampton, IA 43 02 43N 92 18 06W.

■ **Campbellsville, KY WCKQ(FM)** 103.9 mhz—June 29 application (BMLH900502KC) returned for mod. of license to increase ERP: 3.3 kw H&V (pursuant to docket #88-375).

■ **Rockland, ME WMCM(FM)** 93.5 mhz—July 3 application (BPH890825IC) granted for mod. of CP (BPH880727IC) to change ERP: 31.2 kw H&V; class: B (per docket #88-611).

■ **Boston, MA WJIB(FM)** 96.9 mhz July 12 application (BPH900502IA) granted for CP to change ERP: 8.8 kw H&V; change ant.: 1151 ft. H&V; TL: 1165 Chestnut St., Newton Upper Falls, MA.

■ **Brookfield, MO KZBK(FM)** 97.7 mhz—July 5 application (BPH891016IA) granted for CP to change freq: 96.9 mhz; change ERP: 27.5 kw H&V; ant.: 158 ft.; change to class C2 (per docket #88-435).

■ **St. Joseph, MI WIRX(FM)** 107.1 mhz—June 27 application (BPH900102IB) dismissed for CP to change ERP: 5.9 kw H&V.

■ **Broken Bow, NE KBBN-FM** 98.3 mhz—June 29 application (BMLH9004117KC) returned for mod. of license to increase ERP: 3.42 kw H&V (pursuant to docket #88-375).

■ **West Point, NE KWPN-FM** 107.9 mhz—June 29 application (BPH900530IA) returned for CP to change ERP: 100 kw H&V; change ant.: 547 ft.; TL: 20 km SE of W. Point, .48 km of U.S. 71, Hooper-Logan Twp. Line, NE; class: C1 (per docket #88-493).

■ **Johnstown, NY WSRD(FM)** 104.9 mhz—July 2 application (BPH891002IM) dismissed for CP to change ERP: 6 kw H&V.

■ **Nags Head, NC WNHV(FM)** 92.3 mhz—June 29 application (BMPH900509IB) returned for mod. of CP (BPH861014TE as mod.) to change ERP: 4.1 kw H&V.

■ **Newport, NC WZYC(FM)** 103.3 mhz—June 29 application (BPH900418IE) returned for mod. of CP (BPH860106IA) to change ant.: 1,000 ft.

■ **Bowling Green, OH WRQN(FM)** 93.5 mhz—July 12 application (BPH891108IC) granted for CP to change ERP: 4.1 kw H&V; change ant.: 396 ft. H&V.

■ **Millersburg, OH WKLM(FM)** 95.3 mhz—June 29 application (BPH900410IC) granted for CP to install DA pattern.

■ **Locust Grove, OK KEMX(FM)** 94.5 mhz—July 2 application (BMPH900420IC) granted for mod. of CP (BPH871124MK) to change ERP: 2.275 kw H&V; ant.: 367 ft.

■ **Stillwater, OK KOSU-FM** 91.7 mhz—July 5 application (BPED880603MB) granted for CP to change ant.: 1,010 ft.; change TL: 12.1 km W. of Main St., Stillwater, OK on Hwy. 51. Approximately 1 km NE of intersection with Rte. 51C. 36 06 31N 97 11 46W.

■ **Creswell, OR KZAM-FM** 95.3 mhz—June 22 application (BPH900122II) granted for CP to change ERP: .4 kw H&V; change ant.: 1,207 ft.; TL: Blanton Height, approximately 10.6 km N. of Creswell.

■ **Klamath Falls, OR KAGO(FM)** 99.5 mhz—July 11 application (BPH870302IC) granted for CP to change TL: SE Seide of Moore Hill, approximately 1 mile W. of Klamath River, Klamath Falls, OR; change ERP: 100 kw H&V; ant.: 994.2 ft. H&V; and make changes

in ant. system 42 13 08N 121 48 56W.

■ **Ravenel, SC WMGL(FM)** 101.7 mhz—July 2 application (BPH900112ID) dismissed for CP to change ant.: 492 ft.; change TL: Slann Island, 2.5 km W of Hwy. 174, SC (per docket #88-590).

■ **Monterey, TN WRJT(FM)** 107.1 mhz—July 3 application (BPH880309IB) granted for CP to change ERP: 34 kw H&V; ant.: 600 ft.; freq: 106.9 mhz and class: C2 (per docket #86-512). Amended 31990 to change class to C3 (pursuant to docket #88-118) and to change ERP: 7 kw H&V.

■ **Harrisonburg, VA WXJM(FM)** 88.7 mhz—July 2 application (BMPED900328IB) granted for mod. of CP (BPED880321MD) to change ERP: .39 kw H&V; ant.: 65 ft.; TL: James Madison University Campus, Burrus Hall, Harrisonburg, VA.

■ **Pocatalico, WV WTUN(FM)** 98.7 mhz—June 29 application (BMPH900329ID) dismissed for mod. of CP (BPH880429MD) to change TL: S. side of Upper Rd., .6 miles E. of Sissonville Rd.

■ **Oshkosh, WI WMGV(FM)** 103.9 mhz—June 28 application (BMLH900606KF) returned for Mod of License to increase ERP: 6 kw H&V (pursuant to docket 88-375).

TV's

■ **Santa Rosa, CA KFTY(TV)** ch. 50—July 3 application (BPT2900511KF) granted for CP to change ERP: 398 kw (vis); ant.: 3,079 ft.; TL: Mountain St. Helena site; 16 miles NE of Santa Rosa; ant.: RCA TFDU-25GT(BT); 38 40 10N 122 37 52W.

■ **Chillicothe, OH WWAT(TV)** ch. 53—June 29 application (BMPCT900529KF) granted for CP to change ERP: 5,000 kw (vis); ant.: 1,193 ft.; TL: .67 mile at 53 degrees from intersection of Rte. 22 and Chillicothe/Williamsport Rd. in Williamsport; ant.: Bogner BU(C)32(DA) (BT); 39 35 28N 83 06 40W.

■ **Hendersonville, TN WPGD(TV)** ch. 50—June 29 application (BMPCT900529KF) granted for mod. of CP (BPT850422KZ) to change ant.: 785 ft.; TL: on W. side of SR 109, 1.1 km SW of junction of Wallace Rd. and Seaboard Railroad, near S. Tunnel, TN; ant.: Andrew ATW30H2-HSCX-50S. (DA) (BT); 36 28 04N 86 28 37W.

CALL LETTERS

Applications

Existing AM's

WPLK(AM) WSUZ Radio Palatka Inc., Palatka, FL
WXET(AM) WOPA Axios Inc., Chicago, IL
WYRS(AM) WXLF Parkway Communications Inc., Rock Hill, SC

Existing FM's

KHMX(FM) KRNN Nationwide Communications Inc., Houston
KKCR(FM) KTNR Lemley Broadcasting Co., Kennedy, TX
KMYK(FM) KMIO Enchantment Media Inc., Espanola, NM
WXAS(FM) WVMA Adventure Communications Inc., Oak Hill, WV

Existing TV

WNNY(TV) WFYF Watertown Television Corp., Watertown, NY

Grants

New FM's

KCAC(FM) Camden Career Center, Camden, AR
KCUA(FM) Gene Guthrie, Coalville, UT
KXPQ(FM) California St. University, Sacramento, CA
WFDL(FM) Value Radio Corp., Lomira, WI
WMXQ(FM) Friendship Broadcasting Corp., Lynchburg, VA

WRHQ(FM) Richmond Hill Broadcasting.
Richmond Hill, GA

New TV

WPJJ(TV) JAM Communications Inc., Jackson,
MS

Existing AM's

KACY(AM) KINF Media Properties, Lafayette,
LA

KCUB(AM) KILM Rex Broadcasting Corp.,
Tucson, AZ

KCWR(AM) KUZZ Buck Owens Production Co.,
Bakersfield, CA

KFQC(AM) KBQC Christian Family Media Inc.,
Davenport, IA

KLAO(AM) KESY SunGroup Broadcasting of
Nebraska Inc., Omaha

KLYC(AM) KCYX Thomas A. Huntsberger,
trustee, McMinnville, OR

KSPA(AM) KOWA North County Broadcasting
Corp., Escondido, CA

KXOW(AM) KIXT KZ Radio Ltd., Hot Springs,
AR

WGSB(AM) WGLH Great Speckle Bird
Broadcasting Inc., Mebane, NC

WJEH(AM) WGTR Wagner Broadcasting Corp.,
Gallipolis, OH

WKKE(AM) WNCR Jesse Albert Cowan, St.
Pauls, NC

WKXM(AM) WXDX Ad-Media Management
Corp., Winfield, AL

WOKD(AM) WAPG Gulf Dunes Broadcasting
Inc., Arcadia, FL

WRBN(AM) WKIE 1540 Broadcasting Corp.,
Richmond, VA

Existing FM's

KCUB-FM KCUB Pyramid Broadcasting Inc.,
Stephenville, TX

KESE(FM) KJEM KJEM FM Ltd., Seligman,
MO

KLAA(FM) KISY KZ Radio Ltd., Tioga, LA

KSGO(FM) KYBB Central Valley
Communications, Inc., Tracy, CA

KSWR(FM) KKCC-FM Gentry Broadcasting Inc.,
Clinton, OK

KWHN-FM KLVU Hawkins Broadcasting Co.,
Haynesville, LA

KYQQ(FM) KWKL Harris Broadcasting Systems
Inc., Arkansas City, KS

WBBE(FM) WZRQ IRP Inc., Columbia City, IN

WDLY(FM) WSEV-FM Dollywood Broadcasting
Co., Gallinburg, TN

WEGZ(FM) WBWA DDS Communications Ltd.,
Washburn, WI

WMXL(FM) WFOU Margate Communications
Ltd., Margate City, NJ

WOKD-FM WOKD Gulf Dunes Broadcasting
Inc., Arcadia, FL

WPKR(FM) WGGQ Midwest Dimensions Inc.,
Waupun, WI

WQQQ(FM) WJAZ Chase Broadcasting of
Stamford Inc., Stamford, CT

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RADIO

HELP WANTED MANAGEMENT

Are you tired of the hassle of running a radio station? We market sales promotions to radio station managers and are looking for professionals who are interested in a very excellent income (commission sales), willing to travel a one or two state area, and know how to close a sale. Please send picture and resume to Box M-50. EOE.

Group Broadcaster is seeking general manager for successful Southwest Coastal market operation. Organizational ability, goal orientation, successful sales background and strong people skills are absolute prerequisites. Send resume, salary history, and references to: M-51. EOE.

Lead the charge! One of Broadcastings top groups is looking for our next great GSM. The stations are top rated; the facility is state-of-the-art; the medium market is a lucrative midwest state capitol. You'll get all the tools you need to capture top billing. Simply put, there's money and a reputation to be made and we need an experienced make-it-happen general sales manager to lead the charge. We'll treat your response with the strictest of confidence. So pardon the blind box and send your best shot to Box M-2. EOE.

Operations manager: WUFT-FM, Gainesville, Florida. Coordinates day-to-day studio operations. Recruit, audition, train and evaluate student air staff in proper production procedures and coordinates all studio scheduling. Monitor all equipment performance, coordinate equipment maintenance scheduling. Requires a Bachelor's degree, Master's degree preferred. Minimum of 4 years full time public radio experience with 2 in mid-management. Demonstrated expertise in training and supervision of volunteer, part-time or student announcers and high degree of skill in pronunciation of classical composers' names and foreign phrases. Fundraising, budget, computer knowledge are definite pluses. Salary: \$23,000. Send current resume and 3 reference letters to: Operations Manager, Search Committee, WUFT-FM, 2208 Weimer Hall, University of Florida, Gainesville, FL 32611 by August 16, 1990. An EEO/AA employer.

Sales manager needed: Aggressive sales manager that's capable of training, maintaining and motivating a growing sales staff is needed. Capable of developing quarterly and yearly plans to achieve realistic budgets? --- then here's an opportunity --- AM/FM combo in the Raleigh/Durham market. Mgt. experience or 5 yrs sales experience necessary. Excellent compensation package. Real opportunity for advancement. Send resume, refs., and salary history to: Treva Hunter, 2515 Apex Highway, Durham, NC 27713. EOE.

General manager position in Seattle, Washington for AM/FM combo with Park Communications. Must have stable employment history good sales experience and solid budget and expense control. Need to be able to set example to proven sales staff by personal selling. Submit a letter giving complete career, salary history and references to: PO Box 550, Ithaca, NY 14851. EOE.

Sales manager: Great opportunity for management position in medium size Montana market. Will carry your own list and lead team of five sales people. Our company is expanding, this could be your chance to move into GM's slot. Send resume today to Box M-58.

New England market AM seeks aggressive sales oriented GM to take growing station to next level. Will work closely with President of Broadcasting to expand group. Equity available. Resume to: PO Box 9103, Newton Upper Falls, MA 02164. EOE.

Purdue University seeks experienced manager for public radio station. Bachelor's degree in Radio, Communications, or related field. Master's degree preferred. Two years administrative experience with a public radio or university station. Knowledge of FCC rules and regulations. Experience in fund-raising, underwriting, and familiarity with CPB grant process. Minimum of 5 years hands-on experience in radio-production and all areas of on-air operation. Salary: commensurate w/qualifications. Excellent benefits within the environment of a major educational institution. For full position description, send letter and resume to: Thomas L. Haworth, Personnel Officer, Stewart Center- Room 265, Purdue University, West Lafayette, IN 47907. An equal opportunity/affirmative action employer.

General manager west Texas 100,000 FM rated number one in the market with 1000 watt daytime AM. Large professional staff. Must have proven track record with background in sales. EOE. Box M-55.

Music Director, Peach State Public Radio. Dynamic and growing Peach State Public Radio, headquartered in Atlanta, GA seeks music director to coordinate the selection and scheduling of music and local programs. Supervises and schedules full-time and part-time announcers. Prepares and announce arts features, music programs and newscasts. Oversees music library, prepares copy for program guide. Two years experience in radio broadcasting. Classical music programming and strong announcing skills required. One year supervisory experience, undergraduate degree and computer experience preferred. \$23,496 - 27,738. Excellent benefits. Submit letter of interest, resume, writing sample and demo tape by August 31, 1990: L. Jolly, Peach State Public Radio, 1540 Stewart Ave., SW, Atlanta, GA 30310. EOE/AA.

Sales manager for new DeKalb, Illinois FM. Great compensation plan and equity opportunity for pro with a track record able to train lead and motivate a start-up staff. Letter & resume to Steve Sinicropi, 5152 N. Santa Monica Blvd., Whitefish Bay, WI 53217. 414-964-6170 or 414-785-1021.

Account executives: If you like to sail, fish, camp, backpack, ski, canoe, white water kayak, hunt and live in the largest city on the largest lake in the world...all the above is available if you're bright, creative, energetic and willing to work hard and grow with a progressive young broadcast group. Send your resume to Robert Christy, President, Northland Broadcasting, 1001 East 9th Street, Duluth, MN 55805. EOE.

Radio network sales manager: Must have 3-5 years medium market sales experience. We are a young group of broadcasters dedicated to professional and personal growth. Interested in joining us? Send letter to: Richard J. Young, Chief Operating Officer, Martz Communications Group, 5595 Liberty Road, Chagrin Falls, OH 44022. EOE.

Regional California FM seeks experienced SM who can manage sales people and carry a list. Excellent compensation and benefits package. Box M-66.

HELP WANTED SALES

Sales manager wanted; New California FM the hottest station in the Central Valley, we need a sharp sales manager who knows the consultant sell and can teach and carry a list. I trained a common laborer three years ago in radio and in radio sales. Today he is in a top station and earned \$45,000 plus perks last year. If not lazy, this a major growth opportunity for you. Experts say our station is too good for the market. Base plus commissions. Advancements, rewards plus perks and other benefits as you grow. I can't do it all. We are an EOE employer, all resumes are answered. Please send a letter and resume to: Mr. Owen, PO Box 1033, Porterville, CA 93258. EOE.

Experienced account executive position available in Hilton Head Island, South Carolina. Apply to the Island's first radio station WHHR-FM, 803-785-9447 - Contact Leslie Richardson. EOE.

Stable, successful, top-rated group owned station in top 100 market looking for hungry over-achiever who wants to grow. Send resume to Mike Binkley, PO Box 2684, New Bern, NC 28561. EOE.

CBSI (Custom Business Systems, Inc) is the world's leading provider of business computer systems to the radio broadcast industry. We seek a sales/customer relations representative to handle the needs of our customers in acquiring additional product or service, handle customer relations issues, and serve as a liaison with outside sales personnel. Must love radio, have a track record of success in the industry, have demonstrated listening skills, genuine care for the customer, attention to detail and high ethical values. Recent CBSI experience desirable. If you would like to relocate to the Oregon coast and otherwise qualify, send resume to Bob Richardson, CBSI, PO Box 67, Reedsport, OR 97467. EOE.

Radio account executive with a minimum of two years experience to work in the southeast fastest growing market, Orlando, FL. Send confidential resume with references to Personnel, WGTO-AM, 821 Marshall Farms Road, Ocoee, FL 34761. EOE.

Small market sales pro who's tired of selling \$3 spots. Florida Gulf Coast AM. Up to 30% commission. \$25,000-\$30,000 potential. Salary, draw...need yesterday. Lowell Thomas WENG 813-474-3231. EOE.

Need combo radio sales and play by play sports. Consider talented entry level. Tape & resume. Darrell Sehorn, Box 1779, Pampa, TX 79065. EOE.

Major market, group-owned CHR seeks competitive, aggressive seller who prospects, proposes, crunches numbers, covers all bases and closes. He/she is good at relationship and strategic selling, time managing and thorough in agency and direct development. Excellent compensation and work environment. Skip Broussard, KAY-107, Tulsa, OK. 918-492-2020. EOE.

Hungry tiger in the US Virgin Islands. It's a jungle, but you can make big bucks with Urban Contemporary Power 93.5 WAVI. Must be aggressive, self-motivated, persistent, energetic. Resume and references to: John Galanses, PO Box 25016, St. Croix, VI 00824. EOE.

HELP WANTED TECHNICAL

Chief engineer for top 40 FM and DA AM in Fort Wayne, Indiana. Must have extensive analytical troubleshooting and repair skills for all types of radio broadcast equipment. Position will require leadership abilities and interaction with other staff members on a daily basis. This is a first-class radio group operation with quality people and top notch equipment. Send resume and salary history to Director of Engineering, Federated Media, PO Box 2500, Elkhart, IN 46515. EOE.

Engineer: Major market AM station seeks chief engineer experienced in installation and maintenance of broadcast equipment. FCC General Class radio-telephone license required. Must have Hi-Power directional experience. Send resume and salary requirements to Engineering Dept., 314 NE Park Circle, Kansas, MO 64116. EOE.

Engineer, HF Broadcasting/Freq. Mgr., 25-30 hrs/wk, contract to support USG agency, HFBC WARC Preparation. Must have experience in int'l HF Broadcasting and good communication skills. Security clearance required. Previous applicants need not apply. 202-254-8040, Kay Burke. EOE.

Assistant engineer: Daily maintenance of broadcast studio audio equipment. Maintenance and repair of directional antenna systems., AM Pulse Modulation Transmitters, microwave STJ Systems, audio processing, and facility computer systems. FCC General Class Radiotelephone license required, and ability to work flexible hours, including some weekend work. David Ainslie, Chief Engineer, KPRC Radio, 8181 Southwest Freeway, Houston, TX 77074. KPRC-AM is an equal opportunity employer.

HELP WANTED ANNOUNCERS

WTIC-AM 1080 seeks telephone talk host. Opportunity to perform on AM giant. T & R to: Bill White - PD, One Financial Plaza, Hartford, CT 06103. M/F. EOE.

Hot adult CHR in major college market looking for air talent with a "take no prisoners" attitude. PD position possible. Also looking for news director for our FSA/News Intensive AM. T & R to General Manager, Box 888, State College, PA 16804. Under the gun, so promptness counts. EOE.

HELP WANTED NEWS

The news director at Classical KNAU, Flagstaff, Arizona has built one of the finest, most respected broadcast news operations in the state, but we are losing him. Can you fill these requirements: Supervise news gathering and production of a student news staff; budgeting, training and administration of student reporters and news producers; produce short and long form stories for local, regional and national air; gather write and deliver news; develop station news agenda. Requirements: minimum 6 years experience in electronic news reporting and production or a Bachelor's degree in Journalism, Radio/TV or related area with 3 years experience. Superb announcing, management, interviewing and editorial skills necessary. Heavy production background essential. Word processing skills and familiarity with public radio news style desired. Salary starts in low \$20,000's. Position begins September 4, 1990. Apply by 4:30 pm, August 10, 1990 to Human Resources Dept., PO Box 4113, Northern Arizona University, Flagstaff, AZ 86011-4113. For information contact Matt Markiewicz or Russ Hamnett, Stn. Mgr. 602-523-KNAU. NAU is an equal opportunity/affirmative action institution.

News director with experience needed to manage news department in award winning, DC suburban station. Call 703-777-1200, T/R to WAGE, 711 WAGE Drive, SW, Leesburg, VA 22075.

Progressive SW Okla station seeking news director with strong writing & delivery skills. Experience required. Send tape & resume to Harold Wright, POB 1360, Anadarko, OK 73005. EOE.

News personality: Real radio seeks entry level journalist who wants to be great. Long days, short dollars, excellent opportunity. Tape, resume, photo, KQSS, Miami, Arizona, 85539. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Eastern Long Island FM station seeks hands-on production operations manager, who can also host morning program. Excellent opportunity with #1 Adult 25-54 station. Mature professionals only. EOE, M/F. Write or call Jeff Fisher, Station Manager, WBAZ, Box 1200, Southold, NY 11971. 516-765-1017.

Live assist/production: Coastal North Carolina's exclusive 100,000 watt beautiful music leader. T/R to WNCT A/F, PO Box 7167, Greenville, NC 27835. EOE.

SITUATIONS WANTED MANAGEMENT

General manager: Successful, quality GM seeks small-mid sized market opportunity. Proven results, 20+ years experience, CRMC. Strong on sales and programming. Outstanding credentials and references. If you can offer a quality situation, I can offer results! East coast preferred. Call 301-426-5344.

Full service consultant for your station. 13 years experience in management, sales, programming, promotion. Specialists in FCC rules and regulations. Regardless of market size, can analyze and improve your operation. Reasonable rates, personal service. Call Gregory J. Eyerman today! 614-687-1080.

GM experienced in sales and programming: Excellent references - available August 1st. Replies to Box M-56.

GSM, Florida growth market, interested in your Southeastern or Atlantic states opportunity. Strong trainer, motivator, producer. Success driven. 301-656-0643.

Exceptional leader available soon: 19 provable years of success as GM, GSM and PD. Increase profitability and sales volume on management assignments in markets from 90,000 to 1,000,000+. Initiated account development, sales training and motivational techniques which increase bottom line results. Significantly increased audience in every GM and PD assignment. Possess firsthand knowledge of what each department needs to be successful and provide no more, no less, bringing otherwise wasted dollars to the bottom line. Seeking responsible leadership opportunity. Presently employed as GM. Stations sold. Available upon close. For resume write Don Durden, 1512 Kirkwood, Fort Collins, CO 80525. 303-221-9578.

General sales manager available: 20 years experience, proven record of cash flow improvement and profit enhancement, sophisticated yield management controller, CRMC trained, demonstrated expertise in sales training, exceptional new business developer, former RAB Regional Director, excellent industry references. Please call Carl Kitts at 513-489-7163.

SITUATIONS WANTED SALES

Texas Pro seeks GM or GSM in Texas. Major/medium market winning track record. Let me do it for you. 512-829-4645.

SITUATIONS WANTED ANNOUNCERS

Engineer/air talent: Will engineer AM/FM. Prefer airshift on rock FM; milder climate; medium to large market. Experienced. Eric, evenings 219-924-7004.

SITUATIONS WANTED TECHNICAL

Capable, dependable chief engineer: Extensive studio, transmitter and STL troubleshooting experience. Degree, 1st phone, SBE certification. Reply to Box M-46.

Been working in LA at number five station for last ten years. Need four seasons again. Programming, news, and AT. Call Tom 818-242-4373.

SITUATIONS WANTED NEWS

Sports specialist: Knowledgeable, opinionated; accurate, concise; humorous; dependable. 15 yrs pro award winning sportscast/PBP 303 241-6452.

Creative news pro: 30 years experience, 10 in LA, seeks challenge in area. I deliver the best! Peter, 805-498-5191.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Let's make \$\$\$\$! Program director who knows how to help sales raise revenues and increase an audience seeks bigger and better challenges. Currently programming top rated AC/FSAC combo. Call 603-448-6589. EOE.

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Primo people: The news director's friend! We can deliver the best talent...immediately. Call Steve Porricelli or Fred Landau at 203 637-3653...Box 116, Old Greenwich, CT 06870-0116.

TELEVISION

HELP WANTED MANAGEMENT

Station manager for public TV station in north central Florida. Responsible for programming, operations & engineering. Develops and supervises budget and personnel. Participates in long range planning with management team and GM. Requires BA in Communications or related field and 8 years experience in public broadcasting including mid-level management. Master's degree preferred. Salary: \$43,000. Send resume, cover & three letters of recommendation to: Search Committee, TV Manager, WUFT-TV, Weimer Hall, University of Florida, Gainesville, FL 32611. UF is an EEO/AA employer. Women & minorities encouraged to apply. Deadline: August 17, 1990.

Station manager: For our new satellite operation we need someone who can do it all. Sell, produce, organize, direct a small staff, and come up with some great ideas. This is a small market, so expect a small guarantee, a small budget, a lot of long days, and a great opportunity to grow with a new station. Send resume and cover letter to Box M-60. EOE, M/F.

Flyaway earth station manager: IDB Communications Group, Inc. is accepting resumes for a manager in its transportables department. Will be responsible for scheduling, maintenance and configuration of flyaway earth stations. Qualifications include experience with video and data flyaway earth station operation and engineering, knowledge of and experience with international satellite transmission. Submit resumes and salary history to General Manager, IDB Transportables, 10525 West Washington Blvd., Culver City, CA 90232. EOE.

Marketing consultant and fundraiser: New non-profit television production company funded by grant from the National Institute of Mental Health, managed entirely by former mental patients, seeks individual with VHS marketing, fund raising and public education campaign expertise. Prefer someone who has experienced psychiatric institutionalization. Send detailed letter and resume to: White Light Communications, 7 Kilburn St., Burlington, VT 05401. EOE.

Creative services director: Heavy emphasis on-air promotion. Must have superb writing and production skills. Good leadership style and people skills critical. College education preferred. Solid experience in television promotion a must. Send resumes only to Walter Liss, President/General Manager, WABC-TV, 7 Lincoln Sq., New York, NY 10023. No phone calls, please. We are an equal opportunity employer.

Graphic and design manager: Ready to make your mark on a major market? We're looking for a hands-on designer and great manager to take a leadership role in addressing the station's complete graphics needs. You must be expert in designing electronic graphics, animation, knowledgeable in print, signage, merchandising, etc. Experience with Bosch, Barco and Vertigo helpful. Strong people skills and experience managing a design department for television a must. Tape and resume to: Pame Gardner/KARE 11, 8811 Olson Memorial Hwy., Minneapolis, MN 55427, Gannett Broadcasting. EOE.

National sales manager: WAFB-TV, the CBS affiliate in Baton Rouge, is looking for a strong, aggressive person with a background in television sales. Rep or agency experience preferred. Negotiating, creative and analytical skills a must. Contact: Ray Sullivan, GSM, WAFB-TV, 844 Government St., Box O, Baton Rouge, LA 70802. WAFB-TV is an equal opportunity employer.

HELP WANTED SALES

Account executive: Strong NBC looking for highly motivated self-starter with ability to develop new business. Experience preferred, but will strongly consider successful radio candidates looking to move into TV. Resume to Tim Sharky, General Sales Manager, WTVO-TV, PO Box 470, Rockford, IL 61105. EOE.

Post-Newsweek station - WJXT, killer CBS affiliate in dynamic Jacksonville, Florida is looking for an assertive local salesperson with a strong desire to succeed. New business should be your strength. Send resume and compensation history to Jack Potter, LSM, 1851 Southampton Rd., Jacksonville, FL 32207. No phone calls. EOE.

Regional account executive: Minimum 3 years television sales experience required. Major agency experience is a must. Send resume to: Sales Manager, WWMT, 590 West Maple St., Kalamazoo, MI 49008. EOE.

HELP WANTED TECHNICAL

Studio maintenance engineer: WTEN/WCDC-TV the ABC affiliate in Albany, NY is searching for an experienced studio maintenance engineer to join our excellent technical staff. Three years studio maintenance background is preferred, troubleshooting to a component level; Sony 1" and 1/2" VTR's, Sony camcorders and Grass Valley switchers. Competitive salary and benefits (health insurance, paid vacations, holidays and 401K). Send resumes to WTEN-TV, 341 Northern Blvd., Albany, NY 12204, Attn: Skeeter Lansing, Chief Engineer. EOE.

Alabama Public Television (APT) seeks to fill the following positions: Assistant chief engineer, microwave technician, transmitter supervisor, television technician I. Each position has specific requirements and salary range. For information and the required official application form, write: Alabama Public Television, Director of Personnel, PO Box 12805, Birmingham, AL 35202-2805. APT is an affirmative action/equal opportunity employer. Qualified women and minority candidates are encouraged to apply.

Engineering operations supervisor: 3-5 years independent TV broadcast experience. Scheduling, organizational, and computer skills required. Flexible working hours necessary. Management experience helpful. EOE. Send resume to: Personnel, KTXA-TV, 1712 E. Randol Mill Rd., Arlington, TX 76011.

Operations engineer: 3 years minimum broadcast experience. Knowledge of technical standards. Flexible working hours required. Betacart and Sony 1" machines experience preferred. EOE. Send resume to: Personnel, KTXA-TV, 1712 E. Randol Mill Rd., Arlington, TX 76011.

Chief engineer for network affiliate. Must have leadership and good people skills. Excellent maintenance skills required. Send resumes to WANE-TV, Business Manager, Box 1515, Fort Wayne, IN 46801. EOE.

ETP editor/cameraperson: Programming Department seeks talented, flexible, and organized editor/cameraperson. Must be able to perform under tight deadlines and high pressure. Knowledge of BVE 600 editor and Betacam a must. Send resumes only to Joseph Cook, WABC-TV, 7 Lincoln Sq., New York, NY 10023. No phone calls, please. We are an equal opportunity employer.

Due to expansion of facilities Atlantic Video is looking for qualified maintenance engineers to fill several openings. Qualifications should include Associate degree and/or 3 years experience with broadcast equipment. Computer networking literacy a plus. Please send resumes to Willy Halla, 650 Massachusetts Ave., NW, Washington, DC 20001. EOE.

Assistant chief engineer for GW Television. The George Washington University is currently recruiting for an assistant chief engineer who will provide technical assistance in the design, installation, modification, and repair of The George Washington University Instructional Television System and National Satellite Teleconferencing Network. Supervises the engineering staff and the daily maintenance engineer in TV broadcasting, including experience with studio cameras, 3/4" tape machines, and 2 GHz microwave equipment, desirable. Licensure as a General Radiotelephone Operator by the FCC and previous supervisory experience is required. GWU offers comprehensive benefit package. Please apply in person or send resume to: David Gray, GWU Personnel, 2125 G St., NW, Washington, DC 20052. AA/EEO.

WTMJ-TV has full time maintenance position for person with minimum three years broadcast TV, AM or FM maintenance experience. VHS, AM or FM transmitter maintenance a plus. Able to troubleshoot to the component level analog and digital circuits. Degree in electronics technology and General Class FCC license or SBE certification preferred. Send resume to Randy Price, Director of Engineering, WTMJ-TV, 720 E. Capitol Dr., Milwaukee, WI 53201. WTMJ, Inc. is an equal opportunity and affirmative action employer.

Director of engineering: Los Angeles-based postproduction facility seeks experienced professional to manage its engineering department. Direct experience with state-of-the-art telecine, editing, audio and computer graphics systems is required. Strong interpersonal and communication skills are also essential. Will be responsible for managing on-going maintenance and support of technical systems for busy, customer-driven post facility, and for supervising planned facility expansion. Young, aggressive company offering competitive salary/benefits and excellent growth potential. Please respond to: Box M-65. EOE.

News engineering manager: WNYW seeks individual to supervise all ENG and EFP activities. Work closely with the news and program departments. Supervise all ENG facilities. 3 years broadcast engineering experience with significant ENG and EFP background preferred. Minimum 2 years management experience preferred. Send resume to: Lorie Wheeler, WNYW-TV, 205 East 67th St., New York, NY 10021. Equal opportunity employer.

Videotape editor: Full service production company seeks fulltime editor. CMX 3600, ADO, A62, VPR3. Resume to: Scene Three, Inc., 1813 Eighth Ave., South, Nashville, TN 37203. 615-385-2820. Attention: Mike Arnold. EOE.

HELP WANTED NEWS

Dominant west Texas affiliate seeks weekend weathercaster. Knowledge of the Triton Weather System and computer graphics desired. Experienced and/or degree preferred. Send tape and resume to: News Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

Consumer producer: Can you solve other people's problems? Blockbuster NBC affiliate in St. Louis, MO seeks consumer unit producer. Must have three years TV news experience, ability to produce series and substitute as newscast producer. Send tapes, resumes and salary history to Ava Ehrlich, Executive Producer, KSDK, 1000 Market St., St. Louis, MO 63101. 314-444-5120. EOE.

Series producer: Top twenty NBC affiliate. Must be able to sub on newscasts. Production, writing, and ability to make these babies fly is essential. No "Big J" purists. Resumes to Box M-54. EOE.

NBC affiliate accepting applications for news director. Mid-size market located in Mid-South looking for person with strong leadership qualities, skilled at working cooperatively with others. Solid news background, Submit resume and salary requirements to: John McCutcheon, Vice President/General Manager, KPOM-TV, PO Box 4610, Fort Smith, AR 72914. No phone calls, please. EOE.

Pro-active news director needed for Midwestern news centered network affiliate. Outstanding people management skills are a must. Previous news management skills preferred. Send resumes to Box M-57. EOE.

TV news producer: Responsible for content of daily newscasts. Must be creative, imaginative and an excellent writer. Will supervise, manage and lead other production and news personnel. Prior TV news experience and good people skills required. Please send resume and tape to Liz Grey Crane, Assistant News Director, WTNH-TV, 8 Elm St., New Haven, CT 06510. EOE. No calls.

Number one station looking for aggressive reporter. Degree and at least one year professional experience required. Send tape and resume to: EEO-TVRI-BM, PO Box 44227, Shreveport, LA 71134. We are an equal opportunity employer.

Executive producer: Oversee four daily newscasts and supervise staff of 35 at aggressive, medium market NBC affiliate. Looking for creative, well-rounded candidates with strong editorial, news operations and visual graphics skills. Need a detail person with excellent interpersonal communications skills and willingness to perform wide variety of administrative duties. Applicants must have a minimum of four years television news experience. Send letter, resume and tape to Ralph Green, News Director, KSEE-TV, 5035 E. McKinley, Fresno, CA 93727. EOE, M/F/H/V.

WICS-TV, Springfield, Illinois is seeking an experienced reporter to cover government and politics in the capital city of Illinois. Three years experience and a keen interest in political reporting required. Send resumes only to: WICS-TV, Personnel Dept., 2680 E. Cook St., Springfield, IL 62703. No phone calls, please. EOE.

Graphics designer: Responsibilities: Development of television graphics on paint box. Requirements: Minimum of 2 years television graphics experience. Send 3/4 inch tape and resume to: Bruce Bryant, Director of Creative Services, KPRC-TV, PO Box 2222, Houston, TX 77074. No phone calls. KPRC-TV and KPRC-AM are equal opportunity employers.

News director/anchor: Small New England affiliate looking for news director with strong communicative abilities to lead top notch staff. Management skills/experience necessary. Resume and non-returnable 3/4" tape to: Gary Elfstrom, General Manager, WNNE-TV, PO Box 1310, White River Junction, VT 05001. No calls. EOE.

#1 Station looking for experienced, aggressive reporters. Strong writing first priority. Send tapes to KLAS-TV, PO Box 15047, Las Vegas, NV 89114. EOE.

Writer/producer/reporter: Independent production company is looking for an individual with strong interviewing and people skills to produce a monthly video news program. 1 year contract. Reply to Box M-74. EOE.

Aggressive Midwest NBC affiliate seeks weekday news anchor. Need ability to write, report, produce, make public appearances. Grow with company. Experience preferred. Send resume with photo, references and salary to Box M-59 EOE.

Anchor: Upstate New York CBS affiliate needs a dynamic co-anchor for 6 & 11 pm newscasts. Strong reporting background is a must and three years experience preferred. Send non-returnable tapes and resumes to: Scott Benjamin, News Director, WROC-TV, 201 Humboldt St., Rochester, NY 14610-0997. EEO, M/F.

Producer: Early riser needed to produce one-month-old morning news/talk show. Must have minimum 2 years producing experience. Knowledge of microwave, satellite and computers a plus. Should be creative enough to make an hour long morning show interesting and informative. Send resume and tape to Gena Parsons, KOTV, 302 S. Frankfort, Tulsa, OK 74120. Applicant finalist will be required to furnish evidence of employment authorization and identification. EOE, M/F.

Color analyst: Local broadcast station seeks television color analyst for its NBA Television Broadcasts. Must have a minimum of 2-3 years on-air experience. Send resume to Box M-61. EOE.

Newsanchor/reporter: Dynamic and enthusiastic anchor/reporter for 6 and 10 pm newscasts. Comfortable communicator sought for award-winning operation. Send your resume to Box M-64. EOE.

Producer needed for 6 and 10 weekly newscast. Good writing essential with live experience preferred. Send tape and resume to: Bob Totten, KTKA-TV 49, PO Box 2229, Topeka, KS 66601. EOE.

Satellite traffic coordinator needed for New York City based news service. Must have experience booking international and domestic satellites. Experience with BASYS newsroom computer and COMSAT CTVS system helpful. We are a rapidly expanding company looking for a motivated self-starting team player. Send resume along with salary requirements to Pat Burke c/o WTN, 1995 Broadway, 10th Fl., New York, NY 10023. WTN is an equal opportunity employer.

News photographer: Shoot and edit videotape for network affiliate along the Gulf Coast. Minimum one year experience. Send resumes and non-returnable tapes to Chuck Bark, News Director, WALA-TV, 210 Government St., Mobile, AL 36602. EOE, M/F.

Reporter: Station on the move wants a hard news reporter. Don't bother sending features on your tape. Experience preferred. Send resume and non-returnable tape to KMIZ-TV, Christine Sciole, 501 Bus Loop 70 E, Columbia, MO 65203. No calls. EOE.

News director to lead #1 news team in eastern Idaho. Demands high quality of journalism with small market resources. Management skills/experience necessary. If you are a person who will not allow some small market realities to limit your expectations, here is an opportunity to work with an excellent staff for a family-owned, community-minded company in beautiful eastern Idaho. Send resume to: KIFI-TV8, PO Box 2148, Idaho Falls, ID 83403. Attn: Rickie Brady. EOE.

South Florida affiliate needs creative news photographer/editor. 2 years minimum experience. Top-notch operation, visual emphasis. Send tape and resume to: Keith Smith, 3719 Central Ave., Ft. Myers, FL 33901. EOE.

Meteorologist: AMS seal desired, but not required. WLSL-TV is seeking strong forecaster, ready to move to primary newscasts. Tapes and resumes to Bill Foy, News Director, WLSL-TV, PO Box 2161, Roanoke, VA 24009. Please indicate where you saw this ad. EOE, M/F.

Producer: Senior position to produce 6 pm newscast for aggressive and community-oriented station. Must have strong writing and production skills as well as supervisory skills needed to assist in newsroom management. Minimum 2 years experience. Resume, references and news philosophy to Mark Carros, News Director, WSTM-TV, 1030 James St., Syracuse, NY 13203. WSTM is an equal opportunity employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Lighting designer: Houston Public Television seeks an organized self starter for lighting designer position. BA in Radio/TV and 3 years prior TV production experience with minimum 18 months as lighting designer or lighting director required. Background in lighting for performing arts, theater and film desirable. Strong electronics and budgetary skills necessary. Minimum salary \$25,000/yr. Resume w/references/portfolio/tape to Laura Gonzales, KUHT-TV, 4513 Cullen Blvd., Houston, TX 77004. Application deadline 8/24/90. KUHT/UH is an equal opportunity employer.

Producer-director/editor: Hands-on knowledge of CMX 340, BVH 2000 or equivalent, DVE, and Chyron RGU. Engineering background and creative writing mandatory. Produce, direct, shoot and edit field or studio projects. Post produce in one person edit bay. EOE. Send resume/tape to: Personnel, KTXA-TV, 1712 E. Randol Mill Rd., Arlington, TX 76011.

Art director: KING Broadcasting Company/KGW TV8 seeks creative, energetic and highly capable individual to join NBC affiliate in Portland, OR. The successful candidate will possess a minimum of four years as senior graphic artist or art director in a television station or advertising agency, with a proven record in all aspects of graphic design production. The ability to lead, develop and provide creative direction to a three person department is key. Above all, the ability to maintain a sense of humor and think outside the norm is a must. We offer a challenging environment with a growing station. Interested candidates should send tape, resume/cover letter, and salary history to: Jeanna Shelley, Creative Services Director, KGW TV8, 1501 SW Jefferson St., Portland, OR 97201. EOE.

Producer/reporter opening at award winning statewide public TV network. Cover State Legislature and produce issue-oriented reports/documentaries for local, regional and national distribution. Bachelor's in Broadcast Journalism or related field plus three years related experience required. Equivalency considered. \$24,759 minimum. Apply with cover letter and resume by August 24 to Personnel Coordinator, University Television, Box 83111, Lincoln, NE 68501. AA/EOE.

TV station in Indianapolis, IN has an opening for engineering supervisor. Requires SBE certification or FCC General license. Prefer Assoc. degree in Electrical Engineering. Experience with videotape equipment and high power transmitters. Ability to troubleshoot to component level & supervise part-time operations staff. Salary commensurate with exp. EOE. Send resume to: Mary Ann Renne, GM, WIIB TV 63, PO Box 130, Trafalgar, IN 46181.

Director - production and operations: WITF, Public Broadcasting Station, looking for dynamic individual to supervise and direct activities of station departments responsible for technical and production activities. Requires five to seven years production experience including substantial production credits. Send resume to Personnel, WITF, PO Box 2954, Harrisburg, PA 17105. EOE, M/F.

Producer: NBA Entertainment seeks experienced hands-on producer with at least 3 years major market experience to write/edit/produce basketball-oriented 2-3 minute halftime features, half and full hour television specials, and home video releases. Familiarity with off-line editing, graphic production, and extensive post-production experience a must. Send resume and 3/4" tape to: Gil Kerr, Coordinating Producer, NBA Entertainment, 38 East 32nd St., 4th Fl., New York, NY 10016. No phone calls, please. An equal opportunity employer.

Assistant design director: Looking for dynamic broadcast designer and good team-player for terrific major-market opportunity. Must have experience in designing and producing TV news graphics, electronic paint on-air graphics and animation, print advertising and color printed sales collateral material. Send resume, salary requirements and non-returnable copies of work to: Personnel, Fox Television/WTTG, 5151 Wisconsin Avenue, NW, Washington, DC 20016.

Blind Box Responses:

BOX ???
c/o Broadcasting Magazine
1705 DeSales St., NW
Washington, DC 20036

(No tapes accepted)

SITUATIONS WANTED MANAGEMENT

GSM ready to move to GM. If you're looking for an aggressive, knowledgeable, mature individual with excellent credentials and people skills, I am your man. Replies to Box M-41.

SITUATIONS WANTED TECHNICAL

25 years broadcast engineering. 14 years as hands-on television chief engineer & director of engineering. Experience with complete, full service news operations including live trucks, vehicles and all associated ENG & microwave equipment. Please reply Box M-63.

SITUATIONS WANTED NEWS

Sportscaster: Strong PBP. Versatile with production knowledge. News, host experience. College degree. Hard worker. Will relocate. Jay 312-528-8223. EOE.

Excellent experienced sportscaster looking for a fine station in which to work, also knowledgeable newscaster. 216-929-0131.

Bright, enthusiastic, go-getter looking for entry level assistant producer/news writing position. Formerly worked at ABC O&O. Have talent, will travel. Marshall Fish, 225 Louise Ln., San Mateo, CA 94403. 415-349-7467.

Experienced news photographer: (3 years ENG), currently working in Charlotte, NC (30th market), is ready to make transition to reporter or reporter/shooter. This Columbia University grad is experienced at one-man-band. Ready to relocate. Call Steve at 704-527-7608 for reel and resume.

Experienced producer of sports documentaries, programs, special events, live college football and basketball. Call 501-932-0567.

Hurry, hurry, hurry. Be one of the first on your block to get an experienced asset in your sports department. Imagine what the neighbors will think! Erik, 818-243-5125.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

College grad looking for computer graphics position. Design degree, 1 yr. comp graphics experience (2 & 3D), IBM, Mac, Inovion. Call Robert, 503-255-6221.

MISCELLANEOUS

Coming up next productions, weekly episodics, very reasonable rates! 15 year pro, guaranteed quality! Dyana Daniels 803-242-0389.

CABLE

HELP WANTED TECHNICAL

Studio engineer: Heritage Cablevision has an opportunity for an experienced studio engineer. Responsibilities include maintenance and repair of Sony, Grass Valley, Dubner Production equipment. Previous TV production equipment maintenance experience and formal electronics training required. Ability to work well with people in a variety of situations required. Heritage serves 120,000 customers with two new studios, and daily live one-half hour newscast, plus over 50 remote van events annually. Submit resume to: Heritage Cablevision, Attention: Michael Williams, PO Box 10210, Wilmington, DE 19850. EO employer - minorities and females encouraged to apply. No calls, please. A condition of employment with Heritage is satisfactory completion of a pre-employment physical, which includes a drug screen.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Professional-in-residence, non-tenure track visiting position for distinguished professional beginning August 1990 or January 1991. Three-year appointment subject to renewal. Duties include halftime teaching and halftime advising campus newspaper, The Daily Iowan. Candidates should have at least 10 years professional achievement with major news organization. Preference given to candidates with significant international experience. MA preferred. Salary competitive. Send application, three letters of reference to: Professional-in-Residence Search, School of Journalism and Mass Communication, The University of Iowa, Iowa City, Iowa 52242. AA/EOE.

Midwestern University: seeking a Director of Television Operations to manage TV facility in brand new Center for Contemporary Media. Applicant should have full range of experience operating mid-market TV station or university equivalent, including expertise in producing, directing, editing, and ENG/EFP in Beta, 3/4" and Hi-8. Engineering skills a plus. Individual will supervise daily operations of the facility, teach students and faculty basic production skills, and coordinate daily operations with new city local origination channel. Flexible starting date: September 1 to November 1. Send resume, tape, or other supportive items to: Center for Contemporary Media, 109 Asbury Hall, DePaul University, Greencastle, IN 46135. AA/EOE.

NMSU Cooperative Extension Service Media: Electronic specialist. Bachelor's degree. Three years radio production required, newswriting and knowledge of agriculture desirable. Applications: Three professional samples, two radio production, one newswriting. Reply to: Sue G. Bodkin, Extension Operations Director, Department 3AE - NMSU, Box 30001, Las Cruces, NM 88003. Telephone: 505 646-1154. Send letter of application, resume or vita, unofficial transcripts, names, addresses and phone numbers of three references by August 20, 1990. EEO/AA.

HELP WANTED MANAGEMENT

American Friends Service Committee, a religious, humanitarian, social change organization seeks associate for Information Services Department in Philadelphia to assist director with all department functions including information, interpretation of AFSC programs, professional assistance to colleagues in writing, planning, implementing communications projects. Requires professional writing skills, extensive work experience including minimum 5 years in communications; experience in public relations and marketing; administrative experience. Send resume: Lydia Wilcox, AFSC, 1501 Cherry Street, Philadelphia, PA 19102. Affirmative action/equal opportunity employer.

HELP WANTED TECHNICAL

VTR maintenance engineer: Technicolor Videocassette of Michigan, Inc. is currently seeking a VTR Maintenance Engineer. Responsibilities will include the repair and maintenance of Sony and Ampex 1" VTR's, video and audio signal distribution and Monitoring equipment. D-2 experience helpful. The successful candidate will possess at least 2-4 years of broadcast video post production maintenance engineering experience. Good oral and written communication skills a must. Associate's Degree in Electronics or the equivalent required. EE a plus. If you would like to join a progressive, growth organization, you are urged to submit your resume and salary history/requirements to: Technicolor Videocassette of Michigan, Inc., Attn: Human Resources-VME, 39000 Seven Mile Road, Livonia, Michigan 48152.

EMPLOYMENT SERVICES

Looking for a position in radio or television? Need personnel for your station? I can help! Reasonable rates. Free information. Bill Elliott, Consultant, 413-442-1283.

Attention: Earn money reading books! \$32,000/year income potential. Details. 1-602-838-8885 Est. Bk. 8435.

On-camera coaching & demo: Now in our 5th year helping entry level reporters. Call The Media Training Center 619-270-6808.

Government jobs: \$16,412-\$59,932/yr. Now Hiring. Your area. Call 1-800-687-6000 Ext. R. 7833.

EDUCATIONAL SERVICES

On-camera coaching: For TV reporters. Sharpen anchoring, standups, interviewing, writing. Teleprompter. Learn from former ABC Network News Correspondent/New York local reporter. Demo tapes. Critiquing. Private lessons. 914-937-1719. Eckhart Special Productions (ESP).

WANTED TO BUY EQUIPMENT

Wanted: 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guaranteed 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.

Top dollar for your used AM or FM transmitter. Call now. Transcom Corp., 800-441-8454.

Strobe parts: We buy re-buildable flash technology and EG&G circuit boards and system components. Discount Technical Supply, 305-962-0718.

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: RCA BTF20E1 (1976), McMartin BF5K (1981), CSI T-3-F (1981), Harris 2.5K (1983), CCA 2500R (1978), Transcom Corp., 800-441-8454 215-884-0888, FAX 215-884-0738.

5/10 AM transmitters: Collins 828E-1 (1978), RCA BTA-5L tuned and tested (1977), Harris BC10H (1972), McMartin BA5K (1980), McMartin BA 2.5K (1981), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

1Kw AM transmitters: Cont 314R1 (1986), Harris BC1H1 (1974), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

Transmitters, radio & television: TTC manufactures state-of-the-art low power and full power television; and FM transmitters 10 watts to 50Kw, solid state from 10 watt to 8Kw. Call 303-665-8000.

Equipment financing: New or used. 36-60 months, no down payment, no financials required under \$35,000. Refinance existing equipment. Mark Wilson, Exchange National Funding. 800-342-2093

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.

FM antennas. CP antennas, excellent price, quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

Broadcast equipment (used): AM/FM transmitters, RPU's, STL's antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497. FAX 314-664-9427.

Copper: All sizes of wire and strap for AM, FM and TV. Construction, counter poise, grounding. 800-622-0022.

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.

1000' tower. Standing in Albion, Nebraska. Heavy Kline tower includes 6-1/8" coax. Purchase in place with land and building, or move anywhere. Call Bill Kitchen, 303-786-8111.

Strobe parts: We sell and install flash technology and EG&G parts at DISCOUNT. Parts in stock. Call Tower Network Service, 305-989-8703.

Lease purchase option. Need equipment for your radio, television or cable operation? NO down payment. NO financials up to \$70,000.00. Carpenter & Associates, Inc. Voice: 504-465-0908. Fax: 504-465-0910.

For sale: RCA TTU 60 Transmitter currently operating on Channel 19, installed 1976. Package includes dual exciters, filterplexer, heat exchanger, certified PCB free beam supplies. Physical size, 1,286 cubic feet, weight 21,350 lbs. Inspection period August 20-31 by appointment only. Successful bidder has five days to remove from site, FOB Jonesboro, Arkansas. Estimated removal date October 1-5, 1990. For technical information or inspection appointment contact Frank Pilch or Gary Schultz, Arkansas Educational Television 501-682-2386. For bid sheets (Bid #MR-14-90) call Jack Tatera, Arkansas Marketing and Redistribution, 501-565-8645. All or nothing sealed bids must be received by Jack Tatera 6620 Young Road, Little Rock, AR 72209 by 10 AM, Tuesday, September 4.

Refurbished transmission line - 20 ft. sections of 6-1/8", 75 ohm, EIA flange. 50 sections available @ \$500.00 each. Heavy duty hangers also available. Call 904-796-4531.

TELEVISION

Help Wanted News

TELEVISION EXECUTIVE NEW ENTERPRISE

Prestigious producer and distributor of national television programs seeks aggressive development executive with program experience in start-up of new television enterprise. Will investigate and develop television series as well as new media technology and manage special projects. Experience in television production, programming and distribution preferred. Experience in international television desirable. College degree. MBA preferred.

Distinguished international organization offers attractive salary, generous benefits and opportunity for advancement. In confidential letter, please tell us about yourself in detail including education, experience, & salary history. Replies to Box M-72.

Equal Opportunity Employer.

Help Wanted News Continued

TALK SHOW HOST

The kind "everyone confides in" type, unique sense of humor, fast on the comebacks, full of good down-to-earth advice, charismatic and compassionate, to host Los Angeles based talk show. Must be familiar with audience and talkback format. Send tape and resume (VHS format) to:

Prince Valiant Productions
8033 Sunset Blvd.
Suite 1107
Los Angeles, CA 90046
(213) 259-6538

Help Wanted Management

ON AIR PROMOTION SUPERVISOR

We're looking for someone
to fill these shoes:

If you have at least 3 years as a promotion producer under your belt, excellent writing skills, a firm grasp of production and strong leadership abilities, then MIAMI's most aggressive independent WANTS YOU to join our award-winning staff.

SEND RESUME AND 3/4" TAPE TO:

WDZL TV
2055 Lee Street
Hollywood, Florida 33020



Help Wanted Sales

WANTED:

Individual with Television 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 M-42. EOE.

Help Wanted Sales Continued

WSVN-TV Miami is seeking a dynamic individual for local account executive. Working knowledge of N.S.I. And ARB. New business development and marketing skills required. Previous television sales experience preferred, but not mandatory. Resume to Local Sales Manager, WSVN-TV 1401 - 79th Street, Causeway/Miami, FL 33141. EOE.

NO PHONE CALLS.



Help Wanted Programing Production & Others

THE WRITE STUFF

Leading Fox affiliate looking for experienced, creative writer/producer. Must feel compelled to excel and love working hard. Please send resume plus samples to Jane Peak, WXIX-TV, 10490 Taconic Terrace, Cincinnati, OH 45215. Excellent salary and benefits.

Equal Opportunity Employer

Help Wanted Technical

TECHNICAL SERVICES MANAGER

Technicolor Videocassette of Michigan, Inc., is currently seeking a Technical Services Manager for its Livonia, Michigan Duplication Facility.

Responsibilities will include the Management and supervision of VCR, 1" VTR, Tapeloading and High Speed Video Duplication Equipment Maintenance Technicians; Maintenance of supplies and parts inventory; training of new technicians and establishment of processes and procedures.

The successful candidate will possess 4-6 years of electronic engineering management experience. EE or ME degree preferred. Good interpersonal, oral and written communications skills a must.

If you would like to join a progressive growth organization, you are urged to submit your resume and salary history/ requirements to:

TECHNICOLOR VIDEOCASSETTE OF MICHIGAN, INC.

Attn: Human Resources — TSM
Livonia, Michigan 48152

Help Wanted Technical Continued

TV Chief Engineer

Chief Engineer for UHF public TV station in Southern California. RCA TTU-55C transmitter with 1.3 million watts ERP which blankets inland Southern California. Licensed to the San Bernardino Community College District. Will supervise maintenance and MCR staff. Must have 45 semester units of electronics and at least 2 years in a supervisory position as a broadcast Chief Engineer, Assistant Chief Engineer, or Maintenance Supervisor with extensive experience in repair, maintenance, installation, and design of telecommunications equipment and on-air broadcasting equipment including transmitters. Salary range is \$38,292 to \$47,040, with excellent family medical and dental benefits, and employee life insurance benefits. Maximum starting salary is \$42,672 per year. KVCR is an Equal Opportunity/Affirmative Action Employer.

Applications must be postmarked by August 10, 1990. Apply to:

Patricia Mollica, Personnel Director
KVCR-TV/FM
441 West 8th Street
San Bernardino, CA 92401
714/884-2533



DIRECTOR OF ENGINEERING

IDB Communications Group, Inc. is accepting resumes for a Director of Engineering in its Transportable Earth Station Department. Will be responsible for maintenance repair and technical performance for a fleet of 21 mobile earth stations and 10 flyaway earth stations. Qualifications include BSEE or equivalent experience, experience in international satellite transmission, and a proven track record in engineering management.

Submit resumes and salary history to:

General Manager
IDB Transportables
10525 West Washington Blvd.
Culver City, CA 90232
An Equal Opportunity Employer

Business Opportunities

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MEDIA/AUDIO - TEXT JOINT VENTURES
DIGITAL AUDIO TEXT COMPUTER MANUFACTURER
AND INFORMATION SUPPLIER DESIRES JOINT VENTURES
NATIONWIDE WITH RADIO, TV, CABLE & OTHER MEDIA.
GREAT PROMO AND ADVERTISING REVENUE
POTENTIAL FOR RADIO, TV, CABLE AND ALL MEDIA.
"INFOLAB" TURN-KEY SYSTEMS
SALES AND PROGRAMMING ALSO PROVIDED.
CALL MR. I.H. LINE - 1-800-722-9847.

Help Wanted News

WE'RE LOOKING FOR AMERICA'S BEST

We'll need them as KING 5 News gears up for the 90's. Other stations may be cutting back. Not us! The following positions are open ... and available to skilled, experienced professionals.

General Assignment Reporter
Weekday Evening News Producer
Weekend Early Producer
Weekend Late Producer
Documentary Producer
News Magazine Producer
Night Assignment Editor
News Photographer
Video tape Editor
Part-time News Photographer
Part-time Helicopter Pilot

To be considered for one of these positions, you'll have to have significant experience, a track record of success, and a burning desire to be a part of one of America's best news operations.

If you think you've got what it takes, DON'T CALL. Send two copies of your resume and cover letter along with a nonreturnable tape (3/4 inch or VHS only) to:

Bob Jordan, News Director
c/o Human Resources
KING 5 Television
333 Dexter Avenue North
Seattle, WA 98109

An Equal Opportunity Employer
M/F/H/C



CABLE

Help Wanted News

FIELD REPORTER VIDEOGRAPHER

We are looking for someone who does it all... daily field reporting, shooting, writing and editing. If you can operate as a "one man band", send your tape, resume and salary requirements to: Operations Manager, CABLE 6 TV, Industrial Drive, Middletown, New York 10940.

NO PHONE CALLS, PLEASE!

Equal Opportunity Employer

Help Wanted Management

MEDIA ADVERTISING MANAGER

San Juan Capistrano, CA

National cable television company is seeking an energetic individual with experience in customer ad sales and P & L responsibility. Requires BS/BA in Marketing or equivalent and 2-4 years marketing experience. Candidates must also possess good communication and interpersonal skills. Prior direct sales management and CATV experience preferred.

Send resume with cover letter and salary history to: Times Mirror Cable Television, Dimension Media Services, 2790 Business Park Dr., Vista, CA 92083. EOE M/F/H.

 Times Mirror
 Cable Television

Wanted to Buy Stations

Is Your Top 100 Mkt AM Near Death...Dark?

Let's Talk. We're interested in buying even if yours is a high dial/low power facility. With or without real estate. Bankruptcies considered

Call: (512) 448-0058
We're Principals, NOT brokers

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University Microfilms International

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Dept. P.R.. Ann Arbor. MI 48106

Public Notices

PUBLIC NOTICE

KMBH-TV60 is now accepting bids for the transmitter and associated gear of their new class A FM radio station. For a complete equipment bid list, please send request to: KMBH-FM, PO Box 2147, Harlingen, TX 78551. Attn: Bid Request.

RADIO

Situations Wanted Management

NEED HIGHER BILLING?

Take charge General Manager with solid record in Sales recruiting, training and motivation will help increase SALES and PROFITS. If you have a good signal in a good market, let's talk. Medium to largest markets in SE preferred, but any situation with promise is a prospect. Equity/Ownership opportunities a strong plus.

Box M-67.

Situations Wanted Announcers

**When I'm on the air,
FM LISTENERS COME BACK TO AM!**

**My unique blend of talk, comedy
and music grabs the 18-49 demos.
Entertaining talk with no issues
And few guests.**

305-424-7661

HE CAN DO IT ALL!

Morning drive host at news/talk powerhouse seeks new horizons in full-service, news/talk, or personality A/C. Sharp, versatile, educated, creative, funny, great phones, great interviewer, tons of experience, good team player, stable, nice guy. Enjoys present job, so serious & discreet inquiries only please!

CONTACT "TALKHOST"
Phone (313) 446-6889
FAX: (313) 259-6024

Miscellaneous

RADIO WEATHERCASTS VIA BARTER

EDWARD ST PE & NATIONAL WEATHER NETWORKS
AMS SEAL CERTIFIED CUSTOM WEATHERCASTS
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FREE TO STATION VIA SPOT BARTER 7 day week service.
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Year 1988. The professional weather solution for radio.
Complete Barter! 1-800-722-9847.
Over 250 Affiliates online. Call NWN Today!

ALLIED FIELDS

Employment Services

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IN THE SPORTS INDUSTRY**

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JOB HUNTING?

If you need a job, you need MediaLine. MediaLine gives you instant access to jobs in television. Access a daily report by phone. For more information call:

800-237-8073
in CA: 408-648-5200

MediaLine
THE BEST JOBS ARE ON THE LINE
PO Box 51909, Pacific Grove, CA 93950

Help Wanted Management

Product Marketing Manager

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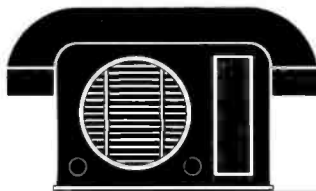
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FATES & FORTUNES

MEDIA

Barbara J. Parsky, manager, corporate advertising, General Electric Company's Corporate Marketing and Sales division, joined NBC, New York as VP, sponsor services, pay-per-view olympics, NBC and Cablevision.



Parsky



Sosson

George L. Sosson, VP, CBS-owned FM stations, CBS Inc., joins Win Communications Inc., managers of RP Companies' radio properties, Cleveland, as president and chief operating officer.

William H. Metcalfe, recent graduate, Harvard University, Cambridge, Mass., joins Cox Enterprises Inc., Atlanta, as associate, financial analysis and planning department. **Gregory J. Stone**, VP and general manager, WSOC-TV Charlotte, N.C., joins Cox-owned WSB-TV Atlanta in same capacity.

Jeffrey Brauer, associate, entertainment department, Loeb & Loeb law firm, joins World International Network, Beverly Hills, Calif., as VP, business and legal affairs.

Larry K. Woods, division marketing director, TCI Southeast Inc., Birmingham, Ala., named VP and chief operating officer, TCI North Central Inc., Overland Park, Kan.

Susie Wiggins, administrative assistant, KARN(AM) Little Rock, Ark., named administrative director.

Sarah Torres, traffic coordinator, West Michigan Public Broadcasting, Grand Rapids, Mich., named traffic supervisor.

Brian Benschoter, manager of operations and promotions, KJTV(TV) Lubbock, Tex., joins KPDX(TV) Vancouver, Wash. (Portland, Ore.), as operations

specialist.

Mike Bowen, operations manager, WWNS(AM)-WMCD(FM) Statesboro, Ga., named general manager.

SALES AND MARKETING

Randy Davis, senior art director, collateral, Turner Broadcasting System Inc., Atlanta, named creative group head. **Hunter Nickell**, national account manager, director of sales, Eastern region, Crosby/Vandenberg Group publishers, Boston, joins Turner Cable Network, Atlanta as director of affiliate sales and marketing, SportsSouth.

Nick Madonna, account executive, WNEW(AM) New York, joins WOR(AM) there in same capacity.



Longwell

Spot Sale, Chicago, in same capacity.

Lisa Churchville, manager of sales, WMAQ-TV Chicago, named director of sales.

Peter Connolly, account executive, WPLJ(FM) New York, joins WKQI-FM Detroit as national sales manager.

David W. Elmore, local sales manager, WBAL-TV Baltimore, joins Television Bureau of Advertising, New York, as manager, regional development.

Ron Fischmann, VP, local advertising, Cabletelevision Advertising Bureau, New York, named senior VP, local advertising. **Vincent J. Fazio**, VP, finance, CAB, named senior VP, finance and administration.

Peter Dougherty, supervising producer, on-air promotion, MTV U.S., joins MTV Europe in London as creative director.

Karl Wurltzer, of WCR1(FM) Eureka,

Ill., joins WGEN-AM-FM Geneseo, Ill., as account executive.

Terry Black, senior account executive, KATV(TV) Little Rock, Ark., joins KSDK(TV) St. Louis as marketing consultant.

Senior VP's appointed at DDB Needham, New York: **Paul Manganiello**, VP and group planning director; **Judith Goldstein**, associate creative director; **Alan Krinsky**, VP, management supervisor; **Steven Werby**, research supervisor; **Lauren Berger**, VP; **David Wismer**, VP; **Carmine Marino**, VP, executive director, print services; **Peter Gardiner**, VP; **Bob Huff**, VP, group planning director, and **Joan Niborg**, VP, associate creative director. **Blake Thomas**, account executive, Chicago, named account supervisor; **Gary Leeds**, assistant treasurer, international, New York, named treasurer; **Katherine Koo**, of Abramson & Associates, named account supervisor, Washington; **Kim Goldsmith**, of Young & Rubicam Advertising, New York, named account executive, Washington, and **Janet van der Vaart**, media buyer and planner, Harmelin & Associates, Philadelphia, joins Washington as senior media buyer and planner. **M. Christopher Laubach**, associate creative director-copywriter, Leo Burnett Co., joins DDB Needham, Chicago as creative director.

Gordon Robertson, copywriter, Valentine-Radford Advertising, Kansas City, Mo., joins D'Arcy Masius Benton & Bowles, St. Louis, in same capacity. **Peter I. Barg**, of McCann Erickson Inc., New York, joins DMB&B, St. Louis, as broadcast producer, creative department.

Appointments at WJBK-TV Detroit: **Jeff Murri**, account executive, WCBS-TV New York, named local sales account executive; **Lori Seger**, account executive, WDIV(TV) Detroit, named sales marketing coordinator; **Heather Ventura**, sales assistant, WDIV(TV) Detroit, named research coordinator; **Mike Radogna**, art director, KNSD(TV) San Diego, named graphic design manager; **Craig Cleek**, promotion manager, WKXT-TV Knoxville, Tenn., named promotion producer, and **Terry D'Esposito**, freelancer, named promotion writer and producer.

Appointments at National Cable Advertising: **Laraine Tomassi**, national sales

representative, Independent Television Sales, named account executive, Atlanta; **Bill Clifford**, media group supervisor, Grey Advertising, New York, named account executive, Boston; **Roger Bain**, manager of advertising sales, Jones Intercable, named local sales manager, greater Chicago Interconnect, Chicago; **Tom Cahill**, account executive, Katz Television, Denver, to same capacity, Chicago; **Dan Kripke**, account executive, WTVG(TV) Toledo, to same capacity, Chicago; **Tami Olson**, account executive, Storer Cable Communications, to same capacity, Dallas; **David Asseo** account executive, MMT Sales, to same capacity, New York, and **Deborah Flachs**, account executive, New City Communications, to same capacity, New York.

Michael W. Collins, general sales manager, WTVH(TV) Syracuse, N.Y., joins WYI-TV Saginaw, Mich., in same capacity.

Ira Dankberg, account executive, KNXV-TV Phoenix, named local sales manager.

Theodore J. Goldflies, account executive, WIOQ(FM) Philadelphia, joins WBCB(AM) Levittown-Fairless Hills, Pa. (Philadelphia), as sales manager.

Baron Brown, account executive, KRIV(TV) Houston, joins WOIO(TV) Shaker Heights, Ohio, as media executive.

Jim Rini, account executive, WJW-TV Cleveland, joins WOIO as media executive.

William L. Strickland, VP, team sports, ProServ international sports marketing management company, Arlington, Va., named senior VP, team sports.

Michael R. Smythe, VP, Midwest, Television Bureau of Advertising, Chicago, joins WKEF(TV) Dayton, Ohio, as director of sales and marketing.

Appointments at Katz Communications Inc.: **Keith Mishkind**, sales research analyst, Katz Continental Television, named PC analyst, Katz Media Data, New York; **Leta Mork**, sales support manager, Katz Radio Group, adds duties as network control manager, Katz Media Data, New York; **Diana Draper**, account executive, Doc-U-Vision, San Francisco, named sales executive, Katz Continental Television there; **Angela Dennis**, sales trainee, Katz Independent Television, Los Angeles, named sales executive; **Shelley Ignal Kilcoyne**, director of management services, named director of management services, New York; **Mary D. Neubrand**, account executive, KTXA(TV) Dallas, joins Katz American Television there in same capacity; **Sara Weaver**, KOSMIC systems representative, Katz Media Data, New York, joins Katz American Television,

GROUP W APPOINTS NEW PRESIDENT



Bill Korn, principal, Marketing Corporation of America, Westport, Conn., joins Group W Television, New York, as president, succeeding Tom Goodgame, named president emeritus. Group W Chairman, Burton Staniar, said that Korn was chosen because of executive abilities, "...developed in businesses that I believe are now like the TV industry, highly competitive and marketing oriented." From 1972-86 Korn held variety of posts at PepsiCo Inc., including as president and chief executive officer of subsidiaries, Wilson Sporting Goods, and Frito Lay Inc.

Chicago, as sales executive, and **Jack Kelly**, account executive, TeleRep, New York, joins Katz American Television, there as sales executive.

PROGRAMING

Brian Pike, VP, current drama programs, NBC Entertainment, Burbank, Calif., named VP, drama development.

Danelle Black, director, current comedy programs, NBC Entertainment, named director, prime-time programs, East Coast, New York.

Larry Strichman, director, motion pictures for television, CBS Entertainment, Los Angeles, named VP, mini series and client specials.

Appointments at King World: **Stu Stringfellow**, VP, Central division manager, Chicago, named VP, sales, East, New York; **Dennis Franklin**, Eastern division sales manager, New York, named VP, Eastern division manager; **Gary Grandolph**, Central division manager, Chicago, named VP, Central

division manager; **Diran Demirjian**, manager, South West division, named VP, South West division manager, and **Michael Stornello**, account executive, WCLR(AM)-WTMX(FM) Skokie, Ill., to same capacity there.

James Ivory, director, *A Room With A View*, joins Paramount Pictures, Hollywood, Calif., as guest director, Paramount Images.

Richard Pierson, director of comedy development, Weintraub Entertainment Group Television, joins Imagine Television, Los Angeles, as VP, creative affairs.

John Rappaport, creative consultant, *Night Court*, joins Paradigm Entertainment, Beverly Hills, Calif., as executive producer and writer.

Douglas Zwick, director, program acquisition, Disney Channel, Burbank, Calif., named VP, program acquisition.

Perry Buffington, psychologist, writer and speaker, Atlanta, joins WKLS-FM there as host, *Therapy Thursday*.

Michael Luczak, program director, WAZU(FM) Dayton, Ohio (Springfield), joins WMMJ(FM) Cleveland in same capacity.

David Woolson, director of business and legal affairs, Reeves Entertainment Group, joins dick clark productions inc., Los Angeles, in same capacity.

Appointments at Madison Square Garden, New York: **John C. Diller**, executive VP, MSG Sports, **Robert M. Gutkowski**, executive VP, MSG Communications, and **Judson W. Perkins**, executive VP, facilities development and management group, named group presidents. Senior VP's **Thomas A. Conway**, finance and strategic planning, **Kenneth W. Munoz**, administration and general counsel, and **Michael D. Walker**, marketing and communications, named corporate executive VP's. **Thomas Benzel**, general manager, MSG, named senior VP, development, MSG facilities development and management group.

Esther Greif, VP, administration, Pacific Arts Corp., Beverly Hills, Calif., joins Group W Productions, Los Angeles, as director of production.

Andy Thomas, program director and air personality, WVOC(AM) Columbia, S.C., joins WSJS(AM) Winston-Salem, N.C., as program director.

Jamie Grout, of KCIM(AM) Carroll, Iowa, joins WROK(AM) Rockford, Ill., as program director, succeeding **John Ivey**, named operations manager, WROK(AM)-WZOK(FM) there.

Tom Scott, program director, WAVH(FM) Mobile, Ala., joins WGEN-AM-FM Gene-

seo, Ill., in same capacity. **Lisa Nanni**, of Western Illinois University, Macomb, Ill., joins WGEN as evening announcer.

Timothy J. Morrissey, news director, WNEP-TV Scranton, Pa., joins WJZ-TV Baltimore as on-air manager.

NEWS AND PUBLIC AFFAIRS

Victoria Corderi, correspondent, CBS News, New York, named co-anchor, *CBS Morning News* and news segments of *CBS, This Morning*.



Corderi



Gay

Catherine Gay, head, Center for Communication, nonprofit organization founded by Frank Stanton, president emeritus, CBS Inc., joins Maxwell/Macmillan, New York, as VP, public affairs.

David J. Peterkin, senior producer, WNYW(TV) New York, joins ABC News, there as northeast bureau chief.

Elaine Tack, general assignment reporter and fill-in anchor, WEWS(TV) Cleveland, joins WBBM-TV Chicago as general assignment reporter.

Bob Costantini, freelance reporter, Washington, joins Conus Communications, there as reporter.

Scott Pearson, of KQED(TV) San Francisco, joins KRON-TV there as documentary producer.

Monica Gayle, of KUSA-TV Denver, KNSD(TV) San Diego, as co-anchor and consumer specialist, call for action reporter. **Suzanne Martz**, assignment editor, WAND(TV) Decatur, Ill., joins KNSD(TV) in same capacity.

Rayne Pollack, manager of public relations, Financial News Network, New York, joins C-SPAN, Washington, as press information manager.

Kenneth S. Hudson, of Coca-Cola, Atlanta, joins Boston Celtics Communications, parent company of WFXT(TV)-WEEK(AM) Boston, as VP, community affairs.

Tim England, news director, WKYU-FM

Bowling Green, Ky., joins WUTK(AM) Knoxville, Tenn., in same capacity.

Kim Farah, reporter and weekend anchor, KDRV(TV) Medford, Ore., joins KTVM(TV) there as co-anchor, 5, 5:30 and 11 p.m. **Sharon Chin**, late news anchor, adds daytime reporting duties.

Mike Gottfried, former head coach, University of Pittsburgh, joins ESPN, Bristol, Conn., as college football analyst.

Janet Anderson, production coordinator, KOMO-TV Seattle, named producer, public affairs programing.

Anna Marie McGruddy, associate producer, *PM Magazine/This Evening*, Group W Productions, Los Angeles, joins Group W News Services as planning producer, *The Entertainment Report*.

Peter R. Speciale, producer, *FNN Marketwrap* and *CEO Spotlight*, Financial News Network, New York, joins WGAL-TV Lancaster, Pa., as weekend news producer.

David D. Brown, Washington bureau chief, MonitoRadio, joins CALNET, Long Beach, Calif., as executive producer.

Patrick Walsh, assistant news director, KBYR(AM)-KTVA(TV) Anchorage, joins National Television News, Los Angeles, as writer and producer.

TECHNOLOGY

Edward Fischer, director of business affairs, Independent Network News, New York, joins Tribune Broadcasting Co., Chicago, as manager of microsystems support.

John Carey, sales and marketing manager, Otari Corp., Foster City, Calif., named VP, sales and marketing.

Darrell W. Wenhardt, director of engineering, broadcast systems division, SAIC, San Diego, joins A.F. Associates studio system builders and designers, there as director, design and project management, West Coast.

Frank L. Coltham, of Cabletime Systems, joins General Instrument's Jerold Communications, Berkshire, England, as sales executive.

Fred Badecker, acting chief engineer.

Broadcasting

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wvvt(TV) New Britain, Conn. (Hartford), named chief engineer.

PROMOTION AND PR

Cydney EnDean, promotions coordinator, Marine World Africa USA, joins KMEL(FM) San Francisco, as promotion director.

Bruce Binenfeld, promotion manager, KPTM(TV) Omaha, joins WNUV-TV Baltimore, as program and promotion manager.

Judianne Atencio, senior publicist, MTV Networks, named manager, corporate communications, West Coast, Los Angeles.

Tom Carroll, former president, Carroll & Co. public relations and marketing firm, joins Capener/Walcher Public Relations, San Diego, as account executive.

Peggy Powell, account executive, Claster Television Inc., Baltimore, adds duties as director of creative services.

Linda Allen, director of marketing and promotion, WHP-AM-FM Harrisburg, Pa., joins WITF-FM-TV there as media coordinator, corporate communications department.

Charlie Feldman, senior director, writer/publisher relations, BMI Public Relations, New York, named assistant VP, writer/publisher relations.

Peter Berk, account executive, Solters Roskin Friedman Public Relations, joins Lippin Group, Los Angeles, as senior account executive.

Gale Thompson McMullin, publicist and St. Louis correspondent, *Money* magazine, joins Kopljar Communica-

tions Inc., there as director of community relations.

ALLIED FIELDS



Cronauer Leiby & MacRae law firm, Washington, concentrating in communications law.

Appointments at Academy of Television Arts & Sciences, Burbank, Calif.: **Robert C. Wright**, president and CEO, NBC, New York, named to board of directors; **Jamie Kellner**, president and chief operating officer, Fox Broadcasting Co., Los Angeles, named foundation VP; **Charles W. Fries**, chairman of board and president, Fries Entertainment, Los Angeles, named foundation secretary; **Sonny Fox**, independent producer, Los Angeles, named chairman, and **Earl Lestz**, president, studio group, Paramount Pictures, Los Angeles, named to TV Academy's executive committee.

Ronald H. Hinckley, public opinion and information analysis consultant, Washington, joins United States Information Agency, there as director, research office.

Barbara Walden, associate executive

Adrian Cronauer, former Air Force disk jockey portrayed by Robin Williams in *Good Morning, Vietnam!*, and recent graduate, University of Pennsylvania Law School, Philadelphia, joins Le-

Bouef, Lamb

director of communications, UJA Federation of New York, joins Anti-Defamation League, New York, as director of communications.

Joe Zaleski, consultant, Joseph D. Zaleski Inc., joins NATPE*Net Computerized Communication and Information System, as executive consultant.

Robert E. Ott, VP and chief financial officer, Satellite Business Network Inc., joins Kane Reece Associates Inc. financial and management consulting group, Metro Park, N.J., as VP.

Sandra W. Boesch, manager, Blair Television, San Francisco, elected to board of directors. San Francisco Television, Advertising and Radio organization.

Peter Thomas, manager, member relations, Association of National Advertisers Inc., New York, named director, member relations.

Patricia M. Reilly, partner, Wiley, Rein & Fielding, Washington, reappointed chair, American Bar Association's forum on communications law.

DEATHS

Kenjiro Takayanagi, 91, father of Japanese Television, died of pneumonia July 23 in Yokosuka (Japan) hospital. As an electrical engineer, Takayanagi was credited as achieving first television transmission in Japan in 1926 and developed components for television cameras in early 1930's. Having stint with Japanese Broadcasting Company, Takayanagi joined Victor Company of Japan (JVC), later named VP.

Glenn G. Boundy, 89, broadcasting pioneer, died July 20 of heart attack at his home in Miami. After helping set up KDKA(AM) Pittsburgh, Boundy formed own radio station WWVA(AM) Wheeling, W. Va., which was sold to Storer Broadcasting in 1931. After serving as chief radio officer in World War II, Boundy worked for Storer, retiring in 1969 as VP, engineering. He is survived by his son, Glenn Jr.; brother, Raymond; sister, Georgia; three grandchildren, and five great-grandchildren.

Bruce E. Saunders, 66, broadcaster, died of cancer July 14 at Memorial Hospital in South Bend, Ill. Saunders joined WSP-AM-TV South Bend, Ill., in 1946, and remained there until his retirement in 1985. He hosted *Breakfast at Clarks* and *Teen Time* on radio, *Hoosier Favorites* and *Homemaker's Time* on television, with additional duties as weatherman. He is survived by his wife, Doris; daughter, Barbara; son, Charles; brother Hubert and four grandchildren.

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FIFTH ESTATE

DAVID GERBER: MGM/UA TV'S IMPORTANT COMMODITY

To draw an analogy between David Gerber's four-year reign at MGM/UA Television and a basketball game, Gerber is adept at playing the transition game. Chairman and chief executive officer since the MGM/UA Television Group division was formed in 1986, Gerber has applied the same "chutzpah"—as one MGM/UA executive puts it—that he used in shaping network television divisions at 20th Century Fox and Columbia.

Gerber has expanded production from one, hour-long network series his first season at MGM/UA, to five network series dramas next season. At the same time, he has kept creative talent at a company that has seen five different corporate suitors in the same span negotiating to acquire MGM/UA Communications from principal shareholder and chairman, Kirk Kerkorian.

Gerber originally joined MGM Television in 1981, when his independent production company, The David Gerber Co., worked a "50/50" equity partnership with newly formed MGM unit. From 1984 to '86, Gerber Productions and MGM Television produced the highly-acclaimed *George Washington* and *George Washington II: The Forging of a Nation* mini-series for ABC; thus creating the path Gerber would follow to the top of MGM/UA Television.

In 1986, then-MGM/UA communications chairman Lee Rich approached Gerber about assuming the presidency of MGM/UA Television after "internal problems" in the division arose over Kerkorian's pending sale of the company to Turner Broadcasting System. Gerber took the job because he was allowed to keep his company insulated from any acquisition deal.

At the time Gerber took over, MGM/UA's only network series was the short-lived hour comedy/drama *Jack & Mike* on ABC (1986-87), however, Gerber read Marshall Herskovitz's and Ed Zwick's pilot script, *thirtysomething*, which he says "started MGM/UA on a roll." Although not entirely a ratings success, ABC's *thirtysomething* has received critical praise, which helped Gerber launch *In the Heat of the Night* on NBC and *The Young Riders* on ABC. Series orders also followed with the hour-long drama *Against the Law* set for



Fox Broadcasting Co.'s fall 1990 schedule, and a 13-episode midseason commitment from NBC for an hour revival of *Dark Shadows*. A live action/animated series, *The Pink Panther*, is on back-up status for CBS's midseason schedule.

Gerber, 59, is reminiscent of the "old guard" in Hollywood, a studio executive who likes to be actively involved in development, production and network negotiation. "The biggest strength I have is my production knowledge," Gerber says. "I am one of maybe a handful of studio heads that has production knowledge. A lot of the younger guys are MBA's or former lawyers. I can go into any room and talk with writers on a script. A lot of times there is yelling, but that is a healthy part of the process. My weakness is producers who sometimes can go into my back pocket and get that extra dollar."

Spending much of the 1950's as an advertising and talent agency pitchman for network series, Gerber seceded from being a vice president of TV sales for 20th Century Fox by convincing studio head Richard Zanuck that he was ready to produce for series TV.

Among those credits, *The Ghost and Mrs. Muir* (1968-70), *Nanny and the Professor* (1970-71), both for ABC, and the hour-long police drama *Cade's County* (1971-72, CBS) starring Glenn Ford.

Gerber formed his own production company in 1972 and signed an exclusive production deal with Screen Gems Television (later named Columbia Pictures Television). Once there, he teamed with Joseph Wambaugh to executive produce the acclaimed hour anthology series, *Police Story* (1973-77, NBC). A season later, he produced *Police Woman* with Angie Dickinson (1974-78, NBC), for which he received an Emmy.

Gerber knew at an early age he wanted to go to Hollywood after college "to be in the movies." He spent much of his youth going to the Avenue D Theater in the Flatbush section of Brooklyn. Although he entered the University of the Pacific as a journalism and drama major, graduating in 1951, he began his career

with BBD&O Advertising in Los Angeles, then moved into TV sales and later TV production in 1968.

MGM/UA is in the midst of a protracted acquisition process with Pathe Communications' Giancarlo Parretti. "The last four years I have felt like the Lebanese government. I never know who is shooting at me, with five different administrations set to take over this place," Gerber says of past takeover bids from Turner Broadcasting System, 20th Century Fox, Lee Rich (a former MGM/UA chairman), Quintex Entertainment and now Pathe. "A lot of people worry so much that they can't be effective on the job.

The best thing is make the best of it, so people appreciate and respect you for what you're doing. Then you become an important commodity; that's what this town relates to."

David Gerber

Chairman and CEO, MGM/UA Television Production Group, Culver City, Calif.; b. July 25, 1931, Brooklyn, N.Y.; BA, University of the Pacific, Stockton, Calif., 1951; television supervisor, BBD&O, Los Angeles, 1952-58; television packager, The Famous Artists Agency, Los Angeles and New York, 1958-61; senior VP, television, General Artists Corp., Los Angeles, 1961-65; VP, television sales, 20th Century Fox, 1965-68; producer, Los Angeles, 1968-72; independent producer affiliated with Screen Gems (later named Columbia Pictures Television), Burbank, Calif., 1972-79; executive VP, television production, CPT, 1979-81; independent producer affiliated with MGM Television, 1981-86; president, MGM/UA Television, 1986-88; present position since November 1988; m. Laraine Stephens, 1970.

IN BRIEF

National Association of Broadcast Employees & Technicians (NABET) rejected NBC's latest contract offer. With 76% of NABET's 2,373 NBC employees voting (1,806), 71% (1,290) rejected offer, while 29% (516) accepted. The Master Agreement between NABET and NBC comprises separate contracts with 12 NABET groups, all of which turned down new proposal. Earlier offer was voted down between April 11 and May 3 by 81% of 83% turnout. NABET hopes to hear from NBC late this week about rescheduling talks. Strike vote has not been taken nor is one planned.

Seventeen representatives sent letter to House Energy and Commerce Committee Chairman John Dingell (D-Mich.) on eve of last week's markup (see "Top of the Week"), expressing concern that subcommittee bill didn't go far enough in protecting cable customers. Among those signing letter were Thomas Downey (D-N.Y.), Jim Cooper (D-Tenn.), Christopher Shays (R-Conn.), Doug Bosco (D-Calif.), Pete Stark (D-Calif.) and Connie Morella (R-Md.).

Motion Picture Association of America President Jack Valenti said last week compromise on reforming FCC's financial interest and syndication rules could still be worked out between big three networks and program producers, but that network executives have no interest in continuing talks aimed at reaching such compromise. During question-and-answer period following luncheon speech at Washington's Center for National Policy, Democratic think tank, Valenti said compromise he envisioned would keep networks out of domestic and foreign syndication businesses, but would allow them to acquire financial interest in network programming so they could share in syndication revenues. Financial interest dealings would be subject to structural "safeguards," he said, so networks could not "intimidate or coerce" producers in negotiations. FCC fin-syn rulemaking got under way last month after networks and producers failed to come to interindustry agreement. Valenti, who speaks for broadbased 211-member Coalition to Prevent Repeal of Financial Interest and Syndication Rule, also slammed Justice Department's comments to FCC favor-

BUENA VISTA AND KING WORLD PART WAYS

King World and Buena Vista are severing their respective agreements to sell each others' programming. Buena Vista announced that it is forming an in-house barter advertising sales unit to sell its domestic programming, previously sold by King World's Camelot Entertainment Inc., while King World announced that it is creating a foreign sales division to sell its products abroad, a job previously handled by Buena Vista International.

King World chief financial officer Jeff Epstein told BROADCASTING that the decision of both companies to start in-house operations was mutual. "Buena Vista has done a good job of selling our programming," Epstein said adding that the move to in-house is a "natural evolution." Both companies, he said, want to control their own operations, adding that the previous arrangement made sense when both companies were growing.

Buena Vista's division will be headed by Howard Levy, former vice president and director of advertising sales at Blair Entertainment. Levy has been named vice president of advertising sales, New York. Satellite offices will be established in Los Angeles and Chicago.

King World International will continue to report to Fred Cohen. Canadian sales will continue to be handled by William Cooke Enterprises of Toronto.

ing substantial relaxation or repeal of rules. Comments are "anachronistic" reflecting views Justice formulated seven years ago when FCC first considered repeal of rules. With "no substance, no evidence and no documentation," he said, comments are based solely on "economic theory."

National Association of Broadcasters filed request last week with FCC to reconsider its authorization of directional antennas for all classes of FM broadcast stations. In December 1988, over objections of NAB and other broadcast engineering organizations, FCC decided to allow FM's to use directional antennas as tools to provide shorter spacing between transmitter sites. Before that decision, FM directional antennas had been limited to noncommercial FM's only. In its filing yesterday, NAB cited recent findings by National Public Radio that directional antennas have failed to avoid interference among noncommercial FM stations.

U.S. Court of Appeals for 11th Circuit in Atlanta has affirmed **right of cable television systems to use utility companies' rights of way**, even in private developments. Decision, in case **Centel Cable Television Co.** brought against real estate developer in South Florida, cited provision in Cable Television Act of 1984

that grants cable television companies right to use utility easements "dedicated to compatible uses." Appeals court affirmed decision of U.S. district court ordering developer Thomas J. White to grant Centel access it sought in development even though White's cable affiliate had entered into joint venture with MERC Communications of Michigan to provide exclusive cable service. District court held that Centel had same right of access to easements as electric and telephone companies. Appeals court agreed in decision that was second of its kind. Earlier case also involved Centel. New *Centel* decision is seen as significant in making clear that cable operators may not only have right to use utility rights of way but may also use private lands to gain access to those easements. Appeals court decision constitutes law only for 11th circuit, which includes states of Alabama, Florida and Georgia. However, decision could influence courts in other areas where cable television systems seek access to utility easements.

British House of Commons voted 131-32 for **permanent TV coverage** of chamber, which C-SPAN said would insure continued coverage by network.

HBO is expected to announce this week that Seth Abraham, senior vice president programming, operations, and sports will head up new Time Warner Sports divi-

sion. New organization, which will purchase pay-per-view and home video sports rights, is said to be extension of Abraham's efforts over the past 10 years in acquiring pay TV sports rights. Seems likely Abraham's HBO duties will be split between Bob Greenway, vice president, sports programming and Ross Greenburg, vice president, sports production, although still possibility HBO looking outside for replacement.

A bit of shuffling has been going on at NBC as executive vice president and CFO Al Barber becomes head of cable network CNBC (see story, page 63). Don Carswell, senior vice president, finance, takes over as CFO. Mike Sherlock, president, Operations and Technical Services Division, who had reported to Barber, will now report directly to NBC president Bob Wright. Maurice Greenfield, vice president, MIS, will report instead to Ed Scanlon, executive vice president, employe relations.

New York Civil Liberties Union is representing Manhattan adult late night program producer in suit against Manhattan Cable. Suit charges that cable operator's pre-screening of weekly sex-oriented show "Midnight Blue," seen on public access, violates Federal Cable Act, which immunizes operators from responsibility for program content and prohibits censorship. But Time Warner, parent of Manhattan Cable, counters that it is also obligated to uphold federal and local statutes against obscenity.

Nielsen figures show pay television penetration dropped to 29.2% in May, down from 29.7% in February, and lowest figure since February 1989. Meanwhile, VCR penetration continued to rise to 69.4%, up from 68.6% in February.

Zenith Electronics Corp., Glenview, Ill., reported combined operational losses of \$11.2 million or 42 cents per share for second quarter of 1990. That figure compares to losses of \$5.2 million in second quarter of 1989. Consumer electronics sales were \$286 million, 13% lower than sales during same period last year. Contributing to loss were sluggish sales of color TV sets and VCR's. Also during second quarter, Zenith reported spending \$3 million on two HDTV projects: flat-tension mask high-resolution display and Spectrum Compatible HDTV transmission system.

As part of what former U.S. Ambassador to USSR Arthur A. Hartman sees as

need for America to play "catch-up" in gaining access to Eastern European telecommunications markets, **former U.S. Information Agency Director Leonard Marks will head "blue-ribbon" committee of several top-level executives of telecommunications companies to Moscow in October.** Group of "about four"—none yet named—will advise Soviet officials on ways to strengthen country's telephone and telecommunications infrastructures. Marks said he expected his group to spend about 10 days in Soviet Union.

Hartman and Marks were among speakers on Thursday (July 26) at State Department conference on political and economic environment for U.S. communications and broadcasting business in Eastern Europe and Soviet Union. Conference was arranged by Bureau of International Communications and Information Policy.

Marks-led group will not be only one U.S. will send to Eastern Europe in October. High-level delegation from FCC, National Telecommunications and Information Administration and State Department are to visit Warsaw, Prague and Budapest to hold series of seminars on American system of spectrum management. Among those expected to make trip are FCC Chairman Alfred C. Sikes and NTIA administrator Janice Obuchowski.

WWOR-TV Secaucus, N.J., announced **extension of The Howard Stern Show be-**

yond original four-week run with additional nine-week commitment, bringing total number of shows to 13. *Stern* is seen Saturday nights at 11 p.m.

Arianespace successfully delivered two European TV satellites into orbit July 24, five months after Ariane 4 rocket exploded, destroying two Japanese birds. Ariane flight 37 carried France's direct broadcast satellite TDF 2 and German bird DFS Kopernikus 2, designed to carry TV to cable and home dishes.

Viewer's Choice cable service will spend **\$500,000** to research, develop and implement national **advertising campaign** in September, designed to reach 70% to 80% of potential PPV audience that have never used service.

The Joker's Wild, from Orbis Communications, has been cleared by 90 stations covering more than 81% of U.S. Recent clearances include WJBK-TV Detroit, which will air show at 7 p.m., and KOLD-TV Tucson, also airing show in access. *Joker's* premieres Sept. 10.

New Jersey Board of Public Utilities adopted new rules covering cable customer information and service, effective Aug. 20. State's cable association said that most systems meet most guidelines, but there was concern that PUC had overstepped its jurisdiction. Imposition of penalties and 24-hour, on-call availability, association said, raises concern.

TV MARTI REPORT GOES TO CONGRESS

President Bush last week sent to Congress a report declaring that TV Marti—which began broadcasting to Cuba on a test basis exactly four months earlier, on March 27—has demonstrated its technical feasibility. The report says that the station, which is now transmitting on Channel 13 for two and a half hours beginning at 3:30 a.m. from a balloon tethered 10,000 feet above Cudjoe Key, in Florida, puts a Grade A signal into Havana and does not cause interference to U.S. or foreign television stations.

The report acknowledges that the broadcasts—of news, entertainment and sports—are heavily jammed. However, it also says there is evidence that the TV Marti signal is viewable in areas of the country. A study commissioned by the U.S. Information Agency concluded that about 28% or about 273,000 households in the primary target area should be able to receive the broadcast "at least occasionally."

The report also notes that Cuba on July 2 succeeded in forcing the U.S. to alter TV Marti's broadcast schedule. The station, which had been broadcasting from 3:45 a.m. to 6:45 a.m., switched to its present schedule on July 2 when Cuba began operating its channel 13 in Havana at 6 a.m. "TV Marti shortened its broadcast hours to avoid harmful interference," the report says.

According to the statute authorizing TV Marti, the feasibility report starts a 30-day period during which Congress will have an opportunity to express itself on the project. At the end of the period, the President is to make a final determination as to whether TV Marti should become a permanent part of the U.S. international broadcast operation.

EDITORIALS

Committed to the First Amendment and the Fifth Estate

JUST WHEN YOU THINK THINGS CAN'T GET WORSE...

It may take weeks to sort out what happened to the cable industry last week. Within hours, the FCC voted out a report to Congress advising that cable policy follow a pro-competitive, anti-regulatory course, while the House Commerce Committee reported out a bill so top-heavy with regulation that many in cable say it will create a situation worse than before the 1984 Cable Act.

What the House bill amounts to, more than anything else, is an act of vengeance. It would:

- Set the price for local programming.
- Declare a new standard for "unreasonable and abusive" rates.
- Force cable to sell its programs to competitors for the next nine years, a measure designed principally to buffer the market entry of DBS and MMDS.
- Similarly, it would force the sale of cable programming to home satellite dish owners.
- It would set aside 25% of cable channel capacity for local broadcast signals.
- And set national standards for such miscellaneous services as remote controls.

The list goes on and on. By the end of the day some 10 major amendments and a number of minors had been tacked on to this Christmas tree, including favorable treatment for home shopping and heightened EEO requirements. Many who had thought things couldn't get worse than the companion Senate bill now think they have.

In the process, Congress is creating a new FCC, one with a bureaucracy bloated enough to carry out all these new mandates. A cable industry that had considered itself essentially free since 1984 will, if this bill becomes law, know what it is to report to 1919 M Street each Monday morning and never turn away. Former FCC Chairman Mark Fowler used to be fond of recommending the "print model" for government oversight; what Congress is fashioning for cable this year might be called the "broadcast model."

Having said all that, the reality is that cable may be better off with this bill than without it. The uncertainty that has paralyzed cable industry development won't recede until Wall Street and Main Street know what the rules are. Cable just never imagined there'd be so many.

TOUGH ACT

The First Amendment and the Fifth Estate both lost a friend and sometime champion with the resignation of Supreme Court Justice William Brennan last week (see story, page 75). "Sometime" because there were occasional divergences from the true course. He was, for example, among the misguided unanimity that upheld the Fairness Doctrine in the now toothless Red Lion decision. "Champion" because at other times he was an eloquent defender of the First

Amendment for both the Fourth and Fifth estates.

In 1964, Brennan wrote the decision in the landmark libel case, *Times vs. Sullivan*, that extended and clarified journalists' immunity from libel damages from public officials. In overturning a lower court decision, the court held: [T]he rule of law applied by the Alabama courts is constitutionally deficient for failure to provide the safeguards for freedom of speech and of the press that are required by the First and Fourteenth Amendments in a libel action brought by a public figure against critics of his official conduct." Absent those safeguards, the court said, such judgments could create "a pall of fear and timidity imposed upon those who would give voice to public criticism," a climate in which "First Amendment freedoms cannot survive." One observer at the time described the decision as "a charter of liberty for communications media in general." Although that liberty is not yet full or unfettered, the decision was clearly an important step toward it.

Later, Brennan was a voice of ringing dissent to the 1978 *Pacifica* decision in which the high court, in a 5-4 ruling, gave Congress and the FCC a wedge in censoring the media. In a separate dissenting opinion, Brennan said: "[T]he court's attempt to unstitch the warp and woof of First Amendment law in an effort to reshape its fabric to cover the patently wrong result the court reaches in this case is dangerous as well as lamentable." The responsibility for judging offensiveness should rest, he argued, where it had "until today," with the public, and "unsullied by the censor's hand."

Copy to Judge Souter.

NOT THIS TIME

Not to be lost in recounting the past week is what didn't happen. The telephone companies weren't admitted to the television business. The planned amendments to do so weren't introduced in the House, their sponsors lacking the necessary votes and not wanting to be turned down before trying again in the Senate. Our expectation is for no better luck there.

If indeed there is a cable bill this year, it will be tougher for the telcos to make an individual run for the roses next year. But they'll be back; count on it.



"Nice try Ted, but I'm afraid that won't help the rain fade."

Drawn for BROADCASTING by Jack Schmidt

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